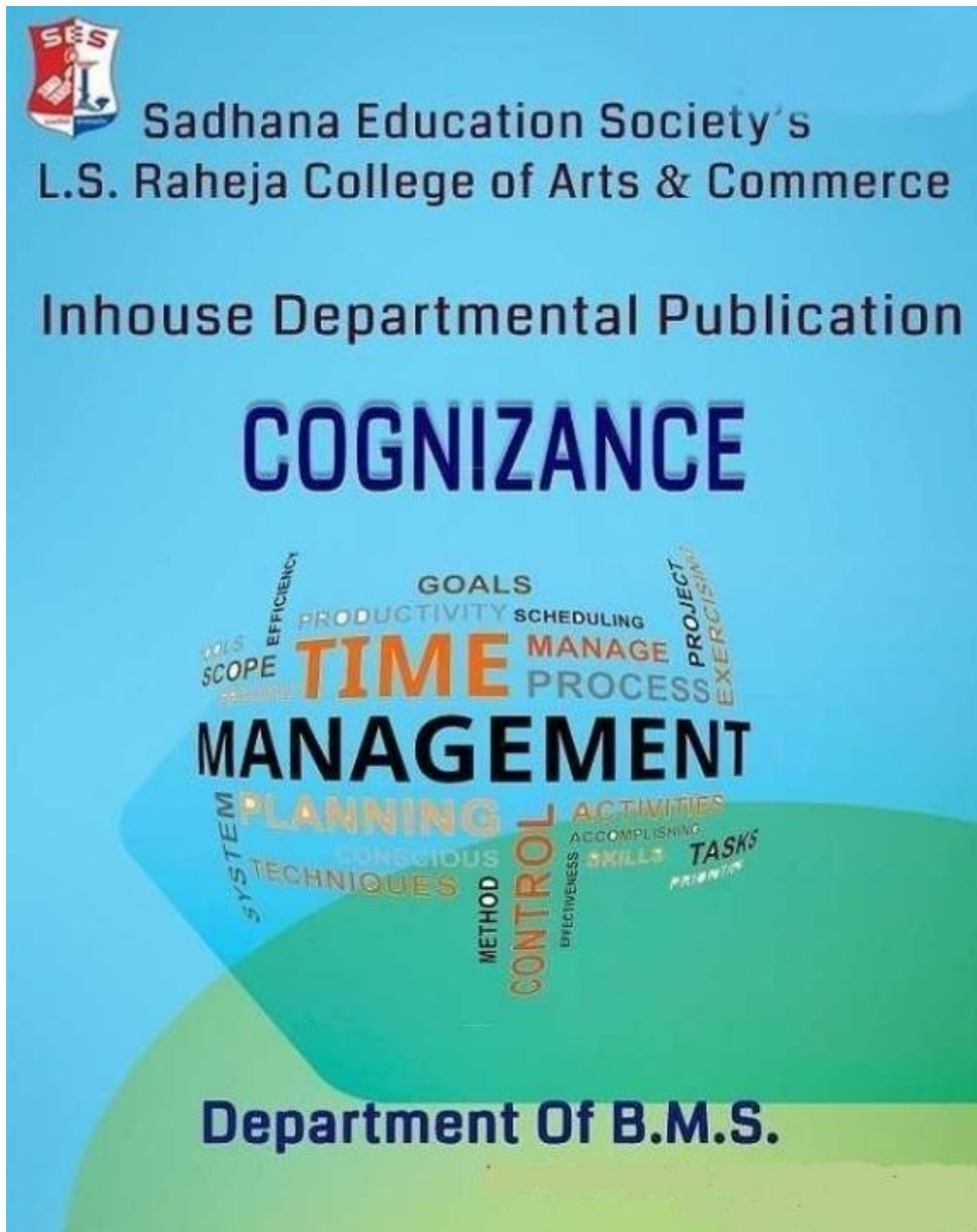


SES'S L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE

INHOUSE DEPARTMENT PUBLICATION



**DEPARTMENT – BACHELOR OF MANAGEMENT STUDIES**

**NAME - COGNIZANCE**

**EDITOR – MR SIDDHESH HADKAR**

**CONTRIBUTOR - SUMAN PANDEY**

**THE BIGGEST EVER SCAM IN THE HISTORY OF BANKING**

**Mr. Siddhesh Hadkar**

**Suman Pandey**

The banking and financial sector, all over these years has seen a lot of frauds by different business tycoons all across the globe. Most of them reasoning a lack of efficiency in the technicalities of the financial in organization themselves. One of the biggest illustrations being 'THE PNB FRAUD'.

Punjab National Bank (PNB), a public sector undertaking and the second largest bank in India which was established on 19<sup>th</sup> May 1894. A Delhi headquartered treasury faced a major setback by a jeweler and designer Mr. Nirav Modi. A fiscal scam of around Rs.14,356 crore came to sight of the officials of the bank. A heart-throbbing incident left each one of them on the edge of their seat.



Nonetheless, there were two of the bank employees also being involved in this fraudulent case. The case started with the inappropriate way of issuing Letter of Undertaking [LOU] by the companies owned by Nirav Modi and his uncle Mehul Choksi which would then be approved by those PNB employees without any valid verification not even checking their pre- approved credit limit. They took an

undue advantage of the bank's technical weakness of bank's core system not being connected to the Swift system. The employees confirmed their short term loan through the Swift systems through various different means which went on for around seven years. Not a single official involved could detect any of these fake approval as nothing was being entered in the bank's core system.



The whole process being:

- Fake allowance of Letter Of Undertaking by the employees of the bank and issuing them overseas to multiple banks for the short term loan
- The overseas bank giving them the approved amount
- Importing Diamonds
- Issuing another LOU without paying for the first one for the same amount plus the interest for last loan amount
- Expanding business carrying out the same procedure over and over again and interest plus amount keeping on increasing after every fake approval.

The whole process continued for a whole and sole seven years amounting the same to almost Rs.14,356 crore worth of money.

Before the siphon could get in sight of the bank clerks, Mr. Nirav and his uncle flew out of India and the bank employees also retirement from their services. The whole plan was exposed when one of the accused companies asked the buyers to pay to the suppliers. The bank then following its protocol asked the company to put up the amount as collateral so as to issue the Lou and verify the credit limit, it was then the company aggressed saying they had done it before without the collateral amount.

The bank officials were forced to check the transaction about which the company has been debating. They found no traces of any transaction but later realized that the involved employees who had retired till then only processed the entire information into Swift system and not into the bank's core. It was also then the bank released that Swift system and bank's system are distinguished and can be processed individually.

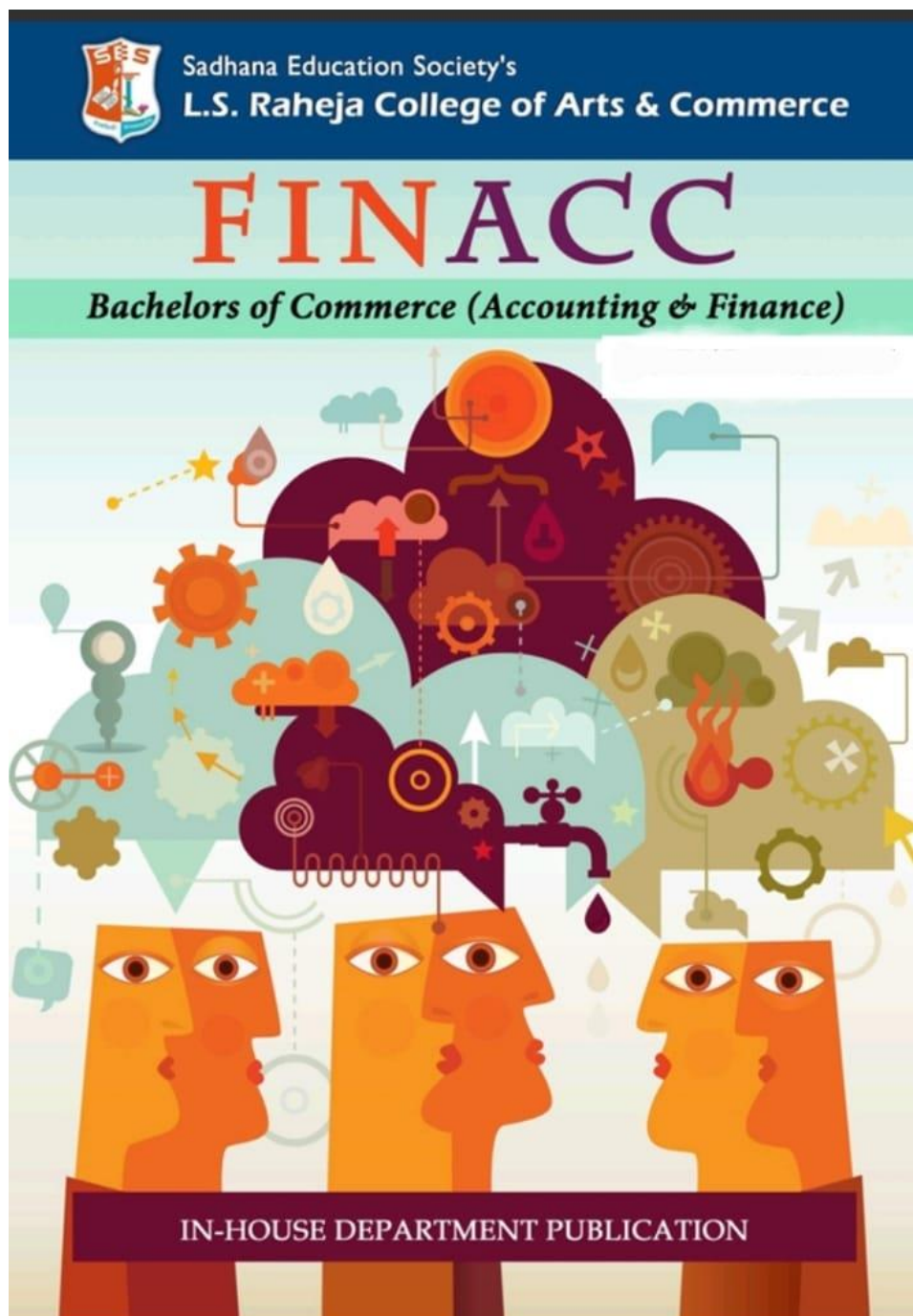
A criminal report was launched under the CBI, by PNB for the major loss of the bank's money. Not to forget that the blame game cannot be played here. This fraud could be saved if the bank's security would have been more vigilant about the working of the systems and would have detected the scam right the first time it took place which wouldn't have cost them such huge money. The officials should have been more loyal towards their responsibility rather than the parting unacceptable way of money laundering by the billionaire tycoon.

## References:

- Bhasin, M.L. (2016). The Role of Technology in Combating Bank Fraud: Perspectives and Prospects, International Review for Social Sciences, Vol. 4, Issue 1,
- Chakraborty, K.C. (2013). Fraud in the Banking Sector – Causes, Concern and Cures, Inaugural Address, National Conference on Financial Fraud organized by ASSOCHAM, July 26, New Delhi.
- Financial Express (2018). May 22.
- Jajodia, A. (2018). A Case Study on Nirav Modi & Punjab National Bank Fraud, BCT Blog, March 27.
- Livemint (2018). How Banking Fraud can be Nipped in the Bud, February 23.
- Dr. Goutam Bhomik (2018): PUNJAB NATIONAL BANK (PNB) FRAUD, The management accountant journal, V53, September 18.
- Narayan, S. (2018). The Punjab National Bank Fraud in India: Failure of Institutional Controls and Oversights, ISAS Brief, National University of Singapore, No. 558, March 2.
- Prashant, P.J. (2018). The Nuts and Bolts of a Fraud: on PNB Scam, the Hindu, February 22.
- RBI (2017), Financial Stability Report, December, Mumbai.
- Singh, C. et.al. (2016). Frauds in the Indian Banking Industry, Working Paper No. 505, IIMB, March. 10 Tributes (2018). July 1.

SES'S L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE

INHOUSE DEPARTMENT PUBLICATION

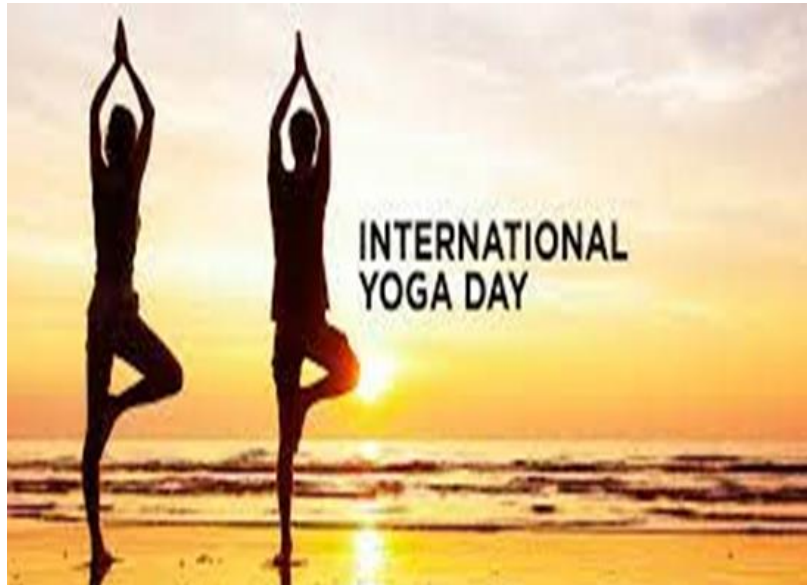


**FINACC****DEPARTMENT: BACHELORS OF COMMERCE (ACCOUNTING & FINANCE****ISSUE: AUGUST, 2021****EDITOR: MS. VAISHALI PANDYA****CONTRIBUTOR: 1. MISS URVI JAKHARIYA – TYBAF****2. MR. PRASHANT RAJAN SHELAR, ASSISTANT PROFESSOR, BAF****THE ONE WHO ACCEPTS YOGA AS AN EXERCISE, IS THE ONE WHO  
FANTASIZES!****Ms. Vaishali Pandya****Miss Urvi Jakhariya****Mr. Prashant Rajan Shelar****Introduction**

The word yoga comes from the Sanskrit word “yug” which means union, to join, to direct, and concentrate one’s attention. Yoga was developed by the Indus-Sarasvati civilization in Northern India over 5000 years ago. The word “yoga” was first mentioned in the oldest sacred text, the Rig Veda. Yoga is the go-to workout choice for many including celebrities as it relaxes our minds through stretching, breathing, exercising, etc. Yoga is a 3000-year-old tradition, yoga is now regarded in the western world as support that looks like the whole person, not just their mental health, and is classified by the National Institutes of Health as a form of complementary and alternative medicine too.

I don’t understand the people who don’t practice yoga end up saying it is a simple workout just to maintain good health? Do you all also agree with them? If yes then you are wrong. Yoga doesn’t only help in keeping us healthy but also it helps your mind to work more faster as compared to that of before doing yoga.





### Importance of Yoga

Yoga exercises recharge the body with cosmic energy and facilitate self-healing, removes negativity from the mind to think more of positive thoughts. It also enhances personal power, mainly it helps in being attentive, focused and concentrated on one topic at a time, it also reduces stress and tension, yoga makes the one feel energetic, it also gives the power to control their body and mind. Whereas there are physical benefits of yoga too which include flexibility, increased muscle strength, improved respiration, balanced metabolism, mainly protection from injury, etc. It also brings physical and mental disciplines together to achieve a peaceful mind as well as a peaceful body. It also improves respiration of the one. Also, yoga is not only practiced in India but it is practiced all over the world. “International Yoga Day” is celebrated on 21<sup>st</sup> of June every year with a specific theme every year. The theme for this year i.e for 2022 was “Yoga for Humanity”. Yoga has helped many people to cure COVID 19 too.

### Advantages of Yoga

Below are some of the advantages of practicing yoga:-



- Yoga improves strength, balance and flexibility: In yoga, flexibility helps to protect your muscles and joints from injury, while strength helps control and support your flexibility.
- Yoga helps with back pain relief: Many people treat pain by doing various yoga's as back pain gets relieved by stretching your back as well for other pain there are couple of yoga's that can be done.
- Yoga benefits heart health: Regular yoga practice reduces stress level which contributes to a healthy heart. Several diseases which affects heart like high blood pressure and excess weight can also be brought in control through yoga.
- Yoga relaxes you, to help you sleep better: A consistent yoga routine helps you to get in the right mindset and prepare your body to fall asleep and stay asleep. Also it is said by many that the one who practices yoga is the one who sleeps quite good.
- Yoga can mean more energy and brighter moods: After getting into a routine of practicing yoga the one can feel increased mental and physical energy it also gives boost in keeping you alert and enthusiastic with fewer negative thoughts.
- Yoga helps you manage stress: According to National Institute Of Health, yoga supports stress management by keeping mind very cool and calm which is again done by practicing yoga itself.
- Yoga promotes better self-care: The one who choose to practice yoga is just for their care itself. So that their health whether it be mentally physically or spiritually be in a good condition.

### Conclusion

Yoga is the medicine for nearly every problem. As you practice yoga, it does not only help you to improve your physical body but also helps in maintaining your inner peace and relaxing your mind. Thus, there is nothing that yoga cannot help.

**YOGA IS NOT JUST ONE DAY PRACTICE, IT'S A LIFELONG COMMITMENT!!**

### References:

- <https://www.tpoftampa.com/why-healing-the-mind-is-important-to-recovery/>
- <https://www.yogabasics.com/learn/history-of-yoga/>
- <https://www.google.com/amp/s/www.medindia.net/amp/yoga-lifestyle/yoga-importance.htm>
- <https://www.google.com/amp/s/www.hopkinsmedicine.org/health/wellness-and-prevention/9-benefits-of-yoga%3famp=true>



**SES'S L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE**

**INHOUSE DEPARTMENT PUBLICATION**

**NAME: FINACC**

**DEPARTMENT: BACHELORS OF COMMERCE (ACCOUNTING & FINANCE)**

**ISSUE: AUGUST, 2021**

**EDITOR: MS. VAISHALI PANDYA**

**CONTRIBUTOR: 1. MISS CHANCHAL MALVIYA, SYBAF**

**2. MR. SAMARTHA SHELKE – SYBAF**

**3. MR. PRASHANT RAJAN SHELAR**



## BRICS

Ms Vaishali Pandya

1. Miss Chanchal Malviya

2. Mr. Samartha Shelke

3. Mr. Prashant Rajan Shelar

### BRICS: A triumph or a disaster?

The term BRIC was coined by the British Economist Jim O'Toole Neill in 2001 to describe the four emerging economies of Brazil, Russia, India, and China. The idea behind the coinage was that by 2050, the economies of the countries would start to dominate world growth.

Originally it was BRIC, but it was renamed when South Africa was accepted as a full member at the BRIC Foreign Ministers' meeting in New York in September 2010. The group was formalized during the first meeting of BRIC foreign Ministers' in the year 2006.

### The Importance of BRICS

Because it brings together the major emerging economies of the world, comprising 41% of the global population, 24% of the global GDP, and over 16% share in the World Trade.

It was basically formed to promote economic growth and development for mutual prosperity.



### Current BRICS Leaders

The 3 pillars under which the BRICS countries often come together to deliberate on important issues are:

- Political and Security
- Economic and Financial
- Cultural and People to people exchanges

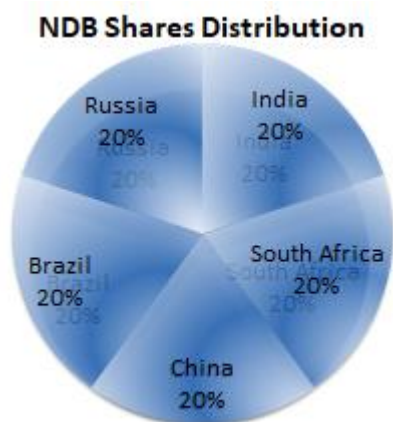
There are many challenges associated with BRICS, such as

- China's aggression in eastern Ladakh brought India-China relations to their lowest point in several decades.
- Strained relations between China and Russia with the West.
- And China's tarnished image at the global level in the pandemic (Covid-19).
- All the countries in the group trade with China more than each other because of its affordable costs, leading BRICS to be a platform to promote China's interests.
- Even China's economic rise has created a severe imbalance within the BRICS.

And a lot more challenges are faced by the BRICS due to instability, uncertainty, and insecurity.

The dollar has been a highly significant currency in the world for so long. And maybe that's why having a huge number of dollars as the foreign reserve is very important for most of the economies of the world but due to high dependency on the dollars and mostly the currencies of the western world and to reduce their dependence, the Russian President Vladimir Putin proposed a theory where he advised the BRICS nations to make a new international currency and hence, the dependence on the western currencies can be lowered.

And recently, to implement and work on this idea, on 15 July, 2014, the first day of the BRICS sixth summit in Fortaleza, Brazil, the group signed the long-anticipated document to create the US\$100 billion New Development Bank also known as the BRICS Development Bank and a Contingent Reserve Arrangement of US\$100 billion to provide short-term liquidity support to the members.



The sixth summit's theme, "Inclusive Growth: Sustainable Solutions," reflected the inclusive macroeconomic and social policies that our governments have implemented as well as the pressing need to address the problems that humanity faces as a result of the need to simultaneously achieve growth, inclusiveness, protection, and preservation.

The signature of the aforementioned agreement has been the subject of numerous disputes.

Critics in recent years have questioned issues including the bank's Chinese domination and other issues. Due to China having the highest foreign exchange reserves out of the five partners, there have been fears that China would unavoidably control the new bank's decision-making if voting rights were tied to financial contributions.

In order to prevent this, the Fortaleza BRICS summit declaration calls for a more egalitarian standard, with the bank's founding members sharing equally in the \$50 billion in initial subscribed capital.

Additionally, the member nations share in the duties associated with the bank's operation.

The NDB's regional headquarters will be in South Africa, even though the NDB's main office will be in Shanghai, China. Similar to how the first head of the Board of Directors would be from Brazil, the first president of the Bank will be from India, and the first members of the Board of Governors will be from Russia.

Argentina, Bangladesh, Indonesia, Mexico, and Turkey have expressed strong interest in full membership of the BRICS, while Egypt, Iran, Nigeria, Sudan, Syria, and recently even Pakistan have expressed interest in joining BRICS.

### **How do BRICS elect their head nations -**

Answering this question, the group at each summit elects one of the heads of the state of the component countries to serve as President Pro Tempore of the BRICS.

### **The Recent 14<sup>th</sup> BRICS Summit**

- It was hosted by China virtually under the theme "Foster High-quality BRICS Partnership, Usher in a New Era for Global Development" on 23-24 June 2022.
- The conference was the first to be held following the invasion of Ukraine, sending a signal that Russia is not economically or otherwise isolated.
- Despite the ongoing impasse between their soldiers at the border since 2020, China and India have expressed a willingness to attend the BRICS meeting.
- They also discussed important global challenges, including the COVID-19 pandemic, multilateral system reform, and global economic recovery, among others.
- The "Beijing Declaration," which stressed the need to prevent the politicization of the UNSC sanctions committee's activities, was accepted by the leaders.

To sum up, despite the fact that the BRICS nations have diverse cultures and viewpoints on a range of global issues, the recent BRICS Summit underscores the ongoing attempts to foster collaboration and coordination among them. And while the establishment of NDB is a start in the right direction toward giving the voiceless a voice, there is still a long way to go before it can be considered an alternative organization that can influence the global conversation.

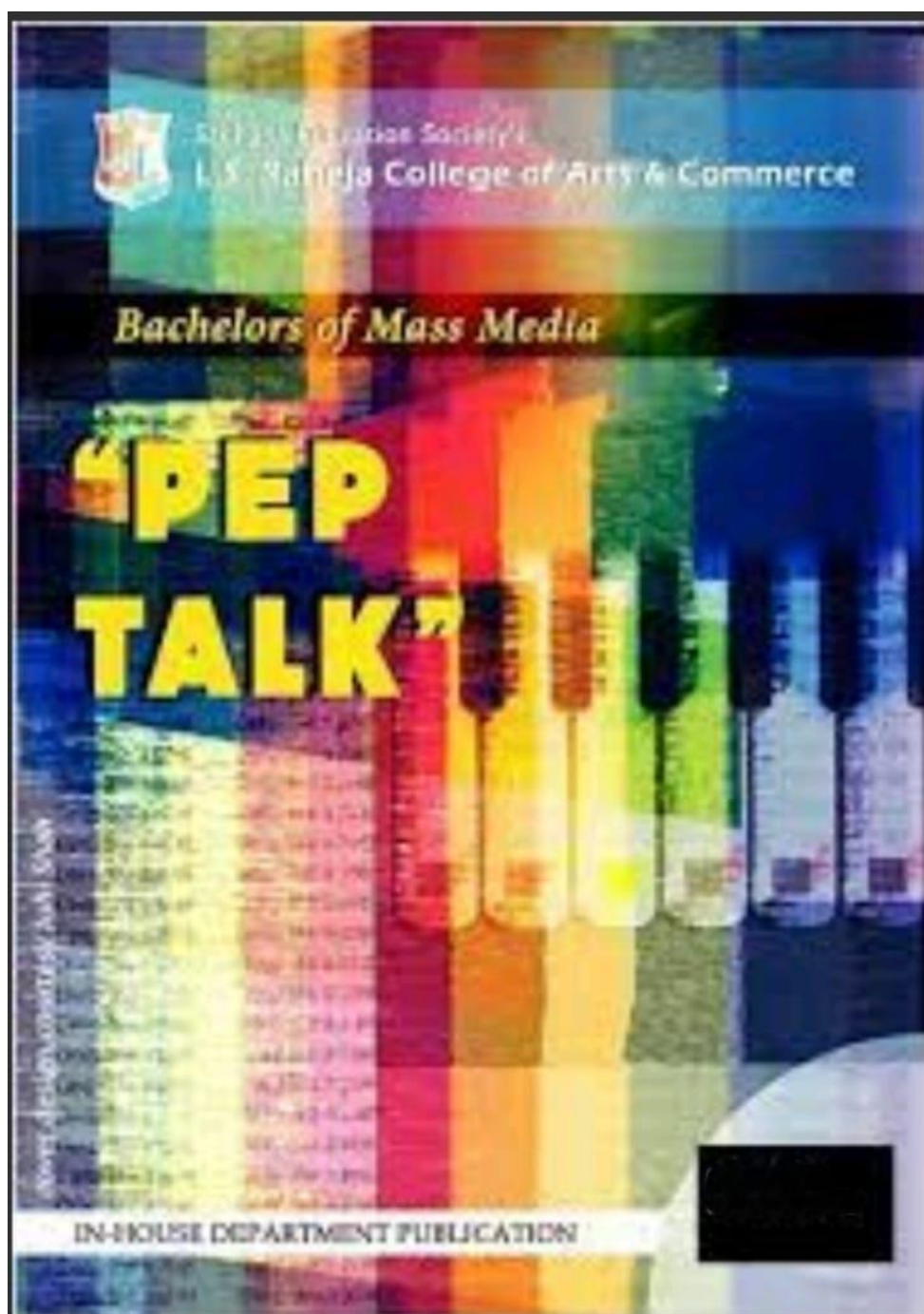
I hope the aforementioned information provided you with a better grasp of BRICS and its roles across the world.

**References:**

- <https://brics2021.gov.in/about-brics>
- <https://en.wikipedia.org/wiki/BRICS>
- <https://www.investopedia.com/terms/b/brics.asp>
- <https://timesofindia.indiatimes.com/topic/BRICS>
- [https://www.fmprc.gov.cn/eng/zxxx\\_662805/202206/t20220623\\_10709037.html](https://www.fmprc.gov.cn/eng/zxxx_662805/202206/t20220623_10709037.html)

**SES'S**  
**L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE**

**INHOUSE DEPARTMENT PUBLICATION**





**NAME: YELLOW JOURNALISM**

**DEPARTMENT: DEPARTMENT BACHELOR OF ARTS IN MULTIMEDIA AND  
MASS COMMUNICATION**

**EDITOR: MS RADHIKA LAGHATE**

**CONTRIBUTOR: MS SAMA PADVEKAR**

### **Yellow Journalism**

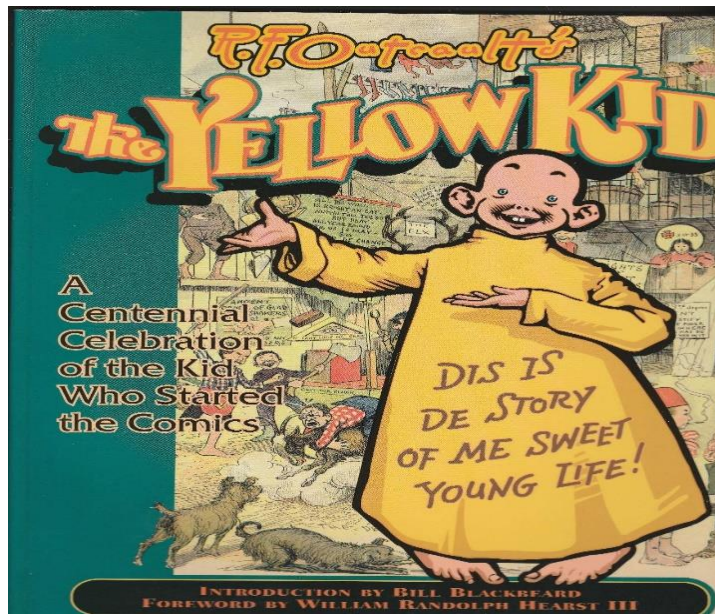
**Ms. Radhika Laghate**

**MS Sama Padvekar**

Yellow Journalism is an exaggerated form of journalism that has no logical or legitimate explanation. The main purpose of yellow journalism is to increase readership. The term was coined in the late 19<sup>th</sup> century when Joseph Pulitzer (New York World) and William Randolph Hearst (New York Journal) competed, who was two major news publishers, in the New York City newspaper market during the Spanish-American War in 1898. The credibility of the news was low and it spreads fake information to the public.



Publisher William Randolph Hearst, right and publisher Joseph Pulitzer on the left.

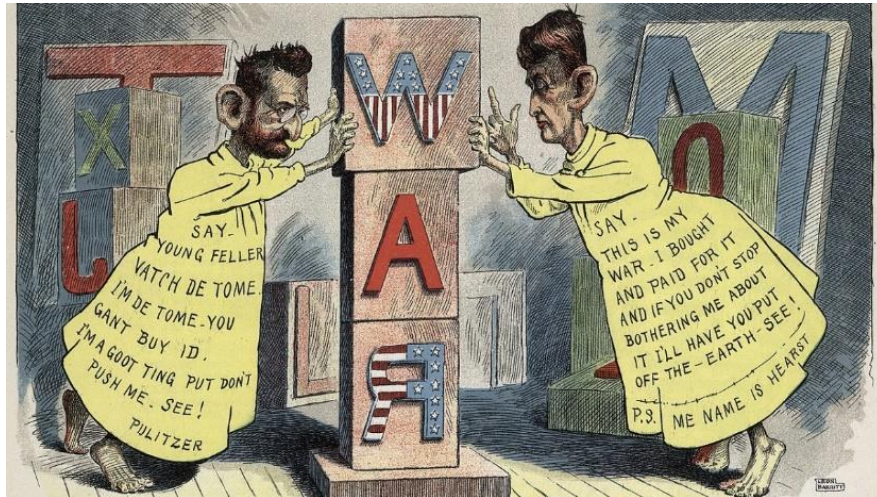


## The Yellow Kid

Initially, yellow journalism was not related to reporting. It was said to have been taken from a cartoon strip about life in New York's slums called Hogan's Alley and it was drawn by Richard. F.Outcault. The most popular character in this cartoon strip came to be known as 'The Yellow Kid' which was published in colour by Pulitzer's New York World. It grew so popular that it helped increase the sales of New York World. Later, in order to boost sales for his magazine The New York Journal, Hearst hired Outcault, however, refusing to give up in this battle over the yellow kid cartoon, Pulitzer then hired a new cartoonist for his paper. This competition over the cartoon gave rise to the term, yellow journalism.

The two publishers then implemented this style of competence over market share during the developments in Cuba. Cuba had been a Spanish colony and many wanted Spain to withdraw from the island. Hence, in an attempt to cover the turmoil between Cuban revolutionaries and Spanish imperialists, and to print rousing stories to entice American readers, the yellow journalists of New York World and New York Journal would exaggerate information or facts even if the details presented were not true.

In one of the events, a U.S. vessel Maine in the port of Havana sank, but instead of investigating this incident, publishers accused Spain of this involvement. When a U.S. naval investigation later stated that the explosion had come from a mine in the harbour, the supporters of yellow journalism called for war. Later, this led to the Spanish-American War.



A cartoon of Pulitzer and Hearst featured in the Puck magazine competing over the news market in the lead up to the Spanish-American war.

### Characteristics of yellow journalism

1. Headlines are written in large, bold letters. The intent is to often scare the readers.
2. No proof of source to validate the news.
3. Stories contain fake or false news to garner attention, sometimes even false interviews.
4. Usage of fake or imaginary illustrations.
5. Use of controversial topics from politics, war and sports.
6. Self-promotion to increase reader sales.

### Impact of Yellow Journalism

After breaking news emerged, overly hyped untrue coverage of facts by the media gained blind followers. This unprofessional practice is being recently seen on many news channels and newspapers. Since the media wields power in society, people are inclined to trust whatever is presented by the media to them. Unfortunately, many a time the readers are unaware that they are being presented illegitimate news, with twisted facts and believable in the reader's eyes.

### Yellow Journalism in India

Media in India faces a constant battle to deliver the news. It has become power hungry and instead of reporting real issues, the Indian media extensively covers political news, sports, finance and fashion news, anything that can increase readership and sales.

### Some examples are

1. The coverage of the Aarushi murder case at the cost of privacy laws.
2. Extensive coverage of the Nirbhaya rape case at the cost of conducting a media trial.

In conclusion, media outlets face a challenge after the discovery of internet. This has made it impossible to filter every piece of information. With a click away, many sites publish false or fake news for the sake of profitability. It is the responsibility of the media to

## References -

- <https://www.mtsu.edu/first-amendment/article/1253/yellow-journalism#:~:text=Yellow%20journalism%20usually%20refers%20to,unconventional%20techniques%20of%20their%20rivals.>
- <https://theadvocatesleague.in/blogs/view/AN-ERA-OF-YELLOW-JOURNALISM-nSDVnN.html>
- <https://edukedar.com/yellow-journalism/>
- <https://www.fairviewhs.org/staff/patrick-burke/classes/us-history/files/60127>





Sadhana Education Society's

**L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE**

# **BANCASSURANCE**

Bachelors of Commerce (Banking & Insurance)

**INHOUSE DEPARTMENTAL  
PUBLICATION**



**SES'S**

**L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE**

**INHOUSE DEPARTMENT PUBLICATION**

**NAME: BRITANNIA INDUSTRIES- OVERVIEW & THEIR STRATEGIES**

**DEPARTMENT: BACHELORS OF COMMERCE**

**(BANKING AND INSURANCE)**

**EDITOR: MR RAJU GOLE**

**CONTRIBUTOR: MS. KARISHMA MALHOTRA**



**BRITANNIA INDUSTRIES- OVERVIEW & THEIR STRATEGIES**

**MR RAJU GOLE**

**MS. KARISHMA MALHOTRA**

Britannia Industries is one of India's leading food companies with a 100-year legacy and annual revenues in excess of Rs. 9000 Cr. Britannia is among the most trusted food brands, and manufactures India's favorite brands like Good Day, Tiger, NutriChoice, Milk Bikis and Marie Gold which are household names in India. Britannia's product portfolio includes Biscuits, Bread, Cakes, Rusk, and Dairy products including Cheese, Beverages, Milk and Yoghurt. Britannia is a brand which many generations of Indians have grown up with and their brands are cherished and loved in India and the world over. Britannia products are available across the country in close to 5 million retail outlets and reach over 50% of Indian



homes. The company's Dairy business contributes close to 5 per cent of revenue and Britannia dairy products directly reach 100,000 outlets.

Britannia Bread is the largest brand in the organized bread market with an annual turnover of over 1 lac tons in volume and Rs.450 crores in value. The business operates with 13 factories and 4 franchisees selling close to 1 Mn loaves daily across more than 100 cities and towns of India. They have a presence in more than 60 countries across the globe. Their international footprint includes presence in Middle East through local manufacturing in UAE and Oman, are the No 2 biscuit player in UAE with a strong contention to leadership and has a similarly strong market position in the other GCC countries.

#### **Aims & Vision:**

Britannia's strategic expansion plan is based on the principle of 'One new market a year'. They plan to expand through local operations in Africa and South East Asia in the coming years.

Britannia takes pride in having stayed true to its credo, 'Eat Healthy, Think Better'. Having removed over 8500 tonnes of Trans Fats from products, Britannia became India's first Zero Trans Fat Company. Over 50% of the Company's portfolio is enriched with essential micro-nutrients which nourish the body.

The company set up the Britannia Nutrition Foundation in 2009, and began working on public private partnership to address malnutrition amongst under-privileged children and women.

#### **Achievements:**

Relentless focus on quality and freshness has won us prestigious accolades including the Golden Peacock National Quality Award and the Ramakrishna Bajaj National Quality Award.

They are also the market leaders in Nepal and are in the process of investing a manufacturing facility in the country. Their foot print spreads across North America, Europe, Africa and South East Asia through exports and we are investing in a state- of- the- art facility in Mundra SEZ, Gujarat, to service the exports markets.

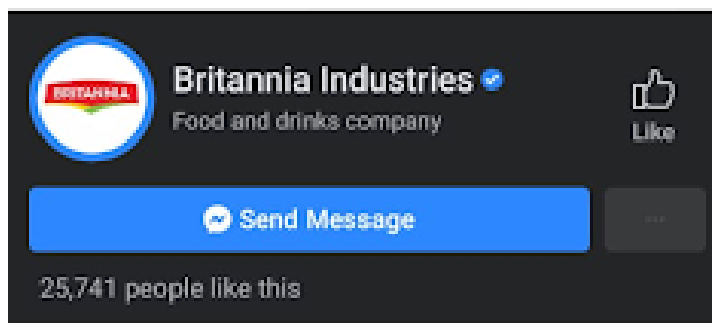
Britannia is recognized as one of the most trusted, valuable and popular brands among Indian consumers in various reputed surveys.

#### **Britannia's Social Media Strategy**

In this era of digitalization, it has become very important for companies to promote themselves on social media platforms. Britannia has been doing its best on Social Media as well as to achieve its communication aims.



**Instagram:** Britannia has a total of 7,158 followers and they usually post their newly launched products and creative banners and schemes for different festivals.



**Facebook:** On Facebook, Britannia has a total 25,727 likes on their page and they usually post short advertisement videos and posts, contests.



**Twitter:** It has 14,700 followers on Twitter. It uses the same creative ideas on Twitter as on Facebook and Instagram.

### Britannia's Marketing Strategy Analysis

Britannia's marketing and social media campaigns are more focused on connecting taste, nutrition, and moments of life. It has successfully occupied a major market share in the bakery, biscuits, and dairy industry. Britannia has also focused on new product development and promoting nutrition and health. Similarly, Britannia has been using influencers and celebrities for its various marketing campaign promotions.

To further understand Britannia's marketing strategy, we have done a pain point analysis based on our research.

### **Pain Points**

- The social media presence of Britannia is relatively low with only 25K followers on Facebook, 7K followers on Instagram, and 14K followers on Twitter.
- The Brand has been following the only conventional style of marketing with celebrities and missing out on Influencer Campaigning which can create a significant impact on social media networks.
- The Marketing strategy of Britannia is less aggressive as compared to its competitors like Parle G, ITC, Influencers
- The Britannia being the largest name in the food industry should focus on promoting health and nutrition through their products.

We can clearly see that Britannia needs to bring the level of commitment and focus on its digital marketing efforts as they have put in their traditional marketing methods. With big pockets and sound business fundamentals, Britannia can face its competitors on all grounds if it quickly adapts its marketing efforts and modernise's.

### **Conclusion**

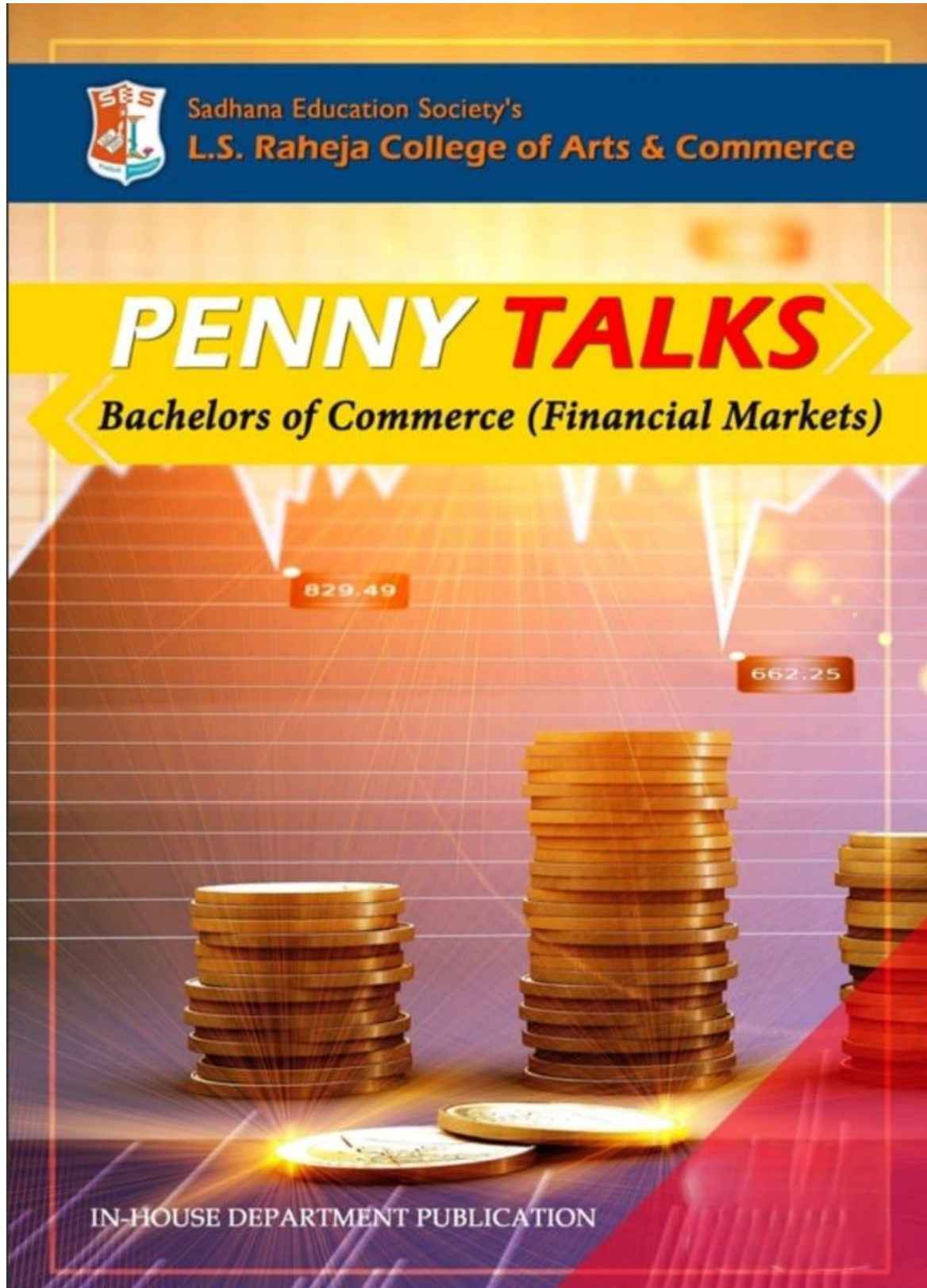
Britannia has been successfully developing and generating trust among consumers by delivering a trust base and quality products. The marketing strategy of Britannia is product-centric where the company has been highlighting the taste and nutrition.

Various brands like Parle G, ITC are giving neck-to-neck competition to Britannia in terms of market share and new product development. Britannia's marketing strategy has to change with the current market trends to gain customer attention.

### **References:**

- <http://britannia.co.in/about-us/overview>
- <https://iide.co/case-studies/britannia-marketing-strategy/>

SES'S  
L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE  
IN HOUSE DEPARTMENT PUBLICATION



**NAME: PENNY TALKS**

**DEPARTMENT: BACHELOR OF COMMERCE  
(FINANCIAL MARKETS)**

**EDITOR: Ms. DIVYA KANCHAN**

**CONTRIBUTORS: Mr. GUNJAN CHITLANGE**

### **SPLICE IT UP**

**Ms Divya Kanchan**

**Mr Gunjan Chitlange**

In recent years many new startups have been emerging, among all these, non-banking financial companies (NBFC) startups are at its peak. Among all the NBFC startups SLICE has been a hot potato. Started by Rajan Bajaj in 2016 at Bangalore, SLICE (formerly known as SlicePay) is a credit card challenger having majority of millennial and Gen Z customers, promoting use of plastic money among them. Slice cards are now a days referred to as a pioneer in credit card challengers since they are easily available to everyone even though one doesn't have a CIBIL score , moreover SLICE cards helps one in building a respectable CIBIL score, this is quite useful for the students. In a recent funding led by Tiger Global slice managed to bag around \$50 million dollars, slice processes \$265 million worth of gross transactional value each month making it one of the successful startups. Slice even became a unicorn in November 2021 after its valuation surpassed \$1 billion.

Some of the major advantages of using slice cards are No joining fees no annual fees , it helps a student to build a proper CIBIL score but doesn't really need one to apply for a card , the neat and developing interface of the slice App is a major plus point. In the recent updates slice started UPI payments similar to G-pay and PAYTM. So managing all the UPI and credit card related transactions in one app. The interface is highly secured thus protecting our essential data and money. Moreover the no cost EMIs on online major shopping apps such as Myntra, Flipkart, Croma etc. In addition the cashback each user gets every time at the time repayment ranges for Rs.2 to the amount of repayment so one can get lucky enough to get the total amount as a cashback. The most appealing advantage according to me is their customer service they are quick enough to resolve your queries in a short span of time .Coming on to the disadvantages of using the slice credits cards includes high interest rates on EMIs , these rates are way too much higher than the interest rates charged the competitors , If for some

reasons one isn't able to repay the amount it certainly affects the CIBIL score and at times the recovery agents of slice are tough to deal with since they have some sensitive information about the user most importantly there is no option to cancel the slice account , one has to simply deactivate the card , I personally think slice should've looked into this particular matter. Now in case you wondering the procedure to apply for the card, don't worry I got you covered. Firstly download slice app from the Google Play or App Store. Then grant the required permissions and fill the form. After filling the form slice will take about 48 hours to approve your form, after the approval your virtual card will be produced and shown on the app you can use the virtual card for shopping immediately, And within 3 to 4 days of approval you will get your card delivered at your doorstep.

Personally being a slice user till now my experience have been amazing like though I did get certain issues but it were resolved by the customer care very quickly And as far as high rate of interest is concerned it is quite fair enough because slice is a credit line and it is a unsecured personal loan so being an unsecured personal loan there is no collateral so the high interest are fair enough for me but if you repay the amount and time you won't incur any interest Moreover the offers that are called as sparks are amazing like on some popular brands which we often use in our daily lives so overall my experience have been fantastic. Still I would suggest everyone reading this and who wishes to apply for the same should consider all the drawbacks and advantages and most importantly there need .then proceed accordingly

#### Reference/Links

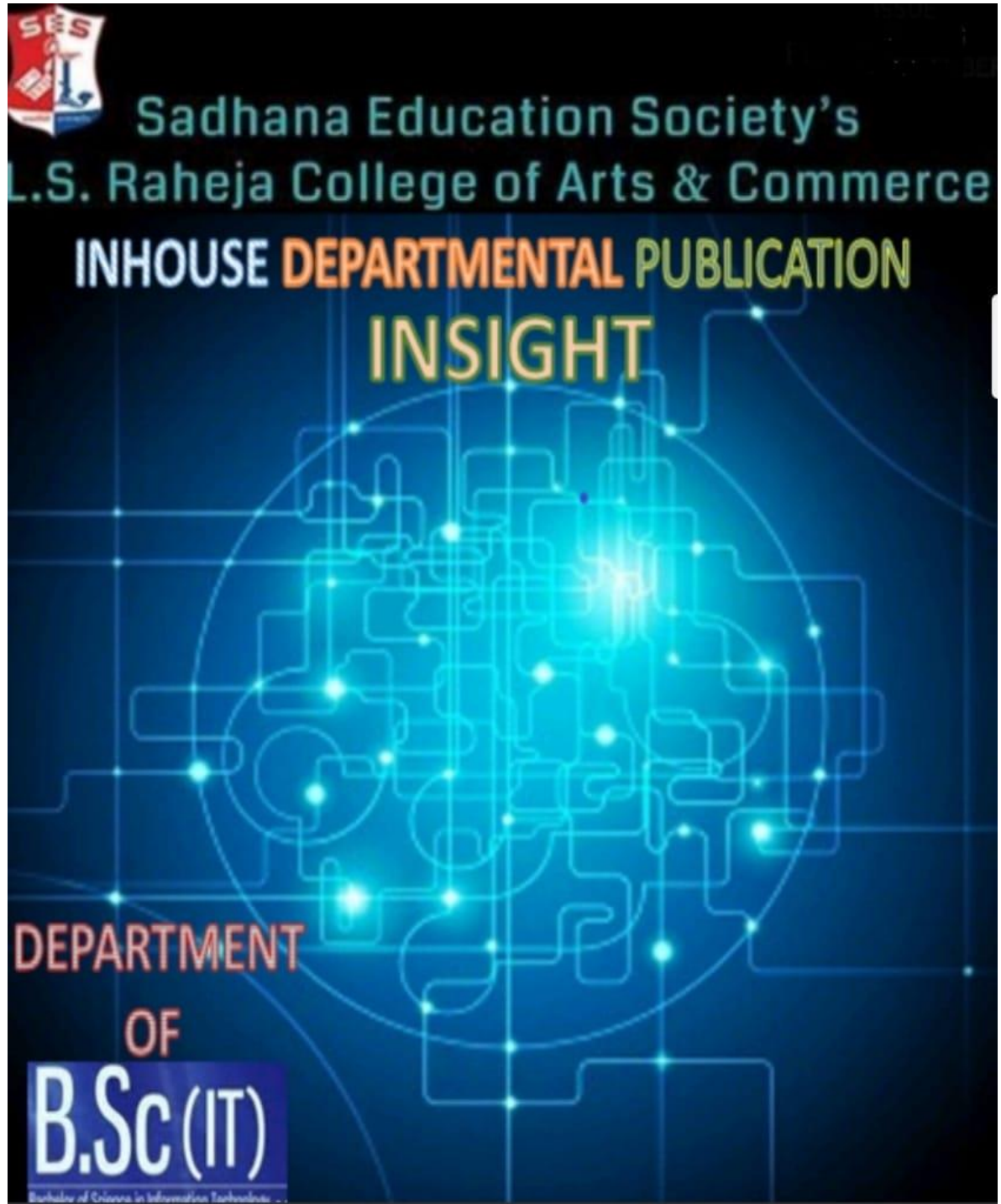
- <https://www.google.com/amp/s/www.livemint.com/news/india/fintech-unicorn-slice-raises-50-million-in-funding-led-by-tiger-global/amp-11654090351053.html>
- <https://www.google.com/amp/s/www.businesstoday.in/amp/entrepreneurship/story/credit-card-payment-startup-slice-is-indias-41st-unicorn-this-year-313718-2021-11-29>
- [https://startuptalky.com/slice-better-success-story/#:~:text=Slice%20processes%20%24265%20mn%20\(Rs,engaged%20with%20their%20credit%20cards.](https://startuptalky.com/slice-better-success-story/#:~:text=Slice%20processes%20%24265%20mn%20(Rs,engaged%20with%20their%20credit%20cards.)
- <https://www.bankbazaar.com/credit-card/slice-super-card.html>



SES'S

L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE

IN HOUSE DEPARTMENT PUBLICATION



**NAME - INSIGHT****DEPARTMENT: BACHELORS OF SCIENCE IN INFORMATION TECHNOLOGY****EDITOR: MS. PRAJAKTA JOSHI****CONTRIBUTOR: AMAN B. SHARMA****Internet of Things in Healthcare****Ms. Prajakta Joshi****Aman B. Sharma****Introduction**

The year is 2050, there are flying taxis everywhere, a permanent human settlement has been created on Mars, and everything is perfect; but a mind is anxious in Strasbourg (France), nervous about something. It's the day she is to be operated upon for a lifesaving surgery to remove her gallbladder. Everything's ready in the operation theatre, but the doctor is nowhere to be found, then her eyes gaze upon a robotic exoskeleton approaching her with the surgeon's friendly face on the screen attached over it, greeting and motivating her. The surgery will be performed by a robot utilising IoT (Internet of Things), controlled by the doctor sitting almost 6,230 km away in New York city! Isn't it too good to be true? But as a matter of fact, the first true and complete remote surgery was conducted on 7 September 2001 across the Atlantic Ocean, by a French surgeon (Dr. Jacques Marescaux) in New York City, performing a cholecystectomy on a 68-year-old female patient 6,230 km away in Strasbourg, France. It was named Operation Lindbergh. So prevalent is its usage in the medical field that it has given birth to a sub-category of IoT, namely the IoMT or Internet of Medical Things.

**Main Topic:**

The global internet of things (IoT) in the healthcare market, which was at \$89.07 billion in 2021, is projected to grow to \$446.52 billion by 2028 at a CAGR of 25.9% with the Asia-Pacific region projected to surpass the average annual growth rates. The market can be segmented notably into devices, software and services with the service segment expected to show exceptional growth rates and software segment dominating the whole segment share due to its rapid application capabilities in the sector.

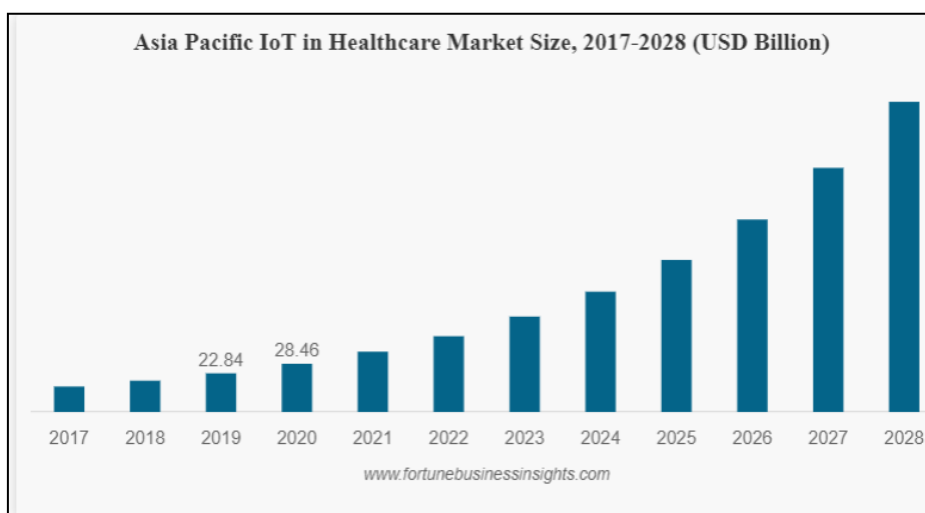
IoMT has immense possibilities, a few of which have been mentioned below:

- **Cost Reduction:** IoT enables patient monitoring in real time, thus significantly cutting down unnecessary visits to doctors and hospital stays.
- **Improved Treatment:** It enables physicians to make evidence-based informed decisions and brings absolute transparency.
- **Faster Disease Diagnosis:** Continuous patient monitoring and real time data helps in diagnosing diseases at an early stage or even before the disease develops allowing the proactive treatment of patients.
- **Drugs and Equipment Management:** Management of drugs and medical equipment is a major challenge in a healthcare industry. Through connected devices, these are managed and utilized efficiently with reduced costs
- **Error Reduction:** Data generated through IoT devices not only help in effective decision making but also ensure smooth healthcare operations with reduced errors, waste and system costs

The Internet of Things (IoT) has the potential to transform healthcare by profoundly altering how hospitals, clinics and other care facilities gather and use data by bringing together the major technical and business trends of mobility, automation and data analytics to improve the health service delivery. With a network of physical objects such as embedded sensors, actuators and other devices that collect and transmit information about real-time activity, via a network. For example, devices such as *Audemix* help reduce the manual work that usually goes into charting patient data. Powered by voice commands, it captures information and makes it immediately accessible for review, ultimately *saving about 15 hours per week* for the physician. The data from these devices can be aggregated, stored and analysed to improve the patient care delivery system.

Although a revolutionary concept, it brings with itself a load of limitations, from something as basic as a power blackout to the risk of interference with the communications (hacking) putting at risk the patient's private data and most importantly the patient's life. This prompts the need for a backup surgeon to be present at all times, severely impacting the true potential of the tech. But the successful Operation Lindbergh proved that the technology that exists today can revolutionise the healthcare industry with a little effort. Being prepared to harness this digital power would prove to be the differentiator in the increasingly connected world.

## References:



- <https://www.fortunebusinessinsights.com/internet-of-things-iot-in-healthcare-market-102188>
- <https://www.mindbrowser.com/the-impact-of-internet-of-things-on-healthcare>
- <https://www.wipro.com/business-process/what-can-iot-do-for-healthcare>
- <https://www.al-enterprise.com/en/solutions/iot>
- <https://en.wikipedia.org/>



**SADHANA EDUCATION SOCIETY'S**  
**L. S. RAHEJA COLLEGE OF ARTS AND COOMERCE**  
**Relief Road, Santacruz (W), Mumbai – 400054**

**INHOUSE DEPARTMENT PUBLICATION**  
**JULY 2022**



Sadhana Education Society's  
L.S. Raheja College of Arts & Commerce

Inhouse Departmental Publication

# PSYnalysis



**Department Of Psychology**

Designed By : Sushant Thakur  
[TY.B.Sc.(I.T)]





**SES'S L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE**  
**INHOUSE DEPARTMENT PUBLICATION**

**NAME: PSYNALYSIS**

**DEPARTMENT: PSYCHOLOGY**

**ISSUE: JULY, 2022**

**EDITOR: MS. NEHA DALAL**

**CONTRIBUTOR: ASHWINI GHADGE - 1908 (2021-2022),**  
**(MENTORED BY MS. SHIVANI CHANDE)**

## **INCREASE IN SCREEN TIME DURING THE COVID-19 PANDEMIC**

Ashwini Ghadge

Ms. Shivani Chande,

### **Introduction:**

The explosion of new technological devices such as computer, video games, tablets, smartphones, and laptops over the last few years has led to electronic media becoming an integral part of life. After the Covid-19 pandemic striking almost everything has gone digital from schools, offices, government updating about their strict rules for lockdown through Arogya Setu App, vaccination updates, virtual meetings, virtual weddings, virtual birthday etc. We as individuals spend most of our time being online, it being the need of the hour as there is a decrease in physical movement. The amount of screen time has increased comparatively in people's lives.

Screen time is the amount of time spent using a device with a screen such as a smartphone, computer, television, or video game console. Binge watching TV shows (friends, the office), watching Instagram reels, movies, texting, updating one's life on social media. apps like Instagram, snapchat, Facebook, WhatsApp status. According to an article published in April, 2020 on Children's Health in the Digital Age says that over exposure to digital environments, from addiction, now concerns even the youngest (ages 0 to 2) triggers, a chain of interdependent negative and potentially long-term metabolic changes. This leads to a deregulation of the serotonin and dopamine neurotransmitter pathways in the developing brain, currently associated with online activity or internet addiction. Results from several studies suggest that this growing habit/addiction leading to multiple health risks such as early myopia and blindness, obesity, sleep disorders, anxiety, and depression, leading to impaired performance at school and behavioural problems. Metabolic research and research in neurobiology points towards the reduced amount of natural day and sunlight exposure of the

developing child, as a consequence of increasingly long hours spent indoors online leading to lack of Vitamin D in them.

#### Screen-time and gaming in the time of COVID-19

Research shows that social media and video games provide temporary escape from real life. During Covid-19, many media outlets have chronicled their utility: “Gaming might save your sanity during social distancing, It was thought playing video games was unproductive until coronavirus”. Digital game distributors, such as Steam report a considerable increase in the number of daily users over the past weeks: From 19 million in early March to a record high of 23.5 million in early April using popular social media simulation games like Animal Crossing series or Mine Craft, which allow players to build a world of their own or together with their friends.

### **Effects of excessive use of screen time:**

#### **1. Addictive screen time behaviour -**

The most common forms of addiction to digital media have been Internet use and video games, yet the growing use of applications (Apps), texting, Snapchatting may also lead to addictive behaviour. Neuropsychological effects: Studies have utilized brain imaging techniques to determine the involvement of neural circuits in executive functions and craving behaviour in individuals who experience a lack of control over their Internet actions and game times. Findings concluded that craving behaviour in online gaming resembles the addictive behaviour in substance dependence. Numerous studies concluded that Internet addiction leads to structural changes in the frontal lobes of the brain. Such structural changes are related to the ability to filter out irrelevant information and less coping with complicated task demands. The frontal lobe is also related to empathy, suppressing prepotent but incorrect responses, and adapting to change in the environments. Other findings revealed impaired white matter associated with emotional processing, dysfunctional decision making and compulsive-repetitive behaviours divided attention between media devices becomes the "real world" behaviour, studies have focused on the effect of screen multitasking.

#### **2. Behavioural and social aspects of addictive digital media behaviour-**

A study of heavy media multitasker's young adults found decreased gray matter, and they reported more lapses of attention and non-deliberate mind-wandering throughout the day. Non-deliberate mind-wandering is central to ADHD-related symptoms found among college students and is associated with lower trait levels of mindfulness and a higher rate of non-adaptive/negative thinking styles. Thus, it appears that greater mind-wandering corresponds to media addictive behaviour, and if it is not apparent during adolescence it is found in young adulthood. Heavy Multitasking and screen-addicted adolescents were also found to have less social support and attachment with family and peers. Consequently, their life satisfaction level is negatively affected. While face-to-face communication is strongly related to positive social well-being, adolescents are shifting away from this form of communication, hindering offline social support. Then, to revive social support while in times of social difficulty, adolescents are inclined to immerse themselves in a vicious cycle of further use of Internet/social networks. However, the social support that they may find online serves to further maintain addictive Internet behaviour. On the other hand, non-screen related

### **3. Myopia and Early Blindness-**

Near-sightedness (myopia) is a common vision condition in which you can see objects near to you clearly, but objects farther away are blurred. Especially in East and Southeast Asia, childhood myopia has risen dramatically in the last 60 years resulting in a worldwide myopia boom. This dramatic evolution is linked to the general society trend where adults spend a large part of their time online and where children start out way too early in life looking at the screens of computers, tablets, and smart phones for longer and longer hours every day. There is strong evidence from other research, presented in a comprehensive overview, that lack of exposure to outdoor light is the major cause of the rapid rise in childhood myopia, in Asia and beyond. The specific form of early myopia identified in children is due to an excessive growth of the eye in the longitudinal direction and is referred to as axial myopia. If left untreated, the disease progresses, leading to severely impaired vision and ultimately, blindness. In East and Southeast Asia, about 95% of the population needs glasses or contact lenses to restore functional clear vision beyond an arm's length. It can be expected that current statistics from other countries also already exceed the predictions made for 2050 in this earlier report. A likely explanation for this worrisome trend towards rapidly increasing myopia worldwide is that children may now become myopic early in childhood because their eyes grow too fast as a result of excessive time spent reading close-up on increasingly smaller screens of digital devices (computers, tablets, smart phones). This means that children do not

get enough outdoor activity and suffer from a cumulated lack of sufficient amounts of daylight. Myopia is estimated to currently affect 108 million people worldwide and is identified as the second most common cause of global blindness. Once myopia has set in, treatment must be initiated as early as possible to stop the progression towards total blindness.

#### **4. Obesity**

Excessive online activity has recently been associated with a significantly higher Body Mass Index (BMI) in pre-adolescent children, pointing towards a link between digitalization and childhood obesity. Screen media exposure is deemed a well-documented cause of obesity in children and obesity a well-documented consequence of screen media exposure. Epidemiologic studies have shown that children who had more screen time statistically consume fewer fruits and vegetables and more energy snacks, soft drinks, or fast food and therefore receive a higher percentage of their energy from fats and have a higher total energy intake. Eating while viewing increases children's daily energy intake, as demonstrated by studies where children were reported to consume a large proportion of their daily calories and meals during screen time.

#### **5. Sleep Disorders, Anxiety, Depression-**

Long hours of exposure to digital technology or online activity have been associated with loss of sleep and/or symptoms of depression in young students. When children or students have to get up early for school or college, delayed bedtimes due to online reading until late, texting, binge watching shows, movies can take a serious toll. Several studies have linked delayed bedtimes to poor performance in school, impaired learning, and psychological problems. Electronic media, especially when used before bedtime, have a negative impact on the sleep of children and adolescents and while shorter total sleep times have been consistently related to media use, coherent brain-behaviour models of the underlying mechanisms are still lacking. However, it has become quite clear now that over exposure to digital environments and the metabolic changes that this produces in children have a measurably negative impact on their cognitive development. Significant relationships between digital device exposure and sleep variables tested in different studies include shorter times spent in bed and shorter total sleep, delayed bedtimes or longer sleep onset latency, more frequent night waking, delayed wake-up times, daytime sleepiness or tiredness, bed time resistance, sleep anxiety, sleep-

disordered breathing pathologies, sleep–wake transition disorders, and excessive daytime somnolence.

## **6. Resulting Functional Consequences of Vitamin D and Melatonin Deficiency:**

In our current digital society, daylight exposure is probably reduced to insufficient rates worldwide. Exposure to daylight is essential to the regulation of vitamin D and melatonin production in humans, as both vitamin D and melatonin ensure important and closely related metabolic functions in the regulation of eating habits and sleep. Vitamin D helps delay age-related changes in the human body, including degenerative changes in the visual system. Knowing that the outer retina has the highest metabolic demand in the body, retinal health is also dependent on sufficient levels of vitamin D and melatonin in the body. Exposure to daylight increases levels of retinal dopamine in the visual system of myopic kids and slows down the progression of myopia. Vitamin D significantly. The neurohormonal effects of vitamin D and melatonin deficiency on brain development and behaviour, linked to cognitive impairment and mental health disorders impacts the immune systems in charge of preventing infections and regulating autoimmunity. The health consequences of vitamin D deficiency include the development of symptoms of dementia due to an increase in cerebral soluble and insoluble peptides and a decrease of its anti-inflammatory/antioxidant properties in the brain. The reduction of buffering of increased calcium in the brain also may cause hypoxic brain damage and promote the development of depression, borderline schizophrenia, and other mental illnesses.

### **Health risks of excessive screen time or gaming:**

Excessive screen time or gaming is associated with this health risk

- It replaces healthy behaviours and habits such as physical activity and sleep, and leads to harmful habits such as reduced sleep or day-night reversal, headaches, neck pain, eye strain, insomnia etc.

### **Signs of excessive screen time:**

- It affects a person's ability to focus.
- It causes significant changes in a person's mood or ability to control outbursts (e.g., physical aggression) when asked to stop.

- It takes priority in a person's life over the basic functions such as eating, sleeping, personal hygiene and exercise.

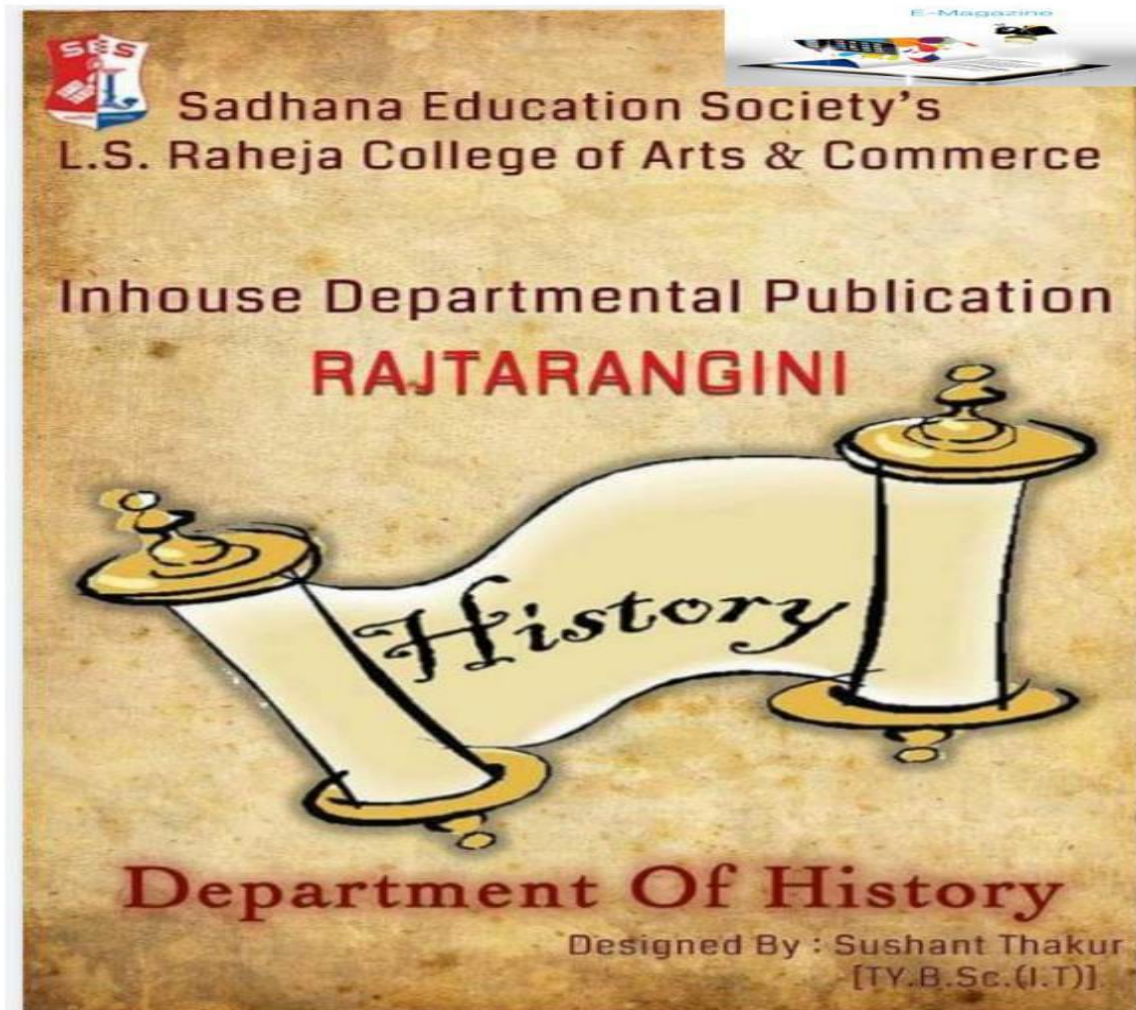
### **How to decrease the amount of screen time:**

- 1) Firstly, one should engage in meditation and breathing exercises (calming one's body before the hustle for the day)
- 2) Secondly, perform yoga or do exercises to remove the stiffness from the body.
- 3) Take equal number of breaks during the time of the day. (e.g.: tea/coffee breaks).
- 4) Spend time with your loved ones, relatives, friends, kids.
- 5) Plan your weekends well (outing with loved ones) so you are geared up for the week.
- 6) Digital detox is a method to encourage healthy digital device habits, using digital applications to consciously monitor device usage and reminding users to disconnect from the digital world. One can set limits using in-device applications to restrict the total screen time spent per day or per session.
- 7) Having a daily schedule to allocate time for specific activities and setting boundaries on when and where digital devices can be used can be an effective approach, while simultaneously building routine and discipline during the COVID-19 pandemic where days are largely unstructured.
- 8) In the person's daily routine one should engage in things a person likes to do most such as reading books, dancing, taking a dog for a walk, meeting friends offline playtime, and involving them in non-digital indoor activities, such as crafts playing musical instruments, etc.

### **REFERENCES:**

- Domingues-Montanari, S. (2017). Clinical and psychological effects of excessive screen time on children. *Journal of Paediatrics and Child Health*, 53(4), 333–338. <https://doi.org/10.1111/jpc.13462>
- Lissak, Gadi. “Adverse Physiological and Psychological Effects of Screen Time on Children and Adolescents: Literature Review and Case Study.” *Environmental Research* 164 (2018): 149–157. Web. 1 Aug. 2021.
- Dresch-Langley, Birgitta. *Children's Health in the Digital Age*. MDPI AG, 2020. Web. 2 Aug. 2021.





**SES'S L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE**

**INHOUSE DEPARTMENT PUBLICATION**

**NAME: RAJTARANGINI**

**DEPARTMENT: HISTORY**

**ISSUE : JULY, 2022**

**EDITOR: MS. POOJA YADAV**

**CONTRIBUTOR: HUDA SAYAD (SYBA)**  
**(MENTORED BY MS. POOJA YADAV)**

## WOMEN EMPOWERMENT FROM PAST TO PRESENT.

---



### **INTRODUCTION:**

Women's empowerment means giving women the freedom to make their own decisions about both their social and personal growth. Encourage women to be independent, self-sufficient, and confident through empowering them.

The phrase "women empowerment" refers to authority, or the power invested in women who share equivalent rights. The phrase describes the release of women from socioeconomic dependence. Women are known for delivering multiple roles effortlessly per day, and thus,

they are considered the backbone of every society. The wonderful thing about them is that they excel in every capacity. Women have been living in the chains of captivity for ages, which prevents them from reaching both personal and professional peaks.



## **THROWING LIGHT ON THE WOMEN EMPOWERMENT IN INDIA**

As women are now actively working as leaders and outperforming others in many sectors of life, women's empowerment in India is the most effective strategy for growth. While the entire globe holds its breath and cries out for a miraculous COVID-19 Pandemic escape every single day, Wherever necessary, it is the woman governors and the countries led by these inspiring individuals who are assuming control and leading the charge.

## **IMPORTANCE OF WOMEN EMPOWERMENT:**



Everyone has been focusing on the empowerment of women recently. It's accurate to state that women's empowerment is now a pressing issue. In order to choose for their needs and expectations, women need have the freedom, faith, and self-worth. Women's true ability is not recognized since they are paid less and treated in households like slaves and cooks. In order to resolve such issues and give women a voice in Indian society, women must be empowered in that country. Empowering woman is a necessary right.

## **WOMEN EMPOWERMENT IN HISTORY OF ANCIENT, MEDIEVAL AND MODERN INDIA.**

### **WOMEN IN ANCIENT INDIA:**



### **Indus Valley Civilization:**

Worship of mother goddess highlights the respect to women as mother.

Given equal honour along with men in society.



Women enjoyed full freedom & treated pretty well.

### **Rig Vedic Period:**

Continued enjoying full freedom & equality with men.

The position of wife was an honoured one in

the household.

Equal to men at religious rituals.

### **Later Vedic Period:**

The marriage & educational rights remain same.

The position of women was not as high as it was in the Rig Vedic period.

### **WOMEN IN MEDIEVAL INDIA:**



The status of women began to decline in the medieval period. During this period, there was prevalence of the Muslim era. This period brought about changes in the lives of women to a major extent. They were regarded as inferior as compared to their male counterparts. The various problems that were experienced by women, which led

to a decline in their status were, child marriage, purdah system, sati, jauhar and restriction on the education of the girls. In addition, some variables were put into practise, which improved their situation. These include access to education, work possibilities, and skill and ability upgrades, all of which would significantly improve their quality of life. Women were generally considered mentally inferior. Their duty was to obey their husband blindly. Women had no freedom and were suppressed. Peasant women had to work at home as well as in the fields. Their life was very hard and without love and respect.

### **WOMEN IN MODERN INDIA:**



Modern India refers to the period from A.D.1700 to A.D. 1947. In the background of the intellectual upheaval of the 18th and 19th century there was a worldwide demand for establishment of independent and egalitarian nationalist societies which invariably emphasized the equality of women with men. They formed their own organisations like. All India women's Conference, Women's Indian Association and University Council of women etc. they put forward their demand for total emancipation and equality.

### **THREE FACTORS OF WOMEN EMPOWERMENT:**





The following factors are responsible for women empowerment in India:

Education:

Elimination of Gender

Steps for implementation of Women Development Programme and various Acts:

## CONCLUSION:

Women represent half the world's population, and gender inequality exists in every nation on the planet. For any country to have a brighter future and to paint the best picture, women's empowerment is a necessary requirement. Nothing more needs to be done than to restore women to their rightful place. Having a lot of initiatives, our country is still lacking behind in women empowerment. We all can make it possible by taking part in encouraging and supporting our girls and women.\

## REFERENCES:

- Mitra, Jyoti (1997), "Women and Society, Equality and Empowerment", Kanishka Publishers.
- ArunaGoel. (2009). Women Empowerment: Myth or Reality, Deep and Deep Publications.
- <https://youtu.be/E9fu66Y1bbE>
- <https://youtu.be/gupM7RMANZc>



Sadhana Education Society's  
L.S. Raheja College of Arts & Commerce



Inhouse Departmental Publication

# **RUMINATIONS**



**Department Of Commerce**

Designed By : Sushant Thakur  
[TY.B.Sc.(I.T)]

**SES'S L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE**

**INHOUSE DEPARTMENT PUBLICATION**

**NAME: RUMINATIONS**

**DEPARTMENT: COMMERCE**

**ISSUE: JULY, 2022**

**EDITOR: DR. ANUPAMA NERURKAR**

**CONTRIBUTORS: 1. MS. TENNA MISTRY**

**(MENTORED BY MS LAILA PATEL)**

**2. DR. AKSHATA KULKARNI**

## **BRAND CRISIS MANAGEMENT**

**Tenna Mistry**

**Ms. Laila patel**

Brand crisis, defined as well-publicized claims of unsubstantiated or false brand propositions can do severe damage to brands.

### **Reasons for brand crisis:**

Brand crisis caused by product harm have become more frequent due to the increased complexity of products, the growing concern of manufacturers with regard to their brands, and the higher amount of legal requirements and consumer protection policies. Its consequences involve losses to the business and the brand.

Brand crisis management- Crisis management is a corporate strategy that aims to help organizations deal with a negative event. Managing a crisis involves developing a plan and coordinating resources to address the needs of the affected parties while also repairing the brand's reputation.

### **Case study of Managing Brand crisis**

**The following are the two brands that have faced brand crisis and have overcome it**

**Johnson & Johnson.**

The logo for Johnson & Johnson, featuring the brand name in a red, cursive script font.

**The crisis:**

In 1982, seven people in Chicago died after taking cyanide-laced capsules of Johnson & Johnson's over-the-counter medication Tylenol.

**The response:**

Johnson & Johnson immediately launched a massive response to the incident, which included halting all product advertising and sending 450,000 messages to healthcare facilities and other stakeholder groups. It also issued safety warnings to consumers.

Despite the evidence indicating that the toxic substance was accidentally introduced through the store shelves and therefore not the company's fault, the company did not try to hide the truth, and the brand eventually started making tamper-proof packaging. James Burke, the company's CEO at the time, even went so far as to express regret later on that the company did not immediately switch to a more secure caplet immediately following the incident.

**Southwest Airlines.****The crisis:**

In 2018, Southwest Airlines had an in-flight fatality when an engine exploded and tore into the fuselage. Passengers shared phone footage of the incident.

**The response:**

Though Southwest is known for its light-hearted approach to air travel, the company immediately set that aside and communicated seriously with passengers and the general public.

In addition to landing the plane safely, the company suspended social media advertising and made extensive efforts to care for the passengers who were stranded in Philadelphia, where the plane made its emergency landing. Headlines about the incident subsequently focused on the heroism of the pilot, and Southwest emerged with its reputation maintained, if not strengthened.

**Conclusion:**

Crisis management is a process that prepares managers and employees to face unforeseen situations and circumstances in the organization. Having one in place allows them to manage their emotions, minimize risk, and respond effectively to the changes in the moment while under pressure. It's also necessary to prevent the situation from getting worse for customers and for your business.

**References:**

- [https://www.researchgate.net/publication/46489403\\_Brand\\_Crises\\_The\\_Roles\\_of\\_Brand\\_Familiarity\\_and\\_Crisis\\_Relevance\\_in\\_Determining\\_the\\_Impact\\_on\\_Brand\\_Evaluations](https://www.researchgate.net/publication/46489403_Brand_Crises_The_Roles_of_Brand_Familiarity_and_Crisis_Relevance_in_Determining_the_Impact_on_Brand_Evaluations)



- <https://images.app.goo.gl/9MuCPxCcdVKRQV528>
- <https://www.balas.org>
- <https://brandfolder.com/resources/crisis-management/>
- [https://commons.wikimedia.org/wiki/File:Johnson\\_and\\_Johnson\\_Logo.svg](https://commons.wikimedia.org/wiki/File:Johnson_and_Johnson_Logo.svg)
- <https://reputation.com/resources/articles/brand-crisis-management-done-right/>

## **CORIANDER: A GREAT IMPORTANT HERB**

**Dr. Akshata Kulkarni**

**Introduction:** Coriander is a commonly found spice throughout India. It is found in a form of green herb as well as a spice. It is a most sought after herb by the chefs all over the world. The spice is round tan colored seeds of coriander plant. It belongs to Parsley family. The sowing is very easy. It can be cultivated throughout the year in India. It can be sown directly into the ground or into modular trays.

The green leaves are commonly called Cilantro. The round seeds are spice mostly used in Garam masala. It is used in Asian, Latin and Indian dishes. In Thai curries, they use coriander roots.

**History:** This herb is native to Mediterranean and SW Europe. It dates back to 5000BC. The reference of this herb is found in Sanskrit literature as well as in Old Testament of Bible. The seeds were also placed in Egyptian Tombs. In 17<sup>th</sup> century the Frenchmen used distilled coriander to make liquor. Nowadays it is cultivated in tropical and subtropical countries throughout the world and the herb is used worldwide. Called Dhaniya or Kothimbir in India and Cilantro in USA, it is the superstar of our kitchen. It is a root to fruit plant. Every part of this plant is used in cooking. The leaves are used for garnishing, in curries and dals, added to bread and meat dishes, its stems and roots are used in soups and stews, and its fruit or seeds are used as a popular spice. “No Indian dish is complete without coriander. No other herb even comes close to it in versatility. Says Ranveer Brar, an Indian Bostan based chef.” So it should be treated as or made as a National Herb. From Kashmir to Kanyakumari, every Indian loves Coriander in almost all dishes. He has made a petition addressing to the Ministry of food processing industries where more than 5500 signatures he has collected and sent to the Ministry. Food without Dhaniya is like a princess without her tiara.

**Medicinal Uses:** The use of coriander is found in medicines also. It was used by the Romans and Greeks to treat disorders of the digestive, respiratory and urinary systems. The Chines, Indians and Europeans have all cultivated it for thousands of years. According to Dr. Bhopal Singh Toma, a crop scientist and head of vegetable science division at Indian Agricultural Research Institute – 40 years ago, it was grown seasonally, but now it is grown annually. Also it is available throughout the year. Majority Indians grow it on their own kitchen gardens. Besides its use for taste and flavoring, another reason behind the growing popularity of the herb is the major health benefit it offers.

Poor pregnant ladies can use cheaply available Dhaniya in the daily diet for its high iron content, essential for the healthy growth of foetus.

Research shows that the plant seeds have anti –inflammatory properties and could help those suffering with arthritis. Chef Ranveer Brar says that it is a “SUPERFOOD” which helps to control Diabetes and decreases Cholesterol.

As per Luke Coutinho, following are the 5 benefits of Dhaniya water.

**It helps water retention in body.**

**It helps in detoxing kidneys.**

**It is super cooling for the body and helps beat the heat in summer.**

**It prevents a puffy face.**

**It reduces arthritis pain.**



Sadhana Education Society's  
L.S. Raheja College of Arts & Commerce

Inhouse Departmental Publication

# ACCFINTAX



**DEPARTMENT OF ACCOUNTANCY**

Designed By : Sushant Thakur  
[TY.B.Sc.(I.T)]

## INTERESTING FACTS ABOUT CA COURSE

CA. HRISHIKESH WANDREKAR

NISHA UMESH MAHTO

CA. MUKESH RAMANI

The institute of chartered accountants of India (ICAI) was established on 1st July 1949 as a statutory body under the Chartered Accountants Act 1949 enacted by the parliament for regulating the profession of chartered Accountancy in India ICAI is the world's second largest professional accounting body and largest professional accounting body of India.

### Interesting facts about CA course

- **No Reservations:** There is no such reservation system in CA course. One can become a member purely on merit basis that is best part about it. ICAI is not a government institution; instead it has been set up under a special act of parliament. Hence, the reservation compulsion do not apply to it
- **No Donation:** There is no such donation system in CA course If you are interested in CA you just need to give the entrance exam i.e. CA foundation exam then only you are eligible for CA course Hence, no corruption in CA.
- **No college system:** Unlike other courses, here you do not get multiple colleges and multiple universities. One single body i.e. ICAI can make us chartered accountants and only ICAI can conduct the exam of CA.
- **Most affordable course:** CA is a most affordable course in all over India; you can become a CA under 1 lakh rupees only. Anyone can register in the CA course they just have to pass out 12th exam from any board it does not matter to the ICAI
- **One of the toughest course :** CA is one of the Toughest course not in the India but in the whole world.
- **Social Status:** CA Zainab Kamal said, “Chartered accountancy is not only a respected and dignified profession but also ensures a stable and lucrative career.

- **Bilateral agreement** : Indian CA can work abroad because ICAI has MOUS signed with various countries across the globe which make them easier to work in various countries Some of the countries having MOUS with ICAI are Australia, Canada, England, and UAE.





Sadhana Education Society's  
L.S. Raheja College of Arts & Commerce

Inhouse Departmental Publication

# ARTH GYAN



Department of Economics

Designed By : Sushant Thakur  
[TY.B.Sc.(I.T)]



**SES'S L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE**

**INHOUSE DEPARTMENT PUBLICATION**

**NAME: ARTHGYAN**

**DEPARTMENT: ECONOMICS**

**ISSUE: JULY, 2022**

**EDITOR: MS. SAMIKSHA JADHAV**

**CONTRIBUTOR: MS. DRUTI BHARADIA**

**( MENTORED BY MS. SAMIKSHA JADHAV )**

## **MISMANAGEMENT OF STATE FINANCES**

### **A THREAT TO THE NATIONAL ECONOMY.**

**Druti Bharadia**

Most of the economies in the world have faced a downfall because of the COVID-19 pandemic. Surviving such a pandemic with strategic allocation of funds and resources during crisis was the need of the hour, and the nations who understood this, survived the pandemic, while others lost in the run. Talking about the worse economy, we have an example that of SRI LANKA. Sri Lanka is in its worst phase, as the entire nation is facing fuel crises, energy crisis, lack of basic necessity such as food, Healthcare facilities and the list is endless. But this was not only because of Covid-19 alone, other long term factors such as, engagement into a civil war for 27 years which in turn drained the national economy, No diversification of economy i.e. it was majorly dependent on Tourism and Plantation industry, Taking debts and distributing freebies and unviable subsidiaries to the people for political support and a lot more.

RESERVE BANK OF INDIA, on 11<sup>th</sup> June issued an article, explaining the Indian State's economical crisis and also related them with the mini Sri Lanka in the making. This is because RBI is drawing similar patterns of the mistakes committed by the States, which landed Sri Lanka into what they are right now. For any State's financial condition to be understood, we study DEBT to GSDP ratio. For a state, this ratio should be less than 20%, but some states who pass this mark are, PUNJAB, RAJASTHAN, BIHAR, KERALA, UTTAR PRADESH, WEST BENGAL, and so on.

State	2020-21	2021-22 RE	2022-23 BE	Relative Size of States (in per cent)	2021-22 RE			
	Debt				Interest Payment to Revenue Receipts (Per cent)	Gross Fiscal Deficit	Revenue Deficit	Primary Deficit
Andhra Pradesh	35.5	32.5	32.8		14.3	3.2	1.6	1.4
Bihar	36.7	38.6	38.7		8.6	11.3	5.5	9.2
Chhattisgarh	26.3	26.2			8.0	3.8	0.3	2.1
Gujarat	21.0	19.0			14.2	1.5	0.0	0.2
Haryana	28.0	29.4			20.9	3.0	1.4	0.8
Jharkhand	34.4	33.0	27.0		8.4	3.0	-0.1	1.3
Karnataka	22.4	26.6	27.5		14.3	2.8	0.4	1.3
Kerala	37.1	37.0	37.2		18.8	4.2	2.6	1.7
Madhya Pradesh	31.0	31.5	33.3		11.7	4.2	0.6	2.2
Maharashtra	19.6	17.9	18.1		11.4	2.8	1.0	1.5
Odisha	20.0	18.8	18.6		4.3	3.5	-3.3	-0.6
Punjab	49.1	53.3			21.3	4.6	1.6	0.7
Rajasthan	40.5	39.5	39.8		14.9	5.2	3.0	3.3
Tamil Nadu	26.9	27.4	27.7		21.0	3.8	2.5	1.9
Telangana	25.2	24.7	25.3		11.3	3.9	-0.4	2.4
Uttar Pradesh	29.1	34.9	32.5		11.2	4.3	-1.3	1.8
West Bengal	37.1	34.4	34.2		20.8	3.5	2.2	1.1

The major macroeconomic risks that the state governments in India currently are facing, arise from uncertainties surrounding the COVID situation, spill overs from the Russia-Ukraine war operating through high global food and commodity prices, and the synchronized monetary monitoring by central banks across the world. Apart from these macroeconomic shocks, the other potential sources of fiscal risk for the Indian states stem from declining own tax revenue, increase in expenditure following growing preference for distribution of “freebies”, prelaunch of the old pension scheme, increased frequency of natural disasters, and rising over dues of loss-making power distribution companies (DISCOMs). RBI has pointed out this huge difference between the Debt the state has, to the funds it receives from taxes and non-tax revenue. It also suggests these probably causes for the huge gap.

(a) **The Pension Expenditures:** During early 2000s, the present values of pension promises to the civil servants (and pensioners) added up to about 60% of the Indian GDP, which was a big burden on India's GDP. And during this field Vajpayee government came to power and they rolled out the New Pension Scheme in counter to Old Pension Scheme.

**Old Pension Scheme** mandated people to contribute. a percentage of the income to the General Provident Fund & this money contributed, would keep growing. The Government would use these funds in various development programs. Post Retirement, this money would be given as pension as 50% of the current salary. This would be paid even if the government would be in debt. But, this was a disaster & requirement was revision. So, New Pension Scheme mandated was launched.

**New Pension Scheme** mandated the employee to pay 10% of his/her salary to the funds and the employer would pay 10% to the funds. These funds would be then invested into Government Bonds, Corporate Bonds, Equities etc. Post retirement, 60% of these funds could

be withdrawn and the remaining 40% would stay in the market to more and more Pension funds. From 2009 onwards, Everyone could contribute to these funds & hence a lot of funds were generated. Also, the money that were given as pensions were not directly from government, but from the investments that were created. Government avoided the risk of paying back in case of worst market situations. All the states opted for this scheme other than West Bengal & Tamil Nadu. This completely revoked the fixed pension of the Civil Servant. But a thing to take a note on was this is, pension scheme required patience in execution as it required 30 years for it to prove beneficial.

With all this, there was something going on with Rajasthan. It opted for the old pension scheme over the new pension scheme, which is likely to worsen the situation for Rajasthan. Rajeev Mehrishi and Renuka Sane shared the facts as they pointed out, Rajasthan spends Rs 23,000 crore on pensions and Rs 60,293 crore on salaries and wages. This is 56% of its own tax and non-tax revenues. Thus, 10 lakh families which constitutes about 6% of 1.6 crore family in Rajasthan, pre-empt 56% of states revenues. This could be good in smaller run as it will be beneficial for people and politicians. But in longer run it will exhaust the state funds as there will not be funds left for the holistic development. This has led to a domino effect and the Old pension scheme has been adopted by other states such as Chhattisgarh.

**(b) Losses incurred by government owned Companies:** Heavy losses are being incurred by the Government owned companies in the wake of providing subsidiaries; one such example is that of DISCOMS. Discoms are government owned power transmission services. These discoms buy electricity from the producer at a cheaper rate and sell them to the distributor at higher, typically making profit. Discoms, in a contrary, are incurring heavy losses. These losses are accounting for about 1:43 lakh crore. This why the government infused 90,000 crore to make discoms run efficiently. The probable reason for these losses could be because of Cross Subsidiary.

To understand this better, let's consider Government rolls out subsidies to farmers at 2 rupees per unit when the Cost of producing of the electricity is 4 rupees per unit. Government is incurring a loss of 3 rupees. Government will again sell electricity at subsidized rate to the industries which it wants to promote, let's say rupees 2 per unit. This will incur a loss of 2 rupees to the government. And, for Industrial, Commercial and domestic use, government will sell them for 6 rupees per unit which gives them of 2 rupees per unit as profit. But,

despite of subsidy the government is into losses as the consumption of subsidized electricity is greater than the latter. Despite various financial restructuring Measures, the performance of the DISCOMs has remained weak. The combined losses of DISCOMs in the five most indebted states, viz., Bihar, Kerala, Punjab, Rajasthan and West Bengal, constituted 24.7

per cent of the total DISCOMs losses in 2019-20. Under UDHAY scheme, State would take over 75% of the Discom debt as to Sep in the form of grants or equities. If poor performing states, bail out there government power distribution companies, it would further on their balance sheets increase the losses.

**(c) Unviable distribution of State Subsidies and Freebies:** The state governments' expenditure on subsidies has grown at 12.9 per cent and 11.2 per cent during 2020-21 and 2021-22, respectively, after contracting in 2019-20. For instance, Jharkhand, Kerala, Odisha, Telangana and Uttar Pradesh are the top five states with the largest rise in subsidies over the last three years. For instance, Delhi Government has introduced a subsidiary on consumption of electricity. It is not charging any ting for the consumption under 200 units.

In Punjab, government is offering free electricity to farmers and household up to 300 units. This alone is going to set the government back by 5000 crores. Along with this, the AAP is set to distibute 1000 rupees to each woman above the age of 18. This unnecessary expense is going to set the government back by 15000 crores.

Continuing this, Andhra Pradesh Government is provided 15000 rupees as financial aid to all the household who is sending their children to school. This subsidy will set back the government by 6,500 crore. Andhra Pradesh Government also aiming to spend 27064 crore rupees for th state welfare.

This continues is as the Home Minister himself promises free gas cylinder to the people if they note for BJP for the UP elections.

For Madhya Pradesh, the electricity subsidy for farmers and domestic users, alone caused a setback of 21,000 crore rupees.

A multitude of social welfare schemes in the form of freebies will not only put a heavy burden on

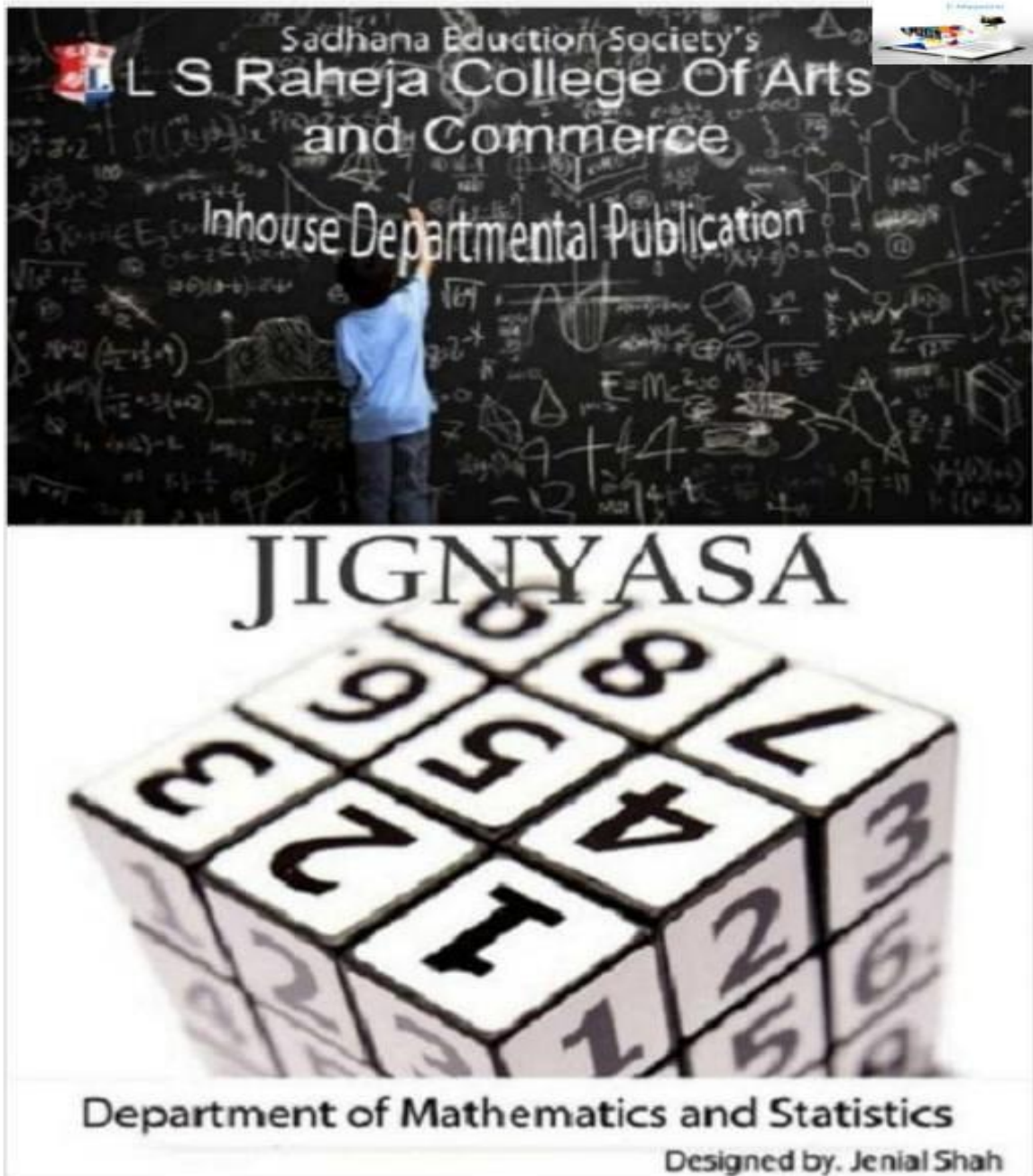
the National economy, but will also exert upward pressures on yields if they are financed through market borrowing. It will be important, therefore, for the state governments to reprioritize their expenditure to achieve optimum long-term welfare advantages by ensuring that the beneficiaries get empowered permanently. Also, states should ensure that there is a fixed term for each social sector scheme. Reducing the number of subsidies by ensuring that only the deserving receive them will free up resources to invest in health, education, agriculture, R&D and rural infrastructure, which will help create more jobs and reduce poverty on a sustainable basis.

**CONCLUSION:** As a corrective measure, the state governments must restrict their revenue expenses by cutting down expenditure on unnecessary goods in the near term. In the medium term, these states need to put efforts towards stabilizing debt levels. Further, large scale reforms in power distribution sector would enable the DISCOMs to reduce losses and make them financially sustainable and operationally efficient. Alongside, state governments need to conduct fiscal risk analyses and test their debt profiles regularly to be able to put in place provisioning and other specific risk reduction strategies to manage fiscal risks efficiently.

#### **References:**

- <https://cag.gov.in/en>
- <https://www.pfcindia.com/>
- <https://www.business-standard.com/>
- <https://drive.google.com/file/d/1qT98oYhI1MCxP-9AjR2-AIV8P8bckRPY/view>





**SES'S L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE**

**INHOUSE DEPARTMENT PUBLICATION**

**NAME: JIGNYASA**

**DEPARTMENT: DEPARTMENT OF MATHEMATICS AND STATISTICS**

**ISSUE: JULY, 2022**

**EDITOR: DR. MRS. SEEMA UKIDVE**

**CONTRIBUTOR: 1. DR MRS. SEEMA UKIDVE**

**2. MS. VIJAYLAXMI SHETTY**

## Digital Platform

In business enterprise terms, a digital platform can be thought of as the sum total of a place for exchanges of information, goods, or services to occur between producers and consumers as well as the community that interacts with said platform. It's imperative to understand that the community itself is an essential piece of the digital platform—without that community, the digital platform has very little inherent value.

We interact with digital platforms on a constant basis thanks to the success of the digital platform approach. Digital platforms take a lot of different forms depending on the business model they employ and the specific purposes they seek to serve. Examples of successful digital platforms are:

**Social media platforms** like Facebook, Twitter, Instagram, and LinkedIn

**Knowledge platforms** like Stack Overflow, Quora, and Yahoo! Answers

**Media sharing platforms** like YouTube, Spotify, and Vimeo

**Service-oriented platforms** like Uber, Airbnb, and Grub Hub

As you can see, digital platforms are by no means a new approach nor are they narrowly used in terms of their particular use cases. Digital platforms provide value to everyone within the ecosystem of the platform while turning a profit for the organization that created and maintains it through various business models, such as:

Advertising

Subscriptions

Pay as you go

Any combination of these and other profit-turning methods

## **Components of digital platforms**

Another way to describe digital platforms is by talking about the essential pieces necessary to create a successful digital platform. The key aspects of a digital platform are:

Ease of use and immediate appeal for users

Trustworthiness and security (clear terms and conditions are necessary as well as privacy protection and assurances for intellectual property and data ownership)

Connectivity through the use of APIs that allow 3rd parties to extend the ecosystem of the platform and its capabilities

Facilitation of exchanges between users (producers and consumers)

Providing value to the community and as a function of the size of the community (the bigger the community, the more value the platform can provide to all parties involved)

Ability to scale without causing performance degradation

Digital transformations look different for each company because every organization has different goals in mind, but a tangible goal to seek through digital transformation is the creation of a digital platform. While there is no shortage of digital platforms, there is still plenty of room for innovation and niche services that have audiences waiting for the day when their needs are finally met.

## **Creating a digital platform**

Many digital platforms compete for similar audiences but leverage their competitive advantages and unique aspects to reach their particular audience as they seek to grow. Certainly some digital platforms like Facebook and YouTube have a chokehold on the largest portions of market share. But these are by no means fixed on their seats of power as new competitors vie for domination.

Importantly, unseating the giants at the table isn't a necessary step for finding your own success.

Creating a digital platform for your organization will provide you with a competitive advantage over your rivals by ensuring you service your niche with the massive value proposition of not only the services, but also your platform's community. A successful digital platform performs two key functions:

Facilitates exchanges of goods, services, or information

Leverages the community to provide enhanced value to everyone within the ecosystem

Embracing digital transformation by empowering your organization to challenge the status quo and experiment without fear of failure is essential for innovation that will allow you to carve out your own niche. Creating a powerful digital platform that provides ease of use, trustworthy transactions, and protections for users from bad actors on the platform is a delicate balancing act that has the ability to provide incredible levels of success for those who can manage it.

### **Functions of Digital Platform**

---

1. Digital platforms is a systems and interfaces that form a commercial network or market facilitating business-to-customer (B2B), business-to-customer (B2C) or even customer-to-customer (C2C) transactions.
2. The extensible codebase of a software-based system that provides core functionality for/from which derivative applications can be developed and distributed.
3. A digital design artefact (including architecture and governance elements) created to facilitate multi-sided market transactions.
4. Digital platform is any electronic tool for communication includes desktop, mobile, social and email software this covers websites and Social Media - Twitter, Amazon, Watt pad, etc.
5. A digital environment of supplier and consumer groups that participates in transactions and exchanges.
6. A digital platform refers to the software or hardware of a website allowing for the interaction of its users.

7. Digital platform is a digital space that provides facilities for users to collaborate, interact or transact digital. Digital marketplace and digital platform are used interchangeably.
8. An avenue to create a virtual classroom for educators and their students.
9. The environment in which a piece of software is executed. It may be the hardware or the operating system, even a web browser and associated application programming interfaces, or other underlying software, as long as the program code is executed with it. Digital marketplace and digital platform are used interchangeably.
10. A digital platform referred to as a two-sided market that involves an environment of a supplier and consumer groups that engages in transactions and exchanges (Amit & Zott, 2011)
11. A digital platform refers to the infrastructure and rules for a marketplace that enable and ease interactions between producers and consumer.
12. Refers to the software or hardware of a website allowing for the interaction of its users.
13. A technology that is usually in the form of a software or application that rides on the back of the internet and is used to perform one activity or the other.
14. A combination of digital tools and services that brings together different groups of users creating value through interaction and transaction among them. It utilizes advanced technologies such as artificial intelligence, cloud computing, machine learning, among others.

## **APPLICATIONS OF DIGITAL PLATFORM**

Digital platform is the software and technology used to combine and streamline business operations and IT systems. A digital platform serves as a company's backbone for operations and customer engagement

1. Mobile or desktop applications intended for external users (customers and partners), or internal users (employees).
2. A digital space that provide facilities for users to collaborate, interact or transact digital. Digital marketplace and digital platform are used interchangeably.

3. Multilateral market places designed to provide an interface for participants. These can be producers, customers, other third-party service providers to network and that create collaborative results.
- 4 .Interactions on digital environments such as laptops, iPhones, iPads, credit cards, social media, and mobile applications that allows resource providers and resource users to perform electronic transactions.
5. Any web-based platform for presenting content (things like Facebook, Twitter, Blogs, Websites, and sometimes SMS).
6. A digital platform is an established device erected on present-day cloud technology that makes the evolution of software or programs easy. It is, nevertheless, not a product in itself. The services, applications, and solutions on the platform are the products that you as a customer will interact with and pay for.

## **Application of Statistics in Medical Field**

**Vijaylaxmi Shetty**

Statistics, as a science, is the scientific process of acquisition and management of a given set of data. In the medical field and other life sciences, the term “Biostatistics” is often used instead to emphasize its application to medicine and health. Statistics is used to provide information to the given health situation and guide healthcare professionals in the decision-making process, whether a part of clinical work.

The application of statistics undergoes a series of steps creating a cycle of scientific activities. Usually, it begins with the acquisition of health data. This collection of data involves gathering health-related information through the use of data collection tools (e.g., Survey questionnaire) to accurately acquire details pertinent to a given study. Collecting data directly from the respondents is termed as primary sources of data. If the researcher wants to use a given set of data that were collected beyond the scope of study (e.g., vital statistics and health statistics), then these are termed as secondary sources of data.

Data management, on the other hand, employs the organization and analysis of health data. Data can be organized in numerous ways, so every researcher should only use methods depending on the specific goal of the study. For example, if the statistical data must be interpreted as individual units, it can be organized in the form of a raw data or data series. This is usually done in studies having a small population. Otherwise, if the data needs to be described using frequency distribution, it can be organized either as discrete or continuous data series using frequency table. This collection process is frequently used in studies with a larger study population. It is important to note that the best method of organizing statistical data primarily depends on the type of variable (e.g., qualitative or quantitative and its level of measurement (e.g., nominal, ordinal, interval, ratio). Arriving at all possible data organization may not be necessary if and only if, this will give the best information to the researchers about the objectives of the study.

The use of appropriate methods to organize data will lead to its accurate analysis. In descriptive data analysis, the use of narratives, tables, graphs, and charts can be sufficient to describe the study variables. In the inferential analysis, the researcher needs to estimate



specific clinical or health parameters or perform hypothesis testing. Several versions of data analysis software are available for use according to the type of research work.

Eventually, accurate and reliable interpretation follows from properly conducted data analysis. This step focuses on generating correct information based on the findings while relating it to the context of the topic under study. The current generation of discoveries, conclusions and hypotheses will make future researchers capable of studying process, creating a continuous cycle of collecting, organizing, analysing, and interpreting data.

The application of statistics in the medical field is specifically termed Biostatistics. Biostatistics or biometry is the branch of science that deals with the statistical method and processes utilized for the analysis of biological phenomena.

Application of biostatistics in the medical field

**In physiology and anatomy**

**In pharmacology**

**In medicine**

**In modern medicine**

**In clinical medicine**

**Role of biostatistics in the evaluation and in health planning.**

Applications of biostatistics in environmental sciences.

Applications of biostatistics in nutrition

Applications of biostatistics in genetics

Application of biostatistics in the medical field.

**In health care system**

**Resource issuance**

**Quality enhancer**

**Product development**

**Provide assessment**

## **In the research field**

### **What is Biostatistics?**

The discipline of Biostatistics covers the study of biological experiments and reading the collection, summarization and evaluation of data from those experiments. Biostatistics also involves the formation and application of the most suitable methods for the

- **Compilation of data**
- **Demonstration of the assembled data.**
- **Evaluation and perception of the results.**
- **Making judgements on the principle of such analysis.**

Biostatistics can also be defined as a sub-branch of statistics that assesses in management of medical uncertainties and is mainly concerned with mathematical facts and data related to biological events.

Biostatistics covers contributions and applications not only from medicines, health, and nutrition but also from other fields like epidemiology, genetics etc.

Biostatistics usually comprise of following basic steps formation of a hypothesis, collection of data, and application of statistical analysis.

