



The Poseidon of KRM Mahila College Nanded: Dr. Ashturkar P.B.

Mohammed Zakriya Mohammed Ismail¹ Sayyad Saddam Rabbani²

¹Ph.D (Library & Information Science) research Scholar

²Ph.D (Commerce & Management Science) research Scholar

Swami Ramanand Teerth Marathwada University, Nanded (M.S.) India

Corresponding Author- Mohammed Zakriya Mohammed Ismail

Email: saddamsayyad1995@gmail.com

DOI- 10.5281/zenodo.7519933

Abstract

The Poseidon is known as father of commerce of the world. In India the education system is totally unfilled without commerce. All universities and institutes of the states of the country run commerce departments for the well development of commerce filed in the country. Education scenario of the Maharashtra been counted in the fully developing states of the country. The states have many different districts which are very famous in the field of education. Nanded is one of these districts which have developed ratio of education as compare to other districts. Many professional and non professional courses are run by the different institutes and university in the district. Commerce field of the district is very affective and effective for the students. The top most institutes for womens in the city is KRM Mahila College, which has the granted commerce department headed by Dr. Ashturkar P.B. This article contains Dr. Ashturkar's characteristics, similarities and helping hands like Poseidon in the field of commerce for the well development of commerce in the district and all over the county.

Keywords: Commerce Poseidon, Dr. Ashturkar.; KRM Mahila College, Maharashtra state, Nanded District, Father of commerce.

Introduction

Commerce is the English-language word derived from the Latin word commercium in that, com means "together" and merx means "merchandise". Commerce is the one of the large-scale organized system of activities, functions, procedures and institutions directly and indirectly related to the exchange of goods and services in between two or more parties' locally, regionally, nationally or international economies. In another words commerce is not business, but rather the part of business which facilitates the movement and distribution of finished or unfinished but valuable goods and services from the producers to the end consumers on a large scale, as opposed to the sourcing of raw materials and manufacturing of those goods. Actually Commerce is subtly different from trade, which is the final transaction, exchange or transfer of finished goods and services between a seller and an end consumer. Commerce includes trade as

well as series of transactions between the producer and the seller with the help of the auxiliary services which facilitate such trade. These services include transportation, communication, warehousing, insurance, banking, financial markets, advertising, packaging, the services of commercial agents and agencies. It means that, commerce encompasses political, economical, technological, logistical, legal, regulatory, social and cultural aspects of trade on a large scale. As per the marketing perspective, commerce creates time and place utility by making goods and services available for the customers at the right place and at the right time by changing their location or placement. In another words trade is a part of commerce and commerce is a part of business. In the antiquities Commerce was a costly endeavor because of the risky nature of transportation, which restricted it to local markets. Then Commerce expanded with improvement of transportation systems.

In the period of Middle Ages, long-distance and large-scale commerce was limited within continents. With the advent of the age of exploration and oceangoing ships, commerce took an international, trans-continental stature. Now a day's reliability of international trans-oceanic shipping and mailing systems and the facility of the Internet has made commerce possible between cities, regions and countries situated anywhere in the world. Internet-based electronic commerce its subcategories such as wireless mobile commerce and social network-based social commerce continued to get adopted widely. Some Legislative bodies and ministries or ministerial departments of commerce regulate, promote and manage domestic and foreign commercial activities within a country. International commerce regulated by bilateral treaties between countries. After the second world war rise of free trade among nations. The International Chamber of Commerce is important organization which sets rules and resolves disputes in international commerce.

The Poseidon:

The Poseidon is the father of commerce, according to Greek mythology. He is known as the god of the sea and traded on it. in the commerce trading is very important, that's why he is consider as father of commerce. Poseidon was a brother of Zeus, the sky god and chief deity of ancient Greece, and of Hades, god of the underworld. When the three brothers deposed their father, the kingdom of the sea fell by lot to Poseidon. His weapon and main symbol was the trident, perhaps once a fish spear. Poseidon is considered as the father of commerce. He's a god who always in touch with the people. He knows that business is very important. He was born in Antwerp; Belgium He learned how to play the accordion. As the time was passes, Poseidon began to realize that music wasn't going to be enough for him, he wants more out of life. That's why he got into the business world and started selling things online. His first products were CDs of himself singing songs from his band, but then he realized that people were buying them for gifts for other people, so

he sells everything from jewelry to clothing and even furniture. Poseidon has been successful ever since entering the business world because he understands what it means to be a good businessman you have to give value for money, listen carefully, make sure your customers are happy with what they purchased from you and most importantly never give up. Poseidon is one of the expert in business he knows all the laws of business. He creates himself for making different business strategies. That's why he is the father of commerce of the world. Poseidon is cooperative, good nature, well characterized personality of the world for the peoples. In India Father of commerce is Vaitheeswaran. He is the author of the recently released book "Failing to Succeed - the story of India's first e-commerce company" and is widely hailed as the 'father of e-commerce in India'.

KRM Mahila College

Khorshidbanu R. Mewawala Mahila Mahavidhyalaya Nanded is one of the most famous women colleges of the Nanded District affiliated by Swami Ramanand Teerth Marathwada University Nanded. It is situated in the middle area of the city. Well furnished and well qualified faculty available for the best education of the needy girls. Dr. Vijiya Deshmukh is the honorable principle of this college who coordinate all the teaching and non teaching staff well. Different department has well qualified professor to promote the education throughout the country by women's. The most famous and valuble for the student commerce department is headed by professor Ashturkar P.B. Number of girls student are working on the good position through the country and world.

Dr. Ashturkar P.B.

Many experts and scholars of each subject are doing their work constantly in the world. They made different methods of understanding the concerned subject, for the students and scholars to do their work softly. In the field of commerce Dr. Ashturkar P.B. is one of the most famous personality of department of commers of KRM Mahila college Nanded. He is well qualified and experienced faculty of college and university also. He spent more

than two decades for the growth of commerce in the country. Dr. Ashturkar P.B. is very attractive, intelligent and subject expert faculty of the institute and university. He is currently working as head of the department of commerce and also guide of swami ramanand teerth Marathwada University and Yeshwant Rao Chavan Open University both. Member, Board of Studies in Management Sciences and Business Administration (Including NGO Management) Nominated by Vice-Chancellor, SRTMUN, Nanded., Life Member of Indian Commerce Association, Maharashtra Commerce Association, Youth Hostel, New Delhi, undergraduate and post graduate paper setting and viva subject expert for post graduate courses. Number of times he is the chief superintendent of exam conducted by S.R.T.M. University. As per his performance and working style winter-2022 UG exams responsibility is given to him by the higher authority of society of KRM Mahila College. He attended number of conference, seminars and published the related informative articles. He published one books for commerce student and research scholars. Other books are awaited for publish. Number of research scholars doing their research work under his guidance. Maximum ten of them completed doctoral degree in which there one foreign student also completed doctoral degree. He has soft and co-operative nature, simple living and affective and effective, creative thinking. From last three decades he taught different subject of commerce but well known for business law. Dr.Ashturkar P.B. spread important information and subject knowledge for commerce student and research scholars.

Methodology

Dr.Ashturkar P.B. has excellent command over the Business law. He guides the research scholar to complete their sketch of research on business law. For every research scholar it is very important to choose a valuable and informative and result oriented topic for research. It is the most difficult time to choose such topic in field of research. In the field of commerce most of the topics are covered under the title of business

law, but truly none of the guide given such a title for business law like the Dr.Ashturkar P.B. which is comparatively very similar to the Poseidon who is the father of commerce in the world. The research scholars from the campus of swami Ramanand Teerth Marathwada University doing doctoral research under the guidance of Dr.Ashturkar P.B, who has excellent knowledge about the prepration of research articles, dissertation, book chapters, seminars papers, and conference presenting papers for commerce subject especially for business laws. There are different methodologies for every research which include.

1. Applied and Fundamental research.
2. Descriptive and Analytical research.
3. Scientific research
4. Historical research
5. Survey research
6. Sampling research
7. Qualitative and Quantitative research.
8. Conceptual and Empirical research.
9. Field and Table research.
10. One time and longitudinal research

Dr.Ashturkar P.B. gives suggestion to research scholar, they have to choose most applicable methods for research.

Introduction of Commerce by Dr. Ashturkar P.B.

Since the beginning of trade, people have been trading goods and services. From the start of bartering to creating money to building trade routes, people have tried to trade goods and services and build distribution systems around this. Most of the time, corporations buy and sell goods and services on a large scale when they do business today. A consumer's sale or purchase of a single item is called a transaction. All the sales and purchases of that item in an economy are called Commerce. Most trade happens between countries, and most goods are traded from one country to another. It's important to know that "commerce" and "business" are different. Commerce is only about how things are bought and sold. It has nothing to do with how or what a company makes. Distribution has many parts, such as logistical, political,

regulatory, legal, social, and economical. Commerce is referred as the elaboration and conscious process of buying and selling both products and services, on a large scale. Commerce includes buying, selling of products or services along with the exchange of monetary compensation. Commerce is nothing but the exchange of goods and services between businesses. It is the trade of goods, services, other things of value between companies or organizations. In a broad sense, governments try to manage trade to make their people happier and healthier by creating jobs and making useful goods and services. Commerce students can get some of the best paying jobs in various fields. You can also have a "pleasant" job in Commerce, which is a field that deals with accounting, money, money sources, investments, etc.

Teaching methodology:

Teaching method is very important for the student, at senior level it's too different as compared to primary, secondary, higher secondary, junior, and senior level. In Mahila College department of commerce is well known by the professor Dr. Ashturkar P.B. who planned the lectures all over the academic year. Other clock hour basis lectures took all the distributed lectures given by him. Dr. Ashturkar P.B. took lecture for business law. Never ever can get this types of lectures for business law as compared to him. His teaching method is too understanding, simple, and informative. He also uses different Aids for teaching at graduate level for better and clear understanding purpose of student. Numbers of girl's student of KRM Mahila College are from countryside, that's why he explains the entire syllabus in both languages. He solve different mathematical problem related subject using simple method. Many times he invited by other institute, university, of state and throughout the country.

Awards:

Following are the awards achieved by the Dr. Ashturkar P.B.

- 1) Sane Guruji Teacher Award (2011),
- 2) Rajshri Shahu Maharaj National Teacher Award (2012),

3) Mahatma Jyotiba Phule National Teacher Award (2013),

4) Outstanding research paper awards by University of Mumbai

(2013)(2014)(2016) (2017) and (2018)

5) Best Teacher Award by Grabs Educational Charitable Trust, Chennai T.N.

Registered under the Indian Trusts Act and ISO 9000:2008 Certified,

www.grabstrust.com

6) Certificate of Appreciation in the "BRONZE" Category received from

Central Board of Direct Taxes, Ministry of Finance, Government of India.

Conclusion

The most important information in the field of commerce is nothing but the good knowledge of business strategies and business laws along with business stats, business management and all related rules. The commerce is the business of buying and selling things. The Poseidon is the father of commerce, according to Greek mythology who invented different aspects of business laws to the commerce field. The same efforts done by Dr. Ashturkar P.B. of KRM Mahila College for the growth of commerce in the country and throughout the world which makes him the Poseidon in the view of commerce student and research scholars of KRM Mahila College, of SRTM University, Nanded.

References:

1. Introduction to e-commerce, bookbon.
2. <https://krmmmn.com/>
3. <https://aspiringyouths.com/father-of/commerce/>
4. business laws, MC Kuchhal & vivek kuchhal, new delhi
5. Research methodology, C.R. Kothari, 1985.
6. Mohammed Zakriya "Scientific Citation analysis of doctoral Dissertation in Pharmacy from Universities in Maharashtra State in the year 2011_2018." (1/04/2019) : 3