



Department of Commerce
 St. Ann's College for Women, Mehdiapatnam, Hyderabad
 Autonomous, Affiliated to Osmania University
 NAAC Reaccredited with A+Grade & College with Potential for Excellence by UGC



THE RISE

NEWSLETTER

SEED

St. Ann's Enterprise and Entrepreneurship Development Cell,
 Department of Commerce initiative

Issue III volume IV
 April 2024

Photomontage

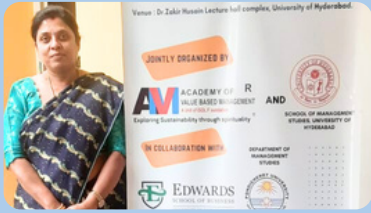


"Success is not about the destination, but the journey you take to get there."



Research Prowess

- Mrs.N.Suma Reddy has presented a research paper entitled “Evolving Landscape of Sustainability Reporting” on comprehensive review in the International Conference on Diversity, Equity and Inclusion: Creating Value Based Sustainable Organization and got published in Taylor & Francis during the Conference on-19th February, 2024.
- Mrs.N.Suma Reddy’s research paper entitled “AI Powered Chat Bot” has been published in Emraid Publication, UK.
- Mrs. N. Suma Reddy Research Paper entitled- “Identifying Key Challenges towards Sustainability ‘Smart PLS Model” has been published in “India’s path to Sustainability perspectives from diverse sectors and stake holders”, ISBN: 978-93-91580-78-0, RP Publications, New Delhi.



"Research is formalized curiosity."



Kaleidoscope

- Release of “THE RISE” Newsletter, Issue II Volume IV, January 2024 during general assembly on- 1st February, 2024.
- Students of B.Com have participated in Wetland & Human wellbeing day celebrations organized by Dhruvansh held at Neknampur. Various events and competitions were conducted with a motto to save wetlands on- 2nd February, 2024.
- Field visit to Inland Container Depot (ICD), Sanath Nagar was organized by Department of Commerce for B.Com Foreign Trade students on 7th February, 2024.
- Management Development Programme “Protecting Brand Through Trademarks, Design & Copyrights” sponsored by ESDP scheme to B.Com students was organized by National Institute for Micro, Small and Medium Enterprises by resource person Dr.Amreen from- 19th to 23rd February, 2024.
- Workshop on “Harnessing Your Inner Drive: Motivation and Personality Development Programme” was organized by Department of Business Analytics of Loyola Academy in Collaboration with St. Ann’s College For Women for B.Com Business Analytics students on- 22nd and 23rd February, 2024



"Adaptability is the key to resilience"



Kaleidoscope



- Self Empowerment Workshop was organized by Placement and Career Counselling Cell in collaboration with TASK for B.Com IIIrd year students on- 23rd February, 2024.



- Department of Commerce has conducted a talk on "Personal Finance Planning" by resource person Mr. Sai Manikanta Pedamallu (ACCA, CMA US, Dip IFRS, M.Com, MBA, MA) ERP Product Manager and Finance Controller, Wildgrube Software Pvt Ltd. (MIMICS Group) for non- commerce students on- 1st March, 2024.



- Department of Commerce has conducted an Endowment Lecture on "Balancing Ethics and Values to Soar high in Life and Career" by speaker IAS Dr. Jaya Prakash Narayana on- 11th March, 2024.



- Consumer Awareness Cell has organized a Consumer Awareness session on account of International Consumer day on- 13th & 14th March, 2024.



- Mr. Sai Manikanta Pedamallu (ACCA, CMA US, Dip IFRS, M.Com, MBA, MA) ERP Product Manager and Finance Controller ,Wildgrube Software Pvt Ltd. (MIMICS Group) has conducted a session on Business Application of Emerging Technologies for B.com Business Analytics IIIrd year students. Sir enlightened students about understanding the technologies of business applications such as finance transformations, future of finance and opportunities to add value to new business models, new skills and competencies required to enable the finance professionals for organizations.



- A 3 Day Faculty Development Program on Jeevan Vidya was organized by Department of Commerce in association with Center For Holistic Development of Human Consciousness (CHDHC) by resource persons Mr.I.Narsimha Swamy, M.Tech NTT Warangal, Asst Professor EEE MVSR Engg. College, AICTE UHVPE Trainer & Mr.Shiva Sankar, Faculty Indian School of Development Management, AICTE UHVPE Trainer from- 26th to 28th March, 2024.



St. Ann's Enterprise and Entrepreneurship Development Cell (SEED) :

- SEED Cell & SQAC in collaboration with YUVA presented an Interactive session with Siddarth Malani, Managing Director Shree Malani Foams for B.Com and CCA students on- 3rd, February 2024.
- SEED cell organized a Photography and Reel Making Contest on the theme "Celebrating Local Entrepreneurs" who are the backbone of community development and economic prosperity to showcase the students' creativity, innovation and entrepreneurial spirit on- 24th February, 2024.



The Social Media Paradox

In the age of instant gratification, where a swipe or a tap can transport us to a world of endless dopamine intoxication, Kunal Shah's words ring louder than ever: "Social media has unique side effect of making everyone short term in their life. Making it hard for them to do anything that's long term. Skills. Relationships. Wealth. Reputation. Health. Almost all long term endeavors are significantly harder for dopamine junkie world." It's a thought-provoking statement that sheds light on the often overlooked consequences of our digital obsessions.

Let us face it, social media isn't all sunshine and rainbows. Sure, it brings people together, brings out creativity, and allows for unprecedented access to information. But beneath the glossy surface lies a web of complexities, with side effects that can be as harmful as they are pervasive.

One of the most insidious effects of social media is its role in cultivating a dopamine-driven culture. Likes, comments, shares - they all trigger a rush of feel-good neurotransmitters in our brains, keeping us hooked and craving more. But this relentless pursuit of instant gratification comes at a cost! making it increasingly difficult for us to engage in activities that require patience and perseverance.

Think about it: how many times have you found yourself scrolling mindlessly through your feed instead of working on a project, skill or relationship that needs your time and effort, nurturing meaningful relationships, or investing in your health? The dopamine junkie world we live in has made it all too easy to prioritize fleeting moments of pleasure over the hard work and dedication needed to achieve lasting success.



But the consequences of our social media addiction extend far beyond our individual lives. Misinformation and fake news spread like wildfire, fueled by algorithms that prioritize engagement over accuracy. Psychological manipulation techniques are employed to keep us glued to our screens, In today's social media-dominated world, attention has become the most valuable asset, with nothing being more costly than maintaining it.

The result? A fractured society, plagued by political polarization, conspiracy theories, and mistrust. Our mental health suffers as we compare ourselves to carefully curated versions of reality, grappling with feelings of inadequacy self-doubt and FOMO. And let's not forget the ever-looming specter of data privacy, with our every click and scroll being tracked and monetized by tech giants.

But amidst the chaos, there is hope. Awareness is the first step towards change, and documentaries like "The Social Dilemma" on Netflix serve as a wake-up call for those willing to listen. By understanding the mechanisms at play behind our screens, we can reclaim control over our digital lives and take a step towards a more balanced relationship with technology.

So, next time you feel the pull of social media's siren song, pause for a moment of reflection. Ask yourself: Is this bringing me closer to my goals? Is it enriching my relationships, enhancing my skills, and helping society in it's well being? Remember, the power lies in your hands to shape the narrative of your digital existence.

Reject the FOMO and accept JOMO - embrace the Joy of missing out on social media's short term thrills.

In the end, social media is neither inherently good nor evil - it's how we choose to wield it that matters. Let us try to build a future where technology enhances our lives without compromising our humanity.



Edu Hustle Club

BREAKING BUNDARIES: A Tale of Evolution from Counsellor to Recruiter in the Overseas Business Landscape

Navigating the path from Student to Accomplished Recruiter

Yasmeen Fatima Bachelor's Degree (2nd Year of B.Com) Business Analytics

As a recruiter at Guide One Overseas Pvt Ltd, I've had the privilege of engaging with clients from diverse regions, ranging from Gulf countries to Asian and European nations. This overseas business platform has been instrumental in the development of core communication skills. Engaging with clients from different countries not only refined my oral communication abilities but also enhanced my capacity to tailor messages effectively, catering to the unique needs of each market

Within a short time frame, I absorbed a wealth of knowledge that contributed significantly to my that contributed understanding of business strategies in the overseas market. From conducting market research to actively participating in client acquisition, I gained practical insights into the intricacies of global expansion, enriching my skill set and positioning me for future success in the international business arena

Moreover, the experience went beyond professional growth and fostering personal development. The challenges and successes encountered during the internship instilled resilience, adaptability, and a proactive mindset, qualities that have become integral to my approach to both work and life

In essence, my internship journey at Guide One Overseas Pvt Ltd has been a transformative chapter, setting the stage for a promising career. From learning the ropes as a counselor to evolving into a recruiter, I am now equipped with the skills and knowledge necessary to navigate the complexities of overseas markets and contribute effectively to the global success of any organization.



From Vision to Victory

JOURNEY FROM STUDENT TO CEO

Syeda Sariya

Currently in my 2nd year of B.Com (Business Analytics).

I'm the founder and CEO of supermaids.app. supermaids is a revolutionary platform that connects people with experienced and responsible maids at an affordable price. It all started during my first year when I came to know about Edventure Park (INDIA'S FIRST STUDENT-FOCUSSED STARTUP INCUBATOR), igniting the spark for my entrepreneurial journey.

During that period, I found myself without a specific idea to delve into and work on. But after a 3 month long brainstorming I came up with an idea of supermaids. Ignited by the Edventure Park, supportive environment, I transformed an abstract notion into the tangible reality of SuperMaids. The invaluable four-month incubation at Edventure Park equipped me with vital entrepreneurial skills, leading to the proud launch of my company.. Edventure Park has not only been instrumental in guiding me through the entrepreneurial journey but has also played a pivotal role in facilitating my internship experiences in Python, data analysis, and machine learning from Code for india foundation.

During this internship, hands-on projects enriched my skills significantly. As an international tutor for four years, I effortlessly balance academia, entrepreneurship, and private tuition. Managing studies, startup operations, and tutoring is challenging yet rewarding. I encourage others to recognize their potential and pursue aspirations with vigor.

"Knowledge has a beginning but no end."

Student Corner



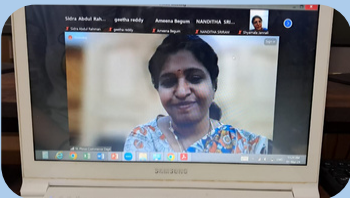
- Nandini Sahani, R.Sowmya, Reddi Kiranmayi and Yagna Bhavana of B.Com have participated in Wetland & Human wellbeing day celebrations organized by Dhruvansh held at Neknampur and won the Illrd prize in Project Presentation Competition on- 2nd February, 2024.



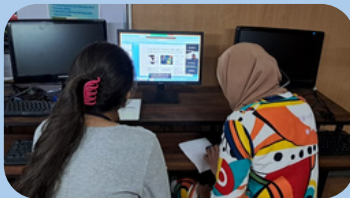
- Sushmitha Reddy, Nandini Sahani and Sri Niyathi (B.Com Computers IInd year) won the 1st prize, Sowmya, Sathwika, Varnika (B.Com Computers 1st year) won the IInd prize and Shalini, Laxmi and Nanadini (B.Com IInd year) won the Illrd prize in a role play competition on "Case Laws" organized by Cheer's Club on- 24th February, 2024.



- Dilnaaz and Shahnaaz (BBA 1st year), R.Soumya (B.Com Computer Application 1st year) and Shaik Sadaf and Yasma (BA PLP) won the 1st, IInd & Illrd prizes in the photography contest organized by SEED cell on the theme "Celebrating Local Entrepreneurs" on- 27th February, 2024.



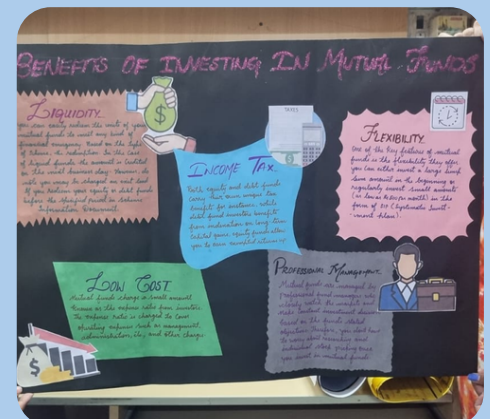
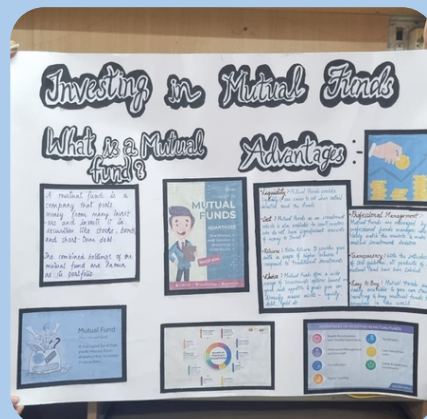
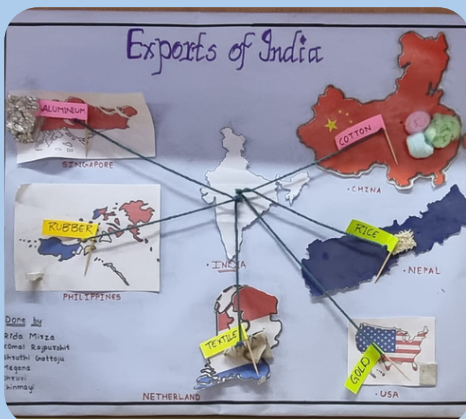
- Uzma(BBA 1st year) and Reshma(B.Com IInd year) won the 1st prize in the reel making contest organized by SEED cell on the theme "Celebrating Local Entrepreneurs" on- 27th February, 2024.



- 1st year CCA students of Consumer Cell has presented a research paper in the "National seminar organised by St.Poius degree and P.G college for Women and Rajagiri college of social sciences, in collaboration with the State Consumer Disputes Redressal Agencies" held on- 29th February, 2024.



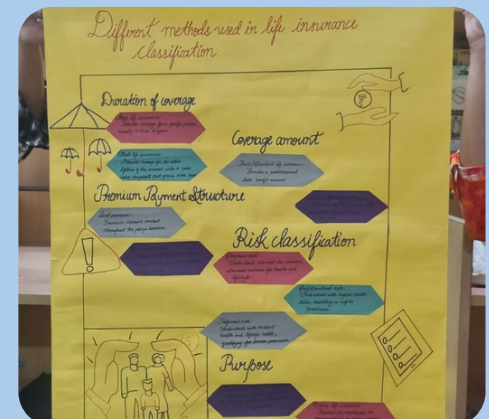
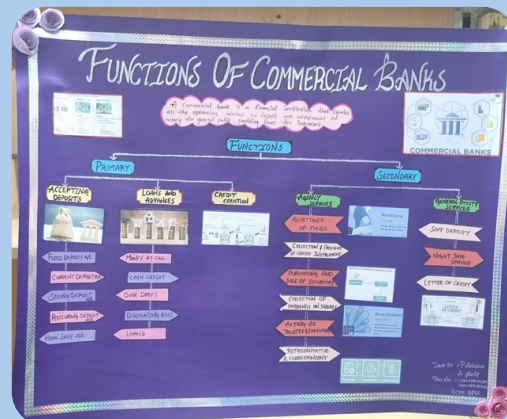
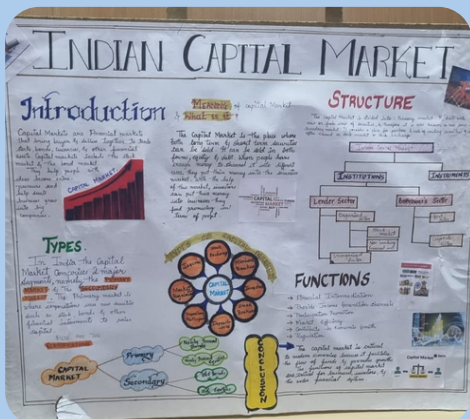
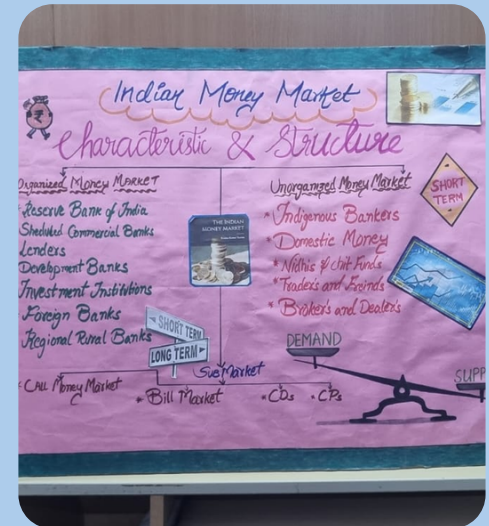
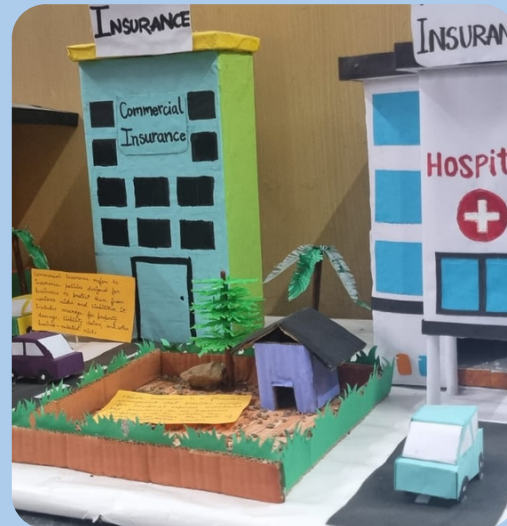
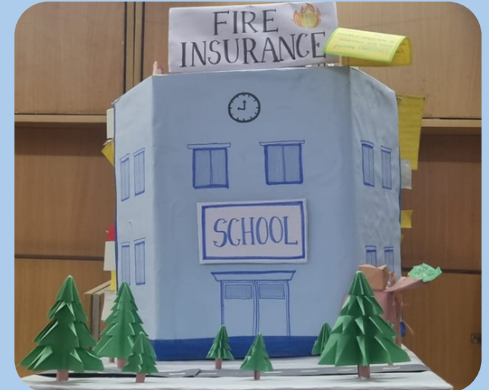
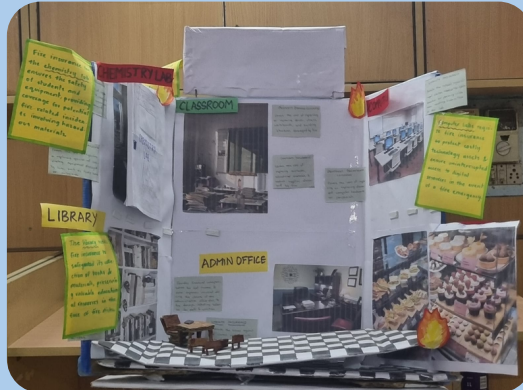
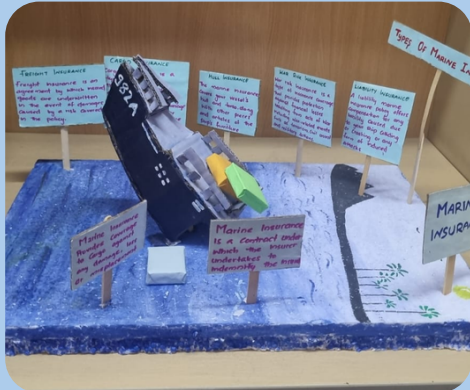
Talent Corner



"Behind every successful woman is herself."



Talent Corner





Entrepreneur Series

Radhika Gupta

Managing Director and Chief Executive Officer, Edelweiss Asset Management Ltd

Radhika Gupta is an Indian business executive. She is Chief Executive Officer of Edelweiss Asset Management. She started at the company as business head of multi-strategy funds and was responsible for setting the strategic direction for the team's investment, distribution and platform. She is India's only female head of a major asset manager and has set up the country's first domestic hedge fund. Gupta is a public speaker. A YouTube video of one of her talks, titled "The Girl With a Broken Neck", has been viewed more than 110,000 times.



Radhika Gupta has been recognized for her contributions to the financial services sector and has played a significant role in promoting financial literacy and inclusion in India. Her leadership and achievements serve as an inspiration to aspiring entrepreneurs and women in business in India.

Radhika Gupta has achieved notable recognition and received several awards for her contributions to the finance and business sectors. Some of her achievements and awards include Forbes India's Trailblazer, Asia's most Influential Women in Finance and Best Woman CEO in Asset Management. These awards and recognitions underscore Radhika Gupta's impact, leadership, and contributions to the business world, particularly in the financial services sector.

Scam Series

KINGFISHER AIRLINES

Kingfisher Airlines was an Indian airline founded by the renowned businessman Vijay Mallya. It commenced operations in 2005 and quickly gained attention for its luxurious services, stylish branding, and international-standard amenities. The airline aimed to cater to the growing demand for premium air travel in India and positioned itself as a high-end.

Despite its initial success and popularity, Kingfisher Airlines faced significant challenges that led to its downfall. The airline struggled with mounting debts, operational inefficiencies, high operating costs, and intense competition in the aviation sector. Additionally, economic downturns and regulatory issues further exacerbated its financial woes.

In 2012, Kingfisher Airlines encountered severe financial challenges, including high debt levels, operational issues, and regulatory hurdles, and had to suspend its flight operations due to unpaid dues, employee strikes, and cash flow problems. The airline's fleet was grounded, and its operations came to a halt, leaving passengers stranded and employees without salaries.



Vijay Mallya's role in the Kingfisher Airlines downfall was tainted by allegations of financial wrongdoing. Investigations uncovered misuse of funds, including diverting money for personal expenses and questionable deals. Mallya's lavish lifestyle amid the airline's financial chaos sparked public outcry, highlighting corporate governance flaws and regulatory lapses in India. Subsequently, the airline officially filed for bankruptcy, in 2017 and ceased its operations marking the end of its presence in the Indian aviation industry.

The bankruptcy of Kingfisher Airlines highlighted the challenges faced by the aviation industry in India, including high operating costs, regulatory challenges, and financial mismanagement. It also underscored the importance of effective financial planning, risk management, and sustainable business practices in maintaining the viability and success of companies.

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