



Department of Commerce

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Business NEWS

Business & Employment Opportunities in E-Tailing Sector:

Small and Local vendors now can dream big through Digital Marketing

In India's flourishing online retail market one drag top players Flipkart, Snapdeal and Amazon face is the relatively low number of vendors, and they have come out with a slew of programmes to get millions of sellers from across the country to their marketplaces.

E-commerce companies estimate that India currently has just over 1,00,000 active sellers on ecommerce platforms compared to millions of online sellers in China.



Strategies adopted by top online retailing companies to motivate vendors for unleashing the business opportunities through Digital Marketing are:

Amazon India	<ul style="list-style-type: none"> Started Amazon Sellers University channel on YouTube where potential vendors can learn about selling on the marketplace. Amazon Easy Ship service whereby once an order is placed with a vendor, Amazon will collect the packet from the vendor and deliver it to the buyer, relieving the vendor from the responsibility of delivery
Snapdeal	<ul style="list-style-type: none"> It has around 100,000 sellers on its platform, plans to increase it 10-fold or one million vendors in the next three years It has tied up with weavers in Varanasi, North Eastern Handicraft and Handloom Development Corp and Rajasthan government, to bring artisans to sell online.
Flipkart	<ul style="list-style-type: none"> Programme called Karigaar Ke Dwar to help artisans sell on its platform. It has entered into agreements with the Federation of Indian Micro, Small and Medium Enterprises to enrol vendors in Coimbatore, Jaipur, Ludhiana and Varanasi, among other such hubs. I It has also tied up with the Director General of Employment and Training to impart training for vendors.

http://articles.economictimes.indiatimes.com/2015-01-21/news/58305759_1_amazon-india-seller-base-new-vendors

Employment Opportunities even at grass root level through E-Tailing

With millions of consumers now ordering about \$10 billion worth of products ranging from food to furniture and from lipstick to lingerie online, demand for ace **delivery boys** is rising in E-Commerce business.



About 2.5-3 lakh are already delivering goods ordered online all over the country, according to estimates by Ikya Human Capital Solutions.

Large ecommerce companies like Flipkart, Snapdeal, etc, are all looking to double the number of such delivery agents.

Salaries for these last-mile agents range from Rs 7,000-16,000 with firms like Amazon and Flipkart reported to be the better paymasters. This can help the people at lower income group with less of education accessibility to have a decent living.

Staffing firms like Randstad say they will have to come up with newer ways of hiring delivery agents. "We go to nearby villages, hold recruitment camps once in six weeks. But will now have to think of more ways," said Aditya Narayan Mishra, president, staffing, Randstad India. http://articles.economictimes.indiatimes.com/2015-01-21/news/58306360_1_flipkart-yepme-vijav-ghadge

7 key Components for successful on line marketing business

For robust growth in e- retailing one should pay attention to mobile, the retail store itself, location targeting and other key developments. David Sisco , UPS, Retail Segment Marketing Director shares his insight and advice on 7 key retail trends which will shape the upcoming years of E – Tailing Go through the article to have a successful business strategies with reference to E-TAILING



<http://industryedge.nationalhardwareshow.com/2014/11/7-must-know-online-retail-trends-for-2014/>

Foreign Trade NEWS

'Foreign Trade clearly has been a reason why inflation has been low.' **Tim Bishop**

UNION BUDGET 2015-16

MAIN FEATURES OF THE BUDGET THAT SHALL HAVE FAR REACHING IMPLICATIONS ON INDIA'S TRADE AND INDUSTRY

The budget presented by Union Finance Minister, Mr. Arun Jaitley on 28th February, 2015 was preceded by lots of speculations and expectations looking into the promises by BJP which led to its historic win in the May, 2014 elections.

The budget presented by Mr. Jaitley focussed on putting India on high growth trajectory by focussing on providing impetus to local manufacturing led by its made in India campaign. It is India's Prime Minister's vision to make India a manufacturing hub of the world to which this budget has provided a roadmap.

Some of the key points of the budget shall impact India's trade and industry is as follows:

1. Implementation of Goods and Services Tax (GST): This budget has announced the implementation of GST Act from April, 2016. The GST is a long awaited and the single most important tax reform in the past many decades which would have far reaching impact on India's trade and industry. By the passing of this Act, taxation in India will be simplified and multiple layers taxation will be removed. This tax will ensure better compliance and shall leave little room for tax avoidance thereby leading to increased revenue. The removal of multiple layers of taxation is also expected to bring down the prices and increase transparency in the taxation system.

2. Foreign Institutional Investment (FII) and Foreign Direct Investment (FDI): Union Budget 2015-16 has done away with the distinction between different types of foreign investments, especially Foreign Institutional Investor (FII), and Foreign Direct Investment (FDI). The Budget has replaced the individual cap with a composite cap. Take for example; the insurance sector has a composite cap of 49 per cent for foreign investors, which could be a mix of FIIs and FDI. In the past, the DRTs, SARFAESI, BIFR and Sick Industrial Company Act have failed miserably in a speedy resolution of bad assets. Mr. Jaitley has promised that the government will bring a comprehensive Bankruptcy Code in 2015/16 that will be of global standards. The US has Chapter 11 where a corporate in distress gets a speedy resolution by way of a restructuring or sell off.

3. Investment in Infrastructure Sector: In order to give Make in India a decisive push, this budget has set aside Rs.70,000 crore for infrastructure and also simplified provisions for investing in the infrastructural sector. The development of roads, railways and ports will encourage trade and will attract investment in infrastructure sector both domestic and foreign. This budget has also allocated Rs.1000 crore for the startups, reduced

taxes on technical services to 10% from the existing 25% to facilitate technology transfer to India and set up various institutions like IITs, IIMs etc. to ensure steady supply of skilled manpower for the manufacturing sector.

4. General Anti Avoidance Rule (GAAR): In order to inspire confidence in the minds of foreign investors, the budget for 2015-16 has stipulated that General Anti Avoidance Rule (GAAR) has been deferred for two years and also made it clear that it will be applicable prospectively only. The lack of clarity on GAAR had created fear in the minds of the foreign investors and was long considered as an impediment in the way of foreign investments. Since India needs foreign investments in a big way, this announcement in the budget shall go a long way in ensuring unhindered flow of foreign investments into India.

5. Reduction in Custom Duty on 22 essential raw materials: In order to ensure cost competitiveness of the manufacturing in India, this budget has reduced custom duty on 22 essential raw materials used by the industry thereby lowering the cost of finished products. Additionally, the import duty on the finished steel, fully imported commercial vehicles, cement etc has been increased to make the domestically produced goods more competitive.

6. Sale of PSUs: The budget has set up an ambitious target to raise Rs.69,500 crore from the strategic sale of PSUs. This target is quite challenging looking into the past track record of disinvestment (in the current financial year, Government is expected raise only Rs.31,350 crores against the budgeted target of Rs.58,425 crores). A lot shall depend on the capital market scenario and hosts of other factors but if the Government is able to achieve its target, it shall unlock the value of these Government assets and the revenue generated can be redeployed for productive planned expenditure by the government.

To conclude, it can be said that though this budget has not announced any headline grabbing measures but it is a very practical and prudent budget. The finance minister should now ensure that his ministry is able to make certain that the funds meant for various schemes are utilized efficiently and effectively. Also the various targets set by budget should be monitored carefully to ensure that the Indian economy gears itself up gets accelerated on the economic roadmap prepared by the new government.

(Source: The Economic Times, 1st, March, 2015, Sunday Times, 1st, March, 2015, Hindustan Times, 1st, March, 2015)

“ Creative without strategy is called 'art.' Creative with strategy is called 'advertising'.”

----- Jef I. Richards

Haldiram- the King

Haldiram's revenues, at Rs 3,500 crore, is more than the combined revenue of [Domino's](#) (Rs 1,733 crore) and [McDonald's](#) (Rs 1,390 crore; adding topline of the two separate operations in India). Or take that popular two-minute snack, Maggi, which netted a revenue of Rs 1,200 crore; [Haldiram](#) is almost three times bigger. These figures for 2013-14, the latest available in official records, when combined with the fact that Haldiram's commands 40% of the Rs 5,500-crore traditional snacks business, conclusively demonstrates one thing. Whether in fast food or munchies, and despite the profusion of MNC brands with high cool quotient in both categories, good old-fashioned Indian offerings from Haldiram's still dominate the market. Equally interestingly, Haldiram's, present both through its ubiquitous casual dining eateries and its packaged snacks, is a success story with some unusual twists.

Source: Times of India



Digital advertising, gaming to drive growth in media: Economic Survey

Digital Advertising and gaming verticals are expected to drive growth of Indian media and entertainment industry in the next few years.

India is also emerging as the new favourite of international studios, with 100 per cent foreign direct investment permitted in the film sector, the document said. Disney, Fox, Sony, and Warner Brothers have entered into co-production and distribution deals with domestic production houses, the survey said. The Indian media and entertainment industry is estimated to have grown by 11.8 per cent to Rs 918 billion in 2013 and is projected to grow at a compound annual growth rate of 14.2 per cent to reach Rs 1,78,600 crore by 2018. The media and entertainment industry in the country comprises various segments including television, print, films, radio, music, gaming & visual effects, animation and digital advertising.

India is the world's third largest TV market after China and the US with 161 million TV households. There are about 826 satellite

television channels, 86 teleports, 243 FM radio channels, and 179 community radiostations.

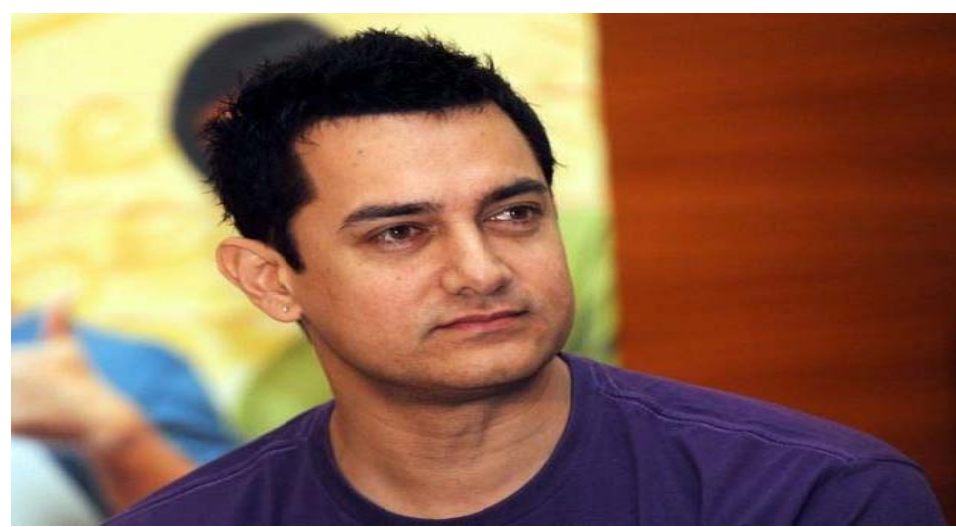
Moreover, the country's broadcasting distribution network comprises of 6,000 multi system operators (MSOs), around 60,000 local cable operators (LCOs), and seven direct to home (DTH) operators.

In order to further boost technology, the government has embarked on an ambitious project of digitising country's cable

network in four phases, leading to complete switch-off of analog TV services by December 31, 2016. India has co-production treaties with 10 countries.

Read More: [Business-standard.com](#)

2 Crore an hour for Brand Endorsement



Brand endorsement has always been an exciting affair for the celebrities and if media is to be believed it is all set to create a new record by paying Mr. Aamir Khan a whopping Rs 2 crore for an hour to endorse a household product. It is not the first time that stars have been approached with such extraordinary never to deny deal, in past celebrities like Shahrukh Khan, Aishwarya Rai Bachchan and Sachin Tendulkar have been offered a lucrative deal for their association with specific brands. Thus underlining the fact that how serious the whole business of brand endorsement are.

Source: Mid-Day

Kids TV Is Pushing Into Content Marketing



Branded content isn't just for grown-ups. Kids' networks are getting into the native advertising game, introducing their own branded content arms during this year's upfront presentations.

[Nickelodeon](#) is formalizing its consumer insights, partnership marketing and multi-media services under the banner Nickelodeon Inside Out Solutions. The group is designed to connect marketers to Nickelodeon's TV and digital channels, social footprint, consumer products business and on-the-ground marketing experiences. Nickelodeon has already been doing some of this informally for clients. Based on insights that showed children influence the car that their parents purchase, Nickelodeon helped Toyota create a 3-D concept car tied to "The SpongeBob Movie: Sponge Out of Water."

Nickelodeon Inside Out Solutions expands on parent Viacom's branded content arm, Velocity, which formed last year.

Source: AdvertisingAge

288 million viewers tuned in for India-Pak World Cup clash: TAM Report



The most anticipated clash of the cricket World Cup created Indian television history as 288 million viewers tuned in to watch the defending champions take on Pakistan on February 15 in Adelaide. The game, which the Mahendra Singh Dhoni's side comfortably won, was the most-watched television event in India in the last four years, since the finals of the 2011 World Cup. The match between the arch-rivals rated 14.8 TVR (TAM data M15+ ABC) across Star network including Doordarshan (DD). The match rated 11.9 TVR (TAM data M15+ ABC) on Star network and 2.9 TVR (TAM data M15+ ABC) on DD.

Source: The Hindu

Facebook launches Ads Manager app; reaches 2 million advertisers



Facebook has announced the launch of Ads Manager app to help businesses manage their ad campaigns on-the-go, through mobile device. The company also announced that it has reached more than 2 million active advertisers, up from roughly 1.5 million six months ago. Roughly 35% of US small businesses don't have a web presence, but more than 30 million businesses around the world actively use Facebook Pages, stated the company in a press statement. The Ads Manager mobile site was launched last year and is now used by more than 800,000 advertisers each month.

Source: Exchange4media.com

India a champion in controlling tobacco marketing in films: WHO

Geneva: The World Health Organisation on Thursday lauded India's tobacco control mechanisms, calling the country a "champion" for curbing "tobacco marketing in films".

"India is a champion from the point of view in controlling tobacco marketing in films. You even have the case of Woody Allen who did not want his film released due to a regulation. "They have been very relevant in the region to strengthen the cooperation on tobacco control," said Dr Vera Luiza da Costa e

Silva, head of Convention Secretariat of WHO Framework Convention on Tobacco Control (FCTC).

Taking note of the "important progress" made by India in curbing the menace, Silva announced that the next conference of the convention will be held in the Asian country.

The Indian government had last year announced that cigarette packets would have to stamp health warnings across 85 percent of the surface and plans on raising the age of tobacco sale to 21 as well as ban the use of loose cigarettes.

"Smoking or using tobacco is no longer seen as a socially acceptable behaviour; it has been denormalised. However, the more we are advancing, the more aggressive the tobacco industry is becoming. Trade has no ethics," she said on the occasion of the 10th anniversary of FCTC.

According to the WHO Global Tobacco Control Report 2013, smokeless tobacco consumption - including chewing products such as gutkha, zarda, paan masala and khaini is culturally more common as a form of tobacco use than cigarette smoking in India.

Read More: firstpost.com



Can 'rebranding' redeem Air India?



Not too long ago, a new modern day rehashed mascot for the airline emerged. The press picked it up, didn't seem to take too kindly to it and soon enough the airline took to Twitter to 'clear the air' that the Maharajah continues to remain the mascot but that the 'new' version would be featured in its communication.

A news report in The Times of India dated 18 Jan 2015 attributes the following comment to a senior Air India official that handled the makeover: "The new Maharajah is aligned with the modern times and with the new AI which is also trying to cut flab to become a lean commercial entity. The Maharajah now has a leaner, young, sporty and more dynamic look."

Some brand watchers contend that the rebranding should have followed some evidence of inherent change in the brand.

Can a visual rebranding exercise actually spell transformation for the company?

Read More: CampaignIndia.in

Green Diary- An Environment overview

Editorial

The Department of Commerce in the subject of Environmental Studies presents its very first bulletin – *Green Diary*

The bulletin aims to promote awareness and a feeling of belongingness towards nature and environment. This bulletin shall discuss on recent environmental issues, topic of the month, Days of environmental importance in the month, Natural facts and a place of special importance to nature.

I hope you all enjoy reading the bulletin. Feedback and suggestions for improvement will always be welcomed.

Siddhant Bhide

-Editor.

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- 6. What happened this February?**

Did you know?

50 Acres of tropical rain forests are cut every minute all over the world.

Recent News – ‘Factories discharging effluents in Yamuna asked to shift’ Source:

The Times of India, 25th Feb.,2015

As many as 67 small factories in the city which are discharging effluents directly into the Yamuna have been asked to shift from their current location by end of next month.

"Sixty-seven small factories which are discharging hazardous acids have been asked to shift by March 31. They can either shift to an industrial area or to a place of their choice," ADM and Nodal Officer of Yamuna action plan Dharendra Sachan said.

A meeting in this regard was held yesterday which was attended by district authorities, Uttar Pradesh Pollution control Board (UPPCB) officials and representatives of factories.

Factories which will not shift within the given time would be sealed, he said.

According to the ADM, factories running without permission from UPPCB are being enlisted as stern action would also be taken against them.

For safety and security of the plants in industrial area, a police outpost may be set up in the area, he said.

The ADM has asked people to submit list of unauthorised factories and said that the identity of persons providing information will not be disclosed.

During the meeting, secretary of factories association Harish Garg expressed his inability to shift the factories outside the city area owing to security constraints.

He also said that effluent of the factories is discharged after treating it.

Assistant Engineer UPPCB S R Maurya said that in the present scenario it was difficult to make surprise checks in these factories as they are being run from their homes.

A PIL in this regard has been filed by one Gopeshwar Nath Chaturvedi in the Allahabad High Court and the case is pending.

Nath alleged since Sewage Treatment Plants (STPs) in these factories are not running, acid mixed chemical jeopardises STP of Municipal Board.

"It finally reduces DO level of Yamuna causing death of water animals as natural purifying system also fails," he said.

Birds Of Mumbai- Aishwariya R Shah, FYBCom F-055



Indian Robin

(*Saxicoloides fulicatus*) (19cms)

A common insectivorous bird seen hopping with tail held upright in open, drier areas. Its nests are pads of grass and fur made in holes in trees or earth banks. Their long tails are held erect and their chestnut under tail covert and dark body make them easily distinguishable from the pied



Large-Billed Crow

(*Corvus macrorhynchos*) (46-59cms)

Also known as the jungle crow. This all black, stocky crow is named for its long, thick bill. Extremely versatile in its feeding, it will take food from the ground or in trees.



Common Myna

(*Acridotheres tristis*) (25cms)

An omnivorous noisy bird more common in urban areas. It builds nests in the hollows of trees. It is also known to usurp the nests of other birds by forcefully evicting them or building its nest on top. The range of the common myna is increasing at such a rapid rate that it is declared



Common Tailorbird

(*Orthotomus sutorius*) (13cms)

Common bird seen among bushes searching for insects. Gets the name as for a nest, it stitches leaves together. The song is a loud *cheeup-cheeup-cheeup* with variations across the populations.



Rose-ringed Parakeet

(*Psittacula krameri*) (42cms)

A noisy bird. Neck rings are absent in females. Feeds on fruits, nuts, berries and seeds. Both males and females have the ability to mimic human speech. First the bird listens to its surroundings, and then it copies the voice of the human speaker.



Common Kingfisher

(*Alcedo atthis*)

An attractive bird seen along ponds, lakes and stream. Feeds mainly on fish & small aquatic animals. The female is identical in appearance to the male except that her lower mandible is orange-red with a black tip. The glossy white eggs are laid in a nest at the end of a burrow in a riverbank.



Red-whiskered Bulbul

(*Pycnonotus jocosus*)

Red cheeks are typical of this bird. Feeds on fruit, nectar and insects. Call is melodious. They are very common in hill forests and urban gardens within its range.



Coppersmith Barbet

(*Megalaima Haemacephala*)

The loud, metallic tunk..tunk..tunk makes it easy to locate this small green bird. They are silent and do not call in winter. It feeds on fruits and berries. Throughout their wide range they are found in gardens, groves and sparse woodland.



Purple-rumped Sunbird

(*Leptocoma zeylonica*)

Very small and attractive bird, feeds largely on nectar, and may feed on insects, especially when feeding young. Female duller.

The purple-rumped sunbird is a common resident breeder. They may indulge in dew-bathing, or bathing by sliding in drops of rain collected on large leaves.



Dusky Crag-Martin

Hirundo concolor (13cms)

Spends most of its time flying and feeding on winged insects in the air.

The nest is made mud and usually located beneath the protective overhang of a rocky cliff. Dusky crag martin pairs typically nest alone, although in suitable locations several pairs may be quite close to each other.



Pied Crested Cuckoo

Clamator jacobinus

Known as the harbinger of rains, often Mumbaikars await the arrival as it brings along the much awaited Monsoon rains in Mumbai. This insectivorous bird migrates here from the south India. It has been associated with a bird in Indian mythology and poetry, known as the *Chatak* represented as a bird with a beak on its head that waits for rains to quench its thirst. It is a brood parasite

NATIONAL PARK OF THE MONTH

Also known as Borivali National Park/ Krishnagiri National Park, SGNP is the miraculously preserved green oasis in the center of urban sprawl. This national park is "one of the very few" that is surrounded by a metropolis like Mumbai, yet sustaining sizable population of big cats like panthers. It is hard to believe that with in just less than an hour and half from Gateway of India, one is transported from hectic and fast life of Mumbai city to a serene and tranquil atmosphere of pleasing verdant wilderness.

Fact file

<i>Official Name</i>	<i>Sanjay Gandhi National Park</i>
<i>Other names</i>	<i>Borivali National Park, Krishnagiri National Park</i>
<i>Area</i>	<i>20.26 sq. kms.</i>
<i>Entrances</i>	<i>Borivali entrance via main gate, Eastern entrance via Yeoor, Thane.</i>
<i>Major attractions</i>	<i>Vanrani Toy Train, Boating area, Kanheri caves, Gandhi memorial, Tiger and Lion Safari</i>
<i>Activities that can be done</i>	<i>Trekking, Nature trails, Bird watching, Rock climbing, Boating, Train journey etc.</i>
<i>Timings</i>	<i>7:30 am to 6 pm.</i>



SGNP view from Highest Point Trail



Narrow gauge train

IMPORTANT DAYS THIS MONTH

March 21 World Forestry Day - Activities such as the planting of trees and highlighting the urgency to increase the green cover.

March 22 World Water Day - The decision to celebrate this day has been taken recently as drinking water sources are fast depleting. The world must wake up to the problem and begin conserving it.

March 23 World Meteorological Day - Everyone has to be reminded that weather is an integral part of the environment.

WHAT HAPPENED THIS MONTH ?

Students of F.Y.B.Com took a visit to Bombay Natural History Society at Goregaon west. This was organised by the Dept of Commerce of our college. This trip took place on 4th February, 2015. The students undertook a Nature trail discovering the forest. This was followed by an Audio Visual show and discussion on documentaries related to mangroves and concrete jungles.

Wildlife and Nature Club had their winter trek to Kothaligadh near Peth Village at Karjat. It took place on the 8th February 2015. The 67 students were accompanied by 3 teachers who had a great time trekking the fort, understanding the natural environment of the place and enjoying the beautiful and panoramic view of the Sahyadri ranges.
