

Di Mercatus

Quarterly E - Magazine

DEPARTMENT OF BUSINESS MANAGEMENT
GOLAGHAT COMMERCE COLLEGE

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Cash Still the King

Digital payments have been rising in India. One of the main objectives of demonetization in 2016 was to transform India to a cashless economy. The Covid-19 pandemic has given big momentum to digital transaction in India. However, India still love cash. Cash circulation in the economy has been growing significantly. The value of bank notes and coins in use is called 'currency in circulation'. It is the physical currency available for day-to-day business. Value of currency in circulation has gone up ₹13.4 lakh crore in 2016 to ₹31.3 lakh crore in 2021-22. Demand for cash usually intensify during the festive period such as Diwali. Large number of merchants still depend and prefer on cash payments for transactions. Cash remains a major payment mode as about 15 crore people yet to have a bank account in India. People have still lots of apprehensions about cashless payment. Moreover, 90 per cent of e-commerce purchase are based on cash on delivery in tier four cities compared to 50 per cent in tier one cities. But easy and convenient methods like UPI (Unified Payment Interface) and penetration of better internet services are expected to provide momentum to digital payment ecosystem.

Shankar Jyoti Doley

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The Expense of a Cheaper Price Tag


Himanjan Bora
Senior Salesforce Engineer
Cloud Engineering

Roti. Kapda. Makaan.

Let's focus on Kapda for a while. We come naked and we go as such but for most of our lives, we cover ourselves. Although thousands of years ago, it began as a protective solution, recent times define clothing as one of the most compelling commodities. It stood at a staggering \$772 billion industry in 2013. The number has only increased thus far.

The advent of mobile technologies along with the high-speed internet available to almost everyone at a cheap price has propelled the sale of clothes in a very inexpensive way. You don't have to step out of your cosy home to go to a retail outlet to buy your favourite dress. You can just curl under your blanket and order nearly anything you like. This has attributed to a tremendous uptick in consumption and unfortunately to a hidden environmental cost.





**Organising
cloth donation
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With all the potential that comes with this digital revolution, companies are hassling to get the most out of it by any means possible. Cheaper clothes come to us almost every day in some form of mega sales. There is an inherent cost that comes with this cheap price tag which is paid by the environment and most of us are not mindful of it. The fashion industry is the second highest polluter of fresh water, next only to agriculture. All the bleach, dyes, and chemicals used to make an inexpensive product has taken a serious toll on the environment.

Fast fashion retailers like Zara and H&M manufacture a ton of cheap designer clothes at a very minimal cost. Although these brands have their head offices elsewhere, the clothes are manufactured in developing nations like Bangladesh, hence displacing the brunt of pollution to a different country. On top of this, there is new stock coming frequently to these stores. Sometimes, we buy clothes that we don't need immediately but might use for a future occasion, and sometimes these are just never used or perhaps used once.

I am not saying we should maintain minimalism when it comes to clothes but we should definitely be mindful of our purchases. There are eco-friendly cloth manufacturers, we should give them a try. All the younger brothers or sisters at some point in time had to wear their elder brothers' or sisters' clothes and although that was torture, it was a good way to reuse old clothes.

Distributing unused clothes to the needy is also a good step. Organising cloth donation camps once in a while will go a long way in reducing unnecessary purchases.

Search Engine Marketing

Ankita Paul
B. Com 5th Semester
Golaghat commerce college

Search engine marketing, or SEM, is one of the most effective way to grow business in an increasingly competitive market. With millions of businesses out there all vying for the same eyeballs, it's never been more important to advertise online. Search engine marketing is one of the most effective way to promote products and grow business.

It is the practice of marketing a business using paid advertisements that appear on search engine results pages (or SERPs). Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain products or services, which gives the advertiser the opportunity for their ads to appear alongside results for those search queries.



These ads, often known by the term pay-per-click ads, come in a variety of formats. Some are small, text-based ads, whereas others, such as product listing ads (PLAs, also known as Shopping ads) are more visual, product-based advertisements that allow consumers to see important information at-a-glance, such as price and reviews.

Search engine marketing's greatest strength is that it offers advertisers the opportunity to put their ads in front of motivated customers who are ready to buy at the precise moment they're ready to make a purchase. No other advertising medium can do this, which is why search engine marketing is so effective and such an amazingly powerful way to grow your business.





SEM vs. SEO

SEO is different because businesses don't pay Google for traffic and clicks. Rather, they earn a free spot in the search results by having the most relevant content for a given keyword search.

Both SEO and SEM should be fundamental part of online marketing strategy. SEO is a powerful way to drive evergreen traffic at the top of the funnel, while search engine advertisements are a highly cost-effective way to drive conversions at the bottom of the funnel.

The Search Engine Marketing Ad Auction

One of the most enduring misconceptions about search engine marketing is that whoever has the largest advertising budget, wins. Larger advertising budget can certainly be advantageous, but this is not only the requirement. This is because all ads go through a process known as the ad auction before appearing alongside search results.

Interesting Facts About Assam

Bhupen Hazarika Setu, India's longest river bridge, connects Assam with Arunachal Pradesh. It is 9.15 kilometers in length

Assam State has its own separate state anthem. This state song was composed by Lakshminath Bezbaruah

Assam is India's 15th most populous state with a population of 3.12 crore.



The world's second oldest and Asia's oldest oil field is situated at Digboi, Assam

Asia's largest dry fish market is situated in Jagiroad, a place close to Guwahati. The market operates for three days a week and exports to countries like Malaysia, Bhutan etc.

Jatinga, a small village in the Borai hills of Assam, is famous for the phenomenon of "Bird Suicide." For over 100 years, every winter, thousands of birds have committed suicide. The reason for which is still a mystery.

An idea

Deepa Dey
M. Com 1st Semester
Golaghat Commerce College

The cornerstone on which all things are based is an individual's concept of himself. Men's assumptions which he sometime regards as insignificant produces considerable effect. He believes in the reality of external world which seems real, is just result of an idea. Ideas are in the mind. A human being is far greater than he/she conceives themselves to be. The conceiver (individual) is greater than the conceptions. "The stream of knowledge, Sir James Jeans writes in The Mysterious Universe, "is heading towards a non-mechanical reality; the universe begins to look more like a great thought than like a great machine." Everything began as an idea in the mind of an individual.

A well-known example of this phenomenon, recounted by John J O'Neil, is the manner in which the great scientist and inventor Nikola Tesla discovered the principle of the rotating magnetic field. A psychologist named Mihaly Csikszentmihalyi referred the "Flow State" as the mental state in which a person performing some activity is fully immersed in a feeling of energized focus resulting in complete absorption of what one does.

Concentration or giving energy to an idea about ourselves molds our future in accordance with the idea conceived of.

Thus, by controlling our mind and training it to remain focused on a particular idea can result in marvellous achievements.

The Nobel Prize winner in physiology, “Metaphysics is not yet officially a science. But it is going to be.” Dr. Julian Huxley, famous English biologist and director of UNESCO, stated that Western scientists should “learn the Oriental techniques” for entering the trance state. The systematic approach of entering into perfect concentration or “Samadhi” or an altered state of mind is discussed very clearly in “The Yoga Sutras of Patanjali.” Samyama is the combination of Dharana, Dhyana and Samadhi resulting in complete mergence into an idea where Dharana is concentration, Dhyana is Meditation and Samadhi is absorption. In a simple language it is known as perfect concentration into an idea therefore the concentrator / meditator gets further absorbed into his contemplated idea. Therefore, we become very the ideas we assume ourselves to be. Concentration or giving energy to an idea about ourselves molds our future in accordance with the idea conceived of.

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Let's Digitize Indian Rupee

India has been an active adopter of technological environment, mostly serving as a market for consumption and not revolution. However, since the turn of the century, India has played a leading role globally in developing information technology and digital solution, mostly in digital payments and financial sector. In the meanwhile, central banks worldwide are exploring the potential benefits of Central Bank Digital Currencies (CBDC) in improving cross-border transactions, controlling monetary policy and financial sovereignty and improving financial inclusion.



Arnab Chanda
M.com 1st Semester
Golaghat Commerce College

In India, finance Minister Nirmala Sitharaman announced the systematic introduction of digital rupee by Reserve Bank of India (RBI) at the union budget 2022-2023. The new opportunities and considerable risks of a digital currency in the next phase of India's digital transformation. With this move, India will join a long list of countries – including neighbouring Pakistan and China.

It will simply be a digital version of paper currency. The RBI launch two types of CBDCs – a general purpose or retail CBDC and a wholesale CBDC. The retail CBDC is a direct liability of the central bank, like physical cash, available to the private sector, non-financial consumer and businesses. The wholesale CBDC could make settlement systems more efficient and secure. Therefore, both type of CBDCs have potential benefits.

The developing of CBDC creates more question than answer in terms of design the currency and implementation. The launch of the digital rupee would have hampered in the structure of payment and financial marketing and largely on individuals and businesses. Due to India's market structure, it must consider the advantages and disadvantages of the new digital currency with that central bank can safeguard the transactions by latest technology.

The creation of a digital rupee will provide an opportunity for India to empower its citizens and enable them to use it freely in our ever-expanding digital economy and break free from an outdated banking system. Looking into its impact on banking system, money markets etc, it is imperative of policymakers to thoroughly consider the prospects of digital rupee in india.

**The RBI
launch two
types of
CBDCs – a
general
purpose or
retail CBDC
and a
wholesale
CBDC**





Who killed Maruti 800 ? Brand Defeating Brand

Azmi Akhtar Hussain
M.com 3rd semester
Golaghat Commerce College

Whenever we think about a car even today, the first thought comes to mind is “Maruti 800”. Even today this car rules our hearts. There was a time, where on every street of the country we saw only Maruti 800. As today, cold drink means Coca Cola, similarly at that time car means Maruti 800. From 1983 to 2004, Maruti 800 was a single car, which won the title of India’s best-selling car for 21 years. But the car that used to rule our hearts, that people used to wait for years to buy the car, today there is no name of that car on the roads of India.

This story started in 1942, when Hindustan Motors launched Ambassador car. During those days Ambassador car was a status symbol. Because only politician or big businessman had this car. 3 cars i.e. Hindustan motor's Ambassador, Premier auto's Padmini and Mahindra's Jeep C were available during that time. But all these cars were expensive for common people to buy. Cars were luxury and people mostly travelled by 2 wheelers. But then came the new era.

On 24th January 1981, India's Prime Minister Indira Gandhi inaugurated the company "Maruti Udyog Ltd" with the motive of affordable vehicles for people. But because of not having expertise in making cars, company was started but the production did not start. Then "Suzuki" raised its hands forward and did partnership with Maruti Udyog Ltd. In 1982 Maruti Udyog Ltd becomes Maruti Suzuki. After 18 months of hard work, on 14th December 1983, SS80 model was launched. Special things about Maruti 800 was that it was light weight as compared to Ambassador, Padmini, Jeep C. Maruti 800's top speed was 140 kms in comparison to Ambassador's top speed of 129 kms.

The second one is Mileage. Ambassador, Padmini and Jeep C, these cars were heavier therefore less mileage. Maruti 800 used to give average mileage of 16 km. And third is the price. Maruti 800's price at that time was kept at Rs. 47,500. And at this price with such fantastic features, it had no competition.



Maruti's innovative features, the front wheel drive experience, affordable pricing and with a compact design won everyone's heart. From 1983 to 2004, for a total of 21 years, Maruti 800 ruled every street of India. In 2004 Maruti Suzuki launches a new alto model. This model's design, engine, strength and mileage, all these things were better than Maruti 800. In fact, if we talk about price and features then Maruti by making a better car than its signature car killed its own signature car. After Alto's launch, people slowly started forgetting Maruti 800. And just in 1 year, by breaking Maruti 800's 21-year India's best-selling car record, Alto made a new identity. Maruti 800 was a good car. But this car had limited safety features. In India more than 3 lakh Maruti 800 cars faced accidents.

And these accidents were so horrible that Maruti 800 car was literally turned into pieces. Since 2004, there was some change in emission norms. In 2010, these norms were fully changed. But Maruti 800 did not do any changes to fit in those norms. Neither there were any changes in Maruti 800 nor any innovation. Now people do not want small and compact cars but they want elegant design, speed and powerful cars. But Maruti 800 did not change itself with time. At that time having a Maruti 800 was a status symbol because people like Manmohan Singh, Sachin Tendulkar had Maruti 800. But as income started increasing, people started moving towards other cars. Till 2010, the car had 49% market share of automobile sector India. Finally in 2014, Maruti 800 production were stopped. But the truth is, even today Maruti 800 rules our hearts. Maruti 800 is there in the market or not, but it still has a special place within the common people.



Moonlighting

Shankar Jyoti Doley
Assistant Professor
Golaghat Commerce College

Recently IT company Wipro fired 300 employees for moonlighting. Infosys has warned its employees against moonlighting. Moonlighting has been the trending word in the last few months. It refers to the practice of taking up second job after regular work hours. An employee may work 9-to-5 job as a primary source of income but work in nights or weekends at a different job in order to earn extra money. This secondary job is taken up without employers' knowledge.

A person may work in more than one job in India without breaking the law. Under the Factories Act, 1948 dual employment is prohibited. However Moonlighting could be considered illegal if an employee's contract included non-compete and single employment. Big MNC's are considering Moonlighting as unethical and it also violates agreement of confidentiality. There are different reasons resulting in Moonlighting. One of the biggest reason is the imbalance created by the Covid-19 pandemic.



During the covid-19 lockdown, thousands of employees were laid off. This led to employees searching and/or working for multiple jobs to maintain job security. During the pandemic Work from home was the new normal where companies could no longer judge the productivity. Hence work from home opens the avenues of Moonlighting. To have more to spend for lavish lifestyle employees start opting for additional jobs. Some started Moonlighting for additional work experiences and some to utilize free time to combat boredom. Whatever be the reasons, the companies are openly saying against Moonlighting and have been taking actions to curb it. It is high time to evaluate the reasons for increasing Moonlighting around the globe. Future job specifications and policies should be framed keeping in mind the Moonlighting reasons.



M B A

MBA is one of the most popular post-graduate courses in India and abroad. The full form of MBA is Master of Business Administration. MBA course is an academic programme oriented towards management and marketing. It includes subjects such as Organisational Behaviour, Marketing, Principles of Management, Supply Chain Management, Financial Management etc.

Students from any background - Science, Commerce and Humanities can pursue it after completing graduation. A regular MBA is a two-year course divided into four semesters. MBA admission is based on entrance exams followed by a personality assessment test round (Group Discussion, Personal Interview). The most popular MBA entrance exams are CAT, GMAT, XAT etc.

Students are required to have more than 50 per cent in their undergraduate degree from any stream in order to pursue MBA course. IIM Ahmedabad, IIM Bangalore, IIM Calcutta, IIM Lucknow, FMS Delhi, XLRI and ISB are some of the top MBA colleges in India. MBA fee generally ranges between ₹10-25 lakhs depending on college. But top college like FMS (Delhi University), JBIMS, Mumbai offer MBA course at much lower fees than ₹10 lakh. Top recruiters for MBA are Amazon, Apple, Bain & Company, Citigroup, Deloitte, Facebook, Google etc. The roles of MBA graduates are generally of middle management levels such as Marketing Manager, Product Manager, HR Manager etc. On completing MBA degree, students can get jobs with salary ranging between ₹10 lakh to ₹60 lakh per annum.



সুখ

Sailendra Doley
Indian Army

তোক এদিন বিচাৰি যাম
বুকুত পুহি ৰাখিছোঁ।
তোক লগ পোৱাৰ বহুদিনীয়া হেঁপাহ।

তোৰ ঠিকনা মোৰ লগত নাই
নাজানো
কোন দিশে, কোন পথে গ'লেবা তোক লগ পাম।
দুবেলা দুসাঁজৰ কথা ভাবোতেই সময় যায়
তোৰ ঠিকনা বিচৰাৰ সময়ে নাপাওঁ।

দিনযোৰা পৰিশ্ৰমৰ বাবে
মোৰ শৰীৰ অস্থি-চৰ্ম-হাড়
পেটত ভোক, বুকুত এবুকু বিষাদ
তোক বিচাৰি যোৱাৰ চিন্তা সেয়ে পৰি যায় বাদ

শুনিছোঁ
সেউজীয়া পথাৰত তই ৰূপহী হৈ নাচ
জোন হৈ জিলিক মেটমৰা উঁৰালত
তোক লগ পোৱাৰ বাট হেৰুৱাওঁ
বাৰিষাৰ চলত অথবা শাওনৰ খৰাঙত।

তথাপি মই হাৰ মনা নাই
শেষ হোৱা নাই তোক লগ পোৱাৰ হেঁপাহ
মাটিমাহ সৰিয়হ আৰু বাঁহনিৰ শুকান খৰিত
জিলিকি থাকে তোক লগ পোৱাৰ অনুজ্জ্বল আভা
পোনাকণক এদিন ডাঙৰ মানুহ কৰিম
তাক আঙুলিত ধৰি তোক বিচাৰিম
আৰু পূৰণ কৰিম তোক লগ পোৱাৰ বহুদিনীয়া হেঁপাহ।

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Feedback, suggestions are welcome and can be sent to businessmanagement.gcc@gmail.com and WhatsApp number: 9990637649, 8721068225