



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

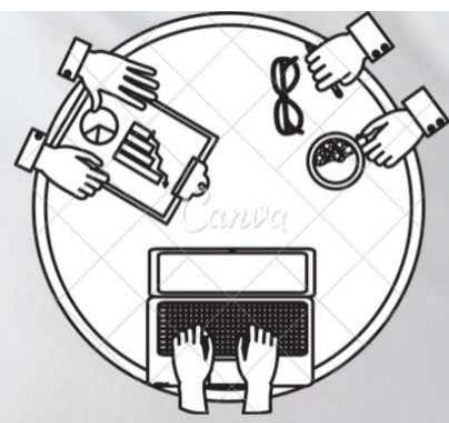


The Commercio

2021 VOL. 4 ISSUE 4



From the editor's desk



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 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 to the realm of imagination. While reading the newsletter, we expect that the spark inside you will burn which will result in refining the prospects of future

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



Dr. Preema Rose
Nichlavose

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Editorial Board



Dhiya Promitha



**Sree Ranjini
Satheesan**



**Fathima Netha
Kadri**



Anju Paulson



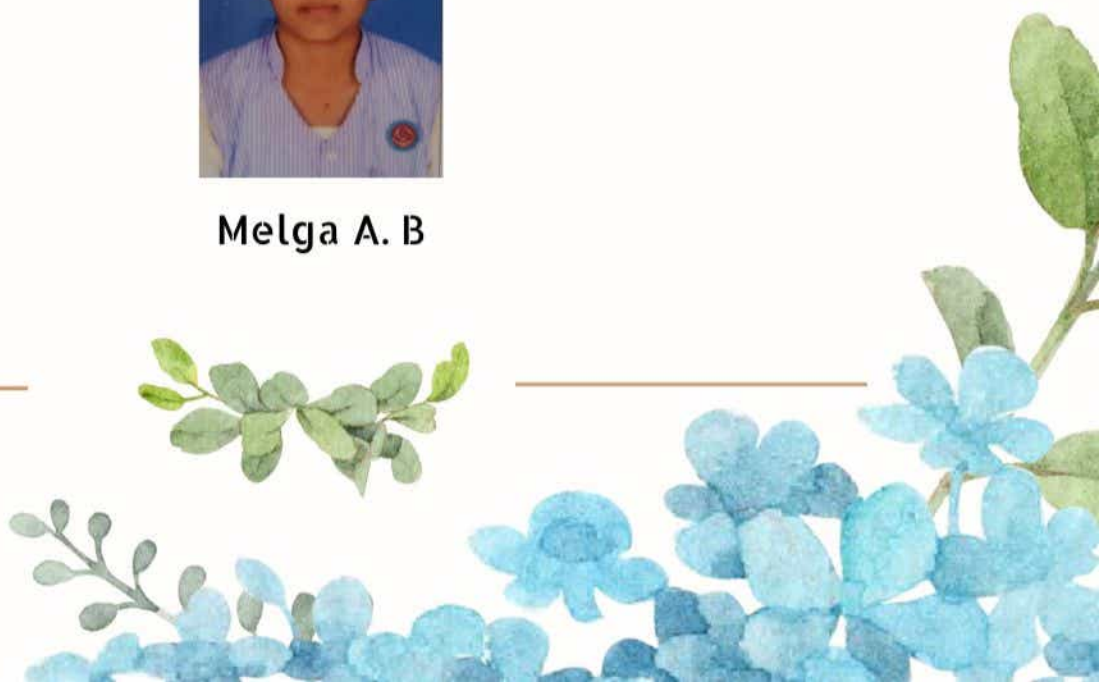
Marieath Kibithiya



Jeess Theras




Melga A. B



AZADI 2021

In connection with the 75th Independence day, the second year students of B.com Aided batch conducted an event named 'Azadi' under the guidance of Ms. Rose V J (HOD) and Ms. Nishal Leela Jose (Class Tutor). It consisted of five competitions and their participation was open for all the students of Vimala college. The student co – ordinators, Ms. Fathima Netha Kadri and Ms. Dhiya Promitha played a vital role in making this event successful.



**Vimala College (Autonomous),
Thrissur**
Commerce Department presents

Azadi

[Click here to register](#)

PRINCIPAL - Dr. Sr. BEENA JOSE	HOD - Dr. ROSE V J
FACULTY COORDINATOR NISHA LEELA JOSE	STUDENT COORDINATORS DHIYA PROMITHA FATHIMA NETHA KADRI

All are cordially invited!

FESTIN 'O' BEATS

DURING THE FOURTH WEEK OF AUGUST 2021, THE SECOND YEAR STUDENTS OF COMMERCE DEPARTMENT CONDUCTED 'COMFEST 2021' UNDER THE GUIDANCE OF DR. ROSE V J (HOD) AND MS. NISHA LEELA JOSE AND MS. MARY CHOWALLOOR (FACULTY CO - ORDINATORS). THE STUDENT CO - ORDINATORS, MS. ASHTAMI HARINARAYANAN AND MS. SREEDEVI T PLAYED A VITAL ROLE IN MAKING THIS EVENT SUCCESSFUL. WE HELD THREE COMPETITIONS AS PART OF THE COMFEST - QUIZZY POP, PENDOWN AND V - EMPORIO. THE EVENT 'QUIZZY POP' WAS CONDUCTED LIVE VIA GOOGLE MEET.



The poster is for an event titled 'FESTIN 'O' BEATS' which is a 'MEETING LINK' held on '23RD AUGUST 2021' at '10:00 AM' via 'GOOGLE MEET'. It is organized by the P G Department of Commerce & Research at Vimala College (Autonomous), Thrissur. The Principal is Dr. Sr. Beena Jose and the HOD is Dr. Rose V J. Staff co-ordinators are Ms. Mary John Chowalloor and Ms. Nisha Leela Jose. Student co-ordinators are Ms. Ashtami Harinarayanan and Ms. Sreedevi T. The poster includes the college logo and a decorative border.

 **VIMALA COLLEGE(AUTONOMOUS)**
THRISUR

COMFEST 2021

ORGANIZED BY P G DEPARTMENT OF COMMERCE & RESEARCH

**FESTIN
'O'
BEATS**

MEETING LINK

23RD AUGUST 2021
VIA GOOGLE MEET
FROM 10:00 AM

PRINCIPAL-Dr. Sr. Beena Jose **HOD**- Dr. Rose V J

Staff co-ordinators Students co-ordinators
Ms. Mary John Chowalloor Ms. Ashtami Harinarayanan
Ms. Nisha Leela Jose Ms. Sreedevi T

All are cordially invited!



Maa Ulaa

With an aim to support himself and help others like him, Mohammed Gaddafi, who lost his legs at the age of 19, along with his friend Balaji, started Maa Ulaa in Chennai. The startup is India's first bike taxi service run by the differently abled.

Raw Nature Company

Sangita Desai who was born with Symbrachydactyly, a congenital abnormality characterised by limb anomalies, Sangita has found success as a fashion designer for 25 years



RAWNATURE®

Sobo Connect and Le Garden - The Salad Company

Shenaz was 19 years old when she was diagnosed with epilepsy. But that didn't hold her back. Within a year of her first seizure, Shenaz turned entrepreneur with Sobo Connect, which aims at encouraging entrepreneurs and providing them with working space. She was pursuing mechanical engineering in Mumbai then.



Iftkhar Ali

Iftkhar Ali, who graduated from IIM Calcutta was affected with polio at age one. Hailing from Agra, he is the founder of Delhi based ALIQAN Technologies, a software and web development company. Before launching ALIQAN Technologies in 2015, he had worked HCL and TCS as a business analyst and with IMS india as Centre Operational Head.



HERE'S WHAT THE SYMBOLS ON INDIAN COINS BELOW THE YEAR MEAN

In India, coins are minted through Security Printing and Minting Corporation of India Ltd (SPMCIL) at four mints in Mumbai, Kolkata, Hyderabad and Noida. The coins have certain symbols so that they can be identified where they have been minted.



Hyderabad

Coins with a star, split diamond or dot in diamond symbols below the year signify it that they are from Hyderabad mint. The mint was set up in the year 1903 by the then government of the Nizam, Hyderabad.

Noida

If there is a circular dot on coins below the year, it means these coins have been minted in Noida mint, established in the year 1984.



Kolkata

There are certain coins that don't have any symbols below the year. If you have seen these coins, understand that they have been minted in Kolkata mint. The Kolkata mint was established in the year 1757.



Mumbai

You may have come across with these coins that have a diamond-like symbol or 'B', 'M' letters below the year. It means they have been minted in Mumbai mint. The Mumbai mint was established in the year 1829.





Did You Know!



Starbucks' round tables were created specifically so customers would feel less alone.



Pepsi took inspiration for its name from the digestive enzyme pepsin.



The arrow in the Amazon logo points from A to Z, highlighting the retailer's wide range of products



Google was originally known as BackRub



Apple's iPad retina display is manufactured by their leading competitor Samsung.



Adding '/4' to the end of Facebook.com takes you to Mark Zuckerberg's page



Nike was named after the Greek goddess of victory



Gucci hold the Guinness world record for the most expensive pair of jeans costing \$ 3,134.



McDonald's originally sold hotdogs, not burgers.



The Volkswagen group owns Bentley, Bugatti, Lamborghini, Audi, Ducati and Porsche amongst others.



Walt Disney world in Orlando covers over 40 square miles, roughly the size of San Francisco or 2 Manhattan islands



"Sam" in Korean means 3 and "Sung" stands for a "star". Thus Samsung can be translated as "3 Stars". The figure 3 stands for something great, numerous and powerful

Times Business Awards 2021 – When the best in business get recognized!

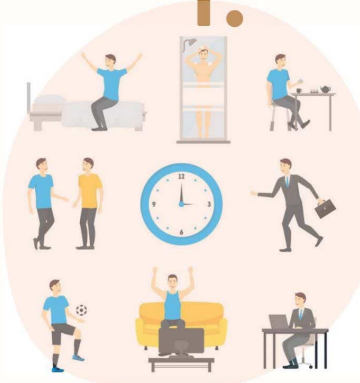
The seventh edition of 'Times Business Awards – Hyderabad Edition' took place at the very famous Novotel – HICC, Hyderabad. The special guests to the evening were Dr. Tamilisai Soundararajan, the honorable governor of state of Telengana and Vijayalakshmi R Gadwal, the honorable Mayor of Hyderabad. Once the chief guests were at the venue, the event kick started with the traditional lighting of the lamp.

The stage was then graced by Mrs. Vijayalakshmi and Dr. Tamilisai. They expressed their happiness in being a part of the event. Dr. Tamilisai then went on to give away few awards. Then a group of young boys and girls gave a beautiful dance performance. Another special guest, the star actress, Pooja Hegde, added more excitement when she performed the famous 'Butta Bomma' step. She extended her congratulations to the winners.

The stage was once again filled with glamour in the form of another special guest, actress Shruti Haasan. She conveyed her best wishes to the winners. She also gave away few awards. The event was far from over after she left as the guests were treated for a sumptuous dinner with drinks. They also enjoyed the live band performance from the noted group 'Ashraya'. All in all, the event became a massive success with the best in business getting recognized.

10 DAILY HABITS OF MOST SUCCESSFUL ENTREPRENEURS

1.



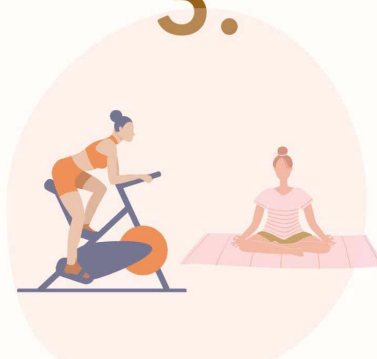
Create a routine

2.



Keep the mornings for the toughest projects

3.



Workout & Meditate

4.



Give a headstart to tomorrow, today

5.



Schedule time for revenue generating activities

6.



Track your progress

7.



Refresh yourself with quality life time

8.



Encourage team to provide solutions not problems

9.



Segregate each day for separate business activity

10.

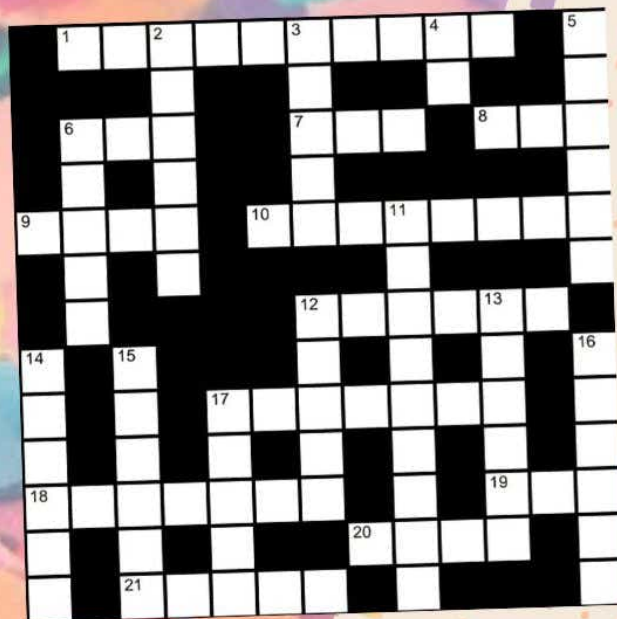


Continue Learning

YOU CAN DO IT!



Business crossword on Advertising



ACROSS

- 1 Describes promotional messages we are not aware of (10)
- 6 More _____ than rum (Malibu slogan) (3)
- 7 A Mars a _____ helps you work, rest and play (slogan) (3)
- 8 _____ the news that's fit to print (New York Times slogan) (3)
- 9 Exaggerated publicity (4)
- 10 A series of actions that try to persuade people to buy a product (8)
- 12 'Just Do It' is a famous one (6)
- 17 To attract attention to a product by advertising (7)
- 18 Short phrase used to advertise something (7)
- 19 Yes We _____ (Obama presidential campaign slogan) (3)
- 20 The text of an advertisement (4)
- 21 We Go The _____ Mile (much-used slogan)

DOWN

- 2 An advertisement on a website (6)
- 3 _____ planning is one of the four key disciplines in advertising (5)
- 4 Abbreviation for 'advertisement' or 'advertising' (2)
- 5 On the internet (6)
- 6 Advertisement printed on paper and given to people (5)
- 11 The process of attracting attention to a product by advertising (9)
- 12 A place where you see a lot of advertising (5)
- 13 An advertising business (6)
- 14 Large printed notice used to advertise something (6)
- 15 Short, catchy song used in a radio or TV commercial (6)
- 16 To start selling a new product or service to the public (6)
- 17 Newspapers and magazines (5)



ANSWERS :

ACROSS- 1. Subliminal, 6. Fun, 7. Day, 8. All, 9. Hype, 10. Campaign, 12. Slogan, 17. Promote, 18. Tagline, 19. Can, 20. Copy, 21. Extra.

DOWN- 2. Banner, 3. Media, 4. AD, 5. Online, 6. Flyer, 11. Promotion, 12. Store, 13. Agency, 14. Poster, 15. Jingle, 16. Launch, 17. Print.



VIMALA COLLEGE (AUTONOMOUS), THRISSUR

is now an

ISO 9001:2015 CERTIFIED INSTITUTION

