



महाराष्ट्र MAHARASHTRA

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प्रेधान मुद्रांक कार्यालय, मुंबई.  
प.सू.ति - 1000009  
- 8 FEB 2022  
सक्षम अधिकारी

**Memorandum of Understanding for Academic Co-operation  
In the Field of Research**

Between

Sanskar Sarjan Education Society's

D.T.S.S. College of Commerce, Malad (East), Mumbai-400097

And

Prahladrai Dalmia Lions College, Malad (West), Mumbai-400064

श्री. दि. क. गवई

Prahladrai Dalmia College of Commerce (here afterwards Dalmia) and the D.T.S.S. College of Commerce (here afterwards D.T.S.S.) (the parties) wish to initiate collaboration in the field of education through academic programmes supported by University of Mumbai and University Grants Commission. Dalmia and D.T.S.S. recognize their strengths in Research and Education in the disciplines of Commerce and Accountancy and their mutual interest in engaging themselves in academic operations.

Therefore Dalmia and D.T.S.S have reached the following Memorandum of understanding:

**Objectives**

This Memorandum of Understanding (here after referred to as the "MOU") intends to set out the general principles of mutual cooperation in the field of education, according to which the



1169A जोडपत्र-१/Annexure-I  
प्रतिज्ञापत्रासाठी/Only for Affidavit

10 FEB 2022

10 FEB 2022

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श्री राजन गणपत शिंदे परवानाधारक मुद्रांक विक्रेता  
परवाना क्रमांक एल.एस.व्ही.-८०००००९  
जी-३, हेमू क्लासिक इमारत, अल्का विहार हॉटेलच्या बाजूला,  
एल.आय.सी. कॉमर्सच्या मागे, एस.व्ही.रोड,  
मलाद (पश्चिम), मुंबई-४०० ०६४.  
ज्या कारणासाठी अशाही मुद्रांक खरेदी करतानाची त्याच कारणासाठी  
मुद्रांक खरेदी केल्यापासून ६ महिन्यात वापरणे बंधनकारक आहे  
Tel.: 28807359 / Mob.: 9820141066

Sanskar Sarjan Education Society,  
D.T.S.S. College of Commerce  
Kurar Village, Malad (East),  
Mumbai-400 097.

*[Handwritten Signature]*

Sides may jointly identify areas of mutual interest and carry out cooperative activities on the basis of reciprocity and mutual benefit.

**Scope of Cooperation**

The Sides will encourage the following cooperative activities, in particular:

- a. Exchange of information on research, teaching, learning materials and literature relevant to research programmes.
- b. Giving opportunities to attend seminars, workshops and short term programmes in the area of research, while extending invitations to each other's faculty to participate therein.
- c. Other areas as mutually agreed upon by the Parties.

**Implementation and Funding**

The cost of cooperative activities may be funded as mutually determined. All cooperative activities under this MOU will be subject to the availability of funds to the Sides.

**Dispute Settlement**

The Sides will consult together upon request of either side regarding any matter relating to the terms of this MOU and will endeavour jointly in a spirit of cooperation and mutual trust to resolve any difficulties or misunderstandings which may arise.

**Amendment**

This MOU may be amended by mutual written consent of the Sides

**Entry into Effect and Termination**

This MOU will come into effect on the date of signature by the representatives of the two institutions. This MOU will remain in effect for an initial period of five (05) years with an option to renew it for any extended period as it seems fit by the parties.

*[Handwritten Signature]*  
Signature  
I/C. Principal

Sanskar Sarjan Education Society's  
D.T.S.S. College of Commerce  
Kurar Village, Malad (East),  
Mumbai-400 097.

*[Handwritten Signature]*  
Signature  
I/C - PRINCIPAL

PRAHLADRAI DALMIA LIONS COLLEGE OF  
COMMERCE AND ECONOMICS  
SUNDER NAGAR, MALAD (W),  
MUMBAI - 400 064. 2



Internal Quality Assurance Cell  
of

**PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE &  
ECONOMICS**

**AND**

**D.T.S.S. COLLEGE OF COMMERCE**

Organise

Student Researchers' National E-Conference on  
“Changing Media Landscapes and their Impact on  
Culture, Society and its Economics”

27 April 2022



# PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

## A BRIEF PROFILE

Prahladrai Dalmia Lions College of Commerce & Economics, envisions 'To groom the students as icons of tomorrow, potentially contributing to commerce, trade and industry; progress and development of the society, keeping in mind, at the same time, the values of humanity and social responsibility'. Its Mission is : 'Providing quality commerce education, using innovative teaching methods and ensuring holistic development of students who will serve through value-based business practices.'

This year we are commemorating 50 years of establishment of our college. The Lions Club of Malad-Borivli, an international social organisation realized the necessity of establishing a Commerce College in the western suburb of Mumbai-Malad in 1972 to cater to the needs of the society. The vision envisaged by the stalwarts of the Club was finally converted into reality and the foundation stone of the college was laid in April, 1972, with a handsome donation from the Dalmia family of Prahladrai Dalmia Charity Trust. Within a record period of 100 days the college building was completed. The college was inaugurated by Mr. T. K. Tope, the then Vice Chancellor of Bombay University. Since then the College has continued its contribution in providing quality education to students. We have reached a milestone and this year - we are celebrating the Golden Jubilee Year of the College.

The Institution has today become one of the premier institutes in the western suburbs. The College endeavours for academic excellence and promotion of co-curricular and extra-curricular activities that promote resilience, creativity and leadership qualities among the students. The College lays great emphasis on inculcating in its students the importance of ethics, hard work and commitment to excellence.

The College endeavours to groom its students as icons of tomorrow, potentially contributing to Commerce trade, industry and management. The College inculcates character building qualities like discipline and punctuality in the students and provides a platform for them to organize various sports and cultural events and achieve excellence in all quarters. The College has an exceedingly committed staff. The College is progressing and has added numerous professional courses to its bouquet of courses- MCom, BCom, BMS, B. A. M. M. C, BBI, BFM, BCom[IM], BAF, BSc - IT and a Research Centre for PhD in Accountancy, Commerce & Business Economics.



# **SANSKAR SARJAN EDUCATION SOCIETY'S D.T.S.S COLLEGE OF COMMERCE (AUTONOMOUS) A BRIEF PROFILE**

The Dhirajlal Talakchand Sankalchand Shah College of Commerce (D.T.S.S. College of Commerce) is situated in Malad (East) beyond the Western Express Highway of Mumbai. The Sanskar Sarjan Education Society (Established in 1964) started this college in 1984 as a natural growth of its Higher Secondary School in the vicinity. J.D.T. High School initially led to the founding of P.D. Turakhia Junior College of Commerce & Science and later to D.T.S.S. Degree College. The College is named after its founders namely Shri Panachand Dungarshi Turakhia and Shri Dhirajlal Talakchand Sankalchand Shah. It is popularly known as 'Sanskar College'. D.T.S.S. College of Commerce was started with a mission to provide quality education to the underprivileged children of Kurar Village. Once an underdeveloped, backward area, Kurar Village is now a 'Centre of learning' solely due to D.T.S.S. College.

Since 30 years of its inception, the college has metamorphosed from being a modest building to a sprawling impressive structure complete with all modern equipment and amenities which make it a truly self-sufficient institute. The college has a well-stocked and modernized library, state of the art computer laboratories, a well-equipped gymnasium and a subsidized canteen. Students are trained in academics as well as co-curricular activities. Ethics, morals and values are steadily inculcated in them through the teaching-learning process and the result is a mature, intelligent, fully responsible citizen ready to take on the new world!

A dedicated Management and staff have brought about an immense change in the attitude and outlook of its student population. Guided by the vision of its founder, the commitment of its management, staff and stakeholders, the wholehearted participation of its student community and the unbounded generosity of the donors; the College functions as a team to realize the dream that through all-round and value-based education, we can shape students to become ideal citizens of the future. The present six-storey building houses multiple Academic Programmes like B.Com. , B.Com(Hons.), B.B.I., B.A.F., B.M.S., B.Sc.(I.T.), B.Sc.(Data Science), M.Com.(Accountancy), M.Com.(Business Management), M.Sc.(I.T.), M.Phil(Commerce), Ph.D.(Commerce), Ph.D. (Accountancy), Ph.D. (Business Economics) and Ph.D.(Philosophy) to cater to the academic needs of over 5000 students.

The College has been awarded A-Grade (CGPA 3.03) by N.A.A.C in its third cycle of re-accreditation. The College has received 'Best College Award' by the University of Mumbai during the Academic Year 2017-2018.



# CONCEPT NOTE

Media in recent times has gone through a massive transformation and has impacted various fields. With these rapidly changing media trends across the world it is imperative to make an inquiry about the impact and connection of these trends from a multidisciplinary perspective.

“Changing Media Landscapes and their Impact on Culture, Society and its Economics” is an interdisciplinary virtual research conference that will focus on the role of media with respect to social, economic, financial, psychological and other aspects of society. The conference seeks to build and explore linkages across disciplines, geographic, and cultural boundaries with reference to media.

## Technical Sessions

### **Session 1: Commerce , Finance and Economics**

- Relationship of media and share market
- Crypto currency and media
- Impact of media on investment methods
- Media attention, sentiment and Investor relations
- Gaming industry and media
- Media and public relations
- The Economics of Information and Media
- Media and Smart Finance
- Media and Stock Markets
- Financial Media and corporate performance – Case study

### **Session 2 : Humanities**

- Media and emotional health
- Media addiction
- Media and politics
- Sexual politics and media
- Humour and media
- Children and media
- Media and health – physical and psychological

### **Session 3 : Technology & Emerging Trends**

- The use of media in education
- Policy making and media
- Media and start-ups
- Influence of virtual reality on the media and vice-versa
- Artificial intelligence in mass media

# CALL FOR PAPERS

## STUDENTS ARE HEREBY INVITED TO CONTRIBUTE:

- Original Research papers for the Intercollegiate **Virtual Conference** under the sub topics given above. OR ANY OTHER TOPIC RELATED TO THE THEME
- Research papers should be submitted as per the following guidelines:
- The title of the paper should be followed by the personal and institutional details of the writer of the paper.
- The paper should be divided under following sub heads :
  1. Abstract (Short summary) in English – Max. 300 words
  2. Methodology / Procedure / Aims / Objectives of the research
  3. Introduction
  4. Findings
  5. Conclusion
  6. Recommendations (if any)
  7. References

**The word limit for the research paper should not exceed 2,000-2500 words.**

- Use the following formatting style:
  1. Font Type: Times New Roman . Font size: 14 for Heading and 12 for the paper.
  2. Use double spacing.
  3. 1inch margin on all sides.
  4. References should be in MLA Style - include the name of the author (Surname first ), name of the book, name of the publisher , year of publication.

For example: Jans, Nick. *The Last Light Breaking: Life among Alaska's Inupiat Eskimos*. Alaska Northwest Books, 1993.

- The soft copy of the paper should be emailed to **studentresearchpdic@gmail.com**.
- Selected papers will be published.
- Paper presenters will be given 10 minutes for presentation – 7 mins presentation , 3 mins question answer round.

**BEST RESEARCH PAPER WILL BE AWARDED.  
ALL PAPERS WILL BE PUBLISHED IN THE STUDENT  
RESEARCH JOURNAL – ADDHYAN.**

# OUR PATRONS

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Education Society

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Dr. Sussmita Daxini, I/C Principal, DTSS College of Commerce

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Ms. Tanvi Shah, PDLC College

Dr. Sucharita Sarkar, DTSS College  
Ms. Shraddha Chavan, DTSS College



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Sheetal Kanojiya- SYBCom

Divyansh Dugar - SYBCom

Daphne Thevar- SYBBI

Anjali Gaud - SYBMS

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Raj Ghumkar - FYBCom

Harsh Jain - FYBCom

Niraj Jain - FYBCom

# Important

**Registration is compulsory.**

**Link for registration :**

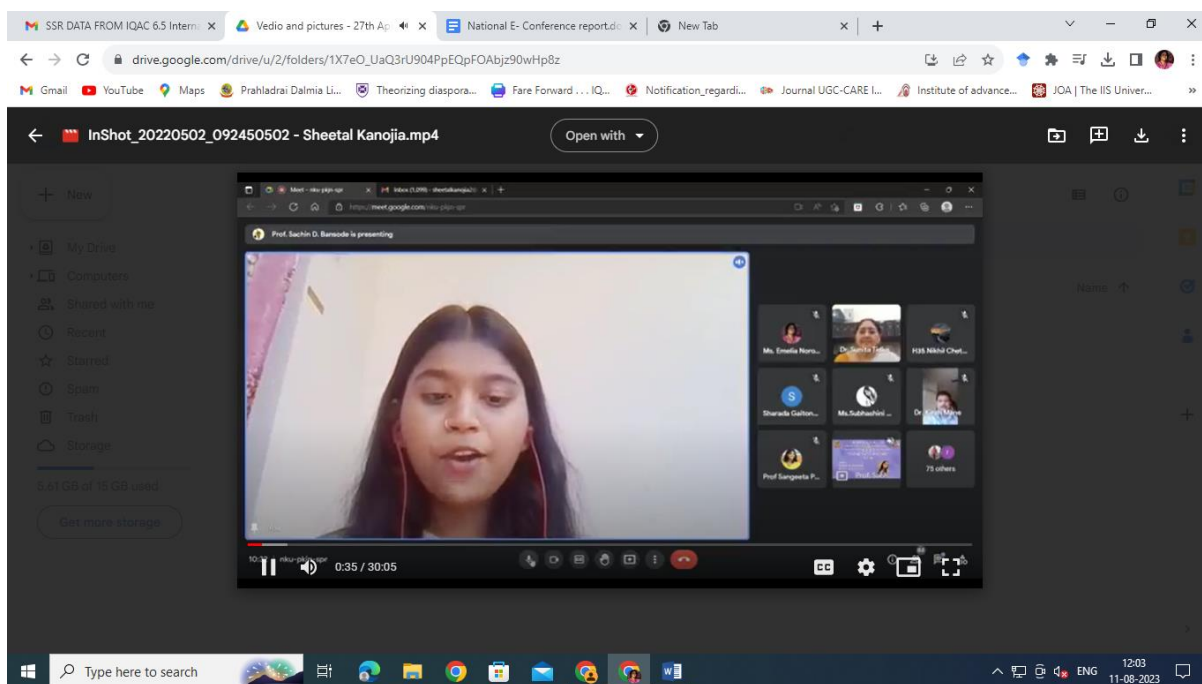
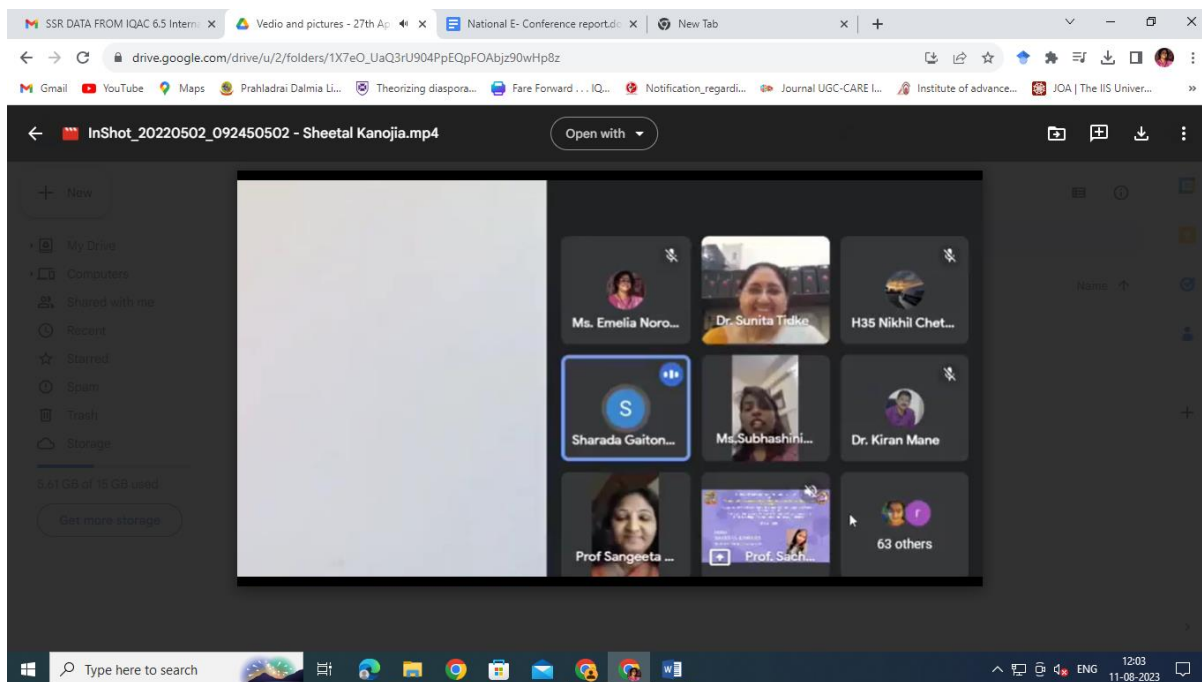
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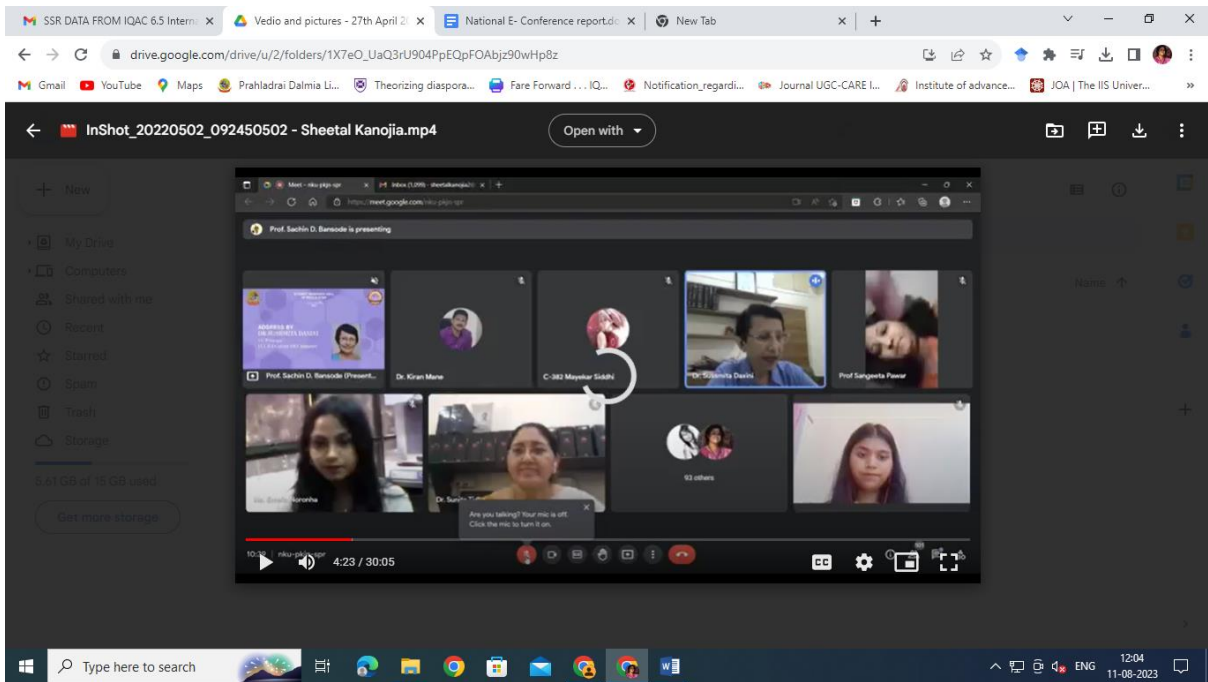
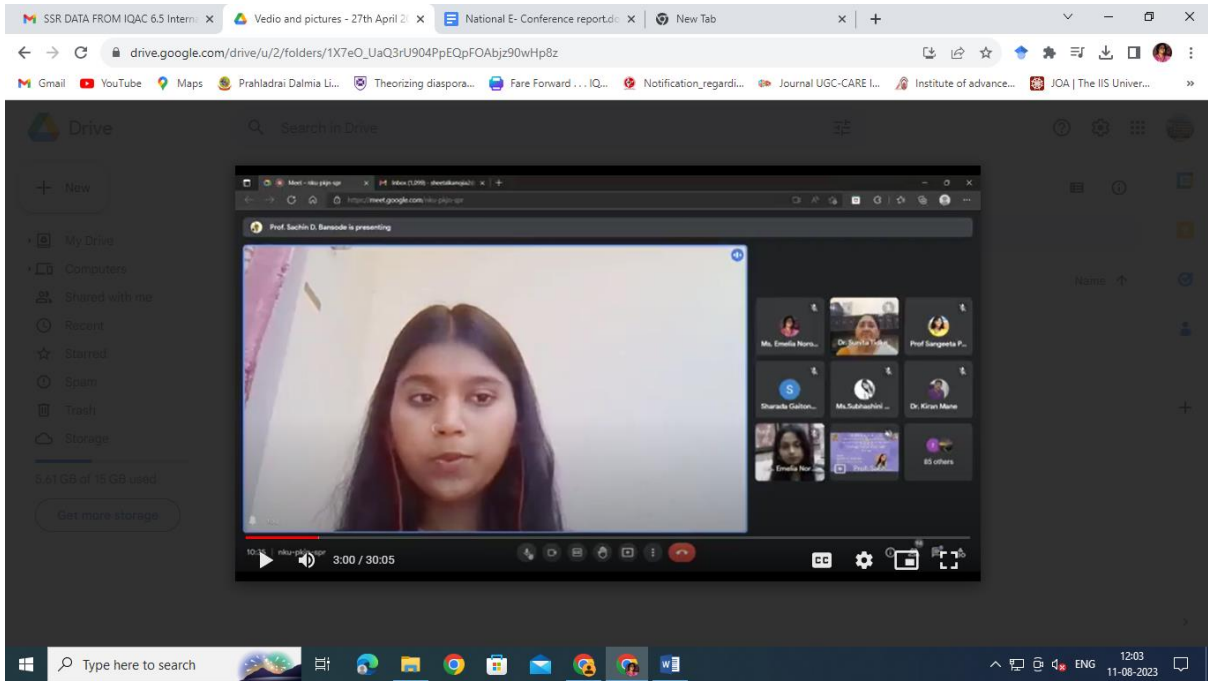
**Last date of submission of Research paper: 19 April 2022**

**NO REGISTRATION FEE**

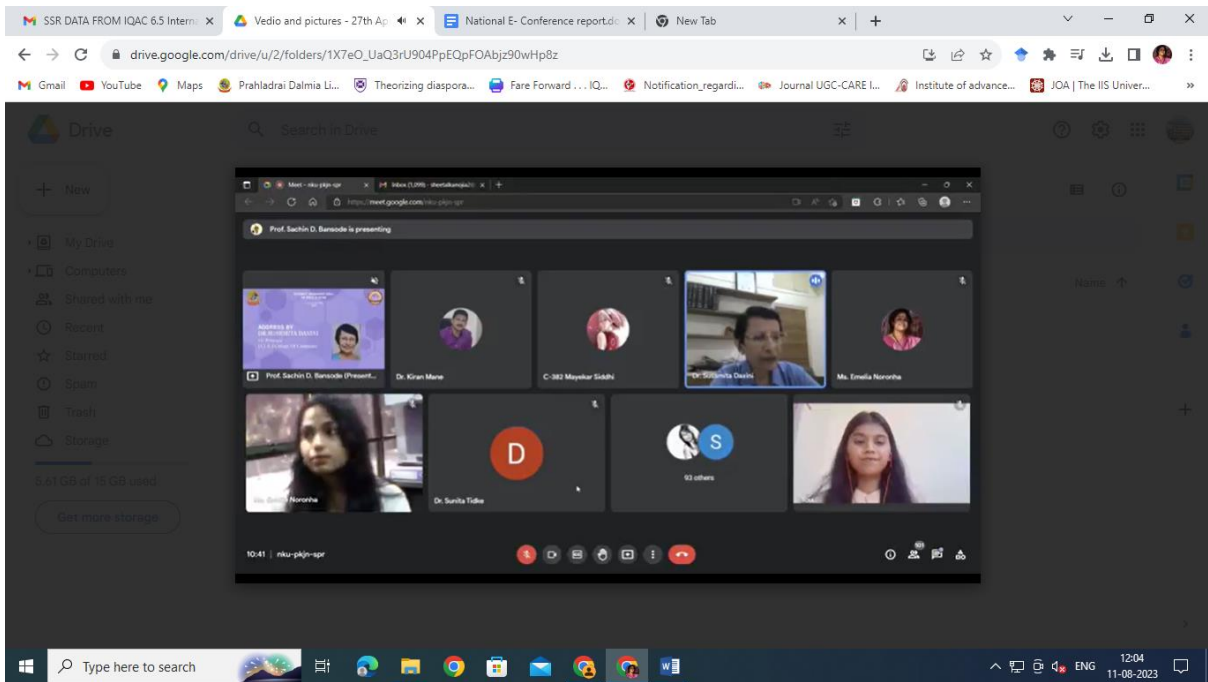
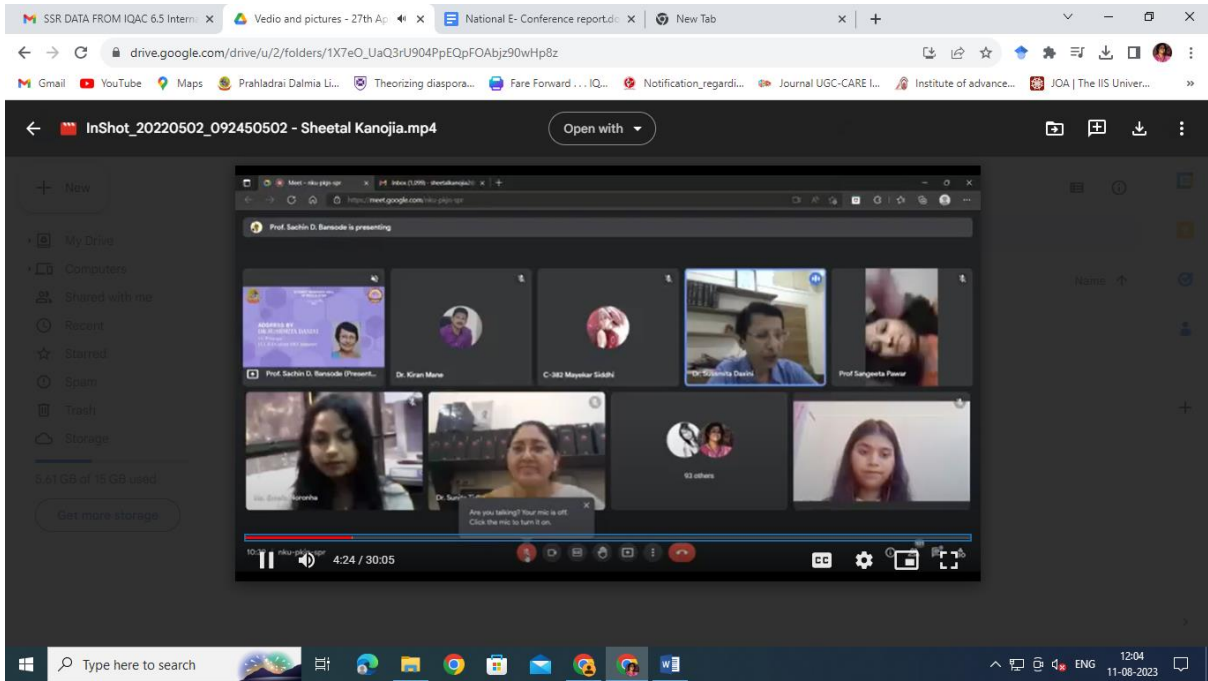
**Research paper should be sent to the following email id:-  
[studentresearchpdlc@gmail.com](mailto:studentresearchpdlc@gmail.com)**

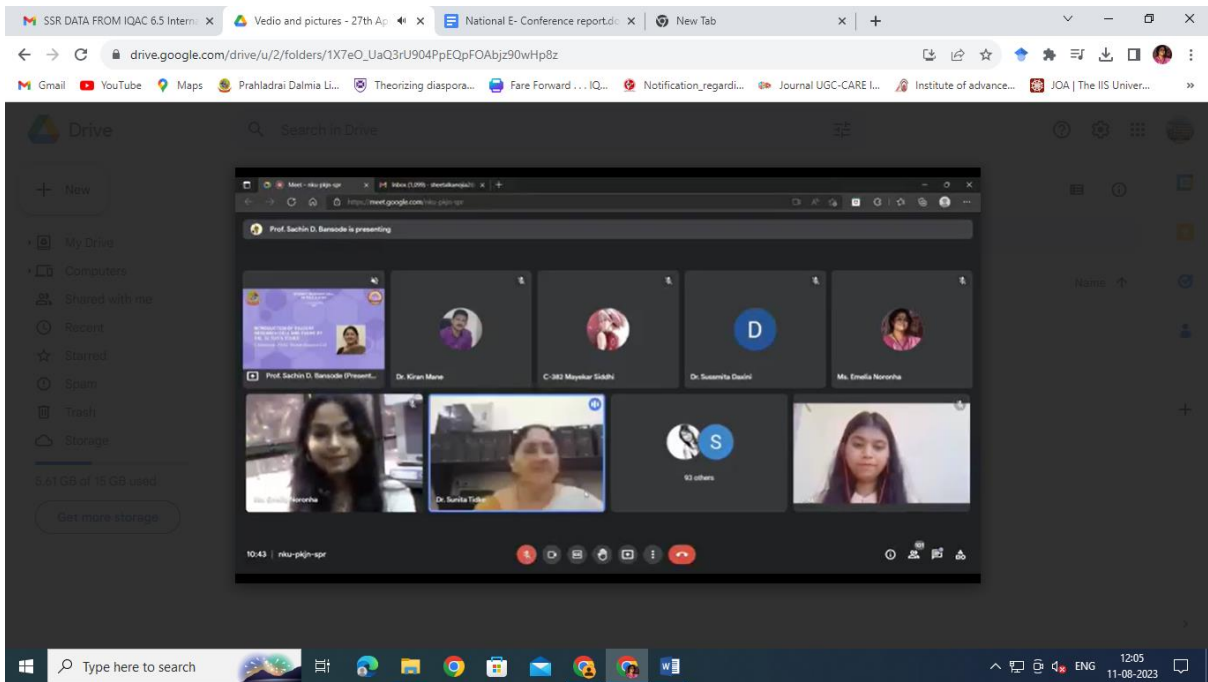
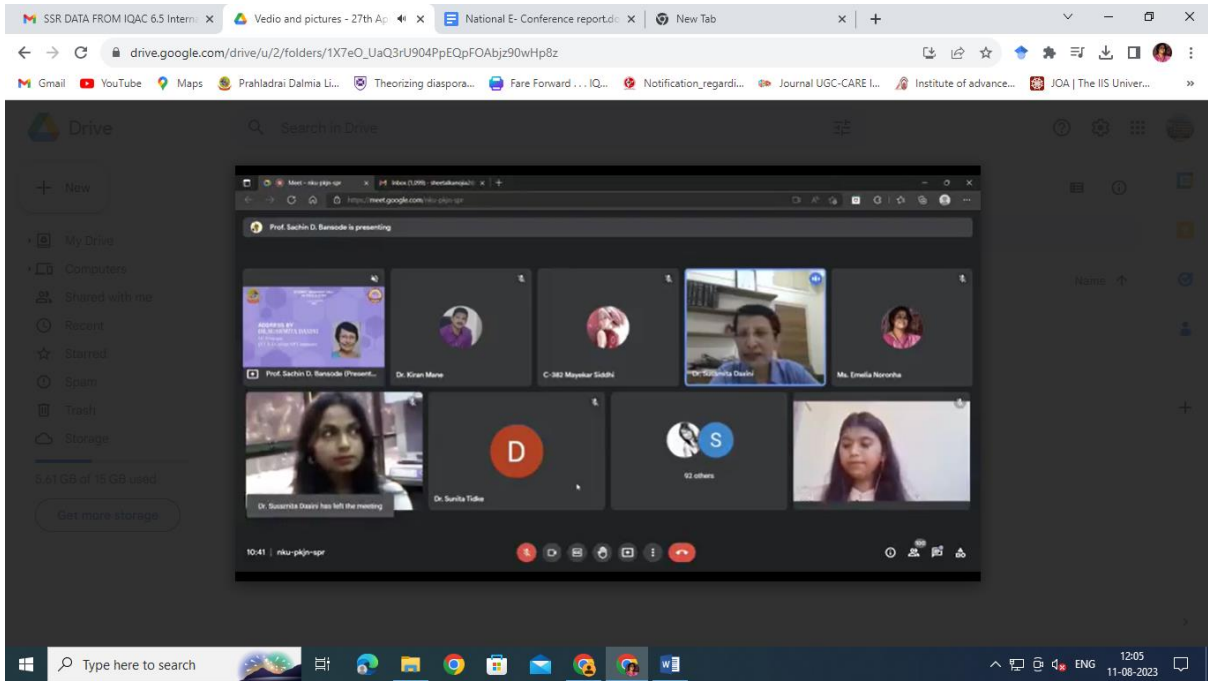
**Student Researchers' National E-Conference on "Changing Media Landscapes and their Impact on Culture, Society and its Economics" on 27 April 2022 by Prahladrai Dalmia Lions College Of Commerce & Economics and D.T.S.S. College of Commerce**

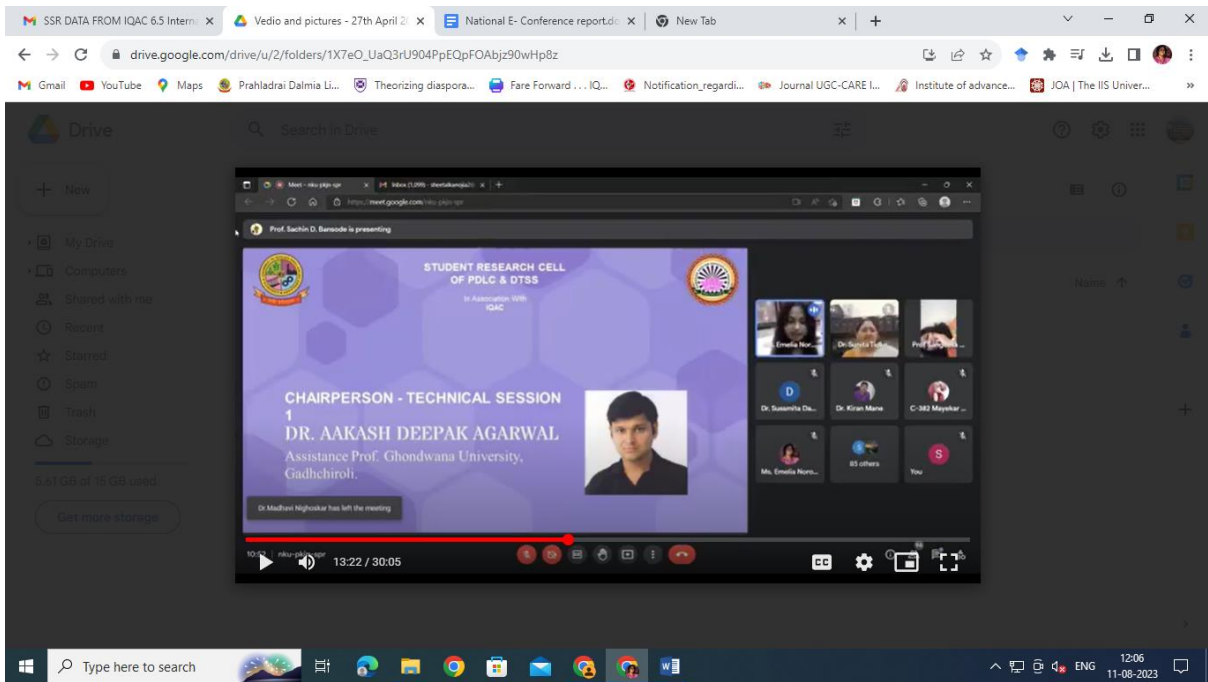
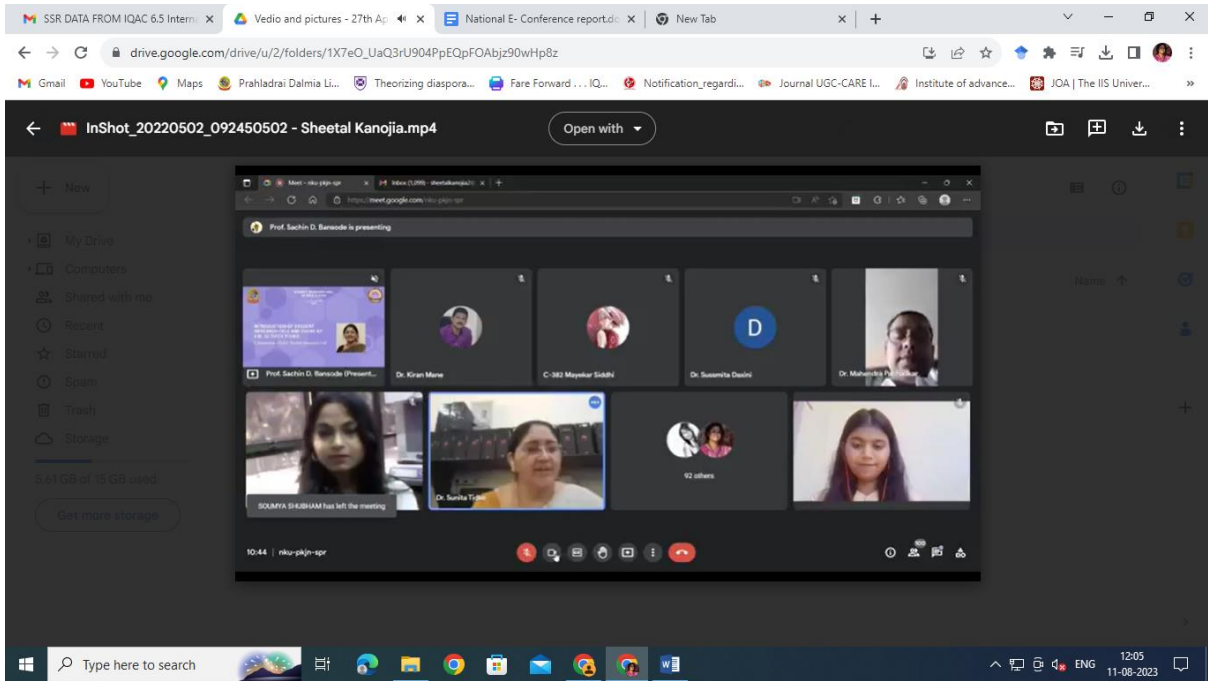




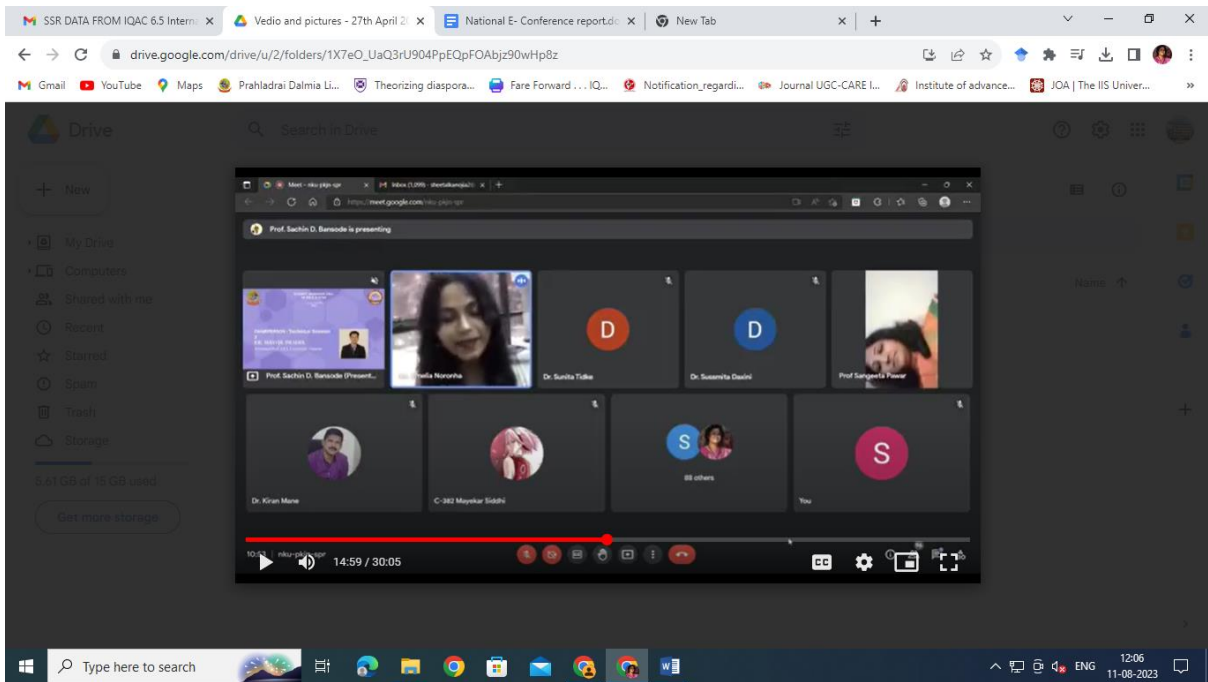


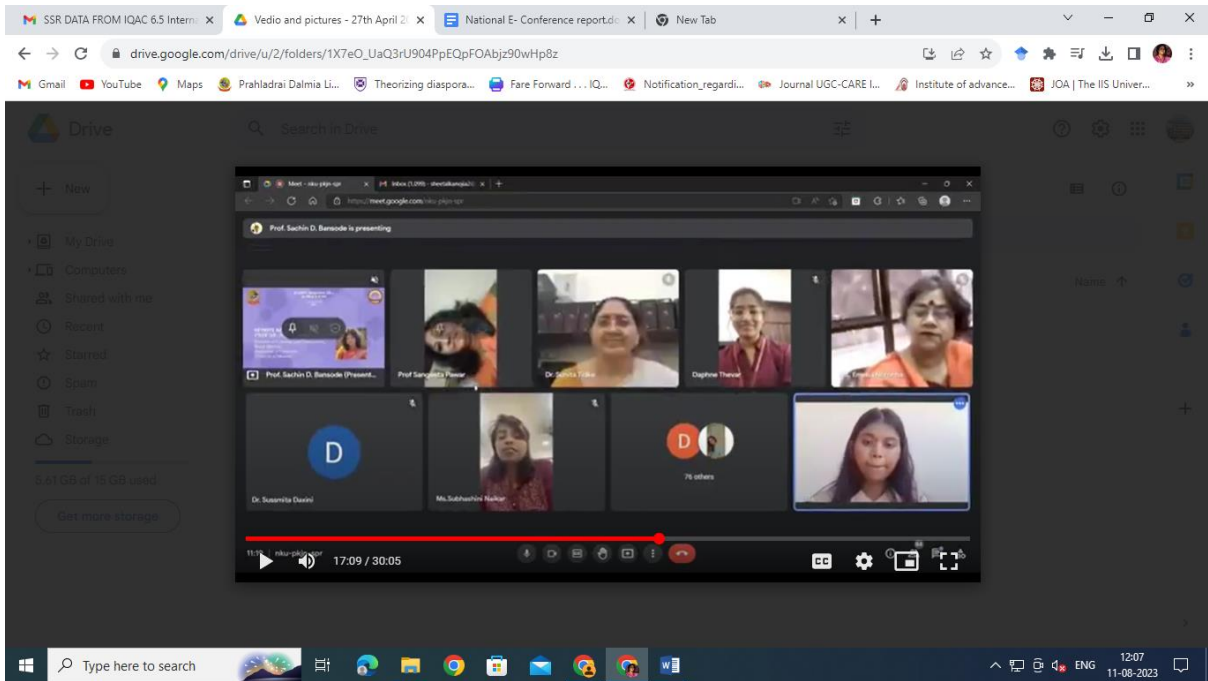
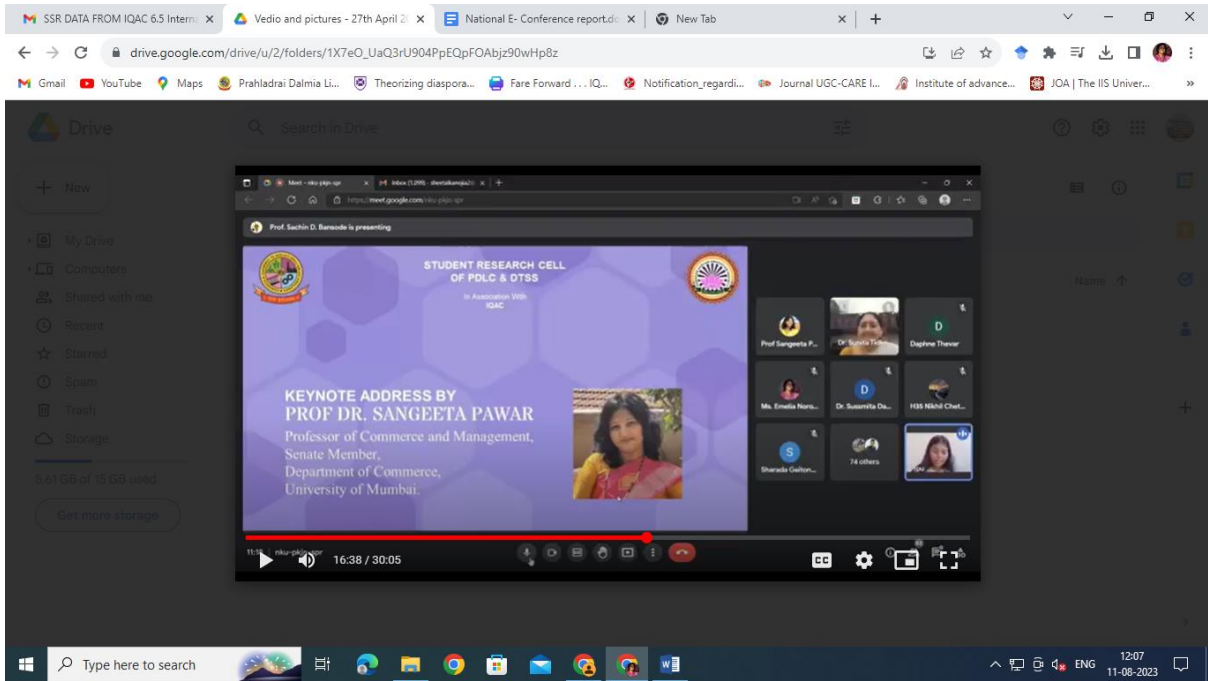


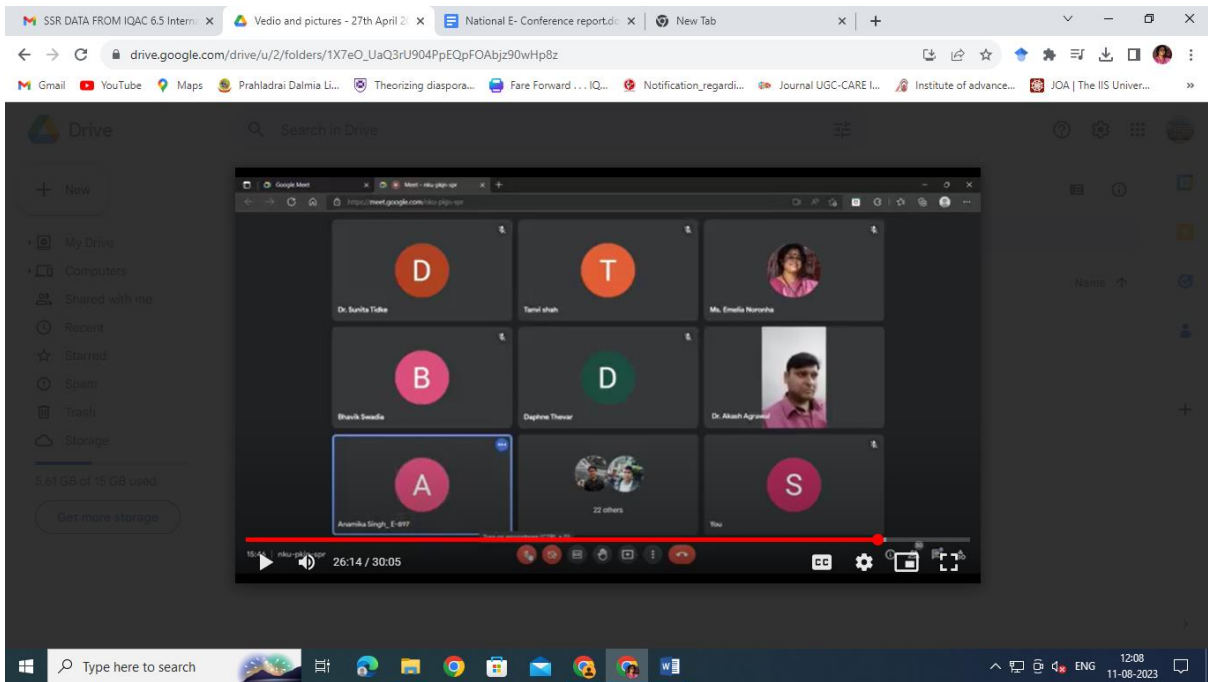
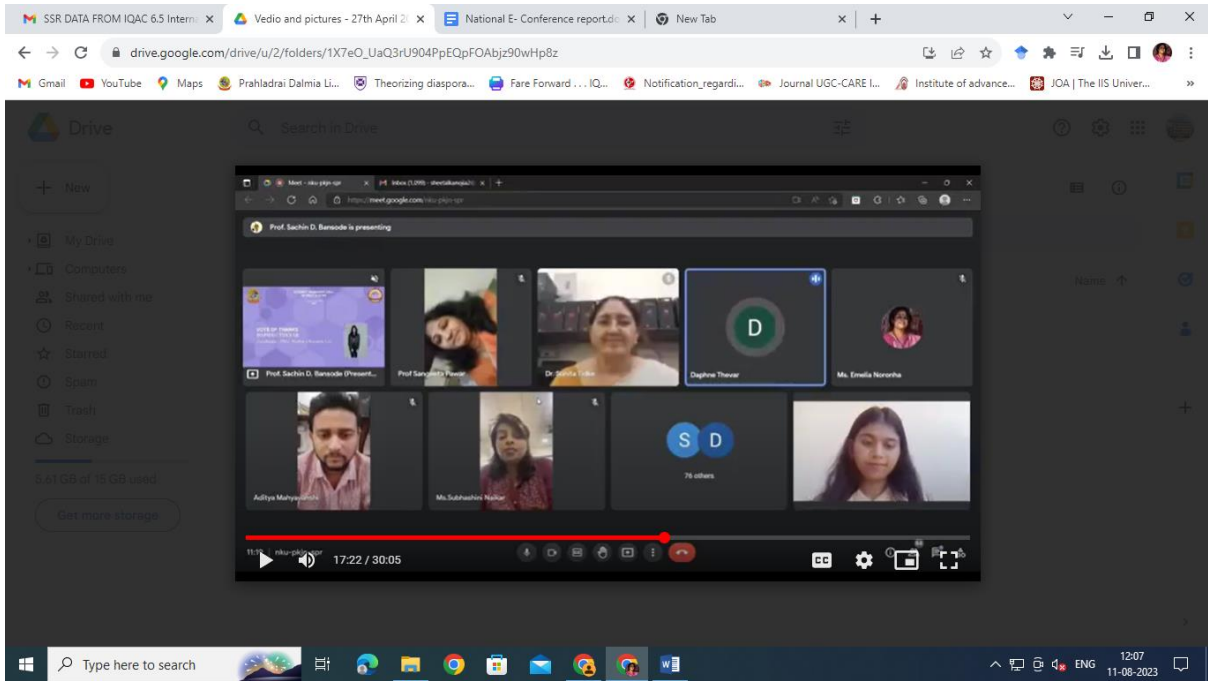




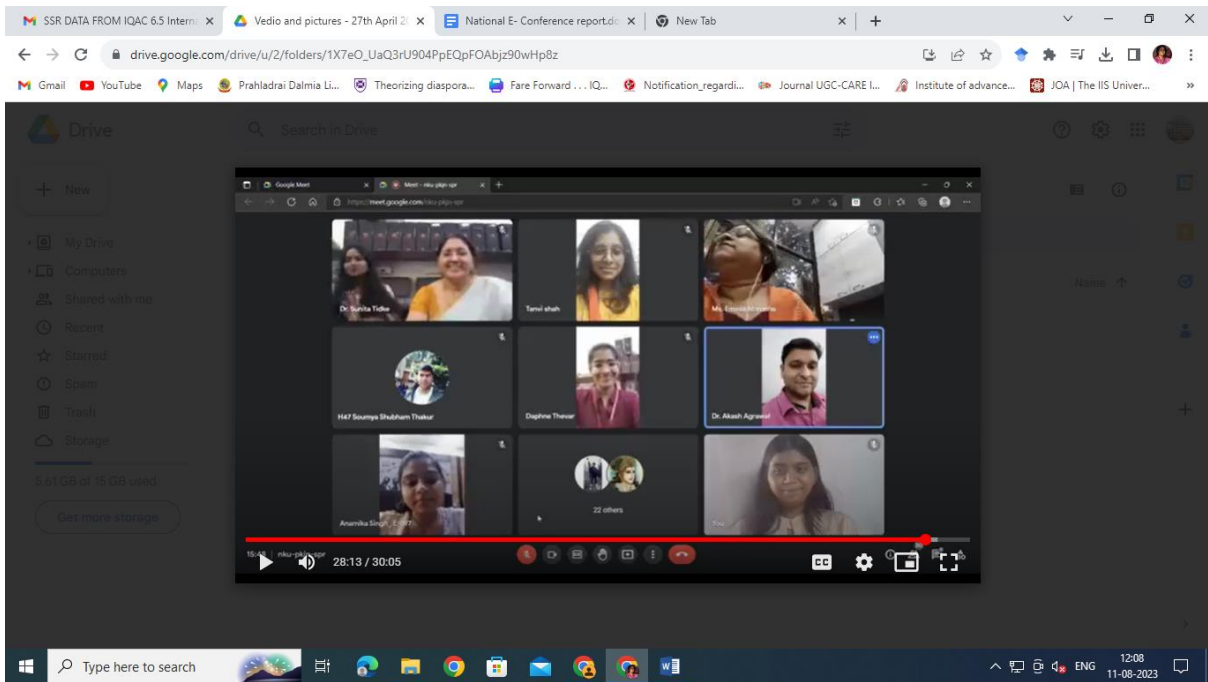
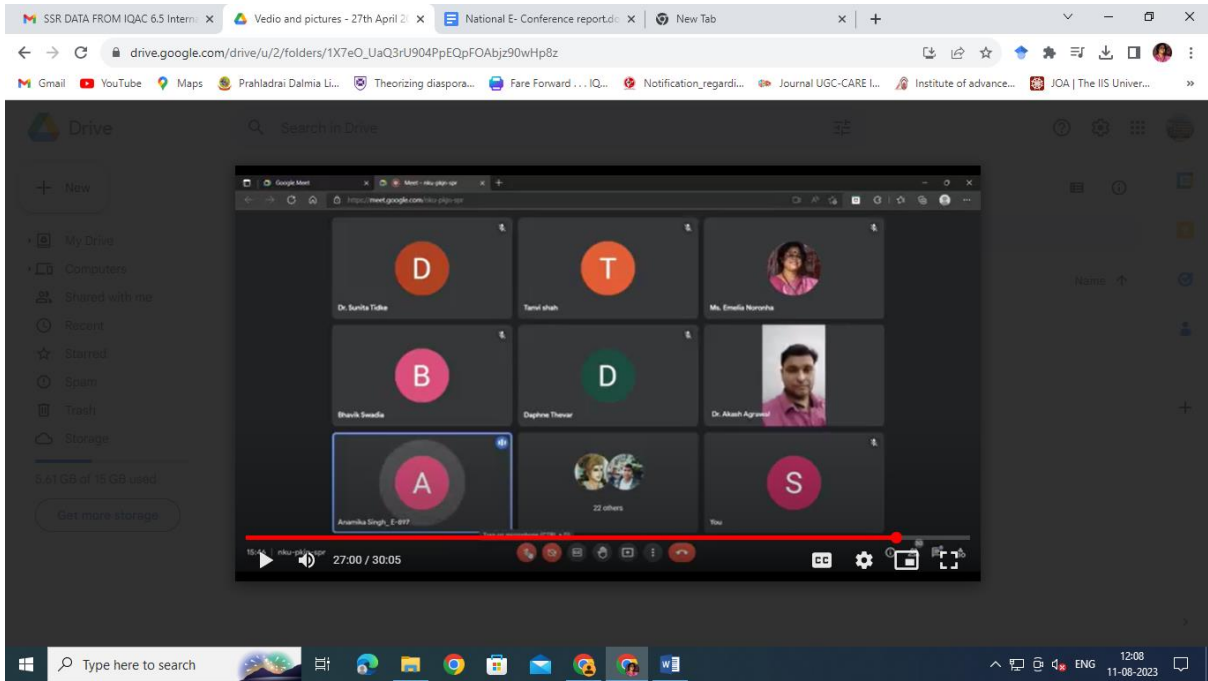


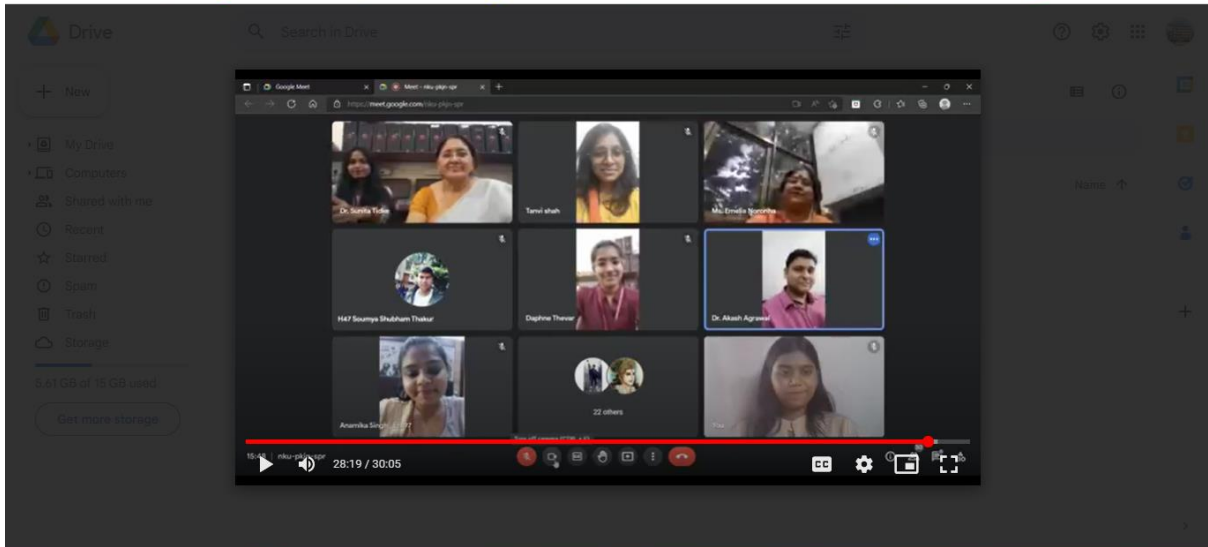


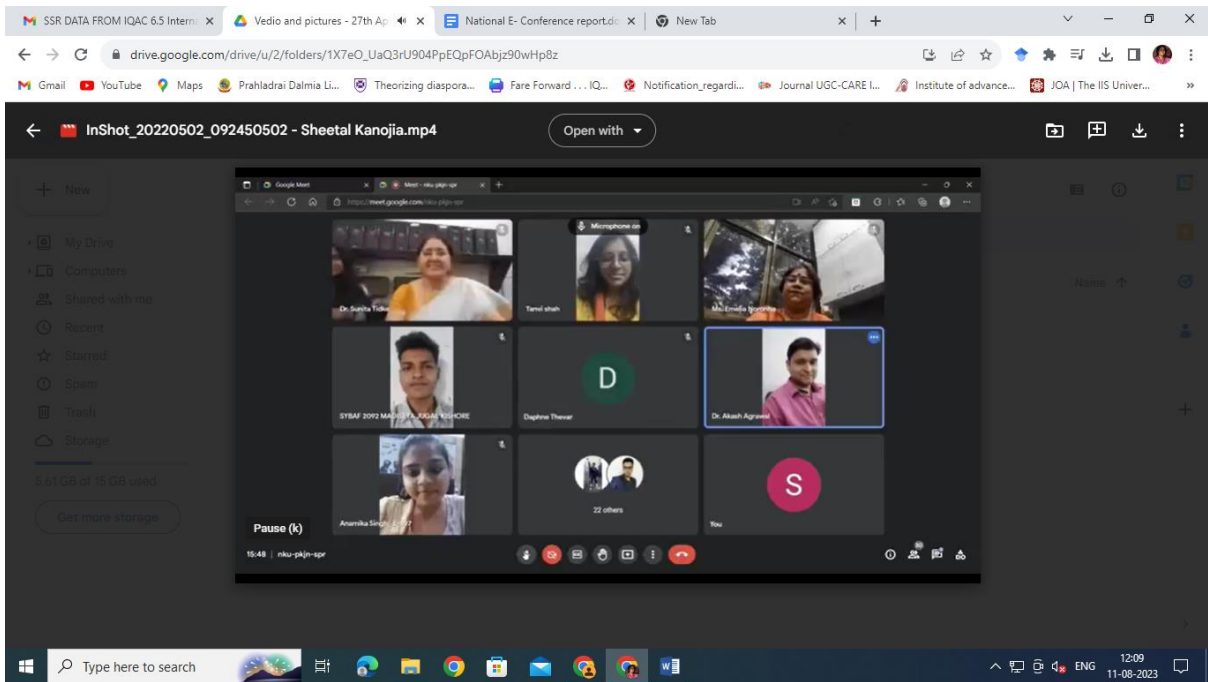
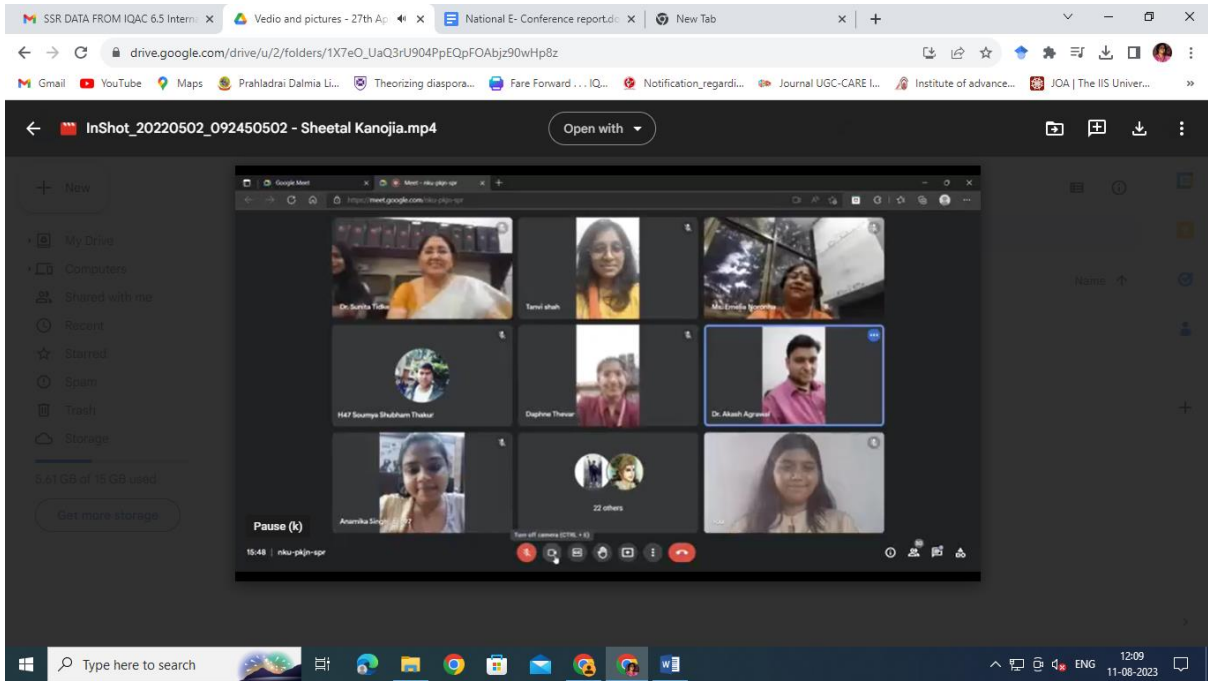




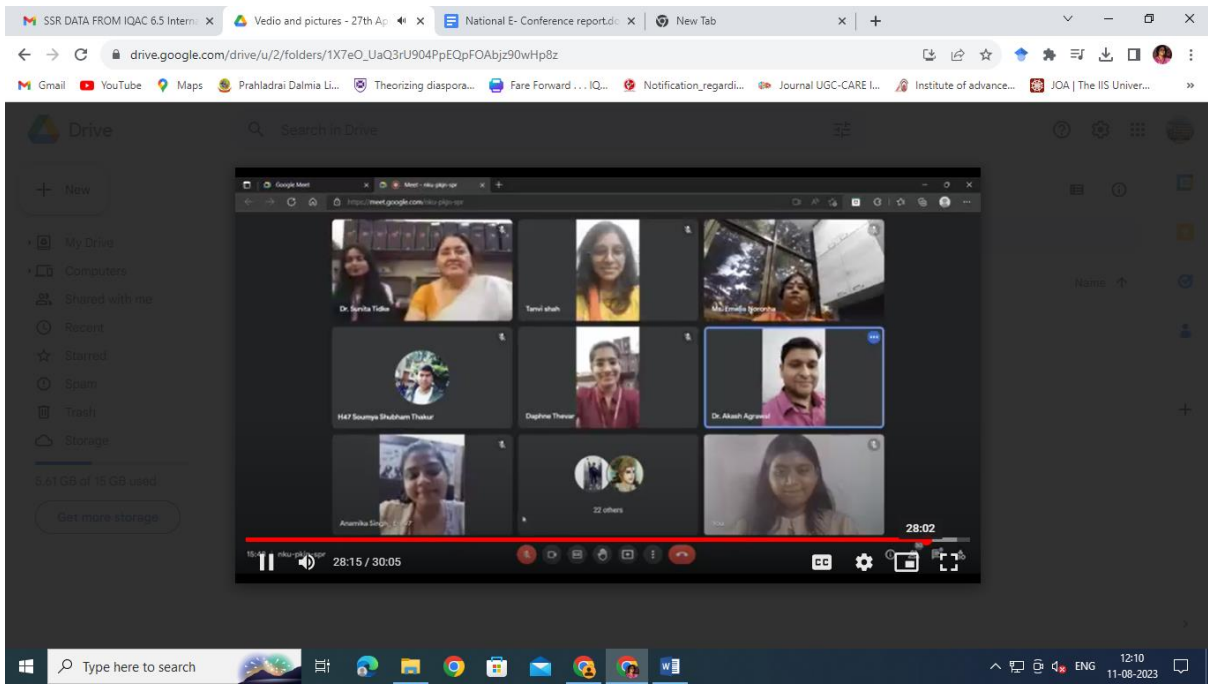
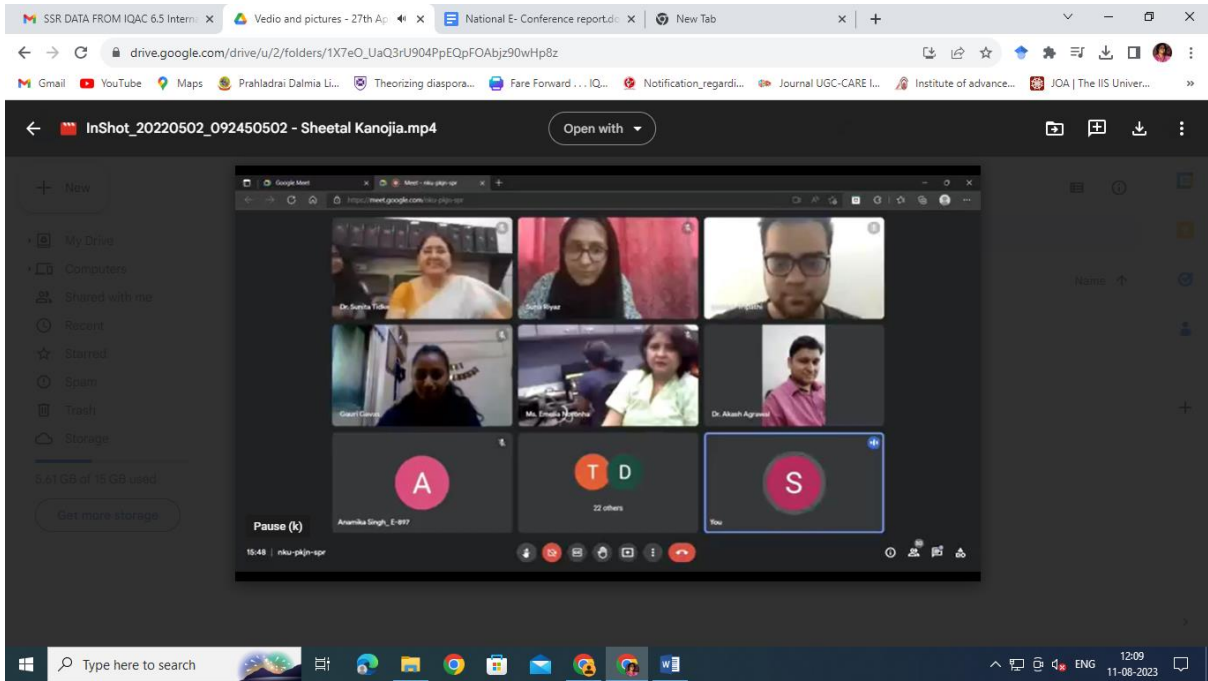


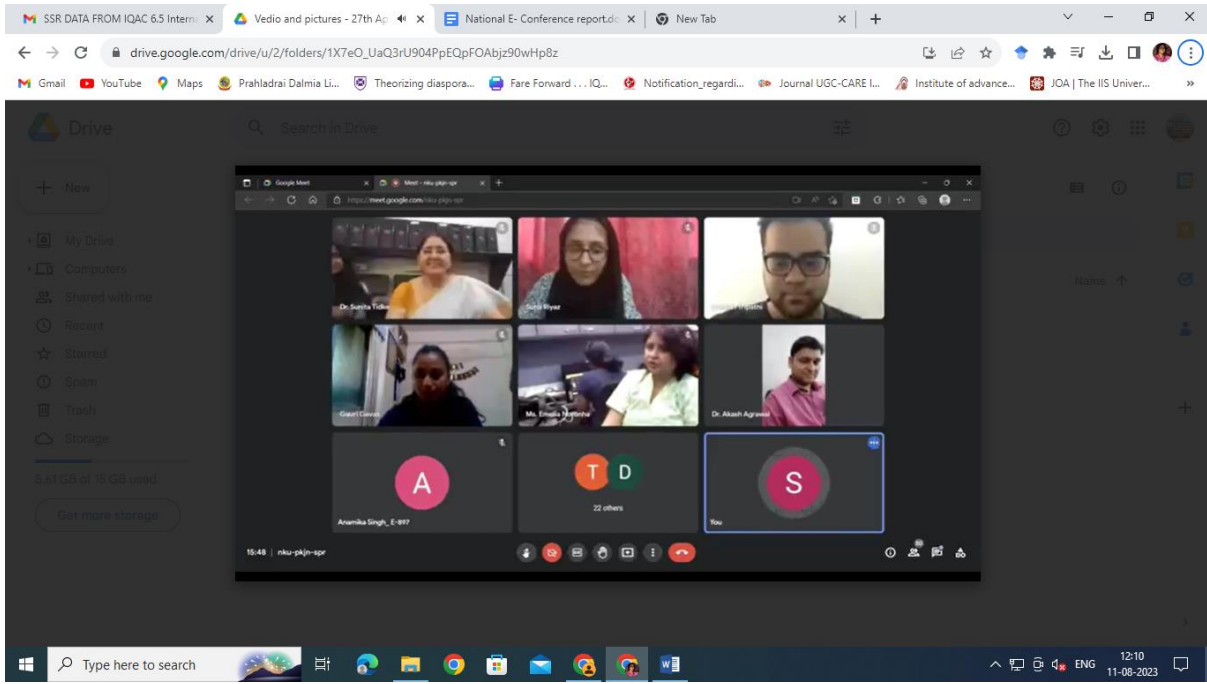














**INTERNAL QUALITY ASSURANCE CELL  
OF**

**Prahladrai Dalmia Lions College of Commerce  
& Economics**

**and**

**D.T.S.S. College of Commerce (Autonomous)**

**ORGANISE  
STUDENT RESEARCHERS' NATIONAL  
E-CONFERENCE**

**ON**

**“WOMEN’S LEADERSHIP AND EMPOWERMENT IN POLITICS,  
BUSINESS, ECONOMICS AND MANAGEMENT ”**

**21 APRIL 2023**

# PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS A BRIEF PROFILE

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# SANSKAR SARJAN EDUCATION SOCIETY'S D.T.S.S COLLEGE OF COMMERCE (AUTONOMOUS) A BRIEF PROFILE

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The College has been awarded A-Grade (CGPA 3.03) by N.A.A.C in its third cycle of re-accreditation. The College has received 'Best College Award' by the University of Mumbai during the Academic Year 2017-2018.



# Concept Note

Women's equal participation and leadership in political and public life is essential to achieving the Sustainable Development Goals by 2030 reiterates UN Women , the United Nations entity dedicated to gender equality and the empowerment of women. It further asserts that data shows that women are underrepresented at all levels of decision-making worldwide, and that achieving gender parity in political life is far off. However the need for women empowerment is immense as research indicates that gender parity brings in prosperity at all levels. There is established and growing evidence that women's leadership in political decision-making processes be it political, economic, social, cultural or the corporate level it brings about a marked overall improvement. Thus the need for expanding the participation of women in all spheres. This conference would encourage research in this arena so as to reiterate the need to address the glaring gender imbalances in all spheres and improve women's employment trajectories will not only benefit individual women and their families, but whole societies and, ultimately, the world.

## CALL FOR PAPERS

Women Empowerment in Economic, Social and Managerial fields

Women's leadership and political participation

Academic Empowerment of Women

Gender Quotas and Female Leadership

Boosting Women's Leadership and Parity

Empowering Women Is Smart Economics

Women in Power and Decisionmaking

Women in managerial and leadership positions in the G20

Women on Boards and in Business Leadership

Women's entrepreneurship

# Call for Papers

STUDENTS ARE HEREBY INVITED TO CONTRIBUTE:

- Original Research papers for the Intercollegiate Virtual Conference under the sub topics given above. OR ANY OTHER TOPIC RELATED TO THE THEME
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Use the following formatting style:

- Font Type: Times New Roman . Font size: 14 for Heading and 12 for the paper.
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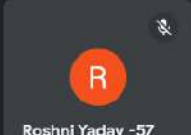


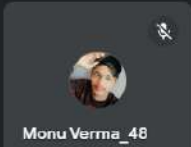



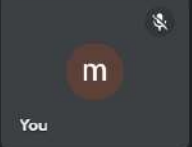


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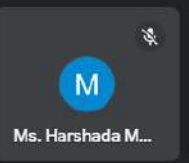

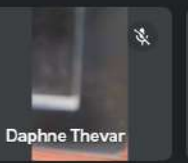
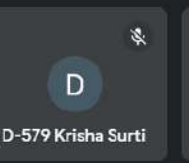









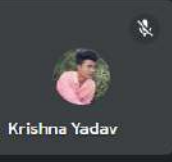







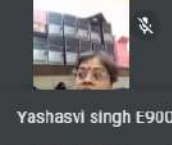
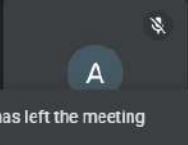





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1 LITERATURE REVIEW OF HOMEMAKERS' ATTITUDE TOWARDS SELF-EMPLOYMENT

2 INTRODUCTION

3 METHODOLOGY OF THE STUDY

4 OBJECTIVES OF THE STUDY

5 HYPOTHESES OF THE STUDY

6 RESEARCH METHODOLOGY

# INTRODUCTION

In the recent times self-employment is an alternative to the unemployment as well as for those who desire to have independence and flexibility in their career. Even Government of India encourages self-employment / entrepreneurship for which many skill development programs are introduced as well as financial schemes for entrepreneurship has been launched. Self-employment could be the best option for homemakers as it allows them to be empowered at the same time look after their family responsibilities.

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Regression model on the effect of stress levels on the establishment of women

R	R-squared	Adj R-squared	Std. error of estimate
0.932	0.798	0.774	0.421






























Source: Journal of Business and Management

Regression model on the effect of stress levels on women empowerment of women

R	R-squared	Adj R-squared	Std. error of estimate
0.922	0.800	0.809	0.381



Source: Journal of Business and Management

Riya Soni


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
  
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