

M.L.Dahanukar College of Commerce

THE BAF TIMES

ISSUE X

05 FEB 2022

VOL III

FEATURES

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about the finance
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Increase your finance
knowledge while having
fun



FOREWORD



Idea Behind This Weekly Newsletter

Being a Commerce College, students are expected to know the changes in the business world. This weekly newsletter will help the students get acquainted with a glimpse of what happened in the week gone by. It will also have insights into various business and commerce related updates which will help you gain in-depth knowledge. Make it a point to read each and every article in this issue and stay updated so that you don't get outdated.

- DR. D. M. Doke, Principal



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Increase your finance knowledge while having fun



AAJ KI KHABAR

- Tax payers allowed to update their income tax returns within 2 years of relevant assessment year
- LIC IPO filing in next few days; govt wants Sebi approval in 3 weeks
- Bank credit grows 8.01 pc; deposits 9.28 pc
- 30% tax on income from crypto assets, TDS on transfers!
- Divestment target for FY23 seen at Rs 65,000 crore
- Piraamal Capital and Housing Finance integrates over 3,000 employees of DHFL
- IMCG partners Muthoot Homefin for mortgage guarantee backed home loans
- ECLGS to be extended up to March 2023, guaranteed cover extended by another Rs 50,000 crore



AAJ KI KHABAR

- Maruti Suzuki raises capex to Rs 5,500 crore this fiscal
- Former RBI governor Urjit Patel resigns as independent director of Britannia Industries Limited
- Reliance arm acquires 29.63% stake in SWREL.
- RBI imposes restrictions on Indian Mercantile Cooperative Bank.
- Vedanta reports a 26.7% jump in net profit in Q3FY22
- Banks to transfer 15 accounts worth Rs 50,000 crore to NARCL in FY22
- BharatPe's POS business grows to \$4 bn annualised transaction value



AN OPEN LETTER TO THE STUDENTS BY THE PLACEMENT COORDINATOR

Ms. Manasi Mule,
Placement Coordinator

Dear Students,

“Hello, did you get placed?” “Which companies are coming to your college?” “What is the highest package?” “When will the placement start?” “Ma’am can I sit for all the companies?”

Every year there are a list of questions regarding placements.

Hello Students, this is Manasi Mule- Placement Coordinator. The name looks fascinating, the role is full of challenges but basically the placement coordinator is a link between students and corporates and to balance these, hardships are to be undertaken by the placement coordinator.

After reading the first paragraph you may wonder what is so challenging? Let me give you some instances:

- We all enjoy to see “Status” of our colleagues, classmates on WhatsApp in our free time. We are allowed to put anything that we feel on it. Sorry Students as a placement coordinator I can see status but many times I can’t put what I feel because this HR are in my contact list and I would not want them to judge me. – Many people told me you can block them but how many contacts will you block.



- Every year you wish your near and dear ones, happy birthday, and festive wishes. I have to send this my near dear ones and also without fail I need to send it to corporates because it is a way of networking and I can't risk to forget it.
- For students – your lectures are over and so is your day. You have freedom to pick up calls. But for Placement Coordinator, the HR can call at evening six for placement even if they college is over but for them, they have to pick up the call. Sometimes they ask questions like when are the exams? Now you all tell me how do I answer this question because our university does not tell the exam time table so much in advance. Sometimes the questions are on students like – How many students do you think will apply for this profile? What are the pay packages your students expect? Also, sometimes they call in the evening and tell me that I want registered students tomorrow itself.
- All love being on Instagram and Facebook and placement Coordinator I need to be continuously on LinkedIn and busy reading what corporates are posting. And placement coordinator does not have a batch of 60 students. It has the whole college and at times I am answerable to many people also.

Every year even with all these hardships my students cooperate and trust me. Waiting for all my students who are looking for placement to connect with me. Last year even in COVID situation, our students got placed in the following companies:

1. Bank of America
2. Tata Consultancy services
3. Asian Paints
4. Wipro Ltd
5. Thane Janta Sahakari Cooperative Bank

Students gear up for this season placement also and start working on your resume, interview skills, technical skills and most importantly communication skills. For further assistance on this I am just a call and a mail away:

mansim@mldc.edu.in

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OUT OF DATE: A WAY TO MAKE MONEY?

Ms. Isha Mahajan,
TYBAF

Have you noticed your belongings wearing out faster? Have you had to buy a new phone because the last one couldn't be repaired at the store? Or having to buy a newer version of a software because the older version stopped functioning? or even buying clothes every few months because old ones have gone 'out-of-season'? If this sounds familiar, you may have fallen prey to Planned Obsolescence.

Planned obsolescence is a business strategy in which the obsolescence (the process of becoming outdated, unfashionable or no longer usable) of a product is planned and built into it from its conception, by the manufacturer. This is done so that, in the future, the consumer feels a need to purchase new products and services that the manufacturer brings out as replacements for the old ones.

Planned obsolescence is of various types. Sometimes, it may materialize in the form of contrived durability, that is, a strategy of shortening the product lifetime before it is released onto the market, by designing it to deteriorate quickly. On another occasion, it may manifest as Apple's tamper-resistant pentalobe screws that cannot easily be removed. Manufacturers may also make replacement parts either unavailable or so expensive that they make the product uneconomic to repair.

Perceived obsolescence is another form where obsolescence is caused by change in the styling of products without change in basic structure so trendsetting customers will purchase the latest styles. This practice is prevalent not only in fashion industry but also among manufacturers of mobile phones and automobiles. Then we also have systemic obsolescence which is caused through continuous development of the system so as to make continued use of the original product difficult.



The manufacturers often come up with creative ways of planned obsolescence. Manufacturers may resort to Programmed obsolescence with deliberate artificial disabling of a functional product to prevent it from working, thus requiring the buyer to purchase a replacement. Another example of programmed obsolescence is software lockout- making older versions of software unserviceable.

Now it's obvious why businesses adopt this approach. At the end of the day, all companies need to make money, and repeat business can account for a significant chunk of many businesses' revenue. However, in this age of ESG investing and sustainable businesses, the consumers are more aware than ever of waste and its impact on the environment. We, as consumers, will have to decide whether and how long can we allow this harmful economic practice to continue.



TECHNOLOGICAL ADVANCEMENTS IN MARKETING OVER THE YEARS

Mr. Divyesh Solanki

Student

Matushri Pushpaben Vinubhai Valia College of Commerce

Marketing has always been a major part of commerce. It dominates the decisions that are taken in every other step of designing and selling a product. It has become such a broad subject in today's world, that in itself has been bifurcated into various levels and styles. One major consequence of this is the inclusion of technological prowess into marketing. As humans, we started promoting products by word of mouth, then print advertisements in newspapers during the industrial revolution, from there transitioning to massive billboards around every major city in the late 1990s and early 2000s, to targeted web advertisements today on practically every web browsing activity we can imagine. Merging technology with marketing has revolutionized how marketing works completely, in barely more than a quarter millennium.

One of the major breakthroughs in technology that has helped improve marketing is the internet, and subsequently, artificial intelligence. While the two might be vastly different in most regards, they go more or less hand-in-hand when it comes to marketing strategies. The rapid advances seen in both these technologies have transformed online marketing by making campaigns more personalized and immersive for people and creating ecosystems that are more integrated and targeted for marketers. And it's not just the interface between brands and people that have been transformed. New technology in marketing has permeated the infrastructure and systems on which companies are built, delivering value to procurement and adding to the bottom line.

Any and all online activity that is traceable is used to create a virtual profile of who you are, what interests you, and how likely you are to purchase certain products that step a little outside your comfort zone.



While this seems to scare off some people who still believe in age-old notions of privacy, the fact remains that this has made things heaps easier for everyone who likes to shop online, and most people are now used to it.

And it goes further than just that. Voice assistants like Siri, Google Assistant, and Cortana on Apple, Android, and Windows devices respectively, all recognize a multitude of languages, dialects, accents, and in recent versions, even social and pop culture references, all for the sole purpose of making things easier for the user. This in itself has become a marketing rat race, as whoever makes the most strides in the shortest time gets to call themselves, “the most user-friendly technological organization”.

The developers of this technology partake in great liberties too in order to achieve better targeting systems to detect which products to suggest to certain users. The minute you activate a voice assistant for the first time on a new device, it immediately gains full access of your microphone and your screen shared activity. This includes your phone calls, your e-mails, your texts and chats, and even what images, videos, and music you have or like to revisit. This further helps them create the virtual profile they have of you, and it’s constantly updated to make sure marketers never miss an opportunity to sell anything to you. Business contracts and drawn up frequently, which give manufacturers access to these virtual profiles, and these contracts sell for millions if not billions of Rupees. This is exactly what makes sure that someone can buy the perfect pair of shoes for themselves, or gift the perfectly suited game to their nieces and nephews on their birthdays. If you talked to your friend about having an interest in learning how to code, it doesn’t matter how good the encryption on the text or calling software is, you are bound to see advertisements online, for the best programming courses the very next day.



As scary as all of this sounds, it exists to make lives easier for both parties of a transaction, namely the buyer and the seller. Manufacturers just need to put their product out there on the internet, without worrying how it will sell, because there is an artificial intelligence-based software somewhere, that is tracking a person who would be very interested in buying the product, no matter how obscure it is.

In conclusion, technology hasn't seen many different changes in the past few years, but the ones that have occurred, have been perfectly tailored by numerous people to make sure it can work perfectly in the world of marketing and commerce. Anyone who is making any product, no matter how small their enterprise is, even if it is a sole-proprietorship business, can absolutely market themselves in the best possible manner, without having to leave their computer at all. The inculcation of technology into marketing has changed the game forever, and it will continue to do so.



INTEGRITY – A WAY OF LIFE

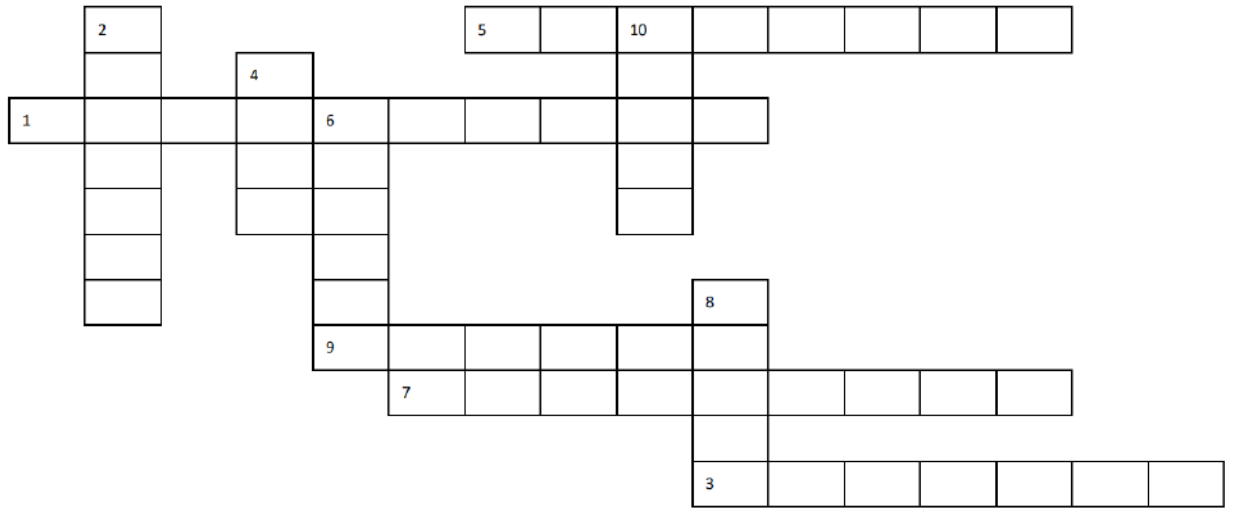
Ms. Shraddha Dubey
Alumni
M.L.Dahanukar College of Commerce

“Try not to become a man of success but rather a man of values” as quoted by great and legendary personality ‘Albert Einstein’ gives us a picture of importance of values in our life. These values are the reason behind our any purposeful action and one such value that holds a big place in our life is integrity. It simply means being true to yourself and your purpose in all circumstances even if no one is watching you. Integrity is much more than honesty as it is the mother of all the values. It’s being open honest and responsible for all of our action, its admitting and apologizing for all our errors when mistakes are done. Its mean choosing our thoughts and action based on moral values rather than personal interest.

To make the idea more clear here is the example of Dr APJ Abdul Kalam, the man of integrity, who not only insulated his family from trapping his powers but also never used his personal capacity as president of India for fulfilling any kind of undue favors to his skills. But in this competitive rat race are the people really following the true path? And the answer is no, very few people have this feeling with them. Citizens are really lagging behind in terms of integrity. No one is transparent to each other and not even to themselves.

Developing integrity is very simple as we can start with very easy steps like giving love & respect to each other, keeping promises, fulfilling our duties, bringing self-awareness, having loyalty & etc. Every parents should first teach their child the good values of ethics and etiquettes, everyone should pay taxes on time & should not indulge in any criminal act. Thus by doing all this we will not only be able to improve situation at individual level but also a whole wide spectrum, the world. Since if individuals are happy then a nations are happy and the whole world will be happy.

CROSSWORD



ACROSS:

1. Loan which expires within 5 years.
3. When a person's assets are more than his liabilities, he is known as a _____ person.
5. Importing goods from one country and then reselling the same goods to other countries.
7. Market dominated by few sellers.
9. A person who draws a bill of exchange.

DOWN:

2. Above par value.
4. Method of stock valuation wherein goods which have come in first go out first.
6. Supply curve is _____ sloping.
8. RTGS is Real Time _____ Settlement.
10. No. of parties to a bill of exchange.



**Designed by:
Bhavya Bhat, TYBAF**

**BAF TIMES Team
Aditya Patil, Bhavya Bhat, Gargi Patil, Nrupali Patkar**

If you wish to contribute your articles to be featured in the next issue, please mail your articles on swapnils@mldc.edu.in or contact on 9987094858 by Tuesday of every week and wait for the issue to be released on Saturday.

All Articles in this issue are the personal views of the authors and the college does not necessarily subscribe to the personal views of the authors.

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CS Swapnil Shenvi, Coordinator – B.Com.(A&F)
M.L.Dahanukar College of Commerce**

ANSWERS

ACROSS: 1. MEDIUM TERM 3. SOLVENT 5. ENTREPOT 7. OLIGOPOLY 9. DRAWER

DOWN: 2. PREMIUM 4. FIFO 6. UPWARD 8. GROSS 10. THREE