

The Joseph's Herald

2019-20 Commerce Newsletter



FOREWORD

The Joseph's Herald, created with the vision to open a window for the world and exhibit all the talent that rests within our students and the opportunities that our college presents.

This inaugural edition of The Joseph's Herald features a few parents and alumni sharing their thoughts about the college, insightful articles written by the students and our editorial team, a summary of all the events conducted by our much-applauded commerce club The Association of Commerce Enthusiasts (ACE) and more.

The Joseph's Herald is a bi-yearly commerce newsletter carefully curated by our talented editorial team.

The team consists of

Name	Designation	Class
ABISHEK ASTHANA	Team Lead	B.COM III Honors
FAIZAN ALI KHAN	Editor	B.COM III IFA
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Faculty Coordinators:

DR. N. SRILATHA
Head, Department of Commerce

MISS. M. DEBORA
Assistant Professor, Department of Commerce

EDITORIAL MESSAGE

It's an incredible feeling to finally bring out the first edition of our student newsletter, The Joseph's Herald- A bi-yearly newsletter designed by the students, for the students. It feels like yesterday when we were approached by our mentors and were given the idea for a newsletter. From that idea to the form it is in today has been an odyssey that the newsletter team will cherish and look back to.

Recalling the efforts and the fun we had as a team while relentlessly working to improve the articles in the newsletter puts a smile on our face. We as a team had different views on how the newsletter could be, but the fascinating element of our team was that everyone was ready to pitch in to achieve our common ambition of designing a stellar piece of work that we would be proud of. We want to take this opportunity to thank Dr. N. Srilatha, Head, Department of Commerce, Miss. M. Debora, Assistant Professor, Department of Commerce for their immense support and other faculty members for their cooperation. With that, we would like to welcome you to the first issue of The Joseph's Herald. We hope you relish reading it as much we did making



The Editorial Team

PRINCIPAL'S MESSAGE



Rev.Fr. Kandi Marreddy

The adage “fortune favors the bold” is very true as faculty of commerce, St. Joseph’s Degree and PG college is moving forward confidently from one project to another leaving the audience spell-bound. I am extremely happy to know that the department is bringing out a newsletter named “The Joseph’s Herald”.

This newsletter is a forum that has made an earnest attempt to inform, engage and inspire diverse leadership which exemplifies the voyage and exhibits the literary skills of our students. I’m sure that through these pages, readers will get a Bird’s eye view of the departmental events, notable achievements, fond memories and creative writing that are informative and resourceful. It was quite inspiring to witness the potential of our students unfolding at various stages and situations each day.

I take this opportunity to congratulate the editorial team and the faculty of their commitment and unstinted efforts put in.

I wish the newsletter team success in all future endeavors.

THE HEAD OF DEPARTMENT'S MESSAGE'

“Education is simply the soul of a society as it passes from one generation to another” G K Chesterson.

The goal of higher education is not only to promote the pursuit of knowledge, but also to develop the right attitude, best work ethos, professionalism, leadership and social responsibility. We look forward to the challenging responsibilities that lie ahead in providing a more holistic and integrated education to our students.

The creativity and achievements of our students are showcased in this newsletter. The Department of Commerce moulds the students to be socially responsible and empowered by providing them quality learning in a multi-dimensional and participatory manner.

I extend my sincere thanks to all the people who contributed in accumulating this wonderful and inspiring material, without whom it would not have been possible to publish this issue. I congratulate the team lead, the editor and the supportive team for their hard work and enterprise in publishing the newsletter.



Dr. Srilatha. N



Sarang Saxena

For any college, true success would mean having alumni that are doing well in all spheres of life. Over the years, many Josephites have gone on to be successful at whatever they did. Our editorial team decided to interview some of the college's noted alumni from the recent past to know how the college has helped them in becoming who they are today.

The first alumni we spoke to was Sarang Saxena, currently pursuing a course in Financial Risk Management. When asked about his experience with the college he had this to say, "When I had joined this college, I didn't know what to expect. But what I got was more than anyone could have wished for. When I embarked on this journey in this college, I was a different man, but this college made sure that I transformed for the better. Because of the faith that my mentors (the faculty) had put in me, I was able to conquer my stage fright and as a result, made a lot of wonderful experiences and memories. On the zenith of my journey, I found the International and National Conferences where I had presented a paper on 'Dark Data and its

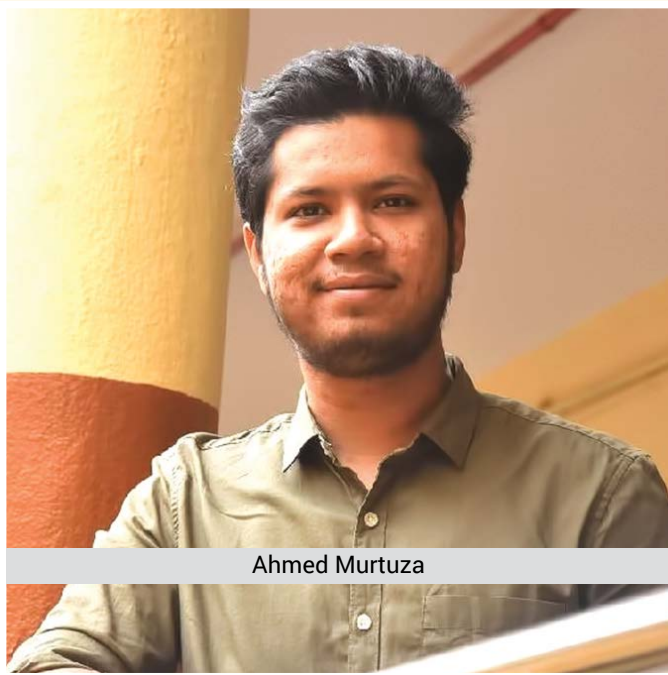
Future Prospects' and 'Cognification- its Impact on the Future' which had given me a great opportunity to get a lot of exposure to different experts and alumni present in the industry. The extracurricular activities in college only added to the enriching experience that was St. Joseph's. Although I've moved on to the next chapter of my life, being a part of the Joseph's family and being able to call myself a Josephite will always be a significant reminder of my growth."

The next alumni we spoke to was Rajvir Singh Oberoi, who has acquired the second place worldwide in his ACCA paper- Advanced Financial Management. When asked about his journey in St. Joseph's he said with a fond smile on his face, "St. Joseph's has always been a place to learn throughout. The experienced and friendly faculty has always motivated me to do better and go beyond my comfort zone to help develop my skills. Various modes of teaching used by the faculty have helped me in getting proper clarity over the concepts. Continual assessment through various tests and activities also helped me to get better with the subjects.

Numerous activities, events, and conferences have led to wide exposure and networking. It gave me the confidence to put forward my views and also develop friendly relations. St. Joseph's is a college that shaped me as a better person and I'm proud to be a part of it."



Rajvir Singh Oberoi



Ahmed Murtuza

We then spoke to Ahmed Murtuza, currently pursuing his MBA in Human Resources. Ahmed reminisced about his experience in the college with nostalgia, "Phenomenally scripted curriculum alongside experienced and helpful staff is the forte of St. Joseph's. Each day constitutes enthusiasm towards education and extracurricular activities. It is needless to state that today half of what I am is greatly attributable to St. Joseph's. Joseph's has allowed me to explore, experiment, educate, and have fun all at once. The memories of student-lecturer time and the comfort of being in the four walls of the campus can never fade away nor can be replaced. Being an alumnus for two years has never shaken the core of what was instilled in me while pursuing my bachelor's. It has always been a splendid path to go back to those fond memories. The faculty is not the cherry on the cake but the cake itself. St. Joseph's without its marvelous faculty is just a name. All the experience and expertise executed by the faculty while framing the syllabus of a course cannot be marked with a single flaw. Two years in the market and the education received by St. Joseph's is still useful. One can also never forget the love brought in by the faculty, making Joseph's a place to be if nothing else.

Joseph's has given its students the best friends one can expect and a great edge after graduating."

Parents are important stakeholders for any educational institution. The success of a college largely depends upon the trust parents are willing to put on it. As a result, a parent's feedback is a crucial indicator of how good a college is. To find out what they think about our college, the editorial team decided to interview the parents of a few Josephites who were selected randomly.

The first parent our team spoke to was Mr. Vijay Ashrit whose daughter Indira is currently in the second year. When asked how he feels about the college, Mr. Vijay enthusiastically replied, "The College has helped Indira grow in the past one year, Indira came from a science background so I expected her to find it difficult to adjust to commerce but thankfully she got used to it soon. Also, the college provided good opportunities in the form of extra-curricular activities which helped her a lot as well." When asked about the college faculty, Mr. Ashrit was all praises for them. He said, "The faculty has been very helpful to my daughter. As I mentioned previously, she came from a science background so I thought she would have a problem in understanding her subjects but the teachers made sure that she grasped the concepts. Whenever we ask her about her teachers she talks about them very fondly." As we thanked Mr. Ashrit for his time he thanked the college in return and added, "I wish Indira makes a name for herself and the college before leaving it."



Mr. Vijay Ashrit

PARENT'S REVIEW



Mrs. Rati Rani Asthana

The next parent we spoke to was Mrs. Rati Rani Asthana whose son Abishek Asthana is in 3rd year and has already been placed in Deloitte. When asked about why she chose St. Joseph's for Abishek, Mrs. Asthana cited the great campus placements as one of the major reasons for choosing this college. She also expressed her elation over Abishek getting placed in a firm like Deloitte. Upon being asked if there was any noticeable growth in her son in the past 2 years, she was quick to answer, "There has been a lot of development thanks to all the lecturers who taught him. He has had an overall growth due to all the opportunities that the college has provided and also the vast variety of certificate courses that can be opted into apart from the regular curriculum. There are many lecturers whom he admires and who have gone out of their way to help him improve and he did improve thanks to them." Mrs. Asthana almost teared up as she was concluding, "No man is perfect", she said, "I don't claim that Abishek has grown to become perfect but I am thankful for all that the faculty and the management have done for him."

We then spoke to Mrs. Preeti Singhania, mother of a 3rd-year student Himanshu who has also been placed in Deloitte. We asked Mrs. Singhania why she chose St. Joseph's for her son, to which she replied, "We chose St. Joseph's because we heard that it had good placement opportunities and also great faculty. When we came for the admission we also met a faculty member and we were certain that we made the right choice." We then asked Mrs. Singhania about her son's goals and aspirations and how the college is helping him achieve them. She replied, "Himanshu has a lot of aspirations, one of them is being a certified chartered accountant. The college, through its introduction of an innovative course like B.Com International finance and accounting, has facilitated him to achieve this goal." B.Com IFA was launched only 3 years ago and St. Joseph's was a pioneer in bringing this course to Hyderabad. This course is for students who want to pursue ACCA. B.Com IFA gives students a 6 paper exemption and its curriculum includes all the ACCA subjects. Mrs. Singhania then expressed her gratitude towards the college for helping her son pursue his dreams.



Mrs. Preeti Singhania

CRYPTOCURRENCY AS A PRIMARY MEDIUM OF EXCHANGE

Cryptocurrency is a digital currency based on Blockchain technology. Digital currencies are potential successors to the traditional currency system – The Fiat Currency Aka Paper currency. The first crypto was developed in the year 1990 by David Chaum namely, DigiCash. DigiCash paved the way for many pioneering cryptocurrencies in the future. In 2009, a person/group with the pseudonym Satoshi Nakamoto introduced Bitcoin. Bitcoin is a decentralized and non-intermediary digital currency that works on the underlying Cryptography and Blockchain technology. Blockchain helps cryptos in a few ways. The transactions made to- and-from the node (user) are completely non-transparent and highly organized.

Every transaction is linked to the previous one with data stored in blocks. The 'keys' to these blocks are encrypted via cryptography and are also synchronized every second. So, they can only be accessed by the owner of the keys; reducing the risk of fraud and crypto crime. Cryptocurrency, while still being an early standard of adaptation for currency-exchange, is widely used around the world for vast purposes. Crypto has its share of merits and demerits; all of them subjective. So, if cryptocurrency is to be used as a primary medium of currency exchange, this would be the pros and cons of the same...

PROS

Cryptocurrency will make cross-border payments more seamless and mobile than ever before:

The traditional method for sending money overseas is the money-wire method which has many intermediaries in the process, takes time and the money is subjected to high commission value and tax(s). With cryptocurrency, these problems can vanish. Crypto's can be traded among people in different countries without the need for any mediators with minimal wallet charges.

Cryptocurrencies could facilitate e-commerce:

International e-commerce platforms like Ali Express or Shopify can only accept payments from the financial service they've partnered with. For example, a VISA- partnered online marketplace cannot accept payments from a Mastercard-partnered one and vice-versa; with some exceptions. This can cause a hindrance to the International shopping experience. These problems can be solved by implementing

Cryptos as a medium of exchange between different countries and online platforms.

Banks adopting Cryptocurrencies:

Banks operate on the principle of lending money on interest and investing the money received from people. Cryptocurrencies can escalate the level of banking operations fourfold with the implementation of blockchain technology which can organize their digital ledgers in a much systematic manner.

CONS

Cryptocurrencies are still in a developmental stage:

No matter how much media attention and hype bitcoins and

altcoins are subjected to, there is no denying the fact that bitcoin is still not completely developed and not an appropriate method of currency exchange. It needs a lot of work and attention. It needs more security.

Cryptocurrencies occupy only a small share of the World's economy:

At its peak, The Cryptocurrency market of the World was valued at a mere \$800 Billion. That is a minuscule amount compared to The Gold market – valued at \$7.9 Trillion – and the United States Stock Market – valued at \$28 Trillion. This relatively small market size can mean smaller forces can have large impacts on the value.

Crypto's aren't backed by any intrinsic or valuable commodity:

Crypto's are purely digital. Cryptocurrencies are decentralized. Ergo, there is no government backing it up. Moreover, its value isn't backed (predicted) by any valuable commodity like Gold/Silver or Real-Estate or shares. This makes it vulnerable to unprecedented and unconditional price fluctuation – making it unreliable.

Rise of Human and Drug Trafficking:

Crypto's will increase the number of Human and Drug trafficking cases. Cryptocurrency transactions aren't transparent. A person, over the dark web, can trade Drugs and Weapons and at worst humans, to their country or City or vicinity without leaving a trace of the transaction behind. One past example is the "Silk Road" marketplace.

Cryptocurrencies could propagate Corruption and Money Laundering:

Imagine when money launderers wouldn't have to hide money physically or bother about opening bank accounts in different countries to hide them. They can just send money to different wallets without having the Government knowing about them. Cryptocurrencies will uncontrollably facilitate corruption and Money laundering.

The Security breaches involved in Cryptocurrencies (Crypto-Crime):

In this early development stage of Cryptocurrencies, they are much vulnerable and prone to a security breach. A security breach wherein your "key" to your blockchain can be hacked, accessed and can be manipulated as per the wish of the hacker. This particularly has happened a lot of times. Cryptocurrency exchange platform "Binance" confirmed that there was a crypto-breach wherein 7000 Bitcoins worth approximately \$40 Million were stolen from their servers and transferred to hacker's wallet.

In Conclusion, Cryptocurrencies are a pioneering, fancy yet abstruse and under- developed piece of technology with abstruse and underdeveloped being the keywords. Cryptos may or may not be used in the future as a primary medium of exchange but the underlying and underrated blockchain technology possesses a lot of potential for the near future.

-Shaik Junaid

WHY HAVE MAJOR E-COMMERCE WEBSITES IN INDIA BEEN RUNNING IN DEFICITS?

The Indian E-commerce market is primarily dominated by Amazon.in and Flipkart who constitute nearly 90% of the market share, these firms entered the Indian e-commerce space back in 2012 and 2007 respectively and since then, they have done business amounting to billions but they are still in deficit i.e, they are still in loss in spite of the hike in their revenues. This is primarily because of the strategies adopted by these firms. For Flipkart and amazon, making continuous losses is a

conscious decision. In an interview, one of Flipkart's promoters said, "Profitability is not a focus area. It's a strategic decision. We can be profitable from today if we want. We can stop investing in one area and start making profits; it's possible, but we don't want to remain as a small profitable company." This statement clearly shows the money guzzler strategy adopted by these firms where they burn the

investments which they have received from venture capitalists and investors by providing customers heavy discounts and doing serious expenditures on digital marketing and advertisement.

The sole purpose of offering such discounts and doing such advertisements is to expand the consumer base, these firms are eyeing on long term profits rather than short term ones. For example, amazon.us was operating under loss for more than a decade but in this period, it expanded its customer base to all possible corners of the U.S.A and it is now that they have started earning profits. The same model has been adopted in India and as a result, Flipkart had a loss of Rs 3200 crore for the fiscal year 2018 and amazon.in had to face a loss of Rs 6290 crore – close to a billion for the fiscal year 2018. When we take into account the aggregate of these facts and figures it becomes clear that the major e-commerce websites in India have been running in deficits by choice and not by market conditions or any other factor.

-Mohammed Shoaib

EDITORIAL TEAM ARTICLES

AI AND THE ACCOUNTANCY PROFESSION

The Immediate Impact

Artificial Intelligence, for years, seemed like an impossible dream but with the recent accomplishments in the field of AI Computing, with the high amount of processing speeds at lower costs and the immense amount of data available to design such software, it seems closer to reality than ever before.

As far back as we can see in our history, whenever there have been advancements in science, human lives have become arguably easier. The automation of mundane tasks has made society focus on challenging projects to build up the future. Let's take automated driving as an example, according to statistics nearly 1.25 million deaths are observed a year making the count up to 3,287 deaths per day globally. However, with automated driving like the 'Google Car' and several others in line, the count of the casualties may decrease drastically but the jobs that would become redundant due to this automation would be higher than the casualties alone. For example, around 15.5 million workers in the United States alone would be directly affected by the introduction of such vehicles. Traditional or Orthodox Economics tells us about these jobs that are lost and that they aren't to be worried about. The introduction of new technology may destroy jobs; however, they create newer and more immersive jobs than what was replaced by the said technology. For example, 'The Industrial Revolution' had destroyed a lot of jobs but new jobs were created in the 'Manufacturing Industry'. Be that as it may, the employment opportunities or the jobs that were lost to the technology would have severe implications in the short run since we can't expect the society to change and adapt to the technology in a span of, say, 5-10 years. If we take 'coal mining' as an example and replace the job of a worker with automation technology, the worker can't be expected to have the right skills

to do a job that is analytical in nature. Putting it simply, the worker may have the right skill set to work in a coal mine but may not have the right skills to operate the machinery at the coal mine.

The Long term Impact

To understand what value the AI can add to a particular industry, we must first look closely at what the industry is meant to achieve and the fundamental problems that we wish to eradicate with the introduction of AI systems. Narrowing down the essence of a topic like Accountancy is difficult, however, the basic premise of the subject would be to improve the quality of businesses and investment decisions of the firm. To enhance the profession as a whole, a few decision-making tasks would be taken from humans and would be given to the AI systems. To explain why AI systems would take over human decision-making, we should consider the limitations of human decision-making. Humans make decisions in two ways, Intuition, and Reasoning. Much of our thinking is instinctive and unconscious, taking minimal efforts. This is due to the animal instincts of pattern recognition; this type of behavior is described as being 'intuitive'. We also use logic and reason to answer questions and take valid decisions. This is a conscious process and takes place when the intuition has not provided satisfactory results. Accountants, as expert decision-makers, use both ways of thinking – they apply their knowledge to specific situations to make reasoned decisions, but also make quick intuitive decisions based on extensive experience. Our intuitive thinking is a powerful tool allowing us to learn and adapt quickly to our surroundings. This type of reasoning is the basis for our vision, senses, language, and understanding of the world around us. Powerful as it is, it has its flaws since it can be subject to biases and inconsistencies. For example, The Availability Bias, where more recent or common examples come to mind which hampers our decision-making process. The Confirmation Bias, where we tend to see things that

are consistent with our existing views. AI systems, on the other hand, would eliminate such deviations.

However, it is impossible to predict the extent to which the system would take over human decision-making since it involves a wide range of economic, political and social factors. The technology would be a lot different from what we see today and so flexibility or being able to adapt to the newer conditions is crucial. As technology takes over a profession and changes the way it operates, the professional bodies would also have to change their qualifications to meet the market demands. We would have

to agree that future accountants would have to develop skills relating to technology and data; as well as emphasize on soft-skills, critical thinking, and adaptability.

Since the AI systems are still at a developing state, it's impractical to ascertain the future of AI in the world of Accountancy and Finance. However, we need to understand the advantages and limitations of such systems; learning how to enhance the human capabilities with Artificial Intelligence. Technology is driving the future; we should be controlling the steering wheel.

-Abishek Asthana

BEHAVIORAL FINANCE

19th October 1987; it was a Monday morning like any other at first, until stockbrokers from Hong Kong, New York, London and just about any city in the world with a stock exchange stared at their screens in horror as they saw stock prices declining at an alarming rate. The Dow Jones industrial average (DJIA) fell by 22.61% on that day and this remains the largest one-day percentage decline in the DJIA even today. This day would later be dubbed as the black Monday; a day that saw an unprecedented and unexpected fall in the stock market that would leave economists scratching their heads for decades to come. This and other such stock market booms and crashes worked against the popular economic theory- the efficient market hypothesis.

The efficient market hypothesis (EMH) says that share prices reflect all the information available in the market. This effectively means that no investor can consistently outperform the market using any new information except by pure luck.

This is because any new information that is available in the market is immediately acted upon by other investors and is hence already reflected in the share price. The EMH does not assume that all investors make rational financial decisions but it does assume that markets are always rational and efficient which effectively means that, on average, most investors are rational. This assumption is cast into doubt due to events like the black Monday that show that the stock markets may witness a dramatic rise or fall in security prices without any new information being the explanation. This disproves the idea that markets are always rational and efficient and that it ensures that stock prices depict the stock's fair value and are an accurate forecast for the future.

The EMH reached the peak of its popularity among academic circles in the 1970s but come the 1980s, academicians recognized that even though there was a good amount of evidence in support of the EMH, there was an equal amount of evidence against it. The belief that market participants always act in a rational and wealth maximizing manner is unrealistic and severely limits a financial model's ability to make accurate or detailed predictions.

Economists in the 1980s understood that, for a financial model to be realistic, it has to address the fact that humans don't always make rational decisions. But for them to make logical predictions, they needed to underpin what causes us to take

such decisions in the first place. As a result of this shift in focus, behavioral finance was born. The behavioral finance theory combined behavioral and cognitive psychological theory with conventional economics and finance to explain why investors make irrational financial decisions.

The Human rationale is subject to many biases. Naturally, these biases also affect our decisions when it comes to financial matters. One of the prime examples of such a bias is the herd instinct. Herd behavior leads people to follow popular trends without carrying out an analysis of their own. This is one of the major reasons why markets tend to overreact to even the smallest of news. Other such biases that affect investment decisions are confirmation bias, disposition bias, etc. The behavioral finance theory talks about these biases and how they affect decision making in investors.

In the last three decades, the field of behavioral finance has expanded rapidly. Economists and psychologists have formed theories like Amos Tversky and Daniel Kahneman's prospect theory and Richard Thaler's theory of mental accounting.

The prospect theory says that individuals value gains and losses differently and place more weight on perceived gains than perceived losses. So if there is an option where they are receiving straight \$25 and another option where they are receiving \$50 and then losing \$25, they are most likely to pick the first option even though the ultimate result is the same.

Mental accounting refers to the different values people place on money, based on subjective criteria that often have detrimental results. Mental accounting often leads to irrational decision making and behaving in financially counter productive ways. An example of this is individuals funding a low-interest savings account instead of paying out a high-interest credit card balance.

These and other such theories aim to explain why humans tend to make decisions that aren't always financially sound. Even today, most economic models are built around the EMH and they assume that humans are rational individuals making sound decisions. But behavioral finance challenges this assumption and aims to develop more realistic models so that economists and businesses can make better predictions and forecasts for the future.

-Faizan Ali Khan

FINANCIAL BUDGET 2019-2020

"When the economy of a country is based fundamentally on the principles of truth and honesty, the nation experiences economic stability."

Our country's governance persists of an economically bred culture in an artificially induced psychosis of war between the rich and the poor, and needless to draw attention to, the middle class. The government has tried to resolve the same with the union budget 2019, and these would be the key highlights

1. The first full-time female finance minister of India, Nirmala Sitharaman came out in high spirits with her budget speech. The budget speech aimed to touch all the crucial sectors and stressed on boosting infrastructure and foreign investment. The mandate of the budget is that India should strive to build a \$5 TRILLION ECONOMY, which as one would call out, is a very ambitious but doable task. The guiding principle of the budget seems very straight forward and it is evident that in the focus of the budget and all government policies were the poor, the farmers and the villages in India. With huge problems of unemployment and unsatisfactory growth staring India, this budget and its implementation, as she said, is going to be one of the most important in the history of the country.

2. One of the revolutionary decisions made by the government was, higher investments, and though it did seem like it is only the government that can kick start the economic growth via investments, I'd like to draw your attention to our interim investment growth, i.e about 30% of the GDP (the GDP of 170 lakh crore). The government's investments only summed up to 15 to 20 lakh, including the public sector and state governments. The rest of the investments are made by the private sector. Even in the recent quarter, when the growth was low, the capital goods still showed an appreciation in the growth. Through the budget, the government also exhibited a thirst to increase the private investments resulting in the circulation of investments and regular cash-inflows in the private sector, alluding to the fact that the government is only willing to work as a lightning rod to start the fire i.e leading to the investments.

3. The Budget holistically focuses on demand for connectivity across rural and urban markets. RRTS, metro rail, and TOD are expected to improve connectivity to congested urban agglomeration and foster development outside cluttered city centers. The only possible way of implementing this and making it work lies in leveraging private sector developments and ensuring coordination across multiple development authorities and alignment of objectives.

4. A robust education system forms the bedrock of a strong and progressive nation. The Government's initiative in bringing in the New National Education Policy in the near future is a welcome step. There is need for Better Governance framework within the education sector and the government's announcements like bringing reforms in the Higher Education Regulatory Arms to promote greater autonomy and focus on better academic outcomes and the allotment of Rs.400-crore for "World Class Institutions" are steps in the right direction to build a robust education system. Further, the government's move to strengthen



research and innovation and emphasis on start-ups are positive steps.

5. Chidambaram stressed on the fact that the vision of the government to make India a \$5 Trillion economy can't be achieved with the current GDP growth rate and a GDP growth rate of 8% is needed to achieve such a feat. He observed that the budget has a presence of no solid reforms and contains only incremental changes that are insufficient to solve the current economic problems.

6. For the first time, the importance of promoting organic farming is recognized. This budget announced that the government will promote 'Zero Budget Natural Farming'. This is a very progressive step and will promote self-sustainable agriculture. This can result in the end of reliance on loans in agriculture. But the government has not announced any funds for this, and without the government's support, it will be difficult for farmers to switch to this kind of farming. Moreover, on one side the government has announced zero budget farming, and on the other side, fertilizer subsidy allocation has jumped from Rs. 70,090 crore to Rs. 79,996 crore. This is contradictory and will make it more difficult for farmers to switch to natural farming.

The budget holds promise, yet, it cannot be said with certainty if it is powerful enough to solve the major problems. There was hardly any mention of how the government aims to collect revenue. Nothing major was mentioned about making powerful changes in the ailing agricultural sector or the power sector. As experts declared, mainly reiteration of the old policies took place. Yet, as it is commonly known, everything depends on the attitude and execution.

-Yeshaswini Putta

THE ASSOCIATION OF COMMERCE ENTHUSIASTS (ACE)

This academic year saw the college's esteemed commerce club go through a formal transformation as it was renamed 'The Association of Commerce Enthusiasts' or ACE for short. ACE was formed with a zeal to achieve zenith in all spheres. This new vigor was at show in all of the competitions that the club organized. Commera 2k19, a commerce fest the likes of which the college has never seen before, was the club's magnum opus. The eight newly appointed heads along with the other members of the club and the support of the faculty coordinators worked tirelessly to organize competitions that attracted great participation and enriched the participants in one way or another. Mrs. Sarika Verma, the head faculty coordinator along with Ms. N Sai Lakshmi, Mrs. Bh Sri Vatsala and Mr. T Krishna played an invaluable role in the club's success. The reports of all the events conducted by ACE follow.



KASHISH TEKHANDANI
BCOM-III
1ST PRIZE

LOGO DESIGNING COMPETITION

As its first event of the year, The Association of Commerce Enthusiasts conducted a logo competition where the participants had to design a logo for the ACE club whether by sketch or digitally. There was enthusiastic participation and after a long selection process, the three best logos were awarded.

INVESTITURE CEREMONY

The Association of Commerce Enthusiasts conducted its investiture ceremony to induct the newly elected heads of the club. The event was conducted on the 4th of July. The faculty coordinator of ACE Mrs. Sarika Verma was the convener. The head of the department and The Principal addressed the members and they expressed their expectations from the club. They also spoke about the laurels that the commerce department has brought to the college. The heads were honored with badges after which the principal and the head of the department congratulated them and wished them luck.

ESSAY WRITING

The essay writing competition was conducted on the 16th of July. The participants were given three topics and they could choose the one which most appealed to them. The Topics were as follows:

1. India's role in changing global order.
2. Foreign policy of the 'Modi Era'
3. Water dispute among states.

The essays portrayed thought provoking perceptions and interpretations of the given topics and the most well written ones were awarded.



ADITHI RATHI
BCOM-III
1ST PRIZE

SEMINAR ON FINANCIAL BUDGET

The Association of Commerce Enthusiasts conducted a seminar on the Union Budget 2019, Presented by Ganesh Narwade, a CMA by profession on the 12th of July 2019. In the seminar, Mr. Narwade informed the students how the Union Budget is prepared and he also broke down what the current Budget brings to the table. He then gave his interpretation of how the policies would impact the economy. Overall the session was very informative and it equipped students with the essential knowledge of new financial policies.



RONAK AGARWAL
BCOM-2P
1ST PRIZE

DEBATE

ACE conducted a debate on 'Budget 2019- impact on the Indian economy'. The debate took place on 17th July 2019 and the students had to participate in teams of two and three. Teams with the same number of participants were put against each other in a series of one-to-one face-offs. Each person in a team was given two minutes to speak and once every participant in the face-off was done speaking, both the teams would have a three-minute rebuttal. The winners of these face-offs were then ranked by the jury based on their research, confidence and their ability to rebut.

CASE STUDY

The Association of Commerce Enthusiasts (ACE) conducted its competition, 'Case Study' on the 20th of August. Mr. Krishna, Mrs. Vatsala, Ms. Lakshmi and Mrs. Rafat Ahmedi were on the panel of judges for the event. There were 18 teams, two rounds were held. In the 1st round, the participants were shown a video and were given a questionnaire based on the video, in the second round they were given a 'case' and questions relating to the case. To which the answers were given by the participants and these answers were presented in front of the jury based on which the winners of the competition were declared.



Humain Khan: B.com-3C
Sameer Ahmed: B.com-1D
Gaurav Kataria: B.com-1D
1st Prize

COMMERA 2K19

Commera 2k19 was the first ever national commerce fest conducted by the college. The fest, organized by ACE featured 8 competitions which had participation from various colleges. There was also a good amount of participation from colleges outside Hyderabad, one of them being Christ College (deemed to be University), Bengaluru. The fest was a 2-day affair and was conducted on the 20th and the 21st of September. It was accompanied by a food fest, Bhoj-ae-Jashn, conducted by the ED cell on the first day of the fest.

The participants were welcomed with an inaugural session where the dignitaries spoke words of encouragement for them and applauded them for coming to participate. Then the fest kicked off with its first competition, Business Bonanza, where participants had to borrow items from food stalls and sell it at a higher price to someone. The team with the highest profits would go to the next round where they would compete in a trading simulation.

The next event was Quizdom, a business quiz conducted by IBQ which is part of the renowned quiz club K-circle. This was followed by Market Kshetra (target market) which also attracted good participation. During the day, there were performances by some of Hyderabad's budding talents which were organized by chaos media as a way to entertain the participants. The final competition for the day was Mock Court Trial which had professional judges as the jury.

The second day started with Devil Follows, where one team member was blindfolded and the others had to guide them to make a product out of the provided items. This was then followed by Wall Street where participants traded in a forex simulation and the team which recorded the highest profit at the end of the competition won. Then there was Adzap where the participant's ability to advertise was put to the test. The final competition for the day was Treasure Hunt which attracted the most participation. The first round of the treasure hunt was a scavenger hunt where the participants had to collect things and perform a few activities which were recorded by volunteers who tagged along with every team.

The teams who then qualified for the second round were each given a set of clues which led to the same treasure. The first team to find the treasure won the competition. The second day was then wrapped up with a valedictory ceremony where the winners were awarded their certificates, mementos, cash prizes and digital certificates.

Commera 2k19 started with a vision to provide a platform for the students from across the country to showcase their knowledge, skills, and presence of mind and it was a huge success in many ways.



Our Principal inaugurating Commera 2k19 and Bhoj-ae-Jashn



The guest of honour- Ms. Teresa Jacobs, the chief guest- Prof. Prashanta Athma and the HOD at the inaugural session.



Students from Christ College (Deemed to be University), Bengaluru celebrate winning the overall championship award

FACULTY ACHIEVEMENTS

This academic year proved to be a great one for our already accomplished faculty. These are some of their most notable achievements this year.

Dr.N. Srilatha was awarded a Ph.D. on the topic “Role of Technology in Banking Sector: A study on State Bank of India” on 26th June 2019 from Rayalseema University, Kurnool, Andhra Pradesh.

She also completed a Faculty Development Programme (FDP) on “Teaching and Learning in General Programs: TALG” – 4 weeks Online Course during July-August 2019 with a consolidated score of 57% from NPTEL-AICTE, National Coordinators of SWAYAM (Study Webs of Active-learning for Young Aspiring Minds).

Dr. Y. Geethanjali was awarded a Ph.D. on the topic “Work-life balance among Degree women teachers – A study on Autonomous Colleges in Hyderabad and Secunderabad” on 29th June 2019 from Rayalseema University, Kurnool, Andhra Pradesh.

Dr.J.N.P.P Anantha Lakshmi also awarded a Ph.D. on the topic “Performance of Hire purchase and Leasing Companies in India” on 29th January 2020 from Dravidian University, Kuppam, Chittoor, Andhra Pradesh.

She has also submitted a 2-year Minor Research Project to UGC on the topic “A study on Challenges and Issues and Success related to the implementation of AASARA Pension Scheme in Telangana with a special reference to Amberpet Region” on 1st June 2019.

Dr. Sumitra Pujari awarded a Ph.D. on the topic “A study on investment and tax planning among women faculty of Degree Colleges of Hyderabad District of Telangana State” on 24th June 2019 from Rayalseema University, Kurnool, Andhra Pradesh.

Additionally, she had submitted a 2-year Minor Research Project to UGC on the topic “A study on Behavioral Pattern of Investment in Tax saving Schemes among women faculty of Govt and aided Degree colleges of Twin cities of Telangana State” on 1st June 2019.

Also Awarded with Academic Excellence Award “BHARAT KE ANMOL RATNA- 2019” for extraordinary contribution in Education (Income Tax) and towards the development of Bharat in the true sense by Tejasvi Astitva Foundation, Delhi on 21st December 2019.

Mr. Nevin Fernandes was awarded a Letter of appreciation in recognition of guidance and coaching given to Rajvir Singh Oberai from B.Com (IFA), 2016-2019 batch in securing 1st rank in India and 2nd rank worldwide in the subject Advanced Financial Management at an event organized by ACCA on the topic “Open House Discussion-Future of Professional Accountancy” at Taj Vivanta, Begumpet, Hyderabad on 26th September 2019.

Mr. P Vasant Vikas was awarded a Letter of appreciation in recognition of guidance and coaching given to Battu Mallikarjun Rao from B.Com (IFA), 2016-2019 batch in securing 1st rank in India and 11th rank worldwide in the subject Financial Management at an event organized by ACCA on the topic “Open House Discussion-Future of Professional Accountancy” at Taj Vivanta, Begumpet, Hyderabad on 26th September 2019.



STUDENT ACHIEVEMENTS

1. It was a moment of great honour for **Rajvir Singh Oberai and Furqan Mohammed Shafi** from B.Com (IFA), 2016-2019 batch for addressing Under Graduate students of GITAM (Deemed to be University), HBS (Hyderabad Business School), as part of an Inaugural Ceremony for UG Students on 19th July 2019. They shared their experiences and also gave them valuable tips to clear their ACCA Papers.

2. **Battu Mallikarjun Rao** from B. Com (IFA), 2016-2019 batch was awarded by ACCA for securing 1st rank in India and 11th rank worldwide in the subject Financial Management at an event organized by ACCA on the topic "Open House Discussion-Future of Professional Accountancy" at Taj Vivanta, Begumpet, Hyderabad on 26th September 2019. The exam was conducted by ACCA on 7th September 2018 and results were declared on 15th October 2018.

3. **Rajvir Singh Oberai** from B. Com (IFA), 2016-2019 batch was awarded by ACCA for securing 1st rank in India and 2nd rank worldwide in the Subject Advanced Financial Management at an event organized by ACCA on the topic "Open House Discussion-Future of Professional Accountancy" at Taj Vivanta, Begumpet, Hyderabad on 26th September 2019. The exam was conducted by ACCA on 7th June 2019 and results were declared on 15th July 2019.

4. **Rajvir Singh Oberai, S. Manasa and Furqan Mohammed Shafi** from B.Com (IFA), 2016-2019 batch have cleared all their ACCA papers and have become ACCA AFFILIATES.

5. Shout out to VOICE Counsellor **Christu Raj** from B.Com (General) III year on social media namely FACEBOOK, INSTAGRAM and TWITTER posted on 21st October 2019 for his efforts towards creating a gender-equal world. He has been interning with VOICE 4 GIRLS since December 2018. He has also been helping VOICE in reaching out to more enthusiastic and passionate people. VOICE 4 GIRLS is an NGO which conducts activity-based camps in government and low-cost private schools where girls and boys acquire critical knowledge, spoken English and life skills.

6. **Ali Charaniya** from B. Com (Honors) Final Year participated in the Harvard US-India Initiative Conference 2020 held on 3rd and 4th January 2020 at Taj Mahal Palace, Mumbai.

7. **Ms. T. Vyomakesisri**, Assistant Professor, Department of English along with two students Sonu Thigulla and Doballi Srikanth from B.Com (Computers) II year wrote a paper on the topic "POP Culture: Interaction of and Influence on the Youth" which was published in International Journal of English, Literature and Social Sciences (IJELS), ISSN: 2456-7620 (Online), Volume- 5, Issue-1, Page No. 8-12, Impact Factor: 5.553, (January-February 2020).

8. On the occasion of International Women's day, **Dr. Shaik Husna Sameera** from B.Com (Computers) III year was awarded "Hybiz TV-Women's Leadership Award 2020" in Carrom. The event was organized by Hybiz TV at Cyber Convention, Hitech City, Hyderabad on 7th March 2020. She was awarded an Honorary Doctorate by Universal Theological Academy, Hyderabad affiliated to Universal Theological Open University, incorporated in the state of Delaware, USA and University of Berkeley, California, USA on 2nd October 2017 at Rock Level Apartments, Banjara Hills, Hyderabad for being the youngest world record achiever in Carrom by setting a Guinness world record for playing Carrom for 34 hours 45 minutes and 56 seconds at a stretch. She also won many Gold, Silver and Bronze medals at various all India level Carrom Tournaments.



ACCA Affiliate Rajvir Singh Oberai awarded for securing 1st rank in India & 2nd rank worldwide in the Subject Advanced Financial Management by ACCA



Battu Mallikarjun Rao awarded for securing 1st rank in India and 11th rank worldwide in the subject Financial Management by ACCA



Furqan Mohammed Shafi - ACCA AFFILIATE



S. Manasa - ACCA AFFILIATE



Dr. Shaik Husna Sameera awarded with "Hybiz TV-Women's Leadership Award 2020"



Christu Raj with Campers



Ali Charaniya at HUII 2020

COMMERCE DEPARTMENT 2019-20

SEMINARS/WORKSHOPS/ GUEST LECTURES ORGANISED BY THE DEPARTMENT

- | | |
|--|----|
| 1. No of Guest Lectures/Seminars organized : | 30 |
| 2. No of Workshops organized: | 06 |
| 3. Webinars organized: | 04 |
| 4. Industrial visits: | 10 |
| 5. Educational Tour: | 01 |
| 6. Number of Companies Visited for Placements: | 24 |
| 7. Number of Students Placed: | 93 |

(Results pending from Berkadia, 9Advisory, Amazon Customer Relations, Wipro, Tech Mahindra, B2B Resolute and Tommy Hilfiger)

SPORTS ACHIEVEMENTS



Dr. Shaik Husna Sameera from B.Com III computers awarded with Rising Sports Star of the year 2019 in Carrorns by Akhila Bharatha Chiranjeevi Yuvatha Trust



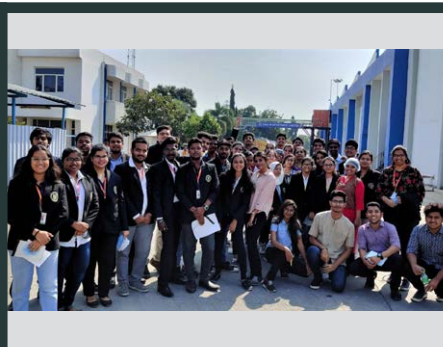
Mohd. Dawood Khan, B.Com II (Computers) won Gold Medal in 6th Sr. Men Free Style & Greeco Roman Style Telangana State Level Amateur Wrestling Championship 2019



Secured IV Place at Osmania University Inter College Basketball Tournament 2019



Visit to Telangana State Commission



Visit to Varun Beverages Limited (PepsiCo)



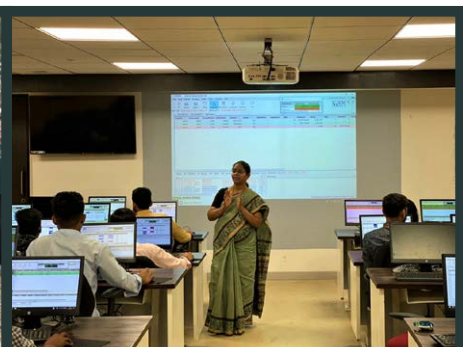
Students at Gayathri Sugar Limited



Industrial Visit to NISM Campus, Navi Mumbai



Industrial Visit to Bhoodan Pochampally



Workshop on "Building Careers in Capital Markets" by Dr.Latha S. Chari at NISM Campus, Navi Mumbai



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ST. JOSEPH'S DEGREE & PG COLLEGE

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