

**ISSUE 5**

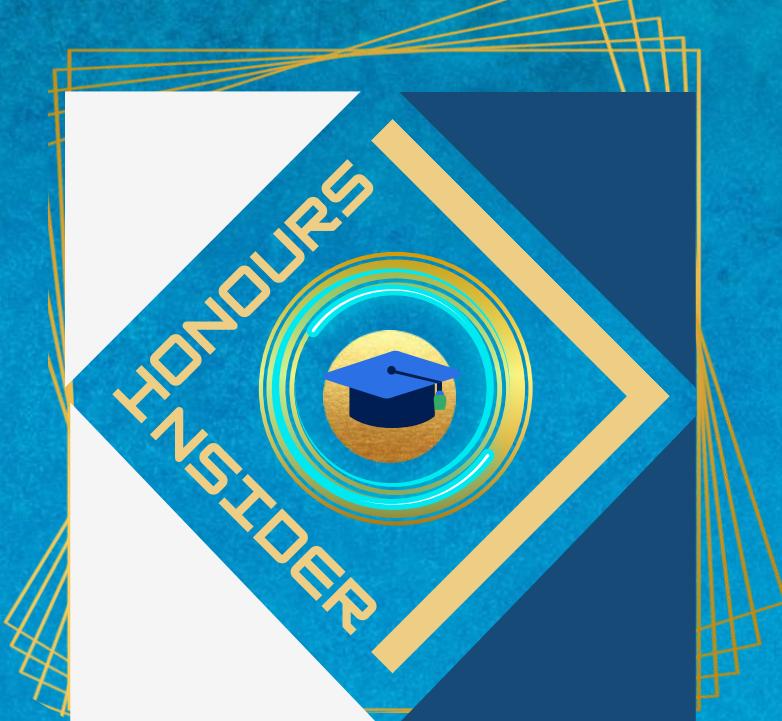
**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV**

**COLLEGE**

**(AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**LINGUISTIC MINORITY INSTITUTION, AFFILIATED TO UNIVERSITY OF MADRAS**



**NEWSLETTER  
DEPARTMENT OF COMMERCE  
HONOURS**

**JUL - DEC 2022**

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# MESSAGES



Dr. S. Santhosh Baboo

## PRINCIPAL

The meaning of education has transformed greatly in today's technology driven and digitally connected world that we live in. An educator in the present times has to adopt a multi-dimensional approach having knowledge creation, confidence building and honing leadership skills at its core. While many of our students have been greatly contributing to various renowned and reputed organisations as exemplar leaders, the institution also focuses on developing entrepreneurship skills among students so that they would have the courage and conviction to establish an enterprise and create a legacy. In the sphere of research, understanding the complexities of the various issues, exploring new avenues and contributing to development of knowledge has been our priority. Having carved a niche for itself over the year, through its myriad achievements, this institution today stands as a symbol of immense possibilities and innumerable opportunities. The task ahead is clearly defined-educate, enlighten and empower. As Benjamin Franklin said, "An investment in knowledge pays the best interest".



Dr. Ashok Kumar Mundhra

## SECRETARY

"All our dreams can come true, if we have the courage to pursue them"— Walt Disney  
Dreams may seem to be far removed from reality. They may seem impossible and improbable. But little do we realize that all of us have in us the strength, patience and the passion to fulfil our dreams. The vision and dreams of a few kind hearted philanthropists and educationists, led to the founding of this institution. The hard work and perseverance of the successive members of the management and the academicians have enabled the institution emerge as one of the much sought after colleges in the city. It is now our duty and responsibility to carry forward this dream and with steadfast faith and determination redefine the standard of excellence, strengthen the spirit of solidarity and celebrate the power of knowledge to transform the society.



Ms. D. Senthamarai

## HEAD OF THE DEPARTMENT

**The mindset is the biggest asset for everyone, Just filled with positive waves, it will land you in a successful path.**

# FACULTIES ACHIEVEMENTS



**Ms.D.Senthamarai**

- **Participated in Eight Days International Professional Development Programme on “Research Writing & Ethics” organised by Patrician College of Arts & Science from 28th June to 5th July 2022.**
- **Participated on a seminar on Applied Learning to Aid the Students Academic Progress organized by the University of Madras in association with Miles One an initiative by Miles Education, on 29th August 2022**
- **Participated on One Day International Seminar on “Sustainable Economic Stability: Impact of the Blooming FinTech “organized by Agurchand Mammull Jain College on 16th September 2022.**
- **Participated in One- week virtual workshop on “Preparation of Research Grants Proposal in Social Studies’ organized by Dhanraj Baid Jain College from 12th December 2022 to 17th December 2022**
- **Participated in “Preparing Business/Management Schools to manage future Disruptions: Lessons from the Pandemic” by Dr.Asif chida on 28th October 2022.**



**Ms.P.Preethi**

- **Participated in Guinness World Record Achiever Organization and received certificate for World Record 2022 “Pasumaiyum Bharathamum 2022(Natiyanjali)” which is held on 2nd October 2022**

# FACULTIES ACHIEVEMENTS



## Mr. S Sairam

- **Participated in Eight Days International Professional Development Programme on “Research Writing & Ethics” organised by Patrician College of Arts & Science from 28th June to 5th July 2022.**
- **Participated in an Awareness Training Program under National Intellectual Property Awareness mission (NIPAM) on 13th July 2022**
- **Pledged to work towards total cleanliness of his surroundings**
- **Attended a two-day Faculty Development Programme on “Academic Writing & Publication” organised by Koach Scholar on 15 & 16 July 2022.**
- **Participated on a seminar on Applied Learning to Aid the Students Academic Progress organized by the University of Madras in association with Miles One an initiative by Miles Education, on 29th August 2022**
- **Presented a Research Paper titled “The Impact of Gender towards Consumer Preference & Satisfaction with Special reference to Instamart” at International Conference on Entrepreneurship, Innovation and Startup 2022. Along with Ms. S. Vidhya, Assistant Professor – Department of Commerce (Bank Management), DDGD Vaishnav College.**
- **Participated on One Day International Seminar on “Sustainable Economic Stability: Impact of the Blooming FinTech “organized by Agurchand Manmull Jain College on 16th September 2022.**
- **Participated on International Symposium on “World Human Rights Day” organized by the Center for International Studies, West Bengal State University in association with Indian Academic Researcher’s Association (IARA) on 10th December 2022**
- **Participated in One- week virtual workshop on “Preparation of Research Grants Proposal in Social Studies’ organized by Dhanraj Baid Jain College from 12th December 2022 to 17th December 2022**

# CMA (US) QUALIFIED



**DHIVYA PRIYA K**  
**CMA**



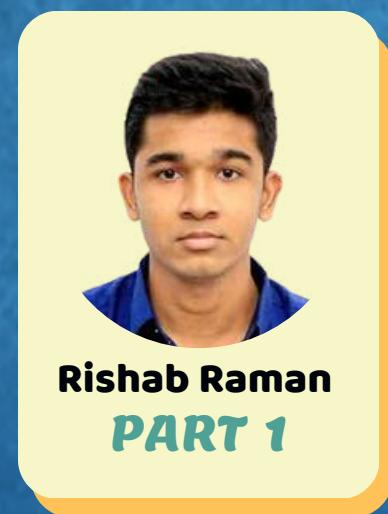
**TARUN JOSHUA DANIEL**  
**CMA**



**Keerthana S**  
**CMA**



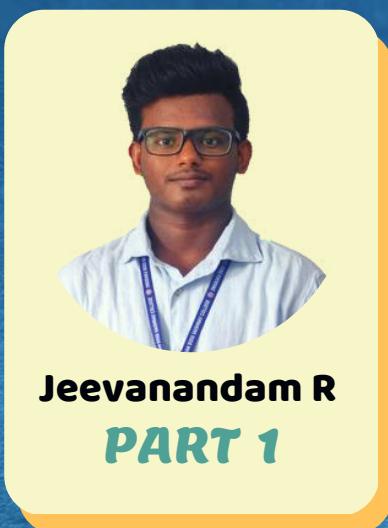
**SADANANTHAN J**  
**Part 1**



**Rishab Raman**  
**PART 1**



**PRASANNA PK**  
**PART 1**



**JEEVANANDAM R**  
**PART 1**

# STUDENTS ACHIEVEMENTS

Outside College

NAME	EVENT	PRIZE
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GOVIND PISHARODY  
B.COM(HONS)  
22E1630

LAWYER UP -  
COMMERCIO 2022,  
MOP VAISHNAV  
COLLEGE FOR WOMEN

MUN -  
ETHIRAJ MUN 2022,  
ETHIRAJ COLLEGE FOR  
WOMEN

DEBATE -  
GOLDEN EYE 2022 BY  
DEPARTMENT OF  
FINANCE&TAXATION,  
DDGVC



GOPIKA V  
B.COM(HONS)  
22E1611

CHESS  
TOURNAMENT-  
THARUN TEJAS  
2022

CHESS  
TOURNAMENT-  
THARUN TEJAS  
2022

CHESS  
TOURNAMENT-  
NEHRU STADIUM  
2022



# STUDENTS ACHIEVEMENTS

Inside College

NAME	EVENT	PRIZE
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BOOMICHA K  
B.COM(HONS)  
21E1624



SUBHIKA M  
B.COM(HONS)  
21E1627



SHYAM SUNDAR G  
B.COM(HONS)  
20E1535



KASTHURI K  
B.COM(HONS)  
22E1621



VENKATNARAYANA K  
B.COM(HONS)  
22E1603



GOVIND PISHARODY  
B.COM(HONS)  
22E1630

MEHENDI COMPETITION -  
STRIDE'22 BY DEPARTMENT  
OF STATISTICS, DDGVC



POSTER MAKING -  
STRIDE'22 BY DEPARTMENT  
OF STATISTICS, DDGVC



POSTER MAKING -  
V'FEST 2022



QUIZ -  
V'FEST 2022



DEBATE -  
V FEST 2022



SHIPWRECK -  
V FEST 2022



SHIPWRECK -  
STRIDE'22 BY  
DEPARTMENT OF  
STATISTICS, DDGVC





# HAPPENINGS OF THE DEPARTMENT

## INDIA @ 75

India is not, as people keep calling it, an underdeveloped country, but rather, in the context of its history and cultural heritage, a highly developed one in an advanced state of decay.

In this activity, SSR Club addressed public and initiated about pre-independence and post -independence developments and got their opinion about the improvement of our nation. They approached auto drivers, sweepers and also general public to initiate and insist about the Independence Day. They also gave them with a flag and a pamphlet explaining about the developments in agriculture sector, educational sector, health care, poverty, science and technology and much more.

Then they asked their opinion and the changes that happened after the independence for a good cause. The main aim is to sensitize the importance of independence day and development of our nation.



## ANBURAVU



Children and old age people are abandoned because of poverty and disability. It is our responsibility to take care of them.

If you invest your time, talent, and resources, orphans around the world can have much happier and healthier lives.

And as a step our department SSR Team organized a new activity which was about visiting two orphanages - Rehabilitation centers among which one was women's orphanage and other one was Men's orphanage. We initiated this plan so it could be an experience learning that can help us know about such people with special needs and the struggles they overcome in their life.

First, we visited "hope rehabilitation center" the branch that was in Egmore filled with women in their mid-40s to late 60s and spent some quality time with them. We began the day with college prayer and a special song for them, followed by conducting music, dance and some fun games. Later, the SSR Team visited the Arumbakkam branch which contained men aged from 10-60 years. Homemade food prepared by the SSR volunteers was given there for their lunch. later, the small kids and other aged people were engaged with songs and dance. The SSR team distributed clothes, packed food items at both the places along with the first year B.com Honours students whom we took with us as volunteer support and also to share our gaining experience with them.

## FUR DAY- CELEBRATING WORLD ANIMAL DAY

The greatness of a nation and its moral progress can be judged by the way its animals are treated. Poaching and hunting of animals for fur, jewellery, meat and leather are other important factors contributing to the extinction of wildlife. Saving animals means protecting animals as well as their habitats. Most animals have become endangered due to the destruction of their habitats. So if you want your next generations to see some exotic animals, it's time you step into your role and do what is necessary to save animals.

On the occasion of World Animals Day (4 October 2022), the Student Social Responsibility Council (SSR) initiated a visit to Blue Cross of India, Guindy on October 11, 2022. The SSR team along with some volunteers visited the spot in order to do service and donate treats for the pet animals over there. The Blue Cross at Guindy keeps pet dogs and cats in large number which are mostly either abandoned or hurt. The team spent a quality time over there and volunteered to do the cleaning services for them. The team along with volunteers cleaned the place for about an hour and then proceeded to visit the dogs and cats. They also fed the animals with treats and spent some time with the puppies and kittens.



## STUDENT INDUCTION PROGRAMME

The Student Induction Programme (SIP) – Parambh 2022 (Day 1) was conducted on 16th August 2022. The department presented a complete guide on what to expect from the department in terms of academics, extra-curricular , US CMA and more. The vision and mission of the department were explained to the students. The students were also briefed about all the cultural and departmental clubs like Samuruth (Honours Students forum), Honours Insider (Newsletter club), Memorandum of Understanding (MOU), Student Social Responsibility (SSR), Students Quality Council (SQC) and Institutions Innovative council(IIC). Lastly the students were directed about the campus life like basketball and volleyball court, library, café and canteen.

In the second day of SIP, A Guest lecture by the women entrepreneur. The NCC and NSS cadets briefed the students who represented the college in various places and events. End of the day , an interaction session with the senior were held.

In the third day of SIP, Industry expert Mr. Prem Anand (Managing Director of KPMC) addressed the students about the importance of youth in the booming industry. He guided and motivated the students to perform their best. The department also conducted an Alumni session with their super seniors. Finally, Seniors conducted a talent hunt wherein the freshers performed various activities and showcased their talents.



## CAREER GUIDANCE

Career guidance will help students fulfill their aspirations by setting up realistic goals. Career guidance with an expert counselor will develop a clear road map to fulfill future dreams.

The career guidance event was organized by Samuruth. The resource person for the event was Mr. S. Murugan who is the CEO of Southern Health Foods Private Limited.

He addressed the gathering on the theme “Scope for commerce graduates” and clearly elaborated the participants on the various options available for students in the future once they complete their Under Graduation. He also guided the students who are interested in pursuing CA, CMA, etc., and also about their Post Graduation. He finally concluded by quoting “ being serious in your life will 99% get one out of 3-4 options ”.

The session was carried in an interactive manner.



## STRESS MANAGEMENT

As it is Important for the students to prevent and manage from long term stress and the risk of heart disease ,obesity and depression.

The Department of Commerce (Honours) have conducted a Seminar on the topic Stress Relieving Techniques by Dr.Irudhayaraj on 21st October 2022.

Dr.Irudhayaraj started the presentation by asking the students to take part in an online Stress test, where the students answered the survey and shared their results. He rendered a fruitful presentation interestingly:"clap and don't clap" captured the minds of the participants.

He also asked the audience about their personal tactics for controlling their stress and also conducted a small activity to test the stress level of the participants. Dr.Irudhayaraj explained the 10X model and ended the presentation by a Q&A session with the audience. The session brought a impact in students physical and mental health.



## MOU



Renewal the integration of CMA(US) with B.COM(HONOURS) On 8/8/2022

The MOU was signed with CNK Associates on 16/12/2022 with major focus on providing Internship to the students of B.Com (Honours)



Another MOU was signed with KTV Health Food Put. Ltd on 19/12/2022 with the intention of providing Internship for the students of B.Com Honours)



## ORIENTATION PROGRAMME ON CMA

The Orientation was based on how to approach CMA exams, techniques to be used for managing time and doubt clearing session. The resource person for the event was CMA CPA CS Pallavi Parekh, Miles faculty.

She first gave a complete outlook of the structure of both Part 1 and 2 of CMA exam, how they set up questions and the methodology to attend the 100 questions. She emphasized the importance of time during the exam and she completely focused on how to approach MCQ based questions and then passed on to approaching essay type questions which should be answered in a short and clear manner.

She provided guidance on how to register for CMA exam and how to select the centre for examination. For the doubt clearing session, students posted questions that were difficult to grasp for them and she cleared all their queries. At the end, she discussed about the study plans of the students, and provided useful tips for passing the exams with flying colors.



## DRIVE AGAINST DRUGS

The aim of this programme was to encouraging you to learn about drug use and abuse, harmful effects of alcohol, tobacco, narcotics, sedative and stimulant drugs.

The session was organised by samuruth-Department of commerce (HONOURS) on 24th August 2022 on the topic of "ILL EFFECTS OF DRUGS". The resource person of this session was Mr. Venugopal G Kurup, assistant director -NCB, Chennai.

The awareness programme from the Narcotics Control Bureau kicked off. Before the event, the members of Samuruth presented a video, where they interviewed students, staff and commoners, asking them about the term "narcotics". The team collected answers and concluded that the cause of drugs can be controlled by oneself, not by others. Mr Venugopal G Kurup addressed the participants on the theme "Drive Against Drugs". With the help of his presentation, he elaborated on the various types of drugs, their origin, the targeted organs and their impacts(psychologic, physical, legal, and social). He showed the various terms of punishments and legal consequences faced by someone due to drug trafficking and consumption. He also delivered various solutions to avoid getting into such addictions and spread similar tips to those who are affected.



## STUDOPRENEUR TO ENTREPRENEUR

An experiential talk on Entrepreneurship development was organized by IIC on 23rd August 2022. The resource person was Mr. Vasanth Tamilselvan , Founder and CEO of Arito toys. Mr. Vasanth Tamilselvan graduated from Dwaraka Doss Gouerthan Doss Vaishnav college and Madras school of social work. He is the only Deal winner of Shark Tank India from Tamilnadu.

His first venture was Innovasia Media solutions from 2013 to 2020, and his second venture is M/S. Arito private after a series of research and ascertaining the product market fit. Arito is a D2C brand for toys and developmental aids facing 0-3 years. It is one of the fastest growing toy brands in India and in the online space.



## TIPS AND TRICKS TO CLEAR APTITUDE

In the intention of increasing the placements of Honours students the programme was organised. Ms.D.Senthamarai, Head of the department welcomed the resource person. She introduced the resource person of the session, Mr. Prithuin Rajendran (Director of prime educators).

Mr. Prithuin Rajendran addressed the participants on the theme "Aptitude skill training and Development". He clearly elaborated the participants on the various options for the students in future once they completed their UG. He also listed the number od exams available for the students to get government jobs. He explained the importance of developing aptitude skill and how aptitude is tested in the time of Placement. He also shared some useful tips regarding interview and group discussion.



# SAMVRUTH

## INVESTITURE CEREMONY



GIRISH KUMAR R  
CHAIR PERSON



GUGAN S  
VICE CHAIR PERSON



AFFRAA S  
GENERAL SECRETARY



SHANKARA NARYANAN M  
TREASURER



TEJESVE SUDHAKAR  
CREATIVE HEAD



AARTHI S  
CREATIVE HEAD



SARAVANAN SHA M  
TECHNICAL HEAD



JAGANNATH G  
TECHNICAL HEAD

## STUDENTS SOCIAL RESPONSIBILITY



MOHAMMED ABU THALIB S



DINESH M



ABHINAYA P C



SRILAKSHMI B



AARTHI S



TEJASHREE K R



SAVITHA SRI P B

## LIAISON OFFICERS OF MEMORANDUM OF UNDERSTANDING



YUVEDH JAMMAD



KEERTHANA S



KUNAL D



SRILAKSHMI B



BOOMIQA K



# HAPPENINGS OF THE DEPARTMENT

## INDIA @ 75

The 1st Special Issue on India'75 of HONOURS INSIDER was issued on 24 th August 2022 by Secretary Shri. Ashok Kumar Mundhra, Treasure Shri. Ashok KDR and the Principal Dr. S Santhosh Baboo.



## GLIMPSES OF 4th ISSUE

The 4th Issue of HONOURS INSIDER was released on 19th August 2022 by the Principal Dr.S Santhosh Baboo. This issue was pertaining to January-June 2022.



## INSIDERS VOICE'22

The Department of Commerce (Honours) – Dwaraka Doss Gouerdhan Doss Vaishnau College has commemorated International Day of Girl Child on October 17, 2022. Prior to this grand event, the department on its outset conducted various contest like Essay Writing, Poem Writing, Mime & Drawing.

The event "Insiders Voice'22" was inaugurated with the blessings of almighty by playing the college prayer song and Tamilthai Vazhthu. The event started with Lighting the lamp by the college Principal Dr. S. Santhosh Babo, Department Head Ms. D. Senthamarai, Chief guest Dr. J. Vijayathilagam and Renowned Speaker Mr. Raj Mohan

Then, the students of B. Com (Honours) performed a thematic dance on "Break the Gender Bias". This performance was Then, The Pattimandram (Debate) show on "பெண்களின் முன்னேற்றத்திற்கு முக்கியக் காரணம் வீடா? நாடா?" was kicked off with the huge excitement among the audience. The Speakers who spoke on the side of "வீடா?" was Manimozhhi, Vasanthy, Thirumaran (External Speaker). And the speakers who spoke on the other side "நாடா?" was Swetha, Eswaran, Sivasathish (External Speaker)

The valedictory session of Insider's Voice'22 was started with the Special Guest of famous Playback Singer Ms. Maanasi Kannan. The Guest of Honor Mr. Raj Mohan felicitated our special guest Miss Maanasi Kannan & then she has performed some famous numbers of tamil cinemas. Then, Prizes were distributed to the winners of both Online and Offline Contest conducted on the occasion of International Day of Girl Child.

This programme was witnessed by over 500 audience which was set a benchmark for the department on its upcoming ventures. The event becomes talk of the college for a span of one week.



# RESEARCH CORNER

## THE IMPACT OF GENDER TOWARDS CONSUMER PREFERENCE & SATISFACTION WITH SPECIAL REFERENCE TO INSTAMART



S. Sairam  
Assistant Professor

The Global retail e-commerce sale will hit \$5 trillion in 2022, according to e-marketers. In a relatively short period of time, the e-commerce emerged from nowhere to everywhere.

The working for a longer duration strives as a motivational factor for younger generation to prefer online shopping.

This research focuses on the most emerging form of e-commerce named Quick Commerce, which emphasis on delivery of goods and services within 30 minutes from the order placed by the customers (Quick Delivery). The researcher intended to identify the role of gender in customer preference & satisfaction towards Swiggy Instamart. The data for this research are acquired through Primary Source by circulating structured questionnaire with 200 respondents in Chennai. The role of gender towards consumer preference and satisfaction are analyzed by using Chi-Square Test.

**Key Words:** Customer Preference, Customer Satisfaction, Quick Commerce, e-Commerce, Swiggy Instamart.

# ALUMNI TALK



**Sai Vijai S**

*I am a Bcom hon's graduate from DG Vaishnav college chennai and am a US CMA qualified professional,Semi Qualified US CPA. I have also done 6 Months Article Assistant(Team Leader) in Rane Madras Limited. My core skills include teaching Mathematics, Costing and Financial Management, Working Knowledge in Digital Marketing and Accounting Software such as SAP & Tally*

## Importance of Internship

The prima facia difference between B.com Honours and other B.com courses is its mandatory Internships and pass percentage. The pass percentage can be referred to as a benchmark to streamline the students into taking responsibility for their education and focus on the same. On the other hand, the distinguished and most impressive feature is the mandatory Internships.

Internships are meaningful and relevant professional learning opportunities that are provided to students in connection to their area of study or job interest. A student can explore and develop their profession while learning new skills through an internship. The opportunity where a student attends a 2 to 4 week internship per semester provides a student with various learning opportunities and different exposure which a student can not learn from mere observation.

Most students are negligible to the idea of internship as they focus on the concept of remuneration during Internships and most internships are unpaid internships, but the point to emphasis is that Internships are not jobs but learning opportunities. A student can get expect the following from an internship:

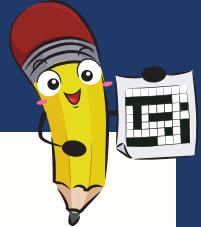
- Get introduced to different types of organizations they are interested in. Learn the different types of policies, rules, and procedures as well as Visions and Missions and how each organization develops controls to achieve them.
- Develop actual work experience and understand the practical implementation of various concepts.
- Develop knowledge and abilities in a specific/various field(s).
- Learn from the existing Managers and Trainers various routes to achieve the desired outcome and the process of implementation.
- Develop business contacts and open a pathway for a secured job in the future.
- Develop business communication such as the formal way to communicate in an organized environment, drafting of emails and minutes, etc.

These Internships are paired with VIVA where the professors of our university evaluate the learnings of a student by questioning them about their work experience and their learnings. This cluster of internships and VIVAs provides a student with the required experience and knowledge to face an Interview and hold an advantage over other participants and achieve a head start in their professional career.

On a finishing note, I would request the students to take internships seriously and compare their work experience with their friends and classmates, as it will help them solidify their understanding of various concepts and create a benchmark.

# TRIVIA TIME

## QUESTION & ANSWER



### Questions:

- 1) Give some common ways in which people are exploited in market place.
- 2 )Name some common organisation which spread the awareness of consumer awareness?
- 3) Who is called the father of Consumer movement?
- 4) Who is called the father of Indian Consumer movement?
- 5) What are consumer rights?
- 6) Name some common rights which are given to the consumer?
- 7) Under which article this law was passed?

TEJASHREE K R  
B.Com(HONS)  
21E1612



### ANSWERS FOR RIDDLES IN EDITION 4

1. SECRET 2. SPONGE 3. ഉപ്പ് 4. தவறாக 5. अनार 6. ससुर

### ANSWERS FOR CROSSWORD IN EDITION 4

#### DOWN:

1. ROWLATT
2. VIDURASHWATHA
3. NAOROJI
8. ANANDAMATH

#### ACROSS:

4. CALCUTTA
5. SURAT
6. SIMON
7. FANAM
9. SAVITRIBAI
10. DURAGRATHA
11. MUSLIN
12. HICKEY

# TALENT SHOWCASE



## CONSUMER AWARENESS

We know the popular saying "Customer is the king".

A customer decides 'What to' 'When to' 'Where to' 'From whom to' 'How to' Buy what he needs. As we know that a country needs a king so does a business needs consumer. A consumer has great power and responsibilities like a king. \*The king has the Power: The customer has his own Power. He can bring a product to top and also make serious loss to the product. So the customer should never be offended. In today's world the social media upgrades this power of the customer. \*The king gets the best: The customer wants the best value for their money. They wish and should get the best product available in the market with high quality and reasonable price. \*A king does knows what to do: A customer does not want to be told what to do. He knows what to do when buying the product. He knows to protect his rights. They would not buy the products just because the producers ask them to. The customer has liberty to decide what to band These three points support largely that a customer is the king.

CHARU NETHRA M  
B.Com(HONS)  
21E1605



## TOP 10 CONSUMER CASES IN INDIA

1. Banks Can't Always Escape Using 'Technical Difficulties'
2. You Don't Have to Be a Celebrity to Win a Consumer Cases
3. Not All Free Items Are Welcome
4. Paying More Than the MRP? You Shouldn't.(No authority has the power to charge above the MRP for any packaged goods. It doesn't matter where it is sold, you are not required to pay a rupee above the MRP.)
5. No MRP at All on the Product?(If you see a product without MRP, then it is a violation of Consumer cases Protection Laws and you can take them to court.)
6. Medical Services Fall Within the Scope of the CPA.
7. Tired of the False Claims Made by Skin and Hair Care Products Yet? (Advertisements are made to sell the products, so exaggeration of results is too common. But this doesn't make it okay to make false claims just for the sake of selling the products)
8. Homebuyers Are Consumers.
9. Insurance Claims Cannot be Rejected on Mere Technicalities
10. iPhone 5S Gold for ₹68 + ₹10,000 (Ecommerce stores are just as answerable as any other shop owner under the Consumer Protection Act)

AFFRAA S  
B.Com(HONS)  
21E1606



# TALENT SHOWCASE



## CONSUMER AWARENESS

During the 2000s, consumer behaviour underwent significant changes due to the rise of technology and globalization. The internet became a major source of information and shopping, leading to the growth of e-commerce. Consumers became more informed and empowered, with access to product reviews and price comparisons at their fingertips. Social media also emerged as a powerful tool for influencing consumer behaviour, with brands using platforms like Facebook and Twitter to engage with customers and build brand loyalty. Sustainability and ethical concerns also became more important to consumers, leading to a rise in eco-friendly products and fair trade practices. Overall, the 2000s saw a shift towards more informed, socially conscious, and digitally savvy consumers.



SAI SIDHARTH  
B.Com(HONS)  
20E1543

## ARE CONSUMERS THE KING?

Consumers are often referred to as the king in the business world. This fact can be attributed to their ultimate power of deciding whether a product is successful or not. Consumers have a significant amount of power and the ability to easily switch to a competitor. This means a company must work very hard to keep their customers happy. Consumers also have access to a wealth of information about products and services. In conclusion, it is important that consumers have power, but with certain limitations.

RISHAB RAMAN  
B.Com(HONS)  
20E1505



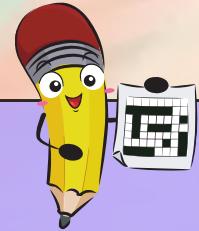
## CONSUMER AWARENESS

Marriage is one of the most important and crucial things in our lives. Anyone reading this may think why I am starting this on the note of marriage, why I have brought marriage into an essay that is written to deliver a message about consumer awareness. It is because marriage has become nothing more than a business nowadays. It has become a phenomenon in which the parents of a girl save all the income that they have earned by putting their blood and sweat for decades and invest (Dowry) it in a long-term asset(A guy who is gonna take care of their daughter for the rest of her life). The amount of the investment depends on the income earned by the asset. In this particular business, the investors do a lot of analysis and background checks to gain info on the asset in different aspects like risk, return on income, behaviour in the past, etc,. So, when you are so concerned and careful while investing in a long-term asset, why neglect all the particulars when investing (buying) in a short-term asset (product).

KASI REDDY PAVAN REDDY  
B.COM(HONS)  
20E1512



# TALENT SHOWCASE



## CASE STUDY ON RED BULL

Benjamin Careathers v. Red Bull North America, (Red Bull doesn't give you wings)

"Red Bull gives you wings." We've seen or heard about the drink and its slogan everywhere. All those quirky YouTube advertisements and those silly illustrations published in newspapers have tempted us to taste the carbonated drink. Here is the deal, no one would take the slogan seriously, since we all know drinking Red Bull won't give us wings. However, there was an individual who took the slogan literally and sued Red Bull for the false advertisement. Let us go through the 13 Million dollar lawsuit story.

Red Bull is well-known for its wildly successful commercials and its infamous slogan, "Red Bull gives you wings." This was just a creative way to indicate high caffeine concentration in the drink. A 250ml can of Red Bull energy drink, according to the company, has roughly 80mg of caffeine in it. Now, how is caffeine related to giving us wings?? Now, why do we drink coffee when we are tired, or have a headache? Here, caffeine acts as a central nervous system stimulant, which makes one more awake and less tired, so it's a common ingredient in medications to treat or manage drowsiness, headaches, and migraines. Caffeine makes us feel light and energetic. Hence, the caption. The youth are Red Bull's unique target market, and they demand new flavours and trends in drinks often. Hence, the company developed this caption to appeal to young people.

Did it work out? Partly yes, since Red Bull sold 5.2 billion cans in 2012, thereby making it the world's most-consumed energy drink back then. However, one person was clearly not satisfied with the consumption of the highly popular drink.

Benjamin Careathers started this revolution. On 16th January 2013, he filed a case against Red Bull and stated this in the Court Proceedings. According to him, the issue was with the wings. He did not feel like flying, sporty or energetic after drinking a can of Red Bull. He blamed the commercials for claiming that a can of Red Bull has the same amount of caffeine as a cup of coffee. The receipts show that while a can of 250 ml of Red Bull has 80 mg of caffeine, a 270 ml cup of coffee has a higher concentration of 150 mg of caffeine. Thus, the advertisement is considered to be fraudulent and misleading.

Following Benjamin, many others filed cases against the company for false advertising. As a result, On October 8, 2014, the District Court for the Southern District of New York ruled in favour of Benjamin and ordered Red to pay a total of \$13 Million as compensation to the customers who felt cheated. The compensation per victim was a cash payout of up to \$10 or two Red Bull products worth \$15 combined.

Red Bull might have settled the US Class Action Lawsuit. However, the company stated that its marketing and labelling had always been truthful and accurate, and denied all wrongdoings. The Red Bull case emphasizes how crucial it is for businesses to take false advertising liability into account when developing their overall intellectual property strategy. To prevent such misunderstandings, website content, marketing materials, and advertising campaigns should be properly evaluated before being published.



TEJESVE SUDHAKAR  
B.Com(HONS)  
21E1621

# TALENT SHOWCASE



## CONSUMER AWARENESS

Consumer Rights is an important aspect of a capitalist world, wherein power lies in the investment made by the purchasers. As such, this World Consumer Rights Day, here is looking back into the history while quickly rehearsing the basic rights every consumer in India needs to be aware of.

India adopted the Consumer Protection Act, later in 1986, thus providing a legal face to the Indian consumers. One of the strongest campaigns for addressal and protection of consumer rights in India, is "Jago Grahak Jago" which literally translates into, "wake up consumers"! This multimedia campaign from Ministry of Consumer Affairs, Government of India is aimed at creating an aware consumer.

So, what makes for an aware consumer? The first step begins with knowing the basics of consumer rights in India, which include:

- The right to be protected from all kind of hazardous goods and services
- The right to be fully informed about the performance and quality of all goods and services
- The right to free choice of goods and services
- The right to be heard in all decision-making processes related to consumer interests
- The right to seek redressal, whenever consumer rights have been infringed
- The right to complete consumer education.

### A study on E-COMMERCE Loopholes

In India, the rising number of e-commerce businesses and thus, e-consumers, has shed light on a number of loopholes that are often reported and complained of by media and individuals. The main vulnerability lies in the fact that e-consumers cannot physically examine the product they are buying or know exactly who they are buying it from. Thus, a need for trust is greater in such a case, when compared to traditional trade. In general, the rights of a consumer, as stated above and enlisted under the Consumer Protection Act, also applies to an e-consumer; although, no specifications have been made regarding acceptability or non-acceptability of electronic transactions.



ABINAY PC  
B.Com(HONS)  
21E1602

# TALENT SHOWCASE

## தவிர்க்கப்படாத நுகர்வோர் நீதி

நீதி என்றும் மறையாது,  
அதை தாமதிப்பது இன்றைய நிலை,  
நீதி தாமதிப்பதால்,  
நீதி தவிர்க்கப்பட்ட நிலை,  
உரிமையை எடுப்பது,  
ஒரு மனிதனின் கண்கள் பரிப்பதற்கு சமம்,  
உரிமை இழந்த நுகர்வோர்க்கு சட்டம் கிடைத்த  
தனம், தவிர்க்கப்பட்ட உரிமையானது  
சட்டத்தின் மேடையில் சமர்ப்பிக்கப்படும்,  
தவிர்க்கப்பட்ட நுகர்வோர் நீதி என்றும்  
தகுந்த உரிமையாளருக்கு சேர்க்கப்படும்



ANAND M N  
B.COM(HONS)  
20E1547

## உலக நுகர்வோர் உரிமைகள் தினம்

மாணிடா! மாணிடா!  
உன்னை நீயே கேட்டுப் பார்,  
உன் உரிமைகளை நீ அறிவாயா? என்று;  
நீ உழைப்பது எதற்காக என்று  
உன்னிடம் நீயே கேட்டுப் பார்;  
நீ சிந்தும் வியர்வை துளிகளின் மதிப்பு  
என்னவென்று  
உன்னிடம் நீயே கேட்டுப் பார்  
உன்னில் ஒரு குழப்பம் எழும்  
நாம் பயன்படுத்தும் அனைத்துப்  
பொருட்களையும்  
நீ அறிவாயா என்று கேட்டுப் பார்.  
நுகர்வோர் ஆகிய நாம் அரசு கூறும் நமது  
உரிமைகளைப்  
பின் பற்றுகிறோமா?  
இல்லை. அரசு நுகர்வோரின்  
பாதுகாப்புக்காகவே பல சட்டங்களைக் கொட்டத்து  
அறிந்தும் புரிந்தும் வழிநடக்க வேண்டியது  
நுகர்வோராகிய நமது  
கடமையாகும்.  
சிந்தித்து செயல்படுவோம் !!!



PREETI S  
B.Com(HONS)  
21E1617

## நுகர்வோர்



அம்மாவின் கைப்பிடித்து  
கடைக்கு சென்ற வயதில்  
அதுவும் இதுவும்  
வேண்டுமென்றேன்..  
விவரம் தெரிந்த வயதில்  
கடைக்கு தானே செல்ல  
விரும்பினேன்..  
இன்று !  
ஏன் என்னை போகச்  
சொல்கிறீர்கள்?  
என்று அம்மாவிடம் வீண்  
விவாதம் வேறு..  
என்னவென்று சொல்வது....!  
விவரம் அறியா வயதிலும்  
அறிந்த வயதிலும்  
நுகர்வோர் என்றானேன்!



SHOBANA B  
B.COM(HONS)  
22E1607

## நுகர்வோர் யார்?

பொருட்களை பயன்படுத்துபவர் !  
உபயோகப்படுத்துபவர் !  
அதை முற்றிலும் அனுபவிப்பவர் !  
எல்லாவற்றிலும் பொதுஅறிவு  
மற்றும் பற்பல திறன்களை  
உடையவர் !  
வாங்கும் பொருட்களை பேர்ம் பேசி  
வாங்கும் புத்தியை உடையவர்!

வியாபாரிகளின் தோழனாகவும்  
விற்பனையாளர்களின்  
நண்பனாகவும்  
விளங்கும் ஓரே உயிர்!நுகர்வோர் !  
நுகர்வோர் !  
நுகர்வோர் !



MOHAMMAD ABU THALIB S  
B.COM(HONS)  
20E1501

# TALENT SHOWCASE

## उपभोक्ता जागरूकता

### अमूर्त:

मार्केटिंग के नवीनतम चलन में, खरीदार इसके सभी संचालन और कामकाज की आत्मा है। बाजार व्यावहारिक हो जाता है, और कुछ मामलों में, खरीदार को इसका खामियाजा भुगतना पड़ता है। इस प्रकार, क्रेता आश्वासन उपभोक्ताओं को सेवाओं, उनके अधिकारों और माल के बारेमें संपूर्णडेटा प्रस्तुत करनेका एक प्रदर्शन है।

उपभोक्ता जागरूकता महत्वपूर्ण है क्योंकि वेप्रचार गतिविधियों में अपना समय और पैसा लगाते हैं, और वेसीधेडेटा के लिए एक विकल्प आरक्षित रखते हैं।

भ्रष्ट व्यापारिक संस्थाओं द्वारा विज्ञापनों को गलत तरीके से निर्देशित करना, जो खिम भरा या असुरक्षित सामान, धोखा देना और

तौलना, और उपेक्षा के विभिन्न कार्यकिए जाते हैं। उपभोक्ता जागरूकता खरीदारों को ऐसेगलत कामों से बचानेका एक प्रदर्शन है।

### ग्राहक सुरक्षा के लिए शर्त:

दुकानदार या अंतिम उपभोक्ता व्यवसाय का मुख्य घटक है। कोई भी व्यवसाय खरीदारों के बिना नहीं चल सकता क्योंकि उनकी पूर्ति किसी भी व्यावसायिक गतिविधि का मूल कारण है।

• व्यवसाय न के बल धन-संबंधी लाभों के संबंध में है, बल्कि इसके कल्याण को एक लक्ष्य के रूप में रखकर समाज को एक बेहतर संस्करण में अपडेट कर रहा है।

• संविधान ने हमें उपभोक्ता संरक्षण अधिनियम 1986 दिया है ताकि ग्राहकों को किसी भी तरह के दुर्घटनाको बढ़ावा देनेसे बचाया जा सके।

• उपभोक्ता संरक्षण अधिकार एक ठोस आक्रामक बाजार को आगे बढ़ाते हैं जो वित्तीय विकास को कायम रखता है। यह हानिकारक विनिमय प्रथाओं और धोखेबाज उद्यमियों को उचित या निष्पक्ष व्यापार या विनिमय को नुकसान पहुंचानेसे रोकता है।

• दुकानदार बाजार संरचना का एक अनिवार्यहिस्सा है। उचित या निष्पक्ष बाजार संरचना के लिए उनके विशेषाधिकारों और अधिकारों को सुरक्षित करना महत्वपूर्ण है।



KUNAL D  
B.COM(HONS)  
21E1622

## CONSUMER AWARENESS



संविधान ने दी है सुरक्षा  
देकर कई अधिकार  
रख कर जानकारी सब  
बनो उपभोक्ता समझदार

उपभोक्ता के लिए बना  
उपभोक्ता संरक्षण अधिनियम  
अधिकारों सभी जानकारी  
और है इसमें सभी नियम

पसंद, सुरक्षा, सूचना, सुनवाई,  
उपभोक्ता शिक्षा और निवारण  
इसमें मिल जायेंगे आपको  
सुरक्षा के सारे कारण

ग्राहकों के हित का रखा  
इसमें पूरा ध्यान  
ई कॉमर्स को जोड़ इसमें  
सबको दिया नया ज्ञान

सभी ग्राहक रखे जानकारी  
अधिकारों का रखे मान  
सजग रहे सतर्क रहे  
किसी नियम से ना रहे अज्ञान



VINEETH SHRIMAL  
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# TALENT SHOWCASE



कंस्यूमर बिहैवियर क्या है?

कंस्यूमर बिहैवियर ऐसे लोगों के कार्य और निर्णय का एक प्रोसेस है जो की खुद के इस्तेमाल के लिए बाजार से सामान या कोई सर्विस खरीदते हैं।

हिंदी में बिहैवियर का अर्थ होता है “व्यव्हार” और कंस्यूमर का अर्थ है “ग्राहक”।

कंस्यूमर बिहैवियर को कैसे समझें?

कंस्यूमर के बिहैवियर यानी की खरीदारी व्यवहार को समझना चाहते हो तो एक बार में पूरी मार्किट के कंस्यूमर पर शोध न चालू करें बल्कि छोटे छोटे पार्ट के रूप में मार्किट में कंस्यूमर के व्यवहार को एनालाइज करें और समझें।

कंस्यूमर के खरीदारी व्यवहार को समझने के लिए आप निचे बताये गए चीज़ों पर काम कर सकते हो।

• सर्वे का इस्तेमाल करके लोगों से उनके बारे में जानने की कोशिश करें।

• कस्टमर जब खरीदारी करे तो उनके व्यव्हार को रिकॉर्ड करें और समझें।

जब आप एक बार कस्टमर के व्यवहार को समझ जाते हैं तो आप उन्हें उनके लायक प्रोडक्ट या सर्विस को प्रमोट कर सकते हैं और अगर आपने सही तरिके से शोध किया होगा तो वे जरूर खरीदेंगे।



LAKSHAY P  
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20E1522

## CONSUMER AWARENESS

1. उपभोक्ता दिवस, मनाने का दिन, पसंद की शक्ति, बनाने की स्वतंत्रता। हम खरीदते और बेचते हैं, हम व्यापार और विनियम करते हैं, हमारी जरूरतें और चाहत, हमारी इच्छाएं हम व्यवस्थित करते हैं।

2. आइए आज के दिन अधिकारों को याद करें, हर उपभोक्ता में से, जिसके पास ताकत है, गुणवत्ता, सुरक्षा और उचित मूल्य की मांग करने के लिए, और धोखाधड़ी और डिवाइस से सुरक्षा।

3. उपभोक्ता दिवस सभी के लिए एक अनुस्मारक है, बड़ी या छोटी खरीदारी के बारे में जागरूक होने के लिए। लेबल पढ़ने के लिए, कीमतों और समीक्षाओं की तुलना करें, और सूचित विकल्प बनाएं जिनका हम उपयोग कर सकें।

4. उपभोक्ताओं की शक्ति का जश्न मनाएं, जो अपने व्यवहार से अर्थव्यवस्था को चलाते हैं। उनकी पसंद बाजारों और उद्योगों को आकार देती है, और व्यवसायों की रणनीतियों को प्रभावित करते हैं।

5. तो आइए आज के दिन एक टोस्ट उठाएं, उन सभी उपभोक्ताओं के लिए जो सबसे ज्यादा मायने रखते हैं। उनकी आवाजें जोर से और स्पष्ट सुनी जा सकती हैं, और उनके अधिकारों की साल दर साल रक्षा होती रही।



MAHAVEER M  
B.Com(HONS)  
21E1532

*KNOW YOUR RIGHTS TO CONSUMER*

*ASK FOR BILL*

*Don't Find customers For your Products, Find Products for your customers.*

*STOP SELLING, START HELPING.*

*BE RESPECTED, BE PROTECTED.*

**LOCHAN PRAKASH V**  
**B.COM(HONS)**  
**20E1546**

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