

ANNAI SCHOLASTICA
ARTS AND SCIENCE COLLEGE FOR WOMEN
-PAMBAN



News Letter
2023 - 2024
ISSUE 2

EDITORIAL MESSAGE

It gives me an immense pleasure to bring before you the second newsletter of Commerce Department on all our numerous achievements throughout the year. Imbued in the high values of a well rounded education at Annai Scholastica Arts and Science College for Women, we celebrate the achievements of our students, faculty and our beloved institution in this newsletter. This is a record of all our activities during the academic year “2023-2024” as well as the accolades and memorable moments that add colour and nostalgia to the multifaceted nature of life in this institution.

I hope this issue will help students and other readers to update themselves with the current and applied research in Commerce and allied fields. We thank everyone for their unconditional support and cooperation in the publication of this newsletter. We hope your feedback and suggestions will help us develop further in the Endeavour of creation, sustenance and enhancement of quality in our newsletter.

Regards,

Mrs.A.Suruthi

THE HEAD OF THE DEPARTMENT’S MESSAGE

“Wisdom is not a product of schooling but of the lifelong attempt to acquire it.” Albert Einstein.

The goal of higher education is not only to promote the pursuit of knowledge, but also to develop the right attitude, best work ethics, leadership and social responsibility. We look forward to the challenging responsibilities that lie ahead in providing a more holistic and integrated education to our students.

The creativity and achievements of our students are showcased in this newsletter. The Department of Commerce moulds the students to be socially responsible and empowered by providing them quality learning in a multi-dimensional and participatory manner. I extend my sincere thanks to all the people who contributed in accumulating this wonderful and inspiring material, without whom it would not have been possible to publish this issue.

By

Mrs. V.Maria Subaitha

PPT PRESENTATION



The Powerpoint presentation competition was held on 14th July 2023. The basic purpose of organizing this competition is to inculcate and boost the corporate communication, develop the public speaking, encourage self learning amongst the students.

The topic of the competition was “Share Market”, Students of II and III B.Com were divided into 4 groups and all participated. 10 minutes were allotted to complete their presentation for each group. Each presentation consisted of 6 to 10 slides. The winners of the competition were selected on the basis of contents, relevance with the topic, communication skill, usage of powerpoint tools, colour, scheme, and presentation skills.

ONE DAY INTERNATIONAL WORKSHOP

On 11th August 2023 our department faculty Mrs. J.Joshi and IM.Com students had participated in the one day international workshop on “women Entrepreneurship in digital era and company incorporation challenges – version 3.0” organized by the Department of commerce and commerce with computer application, Mohamed Sathak Hameed college of arts and science for women, Ramanathapuram.



QUIZ COMPETITION



The Association of Department of Commerce organized quiz competition on 23rd August 2023, among B.Com students participated in the quiz.

Quiz questions related to banking, finance, and current affairs were given, which engaged the students for an hour.

The objective of conducting the quiz was to gain knowledge about banking and finance related aspects and issues.

INTER SCHOOL COMPETITION

The Association of department of commerce has organized an Interschool competition “COMM FEST” (invest your skill) on 29th August 2023. Competition play a role in motivating students to perform, excel and offer a lot more reward than just the winning prize. Competition offer a change for participants to gain substantial experience, showcase skill, analyze and evaluate outcomes and uncover personal aptitude.

The students who participated in the events performed with great zeal and made their schools proud by winning prizes.



ADVERTISEMENT SLIDE SHOW



On 15th September 2023, ur Department conducted Add slide show activity. It helps to bring out the innovative / creative ideas to explore business and sale activities in their own business. It enables to bring entrepreneurship skill among the students. Most of the students actively participated.

The winners of the activity are listed below:

I-R. Luckya (II- B.Com) presented on the topic of fast food center and HR recruitment process

II- A.Nejul (I –B.Com) presented on the topic of cake shop.

III – A.Judith Rasnika & A.Nowfil Nihara (I –B.Com) both of us presented on the topic of chemical industry & gaming centre.

TNPSC QUESTION ANALYSIS

The Association of Department of Commerce had conducted TNPSC exam question paper analysis on 26th September 2023. Among B.Com students 10 groups comprising of 10 students had participated in that activity. On that time students discussing about 'General Knowledge' question related to TNPSC exam.

The winners of the activity are listed below:

- I - R. Angel Rose and group (III B.Com)
- II – M.Karuna Sri and group (II –B.Com)
- III - K.Jafrana and group (I-M.Com)



INTERNATIONAL SEMINAR

The Association of Department of Commerce organized an international seminar on “Emerging Facets and Knowledge Based Dynamic Entrepreneurship” on 13th October 2023.

Session I. 11 am to 12 noon:

The seminar was handled online mode by Dr.Sankaran Vekateswar Associate professor of Accounting, Saint Mary's College of California's School of Economics and Business Administration ,America.

Session II. 12 noon to 1.00 pm:

This session was dealt by Dr.Jebamalai Vinanchiarachi,Tenure of the United Nations Industrial Development Organization (UNIDO) Vienna.

Session III. 1.30 pm to 3.00 pm:

During the third session paper presentation took place. Seven colleges participated.14 students presented their papers. The 3rd session was handled by Dr.Murugesan Selvam, Retired Senior Professor, Farmer HOD of Commerce and Financial Studies, Bharathidasan University, Trichy. He gave the lecture on the topic of “Emerging Facets and Knowledge Based Dynamic Entrepreneurship”.

Finally, the vote of thanks was proposed by Mr. Shatni Vinciya.



GST RESERCH ANALYSIS

On 12th January, 2024. Department of commerce conducted GST research analysis slide show competition. It helped to innovate and bring out creative ideas to explore the goods and service tax in India.

The basic purpose of organizing this competition is to inculcate and boost the corporate communication, develop, public speaking, encourage self learning amongst the students

The winners are as follows

- I- J.Mobija-I M.Com
- II- D.JewelL –III B.Com



QUIZ COMPETITITON



The Association of Department of Commerce had conducted quiz competition on 15th February 2024, There were divided into 8 groups, each group comprising of 10 students had participated in that activity.

During that programme students discussed about current year Central Government budget and related questions. Each team participated in the competition enthusiastically and solved tquestions given in the quiz.

The winners of the quiz competition are listed below

- I –Prize – Thasmi and group
- II-prize - Snowin and group

INDUSTRIAL VISITS

Students from Department of Commerce went out for industrial visit to GTN Tex products ,Viralimali ,Trichy. on 27th February 2024.

Students learned about Tex products and gained more knowledge from industrial visit. This industrial visit was helpful to each student for future endeavors.



INTER DEPARTMENTAL ACTIVITY



On 27th March 2024, Our Department of Commerce conducted interdepartmental slide show competition on the topic of “**New Education Policy Impact**”.

The winners are as follows

I-Preethi Leon - II –English

II –M.Keerthana –II-Chemistry

III - R.Luckiya-II –B.Com

FINE ARTS COMPETITION

Fine art, often referred to simply as “art,” is a form of creative expression that emphasizes aesthetics and beauty. It is rooted in the artist’s imagination and skill, reflecting their emotions, thoughts, and ideas through various mediums. Fine art transcends the utilitarian and aims to evoke intellectual, emotional, or aesthetic responses in its viewers or audience.

In fine arts competition, they displayed their talents and finally they won overall trophy on 11th September 2023.



CHRISTMAS CELEBRATION



On 23rd December 2023, we celebrated Christmas which represents, the birth of Jesus Christ. Our Department students rocked the stage by their awesome dance performance and they received the overall trophy which was secured during the Fine Arts competition.

TOUR

The Department of Commerce went on a 2 days tour from 21.03.2024 -22.03.2024 to Vandalur zoo, Mahaballipuram and MGM (Chennai)



INTER COLLEGE COMPETITION

On 2nd march 2024, Our students participated in "THE GRAND IMPRESS '24" which was conducted by the "Syed Hameedha Arts and Science College". They participated in various competitions and got many prizes.

They won, 1st prizes in, Fashion parade, Adzap, Fireless cooking, Skit. And they won 2nd prizes in, Dance, Mime, Song, Mehendi.

Finally our students won overall trophy in that event and we felt so happy.



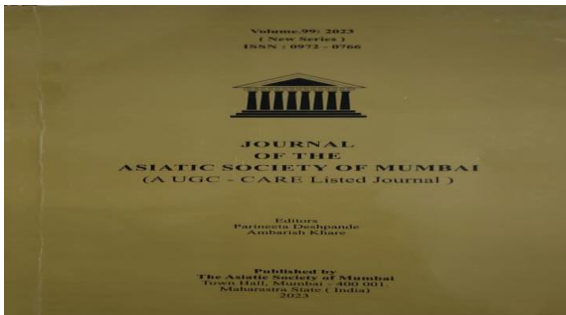
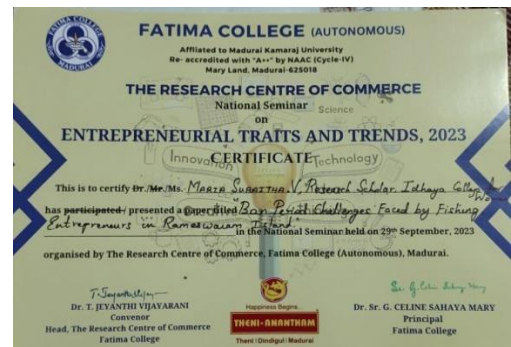
PONGAL CELEBRATION



On 13.01.2024, the Pongal festival was celebrated by our department students. On that day, they wore beautiful traditional dresses and made sweet Pongal dishes. They participated in various traditional games. We celebrated the day with great joy and happiness with our department students.

STAFF ACHIEVEMENTS

On 29th September 2023, Our Department HOD Mrs. V. Maria Subaitha published paper “Ban period challenges faced by fishing Entrepreneurs in Rameswaram island”. in the journal of Asiatic Society of Mumbai.

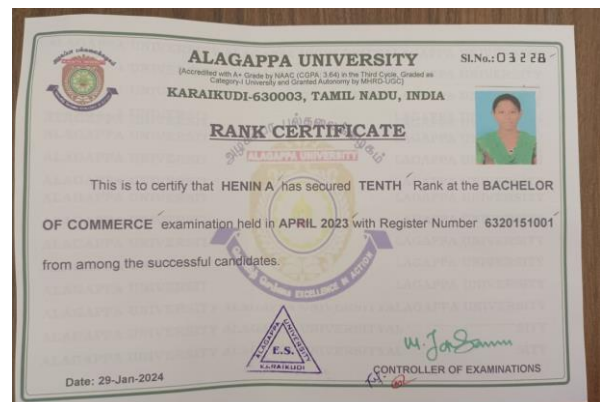


On 24th November 2023, Our Department faculty Mrs. V. Maria Subaitha had published paper “Wealth and poverty of Rameswaram fishermen” in the International journal of All Research Educational and Scientific Methods.

RANK HOLDER

Success is carry to the deserving person, congratulation

Our Department Studentt Miss.A. Henin got 10th Rank in University level



HOLY MASS

“ I Pray for all those in need. Only god can do the impossible things when it seems you have to way, God can make a way out for you. May god bless you and your family”.- Amen

On 18th April 2024, The holy mass held in seminar hall



FAREWELL



“A sweet ending to the new beginning”.

On 23 April 2024, our department of commerce celebrated farewell party

STUDENTS CORNER



- A.Henin
M.Com-I Year

ARTIFICIAL INTELLIGENCE

Introduction of AI

Artificial Intelligence (AI) is a cutting-edge technology that aims to create intelligent machines capable of performing tasks that typically require human intelligence.

From self-driving cars to chatbots, AI is revolutionizing various industries and changing the way we live and work.

Applications of AI in Various Industries

Healthcare

AI is revolutionizing healthcare by aiding in diagnostics, personalized treatment plans, and drug discovery.

Finance

In finance, AI is used for fraud detection, risk assessment, algorithmic trading, and customer service.

Manufacturing

AI enhances manufacturing through predictive maintenance, quality control, and production optimization.

Transportation

AI enables autonomous vehicles, traffic management, route optimization, and predictive maintenance.

Positive impacts of AI

AI in Healthcare

The incorporation of AI in healthcare has revolutionized patient care and medical research. AI algorithms aid in early disease detection, personalized medicine, and the analysis of vast amounts of medical data, leading to more accurate diagnoses and targeted treatment plans.

One standout example is AI's role in oncology, where it assists in detecting subtle patterns in imaging that may indicate the presence of cancer, often catching malignancies at stages early enough for effective intervention.

Precision Medicine

With AI, treatments can be tailored to individual genetic profiles, significantly increasing the effectiveness of therapies and drugs.

Efficiency in Diagnosis

AI systems quickly analyze tests, reducing wait times and allowing for faster diagnosis and commencement of treatment.

Robot-Assisted Surgery

AI-powered robots perform surgeries with precision and control beyond human capabilities, reducing recovery times and improving outcomes.

Impact of AI on the job market

Automation of Jobs

AI has led to the automation of repetitive and mundane tasks across various industries.

Creation of New Job Roles

AI is also creating new job opportunities in fields such as data science, machine learning, and AI ethics.

Reskilling and Upskilling

The implementation of AI has increased the importance of reskilling and upskilling to adapt to the changing job landscape.

AI in Transportation

AI is shifting the gears in transportation, championing the rise of autonomous vehicles, and enhancing traffic management systems. AI helps predict traffic flow patterns, reduce congestion, optimize route planning,

and promotes vehicle safety features that respond to dynamic road conditions.

With the goal of reducing human error, AI stands to significantly lower accident rates and positively transform our commuting experiences.

Autonomous Vehicles

Self-driving cars, empowered by AI, promise a future with safer and more efficient roadways, reducing the incidents of traffic-related accidents.

Smart Traffic Systems

AI-enabled traffic systems manage flow and alleviate congestion, leading to quicker transit times and a reduction in emissions.

Eco-Friendly Solutions

Through optimized routes and AI-monitored driving habits, AI fosters eco-friendlier transportation, contributing to sustainability.

AI in Environmental Conservation

AI's contributions to environmental conservation are impactful and diverse. From predicting climate change impacts to tracking wildlife populations, AI serves as an indispensable tool for researchers and conservationists.

Through data analysis and machine learning, AI helps in identifying pollution sources, monitoring deforestation, and devising strategies to protect fragile ecosystems.

Climate Analysis

AI models simulate and predict climate patterns, informing policy decisions to combat global warming and minimize environmental impact

Wildlife Protection

Eco-Monitoring

Using AI for the analysis of environmental data allows for the early detection of ecological changes, promoting proactive conservation measures.

Negative impacts of AI

Job displacement and unemployment

Automation of Labor

AI's ability to automate complex tasks can lead to the displacement of jobs, as machines outperform humans in efficiency, stamina, and cost-effectiveness.

Shift in Skills

The demand for jobs shifts to those requiring technical skills to build and maintain AI systems, leaving behind those with non-transferable skills and exacerbating unemployment.

Social Impact

The loss of employment due to AI can have a ripple effect on communities, affecting livelihoods, socio-economic statuses, and causing profound social upheaval.

Privacy and data security risks

Personal Data Exposure

AI systems that aggregate personal data can be susceptible to breaches, risking exposure of sensitive information to unauthorized parties

Security Measures

Building robust security measures into AI systems is essential to protect against hacks and misuse of personal data.

Potential for misuse and weaponization of AI

Mass Surveillance

AI's potential for mass data processing can be misused for mass surveillance, jeopardizing the freedom and autonomy of individuals on a global scale.

Deepfakes

AI can create realistic but fabricated media, known as deepfakes, which can be used to spread disinformation and manipulate public opinion.

Conclusion

AI's rapid growth encapsulates both incredible promise and formidable challenges. It has the potential to drive innovation, streamline processes, and solve complex problems facing humanity. However, it also requires careful consideration of its ethical implications, including privacy, transparency, and employment effects. It warrants a measured, collaborative approach

for its development and deployment, ensuring the centrality of human values and welfare. As AI advances, it's up to society, technologists, and policymakers to harness its power responsibly, shaping experience, not replace it.

J.Mobija
M.Com –I Year

CRYPTO CURRENCY

A Cryptocurrency is a digital currency, which is an alternative form of payment created using encryption algorithms. The use of encryption technologies means that cryptocurrencies function both as a currency and as a virtual accounting system. To use cryptocurrencies, you need a cryptocurrency wallet.



HOW CRYPTO CURRENCY WORKS?.

- ❖ Cryptocurrencies have no legislated or intrinsic value ; they are simply worth what people are willing to pay for them in the market.
- ❖ Cryptocurrencies run on a distributed public ledger called block chain, a record of all transactions updated and held by currency holders.
- ❖ Units of cryptocurrencies are created through a process called mining, which involves using computer power to solve complicated mathematical problems that generate coins.

CRYPTO CURRENCY PRICE:

- Bitcoin. ₹53,45,366-2.60%
- Ethereum. ₹251,005-4.71%
- Tether. ₹83.76.-0.21%
- BNB. ₹46,177-2.85%
- USDC. ₹83.63-0.29%.

ADVANTAGES :

Fund transfer between two parties will be easy without the need of third party like credit or debit card or banks. It is a cheaper alternative compared to other online transaction. Funds transfer are completed with minimal processing fee.

DISADVANTAGES :

The lack of policies related to transaction serve as a major drawback of cryptocurrencies. The no refund or cancellation policy can be considered the default stance for transaction wrongly made across crypto wallets and each crypto stock exchange or app has its own rules.

OVERALL VIEW :

Cryptocurrencies are not accepted everywhere and have limited value elsewhere. There is concern that cryptocurrencies like bitcoin are not rooted in any material goods. Some research, however, has identified that the cost of producing a bitcoin, which requires an increasingly large amount of energy.

- D.Jewell
III-B.Com

E-Commerce Trends to Watch in 2024

The e-commerce landscape is constantly evolving, and 2024 is shaping up to be an exciting year for online retailers and consumers alike. From advancements in technology to shifting consumer behaviors, here are the top e-commerce trends to watch in 2024:

1. Personalization Takes Center Stage

Personalization is no longer a nice-to-have, it's a must-have. With the help of AI and machine learning, e-commerce sites will be able to offer highly personalized product recommendations, content, and promotions based on individual customer behavior and preferences.

7. Data Privacy Takes Center Stage

With increasing concerns over data privacy and security, e-commerce brands will need to prioritize transparency and compliance in 2024. Expect to see more brands adopting data protection policies and technologies to safeguard customer data.

8. Influencer Marketing Evolves

Influencer marketing is becoming increasingly saturated, and brands are looking for new ways to partner with influencers and reach their audiences. Expect to see more brands using nano-influencers, employee influencers, and user-generated content in 2024.

9. Same-Day Delivery Becomes the Norm

With the rise of same-day delivery services like Amazon Prime Now and Instacart, consumers are coming to expect fast and flexible shipping options. Expect more e-commerce brands to offer same-day delivery in 2024, especially in urban areas.

10. E-commerce Automation Takes Off

Automation technologies like AI and machine learning are becoming more accessible and affordable, allowing e-commerce brands to streamline their operations and improve efficiency. Expect to see more brands using automation to optimize inventory management, customer service, and marketing in 2024.

In conclusion, 2024 is shaping up to be an exciting year for e-commerce, with advancements in technology, shifting consumer behaviors, and new trends emerging. By staying ahead of the curve and adapting to these changes, e-commerce brands can stay competitive and thrive in the ever-evolving online retail landscape.

R.Luckya

II –B.Com

2. Social Commerce Continues to Rise

Social media platforms are becoming increasingly shoppable, with features like Instagram Checkout and Facebook Marketplace allowing customers to purchase products directly from their feeds. Expect social commerce to continue to grow in 2024, with more platforms and brands getting in on the action.

3. Sustainable E-commerce Takes Hold

Consumers are becoming increasingly conscious of the environmental and social impact of their purchases, and e-commerce brands are taking notice. Expect to see more brands prioritizing sustainability in their supply chains, packaging, and marketing in 2024.

4. Augmented Reality Enhances the Shopping Experience

Augmented reality (AR) technology is becoming more accessible and affordable, allowing e-commerce sites to offer immersive and interactive shopping experiences. Expect to see more brands using AR to showcase products, provide virtual try-on capabilities, and more.

5. Voice Commerce Grows in Popularity

With the rise of voice assistants like Alexa and Google Assistant, voice commerce is becoming a more popular way for consumers to shop online. Expect e-commerce sites to optimize their experiences for voice search and shopping in 2024.

6. B2B E-commerce Grows Up

Business-to-business (B2B) e-commerce has long been overshadowed by its business-to-consumer (B2C) counterpart, but that's changing. Expect B2B e-commerce platforms to become more sophisticated and user-friendly in 2024, with features like personalized product recommendations and streamlined checkout processes.

