



JAIN
DEEMED-TO-BE UNIVERSITY

SCHOOL OF
COMMERCE



SAMVIGYAN THE READERS' PARADISE

PRESENTS

REFLECTIONS – THE NEWSLETTER

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- Afeefa Kulsum (B.Com 'O')

FEBRUARY

The Month of Love

Sow your seeds to Knowledge

DIGITAL DOMINANCE

In regards to the views on the press losing its significance among the youth of today's generation due to digital dominance as well as the future of the Press in our country, I have shared a few personal thoughts with regard to the same.

Newspapers around the world are gasping for survival. Shrinking breed of readership causing depletion in revenues, rising costs, waning credibility, and over and above the onslaught of digitalization have caused a major turmoil for the press. It is undeniably factual that the youth is losing its appetite for the press and the press is losing its significance considerably among the youth of the nation. As the youth transcends into a new era of digitalization, the youth has lost ground with many essentials and basics, not only press but also the aroma of ethics, values, education, fashion, communication etc. In almost all the areas we witness the youth deviating from the hard core systems, beliefs and practices followed for generations. The most evident factor causing the decline in the readership undoubtedly can be attributed to the migration to the digital media. The new found best and smart friend of the young generation, which is smitten by the alerts and notifications on the smartphones and would rather prefer the updates on their gadgets than the traditional newspapers. Apart from news updates, the youth get excited with all that social media offers and so they derive their entire package of entertainment, news and niche offerings from the media itself. Moreover, this generation prefers the short and prompt notifications rather than the analytical, more in- depth and more qualitative information by the press. It has become so convenient to read books and magazines on electronic devices like tabs and kindles. There's no more going to the mailbox or the bookstore — you just download the magazine issue or book and start reading. Moreover, the youth do not like to give attention to details and dwell largely on details as the attention span too has diminished. The digital platforms are cost effective and offer more perks than the traditional press media.

Therefore, it looks like the digital media is here to stay and the future of the press media seems bleak with the storming benefits offered by the digital world. The digital sources are here to stay. While the older segment of the study may still prefer the newspapers, the youth of today would have their world knit to the digital world.

*- Dr. Annie Stephen, FCA
Co-ordinator,
Department of Professional Accounting and Finance,
Kristu Jayanti College
Bengaluru*

Know Your Teacher

What motivates you to teach?

Thirst for educating the younger generation towards excellence.

Which is your favorite batch and why?

2004 & 2006 Batch is my all-time favorite batch because they motivated me to take up new roles in teaching them, both inside the classroom and also outside.



Dr. Geetha Madhusudan,

Associate Professor and
Head, Department of Sanskrit
School of Commerce,
CS & IT, JAIN (Deemed to be University)

What are your Hobbies?

Reading and Cooking are my hobbies.

What is the greatest success you've had with teaching?

I would say, seeing my students' success in their professional and personal life is my greatest success.

Describe the teaching profession in one word

- According to me if teaching is considered as a profession, then teachers are the core learners.
- Also, it is a passionate journey for a teacher with young minds to go on and grow

The WTO estimates a 7.2% improvement in International trade in 2021, after seeing a 9.2% decline in 2020

Skies and warriors

(A piece of poetry dedicated to all the people going through rough patches in life.
Hang in there. Life is like the sky. You'll see the brightest day soon!)



Everyone sees them differently,
That's what makes them beautiful.
Blue melts into orange and
everything comes together.
Blue turns pink and
then it goes golden.
Boring turns bold
the world blends together.
Like sawdust into gold
Magic altogether.
More depth, more beauty
Every colour is important
Every scar legit has a story
Keep fighting y'all,
Strong and concordant.

- Kavyashree. K (4 J)

See the reality

He is such an angel,
Never hurt a soul,
Always working for his goal

Never did any bad,
Learned all of it from his Dad

But all he got was hate,
Because he was doing so great

Never thought in a million years,
That he wouldn't be near

All people did was hate,
Before they realized that it was already too late

Nor heaven nor Earth has been at peace tonight
One was in despair for losing an angel,
One was in delight as it gained an angel.

Apple's iPad retina display is
actually manufactured by Samsung.

- Keerthi S (1 BMS IF)

HEAL ME

Hey Scar, do you feel me?
Hey Scar, can you heal me?

You weren't invited, yet you came
And then, it was never the same

Hey Scar, do you feel me?

You came when I was wounded,
But you went away
You came when i got a burn,
Even then you went away
And then you came when one spoke,
Why did you not go away?

Hey Scar, will you heal me?

You're my friend now,
Yet you hurt...
We share the same heart,
Yet you haunt...

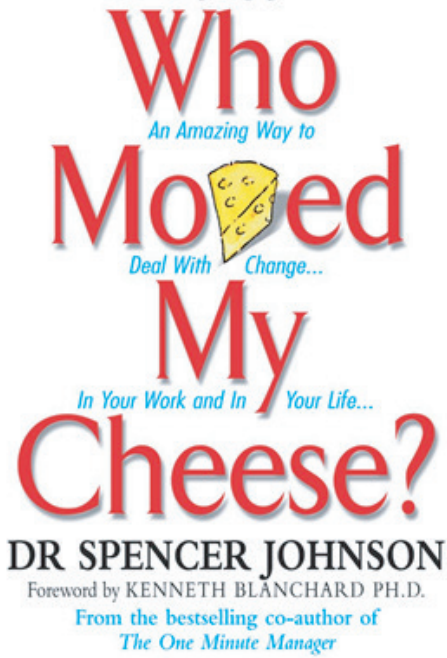
Hey Scar, can you feel me?
Hey Scar, please heal me

- Nikhil M S, Faculty- Commerce

**U.S. aircraft exports fell 43%
from 2019 to 2020**

**U.S. automotive exports fell 21%
from 2019 to 2020**

'One of the most successful business books ever'
Daily Telegraph



Book: Who Moved My Cheese?
Author: Dr. Spencer Johnson

Book of the Month - Rather be Reading

This 94–page book chronicles the lives of the mice, Sniff & Scurry and the little people, Hem & Haw, who love cheese, an allegory to what we believe makes us happy - money, job, etc.

On a fateful day however, the cheese disappears from its usual source.

The characters' reactions to this “change” reflects the way we respond to change in our daily lives.

Sniff, sniffs out change early.

Scurry, scurries into action.

Hem fears and denies change.

Haw learns to adapt in time when he sees changing can lead to something better.

Will any of them find the cheese they love so much?

The consequences of the decisions these characters make, teaches us precious lessons on dealing with change, fear and uncertainty in our lives.

- Sachin S. Shenoy (4K)

Newspapers fading away.....

Yes! Newspapers have certainly lost their significance among youth because of the pervasiveness of digital technology.

In my opinion there is nothing alarming about this as only newspapers have lost significance and not NEWS. The younger generation has only switched over to a more advanced technology where they can access updated and real time information. This change is perfect, centuries ago people inscribed information on stones and rocks, clay and leaves were also used for writing and later on paper and print media evolved. The change is continuous and when the world is combating global warming and other environmental issues, this is a welcoming change. When newspapers are not in circulation definitely some number of trees would be saved which would help protect environment.

- Dr.M.Bina Celine Dorathy, Faculty Commerce.

Story of Courage

A story about a prisoner of war featuring abuse and torture. Capt. G. R. Choudhary (the then 2/Lt) of 3/9 Gorkha Rifles was at the forefront of action on the outskirts of Shakargarh in Pakistan (on 14/15 December 1971) when he was wounded and taken prisoner. As a PoW, he spent close to a year in Pakistani jails enduring pain and torture. During captivity he encountered various Pakistani soldiers and officers who appeared to be seriously misinformed about Indians and India, and displayed undisguised animosity towards them. On the bright side there were also some heartwarming experiences all of which left a lasting impression and became a huge learning experience.



Capt. G. R. Choudhary is a valiant soldier who joined the Indian Navy at an early age and went on to be commissioned in the Indian Army in 1971. He was the leading Platoon Commander in the forefront of the night attack on village Chatarana deep inside Pakistan. Wounded in action he was taken prisoner. During the year long period as a prisoner of war, he battled immense pain and torture. After release, he rejoined his regiment whereupon he was posted in Mizoram when insurgency was at its peak in that state. He excelled in pursuit and capture of insurgents and misguided elements.

- K Ravi Rahul (1BMS-IF)

The highest growing country for e-commerce is India followed by Saudi Arabia, Indonesia, Australia and the Philippines. The least growth for online shopping includes Latvia, Ukraine, and France

A Lovely Night

You said me Hi
Didn't believe that sight
Rethinking in my mind
Felt like a dream inside

I saw the birds fly
Flying silent and high
I'm thinking of your smile
As I rhapsodize

My thoughts were in a fright
When you took my invite
It was a dream come true
So shiny and alive

We sat on a boat
Went to a place alone
I took your hand in mine
Felt like a paradise

We saw the stars shine
In the foggy night
Reflection of the moon
So bright and so white

I felt like rainbow's light
Sliding upon the sky
When told, "you are mine"
Looking eye to eye

Finally this might
Be the end of the night
As tomorrow's new sky
Starts with a new life

- P.D.R. Amith (B.com 'B')

More than 67% of people love
to purchase through their mobile
rather than a desktop and other systems

The biggest e-commerce store now is
Amazon

Faith

People say, I cannot handover
So was always alarmed to start over

But when I met you,
Began to know you,
Made myself comfortable around you,
Believe me, I never thought,
That my trust would make me get caught.

Afterall, you made me believe
That it's always earnest to live.

Yes, it was fate!
I say- "You have earned your piece of faith."

- Avani Jayaraj (4 N2)

Campus Placement Advice - KPMG Edition

It's scary to think of securing your desired job without any prior work experience. This is why students look forward to campus placements every year. We interviewed Sanjana Karthik and Shashwat Singh, final year students studying B. Com (H) with ACCA who have been placed at KPMG GS. Here's an insight into their placement process.



Sanjana Karthik



Shashwat Singh

1. How do you prepare for a typical job interview?

I usually start by reading the job description and educating myself about the company. Every job interview is structured a little bit differently and the questions depend on the job you have applied for, but more often than not it's very spontaneous.

I've always asked my friends to conduct a mock interview and found it to be of great help. And remember, confidence is the key.

2. Do you think having prior experience has given you a competitive advantage?

No, this is a common misconception. I've grown to understand that the scope of landing a job doesn't entirely depend on you having prior experience, it's way beyond this periscope. However, it definitely gives something more to talk about during your interview if you have prior experience.

3. How do you build a solid resume?

There's no right or wrong when it comes to building your resume but I'd like to keep these points in mind:

- Keep it simple, crisp and short,
- It should be appropriately structured,
- Mention only those skills and achievements that add value and are relevant to the role.

Also, to make a good resume tailored to the job role, what you can do is open a word doc. and make a list of all your achievements and extracurricular activities and stuff and as you make resume for each company, choose to highlight your strengths specific to the role you are applying for.

4. Have you ever been rejected? If so, how did you take it?

Yes, we both have been rejected once or twice but as time passed we've grown to learn so much more about ourselves. A rejection will definitely make you feel bad initially but it will help you realize what areas you need to work upon.

5. What qualities do companies usually look for?

It differs from company to company, however the common qualities that most of them look for include, good communication skills (written and spoken), hunger, willingness to learn, and confidence.

6. What advice would you give out to your juniors who would be sitting for placements next year?

A basic advice would be to not have any backlogs and have a decent SGPA as these companies have a minimum criterion for applying. Having a good SGPA and no backlog will open you to more opportunities.

Apart from this you need to have a good grasp of your subject basics and also know the role that you're applying for.

Have some current/trending knowledge about the changes in the field of your interest. Many a times these companies might ask you questions on recent news related to the role you're applying for.

Make sure that you're confident enough when you answer and just in case if you don't know the answer to any of the question they ask, you can be honest and let them know that you're not aware about it.

7. How does it feel to be selected by one of the highly reputed companies in the world?

It truly feels like a dream come true for both of us, getting into one of the Big 4s was something which none of us even thought that we would be able to make it. We personally feel that apart from your hard work and the way you answer the questions in the interview round, a small percentage of luck definitely plays a key role in it.

8. What are your final takeaways?

College is a place where you truly get to build yourself and experience new things, it molds you into who you are as a person.

"Challenge yourself to be the better version of you. Always."

- Suhas V. (4-K)

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