

Kristu Jayanti College

Accredited 'A' grade by NAAC

Department of Commerce

Wime Light



News, Views and Information

ABOUT LIME LIGHT

Lime Light is an end semester E-Newsletter of Department of Commerce- that, provides a comprehensive overview of Corporate news and announcements, along with practical information about events of business world and Financial Markets sourced from various business news portals. It also carries information about the happenings like fests, competitions, seminars and other events conducted by commerce department in the college.

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ABOUT US

Department of Commerce was started in the year 2000. Since then, the department has striven tirelessly in pursuit of excellence in commerce education and is celebrating its 10th year and is one among the 10 best departments in Bangalore city according to India Today survey. The department is the largest department in the college with over 1000 students and still growing. The department not only concentrates on the academic excellence of its students but also nurtures their co-curricular activities. And that is why the department today sends out a brilliantly polished batch of students to show their mettle in the corporate arena. The department takes keen interest in ensuring that the future of its students are secure, and this objective of the department is achieved by placing their students in the top MNC's in Bangalore. Furthermore, the department has been ranked as one among the top 10 commerce departments in Bangalore. Currently the department offers B.Com with different electives in the areas of Finance, Accounting, Computer Application and Travel and Tourism Management and M.Com with electives in the areas of Accounting and Finance.

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End Semester Issue

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INFO

MANIA



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THE WORLD'S 10 MOST VALUABLE BANKS

In the current economic scenario, most banks around the world have experienced some jitters and felt the jolt. However, some banks have managed to steer away from the storm and stay resistant to the troubles whirling around the sector. Here, we have tabulated the world's 10 most valuable banks as per their last week's market capital figures. Read on to find out which banks have put up a strong face.

<p>Name: HDFC Bank</p> <p>Total Assets: Rs 3,410.55 billion</p> <p>Market Capital: Rs 1,384.69 billion</p> <p>Price-to-book ratio: 4.5</p> <p>Return on Equity: 18.8%</p> <p>Return on Assets: 1.8%</p> <p>Net Interest Margin: 4.2%</p>	<p>Name: Wells Fargo</p> <p>Total Assets: Rs 67,950.39 billion</p> <p>Market Capital: Rs 9,971.30 billion</p> <p>Price-to-book ratio: 1.3</p> <p>Return on Equity: 12.2%</p> <p>Return on Assets: 1.2%</p> <p>Net Interest Margin: 3.8%</p>	<p>Name: DBS</p> <p>Total Assets: Rs 14,118.82 billion</p> <p>Market Capital: Rs 1,602.12 billion</p> <p>Price-to-book ratio: 1.2</p> <p>Return on Equity: 10.9%</p> <p>Return on Assets: 1.0%</p> <p>Net Interest Margin: 2.1%</p>
<p>HDFC Bank Limited was incorporated in August 1994. It was promoted by the Housing Development Finance Corporation, a premier housing finance company of India.</p>	<p>Wells Fargo & Company is a US multinational diversified financial services company with operations around the world. Wells Fargo is the fourth largest bank in the US by assets</p>	<p>DBS Bank Ltd is a bank incorporated in Singapore. It was previously known as The Development Bank of Singapore Limited.</p>
<p>Name: BNP Paribas</p> <p>Total Assets: Rs 1,35,258.79 billion</p> <p>Market Capital: Rs 2,670.58 billion</p> <p>Price-to-book ratio: 0.5</p> <p>Return on Equity: 8.6%</p> <p>Return on Assets: 0.3%</p> <p>Net Interest Margin: 1.3%</p>	<p>Name: JP Morgan Chase</p> <p>Total Assets: Rs 1,18,209.21 billion</p> <p>Market Capital: Rs 7,636.78 billion</p> <p>Price-to-book ratio: 0.8</p> <p>Return on Equity: 10.2%</p> <p>Return on Assets: 0.9%</p> <p>Net Interest Margin: 2.6%</p>	<p>Name: Citi</p> <p>Total Assets: Rs 99,058.63 billion</p> <p>Market Capital: Rs 4,429.47 billion</p> <p>Price-to-book ratio: 0.4</p> <p>Return on Equity: 6.5%</p> <p>Return on Assets: 0.6%</p> <p>Net Interest Margin: 2.8%</p>
<p>BNP Paribas S.A. is a French global banking group, headquartered in Paris, with its second global headquarters in London. It was formed through the merger of Banque Nationale de Paris (BNP) and Paribas in 2000.</p>	<p>JPMorgan Chase & Co. is a US-based multinational banking corporation of securities, investments and retail. It is the largest bank in the US by assets. It is a major provider of financial services, with assets of \$2 trillion.</p>	<p>Citigroup Inc or Citi is a financial services corporation headquartered in Manhattan, New York, US. The year 2012 marks Citi's 200th anniversary.</p>
<p>Name: HSBC</p> <p>Total Assets: Rs 1,34,353.07 billion</p> <p>Market Capital: Rs 8,535.25 billion</p> <p>Price-to-book ratio: 0.9</p> <p>Return on Equity: 10.8%</p> <p>Return on Assets: 0.7%</p> <p>Net Interest Margin: 2.0%</p>	<p>Name: Barclays</p> <p>Total Assets: Rs 1,28,772.94 billion</p> <p>Market Capital: Rs 1,796.81 billion</p> <p>Price-to-book ratio: 0.4</p> <p>Return on Equity: 5.6%</p> <p>Return on Assets: 0.2%</p> <p>Net Interest Margin: 1.6%</p>	<p>Name: Bank of America</p> <p>Total Assets: Rs 1,11,133.92 billion</p> <p>Market Capital: Rs 4,366.45 billion</p> <p>Price-to-book ratio: 0.4</p> <p>Return on Equity: 0.0%</p> <p>Return on Assets: 0.1%</p> <p>Net Interest Margin: 2.7%</p>
<p>HSBC Holdings is a UK-based multinational banking and financial services company headquartered in London, United Kingdom.</p>	<p>Barclays is a multinational banking and financial services company headquartered in London, United Kingdom. It has operations in over 50 countries.</p>	<p>Bank of America Corporation is an American multinational banking and financial services corporation headquartered in Charlotte, North Carolina.</p>



WHY FILING TAX RETURNS IS NECESSARY?

Filing tax returns is an annual activity which must be fulfilled as a moral and social obligation by every citizen of this nation. This is a means for the government to determine the amount and means of expenditure of the citizens and also provides a platform for the assessee to claim refunds and other forms of relief from taxation as is applicable at that point of time. The government mandates a specified amount of income which requires to be filed as a tax return within a pre determined due date. The tax as applicable must be paid by the assessee failure of which will invite interest and penalties from the IT department.

While most people are aware of the requirement of filing tax returns many are still unclear about the overall implications and repercussions of not filing returns on time. The last date for filing returns is July 31 for financial years ending on March 31. But this year, it has been extended to August 31. In case of assesses whose accounts require to be audited as per provisions of the IT Act the date is generally September 30. There are several allied issues which are associated with the filing of tax returns. Filing the returns provides legal sanction to your income whether or not you are liable to pay taxes for that assessment year.

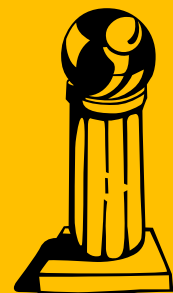
The government has now in fact made it mandatory for all citizens to file returns whether or not they come under the taxable bracket. Filing returns makes it easier for individuals and firms to enter into subsequent transactions as the income they have shown is now in the knowledge of the tax department and the tax for the same has been paid as per records. This also a means by which every right thinking citizen of the nation contributes to the progress and development of the nation. The money collected through taxes is the corpus from which the government undertakes welfare activities to improve the living conditions of the citizens.

Apart from helping the cause of the nation, filing income tax returns on time has many other individual advantages associated with it. Processing of home, educational and other types of loans require income tax returns to be shown to the lending institutions. Thus filing returns makes loans easier to process. It is mandatory to have income tax returns for the processing of any Visa. Registration of immovable properties in most states requires production of the tax returns of the last three years. Filing returns makes such registration procedures easier. Issuing of financial instruments of all kinds such as credit cards mandates the production of tax returns. Filing returns whether eligible for taxes or not helps pad up legally tenable income which will be useful subsequently to account for the wealth or property owned.

There are several disadvantages of not filing the tax returns on time under the various provisions of the income tax department. The various losses incurred by an individual or a firm in terms of business losses both speculative as well as non speculative, capital losses both short term as well as long term and various other types of losses which have not been reflected through proper tax returns in a financial year cannot be shown for exemption the subsequent years for the purpose of tax calculation as laid down under the Section 80 of the IT Act. In case the original IT return under Section 139(1) of the IT Act has not been filed then the revised return under Section 139(5) also cannot be filed subsequently when the assessee needs it.

Under the Sections 235(A), 235(B) and 235(C) of the IT Act, non filing of returns by assesses can attract a penalty of Rs 5,000 from the IT department. While filing of income tax returns may seem a voluntary activity on the face of it, there are legal provisions against those who do not do so. Even if a person is not eligible for taxes under the current provisions of the IT Act, it is wise to file the returns for the same so as to be on the right side of IT laws.

Additionally filing of proper returns on time lends you a peace of mind and declares all your income shown as legal since they have been taxed for. Individuals, companies, partnership firms, LLP, AOI, BLP and HUF are all liable to file the tax returns before the deadline.



10 REASONS WHY THE INDIAN ECONOMY HAS GONE OFF TRACK

Within days of Morgan Stanley and StanChart revising downwards India's growth forecasts for the current fiscal, Goldman Sachs and Bank of America-Merrill Lynch on Friday steeply scaled down their gross domestic product estimates for India to 6.6 per cent and 6.5 per cent respectively for 2012-13. These two revisions are the lowest forecasts yet, as the projection of Morgan Stanley is 6.8 per cent while that of StanChart is at 7.1 per cent, and are drastically lower than the government forecast of 7.6 per cent.



One: Inflation Monster

The single biggest failure of the second United Progressive Alliance government has been its inability to control inflation in general and food inflation in particular. Food prices, as measured by the official wholesale price index, have gone up at a faster pace over the last three years than they did in the five years of the first UPA government. Inflation adversely impacts the poor more than the rich or the middle classes and results in an indirect transfer of resources from the worse-off to the better-off sections of the population. When inflation is driven by high food prices as it has in India in recent years, the deleterious consequences are magnified since the economically underprivileged spend half or more of their incomes on food. Food inflation has not merely immiserised the poor and sharply eroded the real incomes of middle class families -- it has widened inequalities between the affluent and the indigent. The rich has certainly got richer. And even if the poor may not have got poorer, the gap between the rich and the poor has certainly widened contributing to social tensions. Whereas cereal prices have not gone up relatively, the increases in the prices of vegetables, fruits, milk and dairy products have been particularly steep. Inflation has had a negative impact on household savings and slowed down the demand for consumer durables and industrial products.

Two: Ineffective Monetary Policies



To treat the problem of inflation as largely a monetary policy issue and by placing a great onus on the Reserve Bank of India to curb inflation by containing liquidity, the government has simplistically followed textbook notions of checking "too much money chasing too few goods". Food inflation has been primarily driven by supply constraints. The mismatches between demand and supply have worsened on account of inadequate coordination between different ministries (Commerce, Finance, Agriculture, Food and Consumer Affairs) to balance the needs of exporters and the domestic market, causing spikes in the prices of particular food products like sugar, onions and pulses. Thus, by tightening liquidity, the RBI has had to perforce harden interest rates, which, in turn, has contributed to a slowdown of investments in industry and capital formation. The dip in the index of industrial production has exacerbated the phenomenon of "jobless growth" in the country, even as the government has remained singularly obsessed with stepping up the rate of growth of gross domestic product (GDP) and not with ensuring equitable distribution of the benefits of economic growth.

Three: Weakening Rupee



The depreciation in the value of the Indian rupee vis-a-vis the US dollar is a consequence not only of external factors but also of the country's imports growing faster than exports resulting in the trade deficit jumping by 56 per cent between 2010-11 and 2011-12. The deficit has sharply widened because imports - more than half of the country's import bill is accounted for by two items, crude oil and gold - are inelastic and export growth has been sluggish. India's export markets in the West have disappeared or shrunk drastically on account of the Great Recession while many of the country's exportable products are still not sufficiently competitive in Asian markets (despite the recent depreciation). The fall in the external value of the rupee by a fifth over the last year has contributed to foreign institutional investors shying away from stock exchanges (leading to the decline in share indices) and foreign direct investors repatriating larger amounts to their home countries, even as domestic industrialists prefer to invest outside India rather than at home. The higher rupee value of imported petroleum - India currently imports 80 per cent of the country's total requirements of crude oil - is adding to inflationary pressures.

Four: Oily Mess



The country's petroleum sector is in a state of chaos. It is claimed that petrol prices have been decontrolled but public sector oil refining and marketing companies like Indian Oil Corporation do not increase prices without a nod from the government. Otherwise, how does one explain the sudden one-shot increase of Rs 7.50 in the retail price of each litre of petrol on May 23 when oil companies could have gradually increased petrol prices over the last five months? With the gap between petrol and diesel prices rising and with the government unwilling to increase excise duties on diesel cars, sales of diesel cars continue to shoot up adding to urban pollution and wastage of subsidies. Meanwhile, the adulteration of kerosene with other petroleum products continues to be rampant. The government does not want to give up its shares of taxes from the petroleum industry and oil companies persist in paying dividends and showing profits on their books of account while complaining loudly about "under-recoveries" on account of subsidized sales of diesel, cooking gas and kerosene. What a slippery slope!!!

Five: Reluctant Regulation



The misutilisation of natural resources has been facilitated by reluctant regulators, who were typically former bureaucrats and who were often selected for their subservience to their political masters. From financial markets to electricity distribution, the government did not deliberately empower regulatory authorities in the wake of economic liberalisation thereby offering wide windows of opportunity to crony capitalists to milk the system and earn super-normal windfall gains. The regulatory bodies became sinecures to park loyal babus after they retired. The government did away with the Monopolies and Restrictive Trade Practices Commission with alacrity but failed to expeditiously empower the Competition Commission that could check abuses of market dominance. The Petroleum and Natural Gas Regulatory Board is another example of a body that has been consciously rendered toothless and made a fringe player.

Six: Crony Capitalism



The ugly underbelly of the policies of economic liberalisation followed over the last two decades has been crony capitalism at its worst. The most prominent of Indian industrialists have emulated some of the worst practices of Russian and Chinese oligarchs in the manner in which they have successfully influenced government policies and systematically subverted the rule of law. One example will illustrate this contention. There are at present seven mobile phones for every ten citizens - and more phone subscribers than human beings in most urban areas - in a country where there used to be one phone for every thousand individuals as recently as 1997, three years after the government gave up its monopoly over the telecommunications sector. This is also the same sector which has witnessed the biggest scandal in independent India (and perhaps in the world) on account of misallocation and undervaluation of scarce electro-magnetic spectrum that may have resulted in a "presumptive" or "notional" loss of close to US\$ 40 billion to the exchequer, according to the Comptroller & Auditor General of India. Even as official policies continue to marginalize public sector corporations (witness the current state of Air India and Bharat Sanchar Nigam Limited, to name only two), powerful lobbies of private industrialists continue to exert an influence on government decisions. Contracts are tailored to benefit private companies at the expense of government organizations, an example being the natural gas exploration contracts relating to Reliance Industries Limited and the Oil & Natural Gas Corporation.

Seven: Misutilisation of Natural



The second-generation (2G) spectrum scam epitomizes the manner in which the Union government, which is supposed to act as a custodian of natural resources that belong to the people of the country, has failed to perform its functions in a prudential and impartial manner. Instead of ensuring transparency in the manner in which natural resources are valued and allocated, government policies have been opaque and less than fair resulting in a plethora of allegations of corruption and nepotism. From coal and natural gas to iron ore and telecom spectrum, from the manipulation of land use laws by Adarsh Housing Society in south Mumbai to the way in which the Commonwealth Games were conducted in New Delhi, those in positions of power have brazenly sought to cover up acts of abuse of discretionary authority and illegal appropriation of rents. The issue of land acquisition by private industry for non-agricultural purposes - for digging up coal or for setting up special economic zones for export-oriented industries -- remains highly contentious and deeply divisive.

Eight: Politics-Crime-Business Nexus



The combination of crony capitalism, reluctant regulation and misutilisation of natural resources has manifested itself in the ugly nexus among corrupt politicians, criminals and businesspersons. No one symbolises this nexus better than Gali Janardhana Reddy, former Minister for Tourism, Infrastructure Development and Youth Affairs in the government of Karnataka led by B.S. Yeddyurappa. While both have been disgraced and have had to spend time behind bars, they successfully spearheaded the systematic loot of iron ore located in the districts of Bellary in Karnataka and Ananthapur in Andhra Pradesh. Much of the illegally-mined ore was exported to China in the run-up to the Beijing Olympics. Other examples of the operation of this corrupt nexus can be found in different parts of the country, in Jharkhand, Madhya Pradesh, Orissa and Rajasthan, where representatives of the mining mafia rule the roost because of their close association with influential politicians and bureaucrats.

Nine: Red Corridor



Juxtapose the mineral map of India with maps showing the presence of forest resources, areas where tribals and indigenous communities dominate and zones where left-wing extremism are at their peak, and one will discern the presence of the proverbial 'red corridor' that occupies over a fourth of the country's geographical area from the Himalayan mountains (the Pashupati temple in Nepal) to the Bay of Bengal (not far from the Tirupathi temple). Is it a coincidence that these areas overlap with one another? Certainly not. India is right now in a vicious cycle in dealing with what Prime Minister Manmohan Singh has time and again described as the country's "biggest internal security threat". We all agree that the Maoist "menace" cannot be treated as a law-and-order problem but one relating to absence of development. Good officers do not want to serve in these districts. Roads, schools, health-care centres and mobile phone towers are not built because Naxalites don't want them. So these areas remain economically challenged even though on paper, money is shown as being spent. And left-wing extremists gain ground. The vicious cycle goes on.

Ten: Political Paralysis



Instead of focusing on reforms for the health-care and education sectors and proper delivery of subsidies to assist the fourth of the country's population whose conditions are worse than those who live in Sub-Saharan Africa, the government has tried to bring about contentious policy changes - such as allowing foreign investments in multi-brand retail outlets - that elude a consensus within the ruling coalition, leave alone the entire political class. Rather than concentrating its efforts on hiking the cap on foreign investments in insurance companies and allowing pension companies to play the stock markets, the government could have tried much harder to bring about what is arguably the most important economic reform measure, namely, a common goods and services tax across the country's 28 states and seven Union territories that would not just unite India's fragmented market but also reduce corruption by ensuring transparency.



20 MOST CORRUPT COUNTRIES IN THE WORLD



Corruption is a big problem not only in India, but across the world. Here we take a look at 20 most corrupt countries in the world.

<p>1. Uzbekistan</p> <p>Corruption Index: 89.6 out of 100</p> <p>Factors (each out of 10):</p> <p>Public Perception of Corruption: 8.4</p> <p>Corruption of the Press: 9.4</p> <p>Political Rights Corruption: 10.0</p> <p>Civil Liberties Corruption: 10.0</p> <p>Business Disclosure Opacity: 7.0</p>	<p>2. Eritrea</p> <p>Corruption Index: 87.8 out of 100</p> <p>Factors (each out of 10):</p> <p>Public Perception of Corruption: 7.5</p> <p>Corruption of the Press: 9.4</p> <p>Political Rights Corruption: 10.0</p> <p>Civil Liberties Corruption: 10.0</p> <p>Business Disclosure Opacity: 7.0</p>	<p>3. Laos</p> <p>Corruption Index: 87.8 out of 100</p> <p>Factors (each out of 10):</p> <p>Public Perception of Corruption: 7.8</p> <p>Corruption of the Press: 8.5</p> <p>Political Rights Corruption: 10.0</p> <p>Civil Liberties Corruption: 8.6</p> <p>Business Disclosure Opacity: 9.0</p>	
<p>4. Afghanistan</p> <p>Corruption Index: 86.3 out of 100</p> <p>Factors (each out of 10):</p> <p>Public Perception of Corruption: 8.5</p> <p>Corruption of the Press: 7.5</p> <p>Political Rights Corruption: 8.6</p> <p>Civil Liberties Corruption: 8.6</p> <p>Business Disclosure Opacity: 10.0</p>	<p>5. Equatorial Guinea</p> <p>Corruption Index: 84.2 out of 100</p> <p>Factors (each out of 10):</p> <p>Public Perception of Corruption: 8.1</p> <p>Corruption of the Press: 9.0</p> <p>Political Rights Corruption: 10.0</p> <p>Civil Liberties Corruption: 10.0</p> <p>Business Disclosure Opacity: 5.0</p>	<p>6. Belarus</p> <p>Corruption Index: 83.0 out of 100</p> <p>Factors (each out of 10):</p> <p>Public Perception of Corruption: 7.6</p> <p>Corruption of the Press: 9.3</p> <p>Political Rights Corruption: 10.0</p> <p>Civil Liberties Corruption: 8.6</p> <p>Business Disclosure Opacity: 6.0</p>	
<p>7. Democratic Republic of Congo</p> <p>Corruption Index: 82.5 out of 100</p> <p>Factors (each out of 10):</p> <p>Public Perception of Corruption: 8.0</p> <p>Corruption of the Press: 8.1</p> <p>Political Rights Corruption: 8.6</p> <p>Civil Liberties Corruption: 8.6</p> <p>Business Disclosure Opacity: 8.0</p>	<p>8. Swaziland</p> <p>Corruption Index: 81.3 out of 100</p> <p>Factors (each out of 10):</p> <p>Public Perception of Corruption: 6.9</p> <p>Corruption of the Press: 7.6</p> <p>Political Rights Corruption: 10.0</p> <p>Civil Liberties Corruption: 7.2</p> <p>Business Disclosure Opacity: 9.0</p>	<p>9. Iran</p> <p>Corruption Index: 79.1 out of 100</p> <p>Factors (each out of 10):</p> <p>Public Perception of Corruption: 7.3</p> <p>Corruption of the Press: 9.1</p> <p>Political Rights Corruption: 8.6</p> <p>Civil Liberties Corruption: 8.6</p> <p>Business Disclosure Opacity: 6.0</p>	
<p>10. Ethiopia</p> <p>Corruption Index: 78.5 out of 100</p> <p>Factors (each out of 10):</p> <p>Public Perception of Corruption: 7.3</p> <p>Corruption of the Press: 7.8</p> <p>Political Rights Corruption: 8.6</p> <p>Civil Liberties Corruption: 8.6</p> <p>Business Disclosure Opacity: 7.0</p>	<p>11. Chad</p> <p>Corruption Index: 78.2 out of 100</p> <p>Factors (each out of 10):</p> <p>Public Perception of Corruption: 8.0</p> <p>Corruption of the Press: 7.5</p> <p>Political Rights Corruption: 10.0</p> <p>Civil Liberties Corruption: 8.6</p> <p>Business Disclosure Opacity: 5.0</p>	<p>12. Syria</p> <p>Corruption Index: 76.8 out of 100</p> <p>Factors (each out of 10):</p> <p>Public Perception of Corruption: 7.4</p> <p>Corruption of the Press: 8.4</p> <p>Political Rights Corruption: 10.0</p> <p>Civil Liberties Corruption: 8.6</p> <p>Business Disclosure Opacity: 4.0</p>	
<p>13. Ivory Coast</p>	<p>14. Iraq</p>	<p>15. Venezuela</p>	<p>16. Angola</p>
<p>17. Yemen</p>	<p>18. Burundi</p>	<p>19. Cambodia</p>	<p>20. Haiti</p>

TYCOONS-Naresh Goyal's success story



Naresh Goyal had to walk for a few miles every day to school as his parents could not afford a bicycle for him, and started his career as a cashier at his maternal uncle's company at a starting salary of Rs 300 a month. Today, the net worth of the Jet Airways [Get Quote] promoter is over Rs 81 billion (Rs 8100 crore), which makes him the sixth richest Indian as per the Business Standard Billionaire Club.

Goyal, however, hasn't forgotten his humble past. A reason why he remains modest and avoids the limelight. For e.g. minutes after announcing his decision to buy Air Sahara for Rs 2,225 crore (Rs 22.25 billion) - a deal, which gives him control over almost half of India's domestic aviation airspace - Goel refuses to give it much importance and said, "It's no big deal. I am neither happy nor excited. Such acquisitions have been the way of life in the west." The modesty has been interpreted in many ways. While his associates say it shows that the man has his feet firmly on the ground, others say it's his way of avoiding controversies. Which is understandable, as Goyal has had his share of questions raised about the origin of funds. More recently, the US government has been dragging its feet on giving Jet permission to fly to that country because of what it called the airline owner's questionable links. For the moment, however, the 56-year-old Goyal is on Cloud 9, and says he is "open to all new trends and will grab the opportunities coming his way." He has been doing precisely that ever since he got into the civil aviation industry 36 years back. He also has clear ideas about which way to go. For example, he thinks low cost airlines are just a myth in India. There is nothing to call low cost carriers in India because there is no alternate second airport such as in Europe or the US. All airlines are paying for the same fuel, navigation, landing charges, which add up to 80 per cent of the total cost. There is hardly anything you can do with the balance 20 per cent.

Goyal holds a Bachelors of Commerce degree and after completing his education in 1967, joined the travel business as a general sales agent for Lebanese International Airlines. Subsequently, he was appointed the public relation manager of Iraqi Airways in 1969 and from 1971 to 1974 was the regional manager for ALIA, Royal Jordanian Airlines. During this period, he also worked with the Indian offices of Middle Eastern Airline, where he gained experience in various areas including ticketing, reservations and sales. He was, thereafter, appointed regional manager of Phillipine Airlines where he handled the commercial operations of the airline in India. He started on his own in 1974 by floating Jetair Private Ltd (then known as Jetair Transportation Private Ltd) to provide sales and marketing representation to foreign airlines in India. Shortly thereafter in 1975, he was appointed regional manager of Phillipine Airline in India. Finally, in 1992, he took the big step of setting up his airline - Jet Airways. A firm believer in numerology, Goyal is fond of number "5". People close to him say his decision to acquire Air Sahara was also taken on the 5th many months ago.

BRANDED-Fcuk

French Connection distributes its clothing and accessories through its own stores in the UK, US and Canada and through franchise and wholesale arrangements globally. The company is famous for the use of the "fcuk" acronym in its advertising campaigns in the early 2000's which successfully raised its profile.

fcuk™

French Connection (also known as FCUK) is a UK-based global retailer and wholesaler of fashion clothing and accessories. Founded in 1972 by Chief Executive Stephen Marks it is based in London and its parent company, French Connection Group plc, is listed on the London Stock Exchange.

Having been successful in the fashion business since the early 1970's, in 1997, French Connection began using the branding "fcuk" (usually written in lowercase) in advertising. Reportedly, the first use of the acronym was on faxes was sent between their Hong Kong and London offices, headed "FCHK to FCUK". Although purportedly an acronym for French Connection United Kingdom, its similarity to the word "fuck" caused controversy.

French Connection exploited the controversy of the branding, producing an extremely popular range of t-shirts with messages such as "fcuk fashion", "hot as fcuk", "too busy to fcuk", "fcuk safely" etc. There were also a number of regionally specific messages, such as "fondle constantly until knackered" (in the UK), "fcuk in hull" and "no fcukin worries" (in Australia).

The success of the branding in raising French Connection's profile also caused others to use similar tactics. French Connection launched a trademark infringement case in the London High Court challenging the owner of "First Consultants UK Ltd", a computer company, over its use of the "fcuk" acronym. It was proven in the case the Internet Domain fcuk.com was registered prior to French Connection applying for the UK Trademark and its claim for passing off was dismissed. Mr Justice Rattee refused to grant an injunction, describing French Connection's use of the acronym as "a tasteless and obnoxious campaign."

The effect of the controversial logo eventually wore off and French Connection stopped using the acronym in advertising in 2005 and reduced its profile in its shops. However it is still used on certain menswear products and in-store branding. Despite this lowering of the profile, French Connection remains known as "fcuk", particularly by the UK press.

Coca-Cola is everywhere.

The iconic American brand is recognized instantly around the globe and sold in more than 200 countries. Additionally there are thousands of subsidiary beverages that you might have no idea are owned by Coke. Despite three CEO changes since 2000, Coke has kept a firm lead in the U.S. carbonated drinks market, with 42.8% market share to Pepsi's 31.1%. Altogether 1.7 billion servings of Coke products are consumed every day.

1. Of the 55 billion servings of all kinds of beverages drunk each day (other than water), 1.7 billion are Coca-Cola trademarked/licensed drinks.
2. Coke makes so many different beverages that if you drank one per day, it would take you over 9 years to try them all
3. Coca-Cola's \$35.1 billion in revenue makes it the 84th largest economy in the world, just ahead of Costa Rica
4. The Coca-Cola brand is worth an estimated \$74 billion: more than Budweiser, Pepsi, Starbucks and Red Bull combined
5. Although Coca-Cola revenue was 38% less than PepsiCo's last year, Coke generated more in soft drink revenue -- around \$28 billion vs. \$12 billion.
6. If every drop of Coke ever produced were put in 8-ounce bottles and laid end-to-end, they would reach the moon and back over 2,000 times.
7. If you stacked up Coke's 2.8 million vending machines, they would take up 150.2 million cubic feet of space -- the size of 4 Empire State Buildings.
8. The red and white Coca-Cola logo is recognized by 94% of the world's population.
9. There are 33 non-alcoholic brands that generate over \$1 billion in revenue. Coca-Cola owns a whopping 15 of them.
10. round the world, the average person consumes a Coke product every four days.
11. Coca-Cola spends more money on advertising than Microsoft and Apple combined.
12. Americans ingest 1.7 million tons -- or 10.8 pounds per person -- of sugar each year from Coca-Cola alone.
13. The average Mexican drinks more Coke products than the average American, British, Indian, and Chinese combined.
14. Coke uses 300,000 tons of aluminium for its cans every year just for its US operations. That's equal to 17.4% of what the entire US aluminium industry produces.
15. Coca-Cola sells more than 1000 kinds of juice drinks, including: Simply, Minute Maid, Fruitopia, Hi-C, Fuze and Odwalla.

Coca-Cola is one of the most popular soft drinks in the world. In fact, over one billion cans of Coca-Cola are consumed every day. But this magical drink can be used in many more ways than just an ordinary cold refreshment.

- ❖ Coca Cola was first invented by a pharmacist name John Pemberton as a medicine to cure headaches.
- ❖ Coca-Cola is called "Coca-Cola" because of the original ingredients used in the medicine, Coca leaves and Kola seeds. Wine was also added in place of sugar similar to the coke we drink today.
- ❖ When Mentos is added to Coca-Cola, the carbon dioxide in the coke will be rapidly released, causing the coke in the bottle to burst out. Diet coke works the best.
- ❖ Coca-Cola can also be used as a cleaning solution, cleaning anything from rusty pans to dirty toilets. It can also be used to remove odor.
- ❖ If you accidentally got gum in your hair, rinse it in coca-cola and the gum will come of very easily.
- ❖ Coca-Cola usually have the phrase "Original Formula" near the bottom of their cans/bottles, but it is not actually "original", since in 1985, a portion of the sugar in Coca-Cola was removed and replaced by high fructose corn syrup, causing an altered taste as well as causing the coke to become unhealthy.
- ❖ Coca-cola was first green.
- ❖ coca-cola means "to make mouth happy" in Chinese.
- ❖ While someone was having a competition "who can drink the most coke in one go" they drank 8 bottles of coke and died on the spot. This was because he had too much carbon dioxide and to less oxygen in his blood.
- ❖ In many states highway patrols carry 2 gallons of coke in the truck to remove blood from car accidents on the highway.
- ❖ Only a few people know the secret formula for 'Coca-Cola'. Concentrate for 'Coca-Cola' is made in a number of centralised production facilities, and is exported to all countries in the world that bottle 'Coca-Cola'.
- ❖ If all the 'Coca-Cola' ever produced were flowing over Niagra falls at its normal rate of 1.5 million gallons per second instead of water, the falls would flow for 38 hours and 46 minutes!

20 COUNTRIES WITH HIGHEST INCOME TAX RATE!

While many in the Indian salaried class think that a good portion of their money goes into paying taxes, the truth is that income tax in India is much lower than many countries across the world. Let us have a look at top 20 countries with highest income taxes, according to a KPMG study.

1. Sweden: Income tax rate: 56.6 per cent

Sweden has a comprehensive social security system including retirement pension insurance, health insurance, parenthood insurance, survivor's pension insurance, rehabilitation insurance and occupational accident insurance. Both employers and employees contribute to the social charges.

2. Denmark: Income tax rate: 55.4 per cents

Gifts to unrelated parties are treated as personal income in the hands of the recipient, while gifts over a certain threshold to certain close relatives are subject to 15 per cent gift tax.

3. The Netherlands: Income tax rate: 52 per cent

Married couples (fiscal partners) file tax returns as separate individuals, however unmarried couples living together on the same address for more than half a year, can elect to be treated as fiscal partners too.

4. Austria: Income tax rate: 50 per cent

There is no inheritance and gift tax in effect since July 31, 2008. There are, however, reporting requirements if the value of the gifted/inherited amount exceeds certain limit.

5. Belgium: Income tax rate: 50 per cent

Expatriate tax concessions are available for executives temporarily assigned to Belgium or directly recruited from abroad. These concessions provide for substantial income tax relief.

6. Japan: Income tax rate: 50 per cent

In addition to health insurance, those aged 40 or older are required to contribute to the nursing care insurance (0.75 per cent capped at JPY9,075 per month).

7. The United Kingdom: Income tax rate: 50 per cent

Although 50 per cent is the top rate of tax, the phase out of personal allowances on income over 100,000 pounds can result in a marginal tax rate of 60 per cent.

8. Finland: Income tax rate: 49.6 per cent

Employee social security rate is 0.4 per cent for unemployment insurance, 2.4 per cent for sickness insurance, and 4.5 per cent (5.7 per cent if employee is 53 years or older) for pension insurance.

9. Norway: Income tax rate: 47.8 per cent

The employee must pay 7.8 per cent (uncapped) on gross income to the social security scheme. The contribution is included in the general tax assessment.

10. Ireland: Income tax rate: 47 per cent

Employee social security has two components: Pay Related Social Insurance is 4 per cent up to an earnings cap of 75,036 euros; health levy is 4 per cent on the first 75,036 euros, 5 per cent on remainder.

Country	Income Tax Rates
11. Iceland	46.3 per cent
12. Portugal	45.9 per cent
13. Germany	45 per cent
14. Australia	45 per cent
15. China	45 per cent
16. Greece	45 per cent
17. Israel	45 per cent
18. Italy	43 per cent
19. Spain	43 per cent
20. Papua New Guinea	42 per cent

Income TAX in India

Income tax slab (in Rs.)	Tax
0 to 2,00,000	No tax
2,00,001 to 5,00,000	10%
5,00,001 to 10,00,000	20%
Above 10,00,000	30%

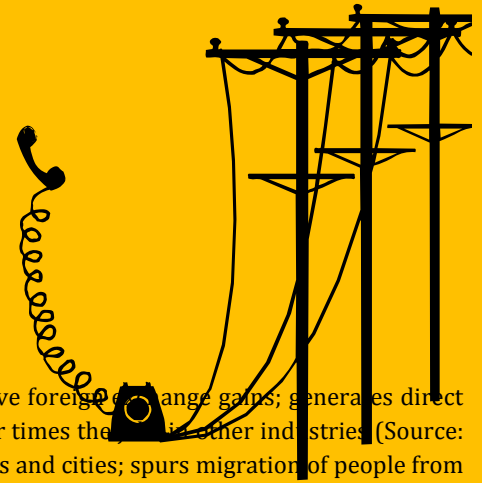
India Income tax slabs 2012-2013 for General tax payers

The government of India imposes an income tax on taxable income of individuals, Hindu Undivided Families (HUFs), companies, firms, co-operative societies and trusts (identified as body of individuals and association of persons) and any other artificial person. Levy of tax is separate on each of the persons. The levy is governed by the Indian Income Tax Act, 1961. The Indian Income Tax Department is governed by the Central Board for Direct Taxes (CBDT) and is part of the Department of Revenue under the Ministry of Finance, Govt. of India. Income tax is a key source of funds that the government uses to fund its activities and serve the public. There are close to 35 million income tax payers in India



10 REASONS - WHY YOU SHOULD WORK IN A BPO?

The business process outsourcing industry in India refers to the business process outsourcing services in the outsourcing industry in India, catering mainly to Western operations of multinational corporations (MNCs).



BPO industry that grows at high double-digit rates for two decades; provides massive foreign exchange gains; generates direct employment at levels way above the per capita income; catalyses the creation of four times the jobs in other industries (Source: Nasscom Strategic Review, 2007); becomes the basis for development of new suburbs and cities; spurs migration of people from smaller towns in huge numbers; and, in short, lifts an entire economy.

Finished college and planning to join a BPO? BPO jobs in fresh graduates, post graduates and final year students very popular. The most important thing about BPO jobs, they give very handsome salary, from this money students can peruse their further studies, improve themselves by academic, professional courses something like this, if not then they save the money for their future etc.

BPO is offering jobs in large numbers. Moreover, it's hard to get the pink slip if you are working for the BPOs. If employees don't perform well, they are simply shifted to a different process or sent back for retraining. Now let's take a look at the pros and cons of joining the BPO sector as a career.

Ten reasons why you should join a BPO

1. One can earn a quick buck and lots of it. The companies provide excellent remuneration packages compared to other industries.
2. No technical qualification required but if you have then it would help you understand the technical part of process quickly.
3. No investment needed to upgrade you unlike many other professions.
4. One's communication skills can be greatly improved. Many shysters end up as articulate dudes. The call centers run Personality Development Programmers free of cost along with regular voice & accent training.
5. You can actually imbibe a lot of knowledge depending on the industry you are working for, i.e. insurance, finance, accounting, telecoms, auto, computer hardware etc. The companies also provide international certifications for the industry trainings.
6. You may be made to undergo the six-sigma and other quality control programmers hugely in demand in the corporate world.
7. You get good food for free and lots of recreational activities like gym, swimming pool, billiards, Internet for free. Also, one gets free home pick up and drops in AC cabs.
8. The work environment of most of the international call centers is truly world class. Also, most of the international BPO firms insure their employees for free. Plus, there are parties and get together at excellent hotels and discs on weekends all paid by the company. Camping tours are also arranged by the companies at hill resorts.
9. There are open feedback sessions during training which help you to know your strengths and weaknesses. You also learn team building skills and management.
10. Working in a BPO also helps while applying for a Visa to a foreign country. It gives you added points and helps if you are planning to immigrate as you are already familiar with their culture.



WHY YOU SHOULD WORK IN A BPO?



Myths	Realities
BPO is another dotcom phenomena and all the euphoria is going to be short-lived, with the current boom ending in a bust.	BPO is a well-established industry built on solid infrastructure of people, processes and technology than the marketing hype that drove the dotcom boom.
As the BPO euphoria dies down, most jobs will be at risk and are likely to get eliminated.	BPOs have existed in the Western world for many years, employing a phenomenal three per cent of the US and UK working population. It's highly improbable that the current jobs being created in India will be eliminated.
India is losing its competitive advantage and countries like China and Russia will snatch most of the future growth in BPO.	While it is true that salaries in the BPO industry in India are rising rapidly, the industry is currently confined to the main metros. As second tier cities emerge, India has enough manpower to retain competitiveness for many years to come. Also, countries like China and Russia have a long way to go in English proficiency.
As the US political backlash against India intensifies, the Philippines is emerging as the preferred off-shoring destination for US corporations.	Election year in the US has made offshore outsourcing a major political issue. But companies are still outsourcing in huge numbers to India. This offers greater depth and breadth of skill sets than competing countries like the Philippines.
There are significant quality issues facing India, resulting in many companies like Dell, Lehman Brothers and Microsoft withdrawing their business from the country.	Some companies have pulled back business from India. But such instances are few and far between. In fact, many of these companies have subsequently sent more work to India, despite initially withdrawing some business.
There is huge attrition in Indian BPOs because the workforce is frustrated with their jobs and unable to work odd hours (night shifts) for long periods of time.	The reason for high attrition in call centres is more because of poaching by competitor BPOs by offering higher salaries and/or designations. In fact, rather than leaving the industry, most youngsters are busy job-hopping due to the tremendous opportunities available within the industry. The difficulties associated with night shifts are highly exaggerated.
There are limited career opportunities within the call centre/BPO industry; roles are limited to customer service agents and team leaders.	The BPO industry offers a huge range of job roles in varied functions like quality, human resource, finance, IT, project management, training, facilities management, etc.
Most BPOs in India tend to exploit their workforce, forcing them into monotonous jobs with few facilities or benefits.	BPOs in India are today attracting the best talent from various industries, including hospitality, financial services, retail, travel, etc. This is largely because of better packages and benefits being offered by BPOs. Examples: home pick-up and drops, medical insurance, recreational facilities, range of rewards and recognition schemes.
Working in an IT enabled services environment results in various health-related ailments associated with working for long hours on computers or talking for long hours on the phone.	Almost all jobs today involve working on computers or talking for long hours on the phone. In fact, BPOs tend to be more careful about proper ergonomics, acoustics and overall workplace environment than most other companies.
Working in BPOs tends to restrict future job prospects. There are limited opportunities to pursue a career outside the industry.	BPOs provide their people with invaluable international exposure of working for leading global companies. Also, the skills developed while working at call centres (ex communication abilities, process-orientation, domain knowledge, etc), are highly desirable, cutting across industries in India and overseas.
Most employees treat call centres and BPOs as a short-term career option, good for earning a quick buck but not for building a long-term career.	On the contrary, most employees are building a long-term career in the industry. In fact, BPOs are attracting the best talent from other industries that are not able to offer similar compensation and career growth options.

SHARE BAZAAR



HOW TO INVEST IN SHARE MARKET?

The First Questions Comes to the mind of person **How To invest in the share market** when he prepares himself for stock trading. Basically you should have a clear vision what type of returns you want . Here We are giving you simple guideline that will be helpful for you for the online trading:

Subscribe to a dealer or securities investment firm with ties to the **Indian stock market**. The determining factor in the recruitment of financial markets is an experience in which you invest your money. Brokers can be expensive, but tend to respond quickly to questions about individual actions.

When a person want to buy/sell shares in the share market then he has to first place the order with a broker or can do himself using online trading systems .When you buy a share, the message is transferred to the exchange [either NSE or BSE] and the order stays in the queue of exchange's other orders and gets executed if the price of that share comes to that value. Once you get the confirmation of this transaction, the shares purchased, will be sent to your demat account. The shares will be stored in demat account in electronic format.

What is Demat Account and Why it necessary?

- The Securities and Exchange Board of India (SEBI), has made it compulsory to open a demat account if you want to buy and sell shares in the Indian share market.
- Demat (short form of Dematerialization) is the process by which an investor can get shares (also called as physical certificates) converted into electronic form maintained in an account with the Depository Participant (DP).
- DP could be organizations involved in the business of providing financial services like banks, brokers, financial institutions etc. DP's are like agents of Depository.
- Depository is an organization responsible to maintain investor's securities (securities can be shares or any other form of investments) in the electronic form. In India there are two such organizations called NSDL (National Securities Depository Ltd.) and CDSL (Central Depository Services India Ltd.)
- Investor's wishing to open Demat account has to go DP and open the account.
- Opening the Demat account is as simple as opening the saving bank account with any bank.
- As you need bank account to save money, deposit cheques etc, likewise you need to have a demat account to buy and sell stocks in share market and to hold the shares.

Why One Should Invest In Stock Market ?

There are a few of us who has ever adopted a planned and systematic approach to investing. The approach has always been largely ad hoc in nature. For instance, most of us put an alarm to wake us up in the month of March every year so that we can primarily save taxes and consequently make good investments so that it give us a tax break and would help us to reduce our tax liability. So let us see why one should invest in stock market. The stock market doesn't care about you or your plans. It doesn't have any agenda and could care less about yours. Despite what you may have heard on late-night infomercials or read in an unsolicited e-mail, there are no magic formulas for investing success. There are no secrets of the rich and famous; no secret passwords or handshakes. In truth, there is nothing standing between you and successful investing, but some hard work and understanding the fundamentals of investing. While institutional investors have an advantage (more resources, more fulltime professionals), you still have access to all the information you need to be successful.

The truth is no one knows with certainty when the market is going to move up or down. We can be guided by what has happened in the past and what logic tells us about today's markets. Historically, stocks have rebounded following a recession or a bear market. The rebound may have been swift or slow, but it has always happened. One of the major benefits of owning stocks is their ability to produce current income (dividends) and long-term growth. When the economy rebounds, some companies will be in better financial condition than others. Mature companies with established markets may be in an enviable financial position.

As is often the case, companies providing products or services to businesses may experience rapid growth. Companies that have curtailed spending during the economic crisis will play catch-up, scrambling to capture market share or protect what they still have. Stocks offer traders and investors opportunities for success. This is not unique among securities, but it does make equities a versatile investment. Long-term investors (buy and hold) have found opportunities for success in picking good companies and riding with them until something changes the investor's opinion of the company or its stocks.



*As on 5-Aug-2012

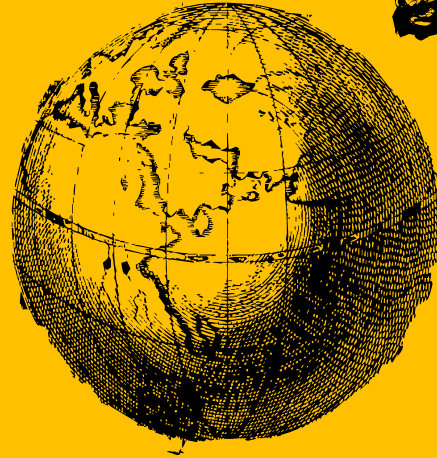
COMMODITIES

A: METALS

Name	Price	Change	%Change
Gold Aug 12	1,606.00	18.6	1.17%
Copper Aug 12	3.37	0.08	2.38%
Palladium Sep 12	578.2	10.35	1.82%
Platinum Oct 12	1,414.40	26.6	1.92%
Silver Aug 12	27.79	0.81	3.00%
Gold 100 oz. Aug 12	1,619.30	32.2	2.03%
Silver 5000 oz. Sep 12	27.5	0.52	1.91

B: ENERGY

Name	Price	Change	%Change
Crude Oil Sep 12	91.4	4.27	4.90%
Heating Oil Sep 12	2.93	0.08	2.95%
Natural Gas Sep 12	2.88	-0.04	-1.47%
RBOB Gasoline Sep 12	2.93	0.06	2.14%



CURRENCY EXCHANGE RATE

Currency	Rupee ₹	US \$	Euro €	UK £	Aus \$	Japanese ¥	Singapore \$
1 Rupee =	1	0.0179	0.0145	0.0115	0.017	1.407	0.0223
1 US \$ =	55.75	1	0.8071	0.6391	0.9462	78.44	1.2418
1 Euro € =	69.0745	1.239	1	0.7918	1.3095	97.1875	1.5386
1 UK £ =	87.232	1.5647	1.2629	1	1.6537	122.7351	1.943
1 Aus \$ =	58.9222	1.0569	0.853	0.6755	1	82.9032	1.3125
1 Japanese ¥ =	0.7107	0.0127	0.0103	0.0081	0.0135	1	0.0158
1 Singapore \$ =	44.8945	0.8053	0.6499	0.5147	0.8511	63.1664	1

MUTUAL FUNDS

Equity Sector	Returns(1yr)
SBI Magnum Sector Funds Umbrella - FMCG - Growth	26.38%
ICICI Prudential FMCG Fund - Growth - Growth	18.66%
SBI Magnum Sector Funds Umbrella - Pharma - Growth	10.63%
Reliance Media & Entertainment Fund - Growth	2.67%
UTI MNC Fund - Growth	2.59%



RATE CHECK

Cash Reserve Ratio (CRR)	4.50% (wef 22/09/2012) - announced on 17/09/2012	Decreased from 4.75% which was continuing since 10/03/2012
Statutory Liquidity Ratio (SLR)	23%(w.e.f. 11/08/2012) (announced on 31/07/2012)	Decreased from 24% which was continuing since 18/12/2010

HOW TO PREDICT FUTURE STOCK PRICE?

It is impossible to predict the future price of stocks, Due to tentative nature of share prices, Stock prices are fluctuate by investor view about company's future performance and usual growth of the company. As we all know, stock prices will fluctuate always and keeping a tab on them is really a huge challenge. An investor buys a share of stock by resorting to various approaches that validate his investment by reaping rich profits. Before investing in a particular stock, it is very important to an investor to know about that particular stock financial statement. Here is some important tips to Predict Future Stock Price.

- Be Aware of All News Related to the Markets
- Study the Chart Patterns
- Observe the Volume Growth Carefully
- Know the Resistance Points Well
- Wait for a Break Out
- Keep an Eye on Company's Earnings
- Be Aware of the P/E of the Company



Be Aware of All News Related to the Markets: As a stock trader, which stocks you wish to buy, you must be aware of all news related to that company. From the recent news, you can predict whether it is having a positive or negative impact on the stock price. In case of a good news for a stock, positions can be made in advance and you can make very good profit in intra-day basis to. Good stock research is the key to success in this field.

Study the Chart Patterns: Studying stock chart patterns is very important for all interested in stock trading. Chart pattern analysis can be used to make short-term or long-term forecasts. The data can be intraday, daily, weekly or monthly and the patterns can be as short as one day or as long as many years. Gaps and outside reversals may form in one trading session, while broadening tops and dormant bottoms may require many months to form. Chart patterns help to understand weakness and strength in the stock thus enabling us to predict future price targets.

Observe the Volume Growth Carefully: Increasing volumes can mean that there is growing trader interest in the stock due to some positive news. However, on the other hand, if a stock is continuously breaking down with heavy volumes, then it is a sign that it is going down to a great extent. Generally, it has been observed that there is a substantial volume growth in the stocks of companies before they start their run up. Try to keep a track of the volumes of stocks on a daily basis and calculate the percentage rise or fall in them.

Know the Resistance Points Well: A resistance level is the opposite of a support level. It is where the price tends to find resistance as it is going up. This means the price is more likely to "bounce" off this level rather than break through it. However, once the price has passed this level, by an amount exceeding some noise, it is likely that it will continue rising until it finds another resistance level.

Wait for a Break Out: A price movement through an identified level of support or resistance, which is usually followed by heavy volume and increased volatility. Traders will buy the underlying asset when the price breaks above a level of resistance and sell when it breaks below support.

Keep an Eye on Company's Earnings: A stock needs to be technically as well a fundamentally strong to go up. So, you should be able to predict how the financial results of a company will be to trade the stock. Good results means increased investor confidence and that implies stock price advancement with good volumes. To predict company profits, you should be knowledgeable about income parameters and updates on mergers, stake sells and acquisitions.

Be Aware of the P/E of the Company: The P/E ratio (price-to-earnings ratio) of a stock (also called its "P/E", or simply "multiple") is a measure of the price paid for a share relative to the annual net income or profit earned by the firm per share. The P/E ratio can therefore alternatively be calculated by dividing the company's market capitalization by its total annual earnings.

INVESTMENT TIPS FOR STUDENTS.....!!!



The transition from high school student to college student is a defining period of life, it can be confusing too because there are lot of difference in the roles and responsibilities of a high school student and a college student. Adapting to college is full of life lessons and the biggest lesson involves handling money. There are many financial decisions that you never have to make as long as you are a school student, everything will be taken care by your parents. They worry about how much to spend on housing, food, clothes, telephone bills, entertainment, etc. All these things will never cross the high school students mind. But college students gradually have to start handling all these things. Money management is an art that has to be developed over a period of time, it will not happen overnight. Smart money saving tactics can make a major impact on your finances and your future.

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Here are some tips to make your financial dealings more feasible.

1. Plan our expenses and manage your finances according to that.
2. Keep aside a separate amount for things like entertainment, eating out, clothing, shopping, etc.
3. Organize your receipts, bills, bank statements, etc. by month and by category, this will help you to have a close eye on your spending.
4. Consider creative ways to save money. Bring lunches and snacks from home. Buy your text books and lab supplies second hand if possible.
5. There are many ways that students get in to debt. Education loan, Credit card are some of the reasons. So think twice before spending.

Everyone seems to have disposable money these days, students do. Diverting your disposable money to a productive sector is not a difficult task. Online trading gives you an opportunity to experiment all your learning and eagerness to earn money. You can do online trading by opening a Dmat a/c and trading a/c with any stock broker. Below given steps will help you to understand the process of online trading.

Step-1

Those students interested in doing the trading should approach a stock brokers and register with them. After registration, the broker will provide you a login name, password and a personal identification number (PIN).By using the login name and password you can login to your account and place an actual order using the place order window. Here you have to enter some criteria like quantity and price of the stock you intent to buy. You also have the option to review the order and reset the values. Once the review is done satisfactorily, your order has to be sent to the broker.

Step-2

In the next Step the exchange receives money and completes the settlement. You will be informed about the settlement either through demat or through e-mail.

Step-3

Here the investor will receive an "Order Confirmation" ' message along with the order number and the value of the order.

Step- 4

In case if the order is rejected by the Broker or the Stock Exchange an appropriate message will appear on the screen. Sixth step is related to the mode of payment. There are different modes of payment some brokers will take some advance payment from the investors and will fix their trading limits. When the trade is executed, the broker will ask you to transfer the funds to his account. There are 100 other ways to earn money but it won't help you to learn the dynamics of stock market. Opening Dmat and trading account with an online trading broker will help you to explore the huge potential of stock market.

HOW TO BUY LIFE INSURANCE AND FROM WHOM TO BUY?




Insurance Intermediaries

1. Insurance is a complex product representing a promise to compensate the insured or third party according to specified terms and conditions in the event of the occurrence of a covered contingency. In most insurance transactions there is usually an intermediary - an insurance agent (individual or corporate) or an insurance broker.
2. Insurance intermediaries serve as a bridge between consumers (seeking to buy insurance policies) and insurance companies (seeking to sell those policies).
3. Insurance brokers are licensed by the IRDA and governed by the Insurance Regulatory and Development Authority (Insurance Brokers) Regulations, 2002. Individual insurance agents and corporate agents are also licensed by the IRDA and governed by the Insurance Regulatory and Development Authority (licensing of Individual Insurance Agents) Regulations, 2000 and the Insurance Regulatory and Development Authority (Licensing of Corporate Agents) Regulations, 2002, respectively. These Regulations lay down the Code of Conduct for the respective intermediaries.
4. An intermediary has a distinct role to play in the entire life cycle of a product, from the point of sale through policy servicing, up to claim servicing. An intermediary shall provide all material information with respect to a proposed cover to enable the prospect to decide on the best one. The intermediary is expected to advise the prospect with complete disclosures and transparency. After the sale is effected, the intermediary must coordinate effectively between the customer and the insurer for policy servicing as well as claim servicing.
5. IRDA has prescribed regulations for protecting the interests of policyholders casting obligations not only on Insurers but also Intermediaries. These prescribe obligations at the point of sale as well as policy servicing and claims servicing.




Tips on dealing with Insurance Intermediaries

1. While dealing with Insurance Intermediaries, check out the following:
2. Ask for and check whether the person holds a valid license and is authorized for the particular business. For example the Intermediary should be licensed to sell life insurance or general insurance or both (holding a composite license). A referral always helps.
3. Check whether he or she has a good knowledge of various insurance products/policies
4. He or she should understand your needs and what you are seeking. Always ensure that you consider only products that you can afford. Beware of tall promises and over-selling tactics. Consider only what you can afford.
5. Ask questions and understand the policy terms and conditions of the policy the Intermediary is trying to explain to you.
6. You must be satisfied that you understand what your commitments are. What are the payments or amounts that you have to bear not only when you take the policy but when you surrender it or when you make a claim.
7. Ask for brochures and sales literature pertaining to the product you are considering or the intermediary is trying to sell. Get the intermediary to explain the full facts of the products, scope of cover and exclusions, as applicable.
8. Insist on quality delivery and timely service. You can judge this by the turnaround time of the intermediary during the period of pre-sale when he or she is dealing with you.
9. Fill up the proposal form yourself. Never ever sign on a blank proposal form. If you find terms in the proposal form that you do not understand, ask the intermediary to explain it to you.
10. When you make premium payments through an Intermediary, check whether he is authorized to do so by the insurance company and insist on a duly signed receipt immediately.
11. After receipt of your policy, go through it thoroughly and if you do not understand certain terms contact your intermediary and get them explained. Remember, for life insurance and for health insurance policies of a term of three years or more, there is a free-look period within which you may return the policy if you do not agree with the terms and conditions therein.
12. Ask the intermediary questions about documents and procedures involved in making a claim and understand them completely. In the event of a claim, there may be other agencies you may have to intimate apart from the insurance company. Get complete details about what you are expected to do.



CAMPUS
BUZZ



EXPERIENTIAL LEARNING

VANIJYA DARPAN (COMMERCE EXHIBITION)

2012-2013

By Varsha Mahadevan
V Sem B.Com 'B'



Vanijya Darpan 2012-2013 an intra collegiate commerce exhibition conducted for all the students of commerce department. Classes were grouped into 5 teams with 5 members in each team and 1 candidate representing their team. Each group was given a value, commerce and industrial based topic. The candidates were supposed to come up with innovative, descriptive, creative and informative reports and a physical model. There were 32 teams from the department of commerce.

Date: 24th July 2012, 9:00am-4:00pm
Venue: Main Audi

Vanijya Dharpan was conducted for the students to explore ideas, be creative, innovative and also learn various aspects in the field of commerce and industry. The exhibition was conducted in the main Audi after a formal inauguration by our principal Rev. Fr. Sebastian T.A and the faculty co-coordinators of the commerce department.

The exhibition was conducted based upon the judgmental criteria taking into consideration the information, reports, creativity, innovation and execution of the models by the teams. The top 3 models were given a cash price- 1st Prize Rs. 3000/-, 2nd Prize Rs. 2000/- and 3rd Prize Rs. 1000/- Based on the Judges decisions- V Sem, B. COM 'B' on Working BPO's In India secured the 1st Place, V Sem, B.COM 'D' on Mutual Funds the 2nd Place and the 3rd Place was secured by V Sem B. COM 'C' on Micro Finance.

IGNITING TALENT EXCELSIOR 2012-13 (An intra-collegiate fest)



By Ashwini & Fijo
V Sem B.Com

Excelsior 2012 with the theme MORTAL KOMBAT was conducted on the 24th and 25th of August under the guidance of the Head of the Department- Mr Vijaya Kumar and the coordinator of the B.Com department Mr V. Babu. began at 09:30a.m by invoking god's blessing with an invocation song led by Department choir, the fest began on a prayerful note. The formal session was splendidly hosted by very talented student of the commerce department Ms. Ashwini who helped the audience, journey through the program enthusiastically. At 9:53am Prof. VijayaKumar. R. H.O.D of Commerce department welcomed the dignitaries on the dais and inspired the participants to realize their innate talents and excel as Stars. The lighting of the lamp at 9:45am symbolized dispelling the "Darkness of ignorance". This was aptly done by luminaries like Shri. Mr Sivaram Kuppachi (Strategic Manager-UST Global), Prof. VijayaKumar R. and all the eminent persons on the dais. After the lighting of the lamp there was a message addressed at 9:50am by Rev. Fr. Jose P.J, Financial administrator of our college and HOD of social works. Fr. Jose P.J focused on the role of commerce students in the corporate sectors and the competitive corporate world. He encouraged Participants to aim for their stars and carve a niche in the corporate scenario. After the obliging message from Fr. Jose P.J, by 10:00am, there was an Inaugural address by the Chief Guest Shri. Mr Sivaram Kuppachi (Strategic Manager-UST Global). He spoke mainly about the varied opportunities available to commerce students and importance of commerce students in an organization. We were also enlightened on the changing scenario and how we need to adjust to it. Gratitude is an essential ingredient of etiquette. The vote of thanks was given by Prof. Babu.V (Co-ordinator of Commerce Club) at 10:10am. He thanked every individual who was responsible in making EXCELSIOR a super reality show. With the end of the formal session the stage was set ablaze with a plethora of events.....

The fest ended on a spectacular note with the promise that in years to come the B.Com department would continue to etch its footprints in the portals of Kristu Jayanti College.

CAREER KRAFT- GATEWAY TO FUTURE

By Varsha Mahadevan
V Sem B.Com 'B'
DATE: 04.07.2012



Career Kraft is a NGO which is associated with "STANDFORD UNIVERSITY". This organization deals with the internship's for the youth all over India with a combination of fun. We were privileged that we got an opportunity to get exposed to such a session. Uday and Sujith who have finished their internship from "Career Kraft" had come and they briefed us about their NGO and showed us a video.

Did we ever imagine or gave a second thought that work done with little bit of creativity and fun makes it look simpler and enjoyable??? This was the question which arose in our mind after the video was shown to us. The video consisted of a fabulous idea of making a boring staircase on a roadway so creative by using or innovating it with piano keys. People were forced to use the staircase rather than the escalator. Almost 30 Jayantians were gathered in the main auditorium and we were all taken aback after watching this video.

Then Uday sir briefed us about the organization's work process and people who are associated with the team. "Career Kraft" has CEO's from top MNC's and IIM rank holders training the interns. Every year they have a conference called as "MY CONFERENCE INDIA" where all the members of the team meet up for a fun filled conference. We had an activity also which gave us a message that creativity also plays a key role in our life. The activity was like we all were grouped in 5 teams with 6 members each. Through this way we got a chance to interact with our juniors. The activity was as follows:

1. Choose a team leader within 30 sec
2. Select an item from your class room which you feel needs some improvement.
3. 5 minutes to discuss and jot down the points discussed.

One rule was put forth by Uday that the leader who reaches last on the stage that team will be disqualified. This was just to tune us up.

The teams selected their team leader and also the items.

1. TEAM ONE: PODIUM
2. TEAM TWO: TEACHING METHOD OF OUR COLLEGE
3. TEAM THREE: ROOF OF A CLASSROOM
4. TEAM FOUR: WALLS OF A CLASSROOM
5. TEAM FIVE: WINDOW OF A CLASSROOM.

If we don't like a point then we should lift our thumb and show down... Till a team gets at least one like from the audience they should keep saying their ideas. Once the team is done with their ideas without any like that particular team is out. TEAM FOUR was declared as the winner as their team came up with the most creative ideas. They came with points of how to make a white wall creative. Then we were again briefed about their centre's which are there in Bangalore i.e. Kormangala, Malleswaram and the newly opened one is in Kammnahalli. Last but not the least we were given feedback forms to fill in some details and feedback regarding the session.

I am thankful to our principal Rev. Fr Sebastian and our department HOD Prof Vijaykumar for giving us such an exposure.

COMMERCE CHAMPIONS: A SEMINAR FOR STUDENTS

In this growing and competitive world of corporate there has to be a proper guidance from a person who already seen and experienced such is the person whom lectured us all on various jobs and course and how we prosper in the life. Kristujayanthi College organized a guest lecture on 13th July 2012, based on the opportunities in accounts, finance, and taxation. The chief guest of the day was Mr. Sai Krishna vyas (CA), currently he is working as CFO in global warming India, he visited almost 15 colleges in the past 3 months and the 16th college is Kristujayanthi College.

Mr. Saikrishna addressed about the 21st century commerce champion, commerce is considered to be an ever green in this competitive world because in upcoming years this course plays a vital role in all the aspects. After completing B.COM a student can look further on business, profession, higher education or job according to their preference, In each field the opportunity is different. In case a student makes a choice of moving to further education, he /she can do professional courses like CA, CWA, CS, CFA, CIMA. or they can do higher education like MBA and M.COM. They will be all most 42 lakh jobs in these sector in coming 5 years.

Reasons for failure after B.COM

1. Lack of knowledge in the basics of accountancy and related subjects like accounting, finance, and taxation.
2. Lack of exposure in using the technology like tally, excel (advanced Microsoft excel).
3. Lack of practical awareness.
4. Lack of grooming and analytical skill (personal skill, communication and interpersonal skill, research and inquiry, information literacy, ethical social and professional understanding).

Everyone in life face problems in choosing proper course and job, they will be confused so each and every college should opt for all these kind of extra-curricular activities which are so helpful for students in the right path. Finally we would like to thank Mr. Sai Krishna who took so much effort to make the awareness about the opportunities in accounting, Finance and taxation. We also thank our college for conducting the helpful seminar.



THE BRAIN STORM: A SERIOUS FUN QUIZ

By Nimmy Geetha and Vishnu
V Sem B.Com 'A'

The Department of commerce organized an inter class General Quiz competition for the students of First Years B.Com on 4th July 2012. It was conducted by Mr. Md Umair with the support of student co-ordinators, Blesson Babu, Vishnu K, Nimmy Geetha and Subramani.

The Preliminary Round of the quiz competition was conducted on 2nd July with 31 teams consisting 2 students in each team from each class. Among the 31 teams, 5 best team of each class were selected for the finals on 4th. The Quiz consisted of 10 interesting rounds such as- Jumble & Fumble, KBC, Odd Man Out etc.. which tested the participants knowledge to the most.

The quiz was very informative and became a huge success with the winners from B.COM Tourism Department. The winners were Adarsh and Sailal.



FIELD TRIP TO BANGALORE INTERNATIONAL AIRPORT LIMITED

The students of 4th semester B.Com Tourism had a wonderful opportunity to visit Bangalore International Airport on 4th July 2012. Bengaluru International Airport is an international airport serving the city of Bangalore. The airport is located 4 kilometers (2.5 mi) south of Devanahalli and is 40 kilometers (25 mi) from the central business district of Bangalore, and covers 5,160 acres (2,090 ha). It replaced the HAL airport. For the financial year 2011-12, it was the fourth busiest airport in the country in terms of overall passenger traffic of 12.69 million and fifth busiest in terms of international passenger traffic. It has been awarded "India's best airport" for the year 2011 by the survey conducted by Skytrax.

The group left the college campus around 9.30 and reached the Bangalore International Airport by around 10. On arrival the group is assisted by two of the staffs of airport. The students were divided into two groups and were exposed to the different departments of the airport. They were also informed about the rules and regulations that must be followed. There were four main entrances to the airport, VIP, Staff, Domestic and International passengers' entrance. The students were allowed to enter through the staff entrance after a security check. The security in the airport is handled by the state government of Karnataka.

First the students were taken to the baggage allowance area where the bags of the passengers were weighed and were informed about the different procedures that will be followed in checking the bags. And then they were taken to the VIP guest rooms which were maintained only for purpose of assisting VIP personals. Then had a visit to the check-in area for the domestic passenger's and were informed about the various do's and don'ts that must be followed while check in.

Then the group is taken to the international counter and informed about the various formalities that had to be followed. Then they were taken to the arrival area at the end. The domestic passengers need to reach the airport one hour before the departure where as the international passengers need to reach at least before three hours as there are various formalities to be followed.

BIA was awarded The Best Emerging Airport in Indian sub-continent at the Emerging Markets Airports Awards 2010, held in Dubai.

Any how this visit provided a wonderful opportunity for the students to learn about the different areas of an airport, check-in check-out procedure and other formalities. It also enabled to explore about the various career opportunities available in the airline field. And this visit has inspired many of the students to opt for a career in this field. This industrial visit was a motivational and educative in respect to the hospitality sector and also forms the general perspective.

It helped to learn about the laws and general requirements from the side of passengers who are travelling through aero plane. Now the students are aware about procedures of checking in and checking out, what are the goods which can be carried while travelling by air mode, about customs laws and regulation regarding goods transported from one place to another. The airport is well organized and well maintained which ultimately helps the passengers as well as the visitors to understand the workings and to handle the emergency situation. This trip helped everyone in better understanding by practically having an experience rather than theoretical knowledge.



GURU GYAAN

The new mantra of marketing

– Mohammed Umair, Creative Editor- Lime Light

In the past, cost reduction in terms of manufacturing cost & procurement of raw materials were the key objectives of business organizations, however in the past few decades this concept of low cost model has been replaced with new trends. Customers now have started demanding quality goods, with a strong emphasis on customization of good & services to match the needs of customer. This mantra of customization is being adopted by most of the companies to have a marketing edge & to capture the attention of the customers.

In today's world, production of goods & services makes no sense unless they are backed by the inputs of marketing. Therefore production has no meaning unless its exchanged for money or money's worth and this concept of exchange makes marketing more important than manufacturing. Unprecedented access to information and new technologies have empowered consumers and business buyers with the ability to tune out marketing messages with ease. In most cases, when given the choice, they choose to skip these messages. Whether it's using mobile phones, radio, television commercials or software to block online ads and email marketing, they're sending a message to all marketers: get relevant or we'll ignore you. While the noise level of marketing messages reaches an all time high and audiences become more and more fragmented, some marketers have reacted by turning up the volume and, at times, engaging in practices with questionable ethics, while others have chosen to become more relevant, thus the relevance marketing has become imperative.

Customization of products & services: A new mantra of Marketing

Customization is enjoying a revival among the big brands in India such as TVS Scooty, Hindustan uniliver, Mahindra & Mahindra, Infosys, Wipro etc. These brands are not only widening their product width & depth to cater the specific needs of customers but also are offering products and services according to customer specification. TVS scooty gives an option to the customer to choose their colour of choice. Most of the brands whether small or big are selling products such as chocolate , jeans , mosaic tile , jewellery and cereal , are showing the value of mass customization to consumers and product strategists alike. We're entering a new era in which mass customization will lead a number of consumer product categories, creating value for buyers and sellers alike. Consumers' expectations are being shaped by their lives online. Customization plays a large and growing role in digital experiences, from Facebook to Shaadi.com, radio to mobile applications like location of restaurants, worship places, temples etc., on Google Maps. Although mass customized products aren't yet widespread -- aside from in long-standing categories like eyeglasses — interest in customizable products is mounting. More than 35% of U.S. online consumers are already interested in customizing product features or in purchasing build-to-order products that use their specifications, according to a recent study and similar trends are also seen in Indian Markets. Customer loyalty can only be achieved through unprecedented levels of prediction. Practitioners of mass customization must learn who their buyers are as individuals, forecast the feature combinations that will resonate with them and — eventually — predict what new features these customers will want.

Conclusive Summary: The modern marketing management perceives marketing as important & responsible function for formulating & administrating a delivery & value-chain system to meet the needs of target customers. Marketing managers have to emphasise on building customer relationships as well as creating product awareness and also meet desires & requirements of customers by developing a unique brand, innovative & unique products, services & customer experience. Without an effective marketing strategy you lose customers which equates to revenue loss and no growth. For a company to grow, marketing is the vehicle.



In pursuit of excellence

Consecutively ranked as one among the top 10 commerce departments in Bangalore.

For those who have followed the INDIA TODAY-Nielsen Survey of India's Best Colleges since it first began in 1997, the identities of the top ranked colleges in each of our six subject streams will perhaps come as no surprise.

The battle for the top 10 ranks is usually fought by the same group of colleges, with only an occasional gatecrasher spoiling the game of musical chairs played by the elite.

The continued domination of a select few institutions is not necessarily a bad thing. Higher education needs a dose of institutional elitism as separate from an elitism that denies equal opportunity and access.

Becoming a member of an elite club should become an aspirational goal for those on the outside. The insiders must strive to improve to maintain their status. That motivates the pursuit of excellence in the system as a whole. That is what leads to academic excellence.

India Today has been doing an annual story for last 14 years on the top colleges in various disciplines in India. For 2011, INDIA TODAY partnered with The Nielsen Company and conducted the survey to determine the best undergraduate colleges in India in six disciplines namely Arts, Science, Commerce, Engineering, Medical and Law.

Source: India Today

<http://indiatoday.intoday.in/site/specials/bestcolleges/2011/citycolleges.jsp?Y=2011&ST=Commerce&CT=Bangalore>



"Knowledge is of no value unless you put it into practice."

KRISTU JAYANTI COLLEGE
K. Narayanapura, Kothanur P.O
Bangalore - 560 077, Karnataka, INDIA
Tel: 080 - 28465611 / 28465353 / 28465770
Fax: 080 - 28445161

Please mail your valuable feedbacks, reviews at
Commercelab@kristujayanti.com