



VOLUME
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ST. BEDE'S COLLEGE, SHIMLA
DEPARTMENT OF COMMERCE & MANAGEMENT

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Knowledge Zenith



"In democracies, nothing is more great or more brilliant than commerce: it attracts the attention of the public, and fills the imagination of the multitude; all energetic passions are directed towards it." ~ Alexis de Tocqueville

COMMERCE



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WHAT WHITEPAPER SAYS- AND DOESN'T

Overview-The Government Has Come Out With a White Paper On The Indian Economy Comparing Its Performance Over 10 Years With The UPA Decades. It Has Attacked Predecessor For 'Abandoning Reforms' and 'Policy Paralysis' Finance Minister Nirmala Sitharaman Presented A "White Paper" On The Indian Economy In Parliament 8th February 2024. The Document Which Has Been Prepared By The Ministry of Finance, Essentially Compares The 10 Year Record Of Economic Governance Under The Congress led UPA Government [Between 2004-05 And 2013-14] With The 10 Year Record of The BJP-led NDA Governments.



Let's get into it – A white paper typically provides information about a specific issue. A government may present a white paper- say, on black money- to make people aware of the nature and scope of the problem and the possible ways to resolve it.



In that sense what was presented in parliament is not exactly white paper because it is a comparison between the record of two governments on a variety of economic parameters. A comprehensive review of the state of the Indian economy as things stood in 2014 when the incumbent government first took charge would have been a white paper on the economy.

What is being presented now?

The document explains why the white paper is being presented at the end of 10th year instead of at the start "our government refrained from bringing out a white paper on the poor state of affairs then That would have given a negative narrative and shaken the confidence of all including investors. The need of the hour was to give hope to the people to attract investors both domestic and global and to build support for the much needed reforms."

What is its objective?

There are 4 stated objectives number

- **One** is to seek information inform everyone "of the nature and extent of governance economic and fiscal crisis that were bequeathed" to the NDA government when it is assumed of office in 2014
- **Two** is to inform about " the policies and measures that the NDA government took to restore the health of the economy since 2014
- **Three** it "hopes to generate a wider more informed debate on the paramountcy of national interest and fiscal responsibility in matters of governance over political expediency.
- **Forth** it goes Prime Minister Narendra Modi's speech on last year's Independence Day "to commit ourselves to national development with new inspiration, new consciousness, new resolutions as the country opens up immense possibilities and opportunity.



What does it say ?

- Part 1 discusses the macroeconomic situations during the 10 year of UPA rule.
- Page 2 provides the "current status of the various corruption scams of UPA government "
- Part 3 shows the NDA "turned the economy around".

What is The upshot?

Analyzing the performance of any economy over 2 decades even when they are aligned back-to-back is the daunting task. This is so because a variety of factors affect not just the economy but also how we measure.

Indeed an aggregate data show that Indian registered better GDP growth as well as lower physical deficit during the UPA time. The NDA government has several genuine achievement to its credit such as GST and IBC but the white paper ignores all that is amiss with the economy. For instance it does not even contain the word unemployment this was when the government over periodic labour force survey showed that unemployment has reached a 45 year high in 2017 eighteen.

Similarly it makes no mention of the facts that there has been no formal measures of poverty since 2011 or that this government has failed to conduct the decennial census the first such miss since 1881 also a white paper on the Indian Economy over 2 decades does not have a single chart on GDP growth over this period.

Therefore it concludes that it would help the government to help achieve its objectives that it has set to uplift the country if one wants to do a comparative study would be very easy as the white paper is an informational report that highlights policies, achievements and issues of the government.

By Ananaya Sood
BBA 3rd year

[Basic framework from the newspaper Indian Express
published on 10th February 2024]



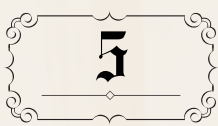
Vineeta Singh : The Creative Force Behind Sugar Cosmetics



In the Indian beauty sector, Vineeta Singh, the creator and CEO of Sugar Cosmetics, has become an industry leader. She has made Sugar Cosmetics a household name recognized for its excellent, cruelty-free beauty products through her vision, inventiveness, and business sense.

Vineeta, who was born and raised in India, got her start in the beauty industry with the straightforward goal of making cosmetics that would satisfy the wide range of demands of Indian women. Armed with an MBA from the Indian School of Business (ISB) and an Economics degree from St. Stephen's College, Delhi, she embarked on a mission to transform

In 2012, Kaushik Mukherjee, Deepika Gupta, and Vineeta co-founded Sugar Cosmetics. Their goal was to provide high-quality makeup at reasonable costs without sacrificing performance. Thanks to Vineeta's constant dedication and creative approach, what began as a small business has now expanded into a multimillion dollar beauty empire .



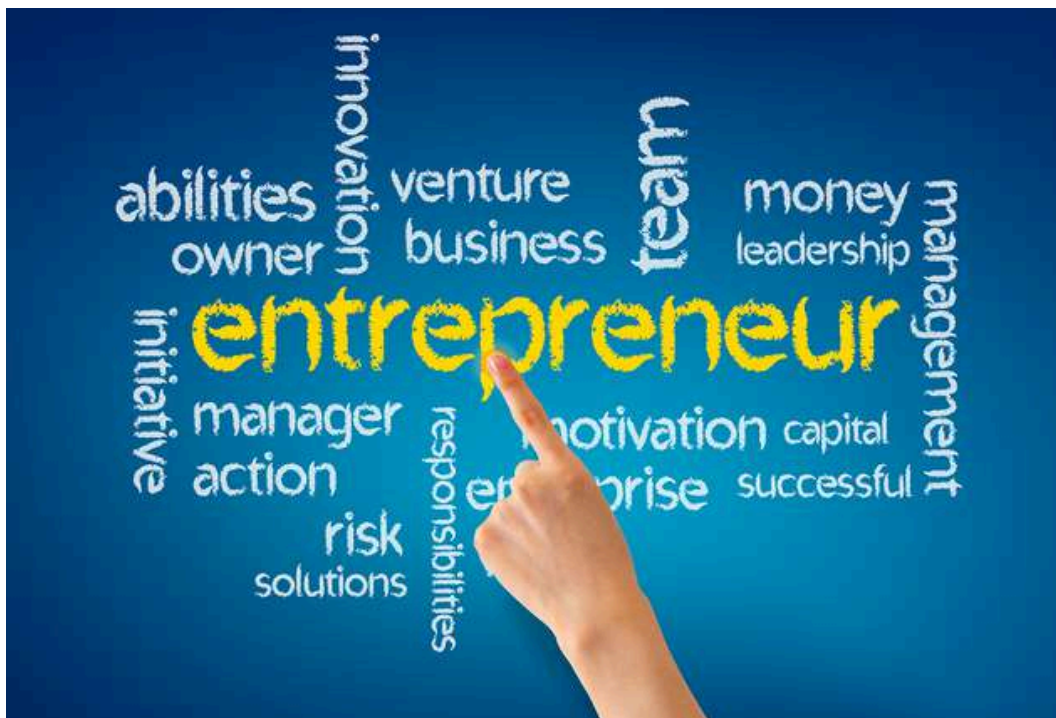
One of Vineeta's key strategies has been to leverage the power of digital marketing and social media to connect with consumers. Sugar Cosmetics has developed a sizable fan base on social media sites like Facebook, Instagram, and YouTube thanks to her direction. The company has effectively established a space for itself in the highly competitive beauty industry by interacting directly with their audience and producing content that generates conversation.

Furthermore, Sugar Cosmetics stands out from its rivals thanks to Vineeta's dedication to sustainability and moral business methods. Customers who care about the environment are drawn to the brand because of its formulations that are free of chemicals and cruelty. Beyond business, Vineeta is committed to promoting inclusion in the beauty sector and women's empowerment. She actively advocates for diversity by featuring women of diverse ages, races, and body shapes in Sugar Cosmetics' advertising campaigns. She questions traditional notions of beauty and exhorts women to value their uniqueness with campaigns like "Breaking Stereotypes".

Vineeta Singh's rise from a young businesswoman to a prominent role in the cosmetics industry is evidence of her vision, determination, and inventiveness. As long as she leads Sugar Cosmetics, the company will prosper, and she will continue to serve as an inspiration to both aspiring business people and beauty followers.



Several people have been impressed by Sugar Cosmetics owner Vineeta Singh's successes in the cosmetics industry and her path as an entrepreneur. Aspiring business owners, particularly women, find inspiration in her success story from founding the company to turning it to a recognizable brand. People view her as an inspiring leader who has succeeded in creating a great company in a cutthroat industry by showing resiliency, creativity, and determination. She is regarded as a recognized person in the beauty industry because of her dedication to high-quality products, consumer satisfaction, and the empowerment of women with makeup.



By Simran Dogra, Muskan Sharma
BBA 6th semester



“STOCKS, SCANDALS AND SECRETS: THE HARSHAD MEHTA SCAM UNRAVELED

BACK IN 1992, THE HARSHAD MEHTA SCAM SHOOK THE INDIAN STOCK MARKET.

IT WAS A BIG FINANCIAL SCANDAL INVOLVING STOCK MARKET MANIPULATION WHICH LED TO A MAJOR CRASH.

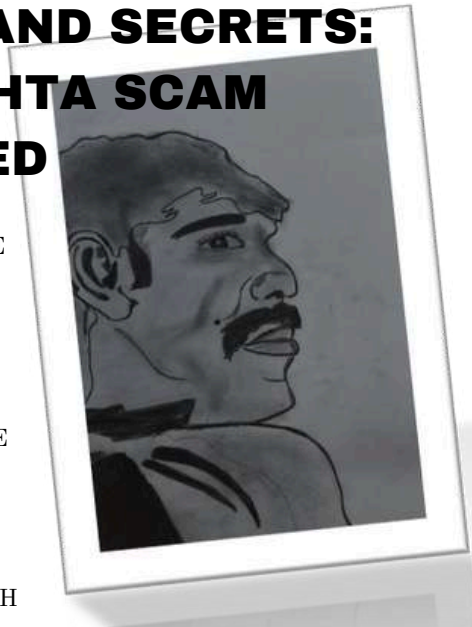
HARSHAD MEHTA, THE STOCK BROKER, WHO MANIPULATED THE STOCK PRICES USED A TECHNIQUE CALLED “INSIDER TRADING” WHERE HE USED LOOP HOLES IN THE BANKING SYSTEM TO MANIPULATE THE STOCK MARKET AND MAKE ILLEGAL PROFITS. HE WOULD BUY A BUNCH OF SHARES FROM A BANK USING FRAUDULENT FUNDS AND THEN COLLUDE WITH BROKERS TO ARTIFICIALLY INCREASE THE DEMAND FOR THOSE SHARES BY TRADING THEM AMONG THEMSELVES AT HIGHER PRICES. THIS CREATED A FALSE SENSE OF DEMAND, LEADING TO A SURGE IN STOCK PRICES.

THE AFTERMATH OF HARSHAD MEHTA SCAM 1992, BEING THE BIGGEST MONEY AND SHARE MARKET SCAM IN INDIA LED TO CRUCIAL REFORMS AND TIGHTER REGULATIONS -

IN 1988, SEBI HAD LIMITED POWERS BUT THE SCENARIO CHANGED AFTER THE HARSHAD MEHTA SECURITIES FRAUD. FROM A MERE REGULATORY AUTHORITY TO A STATUTORY AUTHORITY, SEBI GOT A SEPARATE LEGAL EXISTENCE AND ACTED AS A “WATCHDOG” OF THE SECURITY MARKET. PENALTIES WERE IMPOSED ON THE BROKERS INVOLVED IN THE SCAM FOR MANIPULATING STOCK PRICES AND VIOLATING SECURITIES REGULATIONS.

BANKING REGULATION ACT, 1949 WAS USED BY RBI TO INVESTIGATE THE BOOK OF BANKS FOR IRREGULARITIES IN SECURITIES TRANSACTION AND PENALIZE BANKS THAT HAD PROVIDED LOAN TO HARSHAD MEHTA. LATER THE REGULATIONS WERE TIGHTENED IN ORDER TO AVOID ANY SUCH ILLEGAL FRAUD IN FUTURE.

THE SECURITIES LAWS (AMENDMENTS) ACT WAS PASSED IN 1995, WHICH WIDENED THE JURISDICTION OF THE SECURITIES AND EXCHANGE BOARD OF INDIA. SEBI WAS GIVEN WIDE SPREAD POWERS TO PROTECT THE INTERESTS OF INVESTORS IN SECURITIES, TO PROMOTE THE DEVELOPMENT OF AND TO REGULATE THE SECURITIES MARKET.



IT WAS ALSO EMPOWERED IN WHICH INVESTIGATION ARM COULD AUDIT AND INSPECT THE MF'S & EXCHANGES.

THE SETTLEMENT CYCLE WAS ALSO REDUCED FROM 14 DAYS TO 2 DAYS.

THE STOCK MARKET IS NOT RESTRICTED TO MUMBAI ONLY BUT IT IS NOW EXPANDED TO ALL OVER INDIA.

BEFORE 1992'S SCAM, BROKER'S APPROVAL WAS IMPORTANT TO OPEN THE TRADING ACCOUNT BUT PRESENTLY NO APPROVAL FROM BROKER IS NEEDED TO OPEN THE TRADING ACCOUNT.

THE SCAM WAS A BIG EYE OPENER FOR REGULATORS AND LED TO SEVERAL REFORMS IN THE INDIAN FINANCIAL SYSTEM. IN A NUTSHELL, IT IS DEFINITELY A FASCINATING STORY IN THE FINANCIAL HISTORY OF INDIA.

**BY: SHIMMER, MUSKAN, MANNAT,
PALAK CHANDEL, SAPNA THAKUR
BBA 2ND SEMESTER**



WARREN BUFFETT: THE ORACLE OF OMAHA

Introduction:

Warren Buffett, often referred to as the Oracle of Omaha, is one of the most successful investors in history. With a net worth consistently ranking among the top in the world, Buffett's life is a testament to his unique investment philosophy, business acumen, and philanthropic endeavours.

Early Life and Education:

Buffett was born on August 30, 1930, in Omaha, Nebraska, to Howard and Leila Buffett. From a young age, he showed an aptitude for numbers and an entrepreneurial spirit, selling newspapers and gum door-to-door. Buffett's interest in investing was sparked at the age of 11 when he purchased his first stock, Cities Service Preferred, and by the age of 13, he was already running his own businesses.

Buffett attended the University of Pennsylvania's Wharton School before transferring to the University of Nebraska, where he graduated with a Bachelor of Science in Business Administration. He then went on to earn a Master of Science in Economics from Columbia Business School under the guidance of Benjamin Graham, a renowned value investor and author of "The Intelligent Investor," who would significantly influence Buffett's investment philosophy.

Career and Investment Strategy:

After completing his education, Buffett worked briefly at his father's brokerage firm before starting his own investment partnership. In 1965, he took control of Berkshire Hathaway, a struggling textile manufacturing company, and transformed it into a diversified conglomerate with holdings in various industries, including insurance, utilities, and consumer goods.

Buffett's investment strategy is based on the principles of value investing, which involves buying undervalued stocks of fundamentally strong companies and holding them for the long term. He is known for his patient approach to investing, often waiting for the right opportunities and ignoring short-term market fluctuations. Buffett's investment decisions are guided by thorough analysis, a focus on intrinsic value, and a long-term perspective.

Philanthropy and Legacy:

Despite his immense wealth, Buffett leads a relatively modest lifestyle, residing in the same house he purchased in Omaha decades ago and famously enjoying Cherry Coke and hamburgers from McDonald's. In 2006, he pledged to donate the majority of his fortune to philanthropic causes, primarily through the Bill & Melinda Gates Foundation, which focuses on global health, education, and poverty alleviation.

Buffett's influence extends beyond the realm of investing, with his annual shareholder meetings in Omaha attracting thousands of attendees and his writings and speeches widely studied by investors and business leaders around the world. He has been hailed as a role model for ethical and prudent investing and continues to inspire future generations with his wisdom and generosity.

Conclusion:

Warren Buffett's life is a remarkable journey of success, resilience, and generosity. From humble beginnings in Omaha to becoming one of the wealthiest individuals on the planet, Buffett's legacy transcends financial achievements, embodying the principles of integrity, patience, and compassion. As the Oracle of Omaha, he continues to shape the world of investing and philanthropy, leaving an indelible mark on society for generations to come.

**BY: RUHANI AND PUSHPANGI
BBA 2ND SEMESTER**



SECRET OF AN ENTREPRENEUR

Even the most successful entrepreneur have failed. Failure is something that anyone who wants to become a leader must embrace. No matter how much you study or read about your field there is always going to be unexpected pitfalls. However it's important that you don't dwell on failure; instead, adapt it , overcome it and learn from it. I've noticed most successful entrepreneur don't spend much of their time on discussing their difficulties.

Hunting success and facing setbacks after setbacks may sound frustrating but the sacrifices that entrepreneur make are often even more formidable.

Pursuing your dreams of starting a business requires more resources than you might imagine, the most significant which is time. Entrepreneur often find themselves with no time left for anything other than working on their own enterprise.

Why is this important to know?

If you intend to become a leader, you will face challenges. If you see these challenges coming, you can be better prepared for the journey to success. On the other hand ignorance of the secret difficulties entrepreneur face, can be devastating for their business. If you expect everything to be easy you're likely to give up the moment that illusion is broken. Entrepreneur must keep realistic expectations in order to avoid being constantly disappointed in themselves.

Behind the perfect image of entrepreneurial life that lies in the heads of many is a bitter reality. Starting a business is a demanding prospect, it requires unstoppable perseverance and unparalleled dedication. Most of the necessary knowledge needed to succeed can only be learned from experience and failure. Luckily, by heeding the advice of those who once stood in your shoes it's possible to know ahead of time what is required on the path of success. Awareness of the secret struggle behind every entrepreneur is invaluable knowledge that anyone thinking about becoming a business owner should heavily consider.

In conclusion, entrepreneurship has a potential to play a significant role in solving some of the biggest challenges facing society, from job creation and economic growth to addressing social and environmental issues.



The Future of AI in Business

The Future of AI in Business

The rise of artificial intelligence (AI) in recent years has revolutionized the way businesses operate. AI technology is being used across industries to automate processes, improve decision-making, and increase efficiency. As we look toward the future, it is clear that AI will play an even more significant role in business. In this article, we will explore the future of AI in business, including its potential impact on the workforce and the need for responsible AI adoption.

The Current State of AI in Business

AI technology is already being used across various industries including healthcare, finance, manufacturing, and customer service. In healthcare, AI is being used to improve patient outcomes by predicting and preventing health issues. In finance, AI is being used to detect fraud and make investment decisions. In manufacturing, AI is being used to optimize production processes and reduce waste. In customer service, AI is being used to improve the customer experience by providing personalized recommendations and solutions. The benefits of AI in business are clear. AI can improve productivity, reduce costs, and improve decision-making. However, implementing AI also comes with its challenges. Some of the challenges businesses face when implementing AI include ethical concerns, data privacy, and employee training.

The Future of AI in Business

As AI technology continues to evolve, its potential applications in business are growing. In the future, we can expect to see AI being used for more complex tasks, such as creative problem-solving and strategic planning. AI will also be used to improve communication between humans and machines, making interactions more intuitive and natural.

One area where AI is expected to have a significant impact is in the field of customer service. AI-powered chatbots are already being used to provide customer support and answer queries. In the future, we can expect to see chatbots become even more sophisticated, using natural language processing and machine learning to provide more personalized solutions to customers.

Another area where AI is expected to have a significant impact is in the field of cybersecurity. With cyber threats becoming more sophisticated, AI can be used to detect and prevent cyber-attacks in real time. This can help businesses to protect their sensitive data and maintain their reputation.



The Impact of AI on the Workforce

One of the biggest concerns surrounding the rise of AI in business is the potential impact on the workforce. While AI technology can automate certain tasks, it can also create new job roles and opportunities. For example, AI can be used to analyze data and provide insights, which can help businesses to make better decisions. This can create new job roles for data analysts and scientists.

However, there is also a concern that AI could lead to job displacement. Some tasks that are currently performed by humans, such as customer service and data entry, could be automated by AI technology. This could lead to job losses in these areas. To mitigate this risk, businesses will need to invest in re-skilling and upskilling programs to help employees develop the skills needed to work alongside AI technology.

The Ethics of AI in Business

Another important consideration when it comes to the future of AI in business is ethics. AI technology can be biased, and it can perpetuate societal injustices. For example, if an AI algorithm is trained on biased data, it can perpetuate those biases in its decision-making. This can lead to unfair outcomes for certain groups of people.

To ensure responsible AI adoption, businesses need to be aware of the potential ethical concerns surrounding AI technology. They need to ensure that AI is used in a way that is fair, transparent, and accountable. This can be achieved by developing ethical guidelines and regulations for AI use.

Ethical AI Design: Businesses need to ensure that their AI systems are designed in a way that is ethical and unbiased. This means ensuring that the data used to train the AI algorithms is diverse and representative of all groups of people.



Transparency: Businesses need to be transparent about how their AI systems work. This means providing clear explanations of how decisions are made and how data is used.

Accountability: Businesses need to be accountable for the decisions made by their AI systems. This means ensuring that there is human oversight of AI decision-making and that there are processes in place to address any errors or biases.

Employee Training: Businesses need to invest in employee training to ensure that their workforce has the skills needed to work alongside AI technology. This includes training in data analysis and interpretation, as well as ethical considerations surrounding AI.



Human intelligence vs artificial intelligence

	WEIGHT	SPACE	PROCESSOR SPEED	ENERGY EFFICIENCY
	3 pounds (1.4kg)	1/6 basketball (80 cubic inches or 1,300 cm ³)	Up to 1,000,000 million operations per second	20 watts
	150 tons	Basketball court (cabinets over 4,350 square feet, or 400 m ²)	93,000 trillion operations per second	10 million watts

Conclusion

The future of AI in business is both exciting and uncertain. While AI technology has the potential to revolutionize the way businesses operate, it also comes with its challenges. To ensure the responsible adoption of AI, businesses need to be aware of the potential ethical concerns and the impact on the workforce. By following best practices and investing in employee training, businesses can harness the power of AI while ensuring that it is used in a way that is ethical and responsible.



BY: MANNAT, RIYA AND
SAMRIDHI
BBA 2ND YEAR



THE BUSINESS LANDSCAPE OF 2024



INTRODUCTION:

As we step into 2024, the global business landscape continues to evolve at a rapid pace, shaped by technological advancements, geopolitical shifts, and changing consumer behaviors.

Trends shaping business in 2024:

1. **Digitalization acceleration:** the covid-19 pandemic has accelerated the pace of digital transformation across industries, with business increasingly leveraging technologies such as artificial intelligence, cloud computing, and automation to drive efficiency and innovation,
2. **Economy recovery and resilience:** amidst ongoing uncertainties, business are focusing on building resilience, agility and adaptability to navigate economic fluctuations and geopolitical challenges while capitalizing on emerging opportunities.
3. **Sustainability imperative:** sustainability is no longer a peripheral concern but a core business imperative, as consumers, investors, and regulators demand greater accountability and action on environment, social and governance issues.
4. **Rise of remote work:** remote work has become mainstream, prompting businesses to reimagine traditional work model, invest in remote collaboration tools, and engagement in a hybrid work environment.

Strategies for success in 2024:

1. **Customer – centricity:** putting customers at the center of business strategy is paramount in 2024, requiring business to harness data analytics, personalization, and omni channel experiences to meet evolving customer expectations and preferences.
2. **Agile decision- making:** agility is the new currency of business success, necessitating agile decision-making processes, decentralization decision authority, and rapid experimentation to respond effectively to market dynamics and seize opportunities.
3. **Innovation and adaptation:** continuous innovation and adaptation are essential for staying competitive in an ever changing landscape, requiring businesses to foster a culture of creativity, experimentation, and collaboration across all levels of the organization.
4. **Partnership and ecosystem:** collaboration and ecosystem partnership are key drivers of growth and innovation, enabling business to access complementary capabilities, scale operations, and co-create value in rapidly evolving markets.

Outlook for business in 2024:

1. Hybrid work models: it will continue to evolve, with businesses embracing flexible work arrangements, remote collaboration technologies, and redesigned office spaces to accommodate changing employee preferences and optimize productivity.
2. Digital disruption: it will remain a pervasive force, reshaping industries, business models, and value chains, with businesses needing to embrace digital-first strategies, invest in digital skills, and adapt to evolving consumer behaviors.
3. Sustainability leadership: it will be a competitive differentiator, with businesses integrating sustainability into their core strategy, operations, and value proposition to drive long term growth, innovation and stakeholder trust.
4. Geopolitical uncertainties: geopolitical tensions and trade disruptions will continue to pose challenges for businesses, necessitating proactive risk management, scenario planning, and diversification strategies to mitigate geopolitical risks and safeguard operations.

Conclusion:

In 2024, businesses face a complex and rapidly evolving landscape, characterized by digital disruption, economic uncertainties, and societal expectations for sustainability and resilience. By embracing agility, innovation, and customer-centricity, business can navigate challenges, capitalize on opportunities and emerge stronger in the post-pandemic era of business. As we embark on this journey, the ability to adapt, collaborate, and lead with purpose will be the hallmarks success in the dynamic business landscape in 2024.



**BY: BHANVI
BBA 2ND YEAR**



Indian Economy

Ahead of the Interim Union Budget, the Finance Ministry in a report on January 29 pegged India's real GDP growth at closer to 7% in 2024- 25 with 'considerable scope' to outpace 7% by 2030, adding that the economy will hit \$5 trillion in the next three years, making it the third largest in the world. The Indian economy is anticipated to experience a consistent growth of 6.7 percent from 2024 to 2031, as per the latest report by CRISIL. This projection slightly surpasses the pre-pandemic average of 6.6 percent.

CRISIL attributes this growth trend to capital, highlighting the government's investment-driven approach during a period when the private sector hesitated to make substantial investments. The government's notable increase in capital expenditure, supporting infrastructure projects and offering interest-free loans to states, is identified as a pivotal factor.

On the economic front, India has been a key growth engine for the world, contributing 16% to the global growth in 2023. The country's growth rate of 7.2% in fiscal 2022-2023 was the second-highest among the G20 countries and almost twice the average for emerging market economies that year.



By :- Suhani Thakur
BCOM 1



Farmer's Protest 2.0

A little more than 2 years after they called off their massive protest at the doorstep of Delhi, farmers are once again on the road to the capital.



Authorities are determined to control the new demonstrations to avoid a repeat of the 2021 protest. Earlier farmers began marching towards New Delhi, but their efforts so far have been blocked by authorities, who have used tear gas, detained a few farmers, and heavily barricaded entry points into the capital.

In 2020-21, farmers protested against the three farm laws passed by the government at Delhi borders. These laws were- The Farmer's Produce Trade & Commerce (Promotion and Facilitation) Act, The Farmer's (Empowerment & Protection) Agreement of Price Assurance and Farm Services Act, The Essential Commodities (Amendment) Act. Their protest forced the government of Prime Minister Narendra Modi to abandon three bills meant to overhaul India's agricultural economy. Now in 2024, farmers from Punjab, Haryana and Uttar Pradesh are marching towards Delhi in the "Delhi Chalo" protest demanding legal guarantees for the Minimum Support Price (MSP), debt waiver, cancellation of international agreements impacting the agricultural sector, a minimum pension of Rs.5000 for farmers and agricultural labour and they want the MSP to be computed according to the recommendations of the Swaminathan Commission.

On the other hand, the government concerns that extending the MSP to all crops & the introduction of a legal guarantee could reduce the market for agricultural goods. How the government stores and distributes produce needs to be investigated. The protest came at an important time for India, where elections are to be held in a few months and farmers form the most influential voting bloc in India. Politicians have long considered it unwise to alienate them.

Arrogance and rigidity should be shunned by both sides in this course. The matter at hand is complex but it should be resolved at the earliest.

Sneha Sharma
B.Com 1st year



UNION BUDGET



The budget for 2024 is a strategic plan that outlines how the government will allocate its financial resources to various sectors and initiatives. It's like a roadmap that aims to strengthen the economy, improve public services, and address the needs of the country.

The Budget 2024 is not actually a full budget since 2024 is an election year. So, this time around, Finance Minister Nirmala Sitharaman presented what is known as the Interim Budget.

An interim budget is a temporary financial plan presented by a government that is going through a transition period or is in its last year in office before general elections. Unlike a regular annual budget, which covers the entire fiscal year, an interim budget typically covers a shorter period, usually 3-4 months.

KEY HIGHLIGHTS:-

FM Sitharaman said that the Government pulled 25 crore people out of poverty in ten years. She noted that government provided free food for 80 crore people through various schemes.

Direct Benefit Transfers of Rs. 34 lakh crore through PM Jan Dhan Yojana accounts has led to savings of ₹2.7 lakh crore.

The PM Vishwakarma Yojana scheme provides end-to-end support to artisans. The government provided credit assistance to 78 lakh street vendors under the PM-SVANidhi scheme. 30 crore Mudra Yojana loans disbursed to women entrepreneurs. Upskilling and reskilling was a focus for the government, and over 1.4 crore youth were trained under the Skill India Mission. 43 crore loans sanctioned under PM Mudra Yojana. The Government will also expand the 'Lakhpati Didi' scheme to empower rural women and boost the rural economy.

The Government highlighted the role of the India-Middle East-Europe Economic Corridor can play in world trade.

The Government will pay more attention to developing the East to fuel India's growth.

Inflation has moderated and is within the target band (2%-6%).

Economic growth has picked up and the average real income of people increased by 50%. The Government will subsidise the construction of 30 million affordable houses in rural areas.



Finance Minister Nirmala Sitharaman confirmed the continuation of existing tax rates, covering direct, indirect taxes, and export duties. She also disclosed an 11% surge in the upcoming year's capex outlay, reaching ₹11.1 lakh crore. Sitharaman, during the fiscal year's federal budget announcement, revised the fiscal gap to 5.8% of the gross domestic product. The Finance Minister also introduced a housing scheme for the deserving middle class, focusing on those living in rented houses, slums, chawls, or unauthorised colonies. Prime Minister Modi stated that this initiative would assist them in acquiring or constructing their own homes. Amid various announcements benefiting youth, the impoverished, women, and farmers, Sitharaman highlighted the extension of Ayushman Bharat healthcare coverage to all ASHA and Anganwadi workers and helpers.

A new department — Matsya Sampada — to be set up to address the needs of fishermen. 40,000 normal rail bogeys will be converted to Vande Bharat standards. Government to enhance safety, convenience and safety of passengers. Government to focus on metros in a bid to provide transit-oriented development

The Government has announced several schemes to turn Net Zero by 2070. This includes providing funding to harness offshore wind energy generation for an initial capacity of 1 Giga Watt, procuring biomass aggregation machinery and expanding the e-vehicle sector by encouraging more manufacturing and charging infrastructure. Spends on capital expenditure have been increased to ₹11.11 lakh crore for 2024-25. The Government will continue on path of fiscal consolidation to reduce fiscal deficit to 4.5% in 2025-26.

The Government proposed to maintain the same tax rates for direct and indirect taxes, including import duties.

The Government borrowings on a gross and net basis for 2024-25, at Rs. 14.13 lakh crore and Rs. 11.75 lakh crore, respectively, lower than 2023-24.

CONCLUSION :-

Thus to conclude the Union Budget 2024 was focused on various aspects like boosting economic growth, increasing infrastructure development, promoting healthcare, and supporting various sectors. It aimed to create a favorable environment for businesses and individuals while addressing the needs of the country. Overall, it was a comprehensive budget with a vision for a brighter future.

BY: Abharikaa Badhwar
(B.Com Ist year)



HOT IPO PROSPECTS FOR 2024!!

"An IPO is like a debutante ball for companies - getting all dressed up, showing off their best assets, and hoping to dance their way into investors' hearts." - Unknown

MARKET BONANZA!

As we step into 2024, the initial public offering (IPO) market is poised for another dynamic year with several high-profile companies expected to make their debut on the public market. From tech unicorns to innovative startups, here are some of the anticipated companies that could go public in 2024:

SKIMS ,the fashion brand founded by Kim Kardashian, is rumored to be exploring an IPO. With its popularity and celebrity backing, investors are intrigued by its potential in the competitive apparel market.

REDDIT ,the social media giant famed for its vibrant communities, is mulling over a potential IPO. With millions of users worldwide, the move promises growth opportunities alongside regulatory challenges."

SPACE X ,Elon Musk's space exploration company, is reportedly contemplating an IPO. With ambitious plans for interplanetary travel and satellite internet, investors anticipate an out-of-this-world

SHEIN ,the fast-fashion e-commerce giant, is reportedly considering going public. With its global reach and rapid growth, investors are eager to see how the company navigates the competitive retail landscape

Closing Note:

Stay tuned for the latest IPO buzz! 2024 is set to be a thrilling year of opportunity and innovation. Thank you for joining IPO Insider!

BY -: AADRIKA THAKUR
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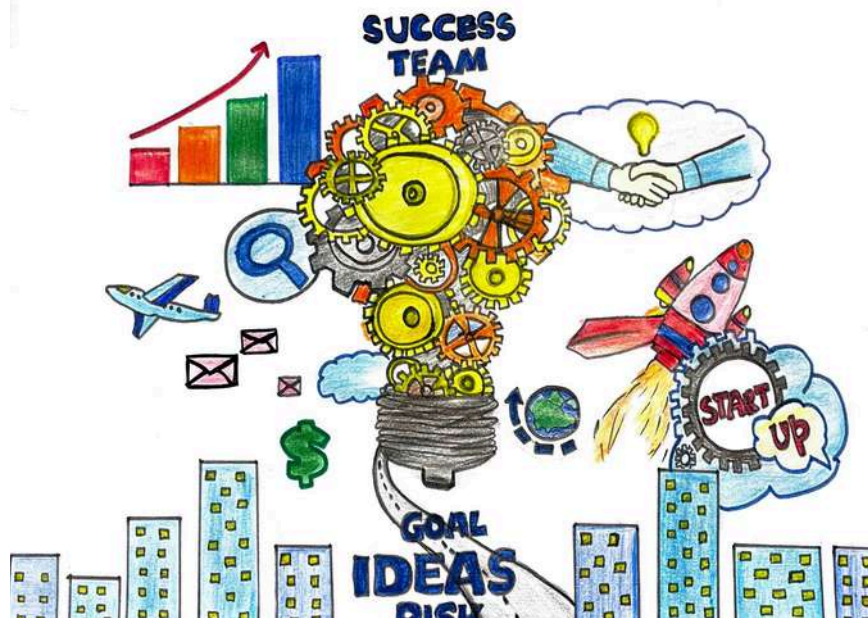


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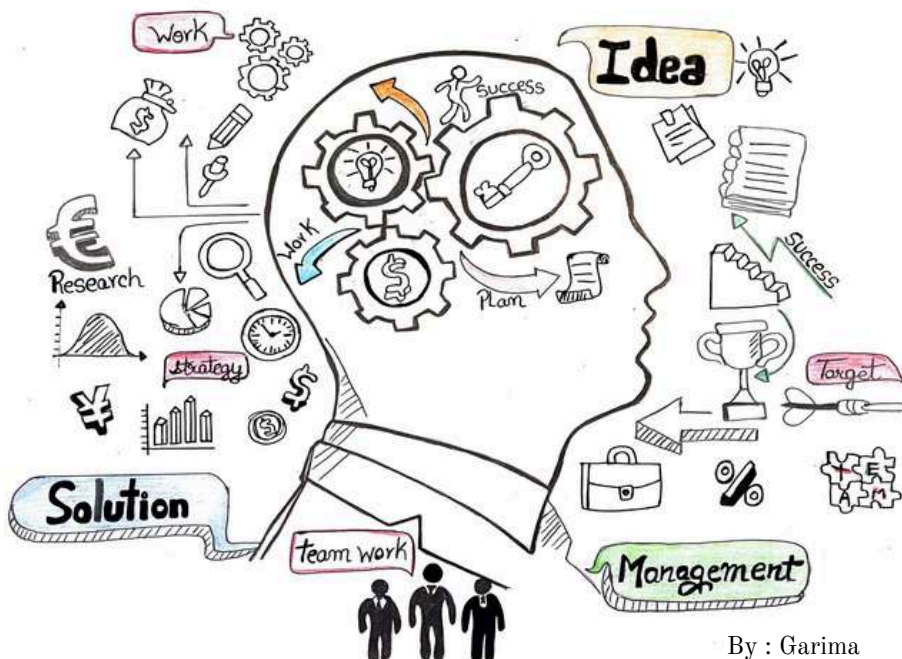




CREATIVE CORNER



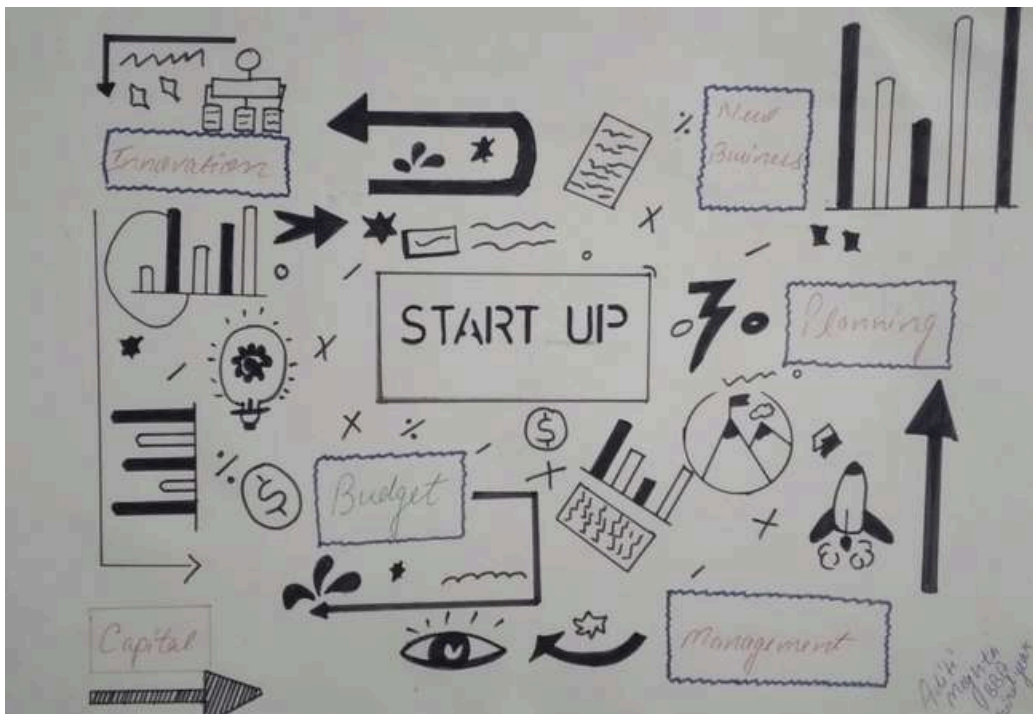
By : Rekha
BBA 2nd Year



By : Garima
BBA 2nd Year



By : Kavita
BBA 3rd Year



By : Aditi Moghta
BBA 3rd Year



Kritika Shyam
Bcom 1st year



Kritika Shyam
Bcom 1st year



Srijal nasuru
Bcom 1st year



A Symphony Of Ambition

In the world of trade deals are made,
Where numbers spin and charts cascade.
Contracts are signed and promises made to be kept,
Stocks climb as high as dreams
In this race, ambitions are set.

In the heart of business,
Destiny is shaped
For this is a dance of give and take,
The dance of commerce,
Both cold and bold

Dreamers strive, as their vision spread.
Innovation blooms, a guiding light
Ambition's fire, a relentless beat.

In the market's flow,
Opportunities come, as they go.
But resilience stands, as a steadfast guide,
Through the turbulent business tide.

Let us honor this quest,
For it fuels the world's ambition.

By -
Devanshi Moudgil
4th Semester





Myself

Family friends will make me feel loved I know
But can't love me as I love myself which is pure and raw.
Judging me by my outer looks will never let you see
The purities and beauty that lies within me.
I don't want to stand with the setting sun
Don't wanna hate myself like people do for the things I've
not done.
I wanna get out my head erect
Because for myself I have respect.
I don't want to impress people and hide my scars behind
Judge me hate me do whatever you want
I am myself and can't change myself for you
So it's ur choice to stay or bid me adieu
I kept fighting with my flaws to be the best
But now I wanna give all voices a rest
My mind is ready to accept who I am
Because I will not be praised by people for being fake or
for changing myself.
But will be loved in future for being who I really am
My future is not you or what you think or see
My past present and future are only with me.
So ignore the things that people say
Don't argue with them just walk your own way
Because many will judge many will love many will hate
many will prioritise or dominate you
But in the end nothing will stay it will be yourself with
you .

Written by: Sneha Bansal
Bcom 1st year





Set Me Free

The seed planted by the Divine Soul Sprouted into a bud
And slowly that bud
bobber bloomed into a beautiful flower. That flower is my dear
Earth", Where the five elements of nature meet Where the mankind
aroused;
Human together devise the fire, The wheel and the civilization
But slowly the pride came over this majestic mind; Which resulted
into greediness and self destruction! Slowly we humans became
mere puppets
in the hands of Pride
And got segregated from one another;
This Segregation led to
the demonic transformation within us Us turning our backs against
each other, Us malicing one another
And us combating one another
In the name of caste, colour, creeds religion.

Bounded in these chains of agony,
this pride being the sole ruler of this inhumane game;
The beautiful flower is slowly losing it's spring ;
Because of this vain.

They check my name not the heart with scar
Dead is all love
Humanity left a far;
My heart aches a lot
With the screams for justice,
My nights are filled
With the dreams of justice.
We ain't pieces,
But part of the whole.
Thousand shackles around my dreams.

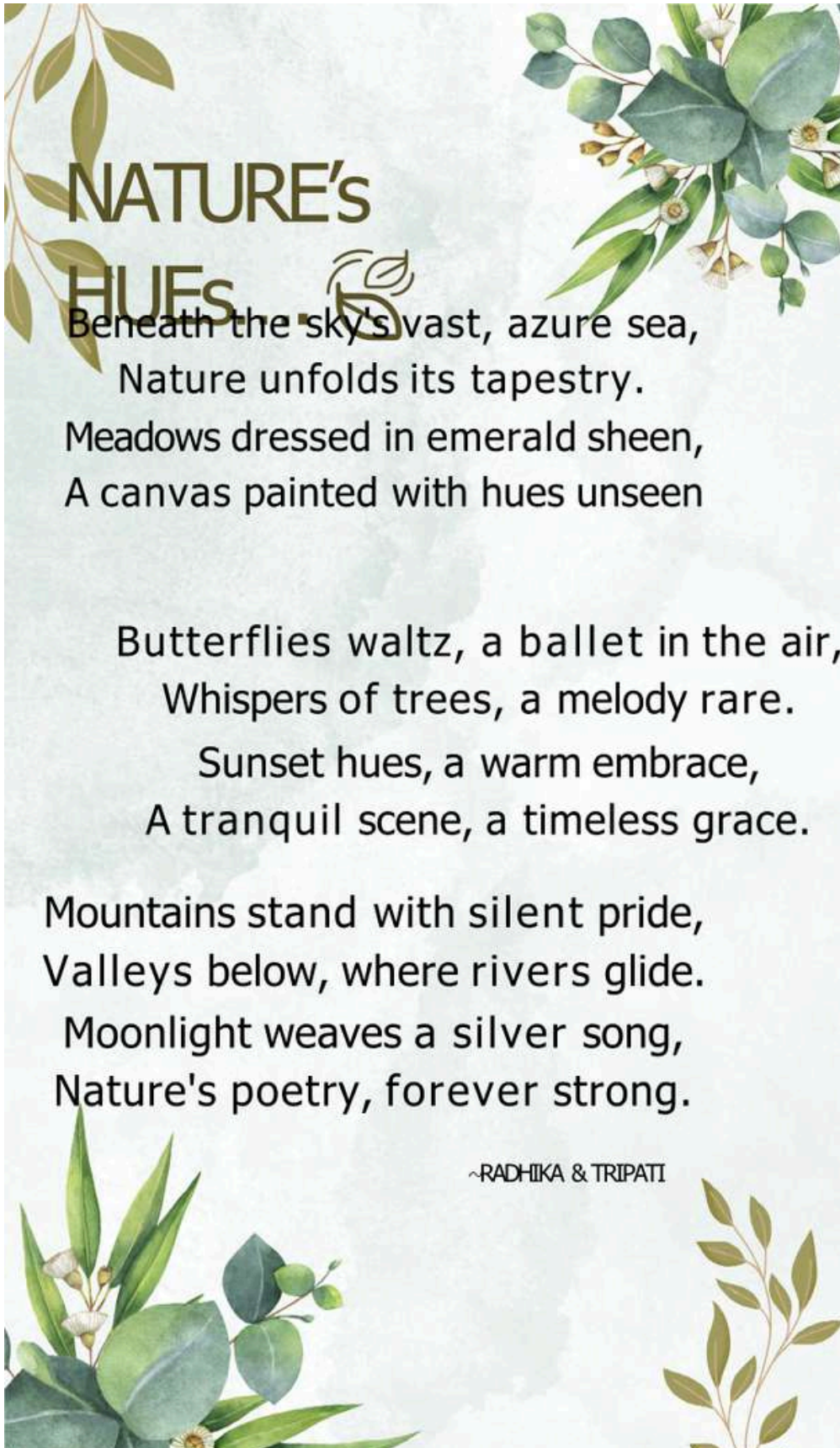
Thousand
chains on
my soul

Every iron made of hate
Hate is it's way and hate it's goal; SET ME FREE from these
chains of disparities & hatred.
SET EVERYONE FREE from these vicious chains,
We are meant to fly in the enormous sky Like the alluring white
pigeons

Let iron of hate be replaced by gold With thought of justice Voices all
bold.
Let all smiles be
pure
Let everything be ours not mine,
Let us all take the responsibilities and play
our role.

Written by: Yuvika Saini
Bcom 1st year





NATURE'S

HUES.

Beneath the sky's vast, azure sea,
Nature unfolds its tapestry.

Meadows dressed in emerald sheen,
A canvas painted with hues unseen

Butterflies waltz, a ballet in the air,
Whispers of trees, a melody rare.

Sunset hues, a warm embrace,
A tranquil scene, a timeless grace.

Mountains stand with silent pride,
Valleys below, where rivers glide.

Moonlight weaves a silver song,
Nature's poetry, forever strong.

~RADHIKA & TRIPATI



Life In Business

In the world of business, we strive and toil,
A never-ending journey, with trials and soil.
We chase the dreams, we conquer the fears,
And through the struggles, our strength we clear.

The market's whims, we need to learn to abide,
And with each step, our fortunes we should provide.
We navigate the twists and turns with grace,
And through the chaos our imaginative and prescient we
embody.

The competition it can be so fierce,
But with determination, we must persevere and pierce.
We forge our personal direction, we carve our personal area of
interest,
And with every achievement, our confidence we growth.

The challenges we face, they test our mettle,
And with each test our character we settle.
We learn to adapt, we learn to bend,
And through the struggles our resilience we send.

In the arena of enterprise we discover our manner,
And with each step our legacy we lay.
We build our empires, we make our mark,
And via the adventure our hearts we embark.
So let us include the adventure, allow us to seize
the day, And with each step, our dreams we will
ward off.

For in the world of business, we are the ones,
Who shape our futures, and make our own ones.

By: Aarchi And Namita





EVERY PICTURE TELLS A STORY



EARTH IS AN ART,
PHOTOGRAPHS IS ONLY A
WITNESS



-Palak Rawat
Palkin chauhan
Kashish Thakur
BBA-1



12
digits

GT

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1

2



DEPARTMENTAL ACTIVITIES

Quiz on “Future Business Sharks 2.0” Date: September 22, 2023

On September 22, 2023, Department of Commerce and Management organized a quiz on “Future Business Sharks 2.0”. The resource person for the session was Mr. Ankur Grover, Senior Verbal Faculty from Bulls Eye, Chandigarh. Mr. Grover emphasized that having innovative ideas is a fundamental aspect of the entrepreneurial journey and discussed how one can bring these ideas to life.



Quiz on “Future Business Sharks 2.0 (September 22, 2023)



DEPARTMENTAL ACTIVITIES

B. Com Students participation in District Level Quiz on GST

Date: November 25, 2023

On November 25, 2023 the Department of State Taxes and Excise, Shimla organized District Level Quiz Competition on (GST) Goods and Service Tax in Centre of Excellence Sanjauli College, Shimla in which many colleges from Shimla took part in the competition. Arushi Awasthi & Sargam Sharma of B.Com III year participated from St. Bede's College and bagged third position.



District Level Quiz on GST



DEPARTMENTAL ACTIVITIES

IBSAT Mock Test Date:- December 5, 2023

On December 5, 2023, the Department of Commerce & Management in collaboration with the IBS, Hyderabad organized a Mock test for competitive exam aspirants. The quiz was conducted by Mr. Ajinkiya, Branch Manager, IBS Information Office and Mr. Rohit, Assistant Manager, IBS Information Office.



IBSAT Mock Test (December 5, 2023)



DEPARTMENTAL ACTIVITIES

Arvind Fashion's ASM Trainee Placement Drive

Date:- March 14, 2024

On March 14, 2024, The Department of Commerce and Management in collaboration with the Placement and Career Guidance Cell of the college organized a placement drive for Arvind Fashions specifically targeting candidates for the ASM Trainee position. Miss Garima Thakur and Miss Simardeep Kaur represented the company during the recruitment process.



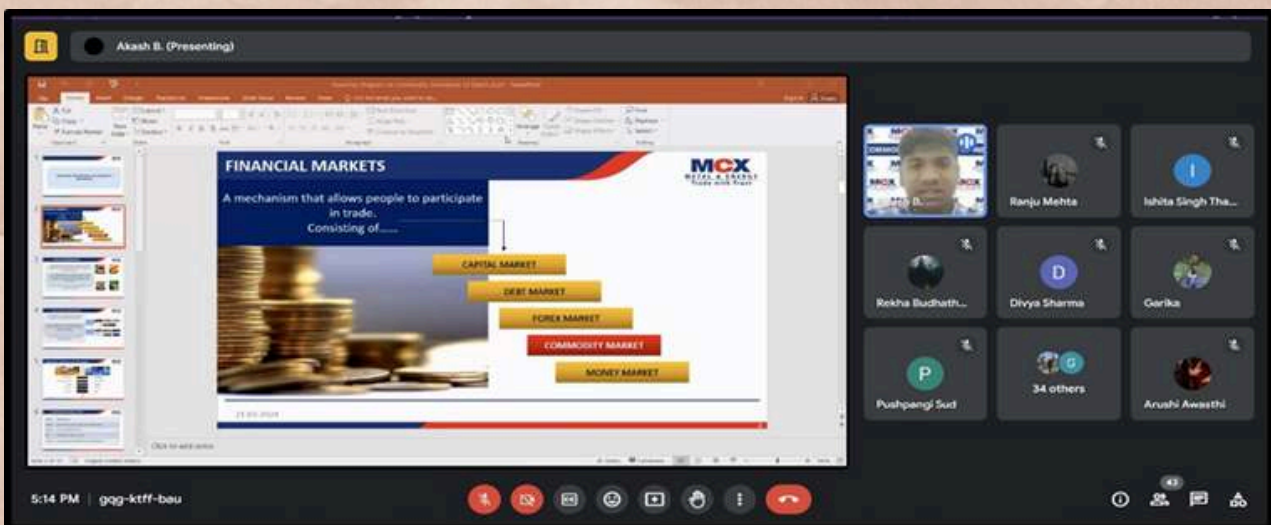


DEPARTMENTAL ACTIVITIES

Awareness Programme on Commodity Derivatives

Date :- March 21,2024

On March 21,2024 Department of commerce and Management in collaboration with Multi Commodity Exchange of India, Mumbai organized an online webinar on "Awareness Programme on Commodity derivatives". The speaker for the session was Mr. Akash Borge (Financial Institutions Marketing).The session included an inquisitive presentation and visuals on how the commodities market work. On the whole, the entire session was very interactive and interesting.



Webinar on "Awareness Programme on Commodity derivatives"



DEPARTMENTAL ACTIVITIES

Industrial Visit to ITC Ltd. Manpura, Baddi Date :- April 6, 2024

On April 6, 2024 Department of commerce and Management organised an industrial visit at ITC Limited for the students of M. COM. Students learnt about the various products of ITC such as- Vivel, Fiamma, Engage, Savlon etc. Students learned about various processes involved in manufacturing of Bathing Bars, toilet soaps & Perfumes. The industrial visit was a great help to understand the working of the manufacturing Industry and how the complete process is worked on. It has helped students to get a clear view of how the personal care products are manufactured.



Visit To Perfume Plant



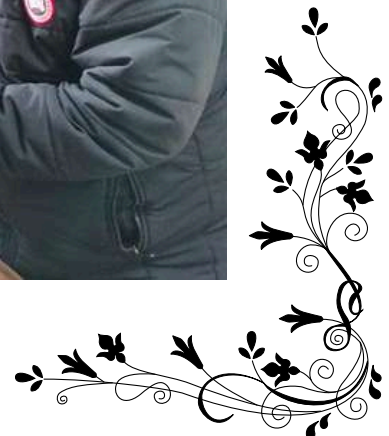
Visit to CLS(Cream, Lotion, Shampoos) Plant



SIR MANU'S FAREWELL



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





OUTGOING BATCH



BCOM



MCOM

12
digits





OUTGOING BATCH



BBA





**POSITIONS HELD IN COLLEGE
(2023-24)**

Arushi Awasthi held the position as the President of Placement Cell

Sneha held the position of Secretary of Placement Cell



Kashish Kashyap held the position as the President of Music Club

Diya Bansal held the position as the President of Theatre Club



Janhavi Bhatia held the position as the Secretary of Debates & Dramatics

Devanshi held the position as the Secretary of Book Club





ACHIEVER'S COLUMN



Shefali rapta of BCom 2nd year participated in Divya Himachal "Miss Himachal 2024" and was crowned as the first runner up in the same. She describes her journey nothing more than fun and excitement. Shefali aspires to become Miss India and represent not just her state but one day her country as well.

she gave auditions for miss Himachal in Shimla, after that she got selected in the semi finals that happened in Hamirpur and then she was the part of top 20 finalists among which she was the first runner up of Miss Himachal 2024 and she thanks her teachers who guided her and supported her she also is grateful for the seniors who gave her guidance to move forward in life

Miss Himachal 2024 (Runner Up)



ACHIEVER'S COLUMN



Shefali Rapta is a dynamic second-year Bachelor of Commerce student whose journey from college to the stage is truly inspiring. Her dedication to modeling has earned her prestigious titles like WFF Miss Himachal 2023 and WFF Miss Shimla 2023, all while balancing her studies and active involvement in college and community events. She credits her family and teachers for their unwavering support and motivation. With dreams of running her own business one day and aspirations to compete in the Miss India contest, Shefali embodies determination and ambition, guided by the motto "Simplicity is true wisdom."

ACHIEVER'S COLUMN

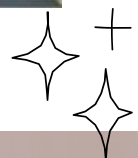


Tanya Tomar is a vibrant BCom 3rd year student from St. Bede's College, Shimla. She conquered the pageant scene, winning "Best Personality" in Fagu and leading her team to victory in HPU's wildlife-themed contest. Tanya's charm and grace shone brightly as she claimed the title of "Miss Congeniality 2023" in Miss Himachal Princess, sponsored by Amar Ujala. Adding to her honours, she mesmerized the audience in the NSS cultural ramp walk. Tanya's college journey has been a testament to excellence, with her motto "**Strive for Excellence**" guiding her every step



ACHIEVER'S COLUMN

Himachal Pradesh University Business School (HPUBS) had organized a fest Prabnaad in the year 2022. The students of St. Bedes College of B.Com participated in the Fest. Under various events in the fest four students from B.Com participated in Debate Competition. The team comprising of - Shefali Rapta & Janhavi Bhatia [GROUP-A], Nandini Thakur & Sukriti Sharma [GROUP-B]. Other participants were from University Institute of Legal Studies (UILS) and HP University Business School (HPUBS) debated on the topic Corporate social responsibility is hypocrisy. All the teams were well prepared and presented their arguments in a clean and concise manner. The decision for the debate was taken unanimously and Shefali Rapta and Janhavi Bhatia [Group -A] were announced as the winners of debate competition. They were able to effectively counter the arguments of the opposing team. Arguments were made and roved. This is a proud moment for our college and we congratulate the team on their outstanding achievement. We are confident that they will continue to excel in future competitions.





ACHIEVER'S COLUMN

Arushi Awasthi of B.Com 3 was awarded with the most coveted “Bedian Pin” i.e. the highest honor given to any student at St. Bede’s, for her constant hard work and contribution towards the college



OUR STUDENTS IN NCC



ARUSHI AWASTHI OF BCOM 3 WAS PROMOTED TO THE RANK OF UNDER OFFICER WHEREAS CHARVEE KANWAR, AYUSHI THAKUR AND SAMRITI THAKUR OF BCOM 2 WERE PROMOTED TO THE RANKS OF CORPORAL AND LANCE CORPORAL



Charvee Kanwar of Bcom 2 attended the Republic Day Camp 2023- 2024 held at Delhi. She participated in the cultural events at Delhi including the group dance, NIAP and the ballet. She was also selected for briefings in the Hall of Fame, where she got the opportunity to brief various dignitaries like Rajya Raksha Mantri, Chief of Army staff, Chief of Naval Staff, YEP Delegates. She is also currently competing to be a part of Youth Exchange Program.



Ayushi Thakur of Bcom 2, Her exceptional performance earned her selection for the Republic Day Parade held at The Ridge Shimla on 26th of January reflecting her dedication and proficiency.





Commerce links all
mankind in one common
brotherhood of mutual
dependence and interests

James A Garfield



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