



COMMERCIO

Volume04

Issue07



PG DEPARTMENT OF COMMERCE AND RESEARCH **cAccord**

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



Editors

Lakshmika K
Devika S
Aneena jose
Devapriya AM
Irin jose
Shahiba
Akhila
Devanandha
Punya
Ashly
Catherine
Varsha

Pg

Contents

03	Importance of e-commerce
04	Prominent Awards
06	General Bipin Rawat
07	National News
10	Business News
11	Health Corner
13	Sports Area
14	Sudoku
15	Book Review

Importance of E-commerce



E-commerce (Electronic commerce) means the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily through internet.

Today, we can see e-commerce is becoming a part of study of almost all the courses in management and commerce. It is an integral part of any book or manuscript that is written on retailing, and it claims a significant share in this text also. The reason behind this lies in the fact that e-commerce technology is different and more powerful than any of the other technologies we have seen in the past century. While these other technologies transformed economic life in the 20th century, the evolving Internet and other ITs will shape the 21st century in many ways. The foremost of these is the rise of a sizeable class of Internet-habituated consumers, and then is the creation of an ecosystem essential for e-tailing growth. In India's case, both these factors are poised to fall into place rapidly.

Prior to the development of e-tailing, the process of marketing and selling goods was a mass- marketing or sales force-driven process. Consumers were considered as passive targets of advertising (promotional) “campaigns,” and branding blitzes were intended to influence their long-term product perceptions (brand positioning) and immediate purchasing behavior. Selling was conducted in typical well-insulated channels. Consumers were viewed to be trapped by geographical and social boundaries, unable to search widely for the alternatives with best price and quality. Information about prices, costs, and tariffs could be hidden from the customers to get the resultant profitable “information asymmetries” for the selling firm. Here, information asymmetry means any disparity in relevant market information among parties Ecommerce has challenged much of these traditional retail business norms, behavior.

PROMINENT AWARDS

THE PADMA AWARDS



[Padma Vibhushan: 1.Dr. Belle Monappa Hegde (Medicine) 2.Shri S P Balasubramaniam (Posthumous) (Art)]



[Padma Bhushan: 1.Shri Nripendra Misra (Civil Service) 2.Ms. Krishnan Nair Shantakumari Chithra (Art).]



(Padma Shri: 1.Kangana Ranaut 2.P V Sindhu 3.Ekta Ravi Kapoor 4.Rani 5.Dr Harish Chandra Verma 6.Smt Mangte Chungneijang Mary Kom 7.Smt Tulsi Gowda 8.Karan Johar.)

The Padma Awards stands as one of the highest renowned civil awards. Padma Awards were instituted in 1954. Every year on Republic day, some of the people who excel in the different area of disciplines are awarded the Padma Awards. The award is conferred in three different categories including the Padma Vibhushan, Padma Bhushan and the Padma Shri awards. All of the awards included in the Padma awards is awarded to citizens of India who excel in different areas or disciplines including art, public affairs, science & Engineering, Social Work, literature, medicine, trade & industry, education & sports, civil services and others. Among the awards, **THE PADMA VIBHUSHAN** award is presented to the people who have served an excellent and distinguished service, **THE PADMA BHUSHAN** is awarded for the distinguished service of any high order, and **THE PADMA SHRI** award is given for the exceptional service in any field of activity. Every year around the month of March-April, the President of India award the nominees at the Rashtrapati Bhawan. It has also been awarded to some distinguished individuals who were not citizens of India but did contribute in various ways to India.

THE KHEL RATNA AWARD



(1.Neeraj Chopra(Athletics) 2.Ravi Kumar(wrestling) 3.Mithali Raj (Cricket) 4.Sunil Chhetri (Football) 5.Manish Narwal(Paralympic shooting) 6.Lovlina Borgohain(Boxing).)

The Khel Ratna Award, officially known as the Major Dhyan Chand Khel Ratna Award, formerly known as the Rajiv Gandhi Khel Ratna Award in Sports and Games, is the highest sporting honour of India. It is awarded annually by the Ministry of Youth Affairs and Sports. The recipient(s) is/are selected by a committee constituted by the Ministry and is honoured for their "spectacular and most outstanding performance in the field of sports over a period of four years" at international level. As of 2020, the award comprises a medallion, a certificate, and a cash prize of ₹25 lakh.

THE ARJUNA AWARD



(1.Monika Malik (Hockey) 2.Arpinder Singh (Athletics) 3.Shikhar Dhawan(cricket) 4.Simranjit Kaur(Boxing) 5.Sandeep Narwal(Kabaddi)6.Himani Uttam Parab (Mallakhamb).

The Arjuna Award, officially known as Arjuna Awards for Outstanding Performance in Sports and Games, is the second-highest sporting honour of India, the highest being the Khel Ratna Award. The award is named after Arjuna, one of the central characters of the Sanskrit epic Mahabharata of ancient India. It was started in the year 1961. It is awarded annually by the Ministry of Youth Affairs and Sports.

MAHAVIR CHAKRA



Col Bikumalla Santosh Babu (Posthumous)

The Maha Vir Chakra is the second-highest military honorary award in India, after the Param Vir Chakra, and is awarded for acts of conspicuous gallantry in the presence of the enemy, whether on land, at sea or in the air. It replaced the British Distinguished Service Order (DSO).

VIR CHAKRA



1.Hav K Palani (Posthumous) 2.Hav Tejinder Singh

Vir Chakra is the third-highest honorary gallantry award in India and is conferred to personnel for acts of gallantry in the presence of the enemy on the battlefield.

KIRTI CHAKRA



1.Sub Sanjeev Kumar(Posthumous) 2.Shri Rahul Mathur.

This award is presented to the Indian military decoration awarded for valour, courageous action or self-sacrifice away from the field of battle and is awarded to civilians as well as military personnel.

It is the peacetime equivalent of the Maha Vir Chakra and it comes in between Ashoka Chakra and Shaurya Chakra.

Before 1967, the award was known as the Ashoka Chakra, Class II.

SHAURYA CHAKRA



1.Maj Anuj Sood(Posthumous) 2.Rfn Pranab Jyoti Das

The Shaurya Chakra is an Indian military decoration awarded for valour, courageous action or self-sacrifice while not engaged in direct action with the enemy.

MISS UNIVERSE



Harnaaz Sandhu

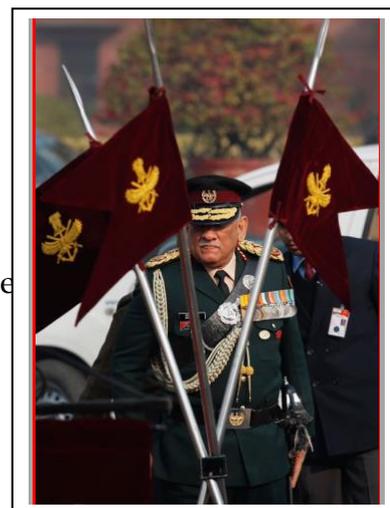
Miss Universe is an annual international beauty pageant that is run by the United States-based Miss Universe Organization. It is one of the most watched pageants in the world with an estimated audience of over 500 million viewers in over 190 territories. Along with Miss World, Miss International, and Miss Earth, Miss Universe is one of the Big Four international beauty pageants. The Miss Universe Organization and its brand are currently owned by Endeavor. Telemundo has the licensing rights to air the pageant for the next 5 years. The pageant's advocacy is "humanitarian issues and is a

GENERAL BIPIN RAWAT

General Bipin Rawat was an Indian military officer who was a four star general of the Indian army. He served as the first chief of defence staff of Indian armed forces from January 2020 until his death in a helicopter crash in December 2021.

General Bipin Rawat, is an alumnus of St. Edward school, Shimla, and the National Defence Academy, Khadakwasla; he was commissioned to the fifth Bn, the Eleventh Gorkha Rifles of the Indian Army in December 1978, from IMA, Dehradun, where he was awarded the 'Sword of Honour'. The officer has vast experience in operations across a wide spectrum of conflict and terrain profiles. He commanded an infantry battalion, along the line of actual control in the eastern sector; a Rashtriya Rifles sector; an infantry division in the Kashmir valley; and, a corps in the north east.

General Bipin Rawat is a graduate of the Defence Services Staff College, Wellington, the Higher Command and National Defence Colleges and, has attended the Command and General Staff Course at Fort Leavenworth, USA. The officer during the span of over 38 years of service in uniform has been awarded for gallantry and distinguished service with the UYSM, YSM, SM, VSM; COAS commendation on two occasions and the Army Commanders Commendation. Whilst serving with the United Nations, he was twice awarded the Force Commanders Commendation.



Academically inclined, the general has authored numerous articles on "national security" and "leadership" which have been published in various journals and publications. He was awarded M. Phil in defence studies from Madras University, and holds two diplomas in Management and computer studies respectively. General Bipin Rawat completed his research on Military Media Strategic Studies and was awarded Doctorate of Philosophy (Ph. D).

NATIONAL NEWS

Lok Sabha passes electrical reforms bill amid din

Lok Sabha on Monday passed a bill to link electoral roll data with Aadhaar eco system amid protest by opposition members over **Lakhimpur Kheri violence issue**. **The Election Laws Bill 2021**, piloted by Law Minister Kiren Rijju, was passed by a voice vote after a brief discussion during which some opposition members demanded that it be referred to a parliamentary panel.



Explained | What kept cybersecurity busy in 2021?

As the pandemic kept people connected to their devices for yet another year, cyberattacks and data breaches raged on. According to a report by consulting firm Accenture, there was 31% jump in the average number of attack per company since 2020. Besides, successful breaches to the organisations through the supply chain rose from 44% to 61%.

India to raise legal marriage age for women

The proposal to raise the minimum age of marriage for women from 18 to 21 was cleared by the union cabinet. Presently, the minimum age of marriage for men is 21 but for women, it is 18. The govt will now look to introduce amendments to the prohibition of Child Marriage Act, Special Marriage Act, and the Hindu Marriage Act to bring the plan in to action. This will give a chance to the girls to study more and they will be able to enjoy their independence.

India Welcomes P5 Vow To Prevent Nuclear War

India welcomed a joint pledge by the US, The UK, China, Russia and France to prevent the spread of atomic nuclear weapons and asserted that it remains committed to the goal of universal, non-discriminatory and verifiable nuclear disarmament. In a rare joint statement, the UN Security council's five permanent members on Monday said a nuclear war cannot be won and must never be fought and vowed to prevent the spread of atomic weapon.



India: Students to be awarded full marks for exam question criticized as misogynistic

High school students in India will receive full marks for a national exam question that has been dropped after it was criticized as misogynistic. The first passage in the reading comprehension section of some English language and literature exams suggested that women's growing independence and changing family dynamics had a negative effect on children's behavior around their parents.

Nagaland: Violence after Indian forces 'mistakenly' kill civilians

A protester killed in fresh violence in Mon district a day after 13 civilians were allegedly killed by security forces in Nagaland state. A protester has been killed in Mon district of Nagaland state after Indian security forces fired at people demonstrating against the killing of 13 civilians a day earlier in the northeastern state. Fresh violence erupted after a big crowd of people marched to a security forces camp in Mon town and started.

Union Minister Ajay Mishra replaced as chief guest at SSB Raising Day parade

Union Minister of state for home Ajay Kumar Teni was replaced as chief guest at the Raising Day parade of Sashastra Seema Bal (SSB) with his colleague Nisith Pramanik on Monday at eleventh hour.

Mr. Ajay Mishra's son Ashish Mishra is the prime accused in the October 3 incident where 4 farmers were killed and several others injured after they were run by a car that was part of the convoy of the Union Minister in Uttar Pradesh's Lakhimpur Kheri district.

James Webb space Telescope Launched Successfully, Sets Off on Million- Mile Voyage

The world's most powerful space telescope blasted off in to orbit, headed to an outpost 1.5million kilometres (930,000 miles) from Earth, after several delays caused by technical hitches. The James Webb Space Telescope, some 3 decades and billions of dollars in the making, left Earth enclosed in its Ariane 5 rocket from Kourou Space Centre in French Guiana.



Farmers End 15-Month Protest, To Vacate Protest Sites At Delhi Border

The Samyukta Kisan Morcha, the farmers' umbrella body which led the protest against the farm bills, on Thursday said that they will vacate Delhi by Saturday. The decision to end the 15- month-long protest was made after a consensus was

reached over a revised draft proposal of the Centre on their pending demands.

‘India Out’ campaign in Maldives intensifies with Yameen’s backing

About a fortnight since Maldives’s ex-president Abdulla Yameen walked free, after the supreme court overturned his conviction in a money- laundering case, the ‘India Out’ campaign in the island nation has intensified, with the former strongman now leading it.

Amit Shah calls drugs national security threat as NDPS debate rages

Union home minister Amit Shah described drug abuse as a threat to national security, and called for stronger coordination among agencies and

effective steps including better regulation of dual-use prescription drugs and precursor chemicals, modification of school curriculum to include chapters on the harmful effects of consumption and the use of Dark Net and crypto currency by drug dealers.

Fireworks in the sky, silence on the roads: India rings in 2022 Amid Omicron Scare

Happy new year 2022. India is witnessing a rise in omicron cases above marginal basis. As lessons from the second wave, many states have introduced strict guidelines regarding gathering on New Year’s Eve. Mumbai police has imposed sec 144 in the city disallowing any gathering of five or more people. NO=0 celebrations of any kind can be done in mass gatherings in indoor or outdoor venues. Night curfew guidelines have been issued at atleast 10 states.

- ~Rupee jumps to 3-week high of 75.03 vs a dollar
- ~Tata Motors overtakes Hyundai to grab the number two position in PV sales in December 2021
- ~The national Anti-Profiteering Authority has slapped a Rs.230 crore penalty against Johnson & Johnson
- ~Paytm records over 4-fold jump in loan disbursements in October - December 2021
- ~Private sector Axis bank has emerged as the highest bidder to buy Citic's consumer banking business according to sources
- ~Ola's plug-in car is slated to go on sale from next year
- ~Rapid digital evolution leading to personalised consumption; speed to be key for FMCG supply chains
- ~Bacardi witness one of its highest growth despite covid-led restrictions: MD Sanjit Randhawa
- ~HDFC Bank has partnered with India Post Payments Bank for providing banking services to the underserved segments of semi-urban and rural areas



New virus variants that spread more easily could lead to a rapid rise in covid19 cases .

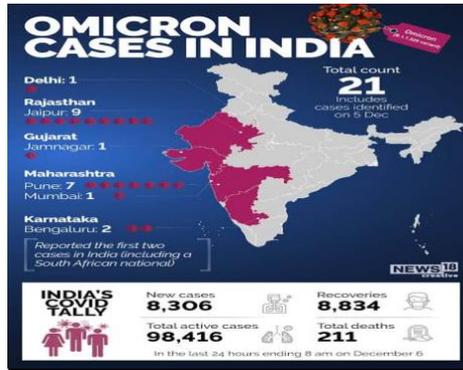
During the week 13-19 December, the global number of new cases remained similar to those reported during the previous week; however the weekly incidence of deaths decreased by 9%. Nonetheless, this corresponds to over 4.1 million new cases and just under 45000 new deaths. As of 19 December, over 273 million cases and over 5.3 million deaths have been reported globally.



All viruses, including SARS-COV-2, the virus that causes COVID-19, change over time. Most changes have little to no impact on the virus properties. However, some changes may affect the virus properties, such as how easily it spread, the

associated disease severity, or the performance of vaccines, therapeutic medicines, diagnostic tools, or other public health and social measures. The Omicron

variant is a variant of SARS-COV-2 the virus that causes COVID-19. It was first reported to the world health organization (WHO) from South Africa on 24th November 2021. The most commonly reported symptoms were cough, fatigue and congestion. It has spread to more than 30 countries. The best way to prevent and slow down transmission is to be well informed about the disease and how the virus spread. PCR tests successfully detected the virus.



HOW CAN YOU PREVENT THE SPREAD OF THE VIRUS?

1)Wear mask properly.



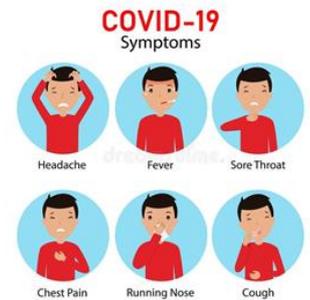
2)Wash your hands regularly.



3) Keep social distance.



4) Don't ignore your own symptoms.



5) Get vaccinated as soon as possible



54 students, staff in St Mary's college Thrissur test positive for Norovirus.



THRISSUR: The health department in the district has confirmed the presence of Norovirus infection that causes vomiting and other symptoms. As many as 54 students and three employees of St Mary's college have been found to have the infection after the examination of their samples at the institute of virology, Alappuzha.

Norovirus infection causes sudden onset of vomiting and diarrhea. It can spread through contaminated water or food and from person to person. Through the symptoms subside in three to four days in most cases.

Health officials gave instructions to the students to wash their hands frequently. Steps were also taken to disinfect the hostel building to avoid the further spread of disease. The health department has alerted all hospitals in the district to alert if any such cases arrive.



HEALTH INFRASTRUCTURE.

- **Take measures to avoid mixing-up of vaccines: Health min to states on 15-18 age group vaccination:**

The vaccine option for those in the 15-18 age group would only be covaxin, according to set of new guidelines issued by the union health ministry.

- **GOVT urges private health sector to be ready to face omicron threats:**



In view of omicron variant of covid-19 the center on Friday urged the private health sector to be ready as it has to play an important role in managing the pandemic.

- **Healthcare in India: Miles to go ahead to realize the dream.** The covid-19 pandemic has reinforced the health sector's importance and the need to strengthen efforts. The oxygen-crisis led devastation which India witnessed during the second Covid surge has shown that the nation needs to be better prepared for the health emergencies.



HEALTH TIPS FOR DAILY LIFE.

- ❖ Eat a healthy diet.
- ❖ Consume less salt & sugar.
- ❖ Reduce intake of harmful fats.
- ❖ Avoid harmful use of alcohol.
- ❖ Don't smoke.
- ❖ Be active.
- ❖ Check blood pressure regularly.
- ❖ Get tested your health status.
- ❖ Cover your mouth when coughing or sneezing.
- ❖ Prevent mosquito bite. It may cause dengue, chikungunya, malaria.
- ❖ Drink only clean water.

SPORTS AREA

➤ **ANJU BOBBY GEORGE: CROWNED WOMEN OF THE YEAR BY ATHLETICS**

Legendry Indian athlete, Anju Bobby George has been bestowed with the women of the year award by world athletics for grooming talent in the country and for her advocacy of gender equality. In 2016, she formed a sports academy for young girls. Through this, she has helped India advance in sports and also inspire more women to follow in her footsteps. She is also presented with the award for advocating gender equality. Anju, the only Indian to have won a medal in the world championship with a long jump bronze in the 2003.

➤ **INDIA DEFEAT SRI LANKA IN U-19 ASIA CUP 2021 FINALS**

India has lifted the under-19 Asia cricket cup by defeating Sri Lanka by nine wickets in a rain interrupted one-day international final in Dubai through the Duckworth-Lewis-Stern method .In the match ,Sri Lanka Opted to bat first and scored 106 for nine in the stipulated 38 overs . India who have won a record seven Asia Cup titles ,looked a far superior team.

➤ **ODISHA FC POSTPONED AFTER ONE ATKMB PLAYER TESTS POSITIVE FOR COVID -19**

The Indian Super League has decided to postpone match no.53 between ATKMB Mohun Bagan and Odisha FC scheduled to be played on Saturday ,January 08 at PJN Stadium in Fatorda.

➤ **SRIHARI NATARAJ REGISTERS BEST INDIAN PERFORMANCE IN SWIMMING WORLD C'SHIP**

Ace Indian swimmer Srihari Nataraj set 'Best Indian time' at the FINA short course World Championship but that was not enough to take him to the semifinals of the 50m backstroke event here on Saturday.

➤ **INDIA VS SOUTH AFRICA, 1st TEST: KL RAHUL HITS CENTURY AS INDIA GRAB UPPER HAND ON DAY 1 AT CENTURION**

The demons of cricketing lore that reside in the centurion pitch decided to largely sleep through boxing day .There had been too much rain coming into the first day of the first test. Until late in the second session ,there wasn't enough sunshine to dry up the moisture ,quicken up the wicket or rouse the baddies in the wicket to give the SA bowlers a serious nudge.

➤ **LAKSHYA SEN BECOMES YOUNGEST INDIAN MALE SHUTTTLER TO WIN A BADMINTON WORLD CHAMPIONSHIP MEDAL**

Lakshya Sen settles for a bronze at the BWF World Championships 2021. After giving Srikanth Kidambi a grueling competition, the youngster would wrap plenty of postives .The last few years have been phenomenal growth for India in the field of badminton . while the likes of Saina Nehwal ,PV Sindhu and Srikanth kidambi are popular names already ,now we have new hero.

➤ **ICC PLAYER OF THE MONTH :MAYANK AGARWAL WAS NOMINATED FOR DECEMBER 2021**

The nominees for ICC player of the month(December 2021) were announced on Saturday(January 8)with three men distinguishing themselves with some brilliant performance in the month of December. Indian opener Mayank Agarwal, Australia pacer Mitchell Starc and New Zealand spinner Ajaz patel have been nominated for the ICC player of the month of December. In Two matches, Mayank Agarwal scored 276 runs at an average of 69.00,which included two fifties and a century .Ajaz patel was immortalized in cricket history in December, he picked up 10 wickets in an innings against India, becoming third player in test to achieve the feat after Jim Laker and Anil kumble.

SUDOKU

5	4			2		8		6
	1	9						3
			3			2	1	
9			4		5		2	
		1				6		4
6		4		3	2		8	
	6					1	9	
4		2			9			5
	9			7		4		2

ANSWER:

5	4	3	9	2	1	8	7	6
2	1	9	6	8	7	5	4	3
8	7	6	3	5	4	2	1	9
9	8	7	4	6	5	3	2	1
3	2	1	7	9	8	6	5	4
6	5	4	1	3	2	9	8	7
7	6	5	2	4	3	1	9	8
4	3	2	8	1	9	7	6	5
1	9	8	5	7	6	4	3	2

BOOKS REVIEW

ONE INDIAN GIRL- CHETAN BHAGAT

Now it seems to be payback time, Chetan Bhagat is inspired from Bollywood flicks like 'Shudh desi romance' or 'Queen'. Or it is a book aimed at being Bollywood script? As for the book, it promise to be entertainer amuses and time killer along with other things it is aimed at namely feminism and need for Indian marriage philosophy to change. The story takes the reader on the journey of a nerdy girl with average looks, through the series of the events (professional success and failure in relationships) in her life. Her change over to a hot girl after a haircut or Brazilian wax session bowled me over. Don't feminism and hair removal contradict each other?

Chetans narrative as a girl and description of the drama in a Punjabi wedding needs to be applauded the confused girl confuse the characters along with the reader at times. Overall I would rate the book five point something (Chetan bhagat style!) on a scale of ten.