

Volume 3
Issue III

THE COMMERCIO 2020

PG Department of
Commerce and Research

Vimala College (Autonomous), Thrissur



FROM THE EDITOR'S DESK

The 'Commercio' has always been a pride of the PG Department of Commerce and Research, where the acumen of our students has been exposed. The entire credit goes to the students whose day-night effort has made the newsletter a reality. Newsletter has always abetted to enlarge knowledge in the field of commerce. Through the newsletter, we were able to explore the unexplored. Efforts were made by students to bring out the newsletter despite their hectic online class schedule and amidst the pandemic. It has always been learning simply and interestingly.

Get Entertained by Learning.

EDITORIAL BOARD

Meera Vijayan I
Gopika N Kartha



Beny Paul E
Chief Editor

ECO FRIENDLY BLOG



ORGANIC FOOD BUSINESS

You could start your own catering business that focus on organic and locally grown ingredients. To appeal to nature lovers and wellness enthusiasts, you could offer, say, free range meats along with vegan, gluten free and paleo meal options.

ECO FRIENDLY LANDSCAPING

Even your yard can make a difference! Eco landscaping is a method to design, create, and maintain your landscape to save energy, money, and time. Your business could focus on making homeowners make their yards literally and figuratively greener.



GREASE TRAP CLEANING SERVICES

A grease trap/interceptor is a plumbing device used to intercept most greases and solids before they enter a waste water disposal system. You could start offering grease trap cleaning services for business in food industry.



ECO FRIENDLY CLEANING PRODUCTS

Things need cleaning from laundry to vehicles. Now, more than ever, people are more environmental conscious. They are more sensitive to what goes down the drain and want to be able to get the sparkle without straining the environment. As such, you could offer a complete line of natural cleaning products like for laundry, dishwashes and household cleaning.

ORGANIC BEAUTY PRODUCTS

You can try making your own organic consumer products like soap, cream or other cosmetic and cleaning items using natural ingredients. Local markets and events are good place to sell. You could also start an online store. Before marketing it to consumers though, be sure to test it yourself.

BICYCLE REPAIR & REFURBISHING

Transportation is another venue of change. Increasing prices at the pump have increased the need for people to go green. Opting to use the bike instead of driving a short distance has more benefits like, improves health, saves money and is environment friendly.





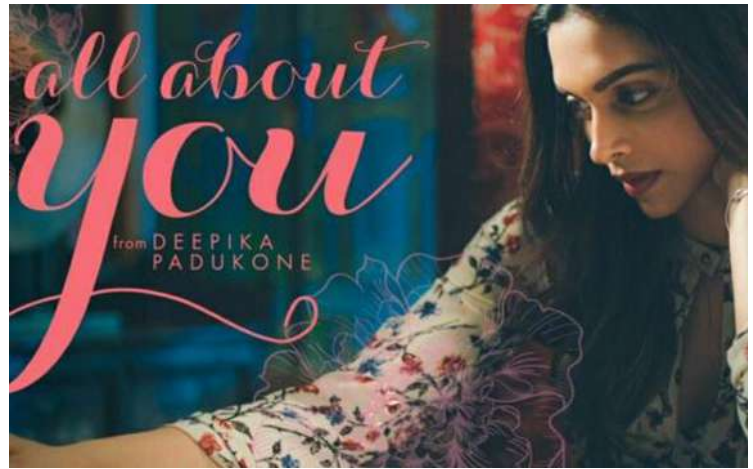
All About **BUSINESS!**

- Business has only 2 functions Marketing and Innovation
- Peter Drucker
- Business opportunities are like buses ,there is always another one coming
- Richard Branson
- Play by the rules, be Ferocious
- Phil Knight

ACTROPRENEURSHIP

DEEPIKA PADUKONE

This stunner is not just the daughter of celebrity badminton player, and a Bollywood A-lister. She's put her dazzling fame and modelling background to good use by co-creating a line of clothing called "All About You" exclusively available on online retailer Myntra. She had previously designed a line for power dressing brand Van Heusen.



TWINKLE KHANNA

Twinkle Khanna Kumar has been a successful interior designer ever since. Along with mother Dimple Kapadia, Khanna also runs label "White Window", selling home decor, apparel, and designer candles under the brand "Faraway Tree".



SACHIN TENDULKAR

The God of cricket Sachin Tendulkar happens to be quite the foodie too, and has successfully ventured into the restaurant business with his eponymous restaurant Tendulkar's at the seafront in Colaba, Bombay.





Poornima owns the popular clothing brand 'Pranaah'. The actress who is also popular as television host founded the clothing brand in 2013. Within a short period, it became a popular brand with unique collections.



Rima Kallingal is all set to don an entrepreneur's role by introducing a brand of fashion clothes under the 'Soul Sisters' tag.

INDIA'S BRAIN POWER ACROSS THE WORLD!

- 1. GOOGLE CEO IS AN INDIAN**
- 2. MICROSOFT CEO IS AN INDIAN**
- 3. CITIGROUP CEO WAS AN INDIAN**
- 4. SOFTBANK VISION FUND CEO IS AN INDIAN**
- 5. ADOBE CEO IS AN INDIAN**
- 6. NETAPP CEO IS AN INDIAN**
- 7. PEPSICO CEO WAS AN INDIAN**
- 8. NOKIA CEO IS AN INDIAN**
- 9. MASTERCARD CEO IS AN INDIAN**
- 10. DBS CEO IS AN INDIAN**
- 11. COGNIZANT CEO WAS AN INDIAN**
- 12. NOVARTIS CEO IS AN INDIAN**
- 13. CONDUENT CEO WAS AN INDIAN**
- 14. DIAGEO CEO IS AN INDIAN**
- 15. SANDISK CEO WAS AN INDIAN**
- 16. MOTOROLA CEO WAS AN INDIAN**
- 17. HARMAN CEO IS AN INDIAN**
- 18. MICRON CEO IS AN INDIAN**
- 19. PALO ALTO NETWORKS CEO IS AN INDIAN**
- 20. RECKITT BENCKISER CEO IS AN INDIAN**

INDIA'S

Regional Ranking: 31

Population: 1.3 billion

Global Rank : 2

Global Share: 17.71%

Life Expectancy: 70.4 yrs

Per Capita Income:

\$1900

Gender Gap Index:

66.8%

This or That

TAGLINE MATCH!

NIKE

**ITS FINGER LICKIN'
GOOD**

APPLE

OPEN HAPPINESS

L'OREAL

**MOVE THE
WAY YOU
WANT**

MCDONALD'S

**THINK OUTSIDE
THE BUN**

WALMART

JUST DO IT

**BURGER
KING**

**BECAUSE YOU'RE
WORTH IT**

UBER

**SAVE MONEY.LIVE
BETTER**

KFC

THINK DIFFERENT

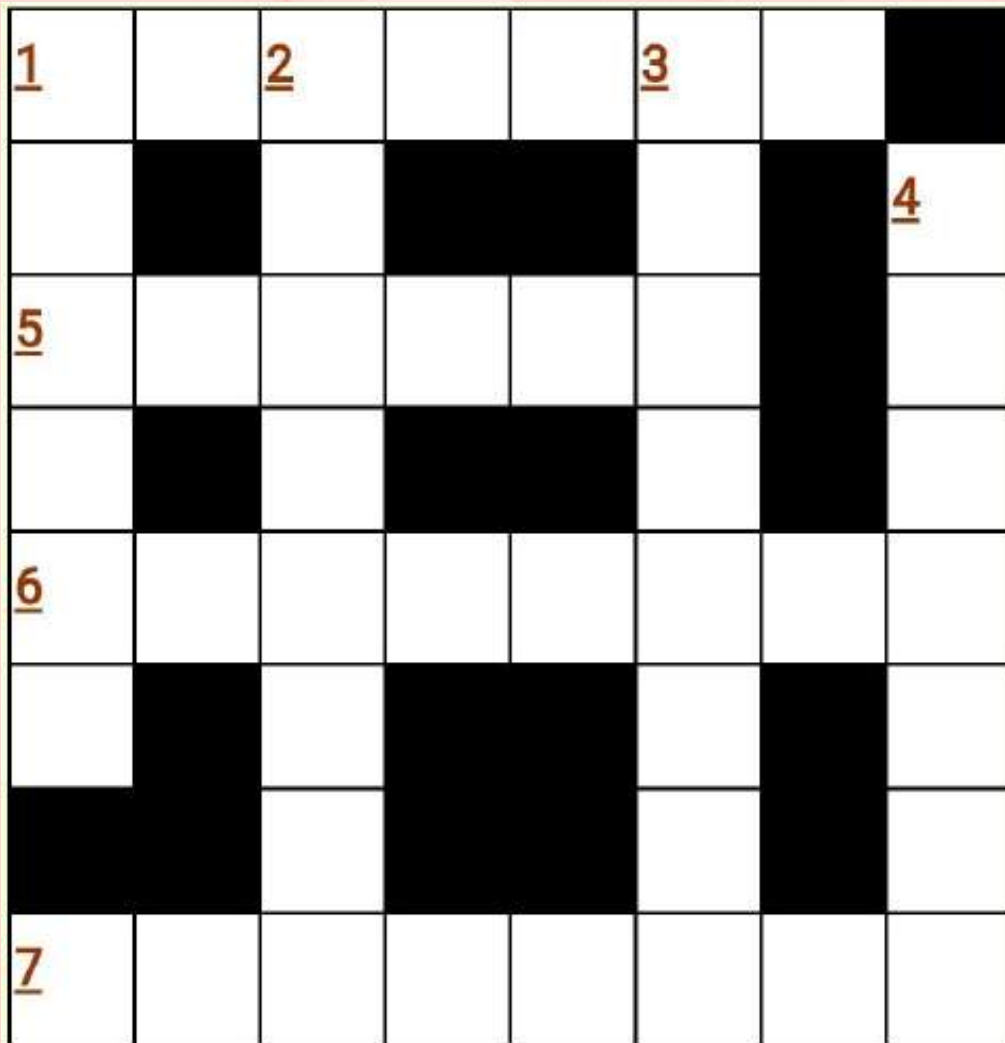
COCA COLA

I'M LOVIN' IT

TACO BELL

**HAVE IT YOUR
WAY**

YOU'VE
TOTALLY GOT
THIS!



Down

1. Money coming in
2. Worth a lot of money
3. A written agreement
4. To do well in life, or to succeed in business

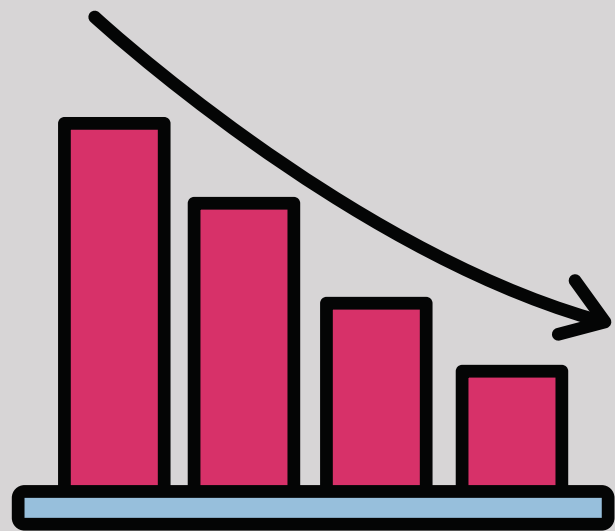
Across

1. Document with details of a sale
5. A vertical list of numbers
6. The company needs to introduce some cost-cutting _ _ _ _ _ .
7. The person a debtor owes money to

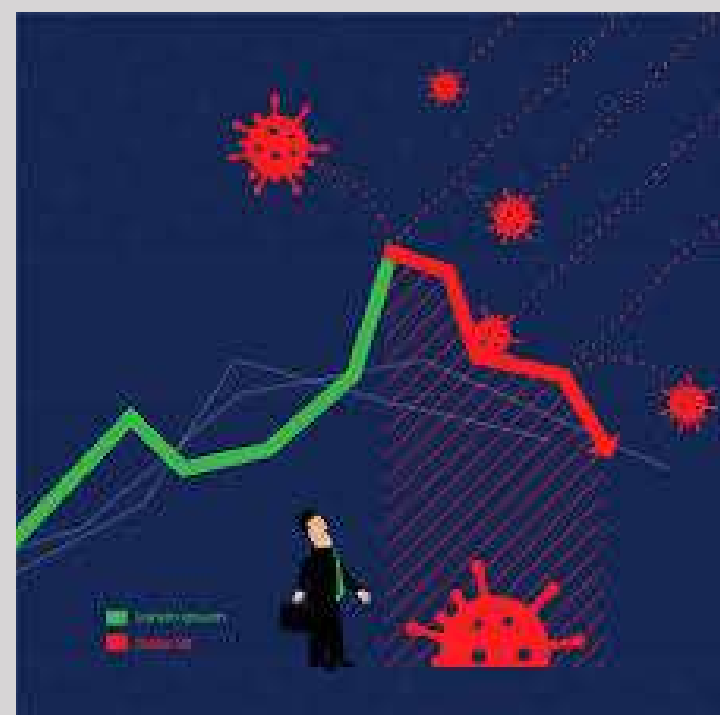
THE IMPACT OF COVID 19

THE ECONOMIC DOWN TURN!!!

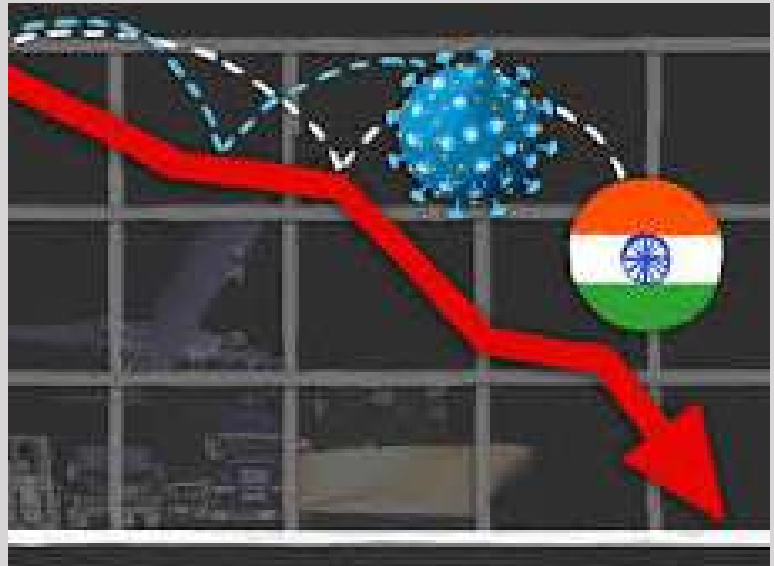
The economic impact of the 2020 coronavirus pandemic in India has been largely disruptive. India's growth in the fourth quarter of the fiscal year 2020 went down to 3.1% according to the Ministry of Statistics.



The Chief Economic Adviser to the Government of India said that this drop is mainly due to the coronavirus pandemic effect on the Indian economy. Notably India had also been witnessing a pre-pandemic slowdown, and according to the World Bank, the current pandemic has "magnified pre-existing risks to India's economic outlook".



The COVID-19 recession is a major ongoing global economic crisis which has caused both a recession in some nations, and in others a depression. It is currently the worst global economic crisis.

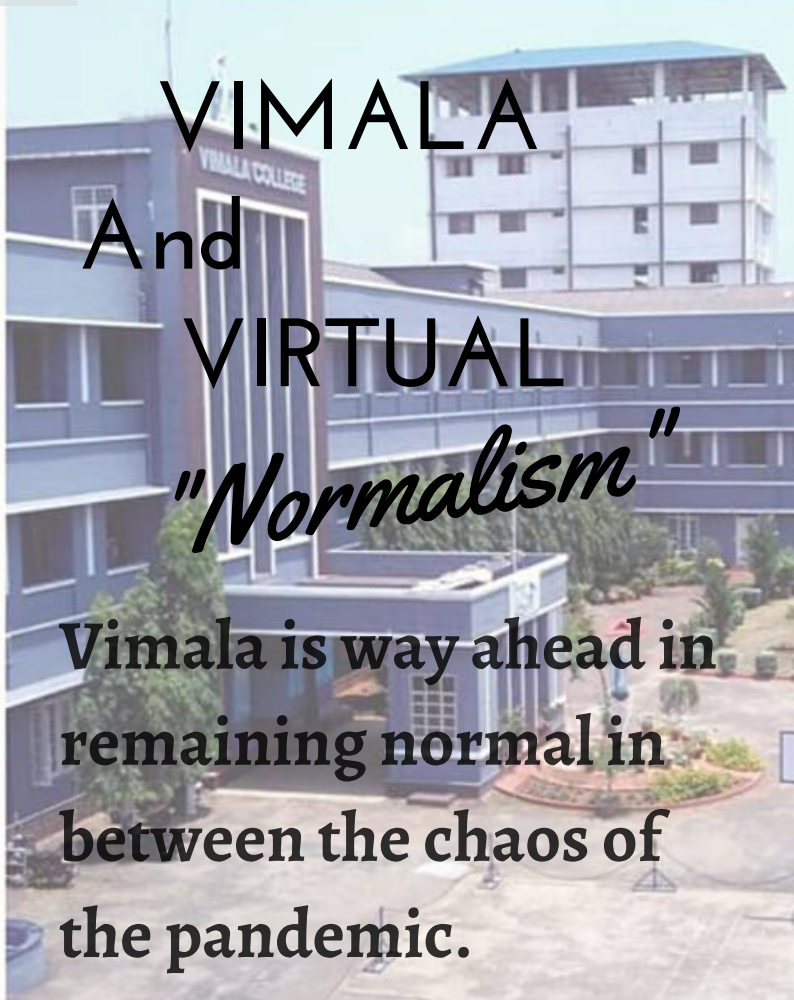
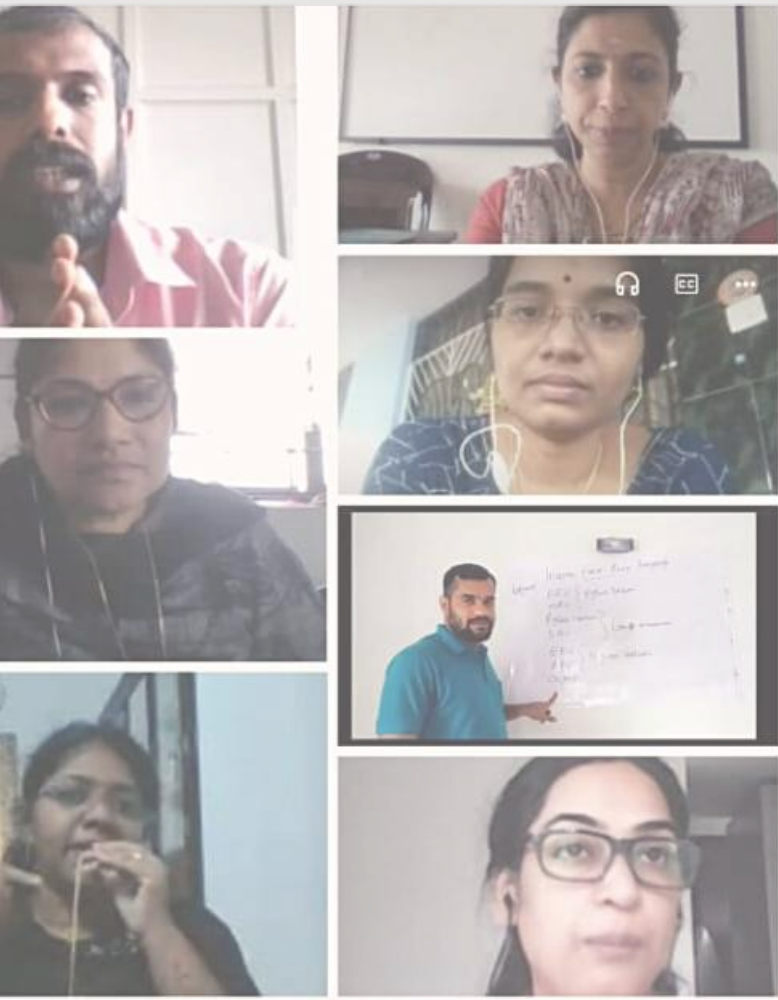


The COVID-19 pandemic has led to more than a third of the world's population being placed on lockdown to stop the spread of COVID-19. It has caused severe repercussions for economies across the world,





Online learning, online onam or "Sookshichonam", online meetups like "Talking Heads" and "Take a Break" are just few among the many!



VIMALA
And
VIRTUAL
"Normalism"
Vimala is way ahead in remaining normal in between the chaos of the pandemic.