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BUNTS SANGHA'S
S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES,
POWAI
NAAC ACCREDITED 'A' GRADE

DEPARTMENT OF COMMERCE AND ALLIED SUBJECTS
PRESENTS

ವಾಣಿಜ್ಯಾಲ

VOLUME II: 2017-18

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.

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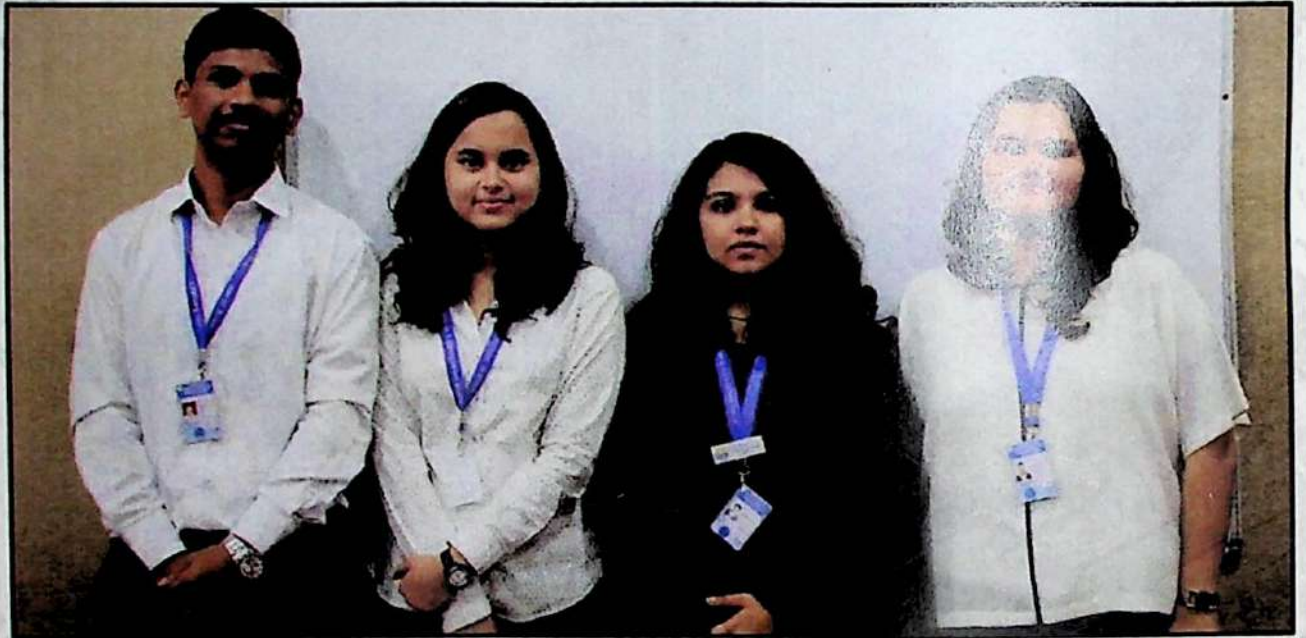
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THE EDITORIAL BOARD



TEACHER'S COMMITTEE

Dr. Sridhara Shetty
Prof. Sahana Raviprasad
Prof. Darpana Manjarekar

STUDENT'S COMMITTEE

Bhairavi Mane (S.Y.B.Com)
Abha Hardikar (S.Y.B.Com)
Muskaan Luthra (S.Y.B.Com)
Rahul Shetty (S.Y.B.Com)

FROM THE EDITORIAL

Vaniyam 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, Nitisutran and Manusmriti. Every student of commerce is truly indebted to this ancient treasure of knowledge. With the second edition of Vaniyam, 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 Vaniyam.

- The Editorial

FROM THE PRINCIPAL'S DESK



It is said that one is never too old to learn. Knowledge is something that can be gained throughout life if the learner has potential, curiosity and desire to acquire knowledge. And when one gets an opportunity to apply the knowledge in practicalities of day to day life, the knowledge evolves and takes the individual to an advanced level of understanding. The motto of Department of Commerce and Allied Subjects behind introducing this issue of 'Vanijyam' is to give a chance to students of Commerce to contribute their understandings of various aspects of the subject to explore the topic further and develop an analytical approach among students.

The technological development has opened highways for free exchange of innovative ideas worldwide. The field of e-Commerce and Social Networking is dynamic and has created opportunities for traders all over the world by reducing various costs in a business. In such scenario, various opportunities are created for students who are ready to work hard, plan things out and take prompt actions on them. Vanijyam aims at making such students aware about such opportunities.

Today's world is a world of commerce. In every corner of day to day life, the students of Commerce has opportunity to develop their career as well as the system in which they work by being a good observants and applying the knowledge for improvement of that system, by doing research and exercise its outcomes in practical life.

- Dr. Sridhara Shetty

FROM THE VICE PRINCIPAL'S DESK



Congratulations to the Department of Commerce for having started the department magazine 'Vanijyam'. It is heartening to note that the magazine is making an effort to concentrate on current issues with respect to commerce, law and environment. These three pillars of the economy work together to bring about prosperity, sustainability and equity in the country and it is very necessary that our students learn and contribute on these issues and thus expanding their horizons. Congratulations again to everyone.

- Dr. Liji Santosh

FROM THE COORDINATOR'S DESK



“The earth does not belong to us: We belong to the earth” – Merlee Matlin

The Department of Commerce and Allied Subjects of S.M. Shetty College of Science, Commerce and Management Studies is releasing its second 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.Com current students and even some articles are contributed by our passed out students and teachers on some pre-decided topics given to them.

This time I thought of sharing issues concerned with environment with our readers and what is our contribution in protecting it. We are living in so called popular and wealthiest (has the highest number of millionaires and billionaires among all cities in India) Bollywood City “Mumbai”. I think most of us have seen only one face of our city and enjoying that to full extent. Other dirty face, we might have not observed or we may be ignoring. The city is full of pollution caused by 80-90% human beings who are living here. We don't have time to segregate Dry waste and Wet waste separately at home, we don't have time (or don't want) to throw waste in dustbin, most of the people think public transport ways such as Roads and Railway tracks as their washrooms, where any time they can spit or use them for open defecation. As a citizen what we are doing to protect our environment. Are we stopping those auto drivers who are spitting in roads like their home washrooms? Are we stopping those who throw waste wherever they want? Are we able to stop open defecation? Just try to ask these questions to yourself, your answers will tell you where we are living – in a popular and wealthiest city or a dirtiest and polluted city. I think now it's time for us to do something for our city or sit back and just enjoy the destruction of our wealthiest city. Just Think....

-Prof. Sahana Raviprasad

DEPARTMENT FACULTY

Dr. Sridhara Shetty
(Head of Department)



Prof. Sahana Raviprasad
(Coordinator)



Prof. John Menezes



Prof. Niveditha Shetty



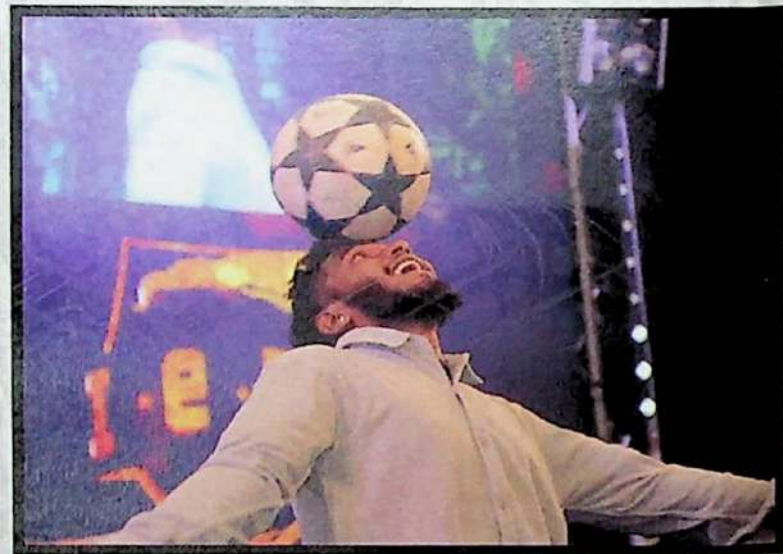
Prof. Duvannadhan Nadar



Prof. Jimit Maradia

BEST OUT OF REST

Monish Nikam



- Achieved '**Guinness World Record**' in the longest duration spinning basketball on a Toothbrush for 46.16 seconds.
- Performed for Tata Motors in auto expo, Tata Tiago car launch for Tata Motors, Esports Championship 2016, Champions league trophy tour 2017, Arsenal screening 2017, Powai Run Marathon 2017.
- Worked with Ayushmann Khurana and Parineeti Chopra in a movie named 'Meri Pyari Bindu' for title song 'Ye Jawaani Teri' in 2017.
- Invited as special guest in St. Andrews College for his performance.
- Invited as judge for colleges such as Kelkar College, Mulund, S.M. Shetty College, Powai and Chandraban Sharma College, Powai.
- Invited as Chief Guest in St. Arnold's College for annual sports day.
- Also part of a reality show named 'India Banega Manch'

BEST OUT OF REST

Prajna Shetty



- Awarded with '**Rajyotsav Sadhak Puraskar**' by Dakshina Kannada Jilla Sahithya Parishath.
- She also secured first position in Folk Dance competition in Zonal round of 50th Youth Festival of University of Mumbai.
- She also performed 'Yakshagana' in 'Star Parivar Award' – 2016 organised by Star Plus Channel.
- Won Consolation prize at Maharashtra Utsav Folk Dance.

HALL OF FAME

2017-18

"Winning is great, sure, but if you are really going to do something in life, the secret is learning how to lose. Nobody goes undefeated all the time. If you can pick up after a crushing defeat, and go on to win again, you are going to be a champion someday."

-Wilma Rudolph

Event	College	Name	Class	Position
CHAKRAVYUH	LALA LAJPATRAI INSTITUTE OF MANAGEMENT	ASHISH PUJARI	TYBCOM	I
		SHARADHI HEGDE	TYBCOM	
		ABHIJEET AMBEKAR	SYBCOM	
DIMENSIONS	KELKAR COLLEGE	UTKARSH CHAVAN	TYBCOM	I In Football Tournament
		AMEY KAMBLI	TYBCOM	
		GAURAV ADHIKARI	FYBCOM	
KHELOTSAV - SPORTS FESTIVAL	K.G. JOSHI COLLEGE AND N.G. BEDEKAR COLLEGE, THANE	UTKARSH CHAVAN	TYBCOM	I In Football Tournament
		AMEY KAMBLI	TYBCOM	
		GAURAV ADHIKARI	FYBCOM	
-	R.A PODAR	BHAIRAVI MANE	SYBCOM	Best Contingent Leader
SOLO SINGING	MVLU COLLEGE	RIYA JAISWAL	SYBCOM	III
MANAGEMENT QUIZ	CHANDRABHAN SHARMA	ASHISH PUJARI	TYBCOM	III
		SHARADHI HEGDE	TYBCOM	

WORKSHOPS AND SEMINARS ATTENDED

BANKING CONCLAVE	THAKUR COLLEGE OF SCIENCE & COMMERCE	MALAVIKA MENON	TYBCOM
		SYLVESTER PINTO	TYBCOM
		PRATIKSHA MENON	TYBCOM
		APEKSHA NEHARKAR	TYBCOM
		SANNIDHI SHETTY	TYBCOM
		SHIVAM SHARMA	TYBCOM
		RAHUL SHETTY	SYBCOM
		DARRYN SANTOS	TYBCOM
		KHAN AMRIN M,D SHARIF	SYBCOM
		ADILA MOHD QASER IMAM	FYBCOM
		PATHAN SANA ABBAS	FYBCOM
		CHANDNI SHENOY	SYBCOM
		PARTH GANATRA	TYBCOM
		RIYA RAWAL	FYBCOM
		KHAN ARBAZ	FYBCOM
		SAGAR SAVARNA	FYBCOM
		ABHISHEK ANAND	SYBCOM
		KARTIK R. POOJARI	SYBCOM
ABHA HARDIKAR	SYBCOM		
GREEN BANKING	V.E.S COLLEGE OF ARTS,SCIENCE AND COMMERCE	FAYE SANTOS	FYBCOM
		ASHWARIYA SINGH	
		GAURAV RUSHALI	
		DEEPIKA SONI	
		ANSARI TABASSUM	
		KAVITA CHAVAN	
		RUSTABH CHAUHAN	
		SADAF SHAIKH	
		ADILA MOHDQAISE	
		ESHA POOJARY	
RIYA RAWAL			

TOPPERS

2016-17

Third Year

Second Year

First Year



Jasjyot Kaur Mutti
90%



Mahika Dahiya
75.83%



Bhairavi Mane
81.71%



Pooja Jat
89.50%



Akshita Minocha
72.17%



Rahul Shetty
72.14%



Fiona Xavier
88.21%



Carol Cutinho
71.33%



Aiman Rajgoli
68.42%

DEPARTMENTAL REPORT

“Peace, Commerce and Honest Friendship with all Nations;
Entangling alliances with none” – Thomas Jefferson

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 5th June, 2017. The orientation for fresher students took place on 8th July, 2017, which was attended by the students and their parents. Total strength of B.Com students is 654.

MOTIVATION FOR ACHIEVING EXCELLENCY:

- Principal Dr. Sridhara Shetty addressed the students of T.Y.B.Com and guided them on achieving Excellency in academics and co-curricular activities.
- Parent teacher meeting were conducted by the respective Class – in charges in the month of September, 2017, to make parents aware of their ward's academic performance, attendance and overall conduct in the college.

INITIATIVES OF THE DEPARTMENT:

- The department has started a Certificate Course on “**Online Skill Development Programs**” for students of F.Y., S.Y. and T.Y. B.Com students on ‘Digital Marketing’, ‘MS – Excel’, and ‘Web Designing’, total 45 students have enrolled for the same.
- Organised one day Inter-college fest ‘**VANIJYOTSAV**’ on 8th February, 2017 and published its departmental Magazine ‘**VANIJYAM**’ to increase involvement of students in co-curricular activities and to enhance their thinking ability.
- Organised a workshop on “**HOW TO CRACK COMPETITIVE EXAMS?**” on 8th July 2017. The spokesperson of the workshop was Mr. Rajiv Chetiwal (Administrative Officer of United India Assurance). He has given guidance to students about preparation for competitive exams, and the various banking exams like RBI Exam, NABARAD Exam, Bank P.O. etc.
- Organized a workshop on “**AN OVERVIEW OF C.S.**” on 26th July 2017 by Prof. Adv. Jimit Maradia. In the workshop growth and career opportunities in C.S. were discussed with students. Total 70 students attended the session from various streams.

INTER-COLLEGE ACHIEVEMENTS AND PARTICIPATION:

- Total 9 students of B.Com won several prizes in inter-college competitions held in various colleges such as Lala Lajpatrai Institute of Management.
- Two students of B.Com attended one day workshop ‘Illuminate’ organized by S.M Shetty College in association with E-Cell IIT, Bombay on 11th September, 2017.

CAREER OPPORTUNITIES:

- In the academic year 2016-17, 66 students from B.Com were placed in various industries through campus selection.
- In B.Com total 15 students are pursuing C.A. and total 07 students are pursuing C.S. along with their B.Com course.

ENDEAVOURS TO SUPPLEMENT LEARNING:

- CATKING, Mumbai, Growth Centre Pvt. Ltd., Chembur, Flame University, Pune and IBS, Powai had conducted **Career Guidance session** for T.Y.B.COM students on how to plan career after their final year.
- 123 students of T.Y. B.Com visited **RBI** on 28th September, 2017 under Department of Economics to gain firsthand knowledge about Indian monetary system.
- Session on **Internship Opportunities and Economics Times Reading** to SYBCOM students was conducted by Mr. Amandeep Singh, Consultant, Industry Academia Partnership under Department of Economics, where students gained knowledge on

reading Economics Times newspapers and opportunities and benefits of Internship in their respective fields.

GEMS OF THE DEPARTMENT:

- A. **Mohnish Nikam** of T.Y. B.Com,
- Achieved '**Guinness World Record**' in the longest duration spinning basketball on a Toothbrush for 46.16 seconds.
 - Performed for Tata Motors in auto expo, Tata Tiago car launch for Tata Motors, Esports Championship 2016, Champions league trophy tour 2017, Arsenal screening 2017, Powai Run Marathon 2017.
 - Worked with Ayushmann Khurana and Parineeti Chopra in a movie named 'Meri Pyari Bindu' for tittle song 'Ye Jawaani Teri' in 2017.
 - Invited as special guest in St. Andrews College for his performance.
 - Invited as judge for colleges such as Kelkar College, Mulund, S.M. Shetty College, Powai and Chandraban Sharma College, Powai.
 - Invited as Chief Guest in St. Arnold's College for annual sports day.
 - Also part of a reality show named 'India Banega Manch'
- B. **Ms. Prajna Prakash Shetty** of S.Y.B.Com,
- Awarded with '**Rajyotsav Sadhak Puraskar**' by Dakshina Kannada Jilla Sahithya Parishath.
 - She also secured first position in Folk Dance competition in Zonal round of 50th Youth Festival of University of Mumbai.
 - She also performed 'Yakshagana' in 'Star Parivar Award' – 2016 organised by Star Plus Channel.
- C. **Jasjot Mutti Kaur** of T.Y. B.Com was awarded as '**Best Student of the Year**' for the academic year 2016-17.
- D. **Ms. Abha Hardikar** of S.Y. B.Com had been selected as C.R. on behalf of S.M. Shetty College by E-Cell, IIT Bombay for co-ordination between E-Cell and the college.

RESULTS:

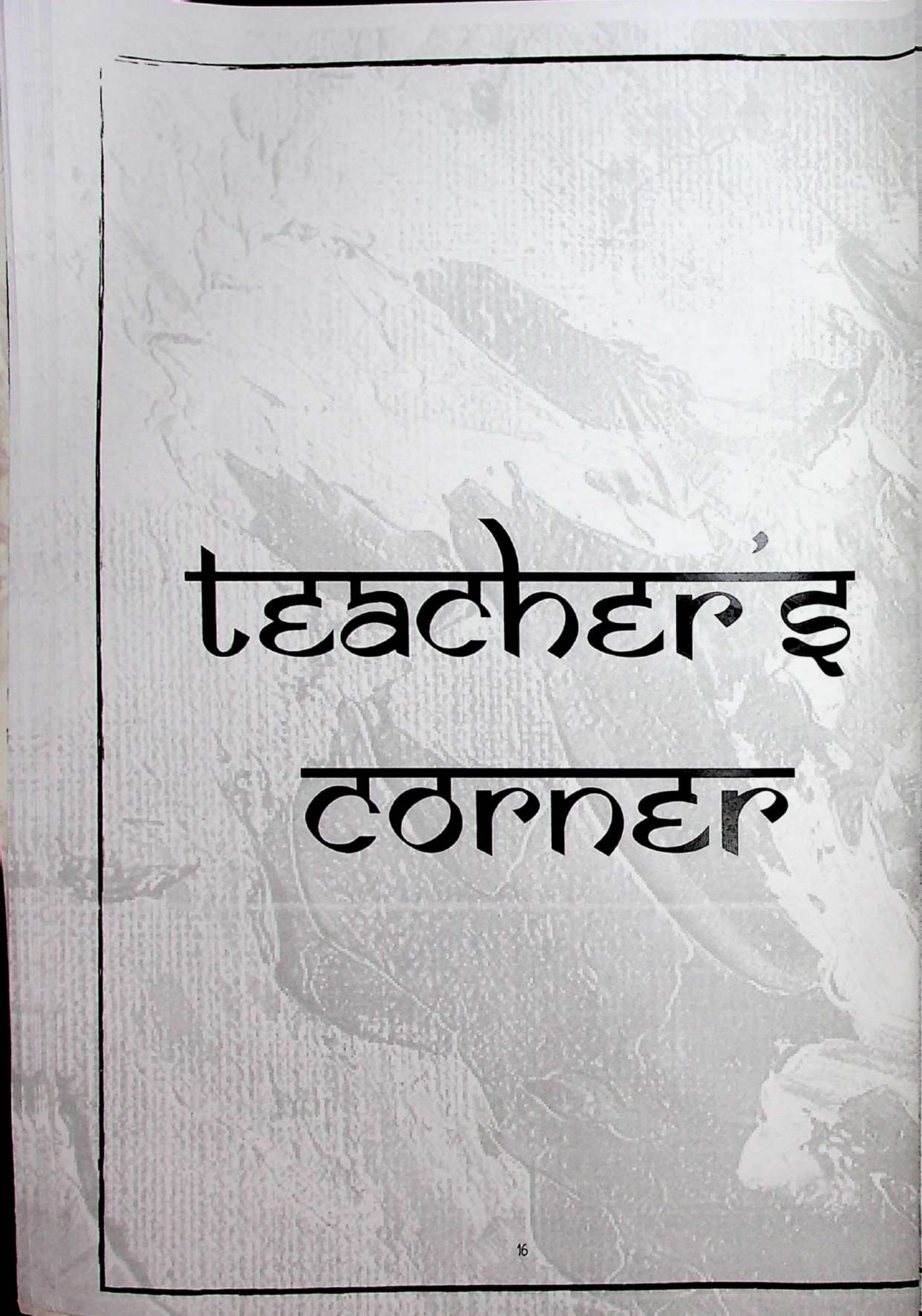
- The B.Com batch of 2016-17 secured 85.62% passing percentage as against University average result of 67%.
- **Jasjot Mutti Kaur** of T.Y. B.Com secured **90%** in Sem.VI for the academic year 2016-17.
- **Jasjot Mutti Kaur, Jat Pooja Shankarlal** of T.Y.B.COM scored **100/100** consecutively in Computer System Application in Sem V and Sem VI for the academic year 2016-17 and **Xavier Fiona Francis** scored **100/100** in Computer Application in Sem VI.

SPORTS:

- Our football team entered quarter final and reached fifth place out of 148 colleges across University of Mumbai.
- Mr. Akash Nair selected for selection trial for representing Mumbai University Football team.
- During Reliance Youth Football tournament our team reached quarter final. Our five students were winners of 'Man of the Match'
- Our Volleyball boys team reached at the 8th position in Zone-I university level tournament.
- Volleyball girls' team and participated at Mumbai University.
- Basketball girls' team reached qualifying round at university level tournament.
- Kabaddi boys and girls team participated at Mumbai University level.
- Cricket team entered into the third round of University level tournament.

YEAR IN A GLIMPSE





Teacher's Corner

MAHARASHTRA REAL ESTATE REGULATORY AUTHORITY

Prof. Jimit Maradia

This act was formed with the intention to solve all the problems and disputes which are related to properties whether their construction is pending or over. This act came into effect on 1st May, 2017.

FEES UNDER THE ACT:

TYPES	FEE PER TRANSACTION (Rs.)
Project Registration	Rs. 10/- per sq.mt. subject to minimum Rs. 50,000/- and maximum Rs. 10,00,000/-.
Agent Registration (Individual)	Rs. 10,000/-
Agent Registration (other than Individual)	Rs. 1,00,000/-
TYPES OF TRANSACTION	FEE PER TRANSACTION (Rs.)
New project registration	750
Project extension	500
Annual fees to projects for status updates	500
Renewal	500

COVERAGE OF THE ACT:

It covers

- All commercial real estate projects
- All residential real estate projects
- Plot development

PROJECT REGISTRATION:

- All promoters of ongoing projects have 90 days window for completing registration of projects. Post which promoter shall not advertise, market book, sell or offer for sale or invite person to purchase in any manner any plot, apartment or building.
- The promoter may apply for withdrawal of application for registration of the real estate projects before the expiry of the period of 30 days of its submission and before MahaRERA has approved registration. Rs. 5000 shall be retained as administrative charges in withdrawal case.
- The promoter is expected to regularly update the information on the web page but once in 3 months updating information on the website related to progress of the project is mandatory.
- If any promoter is failed to register under this act then he is liable to a penalty which may extend upto 10% of the estimated cost of the real estate project. On continued violation, he shall be punishable with imprisonment for a term which may extend upto 3 years or with fine which may extend upto a further 10% or with both.

MAKE IN INDIA

Prof. Duvannadhan Nadar

Most Visionary Economy Alleviation Plan of India

More than 40 years ago, Japan flooded the U.S. market with inexpensive small cars — their manufacture directly subsidized by the government of Japan, their manufacturers working in close concert with the government of Japan.

Meanwhile, American cars were effectively locked out of the Japanese market via stiff import tariffs, a type of tax designed specifically to artificially raise the cost of a product in order to make it a tougher sell in the home market vs. domestically made competitor products.

In the '90s, whole industries were off shored to the People's Republic of China under the rubric of "free trade" — which was anything but. China is an authoritarian Communist state in which workers do as they are told — for peanuts — or else.

Cheap — and this time, cheaply made — goods began to flood the U.S. market and the rest of the world.

Make in India scheme is an initiative to facilitate and augment the manufacturing industry in India. In other words, it can also be said that this program is intended to increase the GDP of the Indian economy. Besides promoting manufacturing and employment sector in the country it has set various wide array of targets which are meant to change the entire economy of the country positively.

Make in India Program: This program is a great dream of most visionary and influential Prime Minister of India, Mr. Narendra Damodar Modi, who initiated this economic reform-oriented program on 25 September 2014 in a way to improve the employment and manufacturing industry in India. This program has a wide scope, associated with different sectors of the economic environment of the country. This program is specifically designed to promote the enlisted or targeted, 25 various sectors, which were badly in a need of such

reforms. In a way to make this program designed in more wise and appropriate way, it was entrusted to Wieden & Kennedy, which is a foremost marketing firm, known for their earlier project work for Nike. It is intended and approved to facilitate the foreign direct investment and domestic companies in manufacturing their products in the Indian vicinity.

Key Factors of the Program:

- This program is destined to facilitate foreign direct investment and convincing Indian and foreign companies to produce their goods in India.
- It is estimated that such facility of producing goods would increase the demand for employment in various sectors and would lead to better employment conditions.
- This program is competent in attracting foreign currency to be invested in the Indian industrial sectors.
- It would create a demand of skilled people in specific sectors, which would also create a requirement to train people in various sector and skills, to satisfy the demand of such industrial requirements.
- It has already soared the position of India in the context of ease of doing business on its land. It has far more potential to take the India at much better ranking through this program alone.
- It has cleared the vague picture of deciding FDI ratio in railways and defense sector and applied the determined terms in the form of this scheme.

The Twenty-Five Sectors Focused In Make in India Scheme: It has been decided and identified to facilitate the leading sectors of the country which are responsible for the rapid economic growth of the country and employment in the states.

EMPOWERMENT OF WOMEN AND CHALLENGES

Prof. Niveditha Shetty

Introduction:

"That country and that nation which did not respect women have never become great nor will ever be in future"- Swami Vivekananda.

The empowerment of women is essentially the process upliftment of economic, social and political status of women, the traditionally underprivileged ones, in the society. It involves the building up of a society where in women can breathe without the fear of oppression, exploitation, apprehension, discrimination and the general feeling of persecution which goes with being a woman in a traditionally male dominated structures.

Empowerment of women is the process of guarding them against all forms of violence.

Issues involved:

The vast majority of the world's poor are women. Two-thirds of the world's illiterates are female. Of the million of school age children not in school, the majority are girls.

Mainstream efforts:

The best way of empowerment is perhaps through inducting women in the main stream of development. Women empowerment will be real and effective only when they are endowed income and property so that they may stand on their feet and build up their identity in the society. Development effectiveness in an act of transformation to end violence, poverty and discrimination. It requires some legislative compulsions for mending the working of political and social institutions which if left to them are unlikely to change in favour of women.

Legislation:

Empowerment of women through legislation provides the women with a constitutional platform to stand up to men, to raise their voice on issues concerning women oppression and other related matters.

Legal and constitutional measures:

The Indian constitution guarantees equality of sexes, the constitution guarantees equality before the law and equal protection of law. Article 15 empowers the state to make special provisions for women and children. Technically the constitution guarantees women in India equal social and political status. But do not find practicing it, there is a gap between theory and practical. This indeed a great challenge before us, towards the women.

Conclusion:

Through legislation or women participation in the Panchayat Raj Institutions and seeks to analyse whether political participation of women does in fact translate into concrete women empowerment: a state where women are able to carve a niche for themselves in the traditional male bastion and successfully find a forum for effective redressal of women/gender related issues or whether increased political participation of women. Then we can strongly say that women are empowered.

SKILL INDIA MISSION

Prof. John Menezes

Skill India is a campaign launched by Prime Minister Narendra Damodardas Modi on 15 July 2015 which aim to train over 40 crore (400 million) people in India in different skills by 2022. It includes various initiatives of the government like "National Skill Development Mission", "National Policy for Skill Development and Entrepreneurship, 2015", "Pradhan Mantri Kaushal Vikas Yojana (PMKVY)" and the "Skill Loan scheme".

The National Skill Development Mission was approved by the Union Cabinet on 01.07.2015, and officially launched by the Hon'ble Prime Minister on 15.07.2015 on the occasion of World Youth Skills Day. The Mission has been developed to create convergence across sectors and States in terms of skill training activities.

Mission Statement:

To rapidly scale up skill development efforts in India, by creating an end-to-end, outcome-focused implementation framework, which aligns demands of the employers for a well-trained skilled workforce with aspirations of Indian citizens for sustainable livelihoods.

Mission Objectives:

- Create an end-to-end implementation framework for skill development, which provides opportunities for life-long learning. This includes: incorporation of skilling in the school curriculum, providing opportunities for quality long and short-term skill training, by providing gainful employment and ensuring career progression that meets the aspirations of trainees.
- Align employer/industry demand and workforce productivity with trainees' aspirations for sustainable livelihoods, by creating a framework for outcome focused training.
- Establish and enforce cross-sectoral, nationally and internationally acceptable standards for skill training in the country by creating a sound quality assurance framework for skilling, applicable to all Ministries, States and private training providers.
- Build capacity for skill development in critical un-organized sectors (such as the construction sector, where there few opportunities for skill training) and provide pathways for re-skilling and up-skilling workers in these identified sectors, to enable them to transition into formal sector employment.
- Ensure sufficient, high quality options for long-term skilling, benchmarked to internationally acceptable qualification standards, which will ultimately contribute to the creation of a highly skilled workforce.
- Develop a network of quality instructors/trainers in the skill development ecosystem by establishing high quality teacher training institutions.
- Leverage existing public infrastructure and industry facilities for scaling up skill training and capacity building efforts.
- Offer a passage for overseas employment through specific programmes mapped to global job requirements and benchmarked to international standards. 3.9 Enable pathways for transitioning between the vocational training system and the formal education system, through a credit transfer system.
- Promote convergence and co-ordination between skill development efforts of all Central Ministries/Departments/States/implementing agencies.
- Support weaker and disadvantaged sections of society through focused outreach programmes and targeted skill development activities.
- Propagate aspirational value of skilling among youth, by creating social awareness on value of skill training.

- Maintain a national database, known as the Labour Market Information System (LMIS), which will act as a portal for matching the demand and supply of skilled workforce in the country. The LMIS, will on the one hand provide citizens with vital information on skilling initiatives across the country. On the other, it will also serve as a platform for monitoring the performance of existing skill development programmes, running in every Indian state.

UK has entered into a partnership with India under Skill India programme. Virtual partnerships will be initiated at the school level to enable young people of these country to experience the school system of the other country and develop an understanding of the culture, traditions and social and family systems.

Oracle on 12 February 2016 announced that it will build a new 2.8 million sq. ft. campus in Bengaluru will be Oracle's largest outside of its headquarters in Redwood Shores, California. Oracle Academy will launch an initiative to train more than half-a-million students each year to develop computer science skills by expanding its partnerships to 2,700 institutions in India from 1,700 at present.

Japan's private sector is to set up six institutes of manufacturing to train 30,000 people over 10 years in Japanese style manufacturing skills and practices, primarily in the rural areas. Japan-India Institute of Manufacturing (JIM) and Japanese Endowed Courses (JEC) in engineering colleges designated by Japanese companies in India in cooperation between the public and private sectors would be established for this purpose. The first three institutes would be set up in Gujarat, Karnataka and Rajasthan in the summer of 2017.

In the budget of fiscal year 2017 - 18 the government of India has decided to set aside Rs. 17,000 crore, the highest ever allocation to this sector, in order to boost the Skill India Mission. At least ten million Indian youth enter the country's workforce each year, but the employment creation in India has not been able to absorb this influx, making increasing unemployment a severe problem. Through this allocation the government aims at generating employment and providing livelihood to the millions of young Indians who enter the work force every year.

The government has invested Rs. 4000 crore in the launch of SANKALP (Skill Acquisition and Knowledge Awareness for Livelihood Promotion Programme), another big initiative under the Skill India Mission. Through this it aims at providing market relevant training to 350 million young Indians. Apart from this, the government would set up 100 India International Skills Centres that will conduct advanced courses in foreign languages to help youngsters prepare for overseas jobs.

Maharashtra Government is proactively following the skill development agenda in the State. It has planned to equip 4.5 crore people with employable skills by 2022 as a part of the overall plan of the Government of India. To achieve this objective, the Chief Minister of the State has constituted the State Apex Council for Skill Development. An Executive Committee for Skill Development has been constituted under the chairmanship of the Chief Secretary. The Skill Development Executive Committees have been formed at the regional and district levels as well. The State Government has established Sectoral Skill Development Committees with industry participation for the following 11 sectors: 1. Construction 7. Banking, Finance & Insurance 2. Production and Manufacturing 8. Retail 3. Textiles 9. Pharmaceuticals & Chemicals 4. Automobile 10. IT & ITES 5. Hospitality 11. Agro Processing 6. Healthcare

इत्पुवेन्त' इ CORNER

REAL ESTATE REGULATIONS AND DEVELOPMENT ACT

Ms. Jeel Thakur

Third Year

REAL ESTATE regulations and development ACT(Came into force in 2016)

Rajya Sabha passed the real estate bill ,2016 which Aims to guard the interests of numerous aspiring house. Buyers alongside enhancing the credibility of constructing Industry by promoting transparency , accountability and efficiency in execution of projects. The bill seeks to set up an effective Regulatory mechanism for growth of the sector which is the second largest seasonal employer after agriculture .It provides that 70% of sale proceeds will have to be kept aside by the developers in an escrow account which is financial Instrument held by a third party on behalf of other two parties in a transaction .The bill will set up state level real estate regulatory authorities and appellate tribunal to monitor transaction relating to both Residential and commercial project and their timely completion and handover.

The new bill has made it mandatory that any real estate projects that are spread over a land of more than 500 sq. metre has to register themselves with the regulator before they can continue with the project. The registration is made mandatory so that there is more transparency in the project marketing. Failure of registration will lead to 10 % penalty of the project cost. There will be strict restrictions-on the promoter to complete work on time. The buyer should get the house as per their requirement and according to the time that they are being told. The promoter will not get enough ways to not complete work on time.

In the earlier times, there was no clarity about the concept of carpet area. Nevertheless, with the introduction of the bill, carpet area will include the space of the kitchen as well as toilets will also be included in the carpet area that will impart clarity in the meaning.

The growth in the sector will be adversely affected because it takes around 2 years for the permission to receive the promoter.

If a promoter is able to build five projects in a span of 5 years, now they will be able to make just two or three. In this way, the demand and supply gap is affected to the lot. The smaller builders will have to face the effect of this bill. They will not be able to earn money in this case.

There is not restriction on government body and if they do not pass the approval in time, then the builders will have to suffer a lot of loss. The clearance time of the government is according to their wish and this will have bad effects on the sector. It is the duty of the government to complete work in time and submit the approval according to the needs of the builders. Only then can the new projects run smoothly.

There is a regulation for projects above 5000 sq. metre but no regulation has been made below that level. There are many small builders who will escape from the regulation and control of the government and they can take heavy amount from middle class people and not complete work on time.

They might also say false rates to customers and customers can be fooled.

The bill will not provide any kind of information for the past estate bills. Those projects, which are stuck in the clearance centre and did not get clearance, are all excluded from the bill. This is a big disadvantage because those builders will suffer a lot and the government will not listen to them. Many buyers will fail to get benefit in the new bill.

The bill has mixed reactions among people. No one knows whether it will be a boon or a curse to the nation. Nevertheless, the best is expected. Some parameters are new and hope they help the people to the lot.

E-COMMERCE

Mr. Pankaj Yadav

Third Year

E-commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. This business transaction occur either in business-to-business, business-to-consumer, consumer-to-consumer, or consumer-to-business.

Electronic Commerce is more than just buying and selling products online. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. India has shown tremendous growth in the India has witnessed a major breakthrough E-commerce success stories particularly in e-retail in Consumer Electronics & Fashion Apparel & Home Furnishing segments. E-commerce creates new opportunities for entrepreneurial start-ups. Ease of Internet access, Safe and secure payment modes coupled with aggressive marketing by E-Commerce Giants has revolutionized this segment. Rapid development in mobile technology has given way to Mobile Commerce with many E-Commerce companies shifting to App only model.

Social Media: Majority of online buying decisions are made on Social Media. Social network like Facebook, LinkedIn, Twitter, Google+, Pinterest etc have become a medium for easy log-in and purchase. Moreover, the clients can stay updated via the posts published on this media. Further, the advertising & promotions on these social sites has increased the chances of success of generating transactions to many folds.

Drone Delivery: Companies have been working their way around to innovate the delivery process to shorten human effort as well as time. The answer to these problems is Delivery by Drones. DGCA is now fast tracking the process of issuing guidelines for the use of drones for civil purposes in India. If everything goes as per the plan, then India might become the first country in the world to allow the use of drones for civil purposes.

App only Approach: Statistics suggest the future of internet lies in mobiles. Experts say more than 580 million people in India will use the Internet by 2018, and 70-80% of them will access the Web on mobile phones. This will cause all major players to switch to app only model. About two-thirds of its online traffic of Flipkart comes from users in small cities and towns. Flipkart's app-only approach assumes larger significance in these places where most people don't own desktop computers and have limited access to broadband.

Google's Buy Now Button: Google is reportedly working on its own "Buy Now" style button that would allow e-shoppers search for products on Google and purchase them with a single click, right through Google's own search results page. The button will be displayed near sponsored search results beneath a "Shop on Google" heading at the top of the page. When users click on the Google's "Buy Now" button, they will be re-directed to another Google page that will allow them to choose specific item details, such as color and size, and then select a shipping route. Google would then pass on order information, including the customer's name and shipping address, to the retailer.

Artificial Intelligence: As the ecommerce space gets saturated, investors looking for innovative use of technology are zeroing in on companies developing artificial intelligence (AI) solutions. Jet Airways is experimenting with one such solution devised by Vizury. It sifts through the individual's public content on the internet, as well as the customer's previous searches and creates an instant profile. Based on this information, the airline knows whether to package hotel deals, or simply stick with airfare discounts. The system also allows them to predict how likely is it for the customer to upgrade, and how flexible would the customer be to change travel location or date.

DIGITAL MARKETING IN INDIA

Mr. Ashish Pujari

Third Year

Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management.

The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime.

Digital marketing industry in India is a booming career today. The big picture of Digital Marketing industry in India cannot be complete if short preview of the past digital marketing statistics is not made.

Going back to history, International Journal of Advanced Research Foundation reveals the following in 2016. Between 1971 and 1972, The ARPANET is used to arrange a sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, the earliest example of electronics or digital commerce. In 2011, the digital marketing statistics revealed that advertising via the mobile phone and tablets was 200% lower than that of the following years. During this year, the net worth was \$2 billion. The growth was in a geometric progression as it rose to \$6 billion in 2012. The competitive growth demands for more improvement in the career works and professionals are being added to the field. From 2013 to March 2015, the investment total increase was 1.5 billion dollars over the preceding years. There has been an impressive growth up till this present moment. The report by the International Journal of Advanced Research Foundation revealed that summarized that India is getting to see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating digital marketing.

Total Media, Digital and Mobile Internet Ad Spending in India (2013-2019)

Today, digital marketing industry in India is growing at its peak, and is still continuous. Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. No one ever thought to have a credible deal online. The below figure indicates the digital marketing statistics. The belief was that online information is virtual information full of lies. Everything from marketing to sales can be done online. This is due to the trust that has been restored back to online communication in India. This has really helped the marketing initiatives. The revolution is from the communication industries. Low cost of handset is now available making it possible for India to have about 600 million internet users which ultimately creates a fascinating business opportunity to sell to a growing population. People of India needed an exciting spirit always. This targets their interest into the marketing information. Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. It was discovered that changes in lifestyle and standard of living had increased the level of consumption, quality and also the pattern of consumption. This is because majority doesn't have time for shopping. Apart from struggles to earn money, people want some other things to be done at their own convenience.

Traditional Marketing vs Digital Marketing

In 2017, 80% businesses will increase their digital marketing budget which may surpass the IT budget. Only the illiterates could not access the potentials of the digital marketing because of the accessibility to computing devices and computer education. Many of the people in this category still don't trust the method of an online payment and they lack training in English Language and other foreign languages to market online in global markets.

ROLE OF GOVERNMENT IN PROMOTING ENTREPRENEURSHIP IN INDIA

Ms. Sharadhi Hegde

Third Year

"Innovation is the specific instrument of entrepreneurship. The act that endows resources with a new capacity to create wealth." Peter F. Drucker (1909–2005)

India is a country with over 1.2 billion people, 379 million (31%) of which are between the ages of 18 and 35 (Census of India, 2011). And, many of these young people are in search of jobs, despite being educated.

In March 2010, Mrs. Pratibha Patil, 12th President of India, announced the government's vision by declaring the current decade as the "Decade of Innovation" (Nation Innovation Council, 2010). Several challenges to the desired creation of an ecosystem for innovation and entrepreneurship development are a cause for concern. However, there have been notable efforts taken by the government by announcing conducive policies and also efforts by various government departments towards fulfilling the above vision. The author's view of the key challenges faced by India's innovation ecosystem and entrepreneurship in general are listed and described below:

1. Fragmented policy and policy implementation
2. Inadequate funding of R&D
3. Difficult and lengthy funding procedures
4. Angel, venture capital, and seed funding
5. Weak linkages between stakeholders

As mentioned earlier, the Government of India declared 2010-2020 as the "Decade of Innovation", for which the roadmap would be prepared by the newly established National Innovation Council (NInC; innovationcouncil.gov.in). The National Innovation Council is "the first step in creating a crosscutting system which will provide mutually reinforcing policies, recommendations and methodologies to implement and boost innovation performance

in the country" (Nation Innovation Council, 2010). The Science, Technology and Innovation Policy 2013 outlines the major policy initiatives to strengthen the innovation ecosystem and give a boost to the development of innovation-led entrepreneurship in India: Below, the key initiatives of this policy are explored in light of the challenges identified in the previous section:

1. Funding: It addresses the "rigidities" in centrally developed plans for investment and assures a flexible approach that allows fine tuning of the government's five-year plans in response to rapidly changing science and technology, and it addresses the challenge of outdated procedures adopted for funds disbursement for innovative projects.
2. Strengthening the linkages between stakeholders: The policy calls for "special and innovative mechanisms for fostering academia–research–industry partnerships" and facilitating the "mobility of experts from academia to industry and vice versa" (Ministry of Science and Technology, 2013). This initiative should help address the challenge related to linkages and should facilitate understanding within such partnerships.
3. Promotion of science: The policy promotes the spread of scientific interest and understanding across all sections of society. The policy will "further enable school science education reforms by improving teaching methods, science curricula, motivating science teachers and schemes for early attraction of talent to science" (Ministry of Science and Technology, 2013). In these ways, the policy addresses the need for educational reforms.
4. Risk taking ability: The policy accepts risk as an integral part of a vibrant innovation system. The policy emphasizes risk sharing

by the government, which is slated to "significantly increase private sector investment in R&D and technology development" and "new financing mechanisms would be created for investing in enterprises without fear of failure"

In this section, other government initiatives beyond the scope of the Science, Technology and Innovation Policy 2013 are described.

India has a large, demographically diverse population, with many young people seeking employment. The country is on a path to growth, but the rate of growth has been slow. The government has realized the roots of the basic problems and made appropriate reforms, mainly in the areas of administration, economy, and labour, as it tries to free itself from negative aspects of its colonial legacy. There has been a substantial thrust toward science, technology, and innovation in past 20 years, and many initiatives have been undertaken in that direction. However, the investments in science, technology, and innovation are not yet translating into the desired reality. Realizing that the innovation-led entrepreneurship development holds promise for growth, the government has taken major policy initiatives with a strong innovation agenda.

CLEAN GANGA

Ms. Carol Cutinho

Third Year

The National Mission for Clean Ganga (NMCG) is the implementation wing of National Ganga Council which was set up in October 2016 under the River Ganga (Rejuvenation, Protection and Management) Authorities order 2016. The order dissolved National Ganga River Basin Authority. The aim is to clean the Ganga and its tributaries in a comprehensive manner. Nitin Gadkari is the present Minister for Ministry for Water Resources, River Development and Ganga Rejuvenation, Government of India. National Mission for Clean Ganga (NMCG) was registered as a society on 12th August 2011 under the Societies Registration Act 1860. It acted as implementation arm of National Ganga River Basin Authority (NGRBA) which was constituted under the provisions of the Environment (Protection) Act (EPA), 1986. The Act envisages five tier structure at national, state and district level to take measures for prevention, control and abatement of environmental pollution in river Ganga and to ensure continuous adequate flow of water so as to rejuvenate the river Ganga as below;

1. National Ganga Council under chairmanship of Hon'ble Prime Minister of India.
2. Empowered Task Force (ETF) on river Ganga under chairmanship of Hon'ble Union Minister of Water Resources, River Development and Ganga Rejuvenation.
3. National Mission for Clean Ganga (NMCG).
4. State Ganga Committees and
5. District Ganga Committees in every specified district abutting river Ganga and its tributaries in the states.

NMCG has a two tier management structure and comprises of Governing Council and Executive Committee. Both of them are headed by Director General, NMCG. Executive Committee has been authorized to accord approval for all projects up to Rs.1000 crore.

The Director General (DG) of NMCG is a Additional Secretary in Government of India. For effective implementation of the projects under the overall supervision of NMCG, the State Level Program Management Groups (SPMGs) are, also headed by senior officers of the concerned States. Considering it acts as a lifeline for about 40 percent of India's population, the level of pollution that is plaguing it currently is not a healthy situation for either them or the thousands of marine organisms inhabiting it. Since 2007, when it was recognised as the fifth most polluted rivers in the world, the public has been made to realise the rising pollution levels and how this problem needs to be solved. The initiative that was launched at a good 462 crore rupees, and although a good one, it was rendered unsuccessful after some tries and was given up altogether in 2000. At this point, The Ganga Action Plan was a part of the Ministry of Environment and Forests. Although the campaign has been on and off since, it was brought into prominence again with the 2014 elections, when Prime Minister Modi ascended to power. They have announced the construction of sewage treatment plants among the 118 towns along the course of the Ganges and claimed that it will take a year's time to complete. They have also tied up with a German Government Agency to provide national and state-level support by integrating various approaches in the implementation of the program.

INSOLVENCY AND BANKRUPTCY CODE 2016

Ms. Bhairavi Mane
Second Year

The Insolvency and Bankruptcy Code, 2016 is one of the major economic reform Code initiated by the Government in the year 2015. There were multiple overlapping laws and adjudicating forums dealing with financial failure and insolvency of companies and individuals in India. The existing laws also were not aligned with the market realities, had several problems and were inadequate.

As per that legal framework, provisions relating to insolvency and bankruptcy for companies could be found in the Sick Industrial Companies (Special Provisions) Act, 1985, the Recovery of Debt Due to Banks and Financial Institutions Act, 1993, the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 and the Companies Act, 2013.

Resolution and jurisdiction vesting with multiple agencies with overlapping powers was leading to delays and complexities in the process. To facilitate easy and time bound closure of business in India and to overcome these challenges, a strong bankruptcy law was required. The Insolvency and Bankruptcy Code, 2015 was introduced in the Lok Sabha on 21st December, 2015 and referred to the Joint Committee on the Insolvency and Bankruptcy Code, 2016. The Committee had presented its recommendations in the modified Bill based on its suggestions. Further, the Insolvency and Bankruptcy Code, 2016 was passed by both the Houses of Parliament and notified in May 2016. Being one of the major economic reforms it paves the way focussing on creditor driven insolvency resolution.

Insolvency and Bankruptcy Code, 2016 is intended to strike the right balance of interests of all stakeholders of the business enterprise so that the corporates and other business entities enjoy availability of credit and at the same time the creditor do not have to bear the losses on account of default.

LOOPHOLES IN JUDICIAL SYSTEM - PAVES WAY TO VIOLENCE AGAINST WOMEN

Ms. Dharti Patel

First Year

What reparation is there for a rape victim to put her life back together again?

The rape of minor 15 year old student by some 30 yr old men high on drugs and the abduction and beheading of a 2 year old girl by a stranger needs more than media reporting to bring to the forefront how heinous and the many other violent crimes are taking place against girls and women.

We INDIANS strongly urge the Government to take immediate measures to implement a comprehensive, cohesive and systematic programme to eliminate violence against women and girls covering all aspects including the education of children and the public at all levels

The deep rooted system of the society, gender discrimination, illiteracy, increased use of drugs, alcoholism, etc are some of the factors. Though government has enacted various legislations to protect women from violence, the loopholes in laws pave way to increase violence against women. In addition implementation of laws and access to justice has been delayed due to these loopholes in laws. Violence against women starts from womb and ends only at death. Therefore the present study is taken up to examine the loopholes in the judicial system related to women.

Most of crimes carried out on women go unrecognized due to fear of police, corruption, political pressure, caste bearings etc. women continue to bear atrocities at home to keep her family intact. Police often fail to register complaints on domestic violence and often treat it as a family matter. In rape cases the condition of women goes still worst in such way that it degrades and humiliates her to register the cases and go through the trial process at court. Most witnesses become hostile in such cases due to long periods, threat, monetary benefits offered by the accused. Many times court becomes insensitive since all crimes against women must be proved beyond reasonable doubt. So this creates fear in women to approach formal legal system.

As many as 39 crimes against women were reported every hour in India, up from 21 in 2007, according to Crime in India 2016 report by the National Crime Records Bureau (NCRB).

The rate of crime against women – crimes per 100,000 female population – was 55.2 in 2016, up from 41.7 in 2012. The year 2016 saw the lowest conviction rate (18.9 percent) – percentage of cases convicted to cases in which trials were completed by the courts – for crimes against women in a decade. As many as 2.5 million crimes against women have been reported in India over the last decade. Reported cases of crime against women increased 83 percent from 185,312 in 2007 to 338,954 in 2016.

Though the Indian judiciary system is based on the core values, morale and cultural traditions of Indian society, it has a lot of loopholes which has increased crime against women. The Indian judicial system is supposed to protect the common women from lawbreakers and offenders. But in reality, it has paved way to rapist and criminals due to its loopholes. The crimes carried out against women should be immediately punished under law system. The case should not be extended for long time. For example the recent Delhi rape case, the 23-year-old woman was brutally gang-raped by six men on December 16, 2012, died from her injuries two weeks later in a Singapore hospital, but the case took long time. These types of delay in the cases, allows the perpetrators to move with courage.

Education of the girl child is the first step towards a better society with fewer incidents of violence. Campaigns aimed at men and boys to increase awareness and change attitudes about gender inequality are also effective tools. As individuals and responsible citizens, we need to spread awareness and report any act of violence against women around us. Fund for Women to advance the objectives of UN Secretary-General Ban Ki-moon's campaign UNITE to End Violence against Women.

NATIONAL SKILL DEVELOPMENT MISSION

Mr. Rahul Shetty

Second Year

Skills and knowledge are the driving forces of economic growth and social development in a country. As opposed to developed countries, where the percentage of skilled workforce is between 60% and 90% of the total workforce, India records a low 5% of workforce (20-24 years) with formal vocational skills. Realising the importance, more than 20 Ministries/Departments run 70 plus schemes for skill development in the country. The National Skill Development Mission launched by the Ministry of Skill Development and Entrepreneurship on July 15, 2015, aims to create convergence across sectors and States in terms of skill training activities. Besides consolidating and coordinating skilling efforts, it also aims to expedite decision making across sectors to achieve skilling at scale with speed and standards.

The new policy- National Skill Development and Entrepreneurship policy of 2015 supersedes the policy of 2009 and would form the backbone of National Skill Development Mission. "Through a policy driven approach we have waged a war against poverty and we have to win this war. India's youth is not happy simply asking for things. He or she wants to live with pride and dignity. I believe Indian youth has immense talent, they just want opportunities," P.M. Modi said. The Prime Minister also said that each poor, underprivileged youth was a soldier in this war. "This mission is not limited to skill, we have linked entrepreneurship to it," the prime minister said.

The objective of this policy is to meet the challenge of skilling at scale with speed, standard and sustainability. It aims to provide an umbrella framework to all skilling activities being carried out within the country, to align them to common standards and link skilling with demand centres. In addition to laying down the objectives and expected outcomes, the policy also identifies the various institutional frameworks for reaching the expected outcomes. "Skill India programmes" goes alongside the "make in India" campaign – i.e, enhancing the supply of skilled labourers to encourage producers to undertake their manufacturing initiatives in India.

NSDM follows 5 C strategic frameworks for imparting skill training programs

- Create – Creating skilled individuals over a long term
- Correct – Upskilling individuals with work experience
- Certify – Aligning with norms, assessing and provide certification to trainees
- Connect – Making skilled trainees to join in jobs at any part of the world
- Catalyse - Entrepreneurship

Based on the Census 2011 and NSSO data, the target of the mission was that approximately 104 million fresh entrants to the workforce will require skill training by 2022, and 298 million of the existing workforce will require additional skill training over the same time period. During 2015-16 itself, there is a target to provide skill training to about 12 million youth in the Country by the Central Government. While, 60% of the skill training would be done through the Ministry of Skill Development & Entrepreneurship, the balance would be done through 20 other Ministries/ Department of the Government of India. This target includes 2.4 million youth to be trained/ certified under Pradhan Mantri Kaushal Vikas Yojana (PMKVY). Thus national skill development mission is one of the flagship programme of the government of India and it is expected to make India the skill capital of the entire world till 2022 and it can be concluded that India is in demographic phase and is in position to reap the benefits of the demographic dividend by providing trained manpower to fulfil the global and domestic need for skilled manpower.

PROJECT TIGER

Mr. Relvin D'souza

Third Year

Project Tiger is a tiger conservation programme launched in 1973 by the Government of India during Prime Minister Indira Gandhi's tenure. The project aims at ensuring a viable population of Bengal Tiger in their natural habitats and also to protect them from extinction, and preserving areas of biological importance as a natural heritage forever represented as close as possible the diversity of ecosystems across the tiger's distribution in the country. The project's task force visualized these tiger reserves as breeding nuclei, from which surplus animals would migrate to adjacent forests. The Funds and commitment were mastered to support the intensive program of habitat protection and rehabilitation under the project. The government has set up a Tiger Protection Force to combat poachers and funded relocation of villagers to minimize human-tiger conflicts.

Project tiger's main aim was to:

- Limit factors that leads to reduction of tiger habitats and to mitigate them by suitable management. The damages done to the habitat were to be rectified so as to facilitate the recovery of the ecosystem to the maximum possible extent.
- To ensure a viable population of tigers for economic, scientific, cultural, aesthetic and ecological values.

The Indian tiger population at the turn of the 20th century was estimated at 20,000 to 40,000 individuals. The first country-wide tiger census conducted in 1972 estimated the population to comprise a little more than 1,800 individuals, a reduction in tiger population.

Project Tiger's efforts were hampered by poaching, as well as debacles and irregularities in Sariska and Namdapha, both of which were reported extensively in the Indian media. The Forest Rights Act passed by the Indian government in 2006 recognizes the rights of some forest dwelling communities in forest areas. This has led to controversy over implications of such recognition for tiger conservation. This position was supported by the Government of India's Tiger Task Force, and is also taken by some forest dwellers' organizations.

One of the most intensive conservation efforts in India, Project India was launched in 1973. It envisaged the setting up of tiger reserves to help in maintaining the population of tigers. As per estimates, the number of tigers was about 40,000 at the beginning of the 20th century. However, the first tiger census in 1972 showed the number to be 1827 throughout the country. In 1973, nine reserves were set up Assam, Bihar, Orissa, Uttar Pradesh, Madhya Pradesh, Maharashtra, Karnataka, Rajasthan and the Sunder bans.

Due to concerted efforts under Project Tiger, at present India has the distinction of having the maximum number of tigers in the world (2226) as per 2014 assessment, when compared to the 13 tiger range countries. The 2014 country level tiger assessment has also shown a 30% increase of tigers in the country (from 1706 in 2010 to 2226 in 2014). 70% of the world's tigers exist in India. The tiger corridors for gene flow have been mapped in the GIS domain. The latest estimate has captured 1540 individual tigers which is around 70% of the total population estimate. Robust Spatially explicit capture-recapture (SECR) models have been used to arrive at the current figure.

Providing central assistance to States under the ongoing Centrally Sponsored Scheme of Project Tiger for 44 tiger reserves, for activities (recurring / non-recurring), as reflected in the Annual Plan of Operations of tiger reserves, based on their Tiger Conservation Plans is an important activity.

DELHI SMOG

Ms. Adila Mohd Qaiser Imam

First Year

One year after a record-breaking toxic haze blanketed New Delhi, prompting school closings, car pileups and flight delays. The smog is back and it's worse than ever. It has reached levels nearly 30 times what the world health organization consider. Safe, or the equivalent of smoking more than two packs of cigarettes a day. What actually is smog? When fog becomes mixed and polluted with smoke. A form of air pollution produced when sunlight causes hydrocarbons and nitrogen oxides from automotive emission to combine a photochemical reaction.

The air quality index touched the "severe" category in the first week of November, hitting 448 on a scale of 500 for second time this year. The root cause of the smog, which fills the corridors of Delhi without fail every winter, is yet to be tackled. Several studies and government committees have highlighted that burning coal, petrol, diesel, gas, biomass and waste, along with industries, power plants, and firecrackers are major contributors of pollution. The key factors that are keeping Delhi from breathing fresh air are industrial activities, vehicle traffic, open burning incinerators, higher temperature, geography of a place, sunlight and calmer winds. These factors contribute to an all encompassing smog, which can remain trapped in the atmosphere with higher temperature and sunlight. However, it must be noted that smog is caused in a location that is far from the source of pollution. This is because the process that leads to smog occurs after the hazardous particles have been drifted away by the wind. Effects of Smog Exposure to smog can be severely harmful for health condition such as:

- Chest infections/irritation: when you inhale ground-level ozone, it can affect your respiratory system in an adverse way, leading to coughing and irritation. When you are exposed to it for longer durations, it can even lead to lung infections.
- foreseen of asthma/bronchitis/emphysema: Patients of such respiratory problems have the worst of times when smog hits such high levels. Patients can have frequent and severe asthma attack. In extreme cases, the risk developing these diseases may also significantly shoot up. Cold and eye irritation: smog significantly reduces one's immunity to cold and can cause irritation in the eyes.
- Premature mortality: A study by RICE university showed that ground-level ozone and PM 2.5 are direct contributors to an increased risk of premature mortality. Damage to crops: Besides impacting humans negatively, smog can also inhibit plant growth and cause damage to forests and crops.

Who is at greater risk? Smog affects everyone differently, depending on their lifestyles, health condition and age. The groups which are the most susceptible are:

- Children: As children spend a lot of time outdoors, they are more prone to getting affected by smog. Also, their risk of developing asthma is quite high as it is the most common respiratory ailment among children.
- People with respiratory disorders: If someone already has respiratory problems like asthma, severe bronchitis or emphysema, they are more vulnerable to the effects of ground-level ozone.
- Adults who have high level of outdoor activity: If you exercise, cycle or jog outdoors or if you have a job that requires you to stay outdoors, you are more susceptible to harms of ozone.

What you can do to prevent smog: the best approach to prevent damage from smog is to limit your outdoor activity. If ozone levels are high, you must stay indoors as much as possible. However, make sure that your homes and offices have a strong exhaust system. This is because the air pollution inside can many-a-times be more harmful than air outside. This happens due to household activities which produce volatile organic compounds (VOCs), such as activities in the kitchen. There are many Ayurveda hacks that can help limit the damage caused by ground-level ozone and air pollution. You can read them here. If you think that by drinking filtered water you can help prevent or limit the damage of air pollution, you are absolutely wrong. Thing to ponder – you merely drink two to four litres of filtered water in a day. Against this, you inhale around 16,000 litres of toxic air every day. Imagine the kind of harm it does to you and our body!

MAKE IN INDIA

Mr. Harshit Purohit

First Year

There are contrarian views on whether the bullet train project will boost employment generation. CEO, SMERA Ratings, said, "The project will have far-reaching effects in terms of technology diffusion across the value chain, helping India take an immense leap. The initiative will have a ripple effect on the MSME sector, strengthening India's capabilities in line with the Make in India plan"

A mega project with its gigantic investment needs to be analysed from employment generation perspective. As the technology will be provided by the Japanese companies, Indian companies cannot contribute much in that space. Even in designing of the project, the scope for local companies would be limited. We are going in for a bullet train project under the name of modernisation. But we need to remember that modernisation does not mean just showing off a multi-billion dollar project. The massive costs need to be considered.

Litigation is also a major concern. "The legal aspect needs to be covered from all sides, otherwise litigations over land issues will delay the project. If needed, legislation should be passed by Parliament or State legislatures. It should be kept in mind that making new laws is a long and tedious process added. In comparison, the average cost of constructing infrastructure for 350 km per hour bullet trains in China is \$17-21 million per km. Even if we take the highest figure of \$21 million per km in China for comparison, the cost estimate of the Mumbai-Ahmedabad HSR project is still at least \$3.2 billion higher, though comparable to similar infrastructure built in Europe. Japan will provide a 50-year . As India is required to source equipment exclusively from Japanese vendors for the project, the possibility of the latter overcharging to make up for the loss on account of interest rate cannot be ruled out. What is more, there is no way for India to find out if Japanese suppliers have resorted to such a tactic. Narendra Modi government has advertised the project as a symbol of new India that would significantly reduce travel time (from seven hours to about two hours) between Mumbai and Ahmadabad and spur economic growth in the region. But critics say it is difficult to justify a grandiose and expensive project like the bullet train at a time when the existing rail infrastructure in the country is creaking and train derailments, accidents have become a daily occurrence, instilling fear among passengers. India also comes in at 134 in the World Bank's global ranking, with a per capita GDP of \$1709, far below countries like Singapore, Malaysia, Indonesia and Thailand that aspire for bullet trains. Indonesia, which comes closest to India among all these countries, has a per capita GDP of \$3,570, more than double that of India. As per World Bank estimates, India's per capita healthcare expenditure is \$60, quite low compared to other BRICS countries like China (\$ 300) and Brazil (\$1000). In GDP terms expenditure on health is estimated at 1.2% of GDP. The bullet train project is finally on. The project is estimated to cost 1.1 lakh CRORE and will cover a distance of over 500 km from Mumbai to Ahmedabad in about two hours. On no clue about what folks in the countryside desire. That was in the Nehru era more than half a century ago. But the biggest benefit of the bullet train project is that it would shrink distances in this vast country. It will lead to a free and frequent movement of people, expand jobs and socialising opportunities as well as politicking, if the young are so inclined. The country will be welded together far more strongly in a couple of decades when a dozen more such bullet trains travel between metropolises such as Delhi, Jaipur, Dehradun, Chandigarh, Lucknow and the like, and in similar clusters in the south, east and west, and then across the country over what is known as the golden quadrilateral: Delhi, Chennai, Mumbai and Kolkata – each connected to the other directly. Historically, railways have played a vital role in the country's economy, society and politics. Since independence, however, this sector has faced neglect and over the last 50 years or so, it has been cursed with the most unimaginative leadership – political and bureaucratic. But there were extenuating circumstances; the entire country was ruled by mediocrity, timidity and an absence of pride unlike in the first flush of independence.

MISSION CLEAN GANGA

Ms. Rhea Salian

First Year

The Ganga is the largest river in India with an extraordinary religious importance for Hindus. Situated along its banks are some of the world's oldest inhabited cities like Varanasi and Patna. Ganga is the holy river in the Hindu dharma. The Ganga, is also known as Ganges is a trans-boundary river of Asia which flows through the nations of India and Bangladesh. This river has abundant holy significances.

The pollution of Ganga can be traced back in the history, the major reason why the river is polluted is due to Industrial dumping, land pollution, dumping of human waste and body, also is due to the religious events (kumbmella, bathing in ganga) etc. As many as 27 large cities and 300 industrial units let their untreated wastes into the Ganga. Since a large number of pilgrims bathe in the Ganga and use its water for drinking purposes, they become prone to water-borne diseases like Cholera, Typhoid, Jaundice, etc. The father of the nation, Mahatma Gandhi had said that, "Sanitation is more important than Independence" during his time before the independence of India. He was well aware of the bad and unclean situation of the India. He had emphasized the people of India a lot about the cleanliness and sanitation as well as its implementation in the daily lives. However it was not so effective and failed because of the incomplete participation of people. India's effort to clean Ganga started in the year 1985 by the then Prime Minister Mr. Rajiv Gandhi but there has been various adversity in making Ganga clean.

Crores of rupees have been spend to make it successful mission but the main reason why such a massive budget is a constraint is due to illiteracy and lot of constraints from the inhabitant's Sadhu's. Indian illiteracy rate is about 74.04% which makes it difficult for the people to understand the important to have clean water flowing. Also people are not aware, and they are not ready to accept that Ganga is not clean. If the Ganga river has to be cleaned, then the banks of the rivers should be clean. More than 50% of the budgeted amount should be spent to clean the bank associated with river Ganga.

Prime Minister Narendra Modi's ambitious 'Clean Ganga' programme to ensure conservation, cleanliness of river Ganga will take off today with the launch of 231 projects. Uma Bharti, the Union Minister of Water Resources, River Development and Ganga Rejuvenation announced that the projects will be launched at various locations in Uttrakhand, UP, Bihar, Jharkhand, West Bengal, Haryana and Delhi. The main function will be held at Haridwar which will be attended by Uttrakhand CM Harish Rawat and Union Ministers Nitin Gaidkar, Choudhary Birender Singh, Mahesh Sharma and Uma Bharti.

- 1) These projects involve modernization and redevelopment of ghats and crematoriums, development of sewage infrastructure and treatment, afforestation, tree plantation (medicinal plants), pilot drain project, interceptor drain project, trash skimmers and conservation of biodiversity.
- 2) 400 villages along the river Ganga will be developed as Ganga Gram in phase-I.
- 3) 13 IITs have adopted five villages each for development as Ganga Grams. Training for 328 sarpanchs was completed at Sichawal in Punjab.
- 4) Eight biodiversity centers will be developed along Ganga for restoration of priority species. These centers will be developed at Rishikesh, Narora, Dehradun, Allahabad, Bhagalpur, Varanasi, Sahibganj and Barraackpore.
- 5) The government will also launch an application to monitor level of pollution in the river.

We can say "MISSION GANGA" a nice welcome step to cleanup Ganga. As we all heard about the most famous proverb "CLEANLINESS IS NEXT TO GODLINESS" ,and we can say surely that **MISSION GANGA** Campaign will really bring Godliness on the bank of river in few years if it is followed by the people of India in effective manner.

NATIONAL SKILL DEVELOPMENT MISSION

Mr. Bansi Jangid

Third Year

India continues to face a skilling challenge of vast proportions. Based on the Census 2011 and NSSO (68th Round) data, it is estimated that 104 million fresh entrants to the workforce will require skill training by 2022, and 298 million of the existing workforce will require additional skill training over the same time period.

NATIONAL SKILL DEVELOPMENT MISSION SKILL INDIA

Is a campaign launched by Prime Minister Narendra Modi on 15 July 2015 which aims to train people in India in different skills by 2022. It includes various initiatives of the government like "National Skill Development Mission", "National Policy for Skill Development and Entrepreneurship, 2015", "Pradhan Mantri Kaushal Vikas Yojana (PMKVY)" and the "Skill Loan scheme". The National Skill Development Mission will provide a strong institutional framework at the Centre and States for implementation of skilling activities in the country.

The Mission will have a three-tiered, high powered decision making structure. At its apex, the Mission's Governing Council, chaired by the Prime Minister, will provide overall guidance and policy direction. The Steering Committee, chaired by Minister in Charge of Skill Development, will review the Mission's activities in line with the direction set by the Governing Council. The Mission Directorate, with Secretary, Skill Development as Mission Director, will ensure implementation, coordination and convergence of skilling activities across Central Ministries/Departments and State Governments. The Mission will also run select sub-missions in high priority areas. Further, the National Skill Development Agency (NSDA), the National Skill Development Corporation (NSDC) and the Directorate of Training will function under the overall guidance of the Mission. The Ministry of Skill Development and Entrepreneurship (MSDE) provides a natural home for the Mission, organically linking all three decisions making levels and facilitating linkages to all Central Ministries/Departments and State Governments.

VISION: NSDC was set up as part of a national skill development mission to fulfill the growing need in India for skilled manpower across sectors and narrow the existing gap between the demand and supply of skills. The then Union Finance Minister Shri Pranab Mukherjee announced the formation of the NSDC in his 2008-09 Budget Speech. "There is a compelling need to launch a world-class skill development programme in a mission mode that will address the challenge of imparting the skills required by a growing economy. Both the structure and the leadership of the mission must be such that the programme can be scaled up quickly to cover the whole country."

MISSION

- Upgrade skills to international standards through significant industry involvement and develop necessary frameworks for standards, curriculum and quality assurance.
- Enhance, support and coordinate private sector initiatives for skill development through appropriate Public-Private Partnership (PPP) models; strive for significant operational and financial involvement from private sector.
- Play the role of a 'market-maker' by bringing funds, particularly in sectors where market mechanisms are ineffective or missing.
- Priorities initiatives that can have a multiplier or catalytic effect as opposed to one-off impact.

OBJECTIVE

To contribute significantly to the overall target of skilling up of people in India, mainly by fostering private sector initiatives in skill development programmers and to provide funding.

SCOPE OF E-COMMERCE IN INDIA

Mr. Rohit Salian

Third Year

Electronic Commerce is more than just buying and selling products online. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. India has shown tremendous growth in the E-commerce segment. With an internet user base of over 300 million, India has third largest internet population after US & China.

E-commerce and its growth have completely revolutionised the way consumers buy. Now a days, the internet and associated services are not just confined to the urban regions. Internet access in India has a huge penetration into the rural territories with the advent of different telecom players and acquired cellular bandwidth by telecom giants. This has lead to a vast leap in the sales through mobile commerce, increasing trust among people regarding online payments through net banking or debit and credit cards .

Talking about the near future, according to a study, the number of consumers buying online is expected to cross the milestone of 100 million in the year 2017 and is likely to jump by 65% in 2018. The number of consumers buying online in the year 2016 was 69 million in India. Future of this sector will be deciphered by the law of 'Survival of the fittest'. In the longer run, the e-commerce giants will have to fight each other for their share in the market. One important aspect for consideration in future would be the 'Innovation' on the part of e-commerce businesses. It would be really difficult for new businesses in future to capture larger chunks of the market against giants such as Flipkart, Amazon or Snapdeal unless they bring out the power of innovation and build something which is unique and basically a breakthrough in traditional e-commerce setup. The future of e-commerce in India seems bright and the growth is on the charts.

The state of Indian E-commerce – trends and opportunities: E-commerce has come a long way since its inception and is only getting bigger. As technology continues to grow rapidly, e-commerce retailers are adopting newer techniques to facilitate sellers and buyers to sell and buy online more efficiently, thanks to ever dropping rates of internet surfing – both for web and mobile interfaces – which is complimenting to the soaring population of internet users. It has hence become the key force behind driving the trend for e-commerce. The rise of social networks and mass adoption of mobile devices is acting as a catalyst to accelerate this drive further, shaping the e-commerce trends for the Indian market. Consumers are more connected than ever before and have more information and choices at their fingertips today. The proliferation of this digital activity and resulting data is a stimulating factor for devising e-commerce strategies, thus affecting the business model and driving growth for e-commerce players in the Indian market. Let us establish more understanding considering the current scenario and in sighting some of the upcoming trends in this space.

DELHI SMOG

*Mr. Faye Santos
First Year*

Our newspapers are flooded with news that is shocking. Some of the arising issue is environmental problems. They hold an after effect scenario. One of the newest topics come into existence is 'Smog'.

Starting with 'What is smog?' smog is the fog or haze intensified by smoke or other atmospheric pollutants. The gases emitted by vehicles and various other sources cause air pollution. When these gases and other elements interact with sunlight and heat smog is formed. India comes under the 10 top most countries in the world to be effected by smog; not all cities or towns are effected by smog but its capital 'Delhi', definitely is. Smog is measured using air quality index, also called the pollution standard index. Delhi has a PM10 of 198. According to the Hindustan Times 1.2 million deaths take place in India due to air pollution which is only a fraction less than that caused by Tabaco usage. Delhi tops the list of 20 most polluted cities in the country. The air quality in Delhi according to WHO (World Health Organization) survey of 1600 cities in the world is the worst of any major cities in the world.

Some of the ill-effects of smog are: coughing, throat or chest irritation, high levels of ozone can irritate your respiratory system generally lasting for a few hours after you have been exposed to smog. The government again doing its best said in order to give alternative modes of transport to people it would introduce 9000 CNG contract carriages. The High Court has ordered that all the taxis should convert to CNG's. Taking care of the government servants the traffic polices are provided with masks. The Supreme Court has banned the registration of luxury SUV's and diesel cars above 2000cc.

'Mumbai Mirror' the other day gave us an article on the front page as its headline "Mumbai is not yet Delhi but rising air pollution thanks to mostly rampant construction, is taking a toll on our lungs, and

the elderly and children are most at risk". If we as a nation start with our own city problem we won't have to face worst case scenarios. This all sums up to one thing; according to the estimation given by the 'United Nations' India is supposed to have a forest cover of 33% but sadly to face the most horrendous fact India has a forest cover of only 12% so not only do we have to save what we got but also grow more trees or else it would not take much time for India to face horrific natural calamities. I hope the minds of the young generation and experiences of the elders come to a conclusion where we believe that as a nation we could stand for what is right at the present moment rather than falling victims to our own deeds.

DIGITAL MARKETING IN INDIA

*Mr. H. Srinivas Anand
First Year*

In simple terms, digital marketing can be called as the process of promoting brands or products using the electronic media. It mainly takes place on the Internet. Other platforms include mobile phones, digital displays and any other digital medium. As the name suggests, it makes use of the digital technologies.

The primitive way of marketing included business owners to publicise their services or products on print media like: radio and TV ads, hoardings, business cards and in numerous other comparable ways where Internet or online networking sites were not utilized for promotional activities. Traditional marketing strategies had constrained customer reachability and extent of driving customers' purchasing pattern.

Digital marketing is a marketing method to promote products online. So in simple terms, we can say that we are promoting our products to customers who are using the internet. Many concepts of traditional marketing are applicable to digital marketing.

In every era, marketing has evolved based on what the customer is using. If you go back in history, you can see that at times when

customers used Radio, it gave birth to radio advertising and marketing. Next, we got the boom of television; it is one of the widely used devices globally, which allowed the companies to reach a mass audience with TV ads. Even today TV advertising is one of the most used advertising strategies for companies. Since the boom of Internet, more customers started using the Internet, which gave birth to a new era of marketing originally called as Internet marketing, which is now called as Digital Marketing.

As internet gains more significance in different aspects our lives, the world of Pharma bound to have its share of internet use gradually. As more healthcare facilities establish point of access between physicians and Pharma sales reps, industry has turned to other promotional methods and is increasing use of e-Marketing. E-Detailing and online events let doctor theme self when and where they choose, rather than having to meet with Pharma reps during rush hours.

Digital Marketing is still marketing, have vigorous marketing plan. Digital marketing is still fluid, get help to start on the right track. Always measure your results. Digital marketing is a new dimension in advertising field. It has a best career opportunity for almost of all the people, even if you are a budding entrepreneur planning a new career or business man bored of existing career and looking to give some direction to the existing career. Adding digital marketing to your career will not only help shape your career but also help to improve existing business.

CHOKING ON AIR IN NEW DELHI

Ms. Somia Shetty

Third Year

One year after a record-breaking toxic haze blanketed New Delhi, prompting school closings, car pileups and flight delays, the smog is back and it's worse than ever. It has reached levels nearly 30 times what the World Health Organization considers safe, or the equivalent of smoking more than two packs of cigarettes a day. The main culprit that turns New Delhi, already one of the 20 most polluted cities in the world, into what Delhi State's chief Minister,

The visibility is so poor it's hard to make out the colors of traffic lights at intersections. The deputy chief minister of Delhi State, Manish Sisodia, ordered the closing of some 4,000 schools after seeing children vomiting out the window of a school bus ferrying them through the acrid air on Wednesday. While wealthier citizens can afford indoor air purifiers and masks to filter bad air when they venture outdoors, there is no relief for the poor.

A ban by India's Supreme Court on firecrackers during the Hindu festival of Diwali last month brought temporary relief. To further reduce the dust, Delhi's government has reintroduced an alternate day limit on the use of private cars, prohibited heavy trucks from entering the city and halted some construction projects. But it is crop burning that has pushed the area's already high pollution level off the charts.

A hodgepodge of stopgap measures is clearly not up to the task of checking this spiraling air-pollution crisis. India's gasping millions need Prime Minister Narendra Modi to demonstrate some of the strong leadership he promised when he was elected in 2014. In this case, he could and should swiftly launch an emergency national action plan that includes funds for state governments to help farmers move quickly to other means of disposing of crop stubble.

FUTURE OF E-COMMERCE IN INDIA

Ms. Jayalaxmi Kunnutgi

Third Year

Globalisation and technology has increased the internet communication in India and worldwide. E-commerce or Electronic commerce involves carrying out business over the internet with the assistance of computer linked to each other forming a network. Earlier people use to prefer communicating face to face, body language, tone and facial expression help to understand what a person is trying to say. Different means of communication like postal service, television, etc were the ways to communicate. Now internet is a reasonable alternative to all those means of communication. E-commerce refers to the use of an electronic medium to carry out commercial transaction. It involves mobile commerce, electronic data interchange, internet marketing, online transaction processing etc. It provides business opportunities and improves its standard in the business community worldwide. They are many types of e-commerce such as Business to Business e-commerce, Customer to Customer E-commerce and Business to customer E-commerce.

E-commerce is a backbone in Indian society and has become a part of our daily life. People can shop online from any part of the world. Electronic communication has changed the face of retails, service and other things that makes our economy work. In a developing country like India, which is growing rapidly and is the second largest populated country has a high percentage of online retailers entering the market. Although this level of entry in the E-commerce market is a good from a long perspective, the challenge is that most entrepreneurs don't have capital or resource and wait for years to get profit. In past few years there has been a rise in the numbers of companies embracing e-commerce technology and internet in India. In 2009 e-commerce in India was about \$2.5 billion and in 2011 the e-commerce in India rose up to 8.5 billion this depicts an increase of e-commerce year after year. According to the latest research by Forrester, a leading global research and

advisory firm, the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR of over 57% between 2012-16. A recent pan India report by Com score reveals that online shopping in India has touched a growth rate of 18% and is likely to grow further. The report found that nearly 60% of the citizens have visited a retail site in November 2011. E-commerce industry has shown great signs of growth due to increase in awareness. Majority of online buying decisions are made on social media like Facebook, LinkedIn, Twitter, Google etc have become a medium for easy log in and purchase. All the advertising and promotion on these social sites has increased the chances of success of generating transactions to many folds.

Growth of e-commerce is tremendous but still there are many barriers which can and are affecting the future of e-commerce in India. Many people still hesitate to shop online due to online money transactions. This is due to online frauds, lack of awareness about online banking etc. Some people even hesitate from shopping online due to low product quality, long delivery time, extra shipment cost and taxation like custom duty etc.

The concept of e-commerce is all about using the internet to do business better and faster. E-commerce is set to play a very important role in the 21st century the new opportunity that will be accessible to both large corporations and small companies. The government's role is to provide a legal frame work for e-commerce for the domestic as well as international trade are allowed to expand their prevention of fraud, consumer protection, privacy etc. There should be awareness made so that more people can use e-commerce. Due to e-commerce people could find various opportunities for employment even in future. E-commerce in India can brighten up the coming future if some factors are taken care off.

RERA

Mr. Kartik Poojari

Second Year

The Real Estate (Regulation and Development) Act, 2016 (RERA) is an Act passed by the Indian Parliament. The RERA seeks to protect the interests of home buyers and also boost investments in the real estate sector. The Rajya Sabha passed the RERA bill on March 10, 2016, followed by the Lok Sabha on March 15, 2016 and it came into force from May 1, 2016. 59 of its 92 sections were notified on May 1, 2016 and the remaining provisions came into force from May 1, 2017. Under the Act, the central and state governments are required to notify their own rules under the Act, six months, on the basis of the model rules framed under the central Act.

The most positive aspect of this Act is that it provides a unified legal regime for the purchase of flats; apartments, etc., and seeks to standardize the practice across the country.

Below are certain key highlights of the Act:

Establishment of the regulatory authority: The absence of a proper regulator in the real estate sector was long felt. The Act establishes Real Estate Regulatory Authority in each state and union territory. Its functions include protection of the interests of the stakeholders, accumulating data at a designated repository and creating a robust grievance Redressal system. To prevent time lags, the authority has been mandated to dispose applications within a maximum period of 60 days; and the same may be extended only if a reason is recorded for the delay. Further, the Real Estate Appellate Authority (REAT) shall be the appropriate forum for appeals.

Compulsory registration: According to the central act, every real estate project (where the total area to be developed exceeds 500 sq mtrs or more than 8 apartments is proposed to be developed in any phase), must be registered with its respective state's RERA. **Reserve account:** One of the primary reasons for delay of projects was that funds collected from one project, would invariably be diverted to fund new, different projects. Typically, promoters insert punitive clauses against home buyers which penalised them for any default while

similar defaults by the promoter attracted negligible or no penalty. Such penal clauses could well be a thing of the past and home buyers can look forward to more balanced agreements in the future.

Information to be provided by builder under the act is:

- Number, type and carpet area of apartments.
- Consent from affected allottees for any major addition or alteration.
- Quarterly updating of RERA website with details such as unsold inventory and pending approvals.

Registration process under RERA:

- Authenticated copy of all approvals, commencement certificate, sanctioned plan, layout plan, specification, plan of development work, proposed facilities, Proforma allotment letter, agreement for sale and conveyance deed to be given when
- Applying for project registration with RERA.
- Mandatory registration of new and existing projects with RERA before launch.
- Registration of agents/brokers with RERA.
- Dispute resolution within 6 months at RERA and RERA appellate tribunals.
- Separate registration of different phases of a single projects.
- Developers to share details of projects launched in last 5 years with status and reason for delay with RERA.
- Timely updating of RERA website.
- Maximum 1 year extension in case of delay due to no fault of developer.
- Annual audit of project accounts by a CA.
- Conveyance deed for common area in favour of RWA.
- Construction and land title insurance.
- Project completion time period.

TOURISM AND HOSPITALITY INDUSTRIES IN INDIA

Ms. Amandeep Kaur

First Year

Tourism, when we are hearing this word what come in our mind that it is nothing but a practice of travelling for recreational or leisure purpose. Tourism has become a popular global leisure activity .It is temporary movement of people. It helps to provide a source of income for the country. Tourism includes transportation accommodation and entertainment. There are different types of tourism which we can have for example, Adventure Tourism, Cultural Tourism, Medical Tourism, sports, water, Wildlife tourism etc, Tourism in India has received as boost in the past few years as the Indian government has realized the importance of tourism for the Economic Development . Tourism is the Largest Services Industry in India with a contribution to the national GDP and some of it to the total employment in India.

So, we should be able to give importance to tourism in India.....

Hospitality is the relationship between a guest and a host which I prefer for it. This hospitality is the act or practice of being hospitable.

Tourism and hospitality industries are related to each other hospitality is nothing but it is an act of welcoming, receiving, hosting or entertaining the guests. It involves wards and generous welcome of the tourist. Hospitality reflects courtesy and respect to the guest. If it is a business related it is providing catering, lodging and entertainment service and so on.....

Tourism becomes fastest growing industry. Tourism in India has seen exponential growth in the recent years. Indian tourism industry has acquired a significant place all over the world. Tourism leads to arrival of tourist in the country. There is an increase in the number of foreign tourist due to excellent services provided to them. Better hospitality provided attracts the attention of the tourists and results into growth in the number of arrivals.

In India now days, tourism plays a crucial role in the economic development of a country. It is one of the big foreign exchange earning process. Tourism has credited with contributing

a sustainable amount of foreign exchange over India.

India is a cultural country And India is also well known for "cultural tourism". It is one of the largest and fastest growing global tourism markets. India is considered the land of ancient history, heritage and culture. Tourism leads to cultural integration among the countries and leads to global peace. Tourism not only promotes fraternity and fosters friendship but also preserves values and conserves culture. So, it should make our India tourism and hospitality industry for the betterment of the society and nation.

DIGITAL MARKETING IN INDIA

Mr. Bellim Danish

Third Year

Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management.

Digital marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career.

Going back to history

1996: India MART B2B marketplace established in India.

2007: Flipkart was established in India. Every E-marketing or commercial enterprises uses majorly digital means for their marketing purposes.

In 2011, the digital marketing statistics revealed that advertising via the mobile phone and tablets was 200% lower than that of the following years. During this year, the net worth was \$2 billion. The growth was in a geometric progression as it rose to \$6 billion in 2012. The competitive growth demands for more improvement in the career works and professionals are being added to the field.

Today, digital marketing industry in India is growing at its peak, and is still continuous.

Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. No one ever thought to have a credible deal online. The below figure indicates the digital marketing statistics.

Mobile Marketing: Digital marketing overview reveals that Social media has been playing a supporting role to marketing. Over the years, it has been noticed that 92% of social media users are from the mobile devices. This enables the size of digital marketing industries.

Video Marketing: Growing need for the visual content has turned video marketing be one of the most appealing trends of digital marketing in 2017.

Pinstorm: Pin storm is a digital advertising firm headquartered in Mumbai, India with offices in New Delhi, Bangalore, Singapore, Kuala Lumpur, Zurich and Santa Clara within 13 years of establishment. It's a world where not just desktops and mobile phones but TV programs, billboards and newspapers are going digital. The world where industrial era practices of command-and-control or even Kotler-type 4P approaches simply don't cut it anymore, the world that demands a different kind of business and brand thinking. At Pinstorm, what they offer is a completely new approach to building your brand in this digital age. An approach driven by a different philosophy – where they believe innovating on the product offering can be far more impactful than innovating in TV commercials, and where they think outsmarting the competition is a better thing to do than outspending them.

Observev: Observev is a five-year old start-up, operating from Udaipur, Rajasthan. Driven by passion and never-ending love for the Digital space, the personnel at Observev take pride in what they do. They are dynamic in their approach and do everything from Digital Marketing to App Designing and Development. They are the best because they have learnt it by committing mistakes and learning from them. Their office atmosphere is warm and the resources believe in connectivity such that of a family. Similarly, they treat their client's project as their own and give their best to achieve better results than expected.

Gozoop: Gozoop was established in 2010. Gozoop is not a run-of-the-mill digital agency.

Besides the obvious services like social media consultancy, lead generation, viral campaigns and SEO/SEM services, Gozoop puts in a lot of effort in R&D and creating innovative services and solutions.

This can be achieved while literacy education is more intensified in the country. That is, literacy in English language and other foreign language, literacy in the use of computer and more digital marketing awareness.

TOURISM & HOSPITALITY INDUSTRY IN INDIA

Ms. Abha Hardikar

Second Year

Tourism is the commercial organization and operation of holidays and visits to places of interest. Hospitality is the relationship between a guest and a host. Hospitality is the act or practice of being hospitable. Tourism and hospitality industry are related to each other. Hospitality is the act of welcoming, receiving, hosting or entertaining the guest. It involves warm and generous welcome of the tourist. India is the large market for travel and tourism. India is ranked third among 184 countries in terms of travel and tourism industry.

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country.

Tourism in India accounts for 9.6 per cent of the GDP and is the 3rd largest foreign exchange earner for the country. The tourism and hospitality sector's direct contribution to GDP in 2016, was US\$ 71.53 billion. During 2006–17 direct contribution of tourism and hospitality to GDP is expected to register a CAGR of 14.05 per cent. The direct contribution of travel and tourism to GDP is expected to reach US\$ 147.96 billion by 2027. There are around 16 tourism places in India

accompanied by their sub-places which the unique thing .

The geographical features are diverse, colorful and varied. As such the resource potential is so much that it can cater to all kinds and tastes of tourists.

India has an ancient tradition of tourism. It existed as an industry in the informal sector in ancient times and was indulged in by all classes of people. Mark Twain aptly remarked about India on 'India' [National Tourism Policy 2002] that "India is one country that is endowed with an imperishable interest for alien prince and alien peasant, for the lettered and the ignorant, the wise and the fool, the rich and the poor, the bonded and the free - one land that all men desire to see and once seen, by even a glimpse, would not give the glimpse for all the shows of all the rest of the globe combined." The unity of India lies in its diversity - people bound together by centuries of common traditions, faith and philosophy Indian tourism industry has recorded a phenomenal growth especially from 1990s in terms of both international and domestic tourists arrivals [Honnappa, Ramakrishna 2006]. The ministry of Indian tourism has launched a new programme called '**Athithi Devo Bhavah**' which means guest is god. The inspiration behind this expression is to respect because; respect has always been an essential part of Indian soul. Tourism, which is the third largest foreign exchange earner in India, has started gaining prominence to the public agenda only in recent years. Many countries in the world are relying on tourism as one of the fastest growing sectors. In the Chief Ministers' conference held on October 2001 [National Tourism Policy 2002] the Prime Minister of India, Shri. Atal Bihari Vajpayee had stated that "Tourism is a major phenomenon of economic growth in major parts of the world. Many countries have transformed their economies using the tourism potential the tourism has the potential to create different types of employment in various sectors - from the most specialized to the unskilled and what India needs is the generation of massive productive employment opportunities "

E-COMMERCE

Mr. Siddique Soyab

Second Year

Electronic Commerce is more than just buying and selling products online. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. India has shown tremendous growth in the E-commerce segment. With an internet user base of over 300 million, India has third largest internet population after US & China, India has witnessed a major breakthrough E-commerce success stories particularly in e-retail in consumer electronics and Fashion Apparel and home furnishing segments.

E-Commerce, in spite of the opportunities it presents also has poses certain challenges which are sometimes too much to handle for start-ups: Poor knowledge and awareness, Online transaction, Online security, Tax structure, Touch and feel Factors, Fear factor, Cash on Delivery, Logistics and shipment services.

Social network like Facebook, LinkedIn, Twitter, Google+, Pinterest etc have become a medium for easy log-in and purchase. Moreover, the clients can stay updated via the posts published on this media. Companies have been working their way around to innovate the delivery process to shorten human effort as well as time. The answer to these problems is Delivery by Drones. DGCA is now fast tracking the process of issuing guidelines for the use of drones for civil purposes in India. If everything goes as per the plan, then India might become the first country in the world to allow the use of drones for civil purposes. Statistics suggest the future of internet lies in mobiles. Experts say more than 580 million people in India will use the Internet by 2018, and 70-80% of them will access the Web on mobile phones. This will cause all major players to switch to app only model. About two-thirds of its online traffic of Flipkart comes from users in small cities and towns. Flipkart's app-only approach assumes larger significance in these places where most people don't own desktop computers and have limited access to broadband.

REAL ESTATE REGULATION ACT

Ms. Muskaan Luthra

Second Year

The Real Estate (Regulation and Development) Act, 2016 is an Act of the Parliament of India which seeks to protect home-buyers as well as help boost investments in the real estate industry. The Act establishes Real Estate Regulatory Authority (RERA) in each state for regulation of the real estate sector and also acts as an adjudicating body for speedy dispute redressal. The bill was passed by the Rajya Sabha on 10 March 2016 and by the Lok Sabha on 15 March 2016. The Act came into force on 1 May 2016 with 59 of 92 sections notified. Remaining provisions came into force on 1 May 2017. The Central and state governments are liable to notify the Rules under the Act within a statutory period of six months.

According to RERA, each state and Union territory will have its own regulator and set of rules to govern the functioning of the regulator. Centre has drafted the rules for Union territories including the national Capital. While many states are still behind on schedule for notification of RERA rules, many have notified rules and a regulator will start functioning. Some of these states are Haryana, Uttar Pradesh and Maharashtra.

Maharashtra Chief Minister Devendra Fadnavis has approved the Real Estate (Regulation and Development) Act (RERA) and it came in effect from 1 May, 2017. The RERA came into force in May 2016, since October 2016, states have began issuing their version of the rules under the central act. The Government of Maharashtra had released a draft version of rules in December, after which state government had sought suggestions and objections from various stakeholders. After soughting out all the suggestions and objections which state government received, the final rules are now approved and came into force from, 1 May, 2017. Though The Central Government had passed the ACT last year and had given a deadline of 31 October to all States and union territories. But only Maharashtra, Karnataka, Chandigarh, Delhi, Madhya Pradesh, Gujarat and Uttar Pradesh had managed to notify their state specific rules.

Some Rules in RERA modified/added by the State Government:

1. A provision requiring developers to make public on the proposed housing regulator's website disclosures pertaining to building approvals obtained.
2. The developers to make disclosures regarding their past track record of project delivery.
3. The developers must make disclosures regarding the marketability of the title of the land.
4. The new Act requires builders to convey property to the society within three months after occupation or when the buyers have paid the full amount.
5. For filing a complaint with the housing authority, a flat buyer or a complainant will have to pay a fee of Rs 5,000.
6. The Act disallows selling or advertising a flat sale before the commencement certificate (CC) is in place.
7. In the new Act, the builder can send a termination notice only if a flat buyer defaults for a third time on payment. The buyer has to be given 15 days notice.

Therefore, the RERA Act has solved the problem of many buyers as the builders refused to sell the flats to people on the basis sex, caste, creed etc. Thus it is a big mutiny in the history of real estate.

ECOMARK

Ms. Chandni Shenoy

Second Year

ECOMARK is issued by the Bureau of Indian Standards (BIS) as a certification mark for the products which are ecologically safe conforming to the standards prescribed by the BIS. The scheme first saw its application in 1991. It is voluntary in nature and helps in identifying eco-friendly products in the market. The mark is being issued in around 16 categories like food, medicines, chemicals, electronic goods, paper, lubricating oils, packing materials etc. The familiar earthen pot uses a renewable resource like earth, does not produce hazardous waste and consumes little energy in making. Its solid and graceful form represents both strength and fragility, which also characterizes the eco-system.

OBJECTIVE OF ECOMARK:

- To provide an incentive for manufacturers and importers to reduce adverse environmental impact of products.
- To reward genuine initiatives by companies to reduce adverse environmental impact of their products.
- To assist consumers to become environmentally responsible in their daily lives by providing information to take account of environmental factors in their purchase decisions.
- To encourage citizens to purchase products which have less harmful environmental impacts.
- Ultimately to improve the quality of the environment and to encourage the sustainable management of resources.

CRITERIA FOR AWARDING ECOMARK:

The products which get the Eco-mark need to strictly follow the environmental requirements and also pass stringent quality control tests to keep their certification valid. The following conditions are evaluated before awarding the Eco-mark certification to a product:

- Substantially less potential for pollution in production, usage and disposal
- Recycled, recyclable or made from biodegradable products

- Make significant contribution in saving non-recyclable resource and natural resource
- Production process including source of raw material
- Likely impact on the environment
- Suitability for recycling or packaging
- Biodegradability

APPLICATION PROCEDURE :

The procedure for obtaining a license to use the mark is as follows:

A manufacturer desirous to obtain a license to use the Ecomark has to apply to Bureau of Indian Standards (BIS) on the prescribed form with a fee of Rs.500/- per application. The application form may be obtain from BIS directly or it's regional/ branch offices. If the standard consists of various parts, separate applications are required for each part. On receipt of an application, BIS arranges a preliminary inspection of the factory Samples are also drawn for testing in an independent laboratory to see whether they conform to the relevant standards. The costs of the samples and the testing are borne by the applicant.

A license to use the Ecomark is granted when:

- Full testing facilities are available with the applicant

- Samples conform to Indian Standards

On grant of a license, the manufacturer is authorized to apply for the Ecomark on the product which conforms to the relevant Indian Samples are drawn by the inspecting officers of the Bureau during inspection. In addition; the Bureau arranges to purchase samples of certified products directly from the market or bonafide consumers for testing purposes. The license is granted initially for a period of one year and is renewable subsequently for the same period. The licensee has to apply for renewal one month before the expiry of the validity period of the license. The Bureau may not renew the license if it finds that the scheme has not been complied with or may defer the renewal till such time the applicant is able to operate the scheme satisfactorily.

DELHI SMOG

Mr. Anand Dattaram Agate

Second Year

Everyone is talking about the Delhi smog. People are increasingly becoming concerned about its ill effect on health, work and quality of life.

As such, Delhi is one of the worst polluted cities in the world and conditions have worsened because of an add-on of several factors. Smog in Delhi around Diwali festivities is not happening for the first time and as things stand, it will not be one last either.

Smog increases hospital admissions and sick days. Major health effects of air pollution associated with are Respiratory and Cardiovascular diseases, etc.

Smog refers to a combination of smoke and fog, thus forming the word smog. It is a complex mixture that is formed by various pollutants, such as nitrogen oxides and dust particles, which interact with the sunlight to form ground-level ozone, leading to the build-up of haze that hangs in industrial cities.

Smog is caused as a result of industrial activities, vehicular traffic, open burning, incinerators, higher temperature, geography of a place, sunlight and calmer winds. These factors contribute to an all-encompassing smog, which can remain trapped in the atmosphere with higher temperature and sunlight.

However, it must be noted that smog is caused in a location that is far from the source of pollution. This is because the process that leads to smog occurs after the hazardous particles have been drifted away by the wind.

Smog affects everyone differently, depending on their lifestyle, health condition and age. The groups which are the most susceptible are:

Children : As children spend a lot of time outdoors, they are more prone to getting affected by smog. Also, their risk of developing asthma is quite high as it is the most common respiratory ailment among children.

People with respiratory disorders : If someone already has respiratory problems like asthma, severe bronchitis or emphysema, they will experience a worsening of symptoms when exposed to smog as they are more vulnerable to the effects of ground-level ozone.

Adults who have high level of outdoor activity : If you exercise, cycle or jog outdoors or if you have a job that requires you to stay outdoors, you are more susceptible to the harms of ozone.

The best approach to prevent damage from smog is to limit your outdoor activity. If ozone levels are high, you must stay indoors as much as possible. However, make sure that your homes and offices have a strong exhaust system. This is because the air pollution inside can many-a-times be more harmful than air outside. This happens due to household activities which produce volatile organic compounds (VOCs), such as activities in the kitchen.

There are many Ayurveda hacks that can help limit the damage caused by ground-level ozone and air pollution. If you think that by drinking filtered water you can help prevent or limit the damage of air pollution, you are absolutely wrong. Thing to ponder - you merely drink two to four litres of filtered water in a day. Against this, you inhale around 16,000 litres of toxic air every day. Imagine the kind of harm it does to you and your body!

NATIONAL SKILL DEVELOPMENT MISSION

Mr. Parth Ganatra

Third Year

The Union Cabinet chaired by the Prime Minister, Shri Narendra Modi, gave its approval for the institutional framework for the National Skill Development Mission in keeping with the commitment made during the Budget Speech for 2015-16.

The National Skill Development Mission will provide a strong institutional framework at the Centre and States for implementation of skilling activities in the country.

The Mission will have a three-tiered, high powered decision making structure. At its apex, the Mission's Governing Council, chaired by the Prime Minister, will provide overall guidance and policy direction. The Steering Committee, chaired by Minister in Charge of Skill Development, will review the Mission's activities in line with the direction set by the Governing Council. The Mission Directorate, with Secretary, Skill Development as Mission Director, will ensure implementation, coordination and convergence of skilling activities across Central Ministries/Departments and State Governments. The Mission will also run select sub-missions in high priority areas. Further, the National Skill Development Agency (NSDA), the National Skill Development Corporation (NSDC) and the Directorate of Training will function under the overall guidance of the Mission. The Ministry of Skill Development and Entrepreneurship (MSDE) provides a natural home for the Mission, organically linking all three decision making levels and facilitating linkages to all Central Ministries/Departments and State Governments.

"Today the world focuses on trade in goods but in future the core issue will be how to get skilled people. We need to work in this direction" – Prime Minister of India, Shri Narendra Modi, July 2014. The majority of India's vast population is of working age. Urgent and effective action to Skill India is needed to capture the demographic potential of India's youth. Based on data from the 68th Round of NSSO, it is estimated that only 4.69 percent of India's total workforce has undergone formal skill training, compared with 52 percent in the USA, 68 percent in the UK, 75 percent in Germany, 80 percent in Japan and 96 percent in South Korea. Despite efforts to hasten and scale up skilling through the creation of the National Skill Development Fund (NSDF) in 2009, the launch of the NSDC in the same year, and creation of the NSDA in 2013, progress to date has been sporadic. India continues to face a skilling challenge of vast proportions. Based on the Census 2011 and NSSO (68th Round) data, it is estimated that 104 million fresh entrants to the workforce will require skill training by 2022, and 298 million of the existing workforce will require additional skill training over the same time period.

Acknowledging the formidable scale of this challenge, the government has notified the creation of the first dedicated Department of Skill Development and Entrepreneurship on 31st July, 2014, which became a full-fledged Ministry on 9th Nov, 2014, with NSDA, NSDC and NSDF under its purview. Further, the Training and Apprenticeship verticals, comprising of the entire network of Industrial Training Institutes (ITIs) and Apprenticeship Training schemes, were transferred from the Ministry of Labour and Employment to Ministry of Skill Development and Entrepreneurship (MSDE) on 16th April, 2015. These changes have paved the way for a new skilling ecosystem, with closer coordination across the public and private sectors.

VIJAY MALLYA

Mr. Parth Ganatra

Third Year

Millionaire Vijay Mallya on Tuesday was granted bail by London court hours after his arrest by the Scotland Yard, acting on an extradition request from India. Extradition proceedings against Mallya have now started. Mallya, who insouciantly referred to Tuesday's happenings in the UK as "usual Indian media hype" on Twitter, faces several cases in India, where his companies have defaulted on loans of around Rs9,000 crore from Indian banks. Here are the main cases:

CBI case on IDBI Bank loan to Kingfisher Airlines: The case pertains to defrauding of public sector banks under the Prevention of Corruption Act, 1988. In July 2015, the Central Bureau of Investigation (CBI) registers a case in the loan default case based on a complaint by IDBI Bank.

This January, CBI charged Mallya with fraud and criminal conspiracy and sought judicial custody of former IDBI managers and Kingfisher Airlines officials in connection with dues of around Rs950 crore. A CBI court has issued a non-bailable warrant against Mallya in relation to the loan default case.

Enforcement Directorate case on money laundering: The Enforcement Directorate registered a money-laundering case against Mallya and Kingfisher Airlines chief financial officer A. Raghunathan in connection with the IDBI Bank loan default case in March 2016.

In September, the Enforcement Directorate issued an order under the Prevention of Money Laundering Act (PMLA) to attach various properties belonging to Mallya and his associate firms.

While the Enforcement Directorate has not filed a chargesheet yet, it has sent Mallya several summons to be a part of its ongoing investigation. A Special PMLA court has issued non-bailable warrant to Mallya. The agency had also secured a special court order to invoke the India-UK Mutual Legal Assistance Treaty (MLAT). Separately, in August, the Enforcement Directorate registered a case based on a complaint filed by a

consortium of lenders led by State Bank of India-led (SBI).

Service tax evasion case: In 2011-12, the service tax department had issued a notice to Kingfisher Airlines for dues of Rs87.5 crore, which the airline had likely collected from passengers but not deposited with the department. In September 2016, the chief metropolitan magistrate court of Mumbai had issued a non-bailable arrest warrant against Mallya and Kingfisher Airlines chief executive officer Sanjay Agarwal.

SFIO investigation into financial irregularities: The Serious Fraud Investigation Office (SFIO) is investigating Kingfisher Airlines for financial irregularities and fund diversion since September 2015. It is also looking into Kingfisher Airlines' inflated Rs4,000-crore-plus brand valuation by Grant Thornton Llp, on the basis of which loans may have been extended to the company.

Provident fund investigation: In March 2016, retirement fund body Employees' Provident Fund Organisation (EPFO) formed an enforcement squad to investigate anomalies and irregularities in provident fund dues to Kingfisher Airlines employees. The labour ministry is also examining such anomalies.

GMR Hyderabad Airport cheque bounce case: GMR Hyderabad International Airport Ltd filed a case against Mallya and former Kingfisher Airlines CFO Raghunathan after cheques issued by the airline for payment of fees for using airport facilities bounced. Five non-bailable warrants have been issued by a local court in Hyderabad against Mallya.

AAI case: In July 2016, a Mumbai metropolitan court issued a non bailable warrant against Mallya in a case of cheque bouncing filed by the Airports Authority of India (AAI). AAI has alleged that cheques issued by Kingfisher Airlines totalling Rs100 crore were not honoured.

Case related to non-payment of TDS: The income-tax department had moved the Karnataka high court in 2013 seeking dues

amounting to Rs325 crore owed by Kingfisher Airlines relating to three fiscal years-2009-12. The department alleged that tax deducted at source (TDS) from employees during these years was not deposited with it. The case is still being heard.

Debt recovery tribunal case: In January, the Debt Recovery Tribunal (DRT) in Bengaluru ruled in favour of creditors allowing them to recover more than Rs9,000 crore in unpaid loans they extended to Kingfisher Airlines Ltd. Mallya, the airline, United Breweries Holdings Ltd and Kingfisher Finvest India Ltd are liable to pay the money, it said. Mallya and other defendants are likely to appeal this at the Debt Recovery Appellate Tribunal.

Supreme Court hearing: On 16 March 2016, a consortium of banks led by SBI moved the Supreme Court to restrain Mallya from leaving the country. The banks were seeking to recover the \$40 million Mallya received out of a \$75 million package from Diageo Plc following his

resignation as chairman of United Spirits Ltd in February 2016. The apex court directed Mallya twice—in April and October 2016—to disclose all assets held by him and his family. In March 2017, the court reserved an order on whether Mallya could be held in contempt of court for not fully disclosing his assets.

Sebi order on United Spirits: The Securities and Exchange Board of India (Sebi) in January barred Mallya and six former executives of United Spirits from accessing the securities market for alleged violations of the listing agreement, diversion of funds and fraud. Sebi's order said funds from United Spirits were diverted to some group companies of United Breweries Ltd, including Kingfisher Airlines. Earlier this month, Mallya filed an appeal in the Securities Appellate Tribunal against the Sebi order saying that it heavily relied on forensic audits done by auditors EY India and Price Waterhouse Coopers for passing the directions.

DIGITAL MARKETING IN INDIA

Ms. Fiona Xavier

Alumni

Digital Marketing is a booming career option today in India. With striking features like cost-effectiveness, instant response, flexibility, convenience, effectiveness, Digital Marketing is making a strong impact in the world of Marketing and Advertising. The future scope of the Digital Marketing industry is that there will be more points of contact.

Indian scenario: Digital marketing is still at its initial phase in India. Most of the companies are still thinking to adopt the medium while many top brands have already rolled their digital marketing campaign. Seeing the large number of youth population in India (More than 40% of total population of India, around 460 millions youth is there, in which 333 millions are literate) and the rising technology savvy young generation, corporate will be more than happy to engage the target audience and spread their products & services among them via digital media. Thus there will be a Big Change in coming future.

As per a recent study, although internet penetration in India is yet to cross 16% of the population, however in absolute numbers this percentage works out to nearly 10 times the population of Australia.

According to a recent report released by IAMAI and IMRB, internet penetration in India has crossed the 200 million mark by October 2013. Besides, it is estimated that there will around 243 million internet users in the country by June 2014, leaving behind the US as the world's second largest internet base after China.

Moreover, India has 110 million mobile internet users of which 25 million are in rural India. Of this 5 million internet users in rural India 70% access the web via mobile phones.

Not just that India with more than 82 million monthly active Facebook users spots the third position in the world after the US and Canada and it is expected that that the country will have the world's largest Facebook population by 2016.

People have started looking for more interesting and informative things on the internet that can help them create value rather than fake and made for marketing type things, hence marketing strategies will move towards creating those kind of assets.

Marketing objectives will try to help people get better in their business through one's own business. Creating and maintaining a network of people who are interested in one's business will be given priority.

As always, 'content' will be the most important aspect of digital marketing and again the nature of the content is going to be more specific and deeply researched about a topic, moving away from the perspective of "Selling" to making it more useful for the audience.

General techniques like SEO, SEM and Social Media Marketing will be there. However, personalized marketing activities targeting specific set of audience and influencers will be given higher importance.

Automation in marketing will emerge more effectively and will be predominant in future.

Scope for digital marketers in India will only get bigger and better in the years to come. You might feel the need to know as to why is this so and in fact there is nothing wrong in researching something before you dive into it. This is why we have done a research and have come up with some facts and figures that will help you decide the worth of digital marketing before it is too late.

THIRD YEAR BATCH

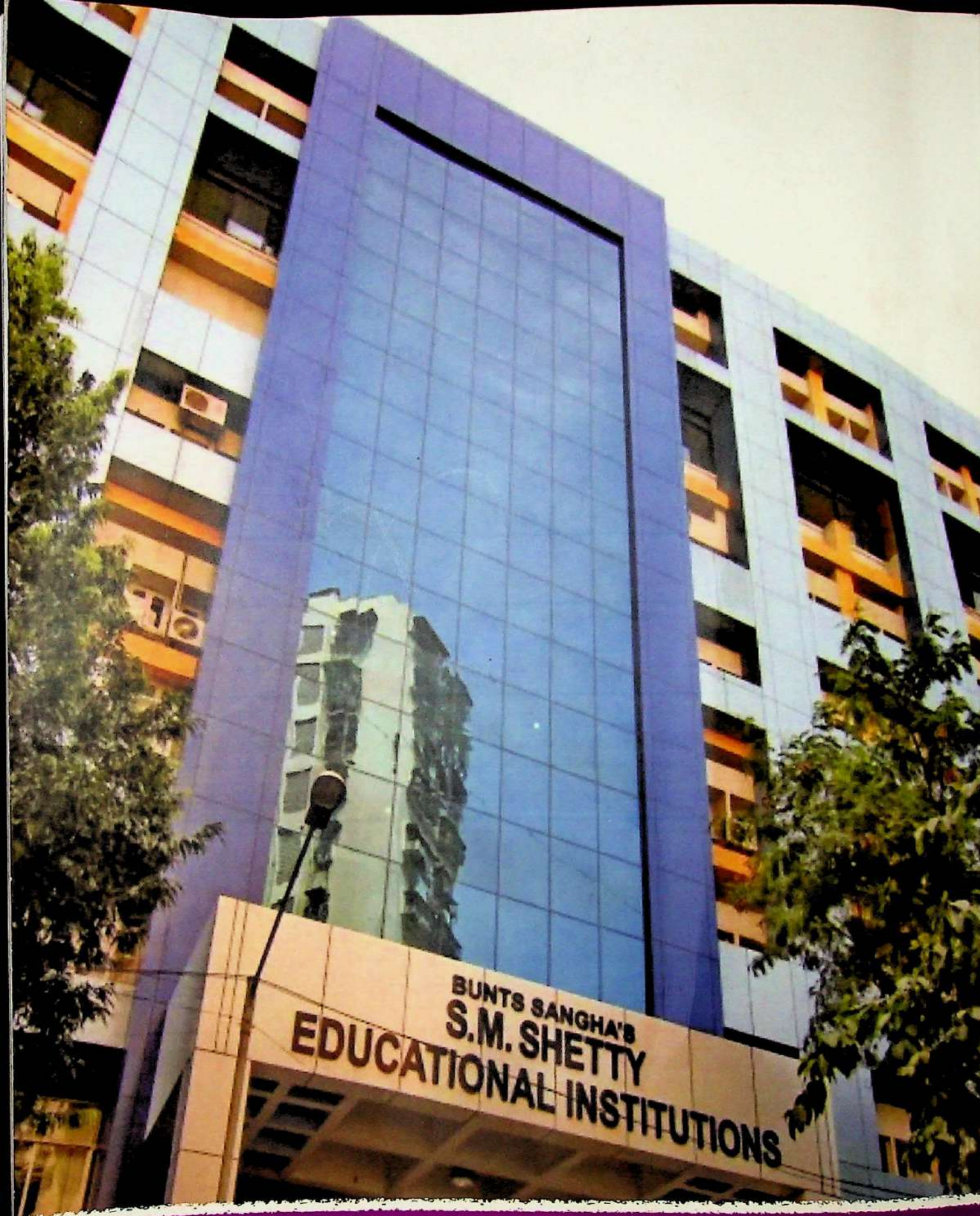
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