



# KNOWLEDGE ZENITH

St Bede's College, Shimla  
Department of Commerce & Management

## 'WORLD OF MARKETING!'

As you continue your studies in marketing, it's important to stay up-to-date on the latest trends and practices in the industry. Here are some key insights to keep in mind:

**1. Digital marketing:** With more consumers spending time online, digital marketing has become an essential part of any marketing strategy. Understanding the various digital channels, such as social media, email marketing, and search engine optimization, is crucial for reaching and engaging with your target audience.

**2. Consumer behavior:** Understanding consumer behavior is key to developing effective marketing strategies. This includes analyzing factors such as demographics, psychographics, and purchasing habits to create targeted campaigns that resonate with your audience.

**3. Marketing research:** Conducting market research can help businesses gain insights into their target audience and competition. This includes techniques such as surveys, focus groups, and online analytics to inform decisions around product development, pricing, and promotions.

**4. Branding:** A strong brand can help differentiate a business in a crowded market and build trust with customers. This includes developing a unique brand identity, consistent messaging, and creating a positive brand experience for customers.

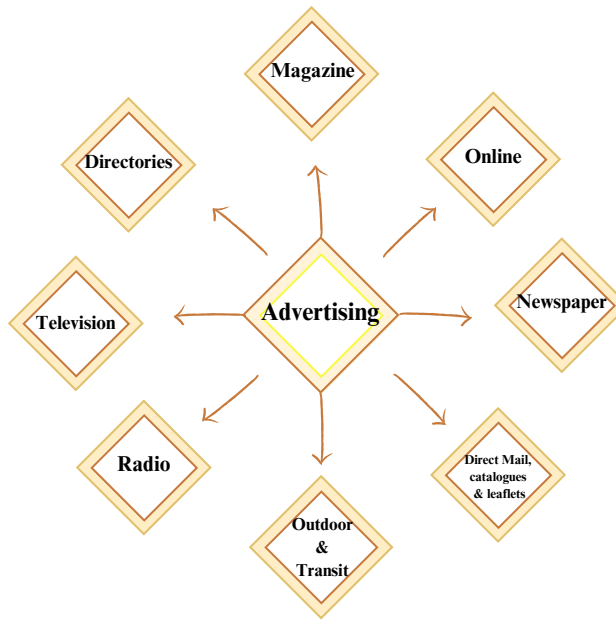
**5. Marketing mix:** The marketing mix, also known as the four Ps (product, price, place, and promotion), is a framework for developing a successful marketing strategy. Understanding the interplay between these elements is crucial for creating a cohesive and effective campaign.

By- Chhavi Talwar  
(B.Com IInd Year)



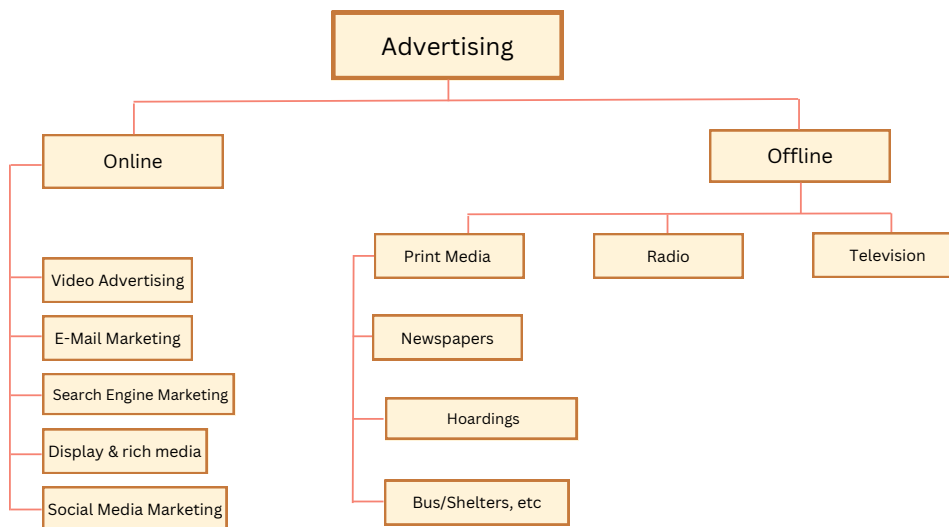
## 'WORLD OF ADVERTISING!'

**Advertising** is the practice and techniques employed to bring attention to a product or service. Advertising aims to put a product or service in the spotlight in hopes of drawing it attention from consumers. It is typically used to promote a specific good or service, but there are wide range of uses, the most common being the commercial advertisement.



### SALES PROMOTION AND BRAND LOYALTY

Sales promotions are another way to advertise. Sales promotions are double purposed because they are used to gather information about what type of customers one draws in and where they are, and to jump start sales. Sales promotions include things like contests and games, sweepstakes, product giveaways, samples coupons, loyalty programs, and discounts. The ultimate goal of sales promotions is to stimulate potential customers to action.





## ADANI V/S HINDENBURG CASE

Adani Group is one of India's leading business houses with revenue of about \$9.5 billion for the financial year 2014 -15. Founded in 1988, Adani has become a global integrated infrastructure player with businesses in key industry verticals – resources, logistics, and energy.

Adani Group has a diverse range of businesses, but its proposed Carmichael coal mine project in Queensland, Australia, has received the most attention in recent years. The project has faced opposition from environmental groups who are concerned about the potential impacts of the mine on the environment, including the Great Barrier Reef and greenhouse gas emissions. Despite the opposition, Adani has pushed forward with the project, which is expected to be one of the largest coal mines in the world.

Hindenburg Research is a research firm that has made a name for itself by uncovering financial and operational issues in publicly traded companies. It has been involved in several high-profile cases thereby known for its aggressive investigative tactics and critical reports.

In February 2023, Hindenburg released a report alleging that Adani Group was involved in fraudulent practices and environmental violations. The report accused the company of overstating the number of jobs its proposed Carmichael coal mine project would create, and of violating environmental regulations in its ports and logistics operations. The report also claimed that Adani was involved in money laundering and tax evasion.

Adani responded to the allegations, stating that they were false and baseless. The company pointed to its record of compliance with environmental regulations and its efforts to promote sustainable development as evidence of its commitment to responsible business practices. However, the report has sparked renewed calls for greater scrutiny of Adani's proposed Carmichael coal mine project and has put the company under increased public scrutiny.

The controversy between Adani and Hindenburg has significant implications for both companies. For Adani, the allegations of fraud and environmental violations have the potential to harm its reputation and impact its future business prospects. If the allegations are found to be true, it could also result in legal and financial consequences for the company.

For Hindenburg, the report has once again showcased the firm's ability to significantly impact the business world. The report has put Hindenburg in the spotlight and has drawn attention to the firm's aggressive investigative tactics and its role in uncovering financial and operational issues in publicly traded companies.

In conclusion, the recent controversy between Adani and Hindenburg is a complex case that highlights the challenges faced by companies operating in today's global economy. The allegations against Adani have significant implications for the company's future, while Hindenburg's report has put the firm at the center of a controversy. Regardless of the outcome, this case serves as a reminder of the importance of transparency, accountability, and responsible business practices in the modern business world.

BY-Muskan Sharma, Neha, Aerika, Aditi

BBA 4 semester



# HOW TO HAVE A MONEY MINDSET



**FORGIVE YOUR PAST**



**CHANGE YOUR STORY**



**PRACTICE GRATITUDE**



**KNOW YOUR WORTH**



**BELIEVE IN YOURSELF**



**RESPECT AND VALUE MONEY**



**TAKE SMALL STEP**



**SACRIFICE LEISURE**



**NO MORE COMPLAINING**



**VISUALIZE YOUR SUCCESS**



**NEVER STOP LEARNING**



**ACTION OVER EXCUSES**

@TheSuccess

## WHERE TO INVEST YOUR MONEY

### Phase 1 : Starting Up



### Phase 2 : Capital Growth



### Phase 3 : Wealth Retention



## MISTAKES NEW INVESTORS MAKE





# FINANCE

**Finance** the system of study of creating, circulating, and managing money. it is the process of channeling various funds in the form of credit, loans or invested capital to those economic entities that most need them or can put them to the most productive use.

## *Features Of Finance*

1. Investment Opportunities
2. Profitable Opportunities
3. Optimal Mix of Funds
4. System Of Internal Controls
5. Future Decision Making



## *Business Finance*

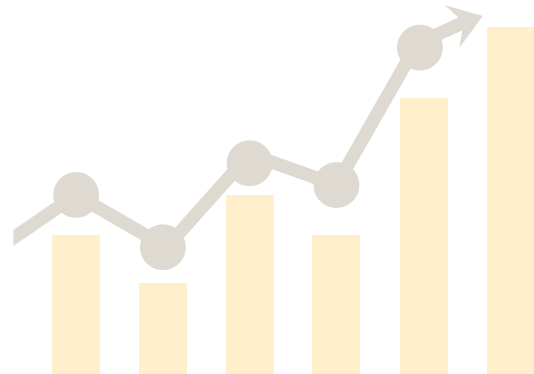
Business finance is the field of study with the help of which one can understand the formulation of financial planning, organizing, and controlling activities and their application in business. Business finance is the cornerstone of every organization. It refers to the corpus of funds and credit employed in a business. Business finance is required for purchasing assets, goods, raw materials and for performing all other economic activities. Precisely, it is required for running all the business operations.

To understand what business finance is, we must know that business finance includes activities concerning the acquisition and conservation of capital funds for meeting an organization's financial needs and objectives. The importance of business finance is evident from the fact that business finance is required to undertake every business operation successfully.

The amount of capital that is pooled by a business owner into their company is often not enough to meet the financial needs of a company. Herein, the importance of business finance and its management rises even more. Consequently, business owners along with their teams look out for various other ways to generate funds.

## *Objectives of Business Finance*

1. Raising of Capital
2. Investment of Capital
3. Protection Of Capital
4. Minimization Of Cost
5. Maximization of Profit
6. Maximization of Wealth
7. Maintain Firm Value





## UNION BUDGET 2023-24

The budget for the year 2023 to 2024 was announced by the *Ministry of Finance* on *1st February 2023* by the finance minister **Mrs. Nirmala Sitharaman**. The budget hopes to build on the foundation laid by the previous budget, and the blueprint drawn for India@100. The envision of the budget was for a prosperous and inclusive India, in which fruits of development reach all regions and citizens. The main focus is on wide-ranging reforms and sound policies, implemented through 'Sabka Prayas' resulting in 'Jan Bhagidari' and targeted support to those in need, helping us perform well in trying times.

### • BUDGET AT A GLANCE

#### PERSONAL INCOME TAX

Under these 5 announcements were made and this mainly benefits the middle-class section.

1. The rebate limit has increased from 25 lakhs to 75 lakhs in the new tax regime.
2. The number of slabs has been reduced from 6 and 7 lakhs and increasing the tax exemption limit to 3 lakhs.
3. For the salaried class and the pensioner, the benefits of standard deduction have been extended.
4. There is a reduction in the highest surcharge rate from 37% to 25% in the new tax regime.
5. Lastly the limit of the exemption on leave encasement has been increased from 3 lakhs to 25 lakhs limit.

The government is making a new tax regime as a default tax regime. But citizens have the option to avail the benefit of the old regime.

**Direct taxes:-** Under this the following changes have been made:

- Rationalisation of income of authorities, boards, and commissions set up by statutes of the union or state for housing, development of cities, towns, and villages, and regulating and developing on activity or matter, is proposed to be exempted from income tax.
- There is an extension of the period of tax benefits to funds relocating to IFSC, GIFT City till 31.03.2025 including that of IDBI Bank;
- Providing EEE status to Agniveer Fund.
- For startups, the government of India extended the date of incorporation for income tax benefits to start-ups from 31.03.23 to 31.03.24. they further provide the benefit of carrying off losses on change of shareholding of startups from seven years of incorporation to ten years.



· Micro-enterprises with a turnover of upto 2 crore and certain professionals with a turnover of upto 50 lakhs can avail of the benefits of presumptive taxation.

**Indirect taxes:** - Under this the following changes have been made

- indirect tax proposals aim to promote exports, boost domestic manufacturing, enhance domestic value additions, and encourage green energy and mobility.
- There is a reduction in the number of basic custom duty rates on goods, other than textile and agriculture, from 21 to 13.
- To avoid cascading taxes on blended compressed natural gas, the government BU proposes to exempt excise duty on GST- paid compressed biogas contained in it. To avoid cascading taxes on blended compressed natural gas the finance ministry has proposed to exempt excise duty on GST-paid compressed biogas contained in it.
- Last financial year, marine products recorded the highest export growth benefitting farmers in the coastal states of the country. To further enhance the export competitiveness of marine products, particularly shrimps, duty is being reduced on key inputs for the domestic manufacture of shrimp feed.

### · **CONCLUSION**

The Union Budget for the year 2023-24 aims to further strengthen India's economic status. In the 75th Year of India's Independence, the World has recognized the Indian Economy as a 'bright star' with its Economic Growth estimated at 7 per cent, which is the highest among all major economies. The union budget for 2023-2024 has a strong focus on boosting healthcare and infrastructure development.

Additionally, it includes provisions to aid small businesses and farmers. The budget also proposes tax benefits for individuals and ways to attract foreign investments.

To conclude, it can be said that the budget of this year not just focuses on the weaker sections of the society, but gives equal importance to the people lying in the middle-class category that eventually will lead to more progress in the country's economic growth as well as all round development.



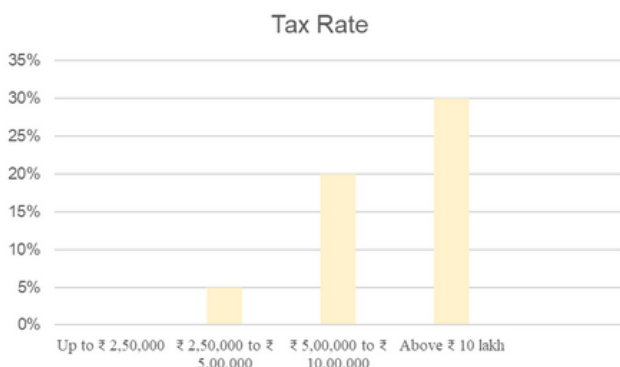
## OLD V/S NEW TAX REGIME

### Old Tax Regime

Under the old taxation structure, the assesses could claim deductions, exemptions, and allowances to help them plan their taxes and save money. The current tax structure is complicated. Despite the high tax rates, there are several ways to reduce your tax liability. Through the addition of sections to the Income Tax Act over the years, the government has provided approximately 70 exemptions and deduction options to Indian taxpayers, allowing them to reduce their taxable income and thus pay less tax. The most well-known and substantial deduction is Section 80C, which allows you to deduct up to RS.1 lakh from your taxable income. In addition, several other exemptions and deductions are often accessible to taxpayers.

### Income Tax Slab Rates as per Old Regime

INCOME	TAX RATE
Up to INR 2,50,000	0%
INR 2,50,001 – 5,00,000	5%
INR 5,00,001 – 10,00,000	20%
Above INR 10,00,000	30%



### New Tax Regime

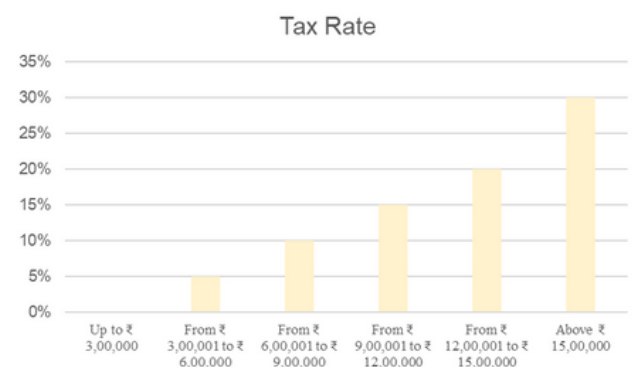
Starting with the new tax regime, there are 6 tax brackets with lower rates for income up to Rs.15 lakhs each. The various income slabs and tax rates prevent the availability of multiple exemptions and deductions.

The new tax plan is different from the previous one in two ways:

1. Under the new system, there are more tax brackets with decreased rates in the range of Rs. 15 lakh ranges.
2. Any tax breaks and deductions that taxpayers took advantage of under the previous system will no longer be accessible under the new system.

### Income Tax Slab Rates under the new tax regime for FY 2023-24

INCOME	TAX RATE
Up to ₹ 3,00,000	0%
From ₹ 3,00,001 to ₹ 6,00,000	5%
From ₹ 6,00,001 to ₹ 9,00,000	10%
From ₹ 9,00,001 to ₹ 12,00,000	15%
From ₹ 12,00,001 to ₹ 15,00,000	20%
Above ₹ 15,00,000	30%





# INVESTMENT AND FINANCIAL DIVERSIFICATION

## Investment

It is an asset acquired or invested in to build wealth and save money from the hard earned income or appreciation. You will find many investment options and you should shortlist the best ones as per your needs. At a broader level, investment can be divided into two categories - Equity and Debt. Equity primarily invests in shares of companies in different ways. Debt is where your money is invested in money market instruments.

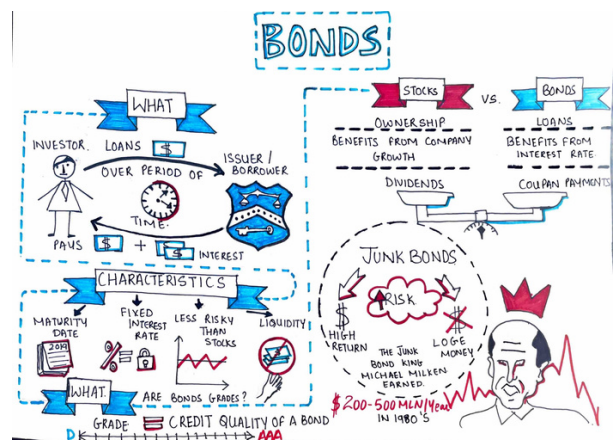
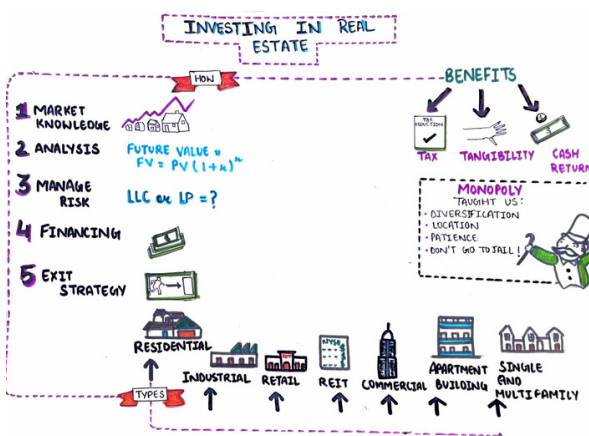
## Diversification

In finance, diversification is the process of allocating capital in a way that reduces the exposure to any one particular asset or risk. A common path towards diversification is to reduce risk or volatility by investing in a variety of assets. If asset prices do not change in perfect synchrony, a diversified portfolio will have less variance than the weighted average variance of its constituent assets, and often less volatility than the least volatile of its constituents.

## Stock

Stocks represent your ownership share in the company. Stocks will provide a return on investment through changes in the share price, or dividends. It can be highly volatile and is considered one of the riskiest investments

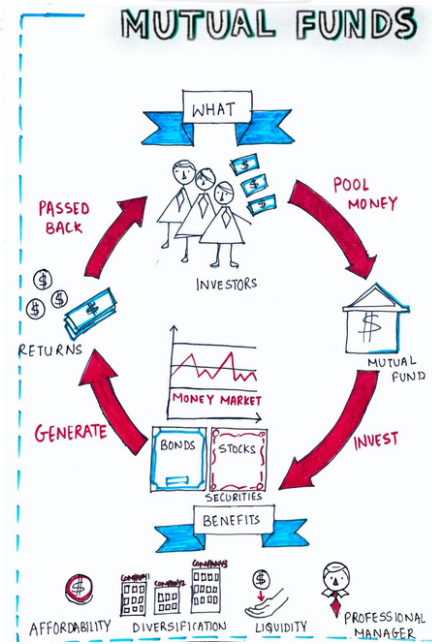
Bonds are an instrument of borrowing. Bondholders have the first right to the assets of the company. Thus, these are considered safer than equity stocks. Also, a bondholder's return on investment will be more stable than a stockholder's as bonds can have fixed coupon rates





### Mutual Funds

Mutual funds are pooled assets that are professionally managed. It can pool money from thousands of small investors and create a portfolio of up to 30 securities to generate a return on the pooled money. Mutual funds allow investors to invest a small amount regularly and choose their asset portfolio as per their risk profile.



### Property

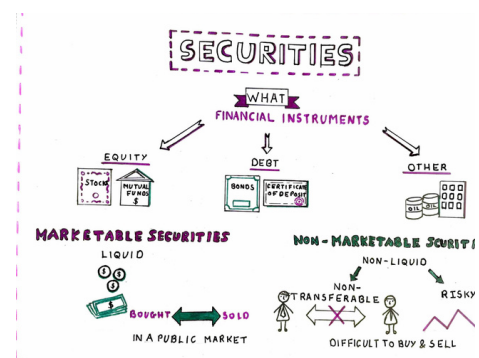
Property is also considered as a growth investment because the price of houses and other properties can rise substantially over a medium to long term period.

However, just like shares, property can also fall in value and carries the risk of losses.

It is possible to invest directly by buying a property but also indirectly, through a property investment fund.

### Securities

Investment securities are a category of securities—tradable financial assets such as equities or fixed income instruments—that are purchased with the intention of holding them for investment.

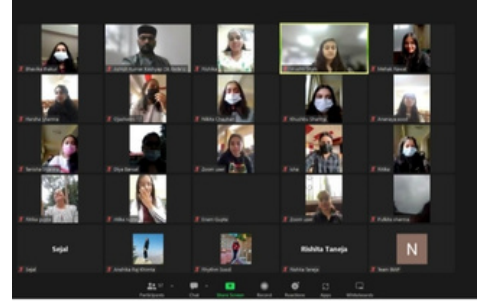





# DEPARTMENTAL ACTIVITIES

## ONLINE INTERCOLLEGIATE COMPETITION FINMAHOTSAV

The Board of Industry-Academia Partnership (BIAP), in collaboration with the National Stock Exchange (NSE) and the Department of Commerce and Management, organized an online intercollegiate competition called Fin Mahotsav on July 29-30, 2022.

**St. Bede's College**  
NAAC Re-Accredited A\* Grade  
Department of Commerce and Management  
Under the aegis of IQAC organises

*A Discourse on:*  
**Winner's Edge**  
For All Students

August 18, 2022  
Time : 10 : 45 A.M.  
Venue : College Auditorium

Resource Person : Dr. Michael S. David  
Training Partner for Grovewell, USA,  
Synet Australia and Tata  
Management Training Centre, Pune.

## A DISCOURSE ON: WINNER'S EDGE

Under the auspices of IQAC, the Department of Commerce and Management at St. Bede's College organized a discourse on August 18, 2022. The topic of the discourse was "WINNER'S EDGE," and Dr. Michael S. David served as the resource person.

## AWARENESS TALK ON "MAKING A DIFFERENCE AS A TEACHER"

On August 18, 2022, the Department of Commerce and Management at St. Bede's College, under the auspices of IQAC, organized an awareness talk for the faculty members in the college auditorium. Dr. Michael S. David was the resource person for this discourse, and the topic of the discussion was "Making a Difference as a Teacher."



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*Awareness Talk*  
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35VP+MMQ, St. Bede's College, Navbahar, Chotta Shimla, Shimla, Himachal Pradesh 171002, India  
Lat 31.094155°  
Long 77.18663°  
17/09/22 09:27 AM GMT +05:30

## GUEST LECTURE ON RESEARCH METHODOLOGY

On September 17, 2022, a guest lecture was arranged for M. Com students on the subject of "Research Methodology". Dr. Devender Sharma from the Commerce Department of HPU delivered the lecture.



# DEPARTMENTAL ACTIVITIES

## BRAINSTORMING SESSION ON GST

On November 4, 2022, the Department of Commerce and Management conducted a brainstorming session on Goods and Service Tax (GST). The keynote speaker for the event was Dr. Punam Thakur, Assistant Commissioner of the State Taxes and Excise Department in Shimla.



## HOW TO CRACK BANK EXAMS

On November 18, 2022, the Department of Commerce and Management held a workshop titled "How to Crack the Banking Exam" for final-year students of B. Com and BBA. The workshop featured guest speakers Ms. Kanik Kothiala, Deputy Manager (Ex- Bedian), and Mr. Rajender Singh, Messenger at SBI.

## STRESS MANAGEMENT WORKSHOP

On February 24, 2023, a stress management session was held, with Mrs. Namrita Kaushal from LPU as the guest speaker. Mrs. Kaushal guided the audience on how to manage stress and anxiety during exams and in general life situations.



## INTERNATIONAL SEMINAR ON "TRANSFORMATION OF INDIA@75"

ICSSR sponsored International Seminar on "Transformation of India@75" was organised from March 3-4, 2023 in collaboration with Economics department.



# DEPARTMENTAL ACTIVITIES

## INTER DEPARTMENTAL ACTIVITY

The Commerce and Management Department in collaboration with the Economics Department organized an inter-departmental activity on March 27, 2023, in which students from B.COM, BBA, and B.A. Honours in Economics participated. The students prepared PowerPoint presentations on different topics. Group A, consisting of B.A. Honours in Economics 1st year students, presented their presentation on **Consumer Rights and Responsibilities**, highlighting the Consumer Protection Act of 2019



## INDUSTRIAL VISIT TO THE DIRECTORATE OF HORTICULTURE

On 28th April 2023, an industrial visit was conducted at the Directorate of Horticulture Navbahar in Shimla with the aim of providing students with practical knowledge of food product processing, packing, and marketing activities in an industrial setting. The visit began with an orientation session by Mr. Kuldeep, who provided insight into the history and main products of the company, including squashes, jams, pickles, and chutney.





# ASHISH SIR'S FAREWELL

“Every new beginning comes from  
some other beginning's end.”





# ACHIEVER'S COLUMN

## MR. MANU MAHAJAN

Acted as a Resource person in a webinar on "Growth of Women Entrepreneur in Revitalising India" organised by Gujranwala Guru Nanak Khalsa College, Ludhiana on 28th January 2023



## MS. RAMAN BASSI

-Published a research paper on the topic "Reasons For Non-Performing Assets In Himachal Pradesh State Co-Operative Bank: An Empirical Evidence" in "Journal of The Asiatic Society of Mumbai" under ISSN: 0972-0766, vol. 96, No. 10(I) October 2022.

-Published a research paper on the topic "A Study of Non-Performing Assets of H.P. State Co-Operative Bank Ltd." in "International Journal of Advanced Research and Development" under ISSN no. 2455-4030, volume 7, Issue 4, 4th August, 2022.



# ACHIEVER'S COLUMN



**Mitali  
Thakur**

Cleared CA Foundation



**Riya  
Sharma**

Cleared CS Foundation





# OUTGOING BATCH



**BBA**



**M.COM**



**B.COM**



**COMMERCE CHANGES THE FATE AND  
GENIUS OF NATIONS.  
- THOMAS GRAY**

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