



DWARAKA  
DOSS  
GOVERDHAN  
DOSS  
VAISHNAV  
COLLEGE



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

Volume- 4

January 2024 - March 2024

Issue- 2



*Jagad Guru  
Shrimad Vallabhacharya*

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&  
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Associate Editor**

**Dr. M. AKHILA**

**Assistant Professor (Commerce)  
&  
Faculty Coordinator**

Dear Readers,

Jai Shree Krishna!

With the grace of Almighty, we are happy to bring Volume 4, Issue 2 of 'COMTALK' - Quarterly Newsletter of Post Graduate & Research Department of Commerce.

The first section of this issue has information on events, workshop, seminars organized and Viva voce examination held at the department. Accolades and achievements of the students of our department are also highlighted.

The next section has write-ups by students on contemporary topics concerning trade, commerce and economy. Some of the topics are; Unveiling India's Entrepreneurial Potential and Role of AI in Modern management. The column 'Anecdote Nook' has a write up on Abdul Kalam's message on education. Financial updates are highlighted in the column 'Status Quo'. An interesting poem on 'Education' is also contributed by a student. A sketch of 'Goddess Sarasawati' contributed by student is mesmerising. Students have also contributed some creative contents in the form of Memes on commerce & trade related issues. A crossword puzzle on business and management is very intriguing.

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

Finally, a message to our students.

यस्य कृत्यं न विघ्नन्ति शीतमुष्णं भयं रतिः।  
समृद्धिरसमृद्धिर्वासवैपण्डित उच्यते ॥

[A wise person's actions and undertakings are not affected by cold, heat, love, fear, and affluence or poverty.]

Thank you.

Dr. Haridayal Sharma  
Associate Editor, COMTALK

## Events & Workshops Organized



Chennai, Tamil Nadu, India  
36F6+8WX, DG Vaishnav College Rd, SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India  
Lat 13.073301°



Chennai, Tamil Nadu, India  
36F6+8WX, DG Vaishnav College Rd, SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India  
Lat 13.073301°

On 29 January 2024 ,P.G & Research Department of Commerce organised Prof. N. Krishnamoorthy Memorial Lecture on the topic 'Innovation and Creativity in Business Practices'.

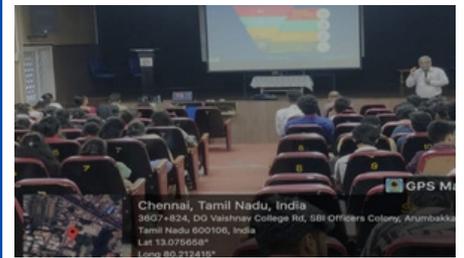


Chennai, Tamil Nadu, India  
36F6+8WX, DG Vaishnav College Rd, SBI Officers Colony, Chennai, Tamil Nadu 600106, India  
Long 80.212175°  
Lat 13.073254°



Chennai, Tamil Nadu, India  
36F6+8WX, DG Vaishnav College Rd, SBI Office Colony, Chennai, Tamil Nadu 600106, India  
Long 80.212370°  
Lat 13.073367°

The P.G & Research Department of Commerce conducted National Conference on Empowering Visionaries Unleashing the Spirit of Entrepreneurship on 8th and 9th of February 2024.



Chennai, Tamil Nadu, India  
3607+824, DG Vaishnav College Rd, SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India  
Lat 13.073568°  
Long 80.212418°



Chennai, Tamil Nadu, India  
3607+824, DG Vaishnav College Rd, SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India  
Lat 13.073568°  
Long 80.212418°

On 19 February 2024 , the P.G. & Research Department of Commerce conducted a seminar program on Contemporary Issues in Intellectual Property Rights with Mr. Banu Kumar.



Chennai, Tamil Nadu, India  
36F6+8WX, DG Vaishnav College Rd, SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India  
Lat 13.073301°



Chennai, Tamil Nadu, India  
36F6+8WX, DG Vaishnav College Rd, SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India  
Lat 13.073301°  
Long 80.212175°  
20/02/24 01:46 PM GMT +05:30

The P.G & Research Department of Commerce conducted a workshop on Export and Import Procedure with Mr.T.R. Manoz Kumar as speaker on February 20 , 2024.



Chennai, Tamil Nadu, India  
445, Poonamallee High Rd, Inside D.G. Vaishnav College, SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India  
Lat 13.075765°  
Long 80.212758°  
28/02/24 07:07 PM GMT +05:30



Chennai, Tamil Nadu, India  
445, Poonamallee High Rd, Inside D.G. Vaishnav College, SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India  
Lat 13.075759°  
Long 80.212761°  
28/02/24 07:05 PM GMT +05:30

On 28 February 2024 , 'PRAGATI' - An Intercollegiate Event was organised by Pratibha Sangam of P.G.& Research Department of Commerce.

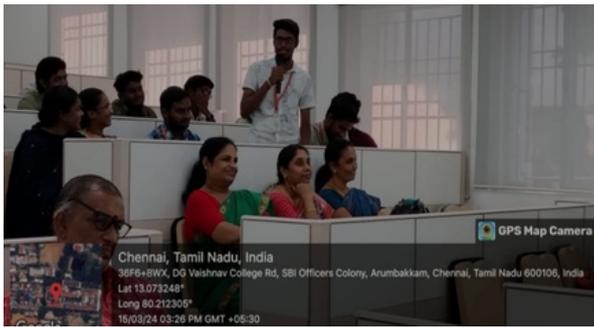


Chennai, Tamil Nadu, India  
36F6+8WX, DG Vaishnav College Rd, SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India  
Lat 13.073309°  
Long 80.21263°  
14/03/24 11:37 AM GMT +05:30



Chennai, Tamil Nadu, India  
36F6+8WX, DG Vaishnav College Rd, SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India  
Lat 13.073309°  
Long 80.21263°

The P.G. & Research Department of commerce organised Parent Teacher Meeting on March 14,2024.



Chennai, Tamil Nadu, India  
36F6+8WX, DG Vaishnav College Rd, SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India  
Lat 13.073248°  
Long 80.212306°  
15/03/24 03:28 PM GMT +05:30



Chennai, Tamil Nadu, India  
36F6+8WX, DG Vaishnav College Rd, SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India  
Lat 13.073247°  
Long 80.212305°

On 15 March 2024, the P.G. & Research Department of Commerce organised an ALUMNI MEET '24 for the students of 1983-2020 batch



On 27 March 2024 , Viva voce examination was successfully conducted for M.Com students.

## STUDENT ACHIEVEMENTS



Akash B of II B.Com B participated in TAMILNADU STATE REPUBLIC DAY PARADE CAMP at Marina Beach from 16th to 26th January 2024



Keerthana S of II B.Com A attended 7 days National Integration Camp at Central University of Kerala , Kasaragod from 16th to 22nd March 2024 representing University of Madras as Tamil Nadu Contingent



Karan Balaji from III A , Anarthika from III B , Sarath Kumar J from II A and Venkata Vaishnavi from I B participated in Media Icon 2024- Fashion Walk event conducted by DRBCC Hindu College and secured 2nd price .

## Creative Corner

### *Unveiling India's Entrepreneurial Potential: Breaking Through Cultural Barriers*

In the bustling streets of India's urban centers and the quiet corners of its rural villages, a silent revolution brews—one fueled by the dreams and aspirations of its youth. Yet, amidst the cacophony of tradition and the echoes of parental expectations, the entrepreneurial spirit of India's youngsters remains largely untapped, contrasting starkly with the vibrant startup cultures of foreign lands. Data from a recent survey conducted by the Confederation of Indian Industry (CII) indicates that while 67% of Indian youth express interest in entrepreneurship, only 13% pursue it, highlighting the significant gap between aspiration and action. This article embarks on a journey through the intricate tapestry of Indian entrepreneurship, unraveling the threads that bind its potential and exploring the government's endeavors to unfurl its wings. Despite India's rapid economic growth and burgeoning startup ecosystem, deeply entrenched cultural norms perpetuate a conservative mindset among Indian parents, who often steer their children towards the safety nets of conventional employment. According to a report published by the National Sample Survey Of ice (NSSO), 80% of Indian parents prefer their children to pursue stable government jobs or careers in established corporations, citing concerns about financial security and societal acceptance. This reluctance to embrace risk stems from a fear of failure and a societal preference for stability over uncertainty, hindering the emergence of a robust entrepreneurial culture. However, amidst these challenges, the government has taken decisive steps to nurture and cultivate entrepreneurship through initiatives such as Startup India, Standup India, and Atal Innovation Mission. Data from the Ministry of Commerce and Industry indicates that over 50,000 startups have been recognized under the Startup India initiative, receiving benefits such as tax exemptions, funding opportunities, and access to incubation centers. These endeavors, while commendable, are met with formidable obstacles, including bureaucratic red tape and implementation inefficiencies. Moreover, the educational system, with its emphasis on rote learning and academic prowess, often sidelines the development of critical thinking and entrepreneurial skills, further perpetuating the cycle of risk aversion. Yet, amid the shadows of conformity, glimmers of hope emerge as success stories of Indian startups captivate the world stage, inspiring a new generation of entrepreneurs to defy convention and chase their dreams. With increasing access to resources, mentorship, and digital platforms, young Indians are carving their own paths, challenging traditional notions of success, and reshaping the entrepreneurial landscape. As India strides towards a future fueled by innovation and creativity, the time has come to break free from the shackles of convention and unleash the full potential of its entrepreneurial spirit, igniting a flame that burns bright on the global stage.

Haridaran D  
I B.Com B

# ***TRANSFORMING COMMERCE: THE ROLE OF AI IN MODERN MANAGEMENT STRATEGIES.***

The rapid development and growth of Information and communication technologies including Artificial Intelligence, are becoming increasingly popular in the tech industry. Technologies enable companies and industries to simplify and streamline their work process. The emergence of AI (Artificial intelligence) represents a new aspect of this growing technology, allowing tasks to be completed with human-like intelligence. AI also plays a crucial role in modern management strategies, influencing many management and business concepts.

First, we express gratitude to Artificial Intelligence, which provides ideas for new business plans and helps solve doubts in project planning among other tasks. AI has become an integral part of various industries and sectors, including management practices. In modern marketing and management, AI plays a crucial role in understanding consumer behaviour and purchasing patterns.

It can identify patterns, tastes, and trends in customer behaviour and preferences. Chatbots and other customer service functions in this digital age are examples of intelligent virtual assistants that can handle customer queries 24/7, providing instant responses and resolutions to customers.

AI facilitates clear decision-making and generates planning ideas in management, capable of analyzing the most suitable strategies for management planning. Its intelligence surpasses human capabilities, although it's important to note that, unlike humans, AI can still make errors and mistakes in program planning.

Returning to AI's role in modern management and its transformative impact on commerce, AI algorithms analyse vast amounts of data to provide actionable insights for decision making in various areas such as sales forecasting, inventory management, and customer behaviour analysis. AI tools enable businesses to create personalized marketing campaigns tailored to individual customer preferences, thereby enhancing customer satisfaction. Additionally, AI operates within supply chain operations by predicting demand, streamlining logistics, and ultimately reducing costs while improving delivery times. Furthermore, AI can detect fraudulent activities in real-time by analysing patterns and anomalies in transactions, thereby safeguarding businesses from financial losses.

In conclusion, it is evident that AI has become an indispensable tool for modern management in business. However, it is crucial to strike a balance between leveraging the benefits of AI and addressing the ethical and social implications associated with its use. AI plays a dominant role in modern management within commerce and the economy, enabling businesses to stay competitive, adapt to market dynamics, and deliver exceptional customer experiences.

Haripriya S.K  
I B.Com B

## Education

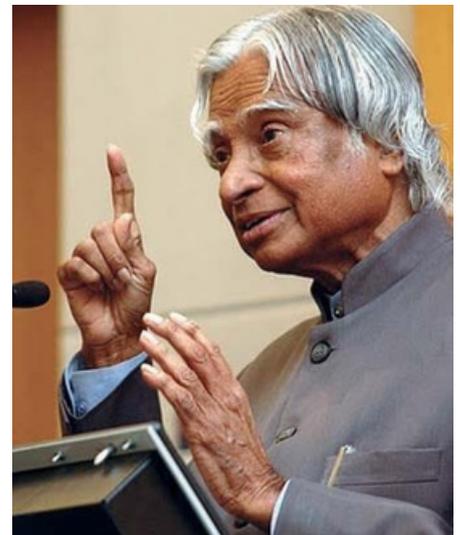
For some it is a privilege  
For others it's a right  
The difference between darkness  
And a future that is bright.  
Some will think a burden  
Where others see a gift  
The key to moving forward  
And to give your life a lift.  
If school is not your calling  
Look beyond its doors  
The world can be a teacher  
Many adventures are in store.  
As long as you are learning  
Your education grows  
That will lead to contributions  
As you share the things you know.

Neelufur Begam S  
II B.Com A

## Anecdote Nook

Abdul Kalam's message on education was one of empowerment, enlightenment, and societal transformation. He believed that education was not just about acquiring knowledge but also about instilling values, fostering creativity, and cultivating a spirit of innovation. Here's a distilled version of his message: "Education is the most powerful weapon which you can use to change the world." This famous quote by Nelson Mandela resonates deeply with Abdul Kalam's views on education. He believed that education has the potential to uplift individuals and societies, enabling them to overcome challenges and achieve greatness. According to Dr. Kalam, education is not confined to the walls of a classroom or the pages of a textbook. It is a lifelong journey of learning and growth that empowers individuals to realize their full potential. He emphasized the importance of holistic education, which encompasses not only academic knowledge but also life skills, values, and character development.

Dr. Kalam often spoke about the need to cultivate a scientific temper and a spirit of curiosity among young minds. He encouraged students to ask questions, explore new ideas, and think critically about the world around them. He believed that education should ignite the flame of curiosity and inspire a thirst for knowledge that drives individuals to seek answers and innovate. Moreover, Abdul Kalam stressed the importance of education in fostering inclusivity and equality. He advocated for accessible and quality education for all, regardless of gender, socio-economic background, or geographic location. He believed that education has the power to break down barriers and create a more equitable society where everyone has the opportunity to succeed. In essence, Abdul Kalam's message on education can be summed up as follows: Education is not just about acquiring degrees; it is about empowering individuals to become agents of change, fostering creativity and innovation, promoting inclusivity and equality, and ultimately, building a better future for all.



# STATUS QUO- Financial Updates

## BUDGET

### Interim Budget for Jammu and Kashmir:

Finance Minister Nirmala Sitharaman has proposed an interim budget of Rs 1.18 lakh crore for fiscal 2024-25 for the Union Territory of Jammu & Kashmir. The budget aims to reduce the fiscal deficit and achieve a 7.5% growth in the GSDP. Sitharaman praised the government's efforts to decentralise governance, promote inclusive development, and increase revenue generation.

## FOREIGN INVESTMENTS

### Domestic Foreign Investment:

Foreign investments continued to dominate, constituting 55% of the total inflows, while domestic investments also registered a significant increase of 15% year-on-year in Q1 2024. The share of domestic inflows in overall institutional investments continued to rise to 45%, compared to 24% in Q1 2023.

## FOREIGN EXCHANGE

### Interbank foreign exchange market:

At the interbank foreign exchange market, the local unit opened at 83.49 against the greenback. It later touched 83.44 in initial trade, registering a rise of 8 paise from its previous close

## STOCK MARKET

### Mutual Fund SIPs Contribution:

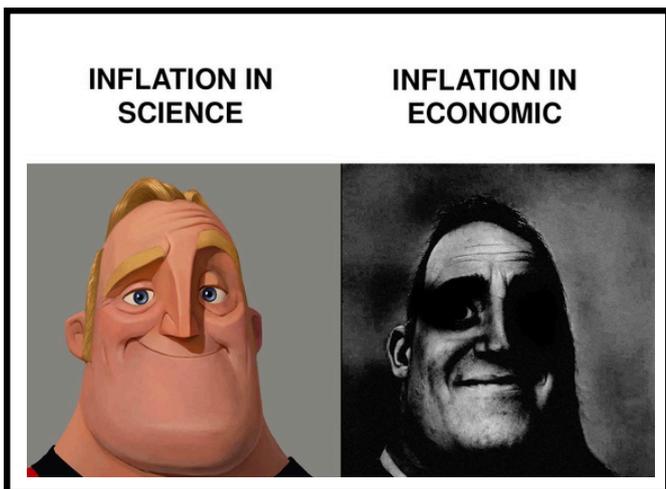
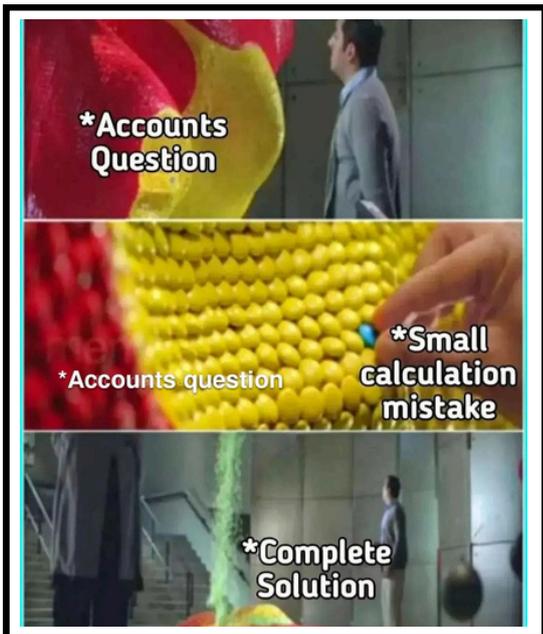
The monthly SIP contribution has doubled from Rs 10,000 crore in September 2022 to Rs 20,000 crore in about one- and-a-half years. The number of MF SIP accounts stood at the highest ever at 8.70 crore in April 2024 versus to 8.39 crore in March 2024.

## AGRICULTURAL SECTOR

India's agriculture exports decreased by 8.8% to USD 43.7 billion in 2023-24 due to the Red Sea crisis, Russia-Ukraine war, and domestic restrictions. Basmati rice exports saw a 22% growth.

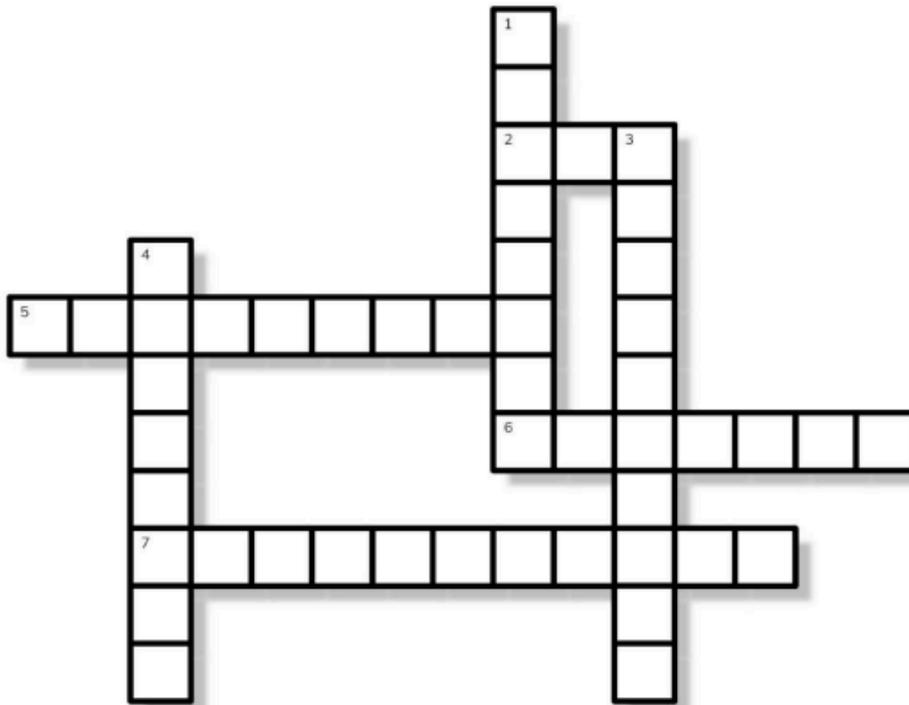
**Neelufur Begam S**  
**II B.Com A**

# MEMES CORNER !



Koushik S  
II B.Com A

# CROSS WORD PUZZLE



## ACROSS

2. Which is the Largest public sector bank in India.
5. Online buying and selling of goods and services is called as.
6. Business venture in its early stages .
7. Business practice of hiring external service.

## DOWN

1. Transactions made without physical currency.
3. What is the Key to success in the market?
4. Market domination by a single company or product .

Answer: 1. Cashless, 2. SBI, 3. Innovation, 4. Monopoly, 5. E-commerce, 6. Start-up, 7. Outsourcing.

Haridharan D  
I Bcom B



**Varsha M**  
**II B.Com A**

## OTHER INFORMATION

1. Dr. A.G. Vijayanarayanan acted as a Resource person for Workshop programme at The Quaide Milleth College for Men, Medavakkam.
2. Dr. A.G. Vijayanarayanan acted as a Resource person for Workshop Programme at Patrician College of Arts and Science, Adyar.
3. Dr. A.G. Vijayanarayanan acted as a Resource person for Seminar Programme at SDNB Vaishnav College, Chennai.
4. Dr. A.G. Vijayanarayanan acted as a Resource person for Professional Development Programme at Patrician College of Arts and Science, Adyar.
5. Dr. A.G. Vijayanarayanan acted as the Chair person of Session-I for an International Conference at SRM Institute of Science and Technology, Kattankulathur.
6. Dr. A.G. Vijayanarayanan published an article on 'The Impact of Digital Marketing Influencers on Consumer Behaviour with respect to Chennai City' for Bharathiya Shiksha Shodh Patrika [ISSN: 0970-7603, Vol.43, No.1(III)].

### ANNOUNCEMENT FOR THE NEXT ISSUE OF COMTALK 4 (3) June 2024

Staff members of Commerce department are welcome to submit articles or brief write up of interest for publication in COMTALK (about 800 to 1000 words). Staff members can also share the details of their academic achievements like: paper presentations, participation as a resource person, participation in FDP's or any other recognitions and awards received for the period April - June 2024. Faculty members can also encourage students to contribute short articles/creative contents in the department newsletter. The details can be mailed to [haridayalsharma@dgvaishnavcollege.edu.in](mailto:haridayalsharma@dgvaishnavcollege.edu.in) by 1st of July 2024.

#### Student Volunteers

**Vishal Krishnan**  
(Research Scholar)  
**Neelufur Begam S**  
(III Bcom A)  
**Abhishek Bafna**  
(III Bcom A)

#### NOTE

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

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Mobile: 9444339345



*Presiding Deity*