

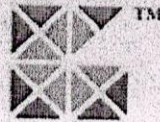
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1	Conference	National	1 st and 2 nd February, 2016	Contemporary Issues in New Governance with a Perspective Vision – 2020	Ghanshyamdas Saraf College Malad Malad (W)	Forensic Accounting	Golden Research Thoughts	3.4052 (UIF)	2231-5063
2	Conference	National	25 th February, 2016	Emerging Trends in Finance, Management, Accounting, Auditing and Reporting in India	Ramanand Arya D.A.V. College Bhandup (E)	Forensic Accounting	International Journal Management guru: Journal of management Research	-	2319-2429
3	Seminar	National	9 th April, 2016	Enhancing Quality in Higher Education : Challenges and issues	Ramanand Arya D.A.V. College Bhandup (E)	An empirical study of concept of financial audit in educational institutions	Golden Research Thoughts	3.4052 (UIF)	2231-5063
4	Conference	International	12 th Dec. 2015	Multi-Disciplinary Research	JJTU & D.T.S.S. College of Commerce Malad (E)	Forensic Accounting: psychology and Sociology of fraud	Golden Research Thoughts	3.4052 (UIF)	2231-5063

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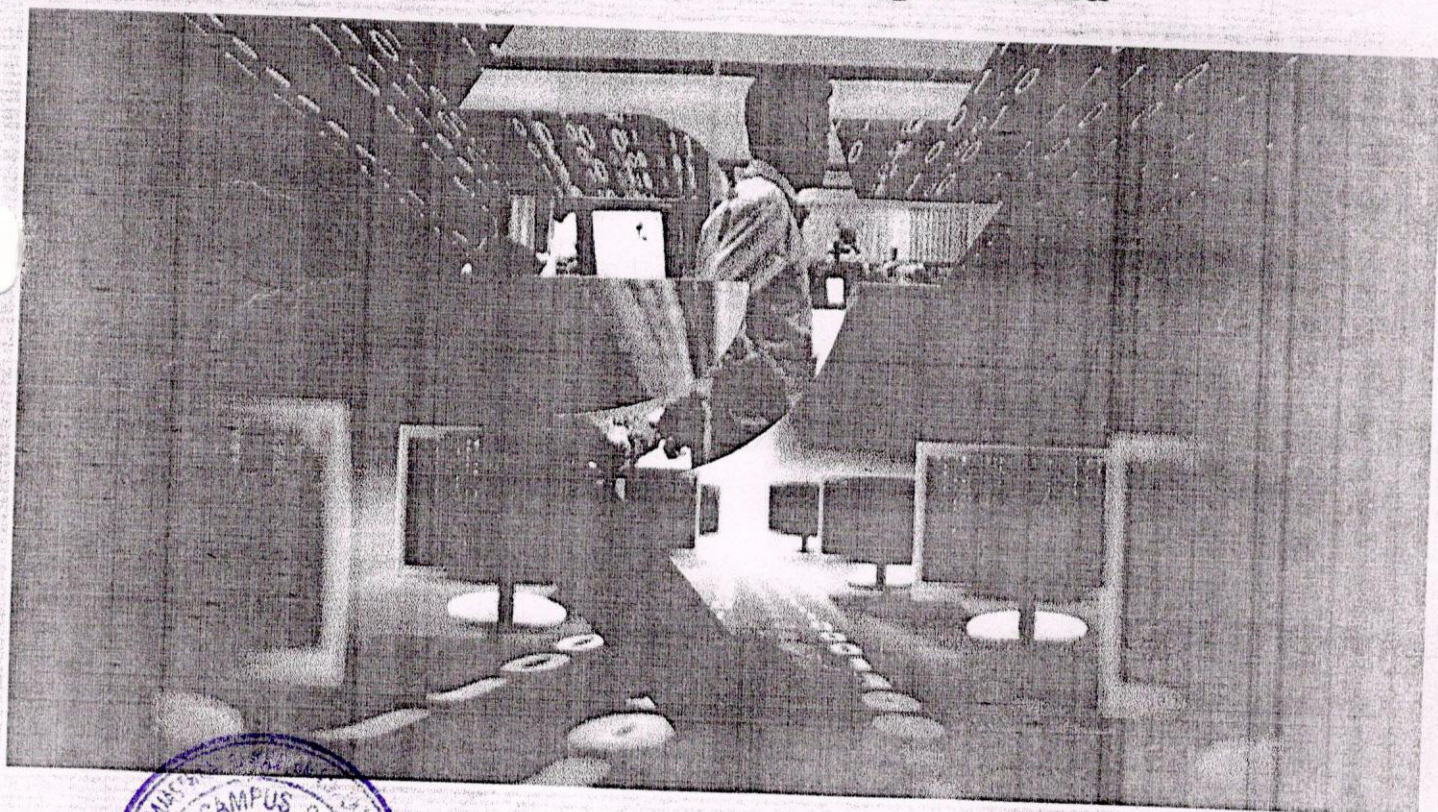
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VOL.IV | Issue No.1 | February 2016 | Special Issue

ISSN 2319-2429
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Auditing and Reporting in India**



Organised by
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Thursday 25th February 2016

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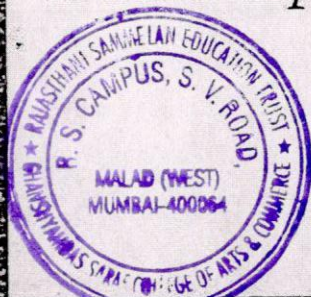
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Auditing and Reporting in India" organised by the Department of Accountancy,
Ramanand Arya D.A.V. College, Mumbai, on 25th February, 2016 & presented
a research paper titled, "Forensic Accounting."*



Prin. Dr. Ajay M. Bhamare
Conference Chairperson



AN EMPIRICAL STUDY OF CONCEPT OF FINANCIAL AUDIT IN EDUCATIONAL INSTITUTIONS

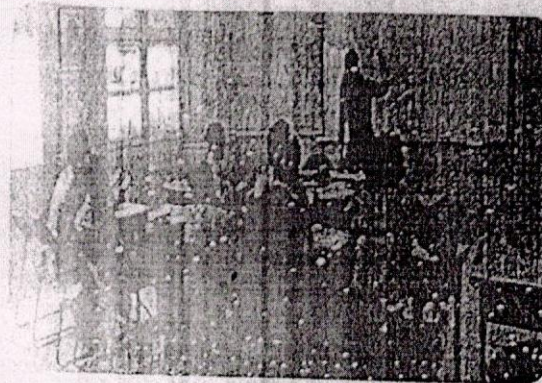
Dr. Jayant Apte¹ and CA Ameeya Tanawade²

¹Vice Principal, G.Saraf college, Malad west Mumbai.

²Lecturer, Faculty of Accountancy, G. Saraf college, Malad west Mumbai.

ABSTRACT:

Educational institutions play major role in nation building. Future of the country is shaped in such institutions. Though these institutions are 'not for profit' but there needs to be sense of accountability towards society by such institutions, as majority of them are funded in the form of grants by exchequer. Also they get donations from society so they owe responsibility to society in terms of money spent on education. This educational institution, get their accounts audited but is it sufficient? This study discusses at length concepts of financial audit, such audit in educational institutions, formation of audit committee as part of governing structure and display at public domain financial statements and audit report of financial institutions.



KEYWORDS: Educational Institutions, Financial Audit, Audit Committee.

1. INTRODUCTION:

Educational Institution: The Concept:

According to Oxford Dictionary, "An organisation founded for religious, educational, professional or social purpose is called as institution". So it is nothing but body formed by group of people to achieve specific task or attain certain goal, may be commercial or may be social. Same Oxford Dictionary defines education as, "The process of receiving or giving systematic instructions".

If we combine these two then the concept which emerges is called as, "An educational institution", which can be defined as, "an organization incorporated or established by group of people for initiating process of receiving and giving systematic instruction through School, College or University."

For the purpose present study we are considering only colleges.

College as an educational concept:

A college is a concept derived from Latin word collegiums. It is an educational institution. According to www.merriam-webster.com college can be defined as, "An independent institution of

The Internal Quality Assurance Cell (I. Q. A. C.)





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Seminar Chairperson

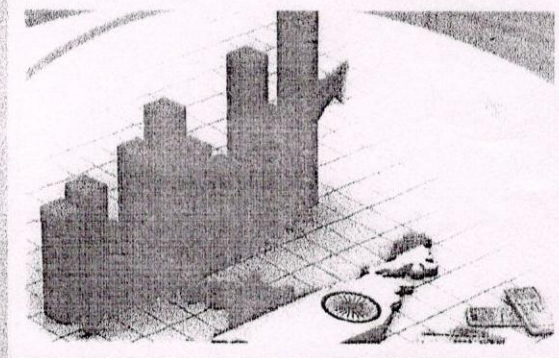
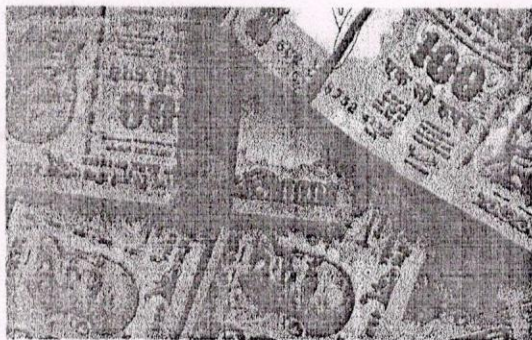


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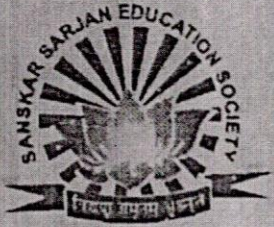
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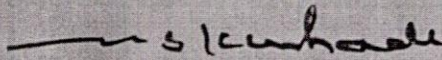


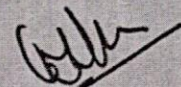
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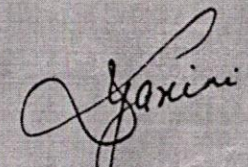
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2	Conference	National	1 st and 2 nd February, 2016	Contemporary Issues in New Governance with a Perspective Vision – 2020	Ghanshyamdas Saraf College Malad Malad (W)	Soft skills for career development with reference to make in India	Golden Research Thoughts	3.4052 (UIF)	2231-5063

Academic Year 2015 - 2016

Faculty Name: Prof. Gopal Sonar

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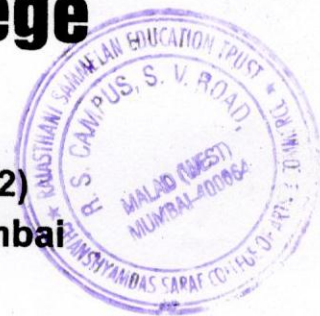
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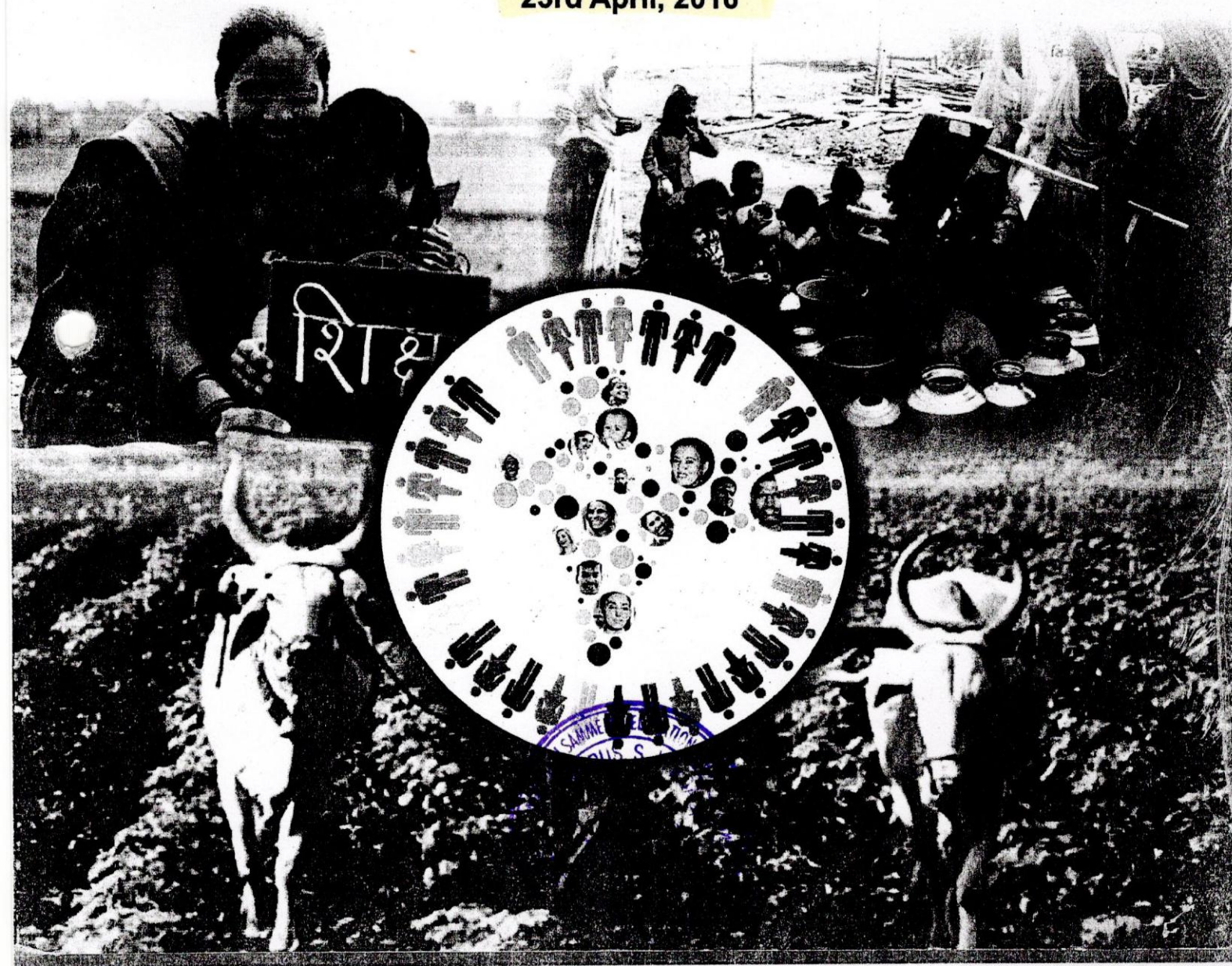


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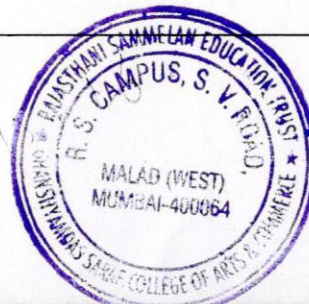
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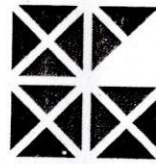
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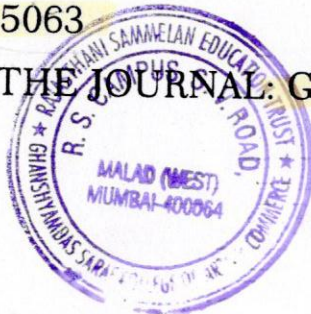
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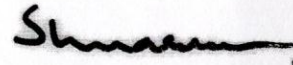
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1		International	July, 2015	International Recognized Multidisciplinary Research Journal	Laxmi Book Publication	The need and Importance of the Teachers	Golden Research Thoughts	3.4052 (UIF)	2231-5063
2	Conference	International	12 th December, 2015	Multi-Disciplinary Research	JJTU & D.T.S.S. College of Commerce Malad (E)	Awareness And Importance Of API Testing In Mobile Application Due To Changing Trends Towards e-Governance From e-Governance	Golden Research Thoughts	3.4052 (UIF)	2231-5063
3	Conference	National	1 st and 2 nd February, 2016	Contemporary Issues in New Governance with a Perspective Vision - 2020	Ghanshyamdas Saraf College Malad Malad (W)	Predicting the new trend of the stock price by using technical analysis tools like trendline and multiple exponential moving averages	Golden Research Thoughts	3.4052 (UIF)	2231-5063
4	Conference	National	1 st and 2 nd February, 2016	Contemporary Issues in New Governance with a Perspective Vision - 2020	Ghanshyamdas Saraf College Malad Malad (W)	Social Media- Use and misuse	Golden Research Thoughts	3.4052 (UIF)	2231-5063

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6	Conference	National	1 st and 2 nd February, 2016	Contemporary Issues in New Governance with a Perspective Vision - 2020	Ghanshyamdas Saraf College Malad Malad (W)	New Governance: Human Resource Mgmt through Spiritual Vision from Bhagwadgita.	Golden Research Thoughts	3.4052 (UIF)	2231-5063
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8	Conference	National	12 th March, 2016	Contemporary Issue in Management : A pathway for vision 2020	Ramanand Arya D.A.V. College Bhandup	Effect of Social Media on e-purchasing among teenagers	Management Guru : Journal of management research	3.19	2319-2429
9	Conference	National	23 rd April, 2016	Contemporary Issues in the development of rural India	Dr. C. D. Deshmukh Commerce and Sau. K.G. Tamhane Arts College Raigad	□□□□□□ □□□□□□ □□□□□□□□□□ □□□□□□□□ □□□ ... ॐ □□□□□□□□□□□□	Management Guru : Journal of Management research	3	2319-2429

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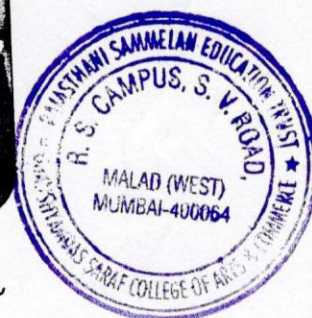
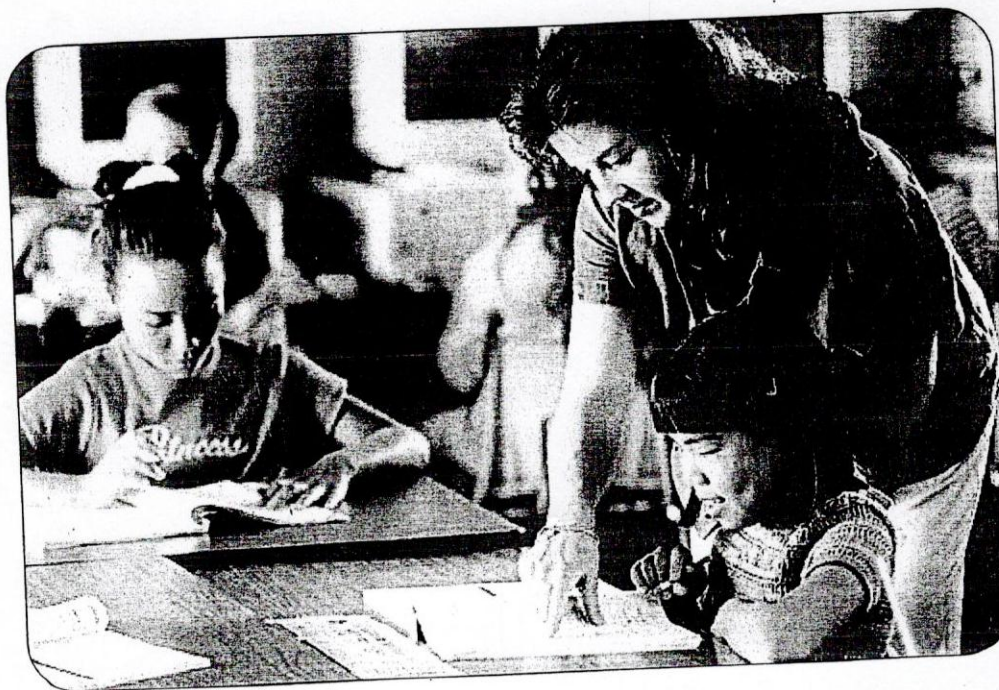
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THE NEED AND IMPORTANCE OF THE TEACHERS



Dr. Shripad Hari Joshi

Dr. Shripad Hari Joshi

Associate Professor, M. Com., M.A., Ph.D, Ghanshyamdas Saraf College of Arts & Commerce, Swami Vivekanand Road, Malad West Mumbai.

ABSTRACT:- The teacher has a great responsibility to fulfill towards society and the human race. The teacher is of vital importance in every aspect of life and sphere of education. This is the responsibility of the teacher but what about society and the conditions that teacher faces in the...

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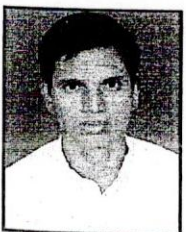
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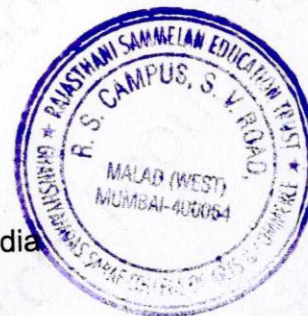
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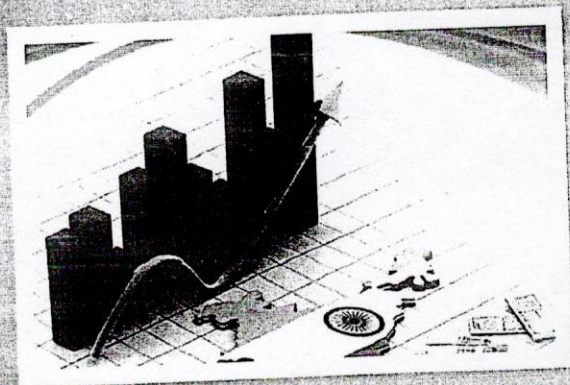
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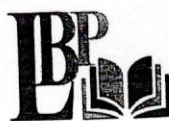
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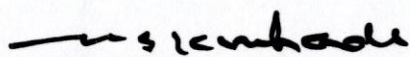
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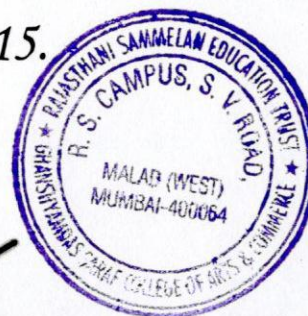
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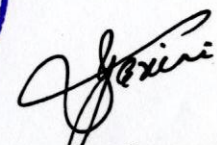
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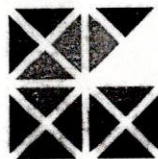
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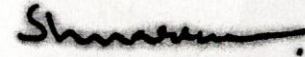
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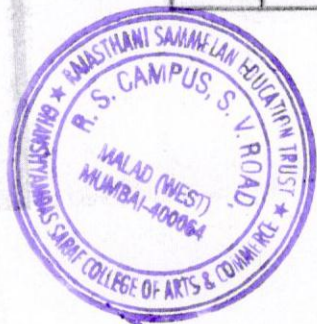
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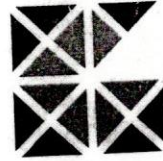


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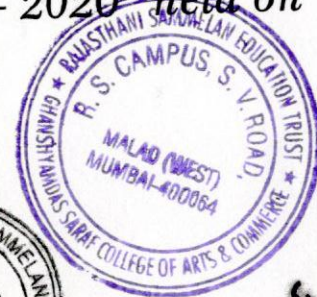
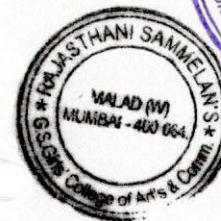
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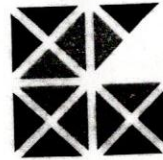


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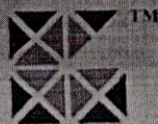
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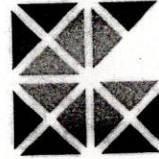


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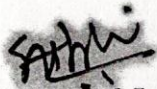
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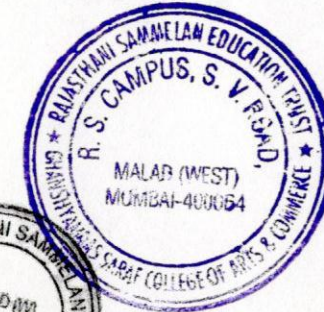
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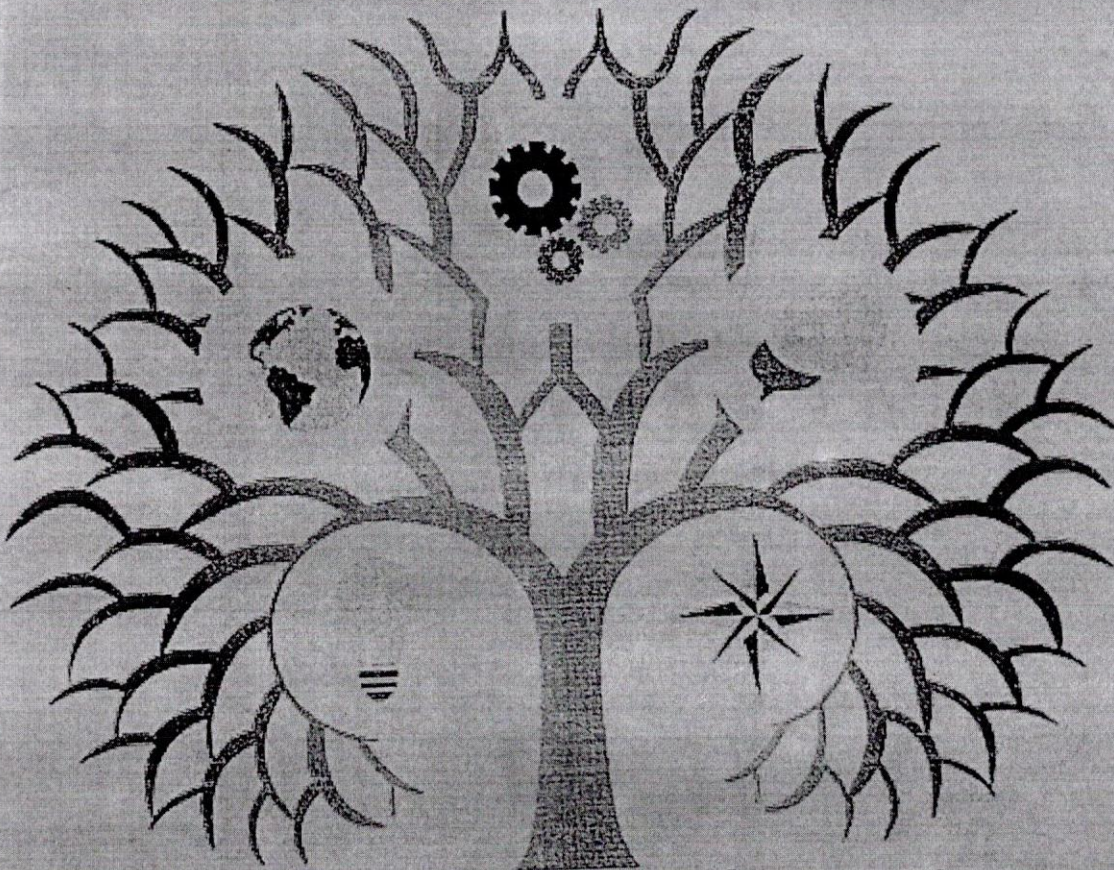


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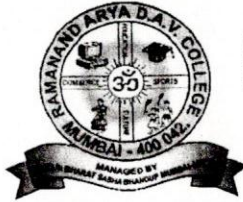
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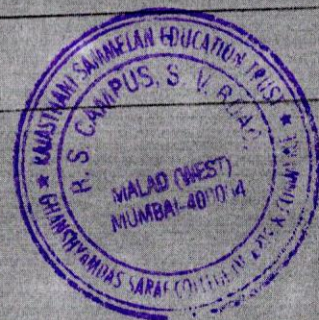


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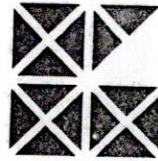
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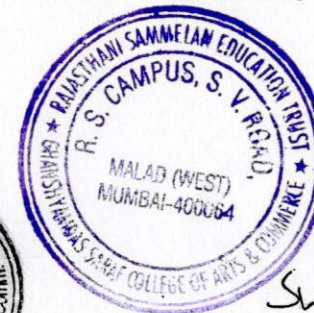
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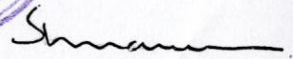
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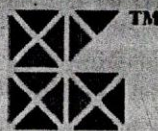

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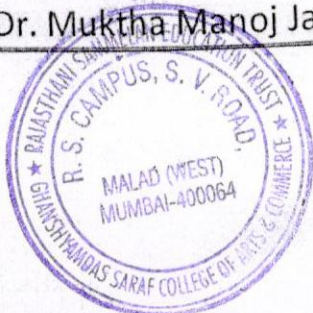
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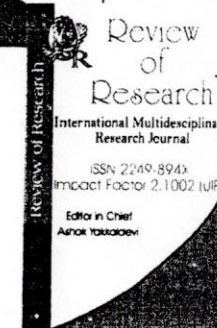
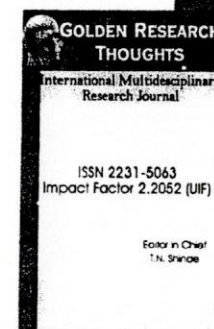
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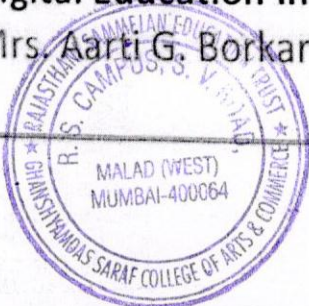
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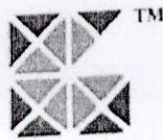
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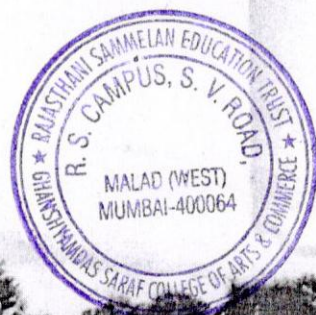
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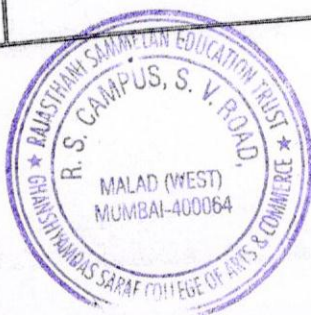
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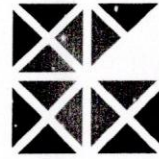


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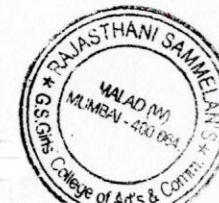
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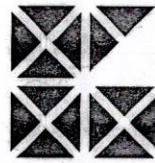


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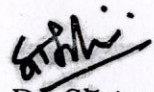
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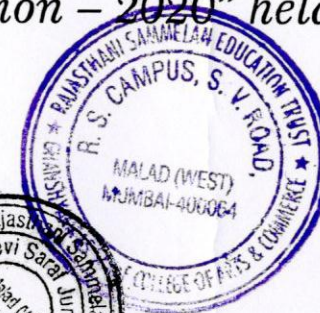
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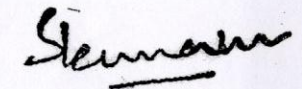
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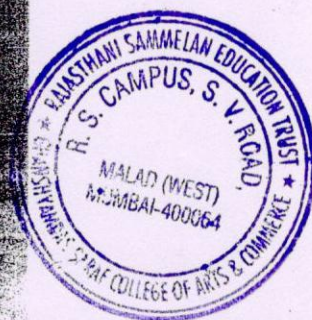
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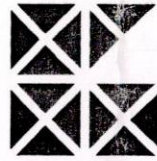
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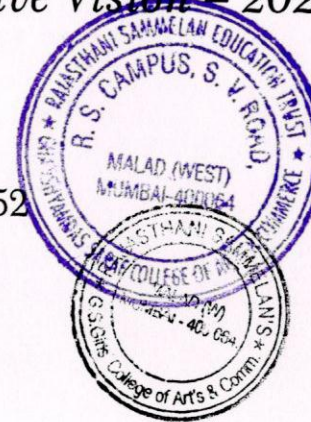
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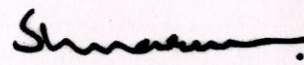
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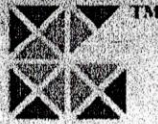

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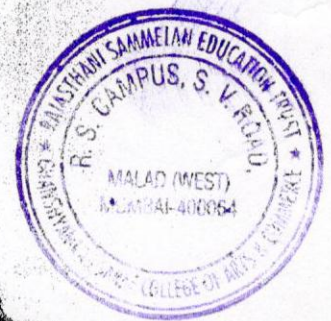
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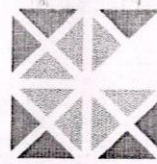
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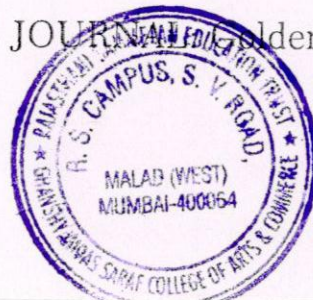
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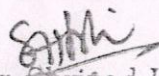
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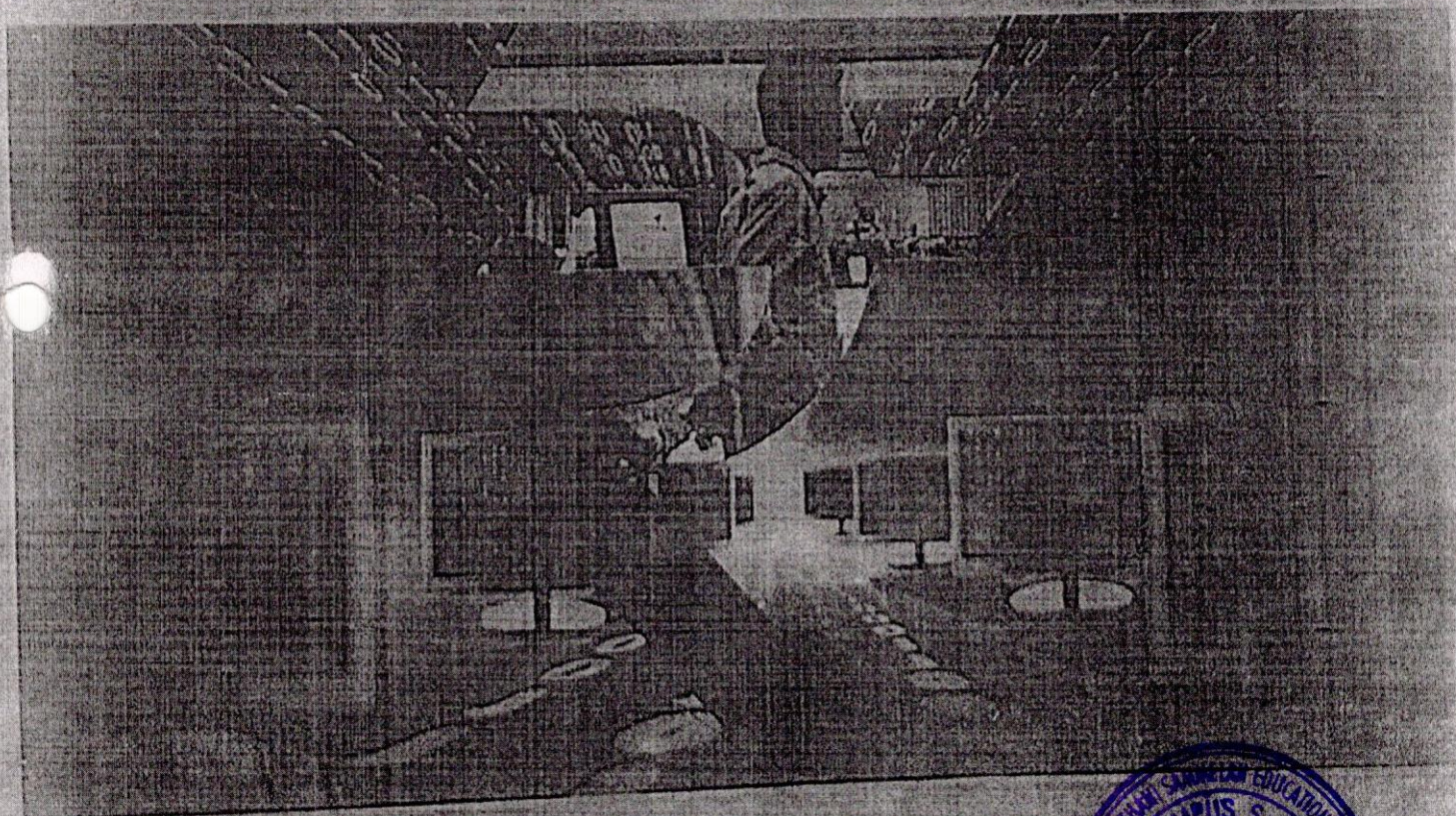
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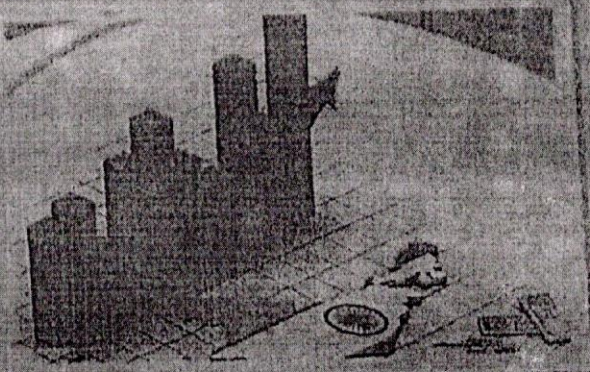
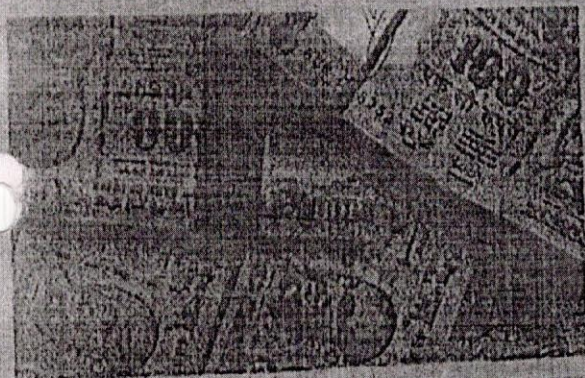
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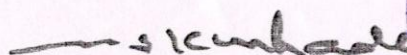
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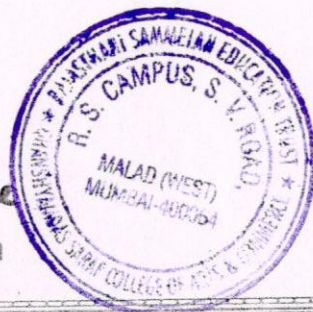


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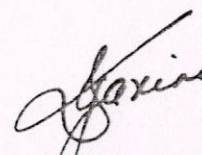
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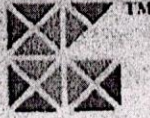
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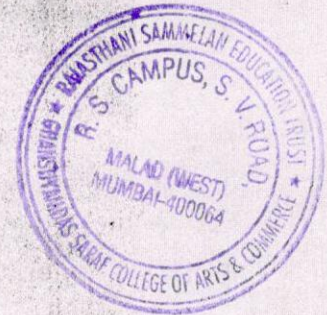
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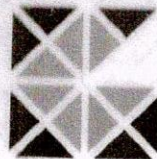


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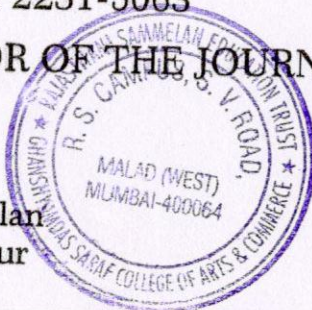
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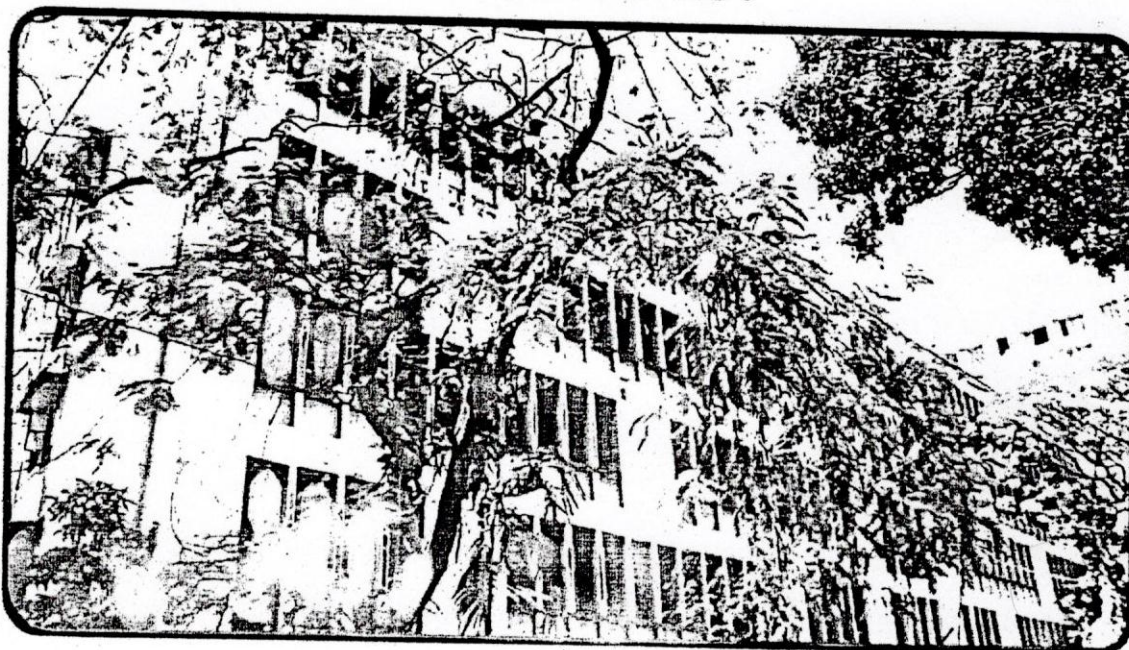
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EDITOR

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ADVERTISING AND SOCIAL CULTURE: ITS PERCEPTION ON CONSUMER'S PRODUCT SELECTION

Prof. Rupa Shah

Asst. Professor, Ghanshamdas Saraf College of Commerce.

Abstract

Today the Society is far too complex and to function through direct communication is far more effective than operating in any other media. Advertising focuses on developing new trends and hence very effectively. The strategies used in India have undergone significant change in recent years, and there has been increased customisation to the local culture alongside a major intensification of strategies aimed at targeting rural markets, to stimulate the purchase the products of foreign companies. This study explores the profile of contemporary advertising in India in the wider context of trends in international advertising, the recent changes in Indian economy and society, and issues concerning the cultural impact of foreign advertising in India. There has been a rapid expansion of the television and satellite television in the 1990s but print is still the dominant media. The profile of most advertised products is dominated by advertising for personal products.

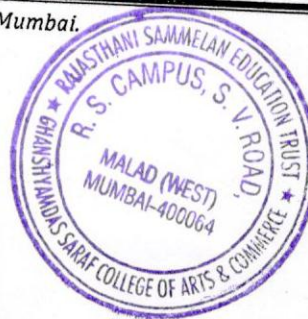
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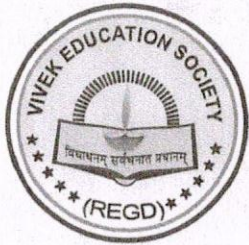


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Introduction

Advertising has been defined as 'any paid form for non-personal presentation and promotion of ideas, goods or services by an identified and more narrowly as 'any human communication intended to persuade or influence buyers in their purchase decisions'. Advertising lies at the juncture where culture and the economy interact: its primary purpose is to sell products and





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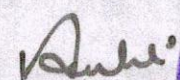
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SPECIAL ISSUE OF INTERNATIONAL SCHOLARLY RESEARCH JOURNAL
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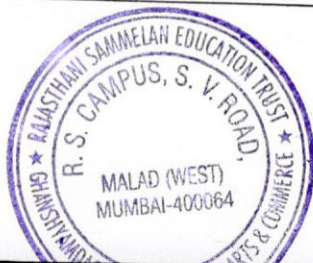
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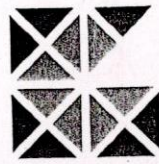
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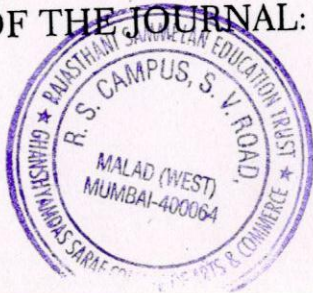
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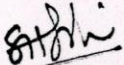
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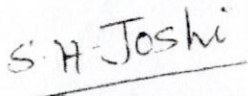
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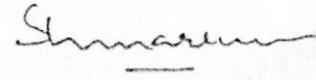
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AN EMPIRICAL STUDY OF CONCEPT OF FINANCIAL AUDIT IN EDUCATIONAL INSTITUTIONS

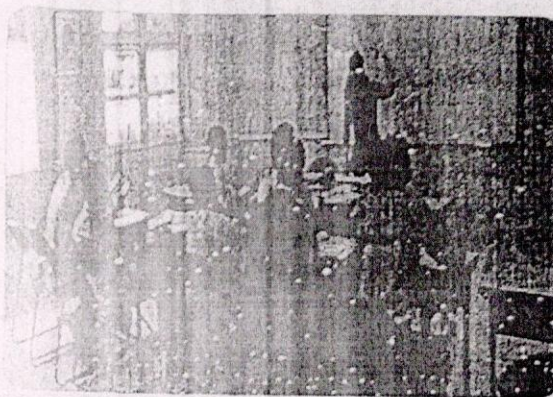
Dr. Jayant Apte¹ and CA Ameya Tanawade²

¹Vice Principal, G.Saraf college, Malad west Mumbai.

²Lecturer, Faculty of Accountancy, G. Saraf college, Malad west Mumbai.

ABSTRACT:

Educational institutions play major role in nation building. Future of the country is shaped in such institutions. Though these institutions are 'not for profit' but there needs to be sense of accountability towards society by such institutions as majority of them are funded in the form of grants by exchequer. Also they get donations from society so they owe responsibility to society in terms of money spent on education. This educational institution, get their accounts audited but is it sufficient? This study discusses at length concepts of financial audit, such audit in educational institutions, formation of audit committee as part of governing structure and display at public domain financial statements and audit report of financial institutions.



KEYWORDS: Educational Institutions, Financial Audit, Audit Committee.

1. INTRODUCTION:

Educational Institution: The Concept:

According to Oxford Dictionary, "An organisation founded for religious, educational, professional or social purpose is called as institution". So it is nothing but body formed by group of people to achieve specific task or attain certain goal, may be commercial or may be social. Same Oxford Dictionary defines education as, "The Process of receiving or giving systematic instructions".

If we combine these two then the concept which immerges is called as, "An educational institution", which can be defined as, "an organisation incorporated or established by group of people for initiating process of receiving and giving systematic instruction through School, College or University."

For the purpose present study we are considering only colleges.

College as an educational concept:

A college is a concept derived from Latin word collegiums. It is an educational institution. According to www.merriam-webster.com college can be defined as, "An independent institution of





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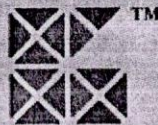
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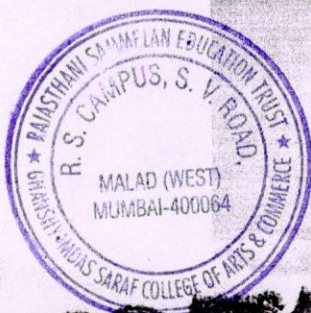
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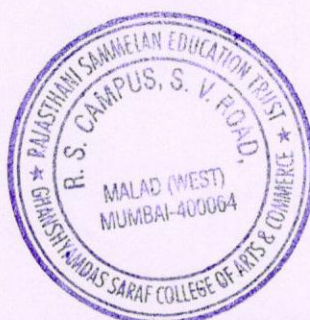
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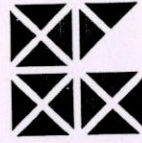


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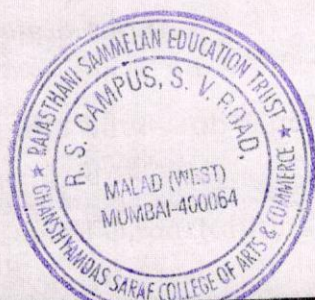


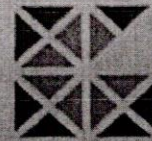
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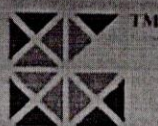
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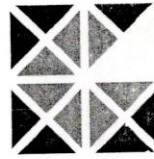


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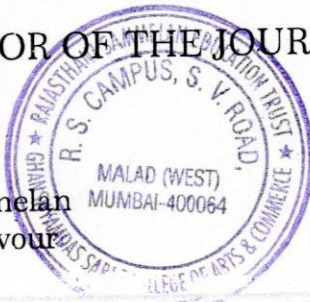
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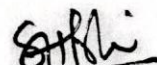
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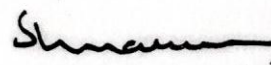
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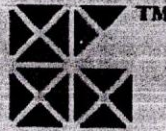
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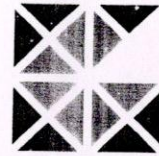


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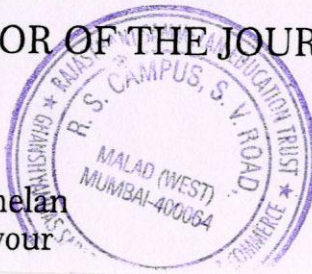
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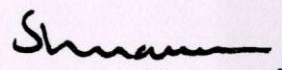
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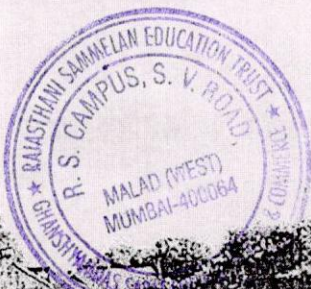
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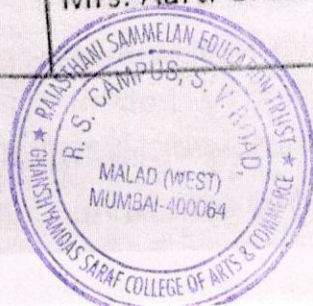
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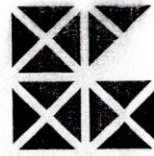
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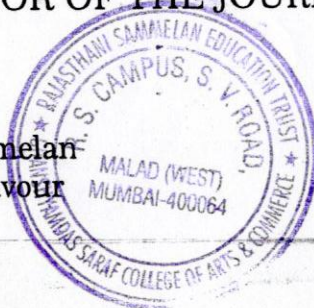
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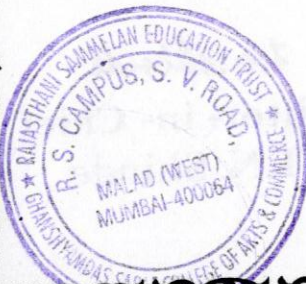
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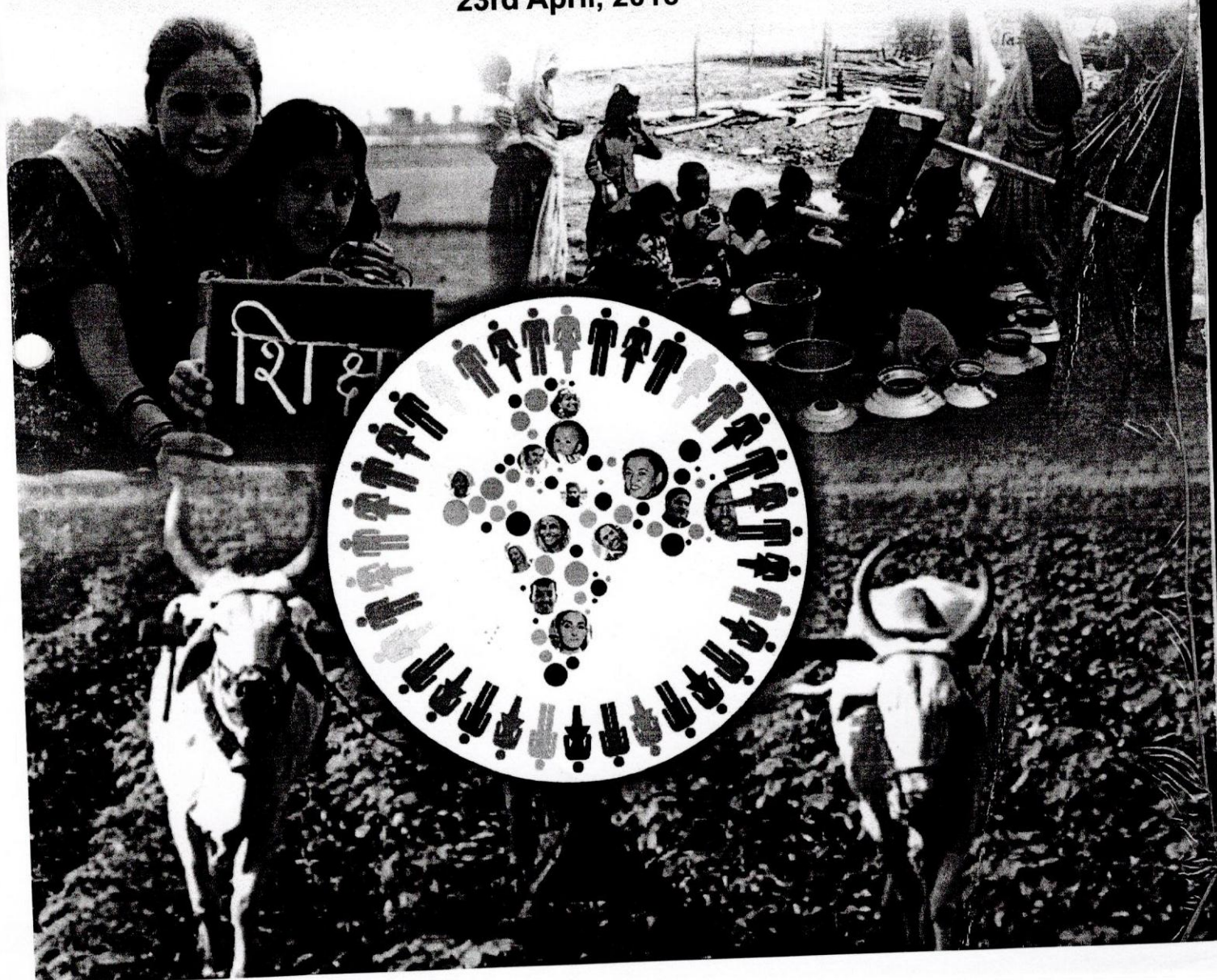
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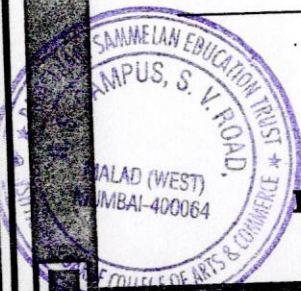


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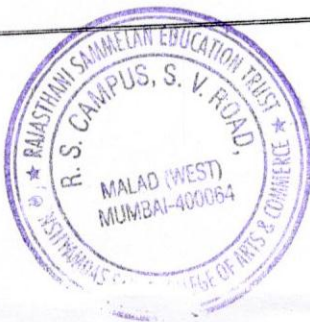
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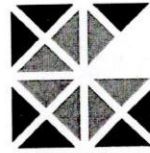


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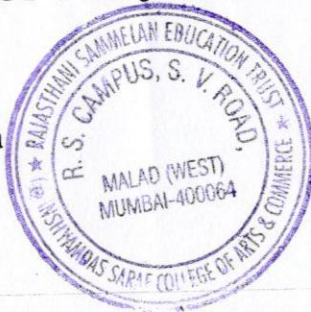
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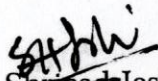
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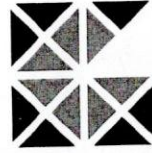


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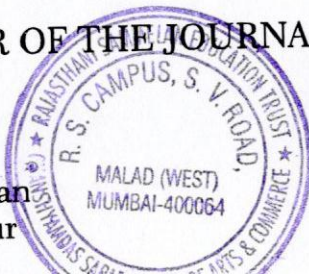
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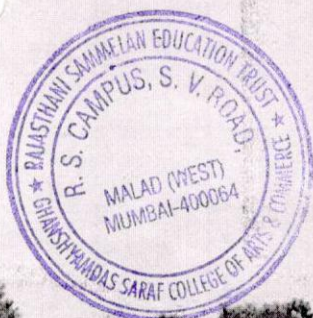
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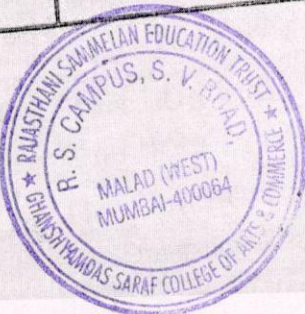
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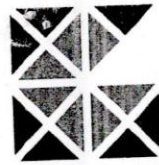
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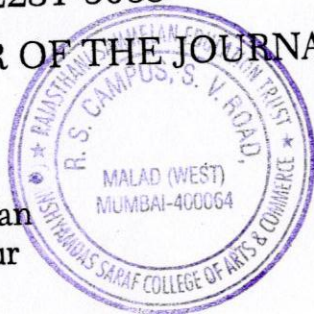
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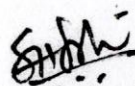
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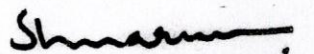
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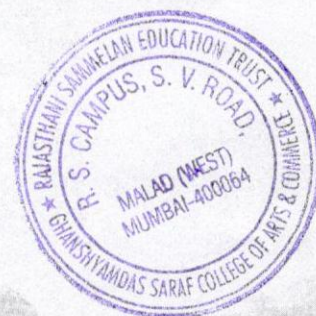
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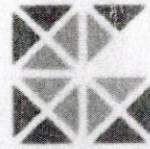


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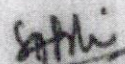
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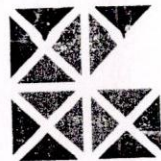


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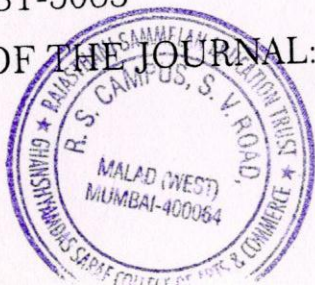
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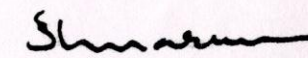
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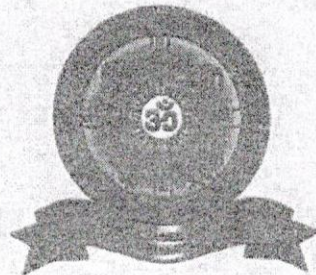


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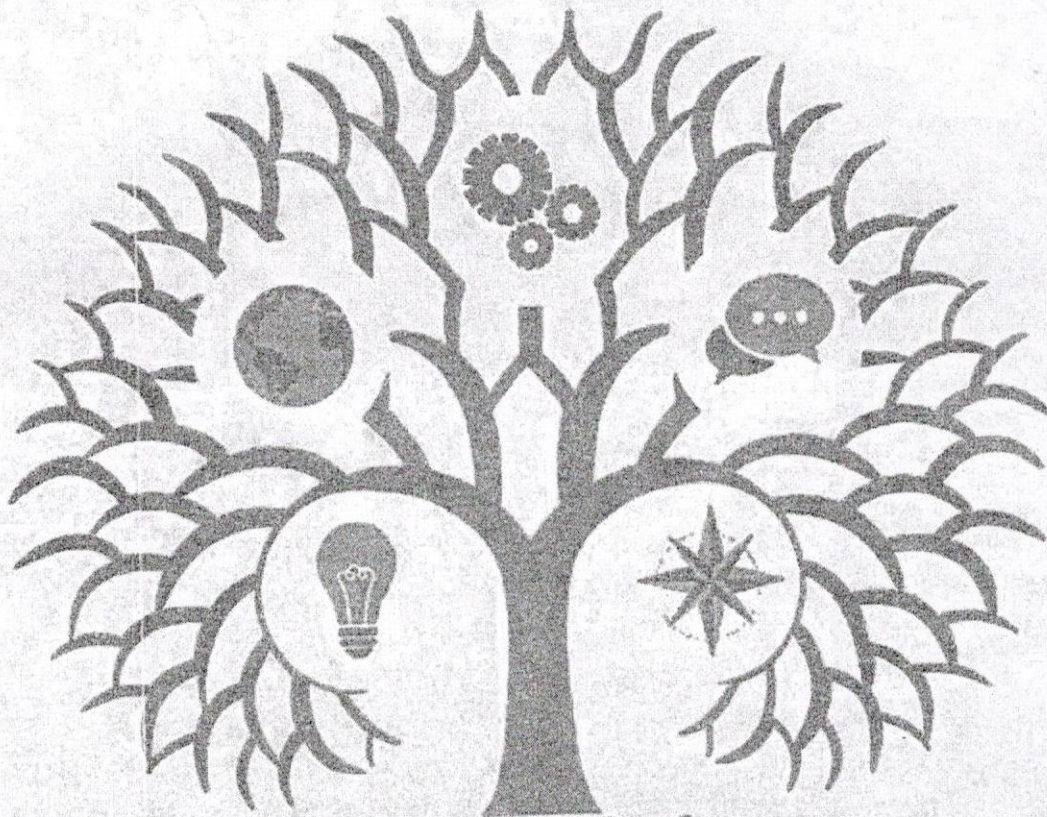


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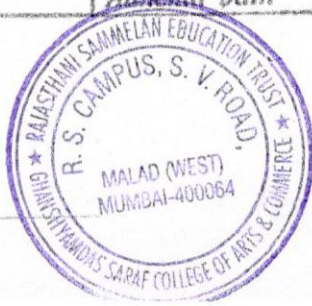
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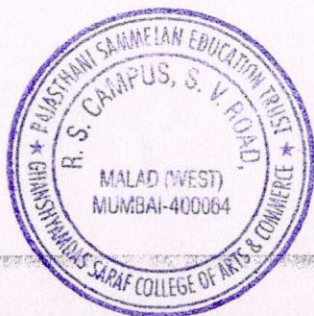
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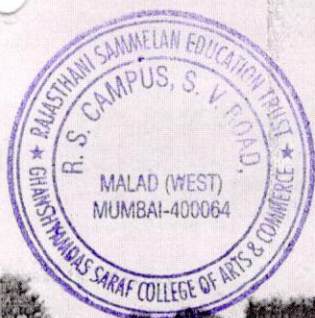
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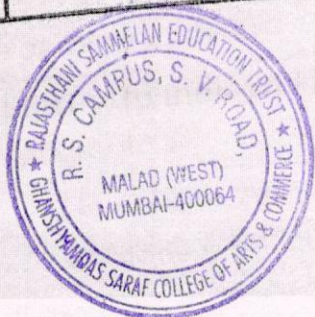
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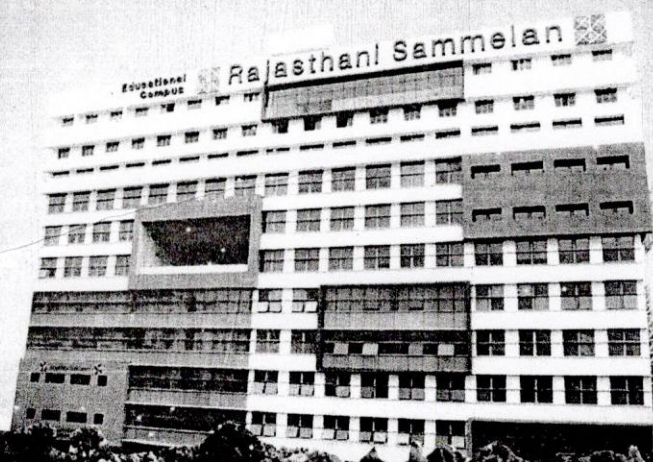
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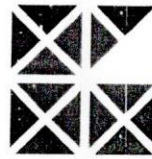


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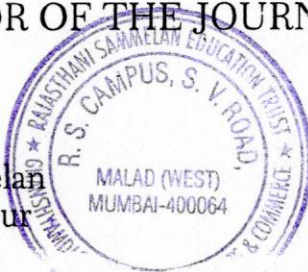
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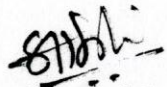
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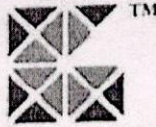
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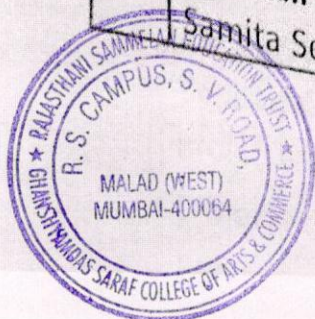
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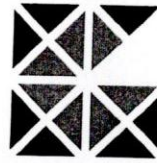


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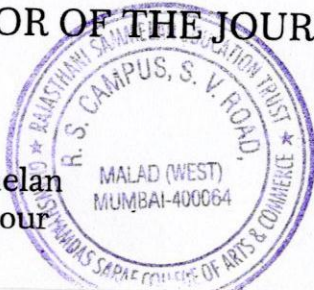
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1	Conference	National	1 st and 2 nd February, 2016	Contemporary Issues in New Governance with a Perspective Vision – 2020	Ghanshyamdas Saraf College Malad Malad (W)	Sustainability reporting trends and practices-A study of constituent companies of Sip BSE and gas index	Golden Research Thoughts	3.4052 (UIF)	2231-5063

Faculty Name: Prof. Mamta Chhajer

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SUSTAINABILITY REPORTING TRENDS A STUDY OF CONSTITUENT COMPANIES OF S&P BSE OIL AND GAS INDEX

Mamta Chhajer

Assistant Professor, Ghanshyamdas Saraf College Of Commerce And Arts

ABSTRACT

Companies with their eye on their 'triple-bottom-line' outperform their less studious peers on the stock market" - The Economist

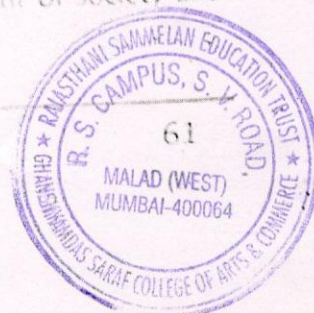
Sustainability accounting has become the fundamental requirement for companies to satisfy the information needs of various stakeholders. Oil and gas industries by their intrinsic nature pose serious threats to environment. Present study is an attempt to find the trends in sustainability reporting amongst companies listed in BSE Oil and Gas Index. The findings of the study highlight the fact that though majority of the oil and gas companies are publishing their sustainability accounting reports periodically and fairly giving the requisite disclosures, but still there are some environmental and social aspects particularly related to emissions, biodiversity, human rights and labor practices etc. where there is lack of adequate mechanisms to measure and report the necessary disclosures. The study recommends for the implementation of strong policy measures for making sustainability reporting a compulsory phenomena across all sectors using a standardized framework. Policy initiatives should also make sure that reports should be published within a specific time frame, externally assured and ways and means should be devised for accurate and reliable monitoring and reporting of data

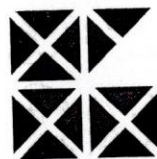
KEYWORDS - Sustainability accounting, oil and gas sector

INTRODUCTION:

Globalization is accelerating by leaps and bounds owing to the rapid changes in technology and linked economies and empowered people as never before. Therefore, traditional financial objectives of profit maximization do not hold good in the present times where there is an increasing demand from stakeholders of the business to integrate social and environmental performance with financial results. As the globalization deepens, companies now need to plan, manage and report their activities in a way that makes meaningful contributions to the development of society and sustainability of the enterprise.

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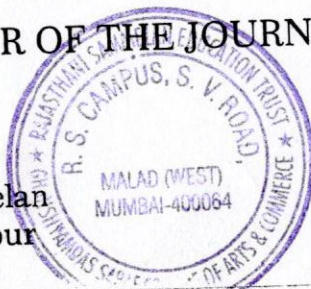
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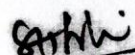
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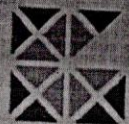
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Faculty Name: Prof. Kamala Shriram

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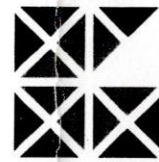


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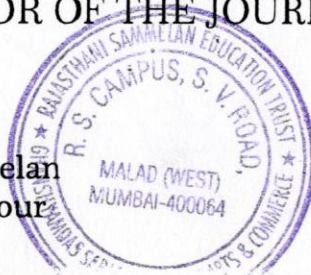
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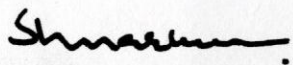
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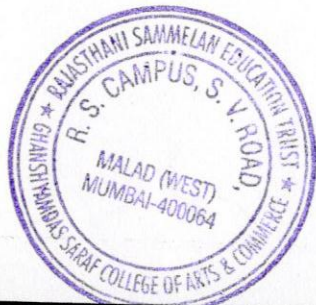
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on 12th March, 2016 & presented a research paper titled, "A Study of Advantages and Issues
Facing The Self Help Group - Bank Linkage Initiative in India Corporate Social Responsibility"



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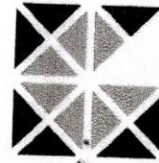


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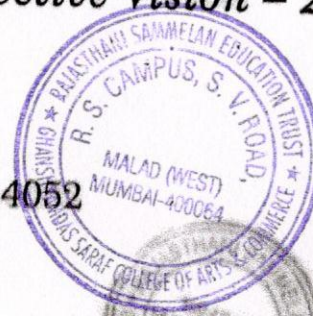
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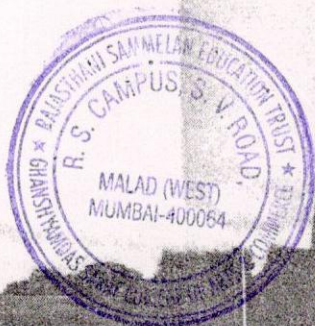
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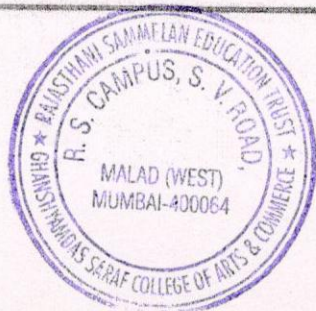
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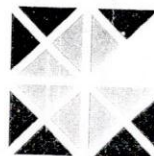
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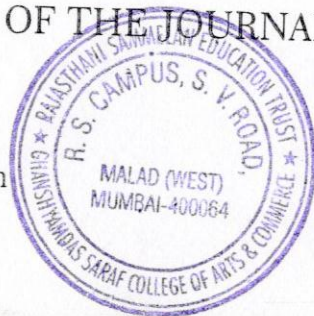
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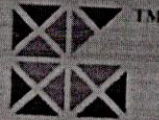
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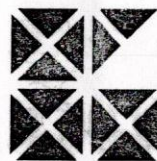


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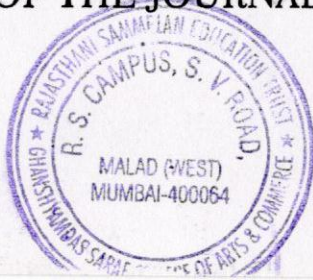
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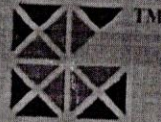
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Organizes
UGC Sponsored Inter-Disciplinary National Conference
on

"CONTEMPORARY ISSUES IN
NEW GOVERNANCE WITH A PERSPECTIVE
VISION-2020"

By
Department of Commerce
on
Monday -1st February 2016
&
Tuesday – 2nd February 2016



VENUE

Durgadevi Saraf Hall, Ghanshyamdas Saraf College,
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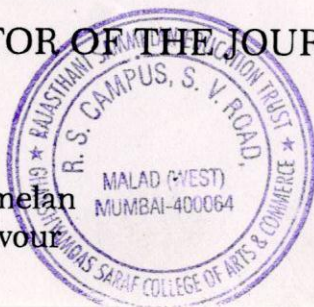
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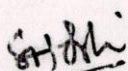
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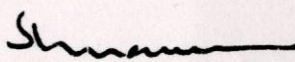
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for Vision 2020" organised by the Department of Commerce, R. A.D.A.V. College, Mumbai,
on 12th March, 2016 & presented a research paper titled, "E- Governance & its Usage
in Higher Education"*



Prin. Dr. Ajay M. Bhamare
Conference Chairperson

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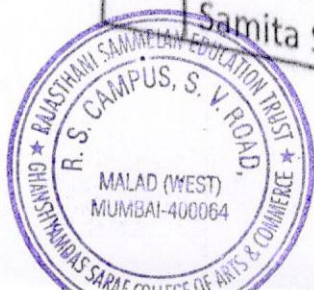
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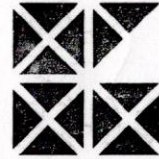


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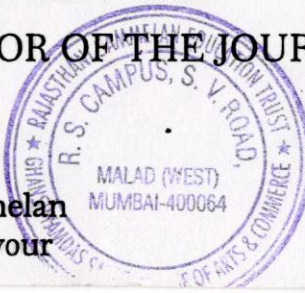
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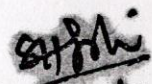
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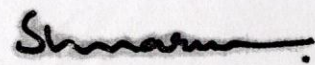
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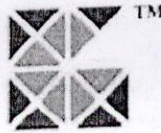
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Faculty Name: Prof. Arti G. Borkar

Sr. No. 33

Academic Year 2015 - 2016



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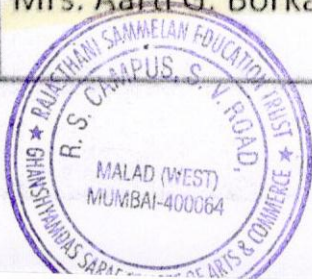
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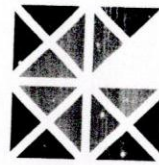
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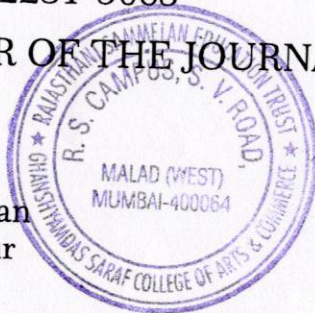
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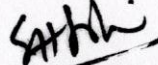
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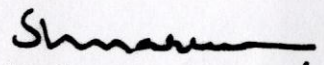
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