Department of Commerce & Management

CORRIDOOR

VOLUME 1 | EDITION 1

EXPLORE THE UNEXPLORED

"

MOVE FORWARD GOOD THINGS ARE UP AHEAD

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PREFACE

CORRIDOR: A Journey Through Words

Welcome to the latest edition of Corridor, where words come alive, ideas flourish, and stories unfold. In these pages, we embark on a captivating journey through the realms of creativity, knowledge, and inspiration. Each article, interview, and feature has been carefully curated to offer you a diverse and enriching reading experience.

In a world brimming with information, Corridor seeks to be your beacon of thought-provoking content, a sanctuary where you can immerse yourself in the wonders of literature, arts, science, and beyond. Whether you're a lifelong enthusiast or a curious explorer, this magazine is your gateway to exploring new perspectives, discovering hidden gems, and connecting with the ever-evolving tapestry of human expression.

Our team of passionate writers, thinkers, and creators has poured their hearts into this issue, weaving together a tapestry of words that aims to entertain, educate, and ignite your imagination. From insightful essays that delve into the complexities of modern society to captivating short stories that transport you to distant lands, we have something for every inquisitive mind.

But Corridor is more than just a collection of articles; it's a community of like-minded individuals who share a thirst for knowledge and an appreciation for the beauty that language can bring to our lives. As you flip through these virtual pages, we invite you to reflect, question, and engage with the content before you. Let your thoughts roam freely and your curiosity be your guide.

Thank you for joining us on this remarkable journey through the power of words. We hope that this edition of Corridor will kindle your imagination, broaden your horizons, and leave you with a renewed sense of wonder about the world around us. So, without further ado, let's begin this adventure together.

Happy reading!

FROM THE DESK OF HON'BLE VICE CHANCELLOR

Students are the Think Tank and to bring out the dormant ideas, students have come out in the Corridor of TNU – Where the bright ideas come from!

Teachers are the torch-bearer of change and we have opened up the vistas for the students to put their ideation in black and white.

The magazine ……. Corridor lighting up with varied rays demonstrates students' potential backed up with the inspiration and encouragement from Commerce and Management fraternity.

In the words of Rik Veda 'आ नो भद्राः क्रतवो यन्तु विश्वतोऽद'- Let the noble thoughts come from all the ends……the platforms Corridor spearheading towards the same goal. Students bubbling with spirit and ideas will not only ingrain the spirit of cooperation, and participation but will also take the esteemed hall of education toward holistic growth.

The Department of Commerce and Management often talk about new box thinking, and to my mind, the initiative taken by the students to put up in writing in the platform of Corridor is certainly a bold step towards synchronizing the knowledge imparted through classroom studies vis-à-vis manifestation of their own ideas from real-life experiences.

 "Education is the manifestation of the perfection already in man", thus spoke Swami Vivekananda in defining education. Department of Commerce and Management, keeping this philosophy in mind, initiated this magazine.

I earnestly pray for the great success of this initiative and confidently assert that the magazine will remain a beacon light in the corridors of time.

Wishing all Great Going!

Dr. Biswajit Ghosh

Vice Chancellor,
The Neotia University

FROM THE DESK
OF DEAN

Dear Students,

I extend warm greetings to each of you – the bright minds that collectively make our university an inspiring hub of learning, growth, and exploration. It brings me great joy to address you through the pages of our cherished student magazine.

The journey of education is one of the most profound experiences in a person's life. It molds not only your academic knowledge but also shapes your character, perspectives, and aspirations. Our university is a nurturing ground for these transformations, where every lecture, discussion, and endeavour contributes to your development. The student magazine mirrors this growth, capturing the essence of your experiences, dreams, and achievements.

In the pages that follow, you will discover a rich tapestry of voices, ideas, and narratives that reflect the diversity of our academic community. From enlightening articles penned by our esteemed faculty members to thought-provoking pieces crafted by our talented student body, this magazine embodies the spirit of our collective pursuit of knowledge.

Education transcends the confines of the classroom; it extends into the realms of art, culture, sports, and community engagement. Our magazine aims to embrace this holistic perspective by featuring sections that celebrate your accomplishments beyond academics. Whether it's the harmony of music, the strokes of artistic expression, the camaraderie of sports, or the compassion of community service, these are all threads that enrich the fabric of university life.

I urge each of you to seize the opportunities that this magazine offers. Express your thoughts, share your stories, and let your creativity flourish. Utilize these pages to ignite discussions, question conventions, and inspire one another. A vibrant academic community thrives on the exchange of ideas, and the student magazine serves as a catalyst for these intellectual dialogues.

Remember, this magazine is your canvas to paint the legacy you wish to leave behind. As you read, contribute, and engage, I hope you find the motivation to stretch your limits, cultivate meaningful connections, and lead with empathy.

Thank you for being an indispensable part of our university's journey. Let's continue to learn, evolve, and shape a future that fills us with pride. Wishing you an empowering and transformative academic journey ahead!

Warm regards,

Prof. (Dr.) Niloy Sarkar

Dean (Academics) Dean, School of
Humanities, Management and Law,
The Neotia University

FROM THE DESK OF THE PROFESSOR OF MANAGEMENT & COMMERCE

"Life is a journey from truth to higher truth", thus spake Swami Vivekananda. In this journey we all endeavour to make a mark in the corridors of time.

The magazine 'Corridor' is an attempt to capture the thought designs of the students embarked into the journey of life, more precisely, in their chosen field of studies. 'Corridor' makes wide passage for the students to open up the windows of mind and sketch out the hue and colour of life so as to enthuse all soulmates to pour out their design thinking. In this sense, Corridor is a Think Tank and the students of Commerce and Management are inspired to constantly create, re-create and map the thoughts in the form of artistic designs, poems, stories and portray the visuals that come through the lens of mind.

The inaugural issue of Corridor beautifully showcased as many as 16 Articles and Photographs that will certainly the vibration will go on in the Corridor of time.

Warm regards,

Dr.Kamal Ckakravarrty

Professor
Department of Management ,
The Neotia University

FROM THE DESK OF HEAD OF THE DEPARTMENT OF MANAGEMENT & COMMERCE

In the current context of rapid changes that are taking place in our country, all activities directed toward economic advancements are required to be addressed with the highest priority. In this effort, it is also imperative to prepare social technocrats, who could contribute to and manage the needs of the society with the equanimity of mind and an attitude of selfless social service.

The purpose of this magazine is to give our students a platform to make their voices heard. Students are encouraged to share relevant personal experiences, explore current psychological issues, express well-researched opinions, and find innovative means of moving beyond the classroom and prescribed syllabus in their quest for excellence in the field of Commerce and Management. My hope is that this magazine would grow from this humble beginning to become a medium for students to be leaders in their respective fields.

Corridor provides an intersection of great challenges and a great opportunity for the students to review their efforts and analyze their achievements in research and development. Technology is evolving at a dizzying rate and our classrooms may not be designed to keep pace with it. There may be a lot wrong with the style of education but the pages of Corridor tell the tale of all that has been a part of what is right about education.

I congratulate the team of students and the faculty for their tireless efforts that have come to fruition in the form of this magazine. I wish it all success and hope that this tradition that has been set by the current students will be carried through by the following generation of students to come.

In all our efforts, we seek the Lord's Grace to keep us on the path of virtue, courage, and wisdom. May thy grace and blessings flow through us to the world around us in all our efforts to make better quality individuals, who can make a positive impact in our society and help build our nation in these ever-changing and challenging times.

Happy reading!

Dr. Sweta Rani

HOD and Associate Professor of
Management and Commerce ,
The Neotia University

ENVISIONING A WORLD OF
POSSIBILITIES

VISION

Through Corridor, we are nurturing the power of thinking, unleashing the potential of putting perspectives on different scenarios and making the students efficient critical thinkers.

MISSION

Harnessing the power of youth's opinion. Providing a platform for creativity, passion, and culture. Moving forward with believe that the student's community takes the courage to change the world for the better.

TABLE OF CONTENT

CONTENTS	PAGE NO.

TABLE OF CONTENT

CONTENTS	PAGE NO.

SPOTLIGHT

ABC MOMENTS

JOURNEY BEGINS

Let's unfold a chapter that has tales of triumphs, friendships, and dedication. Each page amplifies the significance of the Department of Management & Commerce and the untold stories of college days.

How Authors Have Turned Into Content Marketers:
A Guide to Content Marketing

- By Mohima Dey
A Content Enthusiast
BBA in Digital Marketing

The year is 2000,

You must be reading 'Harry Potter and the Goblet of Fire'.

Amazed by the fictitious character you keep waiting for the next edition, isn't it?

The literary world is too much busy with Roy's 'God of Small Things' or the recently launched film 'Train to Pakistan'.

The authors of those days were busy sitting in a chair, looking through the round specs, enjoying the scenic beauty, and writing their hearts out. Those pieces of paper gradually became novels and easily got a space in any bookstall- ready to sell. The novels usually got launched in any seminar or event. Pen, paper, a sling bag, round-framed specs, wearing a traditional kurta- going to attend an event was a common picture then for authors. Writing has always been a habit, a practice, and an art to express the feelings that are kept deep down in the heart. A poet, author, or novelist has a constant high-esteemed personality in society. Stories have their essence as they forcibly take you on a trip, inspire you to be the best version of yourself and occupy a place in your mind forever. For decades the importance of writing has been the same. But it is the journey of the authors that have taken a drastic shift.

Change is constant!

This phrase rightly justifies the journey of being an author from the traditional to the digital world.

It is 2023,

In the era of ChatGPT and AI, though it might sound like the world has become more tech-savvy,

The thirst for a good story piece will never die. But yes, there is an evolution in the lives of the authors. We named it- CONTENT MARKETING. Over the last few years, these concepts have taken a huge rise.

Technology hasn't changed the power of stories but it has changed the whole procedure. Besides, sitting in a chair, enjoying the scenic beauty; now they have to do a whole lot of things than only writing and making it published. From putting effort into Public relations to making a content strategy- the term Digital Media has given it a new shape. Though the word content is followed by marketing, you don't need to be a marketer to leverage the power of content marketing.

- Play with formats- Content doesn't mean only writing. From podcasts, and videos to storytelling- there's a wide range of content formats you can play with to engage the audience.

- Chase with Calendar- Creating a content calendar can reduce the stress of day-to-day activity and with the help of automation it will publish your content on your behalf.

- Time is a Trick- Before publishing your content wait for a while- is this the right time to post? Is your audience available on any social platform right now? Consider these questions, as the correct time of publishing is a key metric. Try to publish non-salesy topics at the weekends. The correct time can be mostly in the morning till 10 o'clock or the afternoon while your viewers are having their lunch in the office during weekdays, scrolling the feeds, and stopping at your content.

- Art of Analytics- Last but not least, use analytics to check the engagement and actions that are taken by the viewers in your content. Measure which content gets the highest engagement and try to create content accordingly.

- Google Analytics and Facebook Analytics are a few of the tools you can utilize to check your success.

- **The Bond Matters-** PR Marketing or Public Relation can make or break your identity. Make sure you are maintaining a good relationship with your fans or the public at large with creativity and intelligence.

- **Go with Trend:** Though writing comes from within, in the era of digital marketing if you quickly do a Google Trends research and write your next blog based on a popular topic then you might be more visible digitally than you would ever think. As readers tend to know more about a topic that is being heard by them often.

- **Optimizing your Content:** After you've given all the poetic sense to your writing piece, it's time to think like a digital poet. Make sure that your Headings or <H1> Tags are optimized as per the search intent of searchers. The images should be named using the ALT Text.

- **Keywords can help:** The next step- keyword research is the crucial part of being a content creator. Keywords are the word or phrases searchers type into search engines to get a result. So, if your keywords don't match the searcher's intent your writing might fall flat.

- **SEO is your other reader:** When it comes to digital writing don't forget besides humans you have SEO and its bots whom you have to please first to fit your content at the top of the result. With proper keywords and images, it will be easier for bots to crawl, index, and show your content to the relevant viewers.

- **Stick with Strategy:** 'Plans make life easier' thus your content marketing will be effective if you make an out-of-the-box strategy for it. In this portion, consider what are the topics you want to share with your readers, and how you want to showcase them.

- **Slay with interactive stuff:** Remember, like authors, readers have changed their preferences too. Nowadays, the more interactive your article is the better it will be for you. Despite making it a boring-study material, give it an interesting shape to grasp the reader's attention.

The Destination: The above-given topics are the best practices for new-era authors. From those days to these days, authors now don't only confine to writing and publishing but there are a lot of things they need to consider before coming out as successful Content Marketers.

Gentle Reminder: Don't forget to keep your art with you always, because the thing that hasn't changed even after the revolution of authors- is the passion they have for writing, and that makes them distinct from any other profession.

THE IMPACT OF TAX MANAGEMENT ON REVENUE PRODUCTION

By Sharmistha Mondal
Future Accountant
B.Com in Taxation & E-commerce

INTRODUTION

Every government need plutocrat to support its operations. In India, there's a civil system of government, there's a separate government at the public position, a state and administrations in each of the several countries. The function of the government has grown far more important in the current situation. The government's primary duty now is to carry out all those tasks that contribute to the general growth of the nation and society. Without sufficient profit to dodge significant public expenditure on the crucial sectors of the frugality necessary for its overall development, these conditioning couldn't be carried out. The term" public profit" describes the plutocracy the government receives from a variety of sources.

TAXING SYSTEM IN INDIA

Progressive and commensurable taxation systems are used in India. For income, there's some slab-wise taxability under Indian duty law. whereas other levies, such as excise duty, customs duty, VAT, service tax, wealth tax,etc., are subject to commensurate duty. Also, lottery winnings, long- term capital earnings, and sometimes short-term capital earnings are subject to commensurable levies under the income duty. The income of assessments, similar as those for businesses, enterprises,etc.

DIRECT TAX:
A tax that's paid directly to the government by an existent is pertained to as a direct tax. In India, for example, there are wealth and income levies.

INDIRECT TAX:
Tax on goods and services that's paid directly to the patron, dealer, or provider of the service rather than to the government is known as circular duty.

CUSTOMS DUTY

At the rates outlined in the Customs Tariff Act, customs duty is assessed on particulars brought into or transferred out of India. Bringing anything into India from nearly differently is pertained to as an import, whereas moving commodity out of India is pertained to as an import. India's 12- navigational- afar territorial swells are included in that country's geographical area.

SERVICE TAX :

The establishment of a service duty was advised by Dr. Raja Chelliah Committee on Tax Reforms. From 1 July 1994 to 13 May 2003, service duty was first applied to services handled by service providers at a flat rate of 5%, adding to 8% starting on 1 plus a 2% education cess starting on 10 September 2004. he 0.5% Krishi Kalyan Cess and 0.5% Swach Bharat Cess are included in the 15%. A 60%exception applies to all air trips, a 30% exception applies to finances, and a 70% exception applies to some services offered by stint drivers.

SALES TAX:

Sales tax paid to a governing body when goods and services are vended. Deals duty is a circular duty that's generally assessed at the time that certain taxable goods are bought or changed. It's assessed as a chance of the item's retail price. The government Sales in power and the specific rules it enforces determine the deals duty, which is generally easy to calculate and collect.

VALUE- ADDED TAX(VAT):

A typical type of indirect tax paid on products and services is VAT, or value- added tax. Every step of the way along the force chain, directors pay it to the government.
The client and the dealer must both be in the same state because VAT tax is only applied to products vended inside a specific state. At each stage of the trade of products, VAT is levied on the gross periphery. From the plant till the product reaches the store, tax is determined and gathered at each stage.
It's a multi-stage tax system that includes vittles for collecting duty payments on particulars at each point of trade.

THE JOURNEY OF GST IN INDIA:

A commission was established to develop legislation in 2000, marking the morning of the GST trip. From that point, the Legislation did not change for 17 times. Both the Lok Parliament and the Rajya Sabha approved the GST Bill in 2017. The GDP Law went into effect on July 1st, 2017.

Factors Of GST the CGST, SGST, and IGST are the three levies that apply under this system.

CGST: This is the tax that the civil government collects fromintra-state deals(e.g., a sale passing within Maharashtra)

SGST: This is the duty that a state government collects from an intra-state sale(e.g., a sale passing within Maharashtra)

IGST: It's a duty that the civil government collects from interstate purchases(e.g., Maharashtra to Tamil Nadu)

POSITIVE IMPACTS OF GST ON INDIAN ECONOMY

Simplified Tax system : GST has made India's Tax system simpler by introducing a single tax and making it easy to calculate the same. The buyer has a clear understanding of the tax quantum he has paid after paying for the item.

FURTHER PLUTOCRAT FOR MANUFACTURING:

The GST has been successful in lowering the total taxable income, which has resulted in further plutocracy for manufacturing.
Enhanced conditioning has been carried out across India.

THE IMPACT OF DIRECT TAX ON ECONOMIC GROWTH:

One of the major ways the government makes plutocrat is through direct levies. Also, it directly affects peoples' optional income. People begin saving plutocrats for investments if the government raises the direct duty rate. This existent's geste hinders the frugality's capability to induce income. This is especially true for precious goods. As a result, the frugality produces lower luxury goods, which has a negative impact on the GDP and living norms. The benefits of direct taxation on profitable growth are generally as follows.
Better formation of capital. Encouragement of saving and investment; assurance of an increase in government revenue. An increase in government spending that is anticipated. Lower inflation rate as a result of people having less disposable money. The government's ability to access money when it needs it

IMPACT OF INDIRECT TAX ON ECONOMIC GROWTH:

Since the burden of circular levies directly
fall on the consumers, it directly impacts the cost of goods and services. therefore, circular duty increases the effectiveness of the directors, since to maintain their demand they will have to put their full sweats towards cost slice measures. The consumers at freedom to elect products at their choice, therefore healthy competition also grows in the frugality. therefore, astronomically following are the positive sides of circular levies on the profitable growth. Improved use of resources. A rise in production efficiency. An increase in healthy market rivalry; • More customer freedom of choice. The desire for luxury products has increased, as has peoples' standards of living.

DIRECT TAX COLLECTIONS FOR F.Y. 2022-23 UP TO 10.01.2023:

The estimated amounts of Direct Tax collected up to January 10, 2023, show consistent rise. Direct Tax Collections up to January 10, 2023, Show Gross Collections at Rs. 14.71 Trillion, Which Are 24.58% More Than the Gross collections during the same time frame previous year. Net of refunds, direct tax receipts are Rs. 12.31 lakh crore, which is 19.55 percent more than net collections for the same period last year. 86.68% of the total budget estimates for direct taxes for the fiscal year 2022–2023 were collected in this way.

When it comes to the growth rates for Corporate Income Tax (CIT) and Personal Income Tax (PIT), CIT is up 19.72% while PIT (including STT) is up 30.46% in terms of gross revenue collections. After refund adjustments, the Collections from CIT increased by 18.33%, while PIT collections increased by 21.64% (PIT only) or 20.97%. (PIT including STT).

From 1 April 2022 to 10 January 2023, reimbursements of Rs. 2.40 lakh crore were issued, which is 58.74% more than what was done during the same time period the year before.

CONCLUSION AND SUGGESTIONS:

01
To increase capital formation in the nation, the Government of India must expand the types of investments allowed under the Income Tax Law.

02
Minimum tax provisions should also be included for people other than companies and individuals, such as Societies, Firms, and LLPs, etc.

03
Tax rates on edibles should be lowered in order to lower the rate of food inflation.

04
To effectively tax the middle and lower business classes, the government should broaden the tax code.

05
To include more people in its regime, the wealth tax's coverage area needs to be expanded.

06
To lessen the gap in income between the rich and the poor, it should be attempted to exempt the poor from the indirect tax system.

Privacy in Today's World

-By Ujjeebon Halder
Core Business personality
BBA in Supply Chain

In today's world, privacy has become a crucial concern for many people. With the rapid development of technology and the internet, personal information is easier to access than ever before, and it can be used for a variety of purposes, some of which may not be in the individual's best interests.

Privacy is defined as the ability to keep one's personal information and activities hidden from others. This information can include anything from a person's name and address to their medical history and internet browsing history. It can also include their financial information, such as credit card numbers and bank account details.

The issue of privacy has become increasingly important in recent years due to the rise of social media and the internet. Many people are concerned about the amount of personal information that is available online and how it can be used by companies, governments, and other individuals.

Identity theft can have serious consequences for the victim, including damage to their credit score, financial losses, and even legal trouble.

Another concern is the use of personal information by companies and governments. Companies collect personal information for a variety of reasons, such as marketing and advertising. Governments collect personal information for law enforcement purposes and to monitor potential threats to national security. However, many people feel that these organizations have too much access to personal information and that their privacy is being violated.

The rise of social media has also raised concerns about privacy. Social media sites collect a significant amount of personal information from their users, including their likes, dislikes, and online activity. This information can be used to target users with advertisements or even to manipulate their behaviour. Some people also worry that social media sites can be used to monitor their activities and gather information about their personal lives.

To protect their privacy, many people have started taking steps such as using strong passwords, limiting the amount of personal information they share online, and using privacy-focused tools like virtual private networks (VPNs) and ad blockers.

Some people have also started using alternative social media platforms that prioritize privacy over collecting user data.

Governments and companies have also started taking steps to address privacy concerns.
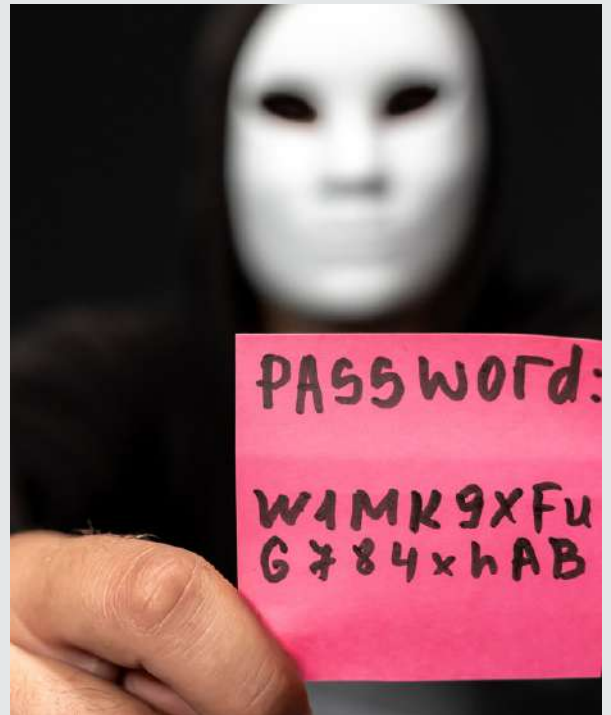
Many countries have implemented data protection laws that require organizations to obtain consent before collecting personal information and to take steps to protect that information from unauthorized access. Companies have also started implementing privacy policies and taking steps to secure their users' data.

In conclusion

privacy has become a crucial concern in today's world, as personal information is easier to access than ever before. Identity theft, the use of personal information by companies and governments, and concerns about social media have all contributed to the growing demand for privacy. To protect their privacy, individuals can take steps such as using strong passwords, limiting the amount of personal information they share online, and using privacy-focused tools. Governments and companies also have a role to play in protecting privacy by implementing data protection laws and taking steps to secure user data.

Evolution of Advertising and Branding

By By Kritika Sanyal
A creative thinker
B.Com in Taxation & E-commerce

Advertising and branding are two integral aspects of modern business, which have evolved significantly over the years. From the simple posters and signs of ancient times to the digital age of social media and influencer marketing, the world of advertising has undergone a remarkable transformation. The rise of mass media in the 20th century gave advertisers a new platform to reach a wider audience, while the internet revolutionized advertising and branding by providing businesses with innovative ways to connect with customers in real-time.In this article, we will delve deeper into the evolution of advertisement and branding, exploring the significant milestones, key shifts, and emerging trends that have shaped the industry over the years. By understanding the history and trends of advertising and branding, businesses can develop effective marketing strategies that resonate with their target audience and drive growth in the modern world.

The early days of advertising

Advertising has been around for centuries, with early forms of advertising dating back to ancient civilizations such as the Greeks and Romans. These early advertisements were mostly in the form of simple signs and posters that were placed in public places to promote goods and services. However, it was not until the 18th century that advertising began to take on a more modern form.

The first printed advertisement was produced in 1477, promoting a book called the Ars Moriendi. However, it was in the 18th century that newspapers started to become more widely available, and businesses began to take notice of the potential for advertising. The first newspaper ad is believed to have been published in the Boston News-Letter in 1704, promoting an estate in Long Island.

The rise of mass media

In the late 19th and early 20th centuries, advertising really started to take off with the emergence of mass media. The advent of radio, television, and cinema gave advertisers a new platform to reach a much larger audience. The first radio commercial was aired in 1922, and the first television commercial was broadcast in 1941.

During this period, advertising became more sophisticated, with businesses employing marketing strategies to create a brand image and develop customer loyalty. Brands such as Coca-Cola, Nike, and Pepsi emerged, with their logos and slogans becoming instantly recognizable. Advertising agencies also started to emerge, providing businesses with professional marketing services.

The digital age

The internet revolutionized advertising and branding, providing businesses with new and innovative ways to reach their target audience. The first banner ad was displayed on the internet in 1994, and since then, online advertising has exploded in popularity. The rise of social media platforms such as Facebook, Instagram, and Twitter has also had a significant impact on advertising and branding. These platforms provide businesses with a unique opportunity to connect with their customers in a more personal way, by creating engaging content and building an online community.

In recent years, the use of influencer marketing has also become increasingly popular, with businesses partnering with social media influencers to promote their products and services to their followers. This type of marketing has proven to be very effective, with many businesses reporting significant increases in sales as a result of influencer collaborations.

The future of advertising and branding

As technology continues to evolve, the future of advertising and branding is set to be even more exciting. Artificial intelligence and machine learning are already being used to create personalized advertisements, and this trend is set to continue. Augmented and virtual reality are also likely to play a significant role in the future of advertising, providing businesses with new and innovative ways to engage with their customers.

Another trend that is likely to emerge is the use of voice-activated devices such as Amazon's Alexa and Google Home. These devices are already being used to make purchases and order products, and it is likely that businesses will start to incorporate voice-activated advertising into their marketing strategies.

Advantages of Advertising and Branding

Advertising and branding offer a variety of advantages to businesses of all sizes and industries. Some of the key benefits include:

1 Increased brand recognition:

Advertising and branding can help businesses to create a strong brand identity and increase brand recognition. By consistently promoting a business's products or services, advertising can help to build brand awareness and familiarity among consumers, which can lead to increased customer loyalty and repeat business.

2 Targeted marketing:

Advertising and branding allow businesses to target specific segments of the market with tailored messaging and promotional offers. By understanding the needs and preferences of their target audience, businesses can create advertising campaigns that resonate with consumers and drive sales.

3 Competitive advantage:

A strong brand identity can help businesses to stand out in a crowded market and gain a competitive advantage. By establishing a unique brand voice and image, businesses can differentiate themselves from their competitors and create a lasting impression in the minds of consumers.

4 Increased sales and revenue:

Effective advertising and branding can lead to increased sales and revenue for businesses. By creating engaging advertisements and building a strong brand reputation, businesses can attract new customers and retain existing ones, leading to increased revenue and profitability.

5 Customer loyalty:

Branding and advertising can help businesses to build customer loyalty by creating a strong emotional connection with consumers. By promoting a consistent message and brand image, businesses can establish trust and credibility with their audience, leading to increased customer loyalty and long-term success.

In summary, advertising and branding offer a wide range of advantages to businesses, from increased brand recognition and targeted marketing to competitive advantage and increased sales and revenue. By leveraging these tools effectively, businesses can build a strong brand identity, attract new customers, and retain existing ones, driving long-term success in the modern business landscape.

Conclusion

The evolution of advertising and branding has been a long and fascinating journey, with significant milestones along the way. From the early days of simple print ads to the modern-day digital age, the way businesses promote their products and services has undergone a massive transformation. As technology continues to evolve, the future of advertising and branding looks set to be even more exciting, with new and innovative ways to engage with customers and build brand loyalty.

Indian Foreign Policy under Hon'ble Prime Minister- Narendra Modi

By Koustav Charan
A Realistic Individual
BBA in Retail Management

Since India gained independence in 1947, Indian foreign policy can be divided into three phases namely Nehruvian idealism, Strategic realism and Economic pragmatism still now. Under the Nehruvian Idealism (1947-1959) the actual policies pursued and implemented by Prime minister Nehru, in its pure form his thoughts and that of his disciples and successors bear the imprint of both idealism and an outspoken pragmatism in regard to modernity and tradition. It was in 1954, post-signing the Panchsheel agreement that India's foreign policy finally underwent a major shift from idealism to realism due to security pressures from the international and regional systems.

The Republic of India initially did not attach significance to military capabilities; however, border skirmishes and nuclear proliferation drove the nation in adopting a realistic approach by focusing upon matters concerning national security. As a result, Indian foreign policy adapted strategic realism (1959-1991) to deal with all internal and external problems in a realistic approach. Under strategic realism there were no permanent enemies or friends of India. Indra Gandhi played an important role to take realistic decision for the future of India (e.g. Bangladesh liberation war 1971). After 1991 Indian foreign policy was shifted into economic pragmatism (1991- till now) where the Republic of India has focused on practicalism. "Economic pragmatism," means the alignment of foreign policy with economic development interests. The Indian government's two main approaches to regional economic integration are (1) transforming the international environment into a source of national development and (2) diversifying strategic partnerships based on the calculation of economic interests. International economic cooperation and regional integration are key principles of India's foreign policy, which emphasizes shared development and win-win cooperation.

Under economic pragmatism India is on its path to become a regional superpower with considerable influence in global affairs. India follows the 3 S's - Space for Strategic Autonomy, Stability – Both Within and in the Neighbourhood, Strength – Economic, Military, and Soft Power to Protect and Advance Indian Interests. Indian foreign policy under PM Modi is much stronger than before.

"India is a great culture that is thousands of years old, a culture that has its own vibrant traditions, and which encompass universal dreams. Our values and culture see divinity in every being and strive for inclusive welfare. Therefore, the very core of our approach is public welfare through public participation and this public welfare is not just for India but for the entire world", Prime Minister Narendra Modi. The Republic of India always focuses on "Vasudhaiva Kutumbakam". The theme and the logo for India's G20 Presidency from December 1, 2022, till November 30, 2023 has a mention of "Vasudhaiva Kutumbakam" or "One Earth-One Family-One Future".

India's involvement at the Global High Table under PM Modi is at its highest participation. India plays the role of Global Leader to identify global problems. India was a UNSC non-permanent member, 2020-22 (President in Aug,2021). Under presidency India will hold a "high-level open debate" on "Maintenance of International Peace and Security: New Orientation for Reformed Multilateralism (NORMS)" and "Threats to International Peace and Security Caused by Terrorist Acts: Global Approach to Counter Terrorism — Challenges and Way Forward" at the Security Council. The Prime Minister of India addressed the COP26 world leaders summit in Glasgow where he made a critical pitch for climate action and stood for the nations of the developing world as well. India wants to secure Global Net-Zero by Mid-Century and keep 1.5 Degrees within reach. India will host the Shanghai Cooperation Organisation (SCO) Tourism Ministers' Meeting (TMM) on 17th -18th March 2023 in Kashi (Varanasi), which has been designated as the first cultural capital of the SCO. India is the current chair of Shanghai Cooperation Organisation (SCO). Four nations, India, Australia, the US, and Japan, form Quad that finds a common ground of being democratic nations and also support the common interest of unhindered maritime trade and security. It aims to ensure and support a "free, open and prosperous" Indo-Pacific region. BRICS is an important grouping of countries influencing the global economy. BRICS (Brazil, Russia, India, China, and South Africa) is an important grouping bringing together the major emerging economies of the world.

India's foreign policies actively focus on improving ties with Indians immediate neighborhoods, which is often termed as neighborhood first policy. Indians want a peaceful, prosperous and stable neighborhood so that there is peace, prosperity and stability in the South Asian region and there is more focus on development. As an example, India's SAARC satellite is dedicated for the peace and prosperity in the South Asian region. India has pledged a $2 billion Line of Credit for Bangladesh, the largest single LOC (line of credit) for any country committed by India. Bangladesh has emerged as a key gateway for India's sub-regional initiatives, the Bay of Bengal Initiative for Multi-Sectoral

Technical and Economic Cooperation(BIMSTEC) and Bangladesh- Bhutan-India-Nepal (BBIN) initiative. India's assistance for reconstruction and development in Afghanistan stands at $2 billion, making New Delhi the biggest donor among regional countries.

Since India gained independence in 1947, the world has changed beyond recognition. From the bipolar world of the U.S. and Soviet Union to a brief unipolar period when American hegemony reigned, to one where China and the United States are moving toward another bipolar competition, distracted by multipolar illusion. In recent time, India has a greater sense of confidence and optimism in articulating an "India First"

foreign policy. India decides for itself, and its independent foreign policy cannot be subject to intimidations. India could put our problems, opinions and solutions in our way confidently in front of global powers in recent years. India becomes more important country to counter China's policies as well as global problems like Russia-Ukraine war, climate change, economic problems, terrorism, intellectual property rights, global

governance, health hazards. Today's self-confident India has its own values and democracy to counter the colonial mindset and dictatorship of western world. Jaishankar, the Indian Foreign Minister, remarked at Raisina Dialogue, "It is better to engage with the world on the basis of "who we are" rather than try and please the world. India is confident about its identity and priorities, the world will engage with India on its terms. Former President of India, A. P. J. Abdul Kalam repeatedly made the case that India can play an effective role on the world stage when it is strong internally as well as externally

In response of Russia Ukraine war, Jaishankar during the 17th edition of the GLOBSEC Bratislava Forum in Slovakia, had also stated: "Europe has to grow out of the mindset that Europe's problems are the world's problems, but the world's problems are not Europe's problems." In this context India can clearly give statements on the basis of a set of basic principles – National Beliefs & Values, National Interests, National Strategy. Nowadays India always enjoys special treatment from the USA as well as Russia during the Russia-Ukraine war. India has a good relationship with Russia as well as the USA, European countries like France, Germany, UK , Japan and Australia.

DIGITALIZATION
OF BANKING SERVICES

By Sohan Naskar
A Futuristic Thinker
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Digitization is the process of converting data into a digital representation via the use of technology. Digitalization adoption is critical for the banking industry. Banks may improve customer service by adopting digitization. Customers will appreciate the convenience and time savings. Customer loyalty is increased as a result of digitalization, which eliminates human error. Due to online banking, customers now have access to banks at all hours of the day and night. Managing enormous sums of money has also become less difficult. Customers have benefited from digitalization since it has made cashless purchases easier. Customers no longer need to keep cash on hand and can conduct transactions at any time and from any location.

DIGITAL PAYMENT SYSTEM IN INDIA:-

National Payments Corporation of India (NPCI), an umbrella organisation for operating retail payments and settlement systems in India, is an initiative of Reserve Bank of India (RBI) and Indian Banks' Association (IBA) under the provisions of the Payment and Settlement Systems Act, 2007, for creating a robust Payment & Settlement Infrastructure in India. Considering the utility nature of the objects of NPCI, it has been incorporated as a "Not for Profit Company under the provisions of Section 25 of Companies Act 1956 (now Section 8 of Companies Act 2013), with an intention to provide infrastructure to the entire Banking system in India for physical as well as electronic payment and settlement systems.

The Company is focused on bringing innovations in the retail payment systems through the use of technology for achieving greater efficiency in operations and widening the reach of payment system.

The ten core promoter banks are. State Bank of India. Punjab National Bank. Canara Bank, Bank of Baroda. Union Bank of India, Bank of India. ICICI Bank HDFC Bank, Citibank N. A. and HSBC.

DIGITAL PAYMENT METHODS :-

The Digital India programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. "Faceless Paperless. Cashless is one of professed role of Digital India.

As part of promoting cashless transactions and converting India into less- cash society, various modes of digital payments are available.

BANKING CARDS :-

Banking cards offer consumers more security, convenience, and control than any other payment method. The wide variety of cards available - including credit, debit and prepaid - offers enormous flexibility, as well.

These cards provide 2 factor authentication for secure payments e.g. secure PIN and OTP. RuPay, Visa, MasterCard are some of the example of card payment systems.

Payment cards give people the power to purchase items in stores, on the Internet, through mail-order catalogues and over the telephone. They save both customers and merchants' time and money, and thus enable them for ease of transaction

AADHAAR ENABLED PAYMENT SYSTEM (AEPS) :-

.AEPS is a bank led model which allows online interoperable financial transaction at POS (Point of Sale / Micro ATM) through the Business Correspondent (BC)/Bank Mitra of any bank using the Aadhaar authentication.

How to get it:

Provide KYC (Know Your Customer) information to open a new account Aadhaar Number should be linked with bank a/c.

UNIFIED PAYMENTS INTERFACE (UPI):-

Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing & merchant payments into one hood.

It also caters to the "Peer to Peer" collect request which can be scheduled and paid as per requirement and convenience. Each Bank provides its own UPI App for Android. Windows and iOS mobile platform.

MOBILE WALLETS:-

A mobile wallet is a way to carry cash in digital format. You can link your credit card or debit card information in mobile device to mobile wallet application or you can transfer money online to mobile wallet.

Instead of using your physical plastic card to make purchases, you can pay with your smartphone, tablet, or smart watch. An individual's account is required to be linked to the digital wallet to load money in it. Most banks have their e-wallets and some private companies. e.g. Paytm, Freecharge, Airtel Money, Jio Money, SBI Buddy, itz Cash, Citrus Pay, Axis Bank Lime, ICICI Pockets, Speed Pay etc.

INTERNET BANKING:-

Internet banking, also known as online banking, e-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website.

In 1998, ICICI Bank introduced internet banking to its customers.

Internet banking provides personal and corporate banking services offering features such as viewing account balances, obtaining statements, checking recent transactions, transferring money between accounts, and making payments

Different types of online financial transactions are:

I. National Electronic Fund Transfer (NEFT)
II. Real Time Gross Settlement (RTGS)
III. Electronic Clearing System (ECS)
IV. Immediate Payment Service (IMPS)

NATIONAL ELECTRONIC FUND TRANSFER (NEFT):-

National Electronic Funds Transfer (NEFT) is a nation-wide payment system facilitating one-to-one funds transfer.

Under this Scheme, individuals, firms and corporates can electronically transfer funds from any bank branch to any individual, firm or corporate having an account with any other bank branch in the country participating in the Scheme. Individuals, firms or corporates maintaining accounts with a bank branch can transfer funds using NEFT.

Even such individuals who do not have a bank account (walk-in customers) can also deposit cash at the NEFT-enabled branches with instructions to transfer funds using NEFT. However, such cash remittances will be restricted to a maximum of Rs.50,000/- per transaction.

NEFT, thus, facilitates originators or remitters to initiate funds transfer transactions even without having a bank account. Presently, NEFT operates in hourly batches - there are twelve settlements from 8 am to 7 pm on week days (Monday through Friday) and six settlements from 8 am to 1 pm on Saturdays.

REAL TIME GROSS SETTLEMENT (RTGS):-

RTGS is defined as the continuous (real-time) settlement of funds transfers individually on an order by order basis (without netting).

'Real Time' means the processing of instructions at the time they are received rather than at some later time;

'Gross Settlement' means the settlement of funds transfer instructions occurs individually (on an instruction by instruction basis). Considering that the funds settlement takes place in the books of the Reserve Bank of India, the payments are final and irrevocable.

The RTGS system is primarily meant for large value transactions. The minimum amount to be remitted through RTGS is 2 lakh. There is no upper ceiling for RTGS transactions.

The RTGS service for customer's transactions is available to banks from 9.00 hours to 16.30 hours on week days and from 9.00 hours to 14:00 hours on Saturdays for settlement at the RBI end. However, the timings that the banks follow may vary depending on the customer timings of the bank branches.

ELECTRONIC CLEARING SYSTEM (ECS):-

ECS is an alternative method for effecting payment transactions in respect of the utility-bill-payments such as telephone bills, electricity bills, insurance premia, card payments and loan repayments, etc., which would obviate the need for issuing and handling paper instruments and thereby facilitate improved customer service by banks / companies/corporations/ government departments, etc., collecting/receiving the payments.

IMMEDIATE PAYMENT SERVICE (IMPS):-

IMPS is an emphatic tool to transfer money instantly within banks across India through mobile, internet and ATM which is not only safe but also economical both in financial and non-financial perspectives.

MOBILE BANKING:-

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a smartphone or tablet.

Unlike the related internet banking it uses software, usually called an app. provided by the financial institution for the purpose.

Mobile banking is usually available on a 24-hour basis. Some financial institutions have restrictions on which accounts may be accessed through mobile banking, as well as a limit on the amount that can be transacted.

From the bank's point of view, mobile banking reduces the cost of handling transactions by reducing the need for customers to visit a bank branch for non-cash withdrawal and deposit transactions.

Mobile banking does not handle transactions involving cash, and a customer needs to visit an ATM or bank branch for cash withdrawals or deposits.

CONCLUSION

India is going through an environment of change in banking and financial technology, led by an amazing talent base. With a mind set to adapt, a simultaneous effort from the government and the watchful eye of RBI, innovation in digital banking will charter new areas of customer inclusion. With the introduction of the Digital Banking Unit (DBU), a minimum digital infrastructure hub delivering banking services and the future inclusion of metaverse in digital banking with its huge potential, the future of digital banking looks promising and optimistic.

FINANCIAL YEAR ENDING: THE PIC OF INDIAN ECONOMY

By Chhering Drema Thongon
Fond of Finance
BBA in Retail Management

The India is the 7th largest country of the world contributing 7.19% of Worlds GDP. It is the 5th largest economy as per World GDP Ranking 2023 list. India being mainly Agriculture based economy, 14.2% of India is from this primary sector. While involving 53% of India's total population. GDP is calculated quarterly and annually; the annual measure of GDP encompasses a financial year.

India's financial year, also known as the fiscal year, is a period of twelve months that runs from April 1 to March 31 of the following year. This system is used by the government, businesses, and individuals to track and report financial transactions and is an essential part of India's economic system. The financial year is important for the government as it helps in determining the annual budget and planning various economic policies. Similarly, for businesses, it helps in calculating taxes, filing returns, and preparing financial statements. For individuals, the financial year plays a significant role in tax planning.

The financial year in India was aligned with the British Empire, which is the existing period from April 1st to March 31st. However, after India gained independence in 1947, the government decided to change the financial year to better suit the country's agricultural cycle, but this topic was dropped off by the Govt. India's financial year plays a vital role in the country's economic system.

Here's a closer look at its significance:

Government Budget Planning:

The financial year is crucial for the government as it helps in determining the annual budget and planning various economic policies. The government's annual budget is presented by the finance minister in the Parliament in February, outlining the government's planned expenditures and revenue for the upcoming financial year. The budget is then passed by the Parliament, and it sets the tone for the country's economic policies for the next year. The government uses the financial year to track its expenditures, revenue, and deficits and adjust its policies accordingly.

Taxation:

The financial year is important for taxation purposes in India. Individuals, businesses, and corporations must calculate their taxes based on their income during the financial year. The Income Tax Act, 1961, governs income tax in India, and it requires taxpayers to file their income tax returns by July 31 of the following financial year.

Taxpayers must also pay advance tax by certain dates during the financial year to avoid penalties and interest charges. For businesses, the financial year plays an important role in calculating their income tax liabilities, filing tax returns, and preparing financial statements. Companies must file their annual returns and tax payments by September 30, which marks the end of the previous financial year. The financial year's closing is crucial for businesses as it helps them determine their profitability and plan their investments and expenses for the upcoming year.

Stock Market Performance:

The financial year also has an impact on the stock market. Companies usually announce their quarterly and annual results during this period. The market reacts to these results, and investors use this information to make informed decisions about their investments. For example, if a company reports better-than-expected earnings during a financial year, its stock price may rise, indicating investor confidence in the company's performance. The financial year ending is influenced by zero based budgeting, since the unused money can't be easily accessible by the Govt. as the procedure for access is very long.

Hence usually there will be a rush to absorb this extra expenditure, leading to March rush. March rush refers to the last-minute rush to complete financial transactions before the end of the financial year. While it may seem like an efficient way to manage finances, there are several drawbacks to this approach. March rush can lead to errors in calculations, missed deadlines, and increased stress levels. Also temperament leads to corruption. It can also result in inefficient use of time and resources. Moreover, it can make it difficult to keep track of expenses and income, leading to inaccurate financial reporting. To avoid these drawbacks, it is best to plan finances throughout the year and avoid the rush during the last month of the financial year. But since India's economy is informal, Govt. should focus on taking measures to improve formality.

There are several reforms that can be made in the Indian financial year system to make it more efficient and effective. Here are some suggestions: Shift to a January-December financial year: As mentioned earlier, there have been discussions on shifting the financial year to a calendar year system. This change would align India's financial system with global practices and make it easier for businesses to operate internationally. Move to a rolling budget system: India's current budget system is an annual event, which means that it is presented once a year, and policies are adjusted accordingly. A rolling budget system, on the other hand, would involve presenting a budget every quarter, allowing for more flexibility and better management of resources.

INCREASE TRANSPARENCY:

The Indian financial year system could benefit from increased transparency, particularly in terms of government spending. The government could make public its budget and spending reports, allowing for better accountability and monitoring.

Simplify tax laws: India's tax system is complex and difficult to understand for many taxpayers. Simplifying tax laws would make it easier for individuals and businesses to comply with tax regulations and reduce the burden on tax authorities.

Encourage digital transactions:

Moving towards a cashless economy would reduce the need for last-minute financial transactions and make it easier to track financial transactions throughout the year. The government could promote digital payments and offer incentives to encourage individuals and businesses to adopt digital transactions.

Overall, these reforms could lead to a more efficient and effective financial year system in India

HOW TO BRING TRANSPARENCY IN TAXATION SYSTEM IN INDIA

By Tarash Tudu
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Abstract

Taxation is an essential component of any government's revenue generation. In India, the taxation system has undergone significant changes in recent years, but there is still room for improvement in terms of transparency. Bringing transparency to the taxation system in India requires a multi-faceted approach that includes both technological and policy-based solutions One of the main challenges in India's taxation system is the lack of trust between taxpayers and the government. Many taxpayers believe that the government is not using their tax money efficiently, which leads to a reluctance to pay taxes. To address this issue, the government needs to take steps to increase transparency in its use of tax revenue. This can be achieved by providing regular updates on how tax revenue is being utilized, as well as by implementing a system that allows taxpayers to track the progress of government projects. Another way to bring transparency to the taxation system in India is to use technology to improve tax administration. The introduction of Goods and Services Tax (GST) has already led to greater transparency and efficiency in tax collection. The government can build on this by using technology to reduce the manual intervention in tax assessment, which will help to reduce the scope of corruption and enhance transparency. Finally, the government needs to take steps to improve the quality of tax administration. This can be achieved by investing in the training of tax officials and implementing measures to ensure that tax officials are held accountable for their actions. In conclusion, bringing transparency to the taxation system in India is a complex task that requires a multi-faceted approach. By improving tax administration, simplifying the tax system, and using technology to enhance transparency, the government can build trust between taxpayers and the government, leading to greater compliance and a more efficient tax system.

Bringing transparency to the taxation system in India is a multi-faceted task that requires a comprehensive approach. in which transparency can be improved in the taxation system of India:

Use of Technology:

The government can use technology to improve tax administration and reduce the scope for corruption. The introduction of Goods and Services Tax (GST) has already increased transparency and efficiency in tax collection. The government can further build on this by implementing technology-based solutions such as online tax filing, electronic assessment, and data analytics to reduce manual intervention in tax assessment.

Simplifying the Tax System:

The tax system in India can be quite complex, leading to confusion and a lack of compliance. The government can simplify the tax system by reducing the number of tax exemptions and deductions, introducing a uniform tax rate, and streamlining the tax filing process. This will not only improve compliance but also reduce the scope for corruption and increase transparency.

Increase the Quality of Tax Administration:

Improving the quality of tax administration is crucial for bringing transparency to the taxation system. The government can invest in training tax officials and implementing measures to ensure their accountability. The government can also create a system of checks and balances to prevent the misuse of power by tax officials.

Reducing the Tax Burden on Small Taxpayers:

The government can reduce the tax burden on small taxpayers by introducing a simplified tax regime for them. This will encourage more people to come under the tax net, leading to an increase in revenue for the government.

Providing Regular Updates:

The government can provide regular updates on how tax revenue is being utilized. This will help build trust between taxpayers and the government and demonstrate that tax revenue is being used efficiently for the benefit of citizens

Key Features of Transparency Taxation

Transparency taxation is a tax system that emphasizes the importance of transparency in the tax process. Here are some key features of transparency taxation:

Disclosure of Tax Information: One of the primary features of transparent taxation is the disclosure of tax information. Taxpayers are required to provide detailed information about their income, deductions, and tax credits to the tax authorities.

Increased Accountability: Transparency taxation promotes increased accountability among taxpayers, tax authorities, and other stakeholders. This accountability helps to prevent tax evasion, fraud, and other forms of non-compliance.

Simplification of Tax Code: A transparent tax system requires a clear and simple tax code. A simplified tax code reduces the likelihood of errors and increases compliance.

Use of Technology: Transparency taxation leverages technology to improve tax compliance and reduce administrative costs. This includes the use of electronic filing systems, data analytics, and other digital tools.

Overall, transparent taxation promotes fairness, efficiency, and accountability in the tax system. It helps to ensure that all taxpayers contribute their fair share and reduces the burden on compliant taxpayers.

Conclusion

Transparency in the taxation system in India is critical for promoting fairness, efficiency, and accountability. The steps taken by the Indian government towards increasing transparency in the taxation system are commendable, including the use of technology, reduction in cash transactions, demonetization, the introduction of GST, increased disclosure of tax information, and the use of technology for tax administration.

However, there is still a long way to go to create a fully transparent tax system. The Indian government should continue to simplify the tax code, reduce tax exemptions, and increase compliance among taxpayers. Additionally, penalties for tax evasion and fraud should be strengthened to deter non-compliance. Overall, by creating a more transparent and accountable tax system It is essential to continue working towards enhancing transparency in the taxation system in India for the benefit of the country as a whole.

STRATEGIC MANAGEMENT THE KEY TO BUSINESS SUCCESS

By Aditya Bakshi
Future Business Strategist
BBA in Supply Chain

Strategic management is a crucial aspect of any business. It involves the formulation and implementation of the major goals and initiatives taken by a company's top management on behalf of its stakeholders. The ultimate goal of strategic management is to create a sustainable competitive advantage for the organization, which can lead to long-term success and profitability.

What is Strategic Management?

Strategic management is the process of creating and implementing strategies that align with the company's mission, vision, and values. It involves analyzing the internal and external factors that affect the organization's performance, identifying strengths and weaknesses, and formulating a plan to achieve the company's goals and objectives.
Strategic management is essential for any business, as it allows companies to stay competitive and adapt to changing market conditions. It helps businesses focus on their long-term goals and objectives, rather than being reactive to short-term challenges.

The Key Elements of Strategic Management:

Environmental Scanning:

Environmental scanning involves analyzing the external environment, including competitors, customers, and other factors that affect the organization's performance. This analysis helps businesses identify potential threats and opportunities and develop a plan to address them.

Strategy Formulation:

Strategy formulation involves developing a plan to achieve the company's goals and objectives. This plan should be based on the analysis of the external environment, as well as the organization's strengths and weaknesses.


Strategy Implementation:

Strategy implementation involves putting the plan into action. This requires effective communication, coordination, and leadership skills to ensure that everyone in the organization is working towards the same goals.

Evaluation and Control:

Evaluation and control involve monitoring and measuring the company's performance against the established goals and objectives. This allows businesses to identify areas for improvement and make adjustments to the plan as needed.
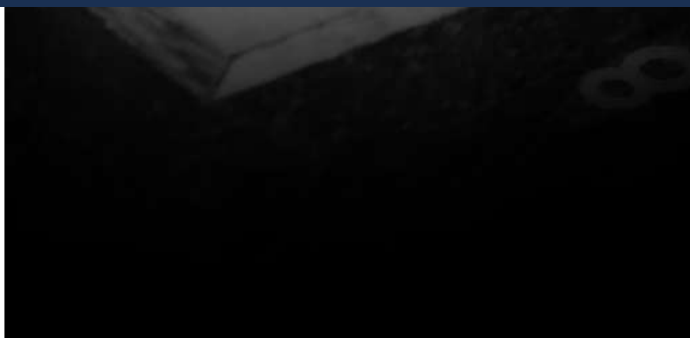
The Benefits of Strategic Management

Strategic management offers several benefits to businesses, including:

📌

Competitive Advantage: Strategic management allows companies to create a sustainable competitive advantage, which can help them stay ahead of the competition.

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Improved Decision-Making: Strategic management provides a framework for decision-making, allowing businesses to make informed decisions based on data and analysis.

📌

Increased Innovation: Strategic management encourages businesses to be innovative and take risks, leading to new product development and growth opportunities.

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Better Resource Allocation: Strategic management helps businesses allocate resources more effectively, ensuring that resources are used efficiently and effectively.

📌

Improved Communication: Strategic management requires effective communication and coordination, leading to better collaboration and teamwork within the organization.

Challenges in Strategy Management:

Resistance to Change: Strategic management often requires changes in the way the organization operates, which can be met with resistance from employees and stakeholders.

Resource Constraints: Implementing strategic management initiatives requires resources, which can be a challenge for small businesses or those with limited budgets.

Uncertainty: Strategic management requires making decisions based on the best available information, which may not always be accurate or complete.

Competition: Competitors may respond to strategic management initiatives with their own plans, making it difficult to maintain a competitive advantage.

Conclusion:

Strategic management is a critical aspect of any business. It provides a framework for decision-making, allowing businesses to stay competitive and adapt to changing market conditions. By analyzing the internal and external factors that affect the organization's performance and developing a plan to achieve its goals and objectives, businesses can create a sustainable competitive advantage that leads to long-term success and profitability. While there are challenges to implementing strategic management initiatives, the benefits are clear and can lead to significant improvements in performance and growth.

Words of an Hosteller:
From the pages

My footprints towards your shore of heart.
Goes on and on like the waves on river.
Enjoying the winds.
Seeing the trees dancing.
Street lights shining.
Is what my time does means.

Hearing your voice after,
A day full of unfavourability,
Makes my heart flutter.
Seeing my shadow.
On those black roads,
Thinking of you beside me.
Are my small happy moment now.

Small things that relate you to me.
Make me feel loved by you.

Stubborn mind,
Can never get back to my senses.
When your memories stick.
I do miss you.
When in the silence.
my heart speaks.

-Nikita Kumari
Silent yet loud
BBA in Retail Management

SHORT ARTICLES

Art - Music - Design - Travel

THE ART OF CAPTURING MOMENTS: EXPLORING THE WORLD THROUGH PHOTOGRAPHY

-By Ronit Raj Singh
Captures Memories
BBA in Supply Chain Management

Photography is more than just pointing a camera and clicking a button; it's an art form that allows us to freeze moments in time, preserving memories, emotions, and stories. Whether you're using a high-end DSLR or the camera on your smartphone, photography enables us to see the world in a new light and share our unique perspective with others.

The Power of Composition

At the heart of a captivating photograph lies composition. It's the arrangement of elements within the frame that guides the viewer's eye and tells a visual story. The rule of thirds, leading lines, symmetry, and framing are some composition techniques that photographers use to create visually appealing and engaging images. Experimenting with these techniques can transform an ordinary scene into an extraordinary image.

Capturing Light and Shadows

Photography is essentially painting with light, and understanding how light interacts with your subject is key to creating impactful photos. The golden hour, that magical period shortly after sunrise or before sunset, bathes everything in warm, soft light, adding depth and dimension to your images. On the other hand, playing with shadows can create dramatic contrasts and evoke powerful emotions. Learning to manipulate light and shadows gives photographers a remarkable creative advantage.

Storytelling Through Photography

A photograph can speak volumes without a single word. It can tell stories, evoke memories, and convey emotions. Whether you're documenting a bustling city street, a serene landscape, or a candid moment between loved ones, your photos have the power to transport viewers to that exact moment and place.

To enhance your storytelling, focus on capturing candid moments, emotions, and details that might otherwise go unnoticed.

The Digital Darkroom

In the digital age, post-processing has become an integral part of photography. Just as a traditional darkroom was used to develop film, modern photographers use software like Adobe Lightroom or Photoshop to enhance and refine their images. From adjusting exposure and color balance to removing blemishes and adding creative filters, post-processing allows photographers to put their unique stamp on their work.

Finding Inspiration Everywhere

One of the most beautiful aspects of photography is that inspiration can be found anywhere. From the bustling city streets to the tranquillity of nature, every moment holds the potential for a striking photograph. Keeping your eyes open and being present in the moment helps you discover hidden gems and capture the beauty of the everyday.

Conclusion

Photography is an endless journey of exploration and self-expression. It's about capturing fleeting moments, expressing emotions, and sharing your perspective with the world. By mastering the art of composition, understanding light, and embracing the storytelling aspect of photography, you can create images that resonate with others and leave a lasting impact. So grab your camera, step out into the world, and embark on an exciting visual adventure that will forever change the way you see and capture moments.

SPIRITUALITY IN MUSIC

By Priyam Kalindi
The Guitarist
BBA in Digital Marketing

Spirituality has been a significant theme in music throughout history. Many musicians have drawn on their spiritual beliefs and experiences to inspire their music, create a sense of transcendence, and connect with their listeners on a deeper level.

Music and spirituality are intricately related, with spirituality often being the inspiration for the creation of music, and music so often creating the desired atmosphere for a spiritual occasion. Music has been used in many different spiritual traditions, from Christian hymns to Islamic chanting to Hindu devotional music. Some genres of music, such as gospel music and devotional music, are explicitly designed to express spiritual themes and inspire worship and reflection.

Music has long been considered as a powerful tool for spiritual connection and personal growth. From ancient rituals to modern meditation practices, music has been used throughout history to evoke strong emotions, uplift the spirit and help individuals connect with their inner selves.

Music can also be a means of exploring spiritual themes and experiences in a more abstract or metaphorical way. For example, many musicians use metaphor and symbolism in their lyrics to express spiritual ideas, such as the search for meaning, the struggle between good and evil, or the pursuit of transcendence.

In addition to lyrics, the sound and structure of music can also evoke spiritual experiences. Many musicians use techniques such as repetition, harmony, and rhythm to create a sense of unity and transcendence in their music.
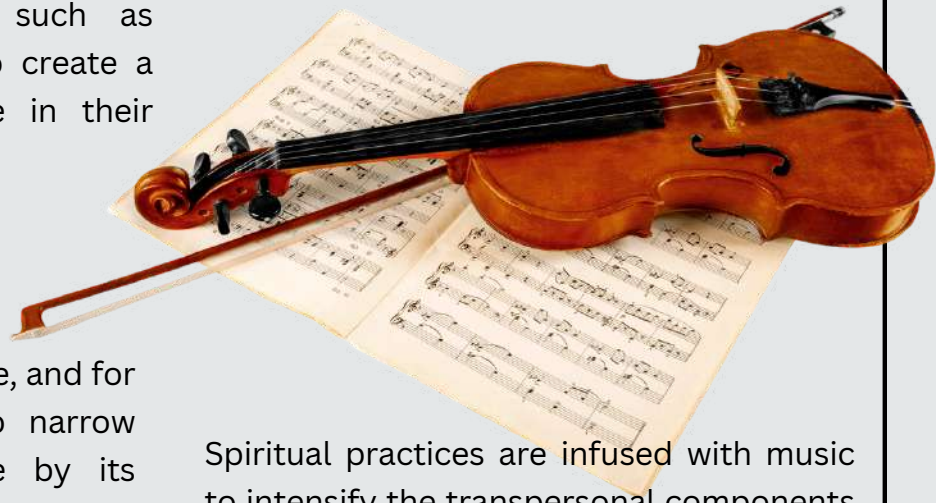
Music is a uniquely human experience, and for years, researchers have sought to narrow down and define this experience by its psychological elements. As a facet of worship around the world, music has been associated culturally with religion and spirituality, and as a form of art and entertainment, music has spoken to multitudes of individuals at deeply personal, and yet universally human, levels. Therefore, these three elements – spirituality, religion, and emotions – have been key to understanding music's psychological effects. Yet as intertwined as these elements are, human responses to music have been challenging to trace back to the original source, and more research is required to understand the spiritual, religious, or emotional cause of music's power over the human psyche.

Spiritual practices are infused with music to intensify the transpersonal components of worship, meditation, and ritual. Correspondingly, musical encounters are infused with spirituallybased beliefs and practices to provide individuals connections with themselves and others in uniquely powerful ways. For many, this easy, reciprocal flow from music to spirituality may come as no surprise: both are malleable mediums responsive to the people engaging with them and the settings in which they are engaged.

Overall, spirituality has played a significant role in music throughout history, inspiring musicians to create music that expresses their deepest beliefs and experiences and connecting listeners with a sense of transcendence and meaning.

THE IMPORTANCE OF EFFECTIVE DELEGATION: EMPOWERING YOUR TEAM FOR SUCCESS

By MD Jasim
Effective Team Player
BBA in Digital Marketing

Delegation is a critical skill for managers to master. It allows managers to focus on higher-level tasks and empowers their team members to take on more responsibility and grow in their roles. Effective delegation can also increase team morale and productivity, resulting in a more successful organization. In this article, we will explore the importance of effective delegation and provide some guidance on how to delegate in a way that empowers your team for success.

Define tasks and responsibilities clearly

To delegate effectively, it's essential to define tasks and responsibilities clearly. Ensure that your team members understand what is expected of them and provide clear instructions on how to complete the task. This will help to prevent misunderstandings and ensure that the task is completed to a high standard.

Set clear deadlines and provide support

Set clear deadlines for delegated tasks and provide support to ensure that your team members have everything they need to complete the task successfully. Check-in regularly to provide feedback and offer guidance where necessary. This will help your team members feel supported and confident in their ability to complete the task.

Match tasks to skills and strengths

Effective delegation involves matching tasks to the skills and strengths of team members. Assigning tasks that play to their strengths will help to build confidence and increase their sense of ownership over their work. It will also increase the likelihood of success and ensure that the task is completed in a timely manner.

Encourage feedback and communication

Encourage feedback and communication throughout the delegation process. Check-in regularly to ensure that the task is progressing as planned and that your team member has everything they need to succeed. Be open to feedback and suggestions, and work collaboratively to resolve any issues that arise.

Celebrate successes

Celebrating successes is an essential part of effective delegation. Acknowledge and appreciate the work that your team members have done and celebrate the successes that they achieve. This will help to build morale and motivation and encourage your team members to take on more responsibility in the future.

Conclusion

Effective delegation is essential for the success of any organization. By defining tasks and responsibilities clearly, matching tasks to skills and strengths, setting clear deadlines and providing support, encouraging feedback and communication, and celebrating successes, managers can delegate in a way that empowers their team members and leads to increased productivity and morale.

EFFECTIVE TIME MANAGEMENT FOR MANAGERS

By Sawan kumar
Skilled in Management
BBA in Supply Chain

As a manager, time management is essential for success. With multiple responsibilities and tasks to juggle, it can be challenging to balance competing priorities and manage time effectively. In this article, we will explore various strategies for effective time management for managers, including prioritization, delegation, and setting boundaries.

✅ Prioritize Tasks

Prioritizing tasks is critical for effective time management. As a manager, it's essential to focus on the most important tasks and delegate lower-priority tasks to team members where possible. Use tools like the Eisenhower matrix to determine which tasks are urgent and important and prioritize them accordingly.

✅ Use Time-Blocking

Time-blocking is a strategy that involves blocking off chunks of time in your schedule to focus on specific tasks. By dedicating time to specific tasks, managers can avoid distractions and ensure that critical tasks are completed on time. Consider using a tool like Google Calendar to block off time for specific tasks.

✅ Delegate Effectively

Delegating tasks to team members is a key component of effective time management. By delegating lower priority tasks to team members, managers can focus on high-priority tasks that require their attention. When delegating, be clear about the task's scope, deadline, and expectations for completion. Check in regularly to provide support and guidance.
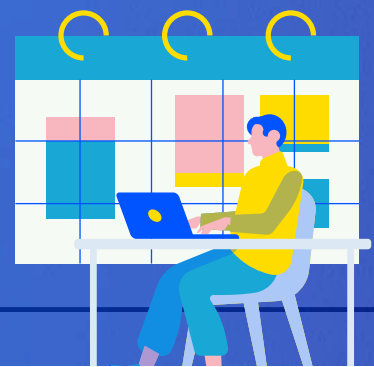
Set Boundaries

Setting boundaries is essential for effective time management. As a manager, it's easy to fall into the trap of working long hours and being constantly available to team members. However, this can lead to burnout and a lack of work-life balance. Set clear boundaries for when you are available and communicate these boundaries to team members. Consider using tools like email autoresponders to manage expectations around response times.
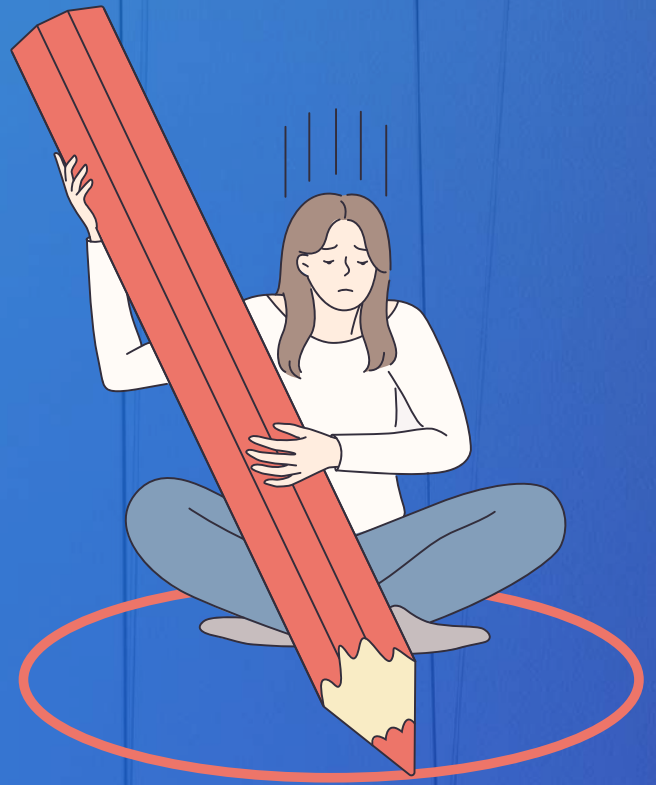
Eliminate Distractions

Distractions can be a significant obstacle to effective time management. As a manager, it's essential to eliminate distractions where possible. Consider using tools like noise-cancelling headphones, turning off notifications on your phone, and using website blockers to avoid time-wasting websites.

In conclusion, effective time management is essential for managers. By prioritizing tasks, delegating effectively, using time-blocking, setting boundaries, and eliminating distractions, managers can balance competing priorities and manage their time effectively. By doing so, managers can increase their productivity, reduce stress, and achieve greater success in their roles.

BUSINESS DEVELOPMENT
AND
ITS WAY

By Sushmeli Chatterjee
Accuracy in-built
BBA in Digital Marketing

Business development is the process of identifying and pursuing opportunities for growth and expansion within an organization. The goal of business development is to increase revenue, market share, and profitability through strategic initiatives and partnerships.

Here are some key aspects of business development:

Market research: To identify growth opportunities, businesses need to conduct market research to understand customer needs and preferences, as well as competitive dynamics and market trends.

Strategic Planning:

Based on market research, businesses can develop a strategic plan for growth that outlines key objectives, priorities, and initiatives.

Sales and marketing: To drive growth, businesses need to be able to effectively sell their products or services to customers. This requires a strong sales and marketing function that can reach new customers and drive revenue growth.

Innovation: Innovation is critical to staying ahead of the competition and driving growth. Businesses can foster innovation by creating a culture that encourages experimentation and risk-taking, and by investing in research and development.

Partnerships and collaborations: Partnerships and collaborations can help businesses expand their reach and access new markets or customer segments. Businesses can pursue partnerships with other companies, industry associations, or academic institutions to drive growth.

Monitoring and measurement: To ensure that business development efforts are on track, businesses need to monitor and measure their progress. This might include tracking key performance metrics, conducting customer surveys, or soliciting feedback from employees.

Overall, successful business development requires a strategic and proactive approach to identifying and pursuing growth opportunities. By focusing on market research, innovation, sales and marketing, partnerships, and progress monitoring, businesses can position themselves for long-term success and sustainable growth.

THE ROLE OF EMOTIONAL INTELLIGENCE IN EFFECTIVE LEADERSHIP

By Kushal Roy
An Effective Leader
BBA in Digital Marketing

INTRODUCTION

Effective leadership is essential for the success of any organization. While technical skills and
experience is important, emotional intelligence (EI) plays a crucial role in leadership effectiveness.
EI refers to the ability to understand and manage one's own emotions, as well as those of others. In
this article, we'll explore the importance of emotional intelligence in leadership and how it can be
developed and improved.

THE IMPORTANCE OF EMOTIONAL INTELLIGENCE IN LEADERSHIP

Leaders who possess emotional intelligence are better able to understand the needs and
motivations of their employees. They are able to communicate effectively, build relationships, and inspire and motivate others. This leads to higher levels of engagement and productivity, as well as better outcomes for the organization.
In addition, leaders who are emotionally intelligent are better able to manage conflict and handle
difficult situations. They are able to remain calm under pressure, make informed decisions, and maintain positive relationships with others.

Emotional intelligence can be developed and improved through various methods, including:

✅ **Self-Awareness:** Self-awareness is the ability to recognize and understand one's own emotions. This can be developed through practices such as meditation, journaling, and seeking feedback from others.

✅ **Self-Regulation:** Self-regulation involves managing one's own emotions and behaviors. This can be developed through practices such as mindfulness, deep breathing, and setting clear boundaries.

✅ **Empathy:** Empathy is the ability to understand and relate to the emotions of others. This can be developed through practices such as active listening, putting oneself in others'; shoes, and seeking to understand different perspectives.

✅ **4. Social Skills:** Social skills involve building and maintaining positive relationships with others. This can be developed through practices such as networking, mentoring, and seeking feedback from others.

Leaders who possess emotional intelligence can have a significant impact on the organization.

Some of the benefits include:

1. **Improved Employee Engagement:** Employees who feel understood and supported by their leaders are more engaged and motivated.

2. **Enhanced Collaboration:** Leaders who are able to build positive relationships with others are better able to collaborate and work effectively with others.

3. **Increased Innovation:** Leaders who encourage creativity and innovation are more likely to inspire new ideas and approaches.

4. **Better Decision-Making:** Leaders who are able to manage their emotions and remain calm under pressure are better able to make informed decisions.

Conclusion:

Emotional intelligence plays a crucial role in effective leadership. Leaders who possess emotional intelligence are better able to understand and manage their own emotions, as well as those of others. They are able to communicate effectively, build relationships, and inspire and motivate others. Developing emotional intelligence can lead to higher levels of engagement and productivity, as well as better outcomes for the organization.

ARTIFICIAL INTELLIGENCE

Abir Kumar Mondal
A Logical Thinker
BBA in Digital Marketing

INTRODUCING TO AI

Artificial Intelligence (AI) is transforming the corporate world in numerous ways, enabling businesses to improve their operations, increase efficiency, and gain a competitive edge.

Here are some of the key ways in which AI is transforming the corporate world:

Automation: AI is being used to automate repetitive tasks, such as data entry, customer service, and scheduling. This enables businesses to free up employees to focus on more complex and creative tasks.

Predictive analytics: AI algorithms can analyze large amounts of data to identify patterns and make predictions. This is particularly useful in areas such as sales forecasting, risk management, and fraud detection.

Personalization: AI can be used to personalize marketing and customer experiences. For example, AI algorithms can analyze customer data to make product recommendations or create personalized marketing campaigns.

Process optimization: AI can analyze processes and identify areas for optimization, such as reducing waste or improving production efficiency.

Enhanced cybersecurity: AI can be used to detect and prevent cyber attacks by identifying patterns in network traffic and user behavior.

HUMAN VS AI

Human workers and AI are both important in the corporate world, and they each bring unique strengths and capabilities to the table. Here are some of the key differences between humans and AI in the corporate world:

Creativity and innovation: Humans are generally better at creative and innovative tasks, such as brainstorming new ideas or designing new products. AI can analyze data and identify patterns, but it's not yet capable of the kind of creative thinking that humans can do.

Emotional intelligence: Humans are better at understanding and responding to emotions, which is particularly important in customer service and other areas where empathy and social skills are important.

Flexibility and adaptability: Humans are better able to adapt to changing circumstances and unexpected situations. AI is generally designed to work within specific parameters and may struggle when faced with unexpected challenges.

Speed and efficiency: AI is generally faster and more efficient than humans when it comes to performing certain tasks, particularly those that involve processing large amounts of data.

Learning and improvement: AI can learn and improve over time based on feedback and data analysis. While humans can also learn and improve, they may not be as consistent or objective as AI.

Overall, the most successful businesses in the corporate world will likely be those that can find the right balance between human and AI capabilities, leveraging the strengths of each to achieve their goals.

While AI can be incredibly powerful, it's important not to overlook the unique contributions that humans can make to the workplace.
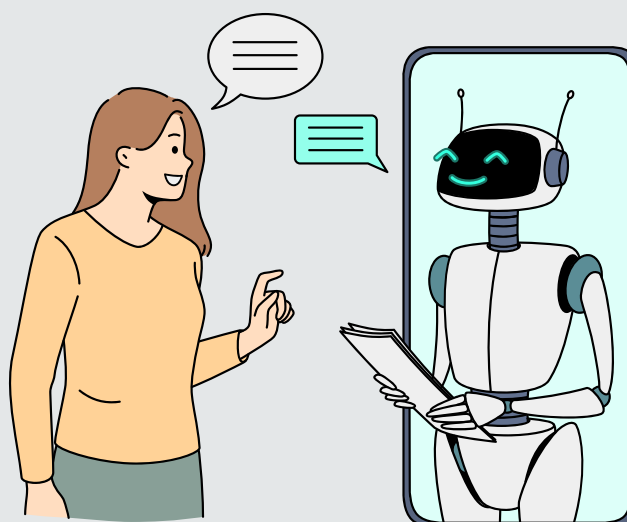
PLACEMENT RECORDS

Serial no.	Name	Stream	Placement
1	Beena Pradhan	BBA	Eden Realty +Zhongcai India Chemical Building Material Ltd.
2	Ipsita Naskar	BBA	Arvind Fashions Limited (US Polo)
3	Jaasia Tanzeel Jaffrey	BBA	Spacio Interiors
4	Jit Halder	BBA	Byju's
5	Lavi Dutta	BBA	Eden Realty
6	Sumana Banerjee	BBA	BG Group
7	Ayan Kanji	BBA	Ufaber Edutech
8	Jamil uddin sekh	BBA	Ufaber Edutech
9	Joyita Debnath	BBA	Byjus
10	Karan Kumar Singh	BBA	Ambuja Realty OJT
11	Palash Halder	BBA	Dhristi IAS, Intellipat
12	Rishikesh Dogra	BBA	Dhristi IAS
13	Romit Bera	BBA	Dhristi IAS
14	Samrat Banerjee	BBA	Byju's/Hirect
15	Triyangshu Pradhan	BBA	Ufaber Edutech

TRENDS OF RESULTS

School of Humanities, Management & Social Sciences
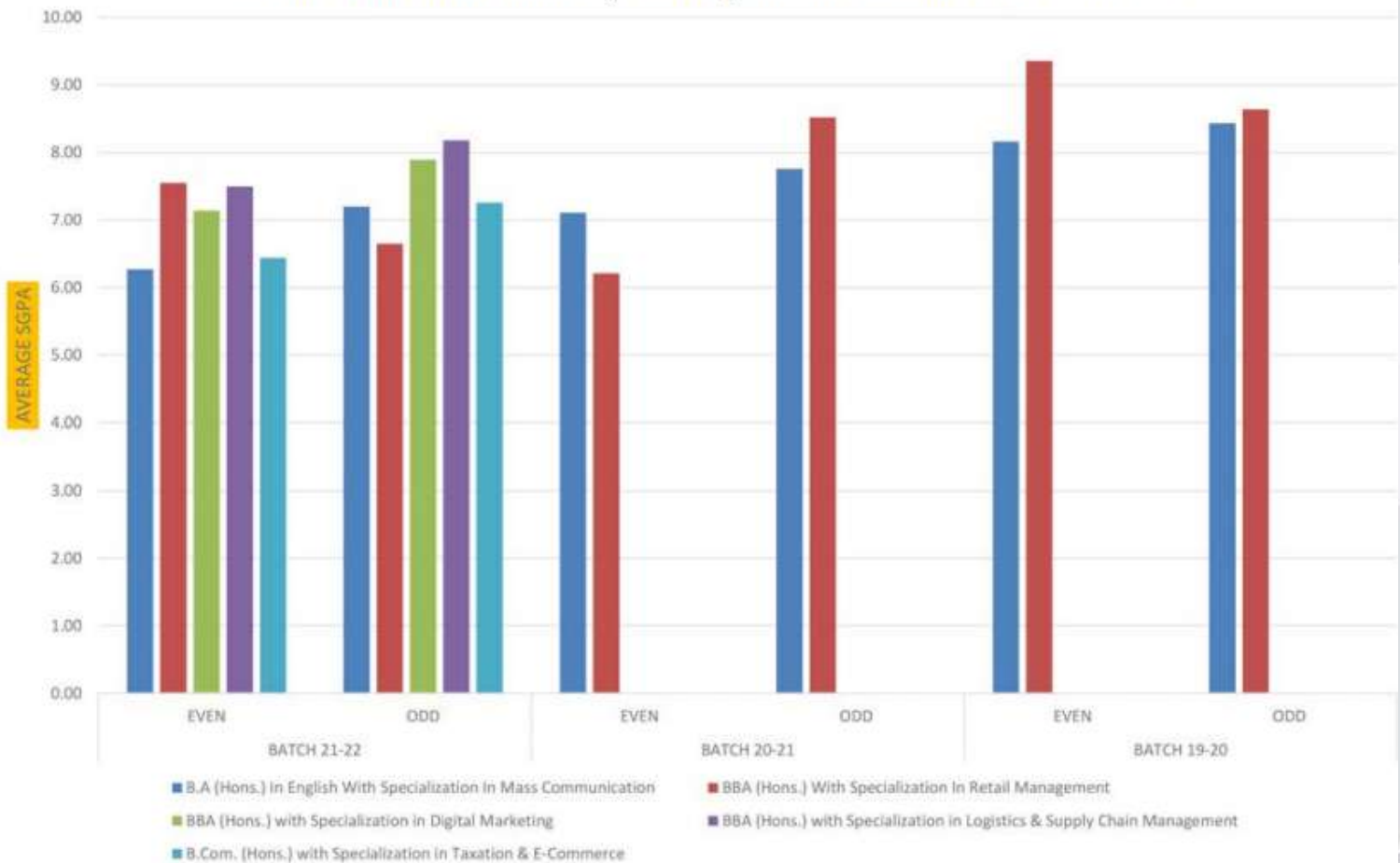
Friends   Fun   Faith

SPOTLIGHT

BUILDING A LEGACY OF EXCELLENCE

National Innovation Day, Branding Competition
Abir Kumar Mondal,
1st Runner Up
BBA, Digital Marketing

DAILY NEWS

Word • Business • Finance • Lifestyle • Travel • Sport • Weather

Digital Marketing Presentation,

The role of Digital facilitators in Businesses Winners:
Utsav Chakrabarty, Mohima Dey
Runner Ups:
Abir Mondal, Sushmeli Chatterjee

Handball Champion,
Manasi Basak,
BBA Digital Marketing

Man of the Match, Basketball Competition
Sanskriti Shreya,
BCOM in Taxation & Ecommerce

The success goes on!

Congratulations!

AmbujaNeotia

THE NEOTIA UNIVERSITY
ज्ञानम् आत्म प्रदीपाय   UGC Enlisted & Recognised

The Neotia University
Heartily
Congratulates
Arya Kumar Chourasiya
from BBA (Retail Management)
Final year students.

Won the Gold Medal in Taekwondo State Level
Championship held on 27-29 December 2022 at Purulia,
West Bengal. Now elected for National Level under 68
weight category senior male. National level I is going
to be held at Pondicherry on 10-12 february 2023

www.tnu.in

Whale Tank Series 2
By the department of BBA
Where business ideas were embraced and the young minds were nurtured.
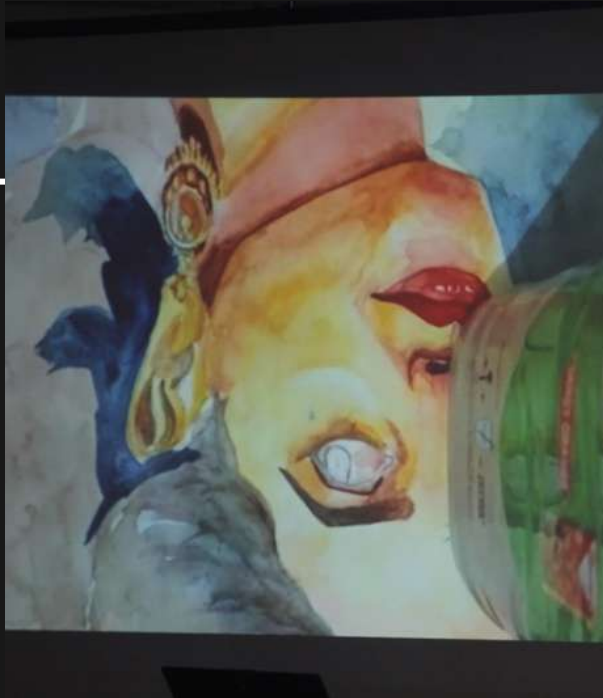
Basketball Premiere League
Runner-Up Team Sushmeli Chatterjee, BBA Digital Marketing

Football Premiere League
Winning Team Abir Kumar Mondal- the Goalkeeper, BBA Digital Marketing

ART

Talent & Skill Club
Inauguration Day
Art by Maumita Ghosh
BBA Digital Marketing

CRAFT

Art By
Riya Mondal
BBA in Retail
Management

Man of the Match & Handball
Champion,
Sushmeli Chatterjee, BBA
Digital Marketing

Talent & Skill Club Member,
Maumita Ghosh,
BBA Digital Marketing

Ideas rule the world,
Presenting Intra-College Business Ideas,
Sisir Ghorai & Saijuddin Khan
BBA Digital marketing.
On the Right- Koustav Charan & Anish
Mondal, BBA Retail and Logistics.

TNU Commerce Department participated in
Horizon Business Fest Organized by SNU

The Winners

Sanskriti Shreya, Kritikia Sanyal and Ayush Kumar from B.COM Specialization in Taxation and Ecommerce, got the first position in the fest.

Industry Visit at

Coca-Cola

BBA Retail & Supply Chain Management

Industry Visit to Vikram Solar
BBA Digital Marketing & B.COM

The Spring
Radhachuras

MINUTES

MOMENTS

Department Magazine   September, 2023

MEMORIES

Campus diaries
Friendship Matters

Visual stories
#NEOTIANS

A BUSINESS CONCLAVE

Shaping Future Leaders

ABC- A Business Conclave is a platform for BBA undergraduates to showcase their passion for entrepreneurship and business. An initiative taken by the HOD of BBA & Commerce Department decided to launch this event so that they gain the practical knowledge of how the real-market works

The tagline-"Shaping Future Leaders" tells half of the story, how the department has thought out of the box to make the students future leaders in the market.

Dr. Sweta Rani- Thought Leader of A Business Conclave.

Her never -ending support for students has encouraged us to do big in life. As she said work is life and we must keep working with zero percent error- that's what define a management student.

Mr. Suhash Mukherjee
Head of Student Affairs

His words encouraged us to give our best in the competition

The Winner's trophy
Best Performing Team

For which the rivalry continues

The Stalls

Snack Zilla- The Food Stall

that served with care. The appetizing items made the stall popular. The students tried their best to fulfil the demands and meet profit. Understanding of demand & supply were the core thing we learned here.

Gaming Goblins-
The Game Stall

It focuses on ignite the value of sports and games in our lives. The stall made the event more energetic with funny games & activities.

Hand & Craft-
The Handcraft Stall

It produces extraordinary handmade items that showcased the art of students that led him to win the event.

GROUP WORK NEVER FADES

#ABCGlimpses

THE
WINNERS

Ronit Raj Singh,

BBA with Supply Chain Management Winning Trophy under Online Gaming Category.

Handcraft Stall was declared the winner of the event for outstanding team management and satisfying customer needs. Highly qualified team for the trophy.

LESSONS ABC TAUGHT !

"Result is not in your hand but the process is. Winning or loosing is a momentary action. The process of the work should be effective. Defeat is the greatest teacher, it teaches you to have faith, patience and keep moving as the victory tastes delicious when it is achieved with great effort."

-An ABC Participant

CAMPUS

TNU AT ITS BEST

Greenery Amplifying!

Reflection of Art.

Welcoming Monsoon.

THROUGH LENS

FOREVER MATES

College Days are best...ever thought why? may be because of having the best sets of friends

**The Royal Parade of
Marine Engineers - Captured**

**A walk..
through this lane
can heal you better**

THE CREW

1st Year BBA & B. Com

2nd Year BBA & B. Com

3rd Year BBA & B. Com

UNTIL NEXT TIME:

Corridor has been a testament to the untold creativity intellect, and passion of students everywhere. Through these pages, we have celebrated the power of youthful voices, highlighting the ideas and achievements that shape our generation.

As students, we have embraced the challenges and triumphs that come with pursuing knowledge. We have questioned, explored, and dared to dream beyond the boundaries of conventional thinking. This magazine has been a platform for our stories, our dreams, and our unwavering commitment to making a difference.

Through *Corridor* we have walked the hallways of knowledge, uncovering hidden gems of wisdom and shedding light on the issues that matter most to us. This magazine has become a vibrant tapestry, woven together by the voices, talents, and aspirations of fellow students.

Until we meet again, keep dreaming, keep learning, and keep inspiring. The future is ours, and it holds endless possibilities.

The *garden*

SCENIC SUNFLOWERS

Being selfless like the flowers is all what the humans need today. Making others happy is the most satisfactory feeling ever. Love others make this world a better place.