



Shri Vile Parle Kelavani Mandal's
NARSEE MONJEE
College of Commerce and Economics



Department of Commerce

Insight June 2015

I. Performance Evaluation

PE is a multipurpose tool used to measure actual performance against expected performance, provide an opportunity for the employee and the supervisor to discuss job performance. Identify employee training and development needs and plan for career growth.

Annual performance reviews are a key component of employee development.

PE is a Formal determination of an individual's job related action and their outcomes within a particular position or setting.

In financial trading its objective is to assess the extent to which the individual added wealth to the firm and / or her achievement was above or below the market or industry norms also called performance measurement.

Performance evaluation is a constructive process to acknowledge the performance of a non-probationary career employee.

An employee's evaluation shall be sufficiently specific to inform and guide the employee in the performance of his/her duties.

The performance review is intended to be a fair and balanced assessment of an employee's performance.

It is basically done to,

- A) Discuss the job performance
- B) Set goals for professional development
- C) Establish objectives for the employees to contribute to the organisational goal. And discuss expectations and accomplishment needed for promotion and compensation.
- D) Identifying the training needs, disciplinary actions to be taken and deciding the career goals of the employees etc.

The article by Cristina Simon on ‘ The Many Pitfalls of Performance Evaluation’ In Economic Times Corporate Dossier exhibits a totally different insight in to Performance Evaluation.

The article is an interesting read.

<http://www.ecoti.ms\6ePAGZ>

II. Indian Goods Fail to Gain Entry in US

The US Food and Drug Administration (USFDA) has rejected more than 2100 Import batches from India, in the past one year. The products range food items and personal care to health supplements manufactured by leading companies like HUL, Britannia, Nestle India, Haldiram, Heinz India and MTR Foods.

The USFDA stated the following reasons for rejections:

- Unhygienic manufacturing conditions.
- Found pesticides content above permissible limits.
- Labeling issues.

On the other side Indian exporting companies put up very weak defenses in support of their exports.

- Exports by unauthorized third party importers.
- Manufactured in plants those were not supposed to manufacture for the US market.
- Companies argued that rejected products were not shipped directly by them.

53 consignments of Haldiram Company were rejected by the USFDA in the month of May, 2015 due to presence of high level of pesticides content in snacks and sweets, inadequate processing and packaging done in unhygienic conditions.

Food safety has become a burning issue in India after samples of Maggi noodles tested positive for lead content, MSG in absence of its mention on Maggi content labels. In view of the fact that lead has a very serious effects on consumers health. Indian Government would not only be justified in calling a ban of Maggi noodles but also claiming heavy compensation / damages for food adulteration, misleading labeling and misleading advertising and consequent damage caused to the health of Indian consumers. Nestle company cannot challenge the lab findings as the samples are tested in several government labs across states.

Defenses put forward by Swiss company Nestle reflects lack of scruples on the part of multinational who adhere to safety norms in their own countries, failing which they would not only be shut down but also be required to pay exorbitant damages. MNCs thrust sub-standard products in third world and developing countries like India, which are perceived as soft states. India, being the most vibrant democracy and on its march to be a world power cannot

afford go soft on these MNCs. A mere ban would do a little deter for violation of food and safety standards in future. Developed countries cannot maintain double standards wherein they reject exports from developing countries on the slightest of discrepancy in labels, whereas they expect food articles to be thrust on developing countries irrespective of food and safety norms.

Rejections of consignments by the USFDA are an important issue which needs to be addressed. Following of food and safety norms should not be restricted to only while exporting to the US, rather these MNCs as well as Indian Companies must follow the same quality standards when they manufacture and supply products to Indian consumers. It is high time that FDA should take strict actions against companies for violating food and safety standards.

(Source: The Economic Times, June 13, 2015, page no. 1 &3)

III. Changing face of Business Technology

Enhanced productivity, efficiency & profitability is the buzzword for business enterprises in today's globalised world. Thereby reducing costs & wastage, increasing speed, accuracy & consistency in production seems to be in vogue. Magnifying the situation is the heightened expectations of consumers for better quality, consistent & reliable products. Technology orientation seems to be the answer to this quest for competitive success.

Technology is therefore increasingly a part of all sectors of businesses today. Be it dairy farming, food processing, spinning & weaving, materials handling, pharmaceutical or automobile industry, electronics, logistics, banking, customer services, technology seems to have replaced human resources. Standalone kiosks, automated call centres, automated teller machines, touch-tone phone systems & web portals have transformed the traditional way businesses & customers interacted.

But increased dependence on technology seems to have belittled the role of Employees involved in the business processes. Businesses in the past depended primarily on its employees for its processes. Technology was a mere tool to support the employees. But in the current scenario, with companies putting their trust on Modern Technology, there seems to be a role interchange, with employees' role being reduced to a level of supporting the technology implemented. Moreover the technology oriented approach of businesses has led to a surge in demand for people who can help in development, maintenance, support & upgradation of technology oriented production, distribution & customer interaction systems.

In other words, businesses today are on the lookout for technology-friendly people ie employees who can support technology oriented production & distribution systems, rather than people-friendly technology ie benign technology which just acts as a support for its employees.

Mr. Devdutt Pattanaik throws light on this changing scenario in the Indian business world in his article titled 'Plug & Play Yantra' in The Economic Times dated 12th June 2015.

Link: <http://economictimes.indiatimes.com/magazines/corporate-dossier/firms-increasingly-want-tech-friendly-people-rather-than-people-friendly-technology/articleshow/47628194.cms>

IV. Monsoon : The Whole Soul of the Indian Economy

India is always known for its inequality say for service sector contributes about 57% to GDP and employs 25% of the Indian workforce , whereas agricultural sector contributes 17% to GDP but employs almost 2/3rd of the Indians .

This data signifies the role of monsoon as a key determinant for the overall economic growth of the nation as it effects the purchasing capacity of those who depend on agricultural activity.

Indian meteorological departments prediction of seasonal rainfall at just 88% of LAP for 2015 is seems to be disproved with the good start to the monsoon. The biggest pay off could be low food inflation .

Indian's trillion dollar economy heavily depends on monsoon which helps in boosting the agricultural output and help govt in controlling rising inflation. If monsoon delays by some number of days or below normal rainfall could spell disaster making food more expensive , power and water shortage , hitting industrial production pressurizing the govt. kitty for subsidy which is the strong financial implication and social implication with respect to farmers suicidal cases increases .

Good monsoon is associated with two factors.

1)Food inflation remains under control which is alround benefit and

2)Rural consumption rises benefitting both FMCG's and white goods manufacturer as business today depends on rural market for sales.

Stocks, bonds , rupee-all will rally due to good rainfall. Indian imports to reduce favouring Balance of Payment.

Discretionary income of the urban will increase due to modest inflation leaving more demand for Luxury goods.

However the major loss is of UPA and APP parties as they will have to find some other political gimmick against Modi's government.

V. How to engage in influencer marketing: The controversy and the opportunity

Brands are increasingly tapping into word-of-mouth recommendations and well-read bloggers in social media interactions. But big questions remain around influencer marketing

Social media and digital interaction have handed brands exponential opportunity to target and interact with individuals in a relevant way. They've also opened up a new avenue of third-party content creation and engagement that's gaining attention – for both the right and wrong reasons.

'Influencer marketing', or the art of tapping into well-known and well-read bloggers and consumers within certain communities to promote products, raise brand awareness and drive conversions, is taking off. Plenty of brands are singing the praises of influencer marketing, too. Sony, for example, has put an emphasis on word-of-mouth marketing in recent years and seen triple-digit conversion rates as a result. Champagne brand, Piper-Heidsieck, also turned to social influencers to reposition the brand as an affordable luxury for everyday moments. But while there's plenty of momentum, influencer marketing is also courting plenty of controversy. The big issue is disclosure around brands engaging – and often paying – an influencer to become their next brand ambassador.

What makes an 'influencer' is the first point that needs clarification. Head of digital at Ogilvy public relations, Craig Page, describes influencers as anyone with an audience.

"They could be a blogger, a YouTube content creator, a well-known person with a significant number of twitter followers, and of course, journalists, analysts or consultants," he says. "In theory, everyone with a Facebook account and some friends has some level of influence, but we tend to reserve the term 'influencer' for those who either have an audience that is very large and relevant to a certain organisation, brand, topic or subject, or very passionate about the influencer and their content."

The main reason we're seeing so much influencer marketing activity right now, and why it's so important, is because of the shift from one-way, broadcast communication strategies, to a more complex marketing ecosystem where some consumers now have more influence than the brands themselves.

What's changed is there are now many more influencers, and the consequences can be widespread. At the end of the day, you can't escape the fact that we're all living in a global environment where the consumer's voice and opinion is heard more, and therefore makes more of an impact than it ever did. Brands should ignore this at their peril.

(Article is authored by Nadia Cameron, taken from CMO.com)

For full article visit <http://www.cmo.com.au/article/577875/how-engage-influencer-marketing-controversy-opportunity/>)

Green Diary

Editorial

The Environmental section of the Department of Commerce, is back with the 1st edition of Green Diaries, the E-bulletin of the EVS department for the academic year 2015-16. Since it's the monsoon period and rains have already set in, so the theme for this month - The Monsoons!

I hope you'll enjoy reading this bulletin.

Happy Reading!

-Siddhant Bhide.

Editor.

Contents

- I. Editorial
- II. World Environment Day 2015.
- III. Recent News
- IV. Monsoon in India
- V. National Park of the Month.
- VI. Important Environmental Days in June.

Do You Know?

The Ministry of Environment and Forests in 2014 was renamed as Ministry of Environment, Forests and Climate Change. Mr Prakash Javdekar is the

World Environment Day (WED) is the United Nations' principal vehicle for encouraging worldwide awareness and action for the environment. Over the years it has grown to be a broad, global platform for public outreach that is widely celebrated by stakeholders in over 100 countries. It also serves as the 'people's day' for doing something positive for the environment, galvanizing individual actions into a collective power that generates an exponential positive impact on the planet.

The WED theme this year is "[Seven Billion Dreams. One Planet. Consume with Care.](#)" The well-being of humanity, the environment, and the functioning of the economy, ultimately depend upon the responsible management of the planet's natural resources. And yet, evidence is building that people are consuming far more natural resources than what the planet can sustainably provide.

Many of the Earth's ecosystems are nearing critical tipping points of depletion or irreversible change, pushed by high population growth and economic development. By 2050, if current consumption and production patterns remain the same and with a rising population expected to reach 9.6 billion, we will need three planets to sustain our ways of living and consumption.

Consuming with care means living within planetary boundaries to ensure a healthy future where our dreams can be realized. Human prosperity need not cost the earth. Living sustainably is about doing more and better with less. It is about knowing that rising rates of natural resource use and the environmental impacts that occur are not a necessary by-product of economic growth.



World Environment Day 2015
**Seven Billion Dreams.
One Planet.
Consume with Care.**
June 5

Monsoon in India

-Vaishali N Kurhekar

“Kale Megha, Kale Megha Paani to barsao” a popular song from the popular movie signifies the mood of all Indians in the month of June. MONSOON the word derived from Arabic word ‘Mausam’ or from the Malayan ‘monsin’ meaning ‘season’. Thus the monsoons are the seasonal winds which reverse their direction of flow with the change of season. They flow from sea to land during the summer and the from land to sea during winter. They flow from sea to land in summer and land to sea during winter. In other words, the monsoon is a double system of seasonal winds, that is, the sum of summer and winter winds.

According to A.A.Rama Sastry, “Monsoons are large scale seasonal wind systems flowing over vast areas of the globe, persistently in the same direction, only to be reversed with the change of season.”

Monsoon in the country can be divided into South-West monsoon and North-East monsoon.

South-West monsoon:

The south-western summer monsoons occur from July through September. The Thar Desert and adjoining areas of the northern and central Indian subcontinent heats up considerably during the hot summers. This causes a low pressure area over the northern and central Indian subcontinent. To fill this void, the moisture-laden winds from the Indian Ocean rush in to the subcontinent. These winds, rich in moisture, are drawn towards the Himalayas. The Himalayas act like a high wall, blocking the winds from passing into Central Asia, and forcing them to rise. As the clouds rise their temperature drops and precipitation occurs. Some areas of the subcontinent receive up to 10,000 mm (390 in) of rain annually.

The southwest monsoon is generally expected to begin around the beginning of June and fade away by the end of September. The moisture-laden winds on reaching the southernmost point of the Indian Peninsula, due to its topography, become divided into two parts: the *Arabian Sea Branch* and the *Bay of Bengal Branch*.

The *Arabian Sea Branch* of the Southwest Monsoon first hits the Western Ghats of the coastal state of Kerala, India, thus making this area the first state in India to receive rain from the Southwest

The *Arabian Sea Branch* of the Southwest Monsoon first hits the Western Ghats of the coastal state of Kerala, India, thus making this area the first state in India to receive rain from the Southwest Monsoon. This branch of the monsoon moves northwards along the

Western Ghats (Konkan and Goa) with precipitation on coastal areas, west of the Western Ghats. The eastern areas of the Western Ghats do not receive much rain from this monsoon as the wind does not cross the Western Ghats.

The *Bay of Bengal Branch* of Southwest Monsoon flows over the Bay of Bengal heading towards North-East India and Bengal, picking up more moisture from the Bay of Bengal. The winds arrive at the Eastern Himalayas with large amounts of rain. Mawsynram and Cherrapunji, situated on the southern slopes of the Khasi Hills in Meghalaya, India, is one of the wettest places on Earth. After the arrival at the Eastern Himalayas, the winds turn towards the west, travelling over the Indo-Gangetic Plain at a rate of roughly 1–2 weeks per state, pouring rain all along its way. June 1 is regarded as the date of onset of the monsoon in India, as indicated by the arrival of the monsoon in the southernmost state of Kerala.

The monsoon accounts for 80% of the rainfall in India. Indian agriculture (which accounts for 25% of the GDP and employs 70% of the population) is heavily dependent on the rains, for growing crops especially like cotton, rice, oilseeds and coarse grains. A delay of a few days in the arrival of the monsoon can badly affect the economy, as evidenced in the numerous droughts in India in the 1990s.

North-East monsoon

Around September, with the sun fast retreating south, the northern land mass of the Indian subcontinent begins to cool off rapidly. With this air pressure begins to build over northern India, the Indian Ocean and its surrounding atmosphere still holds its heat. This causes cold wind to sweep down from the Himalayas and Indo-Gangetic Plain towards the vast spans of the Indian Ocean south of the Deccan peninsula. This is known as the Northeast Monsoon or Retreating Monsoon.

While travelling towards the Indian Ocean, the dry cold wind picks up some moisture from the Bay of Bengal and pours it over peninsular India and parts of Sri Lanka. Cities like Chennai, which get less rain from the Southwest Monsoon, receive rain from this Monsoon. About 50% to 60% of the rain received by the state of Tamil Nadu is from the Northeast Monsoon. In Southern Asia, the north-eastern monsoons take place from December to early March when the surface high-pressure system is strongest. The jet stream in this region splits into the southern subtropical jet and the polar jet. The subtropical flow directs north-easterly winds to blow across southern Asia, creating dry air streams which produce clear skies over India. Meanwhile, a low pressure system develops over South-East Asia and Australasia and winds are directed toward Australia known as a monsoon trough.

Currently the monsoon rains are predicted by the Indian Meteorological Department in the month of February well in advance for the farmers, planners, industrialists and so on. These predictions are based on the 15 parameters, which are both global and regional. These are divided into four broad categories:

- a) Temperature related parameters:
 - El Nino in the current year
 - El Nino in previous year
 - Northern India (March)
 - East coast of India (March)
 - Central India (May)
 - Northern hemisphere (Jan and Feb)
- b) Wind related parameters
 - 500 hPa (1 hecta pascal equals 1 mili bar) ridge (April)

- 50 hPa ridge trough extent (Jan and Feb)
 - 10 hPa (30 km) westerly wind (Jan)
- c) Pressure anomaly
- Tahiti-Darwin (Spring)
 - Darwin (Spring)
 - South America, Argentina (April)
 - Indian Ocean Equatorial (Jan - May)
- d) Snow cover related parameters
- Himalayan (Jan- March)
 - Eurasian (Previous December)

It was observed in late eighties that whenever more than 50% parameters showed the favorable signals, the monsoon rainfall in India was normal and when 70% or more parameters were favorable, the monsoon rainfall was above normal.

One more parameter, surface pressure anomaly of north-eastern hemisphere was also added later on thus making a total of 16 parameters for Monsoon prediction.

Recent News

Forest Dept bans home stay near Gir sanctuary

TNN | Jun 18, 2015, 05.39 AM IST

AHMEDABAD: As part of the new ecotourism policy to be tabled before the Gujarat high court before June 24, the forest department has decided to put a ban on commercial establishments from getting home stay approval within the periphery of the Sasan Gir sanctuary especially in the eco-sensitive zones.

The tourism department, meanwhile, has also ordered a review of permission given to farm houses and guesthouses around the Gir forest.

TOI had on Wednesday reported on how farm houses and guesthouses despite being banned by the high court had been granted approval as home stays by the department of tourism without consulting the forest department. The tourism department went into a huddle after the report was published.

When contacted, the forest department said, the state government has been asked to formulate an ecotourism policy for the Gir sanctuary and submit it to the high court by June 24, wherein the department is likely to ban home stay approval of commercial establishments.

"The department is not likely to permit home stay even if the establishments have only six rooms. The forest department was helpless as these guesthouses and farm houses had the approval of the tourism department, said an official

of the forest department.

He adds, "We will be recommending that only genuine home users be able to use the home stay policy. The forest department will not permit home stay for commercial establishments within a two kilometre periphery of Gir."

When contacted, N Srivastava, the managing director of the Tourism Corporation of Gujarat said, "We have set up a third party review to probe the permissions granted to the establishments. They will work in collaboration with a specially appointed committee of the forest department to chalk out the new policy.

National Park of the Month

Tadoba National Park

Tadoba National Park, also known as Tadoba Andhari Tiger Project, was established in 1955 as a part of Project Tiger.

The name 'Tadoba' is the name of the God "Tadoba" or "Taru", praised by the tribal people who live in the dense forests of the Tadoba and Andhari region, while the Andhari River that meanders through the forest. gives the 'Andhari' name.

It is the largest National Park in Maharashtra.

Factfile

Name	Tadoba National Park
Also Known As	Andhari National Park, Tadoba Andhari Tiger Project
Located	Chandrapur, Maharashtra.
Area	1727 sq. km.
Flora	Dry Deciduous Forest
Fauna	Bengal Tiger, Honey Badger, Nilgai, Chital, Leopards, Sambar, Marsh Crocodile, Russel Viper,
Major Attractions	Jungle Safari Trips, Royal Bengal Tiger reserve.



Tiger at Tadoba



Sambar Deer



Important Days in June

June 5 World Environment Day - On this day, in 1972, the Stockholm Conference on Human Environment was held in Sweden. There was a large gathering from all over the world and people expressed their concerns for the increasing environmental problems.

June 8 World Oceans Day –Annual observation to honour the world's oceans, celebrate the products the ocean provides such as seafood as well as marine life itself for [aquariums](#), pets, and also a time to appreciate its own intrinsic value.

June 15 Global Wind Day - It is a day when wind energy is celebrated, information is exchanged and adults and children find out about wind energy, its power and the possibilities it holds to change the world.

