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• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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• Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

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# CONVERGENCE OF ACCOUNTING STANDARDS WITH IFRS (PERCEPTION OF CHARTERED ACCOUNTANTS AND ACCOUNTS EXECUTIVES IN ROHILKHAND REGION)

# NITIN SAREEN RESEARCH SCHOLAR RADHE HARI GOVERNMENT PG COLLEGE KASHIPUR

# Dr. MANOJ UPRETI PRINCIPAL BHARAT SINGH RAWAT GOVERNMENT DEGREE COLLEGE RIKHNIKHAL

#### **ABSTRACT**

The Ministry of Corporate Affairs (MCA) has notified the Companies (Indian Accounting Standards) Rules, 2015 vide its notification dated 16th February 2015. Accordingly, it has notified 39 Indian accounting standards (Ind ASs) and set the roadmap for implementation of Ind ASs for companies. The new Ind Ass, which are the converged version of international financial reporting standards (IFRSs) are applicable from different dates for different companies in India. More than 140 countries have converged or recognized the police of convergence with the IFRS. IFRSs are the globally accepted accounting standards and interpretations adopted by the IASB. So, this gave a chance to India to match itself with the international reporting practices. An upcoming economy on world economic map, India, too, converged its GAAPs to International. The changeover to IFRS is a significant challenge, but it is also an opportunity for chartered accountants. This paper is intended to provide an overview of the background of Accounting Standards and IFRS, a brief discussion about perception of Chartered Accountants regarding convergence.

# USAGE OF BANKING PRODUCTS AND SERVICES: AN OUT LOOK TOWARDS THE INFLUENCE OF BANKING SECTORS IN IDUKKI DISTRICT

Dr. MINIJA ABRAHAM
ASST. PROFESSOR
P.G. DEPARTMENT OF COMMERCE
GOVERNMENT COLLEGE
MUNNAR

## **ABSTRACT**

Banking is an indispensable sector in our modern society and it forms the core area of money market among the advanced countries. Financial access to all sections of society is inevitable for the overall development of a nation. But the society should have timely and adequate availability of financial services to ensure access at affordable cost. The present study is intended to analyse the usage of banking products and services of commercial banks in Idukki district.

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