



THE COMMERCIO

VIMALA COLLEGE (AUTONOMOUS), THRISSUR
PG DEPARTMENT OF COMMERCE AND RESEARCH



Dear Readers,

Welcome to the new edition of *Commercio*, a Newsletter issued by the PG Department of Commerce and Research. This newsletter itself is an institution that prepares its contributors to engage in whatever is going on around them, which affects their lives. It provides an opportunity for students to learn how to express themselves with confidence as their expression has given rightful exposure. To a certain extent, this newsletter helps us, the teachers, to discharge the responsibility to propel our students into the realm of imagination. While reading the newsletter, we expect that the spark inside you will burn which would result in refining the prospects of future.

I hope that you, the readers, enjoy reading it as much as we enjoyed working on it.

Dr. Preema Rose Nichlavose, CHEIF EDITOR



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How to Book Your Vaccination

1

Visit our **website "www.cowin.gov.in"** to verify your eligibility. Click on **"Registration"** to sign up and book a time slot, you will receive a **text confirmation** of your appointment after 1-2 business days.

2

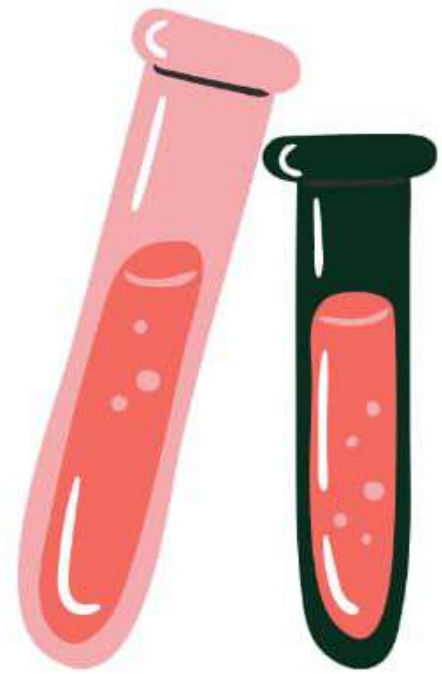
carry id proof and reach vaccination center on specific date and time.

3

continue precautions of social distancing and wearing masks

A biotechnology student from Thrissur aims to offer answers to India's food and energy crisis through a startup.

A Biotechnology student from Sahrdaya College of Engineering and Technology in Thrissur have embarked on a unique mission to solve India's food crisis. In 2016, Najeeb Haneef set up Zaara Biotechnology, a startup that focuses on researching the food and energy shortage in the country and finding answers to this using microalgae. In collaboration with the Indian Council of Agriculture and Research's Central Institute of Fisheries Technology (ICAR CIFT), they have begun manufacturing India's first algal seaweed food product and other FMCG (fast-moving consumer goods) products.



Zaara biotechnology



Najeeb and his team set up the project in 2016 along with their academic semester project. Initially, they designed prototypes of microalgae-enabled photobioreactors (PBR) trapping carbon. But they were unable to expand further due to a financial crunch. But the team went ahead to analyze the potential power of microalgae in the FMCG industry, particularly in food. After learning more about it, they redesigned the project appearing as cookies

that made using these ingredients. All research work carried off under the watchful eyes of ICAR CIFT. In 2019, upon completing their research, the product officially launched on e-commerce platforms like Amazon. To generate the initial amount for their R&D, they sold mushrooms they had cultivated on campus to students and the faculty.

THROUGH THE WINGS OF ENTREPRENEURSHIP

Being an entrepreneur is no cakewalk then some women have taken the plunge and attained the pinnacle of success.

SALLY VARMA, PROGRAM MANAGER, STREET DOG WELFARE AT HUMANE SOCIETY INTERNATIONAL



Sally Varma is an entrepreneur with a difference. Her passion and love for animals made her pursue a career in "catching dogs" to journalism. Yes, it is true. She catches dogs, sterilizes them, and then releases them back to the streets. Sally says it may sound simple but is an arduous task as most dogs would be in bad condition prolonging the treatment time. However, Sally, no way stopped by the challenges which were evident during the recent Kerala floods. Her zest and zeal towards executing her passion saved many animals from being washed away. For her efforts, she has bestowed the honorary welfare officer certificate from the Animal Welfare Board and Indian Presidents medal for being one among 100 selected women who render exemplary service to the country.

POORNIMA SREELAL - FOUNDER AND CEO JOBVENO.COM

Poornima Sreelal and her job portal Jobveno.com is a social innovation which helps laymen search and apply for jobs even without a resume. The portal is a boon for blue collar job seekers, housewives and students and this differentiates the platform from other job portals. Based in Cochin, Poornima reiterates that her job portal eliminates the resume centric job search approach and solves this gap in the employment industry. Recipient of many awards Poornima aims to spread her portal services across the country.





HARSHA THACHERY, FOUNDER AND CEO MASALABOX



Necessity is the mother of the invention that is true for Harsha Thachery. During her maternity leave, she started to explore healthy and preservative-free food options when she found out that numerous home chefs' women are catering healthy home-cooked food. Seeing this, she soon launched her e-platform masala box with 100 home chefs delivering fresh, healthy, and preservative-free meal on pre-booking system. Masala Box is now there in Kochi and Bangalore with expansion plans in the pipeline.



SWETHA JILSON - FOUNDER "MACRON BY SWETHA"

An Instagram-based brand, clothing for kids below five years. She started styling clothes at the age of fifteen. Swetha stitches a comfortable line of clothing for kids. She was designing masks during the lockdown in 2020 and sold designer masks from her Instagram account. Later she shifted focus to kids apparel in August. Swetha got featured in the Indian Express newspaper on May 19, 2021. Swetha Jilson is a Bcom graduate from Vimala College, Thrissur.



Make 'em like macarons

Swetha Jilson's online apparel brand focuses on comfort fabric for toddlers



BE THE NEXT....

BUSINESS IDEAS AFTER LOCKDOWN IN INDIA

COVID-19 CREATED A CRUCIAL IMPACT ON MANY FAMILIES AND THWARTED THE ECONOMY. HENCE, BUSINESSES SUFFER LOSSES AS WELL MANY PEOPLE LOST THEIR JOBS. BUT IT IS NOT THE TIME TO LOSE HOPE. IT'S THE TIME TO DO SOMETHING THAT CAN BE FROM THE HOME ENVIRONMENT. THERE IS A LOT OF OPPORTUNITIES FOR BUSINESSES, STUDENTS, AND OTHER PEOPLE TO START BUSINESSES.



ONLINE DELIVERY OF COMMODITIES SUCH AS GROCERIES IS AN IDEA FOR BUSINESSES TO ACE THE SITUATION. FOOD ITEMS CAN ALSO SELL ONLINE. IT IS EASY TO DO BY RESIDING AT HOME. FOR EXAMPLE, SKILLED PEOPLE AND STUDENTS CAN START ONLINE TUITION OR CLASSES AT THEIR CONVENIENT TIME. IT IS VERY MUCH HELPFUL FOR STUDENTS. THE OTHER OPPORTUNITIES LIE IN THE YOUTUBE PLATFORM. A PERSON WITH ANY ABILITY CAN START A YOUTUBE CHANNEL TO UPLOAD VIDEOS WITH THEIR CREATIVITY AND SKILL CAN EASILY EARN A DECENT AMOUNT FROM THIS ONLINE SOCIAL MEDIA PLATFORM. ON SOCIAL MEDIA PLATFORMS LIKE INSTAGRAM, ARTISTS CAN EXHIBIT THIS WORK AND CAN EVEN SELL THEM ONLINE.



NOT ONLY THIS, THERE VARIOUS OTHER OPPORTUNITIES WAITING. THE ONE THING IS TO LOOK INTO YOURSELF AND MAKE USE OF THE LUCKY BREAK THAT SUITS YOU. BE INNOVATIVE AND KEEP LEARNING NEW THINGS IN THIS PERIOD AS WELL DON'T LOSE HOPE.



Kerala Budget *@ 2021*

THE MAIDEN STATE BUDGET OF K. N. BALAGOPAL, KERALA FINANCE MINISTER, PRESENTED AT THE LEGISLATIVE ASSEMBLY ON JUNE 4, 2021

The "revised budget" for the financial year 2021-22 takes the firm stance of "Health Above All" as its vision and strategy for development, thereby focusing on its policy to ensure equitable health care and nutrition.

IT IS THE FIRST BUDGET OF THE SECOND PINARAYI VIJAYAN GOVERNMENT ALSO EMPHASIZED SUSTAINABLE IMPROVEMENTS IN EMPLOYMENT, INCOME, AND ECONOMIC WELFARE.

HIGHLIGHTS

- ₹20,000 crore COVID-19 revival package
- Steps to expedite coastal highway project
- No coercive steps to ensure tax remittance.
- The Finance Minister reported a revenue inflow of ₹1,30,981.06 crore. While the revenue expenditure is pegged at ₹,147,891.18 crores, the revenue deficit is figured at ₹16,910.12 crore.
- Monthly stipend of ₹2,000 to orphaned children till they attain the age of 18 in addition to the one time payment of ₹ 3 lakh.
- Government Medical College Hospitals in Thiruvananthapuram and Kozhikode have state of the art isolation facilities to treat transmissible diseases like COVID-19, Ebola.



- The Institute of Advanced Virology to spearhead the State's efforts to boost vaccine research and production.
- Allocation of ₹50 lakh as seed money for the proposed Centre for Disease Control
- Comprehensive package to prevent coastal erosion and mitigate the damage caused due to sea surge
- Expansive isolation wards to treat patients with transmissible diseases in all public hospitals.
- With emphasis on pediatric care, more intensive care units to be opened in hospitals.
- ₹ 10 crore allocation for eradication of extreme poverty
- Proposal for five agriculture processing parks in Kerala.
- In a move to revive the tourism sector, the Kerala State Financial Corporation would extend ₹400 crores as low-interest loans to help revive the industry and restore lost jobs.
- ₹ 4 crores to set up monuments for veteran politicians and former Ministers K. R. Gowri Amma and R. Balakrishna Pillai
- ₹ 5 crores allocated for setting up smart kitchens for the benefit of homemakers
- Government proposes to convert the KSRTC buses to CNG models. ₹100 crores allocated for the purpose.
- Special scheme to bolster the dairy sector.
- To revive the moribund sector, Mr. Balagopal announces tourism circuits in Malabar Literary Circuit and Biodiversity Circuit.
- ₹100 crore venture capital fund to help start-ups and small and medium-scale investors
- Government services to become fully online from October 2, Gandhi Jayanthi.
- ₹5 crores to conduct a detailed study to improve moffusil roads, reduce accidents and ease traffic congestion.
- With assistance from the Indian Oil Corporation, proposal to acquire ten hydrogen-powered public transport buses for ₹10 crores.
- Kollam bus-stand to be modernised.
- Proposal to set up Centre of Renewable Energy at the University of Kerala to research in the field of green energy.
- ₹15 crores set aside to underwrite the bank loans availed by electric two-wheelers for newspaper distributors, fish vendors, and couriers working in the gig economy.
- The budget allocation towards various welfare schemes for expatriate Keralites is enhanced to ₹170 crores.
- With an emphasis on a knowledge-based economy, ₹300 crores has been set earmarked for the purpose in the budget



THE FISCAL YEAR 2020-2021 MAKES BY A GDP GROWTH CONTRIBUTION OF 7.3%: NATIONAL STATISTICAL OFFICE (NSO)

It had been more than one year since India is facing the pandemic crisis. On the other hand, rising lockdown restrictions, growth, which started in the third quarter of 2020-2021, is likely to be maintained in the January-March quarter with a record growth of 1.6%. At this time, Prime Minister Narendra Modi expressed optimism, stating: "the strong absorbent capacity of Indian economy shows the strength of basic fundamentals of the Indian economy and its capacity to bounce back".

But the overall GDP growth of 2020-2021 has been first forecasted as a decline of 8%. The strict lockdown to prevent the spread of the virus had affected the economy badly and led to a contraction of 24.4% in the April-June quarter of 2020-2021 that result in a recession of two consecutive quarters of contraction in GDP growth in 2019-2020 before the Covid -19 pandemic was 4%. When the pandemic hit the economy, government-imposed lockdown worsens the sectors of the economy. Gross Value Added to the Indian economy is 6.2% in 2020-2021 compared to 4.1% rise in previous year sectors like agriculture, forestry, electricity, and other utility services rose. But the areas like trade, hotels, transportation, communication-related services are severely hit with the decline.

The economy was facing a slowdown before the pandemic, now faces a crash in consumer demand-household incomes. Jobs have declined. Unemployment has marked a record high in these pandemic times.

RBI had forecasted its growth estimate of 10.5% for 2021-2022. It expects the impact of the marginal increase in the first quarter of the current fiscal year with a possible hike in July. These all are possible only when the virus beats the economy changes to well-balance.



IDENTIFY THESE PERSONS



Answers

- | | |
|------------------|---------------------|
| 1. Safra Catz | 2. Shantanu Narayen |
| 3. Satya Nadella | 4. Indra Nooyi |
| 5. Piyush Goyal | 6. Sundar Pichai |

CONGRATULATIONS

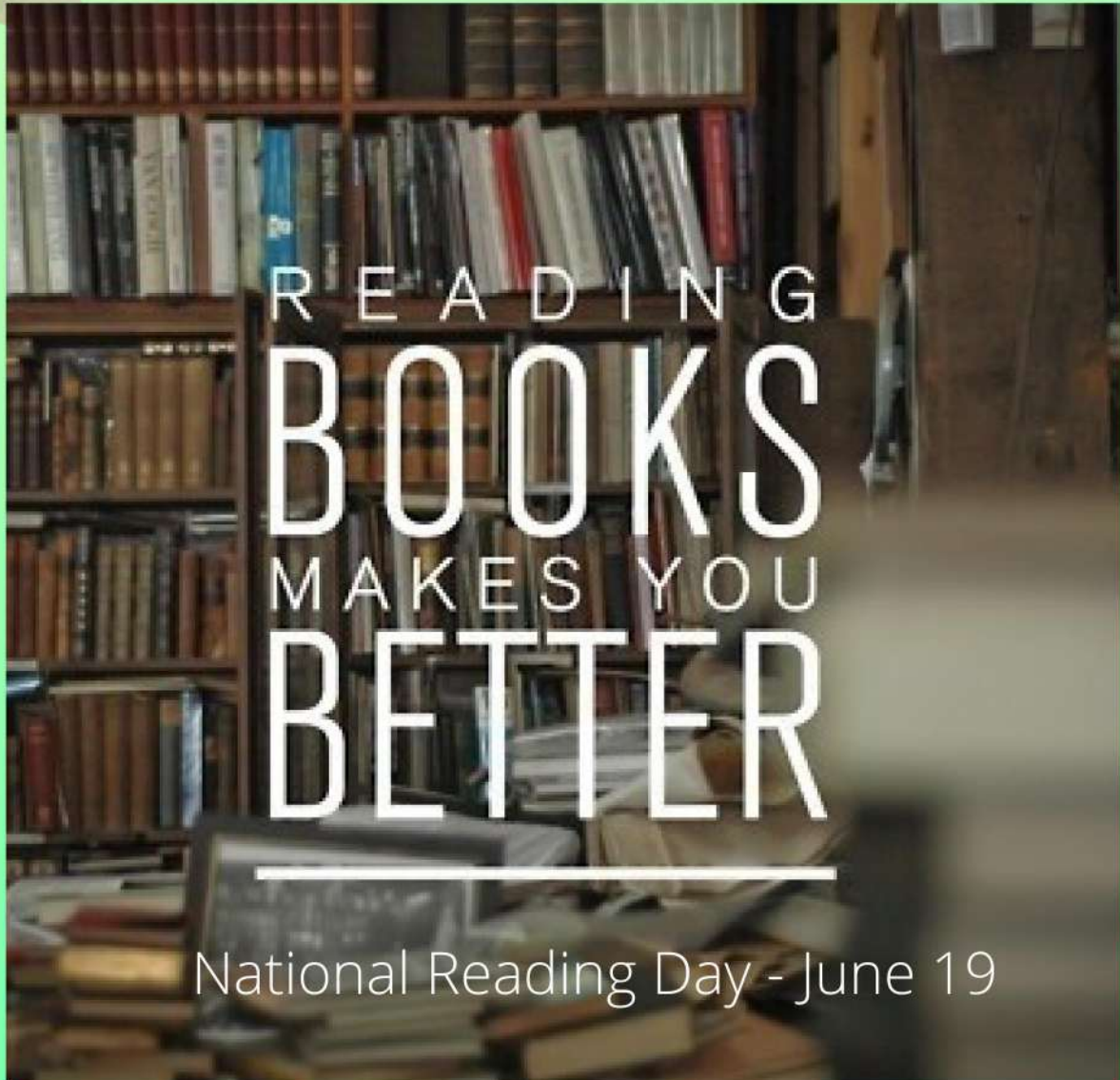
Anjana Arunkumar (S2 Sociology) secured first position and Elna Jose (S2 Sociology) secured second position for the poster making competition held by PG Department of Commerce of Vimala College in connection with Environment Day.

Placements:

Tinu Jose (Mcom), Simmy Babu (Mcom) got placed at ESAF Bank via placement cell of Vimala College.



"You appear to be a very honest and ethical applicant. Are you sure you're in the right office?"



Thanks to,
Dr. Sr. Beena Jose(Principal), Dr Rose V J(HOD),
Faculties and contributors