

COMMERCE ASSOCIATION



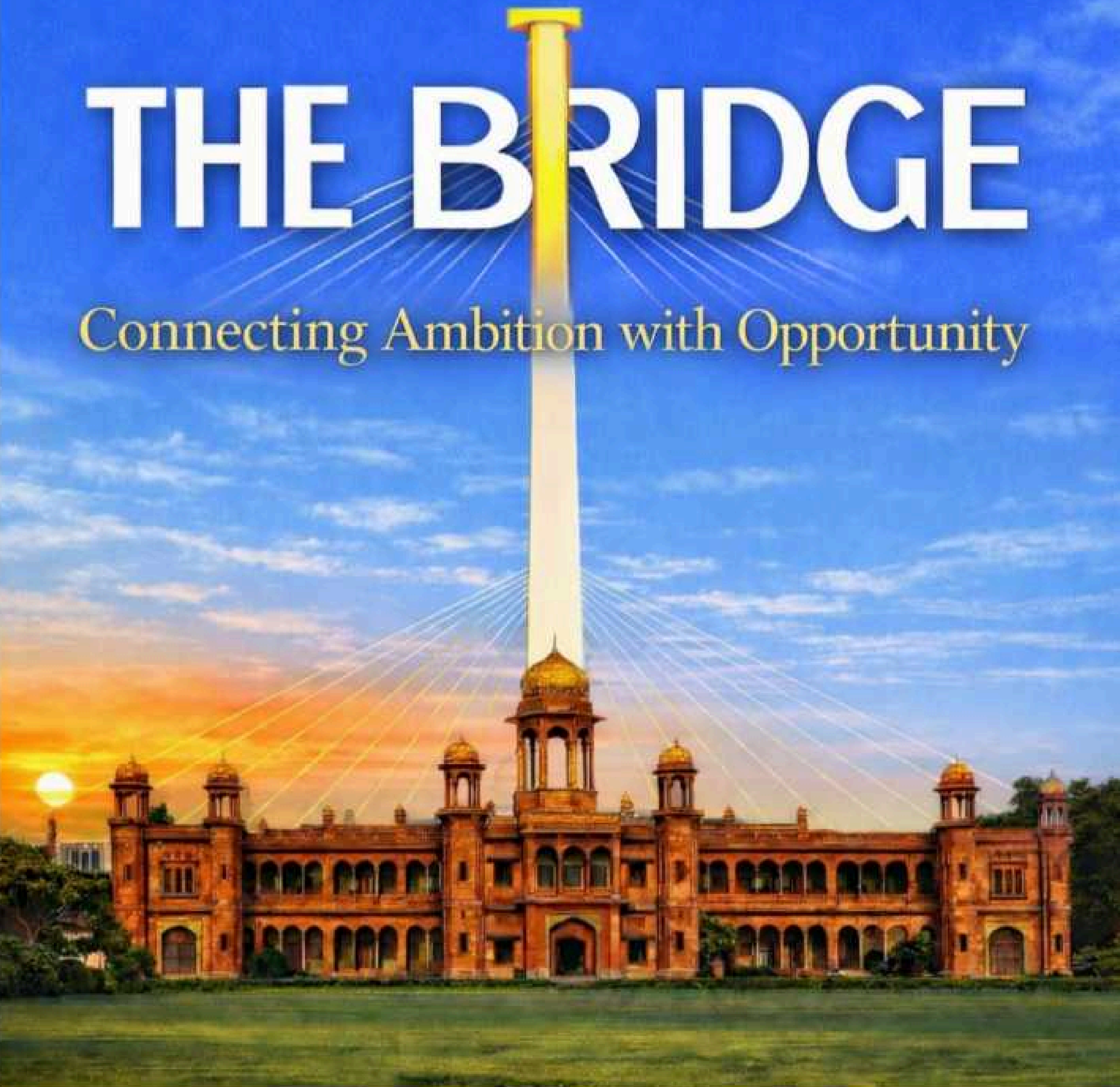
FACULTY OF COMMERCE



ST. JOHN'S COLLEGE, AGRA

THE BRIDGE

Connecting Ambition with Opportunity



E - Magazine Volume 1, Feb 2026

PREFACE

● *“Where ambition meets opportunity, futures are forged.”*

The inaugural edition of **The Bridge: Connecting Ambition with Opportunity** marks the beginning of a purposeful academic initiative within our institution. Conceived as more than a compilation of articles, this publication aspires to serve as a lasting platform for intellectual exchange, reflective inquiry, and progressive thought in the field of commerce.

In an era characterized by economic dynamism and global interdependence, the pursuit of commerce demands analytical depth, ethical awareness, and strategic foresight. The Bridge is envisioned as a conduit between structured academic learning and the evolving realities of the professional world — a space where ideas are examined with rigor and aspirations are shaped with clarity.

As the first edition of what we hope will become a continuing tradition, this magazine symbolizes collective effort, academic discipline, and the confidence of young minds prepared to translate knowledge into impact. It stands as a foundational step toward fostering dialogue, encouraging critical perspective, and nurturing leadership grounded in competence and integrity.

May this beginning set the tone for many future editions, each strengthening the bridge between ambition and opportunity.

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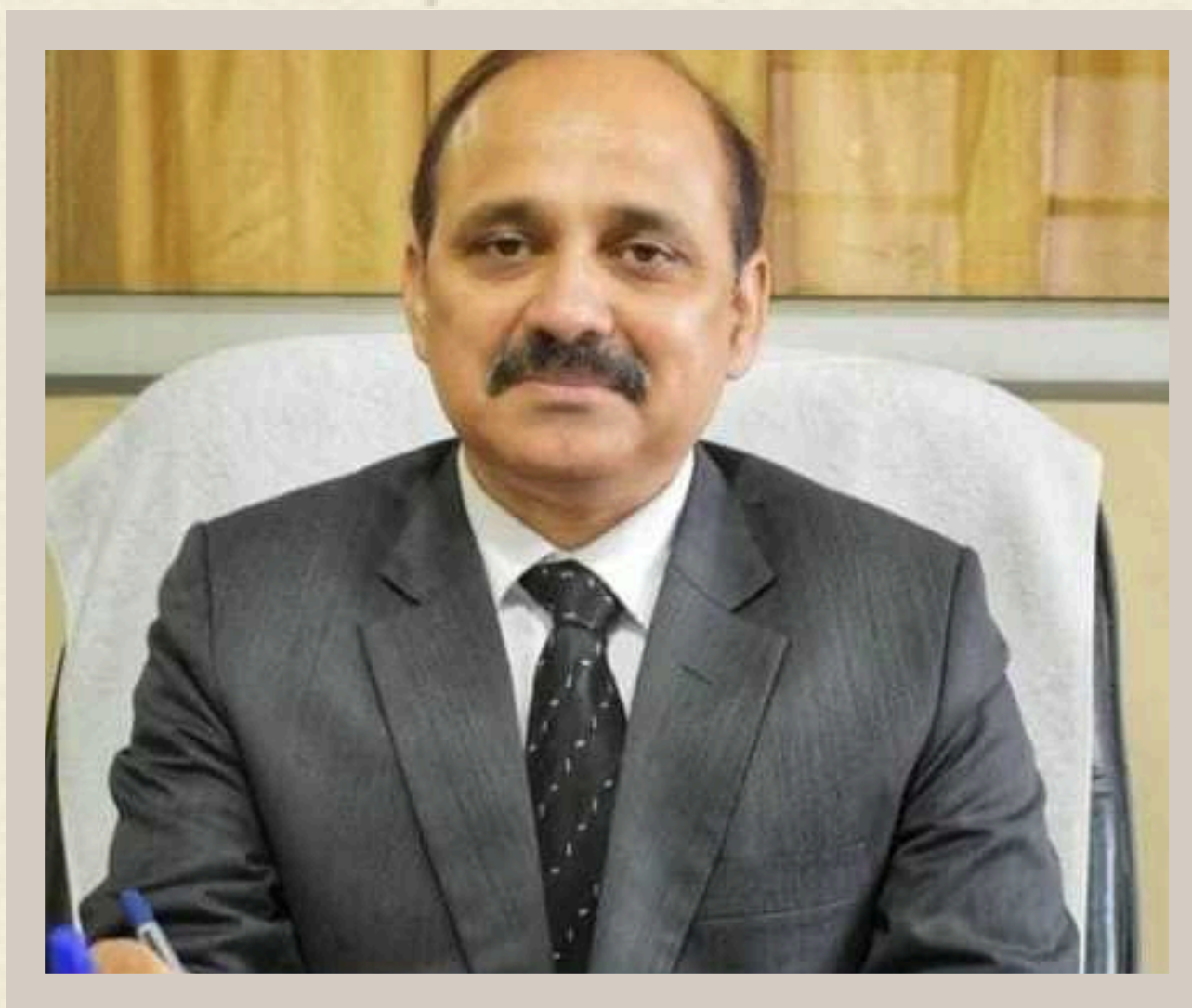
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Message from the Principal



*It gives me immense pleasure and pride to congratulate the Commerce Association of St. John's College, Agra, on the launch of the inaugural edition of its e-magazine, **The Bridge**. The subtitle, “**Connecting Ambition with Opportunity**,” is not merely a tagline; it eloquently captures our institutional commitment to harmonising theoretical insight with meaningful, real-world application in an increasingly interconnected global economy.*

*The release of this publication alongside the National Conference on “**Viksit Bharat @2047: Strategies for Inclusive and Sustainable Global, Sectoral Transformation of India**” is both timely and significant. As India advances towards the vision of a developed nation by 2047, it becomes imperative that our students—who will shape the economic and intellectual contours of tomorrow—engage thoughtfully with questions of sustainability, inclusivity, innovation, and sectoral transformation.*

I commend the editorial board and contributors for their scholarly diligence and intellectual maturity in addressing contemporary issues in commerce while also reflecting the vibrant academic spirit of our campus. Such initiatives enrich the culture of inquiry and expression that defines St. John's College.

*I encourage our students to regard **The Bridge** as a dynamic forum for informed dialogue and creative articulation. May it inspire you to think critically, write persuasively, and contribute meaningfully to the evolving discourse of commerce and nation-building.*

May this e-magazine continue to serve as a beacon of knowledge, nurturing research, excellence, and academic distinction within the Department of Commerce.

Prof. S. P. Singh
Principal
St. John's College, Agra

From the DEAN'S DESK



*It gives me immense pride and pleasure to present the First Volume, First Issue of **The Bridge – Connecting Ambition with Opportunity**, the official academic magazine of the Faculty of Commerce. This inaugural edition marks the beginning of a visionary platform that seeks to connect ideas with action, learning with leadership, and ambition with meaningful opportunities.*

*As the title beautifully reflects, **The Bridge** symbolizes connection — between knowledge and practice, theory and application, aspiration and achievement. This magazine has been thoughtfully conceptualized, developed, and curated by our students under the dedicated guidance of faculty members. It stands as a shining example of collaborative academic effort and the vibrant intellectual culture nurtured within our Faculty.*

The articles featured in this issue reflect analytical thinking, research orientation, and contemporary perspectives in the fields of commerce, economics, finance, entrepreneurship, and business management. It is heartening to witness our students engaging deeply with academic discourse and expressing their insights with clarity and confidence.

*The launch of **The Bridge** on the occasion of the National Conference themed “**Viksit Bharat @2047: Strategies for inclusive and sustainable Global, sectoral transformation of India**” makes this moment even more significant. As India moves steadily toward its vision of becoming a developed nation by 2047, the role of commerce education becomes increasingly crucial. The young contributors to this magazine represent the future architects of India’s economic progress — innovators, entrepreneurs, policymakers, and responsible corporate leaders who will shape the journey toward a developed Bharat.*

This publication also documents the wide array of academic and co-curricular activities conducted throughout the year, reflecting our commitment to holistic and experiential learning. From seminars and workshops to industry interactions and research initiatives, these engagements strengthen the academic foundation of our students.

I sincerely appreciate the editorial board, student contributors, and faculty mentors whose dedication and hard work have brought this vision to life. Their enthusiasm and commitment have transformed an idea into a remarkable academic milestone.

*I am confident that **The Bridge** will continue to grow as a dynamic forum for knowledge sharing, research, innovation, and meaningful dialogue. May this first issue inspire many more editions, each elevating the standards of scholarship and academic excellence.*

*I extend my heartfelt congratulations to the entire Faculty of Commerce on this proud beginning and convey my best wishes for the continued success of **The Bridge**.*

With warm regards,
Mr. A.C. Gupta
Chairman
Faculty of Commerce

From the Desk of Head,
Department of Accounts & Law &
Coordinator B.Com Vocational



Dear Readers, Students, Faculty, and Valued Stakeholders,

*It fills me with immense pride and great pleasure, in my capacity as Head of the Department, to present to you the inaugural edition of The Bridge, our very own Commerce Faculty Magazine. This publication represents a significant milestone for our department and a testament to our collective vision. Our core belief, encapsulated in the magazine's theme, is **"Connecting Ambition with Opportunity."** We envision **"The Bridge"** as more than just a magazine; it is a dynamic platform designed to foster intellectual curiosity, facilitate robust discussions, and showcase the vibrant academic and professional landscape within and beyond our department.*

In these pages, you will find a rich tapestry of articles, insights, and perspectives from our bright students. We aim to highlight ground breaking research, successful entrepreneurial journeys, career guidance, and analyses of current trends in commerce. Our goal is to provide content that not only informs but also inspires, equipping our community to bridge the gap between their aspirations and the vast opportunities that lie ahead.

*I extend my heartfelt gratitude to everyone who contributed their time, talent, and dedication to bringing **"The Bridge"** to life. Your commitment has been truly instrumental.*

*I invite each of you to delve into the thoughtful content we have curated. May **"The Bridge"** serve as a valuable resource, a source of inspiration, and a strong connection for our entire community. We also encourage you to explore further at www.thebridgemag.com.*

Warm regards,

Prof. Sanjeev Sharma

Head Department of Accounts & Law

& Coordinator B.Com. Vocational

A handwritten signature in black ink, appearing to read 'Sanjeev Sharma', enclosed within a white rectangular box.

From the Desk of
Associate Professor and Head
Department of Applied Business Economics



*A Milestone Achievement: Congratulations on the Launch of E-Magazine **"THE BRIDGE"***

*To the Esteemed Dean, Academic Colleagues, Administrative Staff, and Students of the Faculty of Commerce, It is with immense pride and heartfelt enthusiasm that I, on behalf of the Department of Applied Business Economics, extend our warmest congratulations to the entire Faculty of Commerce community on the spectacular launch of our new digital platform, the E-Magazine, **"THE BRIDGE."***

*This launch is not merely the debut of a publication; it is a landmark event that perfectly coincides with a momentous occasion—the 175th-anniversary celebration of the foundation of St. John's College in 2025. To witness the Faculty of Commerce contribute such a forward-thinking and dynamic initiative during this historic year is truly inspiring. The name, **"THE BRIDGE,"** is profoundly apt. In a world that is constantly evolving, this e-magazine will serve as a vital conduit, A Bridge Between Academia and Industry, A Bridge Between Disciplines, A Bridge Between the Faculty and the World*

*For the Department of Applied Business Economics, this initiative holds special significance. **"THE BRIDGE"** provides the perfect platform to translate economic theories into practical commentary, to analyze market trends, and to foster the very dialogue that drives business innovation. We look forward to contributing our perspectives and engaging with the rich content that will undoubtedly fill its pages. We applaud the vision and dedication of everyone involved in bringing **"THE BRIDGE"** to life—from the Dean's office for its leadership, to the editorial team for their hard work, and to the contributors who will fill it with their valuable voices.*

*May **"THE BRIDGE"** long stand as a testament to our Faculty's commitment to excellence, innovation, and community. Here's to a successful journey ahead, and to many more years of connecting, informing, and inspiring, all in the glorious light of the 175-year legacy of St. John's College.*

Congratulations and best wishes!

Warm regards,

Dr. Raju Thomas

Head, Department of Applied Business Economics

A handwritten signature in black ink, appearing to read 'Raju Thomas', enclosed within a white rectangular box.

Viksit Bharat 2047

Inclusive & Sustainable Transformation of India.

As we launch the first edition of our e-magazine, “The Bridge”, we stand at a historic intersection where the vision of Viksit Bharat 2047 meets the 175-year legacy of St. John’s College, Agra. Both journeys symbolize resilience, transformation, and the pursuit of excellence. India’s aspiration to become a developed nation by 2047—coinciding with the centenary of independence—demands strategies that are inclusive, sustainable, and globally relevant. At the same time, St. John’s College, with its heritage of nurturing minds and shaping leaders, reflects the very spirit of this national mission.

The vision of Viksit Bharat 2047 is multidimensional. Economically, India must evolve into an innovation-driven powerhouse, fostering entrepreneurship, strengthening MSMEs, and ensuring equitable access to resources. Socially, development must embrace diversity, bridging rural-urban divides, empowering women, and uplifting marginalized communities. Sustainability must be at the core, with renewable energy, circular economies, and climate-resilient agriculture guiding growth. Globally, India must not only participate but lead in shaping discourse on technology, diplomacy, and cultural exchange.

Education is central to this transformation. Universal access to quality learning, digital literacy, and critical thinking will prepare youth for the future. Institutions like St. John’s College must integrate into global academic networks, fostering research collaborations and exchanges. Healthcare too must be strengthened, with rural infrastructure, telemedicine, and preventive care ensuring well-being for all. Agriculture must adopt climate-resilient practices, AI-driven crop management, and rural entrepreneurship hubs to empower local economies. Industry must expand sustainably under Make in India, encouraging startups in AI, biotechnology, and clean energy, while governance must remain transparent, citizen-centric, and participatory.

St. John’s College, celebrating 175 years, embodies these principles. Since its founding in 1845, it has nurtured leaders across academia, governance, and social reform. Its anniversary is not only a tribute to its heritage but also a reaffirmation of its responsibility to align with India’s future. By embedding sustainability, inclusivity, and innovation into its mission, the college mirrors the national vision of transformation. Institutions of learning are not passive observers; they are active architects of change. Ultimately, strategies alone do not build nations—people do. Inclusivity means weaving India’s diversity into its national identity, while sustainability ensures prosperity today does not compromise tomorrow. Together, they form the twin pillars of India’s transformation. The journey to 2047 is a collective endeavor, demanding participation from every sector of society.

Let us honor the past, embrace the present, and envision the future. Together, we can transform India into a nation that is not only developed but also inclusive, sustainable, and globally respected.

~Warm Regards,

Dr. Rohit Sinha

Associate Professor

Department of Business Administration

EDITORIAL

FOREWORD



ROW 1: (Left to Right) Hira Khan, Sneha Trehan, Prashansya Pathak, Karuna Anand

ROW 2 : Kunal Shakya, Arbaz Khan, Atharv Sharma

ROW 3 : Mithhil Upadhyay, Parth Jain, Shreshth Parolia, Parth Chaturvedi, Anubhav Sharma, Fahad Elahi

*Welcome to this edition of **The Bridge**. This magazine exists because of the students you see credited on these pages—the writers who stayed up late refining their stories, the photographers who captured moments that matter, the designers who brought it all together, and the editors who made sure every piece was worth your time. Making **The Bridge** isn't about perfection; it's about creating space for the voices, ideas, and perspectives that live on our campus. We wanted to build something you'd actually want to read, something that reflects who we are and what we're thinking about right now. Whether you're here for the features, the photography, the opinions, or just to see what your classmates have been working on, we're glad you picked this up. Thank you to everyone who contributed—and to you, for reading. We hope The Bridge becomes a place where your voice belongs too.*

~ Editorial Board

TEAM MEMBERS AND THEIR EXPERTISE

EXPERTISE	MEMBERS
AI and Marketing	Mithhil, Fahad, Arbaz, Hira, Kunal
Stock Market & Finance	Prashansya, Atharv, Anubhav, Parth C.
Entrepreneursip	Karuna, Shreshth, Sneha, Parth J.

A NOTE FROM THE CHIEF EDITOR



Respected Faculty Members and Dear Students,

*It is with sincere pride that I present the first edition of “**The Bridge: Connecting Ambition with Opportunity.**” This publication represents the formal articulation of a thoughtful academic initiative, conceived as a platform for meaningful engagement and disciplined expression. While this marks our inaugural step, it reflects a deliberate emphasis on vision, intellectual discipline, and uncompromising quality.*

The journey of bringing this edition to fruition has been defined by collaboration, diligence, and a shared sense of responsibility that embodies the spirit of our institution. Every stage of its development has been undertaken with seriousness of intent and a conscious resolve to uphold standards befitting an academic publication.

As Chief Editor, I regard this edition as a purposeful foundation — one that establishes a measured benchmark for the volumes that will follow. The objective has been to shape a publication distinguished by substance, refinement, and integrity. It is my expectation that initiatives guided by clarity and perseverance will mature into enduring institutional traditions.

I extend my sincere gratitude to our respected Principal for his continued trust and encouragement, and to our esteemed faculty members for their continuous motivation, support and guidance throughout the process, to all the members of editorial board for their unwavering support, whose dedication and commitment have brought this endeavour to completion.

*It is my expectation that **The Bridge** will continue to advance with consistency, discernment, and purpose — progressively strengthening its identity and steadfastly **connecting ambition with opportunity.***

~With Best wishes,

Prashansya Pathak

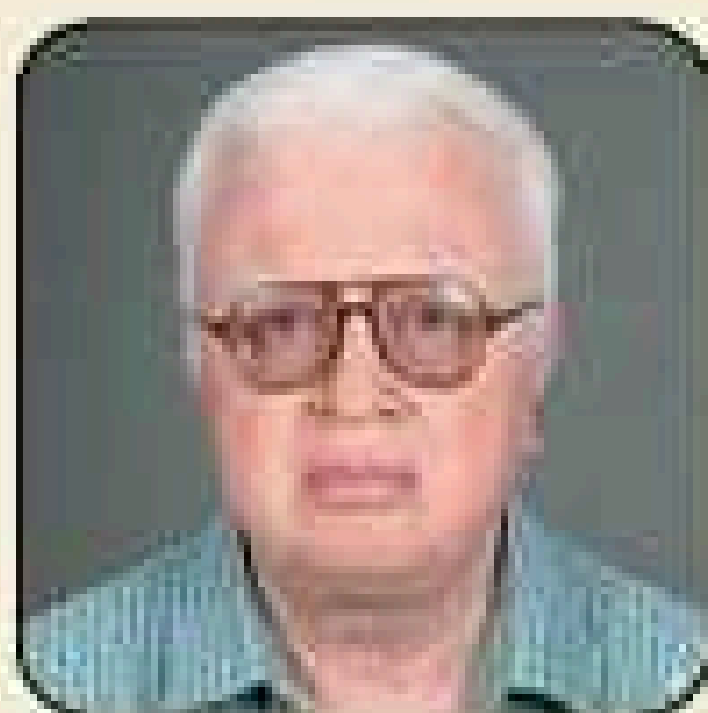
B. Com Vocational (Foreign Trade)

3rd Year



OUR ESTEEMED FACULTY

FACULTY OF COMMERCE



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Dean



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Professor & Head
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Dr. Raju Thomas
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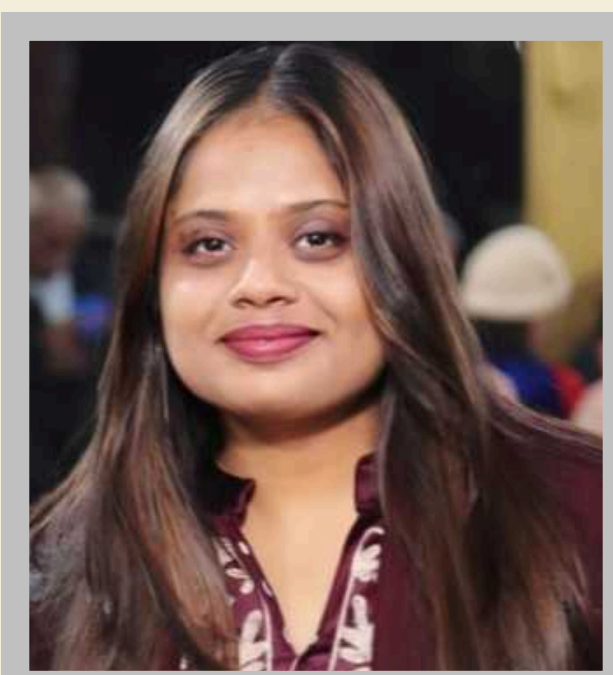
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Bachelors of Commerce Vocational

◀ FOREIGN TRADE PRACTICES & PROCEDURES ▶



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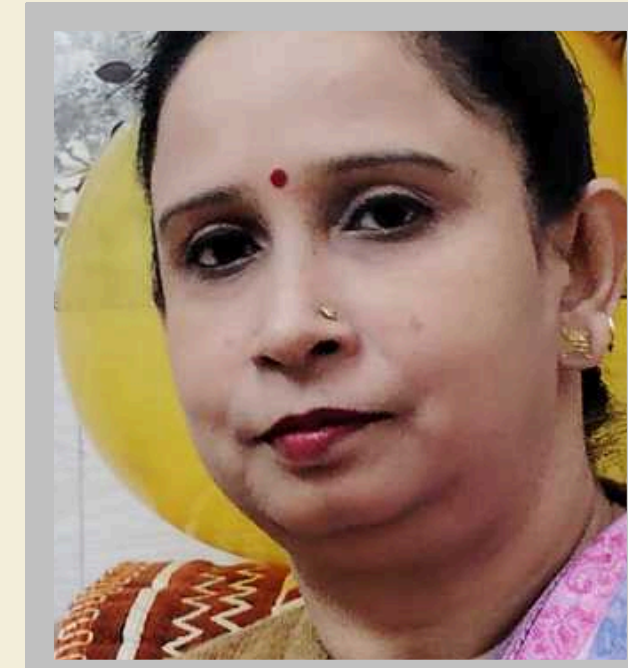
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STUDENT ARTICLES

From Roommates to CO-FOUNDERS

Inside the Real Journey of Student Entrepreneurship.

~Karuna Anand

B. Com Vocational (foreign Trade)

3rd year (EDITOR)



It begins quietly.

Not in innovation labs or corporate offices, but in shared hostel rooms between lecture notes, unfinished assignments, and late-night conversations. A casual idea. A common problem. A shared ambition. Before long, roommates become collaborators, and friendships turn into partnerships.

Across campuses today, student entrepreneurship is redefining the boundaries of college life. What was once considered a post-graduation pursuit has found its roots within academic corridors, where students are building startups while still learning fundamentals in classrooms.

This is the story of that transformation- of students who dared to create while they study, and of the highs and lows that shaped their journey from roommates to co-founders.

Student startups rarely begin with grand visions. More often, they stem from everyday inconveniences such as limited campus services, academic challenges, or unmet student needs. Living together allows roommates to observe these

problems closely, discuss solutions freely, and act swiftly.

The shared environment fosters trust and openness. Ideas are redefined over informal

Discussions, responsibilities are divided organically, and progress is measured not in board meetings but in small milestones achieved between exams and deadlines.

Yet, this closeness also introduces complexity.

Working with a roommate as a co-founder creates a unique dynamic where personal and professional lives often overlap, making the journey both rewarding and challenging. In such partnerships, work discussions easily extend into personal time, and business disagreements can feel more emotional because they involve close friend. Student founders frequently face issues such as differing levels of commitments- where one partner may be more invested than the other- conflicting opinions on important decisions, and the constant pressure of balancing academic responsibilities with startup demands. Academic stress, deadlines, and uncertainty about the future can intensify tensions, test patience and understanding within the friendship.



However, when managed with clear communication, mutual respect, and well-defined boundaries, this dual role of friend and co-founder can also become a strong foundation for trust, collaboration, and long-term success. Let's take a look on campus case study that highlights the journey of two undergraduate students who noticed a lack of late-hour services on campus and decided to address it through a student- focused initiative. With limited resources and no formal funding, they relied on peer networks for outreach and simple digital tools to manage operations. The idea quickly gained traction and appreciation within the student community, validating the need for their service.

However, as academic demands increased, the founders faced challenges such as limited time, operational exhaustion, and differenced in strategic thinking. Eventually, the venture concluded earlier than expected, but the experience was far from a failure. Both founders walked away with valuable hands-on entrepreneurial experience, a stronger understanding of teamwork, and clearer perspectives on their future goals- making the journey a meaningful learning experience rather than a unsuccessful one.

Voices from student entrepreneurs often emphasize personal growth rather than financial success,

reflecting the deeper impact of their entrepreneurial journeys. Many shares that the experience taught them a sense of responsibility beyond academics, while others note that even ventures that did not continue changed the way they approach challenges and decision-making. These reflections highlight that entrepreneurship during college is not only about building innovative ideas or businesses, but also about self-discovery, resilience, and developing a mindset that prepares students for future professional and personal challenges.

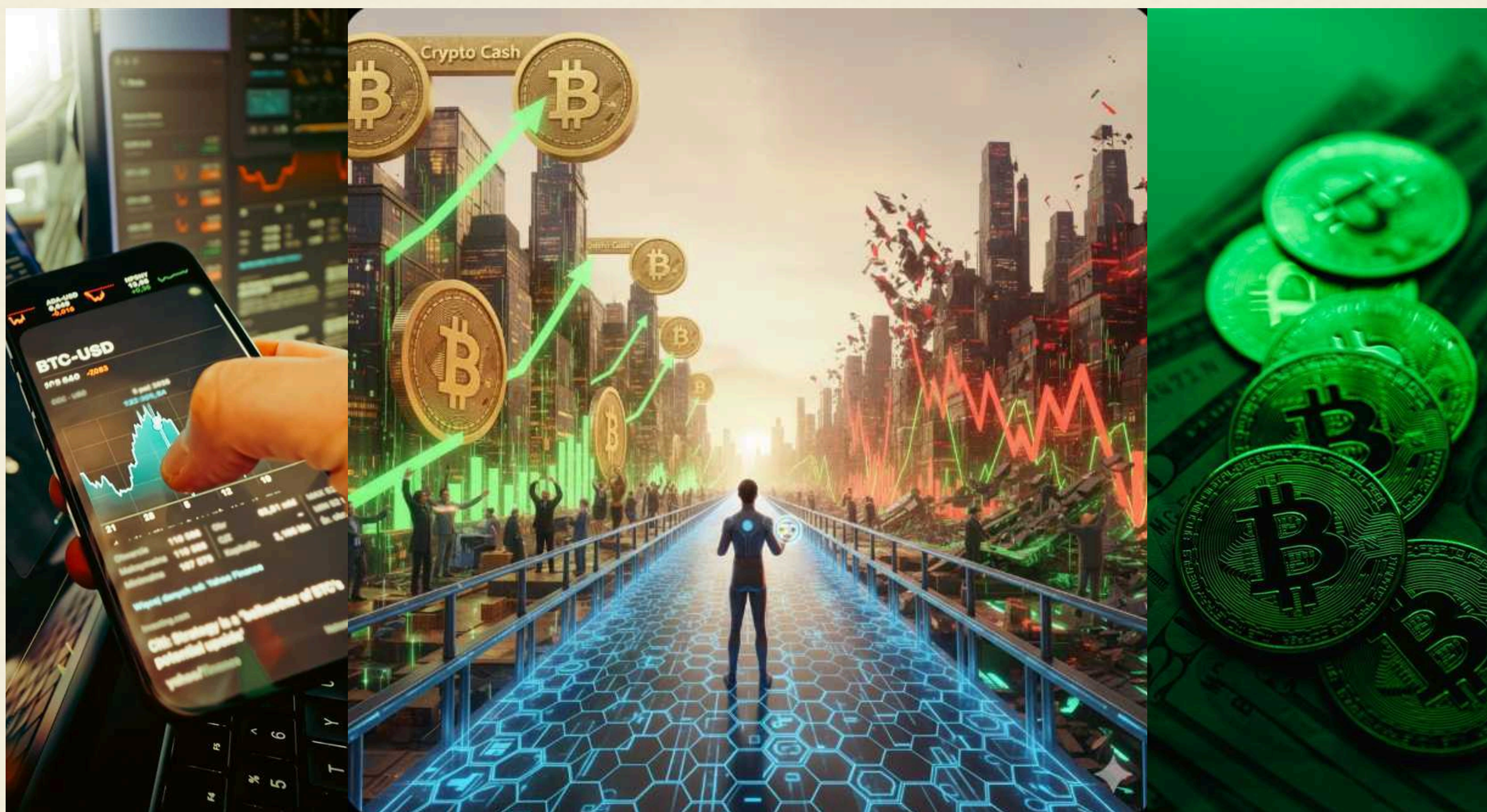
Student entrepreneurship is not defined solely by outcomes. It is defined by the courage to attempt, the willingness to fail, and the ability to learn.

For many, these experiences shape future careers, influence academic choices, and instill a lifelong entrepreneurial mindset.

The transition from roommates to co-founders is rarely seamless- but it is profoundly transformative.

As colleges continue to nurture innovation and creativity, student entrepreneurs stand as the examples of initiative and resilience. Their journeys- whether successful or short-lived- reflect the evolving role of students as creators, leaders, and problem-solvers.





~Prashansya Pathak

B. Com Vocational (foreign Trade)

3rd year(EDITOR)

Few financial innovations have sparked as much fascination and fear as cryptocurrency. In one breath, it is celebrated as a revolutionary alternative to traditional finance; in the next, it is dismissed as a speculative bubble waiting to implode. Market surges create overnight success stories, while abrupt crashes erase fortunes just as quickly. For beginner investors standing at the threshold of their financial journey, cryptocurrency presents a compelling dilemma: is it a gateway to early wealth creation or a lesson in how quickly optimism can unravel?

At its core, cryptocurrency is built on blockchain technology, a decentralised system that enables secure transactions without relying on central institutions. Bitcoin introduced this idea to the

global economy, challenging conventional notions of money and control. Since then, thousands of digital assets have emerged, each proposing applications that extend beyond currency—ranging from decentralised finance to data security and digital ownership. Yet for most new investors, crypto is encountered less as a technological innovation and more as a volatile market defined by dramatic price swings and relentless media attention. This gap between technological promise and speculative behaviour is where uncertainty takes hold.

Unlike traditional investment instruments, cryptocurrencies operate without established valuation benchmarks. Equities are assessed through earnings, growth potential, and

macroeconomic indicators, while bonds derive value from interest income and credit stability. Digital assets, by contrast, are largely shaped by sentiment, narrative, and momentum.

Prices react sharply to regulatory announcements, global economic shifts, or sudden changes in investor confidence. The influence of large market participants, commonly known as “whales,” further intensifies volatility, while recurring incidents of cybercrime and fraudulent projects continue to undermine trust.

“In the world of crypto, enthusiasm moves faster than understanding—and markets rarely forgive the difference.”

For beginner investors, this environment can be deceptively dangerous. The accessibility of cryptocurrency platforms creates the illusion that participation is simple, while the underlying risks remain complex. Without experience in navigating market cycles, many investors enter with unrealistic expectations of rapid returns. When volatility strikes, rational decision-making often gives way to emotional responses—panic selling during downturns or impulsive buying during rallies. Over time, such behaviour erodes both capital and confidence.

The absence of regulatory clarity does not eliminate responsibility; it merely shifts greater risk onto the individual participant. Regulatory uncertainty further complicates the landscape. In many economies, including India, cryptocurrency exists in a space that is neither fully integrated nor entirely restricted. Taxation frameworks, reporting requirements, and potential regulatory reforms continue to evolve. For inexperienced investors, overlooking these dimensions can result in unexpected liabilities, turning apparent profits into long-term complications. Despite these challenges, dismissing cryptocurrency outright would be an oversimplification. Blockchain technology continues to influence the future of payments, decentralised finance, supply chain management,



and digital identity system. Growing institutional involvement suggests that digital assets may eventually assume a more structured and regulated role within global financial markets. From this perspective, cryptocurrency can be understood as a high-risk asset class with long-term potential rather than a speculative anomaly.

The distinction between productive exposure and reckless speculation lies in intent and proportion. For those new to investing, cryptocurrency should complement—not replace—foundational financial instruments such as diversified funds, fixed-income assets, and disciplined savings. Exposure must be limited to surplus capital, with the understanding that short-term price movements are inherently unpredictable. Leveraged positions and speculative trading strategies, though often marketed as opportunities, significantly magnify downside risk and are rarely aligned with long-term financial stability.

Beyond returns, cryptocurrency offers a revealing lens into modern investor behaviour. Market psychology, herd mentality, and risk perception are magnified in the digital asset space, providing valuable lessons in discipline and patience. When approached thoughtfully, engagement with crypto can enhance financial awareness rather than define financial outcomes.

Ultimately, the debate between crypto crash and crypto cash resists a definitive answer. Cryptocurrency is neither a guaranteed path to prosperity nor an inevitable financial pitfall. Its impact depends on awareness, restraint, and perspective. For beginner investors navigating an increasingly complex financial world, the true objective should not be rapid gains but informed participation. In a market driven by speed and speculation, clarity and patience remain the most undervalued assets—ones that compound quietly, long after trends fade.



WHY

E-COMMERCE

MATTERS



How Small Businesses Are Adapting to the Digital Economy?

~Fahad Elahi

B. Com Vocational (foreign Trade)

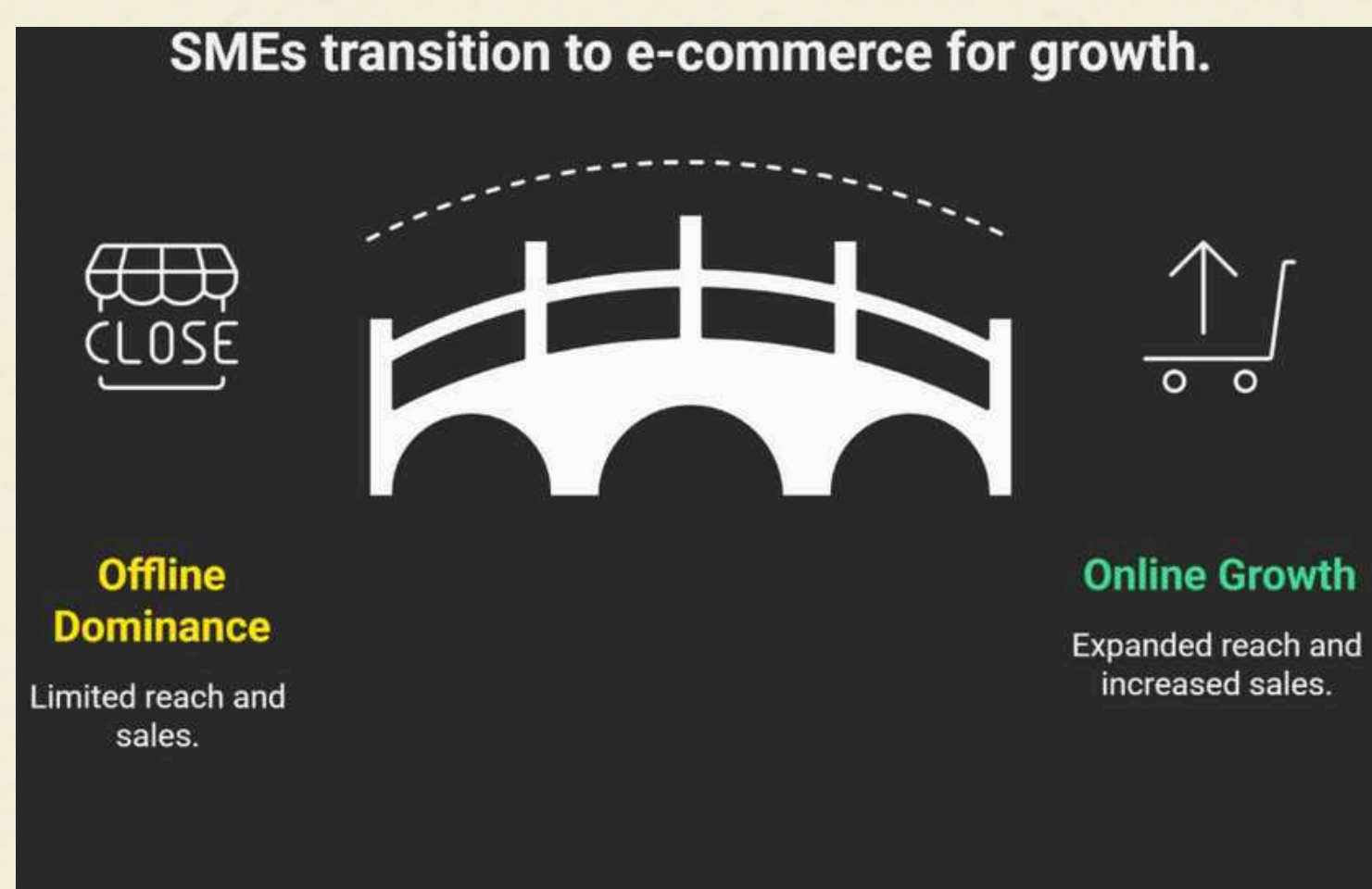
3rd year(EDITOR)

Imagine a small neighborhood store reaching customers across the country without opening a single new branch. Imagine a local manufacturer competing with large multinational companies without spending huge amounts on traditional advertising. This is no longer just an idea- its is the reality created by e-commerce. In today's digital economy, e-commerce is not merely an option for small businesses; it has become a necessity for survival and growth.

Recent trends clearly show how rapidly this shift is taking place. India's e-commerce market is expected to reach around \$120 billion by 2025, with small and medium enterprises (SMEs) contributing more than 30 percent of total online transactions. Globally, more than 64 percent of small businesses now have some form of online



presence. These figures highlight one important fact: the digital marketplace is expanding, and small businesses are actively participating in it. However, moving from traditional offline models to digital platforms does not happen automatically. It requires planning, learning, and continuous adaption. Traditional brick-and-mortar businesses have certain limitations. Their operations are restricted by location, store timings, and the



number of customers who physically visit the shop. Growth often depends on increasing footfall or opening new branches, both of which require significant investment.

In addition, small businesses usually struggle to compete with large retailers that have strong brand recognition and large advertising budgets. E-commerce helps overcome many of these limitations. One of the biggest advantages of e-commerce is wider market access. Through online platforms, a small business can sell products not just locally but nationally and even internationally. This greatly increases their customer base without the need for physical expansion. A handmade crafts seller from a small town, for example, can now deliver products to customers in major cities across the country.

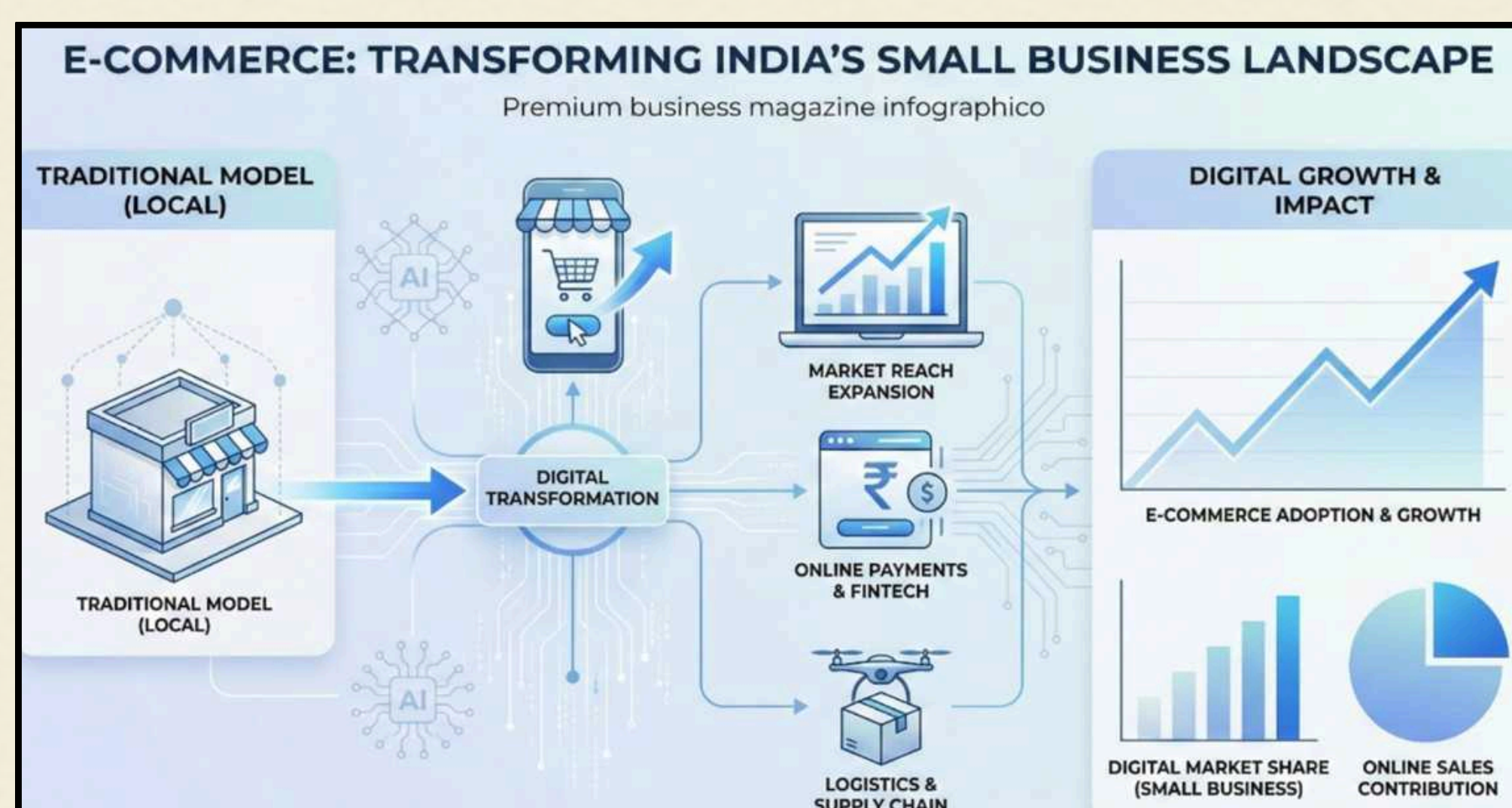
Cost efficiency is another major benefit. Setting up an online store is generally more affordable than renting and maintaining a physical shop. Online marketplaces and e-commerce platforms handle important functions such as payment processing, order management, and even logistics support. This reduces operational burden and allows small business owners to focus more on product quality and customer satisfaction.

Technology, especially Artificial Intelligence (AI), is further transforming the e-commerce environment. AI-powered chatbots can respond to customer queries instantly, improving service efficiency. Smart advertising tools help businesses target the right audience based on their interests and browsing behavior. Personalized product recommendations increase customer engagement and sales. These tools allow small businesses to operate more professionally and compete effectively with larger companies. Social media has also become an important part of digital business strategy.

Platforms like Instagram, Facebook, and WhatsApp are being used not only for promotion but also for direct sales. Many small businesses have built strong customer communities through regular posts, feedback interaction, and online campaigns. Digital payments such as UPI and mobile wallets have made transactions faster and more convenient, further supporting the growth of e-commerce.

Despite these advantages, the transition to digital platforms comes with challenges. Some small business owners face technical difficulties due to limited digital knowledge. Others must deal with intense competition, price wars, customer expectations for fast delivery, and compliance with government regulations. Maintaining cybersecurity and protecting customer data are also important concerns. Therefore, success in e-commerce requires continuous learning and adaptability.

Small businesses that accept and embrace digital transformation are more likely to grow and remain relevant in the long run. Those that resist change.



TRADITIONAL vs DIGITAL MARKETING

~Hira Khan

B.com Vocational (Insurance)

4th semester(EDITOR)

Marketing has always been the backbone of every business. No matter how good a product or service is, it needs the right promotion to reach customers. Over the years, marketing methods have changed significantly. Today, businesses mainly use two broad approaches: traditional marketing and digital marketing. Both aim to attract buyers, yet they differ in their tools, reach, cost, and effectiveness. Traditional marketing refers to the conventional ways of advertising that existed before the internet became popular. It includes newspapers, magazines, television, radio, billboards, posters, and pamphlets. These methods are familiar and trusted by many consumers, especially older generations. For instance, a full-page newspaper



advertisement or a TV commercial during a cricket match can quickly capture attention.

One major advantage of traditional marketing is its strong local reach. Small businesses can easily target people in a specific city or area through banners or local newspapers. It also creates a physical presence, which can make a brand appear more reliable. Many people still enjoy reading printed ads or watching television promotions because they feel authentic and easy to remember. However, traditional marketing is usually expensive and offers limited interaction. Companies cannot easily measure how many people actually responded to an advertisement.

On the other hand, digital marketing uses online platforms to promote products and services. Social media, websites, email, search engine and mobile apps are common tools for digital promotion. With the rapid growth of smartphones and internet access, digital marketing has become a powerful way to connect with customers.

The biggest strength of digital marketing is precise targeting. Businesses can select their audience

based on age, location, interests, and even. Moreover, digital marketing allows two-way communication, where customers can like, buying behaviour. It is also more cost-effective than traditional media. A small start-up can run advertisements on Instagram or Google with a limited budget and still reach thousands of people. comment, share, and provide instant feedback. This interaction helps brands understand what people like and what they expect.

At the same time, digital marketing is not always simple. There is tough competition online, and trends change almost every day.

A strategy that works today might not work tomorrow. Therefore, companies must stay active, creative, and updated to remain visible in the digital crowd.

In conclusion, both traditional and digital marketing have their own importance.

Traditional methods build mass awareness and credibility, while digital platforms offer speed, interaction, and accurate targeting. In the modern business world, many companies combine both approaches to create a strong marketing strategy.

The key is to understand the audience and choose the method that communicates the message most



Parth Chaturvedi
Journalist (Insurance)
Editor (EDITOR)

The global silver market has witnessed significant changes in recent times, marked by sharp price movements, rising demand, and increased investor attention. Traditionally viewed as a secondary precious metal after gold, silver has now emerged as a strategically important commodity due to its dual role as both an industrial metal and a financial asset. Recent fluctuations in the silver market reflect deeper structural and economic factors rather than short-term speculation alone.

Over the past year, silver prices have shown notable volatility, with periods of rapid increases followed by sudden corrections. These price movements have attracted global attention from investors, policymakers, and industrial user alike. Unlike earlier phases, when silver closely followed gold's price trends, the current market indicates that silver is increasingly influenced by its own

supply-demand dynamics and growing industrial importance.

One of the primary reasons behind changes in the silver market is the persistent imbalance between supply and demand. Silver production is structurally constrained because a large portion of it is extracted as a by-product of mining other metals such as copper, lead, and zinc. Consequently, even when silver prices rise, production does not increase proportionately. In addition, global silver inventories have been declining, further tightening supply and placing upward pressure on prices. A major factor reshaping the silver market is the rapid growth in industrial demand. Silver possesses exceptional electrical and thermal conductivity, making it indispensable in modern technologies. It is widely used in solar panels, electric vehicles, electronics,

semiconductors, medical equipment, and communication infrastructure.

As countries around the world focus on renewable energy and digital transformation, industrial consumption of silver has risen significantly.

The global shift toward sustainable energy has played a crucial role in driving silver demand.



Solar photovoltaic technology, in particular, relies heavily on silver for efficient energy transmission. As governments invest aggressively in clean energy initiatives to meet climate goals, silver has become a critical raw material.

Similarly, the expansion of electric vehicles and advanced electronic systems has strengthened silver's position as a strategic industrial metal.

Global monetary conditions have also influenced the silver market. Expectations of lower interest rates, along with concerns about inflation, have encouraged investors to move toward tangible assets such as precious metals. Silver, being more affordable than gold, has attracted retail and institutional investors. During periods of economic uncertainty, it is often viewed as a hedge against inflation and currency depreciation.

Increased participation by traders and retail investors has contributed to higher market volatility. While long-term fundamentals remain strong, short-term speculative activity often amplifies price fluctuations.

Futures trading and exchange-traded funds add to silver's volatility compared to gold, highlighting both the risk and opportunities associated with the metal.

Geopolitical tensions, trade uncertainties, and disruptions in global supply chains have also affected silver prices. During times of global instability, investors tend to shift toward precious metals perceived as safer assets. Additionally, policy changes, mining regulations, and international trade relations play an important role





The Real Classroom for Commerce Students

~Shreshth Parolia

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2nd semester(EDITOR)

In today's competitive world, education goes beyond textbooks and classrooms. For commerce students, internships have become an essential part of their learning journey. These practical experiences provide real-world exposure, helping students understand the concepts they learn in college and prepare for their future careers. This article explores why internships are the real classroom for commerce students by highlighting their importance, benefits, and how to make the most of them.

Commerce is a vast field that includes subjects such as accounting, finance, marketing, human resource management, and business law. While theoretical knowledge is important, applying this knowledge in real business situations is equally crucial. Internships provide this opportunity by placing students in actual work environments where they can observe, learn, and contribute.

Unlike classroom learning, where students study case studies or hypothetical situations, internships expose them to live projects, deadlines, and team dynamics. This hands-on experience helps students understand the practical challenges and demands of the commerce world. It bridges the gap between theory and practice, making students more confident and job-ready. Internships help students develop skills that cannot be learned from books alone. For example, an accounting intern learns how to use accounting software, manage financial records, and prepare reports. Similarly, A marketing intern gains experience in market research, advertising campaigns, and customer



interaction. These practical skills enhance a student's resume and improve employability.

Working in a professional environment teaches students about workplace culture, communication etiquette, teamwork, and time management. Interns learn how to behave responsibly, meet deadlines, and interact with colleagues and supervisors. These soft skills are essential for building a successful career in commerce.

Internships provide a platform to build professional relationships with industry experts,

mentors, and peers. Strong networking can open doors to future job opportunities, internships, and professional collaborations. It also helps students gain insights into current industry trends and employer expectations.

Many commerce students are unsure about which specialization or career path to choose. Internships allow them to explore different roles and industries, helping them make informed career decisions. For instance, a student interested in finance may intern at a bank, while another inclined towards HR may join a recruitment firm. Internship experience boosts a student's confidence during job interviews and increases their chances of getting hired. Employers prefer candidates who already have practical exposure and can contribute from the beginning. Internships reflect a student's commitment, initiative, and willingness to learn. Before starting an internship, students should identify what they want to learn and achieve. Setting clear goals helps them stay focused and track their progress. For example, a goal could be understanding the basics of financial analysis or to assisting in marketing strategy development. Interns should take the initiative by asking questions, seek feedback, and volunteer for tasks. Being curious and eager to learn creates a positive impression on supervisors and leads to

more meaningful learning experience. Maintain punctuality, following the dress code, communicating respectfully, and showing dedication are important in any workplace. Interns should treat the internship like a real job and maintain a professional attitude, as this can leave a lasting impression and even lead to job offers. Keeping a journal or log of daily tasks, challenges, and learnings helps students reflect on their growth. It also becomes useful while updating resumes or preparing for interviews. Constructive feedback from supervisors plays an important role in personal and professional development. Interns should accept feedback and work on improving their performance.

Colleges play a crucial role in promoting internships by partnering with industries, organizing internship fairs, and guiding students. They can help students find quality internships that aligned with their academic programs. Integrating internship into the curriculum through credits or projects further motivates students to participate.

Internships are the real classroom for commerce students because they transform theoretical knowledge into practical skills. They prepare students for the professional world by offering hands-on experience, enhancing employability, and clarifying career paths.



India's Recent **COMMEERCE TREATIES**



Advancing Global Trade and Economic Diplomacy

~Sneha Trehan

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In the contemporary globalized economy, international commerce treaties have become a cornerstone of economic growth and diplomatic engagement. Recognizing the importance of global trade integration, India has recently taken significant steps to strengthen its commercial relations with various countries through well-structured trade agreements. These commerce treaties aim to enhance market access, boost exports, attract foreign investment, and position India as a reliable participant in global trade networks.

Commerce treaties, also known as trade agreements, are formal arrangements between countries to regulate trade activities and promote economic cooperation. Such agreements may take the form of Free Trade Agreements (FTAs), Comprehensive Economic Partnership Agreements (CEPAs), or Comprehensive Economic Cooperation Agreements (CECAs). Their primary objective is to reduce trade barriers, simplify customs procedures, encourage investment, and promote the smooth flow of goods, services, and technology between partner nations.

Traditionally, India adopted a cautious approach towards global trade agreements in order to protect domestic industries. However, recent economic and geopolitical developments—such as supply chain disruptions and shifting global



alliances—have encouraged India to adopt a more proactive trade strategy. The government now emphasizes balanced and mutually beneficial treaties that align with national development goals while safeguarding domestic interests. India has entered into significant trade agreements with key global partners such as the United Arab Emirates and Australia. These treaties have reduced tariffs on a wide range of goods and services, strengthened bilateral trade relations, and promoted cooperation in areas such as innovation, education, and digital trade. India is also actively negotiating trade agreements with the United Kingdom, the European Union, and other major economies.

Commerce treaties have expanded opportunities for Indian exporters by providing access to international markets. Sectors such as pharmaceuticals, textiles, engineering goods, agriculture, information technology, and gems and jewellery have benefited considerably. Small and Medium Enterprises (SMEs) gain improved market access through reduced trade barriers and simplified procedures, while safeguard measures continue to protect sensitive domestic industries.

Trade agreements also promote foreign direct investment by creating a transparent and stable business environment. Increased investment supports job creation, technology transfer, infrastructure development, and skill enhancement, thereby contributing to overall economic growth.

Despite their advantages, commerce treaties pose certain challenges, including increased competition for domestic industries, potential trade imbalances, and the need to comply with international standards. Continuous evaluation, along with supportive domestic policies, is essential to ensure inclusive and sustainable growth.

India's trade policy seeks to balance global openness with self-reliance. Initiatives such as Make in India, Atmanirbhar Bharat, and the Production Linked Incentive (PLI) schemes complement commerce treaties by strengthening domestic manufacturing capabilities and enhancing export potential.



In conclusion, India's recent commerce treaties reflect a strategic and forward-looking approach to global economic engagement. Through carefully negotiated agreements, India aims to enhance exports, attract investment, and achieve sustainable economic growth. These treaties serve as vital instruments of economic diplomacy, positioning India as a strong, responsible and dependence global trade partner.

Defense Expenditure

Strengthening National Security and Strategic Preparedness

~Anubhav sharma
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2nd semester(EDITOR)

Defense expenditure plays a crucial role in shaping the national security framework of any sovereign nation. For India, a country with vast geographical boundaries, diverse security challenges, and a complex geopolitical environment, defense spending is not merely a budgetary allocation but a strategic necessity. India's defense expenditure reflects its commitment to safeguarding territorial integrity, maintaining internal stability, and asserting its position as a responsible regional power.

India has consistently ranked among the top defense spenders in the world. This is largely due to its unique security environment, marked by unresolved border disputes, regional instability, and evolving non-traditional threats such as cyber warfare and terrorism. Defense expenditure in India primarily aims to ensure the operational readiness of the armed forces, modernization of military equipment, and enhancement of indigenous defense production. These objectives collectively contribute to building a credible deterrence posture.

A significant portion of India's defense budget is allocated to revenue expenditure, which includes salaries, pensions, maintenance of equipment, and day-to-day operational costs of the armed forces. Given the size of India's military- one of the largest standing forces

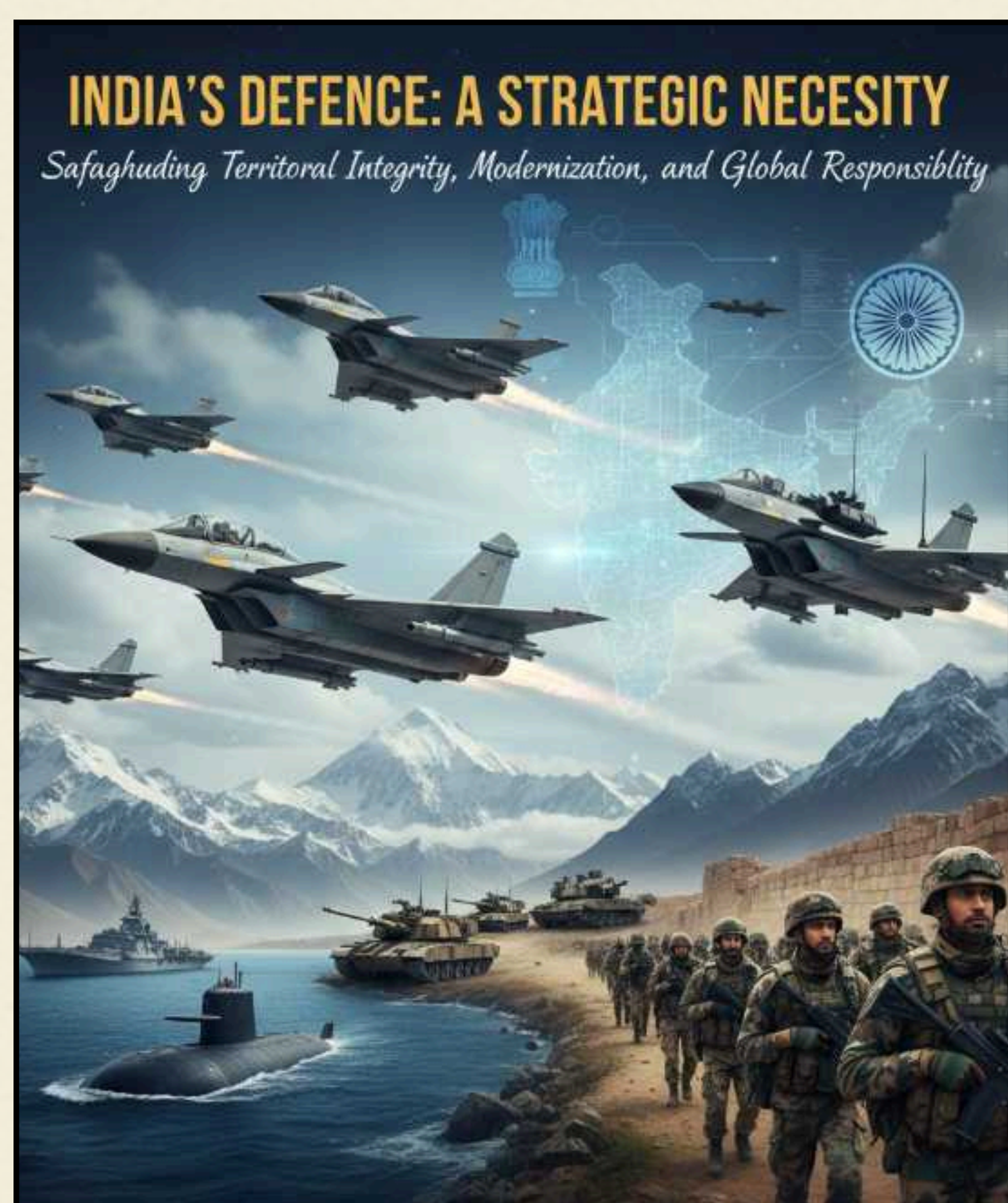
globally- personnel-related expenses naturally form a substantial share of the budget. While this allocation ensures welfare and morale of soldiers, it also poses challenges for capital expenditure, which is essential for modernization and technological advancement.

Capital expenditure focuses on the acquisition of advanced weapon systems, aircraft, naval vessels, artillery, and surveillance capabilities. In recent years, India has placed greater emphasis on the modernization of its armed forces to address emerging threats and bridge existing capability gaps. Investments in fighter aircraft, missile systems, submarines, and air defense platforms highlight the strategic shift towards enhancing combat effectiveness and force mobility. Such

modernisation efforts are vital to maintaining strategic superiority and operational flexibility. An important dimension of India's defense expenditure is the push towards self-reliance under initiatives such as "Atmanirbhar Bharat." The government has actively promoted indigenous defense manufacturing to reduce dependence on imports and strengthen the domestic defense industrial base. Increased budgetary support for defense research and development, along with greater participation of private players, has encouraged innovation and technological advancement. Indigenous production not only enhances strategic autonomy but also contributes to economic growth and employment generation.

Defense expenditure also plays a vital role in strengthening India's naval and aerospace capabilities. As a maritime nation with significant interests in the Indian Ocean Region, India has invested in expanding its naval fleet and enhancing maritime surveillance.

Similarly, advancements in aerospace capabilities, including space-based assets and unmanned systems, reflect India's preparedness to address modern warfare. These investments demonstrate a forward-looking approach to national defense planning.



However, defense spending in India is not without criticism. Analysts often debate the balance between defense expenditure and social sector spending. While national security remains paramount, efficient utilization of defense funds is equally important. Streamlining procurement processes, reducing delays, and minimizing cost overruns are essential to ensure optimal returns on defense investments. Greater transparency and accountability in defense budgeting can further enhance public confidence and policy effectiveness.

In conclusion, India's defense expenditure reflects its strategic priorities and security imperatives. It seeks to balance immediate operational requirements with long-term modernization goals, while also promoting self-reliance and technological innovation. As India continues to emerge as a major global player, prudent and well-planned defense spending will remain central to safeguarding national interests and ensuring peace and stability in the region.

Jai Hind!



A Game-Changer for India's Creator Economy

-Kunal Shakya

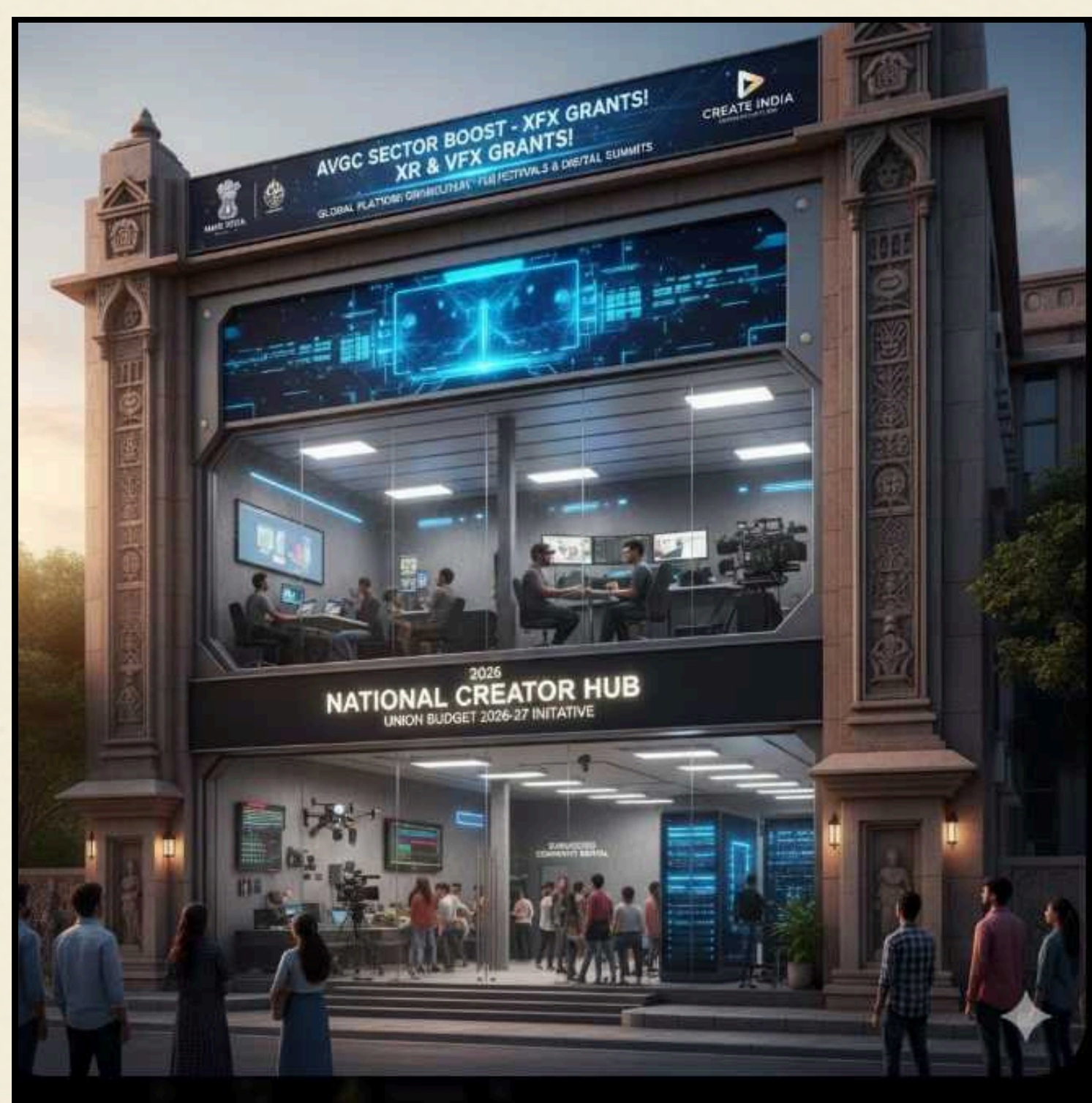
B. Com Vocational(Foreign Trade)

2nd semester(EDITOR)

The Union Budget 2026-27 marks a historic shift in how India perceives the digital world. For the first time, the government has moved beyond viewing content creation as a "hobby" and has officially recognized it as a significant driver of the national economy. With the rise of the "**Creator Economy**," this budget introduces specific measures to empower editors, cinematographers, and digital storytellers. The government has announced the setting up of state-of-the-art **National Creator Hubs** across Tier-1 and Tier-2 cities. These hubs will act as co-working spaces equipped with High-end **post-production suites** and color grading setups. Professional-grade **cinematography equipment** for rent at subsidized rates. High-speed data centres for seamless uploading and rendering.

The **AVGC (Animation, Visual Effects, Gaming, and Comics)** sector has received a massive funding boost. The 2026 Budget introduces specialized grants for creators working in extended reality (XR) and high-quality visual effects. **Why it matters:** For professionals in cinematography and editing, this means more high-paying opportunities and a global platform to showcase Indian talent.

On the lines of 'Make in India', the government has launched the '**Create in India**' movement. This initiative aims to provide international exposure to Indian creators through global film festivals and digital summits.



The Goal: To make India the "Content Capital of the World" by 2030.

One of the biggest hurdles for freelance editors and videographers has been the high cost of equipment (Cameras, Lenses, Workstations). The 2026 Budget addresses this by. Treating digital production houses as **MSMEs**, making them eligible for collateral-free loans. Reducing **customs duty** on high-end digital cameras and specialized lenses, making professional gear more affordable.

Simplified Taxation for Digital Income. The new **Income Tax Act 2025** (effective April 2026) introduces a simplified tax structure for freelancers and influencers. The process of filing returns for digital income has been streamlined, reducing the compliance burden on independent artists who may not have large accounting teams.

Budget 2026 is a clear signal that the digital creator is now a key stakeholder in "Viksit Bharat" (Developed India). By investing in infrastructure, lowering equipment costs, and simplifying taxes, the government is providing the wind beneath the wings of India's 100-million-strong creator community.

Final Thought: For creative brands and production houses, now is the time to scale. The shift from "content for fun" to "content for business" is now officially backed by the state.

STOCK MARKET AWARENESS

Among Young Investors

-Atharv Sharma

B. Com. Vocational(Foreign Trade)

(EDITOR)

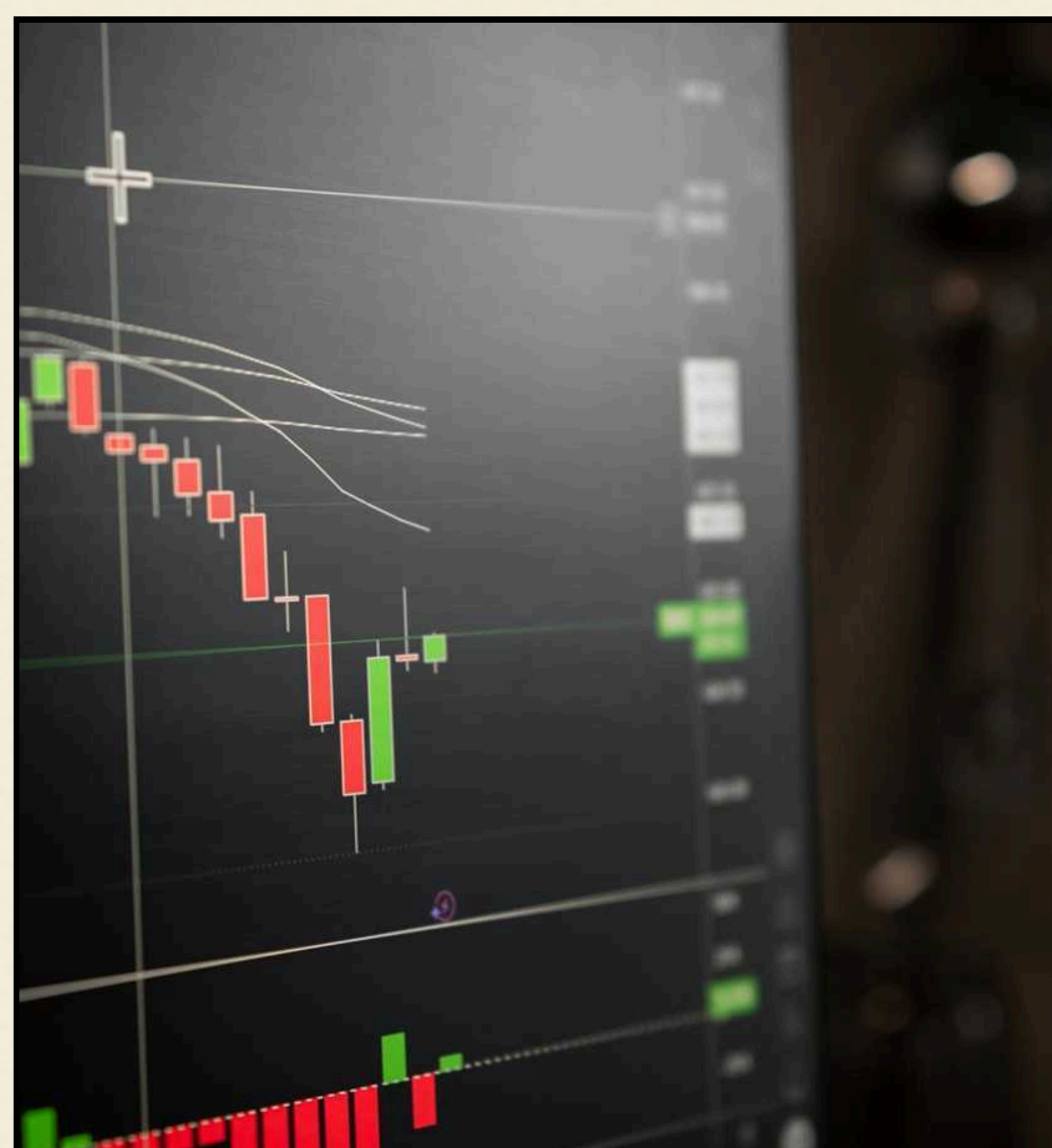
In recent years, the stock market has experienced a remarkable surge in participation from young investors. The widespread availability of smartphones, user-friendly online trading platforms, and continuous exposure to financial content on social media have significantly influenced the investment behaviour of the younger generation. While curiosity and participation are steadily increasing, informed awareness and financial maturity remain crucial. Stock market awareness among young investors is essential not only for personal wealth accumulation but also for nurturing a financially disciplined and economically resilient society.

Now, let's discuss some important figures and facts. Firstly, India has over 150 million demat accounts, with approximately 40–45% owned by individuals below 30 years of age.

Secondly, More than 90% of new retail investors enter the stock market through digital trading platforms and mobile applications.

In addition to these, Youth participation in equity markets has expanded rapidly due to improved digital accessibility and the growing popularity of financial content on social media.

Traditionally, stock market investments were perceived as complex, high-risk activities reserved for experienced investors. This perception has evolved significantly in recent years. The emergence of discount brokerage platforms, simplified digital demat account processes, and minimal initial investment requirements have



made stock market participation accessible to students and young professionals. Furthermore, financial influencers, podcasts, and online learning platforms have normalized investment-related discussions, integrating financial awareness into everyday conversations among the youth.

Young investors are increasingly drawn to the stock market due to its potential to generate returns that outperform traditional savings instruments. Aspirations for financial independence, early retirement, and long-term wealth creation motivate them to explore equities, mutual funds, and exchange-traded funds (ETFs). This shift reflects a progressive transformation in the financial mindset of the younger generation, emphasizing growth-oriented and goal-driven investing.

This awareness matters because equity investments

have historically delivered average annual returns of approximately 10–12% over the long term, the financially informed investors are 2–3 times more likely to remain invested during periods of market volatility’ and insufficient awareness often results in emotional decision-making, speculative trading, and herd behaviour.

Although participation is increasing, awareness remains the defining factor for sustainable success in the stock market. True awareness involves understanding core concepts such as risk–return trade-offs, diversification, market cycles, and the importance of long-term investment strategies. In the absence of adequate knowledge, young investors may be misled by speculative trends, unverified advice, or short-term market movements.

Stock market awareness fosters rational and informed decision-making rather than emotionally driven reactions. It cultivates essential qualities such as patience, discipline, and analytical thinking. Knowledgeable investors are better equipped to evaluate companies, interpret financial statements, and assess macroeconomic trends. This reduces the probability of financial losses and enhances confidence in managing personal wealth effectively.

Major Risks for Young Investors are that nearly 60% of first-time young investors incur losses due to insufficient knowledge and unrealistic expectations, over 70% of losses among inexperienced investors are attributed to short-term trading and speculative behaviour, and market volatility frequently triggers panic selling among uninformed investors.

Despite increased accessibility, young investors encounter several challenges. Many enter the market with expectations of rapid profits, often influenced by social media hype and short-term trading narratives. A lack of structured financial education can lead to overtrading, poor asset allocation, and significant financial setbacks.

Market volatility presents another critical challenge. Sudden price fluctuations caused by economic developments, geopolitical tensions, or

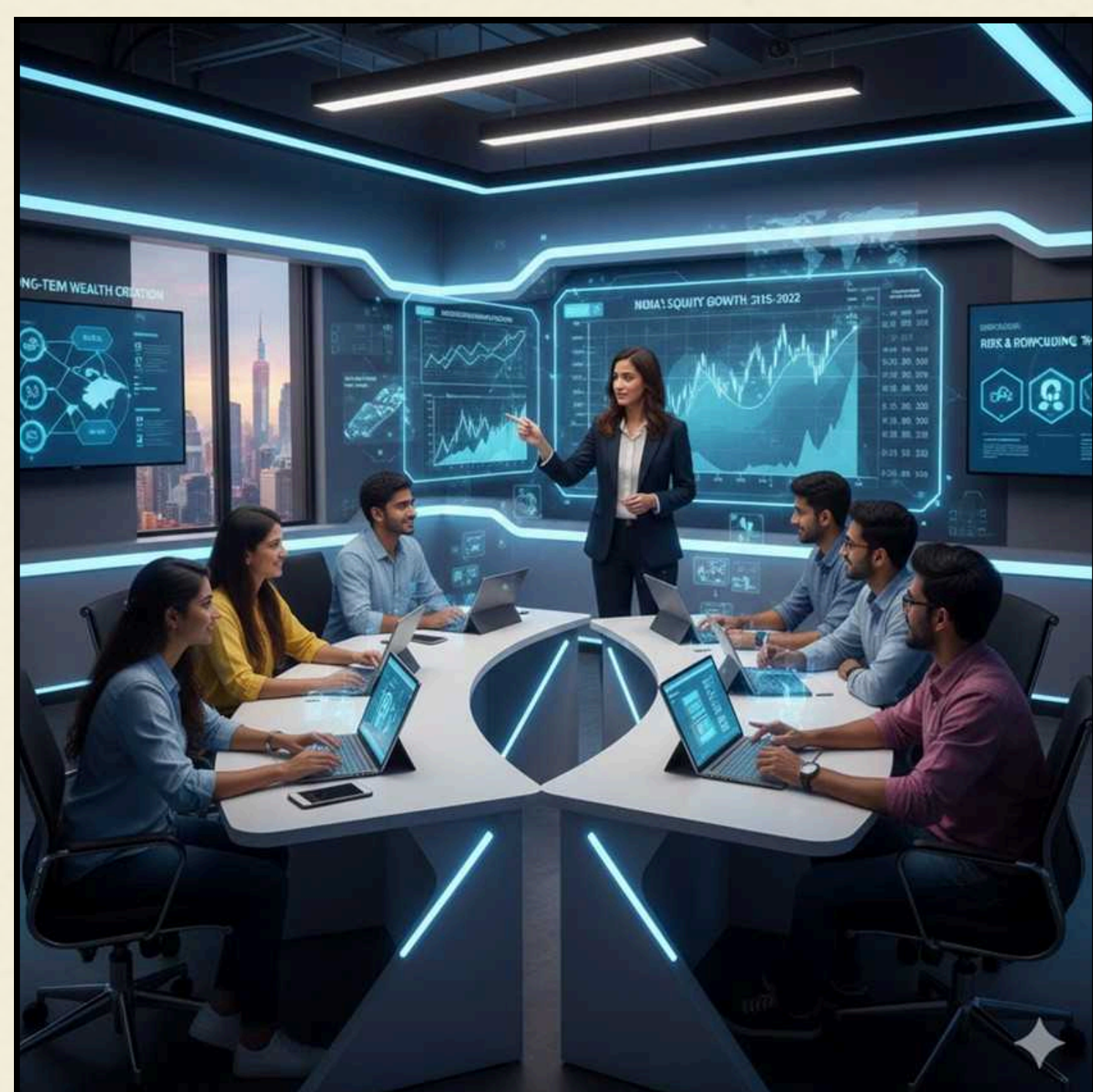
global crises can induce panic among inexperienced investors. Without adequate awareness, young individuals may exit the market prematurely, transforming temporary downturns into permanent losses. A sound understanding of market dynamics and a long-term perspective are therefore indispensable.

Studies indicate that less than 30% of Indian youth receive formal financial education during their academic years and financial literacy initiatives, workshops, and investment simulations have proven effective in promoting responsible investing behaviour.

Education plays a pivotal role in strengthening stock market awareness. Introducing structured financial literacy programs at school and college levels can equip students with foundational knowledge in budgeting, saving, investing, and risk management. Educational institutions, financial organizations, and regulatory authorities can contribute by conducting workshops, seminars, and awareness campaigns.

Practical exposure through simulations, case studies, and internships further enhances learning outcomes. When theoretical concepts are reinforced through real-world application, young investors develop a balanced, informed, and responsible approach to investing.

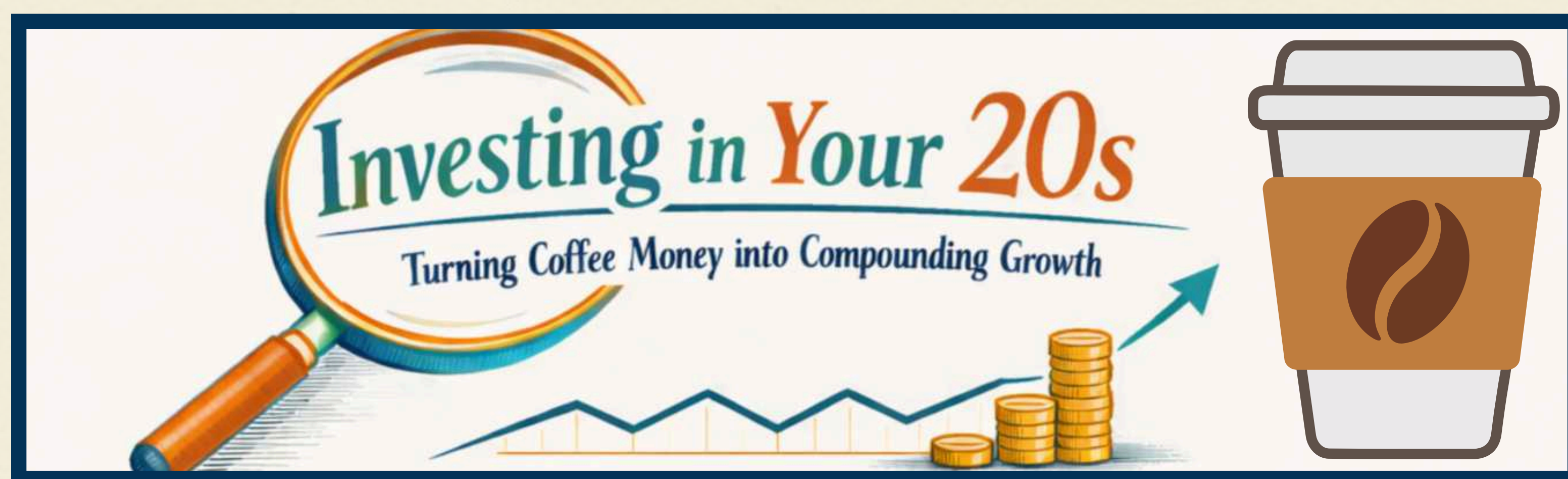
Investors who remain invested for more than a decade benefit substantially from the power of compounding.



Monthly investments through Systematic Investment Plans (SIPs) exceeding ₹15,000 crore reflect increasing financial discipline among young investors. Stock market awareness encourages a focus on long-term wealth creation rather than short-term speculation. Long-term investing promotes disciplined practices such as regular contributions, portfolio diversification, and systematic risk evaluation. Additionally, awareness emphasizes ethical investing and regulatory compliance, contributing to a transparent and sustainable financial ecosystem.

In conclusion, the growing participation of young

investors in the stock market is a positive indicator of financial inclusion and economic development. However, participation alone is insufficient. Comprehensive stock market awareness is essential to ensure that young investors make informed, rational, and responsible financial decisions. By strengthening financial education and promoting a long-term investment mindset, the youth can unlock the true potential of the stock market. A financially informed generation not only secures its own future but also contributes significantly to the stability and growth of the national economy.



~Parth Jain

B.Com Vocational (Foreign Trade)

2nd semester(EDITOR)

Money is temporary, but it hits different in your 20s.

It comes in, goes out, and somehow disappears faster than expected. Rent, gadgets, trips, late-night food, and the daily coffee that feels earned after surviving another workday. Investing sits quietly on the sidelines—important, maybe, but not urgent.

In your 20s, you can either destroy your 30s or enjoy them simply by investing. Because while everything feels short-term, time is quietly handing you an unfair advantage.

Most people think wealth is built by earning more. In reality, wealth is built by starting earlier.

Compounding rewards time, not effort. Money invested in your early 20s doesn't just grow—it grows on top of its own growth, year after year. That snowball effect is almost impossible to

replicate later, no matter how high your salary climbs. A small monthly investment started at 22 can outperform a much larger investment started at 32. Same market. Same returns. Different timelines.

The difference isn't discipline—it's decades.

Coffee Is Innocent. Patterns Are Not.

Let's talk about coffee again—not to guilt you, but to expose a pattern.

That ₹150 coffee isn't expensive. The habit is.

Daily spending feels harmless because it doesn't hurt today.

Investing works the same way in reverse—it doesn't feel powerful today either.

₹3,000 invested this month won't change your life.

₹3,000 invested every month for 25–30 years absolutely will.

The real flex isn't cutting coffee. It's redirecting one invisible habit into another invisible habit—and letting time amplify it:-

Your 20s Are Built for Risk

In your 20s, volatility is not your enemy. Time is your safety net.

Market ups and downs matter less when you have decades ahead of you. This allows you to focus on growth-oriented investments such as equity funds, index funds, and long-term SIPs without panicking over short-term fluctuations.

You don't need to chase trends or predict the next big winner. In fact, trying to outsmart the market often leads to emotional decisions and unnecessary losses. A simple, disciplined approach—investing regularly and staying invested—outperforms complexity more often than not.

Boring strategies win because they're sustainable.

The Quiet Enemy

Here's what actually ruins most people's finances—not low income, not bad markets, not even bad luck. It's upgrading everything except their investments.

Better salary → better phone

Better salary → better rent

Better salary → better coffee

Same investment amount.

If your investments don't grow when your income does, you'll always feel behind—no matter how much you earn.



A simple rule that works frighteningly well: Every raise gets split. Half for life today. Half for life tomorrow.

Investing in your 20s isn't about becoming rich early. It's about building a financial engine that runs quietly in the background while you focus on your career and life.

You're buying flexibility, reduced stress, and future choices.

Years from now, you won't remember the coffees you skipped- or the ones you didn't. But you will remember the calm that came from starting early—before you felt ready.

That's how coffee money turns into compounding growth. Slow at first. Then powerful. And finally, undeniable.





~Arbaz Khan

B.COM Vocational (Sales)

4th Semester(EDITOR)

In today's world of technology it has become as easy as ABC for everyone to access things just at the click of a button.

This instant one click transformation of commercial activities is called quick commerce.

As technology continues to advance, people are increasingly becoming more and more dependent upon the technology for their needs & accommodations.

The influence and impact of this quick commerce starts from the very beginning of the day whether we need a breakfast cereal, apparel or a convenient mode of travel, the first thing that comes to our mind is to pick up our smart phone and check where can we get a pocket friendly deal.

But it is important to take into consideration that

" Is anything getting lost behind this new technology revolution?"

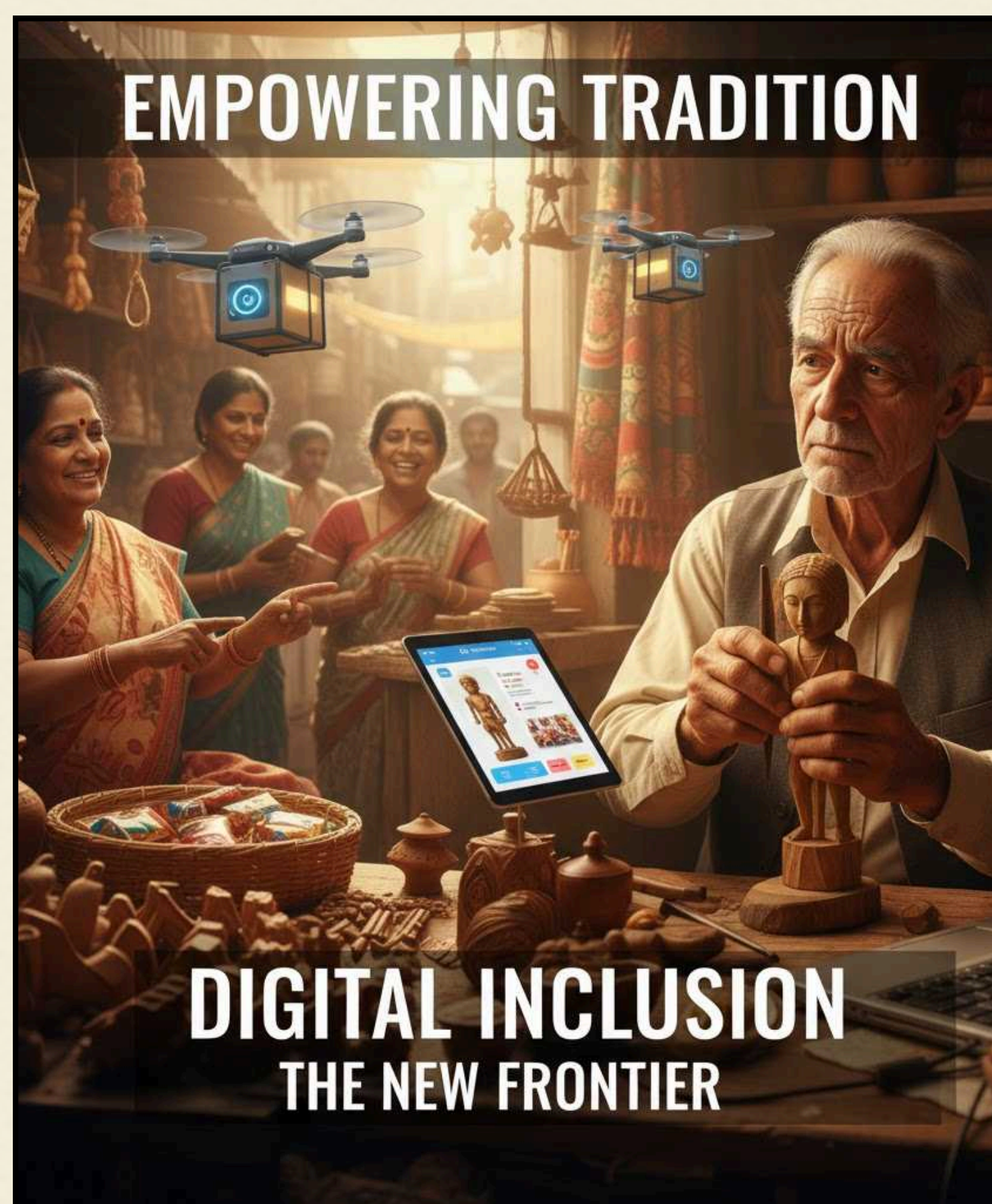
I think that most of the people would say that we are actually not losing anything but gaining a lot in return by connecting and getting familiar with this new technology revolution.

All of us may agree that at times when there was no availability of the items at a particular place, it became quite difficult to arrange it when it was needed in case of an emergency.

But now it has become so convenient to get the things quicker at any place without any much hustle.

Yet, it is becoming increasingly important to question that

"Is this form of commerce a totally inclusive one or the one that has numerous exclusions?" These exclusions are not only include those sellers or craftsmen who still practice their



ancestral/traditional taste, quality, uniqueness or mastery but cannot afford to connect with this new revolution due to some financial constraints or lack of knowledge about what would be suitable for them if they tried to connect with this revolution. On a flip side of this facility there are points that indicate its turning into a calamity. We are silently paying a heavy unnoticeable cost for accessing this facility. Our excessive dependency on quick commerce has made us remain confined to our comfort zones only. This adverse effect can further contribute to many serious health issues also.

I think Gen Z would be the most impacted generation in this regard.

Like everything appears to be an advantage but it itself carries some disadvantages too. This technological advancement of commerce is also

not a demerit- free phenomenon.

It should be taken into serious consideration that we do not become too much dependent upon quick commerce.

I am not urging to head towards an anti- E-commerce lifestyle, but to understand the silent but dangerous constraints that accompany this new mode of daily life.

This consideration will not only benefit our physical health, our mental health, our social health, but also will encourage the rare artisans, craftsmen (mentioned above) who lag behind this technological revolution.

Now it is totally up to us, whether we allow this new facility to become an opportunity or a calamity.



Geopolitical Tensions in Generative AI

The Battle Over Semiconductors and Critical Minerals

~Mithhil Upadhyay

B. Com Vocational (Foreign Trade)

2nd semester(EDITOR)

Generative AI has transformed industries, from creative content creation to advanced simulations, but its rapid growth hinges on semiconductors and the rare minerals powering them. At the heart of this technological revolution lies a brewing geopolitical storm, primarily between the United States and China. These tensions revolve around control of critical minerals like gallium, germanium, rare earth elements, and antimony, which are indispensable for high-performance chips used in AI models. As demand for generative AI surges, supply chain vulnerabilities expose nations to economic coercion and strategic risks.

Semiconductors form the backbone of generative AI hardware, enabling the massive computational power required for training large language models and diffusion-based image generators.



Gallium and germanium, in particular, are vital for producing gallium arsenide and gallium nitride semiconductors, which offer superior speed and efficiency over traditional silicon chips. China dominates global production, refining over 98% of gallium and 60% of germanium, alongside 90% of rare earths essential for magnets in data center cooling systems and chip fabrication tools.

This monopoly isn't accidental. China's state-backed mining and processing capabilities give it leverage akin to OPEC's oil dominance in the 1970s. Rare earths, for instance, are used in high-bandwidth memory (HBM) chips critical for AI accelerators like NVIDIA's H100 GPUs. Disruptions here could halt AI development, as seen in projections of a "critical minerals crunch" by 2030, where AI alone might consume 10-15% of global supplies. Beyond AI, these minerals fuel defense tech, electric vehicles, and renewables, amplifying their dual-use appeal in great-power competition.

Tensions peaked in December 2024 when China imposed export bans on gallium, germanium, and antimony to the US, retaliating against Washington's restrictions on advanced AI chips and lithography equipment sales to Beijing. This move echoed earlier curbs on rare earths during the 2010 Senkaku Islands dispute, signaling a weaponization of mineral resources. The bans threatened US firms like Intel and TSMC, which rely on these inputs for next-gen chips, potentially delaying generative AI deployments by months.

The US countered aggressively. Under President Trump's second administration, policies shifted to fortify domestic supply chains. In August 2025, reports emerged of reallocating \$2 billion from the CHIPS and Science Act to fund critical mineral extraction and refining. By February 2026, Trump reversed some Biden-era AI chip export bans to China, acknowledging mutual dependencies—US tech giants need Chinese assembly lines, while China craves American designs. This pragmatic pivot underscores the intertwined fates: China processes 85% of global semiconductors, yet lags in cutting-edge AI innovation.



Generative AI intensifies these stakes. Models like those powering ChatGPT or Midjourney require exponentially more compute, driving chip demand up 300% annually. Goldman Sachs analysts warn of a "generative world order" where AI supremacy equates to geopolitical power, with minerals as the chokepoint.

No longer bilateral, the conflict spans alliances. The US hosted the 2026 Critical Minerals Ministerial in early February, uniting allies like Australia, Canada, and India to build "mine-to-magnet" supply chains bypassing China. Australia's Lynas Rare Earths and Canada's Vital Metals are ramping up production, while the EU's Critical Raw Materials Act mandates 10% domestic extraction by 2030.

Japan and South Korea, semiconductor powerhouses, are stockpiling minerals and investing in recycling tech to mitigate risks. India, with vast rare earth reserves, eyes partnerships amid its push for AI self-reliance via the IndiaAI Mission. These efforts signal a fragmented "mineral supercycle," where AI growth could double prices for key elements by 2027.

Yet challenges persist. Refining is capital-intensive and polluting, deterring investment. Environmental regulations in the West slow progress, while China's subsidies undercut competitors. Generative AI firms like OpenAI and Anthropic lobby for

subsidies, framing supply security as national security.

These tensions risk a bifurcated AI ecosystem: a US-led bloc with allied minerals and a China-centric one. Shortages could inflate AI costs, slowing adoption in emerging markets like India. Innovation might fragment, with dual standards stifling global collaboration.

Diplomacy offers hope—China briefly suspended some bans in November 2025 amid trade talks. Long-term, technological breakthroughs in synthetic minerals or chip alternatives could dilute dependencies. For now, generative AI's promise rides on resolving this mineral minefield, where tech ambition collides with raw earth realities.

Green ACCOUNTING

~Dimple Deewani
B.com (1st semester)

Green Accounting is an emerging and significant concept in the field of accounting. It is also referred to as Environmental Accounting. Unlike traditional accounting, which focuses solely on financial profits and losses, Green Accounting also considers the environmental impact of business activities.

In conventional accounting systems, only income, expenses, assets, and liabilities are recorded in monetary terms. However, Green Accounting goes beyond this approach by incorporating environmental factors such as pollution, consumption of natural resources, waste management, and environmental protection costs. It helps in assessing the extent to which a company's operations affect the environment and the measures taken to minimize environmental damage.

The primary objective of Green Accounting is to promote sustainable development, which means meeting present needs without compromising the ability of future generations to meet their own needs. Through Green Accounting, organizations can understand the true cost of their operations by including environmental costs. For instance, if a factory causes air or water pollution, the expenses related to environmental damage and cleanup should also be reflected in its accounting records. Green Accounting is particularly important because natural resources such as water, forests,

coal, and oil are limited. Uncontrolled exploitation of these resources may lead to their depletion. By encouraging the efficient use of resources, Green Accounting motivates companies to adopt environmentally friendly practices such as recycling, using renewable energy sources, and reducing carbon emissions.

In India, Green Accounting is gradually gaining recognition. The government and various organizations are actively promoting environmental awareness. Many companies have begun publishing Environmental Reports along with their financial statements, demonstrating their commitment to social and environmental responsibility.

Furthermore, Green Accounting supports better decision-making. When environmental costs are taken into account, companies are more likely to adopt cleaner technologies and sustainable production methods. This approach not only benefits the environment but also enhances a company's reputation and builds trust among customers, investors, and society at large.

In conclusion, Green Accounting is a highly relevant and valuable concept in today's world. It plays a crucial role in balancing economic growth with environmental protection. By adopting Green Accounting practices, society can work towards a healthier environment and a more sustainable future.



Role of Data Analytics in Modern Commerce Students

~Jaya Rathore
B.Com
4th Semester

Commerce is a vital field of study encompassing business, finance, accounting, and economics. In recent years, technological advancements have significantly transformed business operations, with data analytics emerging as a major development. Today, data analytics plays a crucial role in commerce, enabling businesses to make more informed and effective decisions.

Data analytics involves examining data to uncover patterns, trends, and actionable insights. Every business generates vast amounts of data related to sales, expenses, customers, and profits. Traditionally, this data served mainly for record-keeping. However, modern data analytics allows companies to thoroughly analyze this information for strategic planning and forecasting.

In **finance and accounting**, data analytics is indispensable. Companies leverage analytics to review financial statements and benchmark performance against previous years. This process helps determine whether a business is growing or incurring losses. For instance, e-commerce platforms use analytics to recommend products tailored to individual interests, thereby increasing sales and fostering stronger customer relationships.

From a student's perspective, data analytics is an essential career skill. Commerce students with expertise in accounting, finance, and analytics are more competitive in the job market. Employers increasingly seek candidates who can combine financial acumen with data analytical skills. Familiarity with tools such as Excel, data analysis techniques, and financial software gives students a significant advantage.

Despite its benefits, data analytics presents certain challenges. Data must be accurate and well-maintained. Additionally, concerns about data security and privacy require businesses to handle information responsibly and ethically.



In summary, data analytics is now integral to the field of commerce, supporting financial analysis, strategic decision-making, budgeting, and customer management.

For commerce students, acquiring data analytics skills alongside traditional subjects is highly advantageous. As technology continues to evolve, the role of data analytics in commerce will only become more important. It also aids management in controlling costs and boosting profitability. Accountants can detect errors, unusual transactions, and potential fraud more efficiently by analyzing data sets.

Data analytics also enhances budgeting and forecasting. By analyzing historical data, companies can more accurately estimate future

income and expenses, resulting in realistic budgets and better financial planning. For example, analyzing previous years' festive season sales allows a company to predict demand and optimize production and inventory.

Another significant application is in decision-making.

Modern business decisions increasingly rely on data rather than intuition alone. Analytics provides managers with clear, evidence-based options, reducing risk and improving operational efficiency. Customer analysis is another area where data analytics excels. Businesses can study customer behavior, preferences, and feedback to enhance product quality and customer satisfaction.

THE ILLUSION OF EASY MONEY



Why Everyone Wants to Invest but Few Understand Finance

~Gungun Goyal

B. Com 3rd Year

(6th Semester)

Scroll through social media for five minutes and you'll find someone claiming to have cracked the secret to wealth. Stock tips, crypto reels, "double your money" promises, and screenshots of huge profits flood our screens daily. Investing has never looked easier—or more misleading. Behind this excitement lies a dangerous illusion: the belief that money grows fast without knowledge. In recent years, investing has become **popular, digital, and accessible**. With just a smartphone and an app, anyone can buy stocks, mutual funds, or cryptocurrencies. This accessibility is a positive step toward financial inclusion, but it also comes

with risks. Many new investors enter the market without understanding basic financial concepts such as risk, diversification, and long-term plans.

One major reason for this problem is the rise of financial influencers, often called "finfluencers." While some provide valuable education, many focus on views rather than value. Quick-profit stories attract attention, but losses are rarely discussed. This creates unrealistic expectations and encourages speculative behavior, especially among students and young earners.

Commerce, at its core, is about informed decision-making. Successful investing requires patience, discipline, and understanding—not luck.

Markets are influenced by economic conditions, company performance, government policies, and global events.

Without financial literacy, investors may panic during market fluctuations or blindly follow trends, leading to losses.

Another concern is the growing popularity of high-risk assets. Cryptocurrencies, derivatives, and intraday trading promise fast returns but involve significant uncertainty. Many beginners mistake market volatility for opportunity, ignoring the possibility of capital erosion. Commerce education teaches that higher returns are usually linked with higher risk—a principle often forgotten in the excitement of easy money. This situation highlights the urgent need for financial literacy, especially among students. Understanding budgeting, saving, investing, taxation, and insurance is essential for personal and professional growth. Financial literacy empowers individuals to make informed choices, avoid debt traps, and plan for long-term goals. For commerce students, it is not just a life skill—it is a professional responsibility. From a broader perspective, financially informed citizens contribute to a stable economy. Wise investment decisions support productive businesses and long-term growth, while reckless speculation can lead to financial instability. Governments and institutions are increasingly recognizing the importance of financial education, but real learning begins with individual awareness.



Technology, while often blamed for misinformation, can also be a powerful tool for learning. Verified financial platforms, educational apps, and official market resources provide accurate knowledge. The challenge lies in distinguishing education from entertainment. Commerce students must learn to question sources, analyze data, and think critically.

In conclusion, the dream of easy money is attractive but often misleading. Investing is not gambling, and wealth is not built overnight. True financial success comes from knowledge, discipline, and long-term planning. In a world full of shortcuts, understanding finance remains the most reliable investment.

The real profit lies not in chasing trends, but in understanding money.



Akshat Jain
B. Com (Hons.)
Semester II

The Union Budget 2026-27, presented in February 2026, represents a comprehensive roadmap for India's transformation into a developed nation by 2047. Anchored in the principles of sustained growth, fiscal discipline, and inclusive development, this budget demonstrates the government's commitment to converting national aspirations into tangible achievements while maintaining macroeconomic stability.

At the foundation of this budget lies an impressive fiscal consolidation strategy. The government has targeted a fiscal deficit of 4.3 percent of GDP for 2026-27, down from 4.4 percent in the revised estimates for 2025-26. This prudent approach is complemented by an ambitious goal to achieve a debt-to-GDP ratio of 50 percent by 2030, demonstrating the government's unwavering commitment to long-term fiscal sustainability. With public capital expenditure projected to reach Rs 12.2 lakh crore, representing a six-fold increase since 2015, the budget strikes a delicate balance between growth acceleration and fiscal prudence.

The manufacturing sector receives substantial impetus through strategic interventions across frontier industries. The budget introduces transformative initiatives including India Semiconductor Mission 2.0, Biopharma SHAKTI, and dedicated schemes for electronics components and rare earth permanent magnets. A particularly noteworthy initiative is the scheme to revive 200 legacy industrial clusters, which promises to rejuvenate India's traditional manufacturing base while integrating modern technology and processes. These measures are supported by comprehensive tax reforms, including exemptions on basic customs duty for components used in aircraft manufacturing and microwave ovens, alongside extended export timelines for leather and textile manufacturers.

The MSME sector, recognized as the backbone of Indian economy, receives focused attention through a three-pronged strategy. The establishment of a Rs 10,000 crore SME Growth Fund provides crucial equity support, while the mandating of TReDS platform for all CPSE

purchases from MSMEs ensures enhanced liquidity. The introduction of Corporate Mitras in Tier-II and Tier-III towns represents an innovative approach to reducing compliance burdens, enabling small enterprises to focus on growth rather than regulatory complexities.

Infrastructure development continues to be a priority, with the budget announcing ambitious projects including new dedicated freight corridors connecting eastern and western India, operationalization of 20 national waterways, and seven high-speed rail corridors connecting major metropolitan centers.

The Purvodaya initiative for developing the Integrated East Coast Industrial Corridor and the Rs 2 lakh crore support to states under the SASCI Scheme demonstrate the government's vision for regionally balanced infrastructure growth.



The budget's people-centric approach is evident in substantial investments in health, education, and social welfare. The establishment of NIMHANS-2, upgrading of mental health institutes, and training of 1.5 lakh multiskilled caregivers reflects a comprehensive care ecosystem. Educational infrastructure receives a boost through the establishment of five university townships near industrial corridors and girls' hostels in STEM institutions across every district. The Divyangjan Kaushal Yojana and Divyang Sahara Yojana underscore the government's commitment to

inclusive development.

Energy security and environmental sustainability find prominent place through the Rs 20,000 crore scheme for Carbon Capture Utilization and Storage and various exemptions promoting renewable energy equipment manufacturing. The agricultural sector benefits from dedicated programs for high-value crops, integrated fisheries development, and AI-powered agricultural advisory systems through BharatVISTAR.

The emphasis on ease of doing business is reflected in numerous tax rationalization measures, including reduced TCS rates for overseas

education and medical treatment, extended timelines for return filing, and decriminalization of certain non-compliance provisions. These reforms signal a shift towards trust-based governance and recognition of honest taxpayers.

In conclusion, Budget 2026-27 presents a holistic vision that balances growth imperatives with social objectives, fiscal responsibility with developmental aspirations, and traditional strengths with future opportunities. It positions India firmly on the path to becoming a developed nation while ensuring that the benefits of growth are equitably distributed across all sections of society.



~Ashi Soni

B. COM. Vocational (Sales)

4th Semester

In today's world, almost every business depends on the internet in some way. From small online shops to big companies, most work is now done through websites, apps, emails, and digital payments. While this has made business faster and more convenient, it has also created a new problem: cyber threats. This is where cyber security becomes extremely important for online businesses.

Cyber security simply means protecting computers, networks, websites, and data from digital attacks. These attacks can include hacking, data theft, viruses, fake emails, and many other harmful activities. For an online business, data is one of the most valuable assets. It includes customer details, passwords, bank information, and business records. If this data is stolen or damaged, the business can suffer huge losses, both in money and in trust.



One of the biggest risks for online businesses is hacking. Hackers try to break into systems to steal information or disturb services. Sometimes, they target small businesses because their security systems are weaker. Many people think only big companies get hacked, but in reality, small online stores and startups are often easier targets. A single attack can shut down a website, leak customer data, or even stop the business from working for days.

Another common threat is phishing. This is when fake emails or messages are sent to trick people into giving their passwords or bank details. For example, an employee may receive an email that looks like it is from the company or a bank, but it is actually from a hacker. If the employee clicks on a wrong link or shares login details, the whole system can be at risk. This shows that cyber security is not only about technology, but also about awareness and careful behaviour.

Online businesses also face the danger of malware and viruses. These are harmful programs that can enter systems through downloads, email attachments, or unsafe websites.

Once inside, they can damage files, slow down systems, or secretly send data to criminals. Even a few hours of downtime can lead to loss of customers and income.

Customer trust is another important reason why cyber security matters. When people shop or make payments online, they share personal and financial information. They expect the business to keep this information safe. If a company's data is leaked, customers may never trust that brand again.

To protect themselves, online businesses need to take cyber security seriously. Using strong passwords, updating software regularly, and installing security tools like firewalls and antivirus programs are basic steps. Encryption and regular backups also play an important role.

Training employees is just as important as using good technology. Cyber security is the responsibility of everyone in the organisation, not just the IT team.

In conclusion, cyber security is not just about protecting computers; it is about protecting the future of a business. In a digital world, safety on the internet is no longer a choice, but a necessity.



Turning Student Ideas into Real Opportunities

*~Rohan Bansal
B.Com
6th Semester*

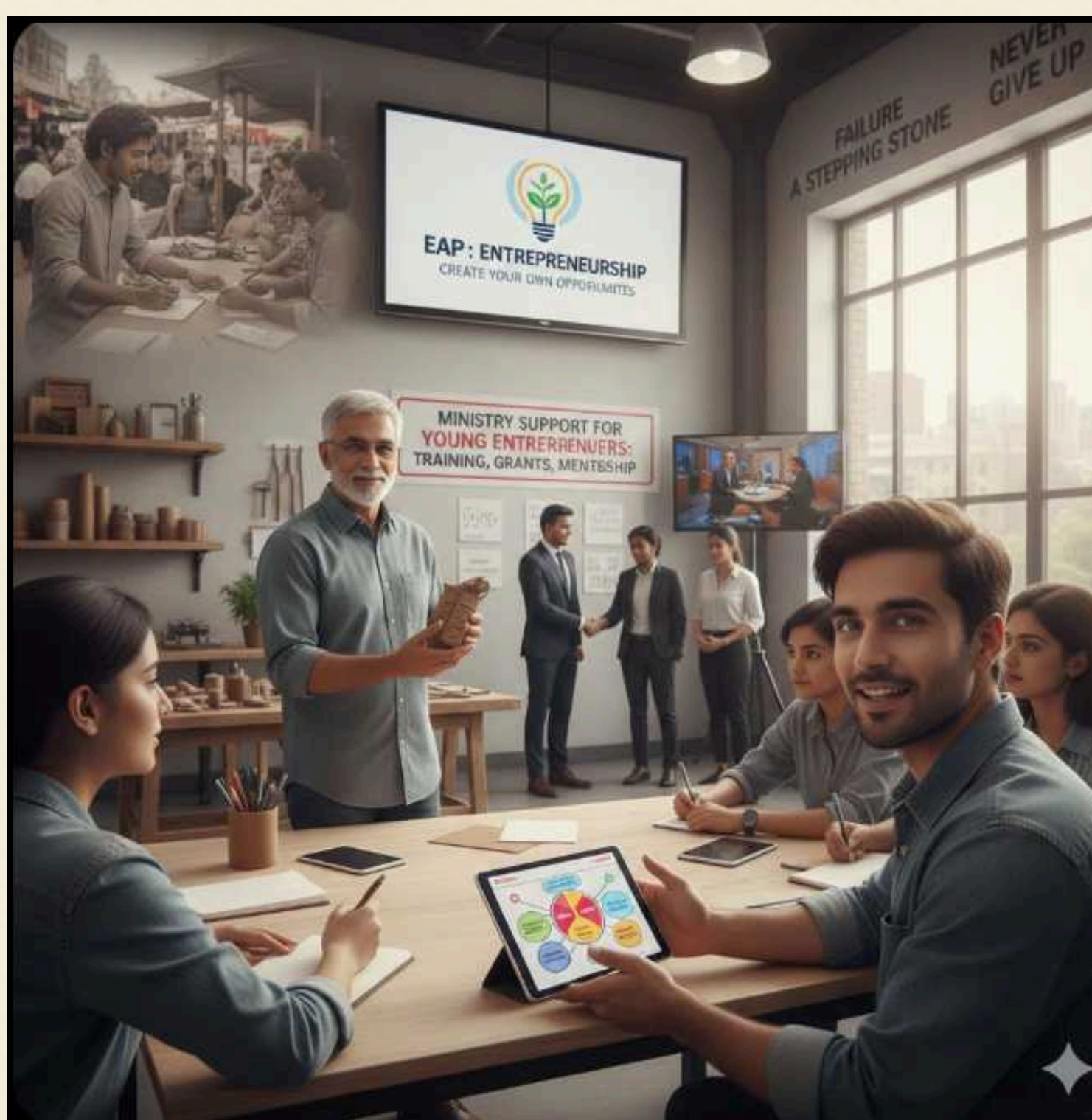
In today's fast-changing world, the concept of entrepreneurship is no longer limited to business families or big investors. It is becoming a viable career option for students who possess creativity and the courage to try something new. Keeping this in mind, St. John's College, Agra, in collaboration with the Ministry of MSME and the Central Footwear Training Institute (CFTI),

organized an Entrepreneurship Awareness Programme (EAP) for students.

As students, most of us grow up believing that success strictly means earning a degree and finding a job. While there is nothing wrong with this path, the EAP helped us realize that traditional employment is not our only option.

Entrepreneurship gives us the power to create our own opportunities instead of waiting for them. The programme was designed to show us that even small ideas, when guided properly, can become sustainable sources of income.

The EAP taught us that entrepreneurship is not just about money; it is about problem-solving, leadership, responsibility, and self-belief. We were encouraged to observe our surroundings and identify problems that need solutions. Whether it is a local service issue, a new product, or a digital solution, every idea has value if it addresses a real need.



The involvement of the Ministry was especially important because it introduced us to government support systems. Many students are unaware that the government provides training, financial assistance, and mentorship for young entrepreneurs. Learning about these schemes and subsidies gave us the confidence that we are not alone if we decide to start a venture.

We even discussed how shows like Shark Tank demonstrate how investors provide both capital and guidance in exchange for a share in the business.

Ultimately, the EAP acted as a major confidence booster. It helped many of us realize that failure is not the end, but a necessary part of the learning process.

Hearing stories of entrepreneurs who started small, failed, and eventually succeeded made us feel that mistakes are natural for growth. The key is to never give up, regardless of the difficulties.

A Personal Inspiration: My Father's Journey

My father's life is a perfect example of this spirit. He was a bright student who could grasp new knowledge quickly. However, he eventually had to leave school because his family could not afford it. Though he was saddened, he did not give up. Seeing his family's condition, he decided to work to support them.

He took on many jobs—even working at a relative's shop—and never felt any guilt or shame in his work. Instead, he used that time to analyze how the market worked from A to Z. Eventually, he decided to create his own unique product. As demand for his product grew, he faced financial hurdles, but he managed the funds and started his own manufacturing unit.

Through his hard work, he became self-employed. His journey taught me that while many problems arise when you start something new, you must never regret the ups and downs. If you can push through those challenges, you become truly self-dependent.



In today's digital world, technology is rapidly transforming the way businesses operate. One of the most important developments in recent years is blockchain and cryptocurrency. These innovations are not only changing payment systems but are also impacting financial reporting and accounting practices.

Blockchain is a decentralized digital ledger that records transactions securely and permanently. It acts like a secure digital accounting book. Unlike traditional accounting systems where records are maintained by a central authority, blockchain stores data across multiple computers. Once a transaction is recorded, it cannot be easily altered. This makes it highly secure and transparent. In financial reporting, blockchain can improve accuracy, reduce fraud, and allow real-time recording of transaction.

Cryptocurrency, such as Bitcoin and Ethereum, is a digital asset that operates on blockchain technology. Crypto in financial reporting means accounting and reporting digital currencies properly in financial statements. Many companies today invest in cryptocurrencies or accept them as payment from customers. This creates new challenges in financial reporting. Accountants must decide how to classify and measure these digital assets in financial statements.

Currently, in most accounting frameworks, cryptocurrencies are not treated as cash because they are not legal tender.

They are generally classified as intangible assets.

However, their prices are highly volatile, which makes valuation difficult. Companies must carefully disclose how they measure crypto assets and also explain the risks involved, such as market fluctuations and regulatory uncertainty.



Blockchain technology also has the potential to change auditing practices. Since blockchain records are transparent and tamper-proof, auditors may find it easier to verify transactions. It can lead to more reliable and continuous auditing systems. However, accountants and auditors need proper technical knowledge to understand and evaluate blockchain systems.

Despite its advantages, there are challenges as well. Regulatory guidelines for cryptocurrency are still developing in many countries.

There are also concerns about cybersecurity and environmental impact. Therefore, businesses must adopt this technology carefully while ensuring proper compliance and disclosure.

In conclusion, blockchain and cryptocurrency are significantly influencing financial reporting. They offer greater transparency, security, and efficiency but also create new accounting and regulatory challenges. As technology continues to evolve, accounting professionals must adapt to these changes to ensure accurate and reliable financial reporting in the digital era.



in Accounting and Finance

From Number Crunchers to Strategic Thinkers

-Ridhima Singhal

B.Com. Vocational (Foreign Trade)

Semester 2

Accounting and finance have long been perceived as fields dominated by calculators, spreadsheets, and repetitive numerical work. For decades, accountants were known as “number crunchers,” spending countless hours recording transactions, reconciling accounts, and preparing financial statements. However, the emergence of Artificial Intelligence (AI) has dramatically reshaped this traditional image. Today, AI is not just assisting accountants and finance professionals; it is redefining their roles and transforming the entire ecosystem of financial decision-making.

Artificial Intelligence refers to the ability of machines to simulate human intelligence, including learning, reasoning, and problem-solving. In accounting and finance, AI-powered tools analyse vast amounts of financial data at remarkable speed and accuracy. Tasks that once took days can now be completed in minutes. This shift has moved professionals away from routine work towards more strategic and analytical roles.

One of the most significant impacts of AI in accounting is automation. Activities such as data entry, invoice processing, bank reconciliation, and payroll management are increasingly handled by AI-driven software.

Optical Character Recognition (OCR), combined with machine learning, allows systems to read invoices, classify expenses, and post entries automatically. This not only saves time but also reduces human errors, which are common in manual accounting processes. As a result, accountants can focus more on interpretation and advisory services rather than mechanical tasks.

In the field of financial reporting, AI ensures higher accuracy and compliance.



Intelligent systems can detect inconsistencies, unusual transactions, or deviations from accounting standards in real time. This is particularly useful in an era where regulatory requirements are becoming more complex. By flagging potential errors early, AI helps organisations avoid penalties and maintain transparency, thereby enhancing stakeholder trust.

AI has also revolutionised auditing. Traditionally, auditors relied on sample-based testing due to time and cost constraints. With AI, entire datasets can be examined instead of limited samples. Advanced algorithms analyse patterns, identify anomalies, and highlight areas of high risk. This leads to more effective audits and improves the detection of fraud. Rather than replacing auditors, AI acts as a powerful tool that strengthens professional judgement and audit quality.

In finance, AI plays a crucial role in forecasting and decision-making. Predictive analytics uses historical data and market trends to forecast revenues, expenses, and cash flows. Financial managers can make informed decisions regarding budgeting, investments, and risk management. In stock markets, AI-driven algorithms analyse real-time data to predict price movements and execute trades at high speed. While this increases efficiency, it also demands strong ethical and regulatory oversight to prevent misuse. Another important contribution of AI is in fraud detection and risk management.

Financial fraud often involves complex patterns that are difficult for humans to identify. AI systems continuously monitor transactions, learn from past fraud cases, and detect suspicious activities instantly. Banks and financial institutions widely use AI to assess creditworthiness, manage loan defaults, and reduce financial risks.

Despite its advantages, the integration of AI in accounting and finance raises certain challenges. One major concern is job displacement. As routine tasks become automated, professionals may fear a loss of employment. However, this transformation does not eliminate jobs; rather, it changes skill requirements. Accountants and finance professionals must now develop analytical thinking, technological literacy, and strategic skills to stay relevant. Another concern is data security and privacy, as AI systems rely heavily on sensitive financial information.

In conclusion, Artificial Intelligence has transformed accounting and finance from transaction-oriented functions into strategic pillars of business. It has enhanced accuracy, efficiency, and decision-making while redefining professional roles. Instead of replacing human intelligence, AI complements it by handling repetitive tasks and enabling professionals to focus on insight, ethics, and strategy. The future of accounting and finance belongs not to machines alone, but to professionals who learn to work intelligently alongside them.



-Ayushi Gupta

B.com Vocational (Insurance)

4th semester

In 2026, the definition of a “successful business” has undergone a radical transformation. Profit is no longer the sole metric of achievement. As we navigate a global economy shaped by climate volatility and social awakening, green finance has emerged as the essential bridge between traditional commerce and a resilient future. For commerce students, understanding this shift is no longer optional—it is the new foundation of the financial world.

Green finance refers to financial products and services, such as green bonds, sustainability-linked loans, and carbon credits, designed to promote environmental sustainability. These are governed by the ESG framework: Environmental (E), which includes carbon footprint, waste management, and renewable energy adoption; Social (S), which covers fair labour practices, diversity, and community impact; and Governance (G), which focuses on ethical leadership, transparency, and anti-corruption measures. A sustainable business model generates value for all stakeholders without depleting the resources that create it. In 2026, we are witnessing the mainstream adoption of circular economy models that move from a “take-make-waste” approach to a “borrow-use-return” system, where resources are reused and recycled in a closed loop. Product-as-a-Service (PaaS) models are also gaining traction, with companies such as car manufacturers offering sharing services rather than simply selling products, thereby incentivising durability. In addition, decarbonised supply chains have become a priority, as large corporations now demand ESG data from all suppliers. Scope 3 emissions tracking—covering indirect emissions across the value chain—has become operationally critical.

The most significant shift this year is the end of voluntary reporting. ESG is no longer a public relations exercise; it is a legal obligation. In India, the SEBI BRSR Core framework mandates the top 1,000 listed companies to provide detailed and verified sustainability data. At the global level, initiatives such as the International Sustainability Standards Board (ISSB) are creating a common



language for investors to compare the environmental and governance performance of companies worldwide. Advanced analytics and blockchain technology are increasingly being used to track real-time emissions and prevent greenwashing, the practice of making misleading environmental claims.

For commerce and finance professionals, ESG performance now directly influences capital allocation. Companies with strong ESG scores often benefit from a lower cost of capital, including reduced interest rates on loans and greater investor confidence. Investors also recognise climate risk as financial risk, meaning that companies that are not environmentally prepared are considered high-risk assets. At the same time, new career opportunities are emerging, with growing demand for ESG analysts, sustainability auditors, and green fintech specialists.

Green finance is not merely a passing trend; it represents the financial infrastructure of the future. As the world advances toward the 2030 Sustainable Development Goals, the most successful businesses will be those that integrate people, planet, and profit into a cohesive and long-term strategy. For the next generation of business leaders, the message is clear: sustainability is the ultimate competitive advantage.

UPI Culture in India

A CASHLESS LIFESTYLE STORY



~Suhita Singh
B.Com
4th Semester

A few years ago, carrying cash was a daily habit in every Indian household. Wallets were filled with currency notes, and every small purchase—from vegetables to bus tickets—was made in cash. Today, the scene has completely changed. A small smartphone, an internet connection, and a simple QR code have transformed the way India handles money. This transformation is known as the UPI culture, and it has quietly created a cashless lifestyle across the country.

UPI (Unified Payments Interface) is not just a digital payment system; it has become a part of everyday life. From big shopping malls to roadside tea stalls, UPI is everywhere. A vegetable vendor, a rickshaw puller, a street food seller, and even temple donation boxes now display QR codes. This shows that digital payments in India are no longer limited to cities or educated professionals—they have reached common people and small businesses as well.

One of the biggest strengths of UPI is its simplicity. Anyone with a basic smartphone can use it. There are no complicated bank forms, no lengthy procedures, and no need to remember long account numbers. A simple PIN and a mobile number are enough to transfer money instantly. This has made financial transactions easy even for people who were earlier hesitant about digital banking.

The UPI culture has also brought a sense of safety and convenience. People no longer worry about losing cash, theft, or carrying change. Parents send money to their children in seconds.



Friends split bills easily. Shopkeepers no longer struggle with providing change. During emergencies, money can be transferred instantly without visiting a bank or ATM. Life has become faster, smoother, and more organized.

In daily life, UPI has changed habits and behavior. Morning tea, auto rides, grocery shopping, electricity bills, school fees, mobile recharges, and online classes—everything can be paid for digitally. Even small amounts like ₹10 or ₹20 are now paid through UPI. This shows that digital payments are not only for large transactions but also for small daily needs.

For small business owners, UPI has created new opportunities. Earlier, many customers avoided shops that did not accept digital payments. Now, shopkeepers who use UPI attract more customers. It builds trust, transparency, and professionalism.

Digital records also help in managing accounts, tracking income, and planning future growth. In many ways, UPI has become a growth tool for small traders.

UPI has also played a major role in financial inclusion. People in rural areas, villages, and small towns are now connected to the banking system. Women, senior citizens, daily wage workers, and small farmers are becoming digitally aware. This digital connection is empowering people by giving them financial control and independence.

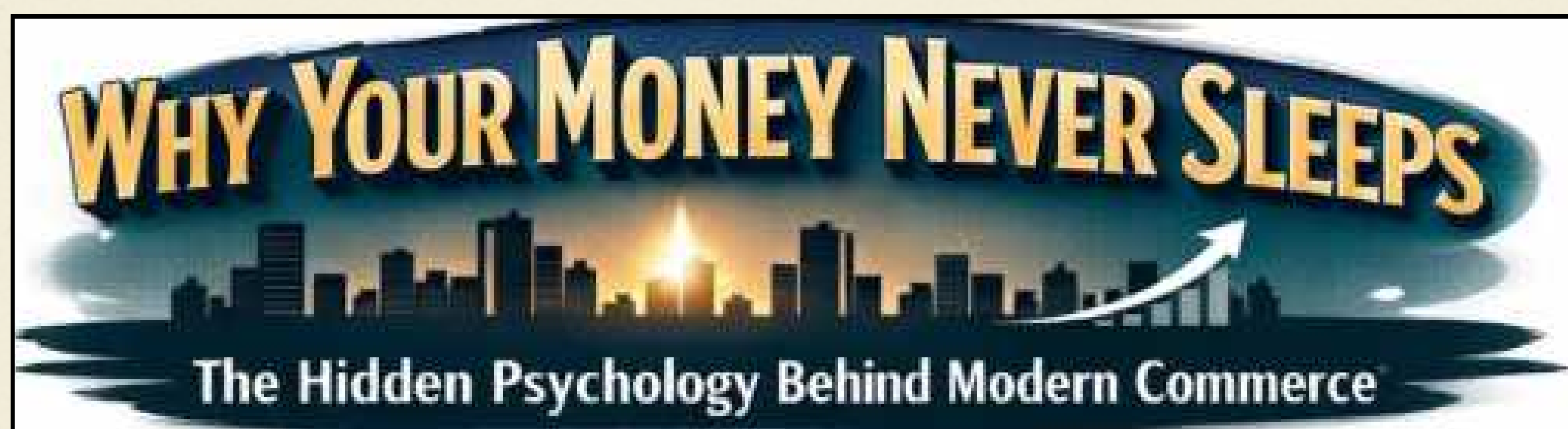
However, the UPI culture is not without challenges. Issues such as internet dependency, technical glitches, cyber fraud, transaction failures, and digital illiteracy still exist. Many elderly people and rural users face difficulties using digital apps independently. Network problems and server downtime can disrupt daily payments. Therefore, along with digital growth, financial awareness, cyber safety education, and digital literacy are equally important. A balanced approach—using UPI for convenience while keeping cash as a backup—creates a safer and smarter financial lifestyle. Another significant change is the shift in mindset. India is moving from a cash-dependent society to a digitally confident one.

People are no longer afraid of technology; they are learning, adapting, and growing with it. Children teach their parents how to scan QR codes. Grandparents proudly say, “UPI kar diya.” This shows how deeply digital payments have entered family life.

The real beauty of the UPI culture lies not in the technology but in its accessibility. It treats everyone equally. A businessman and a street vendor use the same system. A student and a shopkeeper use the same app. This creates digital equality and social connection.

From kirana stores to shopping malls, one scan connects us all.

In conclusion, UPI has not only changed how India pays—it has changed how India lives. It has made life easier, safer, faster, and more connected. At the same time, its challenges remind us that technology must be used wisely and responsibly. The true success of the UPI culture lies in balance—embracing digital convenience while staying aware, informed, and prepared. The cashless lifestyle in India is not just a technological change; it is a social transformation that reflects a modern, confident, and digitally empowered nation.



*~Gungun Goyal
B. Com 3rd Year
(6th Semester)*

Have you ever wondered why you end up buying things you never planned to? A late-night online sale, a “limited time offer,” or a notification that says “Only 2 left in stock,” and suddenly your money is gone. This isn’t an accident. It’s modern commerce at work, blending business, technology, and psychology to influence everyday decisions.

Commerce today is no longer just about producing and selling goods; it is about understanding human behavior. Businesses invest heavily in studying how people think, what attracts them, and what triggers them to spend. Pricing strategies such as ₹999 instead of ₹1000, flash sales, and reward points are carefully designed to make products feel

more affordable and urgent.



One of the biggest drivers of this change is digital commerce. Online platforms track browsing history, search patterns, and purchase behavior. Based on this data, companies create personalized shopping experiences. The products you see first are not random; they are selected to match your interests. Commerce has become predictive, often knowing what consumers want before they consciously decide.

The role of marketing has also evolved significantly. Traditional advertisements focused on informing customers, whereas modern marketing focuses on influencing emotions. Social media influencers, unboxing videos, and customer reviews create a sense of trust and relatability. Consumers feel connected to brands that appear authentic and engaging. In this way, commerce has shifted from selling products to selling experiences.

Another fascinating change is the rise of subscription-based models. From music and movies to groceries and software, people now pay regularly for access rather than ownership. This ensures steady revenue for businesses while

offering convenience to consumers. However, it also encourages spending without constant awareness, as small recurring payments often go unnoticed.

Commerce has also transformed work culture and career opportunities. New roles such as digital marketers, data analysts, financial influencers, and e-commerce managers did not exist a decade ago. Students of commerce today must understand not only accounting and economics but also technology, consumer psychology, and digital platforms. The modern commerce professional is expected to think creatively and strategically.

Despite its advantages, the psychological side of commerce raises important concerns. Overconsumption, financial stress, and a lack of savings are common issues, especially among young consumers. Easy credit options such as “Buy Now, Pay Later” encourage spending beyond one’s means. Ethical business practices and financial literacy have therefore become essential topics in contemporary commerce.

From a national perspective, commerce plays a vital role in economic growth and employment generation. Digital businesses contribute to GDP, create jobs, and promote innovation. Government initiatives supporting startups, digital payments, and entrepreneurship further strengthen the commercial ecosystem. However, balanced growth requires responsible consumption and informed decision-making.

In conclusion, modern commerce is not just about money; it is about choices, behavior, and influence. It operates silently, shaping decisions through design, data, and desire. Understanding this hidden psychology helps consumers make smarter choices and enables future commerce professionals to build ethical and sustainable businesses. So the next time you feel tempted by a discount or a notification, pause and think. Your money never sleeps—but now you know why.

Personal Finance

How Students Can Start Investing

~Sanskriti Maheshwari
B.Com. Vocational
4th Semester

For many students, the word “investing” sounds like something only rich people or business experts do. Most of us think, “I’ll start investing after I get a job” or “I don’t earn enough to invest.” But the truth is, the best time to start investing is actually when you are a student. You may not have a big income, but you do have something even more powerful on your side: time.

Personal finance is all about how you manage your money—how you earn it, save it, spend it, and grow it. Learning this early can make a huge difference in your future. When students start investing small amounts, they not only build wealth slowly but also develop discipline, patience, and financial confidence.

The first step before investing is understanding your money. As a student, your income may come from pocket money, a part-time job, a scholarship, or freelancing. It is important to track where this money goes. Many students spend without realizing how much goes into food delivery, shopping, or subscriptions. Making a simple monthly budget helps you see how much you can save. Even saving ₹500 or ₹1000 per month is a great start.

Once you start saving, the next step is to build a small habit of investing. Investing does not mean taking big risks or trying to become rich overnight. It simply means putting your money in places where it can grow over time. One of the safest and easiest ways for students to begin is through mutual funds, especially Systematic Investment Plans (SIPs). In SIPs, you invest a fixed amount every month, which makes it affordable and



disciplined. Over time, because of compounding, even small investments can grow into a substantial amount.

Another option is learning about the stock market. This does not mean you should start trading daily or gambling with your money. Instead, you can begin by understanding how companies work, what shares are, and how long-term investing helps build wealth. Many apps today allow students to start investing with very small amounts. The key is to focus on learning first and earning slowly, rather than rushing for quick profits.

For students who do not want market risk in the beginning, there are safer options like fixed deposits, recurring deposits, or government-backed schemes. These may not give very high returns, but they are stable and good for beginners. The main goal at this stage is not to make huge profits, but to build the habit of saving and investing regularly.

One very important rule of investing is: never invest money you may need urgently. Students should always keep some money aside for emergencies, like medical needs or sudden expenses. This is called an emergency fund. Having this safety cushion gives you confidence and prevents you from making bad financial decisions under pressure.

Another important part of personal finance is financial literacy. Before investing, students should try to read simple articles, watch educational videos, or follow reliable finance pages. Understanding basic terms like interest, inflation, risk, and return can help you make smarter choices.

The more you learn, the less likely you are to fall for scams or unrealistic “get-rich-quick” schemes.

It is also important to remember that investing is a long-term game. Markets go up and down, and that is normal. Many beginners panic when they see small losses and stop investing. But patience is what really builds wealth. Starting early means you can stay invested for many years, and time will perform most of the work for you.

In the end, personal finance is not about how much money you have, but how well you use it. Students who start investing early are not just building money, they are building a secure and independent future. Even small steps taken today can lead to big results tomorrow. So, start small, stay consistent, keep learning, and let your money grow along with you.

WOMEN ENTREPRENEURSHIP IN INDIA

-Ridhi Gangwar

B.com. 6th Semester

3rd Year

Women entrepreneurship in India is not just an economic movement—it is a story of courage, resilience, and silent revolutions taking place in homes, villages, and cities across the country. For generations, Indian women were expected to confine their dreams within the walls of their homes, prioritizing family responsibilities over personal ambitions. Business, leadership, and risk-taking were seen as male domains. Yet, over time, this deeply rooted perception has begun to change. Today, Indian women are stepping forward with confidence, transforming themselves from dependents into decision-makers, from job seekers into job creators, and from silent supporters into powerful leaders of change.

The journey of women entrepreneurship in India is deeply emotional because it represents the struggle for identity, independence, and self-respect. Many

women start their entrepreneurial journey not only to earn income but to prove their worth—to themselves, their families, and society. With rising access to education and awareness, women are now realizing their potential and daring to dream beyond traditional roles. Education has given them skills, but more importantly, it has given them confidence—the confidence to speak up, to take risks, and to believe that their ideas matter.

Government initiatives have acted as a ray of hope for thousands of aspiring women entrepreneurs. Schemes like Stand-Up India, Mudra Yojana, Mahila E-Haat, Startup India, and Skill India have opened doors that were once firmly closed. These programs acknowledge the unique challenges women face, such as lack of financial security, limited mobility, and social restrictions. Self-help groups and microfinance institutions, especially in rural India, have become lifelines for women who

had never handled money or made financial decisions before. For many of them, starting a small enterprise is not just about income—it is about dignity, self-confidence, and the joy of being independent.

Across India, women entrepreneurs are making their mark in diverse fields. In rural areas, women run small businesses in agriculture, dairy farming, handicrafts, food processing, and cottage industries. These enterprises often carry emotional value, preserving traditional skills passed down through generations while supporting families and communities. In urban areas, women are building startups in e-commerce, education, healthcare, fashion, fintech, and digital marketing. Their success stories break stereotypes and send a powerful message: women are equally capable of innovation, leadership, and business excellence.

However, the path is far from easy. Women entrepreneurs continue to face emotional and social challenges that go beyond financial barriers. Many struggle to balance business responsibilities with household duties, often facing guilt, criticism, or lack of support from family members. Gender bias, societal judgment, and fear of failure still hold many women back.

Access to finance remains a major hurdle, as women are often seen as risky borrowers and lack property or assets for collateral. These challenges test not only their business skills but also their emotional strength and determination.

Another invisible yet powerful barrier is self-doubt. Years of social conditioning make many women question their abilities and hesitate to take risks. Fear of failure, fear of judgment, and fear of being seen as “too ambitious” often prevent women from expanding their businesses. Emotional support, strong role models, and mentorship are crucial in helping women overcome these internal struggles. When women see other women succeed, it ignites hope and courage within them.

The impact of women entrepreneurship goes far beyond profits and growth. When a woman becomes an entrepreneur, she uplifts not just



herself but her entire family and community. Women entrepreneurs tend to invest their earnings in their children’s education, healthcare, and overall well-being. This creates a ripple effect of social development, reducing poverty and improving quality of life. Women-led businesses contribute to employment generation and inclusive growth, making development more balanced and humane.

Women entrepreneurship also plays a deeply emotional role in women empowerment and gender equality. Economic independence gives women a voice—within their homes and in society. It allows them to make choices, challenge discrimination, and live with dignity. Entrepreneurship builds leadership, resilience, and self-belief, transforming women into agents of social change. Each successful woman entrepreneur becomes an inspiration for countless others who are still hesitant to take the first step.

The digital revolution has added new hope to this journey. Online platforms, social media, and e-commerce have allowed women to start businesses from their homes, offering flexibility and freedom. For women balancing family responsibilities, this digital access has been life-changing. Technology has reduced barriers, expanded markets, and given women the power to tell their stories, showcase their products, and connect with the world. Looking ahead, the future of women entrepreneurship in India is filled with promise, but it requires collective effort.

Governments must strengthen policies, educational institutions must nurture entrepreneurial thinking, and society must support women's ambitions without judgment. Families play a crucial role—when families believe in women, women believe in themselves.

In conclusion, women entrepreneurship in India is a movement of hope, strength, and transformation.

It reflects the emotional journey of millions of women who dared to dream despite limitations. Empowering women entrepreneurs is not just an economic necessity; it is a moral and social responsibility. When women rise, families grow stronger, communities prosper, and the nation moves closer to a more inclusive, equal, and compassionate future.



-Priyanka Jha

B.Com. Vocational(Foreign Trade)

2nd Semester

The Foreign Trade Policy (FTP) 2023 represents a landmark departure from traditional five-year policy cycles, transitioning into a dynamic, responsive framework designed to serve as a catalyst in India's ascent toward a USD 2 trillion export milestone by 2030. By substituting traditional physical incentives with WTO-compliant remission-based mechanisms and emphasizing digital automation, the policy aligns Indian trade practices with global standards while aggressively strengthening domestic manufacturing competitiveness. The primary objective of FTP 2023 is to integrate India more deeply into Global Value Chains (GVCs) and transform the nation into a global export powerhouse. A central ambition is to achieve USD 2 trillion in exports by the end of the decade, with an equal split between merchandise and services exports. The policy also promotes the internationalization of the rupee by facilitating cross-border trade settlements in INR to mitigate exchange rate volatility and reduce transaction costs. In addition, it seeks to decentralize export growth by shifting the focus from national corridors to the district level, thereby empowering



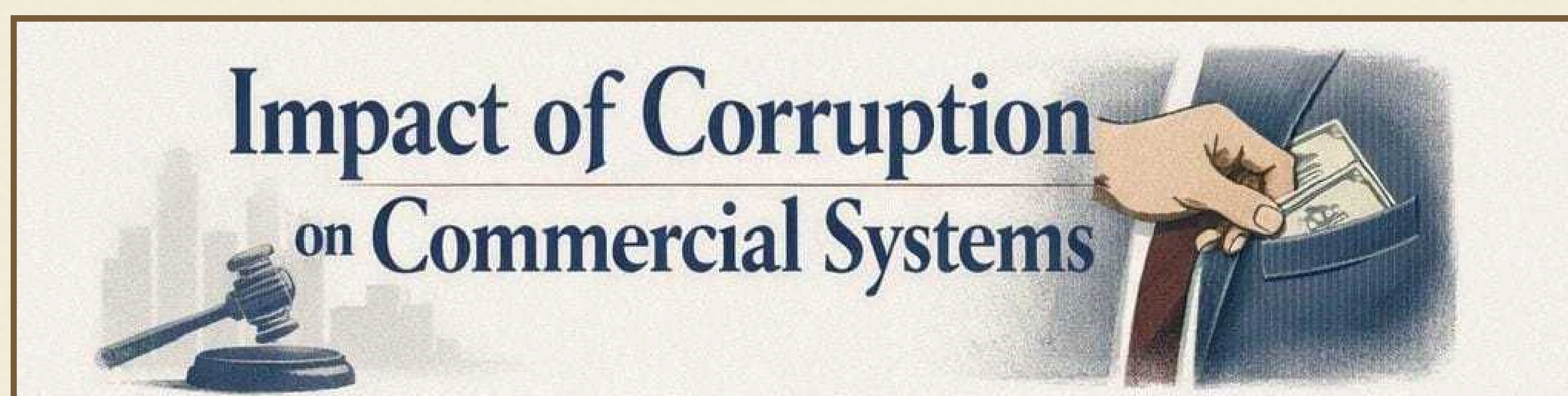
local MSMEs to access global markets. Another key feature is the adoption of trust-based governance, moving away from a regime of rigorous manual scrutiny toward a self-declaration and automated approval environment.

The architecture of FTP 2023 is built upon four distinctive pillars, each addressing specific bottlenecks in the Indian trade ecosystem. First, there is a strategic shift from direct subsidies to the

remission of duties and taxes. Schemes such as RoDTEP (Remission of Duties and Taxes on Exported Products) ensure that exporters are compensated for embedded taxes, effectively ensuring that India exports goods, not taxes. Second, the policy promotes export growth through collaboration by establishing synergy among the Union Government, State Governments, and districts. The “Districts as Export Hubs” initiative identifies products with export potential at the grassroots level and provides them with institutional support. Third, the policy enhances ease of doing business through extensive process re-engineering and automation. It has significantly reduced the turnaround time for essential authorizations, such as Advance Authorization, from several days to just 24 hours through rule-based IT systems.

Fourth, the policy prioritizes emerging and high-growth sectors, including e-commerce exports, which are projected to reach USD 200–300 billion by 2030, and streamlines the SCOMET

(Special Chemicals, Organisms, Materials, Equipment, and Technologies) regime to facilitate trade in dual-use technologies. FTP 2023 introduces systemic improvements that directly enhance the comparative advantage of Indian exporters in the global market. It goes beyond being merely a regulatory document and stands as a statement of intent for a future-ready India. By institutionalizing digital infrastructure and fostering a collaborative trade ecosystem, the policy addresses long-standing challenges such as high logistics costs and bureaucratic delays. As global supply chains continue to diversify under strategies such as “China Plus One,” India’s renewed trade framework provides the agility required to capture emerging global demand and secure its position as a reliable, high-tech manufacturing hub.



-Vidushi Chaudhary

B.Com.

6th Semester

Corruption is one of the most serious challenges faced by commercial systems across the world. It refers to the misuse of power, authority, or position for personal or organizational gain. In the context of commerce, corruption disrupts the smooth functioning of markets, weakens ethical standards, and hampers economic development. A transparent and fair commercial system is essential for sustainable growth, but the presence of corruption undermines this foundation and creates long-lasting negative consequences.

One of the most direct impacts of corruption on commercial systems is the distortion of market

mechanisms. In an ideal system, businesses compete based on efficiency, quality, innovation, and price. However, corruption replaces merit with favoritism. Companies that engage in bribery or have political connections often gain unfair advantages such as licenses, government contracts, or tax exemptions. As a result, honest businesses are pushed out of the market, competition is reduced, and overall productivity declines.

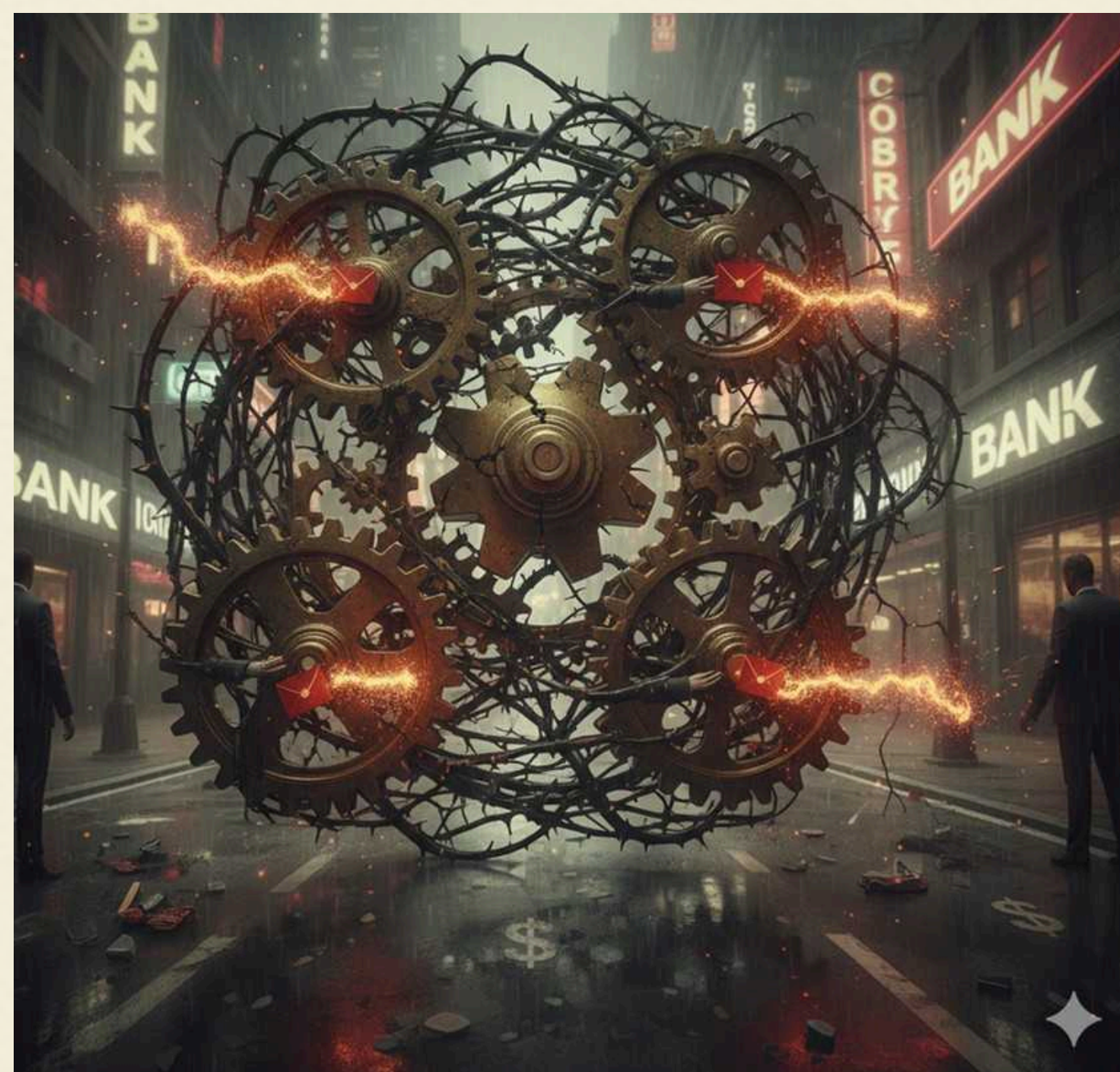
Corruption also increases the cost of doing business. Illegal payments, kickbacks, and unofficial fees act as hidden costs for firms. To recover these expenses, businesses often raise

prices or compromise on the quality of goods and services. Ultimately, consumers bear the burden of corruption through higher prices and reduced choices. Small and medium enterprises suffer the most, as they usually lack the financial resources or influence to participate in corrupt practices, limiting their ability to grow and compete.

Another significant impact of corruption is the erosion of investor confidence. Commercial systems thrive on trust and predictability. Domestic and foreign investors seek environments where rules are clear and consistently enforced. In corrupt systems, decisions depend on personal connections rather than legal frameworks, increasing uncertainty and risk. This discourages investment, slows capital formation, and restricts economic growth. Countries with high levels of corruption often struggle to attract long-term investment despite having strong market potential. Corruption in commercial systems also affects public finance and government revenue. When businesses evade taxes through bribery or manipulation of accounts, the government loses valuable resources. Reduced tax collection limits public spending on essential infrastructure, education, healthcare, and social welfare. Weak public services, in turn, create inefficiencies that encourage further corruption, forming a vicious cycle that is difficult to break.

Corporate governance and accounting practices play a critical role in either controlling or enabling corruption. Weak internal controls, lack of transparency, and poor auditing standards provide opportunities for financial fraud and misrepresentation. Practices such as falsification of accounts, insider trading, and embezzlement not only damage individual firms but also reduce confidence in the entire commercial system. On the other hand, strong governance frameworks, ethical leadership, and independent audits promote transparency and accountability.

The social impact of corruption in commerce is equally severe. It widens income inequality by concentrating wealth and opportunities in the hands of a few powerful individuals or corporations.



Ordinary citizens and honest entrepreneurs are denied fair opportunities, leading to frustration and loss of faith in economic institutions. Over time, this weakens social cohesion and undermines the moral fabric of society.

In recent years, technology has emerged as an effective tool to reduce corruption in commercial systems. Digital payments, online tax filing, electronic procurement, and transparent regulatory platforms minimize human intervention and reduce the scope for bribery. However, technology alone is not sufficient. Strong legal enforcement, ethical education, and a culture of integrity are essential to ensure lasting change.

In conclusion, corruption has a deep and damaging impact on commercial systems. It distorts markets, raises business costs, discourages investment, weakens public finance, and increases social inequality. Combating corruption requires collective efforts from governments, businesses, and society. By promoting transparency, strengthening governance, and upholding ethical values, commercial systems can become more efficient, fair, and capable of supporting sustainable economic development.

RETURN CULTURE



— AND ITS IMPACT ON —

E-COMMERCE PROFITABILITY

-Irfa Barkati

B.Com.

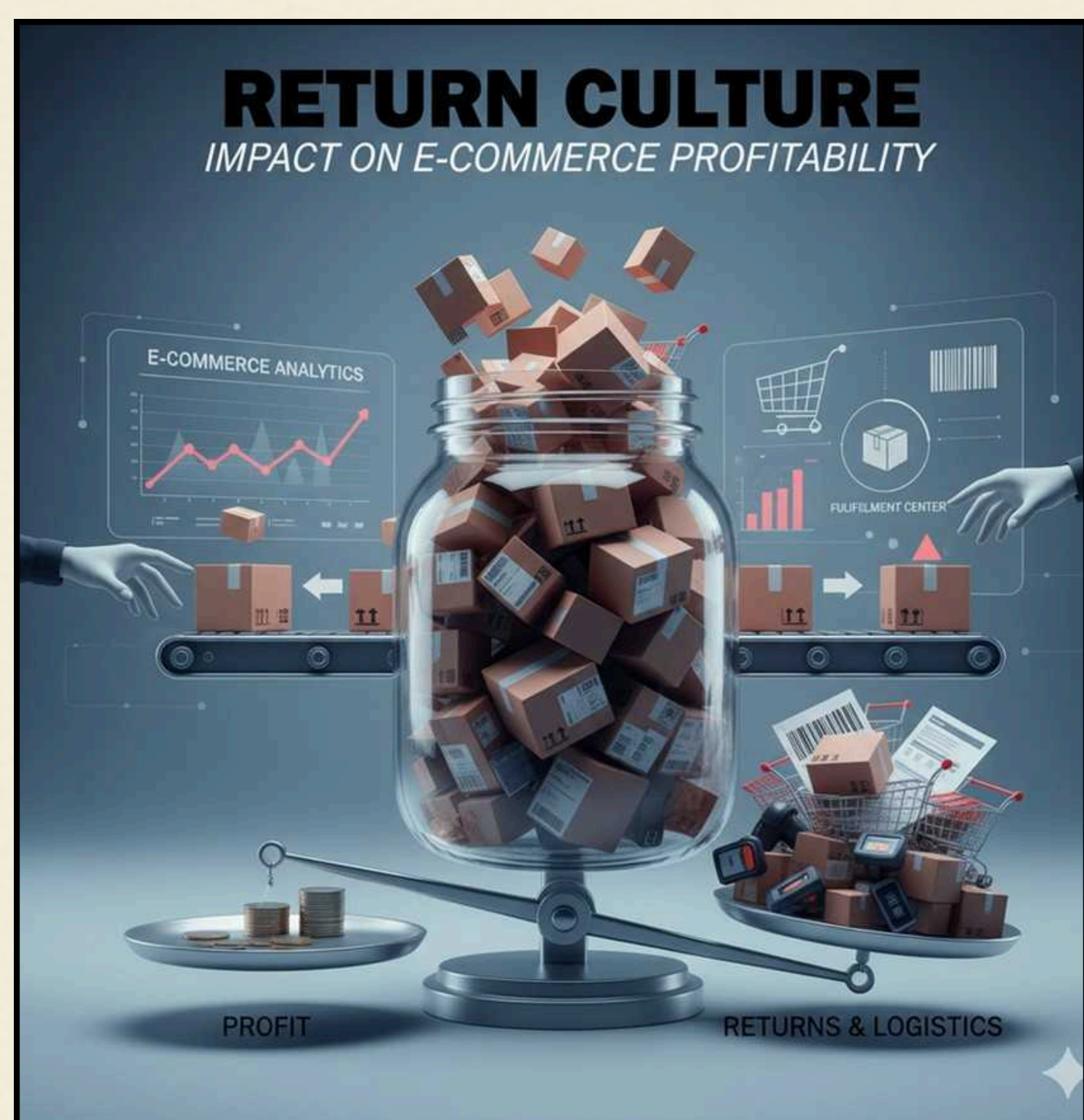
4th Semester

The rapid growth of e-commerce has transformed the way consumers shop by offering convenience, variety, and doorstep delivery. Along with these advantages, a new trend known as “Return Culture” has emerged. Return culture refers to the increasing habit of customers returning products after purchase due to reasons such as wrong size, change of mind, quality issues, or delayed delivery. While easy return policies improve customer satisfaction, they also have a serious impact on the profitability of e-commerce companies.

Most e-commerce platforms provide “no-questions-asked” return policies to attract customers and build trust. Customers often order multiple items with the intention of keeping only one and returning the rest. This behavior is especially common in categories like fashion, footwear, and electronics. Over time, this practice has become normalized, creating operational and financial challenges for online businesses.

Cost Impact on E-Commerce Companies Return culture significantly increases operational costs. Companies have to bear expenses related to reverse logistics, quality checks, repackaging, and sometimes even the disposal of returned products. In many cases, returned items cannot be resold as new, leading to inventory losses. Studies show that return rates in online fashion can reach up to 30–40 percent, which directly reduces profit margins.

Impact on Supply Chain and Logistics Returns disrupt the supply chain system. Reverse logistics is more complex and expensive than forward logistics. Warehousing costs increase as returned items occupy valuable storage space. Additional manpower and technology are required to manage



returns, making the entire process inefficient and costly. Return culture also affects the environment. Extra transportation leads to higher fuel consumption and increased carbon emissions. Excessive packaging waste and disposal of unsellable products raise serious sustainability concerns for e-commerce companies. To control losses, e-commerce companies now use data analytics to study return patterns. Analytics helps identify high-return products, frequent return customers, and major reasons behind returns. This enables companies to improve product descriptions, size charts, quality control, and inventory planning, ultimately helping reduce return rates and improve profitability. Strategies to Reduce Return Culture Providing accurate product information, customer reviews, virtual try-on tools, and stricter return policies for habitual returners can reduce excessive returns. Many companies are also promoting exchanges instead of refunds to

minimize losses. Return culture is a major challenge for the profitability of e-commerce businesses. While customer-friendly return policies increase trust and sales, uncontrolled returns lead to financial losses and operational inefficiencies.

By using data analytics and smart return management strategies, e-commerce companies can balance customer satisfaction with sustainable profitability.



*-Lalit Kumar
B.Com
2nd Semester*

In today's global economy, organizational success is no longer defined solely by financial performance. Increasingly, institutions are evaluated on their commitment to Environmental, Social, and Governance (ESG) compliance, a framework that promotes ethical conduct, sustainability, and long-term value creation. ESG has become a critical benchmark for responsible growth across industries. The Social pillar addresses how organizations manage relationships with employees, consumers, and communities. It covers labor rights, diversity and inclusion, gender equality, employee well-being, data privacy, and community engagement.

Organizations with inclusive policies experience up to 25% higher productivity and improved employee retention. Strong social responsibility builds trust, loyalty, and long-term stakeholder value. The Governance component ensures transparency and accountability through ethical leadership, board independence, anti-corruption policies, risk management, and regulatory compliance. Effective governance reduces corporate risk and strengthens investor confidence. For students and future professionals, ESG knowledge opens career opportunities in sustainable finance, corporate law, public policy,



management, and environmental consulting. ESG empowers future leaders to balance profit with purpose. ESG compliance represents a powerful shift toward ethical, inclusive, and sustainable development. By integrating environmental stewardship, social responsibility, and strong governance, organizations can achieve growth that benefits both business and society.

Impact of Influencer Marketing on Consumer Behaviour

-Ritu Nauhwar

B.Com.

2nd Semester

This article examines how influencer marketing affects consumer buying behaviour. In recent years, influencers have become an important part of marketing strategies. They can shape opinions and encourage purchases. Understanding this impact is important for brands and marketers.

Influencer marketing relies on social media personalities to promote products. These influencers connect with audiences in genuine ways. They share their experiences and opinions, making recommendations that can influence consumer decisions. A study from 2020 found that 70% of teenagers are influenced by social media celebrities when making purchases. This shows the strong impact influencers have on young buyers. They create a sense of trust and credibility. Their followers often see them as friends or role models, which increases their influence. Businesses often collaborate with influencers to reach specific groups. For example, a beauty brand might partner with a makeup artist to showcase products. This helps the brand connect with beauty enthusiasts who trust the influencer's opinion.

Influencer marketing is effective because it feels more personal than traditional advertising. Consumers often skip ads, but they engage with influencer content. When influencers share a product, it feels more like a recommendation from a friend rather than a sales pitch. Moreover, different types of influencers can reach different audiences. Micro-influencers, who have smaller but highly engaged followings, often produce strong results. They may have fewer followers, but their engagement rates are high. This close connection can lead to more authentic interactions



and encourage purchases.

Visual content is also important in influencer marketing. High-quality photos and videos can capture attention quickly. They show products being used, which makes them more appealing. Viewers are more likely to buy a product when they see it in action. Another factor is the rise of social media stories. These short-term posts create urgency. When influencers share limited-time offers, followers may feel motivated to act quickly. This strategy can increase immediate sales.

In addition, genuine engagement matters. Influencers who interact with their followers and reply to comments build stronger relationships. This connection creates loyalty and can lead to repeat purchases. However, not every influencer partnership is successful. Brands must choose influencers who match their values and target audience. If there is a mismatch, the campaign may not perform well. It is important to research an

influencer's audience and engagement levels before partnering.

Another challenge in influencer marketing is the issue of authenticity. If consumers feel that an influencer is being insincere or promoting products only for money, they may lose trust. Brands need to ensure that partnerships appear genuine. Authenticity is key to maintaining consumer trust.

In conclusion, influencer marketing has a significant impact on consumer buying behaviour. By using social media personalities, brands can reach audiences in unique and effective ways. As influencer marketing continues to grow, businesses must focus on authenticity and engagement. Choosing the right influencers is essential for success. By understanding their audience and building genuine connections, brands can influence purchasing decisions more effectively.



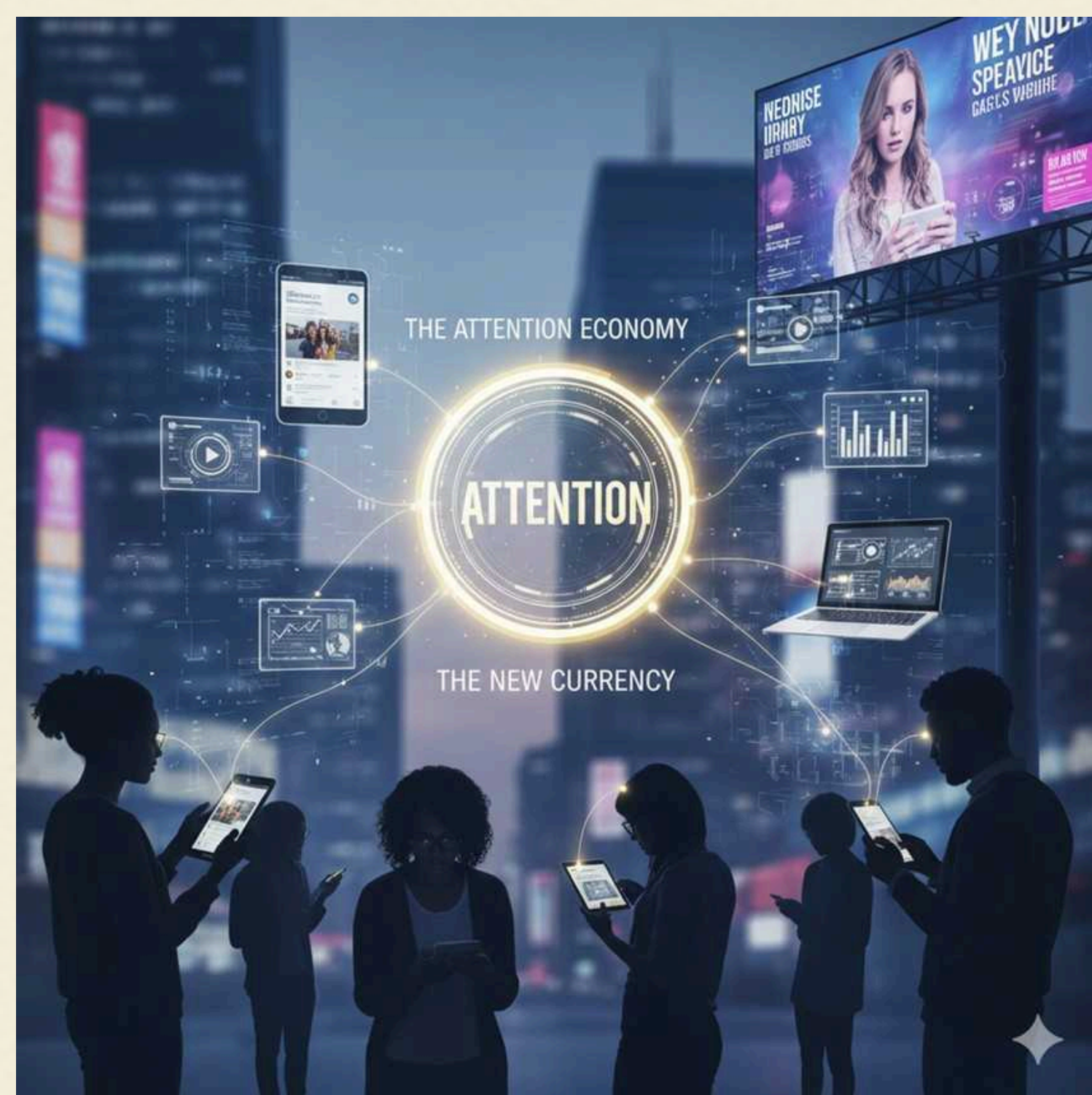
-Somya Agrawal
B.Com. Vocational
4th Semester

Commerce has always revolved around exchange—goods for money, services for value, and trust for loyalty. However, in the digital age, a new and invisible currency has emerged that is reshaping the commercial landscape: attention. Today, businesses are no longer competing only for sales; they are also competing for seconds of human focus.

The attention economy refers to a system where consumer attention becomes a scarce and valuable resource. With endless advertisements, social media platforms, online stores, and digital content, consumers are overwhelmed with choices. In such an environment, the ability of a business to capture and retain attention often determines its success more than the product itself. This shift marks a major change in how commerce operates.

Modern businesses invest heavily in branding, storytelling, and user experience to remain visible in a crowded market. Logos, packaging, website design, and even the tone of communication are carefully designed to appeal emotionally to consumers.

Digital platforms have further accelerated this change. E-commerce websites use personalized



recommendations, flash sales, and targeted advertisements to keep consumers engaged. Social media has blurred the line between entertainment and commerce, where influencers, reels, and short-form content subtly shape buying behaviour.

This shift has also changed consumer behaviour. Buyers today are more informed yet more impulsive. Although information is easily available, limited attention spans often lead to

quicker decisions. Businesses must therefore communicate value instantly and clearly.

However, excessive advertising, manipulative marketing techniques, and data-driven persuasion raise ethical concerns. Such practices can challenge consumer freedom of choice. Responsible businesses now face the task of balancing profitability with transparency and trust. Sustainable commerce in the future will depend not only on capturing attention, but also on respecting it.

In conclusion, commerce has entered an era where attention functions as a form of economic power. Products may be manufactured in factories, but demand is created in the minds of consumers. Businesses that understand this shift and adapt with creativity, responsibility, and authenticity will lead the future of commerce. In a world full of noise, meaningful attention is no longer optional—it is essential.



*-Badal
B.com.
6th Semester*

In the modern world of commerce and business, success depends not only on effort but also on the ability to work efficiently and strategically. For a long time, people believed that only hard work leads to success. However, with technological advancement, globalization, and increasing competition, smart work has become equally important. In the field of commerce, the combination of hard work and smart work plays a crucial role in achieving long-term success.

Hard work in commerce refers to continuous effort, dedication, and persistence in performing business activities such as studying market trends, maintaining financial records, managing operations, and improving customer service. Business owners, accountants, managers, and commerce students need strong discipline and consistent effort to build knowledge and experience. Without sustained effort, no business can grow or survive in a competitive market.

On the other hand, smart work in the commerce sector means using modern tools, technology, and strategic planning to achieve better results in less



time and at lower cost. Today, businesses use accounting software, digital marketing, data analytics, and online payment systems to improve efficiency and productivity. A company that adopts e-commerce platforms and automated systems can serve more customers while reducing operational costs.

In today's competitive economic environment, relying only on hard work is not enough. A business may work very hard, but if it does not

adopt modern technology or follow proper strategies, it may fall behind competitors. Similarly, depending only on smart strategies without consistent effort and discipline may also lead to failure because long-term success requires dedication and continuous improvement. Therefore, the most successful organizations combine hard work with smart work.

Commerce students can also apply this principle in their academic and professional lives. Hard work helps them build strong conceptual knowledge in subjects such as accounting, economics, finance, and business studies. Smart work helps them manage time efficiently, focus on important topics, and use digital learning resources.

Students who combine both approaches are more likely to succeed in their future careers.

In conclusion, both hard work and smart work are essential in the field of commerce and business. Hard work builds dedication, experience, and reliability, while smart work ensures efficiency, innovation, and better decision-making. When effort is supported by proper planning and modern techniques, success becomes faster, stronger, and long-lasting.



-Ishant Shakya

B.Com. Vocational(Insurance)

4th Semester

Commerce in the 21st century has changed rapidly compared to the past. Earlier, business activities were mostly local and traditional, but today commerce has become more organized, competitive, and global. The modern business world focuses not only on profit but also on efficiency, customer satisfaction, and responsible practices. As students of commerce, we can clearly see how business methods, management styles, and market structures have evolved over time. This transformation has made commerce more dynamic and important than ever before.

Shift from Traditional to Modern Business

In earlier times, businesses were small and operated locally using simple methods. In the 21st century, companies have become more structured and professional. They focus on planning, management, and better services to meet customer

needs. This shift has improved the quality and reach of businesses.

- From small local trade to organized business
- Greater focus on planning and management
- Better services and customer satisfaction

Growth of Professional Management

Modern commerce emphasizes professional management and skilled employees. Organizations now follow proper planning, coordination, and leadership to achieve success. Managers play an important role in guiding teams and improving productivity.

- Importance of leadership and teamwork
- Better decision-making
- Organized work culture

Role of Ethics and Responsibility

Businesses today understand the importance of ethics and social responsibility. Companies are

expected to treat employees fairly, provide quality products, and contribute positively to society. This has improved trust between businesses and customers.

- Focus on ethical practices
- Responsibility towards society
- Building customer trust

Opportunities for Students

The transformation in commerce has created many career opportunities for students. Fields such as management, accounting, banking, and business administration offer various paths for growth. Commerce education helps students develop skills like communication, leadership, and financial understanding.

- More career options
- Skill development
- Better job opportunities

Challenges in Modern Commerce

With growth and change, businesses also face strong competition and the need to adapt quickly. Organizations must keep improving their strategies and maintain quality to survive in the modern market.

- Increasing competition
- Need for innovation
- Maintaining quality and efficiency



The transformation of modern commerce in the 21st century has made business more organized, responsible, and opportunity-driven. It has changed the way companies operate and how people manage money and resources. For commerce students, understanding these changes is important because it prepares them for future careers and responsibilities. Modern commerce continues to grow and evolve, shaping a more efficient and responsible business world.



-Prince Kumar

B.Com. Vocational(Insurance)

In today's fast-changing world, money is no longer earned only through factories, farms, or offices. Ideas, creativity, culture, and talent have become powerful economic tools. This creative side of the economy is known as the Orange Economy. It focuses on how creativity and culture can generate income, jobs, and social development. From music

and films to digital content and design, the Orange Economy proves that imagination can be as valuable as any physical resource.

The Orange Economy refers to economic activities based on creativity, culture, knowledge, and intellectual property. It includes industries in which the main input is human creativity rather

than raw materials. These activities include music, films, television shows, web series, art, photography, handicrafts, advertising, graphic design, fashion, architecture, gaming, animation, publishing, and digital content creation. The color orange is associated with creativity, culture, enthusiasm, and imagination, symbolizing the spirit of this sector.

The Orange Economy plays a significant role in modern economies. It creates employment opportunities for artists, designers, writers, musicians, editors, developers, and freelancers. It offers strong career prospects for young people, enabling them to transform their skills into income with minimal investment. At the same time, it helps preserve cultural identity while contributing to economic growth and innovation.

The rise of the internet and digital platforms has accelerated the growth of the Orange Economy. Social media, OTT platforms, gaming applications, and streaming services allow creators to reach global audiences. Musicians, gamers, designers, and content creators can now build sustainable careers from anywhere by leveraging digital tools and their creative abilities.

Despite its rapid expansion, the Orange Economy faces several challenges, including limited access to funding, copyright issues, piracy, irregular income, and a lack of awareness. Addressing these challenges requires strong policies, better education, and effective protection of intellectual property rights.



The Orange Economy demonstrates that creativity is not merely a hobby but a powerful economic force. By valuing ideas, culture, and talent, it opens new avenues for growth, particularly for the youth. Investing in creativity today can help build a more inclusive, innovative, and sustainable economy for the future.

You are *not* the customer
You are the product



-Tina Sharma
B. Com.
4th semester

The first time I realized marketing was working on me was not in a classroom; it was while I was scrolling at midnight, looking at products I had never planned to search for. There was no urgent need, no prior intention—just a sudden sense that this product “made sense” at that moment. As students, moments like these are strangely familiar. We study consumer behaviour, persuasion, and targeting in theory, and then unknowingly experience the same strategies shaping our choices every single day.

In traditional commerce, the exchange is straightforward: a company offers a product, the customer pays money, and value is exchanged. But the digital economy has quietly rewritten this model. Today, many platforms cost nothing to use, yet they are among the most profitable businesses in the world. The reason lies in a simple shift: money is no longer the only currency. When a platform is free, value is created through attention, data, and behaviour. Every scroll, like, pause, and search becomes information. Over time, this

information is analysed, segmented, and sold to advertisers. In this system, users are no longer just consumers; they are part of the product being offered.

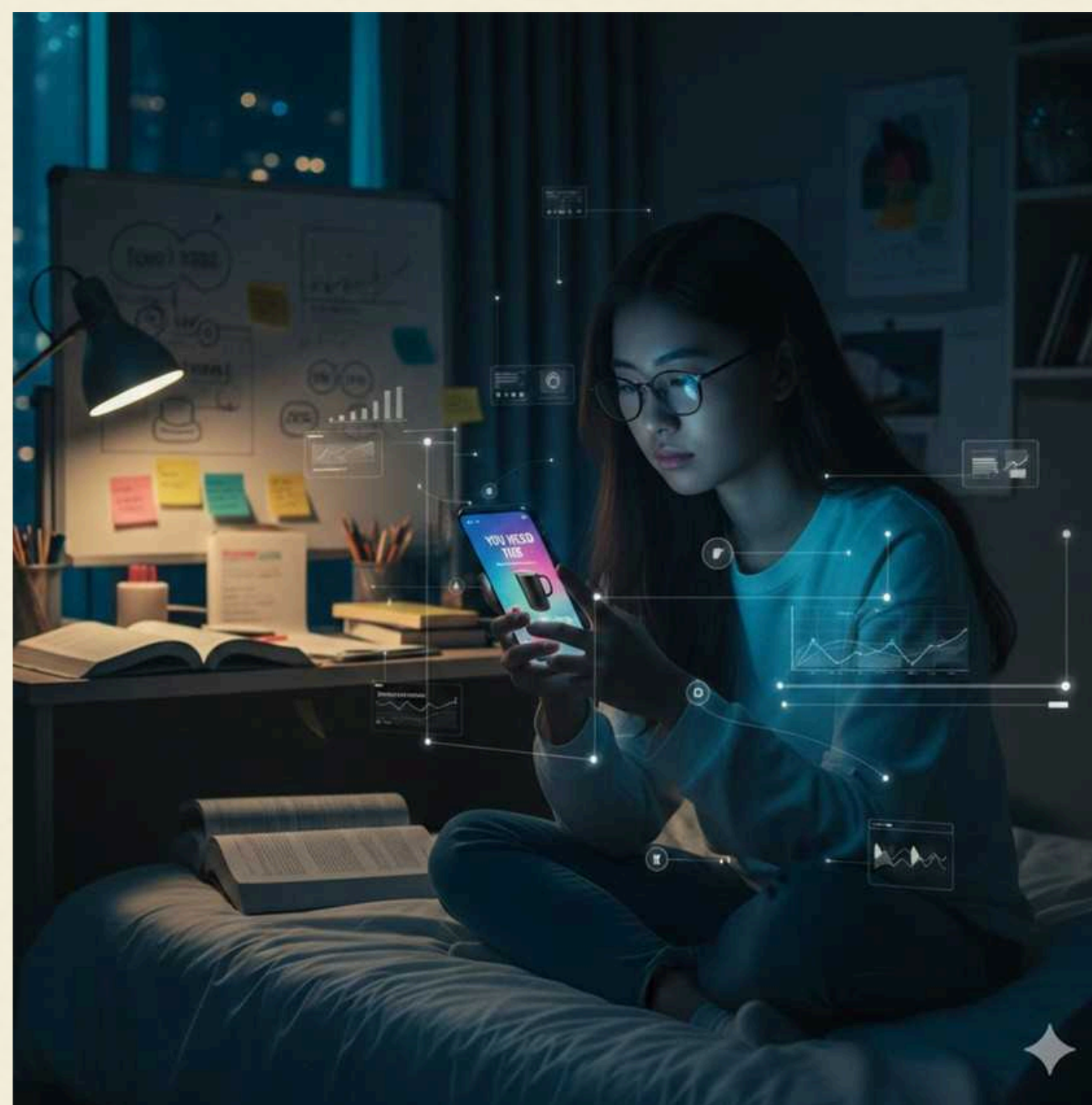
From a marketing perspective, this model is remarkably efficient. Digital platforms allow brands to reach audiences with a level of precision that traditional marketing could never achieve. Ads are personalized, content feels relevant, and recommendations appear timely. What looks like coincidence is often the result of carefully designed algorithms. This is where psychology plays a central role. We scroll because of variable rewards; we click because of curiosity gaps. We buy because of social proof and the fear of missing out—because of FOMO. These are not accidental reactions; they are concepts we study in marketing management and consumer behaviour. Digital platforms simply apply them at scale.

What makes this system powerful is not manipulation but personalization. Over time, algorithms begin to understand preferences, habits, and emotional triggers. Choices feel intuitive, and decisions feel natural. We believe we are acting independently, but often we are acting within a framework designed to guide our attention. For students, this is the moment when theory becomes real.

However, an important question follows: just because something is effective, does it mean it should be used without limits? This is where ethics enters the conversation. Marketing is not only about conversion rates and engagement metrics; at its core, it is about relationships and trust. When data collection becomes invisible and persuasion becomes subconscious, the boundary between influence and intrusion begins to blur. Consumers may not always realize how much of their behaviour is being observed, analysed, and monetized.

Trust, once broken, is difficult to rebuild. Modern commerce is slowly acknowledging this reality. Transparency, responsible data use, and ethical advertising are no longer optional ideals—they are becoming business necessities. Brands that ignore this may see short-term success, but long-term sustainability depends on credibility.

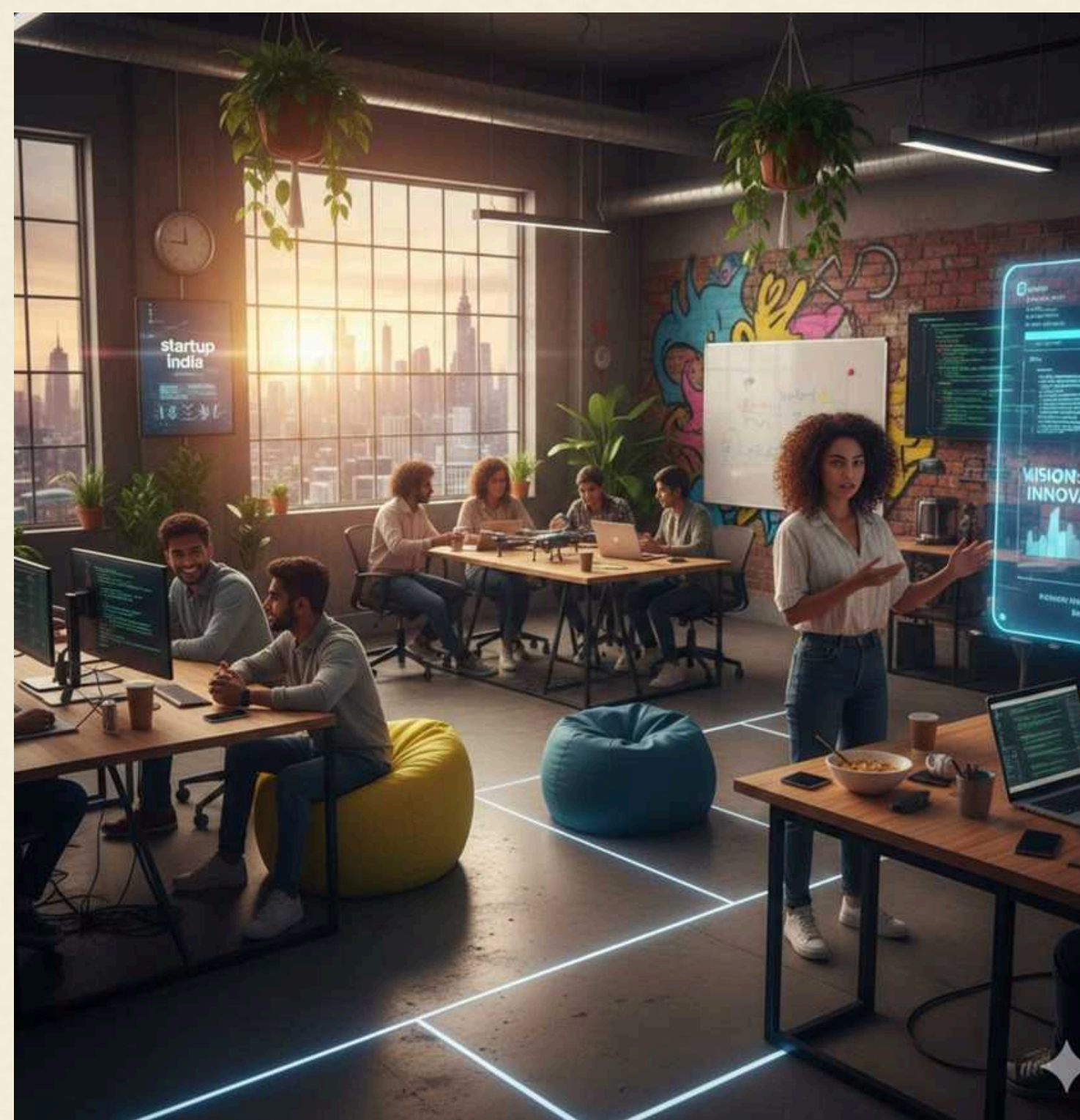
For students studying marketing today, this creates a unique position. We are not just future professionals learning how to influence markets; we are also digital users experiencing the impact of these strategies daily. This dual perspective



gives us something valuable: awareness. Awareness allows us to ask better questions—not just “Will this campaign perform?” but also “What kind of relationship is this building?” Being “the product” is not inherently negative; it is simply how value is created in the digital economy. What matters is how consciously that value is exchanged, both by companies and by consumers. Understanding when we are the product may be the first step toward becoming better marketers and wiser consumers. Because in a world where attention is currency, trust is the real profit.



In today's fast-changing world, the idea of a career is no longer limited to earning a degree and working in a traditional office job. More and more young people are now attracted to startups. For today's youth, startups are not just businesses; they represent freedom, creativity, and innovation. This is why startups are often seen as a dream career option for the younger generation. A startup is a young business that is started with a new idea to solve a problem or meet a need in a unique way. Unlike traditional businesses, startups focus strongly on innovation and rapid growth. Many famous companies like Google, Amazon, Zomato, and Flipkart started as small startups with big ideas. Their success stories inspire young people to believe that age and background do not limit success. One of the main reasons startups attract today's youth is the opportunity to be independent. Young people want to be their own boss rather than working under strict rules and fixed routines. Startups allow them to take decisions, experiment with ideas, and learn from real-life situations. This sense of ownership provides job satisfaction and builds confidence. Another reason startups are popular among college students is the use of technology. Today's youth is tech-savvy and comfortable with digital tools, social media, and online platforms. Startups often use technology for marketing, payments, customer service, and product development. This makes startups exciting and suitable for young minds who enjoy working with modern tools and innovative systems. Startups also provide a learning-rich environment. Unlike regular jobs where roles are fixed, startup employees often perform multiple tasks and responsibilities. This helps young people develop skills such as communication, teamwork, problem-solving, and decision-making. From a commerce point of view, startups offer practical knowledge of finance, marketing, management, and operations. The startup culture also encourages creativity and innovation.



Young people can turn their ideas into reality. Whether it is an online store, a food delivery service, an educational app, or a sustainable product, startups give youth a platform to express their creativity. Government initiatives like Startup India have further encouraged young entrepreneurs by providing funding, training, and structured support. However, choosing startups as a career also comes with challenges. Startups involve risk and uncertainty. Not all startups succeed, and income may be unstable in the beginning. Long working hours and high pressure are common. Therefore, youth must be prepared to face failures and learn from them instead of giving up. Despite these challenges, startups teach valuable life lessons. Failure in a startup is often seen as experience rather than defeat. It helps young people become stronger, smarter, and more determined. This mindset is very important for long-term success. In conclusion, startups have truly become a dream career for today's youth. They offer independence, learning opportunities, creativity, and growth. For college students, especially commerce students, startups provide a chance to apply theoretical knowledge in real business situations. With proper planning, skills, and determination, startups can transform young dreams into successful realities.



From Wallets to QR Codes

— India's Digital Payment Revolution —



-Priyanshi Saxena

B.Com

4th Semester

Not too long ago, a trip to the local market required a nervous mental check: “Do I have enough cash?” We’ve all been there—standing at a bookstore or roadside stall, frantically searching for an elusive ₹10 note or waiting while the shopkeeper looks for “change” for a ₹500 bill.

Fast forward to 2026, and that scene feels like ancient history. Today, the most common sound in an Indian market isn’t the clinking of coins, but a familiar question: “Bhaiya, QR code hai?” From high-end malls to the smallest vegetable vendor, the black-and-white QR code has become the unofficial logo of modern India. This shift signifies more than mere technological convenience; it reflects changing consumer behaviour, rising trust in digital systems, and the strengthening of India’s financial infrastructure. The journey from physical wallets to QR codes stands as a defining feature of India’s evolving digital economy.

The seeds of this digital transformation were sown in 2016, a year that marked a decisive shift from a cash-dominated economy toward a technology-driven future. While demonetization created the initial push, the true catalyst was the Unified Payments Interface (UPI) developed by the National Payments Corporation of India (NPCI). Before UPI, mobile wallets such as Paytm, MobiKwik, and Freecharge familiarized people with cashless transactions, especially among first-time digital users. However, these wallets were only the prelude to a much larger revolution.

The real game-changer arrived when UPI bridged the gap between complex banking systems and everyday life. By enabling instant, bank-to-bank transfers using simple QR codes and virtual payment addresses, UPI removed the friction of card numbers, passwords, and lengthy procedures.



User-friendly apps like PhonePe, Google Pay, and BHIM transformed a sophisticated financial innovation into a daily habit for millions. Paying for groceries, splitting bills, or sending money home became as effortless as sending a text message.

What began as a technological advancement has now evolved into a cultural norm. The phrase “Bhaiya, QR code hai?” is no longer just a question—it symbolizes a nationwide shift in how Indians perceive money and transactions. Digital payments are no longer seen as an alternative to cash; they are the default. This transformation has reshaped India’s commercial landscape, making speed, transparency, and convenience central to everyday trade.

A major backbone of this transition has been a series of forward-looking government initiatives. Programs such as Digital India and the Jan Dhan Yojana expanded financial inclusion by bringing hundreds of millions of citizens into the formal banking system. Access to bank accounts, mobile connectivity, and digital identity laid the groundwork for widespread UPI adoption. This foundation proved especially crucial during the COVID-19 pandemic, when digital payments

shifted from convenience to necessity. Concerns about hygiene and movement restrictions accelerated the adoption of contactless, QR-based transactions, turning digital payments into tools of safety and survival.

Today, India stands as a global leader in digital payments, processing billions of transactions every month. By 2026, the digital payments ecosystem is projected to represent a multi-trillion-dollar opportunity, with UPI accounting for the majority of retail digital transactions. From roadside tea stalls and kirana stores to large e-commerce platforms, the shift toward QR-based payments is nearly universal. This is not a passing trend but a structural transformation that positions India at the forefront of the paperless economy.

In conclusion, India's transition from physical wallets to QR codes is far more than a technological upgrade; it is a profound cultural evolution. It reflects a nation that is confident, adaptive, and inclusive. For today's generation, a QR code is not a novelty but a natural extension of daily life. UPI has matured into a vital public good, empowering individuals across economic and social divides.

The next time you scan a QR code for your morning coffee, pause for a moment. You are not just making a payment—you are participating in one of the most remarkable financial transformations in modern history.



***-Isha Saraswat
B.com. Mains
6th semester***

As India pursues its vision of a \$5 trillion economy, Artificial Intelligence (AI) has become a transformative force in the Indian banking sector, supporting the nation's journey toward a digitally empowered and inclusive economy. According to the Economic Survey 2025–26, while AI adoption is still in its strategic growth phase, Indian banks are leveraging AI to improve operational efficiency, enhance security, and expand access to financial services.

In banking, one of the most prominent applications of AI in India is in customer service. Leading banks such as the State Bank of India (SBI) and HDFC Bank use AI-powered chatbots like SIA (SBI Intelligence Assistant) and EVA (Electronic Virtual Assistant) to handle customer queries, provide account information, and offer banking assistance 24/7. These tools reduce waiting time and improve customer satisfaction, especially in a country with a vast and diverse population like

India. AI also plays a critical role in fraud detection and risk management. Banks such as ICICI Bank use AI-based systems to monitor transactions in real time, identify suspicious activities, and manage potential threats. This helps prevent financial fraud and strengthens trust in digital banking platforms, particularly with the growing use of online and UPI-based payments.

One of the most significant contributions of AI to India's development lies in alternative data credit scoring. Traditionally, a large segment of the Indian population, including MSMEs (Micro, Small and Medium Enterprises) and informal workers, remained excluded from formal credit due to a lack of traditional credit histories. Today, machine learning algorithms analyze non-traditional data points, such as UPI transaction patterns and utility payment behavior, to assess creditworthiness. This facilitates the flow of capital at the grassroots level, transforming the

previously “non-bankable” population into active economic contributors. Furthermore, AI-driven automation enhances internal banking operations by optimizing processes such as document verification, compliance checks, and data management. This reduces operating expenses (OpEx) and allows bank employees to focus more on customer support and advisory roles.

From a management perspective, AI optimizes the cost-to-income (C/I) ratio by automating complex processes such as e-KYC (Know Your Customer). In addition, Natural Language Processing (NLP) helps overcome literacy barriers for monolingual individuals across the country. AI-powered voice interfaces in regional languages enable citizens with limited digital literacy to use banking applications effectively, ensuring that modern financial services are accessible to people from diverse social and economic backgrounds across India. While AI offers significant advantages, its adoption also raises challenges related to data protection, cybersecurity risks, and workforce capability development. These issues must be addressed through appropriate regulation and continuous skill enhancement.

The growing importance of Artificial Intelligence has also been recognized at the policy level in the Union Budget 2026–27, which emphasizes digital transformation, technological innovation, and skill development.



These initiatives directly support the implementation of AI in the banking sector by strengthening digital infrastructure and promoting secure and efficient financial services. Such policy backing enables banks to leverage AI for improved service delivery, enhanced security, and wider financial inclusion.

In conclusion, the integration of AI and banking is not merely a technological upgrade but a strategic necessity for India’s inclusive growth. By enhancing customer service, strengthening security, improving credit access, and streamlining operations, AI contributes significantly to India’s economic development. As the nation advances toward the vision of Viksit Bharat, AI will continue to serve as the silent engine driving a financial future that is not only digital but truly intelligent, transparent, and resilient.

भारतीय आयकर — INCOME TAX —

-Rudra Verma

आयकर एक अत्यंत महत्वपूर्ण प्रत्यक्ष कर है। यह सरकार के राजस्व का एक महत्वपूर्ण और सर्वोत्तम स्रोत है। देश में कानून-व्यवस्था बनाए रखने, विदेशी शक्तियों से देश की सुरक्षा सुनिश्चित करने तथा जनता के कल्याण को बढ़ावा देने के लिए सरकार को धन की आवश्यकता होती है। इन सभी कार्यों के लिए विभिन्न स्रोतों से धन जुटाना आवश्यक है। ये स्रोत प्रत्यक्ष या अप्रत्यक्ष हो सकते हैं।

आयकर कौन लगाता है?

आयकर केंद्र सरकार द्वारा लगाया और संचित किया जाता

है। केंद्र सरकार अपनी आय का बड़ा भाग आयकर के माध्यम से प्राप्त करती है, जिसके लिए एक अलग विभाग, आयकर विभाग, स्थापित किया गया है।

हालाँकि यह केंद्र सरकार की आय है, परंतु इसका एक भाग सामान्य जनता के कल्याण के लिए बनाई गई विभिन्न योजनाओं पर व्यय किया जाता है।

आयकर विभाग के कार्यों को प्रत्यक्ष रूप से नियंत्रित कौन करता है?

भारत सरकार के वित्त मंत्रालय के अंतर्गत केन्द्रीय प्रत्यक्ष कर बोर्ड (CBDT) आयकर विभाग के कार्यों को प्रत्यक्ष रूप से नियंत्रित और प्रबंधित करता है।

● आयकर का भुगतान कौन करता है?

प्रत्येक कर योग्य व्यक्ति, जिसकी पिछले वित्तीय वर्ष की आय न्यूनतम कर योग्य सीमा से अधिक है, उसे चालू वित्तीय वर्ष के दौरान, पिछले वित्तीय वर्ष की आय पर प्रचलित दरों के अनुसार आयकर का भुगतान करना होता है।

● कर दाखिल और भुगतान

व्यक्तियों और व्यवसायों को आयकर विभाग के साथ अपना आयकर रिटर्न (ITR) निर्धारित तिथि तक दाखिल करना आवश्यक है। सामान्यतः यह तिथि प्रत्येक वर्ष 31 जुलाई होती है। करदाता ई-फाइलिंग पोर्टल के माध्यम से या कर विशेषज्ञों की सहायता से अपना ITR दाखिल कर सकते हैं।

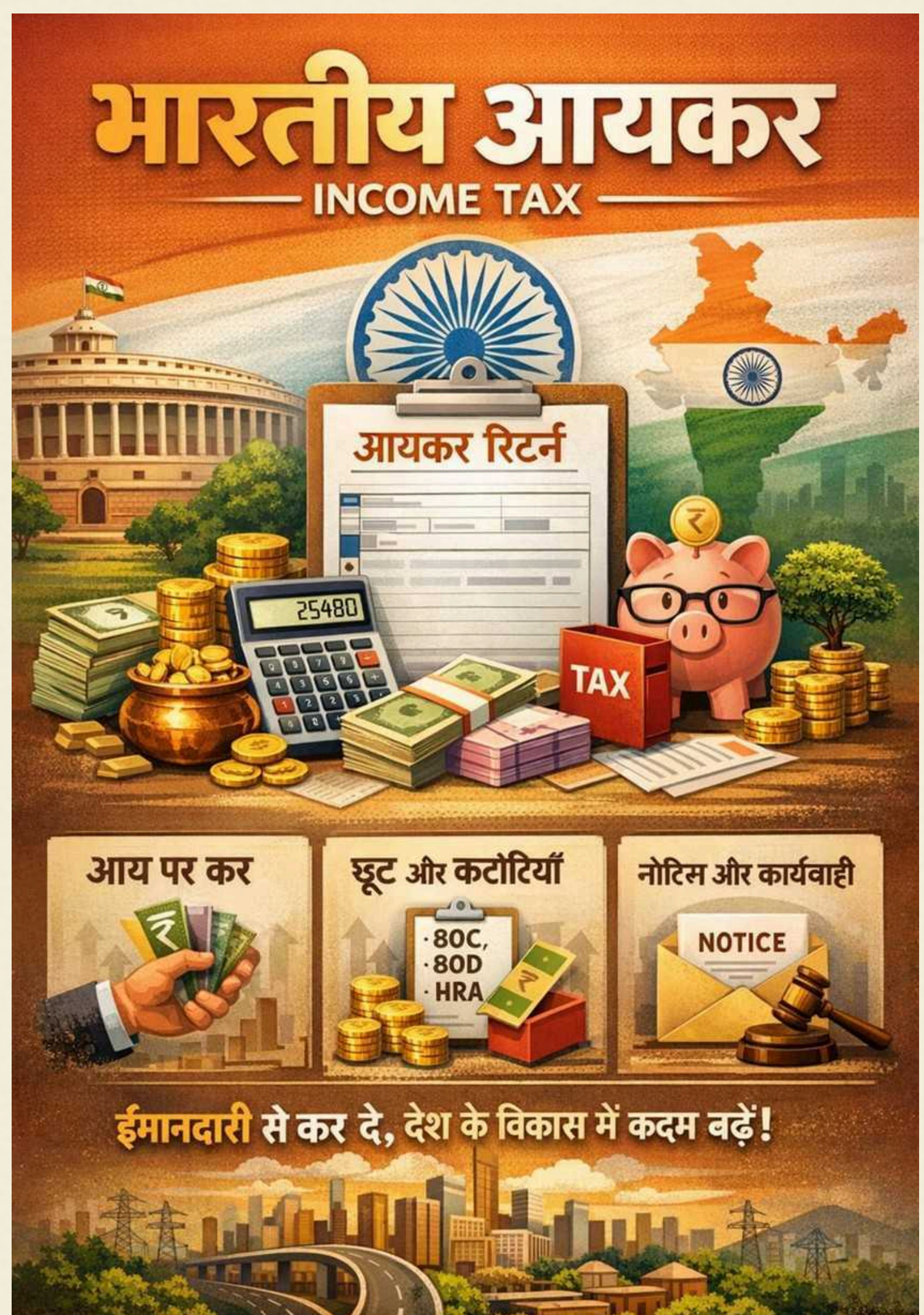
● दंड और परिणाम

समय पर ITR दाखिल न करने या कर का भुगतान न करने पर दंड और ब्याज लगाया जा सकता है। कुछ सामान्य दंड इस प्रकार हैं:

- देर से दाखिल करने के लिए शुल्क: ₹25,000 तक
- देर से भुगतान पर ब्याज: 1% प्रति माह
- आय छुपाने पर: 100% से 300% तक कर के बराबर दंड आयकर विभाग द्वारा नोटिस जारी किया जा सकता है तथा जुर्माना लगाया जा सकता है। गंभीर मामलों में 3 महीने से 7 वर्ष तक की सजा भी हो सकती है।

● भारत में आयकर का संक्षिप्त इतिहास

1. भारत में आयकर पहली बार 1860 में सर जेम्स विल्सन द्वारा 1857 के सैन्य विद्रोह से हुए नुकसान की भरपाई के लिए लागू किया गया था।
2. 1886 में एक अलग आयकर अधिनियम पारित किया गया। यह अधिनियम समय-समय पर संशोधनों के साथ 1917 तक लागू रहा।
3. 1918 में नया आयकर अधिनियम पारित किया गया, जिसे 1922 में एक अन्य नए अधिनियम द्वारा प्रतिस्थापित किया गया। यह अधिनियम कई संशोधनों के साथ आकलन वर्ष 1961-62 तक लागू रहा।
4. 1922 का आयकर अधिनियम अनेक संशोधनों के कारण अत्यंत जटिल हो गया था। इसलिए भारत सरकार ने इसे सरल बनाने और कर चोरी रोकने के उद्देश्य से 1956 में विधि आयोग को यह कार्य सौंपा। विधि आयोग ने सितंबर 1958 में अपनी रिपोर्ट प्रस्तुत की। इसके अतिरिक्त, कर प्रशासन की जाँच के लिए एक समिति भी नियुक्त की गई, जिसने 1959 में अपनी रिपोर्ट दी। विधि मंत्रालय से परामर्श के बाद अंततः आयकर अधिनियम, 1961 पारित किया गया।
5. आयकर अधिनियम, 1961, 1 अप्रैल 1962 से प्रभावी हुआ। यह पूरे भारत (सिक्किम सहित) पर लागू होता है।



6. 1962 से प्रत्येक वर्ष वित्त अधिनियम द्वारा आयकर अधिनियम में विभिन्न महत्वपूर्ण संशोधन किए जाते रहे हैं।

7. इसके अतिरिक्त, विभिन्न संशोधन अधिनियमों द्वारा भी समय-समय पर परिवर्तन किए गए हैं, जैसे कराधान विधि (संशोधन) अधिनियम 1984, प्रत्यक्ष कर संशोधन अधिनियम 1987, प्रत्यक्ष कर विधि (संशोधन) अधिनियम 1989 तथा कराधान विधि (संशोधन) अधिनियम 1991 आदि।

8. आयकर अधिनियम, 1961 में समय-समय पर व्यापक संशोधन और पुनर्संशोधन किए गए हैं, जिससे यह प्रशासनिक रूप से अधिक व्यवस्थित बनाया जा सके।

● आय के प्रकार

आयकर अधिनियम आय को पाँच श्रेणियों में वर्गीकृत करता है:

1. वेतन से आय – कर्मचारियों को प्राप्त वेतन, मजदूरी और अन्य लाभ इस श्रेणी के अंतर्गत कर योग्य हैं।
2. भवन संपत्ति से आय – किराए या पट्टे पर देने से अर्जित आय कर योग्य है।
3. व्यवसाय या पेशे से आय – व्यवसाय या पेशे से अर्जित लाभ कर योग्य है।
4. पूंजीगत लाभ – स्टॉक, रियल एस्टेट या निवेश जैसी संपत्तियों की बिक्री से प्राप्त लाभ कर योग्य है।
5. अन्य स्रोतों से आय – ब्याज, लाभांश और रॉयल्टी जैसे स्रोतों से प्राप्त आय कर योग्य है।

● 2025-2026 की कराधान दरें

भारत में आयकर दरें करदाता के प्रकार और आय स्तर के आधार पर भिन्न होती हैं। वित्तीय वर्ष 2025–26 के लिए कर दरें निम्नलिखित हैं:

आय श्रेणी कर दर

₹4 लाख तक 0%

₹4 लाख – ₹8 लाख तक 5%

₹8 लाख – ₹12 लाख तक 10%

₹12 लाख – ₹16 लाख तक 15%

₹16 लाख – ₹20 लाख तक 20%

₹20 लाख – ₹24 लाख तक 25%

₹24 लाख से अधिक 30%

● आयकर की विशेषताएँ

1. आयकर एक प्रत्यक्ष कर है, जो व्यक्तियों और व्यवसायों द्वारा अर्जित आय पर लगाया जाता है। इसे केंद्र सरकार द्वारा लगाया और वसूला जाता है।

2. आयकर एक कानूनी प्रावधान है।

3. आयकर सरकार को किया जाने वाला अनिवार्य भुगतान है।

4. यह कर निर्धारित नियमों के अनुसार देना आवश्यक होता है।

● आयकर के उद्देश्य

1. सरकार के लिए राजस्व का महत्वपूर्ण स्रोत।

2. आय में असमानता को कम करना।

3. पूँजी निर्माण को बढ़ावा देना।

● निष्कर्ष

आयकर भारतीय कर प्रणाली का एक आवश्यक हिस्सा है और इसके प्रावधानों को समझना व्यक्तियों तथा व्यवसायों के लिए महत्वपूर्ण है। कर दरों, कटौतियों और छूटों की जानकारी होने से करदाता अपनी कर देयता को बेहतर तरीके से समझ सकते हैं और देश के विकास में योगदान दे सकते हैं।

अतः आयकर एक प्रत्यक्ष कर है, जो व्यक्तियों और व्यवसायों द्वारा अर्जित आय पर लगाया जाता है और यह आयकर अधिनियम, 1961 द्वारा शासित है।

Fun Zone

Tomorrow Is Still Yours

-Namrata Jain

When the day feels heavy with the unspoken regret,
And hope hums, you have not built it yet.
Don't forget, the future has not walked away,
It waits with patience for you to try again.
Every falter leaves a lesson behind,
Not a proof of failure, but strength refined.
What broke you once, didn't end the fight.
A stumble can not leave you undefined.
Dreams do not fade, when we miss a step,
Even after failure, the future kindly waits.
Success is always with those who try,
Despite, hope feeling painfully shy
Tomorrow is waiting, soft and kind,
Keep your prayers alive in your mind.
It does not judge the steps you missed,
It only asks that you still persist.
So fly again with quiet grace and
renewed positivity,
Failure is never your destiny.
The way ahead is calling your name,
Not to be afraid, but to rise and claim.

THE LOST ART OF READING

- Rinky Singh

M. Com 10th Semester

Department Of Applied Business Economics

In Dusty Corners Of Quite Shelves
Lies A World Forgotten By Ourselves,
Pages Worn And Stories Untold,
Waiting Patiently For Minds To Unfold.
Where Once In Hands, Their Refuge Found,
Whispers Of Wisdom In Pages Bound,
Ink Stained Dreams And Parchment Gold,
Forgotten Tales Patiently Hold.
The Scent Of Age, a Fragrant Lure,
In Realms Of Paper, Our Hearts, Endure,
Lost In Tales, Where Time Suspends,
Imaginations Vast Amends,
Yet Screens Now Flicker, Words Digitize,
The Touch Of Paper, Our Souls Revise,
The Art Of Reading, Fading Fast,
In Virtual Worlds, We Wander Past.
Let's Resurrect This Ancient Pleasure,
Where Books Unveil Their Boundless Treasure,
Let Fingers Graze Each Weathered Spine.
And Lost In Words, Let Spirits Entwine.
For In The Realms Of Written Lore,
A Magic Lives Forevermore,
The Forgotten Act Of Reading, a Splendid Art,
Where Dreams Take Flight, And Minds Depart.

आज का इंसान

-Vanshika Sisodiya
M.com
X Sem

रावण जैसा अहंकार है मुझ में, सीता सी कोमलता भी ।
मैं ही राम का त्याग हूं, मैं कृष्णा सा ज्ञानी भी ।
मुझ में समाया है संपूर्ण ज्ञान, फिर भी अर्जुन सा भटकता भी।

आज का इंसान हूं मैं अच्छा भी बुरा भी ।

परशुराम जैसा क्रोध लिए मैं जीता हूं आज भी ।
शंकर जैसा शांत हूं मैं, निर्मल और सरल भी ।
अपने पापों से वास्तविक हूं फिर भी भटकता दर-दर मंदिर भी ।

आज का इंसान हूं मैं अच्छा भी बुरा भी ।

हनुमान सा तेज रखने वाला, मैं ही लक्ष्मण सा साथ भी ।
मैं ही अनर्थ संसार का, मैं ही मीरा सी भक्ति भी ।
सत्य असत्य झूठ चल, मैं ही पाप पुण्य भी ।

आज का इंसान हूं मैं अच्छा भी बुरा भी ।

गीता का ज्ञान है मुझमें, रामायण का पाठ भी ।
भरत सा आज्ञाकारी हूं मैं, दुर्योधन जैसा अधर्म भी ।
सारा संसार मुझ में है समाया, फिर भी भटकता मन मेरा भी।

आज का इंसान हूं मैं अच्छा भी बुरा भी ।

द्रोपति सा विश्वास हूं मैं, मैं ही अश्वत्थामा सा अविश्वास भी ।
राधा सा निस्वार्थ प्रेम मुझ में, मैं ही ईर्ष्या का भाव भी ।
आज का इंसान हूं मैं अच्छा भी बुरा भी।

अच्छा भी बुरा भी।

छोटू का प्रेजेंटेशन ड्रामा

-Shreya Jain

संबल के कॉलेज में छोटू नाम का B.Com लड़का था। हमेशा क्लास लेट, रील्स एडिटिंग में व्यस्त, लेकिन सपना बड़ा – छोटा बिजनेस शुरू करना। एक दिन प्रोफ सर (इकोनॉमिक्स वाले) ने क्लास में ऐलान किया, "कल हर कोई प्रेजेंटेशन देगा – अपना बिजनेस आइडिया बताओ!" छोटू का दिल बैठ गया। रात भर जागा, गूगल खोला, आइडिया सोचा: प्लास्टिक बोतलें लूंगा बाजार से, रंग-बिरंगे लेबल चिपकाऊंगा, और बेचूंगा "सुपर एनर्जी वॉटर" – लेबल पर लिखा होगा, "पीयो तो रील्स वायरल हो जाएँ, योगा पावर आए!" सुबह बाजार दौड़ा, 20 सस्ती बोतलें लाया। घर पर लेबल बनाए – "फिट बॉडी, वायरल स्टोरी, एनर्जी अनलिमिटेड!" कैंटीन चाचा से पानी भरा (उधार!), थोड़ा नींबू निचोड़ा मजे में। क्लास में पहुँचा, टेबल पर बोतलें सजाई जैसे मेला लगा हो। बारी आई तो बोला, "सर, ये मेरा स्टार्टअप! 10 रुपये बोतल। पीने से नींद भगाओ, कंटेंट क्रिएट करो, बिजनेस में उड़ान भरें!" सर ने उत्सुक होकर बोतल उठाई, लेबल पढ़ा, मुस्कुराए। "अच्छा आइडिया छोटू, डेमो दो!" छोटू ने घूँट पिलाया। सर ने पीया... और अचानक चेहरा तमतमाया! खाँसने लगे, आँखें लाल। "ये क्या? मिर्ची डाली है तूने? ये तो आग का पानी है!" क्लास में हँसी का गुबार! दोस्त बंटी चिल्लाया, "सर, ये स्पाइसी एनर्जी है – योगा से पहले पीयो, पेट फायर हो जाए!" बाकी लड़के ताली पीट-पीटकर लोटपोट। छोटू घबरा गया, सफाई दी, "सर, गलती से नींबू के साथ मिर्च पाउडर गिर गया! लेकिन असली जादू मन में होता है!" सर हँसे, बोले, "क्रिएटिविटी 100/100, बिजनेस प्लान 20/100 – टेस्टिंग पहले कर लिया करो!" सबने मजे में बोतलें खरीदीं (2-2 रुपये में!), शाम तक छोटू का "स्टार्टअप" हिट। हॉस्टल लौटकर बोला, "यार, बिजनेस सीखा – मसाला ज़रूरी, लेकिन चखकर!" मैगज़ीन टीम ने सुना, बोली, "फन ज़ोन के लिए परफेक्ट स्टोरी!" मोरल? सपने बड़े रखो यार, लेकिन प्रोडक्ट टेस्ट भूलो मत! 😊

Riddle Me Up

1. I'm light as a feather, no strong arm holds me
past a minute.
Slips away in quiz panic or hostel dash.

Answer: Your breath.

2. Keys I have plenty, but no locks do I open.
Space galore, yet no room to enter fully.

Answer: A keyboard

3. Head and tail I boast, but no body in sight.
Flipped for chai or canteen bets each night.

Answer: A coin.

4. Wetter I grow as I dry what you bring.
Post-cricket sweat or monsoon fling.

Answer: A towel.

5. Mouthless I speak, earless I hear all chatter.
Alive with wind in empty campus halls
that matter.

Answer: An echo.

6. Hands I possess, but clapping's not my game.
Ticking through econ lectures, driving
you insane.

Answer: A clock.

7. Round the world I roam, yet stay in
one corner tight.
Stuck on your CA admit card, ready for
the fight.

Answer: A stamp

8. One eye I own, but vision's not my skill.
Threading late-night notes with steady will.

Answer: A needle.

9. लेट आता क्लास में हमेशा, नींद से भरी आँखें लाता,
कॉफी पीके जागे फिर से, अलार्म का दुश्मन सदा।

Answer: स्टूडेंट.

10. नोट्स बनाने को तैयार रहता, पेन के बिना लिखे
सब कुछ,
लैपटॉप स्क्रीन पे चमकता, असाइनमेंट का राजा यही।

Answer: लैपटॉप.

11. कैंटीन की लाइन में खड़ा, पैसे उधार माँगता यार से,
समोसा खा के भूल जाता, वापस देने का वादा सारा।

Answer: दोस्त.

12. प्रोफ. के सवालों का जवाब दे, बिना पढ़े पास करवाए,
ग्रुप चैट में मैसेज उड़ाए, एग्जाम का सिक्रेट हथियार।

Answer: चीट शीट.

13. बैग में छुपा रहता चुपके से, क्लास में खाने
को तलबगार,
लेक्चर के बीच खोल के खाए, भूखा पेट का
साथी प्यारा।

Answer: स्नैक बॉक्स.

14. हॉस्टल रूम का शोर मचाए, गाना गाकर नींद उड़ाए,
पड़ोसी चिल्लाए "चुप करो!", म्यूज़िक का शौकीन यार।

Answer: इयरफ़ोन.

15. सेल्फी स्टिक हाथ में लिए, रील्स के लिए पोज़ बनाए,
वायरल सपना देखता चलता, सोशल मीडिया का
शौकीन राजा।

Answer: इंस्टाग्रामर.

16. मेरे पास शहर हैं, लेकिन घर नहीं। मेरे पास पहाड़ हैं,
लेकिन पेड़ नहीं। मेरे पास पानी है, लेकिन मछली नहीं।
मैं क्या हूँ?

Answer: एक नक्शा

Chronicles Of Campus Life

“MOMENTS THAT DEFINE US. MEMORIES THAT UNITE US”









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"Yesterday is a Cancelled Cheque,
Forget it,
Tomorrow is a Promissory Note,
Don't Count on it,
Today is Ready Cash: Use it"

