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VYAPAAR

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Message From the Editor's Desk

I am glad to announce the birth of our much awaited departmental magazine Vyapaar, which is a e-magazine of department of commerce, City college. College students of different semesters and departmental professors had contributed articles in diverse areas mostly related to commerce and its allied. I take this opportunity to thank and congratulate all the students and teachers who had contributed in this e-magazine including the mentors, external advisors, committee members, alumni and all the well wishers who had made it possible.

Best Wishes

*Prof. Soumendra Laha
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UNION BUDGET 2024-25: Positives, negatives and suggestions SOUMYADEEP GHOSH (SEMESTER – II)

On 23rd July, 2024 Hon'ble Finance Minister of India Mrs. N. Sitharaman presented the Union Budget for FY 2024-25. The changes and inclusions introduced have caused a stir in the financial and political landscape in India. Positives, negatives of this budget plan and thoughtful suggestions will be discussed in this piece.

Positives:

i) The standard deduction for salaried employees is increased from ₹50,000 to ₹75,000 for those opting for the new tax regime. Similarly, the deduction on family pension for pensioners was enhanced from ₹15,000 to ₹25,000.

ii) The rate for long-term capital gains on all assets has been rationalized to 12.5% without indexation (Section 112). Previously, this rate was 20% with indexation.

iii) Abolishment of indexation on long-term capital gains and introduction of newer tax rates for both short-term and long-term capital gains.

iv) Allocation of ₹1.27 L Cr. for the Ministry of Agriculture and Farmers Welfare.

v) 2 crore houses to be built by 2029 as part of rural development projects.

vi) Encouragement of new employees by providing subsidy benefits upto ₹15,000.

Negatives:

Points made in this thread emphasize on shortcomings and failures of six annual and one interim consecutive union budgets presented by Mrs. N. Sitharaman.

i) Factors such as low rural income, low rural employment, low crop yield, income inequality, high and ever increasing farmer debts, unequal input cost to income ratio, absence of legalized minimum support price and crop losses have all lead to a decadal low of rural income growth in FY 2023-24.

ii) Rural wages have been on a constant decline since 2022.

iii) Gross financial capital formation has been on a constant decline since 2017.

iv) New private investment has faced a record 25-year low in 1st financial quarter of FY 2024-25.

v) Net Financial Savings to GDP ratio is decreasing; Hon'ble Governor of Reserve Bank of India, Mr.Shaktikanta Das has stated that public savings are vanishing and public debt is ever increasing.

vi) Short-term capital gains on specified financial assets to be taxed at a rate of 20% instead of the previous rate of 15%, therefore discouraging public and private investors.

vii) Changes made to the tax system on long-term capital gains are a workaround under a veil in order to collect higher amounts in taxes. E. g. :

Purchasing price of building in 2001=₹1 Cr.

Rate of appreciation= 6% p. a.
Market price in 2024= ₹4.17 Cr.

Old regime
(20% with indexation):
Indexed price= ₹3.60 Cr.
Profit on sale= ₹54 L
Tax= 20% of ₹54 L
= ₹11.4 L

New regime
(12.5% w/o indexation):
Profit on sale= ₹4.17 - 1 Cr.
= ₹3.17 Cr.
Tax= 12.5% of ₹3.17 Cr.
= ₹39.62 L

Indexation needs to be reinforced into the taxation system for long-term capital gains, in its absence the real estate market is bound to be under threat as new investors won't be interested.

Suggestions:

- i) Index minimum wages with inflation in order to protect purchasing power from erosion for farmers and labourers.
- ii) Rework agricultural pricing formula to ensure farmer's fair income by standardizing minimum reserve price in order to counter price volatility and assure economic security and production continuity.
- iii) Restoration of indexation in long-term capital gains to ensure safety and growth of real estate market to further continue influx of new investors in the market.

ELECTRICAL COMPONENTS SALES BUSINESS STARTUP: SOURAV BAIDYA (SEMESTER – II)

In the present world in which we stand are many types of businesses. Today people are not only looking for jobs there are many people who want to make a living by doing business independently. I discussed one such business which is electronics components sales business.

Gradually, with the improvement of technology day by day, new electrical devices are being invented, so the demand for electrical components is increasing along with the device. In that case this Electronic components sales business can be a profitable business.

Before starting the business we have to remember that the product we want to start the business by selling is always in demand and the product can be repurchased forever. and in that case this Electronic components sales business is suitable and profitable to start a new business. Electronic components Examples are (Table fan, ceiling Fan, wire, MCB, Different type of switch, LED bulb LED Tube, LED Lamp, Pencil cells, Moduler board , Plug, Holder, Cable Jack, casing and conceal Wiring accessories etc)

This business can be divided into two sectors Wholesaler and Retailer.

Generally speaking, the businessman who is doing business will purchase the product from the whole sale market of Electronic components and sell it outside the local market from his shop called Retailer. Wholesaler:- who purchased the components from a big wholesale market and sold to his local electronics shops within 10 -15 kilometres With sell at a profit at wholesale prices. Also the wholesaler can take dealership of Electrical components of popular brand in the market (EX - Pritam, Orient, Philips, Anchor etc.) so he can distribute the components of those companies to his own area. Retail business:

1. Retail business:

Necessary items in Retail business is a shop, where from the Product is Sell. Seller have to rented a shop or buy a shop where people see it easily , with this the shop needs some decoration because it helps the seller display the products to customers and also found the products easily.

- Secondly, if the seller is from Panchayat or Municipal area he have to made a trade license from there.
- Thirdly, the seller must be supply good products at a correct price.
- Fourthly: In this business the investment amount is 40-50 thousand rupees according to the marketing experts. But it is not same in all places so, the trader have to check it out in his area. In addition, the retailer must know what component is using which work , general knowledge about the electrical components etc.

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Wholesale Business: First: Having enough information about the products.

- Secondly, which wholesale market is best for purchasing the components at a cheap rate. (EX- Boro Bazar Mehta Building, Dharmatala Wallington Market, ChandniChowk market, khidirpur fancy market etc)
- Third: A cycle or bike is required to deliver the product to local shops in his area.

Fourth: Investment With the necessary money, Wholesaler can also work as a distributor of a popular brand but in this case the profit is higher as well as the amount of investment required.

Finally, to say that in this business case, the businessman need to monitor Which product is good and the demand is high, where the price is low for purchasing the components. Besides, in the case of Dealership, the seller must be take orders from the company and sell the products properly.

Which product is good and the demand is high, where the price is low for purchasing the components. Besides, in the case of Dealership, the seller must be take orders from the company and sell the products properly.

the seller becomes loyal, his order quantity will slowly increase. The trader should be upgraded about the products and should treat the customer well and deliver good products in the proper manner.

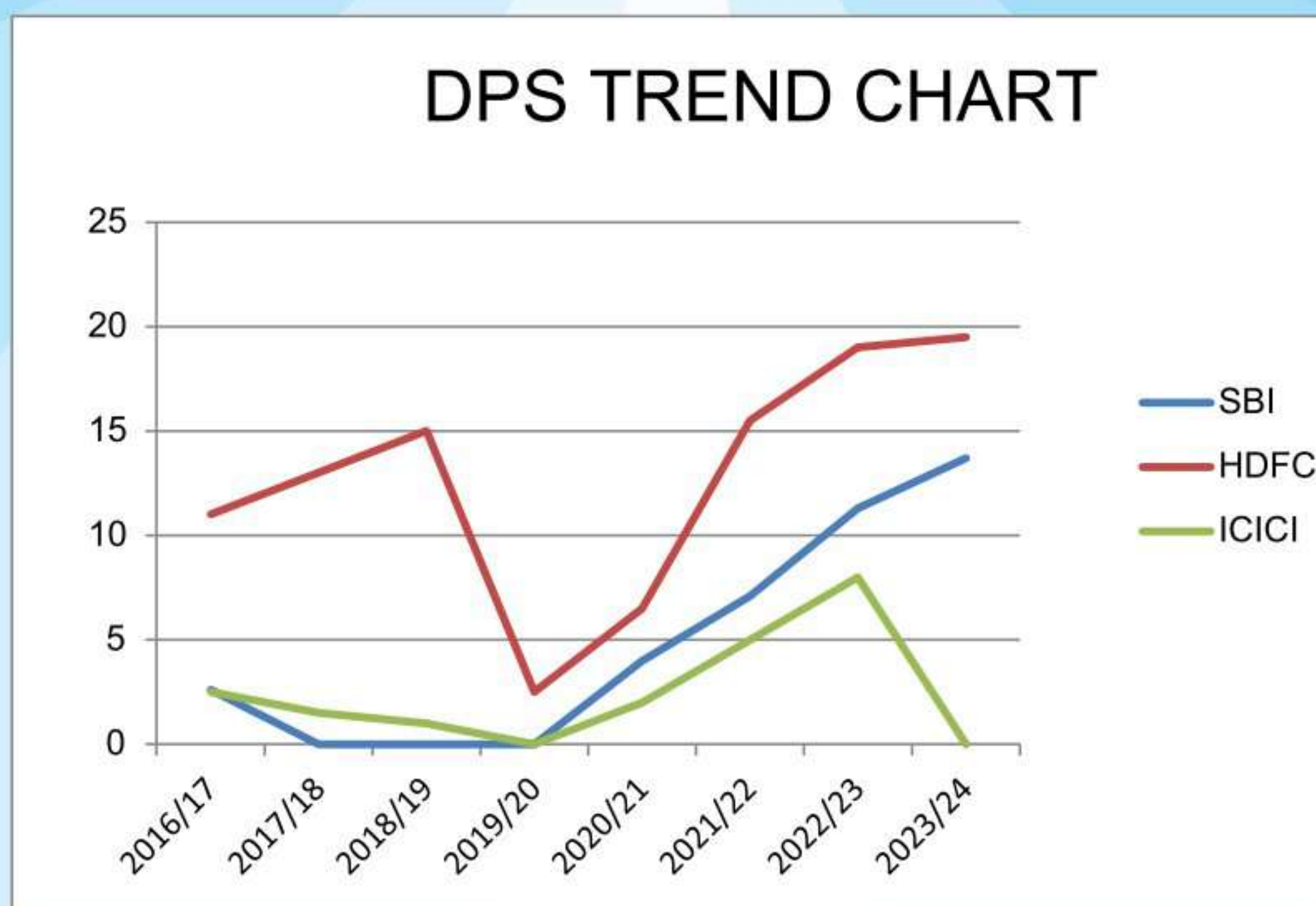
IMPACT OF DIVIDEND POLICY ON MARKET PRICE OF SHARE
-A STUDY ON SELECT INDIAN COMMERCIAL BANKS
MANOJIT DEY (SEMESTER – VI)

Dividend is one of the major reasons for which public are interested to invest money on the shares of banks or other institutions. It refers to the portion of earnings that is distributed to the shareholders in return to their investment in the shares. Therefore every financial institution who pays dividend to its shareholders, has its own dividend policy.

Dividend policy is a very important element in the financial strategies of the Indian Commercial Banks. It not only reflects a banks financial condition but also influences the market price of shares. This article examines how dividend policies influence the market price of shares, supported by data analysis of select Indian Commercial Banks.

In India, Commercial banks mainly adopt one of the three dividend policies, which are _ Stable, Constant, or Residual. A **Stable dividend policy** is the most commonly used to provide investors with a steady dividend each year regardless of the earnings. But some financial also prefer the use of **Constant dividend policy** (dividends are paid as a fixed percentage of earnings) or **Residual dividend policy** (dividends are paid from the remaining earnings after financing all capital expenditures) which are highly volatile.

Therefore, to understand the impact of dividend policies on market price of shares, an analysis has been done on the major Indian commercial banks such as **SBI** (State Bank of India), **HDFC** (Housing Development Finance Corporation) Bank, and **ICICI** (Industrial Credit and Investment Corporation of India) Bank Ltd. The duration of the study was **8 years** (2016/17 to 2023/24).



According to the study, **SBI Bank** maintained a Constant dividend policy with an average DPS of **Rs. 4.84**, during the period of the study whereas the bank has not paid the dividend for **three years (2017/18,2018/19,2019/20)**. Correspondingly, SBI's share price experienced **notable fluctuations**. **HDFC Bank** is known for a consistent and gradually increasing dividend policy despite of a decline in DPS in the year of **2019/20**, It maintains an average DPS of **Rs.12.75** over the years. HDFC Bank has also shown a **steady increase** in share prices. **ICICI Bank's** Dividend policy is **relatively variable** with an average DPS of **Rs. 2.50** during the period of the study whereas the bank has not paid the dividend in the year of **2019/20 and 2023/24**. The share price also responded positively to the dividend increases but showed sensitivity to the dividend cuts.

The analysis confirms that in Indian Commercial Banks dividend policy has a significant impact on market price of shares. Banks with stable or increasing dividend payments enjoy higher share prices due to positive market insights and investors' confidence. On the other hand, reduced dividends can lead to lower share prices, due to investors' uncertainty. For the investors or shareholders, understanding the market situation and these dynamics is very important to make good investment decisions.

DYNAMICS OF STOCK MARKETS SOUMABHO DAS (SEMESTER-II)

Definition of Stock Market :

As the name suggests, a stock market is a marketplace where buyers and sellers meet to trade i.e. buy and sell shares of publicly listed companies. A stock market is fondly known as an equity market or share market. Similarly, The stock market is **the network of trading shares of companies, where investors buy and sell securities.**

Types of Stock Markets:

There are mainly two types of market. The markets are discuss as follows –

- 1) **Primary Market** :Primary market is a marketplace where companies raise capital for the very first time. The process of issuing shares to the general public for the first time is known as an **Initial Public Offering (IPO).**
- 2) **Secondary Market** :Once the shares are issued in the primary market, they are traded i.e. bought and sold in the secondary market via a stock exchange. In our India two types of exchange are present e.g. National Stock Exchange and Regional Stock Exchange.

Purposes of Stock Market :

The main purpose of a stock market is to facilitate the movement of funds (capital) from the investors to the companies. The primary purpose of a stock market is to help companies raise capital for growth and expansion. The secondary purpose of a stock market is to help individual investors (savers) participate in the growth and profits of the borrowing companies.

Instruments :

There are some instruments or tools of the stock markets. They are as follows –

- 1) **Shares/Stocks** :A class of exceptional financial instruments, trading individual shares of companies grants you ownership over that particular public entity (proportionate to the number of stocks that you purchase). All SEBI registered stocks/shares are listed and tradable on the stock exchange.
- 2) **Mutual Funds** :Mutual fund investments are based on the principle that investors' money would be pooled in and then invested in a range of financial instruments.
- 3) **Bonds** :These are fixed-income debt instruments that are issued by both government and private sector companies with the objective to raise capital.

Role of a Broker in Stock Markets :

Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) are India's two major exchanges where most stocks are listed, but any individual willing to buy or sell these stocks cannot buy directly from the exchanges. They have to reach brokers. They will require a stock broker who will carry out these transactions for them.

Growth in Indian Stock Markets :

The **Indian stock market has seen significant growth** with a 25% increase this year and a market valuation of over 416 crore. Over the past 12 months, it has risen by 48%, with earnings forecasted to grow by 16% annually

4 Essential Tips for Investing in Stock Markets :

- Create a diversified portfolio
- Research stocks the right way
- Keep update yourself with daily updates of stock market
- Start your investment journey by paper trading in your brokerage account

FUTURE OF E-COMMERCE
AKASH GHOSH (SEMESTER – II)

Commerce, an activity which contains of buying and selling of goods and services and various actions. The vastness of commerce makes itself a subject to research & education. The regular well - being of people is so much dependable on commerce. In present, commerce is so much developed by the help of internet which has a crucial impact on people's regular lifestyle. After 1990s, when internet service had captured a big portion of market, commerce had merged itself with it and a new era begun from here. In this decade, the urges of using internet service as a medium of digital commerce or digital marketing was so high that it gives born of E - Commerce.

A businessman or industrialist is always looking for bright future of their business or industry and follows the current market trend. Now-a-days commerce become so complicated from people's point of view, therefore to gain knowledge about consumer behaviour and choices and moreover to capture an essential part of market, the growth of E - commerce is unavoidable. This new generation is so much familiar with online shopping or marketing and this become the main reason behind future probability of depending on e - commerce so high. Just with a click in certain website or application, people is ease to access with various goods and services e.g. ordering foods or fashion products digitally. Now this is saving time and choosing products and buying them become as easy. By following public interest, now companies are massively focuses on digital marketing and the ways to improve it e.g. Amazon, Flipkart have became first preferences for online shopping. This because of their smooth customer support and wide ranges of products availability at any time in any location. In present days, the revolution of technologies like artificial intelligence has big impact over e commerce system because it is able to detect customer needs and preference with the help of online market survey and pre programmed algorithms. So, the question is why companies will now focus on physical promotion of goods and services, rather they can focus more on the core of business management.

Again, besides so many advantages, there are a lot of drawbacks too, such as unemployment, late delivery, lack of privacy, unable to try before buying and so on. However, Positive and negative both are included in it, but the present interest on it will keep e commerce alive for pro long time period and will dominate the market, that is the eternal truth.

Now, companies are tend to invest in e commerce more for future growth, here a study shows the projection is \$ 6.5 Trillian in next 5-10 years. In this fastest growing stage, although small scale companies are suffering from lack of technologies but medium - high scale companies adopt this new process of commerce and we are heading to dependable and demanding future of e commerce.

DISMANTLING THE BARRIERS TO JUSTICE THROUGH LANGUAGE AND LEGAL INTERPRETATION

PROF. PINKU GUPTA (SACT II)

The issue of official language is a matter of debate in the judicial system and also for the general public. The primary issue is accessibility to justice because sometimes it is seen that they are not acquainted with the language of the court because they are comfortable with their local language. Legal system is build to provide equal access to justice but due to lack of English proficiency this fundamental right is often compromised. Chief justice of India (CJI) DY Chandrachud said, “English language in its 'legal avatar' is not comprehensible to 99.9% of the citizens” Restrictions of understanding the language can lead to misunderstandings, miscommunication and result is unequal access to justice. Language and legal representation are closely linked, as language plays a crucial role in legal system.

Article 348(1) of constitution of India provides that all proceedings in the Supreme Court and in every high court shall be in English language until parliament by law otherwise provides.

Article 348(2) provides that decrees, judgments or orders passed in the proceedings of the High Court shall be in English.

Individuals with limited language proficiency face numerous challenges in the legal system including Communication barriers, Inadequate interpretation and translation, difficulty navigating the legal system, Increased risk of misrepresentation, Reduced participation in legal proceedings, Delays and complications, Lack of trust and confidence, Cultural and linguistic nuances, Increased vulnerability Barriers to seeking legal assistance, Negative impact on mental and emotional well being is defined in Code of practice for victims of crime(2020).

crime victims who do not understand or speak English well, to receive information in a way that is easy

to understand and to be helped to be understood, when reporting a crime or being interviewed by police, including support from interpretation and translation services. If a case proceeds to court, they have the right to receive a translation of any documents informing them of the date, time and place of trial and, in due course, the outcome of proceedings and (where available) the reasons for the court's deciJeter v. Texas (2013) A Texas court ruled that a defendant's limited English proficiency entitled to an interpreter during trial.

To overcome these challenges courts and legal services are bringing new solutions –

1. Interpretation and translation service in legal settings. Courts are increasingly relying on certified interpreters and translators to facilitate communication between parties.
2. Plain language initiatives and legal language simplifications to improve comprehension for all individuals regardless of language proficiency.
3. Introduce Technology based solutions (e.g. introduction of Artificial Intelligence to translate in English from local languages, video remote interpreting are expanding access to legal services).
4. Supreme Court is making available its judgments in four regional languages for citizens.

Multiple times the president of India has advocated that the language of court must be in the language of common people. Initiatives have been taken by Indian judiciary. The Supreme Court has mandated for translation of judgment in regional language. As so far the victim is concerned it has been mandated the victim must understand the language of court. If he or she is conversant with the local language the court should appoint a translator, now Artificial Intelligence is used to translate the courts judgment in various cases.

MENTAL HEALTH OF STUDENTS; COPING MECHANISMS
PROF. MADHULIMA MUKHERJEE (SACT-II)

Mental Health includes our emotional, social and our psychological well being. It affects the way we lead our lives, our thinking and also our interaction with others.

With the rapid change in society, students in the current era are prone to mental health issues which affect their mental wellbeing.

Problems like excessive academic stress, peer pressure, societal expectations, family issues etc may lead to mental health problems which may result in mental health problems among students.

Symptoms like social withdrawal, major drop in college, nervousness, unusual behaviour, illogical thinking, feeling of disconnection can be commonly noticed in students nowadays.

Investing in Mental Health support is essential as it can contribute to the ability of the students to succeed both academically and in their personal life.

Healthy Coping mechanisms for poor mental health among students:

- Get enough sleep: Students should get at least 7-8 hours of undisturbed sleep which can lead to higher concentration and good mood.
- Consuming nutritious food: Nutritious foods such as fruits, vegetables and nuts are essential for maintaining good mental and physical health.
- Exercise regularly: Maintaining a regular exercise regime is extremely important for both physical and mental health. One should introduce mindful exercises which can help them focus on mindful activities.
- Social connections: Connection with family, friends and building strong relationships with the one who support and care can improve mental health.
- Practising Self-care: Students should practice self care activities like listening to music, pursuing hobbies, reading books can reduce stress and promote relaxation.
- Stress Management: Students should practice mindful activities like meditation and journaling to manage their stress levels that emerges in their daily life.

Ask for help: Don't think twice to ask for help if you are struggling with mental health issues. You can approach to professional counsellor and therapist

“MONEY SMARTS: Building a Rock-Solid Financial Future for College Students”

DR. ABUHASAN SONAI ABDUL JABBAR SHEIKH (Assistant Professor)

In today's fast-paced world, financial literacy has become an essential skill, especially for college students. As young adults step into the world of higher education, they are often faced with new financial responsibilities and challenges. Understanding and managing finances effectively can pave the way for a stable and prosperous future. This article aims to provide college students with practical tips and strategies to build a strong financial foundation.

Understanding Financial Literacy

Financial literacy involves having the knowledge and skills to make informed and effective financial decisions. It encompasses a range of topics, including budgeting, saving, investing, managing debt, and understanding credit. For college students, mastering these concepts is crucial as they transition into adulthood and gain financial independence.

Creating a Budget

One of the first steps toward financial literacy is creating a budget. A budget helps students track their income and expenses, ensuring they live within their means. Start by listing all sources of income, such as part-time jobs, allowances, or scholarships. Next, categorize expenses into fixed costs (e.g., tuition, rent, utilities) and variable costs (e.g., food, entertainment, transportation). By comparing income to expenses, students can identify areas where they can cut back and save.

Importance of Saving

Saving is a fundamental aspect of financial literacy. It provides a safety net for unexpected expenses and helps in achieving long-term financial goals. College students should aim to save a portion of their income regularly. Opening a savings account and setting up automatic transfers can make saving easier. Additionally, understanding the concept of emergency funds—money set aside for unforeseen events—can prevent financial stress during tough times.

Managing Debt Wisely

Many college students rely on student loans and credit cards to finance their education and daily expenses. While these financial tools can be helpful, it is crucial to manage them wisely. Students should only borrow what is necessary and understand the terms of their loans, including interest rates and repayment schedules. When using credit cards, it's important to pay off the balance in full each month to avoid high-interest charges and to build a positive credit history.

Understanding Credit Scores

A credit score is a numerical representation of a person's creditworthiness, influencing their ability to borrow money and the interest rates they receive. Students should understand the factors that affect their credit scores, such as payment history, credit utilization, and length of credit history. Maintaining a good credit score by paying bills on time, keeping credit card balances low, and avoiding unnecessary debt is vital for future financial health.

Investing for the Future

While saving is important, investing can help grow wealth over time. College students should start learning about different investment options, such as stocks, bonds, mutual funds, and retirement accounts. Even small, regular investments can yield significant returns over the long term due to the power of compound interest. Many resources, including online courses and financial advisors, can provide guidance on how to start investing.

Seeking Financial Education Resources

There are numerous resources available to help college students improve their financial literacy. Many colleges offer workshops, courses, or seminars on personal finance. Additionally, online platforms and apps provide valuable tools for budgeting, saving, and investing. Students should take advantage of these resources to enhance their financial knowledge and skills.

Conclusion

Building a strong financial foundation during college is essential for long-term financial stability and success. By understanding and applying basic financial principles such as budgeting, saving, managing debt, and investing, students can make informed decisions that will benefit them throughout their lives. Financial literacy empowers students to take control of their financial future, ensuring they are well-prepared for the challenges and opportunities ahead.

“NETWORKING POWER: Unlocking Professional Success in College”**Md. MahfuzurRahmanMullick (Assistant Professor)**

College is not only a time for academic learning but also an excellent opportunity to build a network of professional relationships. Networking is a crucial skill that can open doors to various opportunities and provide a solid foundation for future career success. This article highlights the importance of networking for college students and offers practical tips on how to build and maintain professional relationships.

Why Networking Matters?

Networking involves creating and nurturing relationships with people who can provide advice, support, and opportunities in your career journey. For college students, networking is particularly important for several reasons:

1. **Access to Opportunities:** Many job openings and internships are filled through referrals and recommendations. A strong network can connect you to these hidden opportunities.
2. **Career Guidance:** Networking allows you to meet professionals who can offer valuable insights and advice about your chosen field, helping you make informed career decisions.
3. **Skill Development:** Interacting with diverse individuals enhances your communication, interpersonal, and professional skills, making you more adaptable and prepared for the workforce.
4. **Mentorship:** Establishing relationships with experienced professionals can lead to mentorship opportunities, providing guidance and support as you navigate your career path.

How to Build Your Network?

Building a professional network in college requires proactive efforts and a willingness to engage with others. Here are some effective strategies to help you get started:

1. **Attend Networking Events:** Many colleges host career fairs, industry conferences, and alumni events. Attend these events to meet professionals, learn about different industries, and make valuable connections.
2. **Join Student Organizations:** Participate in clubs, societies, and organizations related to your field of interest. These groups often host networking events, guest lectures, and workshops that provide opportunities to connect with like-minded individuals.

3. Utilize social media: Platforms like LinkedIn are powerful tools for networking. Create a professional profile, join relevant groups, and connect with classmates, professors, and industry professionals. Engage with their content and participate in discussions to build your online presence.

4. Seek Internships and Part-Time Jobs: Work experiences not only enhance your resume but also expand your network. Internships and part-time jobs provide opportunities to meet professionals in your field and build relationships that can lead to future job offers.

5. Connect with Professors and Alumni: Your professors and college alumni are valuable resources. Attend office hours, ask for advice, and maintain communication with them. Alumni often enjoy giving back to their alma mater by helping current students with career advice and job opportunities.

Maintaining Your Network

Building a network is just the first step; maintaining it is equally important. Here are some tips to keep your professional relationships strong:

1. Stay in Touch: Regularly check in with your connections through emails, messages, or social media. Share updates about your academic and professional achievements and show genuine interest in their lives.

2. Offer Help and Support: Networking is a two-way street. Be willing to help, share resources, and support others in your network. This reciprocity strengthens relationships and makes you a valuable connection.

3. Attend Reunions and Follow-Up Events: Participate in alumni reunions, industry conferences, and other follow-up events to reconnect with your network and meet new people.

4. Express Gratitude: Always thank your connections for their time, advice, and support. A simple thank-you note or message can go a long way in showing appreciation and maintaining a positive relationship.

Conclusion

Networking is a vital aspect of college life that significantly impacts your future career success. By building and maintaining professional relationships, you gain access to opportunities, career guidance, and mentorship that can propel you toward your goals. Start networking early, be proactive, and remember that genuine connections are built on mutual support and respect. Embrace the power of networking to build a strong foundation for your professional journey.

A COMPREHENSIVE ROADMAP TO BECOME A DATA ANALYST

PRADIPTA ROY (SEMESTER – V)

“IT ALWAYS SEEMS IMPOSSIBLE UNTIL IT'S DONE” ~NELSON MANDELA

Stepping into a career in data analysis holds immense promise, yet it demands a realistic understanding of the challenges involved. This concise guide cuts through the complexities, offering a practical, budget-friendly approach to becoming a data analyst. With a commitment of just 3-4 hours daily and a stable internet connection, you can navigate this evolving field independently. It not only provides a swift roadmap but also highlights common pitfalls, ensuring a smooth path toward a rewarding career in data analysis.

Data analysis is the process of reviewing, cleansing, and organizing data to find patterns and trends. Better decisions can be made with this knowledge in a variety of industries, including marketing, technology, healthcare, and finance. The Step-By-Step Data Analyst Roadmap provides a structured learning path, guiding ones from foundational concepts to advanced analytics techniques.

1. Start with Statistics (a strong foundation on mathematics and statistics)

For data analysis, a strong foundation in mathematics and statistics is required. Data analysis is based on concepts like probability, descriptive statistics, regression analysis, and hypothesis testing. We have to Become familiar with these concepts and how they are practically used.

2. Good at Excel (a Data Exploration Tool)

Even though Excel isn't the superhero of data analysis, it's like a treasure chest full of company info. For data lovers, getting good with Excel is a smart move—it's not just a tool, it's more like conducting a cool music performance. Whether you're just starting or a pro, learning things like filters, functions, and VBA macros in a week is super important. Excel is powerful, but sometimes SQL gets more attention for heavy lifting. Having a good handle on Excel is not just a must-do; it's a cool skill every data fan should have.

3. Learn SQL (a mandatory Database management Tool)

Structured Query Language (SQL) is a programming language used for managing and manipulating relational databases. It is a crucial skill for data analysts, as it allows you to extract, filter, and aggregate data efficiently. Learn SQL syntax, database design principles, and how to write complex queries. Practice working with real-world datasets to enhance your SQL skills.

4. Python (Easiest programming Language)

Python is highly recommended due to its simplicity, versatility, and extensive libraries specifically designed for data analysis. It's a popular language in data science that is versatile and easy for beginners to learn. It provides robust libraries like **NumPy** for numerical computation and **Pandas for data manipulation**. In the toolkit of a modern data analyst, Python stands tall as an essential. While data analysts don't need to wield the same programming prowess as software engineers, a dance with Python is a must. Knowing how to tidy up data, navigate its intricacies, visualize it, and even whip up simple machine learning models is within the data analyst's realm. To embark on the data analysis journey, acquainting oneself with Python's beloved data analysis and visualization is a requisite adventure.

5 Power BI

Power BI is a Microsoft tool that specializes in business analytics, allowing users to create reports and dashboards with interactive visualizations. It connects to various data sources and offers real-time insights.

By acquiring these tools one can really entitled them as Data Analyst. Hence to driven in this field one have to gain some experience in a specific industry which will definitely be a key advantage for ones career. With the right skills and experience, one can embark on a rewarding journey as a data analyst. This roadmap ensures ones to gain a comprehensive and practical understanding of data analysis, preparing ones for a successful career in the field.

SUSTAINABILITY IN BUSINESS
BARNAK DEBNATH (SEMESTER –II)

According to the Oxford Dictionary the word 'Sustainable' means that the degree to which a process or enterprise is able to be maintained or continued while avoiding the long-term depletion of natural resources. In today's promptly growing landscape; maintaining resources and human labour is the key of a long-run success to any business firm / company. But, knowing how to sustain them is the main factor of earning profits for a longer period of time. There are so many aspects taken by many firms for their sustainability in business and some of them are

Economic Sustainability: Economic sustainability in business is actually the practices that support long-term economic growth that ensures the business operations don't negatively impact environmental, social, and cultural aspects. This concept is the combination of natural resources, human and risk management to ensure long-term profitability of the firm.

Environmental Viability: To be precise, we all know that our natural resources aren't infinite. Even so, to generate profit, one firm must produce their products or services. And for that we have to put a balance between natural resources and their replacements. There're two another thing which're pollution and global warming. To protect future generation's prosperity and health, we have to secure our environment from pollution and global warming. For this, new technologies are invented which reduces the usages of fossil fuels and increases the usages of their alternatives (solar power, water power etc). Because of this, many companies claim that they will be carbon neutral in few decades.

Social Sustainability: Societies and business firms have co-dependended relationship. Societies provide firms with human and natural resources and also with consumers who creates demands which lead to more production. And the firms give the societies their products, services and also generate new employments. Many firms with the help of Government try to contribute to society by providing funds for developmental projects (like building schools, roads etc.).

Technological Advancement: To adapt with the raging waves of changes, one must have to flexible in the usages of new technologies. Now-a-days, brand new technologies are invented to reduce carbon pollutions and wastages on daily basis. Industries are one of the main reasons negative changes in nearby environment. That's why many of them are quick to acquire them as new technologies are more eco-friendly and they help to increase the quantity and quality of the products and reduce human labours and wastages.

There are many other aspects, but theses are enough to describe the model which engraves the true essence sustainability. And they also describe many benefits of sustainability in business such as brand reputation, cost savings, regulatory compliance, recruiting worthy talent, new innovations etc. Maintaining Sustainability has their own challenges like Primary Cost (Implementing required practices may cost significant amount). Ultimately, Sustainability in Business is not just about maintaining resources but also securing a profitable future for the business by sustaining all the aspects and overcoming the challenges which came along with the process.

KOLKATA'S CAFE: Scope, problem and its Resolution

SUDIPAN MUKHERJEE (SEMESTER – II)

Café is a type of restaurant which serves coffee tea and often serves various dishes, pastries, and light meals. In India, the concept of cafes and restaurant are combined. Most of cafes in Kolkata, will find restaurant-style Chinese and starter items are added alongside the usual café menu. This is quite popular because people in the city enjoy having Chinese food and starters along with their tea, coffee, or snacks. These menus typically include a mix of items like Maggi, sandwiches, pasta, momos, French fries, chicken wings, spring rolls, fried rice, chili chicken and more. Kolkata's culinary offerings, cabin restaurants hold a distinct place in the city's culture, Originating in the early 1800s. The cabins are not full restaurants. We can say the Cabins are Kolkata style cafes.

According to 'business standard', The India Food Services Report-2024, brought out by the National Restaurants Association of India (NRAI), states that the sector contributes 1.9 per cent to India's GDP and is projected to grow to Rs 7.76 trillion by 2028 from Rs 5.69 trillion currently. Starting a cafe business in Kolkata can be promising given the city's rich cultural heritage, diverse population and thriving food scene. A cafe business in a city like Kolkata has a huge scope if only a few challenges can be overcome.

New cafes are opening almost every day in our country. All come to be Haldiram, but they become Ramram. In our country, including Kolkata, 70% of cafes close in the first year, and in the remaining 30%, 80% of cafes close in the first five years. Actually, they faced various problems like initial Capital problem, Accounting problem, Margin problem, Hiring problem, Dead stock problem, Locality problem, Competition problem and others.

The initial capital will depend on factors such as location, size, interior design, furniture and equipment, rent, staff salaries and marketing. Nowadays food blogging does the job of advertising and promotion very well. If the amount of capital is less then partnership or business loan can be good option and try to get high return by investing low capital. Most of the cafes in Kolkata have a very poor accounting system. A good cafe needs an organized accounting system. The facilities like GST billing system, average bill on a customer, calculation of coupons offer and discounts, per item profit & cost, high and low selling items and also a good inventory management system should be included in the software. Hiring high-quality chefs is a significant challenge, given their salaries and about their stability. In my opinion, after the initial phase, cafes should adopt a systematic cooking method instead of relying on high-quality chefs. This is what 'KFC', 'McDonald's', 'Domino's', and 'Wow Momo' do—they follow a specific cooking process, which is why we experience the same taste at any of their outlets, regardless of location.

If a café follows the quick service restaurant(QSR) model, its labour costs are significantly reduced. In this case, cafés are usually self-service. Typically, only the billing, cleaning, and cooking departments are present in such cafés, and around 4 to 5 people are employed. It is essential to ensure that the café maintains an occupancy rate of 80% and a table rotation rate of 1.5 to 2.5. The menu in cafés should be designed so that one dish complements the other. If the menu is too large, it will take more time to receive and serve orders, which will decrease the table rotation rate. To avoid high competition, food, service and packaging must be innovative, quality and well received by customers. For example, 'Wow Momo' uses momo in every dish, even in their dessert items. Similarly, 'Salt Bay' offers a golden burger.

In the end we can conclude that while there are many opportunities for café businesses in Kolkata, there are also significant challenges. The city has many cafés, but only a few are highly renowned, and most are struggling with losses. Quality, innovation, decoration, service, behaviour, and customer satisfaction pave the way for success and longevity.

GREEN ACCOUNTING – MOVING TOWARDS SUSTAINABILITY
PROF. KAUSHIK KAMILA (SACT-II)

A very generative term that is gaining victory in the field of accounting is the Green Accounting or Sustainability Accounting. In the year 1980, this term was coined by Professor Peter Wood afterward it became very popular. It permits the computation of income for a nation by taking under consideration the economic damages and depletion due to continuous use of natural resources extracted from the environment based on an economy. It is an innovated process dealing with the wellbeing of the environment and accounting for the impact on it. This practice is soon going to become popular worldwide due to its significance and utility. In addition of preparing financial statements, an organization needs to prepare green accounting or environmental accounting so as to indicate the impact of their production activities on the nature and climate. It is a measure of sustainable income level which will be secured without depleting the stock of natural resources as whole world is facing the crisis of pollution and exhaustion of natural resources. Environmental accounting aims to evaluate the sustainability of economic activities not only in terms of short-term profitability. Rather an enterprise can understand the long-term consequences of their actions on the environment and society as a whole. A lack of standardization and consistent principles indicates the early stage for Green Accounting. Now-a-days necessary steps were taken to set Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB), which had laid down structured approach to sustainability accounting.

Thus it can be concluded that Green Accounting is just at its inception phase where much of initiative must be taken by the organization and policymakers so as to extract its best and secure the global atmosphere by practically implementing such accounting system.

AN ANALYSIS OF THE NEW BUDGET 2024-25

SwarnaliChaudhuri (SEMESTER-II)

The Union Budget of India is a statement showing the annual budget of the country. It provides a detailed understanding of the government's finances and taxes. The budget is a financial statement that accounts the expenses of the government for a fiscal year (April 1 to March 31). The Finance Minister of India presents the budget in Parliament, usually on the first working day of February, so that it can be implemented before the start of the new fiscal year.

The Union Budget for 2024-25, presented by the government emphasizes on Employment, MSMEs, Middle Class and Skilling. It is claimed to be a roadmap for pursuit of "Viksit Bharat". It is aimed at creating a more inclusive and sustainable economy. The priorities for Viksit Bharat in the Budget are (1) Productivity and Resilience in Agriculture, (2) Employment and Skilling, (3) Inclusive Human Resource Development and Social Justice, (4) Manufacturing and Services, (5) Urban Development, (6) Energy Security, (7) Infrastructure, (8) Innovation, Research and Development and (9) Next Tax Reforms.

Furthermore, recognizing the importance of agriculture in India's economy, the budget recognizes the Agricultural Sector as a priority sector and thus, announces several initiatives to boost productivity and farmer's income. Moreover, a significant emphasis has been placed on employment generation and skilling initiatives. In the Budget, a new scheme will provide a one-month wage to freshers in all formal sectors. Additionally, The Government will reimburse EPFO contributions of employers up to 3000 per month for 2 years for all new hires. Additionally, Loans are being provided up to 7.5 lakh with a guarantee from a government promoted Fund. Also, Financial support for loans up to 10 lakh are given for higher education in domestic institutions and Direct E-vouchers are provided to 1 lakh students every year and Annual interest subvention is of 3%.

Under the new tax policy, the government has introduced changes designed to simplify the tax structure and enhance compliance. The government has revised tax brackets to offer reduced rates for individuals in the middle-income range and has introduced various incentives for businesses investing in research and development. For instance, Standard Deduction increased from 50,000 to 75,000, Deduction on family pension increased from 15,000 to 25,000 and angel tax has been abolished for all classes of investors. Furthermore, to rationalise capital gains, short term gains on financial assets to attract tax rate of 20% and long-term gains on all financial and non-financial assets to attract a tax rate of 12.5% and the limit on exemption of capital gains on financial assets has been increased to ₹1.25 lakh per year.

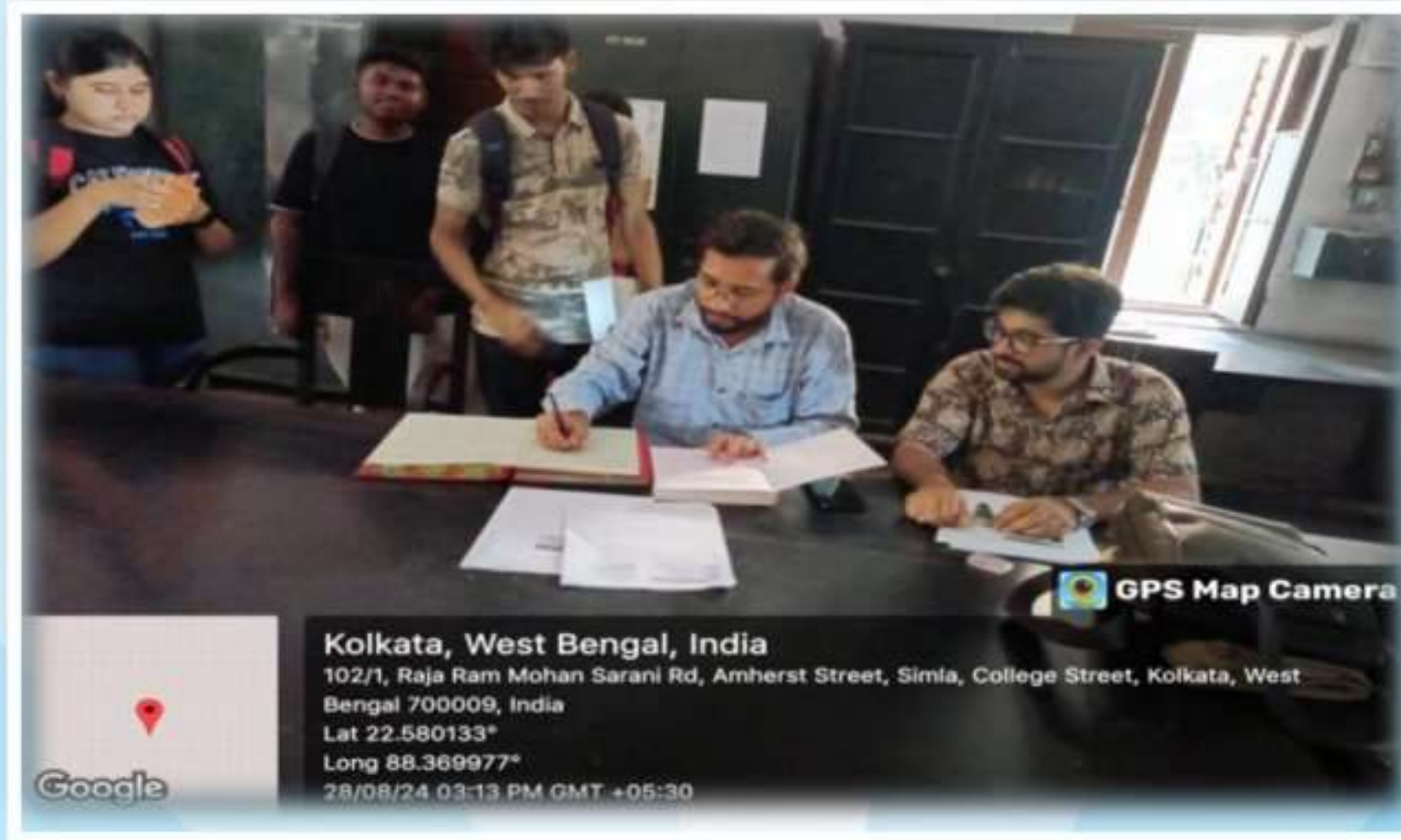
To conclude, The Budget 2024-25 presents a comprehensive vision for India's economic growth, employment generation, and social welfare. With a focus on agriculture, employment, skilling, and infrastructure, the budget aims to create a more inclusive and sustainable economy. The revised tax structure and social welfare initiatives demonstrate a commitment to simplification and empowerment. Overall, it represents a strategic effort to address current economic challenges while laying the foundation for future growth.

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