

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
[AUTONOMOUS]

COLLEGE WITH POTENTIAL FOR EXCELLENCE
LINGUISTIC MINORITY INSTITUTION - AFFILIATED TO UNIVERSITY OF MADRAS



HONOURS
INSIDER

DEPARTMENT OF COMMERCE (HONOURS)

SUPPLEMENTARY ISSUE ON



YASHAZ

INTER-COLLEGiate BUSINESS FEST
2023



SAMVRUTH
HONOURS STUDENTS FORUM



YASHAZ

YASHAZ is a Inter-collegiate business fest conducted to upskill the knowledge of the students in various fields like Commerce, Economics, Business, Law and more. It was previously conducted in 2017 & 2020.

Yashaz 2017 was held on 22nd September 2017. Yashaz 2017 consist of five business events such as Business Quiz, Stock Wars, Layer it up, Business Plan and Stress Interview. Nearly 400 students from 20 colleges had participated in this event. Overall championship was won by Loyala College.

Yashaz 2020 was held on 18th February 2020. It's main objective is to create a fest which the technical aspects of fields such as commerce , law, economics, Business and other related fields are dealt.

Yashaz 2020 consists of 9 events :

Lawyer it up (Courtroom crusaders)

Stock Wars (Wolf of Dalal street)

A Minute to sell (Belfort's pen)

Business Plan (Starterpreneur)

Best Manager (Fayol's Best)

Corporate Shipwreck (C-Wreck)

Quiz (Biz Wiz)

Sudoku (Think inside the box)

Incorporation of company and logo (Logo.Inc)

YASHAZ

The word “YASHAZ” means Praise or Honour. In general, the SAMVRUTH Students Forum of the department of commerce (Honours) host YASHAZ as a massive business festival, that encompassed the topics of Commerce, Economics, Business, Law and more. Presently, YASHAZ'23 was conducted in a grand style under the theme of "MARKETING" on 14th march 2023. The primary goal of YASHAZ'23 was to enrich the student's competencies in information acquisition and application, problem-solving, cooperation, communication and more experimental skills. The Fest in total had 11 events Viz,

OFF-STAGE EVENTS:

1. PRODSNAP (Product Photography)
2. ARTSY-PARTSY (Poster Designing)
3. WRAP- IT- UP (Package Designing)
4. QUILL QUEST (Content Writing)
5. MEME MAVERICKS (Meme Creation)
6. THE MIND TENTACLES (Quiz)

ON-STAGE EVENTS:

1. THE ART OF SILENCE (Mime)
2. COMMERCIAL CONQUEROR (Adzap)
3. SHARK TANK (Business Plan)
4. CRAZY ZAPPERS (Channel Surfing)
5. MR & MS YASHAZ

YASHAZ'23 had 400+ participants across 15 different colleges of Chennai City. On Inaugural ceremony We had Chief Guest Dr. R. Anandakumar IAS, Secretary to government- Welfare of Differently Abled Persons Department. He started his speech with sayings of Sachidanandam Pillai. He also insisted about our responsibility and duties towards disabled persons. Then he spoke about “Equal opportunity Policy”. Then, he also shared his own experience of participating in a inter-collegiate event called IVRI which is conducted at Indian Veterinary Research Institute (during his college times) and ended his speech by quoting the Thirukural

“உள்ளுவ தெல்லாம் உயர்வுள்ளல் மற்றது
தள்ளினுந் தள்ளாமை நீர்த்து”.

Secondly, we had Guest of Honour Shri. Jayanti Lal Challani, Jewellery Association Head. He started his speech reviewing his own experience of events during his college times. He said that for one to lead a success in life "Humanity, Self-confidence, Self-restraint or Self- regulation, Common Sense" are important factor. (I thought of sharing many things but after seeing audience crowd I became speechless and forgot what to speak)- he said. He had an interactive session with the audience and shared about his knowledge on determining jewellery rate according to London Bullion Exchange (London Bullion Market Association) We also had Walk-In guest “Mr. RJ NANDHA and Miss. SWETHA VENUGOPAL” to make our event more cheerful.

On Valedictory Ceremony, We had “Parundhaaguthu Oor Kuruvi” Movie Crew, which is a survival drama helmed by Debut director Ko Dhanabalan Goudharaj and in Yashaz-2023 they made an Audio-Video song launch titled “Madha Madha Madha Yennai Kutam”. The event was witnessed by 500+ Audience and become sensational.

YASHA2

EVENT WINNERS

Prod Snaps

PRODUCT PHOTOGRAPHY



1st Prize-Sanjay
SRM College



2nd Prize-Yasmeen Begum
Anna Adharsh College



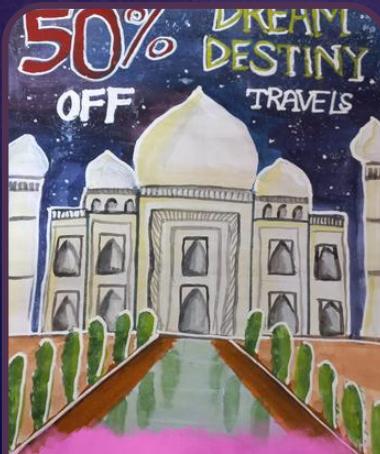
3rd-Vigneshwaran
Viuekanandha college

Artsy - Party

POSTER MAKING



1st Prize-Logeshwari
Sri Annai Kamakshi Music
&Fine Arts College



2nd Prize-Adith chopda
Loyola college



3rd-Karthikeyan
SRM College
Sushma vinodh
Sri annai kamakshi music & fine arts college

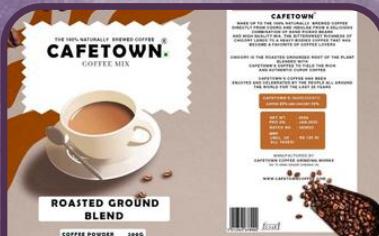
YASHAZ

EVENT WINNERS

Wraps It up
PACKAGE DESIGNING



1st Prize -Bharath
Loyola college



2nd Prize - Charan rithantony
SRM College

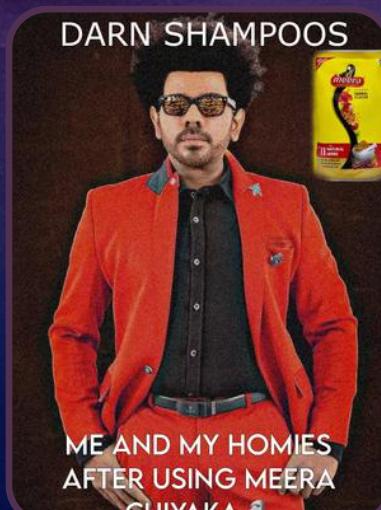


3rd Prize -Ashwad d
School of excellence in Law

Meme Mavericks
meme MAKING



1st Prize _S praveen kumar
A.M.Jain college



2nd Prize - Sakthi velu T. U
Vels University



3rd Prize-Rusmya fathima
SDNB Vaishnau College

EVENT WINNERS

Quill Quest CONTENT CREATION

IMPLEMENTATION OF GREEN MARKETING IN COCO-COLA

Coca Cola being a beverage company successfully running from 1886 till now, for more than 100 years, now after a long discussion and struggle has come up with the plan of sustainable and recycling packages for their products. They have decided to design & pack their beverages with environment friendly materials and evolve themselves into "Green Marketing".

Before getting deep into Coco Cola and its implementation, let's see what is green Marketing. Green Marketing is none other than the type of marketing which is used to market environment friendly products and other sustainable goods.

Now, looking back into the new idea of Coco Cola, from the day of their existence in the market, the only source of packaging material was "Plastic". They never thought for an alternative resource for themselves as it was the most efficient source for them which was available. But as time goes on and the society see various changes in means of livelihood, food habits, switching over to eco-friendly products to have a good physical health as well as a balance in their life, they tend to expect only goods of such kinds even if it is little costlier. This change of perspective in the human kind led the brands and also the companies in the market to have changes in their products. "Coco Cola", being the best-selling beverage brand across the world, has now initiated and implemented the concept of "WORLD WITHOUT WASTE".

This was introduced by them to reduce the usage of plastic and make their goods eco-friendly. Almost 3 million tons of plastic waste is being produced only by Coca Cola. Then, imagine the amount of plastic waste that are dumped in the land and the damage caused by it to the human kind and nature by all other brands and companies across the world.

This can almost affect the eco-system of the living creatures of the world. It can cause imbalance in nature, if it goes on without an end. Human beings will be affected by various diseases due to the pollution and several other causes of it, and all other living creatures will also be affected due to the waste dumped in the soil. And as a result of the waste dumping, the soil will lose its fertility and nature.

To avoid all this and to be the one to begin, Coco Cola have made this sustainable packaging initiative and it claims that by 2030, 100% of their packaging will be recyclable and at least 50% of packaging will be Eco-friendly and recyclable by 2025. This is a great initiative without a blink, but the feasibility of this idea is the question that arises among the people. It is definitely a big change in the brand without a doubt but this change will have its own impact on the market and also among the customers. Because, its competitive brands are still sticking to their old plastic bottle packaging while coke has made such a big change and with the customers, they will definitely have a positive approach towards it and they will trust the brand even more and it may also turn as a threat to its competitors. As an end, my perspective towards Coco Cola's initiative is a positive one and the final implementation of the initiative successfully lies in the hand of the brand.

**1ST PRIZE-DHARSHINI S
SDNB VAISHNAV COLLEGE**

Everyone loves to be in the environment of greenery. But people only think to relax in such places in reality and practically they need an ideal environment which is so comfortable. When it comes to a consumer point of view, they need to consume the products, which is readily available with good packaging and definitely with affordable price. So, the manufacturers aim to satisfy the consumers with all the aspects they expect from them. Coco Cola is a beverage company who provide their soft drinks and products to the consumer.

As furnished by the ethics and law, a company should also work with social responsibility. Most of the manufacturing companies try to be eco-friendly, but they could not hit the aimed level. They are facing many challenges to achieve it.

AIM OF THE COMPANY

Eco-friendly environment via:

- Packaging using eco-friendly products while minimising plastics
- Using substances which does not cause emission of harmful gases during preparation of soft drinks.

ACTIONS IMPLEMENTED

- Packaging using cardboards, glass, silver caps which are reusable
- Implementing the plan of recycle by asking the consumer to return the product
- Avoiding harmful Substances to environment in preparation of soft drinks.

CHALLENGES THEY FACE

- Packaging using cardboards can get damaged during transit
- Every consumer is not inclined to return back the used bottles
- If changes take place in preparation, aimed production cannot be achieved which may lead to less consumer satisfaction.

REMEDIES THEY MAY ADOPT

- Using alternative substances which can give expected production with restricted emission of gases
- Refrigerating the products in the freezer which do not emit much harmful gases
- Converting the wastage in the process of preparation of soft drinks to the raw materials used for production by recycling it
- Providing incentives and awareness among the consumers to return back the used bottles
- To pack the soft drinks in dense paper bottles to avoid plastic bottles in terms of distributing it to the consumers
- Developing the packaging strategies to overcome the issue of defective products.

**2ND PRIZE- R. KERTHIKA
SDNB VAISHNAV COLLEGE**

TOP 3 WAYS TO INCREASE SUSTAINABILITY

Did you know? 30% of Indian customers prefer organic & are more environment friendly. How to increase the market share in a green environment hold?

THREE PILLARS OF SUSTAINABILITY

In order to increase sustainability and catch a major phase of the market share, the company has to be a major player of green environment.

LET'S SEE THE 3 WAYS...

Coca Cola

It's high time for Coca Cola to turn green CONSUMER AWARENESS and environment friendly.

- UMER AWARENESS
- RECYCLE, REDUCE, REUSE
- GREEN EMISSION, REDUCTION OF CARBON EMISSION
- HEALTHY DRINKS, DIVERSE FOOD PRODUCTS

Did you know? By 2050, 45% of the bottles and cans of Coco Cola can be recycled and by 2063, 25% of the packaging can be made reusable. Imagine this ☺

The fizzy drinks can be majorly switched over with healthy drinks & more diverse products can be introduced.

PROFIT INCREASES 45% BY 2063.... BY JUST BEING ECO FRIENDLY ☺

Thus, favourably in my opinion, Coca Cola can be more environment friendly,

a green player and a major favourite among the consumers in India.

FROM JUST BEING RED TO SMARTER GREEN

**3RD PRIZE-SUSHMA VINODH
ANNAI KAMAKSHI MUSIC &
FINE ARTS COLLEGE**

YASHA'2

EVENT WINNERS

The Mind Tentacles

QUIZ

1st Prize-Vasanth &
Durga
Loyola College

2nd Prize- Gokul &
Sriram
Guru Nanak College

3rd Prize- Rahul
& Sudarsan
* Loyola college

The Art of Silence

math

1st Prize
Guru Nanak college
Yuuaja
vijayakumar
Pranesh
Samdaniel
Bharath

2nd Prize
Ethiraj college
Sindhu
Monika
Trisha
Yogitha
Gangadevi

3rd Prize
Loyola college
Ashish John bosco
S.R.Sabari
Anush
Lokesh
Robert
Rupasubhashini

YASHA2

EVENT WINNERS

Commercial Conqueror
ADJAP

1st Prize

Guru Nanak college
Santhanam krishnan
Mohamad ejaz sha
Mohamed afredi
Ukeshwaran
prashanth

2nd Prize

Loyola college
Tharakesh
Tamilselvan
Madhan
Aaron Zechariah
Sreeman Narayanan

3rd Prize

Ethiraj college
Trisha
Yogita
Gangadevi
Monika
Sindhu

Shark tank
BUSINESS PLAN

1st Prize

SDNB Vaishnau College
Mathura
Miruthula

2nd Prize

SDNB Vaishnau College
Kaviya
Abirami

3rd Prize

Loyola College
Deu P Jain
Kashyap

YASHAZ

EVENT WINNERS

Crazy Zappers Mr & Ms yashaz

CHANNEL SURFING

TITLE event

1st Prize

Loyola College

Tharakesh

Madan

Aaron zecharia

Sreeman Narayanan

Davidson

Mr. Yashaz

Andrem--SRM College

Ms. Yashaz

Parmita S- JBAS college

Events adjudicated by:

PRODSNAP(Product Photography) - Mr. Aruind & Mr. Sachin

ARTSY-PARTSY(Poster Designing) - Mr. Gautham

WRAP-IT-UP(Package Designing) - Mr. Johnson Ramadoss

MEME MAVERICKS(Meme Creation) - Mr. Vijayalingam

THE ART OF SILENCE(Mime) - Mr. Nikesh Rajan

COMMERCIAL CONQUEROR(Adzap) - Mr. Vinoth & Mr. Abhishek Sriniwasan

SHARK TANK(Business Plan) - Mr. Roshan

CRAZY ZAPPERS(Channel Surfing) - Mr. Jay & Mr. Jeeva Balachandran

MR & MS YASHAZ(Title Event) - Mr. Pragadeesh

GLIMPSES OF YASHAZ



INAUGRAL CEREMONY



EVENTS

GLIMPSES OF YASHAZ



VALEDICTORY CEREMONY

YASHAZ

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