



THE COMMERCIO

PG DEPARTMENT OF COMMERCE AND
RESEARCH



GOING GREEN: NEED OF THE HOUR

It focuses on the need for going green and introducing the emerging trends in green commerce

CONFERENCE OF PARTIES 26

It provides a general outlook of the COP26 held at Glasgow in November 2021

UNION BUDGET HIGHLIGHTS

It deals with general points discussed in union budget 2022-2023

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 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 Nichalavose



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Gratitude

Dr. Rose V J

Dr. Preema Rose Nichalavose
and
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department

GOING GREEN

Need of the hour

The concept of running a more environmentally-friendly business is not something that businesses should ignore. Governments across the globe are enforcing it, consumers demand it, and the benefits are overwhelming. If you do not want to miss out, you must join in promoting ethical practices and green products.

As a property manager or director of operations of a small business, have you considered the pros of being eco-friendly?

The rewards are numerous and go beyond the obvious benefit of helping the Earth and reducing global warming. The less obvious advantages are those that benefit the bottom line of your business. You can start by making a few environmentally-friendly changes like using recycled materials, focusing on recycling, or enlisting the help of professional waste controllers to help you properly dispose of your materials and get the most out of recycling opportunities.

A good reputation, in the business world, is worth billions of dollars. No one likes to do business with someone they do not trust.

The polar ice caps are melting and more people are suffering from the resultant adverse effects. Because they have had enough of this, they are looking for more earth-friendly companies to do business with.

Therefore, if you market yourself as an eco-friendly company and you actually go green, you can convince them to patronize you instead of the competition. According to a study by Cone Communications/ Ebiquity Global CSR, 92% of Millennials are more likely to trust a company that supports environmental or social issues.

As Nolan Ryan once said, *"Enjoying success requires the ability to adapt. Only by being open to change will you have a true opportunity to get the most from your talent."*

A business going green makes customers feel that it is a trustworthy business. As more and more internationally known companies go green, the idea of going green becomes that much more tantalizing. In fact, it's becoming a status symbol to be an environmentally friendly business. The computer company Dell launched a recycling program that enables customers to return notoriously difficult-to-recycle electronics for free. Auto manufacturer Honda is now known as one of the greenest businesses in the auto industry by optimizing fuel efficiency, among other measures. Consumer products giant Unilever has also made great strides in adopting sustainable packaging:

In 2018, it began selling its PG Tips tea in fully biodegradable tea bags. Going green gives a company a seat at the table of the big companies, in a sense, because only the most established companies go green.

India needs new green industries to ensure economic growth

First, India was a prime mover in the Paris COP (Conference of the Parties) 21 negotiations and committed to far-reaching nationally determined contributions (NDCs) to reduce carbon emissions. As part of these NDCs, India will reduce carbon intensity (carbon emissions per unit of GDP) to 33-35% below 2005 levels, increase renewable energy contribution to power supply to 40%, and restore 26 million hectares of degraded land. All these goals are to be achieved by 2030.

Second, through the Jal Shakti Abhiyan, clean drinking water will be provided to every household. In combination with the Swachh Bharat Abhiyan and the Namami Gange programme this will substantially reduce water pollution and reduce the health burden associated with water pollution.

Finally, a complete policy framework in support of electric mobility and metro transportation is being implemented in major cities. These efforts will reduce both particulate and carbon emissions. In fact, the PM's environment.



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GREEN CONSUMERISM

The green consumerism framework is assumed to be built on factors such as social, economic and cultural aspects of a society. So the planning and designing part of a Societal marketing campaign, has to be done with respect to each country, having its own cultural backgrounds, centuries-old traditions, norms, beliefs, and taboos, while being executed on a multi-national level. Coming to purchase situations and green consumption, consumers are put in a confused scenario, where they have to choose between their own desires, wants and needs, and the sense of morality and responsibility towards the nature, ecology and environment.

As that there is a difference between changes in one's attitude and in one's behaviour. The only plausible solution is to effectively transform attitudinal change into action.

Are you a green consumer?
LET'S BINGO

Make eco-friendly choices when shopping	Use reusable bags, bottle, straws etc	Use recycled products	Use of solar or renewable energy sources	Buy locally grown, organic food
Purchasing a hybrid car	Saving energy consumption in your surroundings	Recycled on campus	Buy in bulk to reduce waste	Walks, carpooled or use public transport to work
Calculate my carbon footprint	Turn off all appliances which aren't in use	FREE	Try going a day without creating any waste	Sort out and disposed waste in recycling bins
Ask your friends to eco-friendly shopping	Ditch single use plastic	Prefer an electric vehicle	Paperless billing and activities	Change bulbs and tubes to LED
Prefer green investment options	Celebrate green consumer day	Take shorter shower	Buy package free	Switch to bio degradable products

As said by Slater (2001), the tug-of-war between the needs of the individual and the essentials of the environment simply leads, nevertheless, to a priggish and moral perspective that "consumption is a bad thing we should do without." In the context of consumer culture in the modern era, this prospect is highlighted in an environmental debate that serves as an engine that eases desire at

one end and creates an endless amount of new desires on the other.

When it comes to their own standards of living, the present day consumers are not much ready to bargain. Thinking that it is someone else's responsibility to find solutions to the problems regarding the environment and to choose free-market solutions over government policies are indicators of a low environmental concern.

There was an increase in the readiness of those who wanted to change their own lifestyles towards a 'greener' mindset and at the same time there was no substantial change in habits of consumption. This reveals the fact In addition, there is a direct environmental impact of green behaviours, because when it comes to controlling one's consumption, compared to traditional consumers, green consumers are more likely to do so and this aspect implicates the responsibility of the consumer for controlling their own choice of consumption. Even the kitchens in almost all households in the state of Kerala, have gradually been transformed to poison manufacturing factories. The growing environmental hazards, associated with the ever growing consumption of such poisonous products, have been creating several health related problems, giving way to greater concerns over the consumption of these products among the people. Moreover, high rates of literacy among the people have also led to Green Consumerism movements, in one way or the other, all over the state during recent years

Mushrooming of organic product outlets, malls and exclusive shops offering eco-friendly products and devices, bio degradable packages and container manufacturers, etc., are ample evidences of the Green Consumerist movement that has gained considerable momentum in the State. Hence a study analysing the perceptions of consumers towards the consumption of Green Products and the factors influencing the buying behaviour of the consumers of such products in the state of Kerala becomes quite imperative in this context.

EXAMPLES

Coffee drinkers in the US and Canada can ask for their coffee to be brewed from beans carrying the Bird Friendly seal of approval from the Smithsonian Migratory Bird Center. This program certifies that the beans meet standards for shade farming and organic production.

In 21 European countries, beachgoers follow the ratings of the European Blue Flag campaign to find some 2,750 beaches and marinas with high environmental standards and sanitary and safe facilities.

The Mexico-based Forest Stewardship Council has certified over 25 million hectares of commercial forest in 54 countries as meeting social and environmental standards for sustainable forestry, more than double the area in 1998.

Worldwide, buyers of energy-saving compact fluorescent lamps (CFLs) have eliminated the need for nearly 40 medium-sized, coal-fired power plants.

GREEN INITIATIVES BY COMPANIES

Toyota, the world's largest car manufacturing company, has also come up with innovative cars that reduce the overall carbon footprint.

Johnson and Johnson company has initiatives that reduce waste in course of manufacturing and distribution through use of sustainable products and packaging methods were possible.

eBay company has made it possible for people to exchange or reuse goods instead of throwing them away; thus, not only increasing the lifespan of these products but also keeping them off landfills

Dell company has announced it would increase the annual usage of ocean-bound plastics by 10 times by 2025. This initiative would keep 16000 pounds of plastic from entering ocean.

Apple has created several wind and solar farms to power their data centers, retail stores, corporate offices and more.

Disney company uses zero net direct greenhouse gas emission policies in all of its facilities.

How to invest Green?

1. Green Equities

- Tata power
- JSW Energy
- Tesla

2. Green Bonds

- Green 'Use of Proceeds' Revenue bond
- Green 'Use of Proceeds' Bonds
- Green Securitized Bonds
- Green Project Bonds

3. Green Funds

- Green ETF
- Green Mutual Funds
- Green Index Funds

GREEN FINANCING

Green financing is emerging as an equivalent to socially responsible investing

Eco-investing or green investing, is a form of socially responsible investing where investments are made in companies that support or provide environmentally friendly products and practices. These companies encourage new technologies that support the transition from carbon dependence to more sustainable alternatives. Green finance is "any structured financial activity that has been created to ensure a better environmental outcome." Green financing could be promoted through changes in countries regulatory frameworks, harmonizing public financial incentives, increases in green financing from different sectors, alignment of public sector financing decision-making with the environmental dimension of the Sustainable Development Goals, increases in investment in clean and green technologies, financing for sustainable natural resource-based green economies and climate smart blue economy, increase use of green bonds, and so on.

Two main goals of green finance are to internalize environmental externalities and to reduce risk perceptions. Promoting green finance on a large and economically viable scale helps ensure that green investments are prioritized over business-as-usual investments that perpetuate unsustainable growth patterns. Green finance encourages transparency and long-term thinking of investments flowing into environmental objectives and includes all sustainable development criteria identified by the UN Sustainable Development Goals (SDGs).

Green finance covers a wide range of financial products and services, which can be divided into investment, banking and insurance products. The predominant financial instruments in green finance are debt and equity. To meet the growing demand, new financial instruments, such as green bonds and carbon market instruments, have been established, along with new financial institutions, such as green banks and green funds. Renewable energy investments, sustainable infrastructure finance and green bonds continue to be areas of most interest within green financing activities.

Green finance is the financing of investment in all financial sectors and asset classes that integrate environmental, social and governance (ESG) criteria into the investment decisions and embed sustainability into risk management for encouraging the development of a more sustainable economy. Various actors in the investment value chain have been increasingly including ESG information in their reporting processes. As ESG reporting shifts from niche to mainstream and begins to have balance sheet implications, investors are raising challenging questions on how ESG performance is assessed, managed, and reported. Indeed, ESG factors are critical in the assessment of the risks to insurer's assets and liabilities, which are threefold: physical risk, transition risk and liability risk. For banks, ESG risks exert an influence on banks' creditworthiness. Banks can then provide sustainable lending in incorporating environmental outcomes in risk and pricing assessments. Institutional investors can incorporate ESG factors in portfolio selection and management to identifying risks and opportunities.

GREEN GOVERNANCE



Corporate governance is now adopted by all organizations for the benefit of all stakeholders. Environment is one of the main aspects of corporate governance. Green initiatives which are practiced everywhere is now extended to corporate governance also. Provisions of Information Technology Act are much helpful to practice green governance in organizations.

Section 4 of the information technology act provides that *where any laws provides that information or any other matter shall be in writing or in the typewritten or printed form, then, notwithstanding anything contained in such law, such requirement shall be deemed to have been satisfied if such information or matter is (a) rendered or made available in an electronic form and (b) accessible so as to be usable for a subsequent reference.* Thus, IT Act legally recognized the use of electronic records instead of power records.

The ministry of corporate affairs has taken a green initiative in the corporate governance by allowing paperless compliances by the companies after considering the provisions of the Information Technology Act. As part of green governance, it has been decided that all certificates and letters can be issued electronically under his digital signature. The goal of green governance is to reasonably coordinate the relationship between human beings and nature, to enable the balanced development of economy, society and environment at the same time. And the major features of green governance are political commitment, a legal and regulatory foundation, implementation of financial instruments, technological viability, human capital formation, appropriate institutional setup and a common language.

SDG RANKING

The Index for Sustainable Development Goals (SDGs) evaluates progress of Countries, States and Union Territories (UTs), Companies , on various parameters

Top 5 companies are

1. Godrej Consumer Products Ltd.
2. Infosys Ltd.
3. Wipro Ltd.
4. Tata Chemicals Ltd.
5. ITC Ltd.

DO YOU KNOW ?

India has been ranked at 120th position in the Sustainable Development Report 2021 or Sustainable Development Index 2021. In this Index, countries are ranked by a score out of 100. India has a score of 60.07.



Kerala has retained the top rank in NITI Aayog's SDG India Index 2020-21, while Bihar is the worst state

Top 5 positions		Bottom 5 positions	
State	Score	State	Score
Kerala	75	Chhattisgarh	61
Himachal Pradesh	74	Nagaland, Odisha	
Tamil Nadu	72	Arunachal Pradesh, Meghalaya, Rajasthan, Uttar Pradesh	60
Andhra Pradesh, Goa, Karnataka, Uttarakhand	72		
Sikkim	71	Assam	57
Maharashtra	70	Jharkhand	56
		Bihar	52

GREEN MARKETING : NEW BUZZ WORD

Most of the corporate are on the path of shifting to green marketing. Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

Green Marketing Practices

It involves a wide spectrum of activities, to create an eco-friendly image of the company, to its target audience, such as:

1. Using recycled and renewable material for production.
2. Use of green energy to produce products, such as solar energy, geothermal energy and wind energy.
3. Reduce product packaging or use ecofriendly packaging.
4. Not using toxic materials, which are harmful to the environment.
5. Making products which are reusable as well as recyclable.

So, basically, green marketing is all about developing and promoting products and services that fulfil customer requirements, in terms of quality, performance, affordability, availability and safety, but without causing any damage to the environment.

Green initiatives by Companies

Honda companies big project is triple zero-zero CO2 emissions using renewable power, zero energy risks and zero resource and disposal risks.

Starbucks company is committed to buying 100% ethically-sourced coffee, making coffee the worlds first sustainable agricultural product and providing 100 million coffee trees to farmers by 2025.

Burt's Bees hones in on natural products as the natural cosmetics market continues to grow. Burt's Bees uses botanical oils, herbs and beeswax to create most of their goods.

Nike has an entire line of sustainable products featuring materials such as recycled polyester. It also uses renewable energy during manufacturing process.



Objectives of Green Marketing

- To adhere to corporate social responsibility.
- To reduce expenses.
- To showcase how environment-friendly the company's offerings are.
- To communicate the brand message
- To implement sustainable and socially accountable business practices.

What is green marketing mix ?

Product: The products should be designed and developed in such a manner that they use fewer resources and are pollution-free, plus they do not contain any toxic substance, whose use can be harmful. Moreover, the product must increase the conservation of scarce resources.



Price: In green marketing, price plays a prominent role, as the customers are going to pay the additional price, only when there are of the view that they will be getting the premium quality products, in terms of design, performance, appeal, taste, or anything else.

Promotion: Green advertising can be done in three ways, i.e., there can be ads which display the connection amidst the product and the environment, or ads which promote a green and organic lifestyle, or ads that showcase a corporate image of environmental responsibility.



Place: Place defines the availability of the products and so the marketers should opt an ideal way to make such products available as it will have a great impact on the customers.



COP26 is the most recent annual UN climate change conference. COP stands for Conference of the Parties, and the summit was attended by the countries that signed the United Nations Framework Convention on Climate Change (UNFCCC) – a treaty that came into force in 1994. This was the 26th COP summit and was hosted in partnership between the UK and Italy. The conference was held in Glasgow from 1-12 November 2021, a year later than planned due to delays caused by the COVID pandemic. The COP26 summit brought parties together to accelerate action towards the goals of the Paris Agreement and the UN Framework Convention on Climate Change.



OUTCOMES OF COP 26

Green finance for the net zero economy:

Green finance provided by banks, markets, insurers and active climate-aware institutional investors will continue to play an increasingly pivotal role in driving climate action. It increases focus on climate change for both public and private companies. During COP 26, the UK government further announced that by 2023, all publicly listed companies and financial institutions in the UK will be required to publish plans detailing how they will meet the UK's 2050 net zero target.

Disclosure and transparency for the private sector:

The requirements will increase transparency and scrutiny of companies' net-zero plans. It's also likely this will be the beginning of an international trend on transparency of net-zero targets.

Increasing the pace of implementing the Paris Agreement:

One of the major successes of COP26 was the agreement "to revisit and strengthen the 2030 targets in their nationally determined contributions... by the end of 2022", as well as establishing a new annual high-level ministerial meeting from 2022 and leaders' summit in 2023. This will pressure governments to continue driving their ambition to achieve the Paris Agreement temperature goal at a faster pace than outlined in the Paris Agreement.

AGENDA

- Finalize the Paris Rulebook (the detailed rules that make the Paris Agreement operational)
- Accelerate action to tackle the climate crisis through collaboration between governments, businesses and civil society.



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OBJECTIVES

- Secure global net zero by mid-century and keep 1.5 degrees within reach
- Adapt to protect communities and natural habitats
- Mobilize finance
- Work together to deliver

UNION BUDGET

2022-2023



The Union Budget seeks to complement macro-economic level growth with a focus on micro-economic level all inclusive welfare. The Union Minister for Finance & Corporate Affairs, Smt Nirmala Sitharaman tabled the Union Budget 2022-23 in Parliament.

THEME:

- Productivity Enhancement & Investment
- Sunrise opportunities
- Energy Transition
- Climate Action.

General points:

- India's economic growth estimated at 9.2% to be the highest among all large economies.
- Special projects as the nation is entering Amrit kaal.
- Any income from transfer of any virtual digital asset to be taxed at the rate of 30 per cent.
- Introduction of Digital Rupee by the Reserve Bank of India starting 2022-23.
- 100 per cent of 1.5 lakh post offices to come on the core banking system.
- Scheduled Commercial Banks to set up 75 Digital Banking Units (DBUs) in 75 districts.
- PLI scheme in 14 sector with the potential to create 60 lakh new jobs and an additional production of Rs.30 lakh crore.
- 'Effective Capital Expenditure' of Central Government estimated at Rs.10.68 lakh crore in 2022-23, which is about 4.1% of GDP.

SCHEMES:

- **PM GatiShakti** : The seven engines that drive PM GatiShakti are Roads, Railways, Airports, Ports, Mass Transport, Waterways and Logistics Infrastructure. The plan will encompass the seven engines for economic transformation, seamless multimodal connectivity and logistics efficiency.
- **Ken Betwa project** : 1400 crore outlay for implementation of the Ken – Betwa link project. 9.08 lakh hectares of farmers' lands to receive irrigation benefits by Ken-Betwa link project.

Economic survey of India

It is an annual document of the ministry of finance presented every year just before union budget stating the economic conditions of the country



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economic survey

India on the path to adopt digital currency

In the union budget 2022 finance minister Nirmala Sitharaman announced that the Reserve bank of India would be rolling out its digital currency soon. Digital Currency is an electronic form of central bank money that citizens can use to make digital payments, store value and is universally accessible.

Unlike Cryptocurrencies, which are extremely volatile and lack government backing, digital currencies will be sovereign backed and has legal backing while using the same underlying distributed ledger technology of cryptocurrencies. Governments recognize CBDCs as legal tender in the issuing central banks jurisdiction, meaning anyone can use them for payments and every merchant must accept them. Just like fiat currencies; both CBDC and physical cash would be legally acknowledged as a form of payment and act as a claim on the central bank or government.

On introduction of digital currency by RBI it is expected to increase the safety and efficiency of both wholesale and retail payment systems and facilitates quick settlement of retail payments. It could improve the efficiency of making payments at the point of sale or between two parties (p2p).

RBI RATES:

CRR : 4%

SLR : 18%

MSF : 4.25%

Bank Rate : 4.25%



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Upcoming Initial Public Offers

- Life Insurance Corporation
- Bajaj Energy
- Snapdeal
- Urban company
- GoAir
- Ola



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NPCI launches AI virtual assistant PAi

This is yet another NPCI's initiative to improve digital financial inclusion in India. The AI virtual assistant, PAi is available round the clock helping users with access to accurate information on NPCI products. National Payment Corporation of India (NPCI) said that it has launched an artificial intelligence (AI) based chatbot, PAi, to create awareness around its products like FASTag, RuPay, on a real time basis. This is yet another NPCI's initiative to improve digital financial inclusion in India. The AI virtual assistant, PAi is available round the clock helping users with access to accurate information on NPCI products. Customers can ask their queries in English and Hindi, via text or voice on the websites of NPCI, RuPay, and UPI Chalega. Through PAi, users get verified automated responses to their queries on all NPCI's products. PAi would also be accessible to global RuPay Cardholders as well.

PAi is developed by Bengaluru based startup CoRover Private Limited whose AI/ML powered NLP chatbot technology has been accessed by 20 Crore+ consumers. To help increase the adoption of digital payments among Indian citizens, PAi will soon be available in several regional languages of India.

scan the QR
code to use
PAi



Russia invades Ukraine

Russia has started military operations against the neighbouring country of Ukraine after a formal announcement of "special military operations" by the Russian president Vladimir Putin on 24 February 2022. Prior to this announcement Russia recognised the "Donetsk People's Republic" and the "Luhansk People's Republic", two self-proclaimed states in Donbas controlled by pro-Russian separatists on 21 February which was viewed as Russia's warning to the pro American nations.

Even though there existed some disagreements between the nations, it was Ukraine's move to join European union as well as NATO which led to this immediate military action from Russian side. On the Ukraine side, president Volodymyr Zelenskyy has called for general mobilisation and have asked for support from around .



However, world nations including United States of America have not offered a direct military support rather they are advocating for a peaceful solution on the matter.

The invasion was widely condemned internationally. The United Nations General Assembly adopted a resolution which condemned it and demanded a full withdrawal. The International Court of Justice ordered Russia to suspend military operations, and the Council of Europe expelled Russia.

Various countries gave humanitarian and military aid to Ukraine. Protests occurred around the world; those in Russia have been met with mass arrests and increased media censorship, including banning the terms "war" and "invasion". Some companies withdrew their products and services from Russia and Belarus. Russia being one of the largest hubs of oil and fuel, war has led to rise of prices in the global market. From wheat to fuel every market is severely affected by the war. The war has displaced several millions of people bringing a halt to learning as well as living. Being a global village, the repercussions of the war has reached each and every corner of the world and the entire world is looking forward for a peaceful settlement acceptable for both sides.

Europe's declaration of digital rights

European union to be the first association to recognize the need and importance of digital rights.

Digital rights of freedom of expression and privacy are those that allows people to access, use, create and publish using digital media. "European digital rights" is the biggest European advocacy group defending rights and freedom online in Europe.

European Commission, executive board of European union has proposed to the European Parliament and Council to sign up to a declaration of rights and principles that will guide the digital transformation in the EU. By this initiative European Union has become the first region in the

world to implement advanced digital rights. In the era of digitalization law needs to be adapted to protect and safeguard fundamental rights. European Union aim to promote people rights and support democracy and ensure a fair and safe environment by implementing the digital rights and responsibilities. These also cover digital services ensuring that the products support the sustainability and green transition goals with their environment impact. The law also covers building a value based digital economy.



EU is the consortium of 27 Countries in Europe. As a part of this drive it aims to make digital connectivity more affordable to all citizens emphasizing on their privacy and security.

Legislative Elections 2022

The nearly two months long fiercely contested electoral battle in five states has ended. On March 10, the counting day, the ballot boxes were be opened in Uttar Pradesh, Punjab, Uttarakhand, Goa, and Manipur.

States	Chief Ministers	Seats won
Uttar Pradesh	Yogi Adityanath (BJP)	255/403
Punjab	Bhagwant Mann (AAP)	92 /117
Uttarakhand	Pushkar Singh Dhami (BJP)	57/70
Manipur	N. Biren Singh (BJP)	32 /60
Goa	Pramod Sawant (BJP)	20/40

The nearly two months long fiercely contested electoral battle in five states has ended. On March 10, the counting day, the ballot boxes were be opened in Uttar Pradesh, Punjab, Uttarakhand, Goa, and Manipur.

Of the five states BJP won in four states in this assembly poll, except in Punjab where voters chose Aam Aadmi Party. Opinion polls had predicted a hung assembly in Punjab with the Aam Aadmi Party (AAP) emerging as the single party, but short of a majority.

In Manipur BJP launched a number of initiatives like "Go to hills", "Hill leader's day", etc. in a bid to smoothen the long-standing gap between meitei- dominated Hills and the Tribal Valley. While in 2017 the party won only one out of 20 seats in the Hills but now there is a marked improvement.

In Uttarakhand, the BJP has been able to break the perception that voting takes

place on hyper-local issues. Also, the image of the BJP being a pro-Army party and one that can promote religious tourism appeared to have helped it in the state, which has high participation in the Indian Army, and is dependent on religious tourism.

In Uttar Pradesh, the 2022 polls were focused on Yogi Adityanath's governance in the last five years. It was clear from the beginning that the election would be between the BJP and the Samajwadi Party. Results reveal that many voters were convinced that it was necessary to bring the incumbent government back to power solely on the issue of law and order, their argument being that no government can remove problems like inflation and unemployment completely.

The BJP emerged as the single largest party in Goa, winning 20 seats in the 40-member state Assembly, leaving Congress with 11 seats at a distant second position. The election results depict a shift in India's political landscape.

NSE Co-location scam: A shocker for India



National stock exchange is now in news on grounds of NSE co location scam.

The NSE co-location scam relates to the market manipulation at the National Stock Exchange of India. Allegedly select players obtained market price information ahead of the rest of the market, enabling them to front run the rest of the market, possibly breaching the NSE's purpose of demutualisation exchange governance and its robust transparency-based mechanism. The alleged connivance of insiders by rigging NSE's algo-trading and use of co-location servers ensured substantial profits to a set of brokers.

The alleged connivance of insiders by rigging NSE's algo-trading and use of co-location servers ensured substantial profits to a set of brokers. This multi-dollar, widespread market fraud came to light when markets' regulator, the Securities and Exchange Board of India (SEBI), received the first anonymous complaint through a whistle-blower's letter. The whistle-blower alleged that trading members were able to capitalise on advance knowledge by colluding with some exchange officials.

The overall default amount through NSE's high-frequency trading is estimated to be ₹500 billion over five years. The NSE co-location case is under investigation by the Central Bureau of Investigation, the Securities and Exchange Board of India and the Income-tax Department who are probing the involvement of NSE and SEBI officials, as well as NSE's former and current executives and brokerages.

In a recent verdict, the Madras High Court issued a notice to SEBI, MCA, ED in response to a Public Interest Litigation filed by the Chennai Financial Markets and Accountability.

BUSINESS TRACK 2022

*This is the time to show them
what you're made of!!!*



BUSINESS QUIZ
"Biz Quiz"



SPOT CHOREOGRAPHY
"Let's Dance it out"



TROLL MAKING
"Trollanmarude Sradhak"



REEL IT FEEL IT
"Start Action Cut!"

PRINCIPAL - Dr Sr. BEENA JOSE
HOD - Dr ROSE V J

STAFF COORDINATORS
Dr SALINI K
SOSAN JOSEPH
BENNY PAUL

MAIN COORDINATORS
AMRUTHA K - 7206122846
GOPKA N KARTHA - 9894455246

Business Track'2022

Business Track'2022 an inter collegiate event was hosted by PG Department of Commerce and Research on 15th March'2022. There were a number of competitions and a lot of student participation from across the state. With this event, the campus was able to regain its charm and vibrancy lost during the pandemic period

Departmental activities

Inauguration of Management club

Members of the management club under the PG Department of commerce and research organized the official inauguration of TMA student chapter on 12th January, 2022 at 2 Pm. Mr. Joy Joseph, Hon. CEO of TMA. CMA A. P Madhu, Co-ordinator, TMA Student chapter and Dr. Jean Joy, executive director of joys hotel and resorts were the guests at the program.



On this women's day
the Management Club
of Vimala College is
organizing a talk by
Ms. SAPNA SIBI who
was
awarded
Karshakatilakam
Award

**Women's
Day!**

VIMALA COLLEGE
AUTONOMOUS
DATE: 09.03.22
TIME: 2:00.00pm



പ്രബോധന കൃഷിക്കാരി



Womens' day celebration

In conjunction with Women's Day the PG department of Commerce and research hosted a talk by "Karshakatilakam Award" winner, Sapna Sibi on 9th March, 2022. Her exuberant presentation inspired students to make positive changes in life.

UPCOMING EVENTS

- Digital banking Exhibition
- Farewell for 2021-2022
out going batch

UNDERGRADUATE

- Sethulakshmi and Resmi have won 2nd prize in Business quiz competition conducted by ST. Thomas College (Autonomous) Thrissur, Kerala.
- Sreelakshmi and Krishnapriya have won 1st prize in District Level Poster Making.
- Dona has won 3rd prize in State Level Sports Meet.
- Angel Jose has won Gold Medal in District Olympic.
- Juliet has won 1st prize in Quiz competition on youth day.
- Aleena Tom also won 2nd prize in quiz competition on youth day.
- Archana has won 3rd prize in quiz competition on youth day.
- Anet, Devika A, Anaswara and Aryalaskhmi secured 1st prize in treasure hunt organized by the Library Club of Vimala College.
- Amrutha Gopinadh M has received cash Prize instituted by the staff and students of PG department of commerce in memory of Advocate Sri.M.P. Sukumaran to the best Student in III and IV sem B.Com in business and corporate law.
- Ritzy Wilson has won the prize by Dept. of Commerce for the best student of I and II sem B.Com.
- Ritzy Wilson and Suparna P J have received a cash award instituted by Commerce Dept. In honor of Dr.Sr.Princy Anto for diligent student in II sem B.Com Marketing Management.
- Animol has secured second prize in intercollegiate softball and baseball competition.
- Sreeja S has secured third position in 20km walking and 10km cross country.
- Punya H has secured second prize in dance competition conducted as a part of Republic day celebrations.
- Afra. N. A has won 2nd prize in the quiz competition conducted by Department of psychology of Vimala College Thrissur on the occasion of Independence Day Celebrations.
- Rinu E R secured 2nd prize in online quiz competition on "let's renew our energy" conducted by Vrithika nature club.
- Ashtami Harinarayanan secured 3rd prize in craft making from waste items conducted by Vimala college NSS unit 43 and I20.
- Amrita has participated in the 47th Body Building Championship (representing Thrissur district).
- Sneha Michael Cheeran was awarded the 2nd prize in 70kg (below), at the event "Calicut University ICT Boxing Championship".

Department of Commerce secured second position in Christmas world competition organised by Jesus Youth in connection with Christmas celebrations in Vimala college

- Binsha O has won 2nd position in intercollegiate baseball competition and intercollegiate softball competition, 1st position in All India inter university baseball championship and senior national softball championship, senior international softball championship, and also won a gold medal for state senior softball championship.
- Mary Joseph qualified the Kerala Set exam.

POSTGRADUATE

Trendsetters

Kudos to the winners



PLACED AT DELOITTE

 Anagha Nandakumar Commerce	 Meera Vijayan Commerce	 Stephy Mary P S Commerce
 Kamampuzha Delishia Anthony Commerce	 Anjali Venugopal Commerce	

PLACED AT COGNIZANT

Placement No: 30- 34

 Anitta Dencil	 Anamika K A	 Ananya Nandakumar
 Aiswarya S Nair	 Maheswari Ashok Pinar	

Strong'n Soft ASIA'S BEST

Binsha O and Arya M of commerce department secured first position in senior international softball championship held at Nepal



Do you know



1. How many women were awarded NARI SHAKTI puraskar in 2021?
2. From when will be "one Nation one Ration Card Scheme" available across the country?
3. Which E-learning platform has been featured in Time Magazine's 2021 list of 100 most influential companies?
4. Which Course will be discontinued as per National Education Policy (NEP) 2020?
5. What was the profession of Rahul Bajaj, who has passed away?
6. Who has launched a special WhatsApp helpline number for pregnant women?
7. Who has been appointed as a new chairman of the Insurance Regulatory and Development Authority of India?
8. World's oldest known cave painting was found recently in which country?
9. The RBI has directed which payment bank to stop onboarding of new customer?
10. What is the name of the new payments service launched by RBI?
11. India has launched the year of the environment with which friendly country?
12. The finance minister Nirmala Sitharaman has launched which App?

ANSWERS

1) 14 2) 1st July 3) BYJU'S 4) M.Phil 5) Industrialist 6) National commission for women 7) Debasish panda 8) Indonesia 9) Paytm payments Bank 10) UPI 11) 23 pay 12) Union budget mobile bank

NEW ARRIVALS @ COLLEGE LIBRARY

- Operations Research Methods and problems
-M. Safeini
- Income Tax law and accounts 62nd edition)
-Dr. H C Malhotra and S P Goyal
- Insurance Principles and Practice (22nd edition)
-M N Mishra and S B Mishra
- International financial reporting standards and indian accounting practices
-Jagadish r Raiyani and Gaurav Lodha

word search



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R R N U N I N C O R P O R A T E D T K I B Z X A
P O M R S S A F H J R O T C E S C I L B U P Y I
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R R H J X F F Y L P P U S F O W A L K R D V J Y
N H D G C O R P O R A T I O N U H K F P O O M G
B O Q H M O R I U M A N A G E R S G A I L F S W
L I A B I L I T Y I H R E D L O H E K A T S I X
N O Z I Q G L A W O F D E M A N D G O A X G X T

TRY THIS OUT

WORDLE

H E D G E
T R A D E

Q W E R T Y U I O P
A S D F G H J K L
ENTER Z X C V B N M

Guess the **WORDLE** in six tries.
Each guess must be a valid five-letter word.
Hit the enter button to submit.
After each guess, the color of the tiles will change to show how close your guess was to the word.

Examples

W E A R Y
The letter **W** is in the word and in the correct spot.

P I L L S
The letter **I** is in the word but in the wrong spot.

V A G U E
The letter **U** is not in the word in any spot.

Hint: The term is related to commerce



Scan this QR code to
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bidding

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ACKNOWLEDGMENT

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