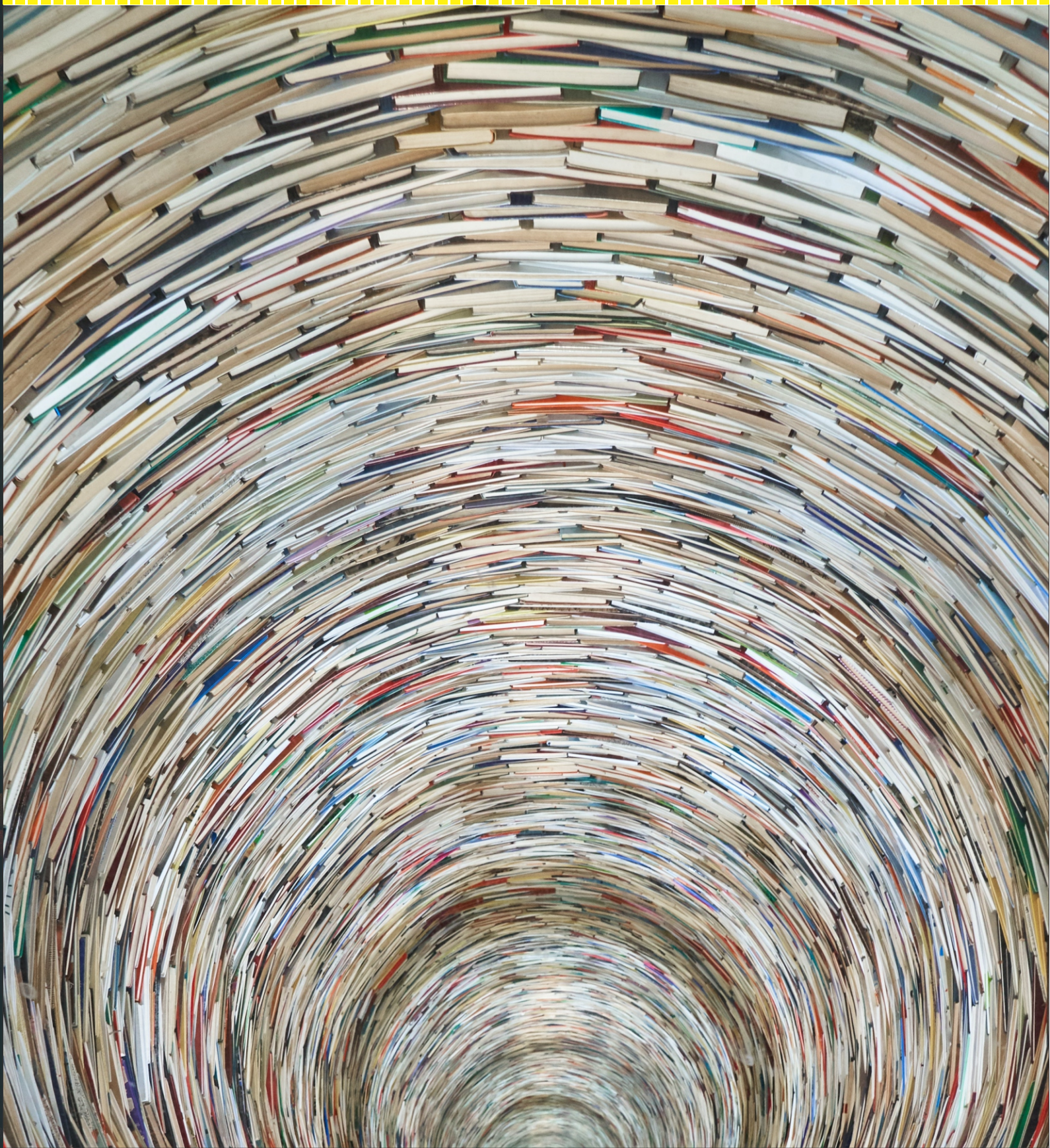




Annual Magazine  
School of Commerce  
Issue 2019-2020

KCC  
INSTITUTE OF LEGAL AND  
HIGHER  
EDUCATION  
GREATER NOIDA  
Affiliated to Guru Gobind Singh Indraprastha University

# THE KNOWLEDGE CABLE







## Director's Message

It is a matter of extreme delight to present The Knowledge Cable 2020, our annual magazine of school of Commerce for your perusal. We at KCCILHE, are ever engaged in putting our best foot forward to make learning easy and enjoyable experience for our students as well as teachers.

KCCILHE's broad portfolio of undergraduate program is highly competitive which is designed to meet the requirement of corporate world. We endeavor to prepare the students for the complex world where they will have to take a position, express opinion, shape it and lead to make it a better place. This is the reason why our students are arriving with strong records of achievement.

We are proud to have professors who excel in both research and teaching. Educated at renowned universities, they are committed to provide students with excellent business education which enable student to cope with current business requirement efficiently and effectively. Many of them also have significant commercial experience and serve on corporate boards.

Employers are consistently impressed by the quality of students nurtured by the School. Our graduates have a desire to learn and have an entrepreneurial spirit that makes them great advocates for driving business transformation.

Today, we observe turbulence and churn all around the world. Against this troubled backdrop and current slow growth around the world India's economy is a beacon of hope. KCCILHE underlying tenets position, is striving to help ride this wave.

**Prof. (Dr.) Bhavna Agarwal**  
Director, KCCILHE



## SCHOOL OF COMMERCE

Under the school of Commerce, KCCILHE offers Bachelor of Commerce (Honours) which is a three-year full-time undergraduate course. It is designed to provide students with a wide range of managerial skills while at the same time building competence in an area of business. The programme has been recently formulated by the university to meet the growing need of professionals in the finance and commerce sector. The novel and industry-oriented design of the course make it an enriching experience for the students.

The course welcomes students who have keen interest in gaining insight into complexities of the market and what makes it click! The objective of the programme is to familiarize the students with the knowledge of Accounting, Economics and Taxation etc in addition to Management subjects.





## VISION

To impart comprehensive education to the students matching the global standards, foster socially responsible culture in the students and be globally recognised and accepted as an institution delivering world class education.

## MISSION

To transform ordinary aspirants into extraordinary professionals. To eradicate the hindrance of geographical boundaries for students in obtaining world class education by having multiple campuses across India and abroad. To create and sustain professional synergies for smooth sailing career for students. To inculcate a strong sense of commitment and ethics in students. To blend theory with practice by exposing students to the prevailing industry standards.

## QUALITY OBJECTIVE

To be able to contribute to society by producing top-notch managers and engineers. To keep infusing the latest in the curriculum to deliver the best to the students. To organize continuous improvement programmes for students and faculty community. To bring to the campus the latest of technologies.

To always foresee the emerging trends in the industry and prepare the students to face the industry challenges and requirements well. To always encourage research centred approach towards study.

### PATRON

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**Ms. Pratiksha Jha**

Assistant Professor

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(B.COM (H), Batch 2019-22)



## From the Desk of Editor

Greetings!

Being an editor of the second edition of the annual magazine of the School of Commerce, the Knowledge Cable has been overwhelming. I would like to extend my heartiest thanks to all the faculties and staff members of KCCILHE for their endless support and efforts. I would also like to thank the Director, KCCILHE for giving me this opportunity and supporting me throughout the process.

**Pratiksha Jha**

Assistant Professor

## From the Student Editorial Board

The Knowledge Cable, annual magazine of KCCILHE, School of Commerce is an initiative to record the efforts and creativity of the Student Editorial Board of The School of Commerce. This would not have been possible without the motivation from the editorial team and my fellow classmates. I would like to take this opportunity to thank Ms. Pratiksha Jha for her constant guidance and support.

Read on, I hope you find it an enjoyable read.

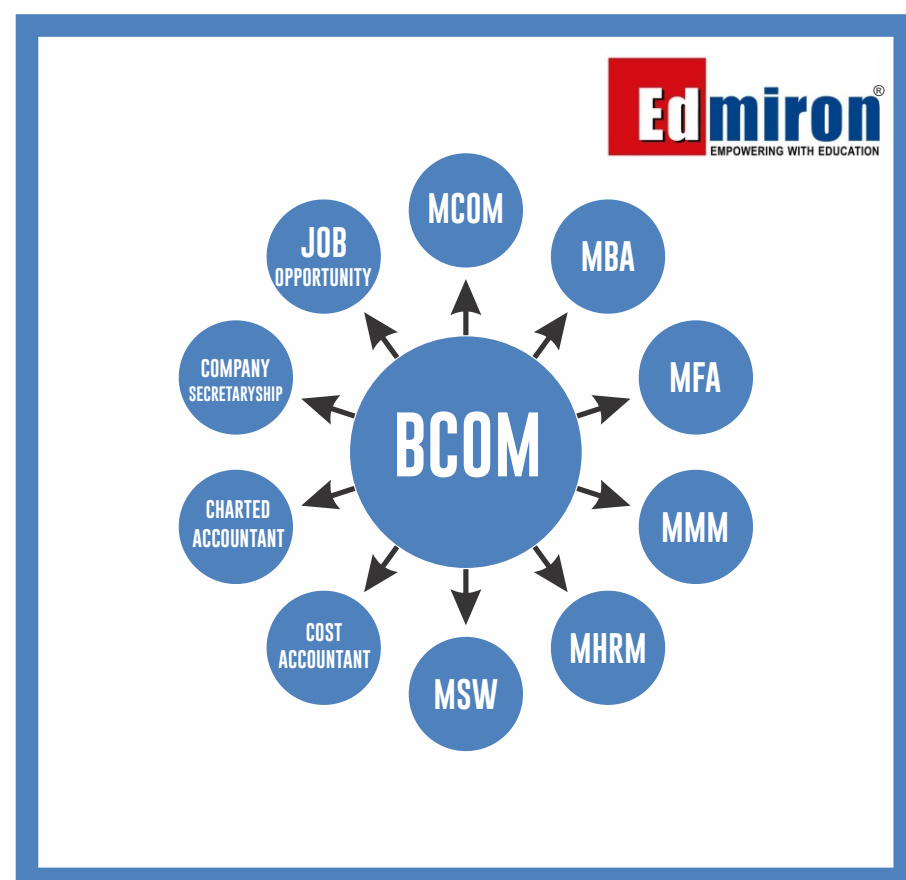
**Praveer Deva**

B.COM (H), Batch 2018-21



S.No	Topics	Name
1	Future Prospects of Commerce	Ms. Pratiksha Jha
2	Book Review: The Connector Manager	Tarun Sachdeva
3	Veeron ka Tiranga	Kapil Rathi
4	Money laundering	Ms. Sonia Veerd
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12	Way to Success	Dhruv Khanna

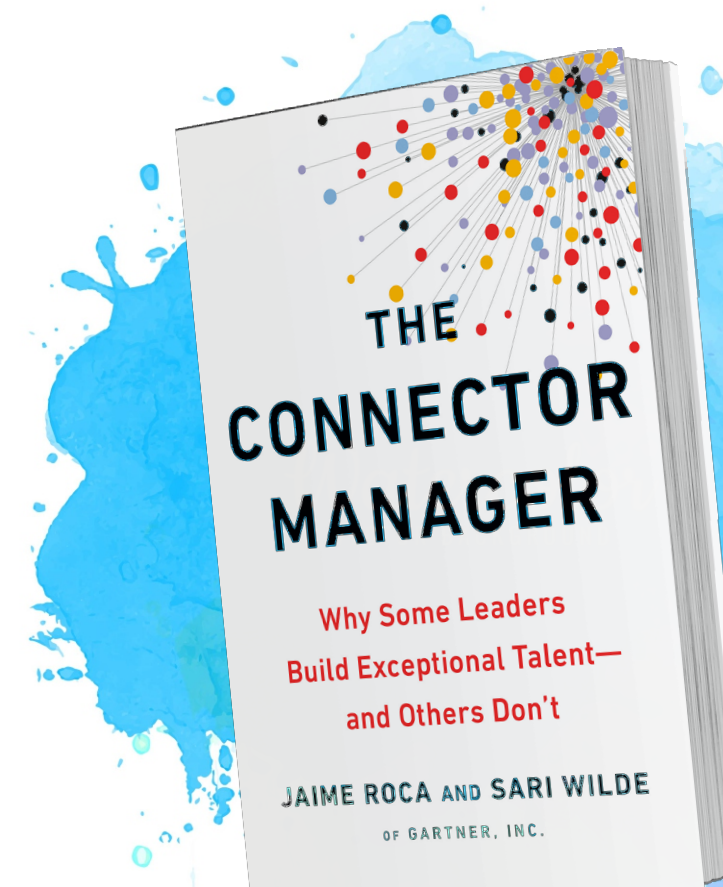
## FUTURE PROSPECTS OF COMMERCE STREAM



## BOOK REVIEW

### The Connector Manager

By: Jaime Roca and Sari Wilde



Managers are the most critical player in an organization as they build the right skills in their employees rather managers are often seen as not having the time or skills to build those skills. This contradiction creates a need for a new management mandate which is the focus of the book by Jaime Roca and Sari Wilde- "The Connector Manager". The book has offered a simple solution to it based on a survey of approximately 7000 employees around the globe regarding their & their manager's effectiveness, which is to become a manager who introduces its employees to everyone else for training and development and builds a positive environment for them i.e., a connector manager. The book also guides on becoming a connector manager which is one of the following types

- Teachers – managers who develop employees through personal expertise and experience, provides advice-oriented feedback, and directs employee development.
- Cheerleaders – managers who take a hands-off approach to development, gives empowering positive feedback, and enables employees to take development into their own hands.-
- Always On – managers who provide continuous, frequent coaching, drives employees' development, and gives feedback across a breadth of skills

Overall, the book makes a clear case for managers who concentrate on creating connections with their people, teams and across the organization in the context of skill building and employee performance by using case stories and illustrations of different managers.

**Tarun Sachdeva**  
B.COM (H), Batch 2018-21



## VEERON KA TIRANGA

नीले नभ में उड़े तिरंगा हवा के झोंके से  
वीरों का बलिदान कभी भी रुका ना रोके से  
वतन की शान तिरंगा है हमारी जान तिरंगा है

केसरिया रंग दर्शाता है त्याग और बलिदान को  
श्वेतरंग सच्चाई का बतलाता ईमान को  
है हरा रंग ये हरियाली  
ये वतन की मानो खुशहाली  
दुश्मन की बातों ना आना कभी भी धोके से  
वीरों का बलिदान कभी भी रुका ना रोके से  
वतन की शान तिरंगा है हमारी जान तिरंगा है

सीमा पे चौकस रहना ये फ़र्ज़ और ईमान है  
अपना फ़र्ज़ निभाना यही वतन की शान है  
अशोक चक्र कहता ना रुकना  
दुश्मन के आगे ना झुकना  
रखवाली में रहो हमेशा पल पल मौँके से  
वीरो काब लिदान कभी भी रुका ना रोके से  
वतन की शान तिरंगा है हमारी जान तिरंगा है

**Kapil Rath**  
B.COM (H),  
Batch 2019-22



## MONEY LAUNDERING



Money laundering means to convert illegal money into legitimate money. It can be called as the process to disguise the proceeds of crime and integrating such illegally earned money into the legitimate financial system. After the laundering of money, the criminals can easily use such money without coming into the notice of investigative departments. The government can collect any tax on such money as there is no accounting or trace of the black money. The money earned from the dirty or illegal activity is called dirty or illegal money and the process of converting such dirty money into the legitimate or white money is known as money laundering. The process of money laundering involves three methods i.e. Placement, Layering and Integration:

- **Placement:** This method puts dirty or illegal money into the legitimate system. The source of the occurrence of such money is misrepresented by circulating money through investment, financial institutions, shops, businesses, etc. This process puts the illegal money into a form that is more convenient to the criminals and less suspicious for the investigative agencies.
- **Layering:** The step of layering covers the occurrence of money through a series of transactions and tricks of bookkeeping to make it difficult to detect and uncover the activity of laundering. After placement of money, the proceeds of such money are converted into the monetary instruments or assets are purchased from such proceeds which are sold locally or abroad to different persons.

- **Integration:** In the integration step, the money is circulated into the economy and returned to the criminal from the legitimate source so that it appears as the income occurring from the normal business income or other activity. The methods used for integration purposes includes property dealing, fake invoice of import and exports, false loans and front companies, etc.

Money laundering is a serious crime that can have long-term consequences for the businesses and the economy as well. Most of the time, small businesses become victims of the organized schemes of money laundering as they lack understanding about the risk lies in this area. The small business firms may identify risky situations and protect themselves and their business by using some precautions. Small firms should educate them and their staff about the potential tactics of money laundering. The transactions of small business firms are also done mostly in cash and thus it is more important to know the customers and ask your customer if the typical transaction is unusual. Business firms should establish a formal culture for money laundering. For example, a person may be appointed to handle procedures and monitor deals for identifying suspicious or risky situations.

The Government of India also introduces the Prevention of Money Laundering Act, 2002 for preventing money laundering and provide for seizing property derived from money laundering. The rules of PMLA came into force w.e.f. 1st July 2005. This act prescribes rigorous imprisonment from 3 to 7 years if any person found guilty of money laundering. Financial Intelligence Unit – India (FIU–IND) was set up as a central national agency on 18th Nov 2004 for receiving, processing, evaluating and disseminating information related to suspicious financial transactions. FIU–IND is the independent body that reports directly to the EIC (Economic Intelligence Council) headed by the Finance Ministry. The activities of money laundering are increasing day by day and thus it demands more professionals for tracking the cash that occurs in frauds. The CAMS (Certified Anti-Money Laundering Specialist) is the professional certification offered by the ACAMS (Association of Certified Anti-Money Laundering Specialists). Such specialists have different job titles such as financial consultant, Bank Secrecy Act Analyst, or Banking Compliance Officer. These professionals are employed by large corporations, the federal government, brokerage houses or financial institutions.

**Sonia Veerd**  
Assistant Professor



## MOVIE REVIEW

# Startup.com

By: Chris Hegedus and JehaneNoujaim

The rise and fall of the American dream.



From the creators of the academy award nominated The War Room.

**Startup.com**  
A film by Chris Hegedus and Jehane Noujaim

PENNEBAKER HEGEDUS FILMS AND NOUJAIM FILMS PRESENT A FILM BY CHRIS HEGEDUS AND JEHA NE NOUJAIM STARTUP.COM  
STARRING TOM HERMAN AND KALEIL SAZA TUZMAN CHIEF JEHA NE NOUJAIM EDITOR CHRIS HEGEDUS COSTUME DESIGNER CHRIS HEGEDUS  
AND JEHA NE NOUJAIM PRODUCED BY A PENNEBAKER EXECUTIVE PRODUCERS JEHA NE NOUJAIM FRAZER PENNEBAKER AND CHRIS HEGEDUS  
PERFORMER ASSOCIATE PRODUCERS REBECCA MARSHALL AND ED ROGOFF DIRECTED BY JEHA NE NOUJAIM AND CHRIS HEGEDUS 15/17/11 S&P



The 2001 S&P Award winning documentary film revolves around two childhood friends Kaleil Saza Tuzman and Tom Herman who are ambitious entrepreneurs trying to hit the jackpot before they're 30 years old. The superbly informative and entertaining film by Chris Hegedus and JehaneNoujaim is one of the most snappiest, inventive and relevant documentary of the decade so far. They come up with an idea that users will be able to pay all their government bills from parking tickets to taxes through a site- GovWorks.com and to execute it they keep their whole life aside.

The filmmakers capture all the tensions, obstacles, disappointments, conflicts and adventures including difficulty reaching their lawyer at a point when an investor is ready to give them \$17 million, a break-in at their offices and the theft of their marketing strategies and a delay of the website's launch. Throughout the documentary they have tried to reflect one of the spiritual laws of the universe that people learn more through failure than through success.

**Kritika Asija**

B.COM(H), Batch 2018-21

## TRADE AND COMMERCE IN INDIA: A PRE-INDEPENDENCE OVERVIEW



For a long time, England keenly watched the Portuguese growing extremely rich because of their geographical discoveries in the fifth century. This made the English jealous, but they could achieve nothing remarkable by developing contact with the East and sharing the profits of the Eastern Commerce. The situation rather changed swiftly in the sixteenth century after their victory over the Spanish Armada in 1588. In September 1599 a resolution was passed under the chairmanship of Lord Mayor to form an association to trade directly with India. On 31<sup>st</sup> December 1600 Queen Elizabeth granted a charter to the Governor and company of merchants of London Company to trade freely into and from all islands, ports, cities creaks, towns and places of Asia and Africa and America or any of them beyond the cape of Bona Esparanza to the strait of Magellan.

At first, the East India company confined its commercial activities to the spice islands. Surat was the first port where the company's trading activity in India began. The controlling authority was the President and council of Surat, who was also vested with the control over the company's trade with the Red Sea port and Persia and he persuaded James II, King of England to declare war against the Mughal Government.

Henceforward there was to be no retrograde step. The company continued to look after the affairs of India up to mutiny of 1857 which gradually supplanted the Mughal Empire. With the end of mutiny of 1857, the power of the company was transferred to the British crown.

**Megha Chauhan**

B.COM(H), Batch 2019-22



# DEMONETIZATION

## AND ITS LONG VS SHORT TERM IMPACT



Recently in India demonetization means when RBI had withdrawn the existing note of Rs. 500 and Rs. 1000 in very short notice. Demonetization is the act of stripping down a unit of currency of its position as legal tender. The total currency in circulation in Hindustan was Rs. 17.77 Lakh Crore on 28th Oct. 2016. But in the annual report of the Central bank stated that total notes in circulation up to 31st March 2016 was valued Rs. 16.42 Lakh crores. The proportion in which 86% was 1000 & 500 rupee notes. As we talk about volume, the report stated approx. 25% of total 9024.3 crore bank notes were in circulation.

But Govt. took an important action by declaring that Rs. 500 and Rs. 1000 rupee notes will no longer be legal tender from 8th Nov. 2016 midnight. In place of these notes the new currency notes of Rs. 500 and Rs. 2000 were issued by the Central Bank from 10th Nov. 2016. The notes other than older notes Rs. 500/1000 will remain legal tender due to the fake currency, black money and corruption, the PM Narendra Modi had taken this measure to resolve these problems, spread over the country.

This step is taken to cleanse of economic system and trace out black money.

**The following reasons are behind it.**

- To take on the black money in the Indian economy.***
- To reduce the cash transactions in India which is concerned with the roots of corruptions in Society?***
- To rule out bogus as fake currency cunning funds this had been used by group of terrors to fund for act of terrorism in India.***
- This step eliminated more than 5 Lakh crore black money from Indian economy.***
- If we look in past in Jan. 1946, notes of 1000 and 10,000 were withdrawn and replace it by issuing new 1000/5000 and 10,000 notes in 1954. The govt. had again taken this step. In 16.01.1978 demonetized 1000/5000/10,000 rupees notes to trace out black money.***

There is no meaningful impact seen on telecom due to demonetization plan. However, a slowdown in smart phone sales could potentially slow adoption of mobile broadband subscriber penetration. Moreover, any pressure on global liquidity could delay the plans of telecom companies who are looking to monetize tower assets.

Further telecom companies will be under pressure due to relatively high valuations, negative earnings momentum and lack of positive catalysts.

### Financial (Banks, MFIs, NBFCs, HFCs)

Banks will benefit from the move to demonetize. CASA accretion will shoot up in banks, esp. PSU Banks. This owes to rush to deposit cash in the banned denominations (500/1,000 Rupees). The CASA growth has already seen a sharp improvement and the huge deposit inflow will result in a system wide moderation of the rate environment. However, this can be short lived. This is because a large part is likely to be utilized by depositors to pay for business/personal requirements, a relatively smaller part may be parked into higher yielding deposits while some may be simply withdrawn in the form of cash. Ten year yields have crashed to 6.4% (~down 40 bps in 2 weeks) and this is expected to aid treasury profits significantly. Overall, the banking system has already seen an influx of Rs 4.0 tn of CASA mix over past ten days and it is expected that the deposit base increases by Rs. 10 tn by Dec-end and even if 25-30% of these deposits finally stays in the banking system and that alone can boost the systemic CASA mix by up to 3%. Some pressure can be seen in form of asset quality for both Banks and NBFCs – particularly on Loan Against Property (LAP), developer financing (players like Indiabulls Housing Finance, PNB Housing, etc) and impact in SME business (DCB Bank etc). Further there might be some pressure on the cash collection which has been the forte of some of the NBFCs (Like MMFS – 60% is cash collection). Further all these NBFCs (like Repco, Chola Finance, Gruh) has the MOATs that was to look beyond the Tax Forms (only 3% of Indian files IT tax return) so this might hamper their operations. Some impact could be seen on demand for consumer durable, which could impact the players like Bajaj Finance, Capital First. This will also be negative for gold finance players (Muthoot Finance, Manappuram Finance) wherein lot of dealing happens in cash (similar impact was visible when PAN card was made mandatory for Rs. 2 lakhs). For MFIs these might not be much negative in near to longer term (near term - for 1 month or so - cash collection and delivery might get delayed due to issues in currency circulation), given the lower ticket size in which they operate.

### Short-term impacts

- GDP formation will be effected with the reduction in consumption demand. Consumption, Production, Employment, Growth and Tax revenue.
- Certain sections of the society namely agriculture sector, small traders, households, SME's, daily wage earners etc. will face short term disruptions due to absence of liquid cash

- Money supply will reduce in the short-run until the new 500Rs. & 2000Rs. gets widely circulated in the market.
- Negative impact on disposable income and the consumption patterns of the people is expected.
- Less currency circulation will reduce inflation.
- Short term recession in sectors like real-estate, construction material, textile, handicrafts etc.
- Its impact will be seen on farmers as this is the harvest time and farmers generally deal in cash.
- Rate of capital formation growth will go down as no investments will take.

### Long-term impacts

- Government revenue will boost up as more earnings would be declared. The unbanked people will move to banking like Jan-dhan contributing towards government's efforts of financial inclusion.
- Demonetization will set accountability in motion as service/sales tax is not paid by people like local photographers, tailors etc. and thus their income goes unaccounted.
- Collection of higher taxes will help in nation building like development of roads, infrastructure, transportation and many others.
- Increase in nation developmental projects will demand more labour and other skilled manpower which will give rise to employment opportunities.
- It will bring more business in taxation i.e. GST benefits.
- Cash in system will boost educational loans and business loans thus bringing more opportunities.
- It will lead to better business environment, less corruption and transparency.
- Substantial increase in the demand of Digital transactions system, E-wallets, usage of plastic money, online transactions using E-banking etc.
- Gold imports will be reduced because of the investments in gold by people as an alternative to cash deposit in the bank.

In the small and medium industries that are paying very high rate of interest, due to demonetization reduction in interest rate will be very helpful to them. On the other hand, big industries in India have access to foreign funds and are able to draw money at international rates.

**Sweety Sam**  
B.COM(H), Batch 2018-21



**Malvika Saini**  
B.COM(H), Batch 2019-22



# THE INDIAN ETHOS AND MANAGERIAL DECISION MAKING



We are living in a country where everyone wants to take own decision for their better prospects. But all not happened as per our imaginations then our old practice i.e. ethos and also apply the knowledge of professional courses in the decision making. In the search of multiple solutions one explores the past happenings and tries to examine, with similar problem, which solution achieved success and which some time failed.

## Why do I work?

- ♦ For my own salvation and personal growth.
- ♦ For the good of the world. (Jagat Hitai, Jagat Sukhai).

## Some of the Indian ethos which is valuable for decision making:

- ♦ Each soul is a potential to god.
- ♦ Holistic approach.
- ♦ Equal importance to subjectivity/objectivity.
- ♦ Karma Yoga (selfless work)
- ♦ Sadhana

Add to it the factor that today the pace of technological change & western approach is breath taxingly fast and unprecedented. Herein, 2 elements which stand scrutiny need to be restated. One is the need to tackle current problems in a well planned & evidence based manner,

drawing also, from past learning. The second element is the recognition that there are social & cultural manifestations of reality and these need not be converted into platforms of combat.

Be that as it may, it seems obvious, that to be effective in a contemporary domain one needs to know the 'plot' in which action would be embedded.

This is a core management issue. It is here that best of management principles become contextually refracted. Management of interpersonal relationships; management of group relationships or organizational functioning, the ethos of the context leaves its deep impact on managerial problem solving and decision making structure and style. This is a part of the Indian ethos. The right to be heard, the right to be told personally what one is one's worth, is central to the way the mind of the organization person works.

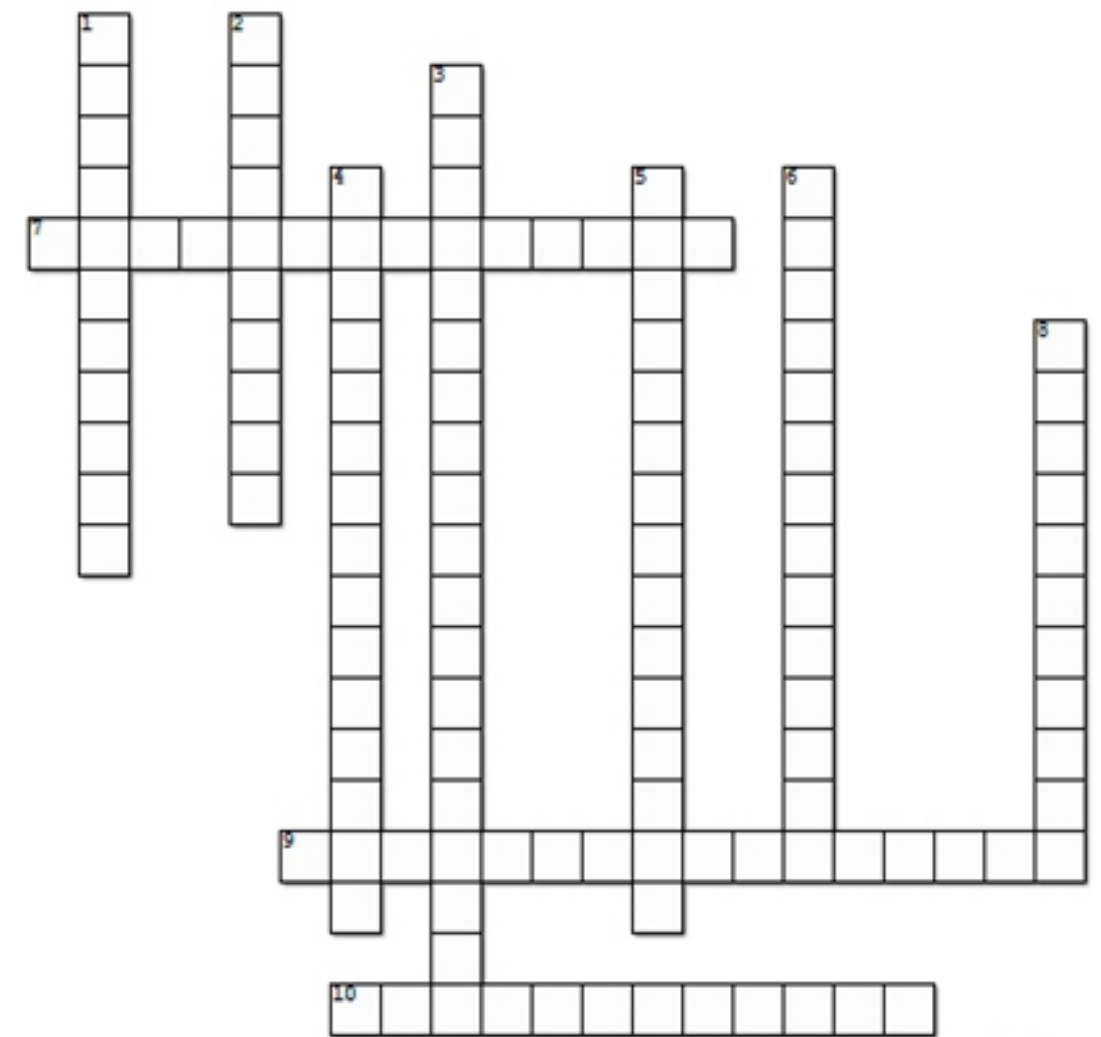
A lot of information exchange takes place through our learning channels but more attention needs to be paid to Indian Business and ethos in the practice of management.

**Dr. O.P Yadav**  
Associate Professor

## CROSSWORD PUZZLE

### INDIAN ENTREPRENEUR

FILL THE NAME OF THE ENTREPRENEUR BY IDENTIFYING THEIR COMPANY



Created using the crossword maker on The TeachersCorner.net

Across  
7. bajaj Auto  
9. reliance  
10. Bharati Enterprises

Down  
1. Hfcl  
2. Tata Groups  
3. Amul  
4. Infosys  
5. Arcelor  
6. Mahindra Group  
8. Wipro

**Sumit Agarwal**  
B.COM(H), Batch 2019-22



**FIND YOUR  
WAY TO  
SUCCESS**

