

**AN EXTRAMURAL SEMINAR
ON
"PERSPECTIVE OF COMMERCE EDUCATION"
DATE-: 11th FEBRUARY 2019**

RESOURCE PERSON-:

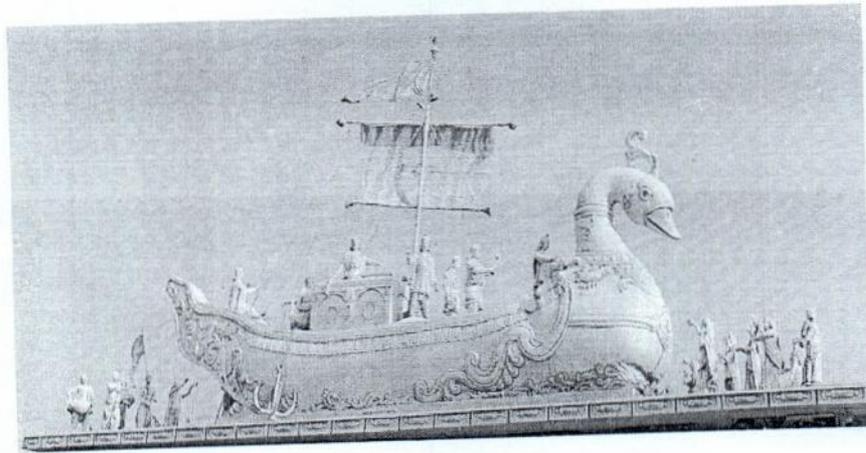
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**DEPARTMENT OF COMMERCE
PATTAMUNDAI COLLEGE, PATTAMUNDAI
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REPORT

An Extramural Seminar was organized by Department of Commerce, Pattamundai College, Pattamundai on dated 11th February 2019 on the topic "PERSPECTIVE OF COMMERCE EDUCATION". The Resource Person of the Seminar was Dr. Prafulla Kumar Rout, Reader in Commerce, Choudwar College, Choudwar, Cuttack. Prof. Ramesh Chandra Sahoo, Principal of this College chaired the meeting. Prof. Adihari Laxminarayan Dash, Head of the Department gave a key note address of the topic and welcomed the guest on the dice and the participants. Most of the students of +3 Commerce Honours and all the faculty members were present in the seminar. The meeting was ended with vote of thanks by Debasish Panda, students of +3 final year commerce.



BANIJYE BASATE LAKSMI

A

SEMINAR PAPER

PRESENTED BY

PRAFULLA KUMAR ROUT,

READER IN COMMERCE,

CHOUDWAR COLLEGE, CHOUDWAR



BANIJYE BASATE LAKSHMI

Mr. Prafulla Kumar Rout, Reader in Commerce

The title '**Banijye Basate Lakshmi**' is a Sanskrit phrase which means that the Goddess of wealth, Lakshmi dwells in trade and commerce. It drives home the message that it is in a commercial business that money is worshipped. Every young aspirant steps outside his home in pursuance of a dream of successfully earning enough to attain a respectable position in his career and thereby in the society as well.

Every year on the eve of Kartik Purnima, Baliyatra and Boita Bandhan is celebrated with much gaiety especially in the Odisha. From the time immemorial this festival reminds us the great history and rich tradition of odishan maritime commercial activity. Khudurukuni ossha of Taapoi fame, it is redolent that the recitals of



young girls at home reminds us the navigational heritage and linkage of Bali, Sumatra, Java and Borneo in the eastern horizon. Let us not forget musical maestro '**Khoka Bhai**'- Akshay Mohanty through his writings and music has sang the glories of odia in '**Sata daria parire, biota bhasija**'. In this poem he recounts the saga has slayed upon the daring, brave odias traversing a through fare along the blue ocean daringly in spite of all odds to have commercial trade practices with the Far East.

There is ample evidence that Odisha, the then Kalinga has maritime trade relationship with Srilanka, Burma, South East Asia and China . In the second centuries the geographer Ptolemy has mentioned of Katikardama (Katak), Kannagara (Konark), Nanigaina (Puri) and river mouths Mannada (Mahanadi) as major and prosperous ports of Odisha which were ups and alive in the yester years.

From the writings of Sixth century, in the book '**Manjushree Mulakalpa**' a rare literary legacy, The Bay of Bengal has been told as Kalinga Ocean. During the second century in the districts of Ganjam, near the river Rusikulya , Pallur port was a rich commercial centre.

In the Madala Panji there is the mention that the Kings of Bhoja dynasty to have built a lot of boats made of wood. Later on the extant of art work from the excavation, the archaeological findings, explorations there were the discoveries of artistic articles and coins of China and Rome. According to the writings of the historian Rakhal Bannerji, the Kalingas have traversed Indonesia and Java for propagating Hindu religion. The wonderlust people of Odisha are not far behind. They have exported fine cloth inside the bamboo and filigree articles to the far away foreign countries. The establishment Odisha Maritime Museum at Jobra, Cuttack is definitely a noble effort for remembrance of the forgotten past glories of the rich Odishan commerce culture invading in the hoary past with neighbouring countries along the seas.

In this context natural question arises in the mind that, where gone are those days when the great entrepreneurship abilities of odias? Why Odisha is considered as a weak state from the stand point of entrepreneurship? Let us have a panoramic view on the export at the export trajectory commercial products of different states. On a comparative note, the average export of commercial products in the states like Maharastra, Gujarat, Tamilnadu and Andra Pradesh is 28%, 21%, 10% and 9% respectively. In contrary, West Bengal, Chhatishgarh and Jharkhand states exports 3%, 0.8%, and 0.9% whereas Odisha's share is regrettably less than 2%. It is unfortunate that Chatishgarh, Jharkhand, West Bengal and Odisha have more than 60% of the natural resources.

Still then, from the commercial point of view these states are lagging far behind. Surprisingly it is confounding that the students of Odisha West Bengal are extra ordinarily brilliant. But their brilliance and business acumen brilliance is not exploited to a large extent .Hence, the question arises as to what are the obstacle of entrepreneurship in Odisha?

How entrepreneurship develops? We can discuss on this issue mainly on four fronts. From the point view of human resources to be successful entrepreneur a specialised knowledge , intelligence ,skill , experience and bravery are the personal needs according to the sociologist Max Weber,"the society which gives importance and respect to earn wealth is treated as a noble and pious act ,there the entrepreneurship develops". From economic point of view, innovation of a new product, new market, and new raw material are the key factors responsible for entrepreneurship and commercial development. From cultural point of view and entrepreneurship stand point it is said that where the culture of '**satisfaction with least**'and 'safe life style' is given much care the aptitude for development of entrepreneurship will not thrive.

Under the above circumstances, what are the reasons responsible for the underdeveloped economy of Odisha? From Odisha point of view, lack of economic and personal issues are not the main reasons for lack of entrepreneurship. Comparatively the youth of Odisha are more scholastic than that of Rajasthan and Gujarat, Odisha is a treasure trove with natural resources economic markets. Perhaps, the socio – economic phenomena are the bottlenecks on the way of entrepreneurship development. Let us have a SWOT analysis of the above syndrome as below.

Firstly, odia society has a predilection to gain knowledge and learning oriented occupation has been taken as the best way in contrast to earn wealth for trade, industry and commerce, construction, enterprise are not taken as a respectable job. The commerce stream of education is chosen as the last resort for the not so successful students where as in metro cities like Delhi etc., the cream of the students the students scoring more than 95% marks, the first choice is commerce if not fulfilled second choice is science and arts is the last resort. But here in Odisha the situation just opposite.

Secondly, to take studies at any cost becoming first by getting in to heart as a book worm and subsequently from that degree becoming a clerk or an officer, doctor, engineer is taken as the best choice with the regularity of monthly assured income from service resulting trading safe in family life syndrome are the main enemy of development of entrepreneurship. For that matter in the marriage market, the entrepreneurs are not sold as hot cakes. The basic ingredient of any commercial venture is to be prepared to sail the ship along the uncertainty in the deep ocean with unknown destination along with the threat of loss is taken as adventure in the nature of trade. The status of the state like Gujart and Rajasthan the situation is just opposite.

Thirdly, in odia culture to earn wealth by hard labour is not considered as the best occupation. Rather to be lazy with little effort has enumerable takers. To have a sound sleep after mid-day meal is taken as the healthy life style of odia work culture.

Fourthly in our state the pessimism of unsuccessfulness in trade and fear of loss is given much importance. It is strange that the business men community like marwaries, punjabis migrated to our state with least efficiency have shown their business acumen before odias. Still then commerce is taken as venture full of danger. Then what is the solution? It has to be understood that the sayings '**Learning is Wealth**', '**Let us Learn to Earn**' is as realistic as '**Banijye Basate Laksmi**', meant there by where there is commerce, their lives the goddess of wealth Lakshmi. Hence the youth of today show their apathy towards taking risk. '**No risk no gain**', '**Failure is the pillar of successes**', '**Nothing is impossible**', '**Nothing succeeds like successes**', '**Impossible is a word found in the**

dictionary of fools', 'Work is worship' should be motto of life. One has to give respect to the "dignity of labour" done with honesty. Right from the family, education, society and never the less the government should take interest in bringing concerted effort for the developmental aptitude towards the entrepreneurship development. According to the Reserve Bank of India (RBI) reports, the investments by taking loans from the banks has resulted in non-performing asset (NPA) to the extent of 9 lakhs and banks have been asked by the govt. to waive loans to the tune of 8100 crores of rupees. Nirav Modi and Bijay Malya are allowed to fly away by looting the banking system. The companies like Bhusan, Lanco, Essar and King Fisher group is responsible for 25% of NPA. Still then they are regarded as the favourite established enterprise of the nation.

Fifthly, the emerging youth should understand the difference between success and laziness. Instead of plain living and high thinking they think living lazily is the best of way of life.

The banking sector and the government should envisage upon 'Make in India', 'Start ups' campaign by advancing easy loans without being asked to give mortgages. The Neeti Ayog should frame policy so as to bridge the gap by bringing in commercial relationship with Malaysia, Indonesia, Thailand, Japan, and China by their policies of 'Look East' by the government. By the government at the centre and the state governments should show interest to bring back the stories of glories of rich maritime commerce of Kalingas as much as to show it at museums. For that matter the government of Odisha should have a long term vision so that the dreams of our great visionaries and son of our soil like Madhu Babu, Biju Babu will take its shape. The sayings like 'Kalingah Sahasikah' will prove its worth and the long cherished past of Odias through celebrating Balijatra as worthy.

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**STUDENTS ATTENDANCE FOR THE SEMINAR ON THE TOPIC
"PERSPECTIVE OF COMMERCE EDUCATION" ON 11.02.2019**

Sl. No	Roll no.	Signature
1	BC-16-004	Srikrushna Nandi
2	BC-16-092	Debasish Panda
3	BC-17-078	Anshuman Behuna
4	BC-16-133	Goutam Panda
5	BC-16-005	Abhinash Kumar Sahoo
6	BC-16-140	Amit Jit Panda
7	BC-16-019	Bhinish Swain
8	BC-16-160	Sri Krishna Rout
9	BC-16-027	Ankur Kumar Das
10	BC-16-115	Aakash Kumar Rout
11	BC-16-125	Ananta Kumar Sahoo
12	BC-16-085	Bibhav Pradhan
13	BC-16-026	Jatin Maharana
14	BC-16-107	Abhis Kumar Choudhury
15	BC-16-121	Subrat Mahapatra
16	BC-16-101	Kiran Kumar Das
17	BC-16-034	Rasmi Ranjan Sahoo
18	BC-16-088	Mukesh Kumar Sahoo
19	BC-16-143	Rudra Mohan Swain
20	BC-16-144	Manas Kumar Swain
21	BC-16-079	Amit Jit Swain
22	BC-16-137	Chinmay Jena
23	BC-16-058	Malaya Kumar Malik
24	BC-16-069	Tapan Kumar Malik
25	BC-16-124	Latyjit Bijuwal
26	BC-16-047	Gyanaranjan Parida
27	BC-16-159	Deepak Kumar Patra
28	BC-16-086	Parash Kumar Dash
29	BC-16-040	Kalpna Sahoo
30	BC-16-035	Annapurna Bhadra
31	BC-16-110	Barepharani Nayak
32	BC-16-142	Monalisha Pradhan
33	BC-16-042	Pragyan Parashita Malik
34	BC-16-055	Arina Barik

Sl. No	Roll no.	Signature
35	BC-16-067	Sushree Sumittra Mohapatra
36	BC-16-006	Sobanla Koo
37	BC-16-127	Tamuna Dam
38	BC-16-087	Srehashree Nayak
39	BC-16-060	Jyotsna Das
40	BC-16-054	Subrita Patra
41	BC-17-098	Niharika Das
42	BC-17-032	Ptishree Sahoo
43	BC-17-157	Manisha Nayak.
44	BC-16-064	Sradhanjali Dash
45	BC-16-041	Mirnal Sahoo
46	BC-16-063	Pritimantari Tarai
47	BC-16-152	Srehashree Lenka
48	BC-16-048	Sonali Sahoo
49	BC-16-147	Kiranbala Lenka
50	BC-16-011	Piyashree Sahoo
51	BC-16-012	Snehalata Behera
52	BC-16-113	Madhusmita Sahoo
53	BC-16-038	Sagarika Kund
54	BC-16-024	Sagarika Pragya Routraaj
55	BC-16-044	Manal Kumar Swain
56	BC-16-025	Soudamini Nayak
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