



The Commercio



PG Department Of Commerce And Research Centre

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EDITOR'S MESSAGE



Hola! A hearty welcome to the fourth edition of 'The Commercio', the monthly magazine initiated by the PG Department of commerce and Research to update the student readers with the major happenings in the business world on a monthly basis and to bring out the creative talents of students of commerce department in crafting a newsletter. It gives me immense pleasure to appreciate that 'The Commercio' has successfully accomplished its objective due to the combined efforts of the students of the PG Department of Commerce. Have a happy reading!

-- Smt.Dr.Salini K, Chief Editor

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A Slice of History:

The Thalasserry Man Who Baked India's First Christmas Cake

This festive season, here's fascinating story of how India's first Christmas cake was made by an enterprising Kerala baker way back in the 1883.

Christmas cakes hold a special place in many Indian homes. This is not only by virtue of their flavours, but also due to their cultural origin and history.

However, few Indians know the story of how the country's first Christmas cake was baked way back in 1883.

The year was 1880. In the small coastal town of Thalasserry in north Kerala, Mambally Babu -a businessman who shipped milk, tea and bread to British troops in Egypt- decided to set up his own little bakery.

He had just returned from Burma, where he had mastered the art of biscuit making, and wanted to popularise baked goods among the local Malayalis (back then, there was just one other bakery in the country and it catered solely to the British).

So Babu set up his small bakery, named it Royal Biscuit Factory and got to work. He began producing almost 40 different varieties of biscuits, rusks, bread and buns.

Interestingly, the bread dough was made using local toddy (for fermenting) until the British started importing yeast into the country.

In 1883, a few days before Christmas, Murdoch Brown (a British planter) got off his carriage and walked into the bakery with a rich plum cake he had brought from England. He asked Babu to taste the cake and asked him if he could bake one just like that.

Intrigued, the busy baker agreed to try, having no clue that he was about to create culinary history!

To start off with, Brown gave a 10 minute demonstration about the basics of cake baking.

He then handed over a sundry bunch of ingredients (that included cocoa, dates, raisins and other dry fruits) and suggested a French brandy, for the Christmas cake.

But Babu had his own ideas about how he would go about this novel project.

He procured the mould from a blacksmith in Dharmadam, sourced the choicest of spices from farms along the Malabar coast and introduced a

desi flavour by using a local brew made using cashew apple and kadalipazham, a variety of banana.



On December 20, 1884, Babu presented his creation to Brown. On tasting, the delighted Briton certified it as "one of the best cakes he had ever had" and ordered a dozen more!

Unsurprisingly, the Christmas cakes quickly became a favourite with the locals and Babu's business flourished. In the years that followed, his descendants went on to establish successful bakery chains in different parts of the states.

Today, more than 130 years after Babu made India's first Christmas cake was presented, Thalasserry remains a trendsetter in the cake industry of not just Kerala but of India. Every year, expatriates from USA and UAE place huge orders of Christmas cakes from the town's bakeries, so much so that many of them stock nothing else nor accept orders for birthday cakes during the whole of December.

The numerous bakeries set up by branches of the Mambally family also continue to cater to Malayali taste buds. The more popular stores in this illustrious list include KR Bakes in Ernakulam, Cochin Bakery in Kochi, Shantha Bakery in Thiruvananthapuram, Modern Bakery in Kozhikode, Tops Bakery in Nagercoil and Best Bakery in Kottayam.

In fact, the ubiquitousness of bakeries has made them innate to the Malayali existence – in Kerala, each panchayat has an estimated 25-40 bakeries and picking favourites from each bakery is an indulgence that is exercised religiously.

So the next time you are in Thalasserry, remember to get yourself a slice of history!



The Stories Behind 5 Famous Slogans

Nike: "Just do it"

Nike's "Just do it" slogan has been at the heart of the major sportswear company since 1988.

The famous Nike slogan came from a rather unlikely source - spree killer Gary Gilmore, who received the death penalty for murdering two people in Utah in July, 1976. Just before a firing squad did their duty, Gilmore was asked if he had any last words. "Let's do it," he simply said. When Dan Wieden of Wieden+Kennedy was tapped to create a tagline for Nike a decade later, something about Gilmore's words just seemed to fit. "Let's" was changed to "Just" to add a dash of emphasis.

Lay's: "Betcha can't eat just one"

Lay's potato chip tagline, "Betcha can't eat just one" works because it's true. If you've ever tried to eat a single potato chip, you've probably experienced the desire to have at least one more.

Snacks, in general, are difficult to consume in the singular, but Lay's capitalized on the idea for their product. Their commercials show light, salty, crispy chips and then they drop the challenge: "Betcha can't eat just one."

Volkswagen: "Think Small"

German car manufacturers Volkswagen ran a campaign called "Think Small", which was way different than any other car campaign. Launched by Doyle Dane Bernbach in 1959, the campaign was no less than a risk as the car they were marketing to a post-war America, had a close ties with Adolf Hitler.

Without giving up, the ad agency created a series of advertisements using the slogan "Think Small". What clicked was:

The minimalist nature of the print ads

The refreshing break from "shiny, big cars"

The monochrome color palette, and

Lots of white space with a tiny car placed somewhere in it

Note: While "Das Auto" is one of the most memorable taglines of the brand, it was scrapped recently.

Interestingly, the company is now using the same tagline as the brand name, "Volkswagon".

L'Oreal: "Because You're Worth It"

L'Oreal's slogan has not only proved to be timeless, but caused a revolutionary movement in advertising as well.

On the company's website, it states: "Written in 1973 when a social revolution and a new spirit of feminism was in full swing, it seems clear that the phrase could only have been written by a woman."

At the time, women had little say in matters, to the extent that female products were aimed at males.

This was something that irked Ilon Specht, who worked on L'Oreal's account.

The company broke ground by releasing the first slogan and advertisement that was purely from a women's point of view.

Apple: "Think Different"

In 1997, Apple's "Think Different" campaign fell in line well with their overall message. They represented themselves as a company who isn't afraid to be different, who in fact embraces the concept.

In addition to a TV ad that starts out saying "here's to the crazy ones," Apple also released full-page ads in newspapers and magazines. To highlight their slogan, Apple selected people in history who were not afraid to "think different", Albert Einstein, Gandhi, Bob Dylan, Muhammad Ali, and Amelia Earhart. The people they chose were impactful people in history who did things differently. The commercial implies that people who use Apple products are the same way, and that they can use their Apple devices to change the world.

The college celebrated fine arts, Dhadak 2k18 in the month of December.
The students of commerce department took an active part in these events and bagged several prizes.

Here's a list of all the winners:

S2 REGULAR

Aiswarya R: Malayalam Drama-1st,
Naadanpattu-1st
Alinta Joy: Margamkali-2nd
Ancy Varghese: Malayalam Drama-1st,
English Recitation-2nd
Anjana Raghav: Hindi Essay Writing-3rd,
Hindi Story Writing-3rd
Bhavya: Malayalam Drama-1st
Fathima: Mappilapattu-1st, Oppana-2nd
Meenu Madhu: Indian Group Song-1st
Meera M.P: Patriotic song-1st
Navya M: Malayalam Drama-1st,
Oil Painting-2nd, Mimicry-2nd
Neethu K.T: Mappilapattu-1st,
Naadanpattu-1st,
Malayalam Recitation-1st
Sreelakshmy: Mappilapattu-1st,
Oppana-2nd
Uma: Group Song Western-1st
Vinaya: Mappilapattu-1st
Zinzya Johns: Margamkali-2nd

S4 REGULAR

Aneena: Rangoli-3rd
Asha: Oppana-2nd
Chandini: Thiruvathirakali-1st
Liphy: Malayalam Drama-1st
Malavika: Malayalam Drama-1st
Niranjana: Group Dance-3rd
Praveena: Naadanpattu-1st
Priya: Group Dance-3rd
Rahana: Naadanpattu-1st
Rubeena: Oppana-2nd
Shamna: Hindi Essay-2nd, Oppana-2nd
Shruthy: Oppana-2nd

Sonu: Oppana-2nd

Sony: Oppana-2nd

Sreelakshmi: Group Dance-3rd

Sreethu: Oppana-2nd

S6 REGULAR

Ashtami Chandran: Patriotic Song-1st,
Violin-1st
Catherine: Poster Making-1st
Manasi: Indian Group Song-1st,
Patriotic Song-1st
Ranjitha: Clay modelling-2nd
Sandra: Rangoli-2nd, Margamkali-2nd,
Water Colour-3rd
Sariga: Clay modelling-1st
Siji: Indian Group Song-1st
Theresa Rose Bastian: Group Song
Western-1st

S2 SELF FINANCE

Aleena: Oppana-1st
Alishah: Clay modelling-3rd,
Photography-3rd
Anjali Ganesh: Thiruvathira-2nd
Annmary Joseph: Oppana-1st
Ansila: Oppana-1st
Arpitha: Painting-1st, Poster making-2nd
Asna: Oppana-1st
Aswathy: Thiruvathira-2nd
Avani: Thiruvathira-2nd
Farsana: Oppana-1st
Heeramol: Thiruvathira-2nd
Helna: Thiruvathira-2nd
Nivedhitha: Thiruvathira-2nd
Sana: Oppana-1st

Sandra Rose: Collage Making-2nd,
Skit-2nd, Poster Making-3rd

Sandra: Thiruvathira-2nd

Sanjana: Thiruvathira-2nd

Sreelakshmi Warriar: Oppana-1st

S4 SELF FINANCE

Anjana Menon: Hindi extempore-1st,
Skit-2nd
Anjana P.V: Skit-2nd
Bincy: Group Song Western-2nd
Greeshma: Group Dance-1st
Minna: Hindi extempore-2nd, Skit-2nd,
Hindi Recitation-3rd
Nasla: Skit-2nd
Navyajan: Group Dance-1st
Soumya: Group Song Western-2nd
Sreedevi N.R: Thiruvathirakali-2nd
Unnimaya: Skit-2nd

S6 SELF FINANCE

Adheena: Skit-1st
Arthana: English Story Writing-1st, Group
Song Western-2nd,
Photography-2nd
Diya: Ganamela-1st, Violin-2nd,
Mappilapattu-2nd, Sanskrit Recitation-3rd
Jushrat: Mappilapattu-2nd
Manessha: Skit-1st
Nina Tony: Skit-1st
Sandra: Mappilapattu-2nd
Shifa: Mappilapattu-2nd
Shilpa: Mappilapattu-2nd
Sneha Raj: Skit-1st
Sreelakshmi: Skit-1st, Mappilapattu-2nd
Varsha: Skit-1st, Best Actress

Congratulations!



Prize winners

Christmas week celebrations

Christmas World Decoration:

Bcom Regular- 2nd prize,
Bcom Self Finance- 3rd prize

Christmas Video Making:

Jiya (S4 Bcom Regular)

Christmas Card Making(Teachers):

Mrs. Mary Liya Lijo

Aishwarya R (S4 Bcom Regular)
secured 2nd position in the
State Junior Netball Championship and 2nd
position in the
District Junior Netball Tournament



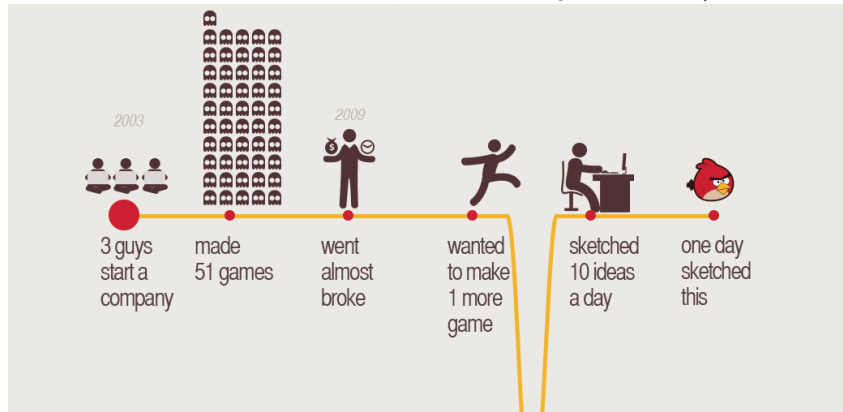
Athira T.C (S6 Bcom Regular) got 1st prize in
Collage Competition and **Midhuna M.G**
(S6 Bcom Regular) got 2nd prize in
Collage Competition conducted at St.
Aloysius College

Midhuna M.G (S6 Bcom Regular) got 2nd
prize in Poster Making and **Sandra Joy** (S6
Bcom Regular) won 1st prize in Poster
Making and 1st prize in Pencil Drawing
conducted at Kuttanellur College

HOW ANGRY BIRDS STARTED

or How Many Times Are Behind the 2-Billion Download Game

The game that has been downloaded more than 3 billion times – almost enough to give every two living humans a download – started in December 2009. The startup behind the game, Finnish company Rovio, started out as just another game startup.



It might be a familiar progression that happens in many startups. Three guys open a company, hoping to make a hit game. They launch one, two, three; five years go by, now they are launching their 51st game. And it's still not a hit. Funding slowly runs out. They are staring bankruptcy in the face. They don't want to shut the company down because... What if they still can make a game that will capture people's imagination? They go back to the drawing board. They keep believing that they could capture that imaginary character that people will believe. Maybe if they can just get into the zone, unlock their inner humanity, they can think of a picture that others will believe is real. They take a methodical approach – they ask the designer to pitch 10 ideas a day. It is 2009. As the days roll on and the funds run out, they conceive a make-or-break plan:

Make a game for the new hot device – the iPhone.

Daily, the game developers generate ideas and pitch them to the management. So far they've rejected all of them. They are either too complicated, too simplistic, or just outright boring. It was around this time that a 30-year old Rovio game designer Jaakko Iisalo was home alone, his wife had gone out for the evening. Iisalo settled down to play some video games, as he often did when he had free time on his hands. In the background, though, a strange idea began percolating. As he started seeing it in his mind's eye, Iisalo turned on Photoshop and sketched out a bird with large eyebrows, no feet, and a somewhat deranged expression. Iisalo thought nothing of the bird at the time. When his wife came back home that night, he didn't even mention it. But when he showed the bird to the management, looking at the bird, even without knowing the point or the mechanics of the game, they already found it irresistible.

Rovio's 52nd game was launched. The rest is history. Now we can ponder if trying something for the 52nd time is ever a good idea.

THERE IS NO FAILURE EXCEPT IN NO LONGER TRYING.

Elbert Hubbard

DEPARTMENTAL ACTIVITIES



The Department of Commerce in association with Tourism Club conducted **Walk with Nature**, on 1-12-2018. The students made a visit to the Kallingal plantation and Rayirath nursery. The students were accompanied by Mrs Nisha Leela Jose, Mrs Beni Paul and Mrs Mary Liya Lijo.



On 6-12-2018, the Department of Commerce conducted a seminar for the PG students on the topic, **Use Of SPSS In Research**. The resource person for the seminar was Mr Jins Varkey, Asst Professor, Dept of Economics, St. Aloysius College.

CARTOON CORNER



"He's right, when you look at it that way, it's not so bad!"

NEWS UPDATES

PM releases commemorative coin in honour of Atal Bihari Vajpayee– PM Modi on 24th December 2018 released a commemorative coin worth ₹ 100 in honour of former prime minister Atal Bihari Vajpayee, who died in August this year. The coin was released a day before Vajpayee's 94th birth anniversary.

Shaktikanta Das: 25th Governor of RBI– After the resignation of Urjit Patel, Shaktikanta Das has been appointed as 25th governor of RBI. Urjit Patel resigned due to personal reasons.

24th December: National Consumers Day– The Department of Consumer Affairs, Ministry of Consumer Affairs Food and Public Distribution celebrated the National Consumer Day 2018 on 24th December at the Kothari Auditorium, DRDO Bhawan, New Delhi. The theme of the 2018 National Consumers Day was "Timely Disposal of Consumer Complaints".

India's tightens e-commerce rules, likely to hit Amazon, Flipkart– India will ban e-commerce companies such as Amazon.com and Walmart-owned Flipkart Group from selling products from companies in which they have an equity interest. The new regulations follow complaints from Indian retailers and traders who say e-commerce companies like Amazon have created an unfair marketplace. India's retail market is dominated by small corner shops, which are now threatened by the e-commerce giants.

RBI asks why don't you pay money online– Reserve Bank of India has launched a survey to assess people's payment habits, the awareness and popularity of digital payments and the reasons for not using it. The survey is also taking suggestions on how to promote digital payments. The survey is originally meant to approach 6,000 people to be selected from Delhi, Mumbai, Kolkata, Chennai, Bengaluru and Guwahati. It takes various parameters such as age, occupation, income level, educational qualification into account. The results of RBI's survey may come in handy to assess the success of Prime Minister Narendra Modi's Digital India campaign.

National Mathematics Day celebrated on 22nd December– India celebrated 22nd December 2018 as the National Mathematics Day honouring the 131st birth anniversary of famous Indian Mathematician Srinivasa Ramanujan. The National Mathematics Day is celebrated to honour his contribution to the field of Mathematics and to also inspire the future mathematicians.

GST Council slashes rates on 23 Goods and Services– The tax rates on 23 goods and services has been reduced by the GST Council on 22nd December 2018. These goods include movie tickets, TV and monitor screens, power banks and others. After this reduction, only 28 goods are left in the highest tax bracket of 28 percent.

Internet Facility for Post Office Savings Bank Customers Launched– India Post has started internet facility of the customers of Post office savings bank account. The facility was launched by Union Minister for Communication. Manoj Sinha at National Media Centre, New Delhi.

India is the fastest growing e-commerce market– India's online retail market had a Compound Annual Growth Rate (CAGR) of 53% from 2013 to 2017. This rapid growth is due to heavily discount-driven e-commerce marketplaces, improvement in delivery infrastructure and increased smart phone penetration and data usage.



Did Life In 2018 Live up to What We Predicted a Century Ago?

Predictions for the Year 2018 From the 20th Century

The year 2018 is coming to an end. What did the people of yesteryear imagine 2018 would be like? The futurists of the early 1900s had some radical ideas for today's society. And we've compiled some of those ideas below. Many are humorously wrong, since nobody really knows what the future holds. But a few predictions were spot-on.

Automated dictation will be commonplace by 2018 (1918)

Here in 2018, we talk to our machines more than ever before. We talk to Alexa, our Google Home, and Siri. And a newspaper article from 1918 predicted that the people of 2018 would enjoy a life of luxury with the "voice typewriter."

Farmers of 2018 will be more like scientists (1959)

What will the farmer of the year 2018 look like? According to one Texas newspaper from the 1950s, farmers will look a lot like scientists. *He will push buttons. "Let's raise bananas this Winter, Sarah," he will say to his wife, and he will push the banana button—and all of a sudden, bananas!* The farmer of today is indeed using a lot of technology to produce food for the world. But the degree to which the farmer is a "scientist" is in the eye of the beholder. In fact, the degree to which the average farmer is still a farmer can even be considered subjective.

Piloted trip to Mars by 2018 (1996)

Recently, the Trump regime announced that it had plans to go back to the moon and eventually even to Mars. But almost every modern president has floated this idea. Remember when George W. Bush said the same thing? How about when the same idea was floated by President Obama? In fact, you can see 2018 mentioned specifically as the year that we might have a crewed mission to Mars from the 1996 Space Studies Board Annual Report. We're still waiting on a trip to Mars. And despite promises from people like Elon Musk, we're probably going to be waiting for quite a while.

"What May Happen in the Next Hundred Years" (1900)

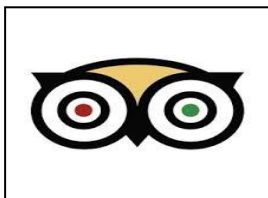
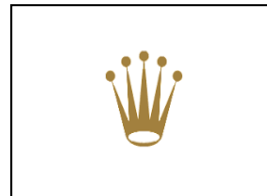
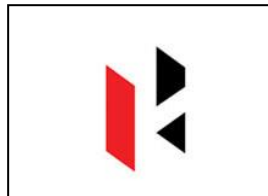
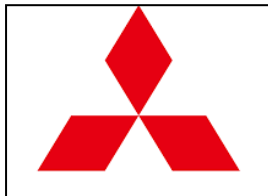
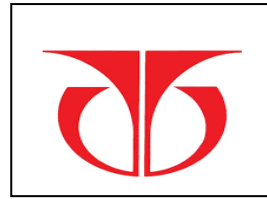
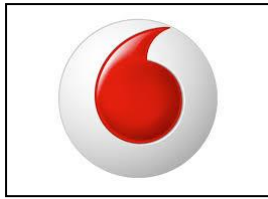
In 1900, Smithsonian curator and writer John Elfrith Watkins, Jr., looking forward at the fresh new century, imagined a world in which technology wasn't left in the hands of industry or the military, instead, it would be redirected to entertain and convenience everyday people.

Watkins predicted that technology would one day bring distant concerts and operas to private homes, sounding "as harmonious as though enjoyed from a theatre box". He also predicted that colour photographs would one day be quickly transmitted around the world. Though the mechanically-cooled refrigerator wasn't invented until 1925, and wouldn't become widely used until the 1940s, Watkins correctly predicted that "refrigerators will keep great quantities of food fresh for long intervals," and that "fast-flying refrigerators on land and sea" would deliver fruits and vegetables from around the world to provide produce out-of-season. He even called the development of fast-food delivery, anticipating "ready-cooked meals, served hot or cold to private houses." He believed these meal deliveries would replace home-cooking entirely, and might arrive by "automobile wagons."

But he was pretty far off about other aspects of life in the 21st century. He thought that man would have exterminated pests like roaches, mice, and mosquitoes, as well as all wild animals.

Watkins also thought that- we would have eliminated the letters C, X or Q in the everyday alphabet, as they were "unnecessary"; that humans would essentially make ourselves into a super-species, with physical education starting in the nursery, until "a man or woman unable to walk ten miles at a stretch will be regarded as a weakling." Unfortunately, our global obesity problem shows the reality was, in fact, quite the opposite.

How many of these brands can you identify based on their logos?



Submit your entries with this sealed slip to Dr. Salini K on or before 21th January 2019
and the best 15 will receive prizes.



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2019
Happy New Year!