NAZARETH
COLLEGE OF ARTS & SCIENCE
AFFILIATED TO THE UNIVERSITY OF MADRAS
RE-ACCREDITED WITH 'B' GRADE BY NAAC

N VANIGAM
COMMERCE NEWS LETTER

VOL- 4 ISSUE: 4 FEB 2020

SPECIAL MESSAGE

It has been a privilege to be associated vith the commerce dept of Nazareth college over the ast few years. It is truly heartening to see the nanagement encouraging their students by providng them various value added programs. The plan 'or an innovation lab as well as the Business plan competition for budding entrepreneurs are such programs that are not found in many colleges. We really do hope the students make use of these opportunities.

The Capital market training programs conducted by Finmark and NSE is one such program that the college has got their students to attend. We will work with the management to endure that these programs teaches students important life skills and also helps them get placement in the BFSI segement.

It has been a pleasure working with the dynamic principal, hod and the many staff members who have always been cooperative and eager to help their students.

On behalf of Finmark I wish the Dept of Commerce the very best and God's blessing as they grow from strength to strength.

GLENN ROGER
Director- Finmark Trainers

HR TRENDS IN 2020

1. AI to become a standard tool for recruiters-The HR industry is already familiar with artificial intelligence (AI) powered solutions for talent acquisition. In the last few years, AI has reduced the time taken at the recruitment phase by removing the need for managers to manually browse hundreds of applications.

2. Growing usage of data analytics-Use of data analytics may also help HR departments identify future risks and vulnerabilities in the organization so that effective solutions may be applied right away or problematic situations may be recognized and resolved.

3. Blacklist for CV fraudsters, emphasis on background checks-According to a recent report, to counter inaccuracies in candidate CVs, the HR industry is collectively working to create a master blacklist. Expected to be completed by June 2020, this list will include major and minor discrepancies in a candidate's resume. The collaboration is important as data show that candidates frequently misrepresent their employment related information.

4. Impetus to create a healthy work culture will add value to HR roles-In a study conducted in India by Randstad, a human resource consulting firm, almost 46 percent of those surveyed stated their preference for work-life balance in their jobs, and 36 percent said they would leave their jobs because of a poor work-life balance.

5. Marketing and branding will be an integral part of the HR function-The role played by HR departments will continue to evolve in 2020. Along with their traditional responsibilities, HR managers will now be expected to work more closely towards employer branding.

SUNDARESHWAR
III B.Com C

ENTREPRENEUR ACCENTURE SKILL'S TO SUCCESS 2020 GOALS

EDII Bangalore office takes the credit of bagging the prestigious Accenture project – 'Skills to Succeed 2020 Goal'. Accenture is one of the world's leading management consulting, technology services and outsourcing organizations, with presence in 53 countries around the globe. The project entails organizing Micro Enterprise Development Programms (MEDPs) in different sectors (such as; Handicrafts, food processing etc.) in five southern India states viz. Karnataka, Telangana, Tamil Nadu, Kerala and Andhra Pradesh. The project will develop Micro Entrepreneurs among the rural youth, which shall subsequently result in employment generation, asset creation and revenue generation on a

The Secretary, Principal and the vice principal congratulate the Department in the release of the Newsletter N- Vanigam

sustainable basis. The goal is to train 3,000 people over 75 programmes, in five states in South India.

The holistic focus of Accenture is to achieve the motto of 'Skills to Succeed (S to S)', by the end of fiscal 2020. The entire project 'S to S' will equip 3 million people globally with workplace and entrepreneurial skills.

Yukesh. III B COM C

MNC EXPECTATIONS FROM INDIAN EMPLOYEES

Here, we briefly discuss 10 key areas that foreign employers should pay attention to when handling-staff in India.These tips should serve as a good introduction or refresher for any HR professional.

1.Employment contracts-India does not mandate a written employment contract for local employees.it is advisable for companies to use contracts to limit risk and define the terms and conditions of employment.

2.Wages–employers should check the wage structure periodically with the local market employees.

3.Termination of employment-termination without notice is prohibited in India.Termination periods vary by function and length of employment.

4.Maternity and paternity leave- The Maternity Benefits(Amendment) Act,2017,26 weeks of paid-leave is available for women for the first two children, and 12 weeks subsequently.

5.Prevention of sexual harassment in work place-The Indian government has brought the safety of women in the work place to the fore front of its law making.To guarantee employee safety,companies-must draft appropriate HR policies within the firm, and ensure they are clearly communicated to all personnel.

6.Public holidays and work weeks-firms must inform the annual list of holidays and weekly offs availableto employees each year.The number of leaves and categories of leave must ideally be explained in the employee contract.

7.Restrictive clauses in employment contracts-Employers should note that including restrictive-clauses into a contract might not been forceable through the Indian courts

8.Gratuity and provident fund-the employer and employee contribute an equal amountto the fund everymonth,which is accessible to the employee at certain points in their career.The EPF scheme is mandatory for a salary below Rs.15,000 (US$220) and voluntary there after.

9.Impact of digitalization-The scope of work for HR departments has expanded to include the use of digital technology,through appsand in-house databases, especiallyin the service and consultancy sectors.This includes the use of online platforms and applications for processes such as recruitment, learning and development,and even day-to-day administration.

10.Adaptive work culture-Working conditions in Indian multinational companies are also changing to incorporate flexi-time or work from home options into employment contracts to boost employee retention and loyalty.

V. VICKY III B COM C

COMMERCE PUZZLE

A	I	E	O	Q	K	U	I	D	W	A	T	E	R	L	A	N	D
V	E	N	E	Z	U	L	A	I	A	E	A	T	E	R	T	Y	O
X	C	V	B	N	W	M	L	K	R	J	H	G	F	D	S	A	O
M	N	B	V	W	A	L	M	A	R	T	E	P	O	U	T	Y	Q
Y	T	C	W	B	I	T	F	G	E	G	Q	H	J	K	L	O	P
S	D	R	B	I	T	C	O	I	N	I	W	B	A	N	D	O	O
J	H	G	I	H	I	G	I	H	B	G	H	Y	T	R	E	W	Q
Z	C	X	M	N	D	Q	W	R	U	Y	T	G	H	J	N	B	C
F	I	R	S	T	I	N	I	I	F	U	Y	T	F	H	B	V	D
W	E	A	R	E	N	B	E	T	F	U	T	U	R	E	O	F	T
I	A	L	I	B	A	B	A	Z	E	K	G	F	J	K	J	H	G
E	X	A	M	R	R	E	B	L	T	S	U	N	K	Y	E	O	N
M	I	S	U	N	I	U	N	I	T	E	D	S	T	A	T	E	S

1. The world's most valuable retail owner, own no inventory?
2. ------------ has been the world's largest company by revenue since 2014
3. Which country has highest GDP?
4. Which currency has more valuable in world?
5. Who is the best investor in the world ________________
6. Which country provide the petroleum at lowest rate in the world?

VIJAYANARAYANAMOORTHI.V II B COM B

MOBILE WALLET

Virtual cash or cashless transaction is an emerging trend that has seen increase in the second half of the last decade. Cashless payments are becoming part and parcel of the life that we are witnessing in day to day life. Mobile wallet (m-wallet) is one of the important financial facilities for paying electronically and boosting the digital economy. This is a mobile app that performs as a virtual wallet, where a customer can register himself and can raise a fixed amount of money for payments and recharges with a service provider. In India, Smartphone and internet growth linked to strong bandwidth show increased use of m-wallets. It provides protection as well as convenience to the user.

In India, there are four kinds of wallets(1) Open Wallets: They provide the customer with additional facilities, such as saving money, cash withdrawls, financial services, etc. these services are provided by many banks.(2) Semi-Open Wallets: The half -open wallet allows customers to deal with a contractual; merchant with a specific service provider such as Airtel Money (3)Semi-Closed Wallets: This wallet facilitates some selected services like purchase of goods and pay for services, including financial services. However, this does not allow to withdraw or redeem cash Examples are Paytm, Citrus, MobiKwik, PayUMoney, Oxigen and M-Pesa (4) Closed Wallets: Through these wallets the customer can purchase goods and avail services form a particular merchant and can also do different transactions like refund, etc., but only by the same merchant,. These wallets do not allow for redemption or withdrawal of cash. Some of these wallets are MakeMyTrip, Flipkart, BookMyShow,etc.

A section of society was clearly prepared to face this change and the rest were gradually forced to adopt the change in favor of digital payments. However, despite their popularity, the common man was adamant about switching to cashless payments. He/she wanted to know more about the payments and the various risks involved in such operations. For this reasons, the major part of the society was disinclined to use digital wallet and preferred to withdraw cash form ATMs. The entire transactions through the digital is not a distant dream and the days are numbered. Heraclitus rightly quoted there is nothing permanent except change.

NOUROUL ALIM B, ASSISTANT PROFESSOR

BLUE ECONOMY

The "Blue economy" is an emerging concept which encourages better stewardship of our ocean or "Blue resources". Similar to the "Green Economy" the blue economy model aims for improvement of human wellbeing and social equity, while significantly reducing environmental risks and ecological scarcities. This concept is originated from the United Nations Conference on Sustainable development (UNCSD) held in Rio de Janeiro in June 2012. It plays a major role in developing marine environment, related biodiversity ecosystems, for conserving marine living organisms by ensuring the sustainable development.

It improves livelihood and jobs while preserving the health of ocean ecosystem. It keeps the planet cool and observes about 30% of global Co2 emissions. World Bank spends around $5million for blue economy, as it contributes to GDP.

Blue economy is all about economic activities dependent on marine resources. It comprises of various verticals like aquaculture, maritime tourism, blue-biotechnology, ocean energy, marine-mining, offshore oil and gas etc.

At the moment there is no concept as blue economy in India. It is governed by the fisheries sector, dominated by the local fisherman involved with the basic activities to earn a living. Unfortunately we haven't expanded it to a level that can boost blue economy.

India has huge potential to expand blue economy but we are not utilizing our marine resources to the fullest. Sea tourism is yet another area that needs immediate attention. Unlike other countries our cruise is not explored as much. Goa and Kerala are popular tourist destinations due to sea and backwaters, but they have not given sufficient thrust to cruise tourism.

SRIVAISHNAVI, ASST.PROFESSOR

COMMERCE MERX ASSOCIATION

Department of commerce organised state-level; workshop on entrepreneurship: Effective utilisation of resources on 20.09.2019. Released N-VANIGAM news letter Issue-3 Volume-3 by ms.Mahalakshmi Saravanan – Founder Women Entrepreneur India Chennai & Mr. Sampath Kumar- CEO,LAD2LEADER, Consultancy Service Salem were the chief guest.

STAFF ACHIEVEMENT

Also received a certificate of excellence in reviewing in the Current Journal of Applied Science & Technology 2019.

STUDENT'S ACHIEVEMENT

Sam.S of II B com B participated in the university of MadrasFoot ball team. 2nd from left 2nd row.

S. Sam.S, Saravanan.V and Elumalai of II B Com participated in 'GURU FEST' INTER COLLEGIATE FOOTBALL TOURNAMENT and bagged runner position which was held in Gurunanak college.

Ponni (III B Com B), Soniya (III B Com C), Monisha (II B Com A) Subbulakshmi (II B Com B) Nisha (I M Com) participated and won III prize in Chennai Kabadi Premium League.

BOOK CHALLENGE WINNERS -2019

Akash(III B.Com A) secured 2nd prize in Book Challenge conducted by NCAS Library Department.


SRI KRISHNASWAMY COLLEGE FOR WOMEN Volleyball – won 1st prize Subhulakshmi (II B.Com B)

WELCOMING OUR NEW HOD Ms.K.SHAKILA

HOD MESSAGE

Department of commerce is dedicated to blend technical excellence with strong fundamental skill and values. Curriculum of B. Com course enrich the students by providing various employment opportunities in the field of commerce. We are encouraging our students to develop the capacity to think analytical as well as creativity. We also have dedicated faculties, who continuously respond to achieving our vision and mission.

I take this opportunity to express that every effort is made to improve the existing best services to bring out the best for the welfare of our institution society and the growth of our student's.

Ms.K.SHAKILA, Head (i/c), Department of Commerce

EDITORS NOTE

This N-Vanigam is the 4thofficial newsletter of the department of commerce that brings forward the department activities, Achievements & latest information related to Commerce. I thank the faculty members and the students who helped in launching this News letter.

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