



DWARAKA
DOSS
GOVERDHAN
DOSS
VAISHNAV
COLLEGE



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

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Issue- 1



*Jagad Guru
Shrimad Vallabhacharya*

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Dear Readers,

Jai Shree Krishna!

With the grace of Almighty, we are happy to enter into the third year of publication of our Department newsletter 'COMTALK' – Quarterly Newsletter of Post Graduate & Research Department of Commerce.

The newsletter contains information about the departmental activities held during this quarter like; the three-day colloquium organized on career prospects for young graduates, Ph.D., Viva-Voce held, Commemorative lecture held on International Accounting Day, JOSH (Joy for serving Humanity) an outreach programme of our department and various achievements/ awards/ accolades received by students and faculty members.

Drona - the expert's corner section has an article on GST. It contains the concept, rational and potential of GST. The Creative Corner section has writeup on contemporary issues on Commerce, Business & Industry by the students of our department. The various topics discussed are; E-Rupi – A Digital way Forward, Decode: Unicorns/ Decacorns/ Hectocorns, Ask for what you want, Motivational Quotes, Searching me in dark nights etc. The newsletter also contains financial updates, crossword puzzle, riddle on business and some memes adding humour to the current affairs in Commerce.

I thank Sri Ashok Kumar Mundraji, our College Secretary and Dr. S. Santhosh Baboo, our Principal, as this journey could not have been continued without their constant motivation and support. I thank our Head of the Department, Prof. S. Seshadrinathan for his inputs and cooperation.

Finally, a message to our students

सर्व परवशं दुःखं सर्वमात्मवशं सुखम्।

एतद् विद्यात् समासेन लक्षणं सुखदुःखयोः ॥

(Everything that is in other's control is painful. All that is in self-control is happiness. This is the definition of happiness and pain in short)

Thank you

Dr. Haridayal Sharma

Associate Editor, COMTALK

Events & Workshops Organized

3 Day Colloquium on Career Prospects



A 3 day colloquium on career prospects was conducted by our department on the on 'career advancements options in top Business Schools', 'Career readiness program' and 'Orientation on professional courses' on the 17th, 18th and 19th of October.

PhD. Viva- Voce



99th PhD. Viva- Voce Examination of Ms.A Selva Mary, guided by Dr. B. Vijay Kumar was held on 18th November 2022

Other Information

Dr.M.R.Hemamalini published an article in Economics and social research journal(UGC) titled "A study on consumer perception towards gold savings plan"



Prof. S. Seshadrinathan took charge as the Head of the Department on 01-10-2022.

Commemorative Day Lecture on International Accounting Day



A commemorative day lecture was organised on the International Accounting Day on the topic "Overview on Accounting Standards" by Mr. Bala on 10/11/2022 .

JOSH- Phase 1 Children's day Celebration



JOSH (Joy of Serving Humanity) an initiative towards serving the society made by the department launched its Phase I by organizing a Children's day celebration at Seva Chakra Boys Home on 14th November 2022.

Students Achievements



Keerthika.B cleared UGC Net held on 14th October ,2022



S.Prasanth of I Bcom A won silver medal in national level floorball championship held at Tamilnadu physical education and sports university, Kandigai on 29th, 30th & 31st of October.



Chennai, Tamil Nadu, India
36F6+8WX, DG Vaishnav College Rd, SBI Officers Colony, Arumbakkam,

Jayakrishnan.S- Bcom. III-C, Koushik- Bcom. II-C, Avinish- Bcom. II-C secured the following places in several competitions:

Krishnan P.N.E, Jayakrishnan. S, Koushik secured the following places in cultural events held at Commercio '22 at MOP Vaishnav college

- 1st in MIME "festember" NIT, Trichy
- 3rd in THEATRIX "festember" NIT, Trichy
- 1st in MIME "detrik" MGR college
- 1st in ADZAP "detrik" MGR college
- 2nd in IPL AUCTION "detrik" MGR college
- 2nd in TREASURE HUNT "detrik" MGR college
- 2nd in MIME "commex" SRM vadapalani
- 1st in ADZAP " Revivals" Madras medical college
- 1st in ADZAP "ethoz22" Sri Ramachandra institute of higher education and research
- 1st in CHANNEL SURFING "jus ludis" Saveetha school of law
- SRM- mime, adzap:
- DG Vaishnav college - mime, adzap, ipl auction:
- Ethiraj College- adzap, scoop the movie, anime quiz.

- 1st in Adzap
- 1st in Quiz
- 1st in Makeathon
- Overall Cup for Commercio '22.



Pandya B Kinish OF Bcom. II-B has represented India and won silver medal in International Indo-Nepal Badminton championship held at Nepal on November 2022

Drona - The Expert's Corner

A Note on GST

GST Celebrated 5 years milestone on 1st July 2022 and into 6th year now. GST subsumed most of the erstwhile indirect taxes, removed all internal trade barriers, and unified the Indian market. GST has been the face changer for India Indirect Tax system. There have been many changes in terms of policy, tax rates, procedural and technology in the last 5 years, which has contributed to this face change.

The industry has also invested huge effort to ensure the adoption of the ever-evolving GST law in these years. The industry has not only kept track of the changing tax provisions but was also required to upgrade to a technology-based tax ecosystem. GST has eliminated cascading effect of taxes. Some benefits of GST are as follows:

- 1. One nation, one tax implemented across the country**
- 2. No visit to department to get various forms, like the one in erstwhile regime.**
- 3. Improved proficiency in Information Technology**

While there are visible benefits owing to adoption of GST, some of the issues, that needs attention are as follows:

- 1. GSTN portal problems**
- 2. Very limited option to amend the GST returns, once filed**
- 3. Frequent changes in law and procedures**
- 4. Lack of proper dispute resolution mechanism (Tribunal yet to be set-up even after 5 years)**
- 5. Very slow progress in granting the refunds claimed**

Further, some potential points that can be looked by the council to make GST more robust are as follows:

- 1. Rationalization of input tax credit**
- 2. Requirement to have Amnesty scheme under GST**
- 3. All Councils decision should be implemented without much delay**

In summary, it has been enormous effort in making GST a simple law. If we talk about the biggest change in the GST law, then it is certainly change in the mind-set of the taxpayers and their attitude towards tax compliance. This law has brought behavioural change in the taxpayers. Today everyone wants to do business only with those persons or entities, which comply with the law. To be very honest, GST has established a self-discipline mechanism amongst the taxpayers. They have understood very well that their victory is in the compliance. Still lot of grounds to be covered in GST and the experience gained in the first 5 years is going to help in making the same possible.

**E Venkatraman
General Manager – Corporate Tax
Wipro Limited
Bangalore.**

Creative Corner

E-Rupi - A Digital way Forward

To get a clear view and idea on E-RUPI we must first get to know about our legal tender that is the currency which is in circulation for the medium of transaction in India. A normal printed paper cannot become legal tender as it does not contain any value. The value of the currency is decided by RBI based on its gold reserve. RBI prints the currency note with the signature of the governor of RBI guaranteeing the bearer stating I promise to pay the sum of certain amount and it also contains the seal of RBI later which it becomes the legal tender. Converting the same into an online format is known as E-RUPI or digital rupia. This is also governed by RBI and completely digitalised.

From the barter system to coins to currency it has been an evolution where now E-RUPI is introduced. The main difference between the crypto currency (bitcoins) & the E-RUPI is where no bid coins is assured by any government or guaranteed by RBI whereas in case of E-RUPI which is introduced by RBI and it guarantees it. The value of these E-rupees is equivalent to what we have (i.e.) 1 digital coin is equal to RS. 1. To make it even more simple E-RUPI is online form of our money which we have in our hands or banks. It is similar like having our ola money or Paytm wallet etc. This enables us to change our physical form of money into a digital form and to make day to day payments etc. Unlike our savings or any other deposits, we not get any interest on e-wallet. E-RUPI works with our bank accounts whereas crypto works with digital wallet.

The main and important feature of this e-wallet is it uses the block chain technology to carry on transactions which is easier, simpler, efficient, and faster than any other online payment or wallet services. It also eliminates the transaction charges. This may not seem to be a burden for us who transact a quite smaller amount. It creates a huge difference when the transaction is carried on a large scale and foreign exchange. While talking about foreign remittance which means the flow of cash into the country from outside. Last year remittance to India was about Rs.72000 crores. With the introduction of E-RUPI many charges and duty (NEFT, etc) on this remittance are reduced to certain extent. This benefits the importers as well as exporters and the person who sends & receives the cash cross border. All the money transacted through E-RUPI scheme is governed by RBI and becomes accountable which is not possible in case of transacting physical currencies.

The main aim and motive of the government is to make business concerns to transact huge amount through this E-RUPI which will reduce the circulation of black money in the society to an extend in the future. Adding to this in the year 2021-22 the government has spent Rs. 4985 crores to print and distribute the currency notes. Which is expected to gradually decrease in the future (not immediately) with the introduction of E-RUPI.

E-RUPI is not made compulsory by the government. like any other services which we are using now E-RUPI will also become popular and familiar soon. which may even become the common mode for transaction.

Vamshi Krishnan
B. Com – II C

DECODE: UNICORNS, DECACORNS, HECTOCORNS

In recent times we often hear the word Unicorn and Decacorn referring to start-ups that are doing well. So, what are these corns? Let's understand them. The term "Unicorn start-ups" refers to a private start-up whose worth is equal to or more than \$1 billion, in the business world, relatively for a short period of time. It was coined by Aileen Lee, Founder of Cowboy Venture, US in the year 2013. Lee used the word 'unicorn' because of the rarity and a delight in finding such successful ventures. An entrepreneur faces a lot of financial hurdles during the early stages, which is a very crucial time of the start-up. The name unicorn is received as a sense of achievement so that the business is to become confident. India reached its century of unicorn start-ups with a valuation of \$333 billion. It is the third-largest count of unicorns after China with 301 and the US with 489 unicorns.

Flipkart & Byju's with a valuation of \$37.6 Billion & \$21 billion, has taken the top spot in the list of start-ups in India, followed by the fintech start-up One97 Communications' brand Paytm & Nykaa with valuations of \$16 billion & \$14 billion respectively. The milestone of \$1 billion in funding came into trend at the turn of the millennium, after a lot of uncertainties. In 2021, there are 600 unicorns thriving across the globe, with China and America leading its way with 600+ unicorns, followed by India, Israel, France and UK. Bytedance, the owner of Tik-Tok, is the most valued start-up in the world with a valuation of \$140 billion. Decacorns are an extension of the unicorn where here the start-ups whose worth is more than \$10 billion. Some of the unicorns such as Bytedance, Byju's come under decacorns.

The top 10 decacorns in the world are Bytedance, Space X, Stripe, Klarna, Epic games, Canva. The first company to achieve the decacorn status is Facebook now Meta, which achieved a valuation of \$10 billion in 2007 after a \$240 million investment from Microsoft. Chinese giant Alibaba became the second to achieve the feat two years later. Since Facebook, a further 84 decacorns have been created with 33 of those losing their status for whatever reason. This leaves for a total of 48 existing. Decacorns are start-up companies that tend to be valued on their potential for growth and not on their previous financial performance. When a decacorn is acquired or goes public, it can no longer be called a decacorn. The term hectocorn is formed from the Greek root word 'hecto' which can loosely be translated as hundred. A Hectocorn will usually be a mature company, which probably has a very popular product and a stable business model. Only a handful of companies (unlisted or listed) in India have ever crossed a Market Cap of INR 7, 60,000 crores. The top five hectocorns are Meta (Facebook), Amazon, Microsoft, Apple, and Google. As of today, there are only 2 hectocorns: Space X and Bytedance.

Dhanalakshmi. T

B. Com – II C

Ask for What You Want

The key reason confidence is so powerful and magnetic is simple, confident people ask for what they want. Whether it is advice, a sale or a date, confident people ask others for what they want. They ask for what they want out of the world and they ask for what they want out of themselves. Surprisingly much of achieving goals is simply building up the courage to ask for them.

You need to ask because:

- *Asking for what you want, gets you what you want.
- *You need to ask to be able to serve.

The first answer may seem obvious. When you ask for what you want you can receive what you want. But the second answer may have surprised you. How does asking for what you want increase your capacity to serve?

The reason asking helps you serve is because asking is critical to growth. When you don't ask for what you want, you can't improve the value you are offering. And unless you are an extremely rare individual that already comes with tremendous value, your real ability to serve doesn't lie in your current talents. Your ability to serve comes from improving the value you offer.

You create value, you ask for what you want and where you get rejected you modify your approach. This applies whether your entire intent is self-interest or service. Create value. Ask. Use rejection and success to improve.

A Goal is Asking the World For What You Want

Sharmila

B. Com – III C

Motivational Quotes

Everyone have wishes in their life it may be small or big; It may be owned or unowned; But, start working on it; Achieve it; That's what the real happiness lies in.

'Thank You' is the powerful reward and it goes to the 'Problems' as problems are the one which teaches us everything in our life.

Don't do difficult things; Do things in a simple way
It makes one unique.

Be happy, whatever the problem is...
Everything comes for a purpose...
And it's all a kind of learning.

One day you will be at your place where you always wanted to be.

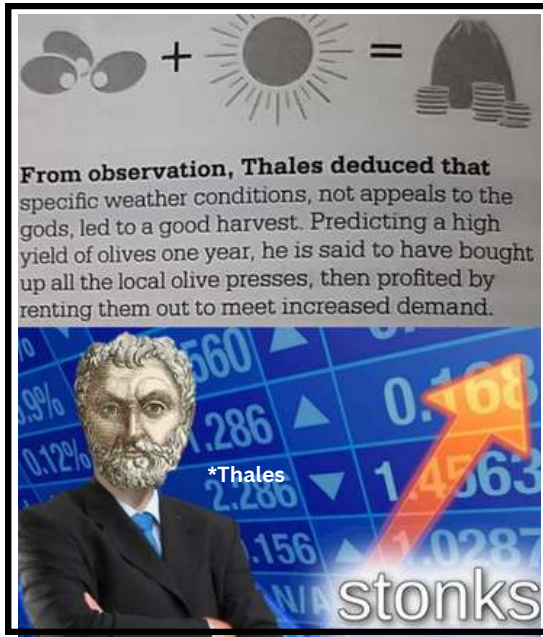
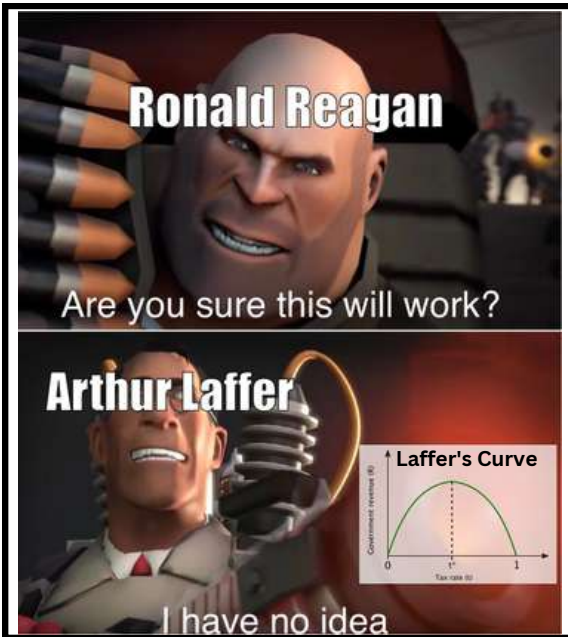
SEARCHING ME IN DARK NIGHTS

Lonely night
With lot of hurts
Yet sleepless
Still dreaming
Saying,
I found the earth
But not the people...
I found the people
But not the soul...
Atlast I found a soul
With pure and soft heart
And that was actually me.

Pinky

B. Com – III C

MEMES CORNER !



KrishnanPNE
B.Com - II C

STATUS QUO- Financial Updates

The Asian Development Bank (ADB) signed a \$40 million financing package with GreenCell Express Private Limited (GEPL) to develop 255 electric battery-powered buses (e-buses) to serve 5 million people a year on 56 intercity routes in India. – 8 th Nov

The National Payments Corporation of India (NPCI) announced the launch of the BHIM App open-source license model to regulate entities participating in the Unified Payments Interface (UPI) ecosystem. –12th Nov

India announced an additional contribution of USD 5 million to the ASEAN-India science and technology fund to enhance cooperation in sectors of public health, renewable energy and smart agriculture. -14th Nov

The International Financial Services Centres Authority (IFSCA) and the Reserve Bank of India (RBI) have entered into a Memorandum of Understanding (MoU) for collaboration in the field of regulation and supervision of regulated entities in their respective jurisdictions. –18th Nov

India launches digital rupee pilot project. -29th Nov

Goldsikka with technology support from Hyderabad-based startup, Opencube Technologies has launched its first Gold ATM at Begumpet and described it India's first Gold ATM. -6 th Dec

RBI Repo Rate Hike by 35 bps to 6.25%. -8 th Dec

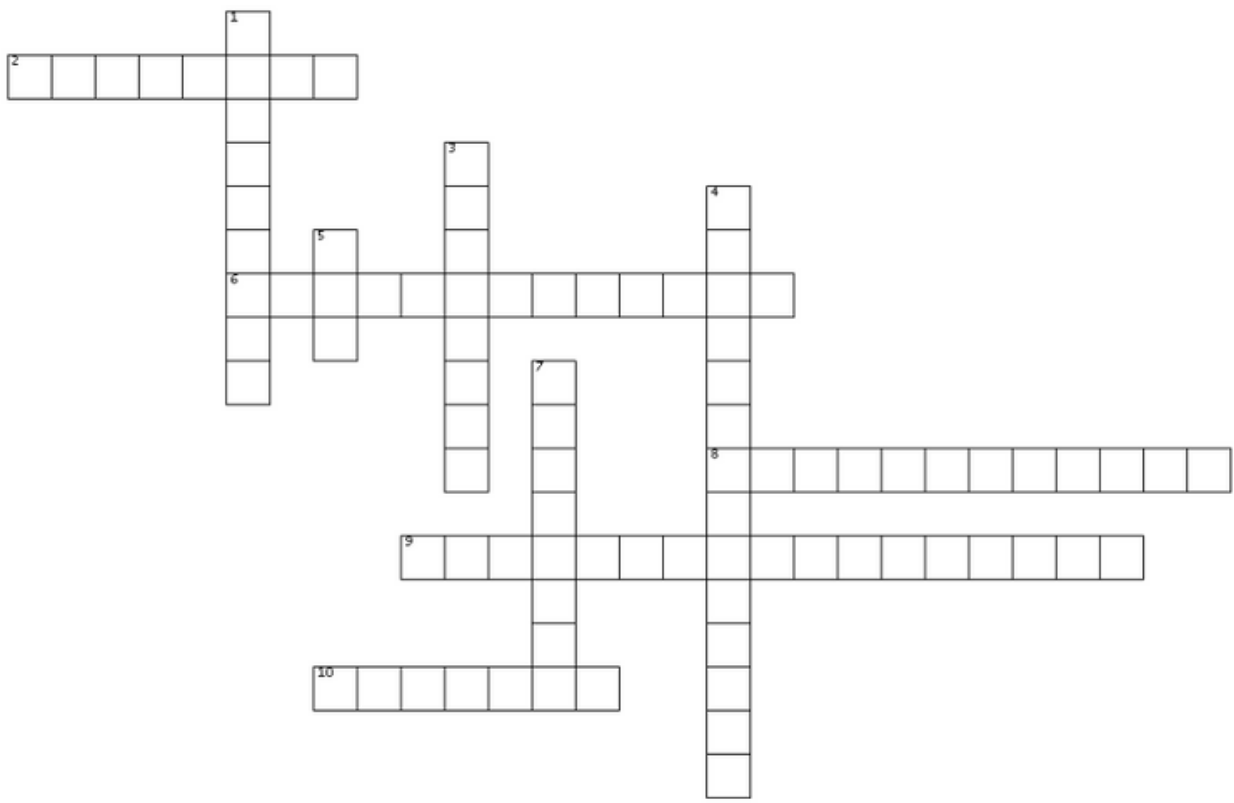
Telecom Regulatory Authority Of India (TRAI) Decides no Charges for SMS and Cell Broadcast Alerts During Disasters. -8 th Dec

Road, transport and highways minister Nitin Gadkari launched the country's first-ever surety bond insurance product, a move that would reduce the dependence of infra developers of bank guarantee. -21st Dec

Finance Minister Nirmala Sitharaman said note in circulation (NIC) has witnessed an annual growth of 7.98 per cent to Rs 31.92 lakh crore. -22nd Dec

**Keshav Sarawagi
B.Com - III C**

CROSS WORD PUZZLE



ACROSS

2. A legally binding agreement
6. Buying something without giving too much thought as to whether you need it or not
8. Let the buyer beware
9. A System of law based on the previous decisions of judges or precedents
10. it is a contract outlining the terms under which one party agrees to rent an asset

DOWN

1. A type of debtor finance in which a business sells its accounts receivable to a third party at a discount
3. Someone who purchases goods & services to satisfy needs & wants
4. SBI was formerly known as
5. A way of saving so an employee has some money on retirement
7. Father of Commerce

1. Factoring; 2. Contract; 3. Consumer; 4. Bank of Calcutta; 5. EPF; 6. Impulsive Buying; 7. Poseidon; 8. Caveat Emptor; 9. Judicial Precedent; 10. Leasing;

-Anchal Singh
Bcom - III C

 **RIDDLE ME!**

1. Without me, business will be like a person affected by Anemia
2. A five letter word, considered as Law or Act. By changing its mid-letter 'P' as 'B' it denotes a Poisonous creature.
3. I'm a slave of an Accountant, & i will be charged for unrealized act on behalf of others. Who am I?
4. What kind of book can make money?
5. I have birth & death, but i'm not human
I have branches but i'm not a tree
I have name, but i can't hear it.
I have Properties, but i cannot utilize it on my own.
who am I?

1. Finance; 2. COPRA; 3. Suspense account; 4. Cheque book; 5. Company

-Arun Kumar
Bcom - III C

PH.D. VIVA-VOCE EXAM HELD

Sl.no.	Candidate	Research Topic	Guide	Examiner
1.	A. Selva Mary	Impact of services quality dimensions of E-Banking services on customer trust- A study with reference to commercial banks customers in Chennai city	Dr. B. Vijayakumar	Dr. R. Uma, Associate Professor, Post graduate and Research Department of Commerce, Anna Adarsh College for Women, Chennai- 600040

Student volunteers

Vishal Krishnan
(Research Scholar)

A. Anchal Singh
(III Bcom C)

Krishnan PNE
(II Bcom C)

R. Chirag
(II Bcom B)

ANNOUNCEMENT FOR THE NEXT ISSUE OF COMTALK 3 (2) March 2023

Staff members of Commerce department are welcome to submit articles or brief write up of interest for publication in COMTALK (about 800 to 1000 words). Staff members can also share the details of their academic achievements like: paper presentations, participation as a resource person, participation in FDP's or any other recognitions and awards received for the period October - December 2022. Faculty members can also encourage students to contribute short articles/creative contents in the department newsletter. The details can be mailed to haridayalsharma@dgvaishnavcollege.edu.in by 6h of March 2023.



Presiding Deity

NOTE

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

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