

The Commex

**Department of
Commerce**

E-News letter





Durgapur Government College

Department of Commerce

E-Newsletter **2023-2024**



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



Dr Deep Banerjee - Faculty
Coordinator

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

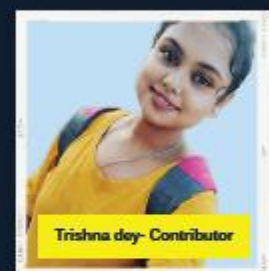
With that, we warmly invite you to delve into the first issue of The BUSINESS Frontier. We hope you enjoy reading it as much as we enjoyed creating it.



Shivam Seth-Team Leader
& Designer



Debasmita Ghosh-
Coordinator

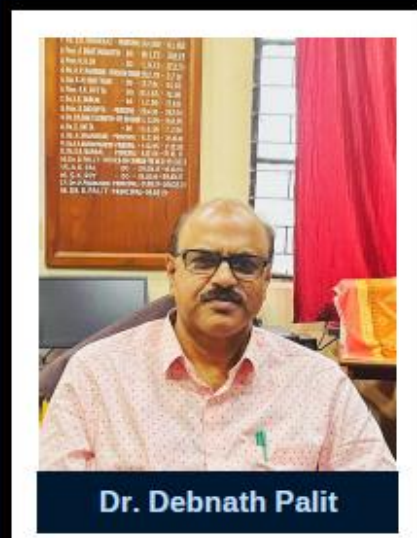


Trishna dey- Contributor



Saptarishi Ghosh -
Contributor

PRINCIPAL'S MESSAGE



Dr. Debnath Palit

The Commerce Department of Durgapur Government College has always believed in providing the best possible educational 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.

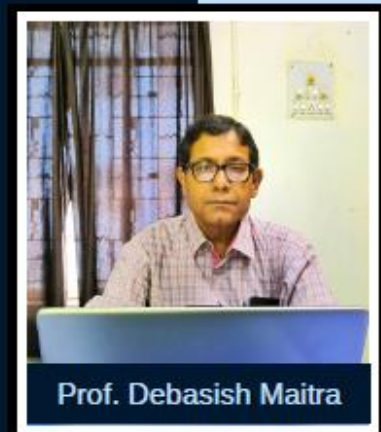
At Durgapur Government College, we firmly believe in the holistic development of our students, and this newsletter is just one example of how we encourage our students to explore their interests beyond academics. We hope that this newsletter will not only serve as a source of information and entertainment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

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.

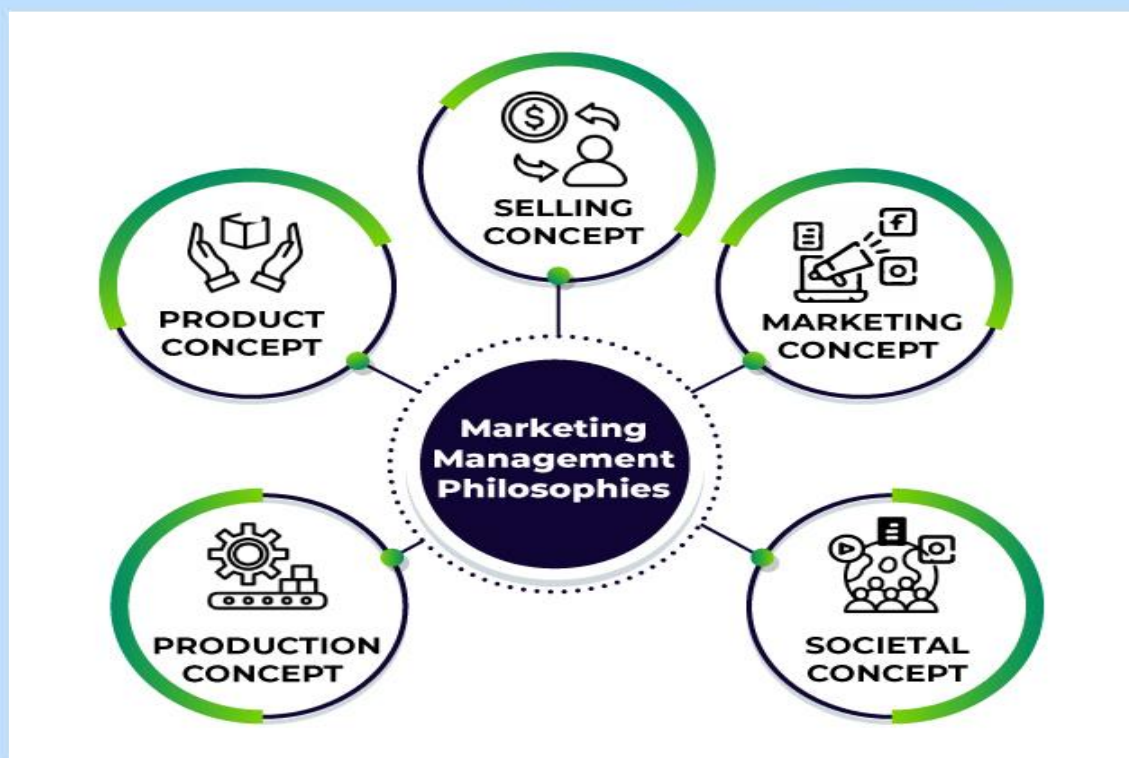
I would like to congratulate the editorial team on their hard work and dedication in bringing this newsletter to life. I also extend my appreciation to the faculty members who have supported this initiative and contributed their valuable inputs.

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

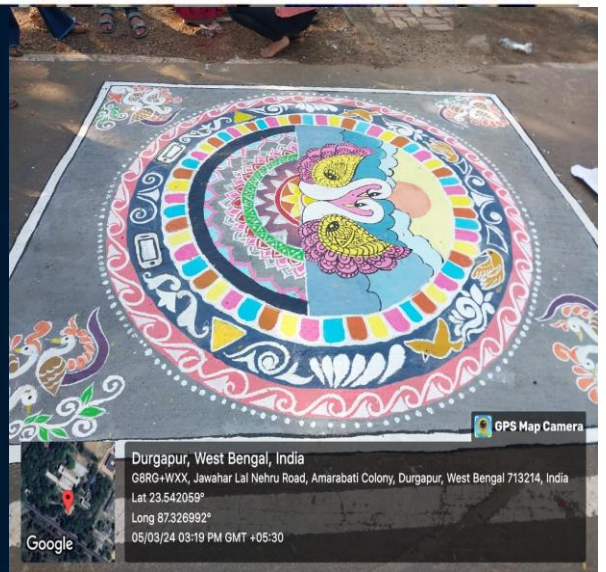
POSTER BY OUR STUDENTS



STUDENT PARTICIPATION IN DIFFRENT PROGRAMS



**ROAD ART BY
COMMERCE
DEPARTMENT**



Seminars Organised by the Department

Event 1:

Event Title: Online Lecture 1: "Rising from Adversity: Navigating the Transformed Business Landscape in India in the Aftermath of COVID-19"

Date and Time: May 04, 2024, 10:00 a.m.

Organized by: Entrepreneurship Development Cell, Durgapur Government College in collaboration with the Department of Commerce, Durgapur Government College

Resource Person: Dr. Debasish Sur, Professor of Commerce, The University of Bardhaman, West Bengal

Overview

The Entrepreneurship Development Cell and the Department of Commerce at Durgapur Government College inaugurated their Entrepreneurship Lecture Series with a highly insightful online lecture titled "Rising from Adversity: Navigating the Transformed Business Landscape in India in the Aftermath of COVID-19." The lecture was delivered by Dr. Debasish Sur, a distinguished Professor of Commerce from The University of Bardhaman, West Bengal.



PATRON
Dr. Debnath Palit
*Principal, Durgapur Government College
West Bengal Senior Education Service (WBSES)
Government of West Bengal*

VICE PATRONS
Prof. Subrata Ghosh, *Coordinator, IQAC
Dr. Subhojit Ojha, Secretary, Teachers' Council*

CONVENER
Prof. Debasish Mitra,
*Coordinator, Entrepreneurship Development Cell, Durgapur
Government College and HoD, Commerce
Durgapur Government College*

ORGANIZING COMMITTEE
*Members of Entrepreneurship Development Cell, Durgapur
Government College and Faculty Members of Department of
Commerce, Durgapur Government College*

THE ENTREPRENEURSHIP LECTURE SERIES

The Entrepreneurship Lecture Series brings individuals to discuss the range of "emotional" management situations that present themselves throughout the entirety of the entrepreneurial lifecycle (e.g. embezzlement, lawsuit, cash crunch, PR crisis, liquidity, etc.). In addition, the series seeks to enhance student understanding of topics relevant to entrepreneurship and innovation, provide the background necessary for students interested in entrepreneurial careers, and introduce students to resources in the entrepreneurial arena while providing a forum for networking and career development.



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The Entrepreneurship Lecture Series
*(A Collaborative initiative of Entrepreneurship Development Cell, Durgapur Government College with the
Department of Commerce, Durgapur Government College)*

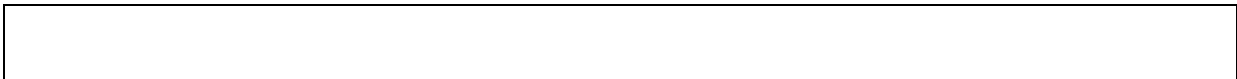
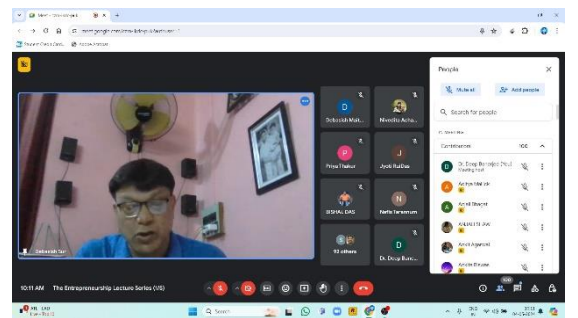
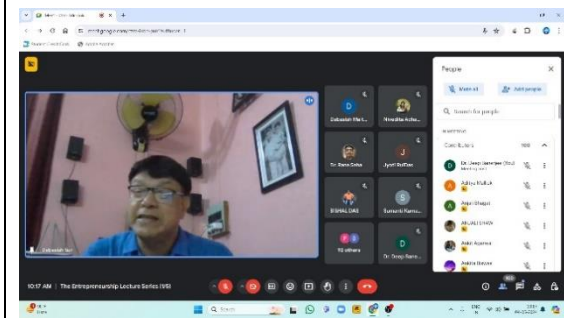
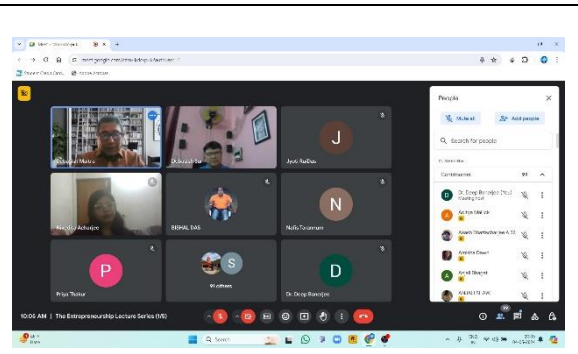
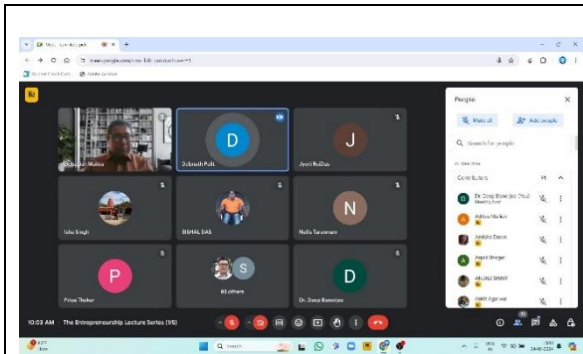
**Online Lecture 1: "Rising from Adversity: Navigating the Transformed
Business Landscape in India in the Aftermath of COVID-19"**
May 04, 2024, Time: 10 a.m.

RESOURCE PERSON
Dr. Debasish Sur
Professor of Commerce
The University of Burdwan, West Bengal

TARGET AUDIENCE
Undergraduate and Post-Graduate Students,
Research Scholars and Faculty Members



REGISTRATION LINK: <https://forms.gle/Zpk6HE47b5rZolB8>



Event 2

Online Lecture 2/5: "Green Business: A way towards Sustainability- An Indian Experience"

Date: May 06, 2024

Time: 10 a.m.

Resource Person:

Dr. Manidipa Dasgupta

Assistant Professor of Commerce

The University of Burdwan, West Bengal

Overview of the Lecture

Dr. Manidipa Dasgupta provided an in-depth analysis of green business practices and their role in promoting sustainability, with a particular emphasis on the Indian context. The lecture highlighted the following key areas:



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Dr. Debnath Palit
Principal, Durgapur Government College
West Bengal Senior Education Service (WBSES)
Government of West Bengal

VICE PATRONS
Prof. Subrata Ghosh, *Coordinator, IQAC*
Dr. Subhojit Ojha, *Secretary, Teachers' Council*

CONVENER
Prof. Debashish Maitra,
Coordinator, Entrepreneurship Development Cell, Durgapur
Government College and HoD, Commerce
Durgapur Government College

ORGANIZING COMMITTEE
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Government College and Faculty Members of Department of
Commerce, Durgapur Government College

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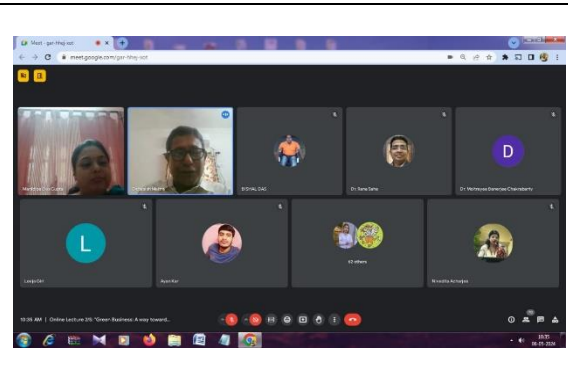
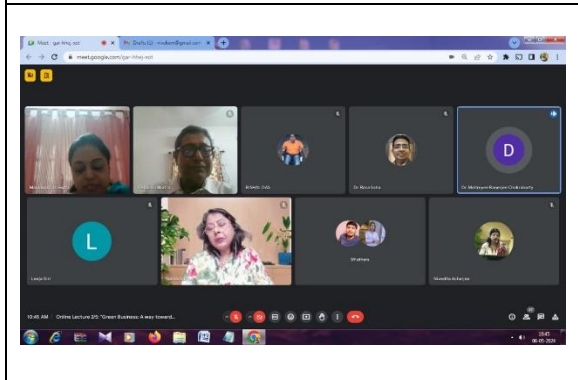
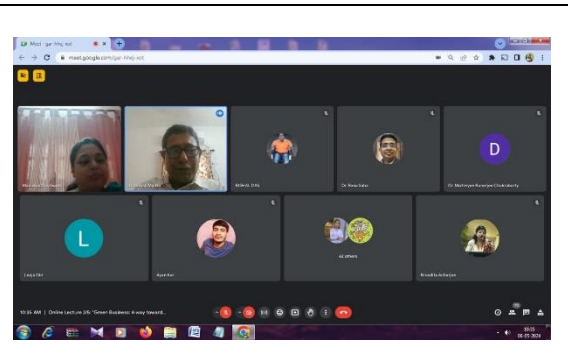
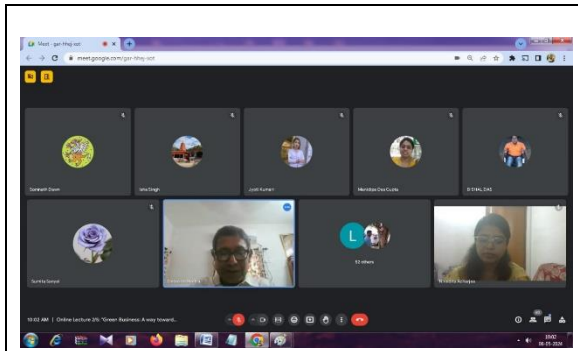
Online Lecture 2/5: "Green Business: A way towards Sustainability- An Indian Experience"
May 06, 2024, Time: 10 a.m.

RESOURCE PERSON
Dr. Manidipa Dasgupta
Assistant Professor of Commerce
The University of Burdwan, West Bengal



TARGET AUDIENCE
Undergraduate and Post-Graduate Students,
Research Scholars and Faculty Members

REGISTRATION LINK: <https://forms.gle/nfuiFWfXN2bJS3mN8>



Event 3


Event: Online Lecture 3/5: "Can Startups be an Answer to Sustainable Development: An Overview"

Date: May 7, 2024

Time: 10 a.m.

Overview

The third lecture in The Entrepreneurship Lecture Series, a collaborative initiative by the Entrepreneurship Development Cell and the Department of Commerce at Durgapur Government College, focused on the role of startups in achieving sustainable development. The session was conducted online and featured Dr. Surovi Gupta, an Associate Professor of Commerce at Asansol Girls College, West Bengal, as the resource person.


**GOVERNMENT OF WEST BENGAL
OFFICE OF THE PRINCIPAL
DURGAPUR GOVERNMENT COLLEGE**
J. N. Avenue, Durgapur, Paschim Bardhaman, Pin Code-713214

No. 209Dated: 06-05-2024

NOTIFICATION

This is for information to all concerned that *"The Entrepreneurship Lecture Series"* through online mode will be organized as a Collaborative initiative of Entrepreneurship Development Cell, Durgapur Government College with the Department of Commerce, Durgapur Government College from May 04, 2024 to May 10, 2024.

The third lecture of the series will be delivered on May 07, 2024 from 10 am onwards by
Dr. Surovi Gupta, Associate Professor of Commerce, Asansol Girls College, West Bengal

Topic of the lecture
"Can Start-ups be an answer to Sustainable Development: An Overview"

Registration Link: <https://forms.gle/3x1SRHXZMT4969>

All are cordially invited to actively participate and make the event a grand success.


Principal
Durgapur Government College

Copy forwarded for information and necessary action to:

- All Departments
- All faculty members
- Coordinator, IQAC, Durgapur Government College
- Secretary, Teachers' Council, Durgapur Government College
- Uploading to college website
- Notice Book, office of the Principal

PATRON
Dr. Debnath Palit
Principal, Durgapur Government College
West Bengal Senior Education Service (WBSES)
Government of West Bengal

VICE PATRONS
Prof. Subrata Ghosh, Coordinator, IQAC
Dr. Subhojit Ojha, Secretary, Teachers' Council

CONVENER
Prof. Debnath Mattra,
Coordinator, Entrepreneurship Development Cell, Durgapur
Government College and HOD, Commerce
Durgapur Government College

ORGANIZING COMMITTEE
Members of Entrepreneurship Development Cell, Durgapur
Government College and Faculty Members of Department
of Commerce, Durgapur Government College.

THE ENTREPRENEURSHIP LECTURE SERIES

The Entrepreneurship Lecture Series brings individuals to discuss the range of "emotional" management situations that present themselves throughout the entirety of the entrepreneurial lifecycle (e.g. embedment, launch, cash crunch, PR crisis, liquidity, etc). In addition, the series seeks to enhance student understanding of topics relevant to entrepreneurship and innovation, provide the background necessary for students interested in entrepreneurial careers, and introduce students to resources in the entrepreneurial arena while providing a forum for networking and career development.



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The Entrepreneurship Lecture Series
(A Collaborative Initiative of Entrepreneurship Development Cell, Durgapur Government College with the Department of Commerce, Durgapur Government College)

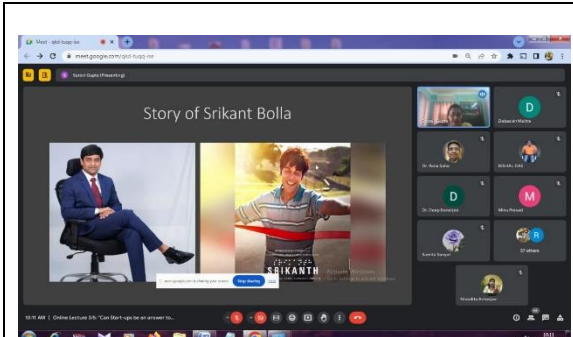
Online Lecture 3/5: "Can Start-ups be an answer to Sustainable Development: An Overview"
May 07, 2024, Time: 10 a.m.

RESOURCE PERSON
Dr. Surovi Gupta
Associate Professor of Commerce
Asansol Girls College, West Bengal



TARGET AUDIENCE
Undergraduate and Post-Graduate Students,
Research Scholars and Faculty Members

REGISTRATION LINK: <https://forms.gle/3x15RHxzYMT4j969>

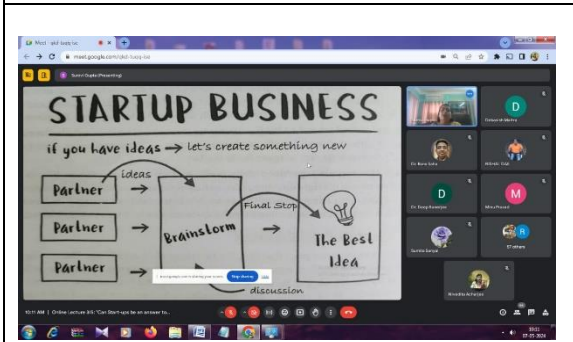


Story of Srikant Bolla

The screenshot shows a Zoom meeting in progress. The main content is a video player displaying a man in a suit, identified as Srikant Bolla. The meeting interface includes a grid of participants on the right and a toolbar at the bottom.

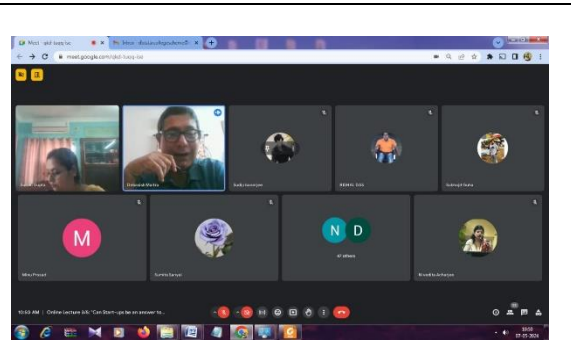


The screenshot shows a Zoom meeting with a grid of participants. Several participants are visible, including a woman in a yellow top and a man in a green shirt. The meeting title at the bottom reads "Online Lecture 3/5: 'Can Start-ups be an answer to...'"



STARTUP BUSINESS
if you have ideas → let's create something new

The diagram illustrates the startup process. It starts with three boxes labeled "Partner" on the left. Arrows labeled "Ideas" point from these partners to a central box labeled "Brainstorm". From "Brainstorm", an arrow labeled "Final Step" points to a box labeled "The Best Idea", which is accompanied by a lightbulb icon. A feedback loop arrow labeled "discussion" points from "The Best Idea" back to "Brainstorm".



The screenshot shows a Zoom meeting with a grid of participants. The meeting title at the bottom reads "Online Lecture 3/5: 'Can Start-ups be an answer to...'"

Event 4

Event: Online Lecture 4/5: "Challenges and Prospects of Start-ups in India"

Date: May 9, 2024

Time: 10 a.m.

Overview

The fourth lecture in The Entrepreneurship Lecture Series, a collaborative initiative by the Entrepreneurship Development Cell and the Department of Commerce at Durgapur Government College, focused on the challenges and prospects of startups in India. The session was conducted online and featured Dr. Sunil Kumar Yadav, an Assistant Professor of Commerce at Egra S.S.B. College, West Bengal, as the resource person.





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The Entrepreneurship Lecture Series
 (A Collaborative initiative of Entrepreneurship Development Cell, Durgapur Government College with the Department of Commerce, Durgapur Government College)
Online Lecture 4/5: "Challenges and Prospects of Start-ups in India"
 May 09, 2024, Time: 10 a.m.

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Dr. Debnath Palit
Principal, Durgapur Government College
West Bengal Senior Education Service (WSES)
Government of West Bengal

VICE PATRONS
Prof. Subrata Ghosh, Coordinator, IQAC
Dr. Subhojit Ghis, Secretary, Teachers' Council

CONVENER
Prof. Debasish Maitra,
Coordinator, Entrepreneurship Development Cell, Durgapur
Government College and Dept. of Commerce,
Durgapur Government College

ORGANIZING COMMITTEE
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Government College and Faculty Members of Department of
Commerce, Durgapur Government College

THE ENTREPRENEURSHIP LECTURE SERIES

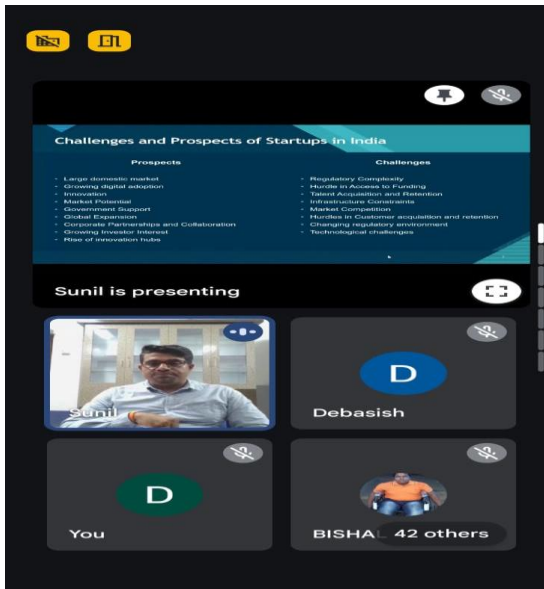
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RESOURCE PERSON
Dr. Sunil Kumar Yadav
Assistant Professor of Commerce
Egra S.S.B. College, West Bengal



TARGET AUDIENCE
Undergraduate and Post-Graduate Students,
Research Scholars and Faculty Members

REGISTRATION LINK: <https://forms.gle/BNsFBt48JrCh8RFJA>



10:00

Live sharing on YouTube Can't join

Online Lectu...

Challenges and Prospects of Startups in India


Prospects

- Large domestic market
- Growing digital adoption
- Innovation
- Government Support
- Global Exposure
- Corporate Partnerships and Collaboration
- Strong Investor Interest
- High of Innovation Index


Challenges

- Regulatory Complexity
- Hard to Access the Funding
- Talent Acquisition and Retention
- Infrastructure Constraints
- Market Competition
- Market In Customer acquisition and retention
- Changing regulatory environment
- Technological challenges


Sunil is presenting



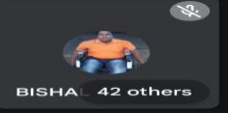
Sunil



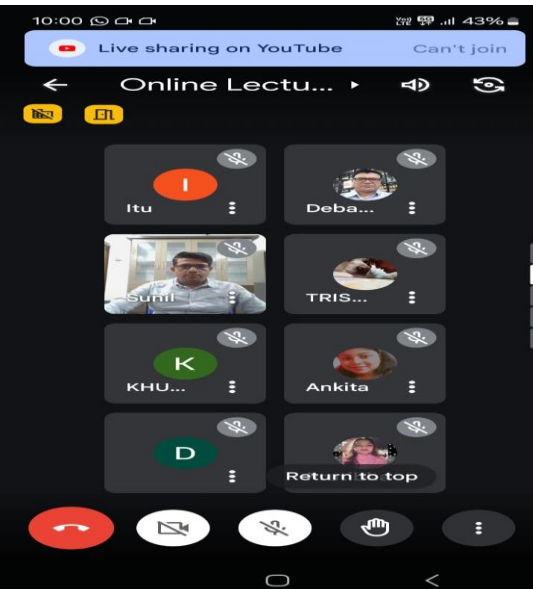
Debasish



You



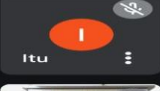
BISHA, 42 others



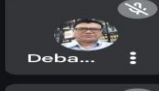
10:00

Live sharing on YouTube Can't join


Online Lectu...



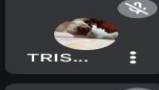
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Deba...



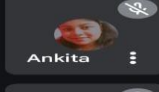
Sunil




TRIS...



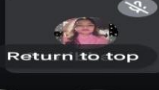
KHU...



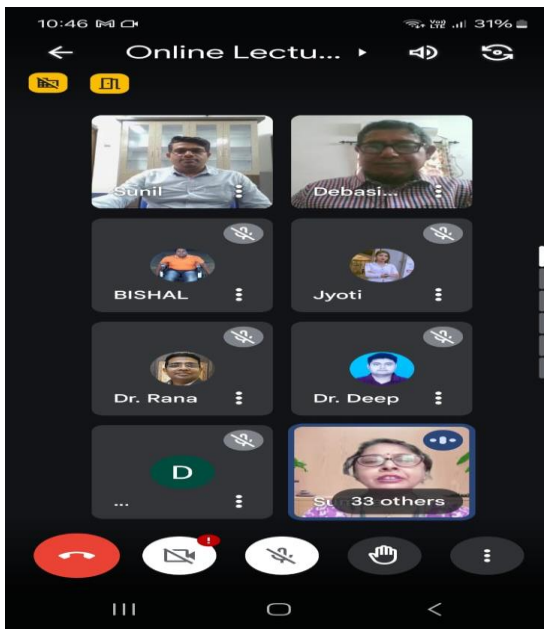
Ankita



D




Return to top




10:46


Online Lectu...



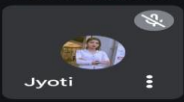
Sunil



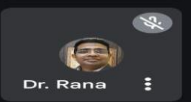
Debasi...



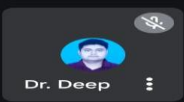
BISHAL



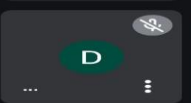
Jyoti




Dr. Rana




Dr. Deep



D



33 others




10:36

Online Lectu...

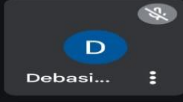
10 Amazing Facts about India

- 1) Vimal Ghose invented Pongal (90% of the body's capacity on it)
- 2) Sushera Bharia created the most (Drum) in world's No 1 with board and drum)
- 3) 28% of doctors in USA are Indians.
- 4) 12% of scientists in USA are Indians.
- 5) 34% of Airbus scientists are Indians.
- 6) 34% of Microsoft employees are Indians.
- 7) 28% of IBM employees are Indians.
- 8) 17% of INTEL scientists are Indians.
- 9) 15% of ORACLE employees are Indians.
- 10) The famous board game, called Chess, was invented in India.

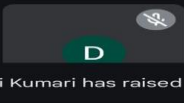
Sunil is presenting



Sunil



Debasi...



D



Jyoti Kumari has raised a hand

Show

Event 5

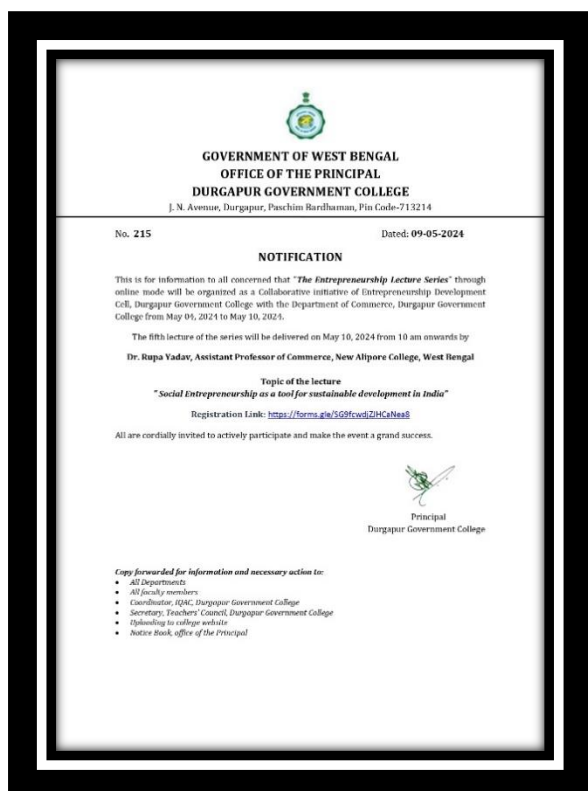
Event: Online Lecture 5/5: "Social Entrepreneurship as a Tool for Sustainable Development in India"

Date: May 10, 2024

Time: 10 a.m.

Overview

The final lecture in The Entrepreneurship Lecture Series, a collaborative initiative by the Entrepreneurship Development Cell and the Department of Commerce at Durgapur Government College, focused on social entrepreneurship as a catalyst for sustainable development in India. The session was conducted online and featured Dr. Rupa Yadav, an Assistant Professor of Commerce at New Alipore College, West Bengal, as the resource person.



PATRON
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Principal, Durgapur Government College
West Bengal Senior Education Service (WBSES)
Government of West Bengal

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(A Collaborative initiative of Entrepreneurship Development Cell, Durgapur Government College with the Department of Commerce, Durgapur Government College)

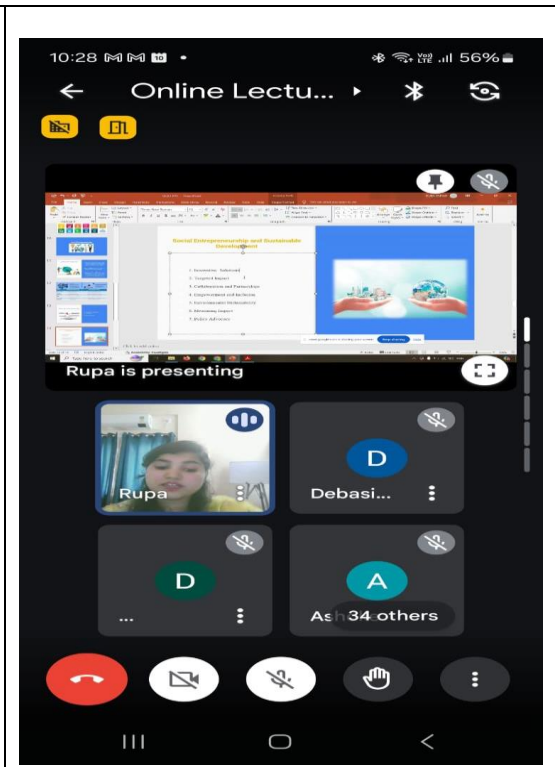
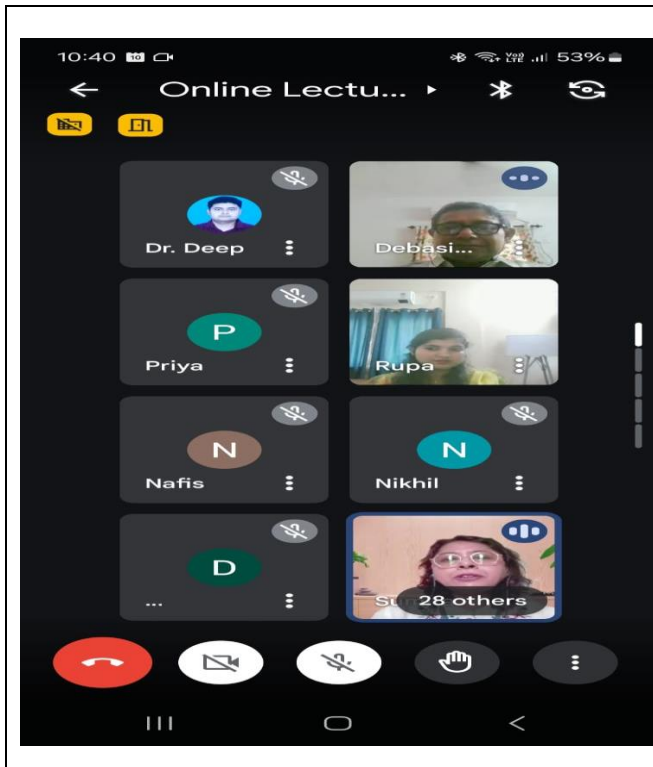
Online Lecture 5/5: "Social Entrepreneurship as a tool for sustainable development in India"
May 10, 2024, Time: 10 a.m.

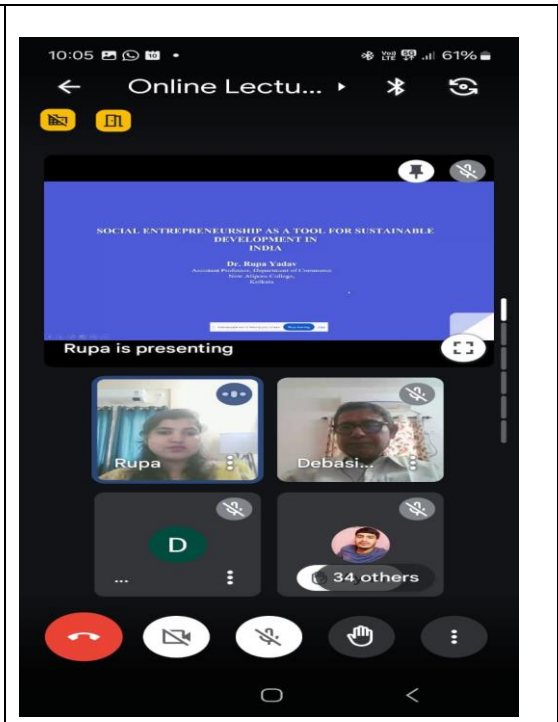
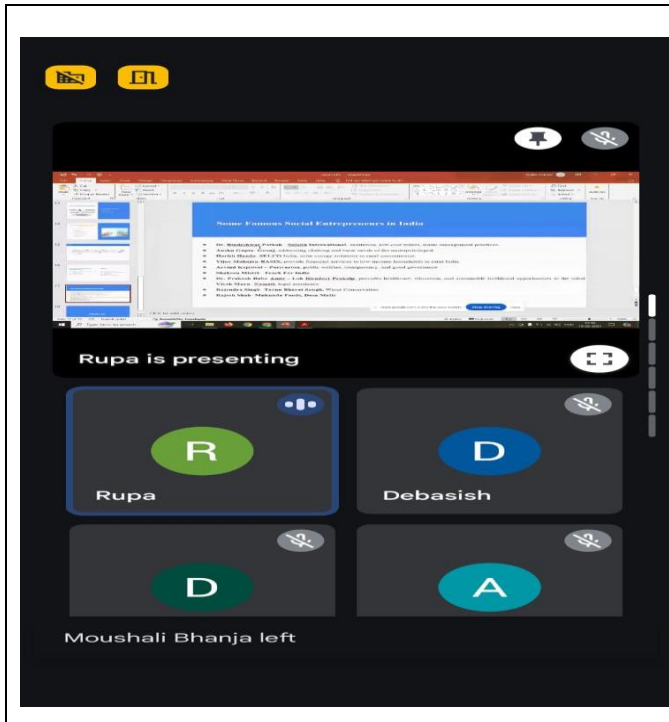
RESOURCE PERSON
Dr. Rupa Yadav
Assistant Professor of Commerce
New Alipore College, West Bengal



TARGET AUDIENCE
Undergraduate and Post-Graduate Students,
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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





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