



# COMSPECT BULLETIN

February Edition 2022



05



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Dr. Meenu

## Commerce Society Convenors :

Mrs. Sarika Bhatnagar

Dr. Sucheta Gauba

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# TEACHERS' NOTE

**I**t gives us immense pleasure to introduce the February Edition of “The Commerce Bulletin”- monthly newsletter of COMSPECT, The Commerce Society of Lakshmibai College. We’ve diversified ourselves by organizing multifarious events or hosting regular speaker sessions with eminent personalities. We aim to spread commercial literacy in a fun yet holistic way. Similar to the businesses adapting changes in the industry, we aim to persevere towards the needs of our readers and bring out the most useful and relevant content. We hope that we can curate the best content for all our readers to make it not only informative but also interesting and relatable. We promise to be unfettered in our efforts to explain everything in a simple yet holistic way with the hope that the segments help you to enhance your knowledge, we wish that you have a pleasant reading experience. Errors if any are unintentional and suggestions are warmly welcome.

- Mrs. Sarika Bhatnagar
- Dr. Sucheta Gauba

# STUDENTS' NOTE

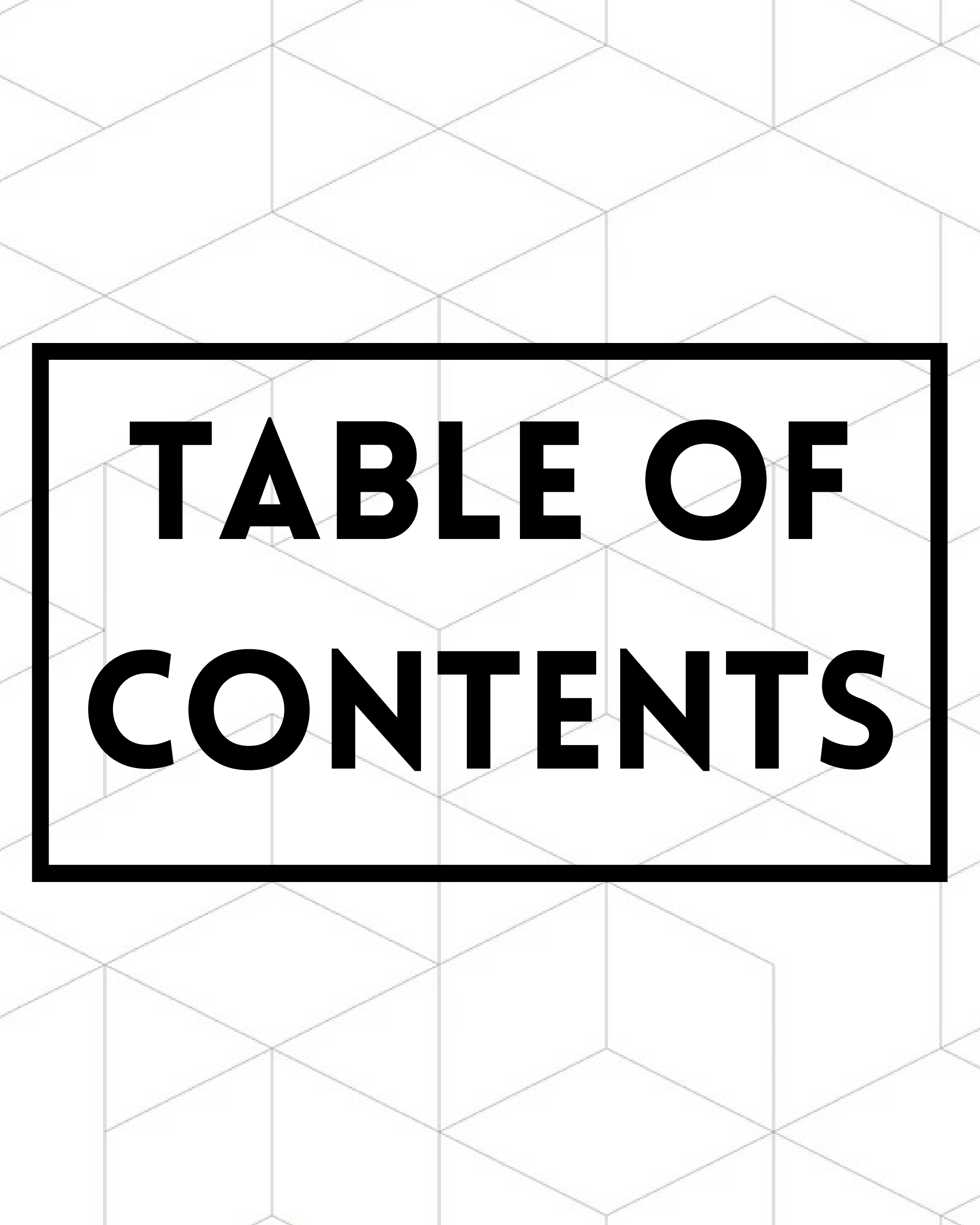
"An investment in knowledge pays the best interest"

-Benjamin Franklin

**T**he investment you make today will always pay off in the end. Every successful person in the world has something in common : they are constantly reading on a daily basis. Expand your knowledge and learn something new everyday because a person is never too old or young to learn anything.

We express our regards to everyone who has given their precious time for our constantly working and making our newsletter possible. Our heartfelt gratitude to our principal Dr. Pratyush Vatsala, to our Commerce TIC - Dr. Meenu and to our Convenors - Mrs. Sarika Bhatnagar and Dr. Sucheta Gauba for believing in our team and constantly guiding us. We hope the readers will have a great experience reading our newsletter and gain something insightful.

- Students



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## **COMFUN**

RE  IND

F E B R U A R Y

# NUTRIFY ME REPORT

THE COMMERCE SOCIETY OF LAKSHMIBAI COLLEGE  
*Presents*  
**Compeer Series**  
**NUTRIFYME**  
(A day session)

**TOPIC:**  
NUTRITION FOR  
GOOD HAIR,  
NAILS AND SKIN

Gargi Singhal  
B.Com Prog.  
3rd year

5th February 2022  
12:00pm - 1:00pm  
Google Meet

Principal:  
Dr. Pratyush Vatsala

Society convenors:  
Mrs. Sarika Bhatnagar  
Dr. Sucheta Gauba

Commerce TJC:  
Dr. Meenu

REGISTER NOW!!

The first compeer series program was organised on 5th February 2022 by the skill enhancement team of the comspect, the commerce Society of Lakshmibai college. In this session a 3rd year BCom program student, Gargi Singhal was invited as the host. About the nutrition required for good hair and good nails.

She also told us about how a balanced diet is very important and supplies nutrients which your body needs to work efficiently. Without balance nutrients, your body is prone to diseases. She told us to increase vitamin A, B, C, D, E, iron, protein and zinc in our diet for better growth of your hair. She also informed us how the deficiency in Vitamin C can result in brittle nails as well as slow nail growth. She also drew our attention towards PCOD and PCOS, which are very common nowadays. The symptoms of PCOD and PCOS being irregular periods, abnormal hair growth, acne, obesity, darkening of skin, thinning of hair etc, all can be cured by carrying on a healthy diet. The session witnessed more than 100 students. It was held on google meet. And was a wonderful and informative session.



# CREATE YOUR OWN OPPORTUNITIES



THE COMMERCE SOCIETY OF LAKSHMIBAI COLLEGE

presents

An interactive session

On

**CREATE YOUR OWN OPPORTUNITIES**

Date - 4th February 2022  
Time - 3 to 4pm  
Platform - Google meet

**Register Now**

Barnali Banerjee  
B.Sc. (H) Statistics  
from University of Delhi.

Principal:  
Dr. Pratyush Vatsala

Society convenors:  
Mrs. Sarika Bhatnagar  
Dr. Sucheta Gauba

Commerce TIC:  
Dr. Meenu

**COMSPECT - The Commerce Society of Lakshmibai College conducted an interactive session on "Create Your Own Oppurtunites " on 4 Feburary, 2022. The guest speaker of the session was Barnali Banerjee , a Market Research Analyst Intern in Octane, Incisiv and Paragon Research Australia and PA Research US. The speaker began the session by introducing herself and then talking about the importance of building a resume . She made us aware that an excellent Resume has the power to open the doors, it helps in grabing the attention of the employers and recruiters . Then, as the session continued, the speaker also made us approach towards the benefits of cold e-mailing . Also, she told many ways and strategies to get off-campus jobs and internships. She even assisted students to overcome the thought of self doubt in themselves . It was a splendid opportunity for our audience to develop an eye catching Resume and how to seize a Off-Campus jobs and internships. The session was concluded with a vote of thanks.**

# ALUMNI CONNECT 2.0

**COMSPECT: The Commerce Society of Lakshmbai College**  
Presents  
**Alumni Connect: Session 2**  
**Date:** 13th Feb, 2022  
**Time:** 12pm onwards  
With **Naina Grover**  
**Working in Industry vs Academia: What's right for you?**  
Principal: Dr. Pratyush Vatsala  
Commerce TIC: Dr. Meenu  
Society Convenors: Dr. Sucheta Gauba, Mrs. Sarika Bhatnagar  
Student Coordinators: Ishita Dua, Devina Dixit

The alumni connect session of comspect was held on 13th January 2022, with Ms. Naina Grover as the speaker, she is a doctoral scholar at the faculty of management studies, university of Delhi, and a lecturer at Jindal Global Business School. She was a gold medalist in her graduation and has been recognised as the notable alumni of the institution. The session started with the introduction of the speaker and the participants. Ms. Naina educated us about how she studied and gained this much confidence in her life. With her own story she made learn of what is good for us, industry or academia. She guided us to choose the correct people in our lives and surround ourselves with people who bring out the best in us and encourage us to do more and criticize where necessary. It was a fun and interactive session for us as students. The session witnessed more than 60 participants.

# BOOST PRODUCTIVITY AND MANAGE STRESS THROUGH MEDITATION

COMSPECT -THE COMMERCE SOCIETY OF LAKSHMIBAI COLLEGE had organized a webinar on 19th February 2022, on boost productivity and manage stress through meditation with Ms. Manju Soni as the host, who is a project analyst in the department of social service within the Australian government. She shared some insights about the incredible healing force of meditation and how we can enhance the power of our intellect. She also gave many tips for developing emotional strength to endure happiness and how to master the skills of stress management. The session was open for everyone and was live on ZOOM . It witnessed more than 100 students who were curious about gaining more mediation skills. A question answer session was witnessed towards the end, Ms. Manju answered every question very enthusiastically. It was indeed a very informative session.



**THE COMMERCE SOCIETY OF LAKSHMIBAI COLLEGE**  
presents  
**LIVE WEBINAR**

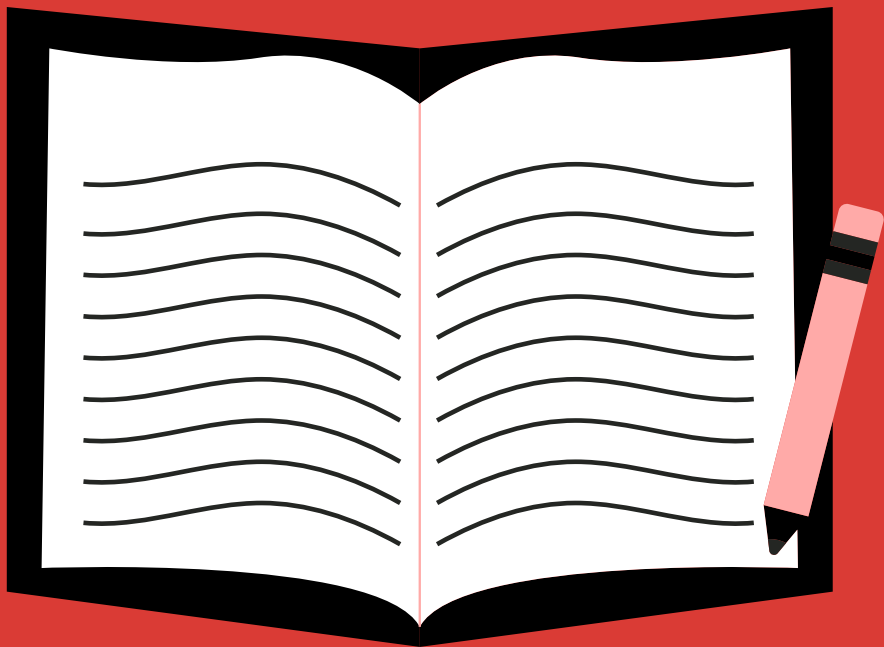
**BOOST PRODUCTIVITY AND  
MANAGE STRESS  
THROUGH  
MEDITATION**

19th February 4:00PM Zoom

**SCIENCE OF SPIRITUALITY**  
Non-profit organization which offers a specialised, 'Online Enlightened Living Program' which is designed to enable people from all walks of life to enrich mind, body, soul and to achieve greater emotional and spiritual well-being, through meditation

**SPEAKER - MS. MANJU SONI**  
Project Analyst, Department of Social Services  
Australian government  
Masters in English literature

PRINCIPAL: Prof. Pratyush Vatsala  
TEACHER-IN-CHARGE: Dr. Meenu  
SOCIETY CONVENORS: Mrs. Sarika Bhatnagar  
Dr. Sucheta Gauba  
STUDENT COORDINATORS: Bhavya Narula  
Anika Verma



**Featured**

**Articles**



**NIKE:  
The Phil  
Knight Story**

**- CHESTHA**



**Value of  
money and  
business  
finance**

**-MOULLY RAGHAV**



# **NIKE: The Phil Knight Story**

**"MAKE IT OR BE A PART OF IT"one of the famous quotes said by Phil Knight.**

**We all had heard about one of the famous brand NIKE but many of us don't know that NIKE was first known by the name Blue ribbon sports (BRS) and after then the name changed to NIKE.**

**The business got started in 1962 when Phil Knight who was pursuing his MBA from Standford University got an idea to start shoe business. He went to Japan, their he saw shoe from ONITSUKA TIGER company and decided to sell that shoes. In 1964 BRS sold \$8000 worth of shoes and in 1965 their revenue gradually increased to \$20000. In 1968 Bill Bowerman (Phil's partner in business) designs cortez(a kind of shoe brand in nike) because of that in 1969 BRS sold \$300000 worth of shoes, then in 1971 BRS turned into NIKE .They also launched Nike air technology in 1979. In 1984 Nike signed a unique deal with MICHAEL JORDAN. Nike initially projected a reasonable US \$3 million worth of Air jordan sneaker sales at the end of the four year term .**

**- Chestha  
Bcom (H) 1st year**

**In the first year alone Nike would sell US \$126 million worth of units almost solely because of Jordan's name, reputation and sheer star power.**

**After then NIKE kept launching new editions of their landmark training shoes.**

**In 2012 its annual revenue was more than \$24 billion.**

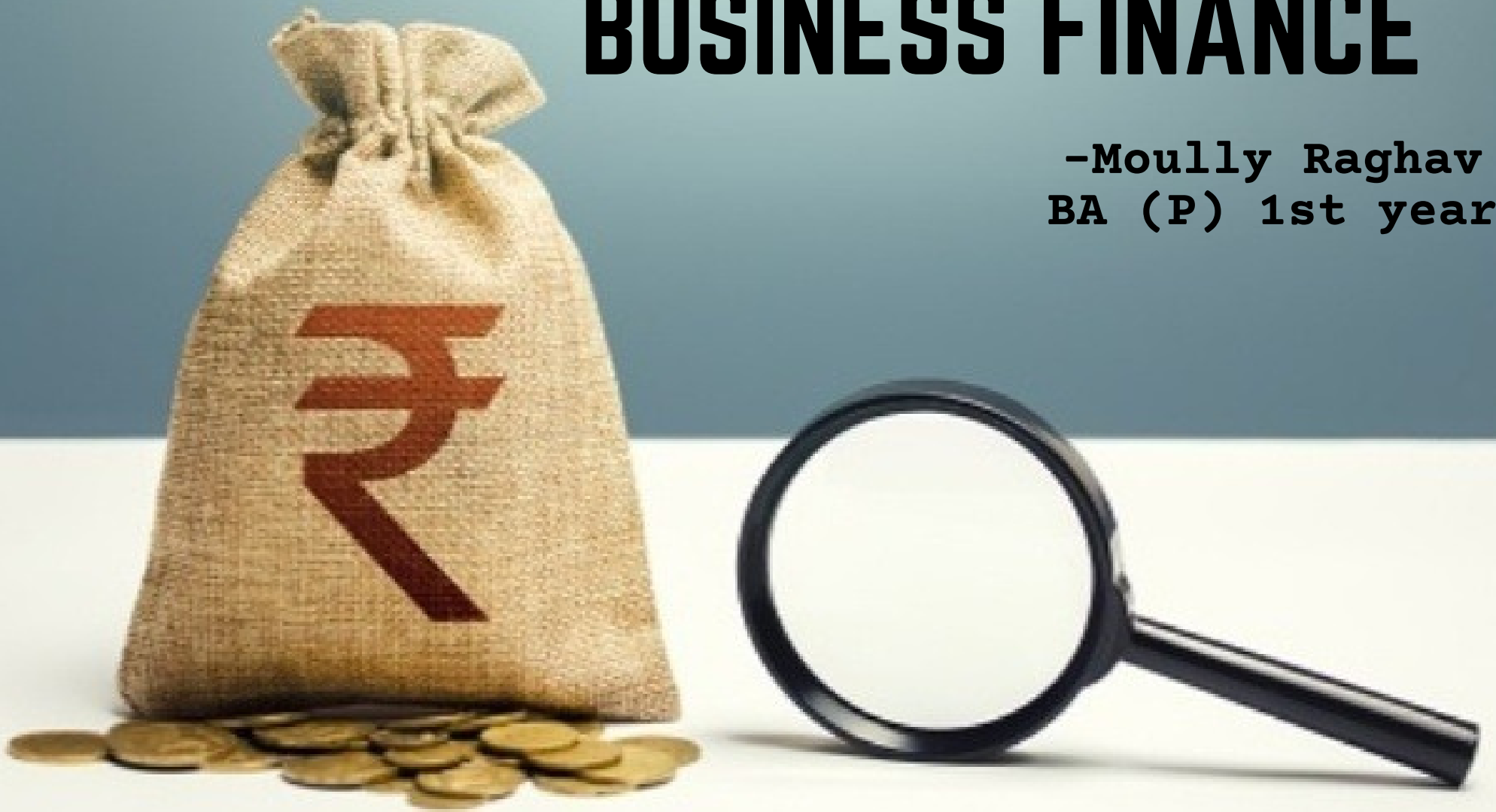
**Its annual revenue for year 2019 was \$39.117 B,a 7.47% increase from 2018 and in 2021 it was \$44.538 B, a 19.08% increase from 2020.**

**NIKE's market share standa about 27.4% in 2019 making NIKE the world's largest company in the global footwear market.**

**Also Phil Knight has written his autobiography by the name "SHOE DOG: A memoir" by the creator of Nike, in which every step of his journey is there.**

# VALUE OF MONEY AND BUSINESS FINANCE

-Mouly Raghav  
BA (P) 1st year



One cannot deny the importance of money because it's most necessary thing that we require to survive. It is just difficult to sustain without money. But inspite of its importance we should not forget that 'Money does not bring happiness'. Happiness is not just the mere possession of money, it lies in the joy of achievement, in the thrill of creative effort. Money is only a tool. It will take you wherever you wish, but it will not replace you as the driver. If we command our wealth, we shall be rich and free if our wealth command us, we are poor indeed. Hence we must make money but keep the necessary ingredients of life in tangled in the process. As much as money is important is our life

finance is important for business. Finance is one of the most important aspects of business. Finance can buy asset for firm without difficulty and can focus solely on operations of the business. Without finance an entrepreneur is just like a car without fuel. Cash is the main source of business for running. Some importance are:

- Liquidity is the ability to meet obligations when they come due without incurring unacceptable losses.
- Cash is the most liquid asset and can be used immediately to perform economic actions like buying, selling, or paying debt, and meeting immediate wants and needs

# VALUE OF MONEY AND BUSINESS FINANCE



• To grow, a company often will need to invest in factories, real estate, machinery, or technology. These are typically one-time costs that require significant funds. Without cash on hand, a business may not be able to make these necessary investments and, as a result, may never be able to experience company growth.

Planning, analysis, and control operations are responsibilities of the financial manager, who is usually close to the top of the organizational structure of a firm. In very large firms, major financial decisions are often made by a finance committee. In small firms, the owner manager usually conducts the financial operations. Much of the day-to-day work of business finance is conducted by lower-level staff; their work

includes handling cash receipts and disbursement, borrowing from commercial banks on a regular and continuing basis and formulating cash budgets. Cash flow is the main part of business as to run business we need money as working and fixed capital. From business earning, it is used to some extent as capital and other as profit. To run business money is important same as it is important for people to live a luxurious and comfortable life.

# FACT SNAP





# BUDGET 2022

## UNION BUDGET KEY HIGHLIGHTS

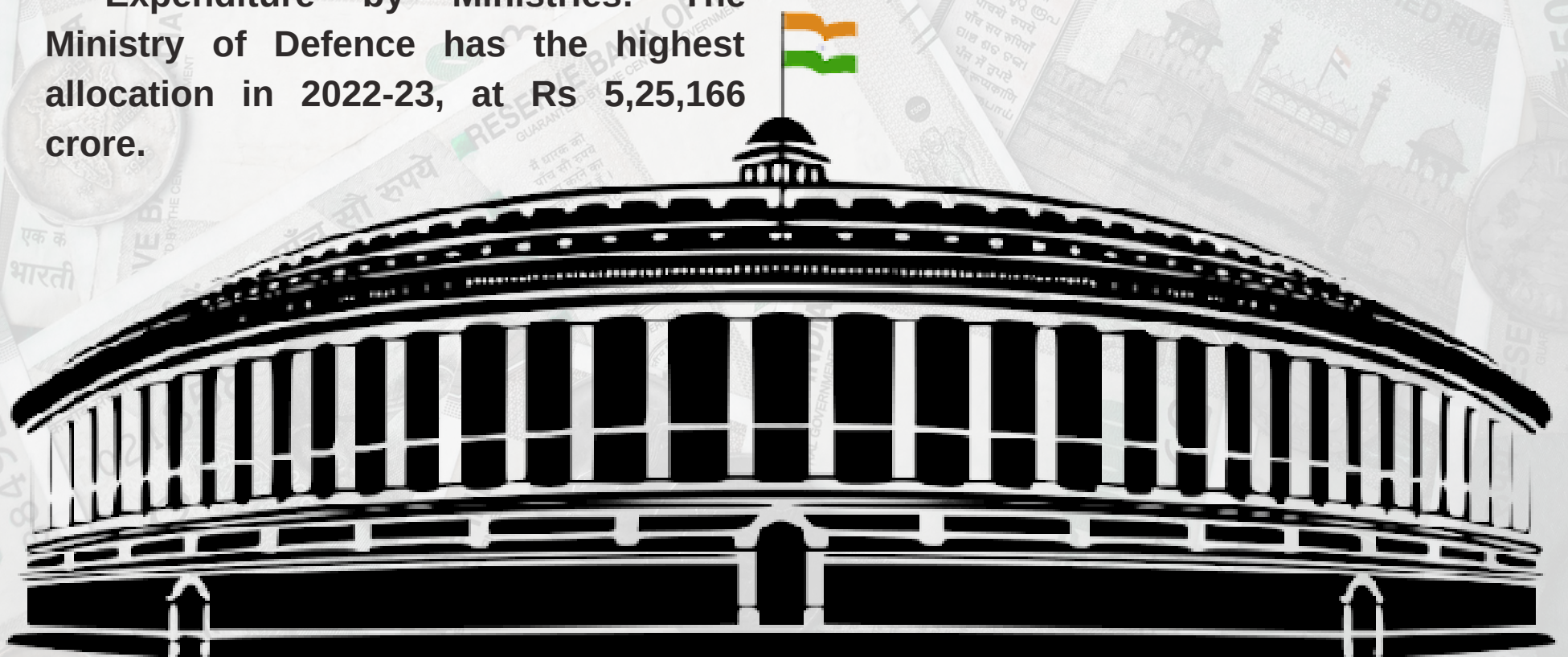
- **Expenditure:** The government proposes to spend Rs 39,44,909 crore in 2022-23, which is an increase of 4.6% over the revised estimate of 2021-22
- **Receipts:** The receipts (other than borrowings) in 2022-23 are expected to be to Rs 22,83,713 crore, an increase of 4.8% over revised estimate of 2021-22
- **GDP:** The government has estimated a nominal GDP growth rate of 11.1% in 2022-23 (ie, real growth plus inflation).
- **Deficits:** Revenue deficit in 2022-23 is targeted at 3.8% of GDP. Fiscal deficit in 2022-23 is targeted at 6.4% of GDP. Interest expenditure at Rs 9,40,851 crore is estimated to be 43% of revenue receipts.
- **Ministry allocations:** in 2022-23, the highest percentage increase in allocation is observed in the Ministry of Communications (93%), followed by the Ministry of Road Transport and Highways (52%).
- **Income tax:** There is no change in income tax rates for individuals and corporations. The collections from income tax are expected to increase by 14% in 2022-23 to Rs 7,00,000 crore.
- **Updating return of income:** Taxpayers will be permitted to file an updated return of income within two years of the assessment year.
- **Telecom:** Spectrum auctions will be conducted to facilitate rollout of 5G mobile services within 2022-23.



# BUDGET 2022

## UNION BUDGET KEY HIGHLIGHTS

- **Tax on Virtual Digital Assets:** Income from the transfer of cryptocurrencies and non-fungible tokens will be taxed at the rate of 30%. Any loss incurred from such transfers cannot be set off against any other income or carried forward to subsequent years.
- **New companies and start-ups:** New domestic companies engaged in manufacturing have an option to pay tax at 15%.
- **Disinvestment target:** The disinvestment target for 2022-23 is Rs 65,000 crore. This is 17% lower than the revised estimate of 2021-22 (Rs 78,000 crore).
- **Expenditure by Ministries:** The Ministry of Defence has the highest allocation in 2022-23, at Rs 5,25,166 crore.
- **Expenditure on subsidies:** In 2022-23, the total expenditure on subsidies is estimated to be Rs 3,55,639 crore, a decrease of 27.1% from the revised estimate of 2021-22.
- **Digital Rupee using Blockchain and other technology to be issued by RBI in 2022.**
- **Government to bring battery swapping policy to promote EVs.**
- **Corporate Surcharge to be reduced from 12% to 7%.**
- **E-passports will be rolled out in 2022-23 to make international travel easier for citizens.**





**Lata didi was admitted to Mumbai's Breach Candy Hospital on January 8 after she tested positive for Covid-19. She was under treatment in the Intensive Care Unit (ICU) over the past couple of weeks. After showing signs of improvement recently, her health condition deteriorated. Unfortunately, she passed away, leaving the entire nation in a state of grief.**

**The 92-year-old singer was laid to rest at Mumbai's Shivaji Park with full state honours. Prime Minister Narendra Modi, Shah Rukh Khan, Ranbir Kapoor, Vidya Balan among others paid their last respects to Mangeshkar. The Nightingale of India, Lata Mangeshkar, left for heavenly abode in the wee hours of February 6, and the people of the country bid farewell to Didi with tears in their eyes.**

**But the mourning wasn't limited to India. The people from around the world were grieving the demise of the Queen of Melody. Sharing a monochromatic topical, Amul referred to Mangeshkar's song 'Tu jahan jahan chalega mera saaya saath hoga,' from 'Mera Saaya'. As the brand penned 'Hum jahan jahan challenge aapka saaya saath hoga' on the topical with three photos of the singer, netizens were left emotional.**

**"I am anguished beyond words," Prime Minister Narendra Modi said. "The kind and caring Lata Didi has left us. She leaves a void in our nation that cannot be filled. The coming generations will remember her as a stalwart of Indian culture, whose melodious voice had an unparalleled ability to mesmerise people... I consider it my honour that I have always received immense affection from Lata Didi. My interactions with her will remain unforgettable. I grieve with my fellow Indians on the passing away of Lata Didi. Spoke to her family and expressed condolences. Om Shanti."**

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# NEWS BULLETIN

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## BUSINESS:-

● Meta shares sink 20% as Facebook loses daily users for the first time.

Facebook owner Meta Platforms Inc's shares plunged more than 20% after the social media company posted a weaker-than-expected forecast, blaming Apple's privacy changes and increased competition for users from rivals like TikTok.

● Global tech stocks stage tentative recovery after Meta rout.

Tech stocks staged a tentative rebound across financial markets on Friday as stellar results from Amazon.com Inc. convinced traders not to give up on a sector weakened by a global monetary tightening cycle and the historic crash of Facebook owner Meta.

● James Murdoch, Uday Shankar form new venture for Indian media market.

Lupa Systems Founder and CEO James Murdoch and Uday Shankar, the former Chairman and CEO of Star India and the former President of Walt Disney Asia Pacific, announced that they are forming a new venture, "Bodhi Tree". This investment platform that will be financially supported by the Qatar Investment Authority (QIA) and the new venture is designed to invest in media and consumer technology opportunities in Southeast Asia, with a particular focus on India.

## NATIONAL:-

● Chandrayaan-3 set for August launch  
India plans to execute the Chandrayaan-3 mission this August, Minister Jitendra Singh told the Lok Sabha. The Chandrayaan-3 mission is a follow-up of Chandrayaan-2 of July 2019, which aimed to land a rover on the lunar South Pole.

● ISRO has launched a total of 129 satellites of Indian origin.

ISRO has launched a total of 129 satellites of Indian origin and 342 foreign satellites belonging to 36 countries since 1975: Union Minister of State (I/C) for Atomic Energy & Space, Jitendra Singh tells Rajya Sabha.

● Rupee slips 21 paise to 75.05 against US dollar in early trade.

The rupee declined 21 paise to 75.02 against the US dollar in opening trade after the Reserve Bank of India kept benchmark lending rate unchanged and said it will continue with the accommodative stance. RBI kept the benchmark lending rate unchanged for the 10th time in a row at 4 per cent.

● Sensex surges over 400 points in early trade.

Equity benchmark Sensex climbed over 400 points and the Nifty breached the 17,650-level in the opening session a day after the Union Budget proposed higher spending on infrastructure to boost economic growth and job creation.

## **INTERNATIONAL:-**

● China honors PLA Galwan commander as Winter Olympics torchbearer.  
A People's Liberation Army (PLA) regiment commander who was involved in the June 15, 2020 clash with India in Galwan Valley was chosen by the Chinese government to carry the Winter Olympic torch in Wednesday's torch relay in Beijing.

●Kabul bomber was on a suicide mission to India in 2017.  
The Islamic State (IS) bomber who stormed the Kabul airport in August 2021 during the Taliban takeover of Afghanistan was sent on a suicide mission to India in 2017, a new magazine by the Islamic State in Khorasan Province (ISKP) has claimed.

●Islamic State chief Abu Ibrahim al-Hashimi al-Qurayshi blows himself up amid U.S. raid  
The leader of the Islamic State (IS/ISIS), Abu Ibrahim al-Hashimi al-Qurayshi, died in a U.S. counter terrorism operation in Idlib province, in northwestern Syria, President Joe Biden announced.

● China, Russia hail 'new era' in relations  
China and Russia outlined a sweeping vision for the future of their already close relations as their two leaders met in Beijing, while hitting out at the United States, accusing NATO of "expansionism" in Europe, and blaming Washington's Indo-Pacific strategy for fomenting regional tensions.

●China, Pakistan ink new CPEC agreement  
China and Pakistan signed a new agreement on industrial cooperation as part of the China Pakistan Economic Corridor (CPEC) plan during Prime Minister Imran Khan's on-going visit to Beijing.

## **SPORTS:-**

●Neeraj Chopra - Neeraj Chopra nominated for Laureus Honor.

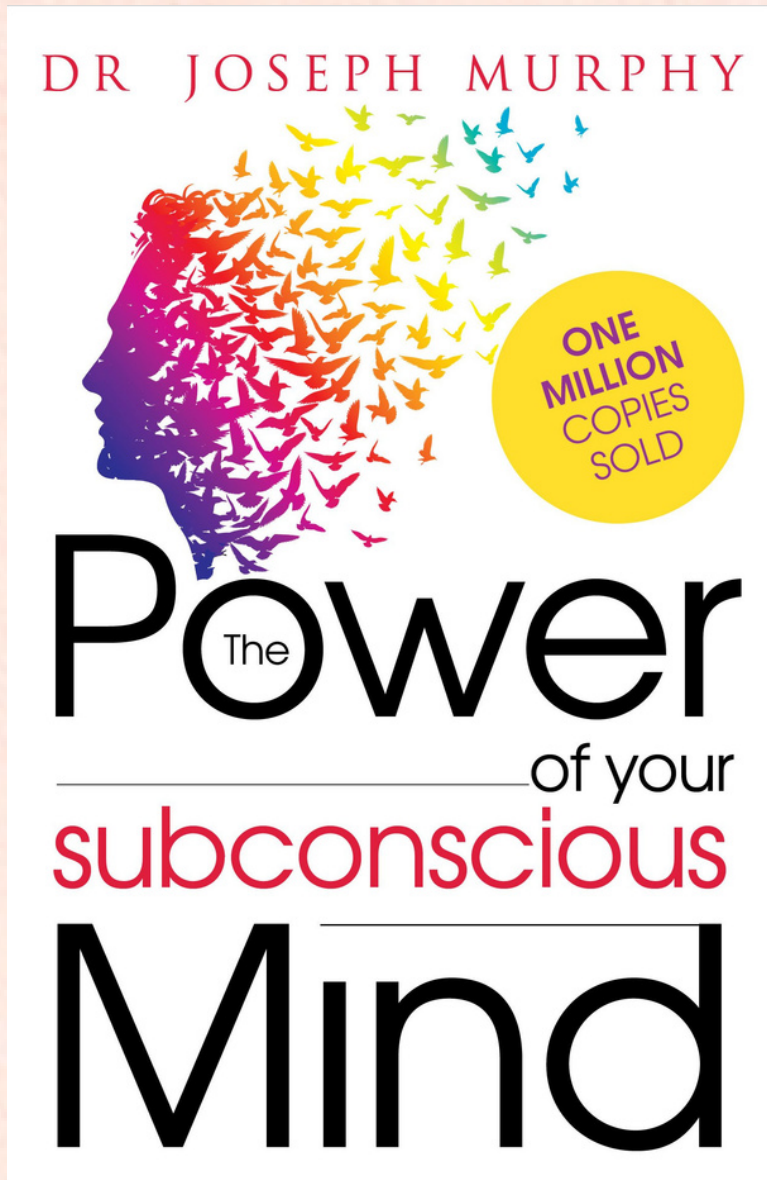
India's Neeraj Chopra has been nominated for the coveted Laureus World Breakthrough of the Year 2022 award for his historic gold medal victory in the Tokyo 2020 Olympics. He is just the third Indian to be nominated for a Laureus Award, following wrestler Vinesh Phogat and Sachin Tendulkar.

●India announces diplomatic boycott of Beijing Winter Olympics.  
Terming China's decision to field a People's Liberation Army soldier involved in the June 2020 Galwan clashes as the torchbearer for the Winter Olympics Games in Beijing as "regrettable", India announced a diplomatic boycott of the games just ahead of the opening ceremony on Friday.

●England coach Chris Silverwood quits after Ashes humiliation.  
Chris Silverwood stepped down as England cricket coach, becoming the second significant departure amid the fallout from the team's humiliating Ashes series loss in Australia.

● Erin Jackson becomes 1st Black woman to take speedskating gold.  
Erin Jackson won the gold medal in the women's 500 meters speedskating becoming the first Black woman to win a speedskating medal at the Winter Olympics.

Book by Joseph murphy



# BOOK REVIEW

Your subconscious mind is a powerful force to be reckoned with. It makes up around 95% of your brain power and handles everything your body needs to function properly, from eating and breathing to digesting and making memories.

The subconscious mind is ruled by suggestion, it accepts all suggestions – it does not argue with you – it fulfils your wishes."

- Joseph murphy

We all want to know and tap into the power of our subconscious mind and this book illustrates how we can differentiate between our conscious and subconscious mind.

The author sets out by explaining the power that the subconscious mind can have if you are able to control it.

The author sets out dear instructions about how we can tap into the power of our subconscious mind.

He does it by explaining the power of positive affirmation and at the end of every chapter it gives a brief list of some that we can use. It holds some value for someone trying to understand the subconscious mind better.

At times, it can also be read like a self-help book for those who lack the motivation to push through their defenses and will their thoughts into actions. That makes total sense because we can be one of the biggest obstacles in our path due to personal prejudices whether we like to address them or not.

Also, I'd like to give this book 4.7 stars out of 5.



**COM**  
**FUN**

# FUN LEARN &



Known for unique packaging and signature stacking, its' logo features a cartoon gentleman known as Julius Pringle. Look closer at the word on the can, and you'll also see that the dot on top of the letter 'l' is actually a chip!

1.



2.

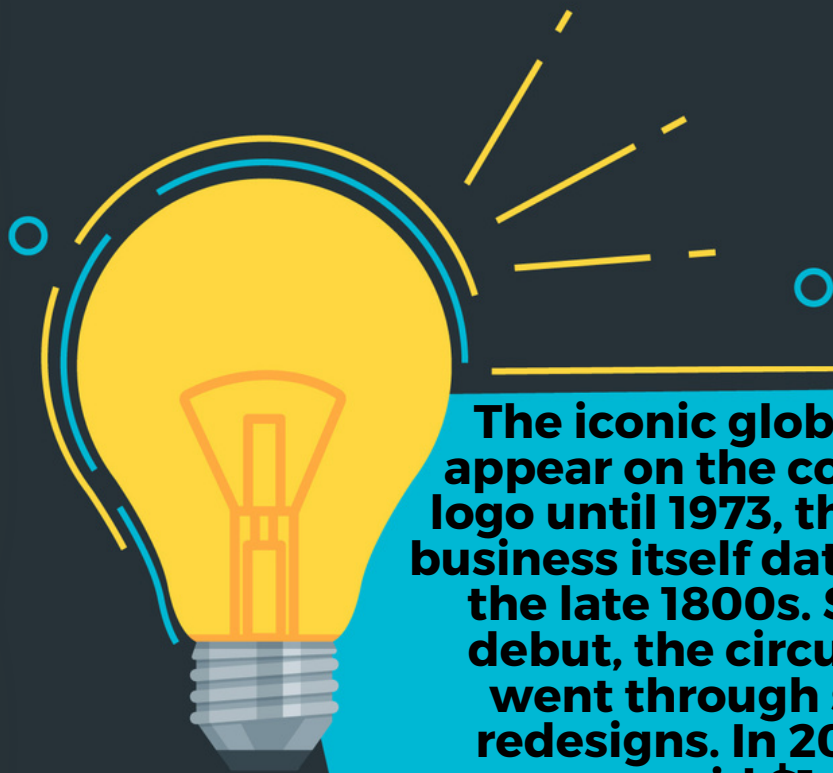


First created in 2006, its original bird looked slightly different than today's streamlined version. The company bought the original logo from British designer Simon Oxley for just \$15.





# FUN & LEARN



The iconic globe didn't appear on the company's logo until 1973, though the business itself dates back to the late 1800s. Since its debut, the circular logo went through several redesigns. In 2008, the company paid \$1 million for the minimalist version we see today.

3.



4.



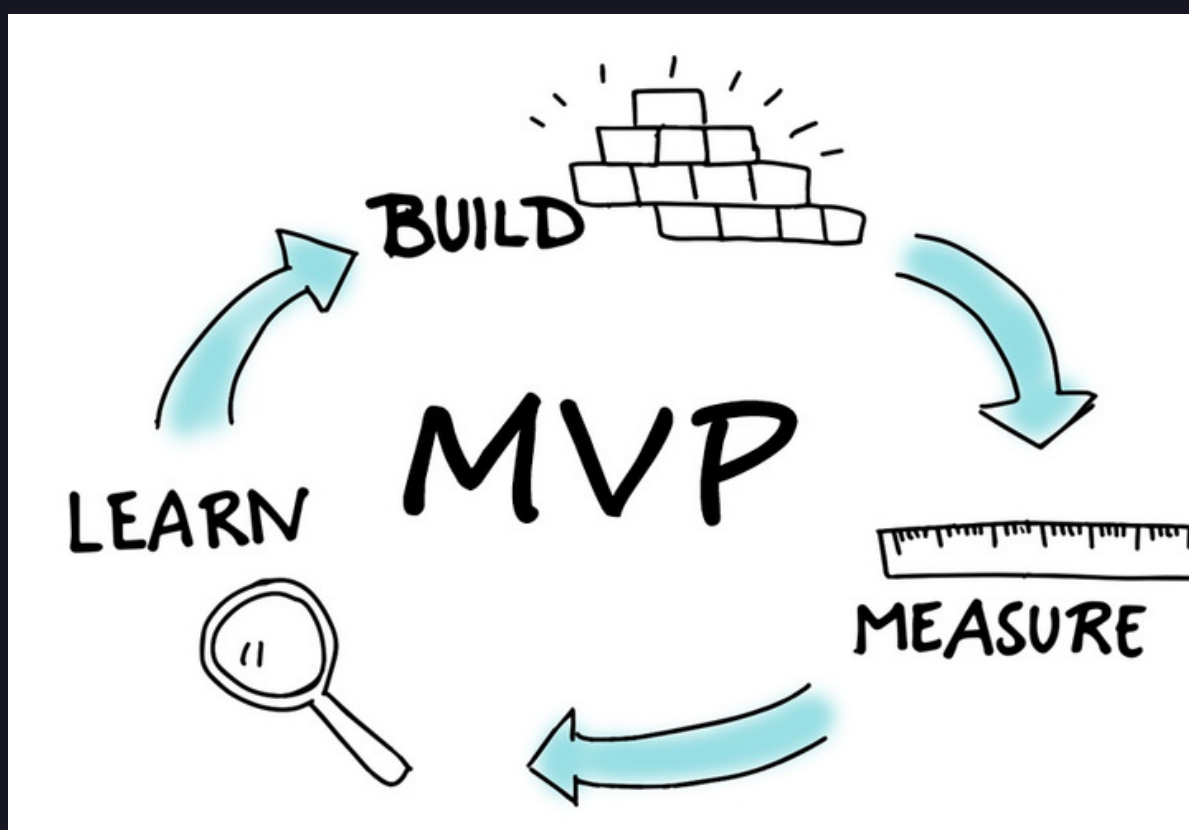
Founded by Sam Walton in Rogers, Ark., in 1962, it has since become one of the largest retailers in the world. The logo has gone through several changes over the decades, from an old-time, Western-themed font to brown block letters to today's blue and yellow signage.



# START-UP JAR-GON

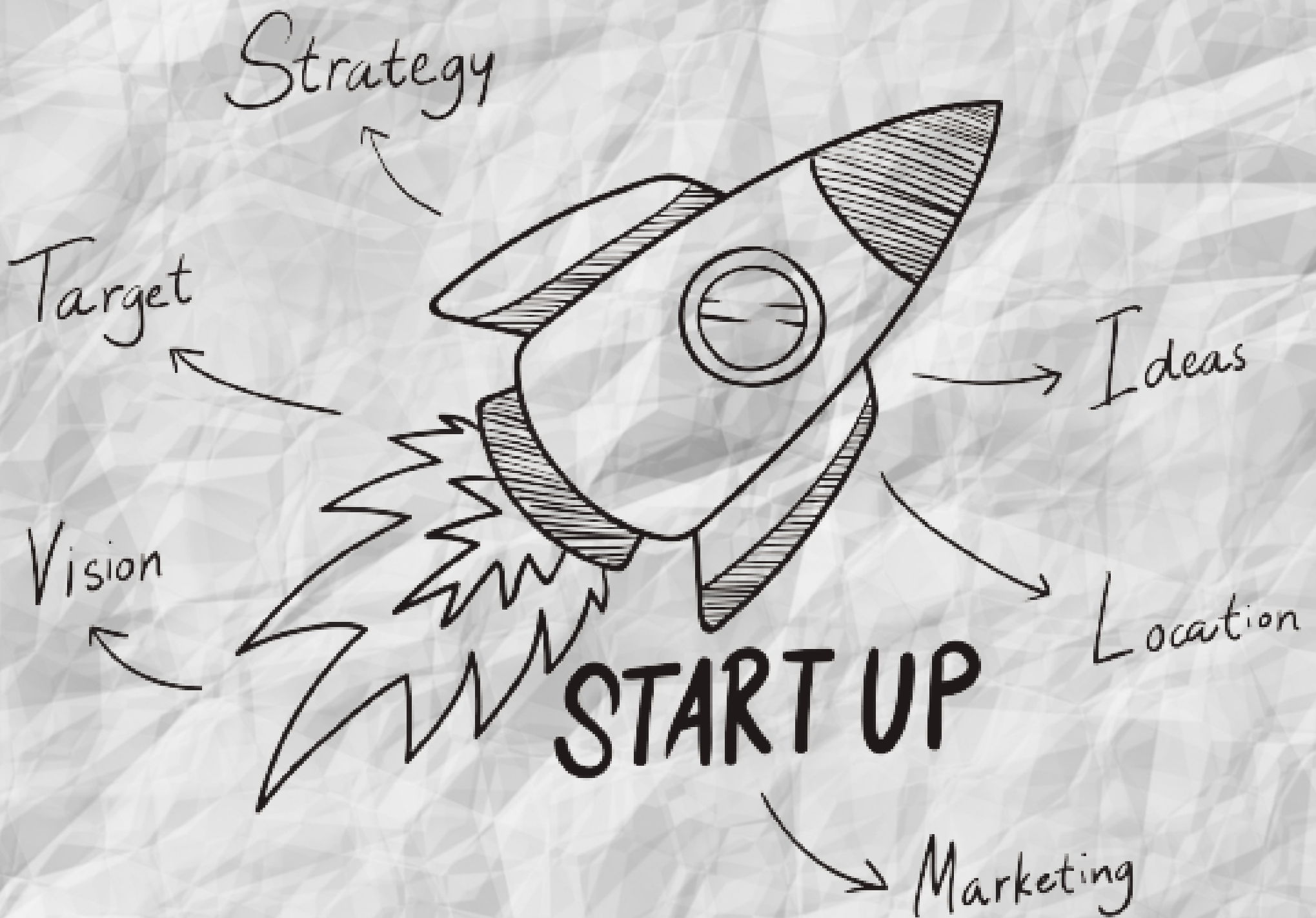
## 1. ACCELERATOR

Accelerator or AKA Incubator is a center where startups are incubated, mentored and sometimes funded. The process of incubation for startups is same for across the country so whether they are Accelerators or Incubators in Mumbai, Bangalore or any other city same process applies.



## 2. MVP

MVP is one of the most important lean startup techniques. It's the bare-bones version of a product which is required to achieve proof of concept.



**In a world where startups are taking over everything, why not to promote the entrepreneurs around us. To promote this idea, we have started an initiative to motivate these young minds & for that we'll be dedicating a page to these young minds in our newsletter. The main motive behind this is to motivate these people & their ideas & to inspire others to do something new. We would like all of you to support them & their business ideas. Do visit their social media handles.**



globe. we customize orders too. currently we are dealing in calenders and journals but hope to expand our horizons more.

IG- [rivistayourjournal](https://www.instagram.com/rivistayourjournal)

**Muskan Choraria**  
BA (H) Business Economics 2nd year



## 1. Sugar and Smiles

Sugar and Smiles is a home based chocolates and hamper business. We can customise chocolates and hampers in inexpensive prices. We should buy handmade and gift handmade.

IG- [sugarrandsmiles](https://www.instagram.com/sugarrandsmiles)

**Mehak Sethi**  
Bcom (P) 1 year



## 2. Rivista

Rivista is a small stationery business with the touch of your favourite artists across the

## 3. Uncut Unteen

Uncut Unteen is an initiative by three students from Lakshmi Bai College. A podcast that will resonate with people in their 20s. Coming out of the uncertain times, we deemed it necessary to create a space to talk about our struggles and let everyone know they are not alone in this! In our episodes, we plan to talk about everything and anything that goes in life and connect with people who have just crossed their teenage years.

IG- [uncut.unteen](https://www.instagram.com/uncut.unteen)

**Kashish Arora**  
**Kashish Madaan**  
**Shourya Sharma**  
Bcom (H) 3rd year



# COMSPECT

## The Commerce Society of Lakshmibai College (University of Delhi)

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