



DWARAKA
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COLLEGE



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

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*Jagad Guru
Shrimad Vallabhacharya*

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Dear Readers,
Jai Shri Krishna!

With the grace of Almighty, we are happy to bring out Volume 2, (Issue 2) 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 extra-curricular 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 titled 'How HR Analytics can add Value to Progressive HR Practices'. The article gives a comprehensive description of the evolution of HR analytics and its role in managing human resources.

There is a write up by our faculty member on GST. It gives a detailed sketch of the turn of events - the background of GST, up to its implementation by the Central Government. The creative corner has brief articles of interest from our students on contemporary issues.

I thank our college Secretary Shri Ashok Kumar Mundhraji & 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 (Head – Evening), for their inputs and cooperation.

Finally, a message for the students

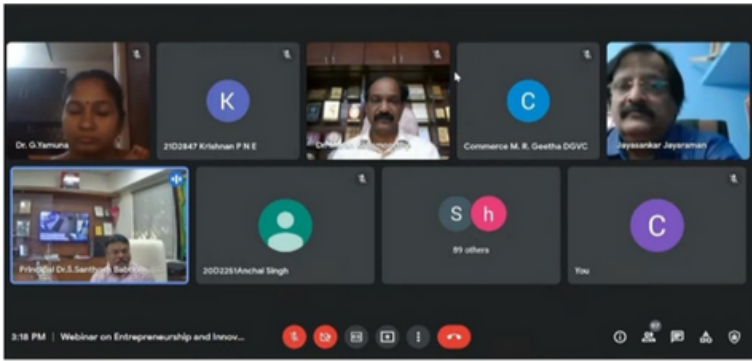
विद्यां चाविद्यां च यस्तद्वेदोभ्य सह ।
अविद्यया मृत्युं तीर्त्वाऽमृतमश्नुते ॥

(One who knows both - the material science as well as the spiritual science; transgresses fear of death by bodily and mental efforts, and attains salvation by purity of mind and soul - Ishavasya Upanishad [11])

Thank you

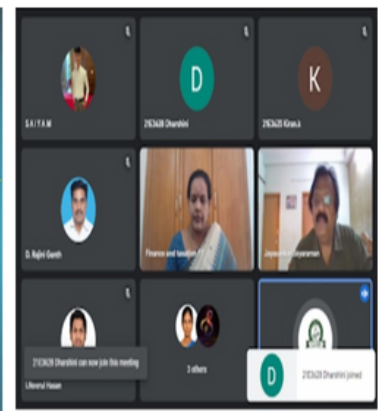
Dr. Haridayal Sharma
Associate Editor, COMTALK

Webinars Organised



The PG & Research Dept. of Commerce in association with the Institution's Innovation Council organized a Webinar on "Entrepreneurship & Innovation" on 11th January 2021. Dr. K. Maran, Professor & Director, Co-ordinator – ED Cell, Sri Sai Ram Institute of Management Studies, Sri Sai Ram Engineering College, Chennai was the resource person.

The DDGD Vaishnav College Library in association with the NDLI (National Digital Library of India) Club organized a Webinar on 22nd January 2022. Our Head of the Dept. Dr. J. Jayasankar, who has authored several books in Commerce, spoke on "The Art of Authoring a Textbook".

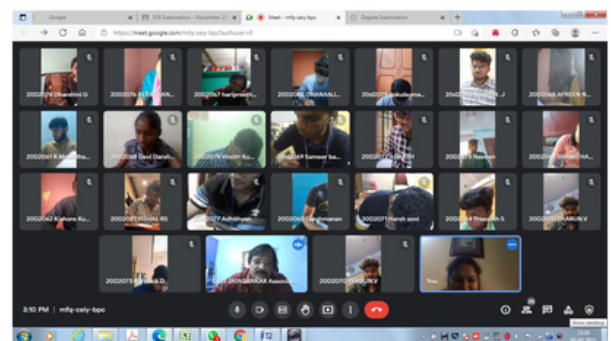


Value Added Course: Tally



The PG & Research Dept. of Commerce conducts certificate course in "Tally" in association with the Tally Academy. The Head of the Dept. handed over the Course Material to the students pursuing the course.

Semester Exams November 2021



November 2021 Semester Exams were held online as per the guidelines of the Govt. Proctoring was done by our Staff online by requiring the students to turn on their web camera all the three hours while writing the exam. The Head of the Dept. conducted online inspection to ensure the smooth conduct of the examination.



Prathibha Sangam of Department of Commerce, shift II has organized the 'Curtain Riser Program on STOCK, CURRENCY, COMMODITY AND CRYPTO TRADING'. CA Anand Pattabiraman was the chief guest. The discussion was on the topics like stock, currency, commodity and crypto trading.

Students Achievements

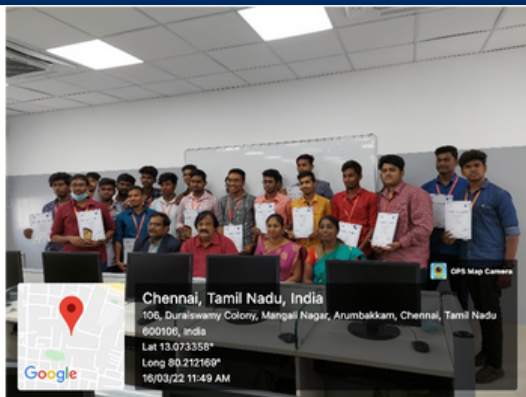


Our M. Phil. Students – R. Udhayashankari, R. Shalini & S. Shivam Dubey have cleared the UGC-NET exam the results of which were published in February 2022.

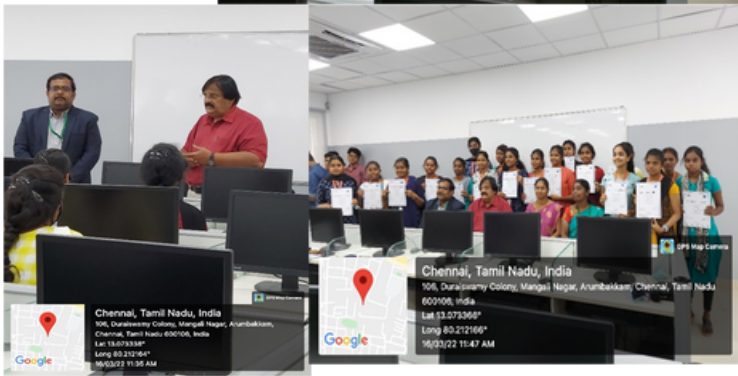


Our I M. Com. (Shift I) student Sunil Choudhary G has cleared the UGC – NET exam in February 2022.

Tally Value Added Course



Our Student V. Madhesh of II M. Com (Shift 1) has cleared the Inter exam of the CMA Program the results of which were published in February 2021.



Students who have completed their certificate course in “Tally” received their certificates.



Aravindakshan V. RA of B. Com (General) A Section – Shift 1 has cleared CA Inter Exams Dec. 21 (both the groups) in first attempt.

Karthicah. V of II B. Com ‘B’ received an award for the effective use of the Library resources in the College.



Our Student K. Gokulraj won first prize in the Chess Tournament held at Nellore, Andhra Pradesh

Departmental Meeting



UGC-Autonomy Review Expert Team Visit to the College/Department on 12th & 13th March



A Departmental Meeting was held on Tuesday, the 22nd Feb. 22 to discuss the agenda for the even semester.

Presentation by the Head of the Department Dr. J. Jayasankar of the achievements of the Dept.

International Women's Day Celebration by the Dept. on the 8th & 9th March 2022



Women Faculty of the PG & Research Dept. of Commerce were honoured in the two-day Programme 'IVAL' organized by the Commerce Forum of the Dept. Pratibha Sangam



Our B. Com Shift 1 students participated in the SDNB Vaishnav College culturals and won a prize



A Memorandum of Understanding was signed between AQUILAE TECHNOLOGIES PVT LTD. and DDGD VAISHNAV COLLEGE on the 22nd of March 2022 at the Principal's office., Mr. CA Anand Pattabiraman, founder and director of Aquilae technologies pvt ltd. and Capt. Dr.S. Santhosh Baboo, Principal, DG Vaishnav College were the signatories.

Drona - The Expert's Corner

How HR Analytics can add value to Progressive HR Practices



**Dr. P.R. Ramakrishnan – Dean, School of Management and Commerce
Vels Institute of Science, Technology and Advanced Studies, Chennai**

The New HR Movement in India is at least three decades old. It started with the two Professors (then with the IIMA), Udai Pareek and T.V. Rao, bringing to focus the concept of Human Resources Development (HRD). Through HRD, they put forward an interesting proposition—HR needs a new emphasis – the focus should shift to “development” of people, as opposed to “control” of people. In so doing, they were able to wean away the focus from the traditional role of industrial relations that was based so much on conflict and control of people. Though they did focus on the supervisory and managerial cadres, the spirit of HRD started permeating the entire organization, and a new class of professionals from the Tata Institute of Social Sciences (TISS) and the Xavier Labour Relations Institute (XLRI), took forward this spirit.

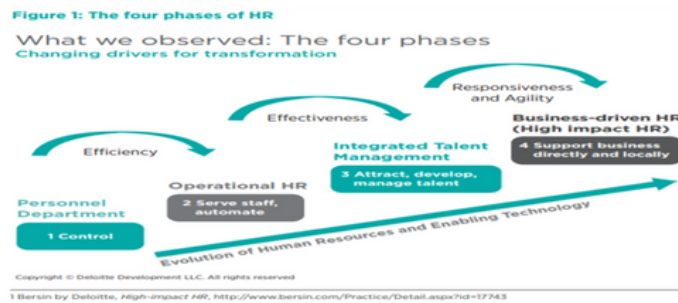
The seeds for what can be safely called “Progressive HR Practices” were sown then, that is, more than thirty years ago. This also coincided with the global collapse of communism and a general weakening of the National Trade Unions. The era of violent conflicts – with some rare exceptions – is now history.

Yes. Even today, the traditional role of Industrial Relations is very much present and is as alive like never before. However, the advent of internal trade unions, the huge multiplication of contract and casual labour in every segment of industrial activity, the declining voices of the central trade unions, and emergence of new forms of employment (particularly in the IT sector), have already brought about a situation where the traditional role of Industrial Relations is a shade of what it was in the sixties and the seventies. We do not have HR professionals who master all the labour laws and talk legal jargon. We do not have many domestic enquiries conducted for disciplinary action.

As totally opposed to this “just do it” kind of HR disposition, a Progressive HR practice is one that makes every extra effort at enabling employees feel that that they are worthy members of an organization, effectively contributing to organizational goals. Be it meaningful initiatives like team building, or goal-oriented performance management, or the 360 degrees appraisal or use of psychometric tools in selection or recruitment, or the most meaningful initiatives that lead of good employee welfare, or the most innovative methods of employee engagement, each of these can be easily called as Progressive HR Practices.

HR analytics is a data-driven method of improving decisions that impact HR functions. HR analytics depends on the quality of the data collected from HR metrics, such as Time to hire, Time to fill, Application dropout rate, First-year turnover rate, Top talent retention rate, Average absenteeism rate, Training expense per employee, Employee engagement and Human capital risk.

Evolution of HR Analytics:



Source: Google.com

The four levels of HR Analytics are:-

- Level 1: Operational Reporting** - The HR Analytics is used to understand the data that is already available and then eventually come to an agreement on what the data would mean for the company.
- Level 2: Advanced Reporting** - There is a significant difference between Level 1 and 2. The frequency of reporting is proactive and is largely a routine. The reporting can even be automated. The Top Management at this level would look at the relationships between the variables.
- Level 3: Strategic Analytics** - At this level, the HR Departments are the beginning of a thorough analysis. They may deliver casual models, Alternatively, the analysis might through up fresh insights into how the relationships between variables effect outcomes.
- Level 4: Predictive Analytics** - The highest level of the HR Analytics maturity model is defined by making predictions. The HR Department is not only gathering data and using the same data to predict what will happen in the future, but also develop plans to meet the challenges involved.

To conclude, there are some organizations like ITC that are reportedly using it and the Tata group is also said to be deeply involved. However, just like Progressive HR practices have now become more of a norm in many organizations, the marriage between such practices and HR Analytics is bound to happen in the near future. Top-class professionalism is quite possible and when the results are encouraging, such a process of Change is most likely to be adopted by more Indian organizations. We will then see a sea change in the very complexion and nature of HRM, for sure.

View Point - Faculty Article

History of GST in India

It has now been more than a two decade since the idea of national Goods and Services Tax (GST) was mooted. In 1991 Chelliah Committee, which was headed by Dr. Raja J. Chelliah recommended VAT, later in 1994 the committee also recommended for introduction of service tax in India. Committee gave various basis of recommendation for introducing Service tax. One among that is “To merge tax on goods and services for eliminating multiple levies and for bringing about a single levy called Goods and Service Tax (GST) throughout the country”.

Later almost after a decade in 2004 Kelkar Task Force recommended for introduction of GST in India. The Task Force strongly recommended fully integrated 'GST' on national basis.

Subsequently, the then Union Finance Minister, Shri P.Chidambaram, while presenting the Central Budget (2007-2008), announced that GST would be introduced from April 1, 2010. Since then, GST missed several deadlines and continued to be shrouded by the clouds of uncertainty.

The talks of ushering in GST, however, gained momentum in the year 2014 when the NDA Government tabled the Constitution (122nd Amendment) Bill, 2014 on GST in the Parliament on 19th December, 2014. The Lok Sabha passed the Bill on 6th May, 2015 and Rajya Sabha on 3rd August, 2016. Subsequent to ratification of the Bill by more than 50% of the States, Constitution (122nd Amendment) Bill, 2014 received the assent of the President on 8th September, 2016 and became Constitution (101st Amendment) Act, 2016, which paved the way for introduction of GST in India.

In the following year, on 27th March, 2017, the Central GST legislations - Central Goods and Services Tax Bill, 2017, Integrated Goods and Services Tax Bill, 2017, Union Territory Goods and Services Tax Bill, 2017 and Goods and Services Tax (Compensation to States) Bill, 2017 were introduced in Lok Sabha.

Lok Sabha passed these bills on 29th March, 2017 and with the receipt of the President's assent on 12th April, 2017, the Bills were enacted. The enactment of the Central Acts is being followed by the enactment of the State GST laws by various State Legislatures. Telangana, Rajasthan, Chhattisgarh, Punjab, Goa and Bihar are among the first ones to pass their respective State GST laws.

Government is endeavoring to roll out GST by 1st July, 2017, by achieving consensus on all the issues relating thereto. It is geared to attain July 1 deadline for implementation of GST across India. GST is a path breaking indirect tax reform which will create a common national market by dismantling inter-State trade barriers. GST has subsumed multiple indirect taxes like excise duty, service tax, VAT, CST, luxury tax, entertainment tax, entry tax, etc. France was the first country to implement GST in the year 1954. Within 62 years of its advent, about 160 countries across the world have adopted GST because this tax has the capacity to raise revenue in the most transparent and neutral manner.

1974	Report of L K Jha committee suggested moving to Value Added Tax(VAT) regime
1986	Introduction of Modified Value Added Tax (MODVAT)
1991	Chelliah Committee recommends VAT/Goods and Service Tax (GST)
1-Jul-94	Service tax is introduced in India
1999	'Empowered Committee' comprising of representatives of 29 States is formed for the purpose introduction of State VAT
2000	Implementation of uniform State sales tax rates (1%, 4%, 8%, 12%)

2002	Introduction of input credit against services of same category
1-Apr-03	VAT implemented in Haryana in April, 2003
1-Sep-04	Central level taxes integrated by introduction of 'CENVAT'
Jan-05	White Paper, a policy document indicating basic policies of 'State VAT' was released by the 'Empowered Committee'
1-Apr-05	Value Added Tax introduced in 20 States
Feb-06	Finance Minister Mr. P. Chidambaram comments in the Budget Speech that there is a large consensus that the country must move towards a national level GST that must be shared between the Center and States. He proposes 1 April 2010 as the date for introducing GST.
1-Apr-06	VAT implemented in 5 more States
1-Jan-07	VAT implemented in Tamil Nadu
Apr-07	Central Sales Tax phase out initiated (4% 2%)
May-07	Empowered Committee (EC) of State Finance Ministers in consultation with Central Government, constituted a Joint Working Group (JWG), consisting of officers of Central and State Governments to examine various models and options for GST and to give their assessment of the same to the EC.
Nov-07	Joint Working Group (JWG) presented its report on the GST to the EC. The EC accepted the report on GST submitted by the JWG
1-Jan-08	VAT implemented in Uttar Pradesh
Apr-08	Empowered Committee finalises the overall strategy for GST introduction in India
Nov-09	'First Discussion Paper' on GST is released by EC
Dec-09	Task Force submits its report on GST to 13th Finance Commission
Jan-09	Department of Revenue releases its comments on 'First Discussion Paper' on GST
Feb-11	IT strategy (by Mr Nandan Nilekani) for GST released
Mar-11	115th Constitution Amendment Bill introduced in Parliament. However, this 115th CAB was lapsed (in May 2014) with change of Government at Center.
1-Apr-11	Point of Taxation Rules, 2011 introduced
1-Jul-12	<ul style="list-style-type: none"> • Negative List of Services Regime introduced • Place of Provision of Services Rules, 2012 introduced

22-Jul-15	Rajya Sabha Select Committee tabled its report
Oct-15	the Government has placed in the public domain four reports on key business processes i.e. registration, payment, refunds and returns in GST regime.
Jul-14	Union Finance Minister states in the Budget Speech 2014 that "I do hope we are able to find a solution in the course of this year and approve the legislative scheme which enables the introduction of GST"
19-Dec-14	The 122nd Constitutional Amendment Bill (hereafter referred as CAB) was introduced in Lok Sabha
06-May-15	The 122nd CAB passed in Lok Sabha
06-May-15	122nd CAB introduced in Rajya Sabha. 122nd CAB was referred to Select Committee of Rajya Sabha
3-Aug-16	Rajya Sabha cleared the Constitutional Amendment Bill
8-Aug-16	Lok Sabha cleared the Constitutional Amendment Bill
September/October	<ul style="list-style-type: none"> • More than half of the State Assemblies need to ratified the Constitutional Amendment Bill • Presidential Assent received • GST Council formed
November	Final GST law put in public domain
December	GST law likely to be tabled in Parliament
1st July 2017	GST Implemented

- Dr. A . Jayaram

Asistant Professor

PG & Research Department of Commerce

DDGD Vaishnav College

FROM THE VAULTS

Petrocurrency

Petrocurrency also known as petrodollar is similar to U.S dollars which is used to pay for imports and exports of oil. All international transactions are priced in dollars (since it is a global currency). Thus the currencies of oil producing nations tend to increase in value against other currencies when the price of oil increases.

The system of petrodollar originated at the Bretton Woods Conference in 1944. It was the time when the U.S held most of the world's supply of gold. The pact stated that the US dollars could be redeemed at the value of the gold. Later, when the oil expenses were very high , the world witnessed the first petrodollar surge. Since then the petrodollar is used to pay for the import and export of oil.

The petrocurrency rate varies with changes in the market conditions ranging from inflation to market census , there's no fixed rate of petrocurrency.

Oil-producing nations that rely heavily on oil export revenue include Saudi Arabia, Russia, Norway, Canada, and Mexico. Additional exporting countries whose currencies have a strong link to oil prices include Saudi Arabia, Iran, Iraq, Nigeria, and Venezuela.

HOW PETROCURRENCY WORKS ?

Petrocurrency works in 3 different ways across the globe

- > Dollars paid to oil producing nations.
- > Pricing of oil in US Dollars: Currencies used as a unit of account to price oil in the international market.
- > The association of different countries that pay in petrodollars: This association includes members to improve and enhance the process of oil import and export.

Here are examples of petrocurrencies that have significant exposure to fluctuating oil prices.

- > Canadian dollar
- > Russian ruble
- > Columbian peso
- > Norwegian krone
- > Brazilian real

-A. Anchal Singh
B. Com General – II C

Never lose faith in yourself;
you can do anything in the universe
Awake, Arise and Achieve
- Swami Vivekananda



Creative Corner

What is a NFT ?

Ever since the dawn of the internet the world has started to change rapidly resulting in a series of changes in the fundamental activities that we do in the normal course of action, transcending the way we think and ideate solutions to real world problems, but it has also caused us to enter a new territory that man hasn't entered in over 3,000,000 years, that's right "The Metaverse". The human race evolved to a point where it is capable of creating new articles of direct or derived value that are generally accepted, in this category of new and advance innovation comes in the blockchain technology which enables the whole existence of all the crypto currencies and virtual tokens.

An NFT [Non-Fungible Token] is a unique digital asset that represents ownership of real-world items like art, video clips, and more. NFTs use the blockchain technology which is used to power cryptocurrencies, but NFTs are different from Crypto-currencies.

In order to understand what a NFT is we need to understand what a blockchain is, and how does it power a “Crypto-currency so here’s a small glossary to help you out:

Blockchain:- Blockchain is a system of recording information in a way that makes it difficult or impossible to change, hack, or cheat the system, A blockchain is essentially a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on the blockchain.

Crypto-currency:- A crypto-currency is a tradable digital asset or digital form of money, built on blockchain technology that only exists online. Crypto-currencies use encryption to authenticate and protect transactions, hence their name. There are currently over a thousand different crypto-currencies in the world the most popular among them is the Bitcoin.

After having understood the meaning of a NFT let’s see how it really work and what it does. In the crypto world, there are two types of tokens, fungible and non-fungible. Fungible tokens are like currency. One dollar is always one dollar regardless of the serial number on the specific dollar bill. A one-dollar bill can be replaced by any other one-dollar bill. On the other hand, non-fungible tokens (NFT) are unique and cannot be replaced by any other token.

Non-Fungible = Irreplaceable

NFTs can be used to represent unique digital assets, such as CryptoKitties and virtual buildings on Decentraland. NFTs are interesting because their uniqueness and ownership can be verified, they can be utilized across applications developed by different companies, and they can be traded easily through secondary markets.

NFTs have become popular because of soaring valuations they have fetched recently. If you don’t know, Beeple sold an NFT for \$69 million at Christie’s. Jack Dorsey, founder of Twitter, sold his first-ever tweet for 1,630.58 Ether, which was equal to about \$2.9 million at the time of sale. Closer home, Amitabh Bachchan’s collection 'Madhushala', autographed posters and collectibles received bids close to \$1 million at the end of auction. These mind boggling numbers make us wonder how these NFTs are valued.

Experts say there is no rule book for the determination of the value but largely a couple of factors determine the cost of an NFT. First factor is rarity, which basically means the ‘hard-to-get’ factor of an NFT. Second is the utility of an NFT, which comes from its real application, in either physical or digital worlds. This characteristic of NFTs gives them immediate value, which accrues over time depending on the popularity of the underlying project. Moreover, some NFTs are tethered to real-world objects which give value in terms of tangibility backed by ownership immutability.

NFTs are complex, but essentially they are digital tokens stored on a blockchain that point to a web address or another location, containing a piece of art, audio, video, or even physical works, literally anything anyone is willing to “acquire”. They’re basically another type of crypto-currency, except they cannot be replicated on the same blockchain.

Yet here’s the catch. Owning an NFT grants you “digital property rights”, which sounds awfully official, but in reality, you receive a pretend ownership for what will likely be an outlandish price tag. In other words, it’s an imaginary contract of ownership between buyers and sellers of digital air. Not only does the artist retain the real-world copyright, but anyone can create another NFT pointing to the same asset on one of another potentially unlimited number of blockchains.

Outside the “metaverse”, a term that the crypto has now tried to commandeer, your NFT ownership means zilch, granting you zero property or legal rights. There are some symptoms showing up indicating the possibility of a NFT bubble burst, but we are safe to say that we are still using the internet for E-com even after the dot com bubble burst of 2000. But the only thing is that it will be used in a different and in a more nuanced way rather than being just a fad.

NFTs have been around since 2014, but the recent exponential growth has been fuelled by our increasingly digital lives and excess market liquidity during covid-19. The most popular NFT types are collectibles, which represent rare assets that give owners a form of social status. The collectibles segment had a 76% market share in sales in the July-September quarter, said NFT database Nonfungible.com Data from DappRadar, a firm that tracks sales, showed that trading in NFTs reached \$22bn in 2021, compared with just \$100m in 2020, and that the floor market cap of the top 100 NFTs ever issued – a measure of their collective value – was \$16.7bn.

Krishnan PNE

I Bcom C

Role of E-Commerce in the Pandemic Situation

What is e-commerce?

The term electronic commerce (ecommerce) refers to a business model that allows companies and individuals to buy and sell goods and services over the Internet. Ecommerce operates in four major market segments and can be conducted over computers, tablets, smartphones, and other smart devices. Nearly every imaginable product and service is available through ecommerce transactions, including books, music, plane tickets, and financial services such as stock investing and online banking. As such, it is considered a very disruptive technology.

Types of e-commerce

- Business-to-Business (B2B)
- Business-to-Consumer (B2C)
- Consumer-to-Consumer (C2C)
- Consumer-to-Business (C2B)
- Business-to-Administration (B2A)
- Consumer-to-Administration (C2A)

BUSINESS-TO-BUSINESS (B2B)

A B2B model of business involves the conduct of trade between two or more businesses/companies. The channels of such trade generally include conventional wholesalers and producers who are dealing with retailers.

BUSINESS-TO-CONSUMER (B2C)

Business-to-Consumer model of business deals with the retail aspects of e-commerce, i.e., the sale of goods and/or services to the end consumer through digital means. The facility, which has taken the business world by storm, enables the consumer to have a detailed look at their proposed procurements before placing an order. After the placement of such orders, the company/agent receiving the order will then deliver the same to the consumer in a convenient timespan. Some of the businesses operating in this channel include well-known players like Amazon, Flipkart, etc. This mode of purchase has proved to be beneficial to the consumers when compared to the traditional method, as they are endowed with access to helpful contents which may guide their purchases appropriately.

CONSUMER-TO-CONSUMER (C2C)

This business model is leveraged by a consumer for selling used goods and/or services to other consumers through the digital medium. The transactions here are pursued through a platform provided by a third party, the likes of which include OLX, Quikr, etc.

CONSUMER-TO-BUSINESS (C2B)

A C2B model is the exact reversal of a B2C model. While the latter is serviced to the consumer by a business, the C2B model provides the end consumers with an opportunity to sell their products/services to companies. The method is popular in crowdsourcing-based projects, the nature of which typically includes logo designing, sale of royalty-free photographs/media/design elements, and so on and so forth.

BUSINESS-TO-ADMINISTRATION (B2A)

This model enables online dealings between companies and public administration, i.e., the Government by enabling the exchange of information through central websites. It provides businesses with a platform to bid on government opportunities such as auctions, tenders, application submission, etc. The scope of this model is now enhanced, thanks to the investments made towards e-government.

CONSUMER-TO-ADMINISTRATION (C2A)

The C2A platform is meant for consumers, who may use it for requesting information or posting feedbacks concerning public sectors directly to the government authorities/administration. Its areas of applicability include:

The dissemination of information.

Distance learning.

Remittance of statutory payments.

Filing of tax returns.

Seeking appointments, information about illnesses, payment of health services, etc

EFFECTS OF PANDEMIC ON E-COMMERCE

As lockdowns became the new normal, businesses and consumers increasingly “went digital”, providing and purchasing more goods and services online, raising e-commerce’s share of global retail trade from 14% in 2019 to about 17% in 2020. People started online shopping to reduce the risk of COVID and this led to great change in e-commerce. E-commerce increased from 0.9% to 14% in 2020. People started changing their buying and selling activity to online shopping. Most used flipkart, Amazon, Myntra, Alibaba etc... people started buying goods like groceries, durable goods, dresses and services like consulting doctor online, housekeeping, parlour etc.. This has led to closure of many retail shops because of changing trend of e-commerce. Pandemic boosted up the e-commerce platform but it had a negative impact on trading business concern which has increased the unemployment rate of the country. E-commerce has its own advantages and disadvantages on the economy of the country. It had a great impact on the economy of the country by increasing GDP of India. It contributed 29% of India’s GDP between financial years 2012 and 2020.

ADVANTAGES OF E-COMMERCE

• One of the main advantages of e-commerce during COVID-19 is that it limits in-person contact to promote social distancing. For many businesses, online shopping was the saving grace that allowed them to keep their doors open.

• E-Commerce Businesses Are Generally Cheaper to Start, during pandemic many had small amount of capital as e-commerce is cheaper it was helpful for them to start the business.

DISADVANTAGES

•No Brick-and-Mortar Store to browse through, the customer don't get the opportunity to see the product's reality.

•Competitiveness of E-Commerce leads to loss of many companies and retailers who can't sustain Infront of the well-established companies.

-Jigyasha Kanooga
I Bcom C

The Great World of Commerce

WELCOME TO THE COMMERCE WORLD!

Commerce is everywhere!

Commerce is interconnected!

Let you know

A knowledge of commerce.

Commerce helps in business,

Without capital how you start a business?

Without bank how you raise capital?

Without economics how you know standards of people?

Without marketing how you sell and earn profit?

Without accounting how you prepare profit and loss a/c and balance sheet?

Without mathematics how you calculate profit of business?

Without management how you manage all these things?

For all,

For everything,

We need knowledge in every field and, commerce provides all!

-S. Pinky

II Bcom C

DREAM KILLER TO DREAM CATCHER

People usually speak about how to achieve dreams? Have anyone ask about the obstacles we face to achieve our dreams? NO. Whenever we do something that fills us with enthusiasm, we are following our legend. However, we don't all have the courage to confront our own dream. Why? There are four obstacles. First, we are told from childhood onwards that everything we want to do is impossible. We grow up with this idea, and as the years accumulate, so too do the layers of prejudice, fear and guilt.

If we have the courage to disinter our dream, we are then faced by the second obstacle: love. We know what we want to do, but are afraid of hurting those around us by abandoning everything in order to pursue our dream. Those who genuinely wish us well want us to be happy and are prepared to accompany us on that journey. Once we have accepted that love is a stimulus, we come up against the third obstacle: fear of the defeats we will meet on the path. We who fight for our dream suffer far more when it doesn't work out, because we cannot fall back on the old excuse, "oh, well, i didn't really want it anyways."

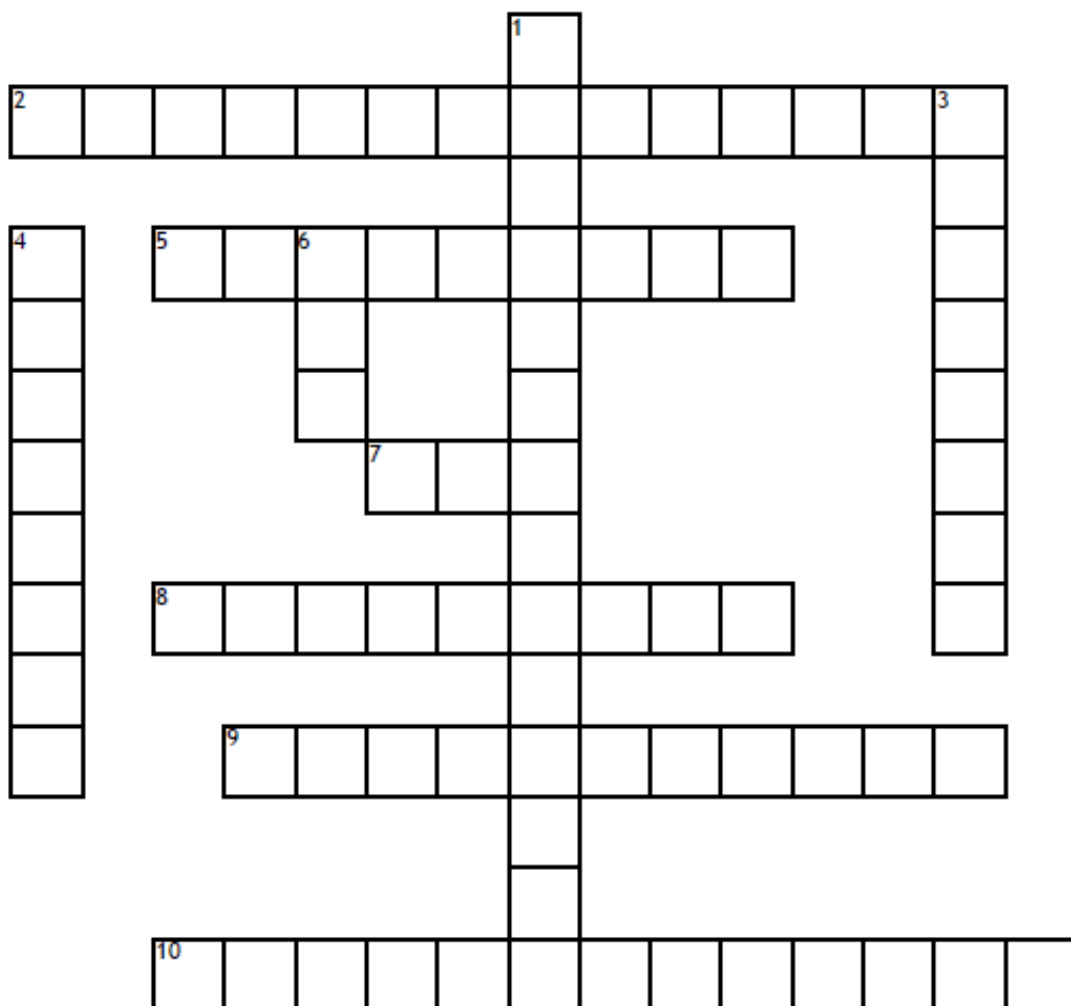
"We do want it and know that we have stalked everything on it and that the path is not easier, except that our whole heart is in this journey.

I ask myself: are defeats necessary? Well, necessary or not, they happen. When we first begin fighting for our dream, we have no experience and make many mistakes. The secret of life, though, is to fall seven times and to get up eight times. Each day, each hour, is part of the good fight.

We suddenly notice that what we always wanted is there, waiting for us. Then comes the fourth obstacle: the fear of realizing the dream for which we have been fighting all our lives. We look around at all those who have failed to get what they want to feel that we don't deserve to get what we want either. But if you believe yourself worthy of the thing you fought so hard to get, then you become your true self, and you understand why you are here.

Sharmila G
II BCOM C

CROSS WORD PUZZLE



Across

2. The way that a buyer chooses to compensate the seller of a good or service that is also acceptable to the seller.
5. another term for e-commerce.
7. business to consumer
8. commercial transactions conducted electronically on the Internet.
9. is a relatively new concept in marketing which is a virtual market place
10. a design for the successful operation of a business, identifying revenue sources, customer base, products, and details of financing.

Down

1. is the buying and selling of goods and services through wireless handheld devices such as cellular telephone and personal digital assistants
3. a private police force that guards a building, campus, park, etc.
4. assign a brand name to.
6. business to business

OTHER INFORMATION

1. Dr. Haridyal Sharma attended the one week International Faculty Development Programme on Big Data Analytics, conducted by Binghamton University New York & Ethiraj College Chennai.
 2. CMA Rakesh Shankar Ravisankar acted as a resource person for the Course Financial Analysis & Reporting at Sriramachandra Faculty of Management Sciences, Sri Ramachandra Institute of Higher Education & Research, Porur, Chennai.
 3. Dr. A.G. Vijayanarayanan delivered a guest lecture at Acharya Institute of Graduate Studies, Bangalore.
 4. Dr. A.G. Vijayanarayanan delivered a guest lecture on research ethics at Garden City University, Bangalore.
 5. Dr. A.G. Vijayanarayanan attended a workshop on Innovation Ecosystem conducted by IAA, Trichy.
 6. Dr. A.G. Vijayanarayanan acted as resource person for the workshop on Data Analysis at Anna Adarsh College for Women, Chennai.
 7. Dr. A.G. Vijayanarayanan acted as a resource person for the International Conference on Recent Advances in Sustainable Entrepreneurship.
 8. Dr. A.G. Vijayanarayanan was the resource person for the FDP conducted by Shri Krishnaswamy College for Women.
 9. Dr. A.G. Vijayanarayanan completed SWAYAM course on Behavioral & personal finance.
 10. Dr. M.R. Hemamalini, delivered a guest lecture on 'Right to information Act – An overview' Dept. of Commerce, Kanchi Shri Krishna College of Arts & Science, Kanchipuram, Chennai.
 11. Dr. G. Yamuna delivered a guest lecture on 'Artificial Intelligence in Commerce' Dept. of Bank Management, Kanchi Shri Krishna College of Arts & Science, Kanchipuram, Chennai.
 12. Dr. G. Yamuna attended Faculty Induction Programme conducted by UGC-HRDC, University of Madras.
 13. Dr. G. Yamuna presented a paper titled 'A study on the effectiveness of Artificial Intelligence in E-shopping with reference to Chennai City' in the international conference at Dept. of Commerce & Business Administration, Vidyasagar Women's College.
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14. Dr.A. Jayaram presented a paper titled 'A study on the impact of Angel Investors on the startup environment in India' in the international conference at Dept. of Commerce & Business Administration, Vidyasagar Women's College, and received best paper award for the same.
15. Dr.A. Jayaram acted as a resource person for induction programme for freshers at AdhyetaInstitute of Management Education, Bangalore.
16. Dr. L.N. Jayanthi, acted as a panel speaker for national conference on "climate resilience and sustainability" organized by madras school of social work.
17. Dr.G.Gnanasekaranacted as a resource person at a seminar on SDNB vaishnav college of women on the topic titled "ENHANCING GENERAL KNOWLEDGE THROUGH JAPANESE MANAGEMENT
18. Ms. Rajarajeswari. S Won a best paper award and published paper at International Conference on youth and Entrepreneurship Development at SDNB Vaishnav College with ISBN publication.
19. Ms. Rajarajeswari. S Attended a workshop on How to face viva voce organized by internal quality assurance cell, commerce department at SSS Jain college for Women.
20. Ms. Rajarajeswari. S attended a National level Workshop on how to use Mendeley reference manager at VIT university.
21. Ms. Rajarajeswari. S published a Book chapters titled Empowering Women's Education through Financial Grants in India with ISBN no 978-93-5593-750-6 organized by Dr.MGR Educational &Research Institute.
22. Mr. Vikram participated in the 5 days National Level Virtual workshop on Data Analysis – SPSS, organized by Department of Commerce, SRM Institute of Science and Technology.
23. Mr. Vikram attended a Five-day National Level FDP on 'Investor Education in India: Its Relevance and Roadmap', conducted online by Sraddha Academy for Financial Education in partnership with the Department of Management Studies, Er. Perumal Manimekalai College of Engineering, Hosur.
24. Mr. Vikram participated in FDP on Neuro Marketing conducted by SDNB Vaishnav College.
25. Mr. Vikram participated in IP Awareness/Training program under National Intellectual Property Awareness Programme organised by Intellectual Property Office, India.
26. Mr. Vikram delivered a guest lecture on 'Green Washing- An eye opener', Dept. of Banking & Finance Shift II, Anna Adarsh College, Chennai.
27. P.R.Vishalakshi presented a paper in the international conference at Loyola college on the topic "SIGNIFICANCE OF GREEN MARKETING IN RECENT ERA"
28. K. J. Sajith, student of I M.com won the "Library best user award"
29. S. Kalaivani of II year B.Com 'A', participated in the Republic Day Celebration / Parade at Rajpath on 26th January 2022.

The following students of First year B.Com. (Gen), cleared foundation course

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|-----------------------|------------------|----------------------|-------------------------|
| 1. Vasudevan S | 6. Siddharth | 11. S Shravan | 16. Srinidhi |
| 2. Priyesh Jain | 7. Nithesh U | 12. G Gokulakrishna | 17. Sharmila |
| 3. Bharathkumar S | 8. Yashika M | 13. Praveen Khariwal | 18. C B Kubber Karthick |
| 4. Y Tharakharam | 9. Darshan | 14. Yamini P | 19. Taruntibrewal |
| 5. S Rohith Srivastan | 10. Koushikshiva | 15. Sanjith S | 20. JinayP Rathod |
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S.NO	NAME	COMPETITION NAME	VENUE	PRIZE
1	GOWRI K P	SOLO SINGING	DGVC	II
2	GOWRI K P	BATTLE OF BANDS	DGVC	II
3	KABILAN	PHOTOGRAPHY	DGVC	II
4	ADHITYA & CHARAN	DATA HUNT	DGVC	III
5	KOUSHIK SIVA	ECOLADES	ETHIRAJ COLLEGE	II
6	HEMANAND	AD-ZAP	SAVEETHA SCHOOL OF MANAGEMENT	II
7	HEMANAND	MIME	SAVEETHA SCHOOL OF MANAGEMENT	I
8	HARSH KRISHNA PANDEY	VOLLEY BALL	THIRUTHANGAL NADAR VIDYALAYA	I
9	ASHOK	SPELLBEE	HBI BIBLE INSTITUTE	I
10	ARIHANT .M	IPL AUCTION	DGVC	I
11	SIDDARTH JAIN	DEBATE	DGVC	II
12	MADHUMITHA	ESSAY WRITING	DGVC	III
13	C.R PRATHIKSHA	FOLK DANCE(GROUP)	DGVC	II
14	SAIRAM SP	ALL INDIA UNIVERSITY SWIMMING COMPETITION	ODISHA	IV
15	KARAN V	IPL AUCTION	DGVC	I



“Education is the most powerful
weapon which you can use to
change the world.”
-Nelson Mandela



- Pinky
II Bcom. C

ANNOUNCEMENT FOR THE NEXT ISSUE OF COMTALK 2 (3) JULY 2022

Staff members of Commerce department (Day and Shift II), 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 April - June 2022. Faculty members can also encourage students to contribute short articles/creative contents in the department newsletter. The details can be mailed to haridayalsharma@dgvaishnavcollege.edu.in

Student volunteers

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

NOTE

This newsletter is for the internal circulation and for academic purpose only. The college or the editorial team is not responsible for the views expressed/information provided by the respective contributors in the News Letter

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“An equation means nothing to me
unless it expresses a thought of
God.”

- Srinivasa Ramanujan



Presiding Deity
