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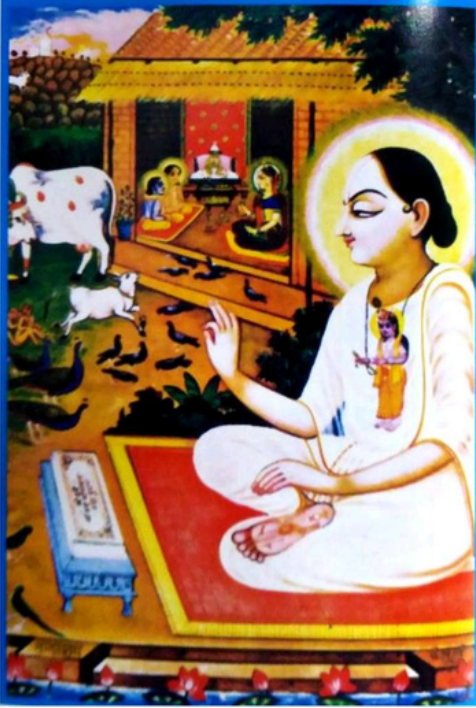


A NEWS LETTER OF P.G & RESEARCH DEPARTMENT OF COMMERCE

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*Jagad Guru
Shrimad Vallabhacharya*

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**Assistant Professor (Commerce)
&
Associate Editor**

Dear Readers,

Jai Shri Krishna!

With the grace of Almighty, we are happy to bring out Volume 2, (Issue 3) of 'COMTALK – A Quarterly Newsletter of Post graduate & Research department of Commerce'. In this issue, the 'News & Events' section highlights the academic as well as extracurricular activities of the department like; webinars hosted, Memorandum of Understanding entered into with Professional bodies, value added courses offered to students, examination and other department activities. The invited article under the column 'Drona' has a write up on 'Omnichannel Retailing'. The article gives a cursory view of the changing landscape of retailing. The relevance of integrating offline and online retailing channel is highlighted here. There is a write up by our faculty member titled "The devastation of a Nation". This article gives a comprehensive view of the economic crisis faced by our neighboring country Sri Lanka. In the article causes and remedies for overcoming the economic crisis is discussed.

Our students have also contributed interesting write-ups on contemporary issues like; Internationalisation of rupee, Thumb rule for availing housing loan, Indian Rupee Vs US Dollar, Changes in GST, Me - myself and I, Democracies and Civil Societies, etc.

I thank our college Secretary Shri Ashok Kumar Mundhraj & our Principal Dr. S. Santhosh Baboo, as this journey would not have been continued without their constant motivation and support. I thank Dr. J. Jayasankar (Head – Aided), and Prof. S.Seshadrinathan, for their inputs and cooperation. Finally, a message for the students

सर्वतीर्थमयीमातासर्वदेवमयःपिता।मातरंपितरंतस्मात्सर्वयत्नेन्युजयेत्

Padma Purana Srishti Khand

(Mother is the embodiment of all pilgrimages, father is the embodiment of all deities, hence mother and father to be revered with all efforts)

Thank you

Dr. Haridayal Sharma

Associate Editor, COMTALK

Webinars & workshops Organised



The PG & Research Dept. of Commerce in association with the Institution's Innovation Council organized a workshop on "Financial Empowerment for Students" on 6th May 2022. Ms. Vidya Sivakumar, Financial Education Instructor, CFEI®, NFEC, USA was the resource person.



As a Student Progression initiative, a presentation by Dr. Gowthamaraj Viswanathan on 'Grooming for Civil Services' was held on 29th April 2022.



A Webinar on 'Relevance of Commerce for the Real Estate & Construction Industry' was held on 4th May 2022 via Google Meet.

Value Added Course: Tally



MoU signed with Tally Academy to conduct "Tally Prime Essential Level II" Certificate Course for another batch of our B. Com Students. Inaugural Session held on 2nd May 2022.

NAAC peer team visit to the college



NAAC Peer Team Visited the College on the 6th & 7th April 2022

In the picture (from top to bottom):

1. Presentation by the Head of the Dept. Dr. J. Jayasankar before the NAAC Peer Team
2. Department visit by the NAAC Peer Team members
3. Interaction with our PG Students



A Three-day Colloquium on Entrepreneurship was organized by Pratibha Sangam, forum of the PG & Research Dept. of Commerce between 30th March and 1st April 2022.

Board of Studies Meeting (BoS)



The Board of Studies Meeting (BoS) of the PG & Research Dept. of Commerce was held on 13th May 2022. The Chairperson of the Board & the Head of the Dept. of Commerce Dr. J. Jayasankar made a PowerPoint Presentation of the Action Taken Report of last year's BoS and the curriculum changes to be introduced from the Academic Year 2022-23.

Dr. Bhuvaneshwari, Assistant. Professor, Dept. of Commerce, University of Madras (University Nominee), Dr. B. Sudha, Associate Professor & Head, Dept. of Commerce, Anna Adarsh College for Women (Subject Expert), Dr. J. Jayakumar, Associate Professor in Commerce, Dr. Ambedkar Govt. Arts College (Subject Expert) and Ms. Lakshmi Priya, CMA (Alumnus) and the members of the Faculty of Commerce (both Shift I & II) participated.

Students Achievements



Our II B. Com Student Anchal Singh A won first place in creative writing in the Artistics '22 inter-departmental cultural fest held in the college campus.



Participation by our students in the "Talent Hunt 2022" event organized by the Citizen Consumer Club of our College.



Our B. Com students Kunal K&Bheraram K won first place in debate in Olkonomikos '22 organized by the Dept. of Economics, DDGD Vaishnav College.



Our Students received merit certificates in the various events held in connection with 'MATHSOFORIA' – Program organized by the Dept. of Mathematics.



The Head of our Dept. Dr. J. Jayasankar conducted Ph. D Public Viva-Voice Examination as the External Examiner at Ethiraj College for Women, Chennai on 20th May 2022.



II M. Com. Project Viva- Voce Examination was held on 25th May 22. Dr. B. Sudha, Head & Associate Professor in Commerce, Anna Adarsh College for Women was the External Examiner.

Pragathi '22



“PRAGATI22” an Inter-Collegiate Talent Fest was organized by the Commerce Forum of our Dept. – Pratibha Sangam on 18th May 22. Students from various city colleges participated in the fest. The team from Loyola College won the overall Championship.



The Head of our Dept. participated as the External Examiner at the Ph. D Doctoral Committee meeting held online by the College of Science and Humanities, SRM Institute of Science and Technology on 16th June 2022. .

Drona - The Expert's Corner

Omnichannel Retailing

Omnichannel Retailing is the new buzzword that is catching up in the ecommerce sector. This is yet another milestone in digital marketing. The concept has been evolved to give the customers a seamless shopping experience. The omnichannel retailing integrates different channels of shopping and it is one step ahead of multichannel retailing. To understand this concept better, we must have a proper understanding of multichannel retailing

Multichannel retailing is a concept where the seller uses multiple channels to sell his product. The seller may have his own offline store, he may also sell online through his own website, he may place his product on e commerce platforms like Amazon, Flipkart and social media such as facebook, Instagram and so on. The customer can use any of the above channels to buy, further the customer can also use many devices like mobiles, desktops or laptops, to access those channels. But in multichannel retail the purchase was either through offline or online and the two were not mixed.

Now, omnichannel retailing aims to integrate all the channels both offline and online. Suppose a person wants to buy a pair of Bata footwear and orders it on Amazon, But he also wants to try it before buying and on the way to his work he finds a Bata showroom, now he can try the footwear in that shop. The moment the customer selects the product in Amazon a click and collect option will also be made available. By using this he can try the same footwear in the showroom physically and once he decides to buy he can pay there by using the voucher mailed to him. The voucher is recognised by the sales personnel at the Bata showroom and now he can buy it offline thereby saving the shipping cost otherwise he still has the option to buy it online by completing the order with Amazon. The omnichannel retailing thus removes the barricade between offline and online shopping and integrates them to give the customer a complete shopping experience.

This new concept is expected to create a revolution in e commerce. Companies may have to realign their supply chain shortly to create omnichannel pipeline.

Dr.M.Bina Celine Dorathy
Professor, School of Business and Management Studies,
Christ University, Bangalore

View Point - Faculty Article

The Devastation of a Nation

The downfall of a country like Srilanka is absolutely a wake-up call for other similar developing countries, which highlights the aftermath of poor political, social and debt management. Normally when a nation run out of money, they become incapable of paying the interest on debt that they have borrowed, which in turn disrupts the reputation of the country. Lenders and investors narrowing down the option of borrowing further money from the international market will lead to a negative impact on its currency and the economy.

THE CURRENT SCENARIO

A state of emergency has been declared in Sri Lanka following the mass protest by the common men after President Gotabaya Rajapaksa fled the country. The nation has been struggling with exorbitant power cuts and scarcity of basic necessities such as food, medicines and fuel. The country has absolutely run out of fuel even for its essential services like public transport, trains and other emergency vehicle operations like ambulances. As we know, scarcity creates demand; the lack of fuel has resulted in the increase of its prices drastically.

Moreover, all schools have been close, and all offices have been temporary shutdown in order to conserve essential resources and supplies. The country is hurtling towards bankruptcy and on the top of this, inflation hit the country by 40 % and food prices were shot up by 60%, which was never the case before. It is also disturbing to see doctors who are warning people to avoid falling ill as there is a critical shortage in the supply of medicines and other medical equipment. Coming to the most significant reason, the government owes almost 51 billion US dollars and is unable to make payment of interest on its loans.

In this phase of severe economic hardships, the public have been demanding the resignation of the Rajapaksa-led government since March 2022. Thousands of Sri Lankans have taken to the streets of Colombo recently, expressing their anguish and invaded the President's residence too. In short, the people are in distress and desperately want to escape this catastrophe.

THE SKID TO THIS ECONOMIC CRISIS

The major influences that have pushed the country towards such hardships can be debated under the following heads:

- **Disaster of the Tourism Industry:** Tourism, which was one of the important catalyst of Sri Lanka's economic growth, has stumbled because of the COVID 19 pandemic and also due to the after effects of one of the most deadly terror attack that happened in Sri Lanka in 2019, where more than 200 people were killed in several suicide bomb attacks targeting some of the churches and hotels across the country. The tourism industry which was one of the most promising sources of revenue for the country has totally collapsed worsening the economic stability.
- **Incompetent Government:** Economists say that the successive governments have spent more than what they have earned, leaving the country's finance in a parlous state. Moreover, Sri Lanka was not successful in providing goods and services that can be exported to other countries, for which the government should take the blame for not opening up new entrepreneurial and investment avenues for the public. What made the situation worse was the tax-cut that was announced by the Rajapaksa government to shore up the public support as soon as they took office in 2019. This led to immobilization of revenue for the government which made the condition even worse.
- **Debt Trap:** Sri Lanka owes huge money to several countries, including India, which adds up to more than 50 billion US Dollars, but the foreign currency reserves of the country were just \$1.58 billion. Sri Lanka is struggling to pay back over \$8 billion to China already. The previous Sri Lankan government handed over the majority share of the Hambantota Port to China, which is the second-largest port in the nation. The port has been given to a Chinese state-owned company on a 99-year lease to raise \$1.2 billion. Recently, Sri Lanka has asked for a new loan and buyers credit from China for \$2.5 billion.
- **Ban of Chemicals:** Sri Lankan president, Gotabaya Rajapaksa attempted in 2021 to ban chemical fertilizers to make Sri Lankan farming "100% Organic". This move dissociated the tea industry, which was Sri Lanka's main export crop. The fertilizer ban and global grain shortages due to the war in Ukraine have made the country more food insecure.

The Rajapaksa's economic plan turned out to be a series of slip-ups that led to the collapse of one of the vibrant South Asian nation. The government's decision to ban chemical fertilisers to make agriculture 100% organic has hit agriculture very badly as organic farming reduces production by half. This forced the middle men to hoard essentials agricultural produce, which has also contributed to scarcity and inflation.

- **Foreign Exchange Regulations:** Srilanka was highly dependent on imports for essential items like sugar, pulses and cereal. This added fuel to the economic meltdown as the island nation lacks foreign reserves to pay for its import bills. Rajapaksa recently said that Srilanka could face a trade deficit of \$10 billion this year. With forex reserves dropping from over \$7.5 billion in 2019 to around \$2.3 billion in 2022, the supply of foreign exchange was hit, increasing the amount of money that Srilankans have had to shell out to balance the foreign exchange deficit. As a result, the Srilankan rupee value got depreciated like never before.

THE PLAN TO CONFRONT THIS CRISIS

First and foremost requirement is that of a functioning and stable government to tackle the financial crisis and also to handle the unrest of the mob. As we've already seen that the country owes more than \$51 billion to foreign lenders, the country should get recommendations and views from experts at the global level to overcome this burden. The only way to come out of this financial burden is by making policies for restructuring its loans. The G7 group of countries, consisting of USA, UK, Canada, France, Italy, Germany, and Japan have extended its support to Srilanka for debt repayments. Apart from this, The World Bank has agreed to lend Srilanka \$600 Million, and India too has offered around \$1.9 billion.

The International Monetary Fund (IMF) has also come to the rescue of the nation. Initially to come out of this inflation, the government may take steps to raise the interest rates and taxes to help fund the nation to recoup its financial instability. There are also plans on the cards to privatise the state-owned Srilankan Airlines. The country has also requested Russia and Qatar to supply it with oil at low prices to help reduce the cost of petrol. Anyway, "Srilanka pins last hopes on IMF," said a recent headline in the Colombo Times newspaper. Srilanka's political leaders are waiting for the lawmakers to elect a new president and also to decide on the making-up of a new government. The entire world is looking forward for the rise of the nation once again and we wish the Island nation to bounce back to yet another remarkable beginning.

Dr.M.Akhila
Assistant Professor
P.G. & Research Dept. of Commerce,
DDGDVC

FROM THE VAULTS

Internationalisation of Rupee

On 11th July 2022 RBI announced regarding the arrangement done for acceptance of INR for settlements of all international trade point forth. This is a strategic maneuvering done by the RBI to protect the Rupee from further losing its value in addition to protecting India's foreign reserves. Historically for settling all international trade the US dollar was preferred mainly for its characteristics of being more stable and powerful. By allowing INR as a settlement of payment of international trade RBI simply indicates that rupee can replace the dollar in the existing international trade mechanism.

In the earlier system where USD was used international traders must disclose each and every transaction because they were all carried on by the USD, this also meant that the US could control trade between certain countries by imposing sanctions on them. There was a fear of increased dependency on the dollar. The internationalization of rupee measure allows traders to transact with such sanctioned nations. For instance India can now freely transact with Russia to buy crude oil despite the fact that the US has imposed heavy sanctions on it ever since the start of the Russia-Ukraine War. This policy has a better impact on India's foreign trade position, decreasing its dependence on the Dollar; it is also strategic in strengthening the rupee which has depreciated over the last few years.

When international transactions take place under the earlier system the trader of one country enters into trade with the trader of another country by transacting with his local bank having a vostro account in a US bank which will send the local money's worth of dollars to the vostro account held by the other traders local bank .A Vostro account is basically a bank's bank account in another country. This extremely complex system of communication and money transfer was done with the help of a system called SWIFT. As a part of the various trade and economic sanctions imposed by the US and the other European nations was the decision to remove Russia from the SWIFT system. This impacted Russia's international trade drastically. Not to just see it as a diplomatic action taken by a group of developed western nations against and undemocratic country, it must also be noted as the lack of indiscretion on the part of these developed nations who can control the trade that small and developing nations had with Russia simply because they control the SWIFT system. This recent policy from the RBI tell more about India's position in international geopolitical scenario, prioritizing the nations needs and trade activities rather than the policies of some developed nations.

In the new model instead of a vostro account foreign traders must have a vistro account with RBI which is a rupee account which will be used to settle trade in INR. This is a way forward to the growth and strengthening of the rupee in the global market through acceptance for settlement of international trade. Several countries including Russia, Iran, and Venezuela are ready to accept trade settlement in rupee. This will reduce pressure on rupee and also more foreign investors will be encouraged to invest in India. However this was also cause serious political tensions with the US because the use of rupee as a currency of settlement for international trade means a significant replacement of the US dollar.

Krishnan PNE

B. Com – II C

Thumb Rule for Buying a house on Loan ***(3/20/30/40)***

Well It is a dream of everyone to build a own house, The biggest benefit of building a own house is to save yourself a lot of money

Before buying a house on loan , one should make sure that he/she is meeting the certain criteria (3/20/30/40) otherwise he/she should continue saving the money until the criteria's are met , but the greed of us makes us blind from not seeing this rule, as a result at the end of the day, we lose our dream work

So here , we will be discussing about the thumb rule for buying a house on loan

Thumb Rule : 3/20/30/40

I know you might get confused with this figures let me clarify it....

- Here, 3 in the rule stands for total cost of the house. It should not exceed 3x your annual income.
- For example, If Mr X earn 10 lakhs per annum so that the cost of the house should not exceed 30 lakhs
- The Next one is 20 that is we should keep our mortgage period to 20 years or less. The lesser the better – we pay less interest if the loan tenure is less.
- The next part of the rule is 30 – It means that our total EMI including other expenses should not exceed the 30 percent of your total income.

For example, If Mr X's total income is 10 lakhs then the total EMI should be less than or equal to 3 lakhs

And the last part in the rule is 40 – which refers to the minimum down payment to the loan taken that is the down payment should be atleast 40% of the house's cost even if the lender agrees to 10% as down payment , it is our responsibility to pay at least 40% in order to avoid future risks in payments..

Thus to conclude :

3 - maximum 3 times

20 -not exceed 20 years

30 – total EMI should be less than 30% of CTC

40 – minimum down payment

So these all are the thumb rule one should look before buying a house on loan as it will make the entire process of repaying the loan efficient as well as ease.

Mohamed Aejas

Bcom. - III C

Why Indian Rupee sank against the US Dollar

The Indian Rupee hit another record low on Monday, touching 78.20 against the US Dollars on June 13. The rupee is down 5% since January 2022 and the primary reason for this a stronger US Dollar Index, Surging oil prices and dollars outflows from Indian Equity and bond markets. Foreign institutional investors have pulled out over Rs.2,15,000 crore in the first five months of 2022, which is more than what they brought in 12 years between 2009 to 2021.

“If one rupee buys more dollars, the rupees has become stronger and vice versa. As investors are selling off rupee-based investments for dollar based ones, a rupee fall is triggered, which is the cause of the present rupees sink. As more investors have sold off rupee based investments for dollars, rupee sank to all time low today. This may add to inflationary pressure, as India imports more as compared to exports,” said Anushkaa Arora, Principal & Founder, ABA Law office.

Crude Oil : The rupee has came under more pressure since the worsening geopolitical crisis after Russia invaded Ukraine in late February. India depends on crude oil imports to meet 85% of its energy requirements. If oil prices are rising, it means imports are rising continuously. This pushes up the demand for US dollar which strengthens the dollar against rupee and Indian rupee is continuously depreciating. This erodes purchasing power of Indian currency in the international market.

Karthicah.V

B. Com – III B

CHANGES IN THE RATES OF GOODS AND SERVICES TAX (GST)

Goods and services tax came into effect on 1 July 2017, but however recently from 18th July the GST rates were changed. We would look into the causes for these changes and items on which the change has been implemented.

Finance minister Nirmala Sitharaman said any increase in GST rates is intended to make up for "inefficiencies" in the value chain. The minister had said that there was no opposition from any state on rate changes. "The Fitment Committee's suggestions before the GST Council were considered in full, and more or less, all of them have been accepted," she said.

Below is the list of items that fall under the various tax slabs after a change in taxation following the new GST rates. While many necessary things are believed to get costlier, others experienced a fall against the previous price.

·Five per cent: Packed foods — milk, curd and paneer, Unpacked foods — rice and wheat when packed and bank fee for issuing cheques, Dried leguminous vegetables, Makhana, Wheat or meslin flour, Jaggery, Puffed rice, Organic food, Manure and compost, Ostomy appliances and transport of goods and passengers by ropeways (after the new GST rates), Electric vehicles, whether or not fitted with a battery pack.

·Twelve per cent: Hotels charging Rs 1,000 or less per day for stay, Solar water heaters (after the new GST rates), Finished goods like leather products, Maps and charts, including atlases, Renting of the truck, goods carriage where the cost of fuel is included (after the new GST rates)

·Eighteen per cent: Printing, Writing and drawing ink, LED lamps, Drawing instruments, Tetra packets, Services such as work contracts for roads, bridges, railways, metro, effluent treatment plants and crematoriums.

The Central Board of Indirect Taxes (CBIC) also clarified the new GST rules

- It stated that all pre-packaged items with a quantity up to 25 kg would attract the 5 % GST rate and things above 25 kilograms pre-packaged in a single packet will be exempt from GST. The 5 % GST will also be levied on non-ICU hospital rooms with room rent above Rs 5,000 per day.
- Under the 12 % tax slab, hotel rooms with tariffs of up to Rs 1,000/day, maps and charts, including atlases, will get expensive after the new GST rates.

Items that saw a rise from the previous tax slab

• Printing, writing or drawing ink, knives with cutting blades, paper knives, forks, spoons, ladles and pencil sharpeners, LED lights and lamps, drawing and marking out instruments will now be taxed under the 18 % rate from the previous 12 % tax slab after the new GST rates.

• After the new GST rates, leather goods earlier taxed at 5 % will now follow the 12 % tax bracket.

• Solar heaters too are likely to get costlier after a slab increase from 5 % to 12 % after the new GST rates.

• Services such as the work contracts for roads, bridges, railways, metro, effluent treatment plants and crematoriums will also fall under the 18 % tax slab from the previous 12 % GST rate after the new GST rates.

However some goods are even more likely to get cheaper following the new GST rates.

• GST on stormy appliances and on the transport of goods and passengers by ropeways which was under the 12 % rate of taxation gets cheaper after the new GST rates to experience a 5 % rate of taxation

·Electric vehicles, whether or not fitted with a battery pack are now eligible to be taxed at a lower of 5 % from July 18th 2022 after the new GST rates.

·A 12 % tax rate will be charged as against the previous 18 % tax rate on renting trucks and goods carriages where the cost of fuel is included.

Thus it could be said that even though the GST rates have been increased it would be for the benefit and welfare of the people and thus they would enjoy those benefits in the future.

R.Chirag
B. Com – II B

Creative Corner

ME, MYSELF AND I

We have all had experiences where we felt like a fish out of water, or we were swimming against the current. Things were just not going well (or as well as we would like) and we had to stop, reevaluate, and regroup.

Chances are, many of these situations are the result of unrealistic expectations you had of yourself. No matter how much you plan, how great your ideas are, you could face disappointment and failure if you are not authentic.

That is: Be Yourself.

Revealing our true selves can feel like a huge risk now that we live in a world where everyone is presenting themselves as perfect, attractive, and happy online. What if we don't feel like we are any of these things? Will being who we really are and scare people away? Will everyone just suddenly abandon us?

Being yourself can feel risky, and it is. There may be people in your life who have fully bought into the idea that being a certain way and presenting a certain image is all that matters. If you start showing your true self, these people may indeed treat you differently, and that's a risk. But if you have to hide who you really are to be around these people, you can end up feeling lost, lonely, or even feel shame, because you are basically telling yourself that who you really are isn't OK. And other people don't ever get to know who you really are, so you don't feel as strongly connected to them either. So rather than letting fear drive our self-expression, we need to learn how to accept ourselves, so we can truly be who we are

**WHEN WE HAVE THE ABILITY TO LOVE AND TAKE CARE OF OTHERS, THEN WHY NOT OURSELVES?
LOVE YOURSELF.**

SHARMILA
B. Com – III C

‘Democracies are unimaginable without a vibrant civil society’

What is meant by civil society? How is democracy unimaginable without civil society?

According to the world bank: “civil society refers to a wide range of organizations such as community groups, labour union, non- governmental organizations, indigenous groups, charitable trust groups, faith-based organizations, professional associations, and foundations”. Civil society is also termed as ‘third sector’ of society. The vibrant civil society contributes to the strengthening of government accountability and role.

In this discussion of civil society and democracy, I assume that the root definition of democracy: is the people’s power; ‘demos’ means ‘people’ and ‘Kratos’ means ‘power’. Democracy cannot be equated with particular institutions free election, a plurality party, for example- important though these institutions might be a means of achieving the fundamental goals of democracy. There must be a definition based on the principle against which it can be judged how far the institutions are meeting the goals for which they were created. Rules by the people rather than the elite, a monarch or an aristocracy implies control of the decisions of the polity by all the people in the polity.

Civil society has some contribution toward democracy. Well, we can say that democracy is most likely dependent upon civil societies and groups. There are some conditions to be a part of civil society in a democracy, civil society has respect for the law, for the rights of the individuals and other groups to express their interests and opinion. Civil society has some rules and laws regarding democracy. In the report on the laws of civil society, substantially the democracy is unimaginable without the third sector of society.

There are several functions of civil society. Here we are taking some important functions of civil society.

1. Protection function: Civil society has some duty to protect the citizen from the arbitrary state. It also includes protection against interference in the private sphere and ensures the availability of private space as well as socially.

2. Participatory function: this society is socialized with democracy and participatory citizens. It can also be described as the requirement and excellence in political culture. Which includes an increase in politics, motivation, and ability to participate in political events.

3. Control function: This function is also called ‘the security of freedom in the negative. The control function depends upon the protective function. Since this is the observation and control of political power.

4. Articulation function: civil society acts as an intermediate between citizens and democracy. Civil society initiatives are an example articulation function of society preparedness. The private and social issues are now dealt with by civil society and conveyed with political opinion.

5. Democratization function: company civil play an important role in democratization, especially at the lower level. In young democracies, this function is always dependent on the evolution of democracy at the national level where citizen initiatives are also a concrete example.

Civil society may help to develop other ethics of the democratic life of the country in terms of moderation, tolerance, compromise, and respect for opposing points of view. Without this democracy can’t be stable. This can be initiated by non-governmental organizations, especially women’s groups. They can create awareness about the concept of democratic life and also increase its quality.

Through the support of non-governmental organizations and other organizational groups such as schools and colleges, we can develop programs for democratic civic education by providing the subjects and textbooks, for the betterment of the country’s development. Civil society should be involved as a constructive partner and advocate for democracy and human rights training.

Civil society has a vital role in monitoring the conduct of election democracy requires an alliance of organization, which are not interlinked or connected to the political parties or the candidates, that deploys neutral monitoring at all the different polling stations to ensure that the voting and the vote count are entirely free, fair and transparent. They found it difficult to have credible and fair elections in a new democracy unless civil society groups play this role.

Civil society may provide a training ground for future political leaders. With the help of non-governmental organizations and other organizational groups can train and help to come up with new youth leaders. The young generation can deal with and understand the day-to-day problems faced by our country.

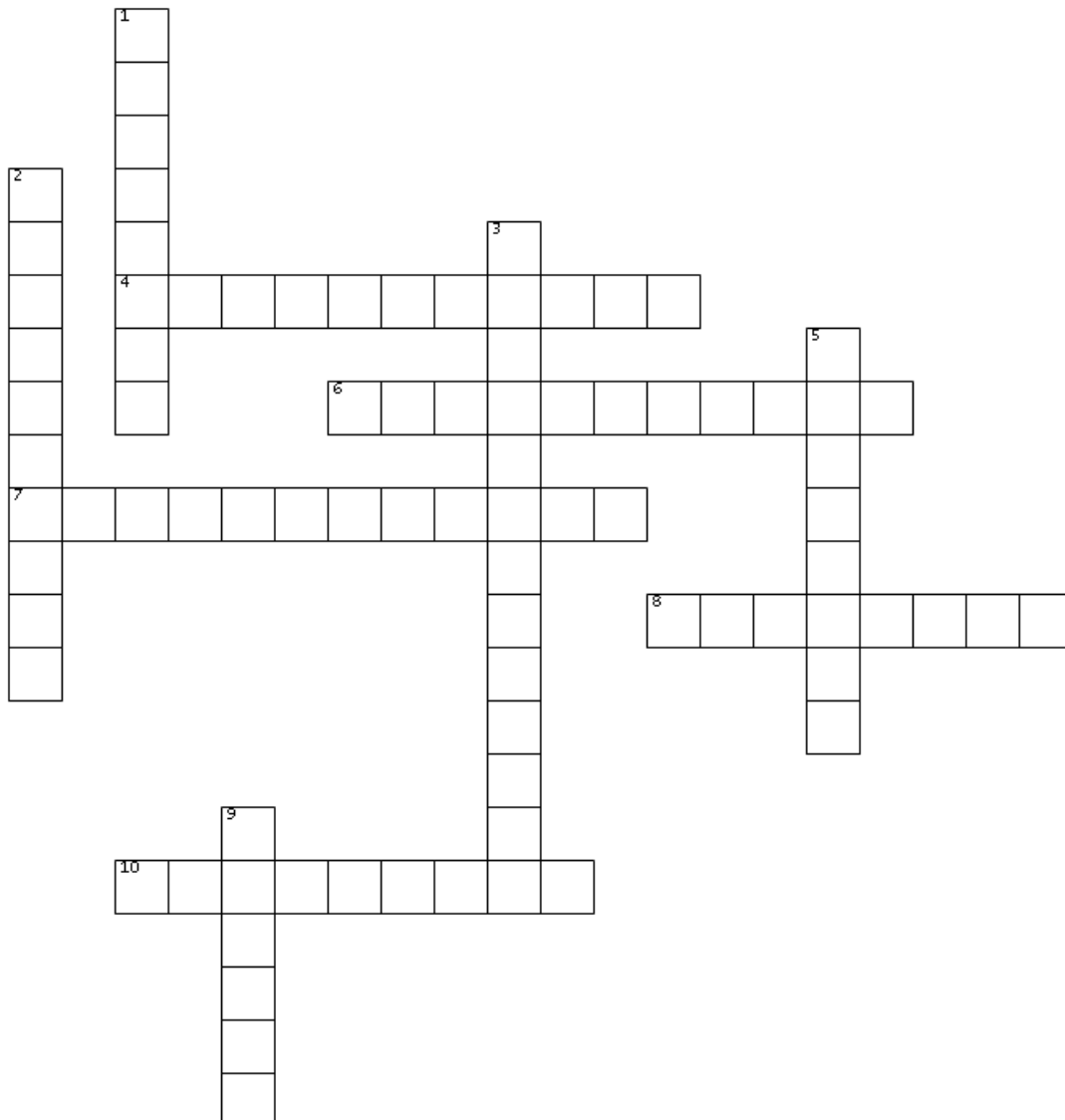
A democratic state can't be stable unless it is effective and legitimate, with the respect and support of its citizens. Civil society is a check, a monitor, but also a vital partner in the quest for this kind of positive relationship between the democratic state and its citizens.

As we can conclude that a vibrant civil society is really important for a democracy. We can't imagine any democracy without a civil society. It can be said that civil society is the backbone of a democratic country.

Prachi Rajesh Desai

II Bcom C

CROSS WORD PUZZLE



ACROSS

4. activities undertaken out of love with service motive- non economic
6. the bank which is the currency issuing authority of a country- central bank
7. the board of directors are elected by- shareholders
8. who wrote arthasastra- Kautilya
10. a partnership is formed by- agreement

DOWN

1. registration of a partnership is- optional
2. occupation of a doctor- profession
3. the main benefit of outsourcing- cost reduction
5. normally high risk involved in- industry
9. primary objective of a business- profit

Lekha Shri

II Bcom C

PH.D. VIVA-VOCE EXAM HELD

S.No.	Candidate	Research Topic	Guide	Examiner
95th	Ms. M. Jayabharathu	Influence of advertisement on behaviour of adolescents – A study with reference to apparels in Chennai city	Dr. B. Vijayakumar	Dr. C. Vatchala Associate Professor, Dept. of Commerce, Pachayappa's College, Chennai-30.
96th	Ms. R. Varalakshmi	Women Customer Expectations & satisfaction – A study with reference to small Cars in Chennai City	Dr. B. Vijayakumar	Dr. B. Sudha, Associate Professor, P.G. & Research Dept. of Commerce, Anna Adarsh College for Women, Chennai-40.
97th	Mrs. S. Padmapriya	Effectiveness of Knowledge Management Practices in IT Companies – A study with reference to Chennai	Dr. R. Nagarajan	Dr. R. Savithri, Associate Professor & Head, P.G. & Research Dept. of Commerce, SDNB Vaishnav College for Women, Chennai-44.

OTHER INFORMATION

1. Dr. Haridayal Sharma published a paper in the Journal of Management & Entrepreneurship titled 'Human Capital & Organisational Performance : A Conceptual Framework'
2. Dr. Haridayal Sharma contributed a paper in the National conference organized by M S College of Commerce, Bangalore.
3. Dr. K.B. Manikandan was the External Examiner for the conduct of II M.Com Project viva voce examination at Valliammal College for Women
4. Dr. K.B. Manikandan Participated in Online Refresher Course, organized by UGC - HRDC, Gujarat University, Ahmedabad.
5. Dr. A.G. Vijayanarayanan attended One week FDP on Emerging Trends in Data Analysis for Research conducted by SPSS REST Labs, Kaveripatnam
6. Dr. A.G. Vijayanarayanan acted as resource person at One day Workshop on Research Methodology, Saveetha School of Law
7. Dr. M.R. Hemamalini delivered a lecture on 'Nurturing Young Women Entrepreneurs' at Women Entrepreneurship Cell, Arcot Sri Mahalakshmi Women's College, Vellore.

8. Dr. G. Yamuna has undergone Innovation Ambassador training, 'foundation level' conducted by MOE and AICTE.

9. Dr. G. Yamuna published a paper titled 'A study on the Effectiveness of Artificial Intelligence in E-Shopping – with reference to Chennai City', in Journal of Positive School Psychology Vol.6 (No. 3).

STUDENT ACHIEVEMENTS

S. NO	NAME	CLASS	COMPETITION	EVENT	VENUE
1	HITESH A	III - B	PHOTOGRAPHY- 1st PRIZE	IVAL	DGVC
2	AMBESH SUKLA & PRATHIK JAJODIA	III - B	IPL AUCTION- IIInd PRIZE	SYNERGY	DGVC
3	R. YUKESH	III - B	MEME CREATION- IIInd PRIZE	IVAL	DGVC
4	HEMANTH RAJ	III - B	HIT THE FLEET- 1st PRIZE	-	GURU NANAK COLLEGE
5	JEEVAN KUMAR	III - B	-	LITEROSODY	DGVC
6	RAGHUL. B	III - B	PHOTOGRAPHY- IIInd PRIZE	LUMIERE	DGVC
7	YASHWANTH	III- B	PHOTOGRAPHY- IIInd PRIZE	IVAL	DGVC
8	YASHWANTH	III- B	MEME CREATION- IIIrd PRIZE	IVAL	DGVC

Nostalgia...



At the Farewell given to Prof. K.L. Nagarajan, first Head of the Dept. of Commerce of our College on his retirement in the year 1990. Also seen in the photo is former Head of the Dept. of Corporate Secretaryship Prof. K. Sampath.

ANNOUNCEMENT FOR THE NEXT ISSUE OF COMTALK 2 (4) September 2022

Staff members of Commerce department are welcome to submit articles or brief write up of interest for publication in COMTALK (about 800 to 1000 words). Staff members can also share the details of their academic achievements like: paper presentations, participation as a resource person, participation in FDP's or any other recognitions and awards received for the period July - September 2022. Faculty members can also encourage students to contribute short articles/creative contents in the department newsletter. The details can be mailed to haridayalsharma@dgvaisnavcollege.edu.in by 7th of October 2022.

Student volunteers

Vishal Krishnan
(Research Scholar)
A. Anchal Singh
(III Bcom C)
Krishnan PNE
(II Bcom C)
R. Chirag
(II Bcom B)

NOTE

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Presiding Deity