



St. Xavier's College, Burdwan

# X-ITALL 2024

*The Department of*  
COMMERCE

# The Department of COMMERCE



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# WORDS

*from the*

# HOD

We all should shift our focus from competition to “contribution”, life will become celebration. Don't defeat people, Win them.

- Dr. Vishal Maheshwari

# *From the* HOD'S *desk*

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It gives me an immense pleasure to note that the Department of Commerce of St. Xavier's College, Burdwan, is bringing out the annual departmental magazine. "Learning is a continuous process from the minute we are born, until we die: "X-Itali", St. Xavier's College, Burdwan provides a platform for every student to develop his learning skills through magazine.

As you scan through the pages, it will enlighten you with the important milestones that students has achieved at this age and analysis they have done. Besides, our budding talents have expressed their thoughts, ideas, hopes, feelings, aspirations and convictions in a creative way.

This magazine should be a good source of guidance for faculty and coming batches of students in choosing activities of their choice in their future for building their carrier. I congratulate all the faculties, non teaching staff, editorial board and students of the Department of Commerce, St. Xavier's College, Burdwan, for bringing this edition of "X-Itali" Magazine 2023-24.

Wish you all the best.

Dr. Vishal Maheshwari,  
H.O.D of Commerce.  
St. Xavier's College,  
Burdwan.

# THE *Editorial* TEAM



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Mr. Rohit Leonard Khaka  
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Mrs. Suman Koner

# *From the* EDITORIAL TEAM'S *desk*

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Mrs. Suman Koner  
Assistant Professor

St. Xavier's College Burdwan stands as a beacon of academic excellence, fostering a dynamic learning environment since its establishment. Renowned for its commitment to innovation and knowledge dissemination, the institution has become a hub for aspiring minds seeking to make a meaningful impact in their respective fields.

It gives us immense pleasure to announce the publishing of the 1st edition of our departmental magazine "X-Itali" (2023-2024). We thank from core of our heart to all the students of our department who earnestly invested their time for this magazine.

So lets join together to explore the boundless realms of knowledge and creativity that await within the cover of "X-Itali".

Regards,  
The Editorial Team.



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WORDS

*of inspiration from*

THE PROFESSORS

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Mrs. Barsha Ghosh Mitra  
Assistant Professor  
The Department of Commerce,  
St. Xavier's College, Burdwan.

I feel very elated and, at the same time, privileged to share a few words as you go through the pages of the magazine "X -Itali" . Commerce department endeavors to help students to seek the best from the surroundings. The knowledge thus gained becomes a ladder for them to soar into great heights. It's often the collective efforts that leads to the discovery and fulfillment of aspirations.

I feel proud and exuberant to bring out this indegeniously crafted issue "X-Itali". As the saying goes, the mind like the parachute works best when opened. This humble initiative is to set the budding minds free, allowing them to roam free in the realm of observation and experience to create equilibrium in a chaotic financial world through imagination, critical thinking, and empathy.

I extend my congratulations to all the students who have contributed insightful and thought-provoking articles for this magazine.



Mr. Somnath Tah  
Assistant Professor  
The Department of Commerce,  
St. Xavier's College, Burdwan.

The Department of Commerce is always abuzz with a plethora of activities and has become a dynamic venue where brilliant minds representing different states converge and share their vast reserves of knowledge and skills.

I congratulate the team of students whose precious efforts has made this edition. Rhyming with the change that is the law of nature, the magazine portrays the trajectory of transformation achieved in different spheres. I feel privileged to be a part of this reputed temple of learning that houses the stakeholders who thrive to maintain the dynamic spirit of learning and discovering through such endeavours.



Mrs. Ancy Joseph  
Assistant Professor  
The Department of Commerce,  
St. Xavier's College, Burdwan.

My dear students, working hard is important but there is something that matters more; believing in yourself. It's your choices that show what you truly are, far more than your abilities. Life is about experiences, the ones you make for yourself and then ones you make for others. Live your life with freedom to try new things, experience the unknown, and face your fears.



Mrs. Suman Koner  
Assistant Professor  
The Department of Commerce,  
St. Xavier's College, Burdwan.

This magazine provides a platform for the students to reveal their art of writing and exemplify their dedication to academic prowess. Welcome to the pages of "X-Itali", where words come to life, and ideas ignite. I am thrilled to curate a space where stories unfold, insights blossom, and the essence of diverse voices resonates. The hallmark of St. Xavier's College lies not only in classroom but also in the extracurricular endeavours of students. So heartiest congratulations from my end to my students for all your efforts to launch our departmental magazine.



Mr. Rohit Leonard Khaka  
Assistant Professor  
The Department of Commerce,  
St. Xavier's College, Burdwan.

I take immense pleasure in extending my heartfelt commendation to the extraordinary students of The Department of Commerce for their exceptional and diligent efforts in conceiving and producing this Magazine. This noteworthy endeavor not only underscores their unwavering dedication but also stands as a vivid testament to the profound eloquence of their expressive thoughts and the remarkable ingenuity of their innovative ideas. May the dynamic and invigorating spirit of creativity that resonates within the meticulously crafted pages of this publication be an enduring source of inspiration, propelling these remarkably talented individuals with unwavering momentum towards ever more remarkable achievements, unparalleled success, and a future marked by continuous intellectual and creative brilliance in their academic pursuits and beyond.



Mrs. Suchana Bhattacharjee  
Guest Lecturer  
The Department of Commerce,  
St. Xavier's College, Burdwan.

Heartiest congratulations to the students of the Department of Commerce on the publication of their departmental magazine.

Through this magazine, I want to give the message to my dear students that, If you can change the way you look at things, the things you look at change automatically. Also sending you my sincerest good wishes and lots of luck on your journey ahead.



**INK**

*Insights*

# REVOLUTIONIZING E-COMMERCE : THE FUTURE OF ONLINE COMMERCE

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In today's fast-paced digital landscape, e-commerce continues to reshape the way we buy and sell. From the convenience of mobile shopping to the rise of innovative technologies, this article explores the evolving trends and challenges within the e-commerce sector.

**Mobile Commerce Dominance:** With smartphones becoming an integral part of our lives, mobile commerce has taken center stage. Explore how businesses are optimizing their online platforms for seamless mobile experiences, driving sales and customer engagement.

**Personalization in E-Commerce:** Dive into the world of personalized shopping experiences. Learn how advanced algorithms and data analytics are being leveraged to tailor recommendations, promotions, and user interfaces, creating a more individualized journey for each customer.

**AI and Chatbots:** Artificial Intelligence (AI) is transforming customer interactions. Discover how e-commerce businesses are implementing chatbots powered by AI to provide instant customer support, answer queries, and enhance the overall shopping experience.

**The Impact of Augmented Reality (AR):** Explore the role of AR in e-commerce, allowing customers to virtually try products before making a purchase. From trying on clothes to visualizing furniture in their homes, AR is reshaping how consumers make decisions online.

**Sustainability in E-Commerce:** As environmental awareness grows, consumers are seeking eco-friendly and socially responsible shopping options. Investigate how e-commerce businesses are incorporating sustainability into their practices, from packaging to supply chain management.

**Challenges and Security:** Examine the challenges e-commerce faces, including cybersecurity threats and data privacy concerns. Explore how businesses are addressing these issues to build trust and secure customer information.

**The Rise of Social Commerce:** Social media platforms are becoming virtual marketplaces. Learn how e-commerce is integrating with social media channels, enabling users to discover, share, and purchase products directly through these platforms.

**Global Expansion:** E-commerce has transcended borders. Uncover how businesses are navigating the complexities of global expansion, from localization efforts to understanding diverse consumer behaviour's and preferences.

The world of e-commerce is dynamic and ever-changing. From technological advancements to shifting consumer expectations, businesses must adapt and innovate to stay competitive in this rapidly evolving landscape.

# WOMEN EMPOWERMENT

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Women Empowerment refers to making women powerful to make them capable of deciding for themselves. Women have suffered a lot through the years at the hands of men and society. In earlier centuries, they were treated as almost non-existent. As the times evolved, women realized their power and there on began the revolution for women empowerment.

No woman can be empowered if she is not financially independent. Gone are the days when women had to depend on their fathers or husbands to get things that they wanted. From the 20th century on-wards women got more opportunities to join the workforce. After the Second World War women, on their own, chose to join the workforce. Today more and more jobs are opening up for women. Women are proving to be worthy of the designations assigned to them. In the household, too, women have gained significant decision-making powers.

Women Empowerment is fundamental to the progress of the nation and society. No Nation can progress socially or economically if its women are left behind. In 21st century women is leading in every field and society be it sports, commerce and industry, education, health, politics, technology, navy, army, agriculture.

There are many women achievers in our society today who have been successful in various fields. Falguni Nayar is one among them. In this assignment I want to write about her achievements and her inspiring success story.

Falguni Nayar is a well-known business woman and successful entrepreneur from India who works in the cosmetics and beauty sector. She is the founder and CEO of the beauty and lifestyle retail company Nykaa. Nayar was born on February 19, 1963, in Mumbai, Maharashtra. She is 60 years old as of 2023. She is a graduate in B.COM from Sydenham College Of Commerce and Economics and a post graduate from the Indian Institute of Management, Ahmedabad. Nykaa has become one of the most prosperous e commerce platforms in India. The business has won numerous honours and commendations over the years for its creative business strategy and marketing tactics. Her accomplishments and success have made her an inspiration to other young business people in India and around the World. She has shown that it is possible to start a profitable business and have a beneficial impact on the world with tenacity and a clear vision.

Falguni was born and raised in Mumbai, Maharashtra, in a Gujarati family. Her mother helped her businessman father to run a modest bearings company.

In 1987, Falguni Nayar married Sanjay Nayar, whom she had met while attending business school. He leads Kohlberg Kravis Roberts India as CEO. Adwaita Nayar, the CEO of Nykaa Fashion, and Anchit Nayar, who oversees the retail and e-commerce businesses, are their two children.

Initially, Falguni had to face many issues. She left her job of 20 years in 2012, took a big risk, and started Nykaa. She hired three people when she first launched her business out of her father's little office.

The business encountered many difficulties in its early years. When they reached 100 orders, their website would immediately fail, bringing the entire system to a halt. The demand began to rise in 2013.

The daughter of Nayar also left her position and joined Nykaa. She started from nothing and established an entire empire through perseverance and hard work.

Nayar began a 19-year tenure with the Kotak Mahindra Group in 1993. She was appointed managing director in 2005 and left her position in 2012. She started Nykaa in April 2012, at the age of 50, with \$2 million of her own funds. By 2021, Nykaa's value had increased to \$2.3 billion, boosting Nayar's net worth to an estimated \$1.1 billion. One of two self-made female billionaires in India, along with Kiran Mazumdar-Shaw, is Nayar. On November 10, 2021, Nykaa went public with a valuation of \$13 billion.

Nayar's net worth increased to \$6.5 billion shortly after Nykaa went public, making her the richest woman in India and propelling her into the top 20 Indians by net worth. Nayar debuted in Forbes India in 2022.

Falguni Nayar founded Nykaa in 2012 with the vision of building a multi-brand omnichannel beauty-focused retail business. By empowering customer choices and enabling brands to reach the breadth and depth of the country, Nykaa has emerged as India's leading beauty retailer playing a critical role in developing the beauty market in India.

Today, heading a team of over 1600 Nykaa-ites, Falguni has built a beauty and lifestyle retail empire with a portfolio of 1500+ brands, including its own private label, available online and across 68 stores in India. Nykaa's revenue exceeded Rs. 1200 crores in revenue in FY19 and is on track to exceed Rs. 2000 crores in FY20. Nykaa has ventured into new verticals like Nykaa Fashion - a fashion first, style led curated fashion platform.

In the span of just 5 years, Nykaa has seen its worth soar by a spectacular 1388 percent. Nayar entered the club of world's wealthiest women in November 2021 after Nykaa's successful IPO. She became only the seventh Indian woman in history to secure a place in the Bloomberg Billionaires Index.

Falguni has received many accolades throughout her career. She was awarded the 'Woman Ahead' award at the Economic Times Startup Awards 2017. Recognising her contribution to the Indian beauty industry, Falguni was awarded the Businesswoman of the Year at the Economic Times Awards for Corporate Excellence 2019. She was also listed as one of Asia's Power Businesswomen 2019 by Forbes Asia and named Businessperson of the Year 2019 by Vogue India. Most recently, she was awarded EY Entrepreneur of The Year 2019 – Start-up Award by Ernst and Young. She is on the board of several companies, including ACC, Dabur, Endurance Group and Tata Technologies.

Finally, Nykaa founded by Falguni Nayar has revolutionized the Indian beauty business opening up fresh prospects for consumers, cosmetics companies, and the country's economy. Nayar was able to make Nykaa one of the most prosperous online beauty merchants in India by putting few tactics into practice.

Women Entrepreneurs all around the world are inspired by Nykaa's success story. Falguni's success serves as an example for ambitious business owners who aspire to succeed in life. Her story from Investment Banker to Beauty Mogul teaches us that hardwork is the key to success.



# ECONOMIC CHALLENGES IN PALESTINE AMIDST CONFLICT

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The Protracted conflict in the region has perpetually shaped the economic landscape of Palestine. During the times of war, the economic conditions exacerbate, imposing severe challenges on various sectors and subsequently, the lives of the Palestinians. This detailed exploration delves into the multifaceted economic tribulation faced by the Palestine amid conflict and the profound implication on its people livelihood.

Roads, Bridges and Power Plants suffered extensive damages, impeding transportation and disrupting the provision of essential services. The colossal cost of construction became an overwhelming burden on the economy of Palestine diverting the resource away from crucial development initiatives.

The persistent conflict contributes to soaring unemployment rates as business struggle to operate in an environment of uncertainty and instability. Layoffs became inevitable leading to a shrinking job market and exacerbating income inequality.

Trade restriction manifested through checkpoints, blockades and limitations on movement disrupting the flow of the good and services. The isolation hampers the economic developments by limiting the access to global markets and shifting the growth of business that depend on International Trade.

Economic Instability during conflict often leads to the devaluation of the local currency. Inflation erodes the purchasing power of the Palestinian Currency making imported goods more expensive. The depreciation further strains the economic conditions affecting both Businesses and Household.

Agriculture, a vital component of the Palestinians economy, faced severe disruptions during conflict. Farmers encounter challenges in accessing their land due to security concerns and the destruction of irrigation systems impedes crop production. The repercussions extend beyond the agricultural sectors, contributing to food insecurity and escalating economic distress.

The economics challenges faced by Palestine during the times of conflicts are intricate and pervasive. Rebuilding the economic necessities not only the substantial financial investments but also a comprehensive approach addressing the roots cause of the conflicts. Establishing a stable environment is imperative for sustainable economic growth, social stability and eventually the prosperity of the Palestinian people

# CRYPTOCURRENCY

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Cryptocurrency Sometimes Called Crypto Currency or Crypto, is any form of Currency that exists digitally or virtually and uses Cryptography to secure transactions. Cryptocurrencies don't have a central issuing or regulating authority, instead using a decentralized system to record transactions and issue new units.

What is Crypto Currency?

Cryptocurrency is a digital Payment system that doesn't rely on banks to verify transaction.

It is a Peer-to-Peer System that can enable anyone anywhere to send and receive Payments.

Instead of carrying physical money and exchange in the real world Crypto Currency Payment exist purely as digital entries to an online database describing specific transactions, when you transfer crypto Currency funds, the transaction are recorded in a Public ledger. Cryptocurrency is stored in digital wallets. There are thousands of Cryptocurrency Some of the best known include.

**Bitcoin:** Founded in 2009, Bitcoin was the first Crypto-Currency and is still the most commonly traded. The Currency was developed by Satoshi Nakamoto - widely believed to be a Pseudonym for an individual son group of People whose Precise identity Remains unknown.

**Ethereum:** Developed in 2015, Ethereum id a blockchain Platform with its own Cryptocurrency Called Ether (ETH) on Ethereum: It is the most Popular cryptocurrency after Bitcoin.

**Litecoin:** This Currency is most similar to bitcoin but has moved more Quickly to develop new innovations, including Faster Payments and Processes to allow more transactions.

**Ripple:** Ripple can be used to track different kinds transaction, not just cryptocurrency.

- Azad Mondal  
Commerce | 1st Year

# THE RICE MILL BUSINESS IN INDIA

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**Production:** India is the world's second largest producer & exporter of rice, after China. According to the Ministry of Agriculture, India's rice production in 2021-22 was 130.29 million tonnes which contributed 21.5% of the world's rice production. India is also the world's largest exporter of Basmati rice & the second-largest exporter of Non-Basmati rice.

**Milling:** As of September 24, 2023; there are 12,580 rice mills in India. The cumulative monthly capacity of these mills was about 60 LMT, which is more than four time the previous year's production. The average capacity of a rice mill is between 2 & 10 tonnes per hour

**Turnover:** The rice milling market in India is estimated to witness a rise in its revenue from US \$ 64.5 million in 2021 to US \$ 77.7 million by 2027. The market is registering a CAGR of 3.1% over the forecast period 2022-2027. The market is expected to grow by 0.31 billion in 2023.

- Pijush Kanti Mallick  
Commerce | 3rd Year

# ARTICLE 360

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Article 360 in the Indian Constitution is a provision that empowers the President of India to declare a financial emergency in the country. It is one of the vital tools in the hands of the government to deal with any financial crisis that poses a threat to the stability of the national economy. The financial emergency provisions are outlined in Part XVIII of the Constitution, under the heading & quot ; Emergency Provisions & quot ; Article 360 states that if the President is satisfied that a situation has arisen whereby the financial stability or credit of India or any part of its territory is threatened, he or she may proclaim a state of financial emergency. However, before the President can proclaim a financial emergency, a formal proclamation must be issued by the Governor of the concerned state or states, recommending such an action. This recommendation must be based on a written request from the Council of Ministers of that state or states. The President then has the authority to either accept or reject this recommendation. Once a financial emergency is proclaimed, it grants the President enhanced executive powers to control the financial and economic affairs of the country. These powers enable the President to issue directions to states, forcing them to comply with specific financial measures deemed necessary for the better management of the economy. During a financial emergency, the President can also give directions to the states to reduce salaries and allowances of all or any class of persons serving in the state or central government. Additionally, the President can direct the states to reserve money bills for the consideration of the President before they are passed by the state legislature. Furthermore, the President can suspend the rights of citizens to move any court for enforcing their fundamental rights related to property, contracts, and liabilities incurred by the state. This means that during a financial emergency, individuals do not have the ability to approach the courts seeking remedies for matters directly linked to their financial rights. The proclamation of a financial emergency is not a decision taken lightly. It is a measure reserved for extraordinary situations when the financial stability and credit of India or any part of its territory are severely threatened. The President is expected to carefully consider all aspects before imposing such a declaration.

Article 360 serves as a critical safeguard against financial crises and economic instability in India. It allows the government to take swift and decisive actions to address financial emergencies and protect the interests of the nation. While the provision is an exceptional power granted to the President, it is essential to ensure that it is not misused or exploited. In the history of India, the financial emergency provision under Article 360 has been proclaimed only once. It was imposed in 1991 when the country faced an economic crisis due to a severe balance of payments issue. This declaration allowed the government to take necessary steps to stabilize the economy and avoid a complete collapse.

To summarize, Article 360 in the Indian Constitution provides for the declaration of a financial emergency by the President of India in the event of a severe financial crisis that threatens the stability of the economy. This provision empowers the President to assume enhanced executive powers to manage the financial affairs of the country. It is a crucial measure to address economic crises effectively, but its proper and judicious implementation is of utmost importance.

# A BRIGHT AND PROMISING FUTURE FOR PUBLIC SECTOR BANKS IN THE COUNTRY

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The public sector banking System in our country has long been a cornerstone of our economy. These banks, owned and operated by the government, have played a pivotal role in the development and growth of various sectors, providing essential financial services to all segments of society. Despite the challenges faced in recent times, the future of public sector banks in our country looks remarkably bright and promising.

Inclusive Banking for All public Sector banks have demonstrated their commitment to financial inclusion by establishing extensive networks across the country with branches and ATMS even in the remotest areas, they have ensured that individuals, regardless of their location background, have access to banking Services. As the economy grows, the reliance on these establishments will only Increase, ensuring that the public sector banking System Continues to play a crucial role in fostering financial inclusion.

Strong Government Support-public Sector banks enjoy unwavering Support from the government, a vital factor ensures stability and growth. Government ownership not only instills trust and confidence among customers but also enables these banks to access necessary Capital and Liquidity during times of economic downturn. The strong-backing from the government ensure that public Sector banks will always remain a pillar of strength for the economy.

Thrive in a Technological Advancements to Increasingly digital world, public Sector banks have embarked on a transformational Journey by embracing technology. Investments. in digital Infrastructure, such as online banking platforms and mobile applications, have facilitated faster and more convenient Services for Customers. The integration of Analytics has also enhanced risk management and improved the detection and prevention. of fraudulent activities.

- Dipankar Jha  
Commerce | 2nd Year

# NAVIGATING THE FUTURE : THE IMPACT OF E- COMMERCE TRENDS ON TRADITIONAL RETAIL

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In a rapidly evolving business landscape, traditional retailers are facing unprecedented challenges as e-commerce continues to reshape consumer habits. This article explores the dynamic trends influencing commerce, delving into the rise of online shopping, the importance of Omni channel strategies, and the role of technology in enhancing customer experiences.

As brick-and-mortar stores adapt to the digital age, the need for a seamless integration between physical and online platforms becomes paramount. From augmented reality in-store experiences to personalized online recommendations, businesses are leveraging technology to engage customers and stay competitive.

Furthermore, the article examines the changing expectations of consumers in terms of sustainability and ethical business practices. With an increasing emphasis on eco-friendly products and corporate responsibility, companies are compelled to align their values with those of socially conscious consumers.

In conclusion, this piece offers insights into the intricate interplay between traditional commerce and the burgeoning e-commerce landscape, highlighting the importance of adaptability and innovation for businesses striving to thrive in the modern marketplace.

- Soham Gupta  
Commerce | 3rd Year

# HISTORY OF ACCOUNTING

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One can never really understand a subject, unless they knew where it came from. Therefore, a short history of the subject of accounting may be of interest to students of accounting. Here is a very brief history of how accounting evolved:

**Single Entry Accounting System:** Accounting is as old as financial transactions themselves. As soon as credit was invented humans began to use accounting to simplify their lives. Oldest system of accounting used single entry accounting. Records have been found on clay tablets in ancient Mesopotamia that show the existence of single entry accounting in that time.

**Bahi-Khata System:** India was the primary centre for bustling trade and commercial activity. Although there has been no record of this fact, but is claimed that Indian merchants had very advanced accounting systems at that time. These systems were called the Bahi-khata system. It is rumoured that the westerners designed the double entry system based on the Bahi-Khata system but one again there is no conclusive proof.

**Moderen Accounting:** The chartered companies have long gone. The world is now a free market. But information still needs to be provided to the external shareholders about the conduct of operations. Accounting, therefore has been further developed and is highly regulated in most countries.

**Chartered Corporations:** In the era of colonialism, chartered corporations were common. The government would approve certain companies and give them exclusive rights to trade with certain colonies. Citizens were encouraged to invest in such companies. Shares of a few such companies had paid rich dividends and hence it was common to invest in such companies.

# THE TELGI SAGA UNVEILED :

## 'SCAM 2003 : THE CURIOUS CASE OF ABDUL KARIM TELGI'

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After the tremendous success of “Scam 1992”, produced by Applause Entertainment and currently streaming on SonyLIV, the much- awaited second season of the Scam franchise has been officially announced. This new chapter in the series is set to explore the intriguing story of the 2003 Stamp Paper Scam led by Abdul Karim Telgi. Applause Entertainment, a media venture of the Aditya Birla Group, under the leadership of media veteran Sameer Nair, is renowned for delivering unique and compelling premium content that has garnered praise from both audiences and critics.

“Scam 1992: The Harshad Mehta Story,” one of their recent launches, received exceptional love and fanfare, leaving viewers eagerly anticipating what’s next. The second season, now revealed, will delve into the tale of the 2003 Stamp Paper Scam, inspired by the Hindi book “Reporter ki Diary” authored by journalist and news reporter Sanjay Singh, who originally uncovered the scam.

Tentatively titled ‘Scam 2003: The Curious Case of Abdul Karim Telgi,’ this series will offer a captivating portrayal of Abdul Karim Telgi’s life, from his birthplace in Khanapur, Karnataka, to his rise as the mastermind behind one of India’s most ingenious scams, which extended across multiple states and sent shockwaves throughout the country. The estimated value of the scam is said to be around Rs. 20,000 crores.

To bring this compelling story to life, Applause has enlisted the talented Kiran Yadnyopavit, renowned for his contributions to the Marathi film industry, to collaborate on the story’s development with author Sanjay Singh.

The series will be helmed by the National award- winning director, Hansal Mehta, who continues to be part of the franchise following the monumental success of “Scam 1992”. Stay tuned for what promises to be an enthralling narrative uncovering the enigmatic world of the Stamp Paper Scam, led by Abdul Karim Telgi.

# THE SIGNIFICANCE OF E-COMMERCE IN EMERGING MARKETS

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E-commerce has a huge impact on emerging markets. It provides opportunities for businesses to reach a wider customer base and for consumers to access a variety of products and services. It promotes economic growth and creates employment opportunities. Plus, it's convenient and accessible for people in remote areas. E-commerce is definitely changing the game.

First and foremost, e-commerce has opened up a world of opportunities for businesses in these markets. It allows them to break free from the limitations of physical stores and reach a much larger customer base. With a few clicks, businesses can showcase their products and services to a global audience, expanding their market reach and potential for growth. This level playing field enables small and medium-sized enterprises (SMEs) to compete with larger players and thrive in the digital landscape.

For consumers, e-commerce brings unparalleled convenience and accessibility. In emerging markets, where access to physical stores may be limited, e-commerce platforms provide a virtual marketplace where people can shop anytime, anywhere. Whether it's purchasing daily essentials, electronics, or even booking travel accommodations, e-commerce offers a wide range of products and services at the fingertips of consumers. This accessibility is particularly beneficial for individuals in remote areas, who can now access products that were previously out of reach.

Moreover, e-commerce promotes economic growth and job creation. As businesses expand their online presence, they require a skilled workforce to manage operations, logistics, and customer support. This leads to the creation of new employment opportunities, contributing to the overall development of the local economy. Additionally, e-commerce fosters entrepreneurship in emerging markets. It provides a low-cost entry point for individuals to start their own businesses. With minimal upfront investment, aspiring entrepreneurs can set up online stores, leveraging the power of e-commerce platforms to reach customers and build their brands. This empowerment of entrepreneurs drives innovation, fosters competition, and stimulates economic growth.

In conclusion, e-commerce is a game-changer for emerging markets. It revolutionizes the way businesses operate, opens up new avenues for economic growth, and enhances the shopping experience for consumers. With its convenience, accessibility, and potential for entrepreneurship, e-commerce truly holds immense significance in shaping the future of these markets.

# SPORTS ENTREPRENEURSHIP

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Sports entrepreneurship refers to the intersection of sports and business, where individuals or organizations identify opportunities within the sports industry and create innovative ventures. Sports entrepreneurs may start their own sports-related businesses, such as sports apparel brands, fitness centres, sports technology companies, or sports event management companies. They use their creative ideas, business acumen, and passion for sports to drive innovation and bring new experiences to athletes, fans, and the sports industry as a whole. It's an exciting field that combines the love for sports with entrepreneurial spirit.

Sports entrepreneurship is all about finding unique ways to blend the worlds of sports and business. It's like taking a passion for sports and turning it into a creative business venture. Think of it as starting a sports-related company or coming up with innovative ideas to enhance the sports experience for fans and athletes alike. From launching sports apparel brands to creating cutting-edge sports technology, the possibilities are endless. It's all about combining a love for sports with an entrepreneurial mindset to make a real impact in the industry.

There are plenty of inspiring examples of sports entrepreneurs. One notable example is Phil Knight, the co-founder of Nike. He turned a small shoe company into one of the most iconic sports brands in the world. Another example is Mark Cuban, who not only owns the Dallas Mavericks basketball team but has also ventured into various sports-related businesses and investments. Some fantastic examples of Indian sports entrepreneurs . One notable example is Virat Kohli, the renowned Indian cricketer. He has not only achieved great success on the cricket field but has also ventured into business by launching his own fitness and wellness brand called Wrogn. Another inspiring example is Sania Mirza, a successful Indian tennis player who has not only won numerous titles but has also ventured into entrepreneurship by launching her own clothing line and investing in sports-related businesses. These individuals have shown that there's a lot of potential for sports entrepreneurship in India, and they serve as inspiring role models for aspiring entrepreneurs in the sports industry.

In conclusion, sports entrepreneurship is an exciting field that combines the love for sports with the creativity and innovation of entrepreneurship. It involves identifying opportunities within the sports industry and creating innovative ventures that enhance the sports experience for athletes, fans, and the industry as a whole. Through their passion for sports and business acumen, sports entrepreneurs have the potential to make a significant impact and contribute to the growth and development of the sports industry. It's a dynamic and ever-evolving field that offers endless possibilities for those who are passionate about sports and have an entrepreneurial spirit.



# ভারতীয় বাণিজ্যে প্রযুক্তির অবদান

ভারতীয় বাণিজ্যে প্রযুক্তির অবদান অত্যন্ত গুরুত্বপূর্ণ। বর্তমান যুগে প্রযুক্তির অগ্রগতি বাণিজ্যিক প্রক্রিয়াকে অনেকটাই সহজ এবং কার্যকর করেছে। প্রযুক্তির অনুপ্রযুক্তি নয়, তা বাণিজ্যের নতুন দিকে নিয়ে যাচ্ছে এবং ভারতীয় বাজারে উৎপাদন এবং বিপণনের উন্নতি করেছে।

ভারতে বাণিজ্যে প্রযুক্তির ব্যবহার বিভিন্ন ক্ষেত্রে দেখা যায়। এর মধ্যে উল্লেখযোগ্য হল ইলেকট্রনিক বাজারপ্লেস, মোবাইল অ্যাপ্লিকেশন, ই-কমার্স ও ডিজিটাল পেমেন্ট সেবা। ইত্যাদি সেবা এখন বাজারে অত্যন্ত জনপ্রিয় এবং ব্যবহারকারীদের জন্য অপরিহার্য হয়ে উঠেছে।

ইলেকট্রনিক বাজারপ্লেস ব্যবসায়ীদের সাথে গ্রাহকদের মধ্যে মধ্যবর্তী হিসাবে কাজ করে। এই প্ল্যাটফর্মগুলি ব্যবসার গুণগত সুবিধা সরবরাহ করে, যা সময় এবং খরচ সংরক্ষণ করে। সহজে প্রোডাক্ট এবং পরিষেবা খুঁজে পেতে সময় নষ্ট হয় না।

মোবাইল অ্যাপ্লিকেশন এবং ই-কমার্স প্ল্যাটফর্ম ব্যবসায়িক প্রতিষ্ঠানগুলির বাণিজ্যিক প্রক্রিয়াকে সরল, ত্বরান্বিত এবং প্রভাবশালী করে তুলেছে। গ্রাহকরা বৃহত্তর পরিসরের উৎপাদন এবং পরিষেবা সনাক্ত করতে পারে, এবং পছন্দমত পণ্য এবং পরিষেবা সহজে সনাক্ত করতে পারে।

সাথে পরিবর্তনের সাথে সাথে, ডিজিটাল পেমেন্ট সেবাগুলি বাণিজ্যিক লেনদেনের পদ্ধতিতে একটি প্রধান উল্লেখযোগ্য পরিবর্তন আনে। এগুলি সরলতা, সুস্থিরতা এবং সুরক্ষা সরবরাহ করে, যার ফলে ব্যবসায়ীরা লেনদেন প্রক্রিয়ার জন্য অত্যন্ত সহজে এবং নিরাপদে অনলাইনে যায়।

প্রথম বিষয়ে, প্রযুক্তি ব্যবসায়ের কার্যকর হলে সময় এবং শ্রম দুইই মূলত কমে আসে। উদাহরণস্বরূপ, সোনার দিনে প্রযুক্তির সাহায্যে অনলাইন বিপণন প্ল্যাটফর্ম গুলি ব্যবহার করে পণ্য বিক্রয় ও ক্রয় করা হয়। এটি অবশ্যই সময় এবং শ্রম সংরক্ষণ করে।

দ্বিতীয়ত, প্রযুক্তি ব্যবসায়ের পরিষেবা প্রদানে অত্যন্ত গুরুত্বপূর্ণ হয়েছে। উদাহরণস্বরূপ, ব্যবসা প্রতিষ্ঠানের জন্য অনলাইন অ্যাপ্লিকেশন, সফটওয়্যার এবং সেবা প্ল্যাটফর্ম গুলি তৈরি হয়েছে যা কাস্টমারদের সাথে যোগাযোগ ও যোগাযোগ সুবিধা প্রদান করে।

তৃতীয়ত, প্রযুক্তির সাথে বাণিজ্যিক প্রক্রিয়া অত্যন্ত গুরুত্বপূর্ণভাবে সংযুক্ত হয়েছে। এটি ব্যবসায়ীদের কাছে সহজে উপায় উপলব্ধ করে তোলে এবং ব্যবসায়ের দক্ষতা বাড়াতে সাহায্য করে।

সমস্ত এই প্রযুক্তিগুলি সমগ্র ভারতীয় বাণিজ্য প্রতিষ্ঠানের কার্যক্ষমতা এবং উন্নতি বাড়াতে সহায়ক। এই প্রযুক্তিগুলির সুযোগ সমৃদ্ধ এবং ব্যবসা প্রতিষ্ঠানগুলির সম্ভাব্যতা বাড়ায়।

# SPACE ENTREPRENEURSHIP

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Space entrepreneurship is such an exciting topic. It's all about entrepreneurial activities in the field of space exploration and technology. Space entrepreneurs create innovative solutions for space travel, satellite technology, and even space tourism. They aim to push the boundaries of what's possible in space and make it more accessible to everyone. It's a fascinating and rapidly growing field! Let me know if you want to know more about any specific aspect of space entrepreneurship.

The concept of space entrepreneurship revolves around applying entrepreneurial principles and practices to the space industry. It involves identifying opportunities, developing innovative solutions, and creating sustainable business models in the realm of space exploration and technology. Space entrepreneurs aim to commercialize space-related activities, such as satellite launches, space tourism, and the development of advanced space technologies. They leverage their creativity and business acumen to push the boundaries of what's possible in space and bring about positive changes in the industry. It's an exciting field that combines the best of entrepreneurship and space exploration.

When we talk about a space entrepreneur, we're referring to someone who is an entrepreneur or business person involved in the field of space exploration and technology. They are individuals who start or lead companies that develop and innovate in areas such as satellite technology, rocketry, space tourism, and more. These entrepreneurs play a crucial role in pushing the boundaries of space exploration and making advancements in the industry. They often work closely with space agencies and other organizations to contribute to the development of space technology and missions. It's an exciting field with lots of potential for growth and innovation.

Here are a few Indian space entrepreneurs who have made significant contributions to the field:

**K. Sivan:** Dr. Kailasavadivoo Sivan, also known as K. Sivan, is an Indian space scientist and the former Chairman of the Indian Space Research Organization (ISRO). He has played a pivotal role in the successful development and implementation of various ISRO missions.

**Rakesh Sridharan:** Rakesh Sridharan is the co-founder and CEO of Team Indus, an Indian aerospace startup. They aimed to land a spacecraft on the Moon as part of the Google Lunar XPRIZE competition.

**Rahul Narayan:** Rahul Narayan is the founder of Axiom Research Labs and the driving force behind the Team Indus Moon Mission. He has been instrumental in forging partnerships with ISRO and other international space agencies.

These individuals, among others, have contributed immensely to the Indian space industry and have inspired many others to pursue space entrepreneurship in India

# RATAN TATA'S BIOGRAPHY

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Ratan Tata was born on December 28, 1937, in Mumbai, India. He comes from the prestigious Tata family, known for their contributions to the industrial development of India. Ratan Tata completed his education in India and abroad, including a degree in architecture from Cornell University in the United States. His journey with the Tata Group started in 1962 when he joined the company. Under his leadership, the Tata Group expanded its presence globally and diversified into various industries, including steel, automobiles, information technology, and more. Ratan Tata is known for his visionary leadership and his ability to turn around struggling businesses.

Apart from his business acumen, Ratan Tata is also recognized for his philanthropic efforts. He established the Tata Trusts, which focus on education, healthcare, rural development, and other social causes. His initiatives have made a significant impact on the lives of many people in India. Ratan Tata retired as the chairman of the Tata Group in 2012, but his legacy continues to inspire generations. He is admired for his humility, integrity, and commitment to making a difference in society. Ratan Tata is such an inspiring figure. Ratan Tata is a renowned Indian businessman and philanthropist. He was the chairman of the Tata Group, one of the largest conglomerates in India. His life is truly remarkable.

Well, Ratan Tata didn't exactly start his own business from scratch. He joined the Tata Group, which was already an established conglomerate in India. However, he played a crucial role in expanding and transforming the group during his tenure. When Ratan Tata joined the Tata Group in 1962, he initially worked on the shop floor of Tata Steel, gaining hands-on experience and understanding of the business. Over time, he took on various leadership roles within the company and began implementing innovative strategies to drive growth.

One of his notable achievements was the acquisition of Tetley, a British tea company, in 2000. This marked the Tata Group's entry into the global market and helped expand its presence in the beverages industry. Under Ratan Tata's leadership, the Tata Group also ventured into the automotive sector. In 1998, Tata Motors launched the Tata Indica, India's first indigenously developed passenger car. This was followed by the launch of the Tata Nano, a small and affordable car aimed at making transportation accessible to more people.

Ratan Tata's business acumen and vision played a significant role in the growth and diversification of the Tata Group. He focused on innovation, global expansion, and social responsibility, making the conglomerate a force to be reckoned with in various industries. It's truly inspiring to see how Ratan Tata's leadership and strategic decisions shaped the Tata Group's success over the years.

# COMMERCE : TRADE & AIDS TO TRADE

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The scope of commerce implies the coverage of commerce, modern commerce has become so wide. It comprises the study of all activities in the transfer of goods and services from the producers to the consumers. Activities like transportation, communication, insurance, banking, advertisements, etc. have played a huge role in development of commerce. Trade within the boundaries and across the nation's boundaries makes commerce to acquire international status. Example, a farmer as a producer needs to find people to buy his/her product. Those buyers are called consumers. For those products to reach the final buyer (consumer), means of transport like roads, railways and airways needs to be better.

The study of commerce can help you to get the knowledge on three basic areas. In its broad sense commerce covers the following areas:-

- The study of trade, which is the main activities in the distribution of goods and services.
- The study of auxiliary services (aids to trade) that make trade possible.
- The study of how trade and aids to trade could be organized so as to satisfy the needs of a consumer in the most efficient way.

Commerce is a branch of production which deals with the exchange of goods and services and all activities that facilitate the transfer of such goods and services from producer to final consumers. Exchange is an act of buying and selling. It is a major part of commerce.

Commerce is divided into two branches, which are:-

- Trade refers to the process of buying and selling of goods and services, with the intention of generating profit. A person who engages in trading activities is known as trader. Trade is sub-divided into two main branches, which are:-

Home trade is the buying and selling of goods and services within a country border which is again divided into two main branches, a) Retail trade b) Wholesale trade.

International or Foreign trade is a trade between one nation and other nations, exchange of goods and services across the national borders. It is divided into two types, a) Export trade b) Import trade.

- Aids to trade are all the activities

which facilitate trade. Aids to trade make trade less difficult to carry out. Examples of Aids to trade include communication, transportation, warehousing, insurance, banking, advertising, etc.

# WOMEN ACHIEVERS

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As we all know that women in this world have become a very vital part. They have achieved so many things in their life. Society has come up with the thought of Women Empowerment so that women are not treated as inferior and are seen equally by men at the same level. Before, women were not allowed to go out of their house for employment but this is not the scenario nowadays, they are working as teachers, professionals, government workers and many more.

Talking about Women Empowerment, we all know many women that have achieved and are inspiration to many girls some are Sania Mirza, Saina Nehwal, Kalpana Chawla, Mary Kom, Queen Elizabeth II and many more.

Today I will talk about Sania Mirza who is the Indian former professional tennis player. Sania Mirza who was born to a Hyderabad Muslim parents Imran Mirza (A Sports Journalist) and his wife Naseema (Worked in a printing business) in Mumbai in 15 November, 1986. At the age of 6, she took up tennis and was coached by her father and also Roger Anderson. Turning professional in 2003, she won the 2003 Wimbledon Championships girls' doubles title partnering with Alisa Kleybanova. She clinched the women's gold medal in tennis in 2002 National Games of India in Hyderabad at the age of 16 years. She reached the quarterfinals of 2002 US Open girls' doubles and reached semifinals of 2003 US Open girls' doubles.

In her tennis career,

- 2001–2003: Success on the ITF Junior Circuit
- 2004–2005: Success in WTA Tour and Grand Slam tournaments
- 2006–2007: Top 30 singles breakthrough
- 2008–2009: Grand Slam mixed-doubles championship
- 2010–2012: Injury, struggles & doubles specialization
- 2013–2014: Top 5 doubles breakthrough
- 2015–2016: Rise to world No. 1 and women's doubles major titles
- 2017–2018: Split with Hingis, maternity leave
- 2020: Winning return
- 2022: French Open third round, three WTA 1000 semifinals, back to top 25
- 2023: Retirement

On 7 January, she announced her retirement after her last tournament in February at the Dubai Championships. At Dubai, she partnered Madison Keys for the last tournament of her career.

Awards and recognition

- Arjuna Award (2004)
- WTA Newcomer of the Year (2005)
- Padma Shri (2006)
- Major Dhyan Chand Khel Ratna (2015)
- BBC list of 100 inspiring women (2015)
- Padma Bhushan (2016)
- NRI of the Year (2016)
- Pinkvilla Style Icons Awards - Super Glam Sports Star of the Year (2023)

In the year 2014, the government of Telangana appointed Mirza as the brand ambassador of the state. Telangana Chief Minister K. Chandrashekharao congratulated Sania Mirza on her being awarded Rajiv Gandhi Khel Ratna award. She was named in the Time magazine's 2016 list of 100 most influential people in the world.

Other than her tennis career, in 2014 she was the brand ambassador for the then newly created Indian state Telangana to promote interests. She also established a tennis academy in Hyderabad where the former world no. 1s came to visit on different occasions. She was also announced as the UN Women Goodwill Ambassador for South Asia, being the first South Asian woman to be appointed as a Goodwill Ambassador in the organization's history.

She has faced many controversies in her life. On 4 February 2008, Mirza said that she would stop appearing in tennis tournaments held in India, starting with the 2008 Bangalore Open the following month, citing the series of controversies and upon advice by her manager. But Mirza chose to participate at the 2010 Commonwealth Games in Delhi. After both Mahesh Bhupathi and Rohan Bopanna refused to play in the men's doubles event at the 2012 Olympics with Leander Paes, Paes demanded that he be partnered with Mirza for the mixed doubles event. Mirza accused the All India Tennis Association (AITA) of using her as 'bait' to keep Paes happy as she wanted to play with Bhupathi, with whom she has won 2 grand slams. In the end, Mirza was paired with Paes and the pair lost in the quarterfinals of the mixed doubles. Mirza was referred to as "Pakistan's daughter-in-law" and unfit to be a representative of an Indian state after she was appointed the Telangana state's brand ambassador. The comment referred to Mirza's husband, Shoaib Malik being a Pakistani cricketer. Telangana chief minister Kalvakuntla Chandrashekharao presented Mirza with ₹1 crore on two occasions. She was summoned by the tax department for non-payment of service tax on the payment received, however she responded that the ₹1 crore given was training incentive, and not towards becoming state's brand ambassador. About her playing style, Mirza is an offensive baseliner with very powerful ground stroke and is known for setting up good attacks with the sheer velocity of her ground strokes. Her main strength is her forehand, as well as her volleying skills. Her power game has drawn comparisons to Romanian legend Ilie Năstase. She is also a great returner of serve finding many return winners during matches. Mirza goes for winners, which means she goes for many angles. Mirza has said that "There's no doubt that my forehand and backhand can match anyone, it's about the place that they're put in. I can hit the ball as hard as anyone can". "I'm not that fast on my feet", she added as her most evident weakness is her movement around the court, where Mirza usually struggles moving up and around the court. Mirza's second serve and relatively poor mobility are often quoted as her big weaknesses. But by 2012, a series of injuries had effectively ended her singles career. "No matter what sport you are from, but coming up as an elite and challenging the norms in terms of an athlete, wanting to embrace pressure and how to deal with it, and not afraid of it, for women's sport", Sania is a huge icon. Being an icon I have chosen her to write upon.

# OTT PLATFORMS OVER THE TOP PERFORMANCE

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Towards the end of January, 2020, the first coronavirus case appeared in the country. By March end, the entire country was locked down. The sudden spurt in the covid cases put a hold on almost everything, from schools, offices, and railways to malls, restaurants, and tourist sites. People, while being quarantined in their houses, faced a severe lack of ways to entertain themselves. The hold on production and shooting of any new movie, show, or daily soap meant no new content until the situation got better. However, this proved to be a blessing in disguise for the vastly unexplored world of OTT Platforms.

The movies and shows produced by OTT platforms feel much more grounded, realistic, and genuinely unique as compared to Bollywood Movies. Their ability to tell stories for what they are without heavy censoring is what appeals to the audience. OTT pricing is also quite affordable, hence its popularity in even the remote and rural areas of India. The streaming platform ALT Balaji had its best showing in 2020. Its direct subscription grew 100 percent. With its cheap subscription fee and a video library of 69 shows, It amassed 8.5 million monthly active users and 35 million+ cumulative subscribers, Considerably more than their competitors like Netflix.

Zee5 claimed that since November 2019, its active Subscribers almost doubled and its average subscribers tripled in 2020. Many movies such as Maska, Gulabo Sitabo, Ghoomketu, etc. were to be released on the big screen. These movies would have been shelved, leading to huge losses, if it had not been for the OTT Platforms. The increased viewership of these platforms also benefited the creators of these shows. Actors like Radhika Apte, Nawazuddin Siddiqui, Divyendu, and Rasika Dugal gained popularity and public validation for their work. The demand for a high-speed internet connection also soared to stream the wide-ranging content on these Platforms.

OTTs benefited the economy through their direct subscription revenue and increased the demand for other related services. These platforms have always had content catering to all kinds of viewers. The pandemic only made us realize their true potential.

# ভারতে স্বল্প পরিমাণের ব্যবসা এবং তার ভূমিকা

ব্যবসা এবং বাণিজ্য বিশ্বের সবচেয়ে গুরুত্বপূর্ণ অংশের মধ্যে একটি হল ব্যবসা বা বাণিজ্যের ক্ষেত্রে স্বল্প পরিমাণের ব্যবসায়ীদের ভূমিকা। ভারতে এই স্বল্প পরিমাণের ব্যবসা একটি গুরুত্বপূর্ণ অংশ যা অধিকাংশই স্থানীয় বা ছোট পরিমাণের উৎপাদকদের মাধ্যমে পরিচালিত হয়।

স্বল্প পরিমাণের ব্যবসা প্রতি সপ্তাহের বা মাসের ছোট পরিমাণের লাভজনক আয় তৈরি করতে পারে এবং এটি অনেক সময় অল্প মূলধনে শুরু করা যেতে পারে। অনেকে এই ব্যবসার মাধ্যমে নিজেদের আয়ের একটি সূত্র তৈরি করে এবং এটি তাদের আর্থিক স্বাধীনতা ও স্বায়ত্তশাসনের মাধ্যমে কাজ করতে সাহায্য করে।

স্বল্প পরিমাণের ব্যবসা বাস্তব জীবনের অনেক মানুষের জীবনে গুরুত্বপূর্ণ ভূমিকা পালন করে। এটি অনেক সময় অবসরের কাজ হিসাবে কাজ করে এবং কিছু মানুষ এটি পূর্ণ সময়ের কাজ হিসাবে গ্রহণ করে। এটি সময় এবং অনুষ্ঠানের স্বাধীনতা প্রদান করে এবং অনেক সময় অত্যন্ত প্রাসাদিক হতে পারে।

**ভারতে স্বল্প পরিমাণের ব্যবসা এবং তার ভূমিকা:** ভারতে ব্যবসা এবং বাণিজ্য সম্প্রদায়ের একটি গুরুত্বপূর্ণ অংশ, এবং এটি অগ্রগতির একটি প্রধান উদ্যোগ। বিভিন্ন ধরনের ব্যবসা ও বাণিজ্যের মধ্যে স্বল্প পরিমাণের ব্যবসা একটি গুরুত্বপূর্ণ অংশ যা অনেকের জীবনে গুরুত্বপূর্ণ ভূমিকা পালন করে।

**স্বল্প পরিমাণের ব্যবসা এবং তার সূচনা:** স্বল্প পরিমাণের ব্যবসা বিশেষভাবে বাস্তব জীবনের একটি নিজস্ব অংশ যা অধিকাংশে ছোট উদ্যোক্তারা পরিচালিত করে। এই প্রতিষ্ঠানগুলি সাধারণত স্থানীয় প্রতিষ্ঠানের মাধ্যমে পরিচালিত হয় এবং তাদের প্রধান লক্ষ্য হল স্থানীয় বাজারে উৎপাদন ও পরিবহনে উপস্থিতি বাড়ানো। স্বল্প পরিমাণের ব্যবসা সাধারণত স্থানীয় চাহিদা পূরণে নিজেদের নিজস্ব পণ্য ও পরিষেবা প্রদানের মাধ্যমে লাভজনক আয় তৈরি করে।

**স্বল্প পরিমাণের ব্যবসার মৌলিক গুণাবলী:** স্বল্প পরিমাণের ব্যবসা প্রধানত মানসিকতা, সাহস, ও পৌরুষের সূচনা করে। এই ধরনের ব্যবসা আদর্শ হিসেবে ছোট শুরুটা হতে পারে, কিন্তু এর মাধ্যমে লাভের সূচনা করা যেতে পারে। স্বল্প পরিমাণের ব্যবসার উদাহরণ হল: ছোট দোকান, আপারেল বিক্রয়কেন্দ্র, ফোন বা কম্পিউটার সার্ভিসিং সেন্টার, খাবারের দোকান, স্থানীয় হাট বা বাজার বিক্রয় স্থান, গাড়ি ভাড়া পরিষেবা, ও বাস্তব অবস্থানের মধ্যে অন্যান্য ক্ষেত্রে।

ভারতে স্বল্প পরিমাণের ব্যবসা বৃদ্ধির পথে গুরুত্বপূর্ণ ভূমিকা রাখে এবং এটি সাধারণত নির্ভর করে স্থানীয় সম্প্রদায়ের উৎপাদন ও প্রচারে। এটি স্থানীয় উৎপাদকদের জন্য নতুন বাজার উৎপন্ন করতে সাহায্য করে এবং অত্যন্ত ছোট পরিমাণে উৎপাদিত পণ্যগুলি বিক্রি করার সুযোগ সৃষ্টি করে।

সম্পূর্ণ ভারতে, স্বল্প পরিমাণের ব্যবসা একটি গুরুত্বপূর্ণ সামাজিক ও আর্থিক অংশ যা অনেক সময় উন্নত বা উন্নতির সাথে সম্পর্কিত নয়। এটি স্থানীয় উৎপাদক



# E-COMMERCE : RESHAPING RETAIL

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In an era marked by digitalization, the landscape of retail has undergone a profound transformation, largely due to the exponential growth of e-commerce. With the advent of online shopping platforms, consumers now enjoy unparalleled convenience and accessibility to a vast array of products and services at their fingertips.

The commerce department plays a pivotal role in navigating this evolving terrain. Its role extends beyond mere oversight; it involves adapting regulations, fostering innovation, and shaping policies that facilitate the seamless integration of e-commerce into the broader economy.

E-commerce has not only redefined the shopping experience but has also significantly impacted traditional retail establishments. Small businesses, once constrained by geographic limitations, now harness the power of online platforms to reach global audiences. The commerce department's initiatives in supporting these ventures through digital literacy programs, financial assistance, and streamlined regulations are pivotal in fostering an inclusive and competitive market.

Moreover, the department grapples with the challenges posed by the borderless nature of online trade. Collaborations and negotiations with international counterparts are imperative to establish fair trade practices, tariff regulations, and cybersecurity protocols to safeguard consumers and businesses alike.

The shift towards e-commerce has not been without hurdles. Issues such as data privacy, cybersecurity threats, taxation of online transactions, and ensuring a level playing field for all market participants remain at the forefront of the department's agenda.

In this digital age, the commerce department stands as a linchpin in fostering an ecosystem where traditional and online retail coalesce harmoniously. Its ability to adapt, regulate, and innovate paves the way for a vibrant and equitable marketplace where the promise of e-commerce can be realised to its fullest potential.

# BOOSTING EMPLOYEE PERFORMANCE: THE IMPACT OF MONETARY INCENTIVES

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Employee performance is crucial for the success of any organization, and businesses are constantly seeking effective strategies to enhance productivity and engagement. One approach that has garnered significant attention is the use of monetary incentives. This article explores the various ways in which monetary incentives can positively influence employee performance and contribute to overall organizational success.

Monetary incentives serve as powerful motivators for employees. The prospect of earning additional income through performance-based rewards can inspire individuals to go above and beyond in their work. This motivation often translates into increased productivity as employees strive to achieve and exceed their targets.

Monetary incentives not only provide a tangible reward but also symbolize recognition and appreciation for an employee's hard work. Feeling valued and acknowledged contributes to a positive work environment, fostering a sense of loyalty and commitment among employees.

Linking monetary incentives to specific performance goals helps align individual objectives with organizational targets. This alignment ensures that employees understand their role in achieving overall company success, promoting a shared sense of purpose within the workforce.

In a competitive business landscape, attracting and retaining top talent is essential. Offering attractive monetary incentives can set a company apart as an employer of choice, helping to attract skilled professionals and maintain a high-performing team.

Monetary incentives can be structured to reward not only achievement but also continuous improvement. This encourages employees to seek ongoing professional development and enhance their skills, contributing to long-term organizational growth.

Group-based monetary incentives, such as team bonuses, foster collaboration among employees. This collaborative spirit can lead to enhanced creativity, problem-solving, and innovation as team members work together to achieve common goals.

Establishing clear and transparent criteria for earning monetary incentives promotes a fair and equitable workplace. Employees are more likely to be motivated when they perceive the reward system as just and accessible to all based on merit.

Monetary incentives play a vital role in enhancing employee performance by providing motivation, recognition, and aligning individual goals with organizational objectives. When implemented effectively, these incentives contribute to a positive work culture, increased productivity, and a competitive advantage in the marketplace. While monetary incentives are a powerful tool, it's essential for organizations to consider a holistic approach that combines financial rewards with other elements of employee well-being and development for sustained success.

# INDIAN TEXTILE BUSINESS

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The Indian textiles industry, currently estimated at around US\$ 150 billion, is expected to reach US\$ 280 billion by 2021. India's textiles industry contributed seven percent of the industry output (in value terms) of India. It contributed two percent to the GDP of India and employs more than 45 million people in 2019-20. The sector contributed 15 percent to the export earnings of India in 2019-20. The production of raw cotton in India is estimated to have reached 34.9 million bales in FY20.

The Indian retail market was worth Rs 41,66,500 crore (the US \$641 billion) in 2016 and is expected to reach Rs 1,02,50,500 crore (the US \$1,576 billion) by 2026, growing at a Compound Annual Growth Rate (CAGR) of 10 percent. It is envisaged that the current fashion retail market worth Rs 2,97,091 crore (the US \$46 billion) will grow at a promising CAGR of 9.7 percent to reach Rs 7,48,398 crore (the US \$115 billion) by 2026. The Indian Textile Industry contributes approximately 2 percent to India's Gross Domestic Product (GDP), 10 percent of manufacturing production and 14 percent to overall Index of Industrial Production (IIP).

The retail shop / online selling point is located at the busy street and having a prominent location for getting good visibility.

The firm is focused on selling quality clothes. It is having an online presence in leading online portals as well as a retail shop in the leading commercial space of the town.

The future for the Indian textile industry looks promising, buoyed by both strong domestic consumption as well as export demand, with consumerism and disposable income on the rise, the Indian economy, one of the fastest-growing economies of the world, is witnessing major shifts in consumer preferences.

## Importance:

1. Increasing disposable income, brand awareness, and increasing tech-savvy millennial population are the driving factors of corporatized retail within the country. Overall, the Indian retail scenario has shown sustainable long-term growth compared to other developing economies.

2. The Indian retail market was worth Rs 41,66,500 crore (US \$641 billion) in 2016 and is expected to reach Rs 1,02,50,500 crore (US \$1,576 billion) by 2026, growing at a Compound Annual Growth Rate (CAGR) of 10 percent.

3. The Indian retail market was worth Rs 41,66,500 crore (US \$641 billion) in 2016 and is expected to reach Rs 1,02,50,500 crore (US \$1,576 billion) by 2026, growing at a Compound Annual Growth Rate (CAGR) of 10 percent.

The analysis of the Indian textiles industry revealed several prospects for growth, including technological advancements, sustainable practices, increasing domestic demand, emerging global markets, an favourable government initiatives.

# THE IMPACT OF MONETARY INCENTIVES ON EMPLOYEES PERFORMANCE

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In today's corporate world, organizations are constantly devising strategies to enhance employee's performance and productivity. One widely debated techniques is the use of monetary incentives. This article aims to delve into the impact of monetary incentives on employee's performance and provide a comprehensive analysis of their effectiveness.

Monetary incentives come in various forms including bonuses, commissions and performance- based pay. Proponents of these incentives assert that they create a clear link between performance and reward, encouraging employees to strive for excellence.

One of the central argument is in favour of monetary incentives is the expectation theory. According to this theory, employees will perform better if they believe their efforts will be rewarded. Monetary incentives incentivize to go above and beyond, pushing them to meet and exceed performance targets. In essence, money acts as a tangible symbol of recognition and achievement, motivating employees to put forth their best efforts.

Moreover, some studies have indicated that excessive emphasis on monetary incentives can lead to ethical issues and negative behaviours. When, employees solely prioritize financial gains they engage in dishonest or unethical practices.

In conclusion, the impact of monetary incentives on employee's performance is complex and multifaceted issue. While monetary rewards can motivate employees to perform better. Ultimately, organizations need to understand that employee's performance is influenced by a multitude of factors and a holistic approach to motivation is essential for long-term success.

# COST CUTTING

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**COST CUTTING:** Cost cutting refers to measures implemented by a company to reduce its expenses and improve profitability. Cost cutting, measures are typically implemented during times of financial distress for a company or during economic downturns. They can also be enacted if a company's management expects profitability issues in the future, where cost cutting can then become part of the business strategy.

**COST CUTTING STRATEGY:** When embarking on cost cutting, it's important to implement a strategy before arbitrarily cutting costs. Some costs are necessary, so it's important to classify costs into good costs, bad costs, and best costs.

Good costs focus on the company's growth and are aligned with the company's customers and how to meet the needs of those customers. Bad costs are those that do not match up with the company's growth strategy, and waste resources. When bad costs are cut, they can free up resources that can be used in a more productive capacity. Best costs are the costs associated with what makes a company unique, how it differentiates itself from the competition, and how it provides true value to its customers.

Once a company is able to allocate its cost into one of the above classifications, it will make it easier to focus on cutting bad costs and maximizing on best costs.

It's also important to note that cost cutting doesn't necessarily mean completely cutting a cost. It can also refer to optimization and efficiency. Optimizing productivity actually reduces costs, so it's important to measure productivity. Today there are apps that allow companies to monitor the productivity of employees as well as time spent on different work and projects.

*The Lyrical*

CANVAS





# STANZAS OF STARTUP

Aditi Shaw  
Commerce | 3rd Year

*In the world of trying, where ideas ignite,  
Entrepreneurs shine, turning dark to light.*

*They start small, dreams in their eyes,  
Facing challenges, reaching for the skies.*

*With courage and hustle, they take a chance,  
In the dance of business, a hopeful dance.*

*From tiny sparks, big fires grow,  
Entrepreneurial journeys, a constant flow.*

# HARMONY OF COMMERCE

*In the realm where transactions weave,  
Commerce dances, a tapestry to conceive.  
A marketplace, bustling and alive,  
Where goods and dreams in exchange thrive.*

*Digital whispers, a modern tune,  
E-commerce, a melody of the moon.  
Bytes and bits, a virtual bazaar,  
Where clicks echo from near to far.*

*Businesses, consumers, partners in waltz,  
Navigating markets with strategic salts.  
Governance, a guiding hand,  
Ensuring fairness across the land.*

*Yet, challenges lurk, shadows to face,  
Cyber realms, an intricate maze.  
In this dynamic, global spree,  
Commerce evolves, a symphony.*

*In the future's embrace, innovations gleam,  
Augmented horizons, a visionary dream.  
Sustainability weaves into the rhyme,  
A commerce pulsating with ethical prime.*

*So, let's embark on this trade of grace,  
In the world of commerce, a vibrant space.  
Where transactions paint a canvas wide,  
A poetic journey, where economies bide.*



Anirban Das  
Commerce | 2nd Year



# ছাত্রজীবনের স্বপ্নবাহিনী

শখের ভান্ডার নয়,  
কলেজের পাঠে সময় খচখচ,  
ক্লাসরুমে বসে শোনা  
প্রফেসরের বাণী, আলোচনা।

ক্লাসরুমে বুকে স্মৃতি ছবি,  
সূর্যের রঙে রঙিন বিশ্ব রচি।  
বোতামে লেখা, নোটে ছাপা,  
মর্যাদায় চিহ্নিত এক স্বপ্নযাত্রা।

শিক্ষা বিদ্যা আমার পথিকতা সহজে,  
শিক্ষকের প্রেরণায় সম্পূর্ণ জীবন ভরে।  
বন্ধুদের সঙ্গে মজা করতে পড়ে আমার,  
মিলেমিশে চলবো সবে নেই কোনো হুংকার।

ছাত্রজীবনের মাধুর্য আমার কবিতায়,  
আলোর রঙিন স্বপ্নে ভরে উঠে চায়।  
জীবনের পথে যেতে হলে হয় পরিশ্রম কতো,  
ছাত্রজীবন ভরে উঠুক ওই নীল আকাশের মতো॥



Choton Chowdhury  
Commerce | 2nd Year



# THE ART OF ENTREPRENEURIAL CRAFTINESS

Bhaskar Jyoti Mohanta  
Commerce | 3rd Year

*A Business based on craft and guile  
Will always proved to be worthwhile.  
Finely honed skills in double dealing  
Should see your profit hit the ceiling!  
Transparency is overrated,  
Tax returns better understated.  
There is always a trusting soul to diddle  
And everyone is on the fiddle.  
An honest crust won't keep you feed,  
You 'need' some dough to make the bread!*

# ODE TO ENTREPRENEURSHIP: VENTURE VERSE



*In a world of dreams, where ideas ignite,  
Entrepreneurs emerge, ready to take flight.*

*Risk is their Companion, uncertainty their friend,  
in the entrepreneurial journey, where passions blend.*

*With visions that sparkle, like stars in the night,  
they navigate challenges, bask in the light.  
Innovation pulses through every endeavour,  
creating a tapestry that lasts forever.*

*Through set backs and triumphs, they boldly stride,  
with resilience as their ally, in business tide.  
Ideas transformed into ventures, a dance so grand,  
Entrepreneurship, the art of shaping the land.*

*From startups that blossom to empires tall,  
Entrepreneurs sculpt destinies, never to fall.*

*For in the heart of risk, where dreams are sown,  
Entrepreneurship's spirit has forever grown.*

Dhrubojyoti Roy  
Commerce | 3rd Year

# TRADE GREAT



Prasanjit das  
Commerce | 1st Year

In Business Market, trade Takes Its Flight  
Where Dizzy Merchants ,dreams To Reach A Dizzy  
Height.

In The World Of Geography, Its Day And Night  
But In The World Of Commerce It's A Great Deal With  
Sweet Delight.

Goods And Services They Intertwine,  
This Is A World Of Commerce And Stars Do Shine.  
Fair Trade ,Ethics, And Hearts Of Gold,  
Yet This Can Make The Earth A Better Fold.

Goods And Services A Constant Flow,  
But This Is Commerce And Profits Needs To Glow.  
Currency Flows Through Hands So Deft,  
But Commerce Power The Only Force Left.

Economics Tides They Ebb And Flow,  
In The World Of Commerce, We Must Glow.  
Currency Flows Like A Winding Stream,

This Is Commerce And Not A Dream !!  
So, in The World Of Commerce And Art,  
Lets Ensure That We All Play Our Part.

Taking The Tools Of Commerce In Hand To Deal With  
The Case,

Lets, show The World, Making It A Good Race Place.

# ব্যবসার রঙ



ব্যবসার রঙ আলোর জুহুরে,  
বিচিত্রতা বিক্রেতার কাজে।  
পাহারাদার লাল, মোহনা সবুজ,  
ব্যবসা হৃদয়ে একটু সুখ দেয়।

শিল্পকলা হেমন্তের মতো,  
সৃষ্টিতে সুন্দর আলোর রঙে।  
ব্যবসা বন্ধনে প্রেমের বাঁধন,  
স্বপ্নের দেশে চলে যায় সময়।

ব্যবসার আলোয় চলা, এক পথে,  
সমৃদ্ধির হাতে ধরে আমাদের।  
বাজারের রঙে লাল-নীল ছায়া,  
ব্যবসা জীবনে প্রেমের গান।

Samir Hansda  
Commerce | 3rd Year



Sk. Ayan  
Commerce | 3rd Year

# MATRIX

*Those sleepless nights  
9 to 5's fight  
Chasing dreams quiet  
Loosing hope bites  
Look by your sides  
World's busy riots  
Smokes weed alright  
Laziness to fight  
Every day and night.  
Lazy teen no pain  
Grinding is fain  
Success is a gain.  
Matrix is game  
This song is from my brain.*

STROKES

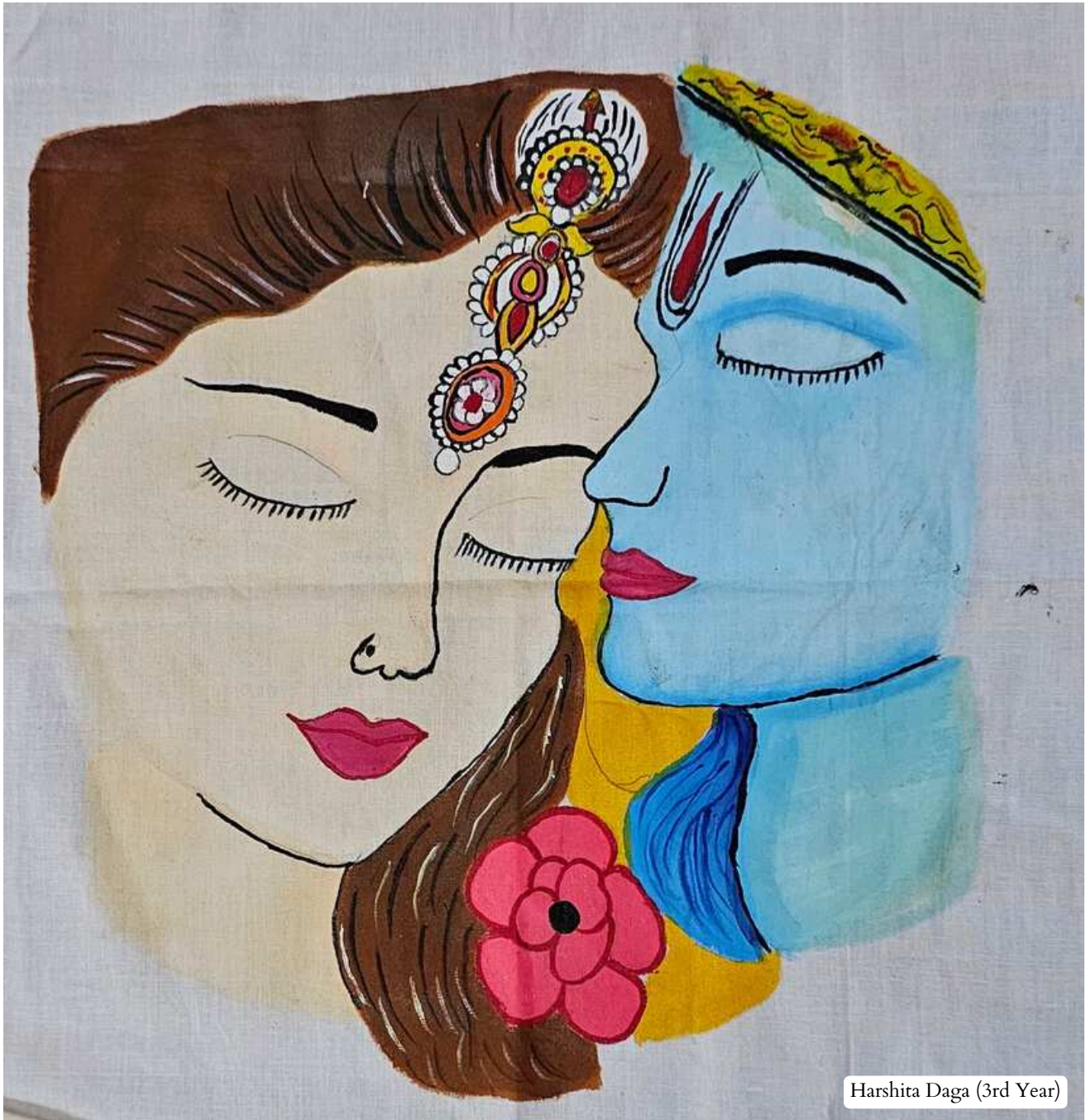
*of*

SERENITY

# TRUE LOVE HAS NO END DATE

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Coincidence and disconnection remain the same in both



Harshita Daga (3rd Year)



# BREATHLESS HORIZON

Capturing the struggle against air pollution



Rupa Thapa (2nd Year)



# ARDHANAREESHVARA

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# WISH TREE

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Choton Chowdhury (2nd Year)

# SOULFUL EMBRACE

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Radha-Krishna essence in crayon



# THE MESMERISING MOON

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Night's Magical Embrace



Anuradha Nandy (1st Year)

# HARMONY OF LOVE

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A Glass Canvas for Radha-Krishna



*Framed*

CHRONICLES





Sujal Shaw  
Commerce | 2nd Year



Sujal Shaw  
Commerce | 2nd Year



Arundhati Roy  
Commerce | 2nd Year



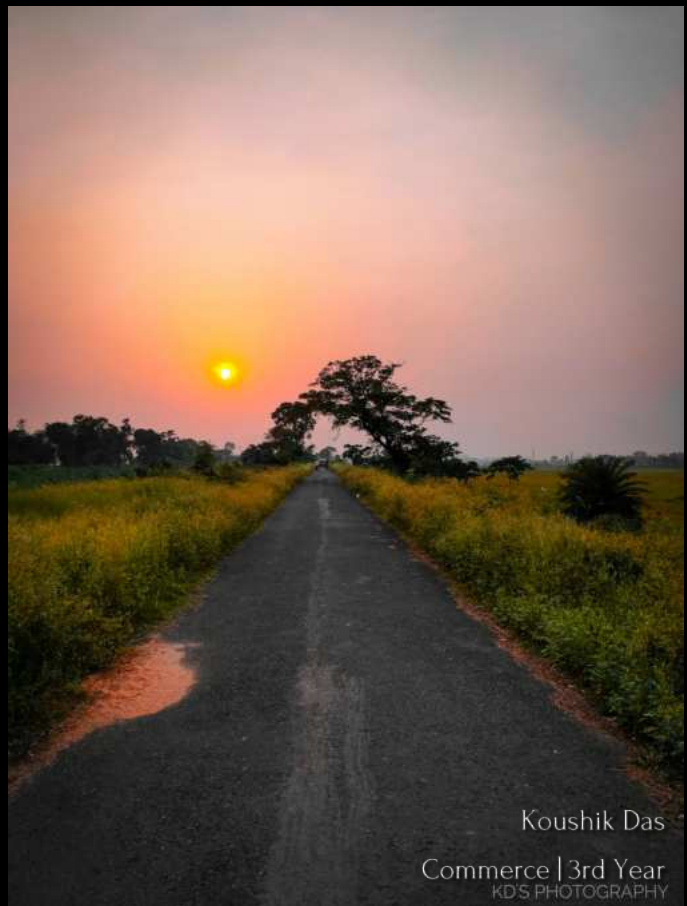
Arundhati Roy  
Commerce | 2nd Year



Sk. Ayan  
Commerce | 3rd Year



Arundhati Roy  
Commerce | 2nd Year



Koushik Das  
Commerce | 3rd Year  
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Koushik Das

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Pritha Choudhury

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Aditi Shaw

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Ahana Mandal

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Sujal Shaw  
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Sayantan

Sayantan Kündu  
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Sharanya Hati  
Commerce | 2nd Year



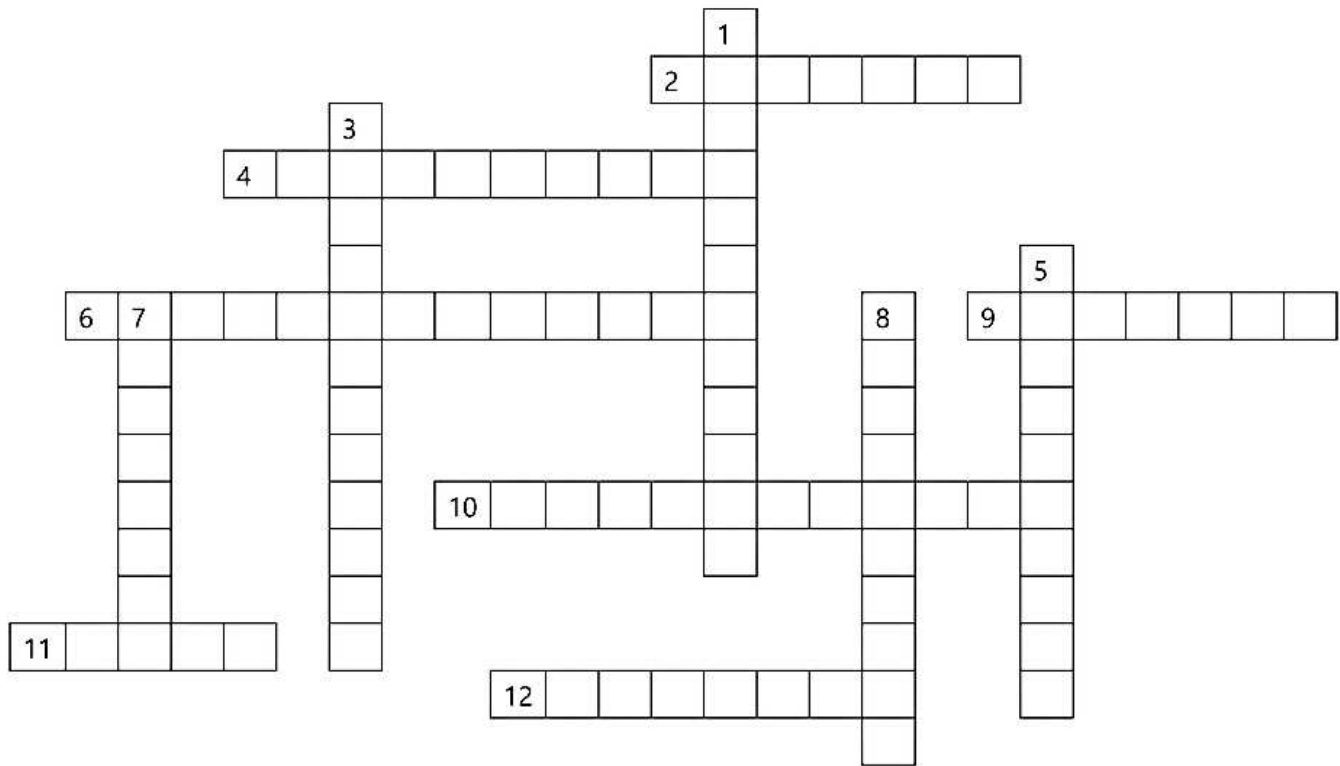
Rizwan Sarif Mondal  
Commerce | 3rd Year

## 30 Fascinating Business Facts: That will blow your mind !

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1. "Yahoo" is an acronym for "Yet another Hierarchical Officious Oracle."
2. Starbucks' round tables were created specifically so customers would feel less alone.
3. Apple's iPad retina display is actually manufactured by Samsung.
4. The red and white Coca-Cola logo is recognized by 94% of the world's population.
5. The iPad 2 would cost \$1,140 if it were made in America.
6. Adding /4 to the end of Facebook's URL will take you to Mark Zuckerberg's profile.
7. Google was originally called Back Rub.
8. Pepsi got its name from the digestive enzyme pepsin.
9. Speaking of Amazon, it also owns Zappos, Shop Bop, Good reads, and Audible.com
10. Everything you say to Siri is sent to Apple, analysed, and stored.
11. Candy Crush brings in a reported \$633,000 a day in revenue.
12. Samsung accounts for 20% of Korea's gross domestic product.
13. The most productive day of the workweek is Tuesday.
14. If Bill Gates were a country, he'd be the 37th richest on earth.
15. McDonald's first menu items were hot dogs, not hamburgers.
16. More people in the world have mobile phones than toilets.
17. Starbucks spends more on health care insurance for its employees (\$300 million) than on coffee beans.
18. If you have \$10 in your pocket and no debts, you are wealthier than 25% of Americans.
19. Facebook is primarily blue because Mark Zuckerberg suffers from red-green color blindness.
20. Seventy percent of small businesses are owned and operated by a single person.
21. Victoria's Secret is the most followed retailer on Instagram.
22. In iPhone ads, the time is always 9:42 a.m. or 9:41 a.m., because Apple events start at 9 a.m.  
and big product reveals generally happen 40 minutes into the presentation.
23. The Volkswagen group owns Bentley, Bugatti, Lamborghini, Audi, Ducati, and Porsche.
24. Smoking near an Apple computer voids the warranty.
25. The world's 100 richest people earned enough money in 2012 to end global poverty four times over.
26. The average smart phone user checks Facebook 14 times a day.
27. Gambling generates more revenue than movies, spectator sports, theme parks, cruise ships, and recorded music combined.
28. You can purchase large sheets of uncut U.S. currency through the mail.
29. The "Mayfair" filter in Instagram generates the most likes.
30. Amazon.com employees spend two days every two years working at the customer service desk—even the CEO—in order to help all workers, understand the customer service process

# CROSSWORD PUZZLE



ACROSS

2. Economic cycle characterized by a sudden escalation in prices followed by a contraction.
5. \_\_\_ shares are corporate actions offering free additional shares to existing shareholders instead of increasing dividend.
8. A credit information company in India that aggregates consumer borrowing and payment in formation.
10. Tax \_\_\_ is the use of legal methods to modify an individual's financial situation to lower the amount of income tax owed.
11. \_\_\_ Scheme is a fraudulent investment operation which generates returns for existing investors by borrowing from new investors.
12. A digitized, decentralized public ledger of all cryptocurrency transactions.

DOWN

1. The value of a company's debt related to its equity capital.
3. The revolutionary method which has brought a transition in paper based transactions.
4. A \_\_\_ is a decision by the company's board of directors to increase the number of shares that are outstanding by issuing more shares to current shareholders.
6. Economic \_\_\_ is a prolonged period of little or no growth in an economy,, usually resulting in high levels of unemployment.
7. The fundamental management function that bridges the gaps between existing and desired position.
9. The companies which are known to weather downturns and operate profitable adverse economic conditions.

*Workshop on:*

# MSME: MARKET TURBULENCE & THE WAY OUT



# *Industrial visit:*

## SHYAM STEEL INDUSTRIES LTD.

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The industrial visit to Shyam Steel Industries in Durgapur on October 3, 2023, was organized for the students of the Commerce Department. The primary objective was to provide students with a comprehensive insight into the functioning of a steel plant, from raw materials to the production of the end product, specifically TMT bars.

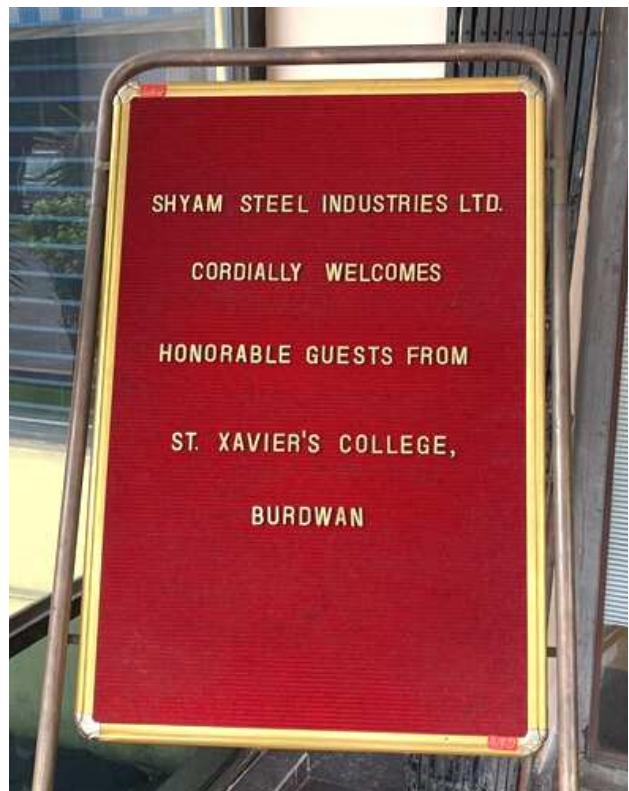
Shyam Steel Industries, a prominent player in the steel manufacturing sector, welcomed the students with an overview of its history, mission, and contributions to the industry. The company's commitment to quality and sustainability set the stage for a meaningful learning experience.

The heart of the visit was a comprehensive tour of the manufacturing facilities. Students witnessed the intricate processes involved in converting raw materials into semi-finished steel products. The complexities of smelting, refining, and casting were explained, highlighting the technological advancements adopted by Shyam Steel Industries.

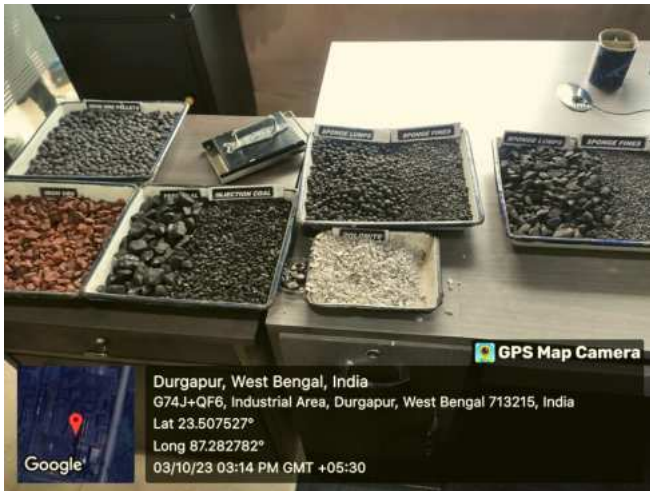
The students were given a hands-on experience in understanding the various stages of assembling and shaping steel. From the rolling mills to the shaping of TMT bars, the significance of precision and quality control in every step of the process was underscored.

The climax of the visit was the observation of the final product – TMT bars. Students witnessed the packaging and dispatch processes, gaining a holistic understanding of how the manufactured steel reaches the end-users, such as construction projects.

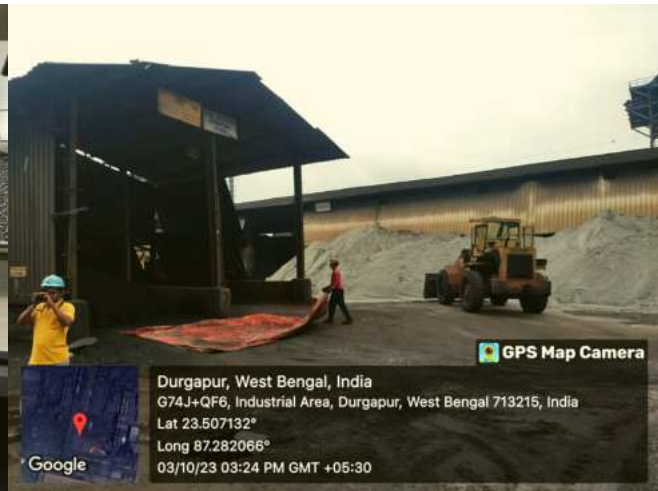
The industrial visit to Shyam Steel Industries proved to be an enriching experience for the students of the Commerce Department. It not only deepened their understanding of the steel manufacturing process but also highlighted the industry's role in contributing to economic growth. The visit successfully bridged the gap between theoretical knowledge and practical application, preparing the students for a more informed and insightful approach to their academic pursuits and future careers.







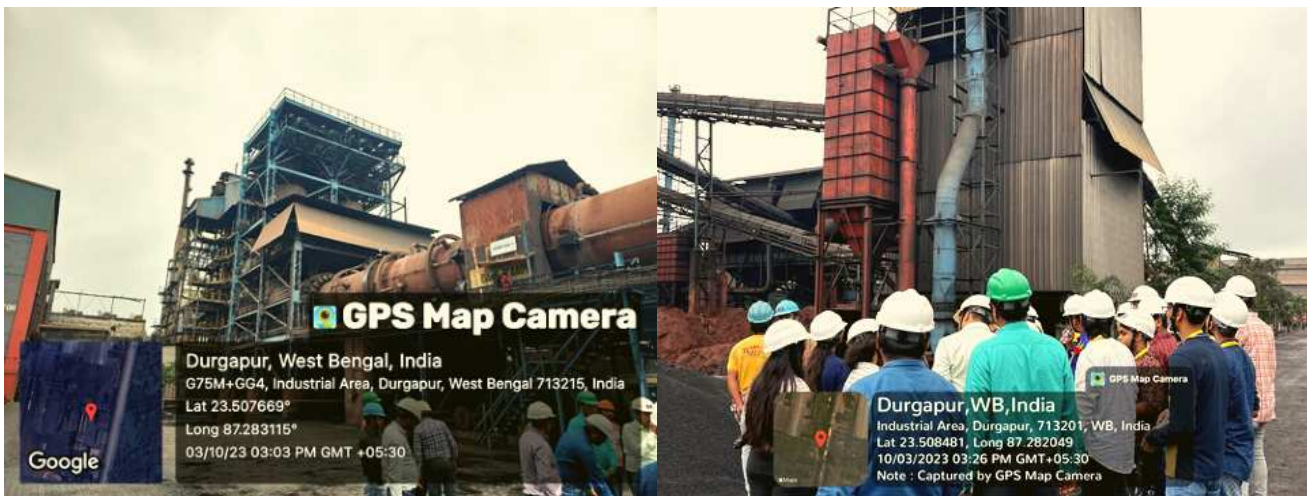
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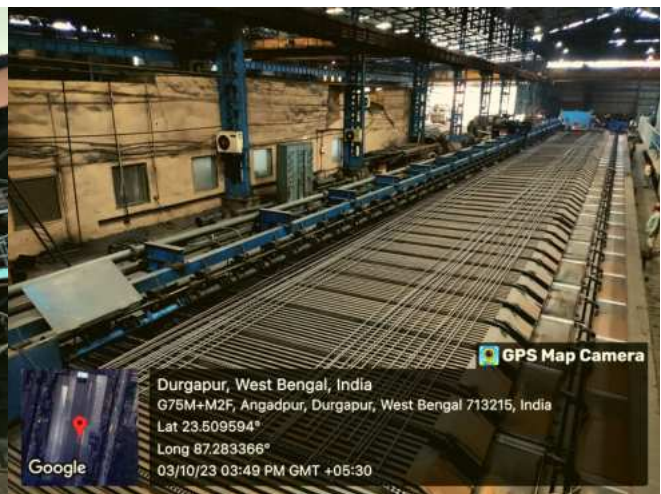
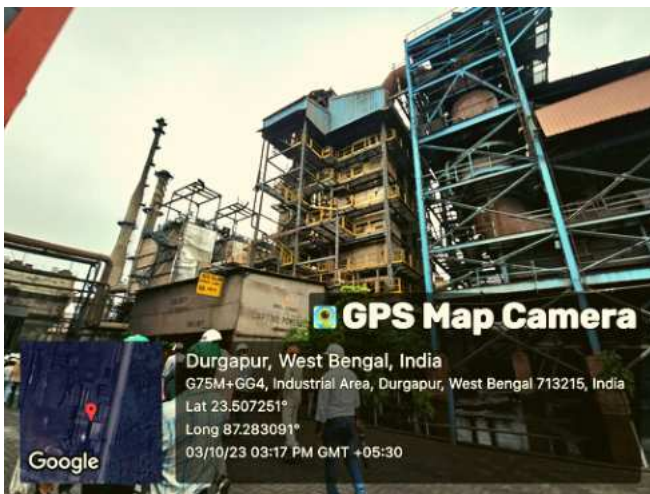
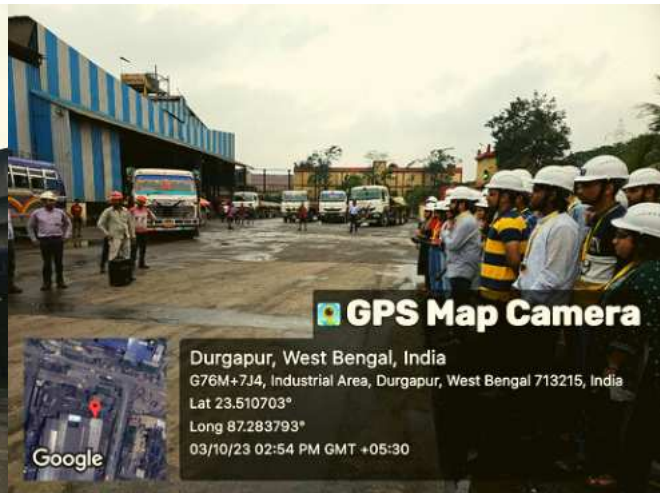
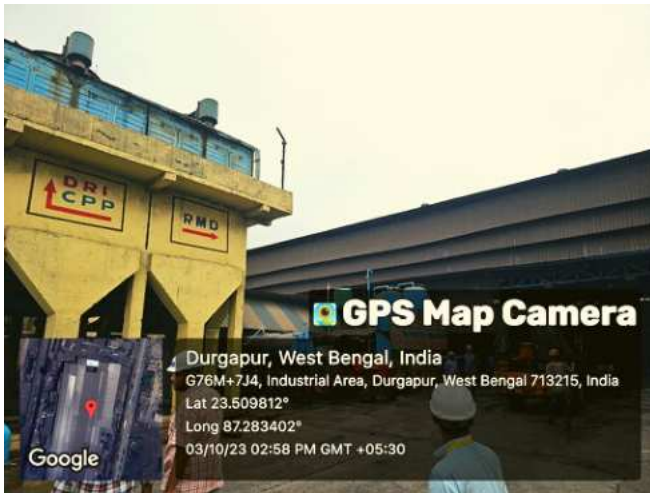


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 Note : Captured by GPS Map Camera



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 Note : Captured by GPS Map Camera





# DEPARTMENTAL *Farwell 2023*



# THE DEPARTMENT OF COMMERCE

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1ST  
YEAR.



2ND  
YEAR.



3RD  
YEAR.





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