

DEPARTMENT ANNUAL REPORT
(2021-2022)



DEPARTMENT OF COMMERCE
N.S.S COLLEGE MANJERI

ABOUT DEPARTMENT

N.S.S College, Manjeri is an Arts & Science College affiliated to University of Calicut, is run by Nair Service Society. N.S.S College Manjeri was established in 1965 by Sri.Mannthu Padmanabhan with the help of Sri. P. M. Thirumulpad. Department of Commerce envisages to disseminate knowledge in the discipline of commerce so as to become a vibrant centre of commerce education and to provide opportunities for students to realize their full potential and thus shape them into good human beings. The college was accredited with B grade (CGPA - 2.75) in 2013 and re-accredited with B + (CGPA – 2.66) in 2021.

HISTORY AT A GLANCE

The Department of Commerce was started since the inception of our college, in 1965 with Pre-degree curriculum. The B.Com course was started in 1968 and M.Com course was started in 1980 under the headship of Prof. P.M George. The sanctioned intake of B.Com course was 40. The sanctioned intake of M.Com course was increased from 10 to 15 in the year 2015-16. The Add on Course titled ‘Professional Accountancy and Auditing’ was started in 2012-13 with UGC assistance. The UGC fund was obtained for five batches and from 2017-18 onwards, department continued add on course in Self Financing Mode.

VISION

To be a vibrant and innovative centre of commerce education, equip students with knowledge and skills and inculcate values and shape them into good human beings.

MISSION

- To access quality and responsive education for personal and professional success
- To utilize human resources for equitable and productive development
- To extent academic excellence and integrity by effective teaching-learning process
- To provide educational environment to grow and thrive with equity and social justice

Academic Year: 2021-2022

The College re-opened after the summer vacation on June 1, 2021. Due to the Covid restriction, classes were started in online mode. The classes for B.Com Fifth semester, B.Com Second Semester and M.Com Second Semester started after the vacation.

Faculty Details

The department has 8 permanent faculties and one Part-Time Law Lecturer.

Table 1 – Details of Faculty

Name	Aadhar, PAN, PEN	Qualifications	Date of Joining Service	Date of Joining NSS College Manjeri	Experience
Dr.Aravind.J	760773302493	M.Com, NET, Ph.D	26-09-2008	26-09-2008	14 Years
	AOSPA5667M				
	470468				
Priyalakshmi.P.N	429041500907	M.Com, NET, B.Ed,	28-10-2008	28-10-2008	14 Years
	BBMPP6826M				
	470462				
Aparna.P	921734011258	M.Com, B Ed NET	05-09-2012	05-09-2012	10 Years
	BEQPA2088K				
	498297				
Prameela.P	736006585832	M.Com, NET, M.Ed, MBA	03-06-2013	03-06-2013	9 Years
	BGQPP2549N				
	725292				
Saritha.P.K	687241194263	M.Com, M.Phil, NET	25-08-2014	02-06-2016	8 Years
	FYIPS7521B				
	752110				
Tushar Soubhari	990347565096	M.Com, NET,	13-10-2015	09-07-2019	7 Years
	DHBPS0921K				
	764970				
Dr.Shaji.U	988064965764	M.Com, NET, Ph.D	15-03-2018	06-07-2021	4 Years
	AAQPO6294C				
	861860				
N.K.Seemanthini (Part-Time)	934850951807	B.A, LLB	14-10-1981	14-10-1981	41
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Programmes and Curriculum

The Department offers Under Graduate Degree Course (B.Com) and Post Graduate Course (M.Com). The elective adopted by Department for both B.Com and M.Com is Finance.

Admission

Considering the high demand ratio, the college applied for increase in seats and the University sanctioned 51 seats for B.Com Programme. The admission for UG PG programmes were made through Centralized Allotment Process.

a. Category Wise

The admission to various quotas in the B.Com and M.Com courses are presented below:

Table – Category Wise Admission and Enrolment Ratio

Course	Quota							Total	Enrolment Ratio
	General Merit	Community	SC	ST	Lak Dweep	Sports	Management		
B.Com	24	5	7	2	1	2	10	51	100%
M.Com	7	2	3	0	0	0	3	15	100%

b. Gender Wise

The following table shows the gender wise classification of various categories in B.Com and M.Com Courses:

Table – Gender wise Classification of Category

Course	General			SC			ST			OBC			Total
	M	F	Total	M	F	Total	M	F	Total	M	F	Total	
B.Com	26	25	51	2	5	7	2	0	2	10	13	23	51
M.Com	2	13	15	0	3	3	0	0	0	0	7	7	15

c. Demand Ratio

The table below shows the demand ratio of B.Com and M.Com courses category wise.

Total Number of Applicants	9158
Total Seats	51
Overall demand ratio of B.Com Programme	1: 179

Total Number of Applicants	Not Available
Total Seats	15
Overall demand ratio of M.Com Programme	-

d. Socio-Economic Profile

The table below shows the socio-economic profile of all the students of B.Com and M.Com programmes during the year 2012-2022

Course	Occupation of Parents					Annual Income			FAMILY		TOTAL
	Employed	Business	Coolie	Agriculture	Others	Below Rs 25000	Between Rs 25000 and Rs 50000	Above Rs 50000	APL	BPL	
B.Com	18	25	91	4	11	29	73	47	73	76	149
M.Com	2	3	21	0	5	6	16	9	20	11	31
Total	20	28	112	4	16	35	89	56	93	87	180

Parent Teacher Student (PTS) Meetings and Tutorial Meetings

The Department of Commerce believes in the strength of trilateral relations of Parents, Teachers and Students in moulding disciplined and socially responsible individuals with expertise in commerce. Therefore, PTS meetings are arranged on regular basis, at least once in a year. Similarly, teacher-student interactions are strengthened through regular tutorial sessions, where students get individual and personal attention of tutor. Mentoring sessions are also conducted. The tables given below show the details of class tutors and mentors.

Table – Class Tutors

Class	Name of Tutor	Name of Mentor
M.Com	Dr.Aravind.J	Dr.Aravind.J
B.Com S 5 & S 6	Ms. Aparna.P	Ms.Aparna.P and Ms.Saritha.P.K
B.Com S 3 & S 4	Ms. Priyalakshmi.P.N	Ms.Priyalakshmi.P.N and Mr.Tushar Soubhari
B.Com S 1 & S 2	Ms.Prameela.P	Ms.Prameela.P and Dr.Shaji.U

Output and Result Analysis

The tables given below consolidated the result of B.Com and M.Com courses and the toppers in B.Com and M.Com courses:

Table: Result Consolidation

Course	Number of Students				
	Total	Passed	Pass %	Distinction	First Class
B.Com	46	39	84.78	4	32
M.Com	18	16	89.00	5	11

Table: Course Topper

Course	Name	Percentage
B.Com	Ms. Nayana.P	82.90
M.Com	Ms.Sruthi.P	82.60

Department Meetings

During the academic year 2021-22, five department meetings were conducted for communicating and discussing various academic as well as non academic issues. Minutes of the meetings have been properly documented in the register of meetings.

Paper Presentations in Seminars/Conferences by Faculty Members

Sl. No	Title of Paper	Theme of Programme	Nature of Programme	Online/ Offline	Institution	Dates with Year
1	Quality of insurance service in rural area	Conference on marketing transformation in business	UGC Sponsored National Virtual Conference	online	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, Tamilnadu	25/02/2022
2	Perception of Self Help Group Members towards Micro Finance	Marketing Transformation in Business: A Paradigm shift	UGC Sponsored National Virtual Conference	online	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, Tamilnadu	25/02/2022

Publications by Faculty Members

1	J, Aravind. (2021). Online purchase through mobile phones during Covid 19 Pandemic, International Journal of Research and Analytical Reviews (IJRAR), 8,2, ISSN: 2348-1269, May, 840-845, IF – 5.75.
2	M, Geethika and J, Aravind. (2021) Perception of Consumers towards Public Distribution System (PDS), The Journal of Oriental Research Madras, XCII, 3, ISSN: 0022-3302, October, 118-121.

Department Programmes and Activities

1. Webinar : Caveat Emptor (Let the Buyer Beware)

On 16th March, the N.S.S. College, Manjeri observed the World Consumer Rights Day. The webinar was organized by the PG Department of Commerce and the IQAC of our college at 7 PM. The programme co-ordinator was Mr. Tushar Soubhari; who welcomed the esteemed audiences (including Principal, Chief Guest, teachers, students). The Head of the Department, Dr. Aravind. J. gave the presidential address for the same event. The Key Note address was given by Dr. Vattavila Vijayakumar; our Respected Principal of the college. The technical session was handled by Dr. Caroleena Janefer, Assistant Professor, Dept. of Commerce, St. Aloysius College (Autonomous), Mangaluru. The session was very interactive, informative and extraordinary from the previous sessions. Around sixty members participated including 49 students and 11 teachers of our college. The concluding remarks and Vote of Thanks was delivered by Ms. Nayantara Arun (B.Com Second Year student) of our college. The session ended and was dispersed by 8:15 pm.

2. **“Meet with entrepreneur”**- an online interaction programme on 9/10/2021. Mrs Lissy Cisabella (Owner, Cisabella Beauty Parlour Manjeri) was the guest of the programme. The programme was inaugurated by Principal Dr Vattavila Vijayakumar. The total number of participants was 63. The programme was conducted through google meet.
3. **Workshop on Fabric Painting**- Online workshop conducted through google meet on 13/11/2021. Mrs Rekha Anilkumar (Fevicryl Specialist Teacher, Pidilite Industries Ltd) was the resource person of the programme. The programme was inaugurated by Principal Dr Vattavila Vijayakumar. The total number of participants was 61.
4. **Workshop on Umbrella making**- An umbrella making workshop was organized on 8/3/2022. Teachers and students actively participated in the workshop. The programme was inaugurated by Principal Dr Vattavila Vijayakumar. Mrs Saritha, Assistant professor of commerce and Mrs Anitha.K, Assistant professor of History were the resource persons of the workshop. Total participants of the workshop were 21.

5. Industrial Visit- An industrial visit to Sargalaya arts and crafts village, Vadakara (Irangal) was organized on Friday 18th March 2022. 39 students and 2 teachers participated in the industrial visit. The students got a wonderful opportunity of attending a training session on making jewellery using coir and flowers using thermocol, which can be sold in the market at low costs.

Date: 27/04/2022

Head of the Department

(Dr.Aravind.J)