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

nVANIGAM
COMMERCE NEWS LETTER

VOL- I ISSUE: I SEPT 2018

SPECIAL MESSAGE

Maatram Ondruthaan Maarathathu!!!.

Evolve or Perish! With this being the buzz, being receptive to new ideas and challenging the status quo, is the new norm. And that means being receptive rather than resistant toChange, for as they say, change is the only constant!

Industries which have accepted change, have survived and thrived and industries which haven't, have perished. Think HMT, once famous for watches, ambassador cars, status symbol of transportation, yahoo - the global messenger monolith, Nokia & Blackberry – telecom giants ; capable of determining an individual's " cool" quotient! Today they are out of the reckoning. On the contrary, companies like Google, Apple, Pepsi, Colgate, Levers and other in their league, inspire . Why ? because they have changed with times, felt the pulse of the era and transformed.

Industry 4.0 is the next wave which is going to transform industries and the world around us. It represents the combination of cyber-physical systems, the Internet of Things, and the Internet of Systems. New technologies and innovations that will introduce us to driverless cars, smart homes, smart cities, robots, Virtual Reality (VR) for the digital world, the Internet of Things (IoT), connected devices, artificial intelligence (AI), 3D printing and lots more, will be the new normal.

Technology is set to revolutionize the way we work across disciplines and industries. It will drastically improve the efficiency of businesses and impact the way we connect socially. So while it will challenge existing norms it will also replace it with new ones. Connected cars for example will change the way we drive and is expected to enhance road safety, smart homes are expected to enhance security while making life easier by allowing us to remotely manage our daily chores. To fit in , we need to change and for that, young students need to learn skills relevant to this new reality. Industry in the future will look out for leaders who have a sustainable global thinking, entrepreneurial and innovative talents and decision-making capability based on pragmatism. Cognitive abilities, system skills and complex problem solving skills are the top three skills expected to be high in demand and will continue to remain important.

I am pleased to know that this semi-annual newsletter N-Vanigam, published by the Commerce Department of Nazareth College, will provide important analysis, insights and trends on economy & the industry, helping accelerate this change.

As young graduates, how you reinvent yourselves to be relevant, will depend upon what you learn and how you equip yourself by adopting the technology around you. In your pursuit of knowledge, build your Cognitive, System & Problem Solving Skills. Be encouraged to reflect and build a greater awareness of the unique attributes of individuals as leaders in the digital economy.

Keep Reinventing!!!! Keep Evolving!!!!

Navin Joseph Peter J
Human Resources
Manager
Hyundai Motor India Limited

Income Tax Slab Rate for AY 2018-19 for Individual:

Individual (resident or non-resident), who is of the age of less than 60 years on the last day of the relevant previous year:

Taxable income	Tax Rate
Up to Rs. 2,50,000	Nil
Rs. 2,50,000 to Rs. 5,00,000	5%
Rs. 5,00,000 to Rs. 10,00,000	20%
Above Rs. 10,00,000	30%

SECRETARY MESSAGE

It's my pleasure to write a few lines in the first issue of N-Vanigam, a newsletter that acclimatises students to the contemporary policies and issues of commerce. I earnestly thank the professors and the students for their commitment in bringing out this newsletter. The concept and labour towards the content of this newsletter is highly commendable. The Department of Commerce has been one of the strongest departments in the college and has keenly strived for the growth of this college. The newsletter is a platform to impart the knowledge and to identify the pool of the talented in department. I wish the students and members of the faculty, a good luck.

Mr.A.N Henry Maris
Secretary,NCAS

VICE PRINCIPAL MESSAGE

I am delighted to write a message on Commerce department Annual newsletter 'N – Vanigam'. I congratulate the editorial board, Staff members and students of Commerce Department for working on a newsletter.

I am sure this newsletter will spread the knowledge of current trends in Commerce to everyone in different ways. And I am confident this newsletter will continue in future for the enrichment of students and others.

I wish you all the best for the coming years. My blessings and good wishes will always be with the Commerce department.

God bless you!

Ms.Mano Ranjitham
Vice-Principal
NCAS

FACULTY OF COMMERCE (SHIFT-I&II)

PRINCIPAL MESSAGE

It gives me immense pleasure to introduce the first edition of the annual News Letter N-Vanigam of the commerce department. The department has been excelling in all its academic and Co-Curricular activities. They have established themselves as strong team in innovative ideas.one such effort is N-Vanigam, which will be a platform for sharing information, ideas, thoughts by faculty, students and other interested writers. Congratulations to the members of editorial board and the staff members,and specially the students who constantly helped in materializing the maiden issue of N-Vanigam.It is endeavor of the newsletter to acquaint its readers with the acheivements of the NCAS commerce fraternity.

Dr.Mary Angeline
Principal,NCAS

HOD MESSAGE

Commerce graduates play the most vital role in nation building. In modern times, nations which have rich entrepreneurs and experienced management domains are flourishing economically.

The Department of of Commerce has recorded consistent improvement in its academic and placement performance. We encourage the students to organise events such as Inter-collegiate meet, Entrepreneurial Development programme, Product Planning ,etc., and to participate in management events organized by other colleges and also get involved in activities of social relevance.

I send my greeting to the faculty members and the students of my department for working on the first Newsletter N-Vanigam to be the best in all the aspects. I believe that this newsletter is not only a benchmark for continued improvement in overall development of the department but also a good resource for the students.
students

Ms.Prema
Head Department of Commerce
NCAS

"Don't save what is left after spending; spend what is left after saving."
- Warren Buffett

CONSUMERS DEMAND FOR ORGANIC FOODS

The life style of our consumer has changed in selection of food products. Instead, of chemical products the purchase towards organic products has slowly increased. Consumer knowledge towards importance of organic products has greatly influenced the preference of buying organic products. Many organic outlets have been opened in various parts of the country to meet the demands. The online marketing too contributes a lot in advertising the uses of consuming the organic products. Government of India has introduced various schemes for improving organic farming. Now a days consumers have raised their hands to safeguard the environment and mankind.

Ms.Aruna
Assistant Professor
Department of Commerce

WELCOMING OF NEW HEAD OF THE DEPARTMENT

Department welcomed Ms.Prema who took over the charge as Head, Department of Commerce on June 12, 2018. She addressed the faculty and shared her views about her plans for the future. She was appreciated by one and all for the noticeable changes on the very first day of her joining.

BEST MANAGER EVENT

BEST MANAGER event was organized on 27/08/2018. 48 students enrolled in the competition out of which 13 students were shortlisted based on their content and communication skills. Totally five rounds like Presentation of case study, aptitude test, Management game,Rapid fire and Panel Interview were conducted to Evaluate their managerial Skills.

PRODUCT PLANNING

The Department of Commerce organised Product Planning Event for the students on 21 August 2018.The students exhibited their talents by presenting Innovative products. The main objectives of this programme is to develop students innovative ideas and also apply the theoretical knowledge practically.

BUSINESS QUIZ

Drop your entries in at N-Vanigam Box in Commerce Department on or before 1 oct

1. With which bank Paytm partners to launch cashless payments service in Japan?
2. Name of the company which announces a Strategic Partnership With Fincare Small Finance Bank.
3. Rajasthan government signed a Mou with this company to provide free digital training to 9,500 college students in one year.
4. What was the original name of HTC,the mobile device manufacturer?
5. State bank of India previously known as

'EATURES & TAX EXEMPTION OF ;UKANYA SAMRIDDHI YOJANA

A parent or guardian can open an account in the ıame of the girl child.

Account cannot be opened for more than two girl :hildren in a single family

Any girl child who is resident of India at the time of ıpening of an account and maturity or closer period.

No interest accrues after the girl child becomes ıon-citizen or non-resident.

Limit of deposit amount is Rs.250 to Rs.150000 per 'ear. No limit on the number of deposit in a month or n a year.

Any deposit above the maximum limit will not earn ıny interest and can be withdrawn anytime by the lepositor.

Age limit: new born baby to 10 years.

Rate of interest is 8.1%

The depositor allows for a partial withdrawal to be nade when the girl completes 18 years to support ıayments towards expenses for her education or narriage.

The account is valid for 21 years from the date of ıpening, after which it will mature and the money will ıe paid to the girl child in whose name the account ıad been opened.

The account will be closed if the girl child gets narried before the completion of the tenure of 21 'ears.

Deposits can be made up to 14 years from the date ıf opening of the account. After this period the ıccount will only earn interest as per applicable ates.

In case of the death of the girl child (account ıolder), the parent or legal guardian can claim for he accumulated amount along with the interest ıccrued on the account. The balance would be mmediately handed over to the nominee of the ıccount.

'AX BENEFIT

'ax exemption, as applicable under section 80C of ıe Income Tax Act, 1961 is one of the greatest ıdvantages of the Sukanya Samriddhi Account ;cheme. In the latest Finance Bill, the scheme has ıeen extended exempt benefits i.e. there will be no ıx on the amount invested, amount earned as ıterest and amount withdrawn.

Ms.Saral Sheeba
Assistant Professor
Department of Commerce

YOU CAN MAKE A DIFFERENCE:

One small, thoughtful Gesture can make difference to someone. If you agree then here's your chance Entrepreneurial Sale Cum Exhibition on 28 th September, 2018

THE ULTIMATE BUSINESSMAN

Hailed as the World's Most Successful Stock Market Investor, Warren Buffett Was Ranked as the Richest American in a List Compiled by Forbes In 1993, His Track Record in Accumulating Wealth through Successful Stock Market Investments Is Nonpareil. In 1956, He Commenced His Investments Partnership With $10000; In 2005 His Net Worth Was Estimated At $44.0 Billion.

Robert G. Hagstrom, Jr.Has Described the Investments Strategies of Warren Buffett in Fascinating Book Titled the Warren Buffett Way: Investment Strategies of the World's Greatest Investor.

The Key Tenets Of The Warren Buffett Way Are:

- Turn Off The Stock Market.
- Don't Worry About The Economy.
- Buy A Business, Not A Stock.
- Manage A Portfolio Of Business.

Mr.Sivakumar, II M.Com
Source : Secondary

EDITORS NOTE

N-Vanigam is the official 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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