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COLLEGE



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

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Issue- 3



*Jagad Guru
Shrimad Vallabhacharya*

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Dear Readers,

Jai Shree Krishna!

With the grace of Almighty, we are happy to bring Volume 4, Issue 3 of 'COMTALK' - Quarterly Newsletter of Post Graduate & Research Department of Commerce. The first section of this issue has information on events, workshop, seminars organized by our department. Accolades and achievements of the students of our department are also highlighted.

The next section has write-ups by students on contemporary topics concerning trade, commerce and economy. Some of the topics are; A Transformative journey, The Evolution & Impact of Fashion Industry, Red Car Theory, Adapting Laws for a changing world, Budding Business owners and Business stories. The newsletter also includes our regular columns - Financial Updates, Meme corner, and Cross word Puzzle.

I thank Sri Ashok Kumar Mundhraj, our college secretary and Dr. S. Santhosh Baboo, our Principal; as this journey could not have been continued without their constant motivation and support. I thank our Head of Department, Dr. S. Seshadrinathan for his inputs and cooperation.

Finally, a message to our students.

इन्द्रियाणि पराण्याहुरिन्द्रियेभ्यः परं मनः |
मनसस्तु परा बुद्धिर्यो बुद्धेः परतस्तु सः ||

(The senses are superior to the gross body, and superior to the senses is the mind. Beyond the mind is the intellect, and even beyond the intellect is the soul.)

Thank you.

Dr. Haridayal Sharma
Associate Editor,
COMTALK

Events & Workshops Organized



On 7th of May 2024, the Post Graduate and Research Department of Commerce conducted the Board of Studies meeting.



On 28 of June 2024, the P.G & Research Department of Commerce organised a guest lecture on Building successful career (MBA) with Mr.Rajesh Balasubramanian as the speaker.



The P.G & Research department of commerce conducted National Conference on Empowering Visionaries unleashing the spirit of the entrepreneurship.

Students Achievements



Pradeep K, Aravindhyan S of III B.Com A and Jawahar A of III B.Com C won 2nd prize and cash award of Rs.2000 in Mime and 3rd price in Adzap at Chemfest'24 organised by the Government Chengalpattu Medical College.



Mohita L of III B.Com A won State level and District level Chess Tournament conducted by Chennai District Chess Association.

Creative Corner

A TRANSFORMATIVE JOURNEY

As I reflect on my journey with the National Service Scheme (NSS) as an Event Coordinator, I am filled with gratitude and awe. NSS has been a transformative experience that has shaped my character and personality in ways I never imagined. From developing my leadership skills to fostering a sense of social responsibility, NSS has been a catalyst for growth and self-discovery. I have learned to embrace challenges, step out of my comfort zone, and develop a productive mindset. One of the most significant ways NSS has impacted my life is by teaching me the value of teamwork and collaboration.

Through various community service projects, I learned to work with people from diverse backgrounds and perspectives, fostering a sense of unity and purpose to serve. NSS has also helped me develop my communication skills, both verbal and written. Through interactions with people from different walks of life, I learned to articulate my thoughts and ideas effectively, listen actively, and empathize with others. Moreover, NSS has instilled in me a sense of social responsibility and compassion. By engaging with various social causes, I gained a deeper understanding of the challenges faced by marginalized communities and the importance of giving back. NSS has also been a journey of self-discovery, helping me identify my strengths and weaknesses. There were various challenges and opportunities, I learned to set goals, work towards them, and celebrate my achievements.

I developed a sense of adaptability and resilience, learning to navigate uncertain situations and overcome obstacles through "National Integration Camp -2024" which I attended at Central University Of Kerala, Kasaragod. NIC taught me to be resourceful, think creatively, and find innovative solutions to problems. I learned to appreciate the beauty of diversity and the strength that comes from unity. NSS provided a platform for me to explore my passions and interests, helping me discover my purpose and career goals. I gained valuable experience in project management, event planning, and leadership, shaping my personality. If you're considering joining NSS, I encourage you to take the leap. NSS offers a unique opportunity to grow, learn, and make a difference in the lives of others. By joining NSS, you'll become part of a vibrant community of change-makers, develop valuable skills, and create lifelong memories.

In conclusion, my journey with NSS has been a life-changing experience that has shaped my character and personality in profound ways. NSS has taught me valuable lessons in teamwork, communication, social responsibility, self-discovery, adaptability, empathy, and leadership. If you're looking for a transformative experience that will help you grow and make a positive impact, consider joining NSS. Embrace the journey, and let NSS shape your character and personality in incredible ways!

Keerthana S
III B.Com A

THE EVOLUTION AND IMPACT OF THE FASHION INDUSTRY

The fashion industry is a dynamic and influential sector that significantly impacts global culture, economy, and society. Spanning from luxury haute couture to everyday ready-to-wear collections the fashion industry is a complex network of designers, manufacturers, retailers, and consumers. As historical perspective fashion has always been a reflection of society's cultural, social, and economic dynamics. In the early 20th century, fashion was predominantly an exclusive domain, with high-end fashion houses like Chanel, Dior, and Balenciaga setting trends. These brands dictated style, and fashion was an indicator of social status. However, the post-war era saw a democratization of fashion, with the rise of ready-to-wear clothing making style accessible to a broader audience. Today, the fashion industry is characterized by rapid change and diversity. Fast fashion brands like Zara, H&M, and Forever 21 have revolutionized the industry by offering the latest trends at affordable prices, albeit with significant environmental and ethical concerns. These brands operate on a model of quick turnover, producing new collections frequently to keep up with ever-changing consumer demands. On the other end of the spectrum, luxury brands such as Louis Vuitton, Gucci, and Prada continue to thrive, leveraging their heritage and brand prestige. These brands emphasize craftsmanship, exclusivity, and high-quality materials, often positioning themselves as status symbols. The advent of digital technology has further transformed the fashion landscape, with online retailers like ASOS and fashion influencers on social media platforms driving trends and consumer behavior. Sustainability and Ethical Concerns is one of the most pressing issues in the contemporary fashion industry is sustainability. The fast fashion model has led to overproduction and waste, with significant environmental impacts. The industry is the second-largest polluter globally, with textile production accounting for a considerable amount of water usage and chemical pollution. Additionally, the working conditions in many garment factories, particularly in developing countries, have raised ethical concerns regarding labor rights and fair wages. In response, there is a growing movement towards sustainable fashion. Brands like Patagonia, Stella McCartney, and Reformation are leading the way by adopting eco-friendly practices, using sustainable materials, and promoting ethical labor practices. These brands appeal to a growing segment of conscious consumers who prioritize sustainability and ethical production. The Role of Technology continues to revolutionize the fashion industry. The rise of e-commerce has made fashion more accessible, allowing consumers to shop from anywhere in the world. Virtual reality (VR) and augmented reality (AR) are being used to create immersive shopping experiences, while artificial intelligence (AI) helps brands predict trends, manage inventory, and personalize marketing efforts. Brands that adapt to changing consumer demands, embrace sustainability, and leverage technology are likely to thrive in this dynamic landscape. The future of fashion will undoubtedly continue to evolve, reflecting the ongoing interplay between tradition and innovation.

Venkata Vaishnavi C H
II B.Com B

RED CAR THEORY

The Red Car Theory posits that once we become aware of something, we start noticing it everywhere. For instance, after buying a red car, you suddenly see red cars all around you. This phenomenon is not because more red cars appear, but because your mind is now attuned to noticing them. This theory illustrates how our focus shapes our perception of the world. At the core of the Red Car Theory is the concept of selective attention. Our brains are bombarded with an overwhelming amount of information every second. To cope, we filter out what is deemed unnecessary and focus on what is relevant to us.

This filtering process is influenced by our experiences, expectations, and recent events. The Red Car Theory demonstrates how something relevant (like a new car) can shift our attention and alter our perception of our environment. The Red Car Theory is not just an interesting observation but has practical applications in various fields:

- i) **Marketing:** Understanding this theory helps marketers create campaigns that make their products stand out and stay top-of-mind for consumers.
- ii) **Education:** Teachers can use this principle to help students focus on key concepts, making them more likely to notice and remember important information.
- iii) **Self-Improvement:** Being aware of this theory can help individuals shift their focus towards positive aspects of their lives, fostering a more optimistic outlook.

There are various case studies such as **Marketing Success:** A tech company launched a new smartphone model. By highlighting a unique feature in their ads (a distinctive camera design), they found that customers began to notice and talk about similar camera designs in competitor products, reinforcing their product's standout quality; **Personal Development:** An individual, after attending a seminar on gratitude, started noticing acts of kindness more frequently in daily life. This shift in focus led to a more positive and fulfilling outlook, demonstrating the Red Car Theory in action. **Expert Interviews with Dr. Jane Smith, Psychology**, there was a question-How does the Red Car Theory relate to cognitive psychology? , and he answered that “The Red Car Theory is a perfect example of selective attention and confirmation bias. It shows how our cognitive processes prioritize information that aligns with our current focus or beliefs”. Another Interview with Mark Johnson, Marketing Expert, there was a question -How can marketers leverage the Red Car Theory? ,and he answered “By creating strong, memorable brand elements, marketers can ensure that these elements become a part of the consumer's selective attention. When consumers notice these elements in various contexts, it reinforces brand recognition and loyalty”. In conclusion the Red Car Theory offers profound insights into how our focus shapes our perception of the world. By understanding and applying this theory, we can enhance various aspects of our personal and professional lives, from marketing strategies to personal development.

Rishi R & Anbazhagan D
II B.Com B

BUDDING BUSINESS OWNERS



Meet Visalatchi of III B.Com A (@vishali.artistry), the lowkey sensation that has been crafting Customized frames, Polaroids, Spotify play cards, Wall posters, customised calendars, farewell gifts and more for over a year now. With a portfolio of 15+ unique customised products and a growing client base of over 100+ satisfied customers and an impressive tally of 200+ orders. She is also a freelancing makeup artist with a passion of enhancing natural looks for brides and has done bridal makeovers.



Josh Creations, founded by Joshni of III B.Com C, has revolutionized the accessory market with its unique and trendy designs. Starting with a humble investment of 3000 rupees, the business has skyrocketed to success, captivating the hearts of teenagers with its couple bracelets, infinity bracelets, resin keychains and thread bangles. Within just 6 months she have delivered 120+ orders. Joshni's dedication to quality and innovative approach has led to a loyal customer base, eagerly anticipating new products.



Remember your memories(RYM) started by Hari Krishnan.R of III B.Com A as been selling gift articles, photo frames for the past 3 months. RYM specialises in providing quality gift articles, caricature cut outs and other customisable articles. The creator of this business firmly intends to satisfy its customers with discounts and free gift wrapping and other customised services. They accept orders across Tamil Nadu via couriers. RYM believes expects to grow monumentally in the future with a wide range of products and services that capture your memories.

Insta ID : remember_your_memories24



A Group of three girls (Divya darshini, Mahalakshmi, Thulasi) from III B.Com C are running a business named "Knots & Beads". They sell beaded bracelets, threaded bangles, chain at affordable cost. They customize products as per customer preferences and deliver joy. Their handmade accessories add personality to your look and give you an opportunity to express your unique personal style. With a change in accessories you can wear the same ensemble over and over, it looks different and feels comfortable.

Insta id = _knots_beads

BUSINESS STORIES



The product that has given the world its best-known taste was born in Atlanta, Georgia, on May 8, 1886. Dr. John Stith Pemberton, a local pharmacist, produced the syrup for Coca-Cola, and carried a jug of the new product down the street to Jacobs' Pharmacy, where it was sampled, pronounced "excellent" and placed on sale for five cents a glass as a soda fountain drink. Carbonated water was teamed with the new syrup to produce a drink that was at once "Delicious and Refreshing," a theme that continues to echo today wherever Coca-Cola is enjoyed. Thinking that "the two Cs would look well in advertising," Dr. Pemberton's partner and bookkeeper, Frank M. Robinson, suggested the name and penned the now famous trademark "Coca-Cola" in his unique script. The first newspaper ad for Coca-Cola soon appeared in The Atlanta Journal, inviting thirsty citizens to try "the new and popular soda fountain drink." Hand-painted oilcloth signs reading "Coca-Cola" appeared on store awnings, with the suggestion "Drink" added to inform passersby that the new beverage was for soda fountain refreshment. During the first year, sales averaged a modest nine drinks per day. Dr. Pemberton never realized the potential of the beverage he created. He gradually sold portions of his business to various partners and, just prior to his death in 1888, sold his remaining interest in Coca-Cola to Asa G. Candler. An Atlantan with great business acumen, Mr. Candler proceeded to buy additional rights and acquire complete control.



Adidas, founded in 1949 by German shoemaker Adolf Dassler, emerged from the small town of Herzogenaurach as a beacon of innovation in sportswear. Initially known as Gebrüder Dassler Schuhfabrik (Dassler Brothers Shoe Factory), the company gained early fame when Adolf Dassler provided shoes with revolutionary screw-in studs for athletes in the 1954 FIFA World Cup, famously worn by the winning German team. This event catapulted Adidas onto the global stage, establishing its reputation for performance-oriented footwear. In 1967, Adidas unveiled its iconic three-stripe logo, symbolizing the brand's commitment to quality and innovation. The stripes soon became synonymous with Adidas products, which expanded beyond footwear to include apparel and accessories. Over the years, Adidas continued to innovate with advancements like the Torsion System for shoe stability in the 1980s and the introduction of Boost cushioning technology in 2013, revolutionizing comfort and performance in athletic footwear. Today, Adidas stands as a global leader in sportswear, embracing sustainability and community engagement initiatives. With a focus on innovation and a commitment to shaping the future of sport and fashion, Adidas continues to inspire athletes and consumers worldwide with its blend of performance and style.

Visalatchi S
III B.Com A

STATUS QUO- Financial Updates

BUDGET

Infrastructure bonds (BOI) :

Public sector lender Bank of India (BOI) is planning to raise up to Rs 5,000 crore through infrastructure bonds, days after the State Bank of India's (SBI's) infrastructure bonds issuance. BOI officials said rating agency India Ratings has assigned "AA+" rating to the proposed infra bond offering.

FOREIGN INVESTMENTS

Tesla Investment Plans:

Tesla has paused its plans to invest in India, with Elon Musk's team halting communication with Indian officials, according to a report by Bloomberg. This comes after Musk postponed a planned visit to the country in late April.

FOREIGN EXCHANGE

Rupees and Dollars :

The Indian rupee strengthened against the greenback on Thursday, as both the dollar index and crude oil prices fell. The local currency strengthened by 3 paise to close at Rs 83.50 and opened flat at Rs 83.54 against the dollar, according to Cogencis.

STOCK MARKET

Nifty and Sensex :

Benchmark indices Nifty and Sensex scaled fresh highs on July 3, as the BSE Sensex crossed the 80,000 mark and the NSE Nifty 50 crossed the 24,300 level. It took the Sensex only 139 trading sessions to gain 10,000 points to touch the 80,000 mark.

Income Tax

New tax regime :

An Indian taxpayer could be in for a pleasant surprise with the Centre considering tax relief for individuals. Among the options being evaluated is an increase in the exemption limit under the new regime to Rs 5 lakh from the current Rs 3 lakh per annum.

MEMES CORNER!



WHEN YOU CHOOSE B.COM AND CA TOGETHER



Partner 'C' in every partnership firm question :



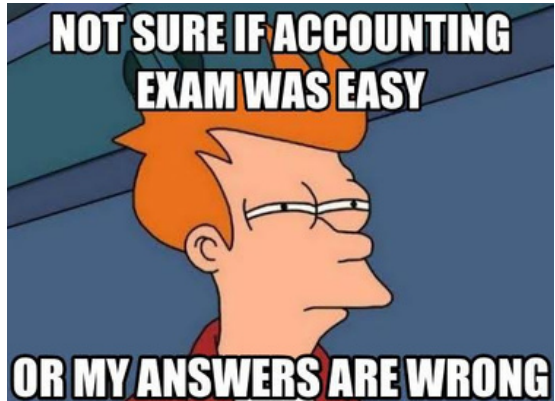
when you thought you understood economics and the exam comes



while doing any accounts problem

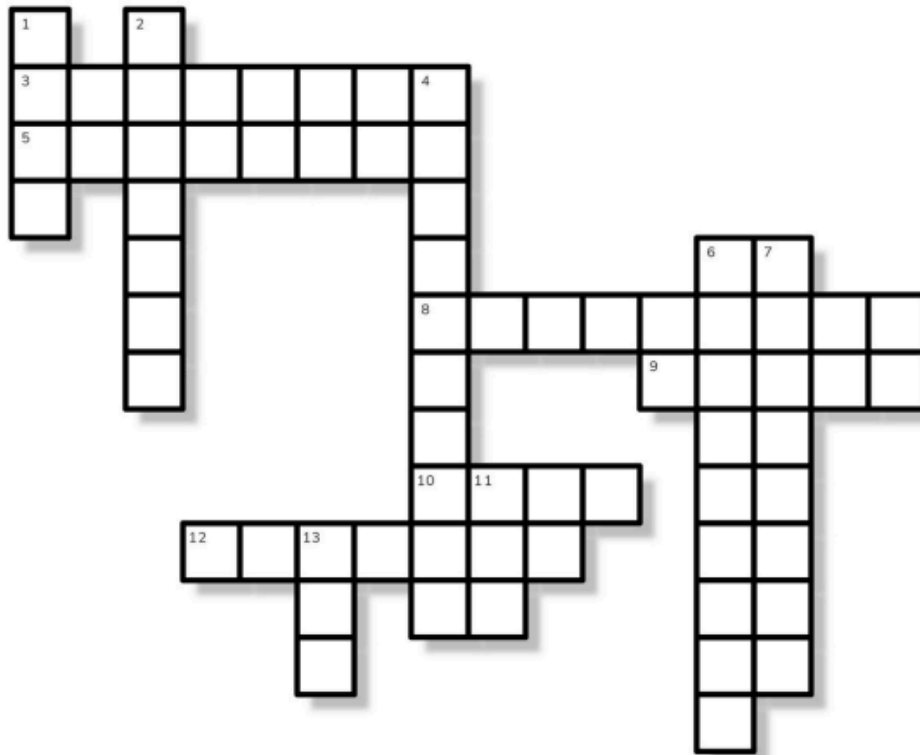


Government officials explaining economics



Koushik S
III B.Com A

CROSS WORD PUZZLE



ACROSS

3. A document/invoice that gives details of the goods being sent to a customer.
5. A is essentially a letter containing some important information that is distributed to a large number of people.
8. Name the service rendered by the Factor by discounting the bill.
9. Minimum number of members for a public company?
10. The bank which is commonly known as World Bank.
12. Partner that does not participate in the daily functioning of the partnership firm.

DOWN

1. It is a Scheme which facilitates the import of capital goods with the purpose of producing quality goods and services to enhance India's export competitiveness.
2. From this capital, the day to day expenses are met.
4. A company is a person created by law.
6. Debenture Holders are known as of a company.
7. The reward for a shareholder is known as
11. Recently, replaced one of the oldest acts in India IPC(1860).
13. Bankers Bank of India

OTHER INFORMATION

1. Dr. A.G. Vijayanarayan acted as a resource person at Patrician College on 9th April 2024.
2. Mr. Rakesh Shankar acted as a Resource person at ICAI on 13th April 2024.
3. Dr. B. Vijayakumar acted as an External examiner (Ph.D) Viva Voce at University of Madras on 15th April 2024.
4. Dr. A.G. Vijayanarayan attended a Refresher course for 12 weeks on Quality Design and Control at SWAYAM from 20th April 2024.
5. Dr. A.G. Vijayanarayan attended a Refresher course for 4 weeks on Outcome based Pedagogic Principles for Effective teaching at SWAYAM from 21st April 2024.
6. Mr. Rakesh Shankar presented as an External Member at SKPC for Women on 24th April 2024.
7. Dr. R. Sundhari acted as a Member in Academic Audit at SKPC for Women on 26th April 2024.
8. Dr. A.G. Vijayanarayan attended a Refresher course for 12 weeks on Six Sigma at SWAYAM from 27th April 2024.
9. Dr. A.G. Vijayanarayan acted as a Resource person at TamilNadu Teachers Education University, Karapakkam, Chennai on 10th May 2024.
10. Dr. S. Seshadrinathan presented as a Subject expert at SRM Institute of Science and Technology on 16th May 2024.
11. Dr. A.G. Vijayanarayan attended a Refresher course for 15 weeks on Corporate Accounting at SWAYAM from 26th May 2024.
12. Dr. A.G. Vijayanarayan acted as a resource person at Patrician College on 12th June 2024.
13. Dr. B. Vijayakumar acted as an External examiner at Madras Christian College on 25th June 2024.
14. Mr. Rakesh Shankar acted as a Resource person at Annai Violet Arts and Science College on 26th June 2024.
15. Dr. A.G. Vijayanarayan participated as a Subject matter expert at Saveetha School of Law on 26th June 2024.
16. All the faculty of P.G & Research Department of Commerce have attended the Faculty Development Programme for 7 days from 12 June 2024 to 18 June 2024.
17. Dr. M. Akhila and Dr. G. Yamuna have attended the Faculty Knowledge Sharing Programme on 28 June 2024.
18. Dr. A.G. Vijayanarayan attended the Faculty Development Programme on 29 June 2024.
19. Dr. M.R. Hemamalini published a book chapter on Women in Contemporary India- Issues and Challenges.
20. Dr. A.G. Vijayanarayanan was awarded NPTEL BELIEVER award for January-June 2024 session.

ANNOUNCEMENT FOR THE NEXT ISSUE OF COMTALK 4 (4) September 2024

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 2024. 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 by 1st of September 2024.

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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**Student
Volunteers**
Neelufur Begam S
(III Bcom A)
Visalatchi S
(III Bcom A)
Abhishek Bafna
(III Bcom A)



Presiding Deity