



Bunts Sangha's
S.M. Shetty College of Science, Commerce &
Management Studies, Powai

(Affiliated to University of Mumbai)
NAAC Accredited 'A' Grade
ISO 9001:2015 Certified

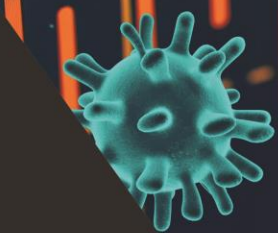
Department of
Accountancy &
Financial Management
(B.Com & M.Com)

presents

ARTHLEKH

Money is a matter of belief...

Volume: 4
May 2020



PRINCIPALS MESSAGE



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

Education is the highest wealth creator across the world. An investment in education can give you highest returns in the years to come. This is what Bunts Sangha’s S.M.Shetty College of Science, Commerce and Management Studies in general and the Department of Accountancy and Financial Management in particular have created, nurtured and over the years.

The Department magazine kindles the imagination of our learners and is a platform to express, elevate and disburse knowledge to all.

We at S.M.Shetty believe in openness of mind, dignity of conduct and mutual respect in the back ground of social, economic, cultural, religious and linguistic diversity and develop a confident understanding of the role of a student in the global society

I congratulate the Department and its members for the fourth volume of ‘Arthlekha’, using it as one of the best medium of expression to present their ideas and wish them best for the coming academic year, to scale to greater heights.

I wish and pray that everyday be a special day for every student who enters the college, with a heart and mind set to grow more than yesterday.

- Dr. Sridhara Shetty,
Principal,
Bunts Sangha’s S.M.Shetty College of Science, Commerce and Management Studies,
Powai

VICE PRINCIPALS' MESSAGE

Dr. Liji Santosh, Vice Principal and IQAC Coordinator

It has always been the prime focus of our college to provide students the best possible environment for holistic learning. As Swami Vivekananda said, "Truth can be stated in a thousand different ways, yet each one can be true." Your education here, in this college and outside it, during your time here and long after you graduate, will help you find that truth.

Dream big, work hard, be positive and optimistic in life, and develop self confidence. This country has all potential of realizing one's dream. The best is yet to come and the coming decades belong to us.

"The learning process continues until the day you die." As rightly said by Kirk Douglas, I congratulate and wish the department very best for the years to come. Happy learning.

Mr. Sandesha Shetty, Vice Principal and BCOM Coordinator

"The function of education is to teach one to think intensively and to think critically. Intelligence plus character – that is the goal of true education" – Martin Luther King

The prime focus of our department is to provide the right platform for a kind of education that fosters and creates successful, responsible and useful lives. Lot of emphasis has been given to groom the students through educational experts, by creating transparent communication system between parents, teachers, students, principals and management

We are consistently committed to the pursuit of knowledge and creation of value so that our students become responsible and sensitive leaders of the future. With sessions ranging from tax filing to mock interviews and from industrial visits to career pathways and self employment, the department has pioneered to provide various platforms for continuous knowledge up gradation to the students

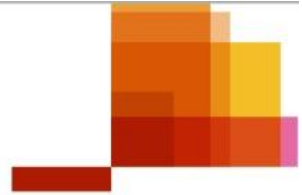
The fourth volume of Arthlekha, is more student centric and straight from the hearts of our students. Expressing their knowledge in various commerce and allied areas and the recent trends, the students have done exceptionally well in this pursuit. This has only been possible due to rigorous mentoring by the department teachers apart for the knowledge filled lectures.

The Editorial Committee feels privileged in presenting this special issue.

"Intelligence plus character-that is the goal of true education." – Martin Luther King Jr.



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EY

KPMG



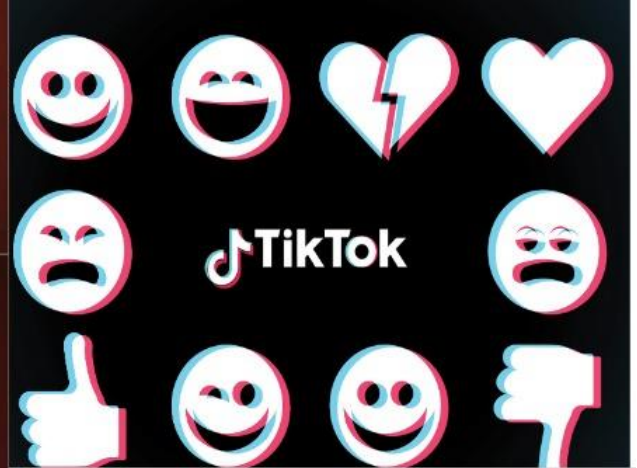
e-Campus



The Queen of Wellness Industry

Vandana Luthra
Founder, VLCC

Founder, VLCC
Vandana Luthra



SHOULD E-CAMPUS BE THERE IN A COLLEGE

EASY HAPPENS THROUGH HARD WORK AND LEARNING

Name: Richard Jaison

Class: S Y B com A



ABSTRACT

E-campus is all about the modernization of a campus. It is all about modernizing the class into a smart class and converting the campus into a techno friendly environment. It helps student to think beyond and outside the box. The main objective of this project is to make learning more fun, interesting, easy, and to increase the level of imagination of students because “smart is something you become, not something you are”.

INTRODUCTION OF TOPIC

E-campus is all about the exchange of information in education between the teacher management and the student. The exchange of information is all about group activities, exercises, creating presentation and practice. The question that arises is how can it be accessed? Well the solution is simple smart boards, laptops, tablets and even phones. The advantages of having an E-campus are endless. There is a list of them below:

ADVANTAGE:

- ❖ It provides teachers and student with good online resources
- ❖ It increases the creativity in the mind of students
- ❖ Teachers can access any information easily from various education articles
- ❖ This method does not restrict the way of education
- ❖ It preserves the interest of students in the studies
- ❖ Digital tools help in understanding topics better
- ❖ It is capable of making student understand through pictures as a picture is worth a thousand words
- ❖ Information can be easily passed from a teacher to different students
- ❖ Improves the memory of students as audio visual method is used
- ❖ No student would be absent as information is shared from teacher to student online and if the students have any doubt they can ask online
- ❖ Since everything is digital there is no use of paper so it reduces any hazard on the environment
- ❖ It reduces the maintenance cost as everything is digital there is no need for any traditional methods such as chalk and marker
- ❖ It is a onetime investment and does not require any working capital
- ❖ It can increase the grades of students

- ❖ It make the class more interactive and fun

DISADVANTAGE:

- ❖ Very expensive at first
- ❖ New versions are available so it is difficult to keep up
- ❖ A technologist has to be employed if there is any problems
- ❖ The budget of can also increase
- ❖ Investment is require for training the staff so that there can be maximum use of resources
- ❖ There can be the problem of being lost and helpless if there is a malfunction
- ❖ The parents of students are a generation behind
- ❖ When students use teaching tool they may lose touch with the teacher
- ❖ The shift brings down the significance of a good teachers
- ❖ If there is any technical malfunction it causes a loss of many teaching hours

THE OBJECTIVE OF THE STUDY

The objective is to check how students and teachers react to the concept of e-campus it. The following would be the question asked for survey

- ❖ What are the age groups interested in E-Campus?
- ❖ Are people aware of the concept of E-Campus?
- ❖ Can it enhance the skills and imagination?
- ❖ Do people wish to have E-Campus?
- ❖ Can E-Campus be implemented in Mumbai?
- ❖ If given a chance how would people react?
- ❖ Would it be useful?
- ❖ What can be the changes done ?(only for teachers)

RESEARCH METHODOLOGY

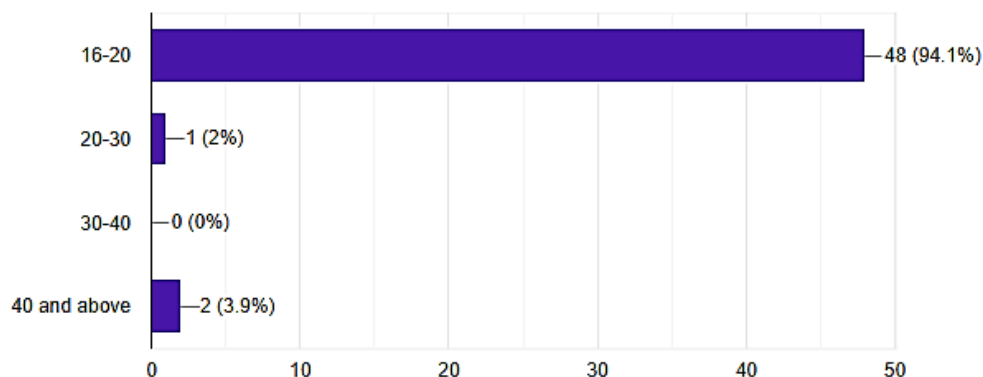
The entire research is mostly based on the primary data and little of secondary data. The limitation of the project is only top class schools or college can afford this method. So I have restricted this method to one college to complete this research.

ANALYSIS AND INTERPRETATION OF DATA

According to the questions asked to 51 people the following were recovered:

What is your age?

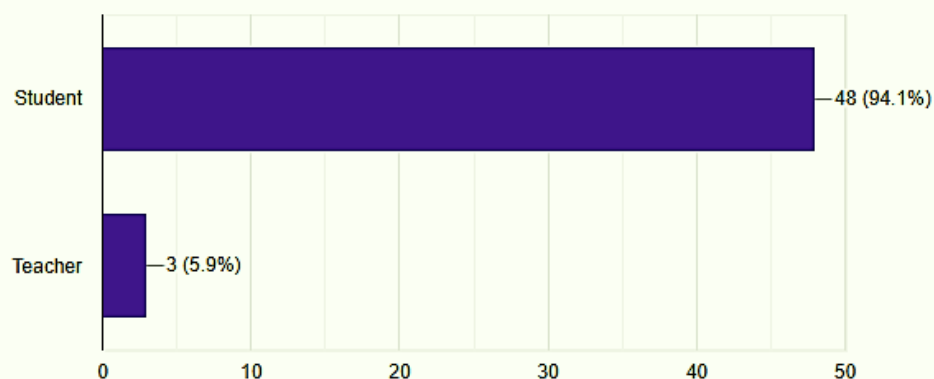
51 responses



This table shows that there are 48 replies from age group of 16-20, one reply from the age group of 20-30 and two replies from age group of 40 and above. This analysis shows that a large number of teenagers are interested in the term E-Campus with 94.1%

Occupation

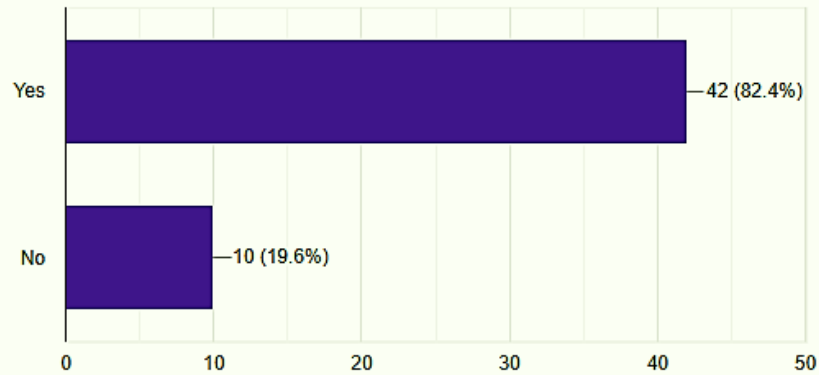
51 responses



The table shows that there is maximum reply from students with 94.1% and 3 teachers have given their feedback

Are you aware of the term E-campus ?

51 responses

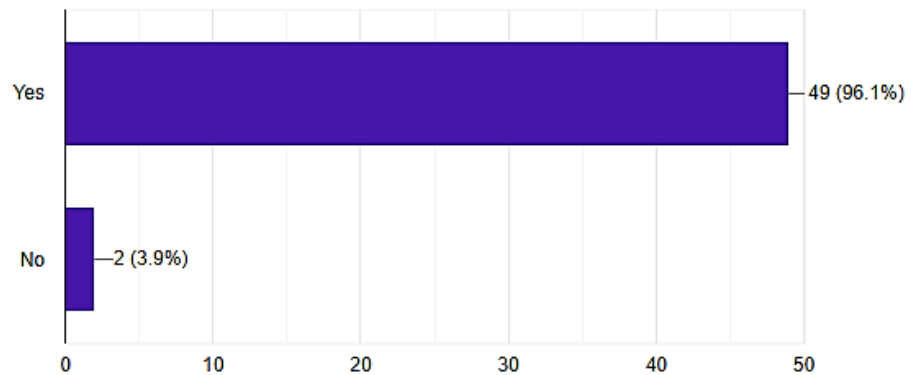


Out of 51 people it was studied that 42 people were aware about the term E-Campus and only 10 were not informed, this shows that a very few are unaware of the term E-Campus

Can E-campus enhance your skills or imagination ?



51 responses

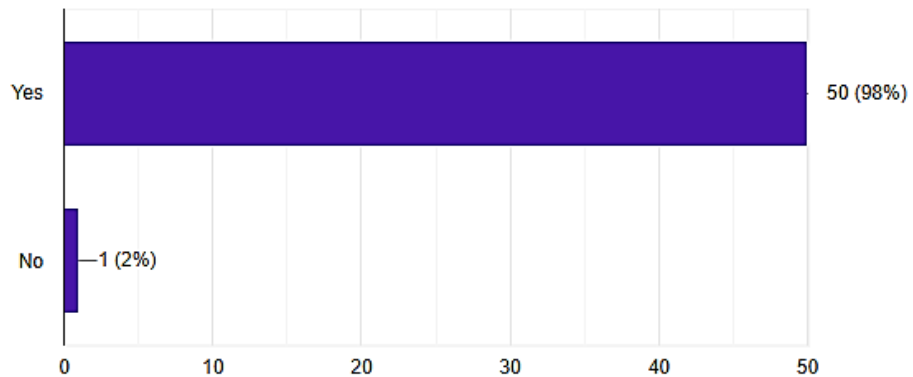


The study shows that 49 people believed that E-Campus can enhance their skills and imagination and two believe that it may spoil the skills and imagination

Do you wish your college to have an E-campus ?



51 responses

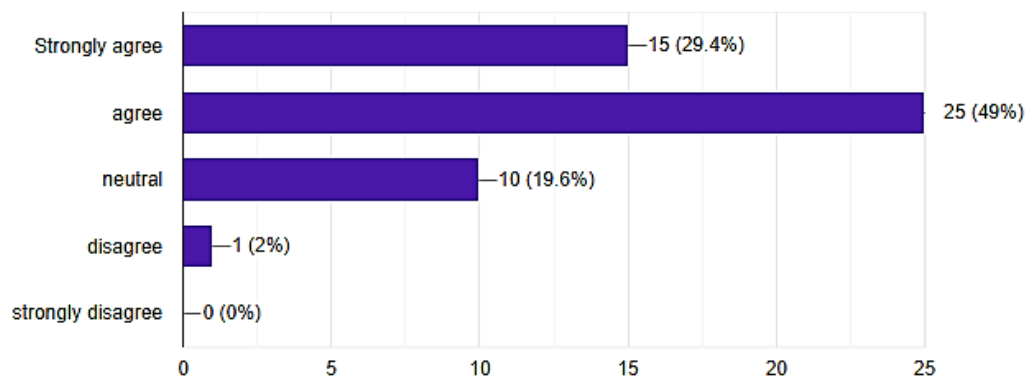


Out of 51 responses 50 people wish to have E-Campus in their colleges

E-Campus can be implemented in college of Mumbai physically ?



51 responses

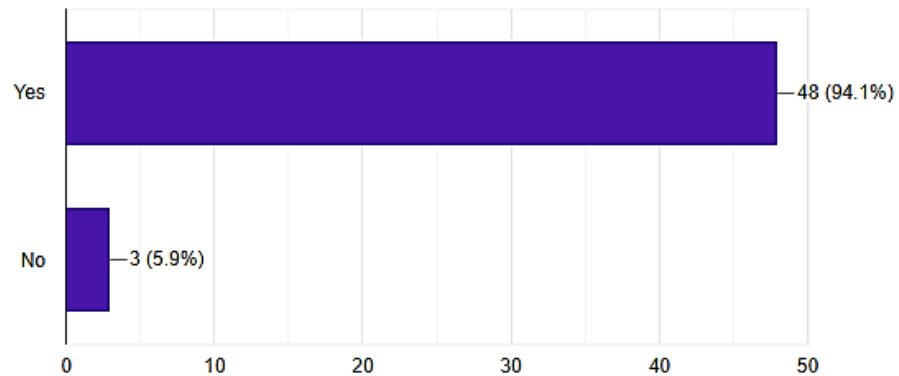


This table shows that how much student and teachers believe that E-Campus can be implemented in MUMBAI there are 15 people who believe that it can be implemented 25 agree but still have a doubt that it may be implemented and 10 people have no comment with 1 person disagreeing that it may not be implemented

If given a chance for E-Campus would you react positively to it ?



51 responses

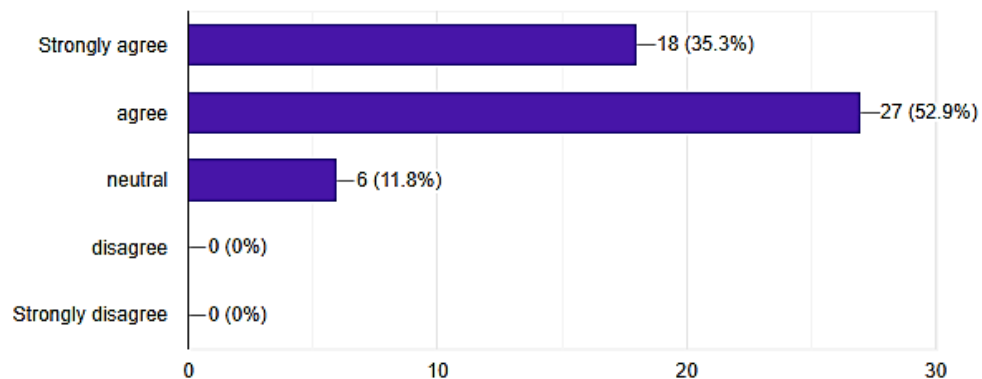


48 people believe that it can bring a revolutionary change in the education system and 3 people disagree thinking of its disadvantages

Would it be of use to you ?



51 responses



On the basis of use 27 people think it may be useful, 18 strongly believe it would be useful and 6 people have no comment

what can be the changes done?(only for teachers)

5 responses

No need any changes
Development in society
It helps in teaching
Teaching method
E-CAMPUS would be a better way to teach and give much clear concepts to students. Teachers shud be properly trained.

These are a few responses where teachers think that and E-Campus can bring a big change in the society and what changes can be done to make it better

FINDINGS AND CONCLUSION

According to the research it is found that lot of people are ready to except the concept of E-Campus and wish to have them in their colleges. Disregard to the disadvantages the weightage of its advantage is quite more. I can conclude that an E-Campus can change the way of education system.

Reference

- Rickards, J. "The Virtual Campus: the impact on teaching and learning"
- https://en.m.wikipedia.org/wiki/Virtual_campus

To know more about E-Campuses in India and Abroad kindly open the following Links:

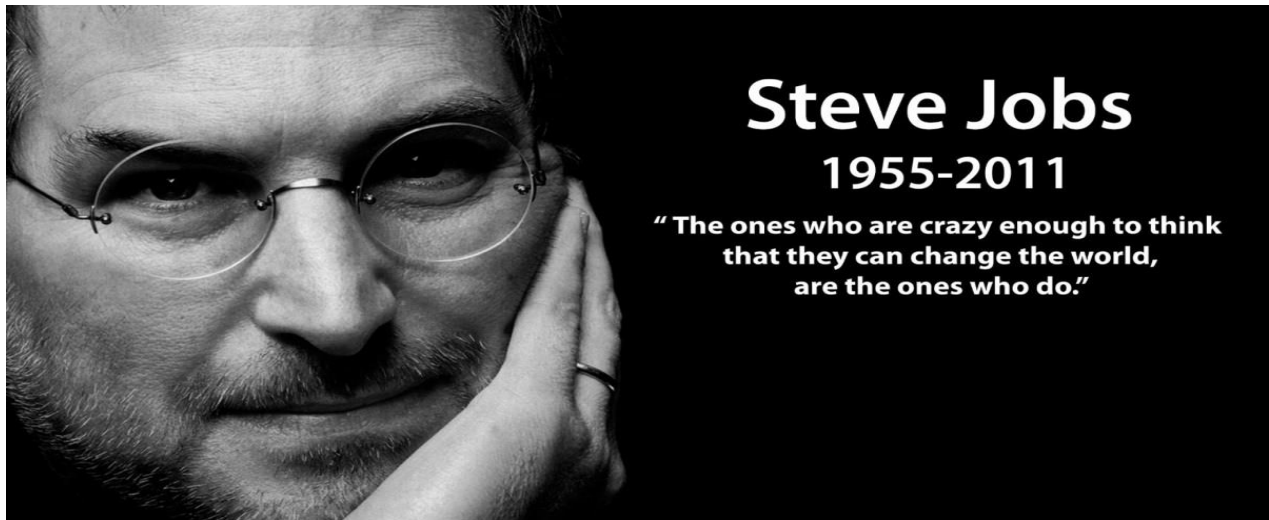
- <https://www.highereducationdigest.com/noida-based-e-learning-platform-e-campus-in-reports-a-surge-of-200-in-active-user-base/#:~:text=e%2DCampus.in%2C%20India's,the%20times%20of%20COVID%2D19.&ext=e%2DCampus%20is%20a%20start,funded%20by%20Edge%20Technosoft%20Pvt.>
- <https://www.glassdoor.co.in/Reviews/Employee-Review-Ecampus-com-RVW1001816.htm>
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- https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3207363
- <http://conference.kuis.edu.my/i-maf/images/e proceedings/2017/192-197-imaf-2017.pdf>
- <http://www.pices-journal.com/downloads/V3I1-PICES0001.pdf>

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Successful Entrepreneur

An article By - Almany Dubey SYBCOM A



Entrepreneur is a person who takes a risk of establishing a business to acquire profit.

There are many successful entrepreneurs who have started from zero and have reached a height today. Entrepreneurship not only tells us about how we should start a business but it also gives us a kind of faith to do things on our own.

To establish a business many things are needed but the most important is faith in our own self.. For being a successful entrepreneur its every important to have a right attitude that will lead your idea of business to Great achievement. For being a successful entrepreneur one doesn't need to have great financial support, in fact they need to have an idea of a great business which is different from the rest. Which will not only make profit for the business but also useful for its users.

A person becomes successful in business when their business provides a great outcome to the public. The richest man of the world MR.BILL GATES is a live and the most meaningful example of being a successful entrepreneur or business man. A person doesn't become successful entrepreneur by just establishing a business but they should have the goal, the fearless attitude..

They should be ready to take risk in business because risk leads to get heights.

They keep on challenging themself to achieve great height all this are the quality that a SUCCESSFUL ENTREPRENEUR should have. There are many entrepreneurs who have started their business with zero knowledge but one thing they made sure is that their vision is clear and that they do every possible thing to achieve their dream.

Successful entrepreneur doesn't only make great profits but also give dreams to others to be successful...



Watch the Entire Video on this Link: <https://www.youtube.com/watch?v=e1rEHiuDtuc>

To know more about Successful Entrepreneurs in India and Abroad kindly open the following Links:

- <https://www.inc.com/larry-kim/11-most-famous-entrepreneurs-of-all-time-and-what-made-them-wildly-rich.html>
- <https://neilpatel.com/blog/become-successful-entrepreneur/>
- <https://www.investopedia.com/articles/personal-finance/092315/top-5-most-successful-american-entrepreneurs.asp>
- <https://besttoppers.com/top-entrepreneurs-of-india/>
- <https://yourstory.com/mystory/top-10-young-indian-entrepreneurs-2019>
- <https://www.investopedia.com/articles/personal-finance/020415/top-10-indian-entrepreneurs.asp>

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<https://www.google.com/url?sa=i&url=https%3A%2F%2Fquotesgram.com%2Ffunny-entrepreneur-quotes%2F&psig=AOvVaw3RX8N5Cvu8LhUV6kHKA0xa&ust=1598378586486000&source=images&cd=vfe&ved=0CAMQjB1qFwoTCLjwxoi2tOsCFQAAAAAdAAAAABAJ>

ENTREPRENEUR VS INTRAPRENEUR

In current business literature, there is no shortage of information which aims to characterize entrepreneurship and define the entrepreneur's various roles. Intrapreneurship, a fairly new addition to business vocabulary, has burst onto the scene as providing businesses with new growth avenues.

Let's explore the main differences, as well as the similarities, between entrepreneurs and intrapreneurs.

INDEPENDENCE

Wholly independent in the creation and governance of their entrepreneurial project

INDEPENDENCE

Relatively independent in the creation and governance of their intrapreneurial project

TIME CONSTRAINTS

Considerable pressure to demonstrate success quickly

TIME CONSTRAINTS

Comparatively less pressure to develop and optimize their project towards successful completion

RISK

The entrepreneur assumes all business risks

RISK

The intrapreneur assumes some risk related to their project

ADDED VALUE

The entrepreneur must demonstrate added value to all stakeholders

ADDED VALUE

The family business' presence offers additional guaranties to stakeholders

RESOURCES

The entrepreneur must find all necessary resources

RESOURCES

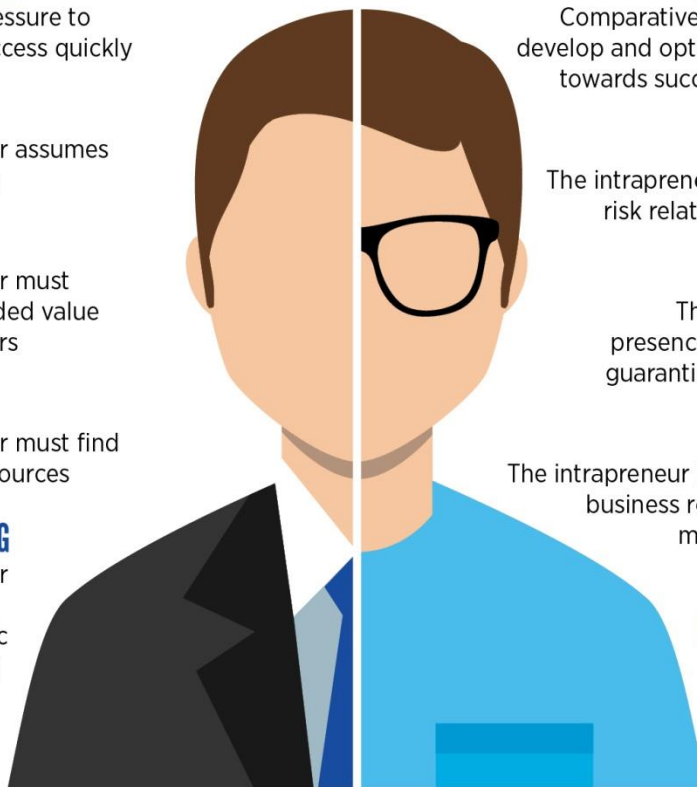
The intrapreneur has access to core business resources, but they must leverage them to their benefit

DECISION MAKING

The entrepreneur is involved in all relevant strategic decision-making

DECISION MAKING

The intrapreneur shares decision-making power



**The similarities between the two aren't just semantic!
Let's examine some common traits...**



CREATIVE & INNOVATIVE



PERSEVERING



**DISCIPLINED, MOTIVATED,
AND SELF-STARTERS**



**INSPIRING, PASSIONATE,
AND ENERGETIC**

NON PERFORMING ASSETS

An article By Devaang Prajapati (SYBCOM B)

Non-Performing Assets is not a new problem faced by banks. Hence there have been continuous efforts on the part of Government of India and Reserve Bank of India (RBI), over the years to tackle the problem of Non-Performing Assets. This article gives details on Non-Performing Assets in India and the measures that are being taken to address it.

What is the difference between Bank fraud and Non-Performing Assets (NPA's)?

Bank fraud is a criminal offence; Non-Performing Assets is a loan or advance wherein interest or installments of principal remain overdue for a period of 90 days.

As per Reserve Bank of India (RBI), an asset becomes non-performing when it stops to generate income for the bank. The Non-Performing Assets in Public Banks are valued at approximately \$ 62 Billion, which represents 90% of total NPA in India.

SBI SCORECARD

Figures in ₹ bn	Q3 FY17	Q2 FY18	Q3 FY18
Net interest income	178	186	187
Other income	115	160	81
Operating profit#	124	146	118
Total provisions	126	184	142
Loan loss*	97	167	178
Net profit/loss	18	16	-24
Gross NPA	1,633	1,861	1,991

Figures for Q3 FY17 (ex-NPA, which is for merger entity) are standalone and not comparable; *Of total provisions; #Excluding exceptional items

FINANCIAL METRICS

Figures in ₹ crore

	Q1FY19	Q1FY20	% chg
Net interest income	21,798	22,939	5.2
Other income	6,679	8,015	20.0
Operating profit	11,973	13,246	10.6
Provisions & contingencies	19,228	9,183	-52.2
Net profit	-4,876	2,312	LTP
Gross NPA	212,840	168,494	-20.8
Gross NPA (%)	10.7	7.5	316 bps

Bps = basis points; LTP = loss to profit

Source: Capitaline

What were the reasons behind the rise of Non-Performing Assets in India?

In the period from 2004 to 2009, there was a huge growth in the economy, which led to firms taking bank loans very aggressively. Most of the investment was in infrastructure sectors like roads, power, aviation, steel

Laxity in lending norms by the banks, without analyzing the financial health of the companies and their credit ratings. The banning of mining projects, delay in environment permit, led to a rise in prices of raw materials and a big gap in demand and supply thereby affecting power, steel and iron industries. This affected the capacity of the companies to repay the loans to banks which resulted in Non-Performing Assets (NPA).

What are the impacts of Non-Performing Assets (NPA)

Banks won't have sufficient funds for other development projects which will impact the economy. To maintain a profit margin, banks will be forced to increase interest rates. Due to curb in further investments, it may lead to the rise of unemployment.

Measures to control Non-Performing Assets (NPA) – Government of India and RBI

As the Non-Performing Assets is not a new phenomenon, there have been many efforts on the part of the Government of India and RBI to sort out the problem.

Trend in Non-performing Assets

Gross NPAs

Closing balance for 2016-17	7,918
Opening balance for 2017-18	7,625
Addition during 2017-18	6,043
Recovered during 2017-18	1,283
Written off during 2017-18	1,627
Closing balance for 2017-18	1,0397

Gross NPAs as % of Gross Advances



9.3
2016-18

11.2
2017-18

(₹ billion)

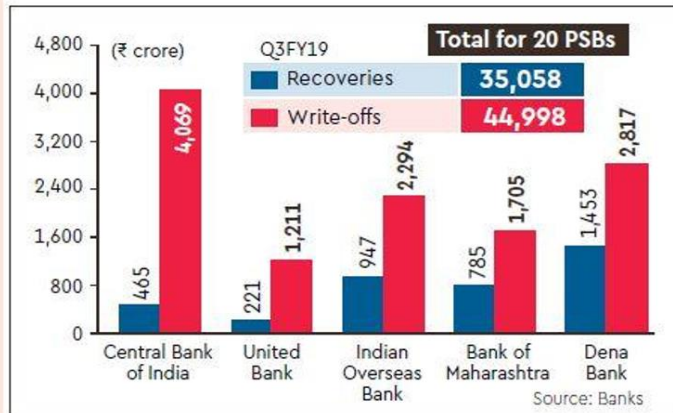
Source: RBI

Classification of Loan Assets

	FY'17	FY'18
Standard assets	90.4	88.5
Sub-standard assets	2.5	2.8
Doubtful assets	6.7	8
Loss assets	0.3	0.6

(% share)

Source: RBI



To know more about NPAs in India and Abroad kindly open the following Links:

- <https://economictimes.indiatimes.com/definition/non-performing-assets#:~:text=Definition%3A%20non%20performing%20asset,1>
- <https://www.livemint.com/Money/oxyQHki2YEyJEUkzT6jfiK/Is-RBI-really-being-strict-with-banks-under-PCA.html>
- <https://corporatefinanceinstitute.com/resources/knowledge/other/non-performing-assets-in-indian-banks/>
- <https://www.telegraphindia.com/business/bank-of-india-indian-overseas-bank-report-npa-divergences-losses-widen-for-2019/cid/1719926>
- <https://www.thehindubusinessline.com/money-and-banking/rbi-puts-bank-of-india-under-prompt-corrective-action/article9997650.ece>
- http://www.academia.edu/download/33485494/Non_Performing_Assets_and_Profitability_of_Commercial_Banks_in_India_Assessment_and_Emerging_Issues.pdf
- https://www.academia.edu/download/50369119/Chapter_9.pdf
- <https://www.academia.edu/download/35504237/v2i1-0032.pdf>
- https://papers.ssrn.com/sol3/papers.cfm?abstract_id=361322

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https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.business-standard.com%2Farticle%2Ffinance%2Fsbis-posts-rs-24-16-billion-quarterly-loss-for-first-time-in-nearly-19-years-11802100037_1.html&psig=AOvVaw1R2-CcIoBndVCfpSbkBMbZ&ust=1598384855945000&source=images&cd=vfe&ved=0CAMQjB1qFwoTCOD42LPntOsCFQAAAAAaAAAAABBI

The Role of Strategic Marketing in an Organisation

An article By JUNED KHILJI (SYBCOM B)

Over the past few years, strategic marketing is becoming increasingly popular within organizations. Yet, as some confusion still exists with regards to what exactly strategic marketing is and the role it plays in organisations, this blog will explain all you need to know.

What is strategic marketing?

Strategic marketing is a method through which an organization differentiates itself from its competition by focusing on its strengths to provide better service and value to its customers. In a nutshell, the goal of strategic marketing is to make the most of an organisation's positive differentiation over its competition through the consumers' perspective.

The implementation of strategic marketing involves three questions, which include:

- Where to compete;
- How to compete;
- When to compete.

Once these questions have been answered, then the strategic marketing planning phase can begin.

Phases involved in the strategic marketing planning process:

- ❖ **Planning phase:** In this phase, the various aspects of an organisation, such as its strengths, weaknesses and technology are assessed. The overall state of the organization is also presented to the management. **This phase comprises of four components**, which include:
 - ❖ **SWOT analysis:** This method analyses the strengths, weaknesses, opportunities and threats related to the organisation. The results of this analysis help in developing a strategic marketing proposal for the organisation.
 - ❖ **Marketing-mix strategy:** Once the SWOT analysis has been conducted, a proper marketing mix strategy is then prepared. Marketing mix strategy consists of combining and analysing a variety of components that help in strengthening a company's brand and in selling its products or services. Take a look at a sample marketing mix strategy table:
 - **Set product and marketing goals:** Setting product goals is one of the best methods for obtaining success with new products. The product should be marketed in such a way that it becomes indispensable for the consumers.
 - **Four P's of marketing:** Once the product goals are set, the four P's of marketing; price, place, product and promotion strategy, come into the picture.
- ❖ **Implementation phase:** The strategic marketing plan is implemented in this phase, and it consists of four components:
 - ★ **Collecting resources:** raising the capital required to develop and promote new products;
 - ★ **Marketing hierarchy:** A marketing hierarchy should be put in place to ensure the proper implementation of plans;
 - ★ **Formulating schedules:** Preparing schedules in which specific time periods are allocated to tasks;

★ **Executing the plan:** this needs to be in an extremely efficient manner.

❖ **Evaluation phase:** In this phase, the plan is crosschecked with the product goals to determine if they are aligned. If that is not the case, the marketing team will have to edit and improve the plan until there are no deviations between the plan and the goals.

Some of the guidelines that will help in ensuring your strategic marketing planning process is a success include:

- Set goals that are achievable and can be measured;
- Prepare the plan after conducting a thorough market and competitor analysis;
- The prepared plans must be concise and easy to understand;
- Ensure that the plan and set goals are in sync with the requirements of the consumers.

While preparing a strategic marketing plan, it is important to be aware of some of the issues that may arise. These include:

- Lack of skilled workforce;
- Assuming the requirements of the consumers without conducting a thorough research;
- Changing demographic of the consumers;
- Management issues;
- Coordination problems;
- Incorrect SWOT analysis;
- Issues in conducting marketing research;
- Confusing marketing feedback obtained;
- Budgeting issues

To Know More Watch the Following Videos by clicking the following Links:

1. Top 2020 Marketing Strategies That Will Put You on the Map | RD Summit 2019
<https://www.youtube.com/watch?v=6vCDlhmRmBo>
2. Seth Godin – THIS is Marketing
https://www.youtube.com/watch?v=BPK_qzeH_yk
3. Best Marketing Strategy Ever: Steve Jobs Presents "Think Different"
<https://www.youtube.com/watch?v=MrZKoWgcZVg>
4. Steve Jobs introduces iPhone in 2007
<https://www.youtube.com/watch?v=MnrJzXM7a6o>



Strategic Marketing

Strategic Marketing is about

- What business should we be in?
- What do customers really want?
- At what can we excel in a competitive marketplace?
- Which customers should we decide strategically NOT to serve?
- What is our Unique Business Formula?

In short, Strategic Marketing requires a complete change of thinking.

from: 'Let's do everything we can – and try to sell to everyone'

to: 'Let's do only what our rivals cannot do as well as vs - and sell only to those markets that want what we excel at.'



Online course on Strategic Planning



Image Credits:

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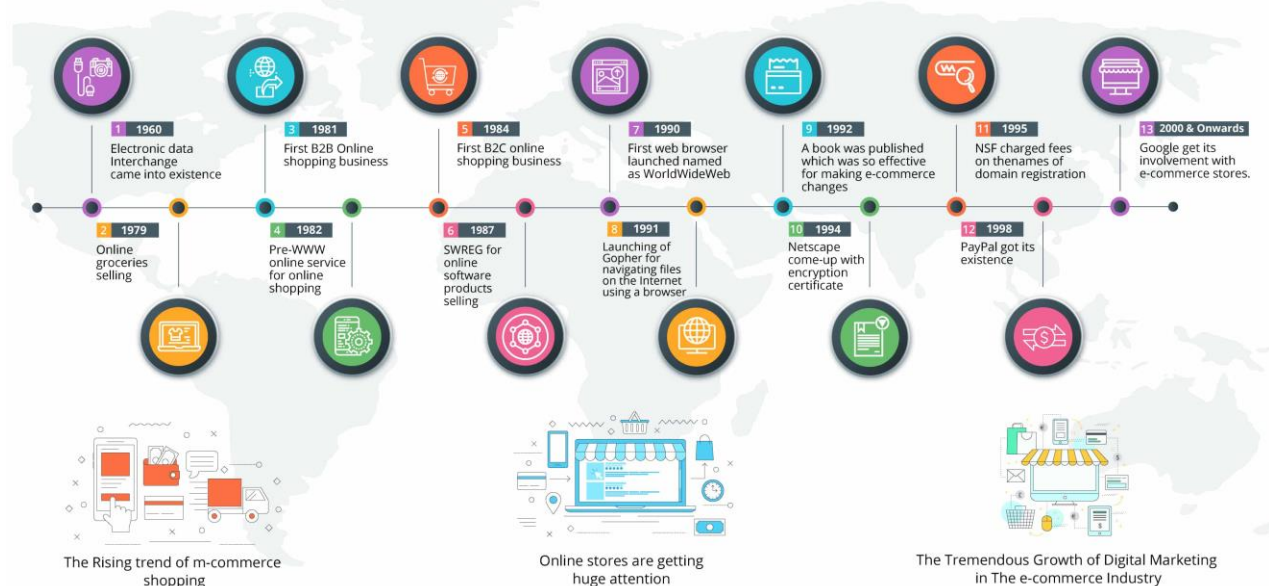
ONLINE INDUSTRY

ARTICLE By Kushal Picholiya (SYBCOM B)

E-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US \$38.5 billion as of 2017. Much growth of the industry has been triggered by increasing internet and smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 636.73 million in FY19. India's internet economy is expected to double from US \$125 billion as of April 2017 to US \$250 billion by 2020. India's E-commerce revenue is expected to jump from US \$39 billion in 2017 to US \$120 billion in 2020, growing at an annual rate of 51percent, the highest in the world.



The Evolution of E-Commerce Industry in the Last few Years



source www.1stwebdesigner.com

MARKET SIZE:-

During April - June quarter 2019, smartphone shipment in India grew 9.9 per cent year-on-year to 36.9 million shipments. It is expected to reach 160 million in 2019.

During 2018, electronics is currently the biggest contributor to online retail sales in India with a share of 48 per cent, followed closely by apparels at 29 percent.

- In August 2019, Amazon acquired 49 per cent stake in a unit of Future Group.
- Reliance to invest Rs. 20,000 crore (US \$2.86 billion) in its telecom business to expand its broadband and E-commerce presence and to offer 5G services.
- As of March 2019, Flipkart launched its internal fund of about US \$60-100 million to invest from early stage to seed innovations related to e-commerce industry.
- Paytm has launched its bank - Paytm Payment Bank. Paytm bank is India's first bank with zero charges on online transactions, no minimum balance requirement and free virtual debit card
- In November 2019, Nykaa opened its 55th offline store marking success in tier II and tier

III cities.

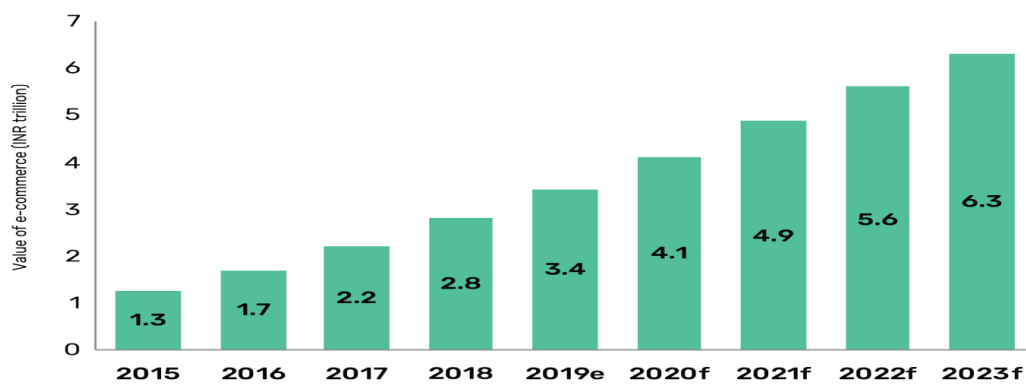
In the festive sale (September 29 – October 4, 2019), the e-tailers in India achieved US \$3 billion of Gross Merchandise Value (GMV).

- Amazon India launched the Amazon Market place App store which will provide solutions to sellers.
- Under the Digital India movement, government launched various initiatives like Udaan, Umang, Start-up India Portal etc.

ROAD AHEAD:-

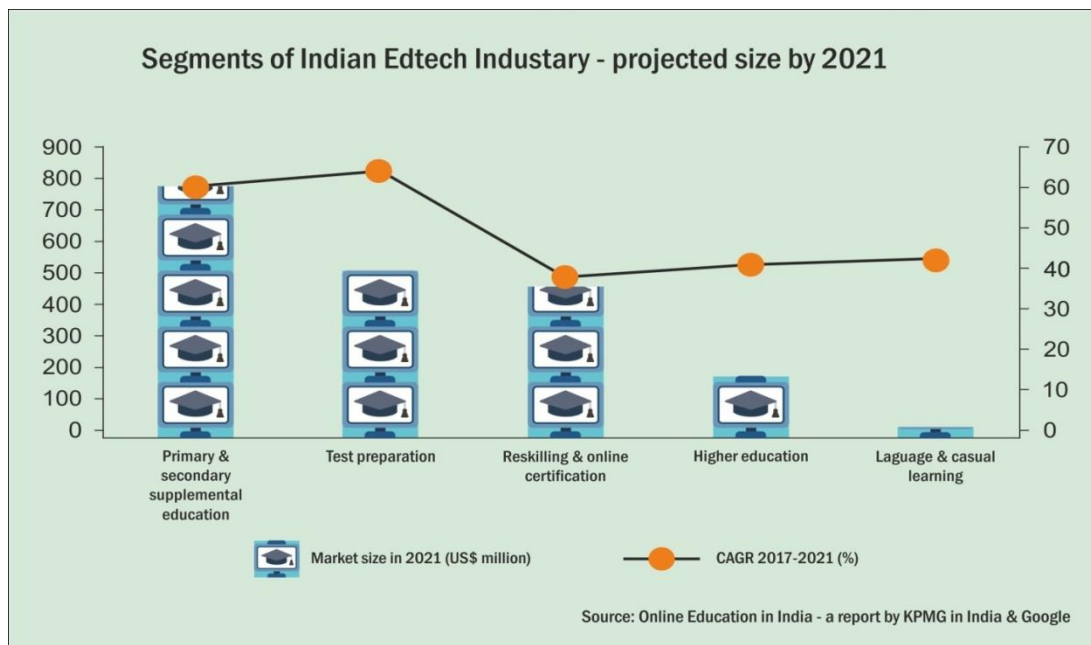
The growth in e-commerce sector will also boost employment, increase revenues from export, increase tax collection by ex-chequers, and provide better products and services to customers in the long-term.

Value of e-commerce in India (INR trillion), 2015–23f



Source: GlobalData Banking and Payments Intelligence Center

E-retail market is expected to continue its strong growth, by registering a CAGR of over 35 per cent and to reach Rs 1.8 trillion (US \$ 25.75 billion) by FY20.



To Learn and get Certified in E-Commerce, You can checkout and pursue the following Courses:

- ✚ <https://www.coursera.org/courses?query=e-commerce>
- ✚ <https://alison.com/courses/e-commerce>
- ✚ <https://www.udemy.com/topic/e-commerce/>
- ✚ <https://www.edx.org/learn/ecommerce>
- ✚ <https://iide.co/e-commerce-certification/>

For more information you can also Read:

- <https://www.globaldata.com/indias-e-commerce-market-set-surpass-us91bn-2023-says-globaldata/>
- <https://www.pwc.in/research-insights/2018/propelling-india-towards-global-leadership-in-e-commerce.html>
- <https://www.ibef.org/industry/ecommerce.aspx#:~:text=The%20Indian%20E%2Dcommerce%20market,38.5%20billion%20as%20of%202017.&text=India's%20E%2Dcommerce%20revenue%20is,the%20highest%20in%20the%20world.>
- <https://www.ibef.org/industry/ecommerce-presentation>
- <https://www.statista.com/statistics/792047/india-e-commerce-market-size/>
- <https://www.insightssuccess.in/understanding-e-commerce-in-india/>
- <https://retail.economictimes.indiatimes.com/news/e-commerce/e-tailing/trends-to-watch-out-for-in-the-e-commerce-sector-2020/73422007>
- <https://ecommerceguide.com/top/top-10-ecommerce-sites-in-india/>

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I AM ACCOUNTANCY

Article by MRINALINI SRIKANTH SYBCOM A



Let's talk Accounts,
I may not look that easy,
Understand me as I am,
And you realize I'm light and breezy.

Let's start with a few simple rules,
These are golden
These are what your mind fuels

Talk about what's real
Think without a doubt,
Debit what comes in
And Credit what goes out.

Always remember
To use these two
when you see an asset,
that was deposited or the proprietor withdrew.

The next rule is somewhat personal,
You credit the giver
when you see a spender,
And If you spot a gainer you debit the receiver.

The third and the last rule is Nominal,
This is for all your claims,
Debit all expenses and losses
And Credit all incomes and gains.

These three rules will not suffice,
You see, this is a game,
A game that you have to practice and revise.

Someone great once said
“Only accountants can save the world ,

through peace, goodwill and reconciliation.”
And that's a truth that has been unfurled.

This is just the beginning,
A starter pack
An opportunity to learn
the knowledge you lack.

For all the CAs and the professionals out there,
I am not just a subject,
I'm something more, much more,
Since my life has become their sole project.

Understand me for what I am,
for I am a subject that's scoring,
Use all your logic and knowledge,
And you'll understand that I'm interesting and not boring.

MARKETING STRATEGIES IN RECENT TIMES

Article by SWETA NAIR SYBCOM B

Marketing strategy is a long-term, forward-looking approach overarching plan with the fundamental goal of achieving a sustainable competitive advantage. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives.

Following are the different ways in which a company can boost its marketing strategy:

Many organizations make efficient use of marketing strategies and make necessary provision according to the product or service which they want to deliver to their target audience. for eg amazon , flip kart , urban company , vlcc , big basket (services) for product we have brand factory , decathlon , Vijay sales & Reliance digital (for product as well as services) .

1. Use of social media :

While scrolling down in social media websites like Facebook , snap chat ,instagram we have many ads of different local or specialized brand endorsing their products and it encourages viewers to visit their webpage . If the product appeals the viewer then they will definitely purchase the product. Normally we call these kinds of ads as pop up ads.

2. Create video tutorial :

In case of info-tech industries many of the professionals guide the new- comers with online tutorial of the new technology. Not only the info-tech but even the educational institutions guide their students with the module based study material. for eg byju's –the learning app . A new advanced technology used in education, banking, science and research, etc.

3. Create blogs :

When you do blog, ensure that you blog effectively. Don't post thin content. Think about adding value. Worried about revealing all your business secrets? Don't be. Give away the farm. Give people so much value that you instantly become an authority in their eyes. This is one of the most powerful strategies you can use to market any business.

4. Understand search engine optimization :

While browsing on to the websites the data is being stored in the server regarding on the viewer's visits so until next time the website will pop up in their search box. Create your content for humans while also paying homage to search engines. But more importantly, ensure that whatever it is that you're conveying is insightful, engaging, unique and adds a tremendous amount of value.

5. Use e-mail marketing sequences :

This type of strategy is being adopted by most of the companies , whenever we buy a product or make use of some service at the end they provide us with a feedback form in which we have to mention name ,address, phone no , age , gender , birth date , e-mail address . With the help of that e-mail id they send us the warning reminders of offers existence, limited edition sale and so .this is the best marketing strategy one has to implement in any kind of business whose goal is growth oriented as well as profit oriented.

THE ELEMENTS OF A SUCCESSFUL DIGITAL MARKETING STRATEGY



For More Information kindly checkout the following links:

- <https://www.engagebay.com/blog/powerful-marketing-strategies/>
- <https://economictimes.indiatimes.com/topic/marketing-strategy>
- <https://brandequity.economictimes.indiatimes.com/news/marketing/companies-tweak-marketing-strategies-to-stay-relevant-in-a-changing-world/49500403>
- <https://www.cyberclick.net/numericalblog/10-marketing-strategy-examples>

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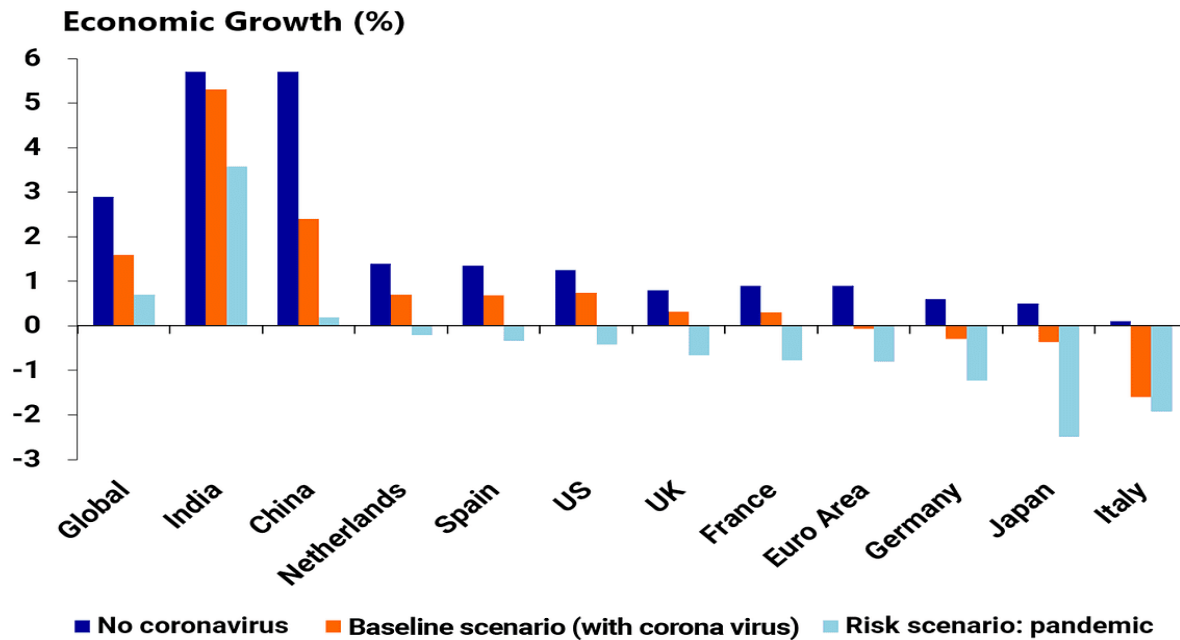
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The economic impact of coronavirus on India

Article by Varun Nahar SYBCOM B

The effect of coronavirus is likely to be seen long after medical science offers a cure or at least a vaccine. Barclays estimates that India's aggressive 21-day lockdown could bring the country's growth down to 2.5% from the 4.5% it had earlier estimated.

Global Economic Impact Of COVID-19

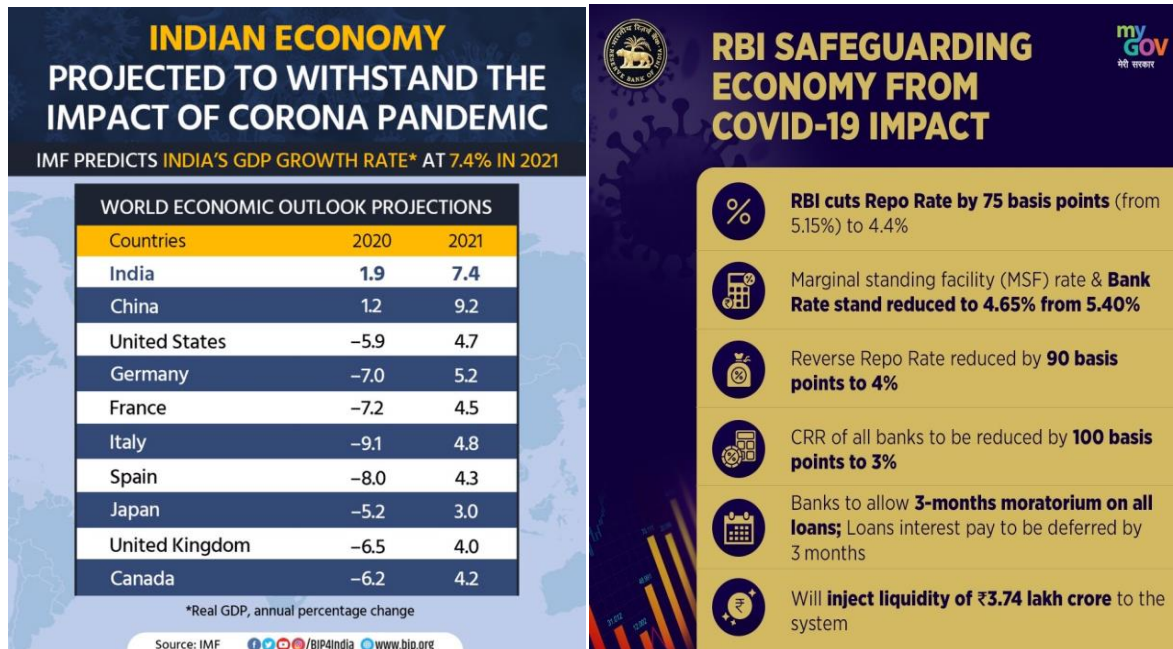


Source: Rabobank, Macrobond

Bloomberg | Quint

The Covid-19 pandemic has hit the world at a scale and speed that we have only seen so far in doomsday movies. Truth, as we are seeing it today, is way more frightening than fiction. The human cost of the coronavirus is going to be unimaginably high. Worse, it's going to end up having a long tail too. The effect of the virus is likely to be seen long after medical science offers a cure or at least a vaccine for Covid-19 (the disease caused by the new coronavirus). That's because the economic cost of shutting down large swathes of the world is going to be steep.

A 2019 joint report from the World Health Organization (WHO) and the World Bank estimates the impact of such a pandemic at 2.2 per cent to 4.8 per cent of global GDP (US\$3 trillion). That was well before the world knew of Covid-19. Barclays estimates that India's aggressive 21-day lockdown could bring the country's growth down to 2.5% from the 4.5 per cent it had earlier estimated.



As Prime Minister Narendra Modi said in his address to the nation when he announced a 21-day lockdown, if this pandemic is not contained, it could set us back by decades. Ben Bernanke, former chairman of the US Federal Reserve, is much more optimistic. In a television interview, Bernanke said: If there's not too much damage done to the workforce, to the businesses during the shutdown period, however long that maybe, then we could see a fairly quick rebound. <https://www.youtube.com/watch?v=QQAOnUZt9BA>

MSME problems under lockdown

However, even if global economies bounce back sooner than expected, Indian MSMEs are likely to pay a high price. These companies are too small to have enough of a cushion to last through a pandemic like this one. Add to this the fact that many of these companies have been asked to shut down shutters or curtail operations while still paying employees and that's apart from meeting costs for taxes, power, and other utilities.

The Prime Minister has announced the creation of an economic task force to suggest some steps to ease the situation. This is as necessary as beefing up the country's healthcare system. Available data show that MSMEs employ upwards of 110 million people; asking companies to keep paying during a prolonged lockdown is not a sustainable solution in the medium- to long-term.

Media reports say that MSME representatives have appealed to the government for concrete action. This includes tax concessions, easy access to credit, GST write-offs, and reimbursement or concession for wage-guarantee.

What can the government do?

1. Along with tackling healthcare on a war footing, the government will have to pay attention to the brewing economic crisis. It has been pointed out by some American economists that a downturn could feed upon itself; as more layoffs happen, there will be lower demand, leading to more companies going out of business. It could be a vicious downward spiral, and the government needs to step in to prevent that.
2. The Finance Minister has announced a few tweaks by extending tax filing deadlines. The government has also raised the threshold for starting insolvency proceedings to Rs. 1 crore. Apart from this, bank charges have been lowered for digital trade transactions for all trade finance consumers.
3. Former Finance Minister P. Chidambaram has recommended a slew of measures the government can take to help industry, including more tax breaks and softer terms for loans.
4. These are short-term measures intended to relieve the immediate pain for MSMEs. However, a longer-term plan needs to be put in place to ensure that small businesses are encouraged to get back on their feet as soon as it is safe for them to do so.
5. Among other steps, the government should consider easy lines of credit for MSMEs, as this is probably going to be most difficult to access. Increased protectionism may also be called for, to keep cheap imports at bay till such time manufacturers find their feet.
6. According to CII data in a report released last year, the MSME sector added 13-15 million jobs annually. It is vital that this sector, a key component of the Indian economy, be protected during times of crisis.

Staggering MSMEs

The Micro, Small and Medium Enterprises in Madurai are badly hit by the spread of COVID-19 globally

- MSMEs in Madurai account for more than **95%** of industries in Madurai

- Around **2 lakh** people are employed in MSMEs

- Total no. of registered MSMEs in Madurai: **50,541**

- Micro industries: **46,123**
- Small industries: **4,330**
- Medium industries: **88**

Issues

- Disruption in supply of raw materials
- Reduction in demand for finished products
- The scenario has disrupted the credit cycle of business



Demands

- Extension of time for EMI payment
- Three-month holiday from payment of GST
- Waiver of interest for delayed payment of dues



SELF-RELIANT INDIA CAMPAIGN

The second set of measures under the ₹20 lakh crore Covid-19 economic stimulus package focuses on migrant workers, street vendors, small farmers, the urban poor

MIGRANTS

₹3,500 cr
Free food grain for migrants

80 million
migrants to get 5kg wheat/rice per person and 1kg pulse per family for the next 2 months

One nation, one ration scheme:
PDS cards can be used in any ration shop in any part of country; 670 million beneficiaries in 23 states



AFFORDABLE HOUSING

- Converting government-funded housing to affordable housing complexes
- Incentivising industries to build housing complexes on own land
- Incentivising govt agencies to develop such housing complexes

FARMERS

₹30,000 cr
Additional emergency working capital funding through NABARD to benefit 30 mn small and marginal farmers

₹2 lakh cr
Concessional credit boost through Kisan Credit Cards to help 25 million farmers and fishermen



STREET VENDORS

₹5,000 cr
Special credit facility for street vendors for easy access to credit; 5 million street vendors expected to benefit



JOB CREATION

₹6,000 cr
of CAMPA funds to be used to create job opportunities in urban, semi-urban and rural areas



FOR FAMILIES

₹70,000 cr
boost to housing sector through Credit Linked Subsidy Scheme (CLSS); those with ₹6-18L income to benefit



MUDRA LOANS

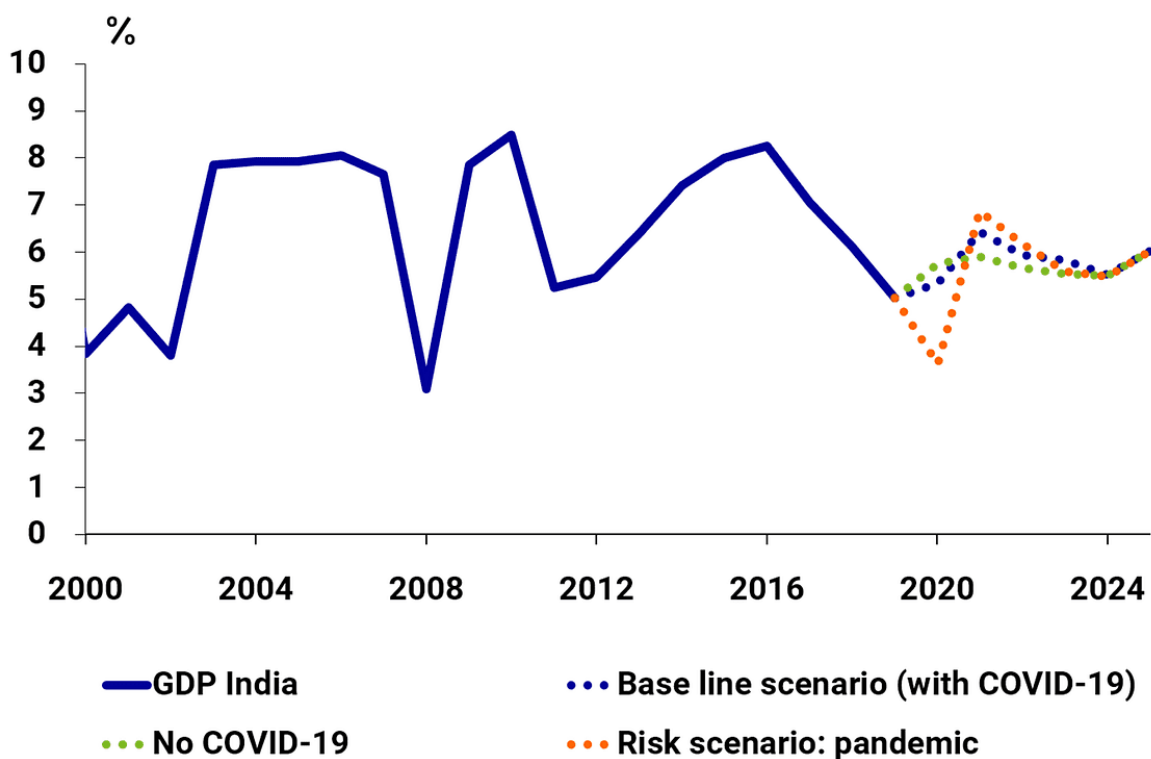
₹1,500 cr
Relief for MUDRA-Shishu loans-holders. Govt to provide interest subvention of 2% for a period of 12 months



For more information you can check these links:

- <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.indianexpress.com%2Farticle%2Fexplained%2Fcoronavirus-india-lockdown-msme-sector-crisis-government-relief-package-6395731%2F&psig=AOvVaw2jRp9Niff-IuJBGzQh4KL7&ust=1604060053371000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCPD6uKHj2ewCFQAAAAdAAAAABA3>
- <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.civildaily.com%2Fnews%2Fwhat-makes-msmes-most-vulnerable-to-covid-19-disruptions%2F&psig=AOvVaw2jRp9Niff-IuJBGzQh4KL7&ust=1604060053371000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCPD6uKHj2ewCFQAAAAdAAAAABBC>
- <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.drishtias.com%2Fdaily-updates%2Fdaily-news-analysis%2Fmsmes-and-covid-19&psig=AOvVaw2jRp9Niff-IuJBGzQh4KL7&ust=1604060053371000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCPD6uKHj2ewCFQAAAAdAAAAABBI>

Expect A Rebound After COVID-19 Crisis



Source: Rabobank, CSO

Bloomberg | Quint

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HUMAN RESOURCE POLICIES IN INDIA

Article by Pranav Singh SYBCOM B

When establishing human resource (HR) policies in India, foreign companies need to strike a balance between their own best practices and local norms in the country. Foreign companies should seek to establish a strong understanding of laws and regulations that inform HR administration as a basis for their HR policies in the country. This is particularly important in country like India, where federal, state, and industry-specific regulations govern labor laws. However, employers may also use HR policies to gain a competitive advantage.

Good HR policies can make employers more attractive to talent in the labor market and lower costly attrition rates. Meanwhile, strong HR and payroll administration can help instill company values locally and improve workforce efficiency. Foreign companies that have not yet entered India typically review local HR costs and practices before entering the country, while companies that have established often conduct HR health checks or audits to maintain compliance and employ best practices for their industry. Here, we briefly discuss 10 key areas that foreign employers should pay attention to when handling staff in India. These tips should serve as a good introduction or refresher for any HR professional.

1. Employment Contracts

India does not mandate a written employment contract for local employees. However, it is advisable for companies to use contracts to limit risk and define the terms and conditions of employment. Indian employment laws are diverse and form a complex framework that employers must navigate carefully when constructing contracts. Apart from labor laws, there are industrial laws, The Companies Act, and the Contract Act, 1872 that govern employment conditions in India. Both the state and federal governments create and enforce laws pertaining to employment, which can complicate compliance for those that are unfamiliar with the country. HR managers should keep themselves updated and develop employment contracts in accordance with these to prevent future legal complications.

2. Wages

Employers should seek to periodically audit their wage structure to ensure it remains competitive within the local labor market. However, it is perhaps more important to ensure wages are compliant with prevailing laws. Under the Minimum Wages Act, 1948, all employers in the organized sector must provide 'the basic cost of living' to employee categories specified within the act. The Code on Wages Bill, 2019 further enables the federal government to fix minimum statutory wage for millions of workers. The Equal Remuneration Act, 1976 mandates non-discrimination for payment of wages to men and women, while The Payment of Wages Act, 1936 orders the timely disbursement of wages to employees. Payment of wages below the minimum wage limits amounts to forced labor. This is prohibited under the Bonded Labor System (Abolition) Act, 1976. Companies should ensure that employment contracts consider this while defining the terms and conditions for the remuneration for employees.

3. Termination of employment

Employees in India may only be terminated as per the terms and conditions within their employment contract. However, companies should note that all employers must adhere to the

federal and state labor laws when laying off or terminating workers – the conditions drafted in company contracts cannot supersede these legal statutes. Finally, termination without notice is prohibited in India. Termination periods vary by function and length of employment.

4. Maternity and paternity leave

The Maternity Benefits (Amendment) Act, 2017 applies to all shops and any establishments that employ over 10 workers. Under the Act, 26 weeks of paid leave is available for women for the first two children, and 12 weeks subsequently. Companies employing more than 50 people must also provide crèche services. The Paternity Benefits Bill, 2017 is set to be up for discussion in the next parliamentary session. However, a significant number of organizations, especially foreign companies like Microsoft and IKEA, already include a mutually decided paternity leave clause within their company policy. This practice has been well received by the Indian workforce and lauded as a good HR move.

5. Prevention of sexual harassment in the workplace

The Indian government has brought the safety of women in the workplace to the forefront of its law making. An Internal Complaints Committee must be set up by all organizations with more than 10 employees in accordance with the norms laid out in the Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act, 2013. All complaints should be actively pursued, evidenced, and redressed immediately. To guarantee employee safety, companies must draft appropriate HR policies within the firm, and ensure they are clearly communicated to all personnel. HR personnel should organize workshops or sensitization programs and encourage communication to promote an organizational culture that provides for a fair and safe working environment for all its employees.

6. Public holidays and work weeks

India observes three national holidays – Republic Day (January 26), Independence Day (August 15), and Gandhi Jayanti (October 2). On these days, all institutions, whether public or private, must remain closed. Government approval is necessary for any organization to function on these days. Only certain establishments, such as factories, and industries where the work process is considered to be continuous, including hospitals, and travel agencies, are allowed to operate over 24 hours across 365 days. However, establishments that operate on these days are subject to provide additional wages for staff working on those days. Additionally, firms must inform the annual list of holidays and weekly offs available to employees each year. The number of leaves and categories of leave must ideally be explained in the employee contract. Many laws in India, such as the Factories Act, 1948, also provide for the maximum number of work hours and the amount of overtime wages to be paid to labor employed.

7. Restrictive clauses in employment contracts

Employers should note that including restrictive clauses into a contract might not be enforceable through the Indian courts. The Contract Act, 1872, necessitates the fundamental right of all citizens to carry on any profession, trade, or business. Non-compete, non-disclosure, non-

solicitation, and ‘garden leave’ clauses are examples of restrictive clauses that can only be imposed by the courts if plausible grounds – with respect to time-period and nature of activities involved – are provided. The best way to ensure enforceability is to restrict the scope of the clauses as much as possible within these dimensions. However, this does not guarantee legal protection to employers.

8. Gratuity and Provident Fund

The Payment of Gratuity Act, 1972 provides the guidelines for gratuity owed to an employee. The number of years of service of the employee is the criteria for deciding the amount of gratuity owed, and this payment by the company is obligatory by law. The minimum amount (more may be approved) must be given to an employee in case of the following circumstances:

- Retirement;
- Resignation;
- Disablement due to accident or illness; or,
- Death of the employee (gratuity paid to employee’s nominees).

However, if an employee is dismissed for proven criminal or moral reasons, no gratuity is owed to him. Similarly, the Employees Provident Fund Organization of India (EPFO) oversees and regulates the Employee’s Provident Fund (EPF). Under this scheme, the employer and employee contribute an equal amount to the fund every month, which is accessible to the employee at certain points in their career. The EPF scheme is mandatory for a salary below Rs 15,000 (US\$220) and voluntary thereafter.

9. Impact of digitalization

Workplaces are becoming increasingly virtual. Firms and employees both require real time employee information to improve critical efficiencies and maintain core compliances within the organization. The scope of work for HR departments has expanded to include the use of digital technology, through apps and in-house databases, especially in the service and consultancy sectors. This includes the use of online platforms and applications for processes such as recruitment, learning and development, and even day-to-day administration. Business leaders should consider increasingly affordable integrated software solutions that automate aspects of HR administration and payroll. This often allows back offices to focus on providing value added services, allowing front offices to invest more into growth, services, and innovation.

10. Adaptive work culture

Job seekers in India are moving away from traditional work modes – such as a ‘9 to 5’ time pattern – to a more holistic view of career development. Organizations are also gradually incorporating the idea of work-life balance into their corporate culture. Responsive and adaptive HR departments are key to cultivating these organizational values, and fostering a balance between employee satisfaction and productivity. Working conditions in Indian multinational

companies are also changing to incorporate flexi-time or work from home options into employment contracts to boost employee retention and loyalty.

For More Information – Kindly Visit:

- <https://www.startuphrtoolkit.com/hr-policies-in-india/>
- <https://www.india-briefing.com/news/hr-policies-in-india-10-best-practices-for-employers-16977.html/>
- <http://www.whatishumanresource.com/employment--labour-laws-in-india>

Few Research Papers on HRM policies in India:

- https://www.researchgate.net/publication/238335803_Determinants_of_HRM_Policies_and_Practices_in_India_An_Empirical_Study
- https://www.researchgate.net/publication/229930654_The_strength_of_HR_practices_in_India_and_their_effects_on_employee_career_success_performance_and_potential
- <https://journals.sagepub.com/doi/10.1177/097215090000100205>
- <https://www.jstor.org/stable/24547013>
- <http://www.ijstr.org/final-print/dec2019/Diversity-At-Workplace-Performance-Of-Human-Resource-Management-Practices-In-It-Sector-In-Ncr-India.pdf>
- http://www.irdindia.in/journal_ijrdmr/pdf/vol6_iss4/3.pdf
- <https://www.iosrjournals.org/iosr-jbm/papers/Vol17-issue2/Version-4/D017242024.pdf?id=7371>

SUCCESSFUL ENTREPRENEUR

Article by Nikita Ravindra Pagare SyBcom – A

Being a successful entrepreneur means more than starting new ventures every other day. It means the right attitude towards a business and the determination and grit to achieve success. A successful entrepreneur has a strong inner drive that helps him or her to succeed.

An entrepreneur should always be on the lookout for new innovations and ideas in order to emerge as a winner. They should constantly reinvent themselves and think of better ways to run a business and improvise on the products and services offered by them. Another important quality of a successful entrepreneur is openness in adopting change. They should not be headstrong and stubborn when it comes to choosing other options.

The 5 characteristics of Successful Entrepreneurs

- ★ Customers are why a business exists. Their sales dollars determine the success of any business. Successful entrepreneurs realize this early on and make their business about the customers. Studies show that customers are four times more likely to switch to a competitor if they have a customer service concern versus a price or product issue.
- ★ Every decision has consequences, whether good or bad. Over time, those consequences shape our reality and tell the story of our lives. Entrepreneurs who are doing well take note and carefully identify the potential long-term effects of each decision, while seeking counsel before making major decision.
- ★ There's always something you don't know and something else that has just been discovered. Both are essential for entrepreneurs. You can't build a business around something you don't know about, and you can't improve products and services using outdated methods. Entrepreneurs are always on the prowl to learn more about what they do and what the competition is working on.
- ★ The best things in life are often found on the other side of a worthwhile risk; in that way, the best business you can build may be on the other side of possible failure. Entrepreneurs don't shy away from the unknown or the uncharted. They know that's where the future sales dollars and profits are. While uncalculated risks can cause terrible consequences, calculated risks are the sweet spot of a new business venture.
- ★ As conditions and society go through changes, so do the needs of customers. The successful businesses of tomorrow will be those that learn how to meet those needs quickly and don't get left behind in the heap of non-adapters.

To be successful in sustainable business practices often requires entrepreneurship and innovation. ... The motivations for becoming an entrepreneur are diverse and can include the potential for financial reward, the pursuit of personal values and interests, and the interest in social change.

Some of the successful entrepreneurs from India

1. DHIRUBHAI AMBANI-RELIANCE.
2. RATAN TATA-TATA GROUPS.
3. NARAYANA MURTHY-INFOSYS.
4. AZIM H. PREMJI-WIPRO.
5. LAXMI MITTAL -ARCELOR.

TOP 10 SUCCESSFUL ENTREPRENEURS IN INDIA

BUSINESS CONNECT
INSPIRING BUSINESS COMMUNITY

The List Of The Top 10 Successful Entrepreneurs In India



Vijay Shekhar Sharma



Ritesh Agarwal



Trishneet Arora



Srikant Bolla



Dhirubhai Ambani



Ratan N. Tata



Nagavara Ramarao
Narayana Murthy



Ghanshyam Das Birla



Azim Premji



Brijmohan Lall Munjal

https://www.google.com/url?sa=i&url=https%3A%2F%2Fbusinessconnectindia.in%2Fblogs%2Ftop-10-entrepreneurs-of-india%2F&psig=AOvVaw1O9WFp6JHb5CpA_888v-9U&ust=1604206319680000&source=images&cd=vfe&ved=0CAMQjB1qFwoTCICdqpOE3uwCFQAAAAAAdAAAAABAO

For more information kindly visit:

1. Amazon Empire: The Rise and Reign of Jeff Bezos (full film) | FRONTLINE

<https://www.youtube.com/watch?v=RVVfJVj5z8s>

- https://en.wikipedia.org/wiki/List_of_Indian_entrepreneurs
- <https://digest.myhq.in/successful-entrepreneurs-in-india/>
- <https://www.mensxp.com/work-life/entrepreneurship/21253-51-most-successful-entrepreneurs-of-india-p1.html>
- <https://www.themoneygig.com/list-of-15-successful-indian-entrepreneurs/>
- <https://www.incomediary.com/30-most-influential-entrepreneurs-of-all-time-2>
- <https://www.bizain.com/top-10-richest-entrepreneurs-list/>

IMPORTANCE OF AUDITING IN BIG COMPANY HOUSES

Article by Uma Nadar (SYBCOM A)

As everyone is aware about auditing and the importance it holds in every company/ firm/ entity. So basically what is **Auditing...?** As defined by **ICAI**, “*Auditing is the independent examination of financial information of any entity, whether profit oriented or not, and irrespective of its size or legal form, when such an examination is conducted with a view to expressing an opinion thereon*”.

Importance of audit can never be overstated nor understated. A good auditor may help you to improve your business. A good audit report gives you a complete picture of how your business is working i.e. a detailed overview of your company. Creditors, debtors, shareholders, partners, etc are indirectly associated with the company. An audit report acts as an evidence to protect their interest. It helps a company in taking government grants. Internal audit helps to check the moral of the employees.



https://www.google.com/url?sa=i&url=https%3A%2F%2Fbj.hu%2Fbusiness%2Finternal-audit-and-control-protect-improve-and-grow-your-business_170645&psig=AOvVaw2d7gc3HS6oDo2jkzYboSDm&ust=1604207077556000&source=images&cd=vfe&ved=0CAMQjB1qFwoTCIDW6cKH3uwCFQAAAAAAdAAAAABAD

An audit report not only helps to settle a trade dispute it also helps to settle accounts at the time of retirement, or death of a partner. It is of great use at the time of liquidation. Auditing gives assurance to financial specialist and reassures that the reserves are handled properly. A good audit report helps in gaining goodwill and creates confidence about your company among the people you work with as well as government institutes. A good audit report helps to increase credit score. A good auditor gives you opinion on how to manage errors and give you helpful suggestions on how to rectify it.

Hence, regularly auditing financial statements helps to increase trustworthiness of your company. And also gains reliability among investors, shareholders, banks and tax officials.

For more information kindly visit:-

- <https://legodesk.com/legopedia/what-is-auditing/>
- https://www.icaai.org/post.html?post_id=13814
- <https://www.icaai.org/post/standards-on-internal-audits>
- <https://www.icaai.org/category/auditing-review-and-other-standards-complete-text>
- <https://www.icaai.org/post/guidance-notes-on-auditing-aspects>
- https://www.icaai.org/post.html?post_id=6612
- <https://www.icaai.org/post/16553>

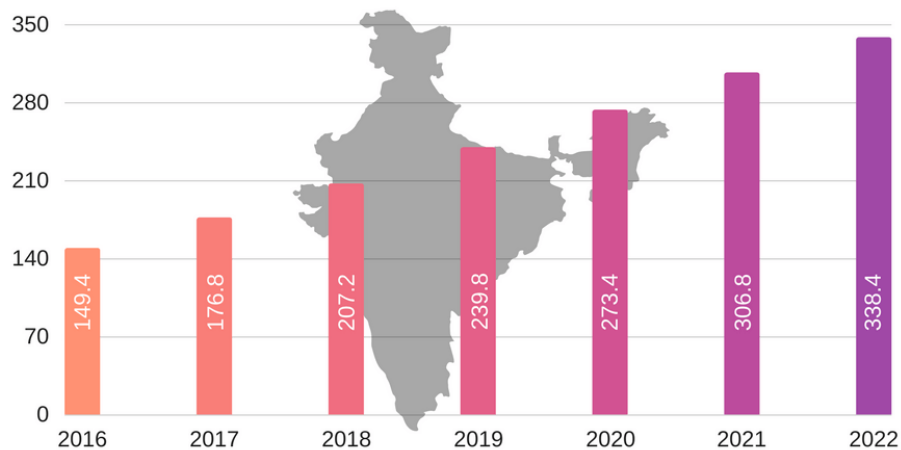
Online Industry- A new world

An article By - Mahek khanSYBCOM B

Online industry is an organization that works online, its displays its products on a networking site like (amazon, flip kart, myntra) etc. from where people can see the product review it and buy it. For buying online products there are many options card payment, cash on delivery, UPI and many more.

Now a day internet has become a medium of many things from online chatting to online shopping many ways are there to shop. Online Industry help in savings our time by going to outlets, and shop. People can search their wanted product and buy that online.

NUMBER OF ONLINE SHOPPERS IN INDIA (in millions)



Source: Statista, e-Commerce India, User in millions

eshopworld

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fdigiperform.com%2Fthe-growth-of-digital-marketing-in-india%2F&psig=AOvVaw25Gobr9bd7hvk90zkagUe&ust=1604207735358000&source=images&cd=vfe&ved=0CAMQjB1qFwoTCJi2jLSJ3uwCFQAAAAAdAAABAY>

Online Industry comes under e-commerce and there are many kind of e-commerce.

Any business in which the product are being sold or purchased online is online business.. Online business will have an offside shop to stock their products but the consumption of products will take place online itself. Now a day's online Industry has made a great change not only in economics of the country but also in the mentality of people.

JAN 2019

E-COMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH [SURVEY BASED]



SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY



we are social

86%

VISITED AN ONLINE RETAIL STORE ON THE WEB (ANY DEVICE)



global web index

97%

PURCHASED A PRODUCT OR SERVICE ONLINE (ANY DEVICE)



ad

74%

MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER



global web index

40%

MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE



global web index

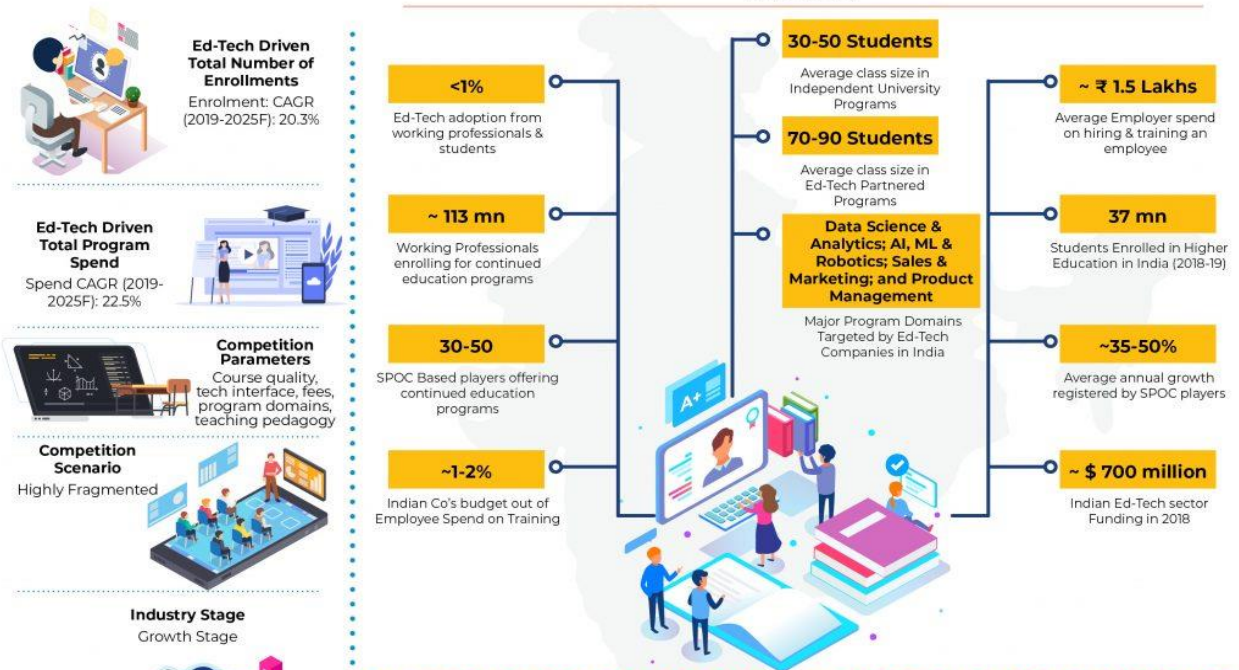
60%

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.xakbox.com%2Fgrowth-of-digital-marketing-in-india-2019%2F&psig=AOvVaw2dp1FvQwH-3IFv2UvdRspf&ust=1604207811210000&source=images&cd=vfe&ved=0CAMQjB1qFwoTCOCJpNiJ3uwCFQAAAAAdAAAAABAO>

It gives you all the details about the products, its gives you review from the people who have used it, its gives all the necessary details. All this important information helps in gaining the trust of the customer.

India Ed-Tech Based Career Programs Market will be Driven by Rise in Up-Skilling Needs by Professionals, Supportive Government Initiatives and Rising Investment in the Education Space: Ken Research

KEY FINDINGS



COMPETITION DASHBOARD



upGrad
greatlearning
Learning for Life

talent sprint

simplilearn
Get Certified. Get Ahead.

NORTHWEST
EXECUTIVE EDUCATION

TALENTEDGE
Live & Interactive Digital Learning

HUGHES
GLOBAL EDUCATION

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.kenresearch.com%2Fblog%2F2020%2F03%2FIndia-online-education-industry-research-report-ken-research%2F&psig=AOvVaw0mNLYg4VLSTfjQt1QzG5Z&ust=1604207643045000&source=images&cd=vfe&ved=0CAMQjB1qFwoTCJjV3IiJ3uwCFQAAAAAdAAAAABAJ>

Online Industry Dose not only refer in shopping its refers in news, data base and many more. People who do online work or freelancing are also a mean of online industry..

News getting online read, and products getting launched, etc. all these are a mean of online industry.

Online industry has become a wide concept because of interest. Internet has played a very important role for online business or e commerce.

For more details kindly checkout the following websites:

- <https://www.ibef.org/industry/ecommerce.aspx#:~:text=India's%20internet%20economy%20is%20expected,the%20highest%20in%20the%20world.>
- <https://www.statista.com/statistics/792047/india-e-commerce-market-size/>
- <https://www.pwc.in/research-insights/2018/propelling-india-towards-global-leadership-in-e-commerce.html>
- <https://www.livemint.com/industry/retail/india-s-e-commerce-market-to-see-300-mn-shoppers-by-2025-11591894031861.html>

Research Papers –

- https://www.researchgate.net/publication/295622591_E-Commerce_Services_in_India_Prospects_and_Problems
- https://www.researchgate.net/publication/303792097_THE_FUTURE_OF_ONLINE_SHOPPING_IN_INDIA_A_Study_of_Punjab_and_Haryana_States_of_India
- <https://www.journalijdr.com/study-impact-e-commerce-india%E2%80%99s-commerce>
- <http://www.iosrjournals.org/iosr-jbm/papers/Vol19-issue6/Version-1/K1906019195.pdf>
- <https://www.ijcsmc.com/docs/papers/June2013/V2I6201328.pdf>
- <https://www.semanticscholar.org/paper/E%E2%80%93Commerce-in-India%3A-An-Analysis-of-Present-Status%2C-Kumar/7916712ea0cbe766c2ec49a8b9e699cdc4668f79>

Evolution of Commerce and Recent Trends

An article By –Nishita Shinde (SYBCOM B)

As we are aware that the father of commerce is Poseidon according to Greek mythology. Commerce was invented by **Michael Aldrich in 1979** he invented online shopping to enable online transaction processing between consumers and businesses, or between one business and another, a technique known later as e-commerce.

Commerce as a stream of education It can be defined as a study of trade and business activities e.g.: exchange of goods and services. Commerce includes study of business from producers to buyers , students opt commerce because they want to indulge themselves in business & finance.

Students can pursue commerce course at the undergraduate, postgraduate, Diploma levels. Commerce UG courses are Bcom ,Bcom in finance and accountancy,Bcom Hons ,BBA,Bcom in banking and Insurance, Bcom in Accounting and taxation, BA in business Economics. Commerce PG courses are Mcom, MA in Economics, MBA, MBA in banking and finance, Mcom in accounting and finance.

There are so many job opportunities through commerce field such as

- Chartered accountants
- Chartered Financial Analyst
- Company Secretary
- Loan executive
- Human Resource manager
- Certified financial planner
- Economist
- Venture capitalist
- Agriculture economics
- Accounting
- Banking
- CWA
- Advertising
- Mathematics and statistics
- Stock banking

And this is just the tip of the iceberg. For more insight into the kind of opportunities commerce can give you, analyze your strengths and weaknesses and hone in on the course of your choice so that you can build a future career and take advantage of the burgeoning financial climate of the country.

In fields like commerce it helps create more and more Entrepreneurs as it opens up the doors for students to take up to business opportunities ,to take risks in finance in the hope of profit .

Commerce is surely not a mid-way

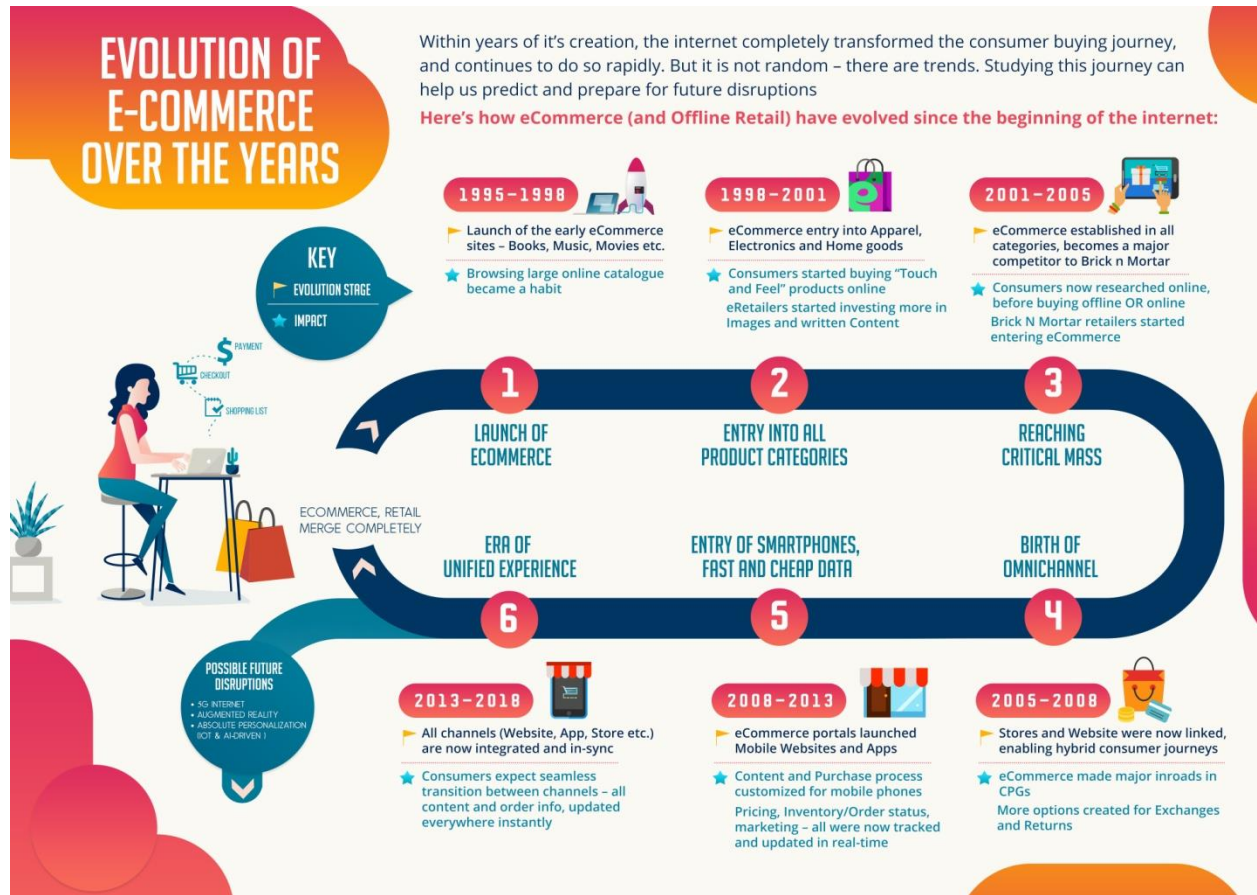
There used to be a misconception that science is a difficult stream and needs more hard work, time and efforts of the students to achieve success in life. Humanity stream was opted by those who were interested in theory, literature or any other art form. Humanity was thus a creative zone left for creative and imaginative students. Commerce was thought to be a mid zone, but it is not so in reality. Commerce as a stream needs its own dedication, interest, hard work and sincere efforts to be the king of your stream. The myth about the importance of commerce stream should be broken that commerce is not a mid-way for sure.

Scope Of Commerce Stream And Career Choices

Commerce is in vogue among the young generation and is a career of choice for most of the students even after the high cut offs, exhibits the importance of commerce stream among students. Commerce is a popular choice of the masses which provides a plethora of career choices for success and financial security. The stream of commerce offers a wide range of secured career choices for its students like chartered accountant, cost accountant, finance management, business management, and hotel management with bright future in banking and finance sectors as well. Company secretary is also a nice choice for the students of commerce. Above all these career opportunities the students of commerce can plan and design their business so wonderfully that no students of science or humanities can achieve. The students of commerce have the in depth knowledge of each and every process of business from planning to execution to review and obtaining the desired results.

It Would Be Totally Unacceptable To Assume Commerce As An Easy Task

Commerce can never be an option for the students just like that or if they could not land anywhere and assume that commerce will be an easy ride they are stepping into a wrong zone altogether. Commerce stream has its own importance and as any other subject needs aptitude and interest of the students. The student must think well before choosing this commerce stream as it is a wide arena which seeks hard labour and day and night efforts. The students who love to play with numerical facts and figures and statistics and love to gamble with numbers matching, commerce is just made for you. Such figures lover students gel with commerce stream as water with water. The student should accept commerce as a challenge and try to learn the techniques to travel far in this field.



https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.reddit.com%2Fr%2Fecommerces%2Fcomments%2F9lm3yy%2Fevolution_of_ecommerce_over_the_years%2F&psig=AOvVaw0EL.Ezp1efmxyzP8INgwch0&ust=1604208290984000&source=images&cd=vfe&ved=0CAMQjB1qFwoTCLjb176L3uwCFQAAAAAdAAAAABAO

Commerce has a reputation of its own and for all its career opportunities it provides. The students need a mentor and guide to travel across this vast zone of commerce and to achieve success in the world of commerce stream. Who can be a better co traveller and guide than ACADEMY OF COMMERCE? Academy of commerce provides you the best mentors and faculty to take you to the next step of success in the field of commerce. One can reach great heights of success in this field if one is determined to achieve success.

For more information:

- <https://www.cloudways.com/blog/latest-ecommerce-trends/>
- <https://www.warehouseanywhere.com/resources/history-future-and-trends-of-ecommerce/>
- <https://www.bigcommerce.com/blog/ecommerce-trends/>
- <https://www.slideshare.net/msslgroup/2ecommerce-in-india-evolution-growth-and-challenges>

Article on Successful Entrepreneur

Ridha Khan SYBCOM A

I CAME TILL HERE; NOT TO STAY HERE! BUT TO GO FURTHER.

Yes, I often say to myself I came till here; not to stay here, but to go further from here. Because entrepreneurship is not a destination, it's a journey. On this journey, successful entrepreneurs don't have an expectation of "arriving" to some finish line. If you do have that expectation, you won't continue to push yourself to step outside of your comfort zone and grow.

Like on any journey, the traveller decides where to go and how to go, he finds so many routes/ways to choose the best one for his convenience. In the journey he meets so many people. Sometimes he meets so many good people and learns so many new things. And sometimes some bad people make the journey a little out of track. Sometimes he faces some problems and sometimes he doesn't even realize that the journey is going to complete.

Likewise, in the entrepreneurship journey the traveller is an entrepreneur, who asks these 3 game-changing questions to himself:

Where you're right now?

Where you want to go?

How you are going to get there?

The journey of a gamechanger entrepreneur starts from answering these questions to himself. Back then I used to think how these entrepreneurs are so much productive in their life. In my life, I've met so many professional people but some are just professionals by their attitude and mindset. They just light up the room when they enter. When I study those personalities today, I realize that they are not just professionals but they are successful entrepreneurs.

THEY DON'T WORK ON SCHEDULE THEY WORK ON PRIORITIES.

I observed that a successful entrepreneur doesn't prepare a schedule and work on that basis. But I observed that they prepare their priorities and work thoroughly on their priorities.

They write on their 'TO-DO' where they are now, where they want to go and how they are going to get there. Then they prioritise their daily working pattern on the basis of most important task to get their work done. Then they always timebound it i.e. by when they are going to complete that task.

This is a perfect way to get the work done. Becoming a successful entrepreneur means understanding hard times are when you need to push. When there are obstacles, here's what a successful entrepreneur does.

ACKNOWLEDGE, THEN PROCESS YOUR THOUGHTS.

The only way to get through obstacles is to acknowledge that yes, there is an obstacle. The gateway to your feelings and emotions is your thoughts. What and how you think about that obstacle matters the most in your entrepreneur journey.

IF YOU HAVE PROBLEM, DON'T PANIC, WORK THE PROBLEM.

For one problem there are infinite solutions, but the thing is you apply the solutions one by one and not giving up if things don't work.

If one solution doesn't work that means you have to iterate another one. If again it doesn't work then again iterate for with next possible solution and this goes on until you get the satisfied result.

That means either you succeed or either you get to know what solutions are not going to work for that particular problem. At the end you do succeed.

Here I embrace the well-known saying of Thomas Edison when invention of light bulb. "I haven't failed – I've just found 10,000 that won't work"

IF IT WAS EASY, ANYBODY WOULD HAVE DONE IT.

That's why I always say it's not a destination it's a journey.

Entrepreneurs don't expect destination, they enjoy the journey.

They don't need vacation.

They don't need holidays.

Their passion drives them.

Either they succeed or they learn. `

The whole life of them is to do the next big thing.

ENTREPRENEURSHIP IS FOR EVERYONE, BUT NOT ANYONE CAN BE AN ENTREPRENEUR

A story of Shraddha Sharma -Successful Entrepreneur

Article by Risha Shaikh SYBCOM B

Shradha sharma – Founder & CEO of Your Story

Shradha Sharma is the founder, CEO and chief editor of **YOURSTORY**, a media technology platform for entrepreneurs. Before starting Your Story in 2008, Sharma served as an assistant vice president at CNBC TV18 and also a brand adviser at The Times of India.



Age: 37

Education: MICA

Prior work experience: CNBC, TV 18 , The Times Of India .

How well do you handle negativity?

How well have you faced the adversities in your life?

These reflection are what has made Shraddha Sharma, the successful lady she is today with a unique idea of enterprising the storytelling concept, Shraddha has mastered the art like no one else. In her interview, she **emphasize on the below three options:**

- 1.** Most of our defining moments in our lives are shaped by adversities we face & overcome. They will continue to shape who we are. Let's embrace adversity.
- 2.** I have a story. You have a story. Everyone has a story. Be Bold & share your story. If you are not happy with your current story, go ahead and change what you need to change to make a better story.
- 3.** Let's start listening and learning from stories of others, people who have faced and overcome adversities. They will help us think better and in turn, shape our own stories in a powerful way.

We have 15,146 plus stories right on our websites if you are looking for a starting point. Let's start it.

A girl from city of Patna, who was raised in a broken and Dysfunctional family, having a minimum support system, is today marshaling the stories coming across from an utterly diverse background.

More information available on these sites:-

- <https://yourstory.com/author/shradha-sharma>
- <https://www.legalwiz.in/blog/an-inspiring-story-of-shradha-sharma-of-yourstory>
- <https://timesofindia.indiatimes.com/10-indian-startups-with-women-founders/YourStory-Shradha-Sharma/photostory/53065200.cms>
- https://twitter.com/SharmaShradha?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

ONLINE INDUSTRY

Article by Anjali Tiwari Sy bcom B

Introduction

The e-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much growth of the industry has been triggered by increasing internet and smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 636.73 million in FY19. India's internet economy is expected to double from US\$ 125 billion as of April 2017 to US\$ 250 billion by 2020, majorly backed by e-commerce. India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.

Market Size

Propelled by rising smartphone penetration, the launch of 4G networks and increasing consumer wealth, the Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. Online retail sales in India are expected to grow by 31 per cent to touch US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

During April-June quarter 2019, smartphone shipment in India grew 9.9 per cent year-on-year to 36.9 million shipments. It is expected to reach 160 million in 2019.

During 2018, electronics is currently the biggest contributor to online retail sales in India with a share of 48 per cent, followed closely by apparel at 29 per cent.

Investments/ Developments

Some of the major developments in the Indian e-commerce sector are as follows:

- In August 2019, Amazon acquired 49 per cent stake in a unit of Future Group.
- Reliance to invest Rs 20,000 crore (US\$ 2.86 billion) in its telecom business to expand its broadband and E-commerce presence and to offer 5G services.
- In September 2019, PhonePe launched super-app platform 'Switch' to provide a one stop solution for customers integrating several other merchants apps.
- In November 2019, Nykaa opened its 55th offline store marking success in tier II and tier III cities.
- Flipkart, after getting acquired by Walmart for US\$ 16 billion, is expected to launch more offline retail stores in India to promote private labels in segments such as fashion and electronics. In September 2018, Flipkart acquired Israel based analytics start-up Upstream Commerce that will help the firm to price and position its products in an efficient way.
- As of March 2019, Flipkart launched its internal fund of about US\$ 60-100 million to invest from early stage to seed innovations related to e-commerce industry.
- Paytm has launched its bank - Paytm Payment Bank. Paytm bank is India's first bank with zero charges on online transactions, no minimum balance requirement and free virtual debit card

- As of June 2018, Google is also planning to enter into the E-commerce space by November 2018. India is expected to be its first market.
- Reliance retail is going to launch online retail this year. It has already launched its food and grocery app for beta testing among its employees.
- E-commerce industry in India witnessed 21 private equity and venture capital deals worth US\$ 2.1 billion in 2017 and 40 deals worth US\$ 1,129 million in the first half of 2018.
- Google and Tata Trust have collaborated for the project 'Internet Saathi' to improve internet penetration among rural women in India.

Government initiatives

Since 2014, the Government of India has announced various initiatives namely, Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of such programs will likely support the e-commerce growth in the country. Some of the major initiatives taken by the government to promote the e-commerce sector in India are as follows:

- Government e-Marketplace (GeM) signed a Memorandum of Understanding (MoU) with Union Bank of India to facilitate a cashless, paperless and transparent payment system for an array of services in October 2019.
- In February 2019, the Government of India released the Draft National e-Commerce Policy which encourages FDI in the marketplace model of e-commerce
- In order to increase the participation of foreign players in the e-commerce field, the Indian Government hiked the limit of foreign direct investment (FDI) in the E-commerce marketplace model for up to 100 per cent (in B2B models).
- The heavy investment of Government of India in rolling out the fiber network for 5G will help boost ecommerce in India
- In the Union Budget of 2018-19, government has allocated Rs 8,000 crore (US\$ 1.24 billion) to BharatNet Project, to provide broadband services to 150,000 gram panchayats
- As of August 2018, the government is working on the second draft of e-commerce policy, incorporating inputs from various industry stakeholders.

Achievements

Following are the achievements of the government in the past four years:

- Internet subscribers in India stood at 665.31 million in June 2019.
- In the festive sale (September 29-October 4, 2019), the e-tailers in India achieved US\$ 3 billion of Gross Merchandise Value (GMV).
- Amazon India launched the Amazon Marketplace Appstore which will provide solutions to sellers .
- Value of Unified Payments Interface (UPI) transactions recorded 1.15 billion transaction worth more than Rs 1.913 trillion (US\$ 27 billion) in October 2019.

- Under Internet Saathi project over 26 million women were benefitted in India and it reached 2.6 lakh villages and reached 20 states.
- Under the Digital India movement, government launched various initiatives like Udaan, Umang, Start-up India Portal etc.
- Under the project ‘Internet Saathi’, the government has influenced over 16 million women in India and reached 166,000 villages
- Udaan, a B2B online trade platform that connect small and medium size manufacturers and wholesalers with online retailers and also provide them logistics, payments and technology support, has sellers in over 80 cities of India and delivers to over 500 cities.
- According to the UN’s eGovernance index, India has jumped 11 positions to 107 in 2016 from 2018 in 2014.
- The government introduced Bharat Interface for Money (BHIM), a simple mobile based platform for digital payments.

Road Ahead

The e-commerce industry been directly impacting the micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. The Indian e-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest e-commerce market in the world by 2034. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in e-commerce sector will also boost employment, increase revenues from export, increase tax collection by ex-chequers, and provide better products and services to customers in the long-term.

COVID – 19 AND ITS IMPACT ON INDIAN ECONOMY

Article by Rajdeep Joshi SYBCOM B

➤ What is COVID – 19?

Coronavirus disease (COVID-19) is an infectious disease caused by a new virus. The disease causes respiratory illness (like the flu) with symptoms such as a cough, fever, and in more severe cases, difficulty breathing. You can protect yourself by washing your hands frequently, avoiding touching your face, and avoiding close contact (1 meter or 3 feet) with people who are unwell.

➤ How it spreads?

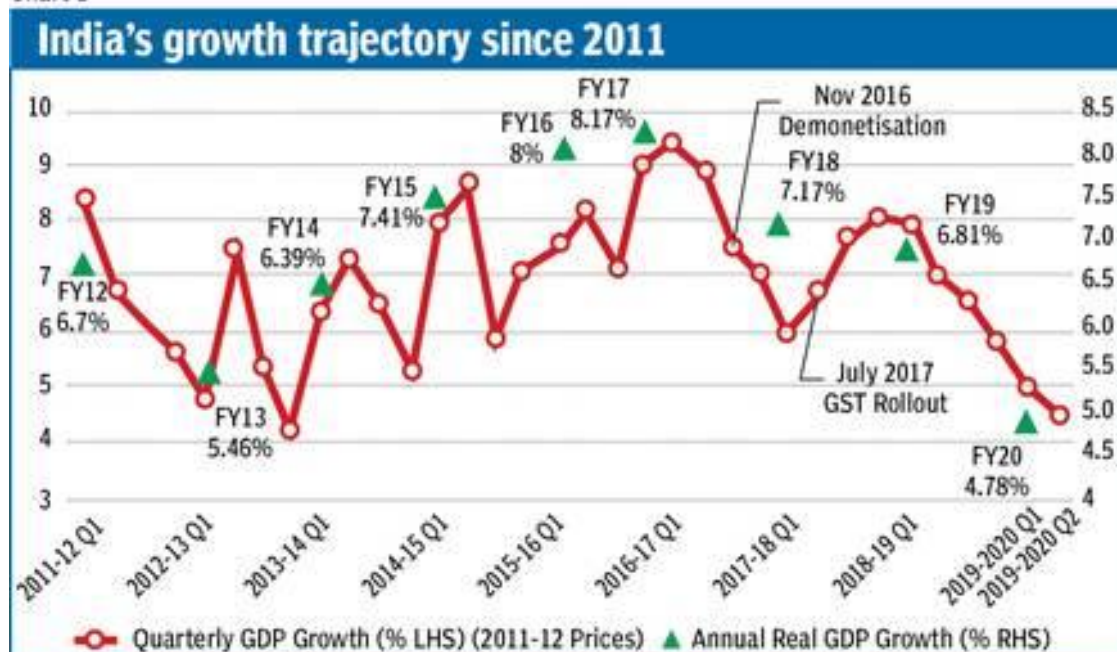
Coronavirus disease spreads primarily through contact with an infected person when they cough or sneeze. It also spreads when a person touches a surface or object that has the virus on it, then touches their eyes, nose, or mouth.

IMPACT

With the number of COVID-19 cases leaning dangerously more than 200,000 and the worldwide death toll crossing more than 8,000, the World Health Organization (WHO) declared the virus outbreak a pandemic in the second week of March 2020, four months after the novel virus first made headlines.

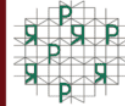
Nearly 162 countries are steadily going into lockdown, and businesses across the globe are operating in fear of an impending collapse of global financial markets. This situation, clubbed with inactive economic growth in the previous year, especially in a developing country like India, is leading to extremely volatile market conditions. Let's understand how the coronavirus is impacting business and subsequent tax reforms in India.

Chart 1



Source: Authors based on data from Central Statistical Office

PRADAN's Planned Strategic Interventions to Tackle COVID-19 Crisis



https://www.google.com/url?sa=i&url=https%3A%2F%2Favpn.asia%2Fblog%2F7-ways-to-reboot-the-indian-rural-economy-post-covid-19%2F&psig=AOvVaw2LIVS4aKabZj6_Wvdy9QC&ust=1604210188095000&source=images&cd=vfe&ved=0CAMQjB1qFwoTCPi1ze-S3uwCFOAAAAAdAAAAABAg

➤ Will rationalizing tax rates or providing tax relief help curb the impact of COVID-19 on the Indian economy?

Speaking on measures to combat the economic impact from the rapidly spreading coronavirus, Chief Economist of the International Monetary Fund, Gita Gopinath said that Government policymakers would need to implement a substantial targeted fiscal. She also advised on broader monetary stimulus and policy rate cuts to help normalize the economic situation.

India is already running short on its GST revenue collection, and the coronavirus scare could make matters worse. With less than 200 active COVID-19 cases in a 1.33 billion population, the Government of India is not in a rush to make any drastic changes in policy and offer tax relief (even though Indian enterprise leaders are calling for cuts in import duties). They have, however, announced an extension in filings of GST for FY 2018-19 until June 30, 2020. India has also rescheduled the introduction of mandatory e-invoicing until October 1, 2020.

➤ The learning curves

Every crisis serves as a learning opportunity for organizations, and this pandemic is proving to be quite the lesson. Here's how organizations are figuring out their next moves.

➤ Remote working

With major cities on lockdown, organizations have had no choice but to dig into their business continuity and contingency plans. Ever since the first [COVID-19](#) case was confirmed in India, numerous companies have instituted a 'work from home' drill using critical resources to understand whether remote working conditions are feasible. That being said, remote working

also has its limitations and cannot be carried out by other sectors like retail, hospitality, or manufacturing, leaving them no choice but to face business interruption.

➤ **Safety measures for employees**

Employee safety is the need of the hour. Still, with no experience of dealing with a virus that has the potential to spread rapidly, most companies are brushing off their hands by asking employees to stay home. Some organizations, however, are implementing measures like temperature screening, disinfection of office premises, setting up COVID-19 response teams, distribution of COVID-19 precautionary packages.

➤ **An open line of communication**

Even though the mortality rate of COVID-19 is lower than the 1918 influenza pandemic, it has caused a widespread panic due to unclear lines of communication. Organizations are stepping up and maintaining an open line of communication with all their stakeholders, including employees and customers.

➤ **Opportunity in a crisis**

Like India, several international economies are becoming cognizant of the risk they face by being overly dependent on one market. Making the current situation a learning opportunity, CXOs of Indian multinationals, who recently attended the annual meeting of the Confederation of Indian Industry (CII), believe this is the time India can work on capturing potentially 40% of their competitor's market share by looking at indigenous production of goods, furthering the country's Make in India campaign.

More information available at:-

- <https://government.economictimes.indiatimes.com/news/economy/opinion-impact-of-covid-19-on-the-indian-economy/75021731>
- <https://bfsi.economictimes.indiatimes.com/blog/impact-of-covid-19-on-the-indian-economy/4241>
- <https://www.thehindu.com/news/national/amid-covid-19-impact-indian-economy-forecast-to-contract-59-in-2020-un/article32675047.ece>
- <https://bfsi.eletsonline.com/covid-19-and-its-impact-on-indian-economy/>
- <https://www.deccanchronicle.com/business/economy/310820/indian-economy-contracts-239-due-to-covid-19-impact.html>

Research Paper weblinks:

- https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3620727
- <https://journals.sagepub.com/doi/full/10.1177/0972063420935541>
- <https://www.emerald.com/insight/content/doi/10.1108/IJPCC-06-2020-0053/full/pdf?title=social-economic-impact-of-covid-19-outbreak-in-india>
- <https://ideas.repec.org/p/ind/igiwpp/2020-013.html>
- <https://www.industrialautomationindia.in/reportitm/9649/KPMG-Report-on-Potential-Impact-of-COVID-19-on-the-Indian-Economy/research-reports>
- <https://www.journalijar.com/article/33818/impact-of-covid-19-on-the-indian-economy/>

Article on Vandana Luthra- Founder of VLCC , A Successful Entrepreneur

Article by Mehnora shaikh SYBcom B

“I am not VLCC, I am a part of the 6000 professional who run it.”

Age: 49

<https://twitter.com/vandanaluthra?lang=en>

Education: polytechnic for women in New Delhi

Prior work Experience: homemaker

Who doesn't know VLCC?

- It is a beauty and wellness giant and has its presence in 11. Countries across Asia Africa and the GCC (Gulf Cooperation council). It is widely recognize for its weight loss solutions and therapeutic approach to beauty treatments. One stop solution for every beauty related query. VLCC has a staff strength of over 4000 professional, including medical doctors nutritional, physiotherapist and cosmetologist, and having served over five million consumer (including repeat consumer).
- The founder, Mrs. Vandana Luthra-, is awarded the Padma Shri in 2013 for her contribution and is listed as the 33rd most powerful women in business in India by fortune India, in 2015. Along with these accolades, she was also appointed as the chairperson of the Beauty & wellness sector skill council by the Indian government. Furthermore, she is a General Body member of the New Delhi-based Morarji Desai National institute of yoga. The steering committee and the sub- committee formed by India's Ministry of skill Development & Entrepreneurship on the pradhan mantri Kaushal Vikas Yojana also have her as an activemember.
- But nothing happen in one day. Vandana and VLLC didn't happen overnight. Homemaker .A homemaker initially, Vandana Started her journey in 1989 when the first of her two daughters was only 3 years-old and today a grandmother to three kids , Vandana still liver herdreams.
- Remembering her days of struggle she says, “When I started there were hardly any women entrepreneurs in India it was a male dominated environmental had to face a lot of criticism, a lot of people tried to ensure that I did not succeed and grow. The only thing I believed in was that my concept was unique, unusual and it was being introduced in India for the firsttime.
- It took me a good five to six years to convince the medical fraternity to understand that wellness was a larger domain and it required the collaboration of the Beauty, health and fitness expert; in other words a cosmetologist, nutritionists, and a doctor. Eventually, I did manage to convince them”.



There is a segment of very special and brave people, the healthcare workers, whose sacrifices are truly selfless. On behalf of Beauty and Wellness Sector Skill Council, the beauty and wellness industry, and myself, I want to say 'Dil se.. Thank You!'

MRS. VANDANA LUTHRA

Chairperson, Beauty and Wellness Sector Skill Council



<https://www.google.com/url?sa=i&url=https%3A%2F%2Ftwitter.com%2Fvandanaluthra&psig=AOvVaw173-503A6L1ndtK-gmDqR6&ust=1604215137432000&source=images&cd=vfe&ved=0CAMQjB1qFwoTCPjT8f2k3uwCFQAAAAAdAAAAABAD>

More information at:

- <https://theceostory.in/blog/vandana-luthra-the-founder-of-vlcc/>
- <https://timesnext.com/vandana-luthra-inspiration-for-women-entrepreneurs/>
-

Moving from Traditional Business to Online Business

Article by Nafis Mohammad SYBCOM A

Since the COVID-19 (Coronavirus) outbreak various places has been shut down to avoid contact of people and staying at home to lower the curve. But people can't stay home and there will come to the various reasons which law in force can control by arresting those people, police round-up, etc. But one reason which people can't stay home and even law in enforcement can't control those people is those people who are buying Foods, Medicine, Required Products, etc. and those are also helping the Coronavirus to spread even since people will be standing to buy things which help the coronavirus to spread even more and to prevent the COVID-19 we need to avoid contact of people, stay home, washing the hand on regular basis and Don't touching your mouth, nose and eyes, etc.

But since the number of COVID-19 patients is increasing day-by-day the government also have to shut down all the stores including the grocery stores, medical stores, etc. and lockdown we increase even further. In which case people have to stay home no matter what and those people who owned traditional business we come into a crisis to avoid the crisis Traditional Business have to move their business online. In this article, I help you how to move your traditional business into the online sector in this COVID-19 pandemic situation.

What is online business?

To move the business into the online sector you need to understand what an online business is. Online business is buying and selling of goods and service through online needs like Buying and Selling of goods and services with the help of any online medium like owners website, other websites (Like Amazon, Flip kart and Urban Crap) and market your business through social media (Like Facebook, Instagram and Pinterest).

Which medium you select to move your business into the online sector

Now you understand what is online business and what can you do to help to save your traditional business with the help of online business. Now you need to select which method you chose to base on your business income, business status around the market (Goodwill) and various other factors to move your business into the online sector. I help you how to make a website or how to register your business into another website like Amazon and Flip kart and your business with the help of social media.

How to Make an E-commerce Website

In this, I will help you how to make an e-commerce website from start to end and what are the requirements to make an e-commerce website and what can you do with your e-commerce website.

Requirements for the E-commerce Website

- A domain (Name of the website: www.xyz.com)
- A hosting (Place on the internet)
- A CMS (Content Management System where you can create your website)
- A Website Developer

After full filling the requirement for making an E-commerce website your website developer we able to make an e-commerce website base on your requirement.

An e-commerce website is made by those people who are Manufacturer, Wholesaler or Big Brands.

How to Become Online Seller

Another option of selling your goods and Service becomes a Seller on an E-commerce platform. Becoming a helps you sell your product online without any website work. It helps to save money for that business that is making a website. You can sell your products on Amazon, Flip kart, and Big-Basket by becoming a seller of that particular website.

The following are the ways to register you on E-commerce Website

- Decide what you will sell
- Sign up with an ecommerce site
- Get the basic documentation in place
- List your products
- Start selling

For those who are selling Foods then big-basket is the best option for you.

Creating an Assembly line

While your website has in work-in-progress or your E-commerce Seller Registration is in Process in the meantime you have to create an Assembly line or in other words a packaging Station to pack your product when a sale is coming and this also very important because it is one of the requirements of the various E-Commerce Website. So what are the requirements of making an Assembly Line for store owners you don't require a lot of space a small will also be all right.

Following are the steps for creating an Assembly Line

If you have a room divides the room in half

Make half of the area as a store

Make one-third of the area as a packing department and another one-third area as marketing department like product listing, Social Media Marketing, Digital Marketing etc.

Make sure the Assembly area (Room) should be clean

If you Don't have enough space for these three sections then you need to adjust between these three areas.

How to market your product on social media

Social media helps us to connect to people by marketing on the social-media website you likely increase the likelihood of your product to being sell. You also need to where be your customer like to being on which social media website what you need to do order to make a sale. The best way to make a sale to make Social media Page or a Group. By doing this you can get a great sale.

Here are the following Social Media website which you can use to market your products

- Facebook
- Instagram
- Pinterest
- Whatsapp
- Tik-Tok
- Snapchat

You can also ad agency of the particular website Like Facebook Ads, Google Ads to increase your sale.

So this is ways to move your business from traditional to online.



First Sachet Shampoo of India(Marketing of chik shampoo by CavinKare)

Article by Abhishek Rajkishor Gupta Sybcom B

CavinKare started a small partnership firm with a single product called chik shampoo in the year 1983. The target audience was lower middle, semi urban with monthly household income Rs.1500-3000, females in age group of 16 plus.

Radio was used as a mass medium with popular cinema dialogues. To encourage trials, the sales team contacted school boys to demonstrate how to lather, wash and comb hair and show the difference. Another method used was through a consumer scheme where anyone could take any four empty shampoo sachets to a retailer and take home a chik sachet free .

Chik was the first shampoo to be launched in sachet packing priced 50 paise and the strategy revolutionized the shampoo market in our country. Today, Chik is a Rs. 200 crore brand and about 60 per cent of the chik sales come from rural area

The company now markets 10 major brands. Over the years, Cavin kare has achieved a competitive point with the understanding of mass market tactics. The company offer quality personal care like hair care, skin care, home care and food products carried out by the understanding of consumer needs and keeping up customer's values of innovation and customer satisfaction.

Some products offered for consumers:-

Hair Care:- Chik Shampoo, Nyle Herbal, Meera Badam Shampoo, Indica Hair Colorant.

Ethnic Care:- Meera Hair Wash Powder, Karthika Hair Wash Powder, Meera Herbal Hair Oil

Skin Care:- Fairever, Spinz Talc/Deodorant, Nyle Cold Cream and Lotions

The Company, which used to primary rely on contract manufacturing for many years has now set up its own world class plant at Haridwar serve the demand of both domestic and international markets

For more details:

- <https://cavinkare.com/>
- <https://timesofindia.indiatimes.com/business/india-business/cavinkare-will-shut-hq-to-rent-out-office-space/articleshow/76433075.cms>
- <https://www.livemint.com/Companies/VH3uUPeG2YNIPZsqo3JPYI/Engineering-a-turnaround-at-CavinKare-after-years-of-decline.html#:~:text=The%20company%20that%20is%20CavinKare,its%20current%20name%20in%201998.&text=Its%20entry%20into%20the%20dairy%20business%20was%20also%20acquisition%20led.>
- <https://www.rediff.com/money/2007/mar/22bspec.htm>
- <https://www.theweekendleader.com/Success/2685/the-giant-killer.html>

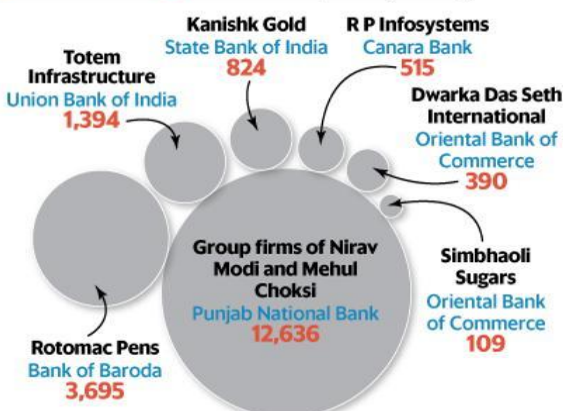
The Short Summary of Frauds (Recently) occurred in the Indian banking system

Article by Vaishnavi Nirmale SYBCOM A

LOAN FRAUD CASES PILE UP

The number of loan fraud cases has been piling up after the RBI directed banks to file complaints against erring companies.

■ Bank defrauded ■ Amount of fraud/default (Rs crore)



*Data based on CBI FIRs for the last two months

Source: CBI FIRs

Profit and loss

PUBLIC VS PRIVATE SECTOR BANKS

(Till Dec, 2017)

Years	2014-15	2015-16	2016-17	2017-18
Public Sector Banks	45,743	-17,993	-11,389	-23,984
Private Sector Banks	38,721	41,314	42,200	34,308

(Till Dec, 2017)

Trends of some PSBs	2014-15	2015-16	2016-17	2017-18
Allahabad Bank	621	-743	-314	-1,165
Bank of India	2,564	-6,089	-1,558	-2,074
Central Bank of India	606	-1,418	-2,439	-2,991
IDBI Bank Ltd	873	-3,665	-5,158	-2,575
OBC	497	156	-1,094	-4,222
UCO Bank	1,138	-2,799	-1,851	-2,302

(Amount in Rs crore)

Indian banking system is passing through a tough time and banking system is facing huge NPA (Non-Performing Assets):

Recent Frauds are:

1. Punjab National Bank(PNB)
2. Punjab & Maharashtra Corporation Bank (PMC)

Punjab National Bank (PNB) :

Punjab national bank fraud case relates to Fraulanet letter of under taking 11357 Cr issues by PNB 4th Branch, Mumbai, fraud was allegedly organized by jewelry and designer

Nirav Modi and his wife Ami Modi , brother Nishal Modi and Uncle Nehul Choksi

One of the letter date B1 named the managerial personal (KMP) .

Usha subramamian former CEO of PNB, executive director –KY Rao and Sanjeev Sravan head and responsible for failure to implement several circular and questioned notices issues by the RBI regarding the reconciliation of Swift Message and banking system.

Perform on measure taking order to avoid situation in figure.

In March 2018, govt of India approved the fugitive economic offender –bill to defer economic offender from evading the process of Indian Law by given power to Govt to confiscate as such of the defaulter.

RBI Scrapped Banking Instrument such as letter of undertaking (LOV) and letter of complaint(LOC) in an attempt to remote the loopholes and in order to improve bank due dialogue in international trade.

PMC Bank Frauds:

PMC is youngest bank to achieve the scheduled Bank status. Fraud relates to highprofile i.e. HDIL & its group of entities have been given huge loans. This fraud is of Rs 4355 Cr. PMC bank favored to the promoters of HDIL and allowed them to operate password protected accounts. It was fraud that around 21049 banks accounts were opened by bogus names for 44 loan accounts. The bank software was tempered to avoid loan a/c.

The crises of PMC 1st came to light on Sept 24th -2019. The day RBI placed restriction on the activities of Mumbai Banks for 6 months. The former bank's chairman & MD and others senior official have been named I the FIR.

The issue is of not having proper check and balances the Bank has created factious accout to hide 44 loan amounts. It is a clear case for mis-management.

A strict corporate Governace need to be implemented at every level of managements

Image Credits:

https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.newindianexpress.com%2Fthesundaystandard%2F2018%2Fmar%2F25%2Ffrauds-and-bad-loans-make-public-sector-banks-bleed-1791994.html&psig=AOvVaw2WhpqNdV3p5IqJyvIV9bK-&ust=1604217542455000&source=images&cd=vfe&ved=0CAMQjB1qFwoTCPCl2_it3uwCFQAAAAAdAAAAABBM

https://www.google.com/url?sa=i&url=https%3A%2F%2Ftimesofindia.indiatimes.com%2FIndia%2Fevery-4-hours-1-bank-staffer-held-for-fraud%2Farticleshow%2F62965664.cms&psig=AOvVaw2WhpqNdV3p5IqJyvIV9bK-&ust=1604217542455000&source=images&cd=vfe&ved=0CAMQjB1qFwoTCPCl2_it3uwCFQAAAAAdAAAAABBy

For more details:

- <https://indianexpress.com/article/business/banking-and-finance/bank-frauds-159-jump-loan-portfolio-in-focus-6569803/#:~:text=The%20total%20cases%20of%20frauds,tightening%20the%20supervision%20and%20vigilance>.
- <https://indiaforensic.com/category/banking-frauds/>
- https://www.iimb.ac.in/sites/default/files/2018-07/WP_No_505.pdf
- <https://www2.deloitte.com/content/dam/Deloitte/in/Documents/finance/in-finance-DeloitteIndiaBankingFraudSurveyIII-noexp.pdf>
- <http://www.legalserviceindia.com/article/l261-Bank-Frauds.html>



Impact of TIK TOK on Youth

Article by Rahul Donakonda S.Y. B COM B Roll no - 118

TikTok is a short-form video app that's become one of the most popular social platforms among teens and Generation. TikTok has more than 1.5 billion all-time downloads, and is owned by a Chinese internet company called Byte Dance.

This Application has good and bad advantages as mentioned below;

- **Advantages of TIK TOK on youth**

Wholesome entertainment

The positive impact is that Tiktok becomes a source of income for many people. People take a profession. They properly create a group for making creative videos and work together. They work a team like someone is editor, someone is a theme creator, and others are actors and cameraperson

In addition, this app allows the user to make videos that often with features of background, slow-motion, speed up and editing with filter. Due to the increase in the popularity of this app among teenagers and youth, Tiktok has achieved a high rating in the google play store Tik Tok has 500 million active users. Tik Tok has proven that it attracts the younger generation. 90% of youngsters use this app on a daily basis.

There are lot young people who are using TIK TOK in right way and are learning skills in acting, dancing, Exercise, Lifestyle etc by using it.

Instant publicity

Who does not want to be famous? TikTok provides an awesome platform to people who wish to become famous among people without having any specialized skills or talents. This app allows every common man to make interesting music videos and gain instant publicity in society.

You don't require any specialized equipment to create superb videos. This app does everything for you. The content you create has the potential to engage users and become viral.

- **Disadvantages of TIK TOK on youth**

Cause nuisance

It has become an annoyance in the society. It has slowly become the requirement of every teen. They have got increasingly dependent on it. The addiction of the application among youth has created a lot of tension among their parents. Constant use of this application has become a pain more than enjoyment for people.

Waste of time

This application is seen to be a time-waster. People unnecessarily spend a lot of time in creating music videos. The time they put in creating these videos when invested in learning any new skill or knowledge can prove to be a lot more advantageous to them in the future.

In place of playing sports, focusing on their life, or prioritizing their study and career in their golden years, they are addicted to these meaningless apps. It brings no addition of value to their thought processing

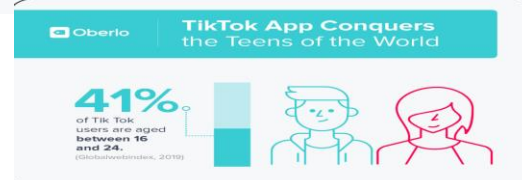
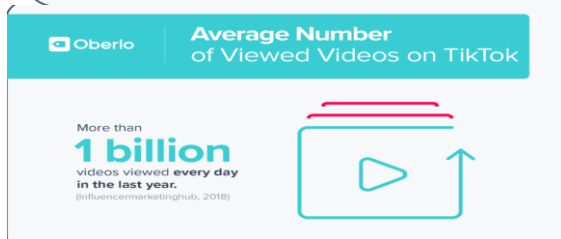
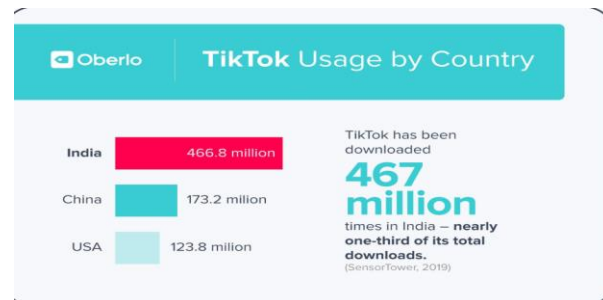
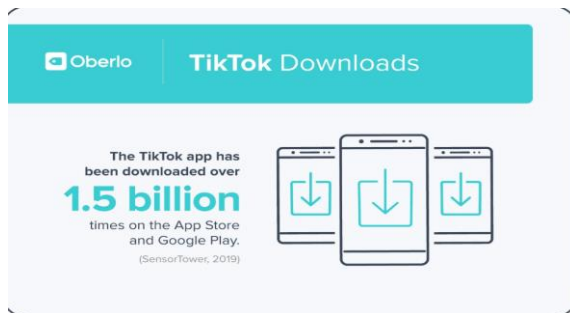
Used as a harassment tool

Some people use this application to make fun of people, community, religion, etc. It has been no more than a source of harmless fun. TikTok application is also used by people as a means to portray others in a bad light. Recently there has been released a music video where people have made a prayer video with hilarious dance that makes fun of Islam religion.

Parents do not like their young girls singing along the beats of sexually explicit lyrics. This is degrading to women. Also, the surging fame of the app among young girls exposes them to disturbing comments and potential abuse, while serving as a hunting place for sexual predators. Girls using this app have also been asked for their contact details or to post provoking pictures of them.

Whether teens do it for a genuine career or fun, this app comes with risky consequences. Thus, in our opinion, TikTok has created more harm than a positive impact on people.

STATISTICS



GLIMPSES OF THE DEPARTMENT



FYB.Com Field Trip to Lonavala



FYB.Com Orientation 2019-20



Investor Awareness Programme



ITR Filing Workshop(Inter-collegiate)



RBI Visit



Expert Lecture on 'Careers in Advertising Field'



Industrial Visit



URSA MINOR CERTIFICATE COUSE

