



Bunts Sangha's  
S.M. Shetty College of Science, Commerce &  
Management Studies, Powai, Mumbai  
Affiliated to University of Mumbai

NAAC Accredited 'A' Grade  
IMC RBNQ Certificate of Merit 2019  
ISO 9001:2015 Certified



# DEPARTMENT OF COMMERCE & ALLIED SUBJECTS

P R E S E N T S



# वहिर्युवळ

वोलुम iv: 2019-20

# VISION AND MISSION

## VISION

PERSONALITY DEVELOPMENT  
FOR  
NATION BUILDING.

## MISSION

- *To enable* young minds to discover and develop their potential in an environment conducive to learning.
- *To develop* technically competent young individuals with practical skills.
- *To create* socially conscious and morally upright global citizens for a new India

# THIRD YEAR BATCH

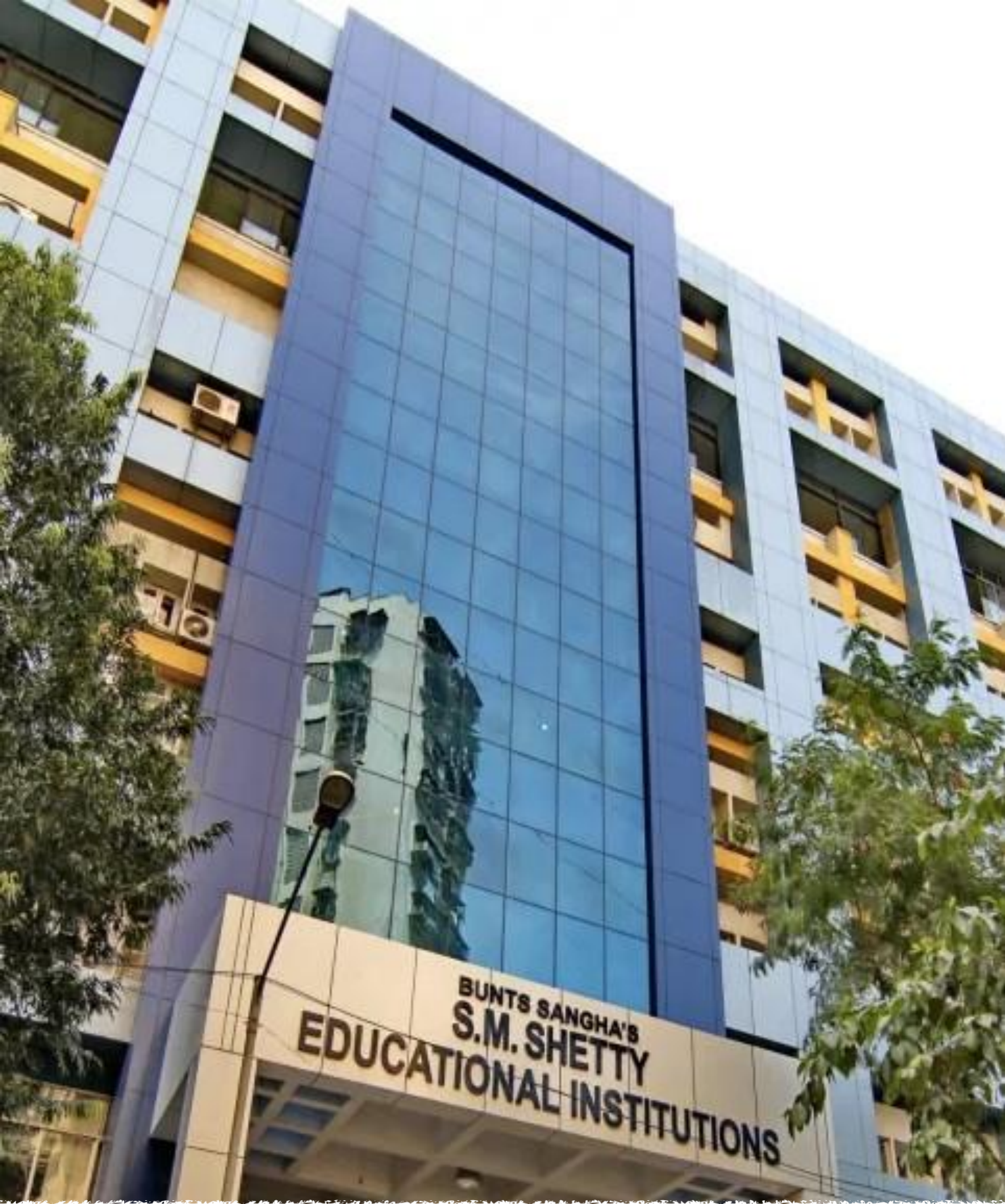
2019-20

T.Y.BAF



T.Y.BBI





BUNTS SANGHA'S  
S.M. SHETTY  
EDUCATIONAL INSTITUTIONS

Bunts Sangha's  
S.M. Shetty College Of Science, Commerce & Management  
Studies, Powai  
**NAAC Accredited 'A' Grade**  
IMC RBNQ Certificate of Merit 2019  
ISO 9001:2015 CERTIFIED  
HIRANANDANI GARDENS, POWAI, MUMBAI - 400 076



# TABLE OF CONTENTS

- |    |                                    |    |                        |
|----|------------------------------------|----|------------------------|
| 01 | EDITORIAL BOARD                    | 19 | TOPPERS                |
| 02 | FROM THE EDITORIAL                 | 21 | DEPARTMENTAL REPORT    |
| 03 | FROM THE PRINCIPAL'S<br>DESK       | 25 | GLIMPSES OF ACTIVITIES |
| 05 | FROM THE<br>COORDINATOR'S DESK     | 27 | TEACHER'S CORNER       |
| 08 | BEST OUT OF REST                   | 43 | STUDENT'S CORNER       |
| 10 | DEPARTMENT FACULTY                 |    |                        |
| 11 | HALL OF FAME                       |    |                        |
| 16 | WORKSHOPS AND<br>SEMINARS ATTENDED |    |                        |

# *THE EDITORIAL BOARD*

## *EDITORIAL TEAM*

<b>SR.NO.</b>	<b>NAME OF THE MEMBER</b>	<b>DESIGNATION</b>
1	DR. SRIDHARA SHETTY	PRINCIPAL
2	PROF. SAHANA RAVIPRASAD	CO-ORDINATOR (BAF & BBI)
3	PROF. SWATI SHETTY	ASSISTANT PROFESSOR
4	PROF. AVNEET KAUR	ASSISTANT PROFESSOR
5	MS. TOMITA RAJPUT	STUDENT MEMBER

# *FROM THE EDITORIAL*

*Vanijyam is the epitome of the Indian Culture, an embodiment of the philosophy of economic life in ancient India. It is the collection of concepts with regards to trade and commerce as enumerated in Arthashastra, Sukraniti, Nitisutrani and Manusmriti. Every student of commerce is truly indebted to this ancient treasure of knowledge. With the fourth edition of Vanijyam, we at Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, strive to unravel the treasure of knowledge of our students and teachers through a string of well written articles that usher a new light on the life of the Department of Commerce and Allied Subjects of the college.*

*Every article is a piece of art in itself that will keep the readers asking for more.*

*Wishing you all happy reading from the team of editors of Vanijyam.*

*- The Editorial*

# FROM THE PRINCIPAL'S DESK



During the present context of prolonged pandemic, the entire world is facing a situation of unclear future. The petrifying and severe impact of COVID-19 has shaken the world to its core. There is a paradigm shift from Old Normal to New Normal where we have to give more importance to Hygiene, Health, Climate Change etc. First and foremost, requirements for the states are strengthening their health care capacity as there is a drastic demand for medical services. There is an increasing demand for Doctors, Nurses, Health Workers who are our new heroes in present day context. Social distancing is a new norm now.

Out of the most affected sectors, educational institutions are also the one which not only have a short-term impact on the continuity learning of more than 285 million young learners in India but also endanger far - reaching economic and societal consequences. The pandemic has significantly disrupted the higher education sector, which is a critical determinant of a country's economic future. A large number of Indian students next to China enroll in universities abroad,



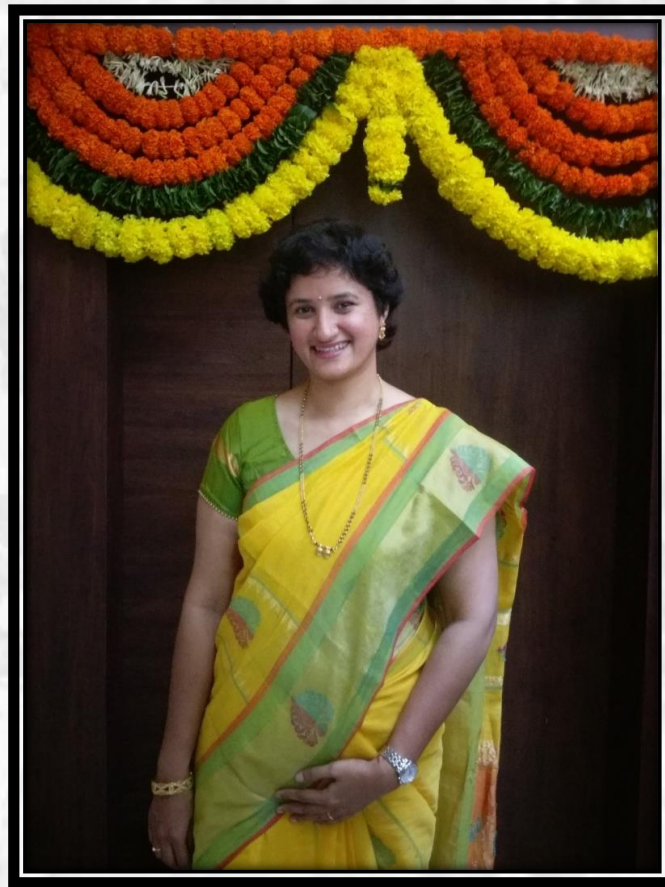
especially in countries worst affected by the pandemic, the US, UK, Australia and Canada. Many such students have now been barred from moving to these countries. If the situation persists, in the long run, a decline in the demand for international higher education is expected. The far bigger concern is related to the employment rate. Job loss is the most severe immediate impact of COVID - 19 crisis.

There are few positive changes too due to the pandemic. Some of the key areas of opportunity are, rise in blended learning where both face to face delivery along with an online model will become a norm. This will require teachers to become more technology savvy and they have to involve themselves in some workshops and training to bring themselves to the level required. One more key area of improvement will be in availability of learning material as there will be more openness and transparency in academics. The positive impact of COVID- 19 can also be seen through rise in collaborative work amongst the teaching community. Finally, there will be a negative impact on travel and pollution as a large number of academic meetings, seminars and conferences are slowly moving towards online platforms.

During this academic year the Department of Commerce has organised many activities. To keep the students engaged during this pandemic the department had organised a National Level Webinar on 'Financial Planning and Investment Management'. I congratulate the entire team for their efforts in conducting the above National Level Webinar and also other activities such as 'Student Research Convention' to build the research aptitude amongst the students, 'NISM - Financial Market Certificate course' to develop the soft skill amongst the students etc. My best wishes with the Department for the upcoming academic year to come up with many more such activities suitable to the present context.

**- Dr. Sridhara Shetty**

## FROM THE COORDINATOR'S DESK



“Education is the passport to the future, for tomorrow belongs to those who prepare for it today.” -Malcolm X

The Department of Commerce and Allied Subjects of S.M. Shetty College of Science, Commerce and Management Studies is proudly releasing its Fourth Volume of departmental magazine “Vanijyam”. This time the magazine has covered wide areas of Commerce, Law and Environment and their current scenario. The magazine contains articles contributed by our B.A.F and B.B.I students and teachers on broad areas of Commerce.

We are all moving rapidly towards digitalisation as it is the need of the hour too. In education system too there is a wide transformation. Keeping this in mind, I

have chosen a topic “Transformation of education from Gurukul system to modern ICT enabled system” to discuss on this platform.

Education has come a long way from the ancient Gurukul system which was entirely dependent on learning in nature and along with nature. In the modern education system we can see a reverse system, where we are sitting at home and learning about nature with a simple touch of a key. In between we have come across a different era of education like sitting inside the four walls and listening completely to the educator without any active participation by the learner, then came an era where there is an equal participation of both.

The current era is a predecessor of a future or upcoming completely ICT dependent era, where the educator will play a minimal role in disseminating the knowledge. The current era we can see a mixture of all the eras combined together, particularly in India. It has ICT enabled systems such as projectors, smart boards, video lecturing, online learning tools and at the same time classroom chalk and board system.

The next era of education is completely based on ICT. It has its own merits and drawbacks. Merits are in the form of quick learning, more participation of learners in the learning system. But, it has a major drawback of lack of emotional relationship between mentor and mentee, which the present era has or the previous other eras had.

The system of education will become one sided and the learner may not have any respect or love towards his mentee. The moral and ethical values which the learner used to learn along with his/her subjects or topics through the face to face interaction with the mentee may be lost in the upcoming era, as it gives less or minimal scope for face to face communication.

The ICT enabled education system may impose some health hazards to both the learner and educator. As it involves continuously sitting at one place to access the

content or material. Not only that, the learners may be diverted to other aspects of ICT such as social networking sites or gaming while learning through online facilities such as google classroom or edmodo.

One key lesson is to acknowledge the many facets that ICT in Education policies have to tackle such as teacher competencies, learning materials, ICT equipment, student and teacher motivation, as well as the linkages to other areas of national policy and socio-economic development. Adopting a cross-sectoral approach through an ICT in Education Master Plan can help countries to successfully address all relevant dimensions.

The ICT enabled education system implementation in a developing country like India is a challenging process. A study shows that, in developed countries 80% of individuals use the internet, whereas in developing countries less than 35% use the internet and the rest 65% belong to poverty lines or remote communities or disenfranchised groups. So, catering to these diverse and fragile communities is not an easy task to the educational institutions and to the Government.

At the end I would like to quote one sentence here - “Education is not about degrees and diplomas, it is all about knowledge and wisdom”, it can be earned through classroom education or through any online educational platform. Both play an important role in increasing one's knowledge and wisdom.

**-PROF. SAHANA RAVIPRASAD  
(B.A.F. & B.B.I. COORDINATOR)**

# BEST OUT OF REST

## RAI SHREYA YATHINDRA



An active and energetic learner of Department of Banking and Insurance, currently in Third Year. Academic topper throughout from F.Y to T.Y. Scored 79.17% in fifth semester University examination.

- She received Appreciation Award from Bunts Sangha's Mumbai Mahila Vibhag
- She was elected as NSS Women Representative of the college in third year and NSS camp in-charge during second year.
- She also worked as an overall head during college NSS fest INIZIO.

She was a part of winning March past squad as a pluck card holder, Head of Hospitality Committee in the college fest Emmorzeal in second year. Also worked as BBI representative of Incubation Centre, head of Nature Club, PRO of WDC, volunteered departmental fest Vanijyotsav and Youth Festival of University of Mumbai.

# BEST OUT OF REST

## SAGGU REET KULMEET



An active learner of Department of Banking and Insurance, currently in Second Year and also pursuing **B.Sc. in Actuarial Science**, presently she is in Second Year of her course.

- Secured 1<sup>st</sup> rank in FYBBI with 87.75% and she also scored 80% in Sem III of SYBBI.
- She had bagged 3<sup>rd</sup> position in Boxing in Inter-collegiate competition at University level.
- Secured 1<sup>st</sup> place in Boxing Yuva Sena Khel 3.0.
- Bagged 3<sup>rd</sup> place in Throwball at Umang fest organized by NM College.
- Participated in Basketball Intercollegiate competition at University Level.

# DEPARTMENT FACULTY



Prof. Sahana Raviprasad



Prof. Komal Tiwari



Prof. Virendra Singh



Prof. Avneet Kaur



Prof. Swati Shetty



Prof. Niveditha Shetty

# HALL OF FAME

2019-20

## BBI

<u>SL.NO.</u>	EVENT	COLLEGE NAME	STUDENT NAME	CLASS	POSITION
1	RANGOLI	SRIRAM COLLEGE	SEJAL SAWANT	FYBBI	SECOND
2	PUBG	SK COLLEGE	SAKSHAM SHETTY	FYBBI	SECOND
3	PUBG	SK COLLEGE	PRANEETH SHETTY	FYBBI	SECOND
4	COUNTER STRIKE	ML DHANUKAR	VINAYAK HALANKAR	FYBBI	SECOND
5	POSTER MAKING	PUBLIC NIGHT DEGREE COLLEGE	PRANALI POOJARY	FYBBI	SECOND
6	RELAY	THAKUR COLLEGE	SUMEET PATEL	SYBBI	FIRST
7	FOOTBALL	THAKUR COLLEGE			FIRST
8	TIK TOK	BHARAT COLLEGE BADLAPUR	SAURABH PANDEY	TYBBI	SECOND



9	BOXING	YUVA SEVA KHEL	REET SAGGU	SYBBI	FIRST
10	BOXING	MUMBAI UNIVERSITY	REET SAGGU	SYBBI	THIRD
11	Mehendi	Bharat College Badlapur	AALFIYA SHAIKH	TYBBI	FIRST
12	YOUTH FEST - FOLK DANCE (Zonal Round)	UNIVERSITY OF MUMBAI	AMIN SNEHA	SYBBI	I
13	YOUTH FEST - SKIT (Zonal Round)		KADAM SALONI		
14			PATEL SUMEET	SYBBI	CONSOLATION

**BAF**

15	EVENT LEADERS MEET (PRESENTATION)	N.G. ACHARYA	SHLOKA SHETTY	FYBAF	FIRST
16	DEBATE	NAGINDAS KHANDWALA	SHLOKA SHETTY	FYBAF	THIRD
17	TUG OF WAR	GURU NANAK COLLEGE	SWATHI POOJARY	FYBAF	FIRST
18	TUG OF WAR	YUVA SENA KHEL	SWATHI POOJARY	FYBAF	SECOND
19	EVENT LEADERS MEET (PRESENTATION)	N.G.ACHARYA COLLEGE	PARAG PATIL	FYBAF	FIRST

20	EVENT LEADERS MEET (PRESENTATION)	N.G.ACHARYA COLLEGE	SHIFA FARUQUI	FYBAF	FIRST
21	EVENT LEADERS MEET (PRESENTATION)	N.G.ACHARYA COLLEGE	SHELDON D'SOUZA	FYBAF	FIRST
22	DANCE COMPETITION	THAKUR COLLEGE	SAKSHI SONWALKAR	FYBAF	SECOND
23	MEHENDI	PUBLIC NIGHT DEGREE COLLEGE	MANISHA SHETTY	FYBAF	CONSOLATION
24	DANCE COMPETITION	R.A PODAR COLLEGE	MANISHA SHETTY	FYBAF	SECOND
25	DANCE COMPETITION	THAKUR COLLEGE	MANISHA SHETTY	FYBAF	SECOND
26			POORVI SALIAN	FYBAF	SECOND
27			ABHISHEK SHETTY	FYBAF	SECOND
28			MOHIT BHOWMICK	FYBAF	SECOND
29			SUSHAN SHETTY	FYBAF	SECOND
30			RISHIKA SHETTY	FYBAF	SECOND
31			SAKSHI SONWALKAR	FYBAF	SECOND

32			ROOPALI SHETTY	FYBAF	SECOND
33	DANCE COMPETITION	R.A PODAR COLLEGE	ROOPALI SHETTY	FYBAF	SECOND
34	BHAJAN GROUP	GAYATRI PARIVAR MUMBAI (GROUP)	SHRINIDHI BHAT	FYBAF	FIRST
35	SOLO BHAJAN	GAYATRI PARIVAR MUMBAI (SOLO)	SHRINIDHI BHAT	FYBAF	FIRST
36	BHAJAN GROUP	KB COLLEGE	SHRINIDHI	FYBAF	FIRST
37	SOLO BHAJAN	KB COLLEGE	BHAT		FIRST
38	DEBATE	NAGINDAS KHANDWALA	LINDA VINOD	FYBAF	THIRD
39	ELOCUTION	PUBLIC NIGHT DEGREE COLLEGE	LINDA VINOD	FYBAF	THIRD
40	DRAWING	VIDYANIKETAN COLLEGE	AMRUTLAL NISHAD	FYBAF	SECOND
41	SURPRISE EVENT	HINDUJA COLLEGE OF COMMERCE	APOORVA KADAM	SYBAF	SECOND
42	SURPRISE EVENT		SIDDHARTH CHEDDA	SYBAF	SECOND
43	BEST OUT OF WASTE		SIDDHARTH CHEDDA	SYBAF	FIRST

44	BEST OUT OF WASTE		APOORVA KADAM	SYBAF	FIRST
45	PANEL DISCUSSION		RISHIT SHETTY	SYBAF	THIRD
46	TUG OF WAR	GURUNANAK COLLEGE	AAKASH SINGH	TYBAF	FIRST
47	TUG OF WAR	SATHAYE COLLEGE	AAKASH SINGH	TYBAF	FIRST
48	TUG OF WAR	YUVA SENA KHEL	AAKASH SINGH	TYBAF	THIRD
49	TUG OF WAR	YUVA SENA KHEL	PRACHI PRAJAPATI	TYBAF	SECOND
50	TUG OF WAR	RJ COLLEGE	PRACHI PRAJAPATI	TYBAF	SECOND
51	TUG OF WAR	GURUNANAK COLLEGE	PRACHI PRAJAPATI	TYBAF	FIRST
52	TUG OF WAR	GURUNANAK COLLEGE	SHRADDHA ACHREKAR	TYBAF	FIRST

# WORKSHOPS AND SEMINARS ATTENDED

Sr. No.	Workshop/ Session	Place	Name of the students	Class
1	Union Budget 2019	Sasmira's Intitute of Commerce & Science	LODHI SAPNA	SYBBI
2			RAHUL KUSHWAHA	
3			MADHAVI SINGH	
4			EVA AMANNA	TYBBI
5	BASICS OF INTELLECTUAL PROPERTY RIGHTS - NATIONAL LEVEL WEBINAR	MUCTA	ADITYA GHADIGAONKAR	TYBBI
6			CHINMAYA SHETTY	TYBBI
7			MOHAMED DANISH ANTULE	SYBAF
8			PRIYANKA POOJARI	SYBAF
9			SWASTIK SHETTY	SYBAF
10			JAYESH SONI	TYBAF
11	NATIONAL LEVEL WEBINAR - "COVID-19 Implications on Business and Employment"	MUCTA	PRIYANKA POOJARI	SYBAF
12	FINANCIAL PLANNING AND INVESTMENT MANAGEMENT	S.M..Shetty college of science,commerce and management studies	HARSHIT PANDEY	SYBAF
13			JATIN NARESH DUDANI	
14			KENIN MENEZES	
15			LAXMAN KARTHIK .N.KONAR	
16			MOHAMED DANISH ANTULE	SYBAF
17			PRANAV PRAVINKUMAR	

18			SHIFA SHOUKAT SAYYED	SYBBI
19			SHWETA KANOJIA	SYBAF
20			SHASHMITA SATYANANDA NAYAK	
21			WAMAN VILAS DHURI	FYBBI
22	SENSITIZATION AND AWARENESS OF COVID-19 AMONG STUDENTS AND FACULTY:HANDLING POST LOCKDOWN CHALLENGES	S.M.Shetty college of Science, Commerce and Management Studies, Powai	JYOTI UPADHAY	SYBBI
23			SHWETA KANOJIA	SYBAF
24			SHASHMITA SATYANANDA NAYAK	
25	COVID-19 IMPLICATIONS ON BUSINESS AND EMPLOYMENT	ANNA LEELA college	KOMAL ARUN NANDIWADEKAR	TYBBI
26			PRIYANKA POOJARI	SYBAF
27	GOING DIGITAL: THE FUTURE AHEAD	S.M.Shetty college	LAXMAN KARTHIK .N.KONAR	
28			SHWETA KANOJIA	SYBAF
29			MOHAMED DANISH ANTULE	SYBAF
30	SOCIAL DISTANCING -DIGITAL LEARNING	Thakur College of Science and Commerce	MOHAMED DANISH ANTULE	SYBAF
31	INNOVATIONS IN MANAGEMENT STUDIES	S.M.Shetty college of Science, Commerce and Management Studies, Powai	SHWETA KANOJIA	SYBAF
32	PUBLIC SPEAKING :EFFECTIVE DELIVERY OF TALKS	Uma Krishna Shetty Institute of Management Studies and Research	SHWETA KANOJIA	SYBAF

33	ENDURANCE & DE-STRESS	S.M.Shetty college of Science, Commerce and Management Studies, Powai	SHASHMITA SATYANANDA NAYAK	
34	INDUSTRY EXPECTATIONS & OPPORTUNITIES IN IT	J.S kothari business school	SURAJ POOJARY	TY BBI
35	INFLUENCER AND WHATSUP MARKETING	NORTH STORM ACADEMY	SURAJ POOJARY	TY BBI
36	EMOTIONAL RESILIENCE IN CHALLENGING SCENARIOS	J.S Kothari business school	SURAJ POOJARY	TY BBI
37	DHAN KI BAAT ...PLAN B FOR YOUR CAREER	J.S kothari business school	SURAJ POOJARY	TY BBI
38	ERA OF DIGITAL MARKETING	J.S kothari business school	SURAJ POOJARY	TY BBI

# TOPPERS (BAF)

2018-19

## THIRD YEAR



Shivani Brid  
89.58%

## SECOND YEAR



Apeksha Nisar  
87.50%

## FIRST YEAR



Andrea Lobo  
86.57%



Nachiket Shah  
87.83%



Ankita Dubey  
81.86%



Harshada Patel  
74.29%



Pooja Thantry  
86.75%



Pooja Singh  
81.50%



Shwetha Adyanthaya  
73.93%



# TOPPERS (BBI)

2018-19

THIRD YEAR



Sourav Chanda  
89.00%

SECOND YEAR



Vidhi Salvi  
85.43%

FIRST YEAR



Reet Saggu  
75.21%



Meena Vettirarasan  
77.42%



Tomita Rajput  
82.57%



Tuba Shakeel  
74.00%



Meera Poojary  
75.66%



Shreya Rai  
82.21%



Saniya Khan  
72.72%

# DEPARTMENTAL REPORT

## COMMERCE AND ALLIED SUBJECTS

**“The avoidance of taxes is the only intellectual pursuit that still carries any reward”**

**John Maynard Keynes**

The Department of Commerce of the college is working with great enthusiasm and initiative to meet the Vision and Mission of the college. The academic year began with the T.Y. and S.Y. classes re-opening on 7th June, 2019. The orientation for fresher students took place on 1st July, 2019, which was attended by the students and their parents. Total strength of B.A.F. students 205 and B. Com (B&I) is 178.

### MOTIVATION FOR ACHIEVING EXCELLENCY:

- F.Y. BAF and F.Y.BBI orientation was conducted on 29th June, 2019 to guide them on rules and regulations of the college, their course detail and about other activities and committees of the college.
- Principal Dr. Sridhara Shetty addressed the students of T.Y.B.A.F on 28th June, 2019 and T.Y.B.B.I. on 11th July, 2019 guided them on achieving excellency in academics and co-curricular activities.
- Parent teacher meeting were conducted in the month of July, 2019 for S.Y and T.Y students of B.A.F and B.B.I and in the month of September for F.Y. students, to make parents aware of their ward's academic performance, attendance and overall conduct in the college. Coordinator Ms. Sahana Raviprasad addressed the parents along with respective class in-charges.

INITIATIVES OF THE DEPARTMENT: [STUDENT ENRICHMENT ACTIVITIES]

1. A session on 'Financial Market: NCFM' was conducted on 27th June, 2019 by Mr. Jay Palshekar, Chief Financial Planner – Global Investments for all the interested students.
2. Commerce Association Inauguration was conducted on 19th July, 2019. The day is also celebrated as Bank Nationalization Day. On this occasion a guidance session on "Career Guidance in Banks" by guest of honor Mr. Kumar Sanjeet, Vice President of Axis Bank, and Mr. Kapil Jha, Founder – Assets Bazar was organized. The association had organized four competitions – Bank Master, Poster Making, Rangoli and Debate.
3. "Aagaaz" a fresher's event was conducted on 9th August, 2019 for the newly joined students of F.Y.BAF and F.Y.BBI. Alumni members of the college who graced the event were Mr. Sairaj Shetty, Mr. Sashmith Shetty and Mr. Bhagyaraj Salvi.
4. The Department organized its first Multi-Disciplinary Inter-Collegiate Student Research Convention on 29th August, 2019. The theme of the Convention was 'India Vision 2030: A Road Map'. The Chief Guest and Key Note Speaker of the Convention was Dr. Sangeeta N. Pawar, H.O.D. of Commerce, University of Mumbai. Total 50 research papers were received out of which 43 were selected which were published in the International Journal of Research in Management & Social Science, ISSN 2322 – 0899, Volume 7, Issue 3 (I), July – September 2019.
5. Wealth Management session "Invest to create wealth – start early" for F.Y. Students was conducted on 21st September, 2019 by Mr. Veer Sanghvi Vice President – Training and Development – Parivartan Learning.

6. Expert guidance lecture on International Banking and Finance and Research Methodology for T.Y.BBI students was conducted by Dr. Shraddha Shukla from Shailendra College, Dahisar on 2nd October, 2019.
7. Industrial Visit to all department students was organized from 25th January to 30th January, 2020 to Agra – Fatehpur Sikri- Jaipur. In total Seventy-five students, three teachers and one non – teaching staff had participated in the visit. To give practical experience of industry to the students they were taken to “SEBI-Jaipur branch and Saras Diary in Jaipur”.
8. One **National Level Webinar** was organised by the department on the topic “Financial Planning and Investment Management” on 5th June, 2020. The resource person of the webinar was Mr. Veerdhaval Talpade, Vice President - Training and Development, Parivartan Learning Solutions. Total 652 participants attended the webinar (on zoom app and you tube live). Participants belonged to different states of India like M.P., Rajasthan, U.P, Tamilnadu, Karnataka, West Bengal, Nagaland, Delhi, Punjab and many more. E-Certificates were distributed to all the participants who attended the session.

#### CERTIFICATE COURSE ON FINANCIAL MARKETS:

The department conducted ten days certificate course on “**NSE Academy’s Certification in Financial Markets (NCFM)**” in association with National Stock Exchange from 9th July to 22nd July, 2019. On completion of the course in total 71 students of various department got certification from NSE.

The purpose of the course was to give a detailed knowledge to students on “Basic Financial Market” and its practicality to the students.

### ONLINE CERTIFICATE COURSE ON COURSERA:

In total one hundred students had registered under the platform of Coursera for pursuing free online courses. Majority of the students have completed more than one course using the platform. In total around ninety courses students have completed on various topics such as Financial Markets, Fundamentals of financial and management accounting, Leadership and emotional intelligence etc.

### INERCOLLEGE ACHIEVEMENTS AND PARTICIPATION:

- In the academic year 2019-20 in total 90 students have participated in various Inter- college competitions. In total 50 students have won prizes in various events.
- Total 50 students have actively participated in various Workshops and Conferences held in Sasmira's institute, Thakur college etc.

### RESULTS:

The B.Com (Accounting and Finance) batch of 2019-20 secured **94.29%** passing percentage in Semester V of University examination.

The B.Com (Banking and Insurance) batch of 2019-20 secured **92.19%** passing percentage in Semester V of University examination.

- Pooja Singh of T.Y.BAF secured first position in Semester V with 89%.
- Salvi Vidhi of T.Y. BBI secured first position in Semester V with 86.3%
- Shetty Chaitra of T.Y.BAF scored 100/100 in the Semester VI Financial Management subject during the academic year 2018-19.

# GLIMPSES OF ACTIVITIES

2019-20







# teacher's corner



## **“World of AI - Whether human will exist?”**

*Prof. Avneet Kaur*

From the centuries, technological changes have influenced human lives and is continuously affecting. We came across various generations of computers. From the usage of vacuum tubes, transistors, integrated chips to present artificial intelligence, does anyone knows exactly what to opt ?, the technology or the power of mankind. There are enormous applications of artificial intelligence, which we come across nowadays:

- Amazon, Netflix provides recommendations based on your interest, by evaluating your past data.
- Snapchat filters commonly used by youngsters.
- Google Photos (face recognition, image recognition etc.)
- Gmail provides spam facility, autosuggest feature
- Google Search most often used by researchers, academicians as a search tool.
- YouTube gives recommendations for viewing videos.
- Facebook gives suggestions for adding a friend.
- Siri, Cortana works on voice recognition and many more.

One can say that the lives of humans have definitely become smoother and easier with the advent of these technological advancements. However, many of us might not know about the timeline from where the term artificial intelligence got in. So let us discuss the timeline and then its present status.

Way back in 1940-50, Scientists from various fields of Mathematics, psychology, engineering& economics began to discuss possibility of creating ARTIFICIAL BRAIN. The field of artificial intelligence research was found as an academic discipline in 1956 and is widely acknowledged as birth of artificial intelligence field.

John McCarthy, an American computer scientist at the Dartmouth Conference, coined the term Artificial Intelligence. He defined “Artificial Intelligence is concerned with the design of Intelligence in an artificial device.” It is the science and engineering of making intelligent machines, especially intelligent computer programs. Soon after that, in 1960, Marvin Minsky, a person behind influential MIT AI lab redefined the term and its subfields as Robotics,

Knowledge Presentation and Reasoning. Later in 1993, Verner Vinge publishes that predicting next 30years; human kind would have the ability to create superhuman intelligence. Finally in 1997, Deep Blue Chess Machine (IBM) defeats the then world champion Garry, Kasparov. In addition, if we talk about the 20<sup>th</sup> century, Google developed a self-driving car and at present striving to make machines that do not need humans anymore also called as Strong Artificial Intelligence.

In the long term, an important question is will strong AI succeeds and an AI system becomes better than humans at all cognitive tasks. I think it is more likely that we will use this power of artificial intelligence to make the world a better place. Most of the monotonous jobs of humans will be replaced by robotic process automation but power to make strong artificial intelligence systems will remain in the hands of human being. They are and will be the creators and destroyers of the technology. Humans need to work aggressively to make sure technology matches our values. This can and must be done at all levels, from government, to business, to academia, and to individual choices. At the end would like to conclude with a statement

‘Technology is giving life the potential to flourish like never before... or to self-destruct.’ Let’s make a difference!

## **WILL INDIA STAND AGAIN.....**

*Prof. Komal Tiwari*

When the biggest of the biggest nation is struggling to stand the economic set back will a developing nation like India be able to cope up with this. Will India be able to sustain...rather regain its economic stability post pandemic. The Scholars believe that almost 52% of the Indian working population may be jobless post pandemic. This situation is not only in India but every nation in the world is going through. India was struggling hard to stand on its own feet and this pandemic is like polio for countries like India.

What as a citizen can we do? Government cannot be blamed every time for everything, sometimes it is the responsibility of citizens to take over the responsibility of their own livelihoods. We need to concentrate more on developing the entrepreneurial skills and be entrepreneur. This time of lockdown should be used productively to find the strength and weakness and to evaluate the scope of development and work on it. If we could start doing some small things... like developing gardening skills and this time should be utilized in serving the society members to maintain their gardens do some experiments and learn more ...so that this skill can be converted into business post pandemic. Identifying the area of interest and developing skills is in the hands of individual. if, as a youth, one wishes to earn money from the first day onwards then developing skill is very important because job market will be very tight with multiple candidates and fewer seats the situation may lead to unemployment which will further give rise to increase in number of criminals.

If we as a citizen stand economically our nation will automatically be benefited. If we want to have the least impact of pandemic all we need to do is stop wasting time and utilize it optimally for self-development, for personality development else we may end up being part of the unemployed population blaming the government for not providing jobs. It is high time when India needs to develop more of entrepreneurs (Job Givers) then those of Working class (Job Seekers). With the ever increasing population we cannot afford to build the nation without developing the entrepreneurs.

This situation has also pierced the need of real time accounting. Even after the introduction of computers there was a need of the employee being present at the work place to complete the accounting work, this situation has made us to think over developing such technique where people can be equally productive in work from home. This is the time to develop virtual offices. This is the time which will mark major changes in the lives of the people on the globe. This may lead to change of Era.....end of something old and beginning of something new.....

## **ECONOMY UNDER DIGITAL SEVA.**

*Prof. Larisa Rodrigues*

The journey begins from olden times to the modern market era where the barter system changes to business system and where motive no longer change. Hardest and heaviest technique of barter system, from sack's have turned under our fingertip with Just a moment. Yes, it's that just simple. The traditional method just change its shape and style and currently its crazy to know. Three tactical changes which are Enterprise Resource Planning, Total quality management Just in time redefined the business life. Other traps that has attracted the customer are it's Free, Trial accepted here, Money back policy indirectly increasing the bunch. Digitalization is just the Nexus between the customer's door and warehouse step. Refining of business structure has so impact on customers mind hence changed the existence of market. Earlier market which was the only advertising instrument now every business is hidden with the other business and it's of advertising. The market looks are changing from open area and turning on towards the screen and mobile lights. Apps are the not the mode of doing business in fact they are the market openers. Which are the only source of digitization. Such a customized service they offer in a centralized manner and with efficient management and hence the growth is Just like going concern

Customize services like

- Health near our door steps
- Choice in every aspect of shopping
- Beauty treatments at our prime place
- Essentials under our fingertips

These services have not only paved way to the beneficiary but also indirectly has pulled economy to a better version. Services provided online has benefited environmental responsibility towards the industries.

Propelled by rising smartphone penetration the launch of 4G networks and increasing consumers wealth the Indian e-commerce market is expected to grow US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. Average retail spending in India was US\$ 224 per user in 2017.

In traditional market customer was King, the Same phrase goes in digital market but a modification goes likewise, customer is king with the Royal servants.

The digital economy campaign started by our honorable Prime minister Shri Narendra Modi on 1 July 2015 with a motto to **POWER TO EMPOWER** has been successfully taken it place. And the outcomes of these campaign is been is used by all of us daily.

So, after some years we will get all our needs under our fingertips enhancing our lifestyle.

Because, "**Yaha Sab Online he!**"

## CONTRIBUTION OF INFORMAL SECTOR TO ECONOMY IN INDIA

*Prof. Mamata M. Wadekar*

**Introduction:** Informal sector has emerged as an important domain of research in the disciplines of Economics, Commerce, Political Science, Sociology and so on. Though countries of the world are moving towards high economic growth and expansion, they are still marked by huge chunk of their economies dominated by informal sector. Kalpagam U (1987) has given a quite comprehensive definition of informal sector. The informal sector consists of both rural and urban sections and would cover the categories of self-employed and wage workers in manufacturing as well as service activities that are characterised by – (a) ease of entry, (b) reliance on indigenous sources, (c) family ownership of enterprises, (d) small scale of operation, (e) labour intensive and adapted technology, (f) skills acquired outside the formal school system and (g) unregulated and competitive market. Thus, it includes all those workers in household production working directly or under some form of putting out system, small workshops and factories including the informal labour in the formal sector, as well as those engaged in petty occupations and all other forms of casual labour in rural and urban areas.

**Contribution of Informal Sector:** Contrary to the general perception that informal sector is phenomenon of third world countries, more than 60 per cent of the world's employed population earn their livelihoods in the informal economy. It has been estimated that about 2 billion women and men in the world make their living in the informal economy. Informality exists in all countries regardless of the level of socio-economic development, although it is more prevalent in developing countries (ILO, 2018).

Table No 1.1: Employment in Informal Sector across the World

Countries	Share of Informal Sector in the Employment
Countries of Africa	85.8%
Countries of Asia and Pacific	68.2%
Arab Countries	68.6%
Countries of North America	20.0%
Countries of South America	40.0%
Countries of Europe and Central Asia	25.1%

Source: International Labour Office (2018): Women and Men in the Informal Economy: A Statistical Picture (3<sup>rd</sup> Edition), (ILO, Geneva)

Informal sector has emerged as major sector of economic activities all over the world. As per the NSS 68<sup>th</sup> round conducted in 2012, in India among the workers engaged in non-farm labour about 75 per cent of them are employed in informal sector in rural areas and about 69 per cent of them are employed in informal sector in urban areas. The 68th round of the survey of the NSSO also shows that manufacturing, construction, wholesale and retail trade, transportation and storage industries accounted for 73% of informal jobs in rural areas and 75% in urban areas.

Indeed, growing informal sector has been visualized as an alternative to development that creates job opportunities in large scale. The urban informal sector has been providing employment to migrants from rural areas who could not get opportunities in the formal sector and more importantly to those migrant workers who are basically unskilled (Keith Hart 1973). Hence, the policies of ILO and most of the governments in third world countries are oriented to support the informal sector as it provides large employment potential particularly under the conditions of zero growth and stagnation in the formal economies (Kalpagam, 1987).

The role of Informal Sector in the economy of India can be summed up under the following points:

- 1) Ease of entry: In countries like India where most of the people are not well educated, the issues of setting up of ventures in formal way are quite challenging. Hence, informal sector provides an opportunity to even to a person not so well educated to start a venture. It is the restrictions, rigidities and formalities of documents that discourage common people to start a venture in formal sector. Hence, they find informal sector more conducive and encouraging.
- 2) Family support: It is quite difficult to run the business ventures entirely on the support of family in formal sector. But it is quite possible to set up and run business ventures entirely on the support of family in informal sector. Family support in terms of providing capital, manpower to run the business encourage people to look for opportunities for business in informal sector. In countries like India, where family ties, bonds are quite strong, the informal sector grows quite fast.



- 3) Labour Intensive: The most of the business ventures in informal sector are labour intensive. In countries like India, where the issue unemployment is quite big, the start-ups in the informal sector help to generate more employment opportunities.
- 4) Livelihood to migrants: Millions of people from villages in India migrate to cities. It is quite difficult for the formal sector in the cities to provide jobs and livelihood support to the migrant population. The informal sector, here comes to the rescue of the formal sector by providing jobs to the migrant and unskilled population, thus, reducing the burden on the formal sector.
- 5) Empowerment of women: The informal sectors open-ups several employment opportunities to women. Household and homebased ventures/work help women to earn income while looking after their family. Self-employment such as tailoring, pickle making, home based small grocery stalls etc., help women immensely.

**Conclusion:** Informal sector plays quite crucial role in providing employment to migrants, unskilled and women. In that sense, it serves the goal of social justice and empowerment of the marginalised groups. It also lessens the burden on formal sector, by absorbing the migrant labour force. Moreover, the formal sector can also benefit by the informal sector through new business models such as outsourcing. The formal sector, for example garment industry has immensely benefitted by outsourcing stitching to households. Having said all this, one should not ignore the fact that informal sector is marred by exploitative work environment, lack of social security measures. Efforts should be made to promote social security measures, safe working environment in informal sector.

#### References

- Kalpagam, U. 1987. Women, Informal Sector and Perspectives on Struggles. *Social Scientist*, Vol.15, No.6 (June) pp-33-44
- Keith Hart. 1973. Informal Income Opportunities and Urban Employment in Ghana. *Journal of Modern African Studies*, March, pp-61-89
- International Labour Office (2018): *Women and Men in the Informal Economy: A Statistical Picture* (3<sup>rd</sup> Edition), (ILO, Geneva)
- Ministry of Statistics and Programme Implementation (2014): *Informal Sector and Conditions of Employment in India - NSS 68<sup>th</sup> Round -July 2011-June 2012* (NSSO, GoI, New Delhi).

## **Technology has been a Game Changer for the Banking and Financial Services Sectors:**

*Prof. Niveditha Shetty*

It would be an understatement to say that technology has revolutionized the banking and financial sectors. Right from the day to day retail banking where technology in the form of ATMs (Automated Teller Machines), to the corporate banking where technology is ubiquitous, to the derivatives market where algorithmic trading happens round the clock, technology has transformed the landscape of banking and financial services.

Indeed, the pervasive use of technology in the BFSI (Banking and Financial Services and Insurance) sector has meant that the losers are the ones who do not use technology wherein unless institutions in this sector adapt to technology and adopt the latest tools and software, they are bound to perish in the uber-competitive market landscape. In other words, technology has become a source of sustainable competitive for firms in the BFSI sector.

### **Economies of Scale and Synergies through Integration**

Moreover, technology allows the firms to scale up easily and at a marginal cost which means that banks and financial services firms can add as many clients as possible and serve as many customers as possible with the incremental marginal cost since technological platforms once rolled out do not incur heavy costs for each new entrant to the portals.

To explain, say if a bank implements a retail banking solution and signs up hundred thousand customers. The initial costs are of course high. But, once the solution is in place, all it takes for the bank to add new customers and make them use the portal, the cost of adding each new customer falls drastically thereby ensuring that the bank can add potentially infinite number of customers with the associated costs being marginal and only need to be towards maintenance and upgrades rather than fixed costs of setting up the infrastructure and the backbone that are already in place.

Contrast with traditional banking where each new customer added needs extra staff or extra effort to service them. Thus, it is no surprise that banks and financial services firms have lowered the account maintenance costs once they have implemented technology-enabled platforms and portals.

In addition, let us consider what happens when different components of the banking and financial services value chain are automated and integrated with the help of technology.

Historically, money withdrawal and investing in fixed deposits and other savings instruments were separate activities in addition to retail, corporate, and investment banking being altogether different departments.

Now consider if customers can do all the activities associated with these functions in one single portal which means that both the bank and the customers are saving time and costs due to integration.

Thus, technology allows the BFSI firms to both reap the efficiencies from the economies of scale and the gains from synergistic banking.

#### How Technology Helps Exotic Financial Products to be Offered to the Clients

Now let us turn to the exotic side of banking and financial services which is the aspect of investment banking wherein the use of technology is so pervasive that Investment Banks like Goldman Sachs and JP Morgan hire so-called Quants or the Mathematical Geniuses straight out of college so that they can bring their technical and scientific expertise to devise complex investment products such as Derivatives.

Indeed, the combination of advanced technology enabled trading platforms, and the wizardry of the Quants means that highly sophisticated and specialized derivative and swaps, as well as debt and equity products, can be offered to their clients.

Apart from this, the use of advanced technology also allows stock and bond traders as well as traders in commodities to transact 24/7 and in real time which means that the motto of the famous BFSI firm, Citigroup, “The City Never Sleeps” is literally and figuratively true. Further, the use of technology also allows the BFSI firms to offer better customer service to their clients as all the information is centralized meaning that customers need not call multiple locations for their banking needs and instead, call a SPOC or Single Point of Contact who is now known as Relationship Manager.

Indeed, the rise of the Relationship Manager for High Net worth Clients has transformed the banking landscape and taken customer service to an entirely new level.

## Bankers Must use Technology Responsibly

Having said that, while all the above seems to be well and good for everyone, there are concerns by many experts, activists, and regulators that such Godlike powers that technology offers the bankers can be misused and abused either out of ignorance or willful blindness.

Indeed, the fact that the Global Financial Crisis of 2008 was largely blamed on speculation using advanced technologies is one reason why some are worried.

Thus, it is clear that there must be a responsible use of technology and as long as one takes the position that Technology is Value Neutral and the humans using it have to do so with caution, it is clear that such technologies can be a forced for good.

To conclude, technology has been a game changer for the banking and financial services sectors, and as long as we do not have malicious intents in using such awesome power, it would continue to drive human progress.

## **SHADOW BANKING**

*Prof. Swati Shetty*

Banking is perhaps the most regulated industry on the planet. The movement of funds in and out of the banking system is monitored by governments as well as regulators. However, competitive pressures force banks to undertake more risks and if possible, earn a higher rate on their investments. This is what creates a parallel financial universe called the shadow banks.

Many experts believe that attempts to regulate banking are nothing except a self-defeating pursuit. This is because the shadow banking system provides a free pass to the banks to circumvent any regulation. The shadow banking system is said to grow and diminish in size. However, it never vanishes. Shadow banking has survived the scrutiny and crackdown that came their way post the catastrophic collapse in 2008.

What are Shadow Banks?

To understand shadow banks, we must first understand banking. Banks accept deposits and give out loans. In other words, banks accept short term liabilities and give out longer term loans. This activity of borrowing short term and lending long term can also be replicated in the money markets.

Therefore, if a company were to set up a money market fund and sell short term securities and use the proceeds to make long term loans, they would effectively be conducting banking. The only thing missing would be a bank license.

Since there is no bank license, there would also not be any regulation. There would be no reserve ratios or capital ratios to maintain and therefore no need to borrow from interbank markets. The shadow banks will be able to perform every function of banking except accept deposits from the public. Since most of the shadow banks have no interest in accepting deposits anyways, the arrangement works perfectly fine.

### **The Three Functions of Shadow Banks**

The three defining functions that must be performed by any institution in order to be called a shadow bank are as follows:

The shadow bank must issue short term securities and use the proceeds to buy longer term assets. Now the question arises as to why would lenders buy short term risky securities of an unknown corporation? Well they do not have to. A lot of these shadow banks are implicitly or explicitly backed by commercial banks and therefore command the sort of confidence that is required to sell securities in the government markets.

The shadow banking institution must be have liabilities which are liquid and assets which are relatively illiquid

The shadow bank must use further leverage while making investments. These investments can be made by raising money from other institutions.

#### Advantages of Shadow Banking System

No regulation: There is only one huge advantage to having the shadow banking system i.e. no regulation. Since the banking industry is so regulated, this advantage is big enough to offset hundreds of disadvantages on its own.

No regulation on the money raised by selling securities allows the shadow banks to take as much risk as they would like to without defaulting on their obligations. Compliance procedures and reports which cost millions of dollars as well as disruption of operations are no longer required.

#### Disadvantages of Shadow Banking System

##### No Access to Cash:

Shadow banks are not backed by the central bank. As a result, they do not have any kind of backup that would save them from trouble if the depositors suddenly wanted to withdraw their cash. It is true that commercial banks indirectly back these shadow banking institutions. However, it is difficult for them to divert cash towards their shadowy arm especially if a crisis is in progress. This creates a situation wherein shadow banks not only face huge risks themselves but also pose systemic risk. This is because their business creates the same amount of risk as that of banks. However, they do not have the preventive regulations or the safety nets that banks have access to in case things start going wrong.

### Distressed Sale:

Shadow banks buy long term assets and finance them by selling short term securities.

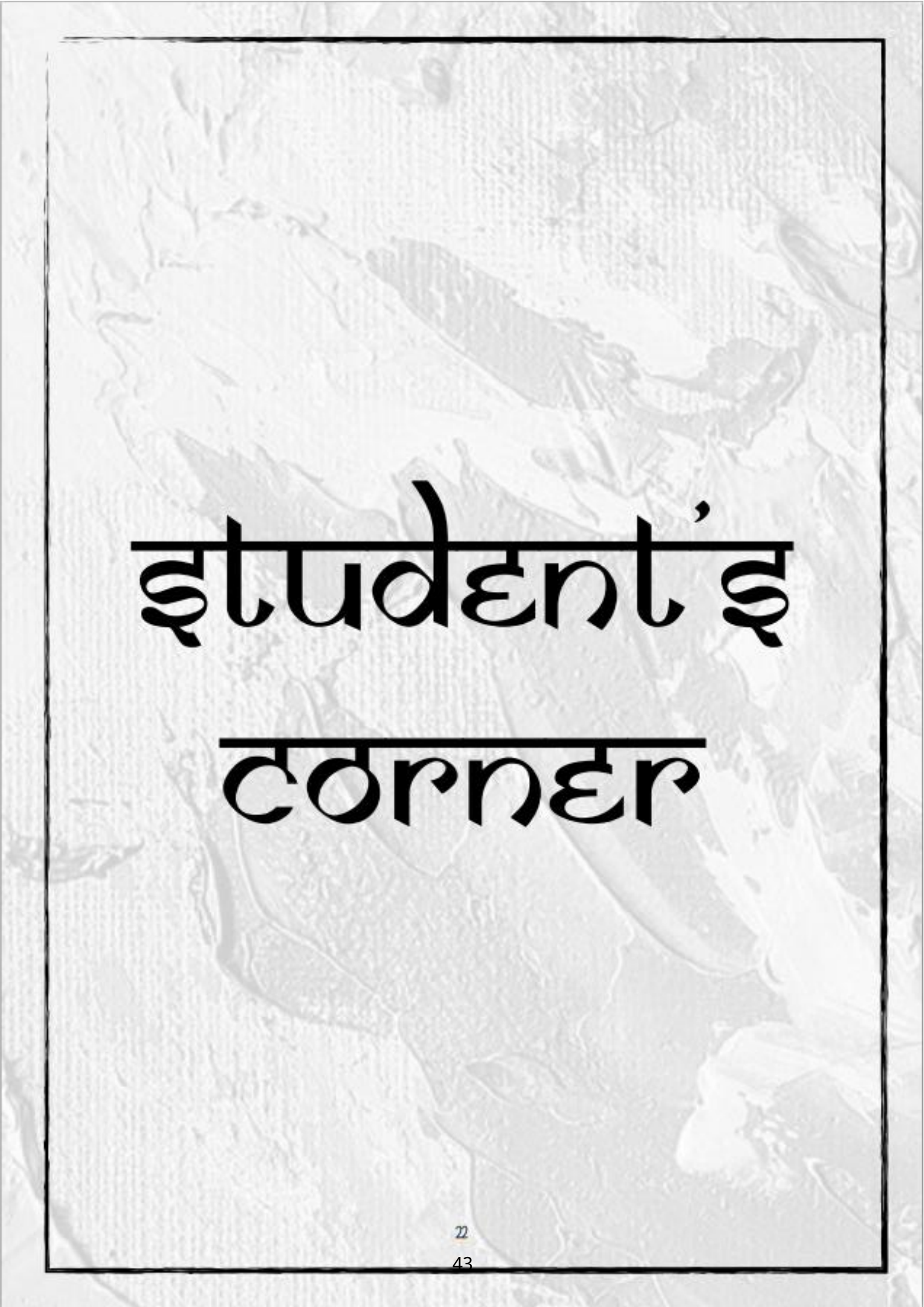
However, if investors become wary about a bank's health, these long-term assets have to be liquidated with immediate effect. This creates a situation of distressed sales.

Firstly, the shadow bank itself has to book losses on these distressed sales. Secondly, the assets start trading at a lower market value due to the sudden increase in supply. Therefore, other banks which are holding such assets also have to mark down their balance sheet. This creates a downward spiral wherein perceived losses create actual losses. This is why shadow banks are said to pose "systemic risk" to the actual banking system. However, the allure of no regulation is so strong that these banks have not been eradicated from the system till now.

### Salvage Reputation:

The 2008 meltdown exposed a lot of links between the commercial banking system and the shadow banking system. This is because when these shadowy banks started going bust, they were often bailed out by commercial banks. Commercial banks would do so in order to maintain their reputation in the money market so that they can continue their operations in the future.

However, as a result of the 2008 expose, very few banks are now willing to indulge in shadow banking. Any bank seen as having exposure to shadow banks, immediately witnesses a drop in its share prices as well as large cash withdrawals. However, this phase is only temporary and has happened multiple times before. Shadow banking system seems to expand and contract, however as mentioned above, it does not vanish!



# STUDENT'S CORNER



## **COVID -19 Impact: Banks to observe spike in credit cause, Non-Performing Assets in 2020**

*Kiran. Balji. Patel*

*T.Y.BBI*

Banks in the country are likely to witness a spike in their non performing ratio by 1.9 % and credit cause ratios by 130 basis point in 2020, following the economic slowdown on account of COVID- 19 crisis, says a report. In its report titled “For Asia-Pacific banks, COVID-19 crisis could add USD 300 billion to credit cause “S&P Global Ratings said, it expects the non-performing assets (NPA) ratio for the Chinese banking sector to increase by 2 percent in 2020.

In India, the report said “the NPA proportion in India is probably going to change like wise to China (1.9 percent to 2 percent) yet the credit costs proportions could be more awful expanding by around 130 premise focuses,” the rating organizations credit expert Gavin Gunning said in the report. Gunning said that there are worries that the coronavirus will spread quicker further, and more. This will extend the financial agony it as of now envision for 2020. Financing conditions may similarly sharp as speculators become more hazard opposed. This would hit bank credit,” he said. That the report noticed that an extra USD 300 billion spike in loan specialists credit cost a USD 600 billion increment in (NPAs) will happen in 2020 because of the unfavorable effect of coronavirus pandemic.

The report said that the financial tempest made by COVID – 19 will test the evaluations flexibility of the 20 financial areas. Asia-Pacific governments, National Banks and supervisors’ specialists have turned out various measures to address COVID- 19. These incorporate liquidity infusions, directed credits to influence business and areas, and strategy rate cuts. It additionally incorporates support for banks to give restrictions to an any case financially practical family units and organizations sides wiped by COVID – 19.

The RBI in its seventh every other month money related approach reported on march 27, decreased the Repo Rate by 75 premises focuses to 4.40 percent. It reported to give rupees 3.74 lakh crore liquidity to banks through decrease in real money hold proportion by directing focused on long haul repos task “ TLTRO” and by expanding the cut off for minimal standing office (MSF) to 3 percent. RBI additionally permitted reimbursement ban for a quarter of a year on all term credits exceptional as on march 1<sup>st</sup>, 2020 to borrowers of every business bank, including provision rustic banks, little account banks and neighborhood, co- employeable banks and NBFCs, including lodging fund organizations and smaller scale money establishments.

## FOREX AND THE INTERRELATIONSHIP BETWEEN FOREX AND INFLATION

*POOJA SINGH*

*T.Y.B.A.F*

Forex or Foreign Exchange as we know is the rate at which two currencies are exchanged. These rates may be floating rates or fixed rates as decided by the respective governments of the nations. The exchange rates between two countries are influenced by a number of factors, such as, political stability, trade balances, government debt, interest rates, and also because of the demand and supply of the currencies.

Earlier it was only the shares that could be traded in the market, however in recent times, even currencies on the basis of the exchange rates are also being traded on. Trading is basically done in order to hedge, or to earn profits.

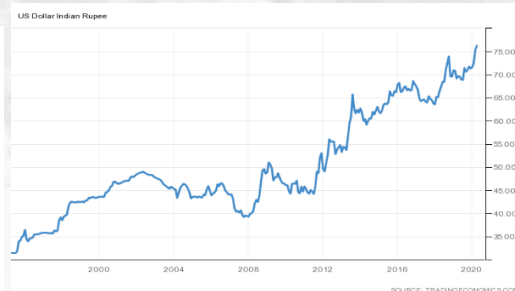
As we know about the 2008 recession, the foreign exchange rates were affected not later than August 2007. As people started liquidating the equity portfolio, they also started liquidating their foreign exchange portfolios as well and as a result there was a considerable amount of fall in the foreign exchange rates. The exchange rates since have been volatile. High volatility imposes actual real costs to the economy of a country and at the same time it also affects the investment and international trade.



The relationship of the exchange rates with the inflation and interest rates is a far more complex one. It is to a great extent assumed that the interest rate is the key factor that affects both the exchange rates and inflation; however, it might not be

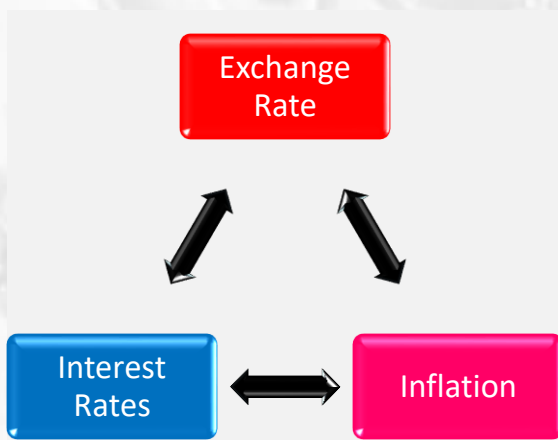
completely true. The exchange rate increases the real cost of a product for an importer of goods. The real cost is the cost of the product and the exchange rate that is incurred in order to buy that product, other factors kept constant. This increases the overall cost of the product. As a result, it leads to rise of prices of goods and services in the entire nation which leads to inflation. In order to battle inflation, the interest rates in the economy are increased in order to reduce the supply of money which leads to reduced consumer demand and as a result the prices fall, as the import reduces. So, for a given economy where the exchange rate is high i.e. the exchange rate has depreciated, the real cost increases and so does inflation. The opposite happens in case

the exchange rate for the given economy appreciates. So inflation is to a great extent influenced by the changes in the exchange the rate.



*India's Interest Rates since 2012*

*USD/INR rates since 2012*



There is a vicious circle between the exchange rate, inflation and the interest rates of any economy. At a time only two out the three can be controlled and one is left to be decided by the natural market forces. So as per the current financial needs, decisions regarding which to be controlled and which is to be handled by the

market forces is taken.

## **COVID-19 IMPACT: TRAVEL BAN A SERIOUS BLOW TO EARNING IN AVIATION INDUSTRY.**

*NUPUR SONAR*

*F.Y.BAF*

CARE Rating said that there seems to be turbulence and stormy clouds for the Indian aviation industry as airlines will be operating on sub-par capacity which will result in low ticket booking, fall in revenues and low passengers load factor.

The aviation sector is approaching rough weather as the spread of novel coronavirus has triggered travel restriction and lockdown which will hit the airline players revenue and margin significantly. Brokerages are of the view that the industry will take longer than expected to recover fully from the disruption caused by coronavirus.

“Even as the macros of the Indian aviation industry may be in favour of propelling its growth, the industry may not fully recover any time soon post the effects of the pandemic which has affected business operations, travel and tourism and economics world over, “said CARE Rating in a note on March 30.

Domestic air traffic growth has been muted at 3.6% year-on-year to 13.39% crore over April 2019-feb 2020 due to weak demand. For March 2020, this should further weaken due to travel advisories and then a complete suspension of flights.

The industry, which had already been struggling with the lack of travel demand, is likely to find it difficult to cope with the acute fall in revenue and may be forced to go for measures such as trimming of employees’ salaries which have already started, brokerages said.

As per brokerages firm centrum broking, airlines are taking steps to cut down on costs, for example, indigo announced salary cuts ranging from 5-20% and go air has implemented rotational leaves to employees without pay. Air India has cancelled and reduced certain allowances it pays to its executive pilots, cabin crew and officers.

Also, as per centrum, airlines are in talks with the lessors to explore any deferment on lease payments which will support their near term liquidity requirement.

However, going for the airline players is expected to get tougher.

## **CHANGE IN BANKING HABITS OF PEOPLE DUE TO CORONA.**

*GAURI KARPE*

*T.Y.BBI*

The recent outbreak of corona virus has changed the economy drastically. The financial sector has faced huge loss due to corona virus because of which many industries, large scale business, multinational companies, public and private sector companies had to shut down their operations in order to save the life of their employees. Corona virus is the disease which spreads from one person to another. Due to corona virus the habits of people changed. the money supply reduced as the Dr. Shaktikanta Das virus was spreading through touch. so, the reserve bank of India governor das passed notice to use electronic payment such as internet banking in order to prevent from corona virus.

The RBI has reduced the repo rate and CRR rates in order to help government to fight against corona virus. Due to lockdown people can't go outside their home as it is ordered by the government for. 21 days till 14 the April, 2020. People of the country are told to quarantine themselves so as to avoid going out in crowded places where the disease can infect one person. now the question arises how people will buy groceries and medicines etc. as markets are shut down for such buying delivery of groceries are offered by popular e-commerce brands such amazon, big basket etc. people tend to do shopping by using e-payment system in order to buy and sell products.

As banks are the core body of the economy the banks offer their customers to use net banking facilities. the RBI as decided to lower interest rates on saving account, loans, fixed deposits as they have provided funds to government. by lowering the interest rates on home loan has benefitted people a lot. People can use atm services in order to withdraw money. The people who used to visit banks are now using net banking which has given boost for development of net banking services in India. net banking services includes RTGS, NEFT. So that one can transfer funds easily. The banking habits of the people have been changed world wide because of the spread of corona from countries to countries such Italy, china, India and many other countries.

Therefore, India has taken early precautions in order to fight against covid-19. The Reserve Bank of India has contributed a lot to save the life of the people and avoid queues in banks so that employees of the people can stay home safe.

## **BANKING FOR EVERYONE**

*AMRIN CHOUDHARY*

*T.Y.BBI*

“Small enough to care; Big enough to get you there”

Banking is an industry which deals with money and money supply in the market. As its basic banking function remains the same i.e. accepting and safeguarding money of the individual and entities. Banking services can be used by ANYPERSON, ANYWHERE AND ANYTIME. With the growing world new ideas and innovation has come across in the banking sector. Bank sells their SERVICES to earn money. It has now given introduction to MODERN BANKING which is EASY, RELIABLE and CONVENIENT.

Bank has become necessity of the people in today's scenario because it makes life of an individual easy. Banks are the only way to keep our hard-earned money safe. Banks provide the financial assistance to the people in need. Banks are now have become more advance and technological and offer vivid line of services to its customers. SAFETY, SECURITY are the perfect example and combination of good banking system.

According to the recent data only 54% of people in India prefer online banking. The reason behind is simple because of lack of connectivity, comfort, and security this can be the major cons for internet banking. The frauds and scam are today done online and offline as well so that does not bring us to the conclusion that banks are not safe at all. Its just one has to become smart and attentive enough to tackle such issues.

So one has to take smart enough decision by selecting the “RIGHT BANK”. Because the RIGHT BANK never forgets that its your money. This can be done by checking the health parameter of the particular bank i.e. MCAP Ratio or the Market Capitalization Ratio of the banks. Banks also has to provide exceptional customer services and look after the area of innovation and meet the demands of a 21<sup>st</sup> century customers. Banks has always been and will be a positive and encouraging element in the society. Money and Needs is a must have service that is unstoppable necessity for the people. Bank is the only single way for the country to meet the international standards.

“BANK MAKES THE WORLD TO APPEAR SMALLER”

## **BUDGET 2020: NEW TAX RATE**

*-ROHIT CHOUDHARY*

*SYBAF*

Here we are going to discuss about the union budget of 2020 and the new tax rate. India is the world's fifth-largest economy by nominal GDP. The government has assumed a nominal GDP growth rate of 10% (i.e., real growth plus inflation) in 2020-21. The nominal growth estimate for 2019-20 was 12%. Revenue deficit is targeted at 2.7% of GDP, which is higher than the revised estimate of 2.4% in 2019-20. The government proposes to spend Rs 30,42,230 crore in 2020-21, which is 12.7% higher than the revised estimate of 2019-20. The receipts (other than net borrowings) are expected to increase by 16.3% to Rs 22,45,893 crore, owing to higher estimated revenue from disinvestments.

Fiscal deficit is targeted at 3.5% of GDP, lower than the revised estimate of 3.8% in 2019-20. Note that the government is estimated to breach its budgeted target for fiscal deficit (3.3%) in 2019-20 and the medium term fiscal target of 3% in 2020-21. This does not include off-budget borrowings (0.9% of GDP in 2020-21).

The Income Tax Act, 1961 specifies various conditions for determining the resident status of an Indian citizen or a person of Indian origin. A person will be considered a resident, i.e. their global income is taxable in India, if they are in India for more than 182 days. This has been reduced to 120 days. TDS of 1% will be levied on e-commerce transactions.

The income tax rates have been changed. Under the new regime, taxpayers will pay 10%, 15%, 20% and 25% for incomes between ₹5-7.5 lakh, ₹7.5-10 lakh, ₹10-12.5 lakh and ₹12.5-15 lakh, respectively. Note that the new personal tax rates are optional and may only be availed if the person satisfies certain conditions, such as if they do not claim certain exemptions or deductions. These include standard deductions, leave travel allowance, house rent allowance, interest payment on housing loan, and deductions under Chapter VI-A (investments in provident fund, insurance premium, donations to charities, etc.). Once the option is exercised, it will be applicable for all subsequent years.



## **CSR TOWARDS COVID-19**

*PARAG PATIL*

*F.Y.BAF*

Corporate Social Responsibility is a comprehensive concept and includes various aspects relating to the social responsibility of business. This responsibility relates to different social groups, environment, protection, social welfare, social service and so on. As per recent news Coronavirus Disease (COVID-19) has been spread all around the world and till now nearly 2,000,000 cases have been confirmed and nearly 125,000 people have died due to the virus. In India, around 10,000 cases have been confirmed and 353 people have died.

As per Companies Act, 2013, the companies should provide 2% of the average net profit of the last 3 years on the CSR Activities said by the Government. The Indian Industry bodies such as Confederation of Indian Industry (CII) and Associated Chamber of Commerce and Industry of India (ASSOCHAM) has suggested to the Government to direct the accumulated resources of the private sector towards curing the patients of COVID-19.

The 'PM-CARES' relief fund was created on 28<sup>th</sup> March 2020 due to numerous requests from people to donate to support the Government in this crisis. The government also said that any contribution made to the fund by companies shall qualify as CSR expenditure under Companies Act, 2013. In recent news, CM Captain Amarinder Singh has urged PM Narendra Modi to allow companies in Punjab to use CSR contribution to assist the State Government in its efforts against COVID-19.

Today our entire world is in the trap of this virus named COVID-19, we should provide all the help we can as it's not only the duty of companies to donate towards the relief funds and we all should stay safe in our houses and should wait until further information.

People can visit [www.pmindia.gov.in](http://www.pmindia.gov.in) to make contributions using credit and debit cards, UPI, net banking and RTGS or NEFT.

**RBI GOVERNOR SHAKTIKANTA DAS URGES GO DIGITAL AMID  
CORONAVIRUS CRISIS**

*SEEMA GUPTA*

*F.Y.BBI*

In a very unconventional and unprecedented move, the Reserve Bank in an early morning conference announced a huge Rs 3.74 lakh crore liquidity support to the banking sector, and decided to cut the key repo rate by a significant 75 basis points.



MUMBAI: RBI Governor Shaktikanta Das on Friday nudged all to promote digital transaction amid the heavy bearing on the economy on the back of fast spreading coronavirus disease which has claimed thousands of lives globally.

In spite of the very challenging environment, "I remain optimistic", Das said. COVID-19 is upon us; but this too shall pass. We need to remain careful and take all precautionary measures.

Das appealed to public to use every precautionary measure, including digital banking, to maintain a social distance. He said, we are going through a very difficult time due to spread of coronavirus. At this point in time, we should take all precautionary measures. One major way of protecting ourselves from coronavirus would be to use all kinds of digital payments including debit cards, credit cards and various mobile apps. Pay digital, stay safe

The types of loans that are eligible:

The three-month moratorium is applicable to all term loans. That means car loans, home loans, corporate loans, education loans, personal loans.

As per the RBI release, lenders are permitted to grant a moratorium of three months on payment of all instalments falling due between March 1, 2020 and May 31, 2020. These instalments include:

- (i) principal and/or interest components
- (ii) bullet repayments
- (iii) Equated Monthly instalment
- (iv) credit card dues

Even Das said, depositors of commercial banks including private sector banks need not worry on the safety of their funds. Therefore, he urges member of public as well as public authorities who has deposits in private sector banks, not to resort to any panic withdrawal of there funds, “Mr Das said

Go digital call by the governor assumes significance as social distancing is being emphasised upon to avoid the spread of the deadly virus. Using paper currency has the potential risk of transmitting the virus from one person to another.

I leave comfort thought, stay home stay safe.

# IMPACT OF CORONAVIRUS IN INDIAN FINANCIAL MARKET

*DISHA MANDALIYA*

*T.Y.BBI*

The word financial market describes a marketplace where equity, bond, securities and currencies are traded. Where the buying and selling of financial securities and asset take place. Few financial markets are operating in small-scale with less activity. Whereas some financial market does security business of trillion dollar internationally.

There are different types of financial market such as over the counter, bond market, money market, derivatives market and forex market. The financial market is broadly classified into:

**CAPITAL MARKET**

**MONEY MARKET**

Capital market refers to the market where the long-term securities brought and sold. Companies fresh issue their shares or stock in capital market through IPO and debentures for debt fund

Money market refer to short-term securities and less risky stock has been brought and sold. The share of RBI and Government bond are traded in Money market. Above are the brief explanation about financial market.

Recently, the financial market has drastically impacted due to the Coronavirus. This virus belongs to the family of Coronaviridae (covid-19). The origin of this virus is from China. This virus is comprehensively spread all over the word. According to reports the death due to this virus are 53,903 around the world. Now the question arises; that

How It effect the financial market?

Here, while coronavirus may not impact the country directly as much, but In India it rigorously hit the market conditions. Annual trade between India and China i.e, imported goods worth \$75 billion and Exported goods worth \$15 billion has been detached between the nation. The supply chain between the countries gets disrupted and it result it into shortages of goods especially electronic goods and medicine.

A lot of pharma companies rely on API (Active pharmaceutical ingredients) which was sourced in china, due to this virus breakdown. It has been worse affected. Apart, of this there is a shortage of consumer durables goods which leads to raise in Inflation in India.

However, from Capital market perspective a big global risk-off could result in outflows from emerging market (EM's) for flight to safety. Pressure on rupees has increasing due to outflow of domestic debt and equity. The virus not only affect the economy but also drastically effected the stock market in India. The trend of Nifty and Sensex fall down from 12,250 to 11,550 because all the companies shutting their subsidiaries, investment company and sister-concern companies in china. Overall, the world stock exchange is widely declined.

The virus also effected many sectors in India such as banking sector, insurance sector, Marketing sector. As per the report, RBI stayed on hold as RBI has abundant liquidity in banking system, and crude trading at comfortable level, bond yield is likely to be fluctuated which may suffer loss. Corporate bonds also giving a less yield than before. Whereas in Insurance sector, Insurers are seeing a sharp increase in inquiries on health insurance policies, with customers seeking protection against Covid-19 that has already infected about 93,000 people around the world. Queries on new policies have increased up to 60% since fresh cases of the virus were detected in India.

## **RIVALRY DUE TO QUALITY PRODUCTS**

*SHREYA SHETTY*

*F.Y.BAF*

For everyone word "quality" provokes different image in their head. There is no specific definition for quality as such. Quality is neither mind nor matter but a third entity independent of the two.... even though quality cannot be defined, you know what it is. Quality is regarded as a very important part of commerce, as to effectively compete in the market. The concept is vital in both manufacturing and services sector and continuously played an important role in assurance to the safety of the customers. An organization can expect its reputation for quality -good or bad- to follow it.

Most industries adopt different product design strategies but it's necessary that the design should integrate the features and attributes that satisfy the customer needs. Therefore, specification becomes the benchmark upon which the maximum tolerable variations that can be accepted from the particular attribute. Customer expectations need to be identified correctly with no misinterpretation for the final product to be regarded as of high quality.

The customer rates the product better or worse than somebody else. Its not scientific but it's disastrous if the organization scores low. The costumers aren't likely to forget the product's first impression. This means costumer will remember you while making another purchase. According to research about 31% of consumers are likely to spend 31% more on products and services with excellent reviews while negative reviews can drive away 22% of consumers. Dissatisfied consumers are more likely to share reviews to others than satisfied consumers. Competitors with good products will absorb consumers. Marketing and banking, financial services are more effective in conjunction with strong brands and best services. Companies that try to define their consumer's attitudes on products and services quality often focus too narrowly on the quality. Poor quality products and services can make a business to lose faster than they can gain new ones. Lower price for goods doesn't matter if it has poor quality. The quality of the product reflects the brand as a whole. So, to an extend quality is important to costumer and brand is important to business. A good quality product creates unbreakable customer loyalty and returns high retention rates. When a consumer finds a trustworthy product, they are incentive to stand by it until they have a better reason to look elsewhere. Therefore, maintaining product quality is crucial for commerce.

## **OPPORTUNITY FOUND IN CRISIS: THE NEW AGE OF COMMERCE**

*ANDREA LOBO*

*S.Y.BAF*

Are you ready for the new era millennial's? Let's just take a short ride on the time cycle of the evolution in commerce.

### **Throwback to the 1980's:**

This was once a time period where the only way to get a product was actually going to the store inspecting it and then purchasing the article. It squandered a lot of time of the customer and was highly in favor of the seller.

### **Coming to the 2000's:**

In 2007, the first iPhone was released which massively changed the way consumers would purchase, thereby bringing a major change in the entire marketing industry. The modern era provided the consumers with the greatest benefit of online purchasing from the comfort of their own homes. It erased the need to actually see and experience the product in real time.

As of Jan 2018, the world population increased to about 7.6 billion, and about 75% of those are active on most of the social media platforms. Social media is now used for every small thing right from just ordering a plate of breakfast to finding jobs, online shopping, and booking flights, calling an uber ....and the list goes on and on. More than 85% of us millennials own smart phones checking it roughly on an average of every 30 minutes.

This has brought in a stupendous change in the marketing techniques whereby millennials cannot just be sold. The companies now advertise through social media platforms such as advertisements on Instagram, Snapchat, Facebook, Twitter and many more. The consumers can now acquire a lot of information about different brands, get reviews from their influencers, as well as understand the company's core values.

Since all the branches of commerce are intertwined together the change in marketing has resulted in a global revenue growth thereby affecting the banking and financial industry majorly; due to the massive use of digital media e-commerce is experiencing unpatrolled shifts into the D-commerce stage which mainly aids using the digital means. Using the means of artificial intelligence, businesses acquire information on their customers such as their likes,

preferences choices, styles etc. by the brands they follow or posts they've liked, thereby maximizing and providing the ultimate customer service.

**Current scenario:-**

The pandemic COVID-19 has been a complete hit on the tip of the ice berg that is the business industry it has affected the GDP rates, the liquidity of the companies, the flow of money supply in the economy and possibly to name every factor associated with any purchase made by the people. Both the public and private sectors are massively affected by it in fact the entire economic cycle has just come to a standstill posing a pause period for the new phase. The evolution in the entire field of commerce is just dependent on the transformation of its taker.

“However after a storm there is always a rainbow

It takes both sunshine and rain to make it

There would be no rainbows without sunshine and rain

Each challenge of life comes with a lovely rainbow and lights to conquer it,

Opportunity lies in the mind of the innovative thinker,

So gird up your loins cause the change has just begun.”



## **MOVING FROM CASH TO CASHLESS ECONOMY**

*SANDHYA. MULUGU*

*F.Y.BAF*

If this is my version to see our Economy as cashless. When in the year 2016 our Prime minister of India has demonetized the two largest denominations of currency notes of 500 and 1000. Which are not in supply today. This note declared to be invalid in just a case of announcement. This critical step was taken to stop currency used for terrorist financing, black money and corruption. Beneath this it has not only working on (Demonetisation) but also at making India Digital (Digitization) if worked upon effectively will help the Indian Economy to become Cashless Economy refers to where flow of currency notes and coins are to be replaced with digital means and over the net transitions. Such a removal will not directly possible. It will be implemented slowly and manually it will carry a proper procedure. This physical money is currency notes and the digital money is plastic cards like Debit cards, Credit cards, Prepaid cards, contact less care. Paytm is in widely used my us in day to day transitions now a days.

### ➤ WEAKNESS FACED BY INDIA

1. Cash is the dominating means of payment in the Indian Economy
2. E-illiteracy is a major weakness.
3. Smartphone is also a problem
4. Lack of technological infrastructure
5. Slow Economy.

### ➤ OPPORTUNITIES AVAILABLE WITH INDIA AFTER GOING CASHLESS.

1. Tax collection- With digitization, tax collection will be made easy.
2. Going cashless will ensure only payment in white money.
3. End of corruptions- Going cashless will ensure a proper check on bank accounts, which will reduce the system of bribery.

➤ Challenges in making India a cashless Economy.

Large part of the population is still outside the scope of Net banking like use of credit or debit cards, making transactions using mobile phones, and using the internet to pay bills they are not in a position to reduce its dependence on cash. Half of the population of workforce work on cash transaction. Merchants prefer not to keep records in order to avoid paying taxes and buyers find cash payments more convenient. Although cashless transactions have gone up in recent times, a meaningful transition will depend on a number of things such as awareness, technological developments and government intervention. People face difficulties in making electronic payments even in metro cities because of poor network. Service providers will have to constantly invest in technology in order to improve security and ease of transition. People will only agree when its payment becomes easier.

## **EXPERIMENTING WITH A UNIVERSAL BASIC INCOME**

*REET SAGGU*

*S.Y.BBI*

Universal basic income - also known as basic income, or guaranteed minimum income, is a government guarantee that each citizen receives a minimum income (Amadeo 2019). This radical policy proposal gives a monthly cash grant to all the members of a community without means test, regardless of personal desert, with no strings attached and, under most proposals, at a sufficiently high level to enable a life free from economic insecurity (Bidadanure 2019). Paris (2004) breaks down the concept of UBI into parts- it is paid in cash, not kind; it is paid on a regular basis, instead of a one-off endowment; and it is paid by a political community.

Having a Universal Basic Income is subject to a lot of discussion and debate. While some see UBI as a pivotal fix for many social ills, some others condemn it as crazy, economically flawed, and an ethically objectionable proposal (Paris 2004). Amadeo (2019) has distinctively pointed out some of the advantages and disadvantages of implementing the program. Some advantages include - workers being able to buy time in order to get a better job or wage rate, removal of 'poverty trap' from traditional welfare programs, cheaper for the government to run the UBI program than traditional welfare, and more. Some disadvantages include - free income demotivating workers to actually get jobs, workers increase in demand triggering inflation, and more. 'Workers losing the motivation to get a job' is one of the arguments that usually comes up as a disadvantage of UBI, but according to Paris (2000), it will allow workers to take a break between two jobs or work lesser hours, instead of being permanently idle because a UBI on its own cannot guarantee a comfortable standard of living.

The concept of Universal Basic Income is regaining popularity, and multiple countries are experimenting with it in their own ways. With some exceptions like Kenya, Alaska and Iran, these basic income programs offer money to small groups of a few hundred or thousand people, instead of the entire community (Samuel 2020). Each experiment has its own set of conclusions (while some are still ongoing), which symbolize the debatable nature of the idea. The concept may also have an aspect of short-run vs. long-run associated to it, considering that these experiments are set for a limited period of time. According to Gibson (2020), "People might be more likely to change the amount they work if the payments were not due to stop in two or three years".

A pilot project was conducted in Madhya Pradesh between 2011 and 2012 that gave a basic income to around 6,000 people. This project, coordinated by the Self-Employed Women's Association and funded by UNICEF, focused on two studies (Samuel 2020). The first part of the project involved 8 villages, with 12 others as control villages; and the second part which started slightly later than the first part involved 1 tribal village, with another one as a control village (Schjoedt

2016). In the regular villages, each adult was paid Rs. 200 per month for 12 months and Rs. 300 for the extended 5 months, children were paid Rs. 150; and in the tribal village each adult was paid Rs. 300 per month for 12 months and children were paid Rs. 150. The results of this project turned out to be positive. According to Financial Express (2019), “Food sufficiency improved, small and marginal farmers spent more time on their farms and the result was that more land was brought under cultivation and agricultural production has increased, livestock nearly doubled, women started new enterprises, for smaller borrowings people moved away from the moneylenders to neighbours and relatives, and some people shifted away from more exploitative forms of employment to less exploitative ones”.

A basic income could be initiated for a lot of reasons. In India, the rationale may be to eliminate income inequalities and promote socio-economic welfare (Cariappa and Srinivas 2019). While a basic income may not solve all the issues faced by the poor, the Madhya Pradesh project shows the impact a small amount of money can have. Discussions, experiments and debates about adopting a basic income have been going on for centuries now, with some people believing in the idea and some others calling it crazy; but there is hope. With the right implementation, a basic income has the potential to bring about a change.

## FM NIRMALA SITHARAMAN MAY UNVEIL STEPS TO TACKLE COVID-19

*SWAGATA JADHAV*

*F.Y.BBI*

Finance minister is expected to announce measures to deal with the economic impact of covid in reply to finance bill she could also propose a threshold of Rs 15 lakh for the taxation of the income of nonresidents who don't pay tax in other jurisdictions, taking the sting out of the contentious budget proposal.



The government is also seeking to raise special additional excise duty on petrol to Rs 18 per Litre and on diesel to Rs 12 per lite, raising revenue for relief measures. Special additional excise duty had been raised by Rs2 each on these commodities on March 14. The sharp decline in global crude prices has created room for a reduction in prices but instead of passing on all the benefits of this to the customer, the government may use some of the room to raise taxes to generate funds. The latest enabling provision will give the government room to raise duties further on petrol and diesel as global crude prices touch new lows.

“There have been several set of meetings to assess what needs to be done,” said an official.

“The government is working on the measures.”

Sitharaman has already made a broad assessment of the impact on select sector such as financial services, tourism, hotels, trade and micro, small and medium enterprises (MSMEs) from interactions with ministerial colleagues and companies. Industry has sought a fiscal stimulus of up to 1% of the GDP of Rs 2 lakh crore, including direct cash transfer of up to Rs.5000 for

those out of the income tax bracket. Some states have already taken the lead and announced steps to provide cash to daily wages as also food supplies free of cost. Measures including relaxation of various tax compliances could be announced in staggered manner. Prime minister Narendra Modi has already formed a task force under sitharaman to assess the economic impact of covid 19 and formulate economic measures

Then after Indian Finance Minister sitharaman had announced a series of measures to deal with the economic crash as India, along with the rest of the world. Battles the coronavirus pandemic. Over 500 people have been infected by the virus while nine of them have died as of march 23. As many as 22 Indian states and 80 districts are under lockdown and that has brought an already weak economic to its knew. There has been a growing for respite bote financial as well as regulatory (like taxation and other compliance). These are some of the big announcements made by sitharaman on march 24 :

- Tax returns for financial year 2018-19 can be filed by june 30
- No extension of penalty on delayed deposit of TDS (tax deducted at sources).However, the penalty has been halved to 9% from 18% currently.
- Debit card holders can withdraw cash from and bank ATM for the next three months.
- No fee will be charged for not having minimum balance in the savings account.
- Bank charges will be reduced for digital transactions for trade and finance consumers.
- The principle to be followed by commerce department : For procedural and eligibility point of view, extension of timeline will be given but there won't be on extension of scheme guidelines for modification
- We both government and the regulator SEBI, are monitoring the stock market thrice a day. Various sub-groups of the taskforce on economy as well outsiders, have made suggestions and we will soon come with on announcement.

## **IN 2020, CORONA VIRUS EFFECT AND IMPACT ON BUSINESS MARKETING:**

*KOMAL ARUN NANDIWADEKAR*

*T.Y.BBI*

First of all, nobody had ever seen the corona virus that causes the disease known as COVID – 19 before the current outbreak began in china in December 2019. It is similar to a symptomatically like a disease we know well: cough, cold, seasonal flu and so on, which infects many people each year but kills only about 0.1% of them on average. After that, many people were died. Then, when the WORLD HEALTH ORGANIZATION (WHO) announced in March that COVID-19 has killed 3.4% of the people who have caught it so far the mortality far higher than not only normal flu but also higher than COVID-19 mortality estimated global mortality rate of around 2%. The current estimated global mortality rate of 3.4 % at face value. COVID-19 just like influenza than other one-novel corona virus. Server Acute Respiratory Syndrome (SARS) killed about 10% of the people got infected, while Middle East Respiratory Syndrome (MERS) killing 34 % of infected patients. So, we are “stay calm, keep washing your hands and use a mask”.

Now days, corona virus out breaks, the businesses are facing the difficult moment due to quarantine restriction, travelling bans, different event cancellation and so on. A lot of businesses are going downward direction. The WORLD HEALTH ORGANIZATION has declared corona virus a global pandemic and it’s a very uncertain moment. This is not the time for irrationality. But as business owners, there is one thing we do still have control over, and that’s the ability to be make choice that will get us through these times as best possible. More than (62%) of UK marketer’s believer their organisation could be compromised by the need to work remotely amid the corona virus pandemic. Now, newly an exclusive survey said that 887 UK brand marketer conducted by marketing week. Marketers are known that how their teams will manage working remotely during the COVID-19 outbreak and the impact it could have on business. Eventually, only 12% of marketers believe their organisation would definitely be compromised if there is a significant increase on remote working.

Now days, corona virus (COVID-19) has been affected on market (Sensex drops 1200 points, Nifty below 8250; Kotak bank decline 10%) Every countries GDP growth rate has been declined. Brands have also been facing the heat as the virus continues to spread. Industries such

as airlines, hospitality, event, manufacturing etc are facing critical moment that they have to either reduce their operator.

**The Maruti report** said that, there is 47% decline in sales at 83,792 units in March. The company had sold 1, 58,076 units in March last year, Maruti Suzuki India (MSI) said in statement.

**Hyundai Motor India Ltd (HMIL)** on Wednesday reported a 47.21 per cent decline in total sales at 32,279 units in March. The company had sold 61,150 units in the same month last year, HMIL said in a statement. Domestic sales were down 40.69 per cent to 26,300 units as against 44,350 units in March 2019. Similarly, exports last month were down 64.41 per cent to 5,979 units as compared with 16,800 units in March 2019.

**Honda cars India** has suspended operation at both its manufacturing plants till March 31, 2020 in a bid to curb the corona virus pandemic. Honda Cars India has two facilities in Great Noida (UP) and Tapukara (Rajasthan). The current intention is to restart production on 1<sup>st</sup> April 2020; however, this will be dependent upon advice from government/ health authorities, and market and supply conditions.

The one quote on corona virus is affecting the digital marketing ecosystem.

**“In the middle of difficulty, lies opportunity” - Albert Einstein.**

That means, the new corona virus is spreading and government around the world are trying to contain the virus by closing schools, public spaces and border.



## **BANKING**

*ADITI D. NIGUDKAR*

*F.Y.BBI*

Banking has become a part and parcel of our day-to-day life. Today, banks offer an easy access to a common man. Due to banking systems the transaction of the individuals or customers are getting easy. Banks not only lend money or deals with deposits but also he works as an agent to their individuals or customers.

Bank is derived from the French word “BANCO” which means ‘BENCH’ or ‘MONEY EXCHANGE TABLE’.

Bank is a financial institution which deals with deposits, advances and other related services. Bank is regulated by law. It acts like a pillar to the individuals or customers. Bank encourage saving habits among individuals. Due to savings now banks have become very important part of the customers life.

In fact, as banks {Under ‘The Banking Regulation Act, 1949’} are not allowed to carry on such business, it means he cannot carry other business rather than banking.

Banks are said to be “DEPARTMENT STORES” of financial services because they provide variety of services to their customers, it differs from bank to bank, size and types of bank etc.

\*Types of bank are as follows:

1. Reserve Bank of India {RBI}
2. Commercial Bank
3. Foreign Bank
4. Regional Rural Bank
5. Development Bank, etc.

These were some Types of Bank which we prefer in our day to day life.

Usually in Banking System there are 4 important types of account as under:

### **1. SAVING ACCOUNT**

Saving account are meant for individual and small business to keep their saving for meeting their future monetary needs.

It provides variety of facilities like, Demand Draft [DD] and Electronic Fund Transfer, etc.

## 2.CURRENT ACCOUNT

This account is specially opened by traders, businessmen etc. Current Account provides overdraft facilities to their customers.

## 3.FIXED DEPOSITS

Fixed Deposits are also called as "TERM DEPOSITS" and this deposits are repayable after the expiry of the specific term varying from 7 days to 120 months. Interest rate is high in fixed deposit account.

## 4.RECURRING DEPOSITS

This is a type of account where we deposit money on a monthly basis for particular period. The interest rate is low as compared to fixed deposits.

So, these are 4 important accounts we come across in our daily lives.

Thus, Bank is the most important part of our life; Without banks it would have become very difficult for us to handle the transactions of our daily life.

## EVOLUTION OF BANKING

*SUSHANT R. SHETTY*

*F.Y.BBI*

We all are very much aware about banks and the importance of banks. Whenever we hear words like money, cash, credit, economy, payment, etc. the first thing that comes in our mind is **Bank**. Banks have evolved gradually over time as per the economy of the world. But are you aware about the origin of Banks?

In India, modern banking originated in the last decade of the 18th century. Bank of Hindustan was the first bank which was established in 1770 and liquidated in 1829-32; and the General Bank of India, established in 1786 but failed in 1791. The largest and the oldest commercial bank which is still in existence is the State Bank of India.

While we discuss about banks in India, we couldn't possibly not mention the apex banking body in the nation. Yes, the name you see on every Indian currency note - Reserve Bank of India (RBI). RBI is also where our currency is issued. RBI was established on 1st April 1935 under the Reserve Bank of India Act 1939 and was nationalized on 1st January 1949. Declared as India's Central Bank, RBI is responsible to carry out all the major issues of the economy and supervise all the other banks in India by putting forward different and effective rules to work under. Today in India there are a total 34 functioning banks out of which 12 are public sector banks and rest 22 are private sector banks.

Today, we all know how banking has made our lives easy and money transactions have become much easier. Forget about waiting in a long queue to deposit money or send funds to your relatives living abroad. Today, just a few clicks and your money are transferred across cities within a matter of seconds. Technology has proved to be a boon for the banking sector, enabling users to access their accounts right on their fingertips through their phones. With ATMs available in every 200-500 m range, withdrawing cash isn't a problem anymore. Online money transactions aren't just easy and hassle free but are also very secure and safe. For instance, during the current global pandemic, as people are restricted to step outside, online transactions have proved to be a boon and very helpful to those who want to engage in any monetary transactions. People can make various transactions like payment of rent, paying monthly EMI, paying salary etc. right from the comfort of their couch.

The banking sector is forever evolving and there's a lot to come in the near future. Banking has made the life of an individual very convenient to live. 51% of the Indian population uses online banking channels, while 26% of the population prefer to access services via their bank's website, and the same number would prefer to use a mobile app rather than talk to a human agent. Thus, the banking sector and banks have become a very important aspect of a human life.

## DIGITALIZATION IN MODERN BANKING: (Virtual banking)

*-KHAZI HALIYA*

*S.Y.BBI*

Today is called “Technology Time.” The developments in technology offer many different possibilities to business world. Banking sector as one of the world’s largest sectors is one of the sectors using technology more. The majority today’s banking operations are made through the Internet rather than branches. Internet banking have emerged at the last 12 years, but a research about consumer’s payments shows that there is an increase of 50% in using internet banking of internet surfers.

Dream a bank that can be reached easily from your house, office or anywhere you have a Smartphone. Virtual bank which offer their banking services by the electronically appliance as ATM, phone, PC or Internet can be defined as a bank without branch.

Virtual banks remedy to customer’s problems about security, learning and using easily, functionality, credibility. Virtual banking becomes a focus that makes an effort in order to gain attraction of customers and make them glad. This is clear that virtual banking has an Important place in future of banking sectors.

Traditional banks reflect to their customer’s cost of opening branches as cost and interest rate. However Virtual Bank’s costs are lower than traditional banks, because Virtual Bank doesn’t need to branch network. It provides operational cost effectiveness, so that we higher lend to interest for your deposits. Just because of this bank are fort his, aren’t they?

**Virtual banking** can be defined as a bank without branch which offers its services by means of individual computers or electronic tools, ATM and telephone. As Virtual banks can’t put up with the cost of branch opening, they offer the savings obtained from the costing to their customers as high saving interest. In the study, it will be mentioned from the definition of virtual banking to its advantages and disadvantages, and samples of virtual banks in the world, the superiority in costing per operation in comparison with traditional banking. In conclusion, thanks to Virtual banking, situation of earn and earn will occur, and costing in banking system will reduce, and this will reflect to the customers positively.

### **What is the Difference between the Virtual Banking with the Internet Banking?**

In fact, service of Internet banking is the same logic as service of virtual banking.

In virtual banking, there isn't branch as physical. Traditional banks offer service of Internet Banking. Because there aren't branches as physical, there isn't outlay as rent, electric, Paper, tea, staff etc. Virtual banks offer them as high deposit interest to their customers.

### **CONCLUSION:**

- In the world becoming global, using virtual banking become unavoidable to be different and permanent as a result of technological developments.
- The institutions and people trade on the Internet during 24/7 and they want to do their banking operations too.
- Neither customer nor banking system can benefit from advantage of virtual banking for online banking in our country offering with traditional banking to customers. With using virtual banking in our country, situation of earn and earn will occur. And cost will be reduced in banking system and this will be positive for bank customers, too.

# DIGITAL MARKETING

*SHRADDHA ACHAREKAR*

*T.Y.BAF*

Nowadays social media affects us in all the aspects of our life. There is no way to get free from here. We can not think ourselves without social media for a single moment. So, digital marketing is a growing trend. It is an innovative medium for business to promote any service or product. Because modern people always stay connected with internet. So, the traditional marketing strategy has changed and compelled marketers to connect their consumers and customers through the internet. Many leading businesses have faced huge loss due to stay away from digital marketing. Through social networking sites, marketers can stay connected with the different community, social economic and government interest. In a sentence, we can say, there is no other alternative to digital marketing.

There are various advantages of digital marketing to the business, consumer as well as to the government. In case of business the most important thing is to earn profit by increasing sales of the company and digital marketing helps to increase the sale of the business it also lead to increase the size of the company also there are other advantage such as easy brand promotion, good customer relation, global customer reach, higher return on investment etc. In side of consumer the consumer get services 24/7 with variety of products available with different kind of discount or attractive schemes.

In current situation world is on high alter due to the rapid growth of coronavirus human lives and public safety, of course, are the top concern when it comes to the coronavirus, businesses and government agencies have responded by encouraging people to avoid crowd and here the digital marketing becomes more important than ever. Using digital marketing many of the businesses are providing basic necessities product to the consumer at their door step by following all the instructions levide by government to prevent COVID-19.

Digital marketing have bright future the main reason behind it is the number internet users. Over 4.57 billion people use internet which is almost 56% of the global population, the number is very huge and it is continously increasing which is the greatest advantage for the digital marketing. Also it have a rapid growth in indian market because of the initiative of indian government to go digital, In order to transform the entire ecosystem of public services through the use of information technology, the Government of India has launched the Digital India

programme with the vision to transform India into a digitally empowered society and knowledge economy. Now, the opportunities are not only available in metro cities but also in small towns. The government has also come up with the application for Employment programs. The scope is wider when it comes to digital marketing. Digital Marketing will remain as the most powerful way of Marketing in the future. But as the dynamics of digital marketing is changing every day, a digital marketer has to be agile, alert, smart and adapt to latest changes. Not only that, digital marketer of today and tomorrow will have to anticipate changes and implement it way earlier than the change actually happens so take advantage of it.

So if you are thinking ought to or not no, it's indeed right time for you to go digital!



## **DIGITAL MARKETING, IN THE 2020S**

*-SHREYA SHETTY*

*S.Y.BAF*

The commercial industry has always relied heavily on marketing as its pathway to success, as a means of gaining profits, and expanding the customer base. It is one of those few means, through which industries have risen to unfathomable ranks of trillions of dollars.

Marketing, in its definition, lays down the foundation of the relationship between the producer and the consumer, namely, the producer makes themselves known to their consumers through it. Its sole purpose is to promote a product, or a service to people, or whatever the consumer cluster would be. The economy has seen marketing being done through various channels, over the ages of humankind's progress in commerce. It ranges from the humble salesman, elaborating on the details of the product he sells; to the loud and bright posters being pasted on walls, inviting the general public's curiosity, and thereon their interest. Marketing is the way of earning coin for the companies, set in stone.

Paid advertisements on newspaper columns, fliers pasted on walls and on vehicles, audio advertisements on the radio, with their catchy jingles and finally, short video clips on the television, drawing millions of eyes' worth of attention, to their products. The forms of marketing have been versatile over the ages, adapting smoothly into whatever the public was getting busy with, according to the given decade.

And then came the internet revolution. Suddenly, people were way more involved in computers, and in their phones eventually, to focus on any other forms of media. True, the good old newspaper, the telly, or the hearty radio weren't given up, but now a whole good chunk of the population shifted into the world of net. The economy was quick to act. The era of 'Digital Marketing' had commenced. Owning websites were the new hot, blog writers were being hired round the clock, companies now paid for their ads to be featured on already well-known websites. Specially curated images were rendered after hours upon hours of research. Marketing teams got their own R&D departments, because the ways to reach out to consumers were vast and expansive, and the chances of money pouring in, their brands getting the worth of being transferred mouth to mouth, were high. Every blank spot with the potential to carry an advertisement was bought out, every opportunity to connect with, and reach out to customers, were utilized extensively.

The internet enabled commerce to become more “personal” with people. Websites could be accessed by them whenever they wanted, and they could seek out all kinds of information through it. Emails and consumer feedback lines set another level of high ended marketing, which gained success immensely. Applications or apps exclusive to their names, were launched by companies. The barriers of language, time, place was diminishing. Firms were now more transparent, more consumer friendly. They came with their own share of hurdles, but now marketing had gained foothold into being a part of a person’s everyday life. And this just meant a greater reach out, a greater chance to supply and earn. Eventually, social media became the new way of life. It hastily became the epicentre of human interactions, of lifestyles, and practically many lives. Another treasure chest; consisting of Facebook, Instagram, Twitter, YouTube, etc; of marketing opportunities opened up. This was another chance to get even more close to consumers. And a way of permanently making a mark in millions of households, all at once.

Social media platforms handled marketing means the same way newspapers and television did. Companies paid to get their ‘accounts’ formed, and tied up with various artificial intelligence bots, internet search engines, etc. The internet had already enabled companies to sell online, and now gave them an opportunity to market themselves up close and personal. An example for the same would be;

If one searches for, say “how to colour your hair” on a search engine, pretty much all websites and social media platforms the person visit after that would have advertisements related to hair products, hair accessories, hair upkeep and fashion products.

Or, a marketing agenda to appeal to the millennial and below generations, would be followed. Witty wordings, relevance to latest news and fads, conversing freely with consumers or soon to-be consumers on the platforms. Dropping of the stoic professional language once used by companies, and doing away with money-mongering outlook of marketing. All of these are immensely tempting for the public, and the key to success, for all the brands known and unknown. It could be something as simple as the company’s Twitter account sharing compassionate messages or providing funny content related to their product, that would win over people in the brand’s favour, and slowly their profits.

To conclude, the world of marketing is colourful, well thought out, and immensely potent in earning gains. Digital marketing, in this day and age, is the way of climbing the ranks of success, be it for a small start-up, or a multi-million-dollar brand. Tapping into it, is one of the only ways of commercial survival, in the 2020s.

## Commerce in the time of the COVID-19 crisis

*SHIFA FARUQUI*

*F.Y.BAF*

### Inspiration for marketers and brands

Like everyone, we've been absorbing the news and commentary that surrounds COVID-19 coverage and reaction. One of the recurring themes is the massive impact this pandemic is having on commerce. Already omnipresent in our lives, commerce is now an essential part of our protection and survival. It is one of a few public freedoms we still have: supermarket and pharmacy trips and of course, online buying.

For students and practitioners of commerce, COVID-19 is providing a unique window into how consumer behaviour is being reshaped. We could never have predicted that it would take a global pandemic to further accelerate adoption of ecommerce, on-demand delivery and many other trends that will define the future of retail.

Many retailers are experiencing a surge in their business, while others are being forced to shut their doors for good. Brands are responding quickly to shift their tone and approach to address the sensitivities experienced by consumers in these unprecedented times.

Here are the five trends we've seen marketers embrace as they race to support businesses and consumers faced with the uncertainty of what this new reality means.

### Community is everything

Be a part of your customers' community, have a practical idea and talk about what you are going through together.

Brands must remember their critical role in driving societal and economic progress. With anxiety at an all-time high and uncertainty over what comes next, acting with compassion and showing support goes a long way.

### Accessibility is key

With store closures and limited supplies, delivery and accessibility remain critical for a brand to remain relevant. As the reality of quarantines and nationwide store closures set in, the question to ask yourself is: what utility can you offer to consumers today that they didn't need yesterday?

The approach may mean innovating in real time and in new ways to serve the consumer. Early research into changing consumer behaviour points to a new openness to try new things out of necessity.

### Contribute to consumer resilience

We all know we are in the midst of a crisis. Consumers don't need to be further reminded or bombarded by negativity and fear. They are most in need of positivity. Brands that are sending messages of hope, using well-chosen words of encouragement, are setting the tone for a world that feels confident and cared for. A world that will pay-it-forward.

### Power of purpose and agility

During this time, your brand purpose will guide your action and is the best asset to lean into. By staying true to your brand purpose, moving quickly to address genuine need and providing real value to the consumer, you will create lasting loyalty.

### Give your employees a bigger role

Experience is everything, and brands that are having to utilise their online presence as a single driver to connect with consumers are finding new ways to remain customer centric. In this new landscape, moving quickly to harness the power of your people can go a long way in driving loyalty with both employees and consumers. Employees also need to know you are doing things to protect their health and livelihood. Especially those on the front lines.

## WHERE IS THIS STORM GOING TO TAKE US?

-SANIYA KHAN

*S.Y.BBI*

Where is this storm going to take us?

Will it let us reach to our destination ?

The question are just increasing rapidly in people's mind while tackling the storm....

In search of the answers we are sailing the boats. Some sailing it patiently while some have become so impatient that they jumped off the boat and started to swim in search of their destination or I must say for the answers...

The storm has taken someone's life, their loved ones. The water tornado was so fast that people couldn't see their loved ones for the last time...

But have they stop sailing? NO... .!

They are moving and moving as they have their lives in front of them and they want to live it.

No fear of shark on the way,

No fear of getting drown,

No fear of getting attack by Pirates.And why they should be scared of Pirates?

Do they have valuable treasures with them? They have nothing.

Or I must say they do have the exciting treasure "THE LIFE".

And only those will understand this who are in actual need of that. There are still people who can't stop fighting for an ocean. Who wants to divide the ocean.

But they don't understand a simple thing we all can sail through together.

It's okay if we didn't learn to swim in this storm!!

But still we are in process of tackling that is learning the mankind and how to achieve the good deeds in life.

Because there is a LIFE after DEATH.

So let's find the answers which are just lying beneath the ocean.

Where there is only SILENCE and PEACE.

## **HISTORY OF BANKING**

*JATIN DUDANI*

*F.Y.BAF*

The banking profession, in the strictest feeling of the word, was first carried on by goldsmiths in medieval Europe. Since, it was the matter of the goldsmith to manage significant wares, the goldsmith would manufacture solid vaults to shield their stock from burglary. The occupants of the town needed to lease the goldsmith's secure vault so as to guard their cash. The goldsmith hence began taking stores and this was in a manner the introduction of present-day banking.

Over some stretch of time, the goldsmiths understood that the stores are for the most part far in overabundance of the withdrawals. This implied if 100 gold coins were stored with the goldsmith, measurably just 10 of them would be pulled back at some random time. In this manner, the goldsmiths began loaning out the cash that they had hung on store despite the fact that it didn't have a place with them! This was the introduction of the subsequent significant capacity of present-day banking for example loaning cash.

Taking stores and making credits together changed the idea of the goldsmith's business to cash loaning. Over some undefined time, frame, this would additionally develop and become banking. The specific date of presence of indigenous bank isn't known. However, it is sure that the old financial framework has been working for quite a long time. A few people follow the nearness of indigenous banks to the Vedic occasions of 2000-1400 BC. It has commendably satisfied the requirements of the nation before. Be that as it may, with the happening to the British, its decay began. In spite of the quick development of current business banks, notwithstanding, the indigenous banks keep on holding a conspicuous situation in the Indian currency advertisement even in the current occasions. It incorporates shroffs, seths, mahajans, chettis, and so on. The indigenous financiers loan cash; go about as cash changers and money inward exchange of India by methods for hundis or inner bills of trade. History has demonstrated banks to be defenseless against numerous dangers, as it may, include credit, liquidity, showcase, working, intriguing rate and legitimate dangers. Numerous worldwide emergencies have been the aftereffect of such vulnerabilities and this has prompted the severe guideline of state and national banks. In any case, other money related organizations exist that are not limited by such guidelines. Such foundations include: reserve funds and advances, credit associations, speculation and dealer banks, shadow banks, Islamic banks and modern banks.

## **‘Hope” a four-letter word**

*MELWIN NORONHA*

*SYBBI*

We are in desperate times during this COVID-19 pandemic, panic instilled in everyone persons heart over the possibility of getting infected, thousands falling in the clutches of death due to this virus. Countries all over the world are facing economic crisis and trying to keep all the citizens safe. During these times we need one of the most important things we know n that being hope. No matter how bad things can go we cannot stop hoping for good times ahead of this pandemic. We need to hope that the pandemic will be subdued soon. We owe it to every person working during this crisis to the victims and their families. It’s said where there is help, there is hope. All of us together have to come out of this crisis with flying colors and the best possible way is to help everyone who needs it. Its times like these that we need to show each other the true meaning of humanity which is through hope. Hope is as strong as it gets, when we give hope to a person to he or she gets a new motivation to try. And through hope, we can try to make the world a better place because no matter how low a person is feeling, that person can be given hope to try to make things right and even better for himself and for his or her loved ones. Hope just might be one of the ingredients we need to live through hard times like these. We need to hope that no matter how bad things might get in the end we will out shine this pandemic and pass the hope that helped us to our future generation who will surely need it in their lives. It might be that hope is just a four lettered word, but that four letter word can change the world.

## **WAR ON A HUMAN MIND**

*Sneha Amin*

*S.Y.BBI*

In this generation it has become so common to have mental health issues. The youth of today tackle so many problems by themselves with showing just a happy face to all their loved ones so that they don't worry about them. Many of the youngsters today cannot take on the pressure that is put onto them by family, peers and society alike. One embarrassing incident can lead to mental scar of some youth. We need the help of the people who fall for these mental traumas. These youngsters need to be guided by their parents' teacher and friends to cope up with the stress they go through in their day to day life. Incidents like heart break at a young age failing to excel at something they are good at, causal insults from friends and families often leave a bad experience at changing their mindset. Young men and women tend to behave according to the experience they have in their life, bad experiences sometimes lead to bad behavior. It's good that we have counselors in colleges and schools for these young people. Youngsters are the ones who will lead our nation in the next generation and for that they should be calm and not experience any kind of trauma. They should be taught to work hard and take failings and shortcomings as a lesson to improve them. We need to implore them to try new things, find new ways to make the world a better place, to stay humble in victory and in defeat to never lose hope, to stand up to what they believe in but at the same time try to understand that there is a possibility they might be wrong sometimes. The youth are supposed to be like free birds spread their wings and fly high not to tackle mental health and be caged.



## **EFFECTS OF LOCKDOWN ON GLOBAL ECONOMY**

*NEEMA JOSHI*

*S.Y.BAF*

Every year it has been noticed that there are many ups and downs in the economy which may be due to a rise or fall in demand or supply similarly in this year it has been observed that the lockdown caused due to COVID-19 is creating a great chaos in the business of Indian citizens. The supply of essentials is however not affected but the people carrying on the business such as gold, fabric and various other services are suffering huge losses which are ultimately affecting the GDP of the nation. A disease has proved to be powerful enough to get a country's efforts of years down to nothing. A study suggests that if the lockdown continues it may create worse situation for everyone in the country. The above scenario is not limited to India but all over the globe

Many countries have announced a complete lockdown for around 6 months due to high number of cases and deaths. America over the years has proved to be one of the most powerful countries and has yet become weak after being influenced by this disease. China which has world's largest import and export business has restricted itself from trading due to which it is facing huge loss. Italy has one of the world's best medical facilities available still is unable to cope up with the effects this disease. The economy has fallen to great depression. Thomas Schaefer, the finance minister of Germany's Hesse state, has committed suicide apparently after becoming "deeply worried " Over how to cope with the economic fallout from the COVID-19 that shows how a country is facing many problems at a particular time let it be corona or the GDP of the country.

Apart from there tragic human consequences of the COVID-19 corona virus epidemic, the economic uncertainty it has sparked will likely cost the economy \$1trillion in 2020 the UN's trade and development agency (UNCTAD) said on Monday, 9th March, 2020. The economic fallout from COVID-19 is likely to get "much worse" before it gets better for some six billion people living in developing economies, the UN said on Monday, 30th March, 2020, in an appeal for a \$2.5 trillion rescue package to boost their resilience to further hardship. According to new analysis from [UNCTAD](#), the UN trade and development body, commodity-rich exporting countries will face a \$2 trillion to \$3 trillion drop in investment from overseas in the next two years. An economic downturn in these emerging economies was already evident in the last quarter of 2019– before the new corona virus outbreak emerged in central China last

December– said Richard Kozul– Wright, [UNCTAD](#) director of globalization and development strategies.

United Nations: The global economy could shrink by up to 1 per cent in 2020 due to the corona virus pandemic, a reversal from the previous forecast of 2.5 per cent growth, the UN has said, warning that it may contract even further if restrictions on the economic activities are extended without adequate fiscal responses.

The analysis by the UN Department of Economic and Social Affairs (DESA) said the COVID-19 pandemic is disrupting global supply chains and international trade. With nearly 100 countries closing national borders during the past month, the movement of people and tourism flows has come to a screeching halt.

If the virus is not controlled within upcoming 6months it may create great chaos all over the world. Taking into account rapidly changing economic conditions, the UN DESA's World Economic Forecasting Model has estimated best and worst-case scenarios for global growth in 2020.

## **DIGITAL MARKETING**

*-SHIRLEY KOLAMKANNIE*

*F.Y.BAF*

Digital Marketing is an element of marketing that makes use of internet and online based technologies such as computers, mobiles phones and other digital media and it is a platform to promote products and other services. It was developed during 1990s, which changed many ways of brands and businesses to use such technology for marketing. As the digital platform became increasing in corporate as well as incorporated marketing plans and everyday life. And as people making use of digital services instead of not visiting shops physically. Even today's youngsters are too very lazy to go out and do shopping of products and ask to render these services, digital marketing helps to provide solutions to all these problems. Digital marketing has provide the most thorough guide to all the aspects of using the internet, digital media and other technologies to achieve the goals of joined multichannel marketing. All of us just have to know to work online and choose among a varieties of brands which is best and suited to us. Digital marketing have their own pros and cons. Digital marketing gives an advantage to businesses by giving access to the electronic market and at affordable price. Unlike TV or print advertising, it allows us to truly personalise the marketing. The main advantage of digital marketing is that it's directing targets the audience and can be reached in a cost-effective and measurable way. Some advantages can be its extremely low risk, reduced the cost through automation and make use of electronic media. It gives faster response to both marketers and the end user. It increases exposure of products and services. Firstly we need to be successful in digital marketing the only we can reach to these advantages. Don't forget that when we start working at digital marketing area, you should know there are disadvantages as well. The limitations are as it's a worldwide competition throughout the globalisation. The competition would be tough as we will be doing marketing throughout the world. It also contains maintenance costs higher transparency of pricing and increase price competition. There would be security and privacy issues. If we see today's time, there are number of institutions, colleges worldwide who provide knowledge about digital marketing. Digital marketing has not only made work easy for businesses, people and customers but have also provide employment opportunities to various people.

Digital marketing is not only free, it's just a two way communication.

**THANK YOU!**

**-DEPARTMENT OF COMMERCE AND  
ALLIED SUBJECTS**

*“Strength and growth come only through  
continuous effort and struggle” -Napoleon Hill*