



JINDAL
FIRST GRADE COLLEGE FOR WOMEN

SRISTI

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Department of Commerce

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Women

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MESSAGE FROM PRINCIPAL:

The FIFTH Volume of 'SRISTI' is being released on the eve of VERONICA the Fearless Woman, The Inter College Fest.

It is moment of joy as the department is making rapid progress. The FIFTH edition of 'SRISTI' includes the research articles by both staff and students. These articles are published in national and international magazines.

MESSAGE FROM DEPARTMENT

It is a pleasure to bring out the fifth edition of Sristi with in a short span of 6 years. The hidden talent and various skills of the students are opened in this book. It's a moment to cherish for a release of creative thoughts for this intercollegiate fest VERONICA 2017.

We are thankful to the JINDAL Management, Principal, Faculty members and dear students for bringing out this edition

VISION

To Empower, enrich & educate the rural women with quality education to students.

MISSION

- To meet the students success through proper channelization of available resources.
- To imbibe the students purpose of learning meaningful and to be successful in all walks of life.
- To make the students self-reliant, self-confident, self-sustainable so that they are acceptable in the global village.

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EMPOWER

GENDER DIVERSITY CAN MAKE A FIRM MORE INNOVATIVE:

Gender diversity in Indian corporations is a hotly debated topic. There are as many views as there are experts. The fact is that a woman comprises less than 2% of the work of some marquee companies. This is distressing, this unfortunately is at a time when women are striving to earn a living and become financially independent. Those who due to family commitments can't work full time are looking for part time opportunities. Promoting gender diversity in workplaces can result in massive gains for the economy as a whole. A mckinesy global Institute study last year said that India would be the biggest beneficiary potentially \$700 billion added to the GDP in 2025 - If it were to use the full potential of women in its workforce. Other mekinsey studies show that companies in the top quartile of gender diversity are 15% more likely to financially outperform those in the bottom quartile. Corporations across the board are getting the message.

Sindhu .l

II Bcom

"B" sec

NEWSLETTER COMMITTEE



INFORMATION COMMITTEE



CULTURAL COMMITTEE



FOOD COMMITTEE



DISCIPLINE COMMITTEE



EXCURSION COMMITTEE



FINANCE COMMITTEE



EXAMINATION COMMITTEE



LOGISTIC COMMITTEE



MAGAZINE COMMITTEE



COORDINATION COMMITTEE



ONLINE SOCIALIZING MAKES YOU INSULAR

When communicating in person, the entire interaction is punctuated with non-verbal cues that can totally super cede the meaning of the words within it. Absent the conversation partner right in front of you to indicate his or her sarcasm or sincerity, you have only your own filters through which to interpret the language it should come as on no surprise that you're his or her sarcasm or sincerity, you have only your own filters through which to interpret the language it should come as no surprise that your internal filters are surprisingly dependent on your present mood; thus a semantically ambiguous phrase like "no thanks" sent after a particularly rough commute home is much more easily-absorbed as a sardonic dismissal instead of and perhaps how it was intend a were polite refusal.

If opposite happens, and you are endowed with a ton of friends on face book or some other social media, site, other studies have demonstrated that your stress levels are likely through the roof. The higher your friend count, they say, the more likely you are to be consumed with publishing bite-sized and socially acceptable aspects of your personality to the online public, which only exacerbates issues with your real-life relationships. The end result: the stress of maintaining online friends prevents you from making and maintain any more real ones.

Pooja .S .Kolelar

Bcom IV sem

SMILE PLEASE

A smile expresses Joy

A smile expresses Greeting

A smile expresses Success

A smile expresses Satisfaction

A smile expresses Kindness

A smile expresses Gratitude

A smile expresses Praise

A smile expresses Acceptance

Smile, Please.....

TEN FEATURES WITHIN US

- | | | |
|---|-------------|---------------|
| 1. The most damaging one letter word | = I | = Avoid it |
| 2. The most satisfying two letter word | = We | = use it |
| 3. The most poisonous three letter word | =Ego | = kill it |
| 4. The most used four letter word | =love | = value it |
| 5. The most pleasing five letter word | =Smile | = Keep it |
| 6. The most spreading six letter word | =Rumors | = Ignore it |
| 7. The most enviable seven letter word | =Success | = Achieve it |
| 8. The most nefarious eight letter word | =Jealousy | = Distance it |
| 9. The most powerful nine letter word | = Knowledge | =Acquire it |
| 10. The most essential ten letter word | =Confidence | =Have it |

Kavya shree.AC

II Bcom

SWACHH BHARAT CAMPAIGN

Swachh Bharat Abhiyan was announced by the Prime Minister Narendra Modi on the Independence day and launched on 2nd October 2014. On this day Modi addressed the citizens of India

In a Public gathering held at Rajghat, New Delhi, India. He asked everyone to join this campaign later on this day; Modi himself swept a parking area at Mandir Marg police station, near Connaught place, New Delhi and asked everyone to join the campaign. On 2 October, Anil Ambani, an industrialist and participant at this event gave a statement "I am honored to be invited by our respected prime ministered Shri Narendra Modi to join the 'SWACHH BHARAT ABIYAN' I dedicate myself to this movement and will invite nine other leading Indians to join me in the 'Clean India' campaign... Indian president Pranab Mukherjee asked every Indian to spend 100 hours annually in this drive.

OBJECTIVES:

This campaign aims to accomplish the vision of 'Clean India' by 2nd October 2019 150th birthday of Mahatma Gandhi and is expected to cost over Rs. 62000 crores. The campaign was described as 'Beyond Politics' and inspired by patriotism. More than 3 million government employees and school and colleges students of Indian are going to participate in this event .

SWACHH BHARAT RUN:-

A Swachh Bharat Run was organized at Rashtrapati Bhavan on 2nd October 2014. According to a statement from the Rashtrapathi Bhavan around 1500 people participated and President Pranab Mukherjee flagged off the event. Participants in the run included officers as well as their families.

SHOBHA.H.V.

ONE COUNTRY, ONE TAX, ONE MARKET:

GST is indirect tax for the whole nation, which will make India one unified common market. It is a single tax on the supply of goods

And services, right from manufacturer to consumer. Credits of input taxes paid at each stage will be available in the subsequent stage of value addition, which makes GST essentially a tax only on value addition, at each stage. The final consumer will thus bear only the GST charged by the last dealer in the supply chain, with set off benefits at all previous stage.

Taxes that are subsumed into GST at central level: central excise duty, Additional exercise Duty source tax, Additional Custom Duty, Special Additional duty of customs.

At state level: Value Added Tax, Sales Tax Entertainment Tax, Central Sales tax, Octroi and entry Tax, Purchase Tax, Luxury tax and Taxes in lottery, betting and gambling.

Keeping in mind the federal structure of India, there will be two components of GST-Central GST (CGST) and the State GST (SGST). Both center and States will simultaneously levy GST across the value Chain, Tax will be levied on every supply of goods and services. Center would levy and collect central goods and service tax (CGST), and states would levy SGST on all transactions within a State. The input tax credit of CGST would be available for discharging the CGST liability on the output at each stage similarly, the credit of SGST paid on inputs would be allowed for paying the SGST on o/p, No cross utilization of credit would be permitted.

Cross utilization of credit of CGST between goods and services would be allowed. Similarly the facility of cross utilization of credit will be available in case of SGST. However, the cross utilization of CGST and SGST would not be allowed except in the case of inter-state supply of goods under the IGST.

In case of inter-state transactions, centre would be levy and collect the Integrated Goods and Service under Article (269A G) of the constitution. The IGST would roughly be equal to CGST plus SGST. The IGST mechanism has been designed to ensure seamless flow of input tax credit from state to another. The inter-state seller would pay IGST on the sale of his goods to the central government after adjusting credit of IGST, CGST, AND SGST on his purchases (in that order). The exporting state will transfer to the center the credit of SGST used in payment of IGST. The importing dealer will claim credit of IGST while discharging his output tax liability (both CGST

and SGST) in his own state. The centre will transfer to the importing state the credit of IGST used in payment of SGST. Since GST is a destination based tax, all SGST on the final product will ordinarily accrue the consuming state.

The major features of proposed registration procedures under CGST

1. Existing dealers: Existing VAT/Central Excise /service tax payers will not have to apply a fresh for registration under GST.
2. New dealers – single application to be fields online for registration under GST.
3. The registration no will be PAN based and will serve the purpose for central and state.
4. Unified application to both tax authorities.
5. Each dealer to be given unique ID GSTIN
6. Deemed approval within 3 days.
7. Post registration verification in risk based cases only.

The major features of proposed returns filing procedures are:

- Common return would serve the purpose of both center and state government.
- There are 8 forms provided for in the GST business processes for filing for returns. Most of the average tax payers would be using only four forms for filing their returns. These are return and annual return.
- Small taxpayers who have opted composition scheme shall have to file returns on quarterly basis
- Filing of returns shall be completely online .all tax can also be paid online.

The major features of the proposed payments procedure under GST are:

- Electronic payment process
- Single point interface for challan generation
- Payment can be made through out online banking, Credit card , Debit card, NEFT/RTGS , Cheque/Cash at bank
- Common challan form with auto-population features
- Use of single challan and single payment instrument
- Common set of authorized banks and accounting codes.

Darshini V.
III Bcom 'A'

ONAM CELEBRATION



SUGGI CELEBRATION



EVENT MANAGEMENT



TIPS FOR EFFECTIVE MOBILE MARKETING:

When you work at your mobile device phone, tablet or any other digital sidekick of choice. What do you see? One answer should hopefully be a gateway to online shopping. According to internet retailer magazine. Mobile commerce accounted for 30% of all E-commerce sales in 2015 with M-commerce in growing to be timely effective at marketing and selling through this channel, retailers should be aware of the reasons why its growing in order to better engage us to men through thin shopping platform.

Sangeetha.R.

IV Sem 'B'

INDIAN CURRENCY SYSTEM:

The present monetary system in India is managed by the Reserve Bank of India. It is based on inconvertible paper currency. For internal purposes these are rupee coins and currency notes. For external purposes the rupee is convertible into other currencies of the world.

RUPEE, COINS AND SMALL COINS:

The rupee is the Monetary unit of India and is based on the decimal system. The rupee consists of paisa. The rupee coin is a taken coin made of nickel and its face value is higher than metallic value. It is also printed on paper by the finance Ministry of the Government of India are unlimited coins are legal tender. The volume of rupee coins and paisa. Coins as well as one rupee notes are controlled by Reserve Bank of India. 60% of the assets could be in the rupee coins Rupee securities of Government of India eligible bills of exchange or promissory notes payable in India.

Shruthi.N.

II B COM "B"

DIGITAL ADVERTISING

Digital advertising is also called advertising through internet. Digital advertising also called Internet advertising, when business leverage internet technologies to deliver promotional advertisement and message delivered through email, social media websites, online advertising on search engines, banner advertisement on mobile or web sites and affiliates program.

It includes many types of display advertising and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher. Who integrates advertisements into its online content and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the advertising copy, an advertising server which technologically delivers the advertising and tracks statistics and advertising affiliates who do independent promotional work for the advertiser.

In 2011, Internet advertising revenues in the United States surprised those of cable television and nearly exceeded those of broadcast television. In 2013, Internet advertising revenues in the United States totaled \$42.8 billion, a 17% increase over the \$36.57 billion in revenues in 2012. U.S internet advertisement revenue hit a historic high of \$20.1 billion for the first half of 2013 up 18% over the same period in 2012 online advertising is widely used across virtually all industry sectors.

Many common online advertising practices are controversial and increasingly subject to regulation online advertisement revenue may not adequately replace other publisher's revenue streams. Declining advertisement revenue had led some publishers to hide their content behind.

RELATED TERMS:

- Programmatic advertising
- Internet protocol television
- Contextual advertising

Rashmi.VN
IV Sem Bcom

ONLINE SALES TAX

Traditionally, businesses that have a tax presence in a state (called a tax nexus) must collect, report, and pay sales taxes on items they sell which the state lists as taxable. Tax example, if you sell clothing in IOWA, you must collect sales tax from your customers, then report to the state and pay the amount collected, according to IOWA law. While some states don't have sales taxes, must do.

In 1992 the Supreme Court ruled in the Quill case that a merchant is not required to collect sales tax unless the merchant has a tax nexus (physical presence) in that state. A tax nexus would include a retail store, office or warehouse. More recently, states have been attempting to counter this decision by requiring sales tax to be collected if an "affiliate" or "solution" of an online company has a physical presence in that state. Several states, including New York, Rhode Island's and North Carolina have written legislative requiring sales tax in such circumstances.

In 1996, several we states and municipalities began to see Internet service as a potential source of tax revenue. The 1998 Internet Tax Freedom Act halted the expansion of direct taxation of the internet, grandfathering existing taxes in 10 states.

Forms of Internet Taxation

1. Internet Access Tax: Internet access taxes normally take the form of taxation on Internet service Provider (ISP) access charges. ISP's levy these charges on users currently; these fees are typically imposed at the state level.
2. E-MAIL tax: E-mail tax is a specific type of bit tax, which would tax based on volume of email sent or received, quantified either by number of messages or data size of the messages.

Yamuna .N.
III BCOM

SUCCESS FORMULA

If you become lazy,
And take things easy,
You will become crazy,

Clarity in mind,
Purity in heart,
Is the surety of success?

If mind can conceive it,
And heart can perceive it,
I know you can achieve it.

If your life style are strict,
And your actions are swift,
One day you will be the best.

Plan for the best,
Be prepared for the worst,
Then leave the rest.

Kavya.H.M.
VI sem BCOM 'A'

How to write an action plan..?

- Clarify your goal...
- Write a list of actions...
- Analyze and prioritize
- Organize your list in to plan...
- Monitor the execution of your plan and review the plan regularly...

Emotions , socialize, boss, travel, and sleep all these are basically activities that use our time.....

Demands on your TIME: ACTIVITIES: Self.. Sleep emotions..
Interpersonal.. Other boss.. Colleagues.. work job.. Work related

Bindu B.I

CROSSWORD

ACROSS

Cognitive process producing a final choice (8, 6)

- 7. Kind of yield curve (6)
- 8. Application request (4, 4)
- 9. Apportioned (8)
- 11. Null and void (6)
- 12. Physician retained by an insurance Company (7, 8)
- 16. Make excessive corrections (14)
- 18. Metric increments (6)
- 20. Guaranteed to succeed (8)
- 22. Process by which a market niche decides to use a product (8)
- 23. Funding source (6)
- 25. Total compensation received by an individual (8, 6)

	1	2	3			4	5	6	
7					8				
9	1					1			
	0					1			
1				1	1			1	
2				3	4			5	
	1								1
	6								7
1			1			2	2		
8			9			0	1		
2						2			2
2						3			4
2									
5									

DOWN

- 1. Days sales outstanding (3)
- 2. Methods for calculating depreciation for assets (6, 3)
- 3. A two-for-one-share (5)
- 4. Handle wrongly, as funds (9)
- 5. Classifications (5)
- 6. Potential vote-getter (7)
- 8. Directed (3)
- 10. Deceit (3)
- 13. Agreement (9)
- 14. European trading org. (3)
- 15. Simply because of that (4, 5)
- 16. Outstanding amount (7)
- 17. Transfer of Development Right (3)
- 19. Records, in a way (5)
- 20. Male heir (3)
- 21. Round ----- kind of letter (5)
- 24. European options Exchange (3)

Harshitha.p

IV sem bcom

Leadership is not wielding authority, its empowering people.

LIFE AND TIME

Do you know that generally a 70 year life, how it is spent...?

- 25 years in sleep...
- 8 years in study...
- 6 years in rest and illness...
- 7 years in holiday and recreation...
- 5 years in commuting ...
- 4 years in eating...
- 3 years in travelling or preparation ...
- 12 years for work effectively..

“NO” IS THE WORD....

Does your face and desk seem as if you can always be interrupted ...Learn to say “No”... Don't take more than you can bite.... Try and limit time in social cells and events...

STYLE OF MANAGING TIME

Learning to say “No” was one of them...

Evading demands of people

Time management skills :-

- Delegation
- Setting time aside for transactions...
- Self motivation...
- Planning...
- Realistic deadline..

**BINDU B.L
III B COM**

“Education is key to unlock the golden door of freedom”

BEST MINDER AND SUCCESS

Kite flying is one of the most popular stress busters in India. In some parts of our country, kite flying competitions are held. A kite studded sky presents an alluring sight with kites of varied hues and shapes dotting the horizon. The way they fly like birds with a rise and fall in their speed with timely change in directions to speed ahead or higher than the other kites all provide us enough opportunity to wonder.

The success of a kite depends on the expertise of the person who controls it at the edge of its string. He skillfully utilizes the wind that blows to the convenience of the kite. He skillfully moves, pulls, and shifts the kite from side to side. He also lets it loose as the situation demands. All these help the kite want to free itself from its minder all the time, without realizing that it can achieve great height only with its minder's help.

Some children are like kites. They want to achieve their dreams without the control of parents / teachers. They do not like the restrictions and control that their minders exercise on them. They fail to understand that these constraints are for their ultimate good.

Conclusion

Therefore we should lead our lives in harmony with others, giving them space, respecting their feelings and opinions and above all with faith in God who is never sleeping, ever listening and the best counselor in the world.

Kavya

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