

The Commex

**Department of
Commerce**

E-News letter

EDITORIAL TEAM

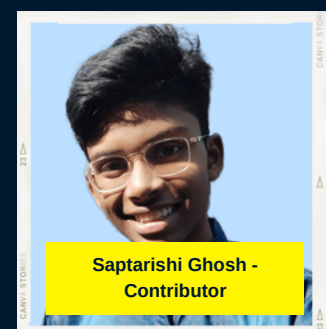
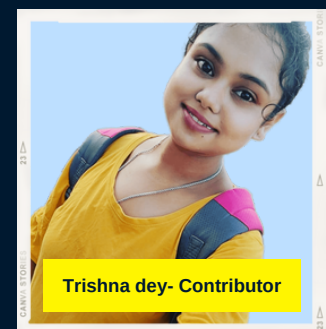
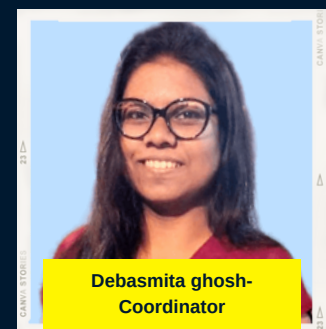
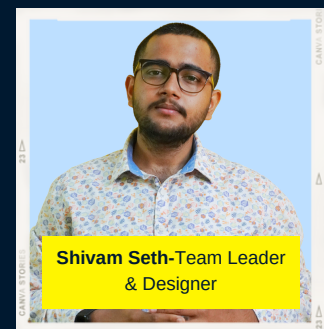
It's exciting to launch the inaugural edition of our student magazine, The Commex- A magazine designed by the students, for the students. It seems like just yesterday when our mentors presented us with the idea of a student magazine. The journey from ideation to its current form has been a remarkable experience that the magazine team will always cherish and reflect on.

Remembering the dedication and fun we had as a team while working tirelessly to refine the articles in the magazine brings a smile to our faces. As a team, we had different perspectives on how the magazine should be. Still, the remarkable aspect of our team was that everyone was willing to contribute towards achieving our shared goal of creating an outstanding piece of work that we could all be proud of.

We would like to express our sincere gratitude to Debasish Maitra, Head of the Department, of Commerce, Principle, Dr Debnath Palit, for their

unwavering support, as well as all the other faculty members who cooperated with us.

With that, we warmly invite you to delve into the first issue of The BUSINESS Frontier. We hope you enjoy reading it as much as we enjoyed creating it.



PRINCIPAL'S MESSAGE

The Commerce Department of Durgapur Government College has always believed in providing the best possible education and opportunities to its students, and this newsletter is yet another platform that we have created for our students to showcase their talents and abilities.

I am extremely proud of the efforts put in by our students in bringing out this wonderful publication. The articles, photographs, and other contributions are a testament to the creative and intellectual potential that our students possess. I would like to congratulate the entire team behind this newsletter, as well as the faculty members who have supported them throughout.

At Durgapur Government College, we firmly believe in the holistic development of our students, and this newsletter is just one example of how we encourage our students to explore their interests beyond academics. We hope that this newsletter will not only serve as a source of information and entertainment but also inspire other students to come forward and showcase their talents.



Dr. Debnath Palit

FROM HOD'S DESK

As the Head of the Department of Commerce, I believe that a newsletter like this is essential to keep students informed about the happenings of the department, the achievements of their peers, and the opportunities available to them. I hope that this newsletter will serve as a platform for students to express their ideas and opinions, showcase their talents, and learn from each other.

I would like to congratulate the editorial team on their hard work and dedication in bringing this newsletter to life. I also extend my appreciation to the faculty members who have supported this initiative and contributed their valuable inputs.

I encourage all students to actively participate in contributing articles, sharing their experiences, and providing feedback for future editions. I believe that this newsletter will not only be an enjoyable read but will also be a medium to foster a strong sense of community and pride among the students of our department.



Prof. Debasish Maitra

ALUMNI REVIEW



ARANYA CHATTOPADHYAY

For any college, success means having alumni who excel in their chosen fields. Durgapur Government College has produced several successful alumni who have made their mark in the world of commerce. Aranya, who completed her commerce degree from the college. When asked about his time at the college, Aranya shared, "I chose Durgapur Government College for its esteemed commerce department. The faculty were knowledgeable and supportive, and the college provided a conducive environment for learning. Thanks to the skills I acquired during my time here,

For any college, success is measured by the achievements of its alumni in all areas of life. Many successful individuals have graduated from our college, and we were fortunate enough to speak with some of them, including Ishita Dutta, a prominent alumna. Ishita pursued a degree in Commerce, and when we asked her about her experience with the college, she had this to say: "When I first entered the college, I wasn't sure what to expect. However, the education and support I received helped me grow and develop in many ways. Thanks to my mentors and teachers, I gained confidence in my abilities and was able to excel in my field."



ISHITA DUTTA

PARENT'S REVIEW



MR BIDYA B SETH

As a parent, I am extremely grateful for the education that my child received at Durgapur Government College. The faculty and staff are experienced, knowledgeable, and always willing to help. The curriculum is well-structured, and my child was able to explore their interests and passions while also excelling in their academic pursuits. The college offers a great balance of academics and extracurricular activities, which has helped my child to grow as a well-rounded individual.

We spoke to Nilima Ghosh, a proud parent of a student in the commerce department of Durgapur Government College. She shared her experience with us, saying, "The faculty of the commerce department at Durgapur Government College is truly remarkable. They have a well-planned curriculum and provide a supportive learning environment that is essential for the growth and development of young minds. The dedication and hard work of the faculty have helped my child gain a solid understanding of the subject matter and develop important skills that will be useful in their future career."



MRS NILIMA GHOSH

EDITORIAL ARTICLES

METAVVERSE AND FUTURE

METAVVERSE TRANSFORMING THE DIGITAL BANKING AND CONSUMER EXPERIENCE

Metaverse and future

Metaverse is the real world in a virtual space is a economy emerged out of augmented reality (AR), virtual reality (VR), mixed reality (MR), extended reality (XR), Web3, artificial intelligence (AI), 5G, Internet of Things (IOT), cloud, edge computing, blockchain and other technologies, and will be the future market of various industries to reach different consumer groups in a much more innovative manner and has widely entered the gaming industry and also changing the fashion industry.

Banking industry evolution

The banking sector which is parallel and consistence with the change in the technological achievements , banks being the backbone of the economic system has existed since the mid-18th century from surviving tons of paper work and paper notes to being paper less , digitally done payments and plastic money it has come a long way and have a lot more to go and the metaverse has been the driver these days which will emerge the banking economy in not only a different but much more exiting way transforming the consumer experience Customer experience and demands Imagine being in your home and experiencing your bank work in 3D with the help of AR/VR which will take your read & write experience to virtually created world and these are not anymore an imagination in the internet but the banking system all over the world has started adopting these technology as consumers these days are experience hungry and also tech savvy.

A survey reveals that 52% people want fun in banking where as 45% still feel that the current system is neither value for money nor it integrates with the life style. it's still not seamless for 30% of them hence metaverse is going to eliminate all these problems as we can imagine entering into our bank account as an avatar being your 3D version and seeing you bank balances floating, displaying your portfolio and its present condition and not only this but also a detailed risk analysis of all your investment and a cool comparison with the best possible investments which can be made all under your homes comfort by just wearing a VR head set. These services will become a new future product for the banking system hence removing the dependence from the other sources which are credit based

The change has begun.

The idea of metaverse is not new anymore to the world as it is expected to be a \$800 million dollar market by 2024 as per research conducted by JP Morgan chase & co. JP Morgan, standard chartered, HSBC, Siam commercial bank are the top most players as they have bought a virtual land in the sand box and decentralnd to develop a user experience for their consumers and also to create a new customer base and take first mover advantage for interested population .One of the largest banking group in Europe BPN Paribas has started rolling out ground-breaking virtual reality -based services using VR technology in several banks business , including retail banking , real estate and insurance

What use case metaverse will bring

- 1) Accepting tokens as subscriptions to fund or offer crypto custody and trading service
- 2) Engaging via digital twins of the advisors in a virtual bank branch & offering personalized financial advisory and banking services.
- 3) Processing payments, offering payment rails, crypto wallets or cards and enabling embedded finance in the virtual world.



- 4) Securing, insuring and lending against NFTs as collateral to borrowers to buy digital assets in the metaverse
- 5) Offering discounts and rewards to consumers who use multiple metaverse services in order to create "digital loyalty."
- 6) Branding, advertising, hosting events in the metaverse and deepening client relationships with personalized and targeted interactions.
- 7) Banking marketplaces that combine complementary and specialized products & services from various ecosystem partners with the bank's own financial offerings
- 8) Helping users exchange value between fiat currencies, cryptocurrencies, stablecoins, tokens, NFTs and soon CBDCs

How will the market enhance with metaverse

Apart from the user experience creating havoc in the virtual world it will also help the bank for creation of new products and letting the blockchain based currencies and non fungible tokens (NFT'S) get a new position and making its transactions easier , Attract New Customers with Immersive Virtual Experience and Engagement , Innovative Financial Products and Services and Redefine the Future of Workplace from Team Collaboration, Learning and Development
 How can banks become ready for the change (# source : isg.com)

These points can be summarized as follows

STEP 1: Develop a long-term metaverse strategy

Banks can develop a long term strategy after recognizing the market of metaverse banks can decide how to target the consumer segment either in b2b or b2c and what will be the competitors doing , what are the changes it will bring in the next a decade and what resources will be required by the bank to be the top metaverse adapting firms.

STEP 2: Define success and establish metrics to measure outcomes

Then it can jump to how it will measure weather the strategies implemented by the banks are successful , these can be done by setting goals and regular monitoring of the performances and flexing plans according to the changing market conditions

STEP 3: Document the technology plan needed to underpin the metaverse strategy

After focusing in the above steps then it can go for acquiring and building technology and organizing resources which will be needed to achieve such goals and rather tactfully then flexibly because as metaverse is a technology enabled change which will require larger processing capacity, high-speed 5G network bandwidth, advanced AI, better UI/UX and improvements to hardware devices from smartphones and VR headsets/ AR glasses/MR/XR to haptic gloves

STEP 4: Realign the operating model to accommodate this new channel to market

Financial institutions can achieve competitive advantage by implementing a metaverse strategy in their operating model, which will provide the roadmap for how resources should be organized and involved to deliver value and achieve required goals.

STEP 5: Implement a robust governance, risk and compliance framework

In a time of fast innovation and unpredictability, as well as unprecedented scrutiny from regulators, banks must ensure resilience and agility in the metaverse to deal with all the challenges ranging from credit and market risk to cybersecurity and compliance.

STEP 6 : Select the right partners to execute the strategy

The key is to identify the right partners and create an ecosystem that supports the growth of decentralized economies. The financial industry is looking to capitalize on the business potential of decentralized economies. To do this, they need to create an ecosystem of hardware, content, platforms, infrastructure, enablers and service integration partners. This will allow businesses and consumers to experience the metaverse. By selecting the right AR/VR/MR hardware components, creating applications such as digital twins, and customizing and implementing platforms, the financial industry can create value-added partnerships. The key for them is to identify the right partners and create an ecosystem that supports the growth of decentralized economies.

CONCLUSION

Metaverse is an emerging technology and will change various aspects of business including businesses of banking and financial institutions and will majorly bring changes in the experience of consumers as it is a experience driven change. It will also give birth to different innovative products which banks will offer to its consumers, but for banks to get ready for this there is a rigorous procedure involved so that the main motive of any business which is profit at the end can be achieved.

Shivam Seth - 5th Semester

SELF GROOMING

Self grooming is one of the important part of personality development. The way you look and the way you move in a social circle makes a huge impact. When you r in a social set up may it be work or an event, your external appearance is the first thing that people notice about you. Thus, if you are self-groomed and know the perfect way to carry yourself, you will have a lot of eyes attracted to you. On the contrary, if you are an imperfectly looking mismatch, the people around you will back you off without event taking much notice.

Self-grooming is the process of constantly working on oneself to make oneself better. If is not only about wearing the right clothes but also about a lot of other thing like working on being healthy and fit, developing hygienic habits, grooming one's personality, learning new things to make yourself interesting and impressive etc.

Dressing is an extremely important part of self grooming. A lot of people do not understand the importance of dressing according to the occasion and thus, often find them as totally mismatched with the crowd. The way you dress is the first thing that gets notice about you. Thus, dress appropriately always. If you dress appropriately, the first signal that you send out is that you understand social norms and also believe in impeccable sense of style.

The second thing that one should take care of is the finer details like the hands, hair, feet etc. These are the part of your body that gets noticed. Like there is a proper dress for every occasion, there is also a proper hair style for every occasion. Get your hands and feet cleaned every once in a short while. The way you take care of your hands and feet speak quite a lot about you obsession with personal hygiene and there are many people who notice these parts of the body before they notice your external appearance. Accessorizing is yet another part of being dapper and smart . Wearing is the right accessory will accentuate your look.



Self grooming is also a lot about the peace of your mind, body and soul. Thus one should always indulge in habits and practices that give peace to your mind and thus, enable you to like in a way that allows you to do your best work.

Thus, self grooming is a process that never ends. If you wish to make a mark in the society and create a niche for yourself, it is a must that you indulge in self grooming and making yourself better person everyday.

POEM

LIFE OF AN INTROVERT

“Wait, do you ever talk?”, “Look, who is speaking?”, “How could you remain so silent?” Yes, these are the common phrases we are tired of hearing again and again, as an introvert. We do not need others for company as we love enjoying our solitude. Being an introvert, sometimes is nothing more than filtering well with whom you want to spend your time and energy. The older we become the more we choose calmness over chaos, and distance over disrespect. We start prioritizing our mental health, peace and happiness. Introverts are often considered as socially awkward, but we isolate ourselves to recharge our social battery. We may be the quietest person in the room but we are one of the most observant person. We believe in writing and expressing our feelings than speaking. Introverts never take decisions in haste as we are better in introspection, we are reflective. People say that socialization of introverts are ephemeral as morning rain but we get more comfortable and expressive and easy going in our own circle. Our creativity blooms in solitariness. We believe in exploring our passion more in our leisure time than chatting unnecessarily with people. Maybe we are more reserved and not outgoing like extroverts but that doesn't prevent us from being productive. “Quiet people have the loudest mind” is the exact quote to describe us. Introvertedness has never been a barrier in front of success. From entrepreneurs like Bill Gates, Elon Musk, to artists like Audrey Hepburn, Johnny Depp and musicians like Lana Del Rey, Lorde, they all were just introvert kids with the most imaginative minds and hearts with billions of dreams. Even JK Rowling also dreamt of Harry Potter while taking a solo train trip and we know, the rest became history. We also face problems like people assume us as rude and unfriendly, pressure of meeting new people but we can be unstoppable after overcoming it.

Now I should sign off quickly because being an introvert, I have opened up more than necessary. Bye!

NAME- Moushali Bhanja

COMMERCE DEPT.- 1 st semester Hons., SEC- A, DURGAPUR GOVERNMENT COLLEGE

WHY DIGITAL MARKETING ?

Why Digital Marketing ?

-By Astha Chaudhary

DIGITAL MARKETING allows companies to reach a global audience online. As digital marketing initiatives continue to grow at a brisk pace, the number of jobs in the field is naturally increasing. When we talk about the reasons why it is important, it is always less and comes up with more new ideas and thoughts. That is why there is an introduction market technology also known as Martech which used design software to help them in a wider manner.

Here, are the five best reasons the companies should hire Digital marketing Agency to promote through digital marketing:

Global reach: Digital marketing happens on the Internet, which means that the reach you can achieve with it is immense. Even a very small local business owner has the ability to reach an international audience with an online store. This would never be possible with traditional marketing or would cost a whole lot of money to do so. This online accessibility has opened many growth opportunities for businesses to explore. The combination of global reach and visibility is great opportunity for any business.

Interactivity- Digital marketing lets you communicate directly with the customers who see your content, notably through website comments, messages, reviews, and social media posts. This shows those customers that you care about what they say and think, leading them to feel respected and part of the community you're building. It also allows you to gather invaluable information on customers' reactions and preferences. Even big companies with large marketing budgets need to be conscious of how they spend their marketing dollars. One of the greatest benefits of digital marketing is that these tactics are both affordable and effective. Businesses can market through email, social media and SEO-driven content marketing at only a fraction of the price that it costs to produce and distribute print advertising or develop and place ads on prominent radio stations or television channels.

Improved conversion rates – If you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

Engage the Customer at Every Buying Stage- Before digital marketing became popular, not many people were talking about the customer journey, mainly because it was difficult to understand and analyze. More often than not, a customer would go to a physical store after seeing an ad on TV or in the newspaper, make a decision, and pay for the product or service inside the store. However, in digital marketing, we can track every step that a customer makes, often from the moment when they are triggered to find a solution or product.

Target the Right Audience- It's now easier than ever to segment audiences since many digital marketing platforms allow you to target a specific audience. We have access to online tools that keep track of an individual's online activities and demographic information. Digital marketers can use this data to offer users specific products or services that they may be interested in. For instance, once a visitor clicks on a brand's display ad, whether on social media or through a search engine, the brand can target that visitor with subsequent and related ads. If the content a visitor receives is based on their interests and online behaviors, it creates positive reinforcement and makes shopping easier and more satisfying.

WHY DIGITAL MARKETING ?

Greater Brand Credibility- With digital marketing, your company can establish brand credibility across a larger market. You can deliver valuable advice through blogs or opinion columns, lean on influencers to promote your brand, trade guest posts with other companies, create case studies and convert consumer engagement into content. Best of all, you can make your mark without spending too much time, energy, money or resources.

Common Types Of Digital marketing:-

Search Engine Optimization(SEO)-

Search engine optimization (SEO) is probably the first thing that comes to mind when people think about the different types of digital marketing. And if your business has a website (which it likely does), then SEO should be a focus area of your digital marketing strategy. Online businesses basically live at the mercy of Google, Bing, Yahoo, and other search engines. If you are doing SEO right you can attract significant organic traffic that is highly targeted to your website. But don't think this is only applicable to online businesses, even local businesses can increase online awareness by prioritizing local SEO. The goal of SEO is to optimize content and a website in a way that makes it appear among the first results on a search engine results page (SERP).

Search Engine Marketing(SEM)- SEO is not the only way to increase incoming traffic from search engines. Search engine marketing (SEM) makes it possible to advertise a product or website in search engines and make it appear among paid search results. Search engines usually display paid results above organic results on SERPs.

Social Media Marketing (SMM)- Social media is not simply a way for people to keep in touch with their friends and family, get the latest news, or follow topics they are interested in, but a marketing channel that should be used by businesses too. Without a doubt, social media is the queen of 21st-century digital content. Because of this, it's one of the most important types of digital marketing you need to focus on—especially if you want to promote a business-to-consumer (B2C) business.

Content Marketing- Content marketing is another type of digital marketing you can use to promote a business online. In fact, content marketing is an indirect way of marketing and goes hand-in-hand with SEO. Content marketing focuses on publishing content that your audience finds naturally while browsing the web. The main goal of content marketing is to make viewers interact with the content by reading, sharing, and commenting on it

Email Marketing- Email marketing is a different kind of engagement since you connect with customers within their own mailboxes. Although email marketing is one of the oldest types of digital marketing, it's still very successful. It's an excellent way to increase brand loyalty and upsell to existing customers.

Online Advertising- Digital marketers have been using online advertising since the first days of the web. Displaying banners or ads on other websites belonging to the same niche is one of the most common types of digital marketing.

Conclusion- To reach the best business results, you need to decide which types of digital marketing you want to use. There are some types you should use anyway such as search engine optimization and social media marketing, while others depend on the industry. When you plan the types of digital marketing you will use, don't only think about software but also hardware. If the target audience uses a certain type of device you need a presence on that kind of device as well.

SOCIAL MEDIA MARKETING ?

Social media marketing is an inexpensive yet effective way to reach more people across different platforms. You can attract a wider audience through social media by developing quality content.

Having a social media presence is necessary. Not only do your customers expect it, but it's a great tool for learning more about your target audience and connecting with individuals online. With the use of organic social media marketing, you can get to know your followers and find better ways to promote your products and services.

However, you can also learn how to advertise a small business on social media with a limited budget to help your content reach more potential customers. Social media platforms have many options for reaching more customers; it's just up to you to create engaging content that makes prospective customers want to learn more about your business and brand.

Social media marketing involves using platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok to effectively reach a wider audience and communicate with customers. Social media marketing is necessary for any small business marketing strategy and requires a robust plan. Your customers expect engaging content and the ability to communicate with you through direct messaging and comments. Social media is integral to any marketing strategy, but it may seem daunting for small business owners who don't know how to use different platforms. Luckily, social media marketing is fairly easy to learn and doesn't require too much time or money. Any budget can support a robust social media marketing strategy as long as you get to know your customers and can create engaging content regularly. Here's how to promote your business on social media.

1. Identify your audience Many businesses make the mistake of trying to reach everyone. But understanding and organizing your audience can help you send the right message to the right people and more effectively meet your marketing goals.

This begins with identifying your target audience.

2. Allocate your resources wisely For small businesses strapped for money and time, sometimes social media tasks get arbitrarily offloaded onto whoever is available. But social media management requires unique skills, like: Strategic thinking Organizational skills Branding expertise

3. Consider the multiple social media platforms your customers use daily. Ultimately, your strategy should allow you to reach as many people through social media as possible, and you can't do that by focusing on only one platform. Depending on your audience, many of them may use Facebook, Instagram, and TikTok throughout the day, giving you three opportunities to get your content in front of them

4. Interact with followers Social media users enjoy interacting with brands, and as a result brands experience benefits like: Social proof of your business Expanded market reach Boosted brand awareness Cost-efficiency

5. Prioritize quality over quantity Instead of posting multiple times a day on as many platforms as possible, you should focus on delivering consistent, quality posts. In fact, some social media sites may penalize your account and mark you as spam for too many low-quality posts. Additionally, posting could become overwhelming and problematic whoever handles your social media, whether that's you or a teammate, and that could wind up hurting your strategy rather than helping.

SOCIAL MEDIA MARKETING ?

6. Measure your results There are many factors that affect social media marketing, and that's why it's important to analyze and measure results. Analytics come in handy because they can help:

- Optimize campaigns
- Create new goals
- Assess tracking metrics

7. Always maintain professionalism It's important to remember that as you post on social media, you are always representing your business. Posts are taken out of context all too often, which can lead to conflict and upset followers. If your social media responsibilities are allocated to other staff members, consider creating a social media policy to guide their posts and conversations.

Typically, a standard social media policy will include:

- Clear expectations about what to post
- Instructions on how to respond to negative posts
- Platform laws and rules to follow
- Brand considerations
- Security protocols

8. Post relevant content regularly Success on social media is a matter of posting compelling, engaging content consistently. Not only will this help make your business look dependable, but it also shows that you have timely knowledge to share and that you care to be in conversation with your audience.

Social media platforms change their algorithms over time, but the rule of posting regularly holds true: This practice helps your content show up in newsfeeds. By focusing on consistent, relevant content, you show the algorithms that your posts are worthy of showing up in various newsfeeds and ultimately, will attract followers to your page.

Social media marketing (SMM) is the use of social media platforms to interact with customers to build brands, increase sales, and drive website traffic. As social media usage grows around the world, both via computer and mobile devices, the ability to drive sales from certain user populations is a growing business, rife with competition for views and clicks.

Name- Debosmita - 5th Sem



THRIVING IN THE DIGITAL ERA:

In today's world, technology has transformed the way businesses operate. With the rise of the internet and digital technologies, companies have had to adapt to the changing landscape, or risk falling behind. In this article, we will explore how businesses can succeed in the digital era.

One of the biggest advantages of the digital era is the ability to connect with customers in new and innovative ways. Social media platforms, email marketing, and online advertising allow businesses to reach a wider audience than ever before, while also providing more targeted messaging. By analyzing customer data and behavior, companies can tailor their marketing efforts to specific segments of their audience, leading to higher engagement and increased sales.

The ability to sell products and services online has opened up new revenue streams for businesses, while also making it more convenient for customers to make purchases. With the rise of mobile devices, consumers can shop anytime, anywhere, making it crucial for businesses to have a strong online presence.

However, with the benefits of the digital era come new challenges. Cybersecurity is a growing concern for businesses, as cyber-attacks become more frequent and sophisticated.

FRANCHISING IS A SMART BUSINESS SOLUTION

Franchising is a business model that has become popular because it offers a way for entrepreneurs to start their own business with less risk and more profit. Franchising is when someone starts a business using a brand name and business model that is already established by someone else. In this article, we'll explain why franchising is a smart choice for anyone looking to start a business.

One of the main benefits of franchising is that it allows entrepreneurs to use an established brand name. Franchisors have already put time, money, and effort into building a successful brand, which makes it easier for franchisees to attract customers.

Companies must take measures to protect their data and systems, while also ensuring they are compliant with regulations.

Another challenge is the pace of change in the digital landscape. With new technologies and platforms emerging constantly, businesses must stay ahead of the curve to remain competitive. This requires a willingness to experiment and embrace new ideas, while also having a solid understanding of their target audience and market.

In conclusion, the digital era has brought both opportunities and challenges for businesses. By embracing new technologies and platforms, companies can reach a wider audience, increase sales, and stay ahead of the competition. However, businesses must also be vigilant in protecting their data and systems, and stay up-to-date with the latest developments in the digital landscape. With the right mindset and approach, businesses can thrive in the digital era and unlock new levels of success.

Name - Aniket Gautam - 5th Sem

Plus, people tend to trust well-known brands more than new ones, so franchisees are more likely to have a steady stream of customers.

Another advantage of franchising is that it provides a proven business model. Franchisors have already tested their business model in various locations, and they have improved it to make sure it's profitable. This means that franchisees don't have to figure out how to run a successful business from scratch. Instead, they can simply follow the franchisor's proven business model and achieve success faster.

Franchisors also offer support to franchisees.

FRANCHISING IS A SMART BUSINESS SOLUTION

They provide training, ongoing support, and marketing assistance to help franchisees succeed. This support is especially valuable for entrepreneurs who are new to the industry. Franchisees can benefit from the franchisor's knowledge and experience, which can help them avoid common mistakes and achieve success faster.

Franchising also gives franchisees access to a larger customer base. Franchisors often have a bigger marketing budget than individual franchisees, which means they can promote the brand more effectively. This can lead to increased visibility and more customers for franchisees. Franchisees can also benefit from the franchisor's national or global presence, which can help them attract customers who are familiar with the brand.

Franchising also offers more flexibility to franchisees. They can choose where to set up their business, what hours to operate, and whom to hire. This means they can tailor the business to their needs and preferences, which can lead to greater job satisfaction.

Lastly, franchising offers a lower risk of failure compared to starting a business from scratch. According to a study by the International Franchise Association, the success rate of franchise businesses is significantly higher than that of non-franchise businesses. This is because franchisors provide a proven business model, support, and an established brand name, which can help franchisees succeed.

To sum up, franchising is a smart choice for entrepreneurs who want to start a business with less risk and more profit. Franchising offers an established brand name, a proven business model, support, access to a larger customer base, flexibility, and a lower risk of failure. If you're thinking about starting a business, franchising may be the right choice for you.



Name- Shivam Seth - 5th Sem

Do you ever search in amazon about some product and click the option of buy now ? and have you ever search in google that how to make money online and google show you the result of some freelancing sites like freelancer.com or upwork. in ?

Hope the answer is absolutely yess!!!!

But I am sure that you have never think before , that it can be a business model.

Yes it is called B2B (Business to business) model , where a business exchange its service , product or information to other business.

Let suppose a chocolate making entity need milk, coffee, cocoa dust, sugar etc to make chocolate properly, so this company have to purchase milk from a dairy company, coffee from a different company etc.

Before entering to the further discussion let us know something about it's past and origin.

This marketing plan was seeded in the year of 1880 with the industrial magazines like the 'Furrow' by John Deere, and with also American Railroad Journal , actually after the second world war the growth of the 'enterprise' accelerate the B2B industry.

But in today's date this e-commerce industry is completely depending on the smart devices and the internet world, and in the case of india the mobile Penetration rate is at about 50 crores and according to the TRI (Telecom Regulatory Authority of India) it will pump up its thrice in the upcoming 5 years. So in India there are a huge success scope of this industry in the nearest future, And especially in the Indian economic culture of start-up and innovation, where every single businesses are depending on the others. There are a very great opportunity for the B2B to get boom in the fortune.

This industry is massively eaten out a large amount of valuation in India. According to the statista. Com the overall market size of B2B is more than 6.9 billion us dollar and it is undoubtedly predicted that it will be more than 60 billion Us dollar in the next 10 year, According to the experts due to the very large and Reciprocated multimedia market place the conjunction and socket cost of this industry are very low, so that the money passing model get butter easily.

As this industry is swelling in the national and global market it is also effect the global economy drastically, and making a huge vacancy line in the economy. Not only that but 50% of our economy is generated by B2B transactions and 82% of companies are derive some or all of there income from B2B. from the general view, let suppose a company is manufacturing and selling water resist tape for the sub marshal pumps in a very minimal cost and suppose there are a very small start-up with the idea of cleaning the household tanks. So this start-up can get the help of this tape for a pocket friendly price and also the manufacturing agency get a loyal customer for this.

But at the present time it is very clear to all that B2B is a perfect platform for startups, and it is also boosting the mobility of the new scratches, because when a entrepreneur is starting a business it have a great pressure to survive, grow and earn profit for it's business, but in that case of B2B the entrepreneur have already a solid customer base. So it is very easy to start and survive in this model.

from this above example of chocolate and dairy product the dairy company get a liner customer of the chocolate company

After the above discussion we can conclude that B2B is a very fast growing and dynamic invention in the world of traditional business , but as the opposite side of a coin it also have some barriers , but if we jump up this barriers we can easily grow in this sector .

Name - Saptorshi Ghosh - 2nd Sem



POSTER BY OUR STUDENTS

ENTREPRENEUR VS EMPLOYEE

ENTREPRENEUR

BUSINESS

Invest money into business and achieve financial and time freedom.

EMPLOYEE

Gets paid in replace of investing time only. No financial and time freedom.

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CAREER IN COMMERCE

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Certified Financial Planner

Actuaries

Cost & Management Accountant

Cost & Work Accountant

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Banking

Investments

Insurance

Capital Market

Accounting & Taxation

STUDENT PARTICIPATION IN DIFFERENT PROGRAMS

SPORTS PRIZE DISTRIBUTION



ANNUAL DAY PRIZE DISTRIBUTION



ROAD ART BY COMMERCE DEPARTMENT



STUDENTS ACHIEVEMENT

The achievements of the Commer Team, Pratik Mondal, Anubhab Sarkar, Rupam Dey, Sudip Mondal, and Subhodeep Roy are truly remarkable and worthy of recognition in the world of sports. Here's a brief overview of their accomplishments:

1. **Commer Team (Volleyball Runners Up):** The Commer Team's achievement of being runners up in the volleyball tournament is a testament to their hard work, determination, and team spirit. They have shown great skill and talent in the sport, and their performance has been exceptional throughout the tournament.
2. **Pratik Mondal (Chess Runners Up):** Pratik Mondal's achievement of being runners up in the chess competition is a remarkable feat. He has demonstrated great skill, strategic thinking, and a deep understanding of the game. His dedication and perseverance have been key factors in his success.
3. **Anubhab Sarkar (Badminton Runners Up):** Anubhab Sarkar's achievement of being runners up in the badminton tournament is truly commendable. He has shown great agility, speed, and precision on the court, and his hard work and dedication to the sport have paid off in his impressive performance.
4. **Rupam Dey (Chess Winner):** Rupam Dey's achievement of being the winner in the chess competition is a testament to his skill, strategy, and focus. He has demonstrated exceptional talent and understanding of the game, and his dedication to the sport has been evident in his impressive performance.
5. **Sudip Mondal (Badminton Winner):** Sudip Mondal's achievement of being the winner in the badminton tournament is truly remarkable. He has shown great speed, agility, and precision on the court, and his hard work and dedication to the sport have paid off in his impressive performance.
6. **Subhodeep Roy (Badminton Winner):** Subhodeep Roy's achievement of being the winner in the badminton tournament is a testament to his skill, agility, and hard work. He has shown great determination and focus on the court, and his impressive performance is a reflection of his dedication to the sport.

Overall, these athletes have shown great skill, dedication, and perseverance in their respective sports. Their achievements are an inspiration to others and a testament to the rewards of hard work and determination.



GLIMPSES OF DIFFRENT ACTIVITIES









CALL FOR ARTICLES!

- 1)AR enhances the reality of online shopping.
- 2) There will be a growing volume of voice search.
- 3)AI helps shops learn about shoppers.
- 4)On-site personalization uses those insights to create individualized experiences.
- 5)Big data plays a big part in creating personalized experiences.
- 6)Chatbots improve the shopping experience.
- 7)Mobile shopping is still on the move.
More ways to pay.
- 8)Headless and API-driven ecommerce allow continued innovation.
- 9)Customers respond to video.
- 10)Subscriptions keep customers coming back.
- 11)Sustainability is becoming more important.
- 12)Businesses should optimize digital strategy for conversion.
- 13)B2B is growing...and changing
- 14)Business in the digital era
- 15)Remote employees – challenges
- 16)Why franchising is a smart business solution
- 17)Internet advertising and its popularity
- 18)Cheapest countries to invest in
- 19)Differences in business ethics laws
- 20)Latest changes in leadership
- 21)Social media presence for companies
- 22)International business languages
- 23)Making profits from war
- 24)Business differences in developing countries
- 25)Impact of startups on local economies



"Success in business requires training and discipline and hard work. But if you're not frightened by these things, the opportunities are just as great today as they ever were."

- Dhirubhai Ambani





Durgapur Government College

Department of Commerce E-Newsletter(2022-2023)

