



GOVERNMENT DEGREE COLLEGE

RAMPACHODAVARAM, ALLURI SEETHA RAMARAJU DISTRICT, A.P

(Affiliated to Adikavi Nannaya University)

Accredited by NAAC with " B " Grade



DEPARTMENT OF COMMERCE

BEST PRACTICES REPORT

1. INTRODUCTION

The Department of Commerce, Government Degree College, Rampachodavaram, has consistently focused on innovative and student-centered teaching methodologies to enhance the quality of education. As part of its commitment to academic excellence and holistic development, the department has implemented two significant best practices:

1. **Business News Initiative**
2. **Commerce Fest (Consumer Awareness Programme)**

These practices aim to bridge the gap between theoretical knowledge and practical exposure while improving students' skills, awareness, and employability.

2. OBJECTIVES OF BEST PRACTICES

- To enhance students' awareness of current business and economic trends
- To promote experiential and participative learning
- To improve communication, analytical, and presentation skills
- To develop leadership, teamwork, and organizational abilities
- To increase financial literacy and consumer awareness
- To prepare students for competitive examinations and real-world challenges

BEST PRACTICE – I

TITLE: BUSINESS NEWS INITIATIVE

3. CONTEXT

Students in rural and tribal areas like Rampachodavaram often face limited exposure to current business developments due to lack of access to newspapers, internet, and financial awareness resources. This creates a gap between academic learning and real-world understanding.

To address this issue, the Department of Commerce introduced the **Business News Initiative** as a regular academic activity.

4. THE PRACTICE

The Business News Initiative is conducted daily as part of classroom activities.

Key Activities:

- Daily presentation of business news by students
- Weekly group discussions on economic issues
- Monthly evaluation and feedback
- Faculty explanation of complex financial topics

Sources Used:

- Newspapers: Economic Times, Business Standard, Eenadu, Sakshi
- Online platforms and mobile applications

5. IMPLEMENTATION STRATEGY

- Students are divided into groups
- Each group is assigned specific days/topics
- Students collect, analyze, and present news
- Faculty members monitor and guide the process
- A Business News Register is maintained for documentation

6. INNOVATIVE FEATURES

- Student-centered learning approach
- Integration of theory with current affairs
- Bilingual explanation (English and Telugu)
- Continuous assessment and participation

7. EVIDENCE OF SUCCESS

- More than 80% student participation
- Improved communication and presentation skills
- Better understanding of commerce subjects
- Positive feedback from students

- Improved academic performance

8. CHALLENGES FACED

- Limited access to newspapers and internet
- Language barriers among students
- Initial hesitation and lack of confidence

9. MEASURES TAKEN

- Providing shared learning resources
- Explaining news in regional language (Telugu)
- Encouraging group participation
- Conducting motivation and guidance sessions

10. OUTCOMES

- Increased general awareness
- Enhanced analytical thinking
- Improved exam performance
- Boost in confidence and communication skills





BEST PRACTICE – II

TITLE: COMMERCE FEST (CONSUMER AWARENESS PROGRAMME)

11. CONTEXT

To provide practical exposure and promote awareness about consumer rights, financial literacy, and business practices, the Department organized a **Commerce Fest on 20th December 2025** on the occasion of National Consumer Day.

12. OBJECTIVES

- To create awareness about consumer rights and protection
- To promote financial literacy and digital payments
- To provide practical exposure to GST, banking, and stock markets
- To develop entrepreneurial and innovative skills
- To enhance leadership and teamwork

13. THE PRACTICE

The Commerce Fest was a large-scale academic and experiential learning programme involving exhibitions, stalls, games, and interactive sessions.

Major Components:

A. Knowledge & Exhibition Zone

- GST and taxation awareness
- E-payment systems (UPI, digital banking)
- E-commerce models
- RBI and banking structure
- Stock market basics
- Environmental and sustainable products

B. Games & Fun Zone

- Educational games (bank symbols, currency matching)
- Interactive learning activities

C. Food Zone

- Traditional and modern food stalls managed by students

D. Market & Employment Zone

- Internship opportunities
- Banking and financial literacy stalls
- Career guidance and employment awareness

14. IMPLEMENTATION STRATEGY

- Formation of organizing committees
- Active involvement of students and faculty
- Preparation of models, charts, and demonstrations
- Coordination with external agencies and institution

15. OUTCOMES AND IMPACT

- Increased consumer and financial awareness
- Improved understanding of commerce concepts
- Development of leadership and organizational skills
- Enhanced student confidence and participation
- Strengthened college–community relationship

16. EVIDENCE OF SUCCESS

- Large student participation
- Positive feedback from faculty and visitors
- Successful execution of exhibitions and stalls
- Improved practical knowledge among students

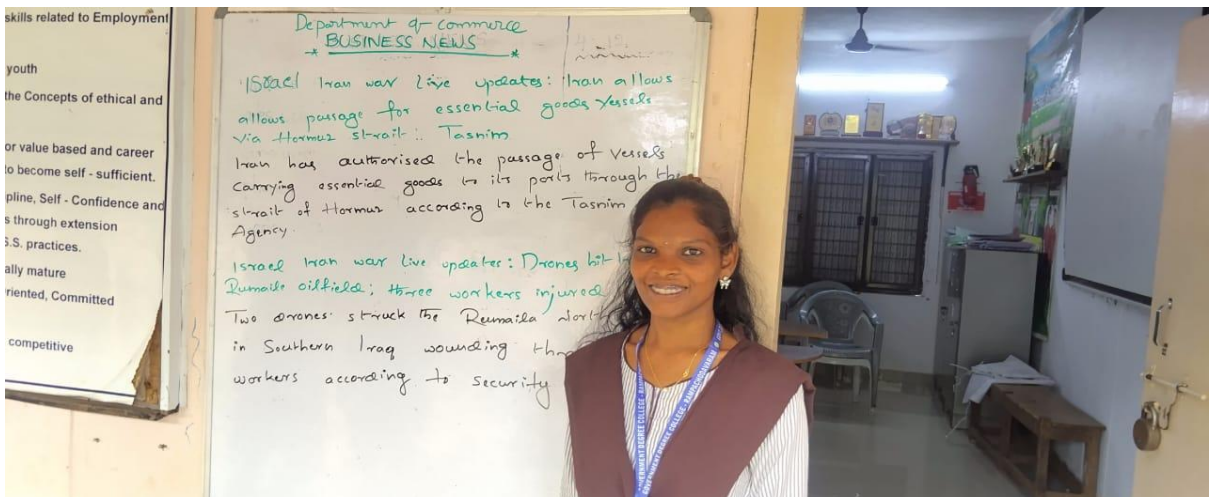
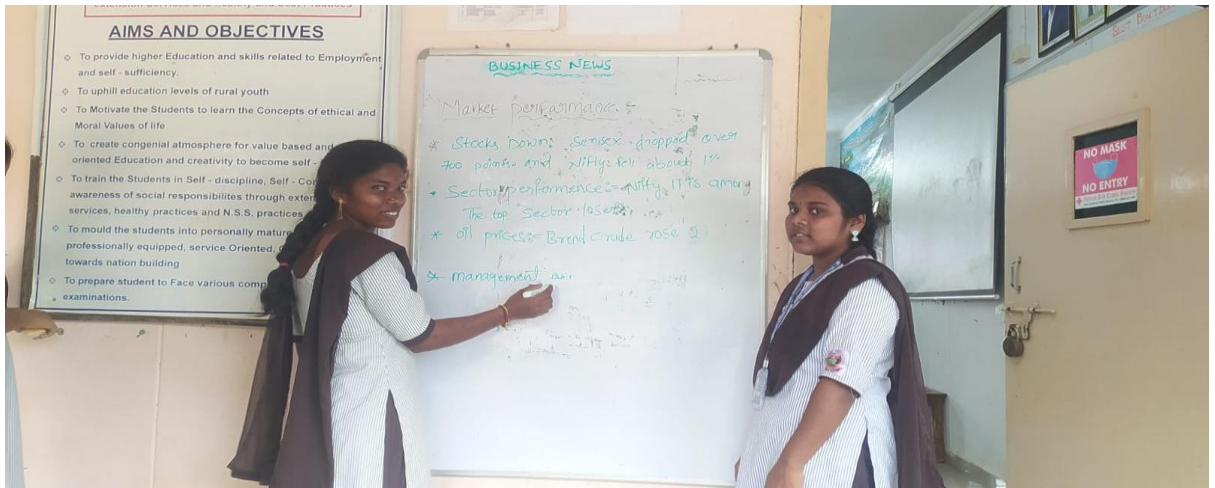
18. MEASURES TAKEN

- Proper planning and committee formation
- Efficient resource utilization
- Faculty supervision and guidance

19. OVERALL OUTCOMES OF BEST PRACTICES

- Holistic development of students
- Improved academic performance
- Increased awareness of real-world business environment
- Development of employability skills

- Promotion of experiential learning



20. CONCLUSION

The **Business News Initiative** and **Commerce Fest** are highly effective best practices implemented by the Department of Commerce. These initiatives successfully integrate theoretical learning with practical exposure and significantly contribute to students' academic and personal development.