



DWARAKA
DOSS
GOVERDHAN
DOSS
VAISHNAV
COLLEGE



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

Volume- 3

july 2023 - September 2023

Issue- 4



*Jagad Guru
Shrimad Vallabhacharya*

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Dear Readers,

Jai Shree Krishna!

With the grace of Almighty, we are happy to bring Volume 3, Issue 2 of our department newsletter 'COMTALK' – Quarterly Newsletter of Post Graduate & Research Department of Commerce.

The newsletter contains details about the departmental activities held during this quarter like; International conference organised on 'Resurgence of Industry and Commerce in Contemporary India', value added course on 'Stock, currency, commodity & crypto trading', Commerzthon - 2023, Ph.D. Viva-Voce held, PRAGATI-23', JOSH (Joy for serving Humanity) an outreach programme of our department and various achievements/ awards/ accolades received by students and faculty members.

Drona - the expert's corner section has an article titled 'Joy of Writing' by CA S.N. Babugovindaraj. The Creative Corner section has writeup on contemporary issues on Commerce, Business & Industry by the students of our department. The various topics discussed are; Intriguing History of the Indian Rupee & its Evolution, Surge of Affiliating Marketing during COVID, Highlights of the Union Budget 23'. The newsletter also contains financial updates, crossword puzzle, and some memes on the current affairs relating to Commerce.

I thank Sri Ashok Kumar Mundraji, 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 the Department, Prof. S. Seshadrinathan for his inputs and cooperations.

Finally, a message to our students

सुखार्थिनः कुतो विद्या नास्ति विद्यार्थिनः सुखम्।
सुखार्थी वा त्यजेद्विद्यां विद्यार्थी वा त्यजेत्सुखम्॥

(There is no knowledge for the seekers of comfort, and no comfort for the seekers of knowledge. A seeker of comfort should give up knowledge, and a seeker of knowledge should give up comfort.)

Thank you

Dr. Haridayal Sharma

Associate Editor, COMTALK

Events & Workshops Organized

Value added course



Inauguration of value added course for students by Mr. Anand Pattabiraman on 03.07.2023 and MoU signed.

Career Guidance- Boot Camp



Career Guidance - Boot Camp by CMA. Priyadharshini and CMA.Divya Golecha.H held on 26th July 2023 in Dwaraka auditorium at 11.30 AM for UG students



Mr.Munirathnam, non teaching staff, Commerce Department (Aided), retiring on 31st July 2023.

The Investiture Ceremony of Pratibha Sangam was held on 19 July 2023 in Dwaraka Auditorium at 10:00 am with MR.V.Nandakumar .IRS. as chief guest.

Student's Seminar



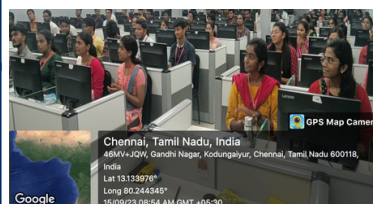
Students Seminar on Environmental, Social and Governance [ESG] held on 31st July 2023 in Seminar hall of Main building at 8:30 AM

Panel Discussion



A Panel Discussion on Financial Independence For Empowering Women-Myth or Reality was conducted on 20 September 2023 with Mrs.Janani Panchapakesan as Moderator in which M.com students participated enthusiastically.

Training Programme



There was a three days Training Programme conducted for III B.com and II M.com students in order to enhance their employability and to make them job ready as they complete their course.

Investiture Ceremony of PRATIBHA SANGAM (Shit-I)



Student Achievements



Mohita L of II Bcom A has participated in the Kandrathur TN State Level Children Chess Tournament and won Second prize .



Jawahar A , Pradeep K and Aravindhan S have won second prize in MIME by participating in the event by CTTE College for Women.



Keerthana S and Niveditha P of II Bcom A participated in Fireless Cooking Contest and won Second Prize.



Sri Kanyaka Parameswari Arts and Science College For Women conducted Chaitanya Mega Inter Collegiate Fest and our department students Swetha A, Shalini Maria, Jothi M, Shobana J , Asrah K of I M.com participated in ADZAP and won Second Prize. They also participated in Skit (Impact on Social Media) and secured Third place.

Creative Corner

THE G20 SHAPING INTERNATIONAL ECONOMIC POLICIES

The 2023 G20 Summit in New Delhi, India was a big deal for India. With the theme "Vasudhaiva Kutumbakam," meaning "One Earth, One Family, One Future," India's dedication to sustainable development was evident during the 9th and 10th of September 2023 at the G20 Summit. The summit tackled important issues like global economic recovery, fair growth, climate crisis, trade, and financial stability. The G20 Summit is a key event for addressing global challenges and finding solutions together.

The G20 was established in 1999 as a response to the Asian financial crisis. Originally, it was a platform for finance ministers and central bank governors. After the global financial crisis in 2008, it expanded to include heads of state. The G20 Presidency rotates annually among member countries. In 2022, India took over from Indonesia, and now Brazil is the next troika country.

During the G20 Summit, there were three sessions. On September 9th, Session 1 focused on "One Earth" and Session 2 discussed "One Family." Then, on September 10th, Session 3 centered around "One Future."

Session 1 "One Earth"- In this session, participants discussed issues such as the world economy, food security, climate and energy, and the environment. They also affirmed the need for the G20 to respond to the aggression's increasing adverse impact on the world economy.

Session 2 "One Family"- In this session, participants discussed inclusive growth, the SDGs, health, and other issues. G20 members confirmed the importance of reducing poverty and inequality, accelerating efforts toward the achievement of SDGs, and preparing for the pandemic.

Session 3 "One Future"- In this session, the leaders discussed the multilateral reforms, digital and other issues.

Key Outcomes of the 2023 G20 Summit Held in India

G20 New Delhi Declaration:

The 2023 G20 New Delhi Leaders' Declaration, consisting of 83 paragraphs, achieved a remarkable 100 percent consensus, even with China and Russia in agreement. It was historic because there were no footnotes or the Chair's Summary. Finance Minister Nirmala Sitharaman highlighted achievements such as strengthening multilateral development banks, regulating cryptocurrencies, and enhancing financial inclusion through digital public infrastructure.

African Union accepted as part of the G20:

At the G20 Delhi Summit, the African Union, representing 55 African countries, gained full membership, similar to the EU. India aims to support developing nations and seeks African support for a permanent UNSC seat.

India – Middle East – Europe Economic Corridor (IMEC):

During the G20 Summit in New Delhi, India, the U.S., Saudi Arabia, the European Union, the UAE, France, Germany, and Italy signed an MoU to establish the India – Middle East – Europe Economic Corridor (IMEC). IMEC aims to connect Asia, the Arabian Gulf, and Europe through railways and sea lanes, promoting economic development and integration and enhancing trade and cooperation. IMEC is seen as an alternative to China's Belt and Road Initiative (BRI).

Climate action:

At the G20 Summit, leaders couldn't agree on phasing out fossil fuels, which is crucial for achieving net-zero emissions. This casts a shadow over upcoming climate discussions. However, they did endorse tripling global renewable energy capacity and emphasized the need for emissions to peak before 2025. The Declaration also highlighted commitments to sustainable development goals, addressing plastic pollution, and launching the Global Biofuel Alliance.

I would like to conclude that the G20 Summit is relevant because it brings together the leaders of the world's largest economies to address critical global issues and work towards finding solutions. Its significance lies in its ability to facilitate international cooperation and decision-making, and in its potential to drive collective action and create a better future for all. During the 2023 New Delhi G20 Summit, Prime Minister Modi symbolically handed over the G20 presidential gavel to Brazilian President Lula, expressing confidence in India's successor to promote global unity and prosperity.

Vidya Lakshmi R

M. Com – I

Schemes for Women Entrepreneurs by Govt. of India

In the ever-evolving landscape of entrepreneurship, women have emerged as powerful catalysts of innovation, economic growth, and social change. Recognizing the immense potential and talent that women bring to the business world, governments, organizations, and communities around the globe have initiated a variety of schemes and programs aimed at empowering women entrepreneurs. These "Schemes for Women Entrepreneurs" are designed to provide support, resources, and opportunities that enable women to overcome barriers, seize entrepreneurial prospects, and flourish as leaders in their respective industries.

Bharatiya Mahila bank business loan:

Implemented by Bharatiya Mahila Bank. Supports women's business on a large scale and provides economic empowerment to women. Loan limit – Rs.20 crore. Some of the women's loan schemes:

Shringaar: For self-employed women or homemakers planning a startup. There is no requirement for collateral security.

Parvarish: For self-employed women or homemakers to set up daycare creches. Loan limit – 1 crore without collateral security.

Annapurna scheme:

Women working in the food catering industry might develop small companies with the help of the loan. This loan pays for capital requirements such as machinery, kitchenware, and trucks.

Under this program, women can sell packaged foods and snacks, one of the most popular and successful companies for women entrepreneurs. The loan limit is Rs.50,000 under the scheme.

Mudra Yojana scheme:

Government of India scheme to support women by providing business loans. Make women financially independent and self-reliant. After loan approval, Mudra cards will be given. Mudra cards act as credit cards with the withdrawal limit being 10% of the loan. Different plans – as per business type: level of expansion, loan aim. Loan limit – Rs.10 lakhs.

Dena Shakti scheme:

Promotes women entrepreneurs in the fields of agriculture, retail, and manufacturing. Concession of 0.25% on interest rate. Loan limit – 20 lakhs. As per RBI limits, the maximum ceiling limits to women beneficiaries are provided according to the sector (expanding or planning to open a business).

Orient Mahila Vikas yojana scheme:

Launched by Oriental Bank of Commerce. This scheme is for the women who hold 51% share capital. Helps them to expand their business and develop their field. No collateral security. Concession at the interest rate of up to 2%. The period of repayment – 7yrs. Loan limit- Rs. 25 lakhs.

Pradhan mantri rozgar yojana (PMRY) :

OBJECTIVE: To provide the opportunity for self-employment to the educated young people. This scheme covers urban and rural areas. Loan subsidy amount- 15 % of the project cost. Upper ceiling – Rs. 12,500 per borrower as a restriction. Age limit- 35 yrs. Loan limit – 2 lakhs for business - 5 lakhs for service and industry. Tenure for repaying loan- 3 to 7 years.

Udyogini scheme:

WOMEN DEVELOPMENT CORPORATION Has implemented this scheme under the government of India. Encourages women to be self-reliant and helps self-development by empowering them economically. Encourages budding women entrepreneurs – loans in regards and giving good rate of interest ❖ Valid for those who have a family income of less than Rs. 40,000/ annum. Encourage loans in the trade and service sector. Cap amount – 1 lakh. This scheme supports and helps illiterate women living in rural and backward areas.

Cent Kalyani scheme:

Government scheme for women. For new business and to expand business. This scheme is especially only for women entrepreneurs. Not for retail trade, education, and training, SHGs. Collateral-free loan- zero processing fees. Loan limit- 100 L. Repayment tenure – maximum 7 years.

Mahila Udyam Nidhi scheme:

The scheme is offered by Punjab National Bank and small industry. Aims to meet the equity gap. Promote MSMEs. Encourage reconstruction of SSI units. 10 years is given to the debtor to repay the loan. Loan limit- 10 lakhs.

Shri Shakti Yojana:

This is eligible for women who have the majority of ownership in the business. Women entrepreneurs should enroll under EDP- an entrepreneurship development program by the respective state agency. Interest concession – 0.05% on loans more than 2 L.

Syndicate Mahila Shakti scheme:

Syndicate Bank has introduced this scheme. **OBJECTIVE:** Promote economic empowerment of women by supporting them with business loans. **LOAN OF MAXIMUM – 5 CRORES** With a concessional interest rate. **MINIMUM INTEREST RATE-** 10.25% For loans up to 10 L. Concession is offered at 0.25% for loans above Rs. 10 lakhs.

Samrath :

Ministry of Micro, small and medium enterprises has launched a special entrepreneurship promotion drive for women named “SAMARTH”. Objective: to provide skill development and market development assistance to women, to train more than 7500 women candidates from rural and suburban areas. **BENEFITS:** 20% of seats in free skill development programs organized under skill development schemes of the ministry will be allocated for women. More than 7500 women will be benefited. 20 % of MSME business delegations sent to domestic international exhibitions under the schemes for marketing assistance implemented by the ministry will be dedicated to women-owned MSMEs. 20% discount on annual processing fee or NSIC's commercial schemes special drive for registration of women-owned MSMEs under Udyam.

Akash. S
B. Com – III B

A Taste of Tomorrow: Exploring Challenges and Opportunities in Food Delivery Services

“Ever wondered how food delivery services magically teleport your favorite dishes to your doorstep? Today we’re diving into the challenges and opportunities behind this delicious sorcery!”

The textbook definition of food delivery service is “Retail food delivery is a courier service in which a restaurant, store, or independent food delivery company delivers food to a customer. An order is typically made through a restaurant, grocer’s website, mobile app, or food ordering company”. Simply put, it can be called as the door to door dining or food at your fingertips. The food delivery industry has experienced explosive growth in recent years, driven by our increasingly busy lives and a desire for convenience. This industry offers a range of opportunities and conveniences for customers. It allows people to enjoy their favorite dishes without leaving the comfort of their homes, making it ideal for situations like power outages, busy days, or special occasions. Food delivery platforms also offer diverse cuisines, expanding our culinary horizons and creating opportunities for restaurants to reach global customers.

Additionally, the food delivery industry has created employment opportunities for millions of people, from delivery drivers to kitchen staff in partner restaurants, and has also allowed entrepreneurs to start their delivery businesses. Technological advancements, such as artificial intelligence, machine learning, and GPS tracking, have improved the efficiency and accuracy of food deliveries, enhancing the customer experience.

However, the industry is not without its challenges. Many food delivery drivers are classified as gig workers, facing job insecurity, a lack of benefits, and low wages. Balancing gig work flexibility with worker rights and protections is a pressing issue. Cyber security is also a concern, as food delivery platforms handle sensitive customer data, making them vulnerable to cyber-attacks.

Ensuring the quality and safety of food during delivery can be challenging. Mishandling orders due to a lack of training is a significant issue, raising hygiene concerns. Food delivery can also contribute to environmental problems, including increased packaging waste and emissions from delivery vehicles. Reducing the carbon footprint of food delivery services is essential for sustainability. Finally, ensuring prompt and timely delivery of orders poses logistical challenges, especially during peak hours or in areas with heavy traffic. Companies employ strategies like optimizing delivery routes and leveraging real-time traffic data to address these issues.

In conclusion, the food delivery industry offers convenience and variety but also faces challenges related to worker rights, cyber security, food safety, and environmental impact. It is a dynamic field that continues to evolve, making every meal ordered an adventure filled with opportunities and challenges.

So, the next time you order your favorite dish, remember to track your delivery, read those reviews, treat your delivery driver with kindness, and don't forget the art of table setting (or not). After all, food delivery isn't just about satisfying our hunger—it's about embracing the delicious chaos of life! Cheers to food delivery adventures!

Mahalakshmi .S
B.Com - I C

SOCIAL COMMERCE AND INFLUENCER MARKETING

Social commerce is the buying and selling of goods or services directly within a social media platform like Facebook, Twitter, Instagram, YouTube, WhatsApp, Google etc...

Social commerce platform enables social interaction to assist online buying and selling of products and services. Social commerce includes customer ratings and reviews, user recommendations and referrals, social shopping tools, forums and communities, social media optimization, social applications, and social advertising. Social commerce helps companies engage customers with their brands according to the customer's social behavior.

AI performs a major role by analyzing consumers' past social media behavior and recommending products according to their interests. It tempts the customer to buy the product. Social marketing has made business owners the beneficiaries of marketing. It has become a great asset for business owners. Social commerce helps businesses reach a wide range of customers, target audiences with precision, and create a solid link with them. It helps small businesses that cannot establish their physical outlets due to financial crisis. They can start their business on a small scale through social commerce and then develop their business.

Social commerce is not authentic, private, safe, and standardized. Therefore customer must be vigilant while ordering their products. The social market will have a compounded annual growth rate of 59% by 2025. By 2026 sales through social commerce will reach 2900 billion US dollars worldwide.

Influencers are high-profile celebrities or people with huge social media followings who collaborate with brands to promote the product to their audience. Influencers may be mega, macro, micro, nano in nature. Influencer marketing is the strategy undertaken by brands to collaborate with various influencers for promotion and reach among consumers.

The success of Influencer marketing depends on the right and appropriate choice of Influencers. It helps to boost brand awareness and it is cost-efficient and time-saving. The choice of the wrong influencer by a brand may create negative publicity among consumers. The market size of influencer marketing is currently \$21.1 billion worldwide. Both social commerce and influencer marketing has their own advantages and limitations but now it has become a part and parcel of our life. So we must be vigilant and wisely use them.

V.Thaejasvi
B.Com - I C

STATUS QUO- Financial Updates

Panel seeks \$1 trillion for startups from G20 by 2030 .The participants agreed to were to create and adopt definition framework for start ups, to create a network institution to support start ups across G20 nations -4th June

L&T Finance Holdings plans to expand rural business by offering personal loans, LAP- 12th June

PNB Housing Finance plans a comeback in corporate lending business - 21 st June

The proposed combination , a merger of Tata Capital Financial Services Ltd and Tata Cleantech Capital into Tata Capital Ltd (TCL),has been approved by Competition Commission - 8th August

BankSathi emerges as India's third-largest credit card issuer, reinforces commitment to financial innovation - 24th August

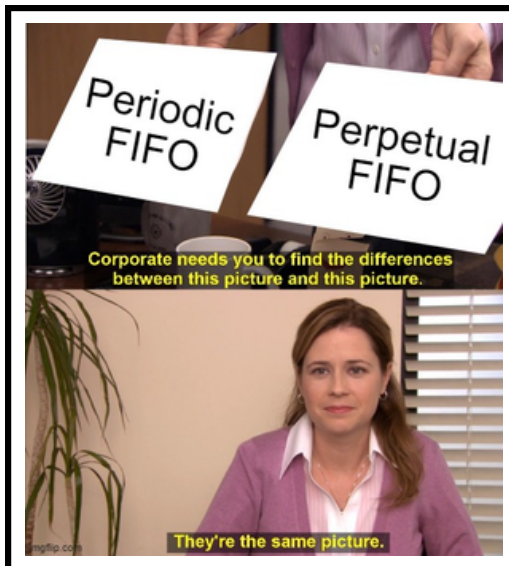
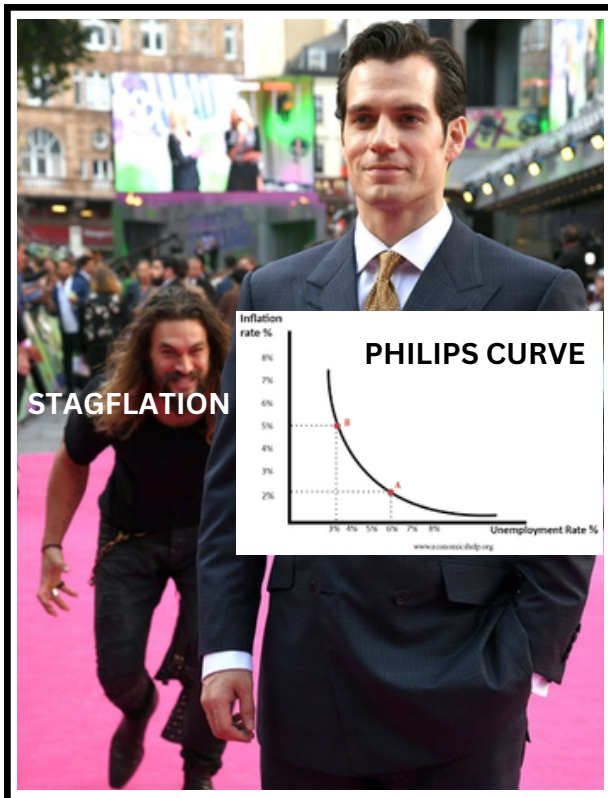
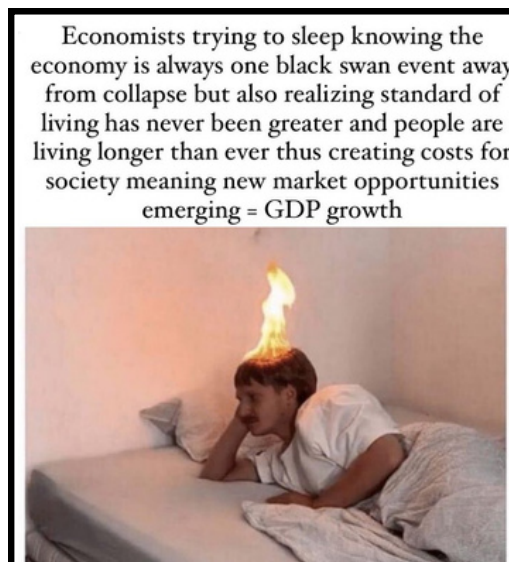
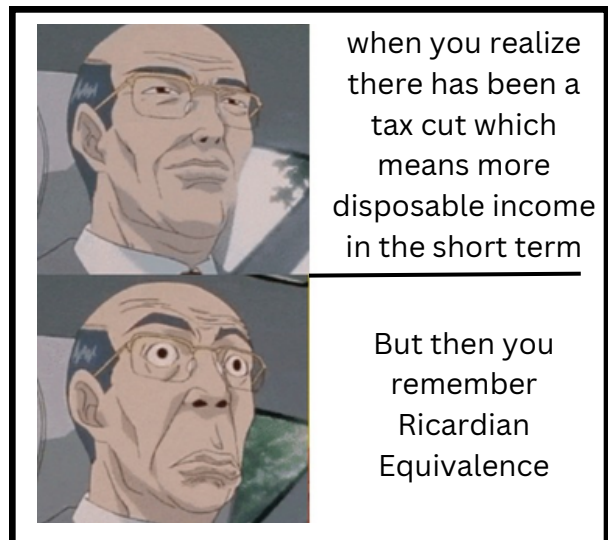
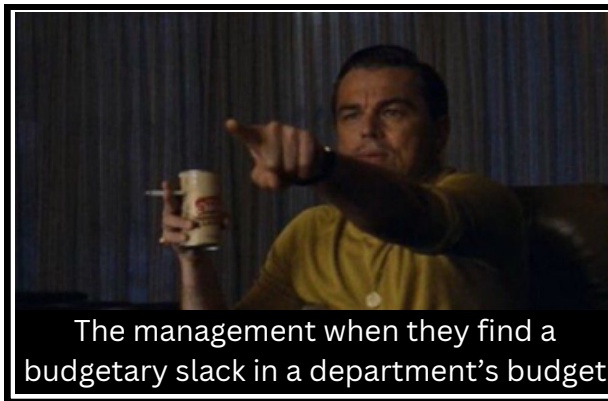
US-based Ethos Asset Management to open India account with \$22 mn loans to construction firms - 25th August

Reliance AGM: Jio Financial Services to enter insurance sector, says Mukesh Ambani - 28th August

Microfinance institutions in Karnataka show 10% portfolio growth. The 89% of surveyed customers preferred MFIs over other lenders and 90% of loans were for income-generating purposes -12th September

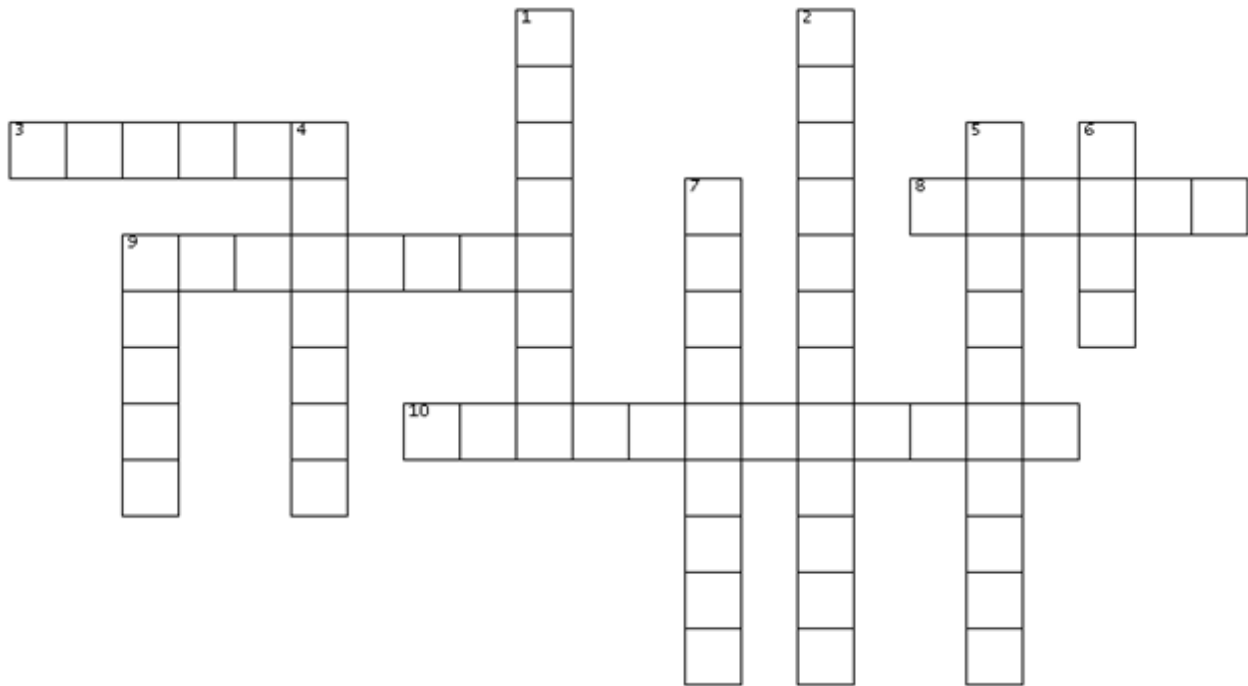
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B.Com - II A

MEMES CORNER !



KrishnanPNE
B.Com - III C

CROSS WORD PUZZLE



ACROSS

3. An economic system in which individuals or businesses own and operate the means of production (5 Letters)
8. A tax imposed on the import or export of goods (5 Letters)
9. The ability to pay debts when they are due (8 Letters)
10. A document that outlines a company's goals, strategies, and financial projections (13 Letters)

DOWN

1. The process of evaluating an organization's financial health (8 Letters)
2. The financial statement that shows a company's financial position at a specific point in time (12 Letters)
4. A company's total profit before deducting expenses (7 Letters)
5. An economic system in which individuals or businesses own and operate the means of production (10 Letters)
6. A method of valuing inventory based on the cost of the oldest items first (4 Letters)
7. The process of creating, promoting, and selling products or services (9 Letters)
9. A financial instrument that represents a share in a company (5 Letters)

1. Analysis; 2. Balance Sheet; 3. Merger; 4. Revenue; 5. Capitalism; 6. FIFO; 7. Marketing; 8. Tariff; 9. Solvency; 9. Stock; 10. Business Plan;

-Madhavan
Mcom - I

ANNOUNCEMENT FOR THE NEXT ISSUE OF COMTALK 4 (1) December 2023

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 April - June 2023. 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 6th of January 2024.

Student Volunteers

Vishal Krishnan
(Research Scholar)

Krishnan PNE
(III Bcom C)

Neelufur Begam S
(II Bcom A)

Abishek
(II Bcom A)

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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Presiding Deity