



SESHADRIPURAM INSTITUTE OF COMMERCE AND MANAGEMENT

COMMERCE CHRONICLE



Department of Commerce and Management

Bi - Annual
NEWSLETTER

About

The Department

In Seshadripuram Institute of Commerce and Management Department of Commerce & Management was established in 2005, offering B. Com & B.B.A.

It commenced its journey with a meagre strength of 100 students; the institution now caters to 875 students. The department of Commerce & Management strives hard to imbibe the knowledge through real time live experience, conferences, certificate programmes, faculty development programmes, seminars, guest lectures to enhance the knowledge of students and faculties to keep them updated.

Department also organises industrial visits, educational tours to bridge the gap between college & industry through practical exposure.

Editorial members

Prof. Vidya S. Shivannavar

Principal

Asst. Prof. G. Punitha

HOD, Dept. of Commerce & Management

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Lecturer, Dept. of Commerce & Management

Sri Bharath P.N. (Reviewer)

Lecturer, Dept. of English

Editorial Message

The whole idea of 'contrivance' has always been fascinating and so is the creation of Commerce newsletter "**Commerce Chronicle**" the bi-annual newsletter of Department of Commerce. The Department encompasses the vast amount of talent and knowledge resting with its faculties and students, and conceiving the idea of newsletter rightly fills the gap in showcasing of departmental activities. The task of 'Commerce Chronicle' creation was indeed a challenge before me as an editor and this uphill task wouldn't have been possible at such a short span without the great faith and support provided by our Principal Prof. Vidya S. Shivannavar, my sincere thanks to her encouragement. Through our Commerce Chronicle I would like to give glimpse of our departmental activities and achievements. Also, I will be failing in my endeavour if I do not acknowledge the support of one and all who have contributed the information for the newsletter and I would like to show my gratitude for my team members for their effort & support.

sicmnewsletter@gmail.com



Reports

A Report on International Conference

International Conference on Contemporary Issues and Challenges in Technology, Commerce and Management was held on 30th and 31st March 2019 at Seshadripuram Academy of Business Studies

Day 1: 30th March 2019

The day began with inaugural session and the chief guest for the session was Dr. K.R. Venugopal, Vice chancellor, Bangalore University, Bengaluru and Dr. Hathairat ketmaneechairat, Department of information and production technology management, King Mougkut's university of technology North Bangkok, Thailand spoke about technological changes in the world and also about the changes in the field of commerce.

Plenary session-I was held on "Commerce and management education in 21st Century", the chair person Dr. B.C. Sanjeevaiah, ICBE, Bengaluru spoke about college social responsibility, and speaker Dr. B.G. Sathya Prasad, Director, GT Institute, Bengaluru spoke about how a teacher and the colleges have to be, and also said we have to update and upgrade, Dr. P.V. Padmaja gave us the facts about challenges of commerce education and way ahead with the statistical data.

Plenary session-II: Chairperson Dr. Maleerat Sodanil, faculty of information technology, King Mougkuts's University of technology, North Bangkok, Thailand, and speaker Mr. Raghunandan S.V. spoke about the Artificial Intelligence in Human Resource Management.

The day was followed by technical session-I, Paper presentation. The

session was divided into three tracks and our College representatives presented a paper on "Concurrent impediment and challenges of E-Retailing and Cyber Security".

Day 2: 31st March 2019

The day began with plenary session-III the speakers were Prof. Lakshman, Dean and Professor of Commerce, University of Mysore and Mr. Suresh Babu, Chairman and managing director of Vasuki group of Companies who spoke about use of technology in education worldwide and chairperson for this session was Dr. Manjunath S. Associate professor, Research and innovation, CMR University who spoke about the trends and innovation in management education worldwide.

Technical session-II, this session was divided into three tracks and paper presenters presented their papers on different topics.

The day was successfully concluded with valedictory session and the chief guest for the session was Dr. Maleerat Sodanil, faculty of information technology, King Mougkuts's University of technology, North Bangkok, Thailand and Dr. Uma Chandrashekar, Professor, Dept., of Management studies, Pondicherry university highlighted on digital media, Google brands, micro brands and technology usage.



Presented a paper titled "**Concurrent Impediments and Challenges of E-Retailing and Cyber Security**" in International Conference held at SABS college, on 30th and 31st March, 2019 and won 'The Best Paper Award'.

Smt. Sharada S.

Sr. Lecturer in Commerce and Management,
Seshadripuram Institute of Commerce and Management

Ms. Akhila Devi S.

Lecturer in Commerce and Management,
Seshadripuram Institute of Commerce and Management

Report on Paper Presented at International Conference held at Seshadripuram College

Seshadripuram College had organised a Multidisciplinary International Conference on "Innovation and Human Values: Thriving in a VUCA World" on 15th and 16th March 2019. Our College representatives presented a paper titled "**PsyCap: A Tool for Sustainable Growth and Competitive Advantage**" on 15th March 2019 and won '**The Best Paper Award**' for the same.

Presenters:

Prof. Vidya Shivannavar

Principal,
Seshadripuram Institute of Commerce and Management

Smt. Vinija C

Sr. Lecturer in Commerce and Management,
Seshadripuram Institute of Commerce and Management



Cashless Economy In India

The recent move of demonetization has rattled the dusty cages of cash based economy and forced the people to rethink the MO of transactions and trade. The demonetization drive was initially termed as a tool to tackle the problem of black money and fake currency, but since then, the narrative has clearly shifted base. Now it is a way to promote cashless transactions among citizens, which is really a good idea for the country. But the question is whether India is ready for it or how feasible it would be for the government to turn India into a cashless economy by 2020.

India has a large amount of black money. According to recent estimates around 1/4th of Indian GDP is the shadow economy of India, which is like a parallel dimension slowly sucking out energy and matter from our dimension (economic ecosystem). However, one thing needs to be made clear that of all the black money in India only 10% of it is in hoarded cash and the rest is in floating in the market or is in form of gold, stocks or real estate. The success or failure of demonetization as a means to curb black money and fake currency can only be determined after a couple of months but the fact that digital economy is good for the country, is overwhelmingly accepted as true.

What you need to know is, how it can be beneficial for our country and what are the challenges in front of India in going cashless.

Benefits of Cashless Economy

- ❑ **Reduced Maintenance Costs:** The logistics and supply chain of cash is costing the exchequer a fortune. The amount of money required in printing cash, its storage, transportation, distribution and detecting counterfeit currency is huge.
- ❑ **Transparency in Transactions:** Needless to say, electronic transactions or plastic money always leaves a digital proof beneficial for both the taxpayer (consumer) and the tax collector (government).
- ❑ **Higher Revenue:** A derivative advantage of transparent transactions is collection of tax will increase. Thus generating higher revenue for the government, which in turn will be converted into public welfare policies and schemes.
- ❑ **Financial Inclusion:** The will to have a cashless economy will promote financial inclusion of the people. It will compel the government to connect all the households with a bank and plastic economy.
- ❑ **Lower Transaction Costs:** Digital transaction is a boon in terms of processing costs and waiting time. If implemented properly, it will increase the consumption and production rates, thereby improving the economy.

Challenges Ahead

However, in a country of 1.3 billion people, not all is perfect and not all is rosy. Going cashless must be an exponential curve, slow initial buildup then fast paced in later stages, not a digital step signal. That could be counterintuitive to the whole process. India is a large country that needs a change that is systemic and systematic. Here is a list of challenges-

- ❑ **High Cash Dependency:** India has a high cash penetration in almost all of its transactions that happen as B2C transactions. Total cash flow in the market accounts for 12.04% of the GDP, which is among the highest in developing countries. This goes to show our dependence on cash is acute and it requires time to tackle it.
- ❑ **Lack of Digital Infrastructure:** The first and foremost requirement of a digital economy is the penetration of internet and smart phone. Although a billion mobile subscriptions (not users), only 30% of subscribers use smart phones. With 370 million mobile internet users, over 70% of them are in cities while 70% of Indian population lives in villages.
- ❑ **Skepticism in Merchants:** Small time merchants as well as users have high amount of suspicion over plastic money and they need to be educated over the potential benefits of using it. One cannot expect an overnight change in the perception of a majority of Indians over the use of plastic money. Government needs to come out with awareness and incentive schemes to promote digital economy.
- ❑ **High Merchant Discount Rate:** These are the percentage deducted from each purchase a merchant makes by the card issuing authority or bank. These are volume dependent and are more economical if the merchant is able to sell a large amount of products, thereby beneficial for big merchants. For smaller merchants, it does not provide enough incentive to make the shift from cash.

Keerthana C.
III B.Com 'A'

Indian Banking Sector

In recent time, we had witnessed that the world economy is passing through some intricate circumstances as bankruptcy of banking and financial institutions, debt crisis in major economies of the world and euro zone crisis.

The general banking scenario in India has become very dynamic now a days. Before pre-liberalization era , the picture of Indian Banking was completely different as the government of India initiated measures to play an active role in the economic life of the nation.

Banking industry in India functions under the sunshade of Reserve bank of India - the regulatory, central bank. Banking sector mainly consists of commercial and co-operative banks. The commercial banking

structure in India consists of scheduled commercial banks and unscheduled banks. Reserve bank of India in-turn includes only those in this schedule which satisfy the criteria laid down vide section 42(60) of the act. Some co-operative banks are scheduled commercial banks although not all co-operative banks are school banks. For the purpose of assessment of performance of banks, the reserve bank of India categorise them as public sector banks, old private sector banks, new private sector banks and foreign banks.

The level of consumer awareness is significantly higher as compared to previous years . Now-a-days they need internet banking, mobile banking and ATM services

Vidhathri
I B.Com 'C'



E-Commerce

Introduction -

E-commerce or electronic commerce is the buying and selling of products or service over the internet or any other electronic media. It includes electronic fund transfer, internet marketing, online transaction processing etc...Modern e-commerce is typically bound to the internet. Though it may encompass many other methods like telephonic booking, it uses the internet at least in one point of time.

Content -

E-commerce, the idea of online shopping was first put forth by Michael Aldrich in 1979. He had connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. Later in 1990, when Tim Berners-Lee invented the World Wide Web, e-commerce has got a scope to expand itself.

Today, there are umpteen number of e-commerce sites. While some are pure click websites like Amazon, cleartrip, flipkart, Snapdeal etc., some are termed as brick & click websites. A pure click site is one that is established online directly without a base firm. Sites like e-bay, Amazon are some of the examples. There are also few firms which obtain name & fame and then launch an e-commerce site to avail online facilities to the customers.

Due to large competition in the market, these sites give huge discounts. Along with the intensified price discounts, the service of these sites has also become effective. Today, anything ordered online in a metro city of India are generally delivered within twenty four hours and within three working days in the rest of the states in country with at least a third of the price as discount.

Other sector that was largely affected is travel agencies. There are sites like cleartrip, yaatra or IRCTC which facilitate online booking of tickets. Ticket booking is now just a click or two away unlike earlier where one had to go to a travel agency, stand in a long queue wasting one's time. Again, competition has led to huge discounts in flight prices.

In addition, most of the e-commerce sites these days provide 'cash on delivery' system where one can pay the amount after receiving the product in condition and as desired. This doesn't only guarantee proper condition of the order to be received by the customer, but also earns his trust.

Electronic fund transfer methods are used extensively these days. Today, every customer with a savings bank account is facilitated with internet and mobile

banking facilities. One can deposit or receive money from his mobile phone or laptop instead of going to the nearest branch along with the passbook and standing in a queue for a long time on a working day.

Conclusion -

E-commerce is a global trend today. The growth of e-commerce is mind-boggling. In 2017 it reached around \$2.3 trillion and is expected to hit \$4.5 trillion in 2021. It is a trend in leading nations like USA, UK, and China and also in India a figure that is growing by nearly 15% each year. E-commerce has become a tool in the world not only to sell to customers, but also to engage them and make them aware of new offers.



Hemanth Kumar R.
III B.com 'A'

Life with Commerce

What comes	= Debit
What goes	= Credit
Birth	= My opening stock
Mom & Dad	= My Fixed assets
God	= My writer of commerce
Time	= My Golden Bonus
Idea	= My Current assets
Opinion	= My Liability
Happiness	= My Profit
Sorrows	= My Loss
Bad Habits	= My Depreciation
Good Habits	= My Appreciation
Hard work	= My Prepaid Expenses
Tuition & Fashion	= My Expenditure
Character	= My capital
Honesty & Knowledge	= My additional investment
Selfishness	= My Drawings

Hemanth Kumar R.
III B.com 'A'



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