



Commerce Newsletter



VOLUME #01 ISSUE #03

August 2025



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Members



**By the Department of
Commerce (SF)**

Editor's Note

Dear Readers,

Welcome to the third edition of the .Com Commerce Department Newsletter. We are thrilled to present this issue, which serves not only as a source of information but also as a gateway to the evolving dynamics of commerce. Our aim is to document each and every event irrespective of their magnitude.

Each page of this edition has been thoughtfully curated to meet the expectations of our readers. We've captured the vibrant activities of the department throughout the month of August, celebrating the achievements and success stories of both faculty and students.

This edition retains all the popular sections from our previous issues, including The Investors' Lens—a comprehensive look at recent developments in the stock market and the world of finance.

I would like to extend my heartfelt appreciation to our editorial team, the true pillars behind this newsletter. Their dedication, creativity, and commitment have transformed this project from a blank canvas into a meaningful publication. Each section head brought passion and precision to their role, and I couldn't be more proud of their efforts.

We sincerely invite you to share your valuable feedback. Your insights will help us shape future editions to better serve and engage our diverse audience.

Warm regards

Renson Tomy
Chief Faculty Editor

Editor's Note

Dear Readers,

August has been a truly enthralling month, filled with action, competition and celebration. And as usual the Commerce department has been buzzing with excitement and activity. With Onam, placements and projects, this month has simply flown by. But here, at the .Com, we've captured every moment.

The placement drives were truly eventful, filled with patient training and much practicing. God has blessed us and we have dedicated two pages to the outstanding achievements of the students during the placement drives.

Don't miss out on the thoughtful and informative articles posted by the students and faculty of the Commerce Department. Be sure to read them.

For the Finance fans, our issue also features The Investor's Lens updating you on all the latest in the world of Finance, including new developments, past period performances, trends in the industry and so on. It's got something for everyone, new ideas for the experts and small bits of new information for those of you who are new.

The .Com is also a gateway to all the other publications of the Comverse. CommerSync, a dictionary featuring business words, equipping students and teachers alike to navigate the business world and wave off technical jargon with a nod of understanding. A five minute read could turn out to be an enlightening journey!

I hope you enjoy the .Com! Do reach out to us with your contributions, ideas or suggestions. They're always welcome.

Debbie Grace Mathew
Chief Student Editor

Events & Activities

AUG
05

Debunked!

The Department of Commerce proudly hosted Debunked!—an engaging and insightful session led by our alumna, Sarada K, on 5th August 2025. The event, initiated by the Tourism Minor–S3 students, aimed to dispel myths surrounding the tourism industry while highlighting the exciting career opportunities the sector has to offer.

Sarada K, with her rich experience and approachable style, took the audience through a thought-provoking journey where misconceptions about tourism were challenged and clarified. Students often view tourism as a limited field; however, the session opened their eyes to the diverse roles, global exposure, and evolving trends within the industry.

The interactive nature of the talk encouraged active participation from students, making the session lively and memorable. Questions were raised, perspectives were shared, and curiosity was sparked. For many, it was a moment of realization that tourism is not just about travel and leisure but also about cultural exchange, sustainability, and professional growth across various domains.

Through Debunked!, the department ensured that both major and minor students of tourism gained awareness of the vast scope awaiting them. The event successfully combined learning with inspiration, reinforcing the importance of preparing students for a future full of opportunities.



Aug
11

Creative & Ethical Mind for the Future

The Department of Commerce, in association with the Commerce Association, organized an enriching session titled “Creative & Ethical Mind for the Future” on Monday, 11 August 2025, at 2:00 PM. Held at Fr. Aggaeus Hall, the session featured C. S. Jasweth, Product Designer at Microsoft AI Research and Development, as the keynote speaker. Participation was open to undergraduate and postgraduate students, as well as faculty and staff, with approximately 50 attendees joining the session following registration.

The session's core purpose was fourfold: first, to encourage participants to critically reframe how they observe the world through “finding design in everyday life”; second, to spotlight future skill sets—such as creativity, adaptability, and ethical awareness—that are highly sought after by modern employers; third, to engage with the theme of Responsible AI, exploring both its do's and don'ts to foster ethical practices; and finally, to inspire attendees via the personal journey of C. S. Jasweth—from a B.Com graduate to a Product Designer at Microsoft—underscoring the power of passion-guided career evolution.

The event proved to be highly impactful. The setting fostered active engagement, with participants expressing appreciation for the integrated emphasis on creative insights, career guidance, and ethical consciousness. Key takeaways included enhanced awareness of design thinking as a part of daily observation, a clearer understanding of ethical responsibilities in AI work, and motivation drawn from a relatable, real-world success story that illustrated how purposeful effort can lead to remarkable professional achievements.



AUG
12

Intellectual Property Rights Awareness Program

The Post Graduate department of Commerce conducted a program on Intellectual Property Rights awareness, in association with Office of the Controller General of Patents, Designs; Trademarks, Department of Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Govt. of India and supported by IQAC, on August 12 th , 2025 at 2pm at Fr. Aggaeus Hall.

The session aimed to educate students about the importance, types, and legal aspects of intellectual property in today's knowledge-driven economy.

The event was organized under the guidance of faculty coordinators Dr. Athira V. T and Ms. Dhanalakshmi Menon.

The program commenced with a welcome speech by Ms. Hridya, a student from B.Com Computer Applications, who warmly greeted the audience and emphasized the significance of IPR in the academic and professional domains.

The main session was handled by Dr. Adv. Anjana Varghese, a renowned expert in the field of law and intellectual property.

Her insightful presentation covered the types of Intellectual Property, including : Copyrights, Trademarks, Patents, Industrial Design, Geographical Indications

She elaborated on the legal rights associated with each type, their economic value, and how creators and innovators can protect their work.

The session was highly informative and interactive, with students showing keen interest and engaging in discussions.

The event concluded with a vote of thanks by Ms. Kristina Mary, a student from B.Com Taxation B, who expressed gratitude to the resource person, faculty coordinators, and all participants for making the event a success.

As a token of participation, e-certificates were distributed to all attendees. The IPR Awareness Program proved to be an enlightening experience for students and faculty alike. It highlighted the growing relevance of intellectual property in various fields and empowered participants with essential knowledge to protect their innovations.



AUG
12

Interdisciplinary Knowledge Sharing Forum for Students

The Department of commerce conducted a program on interdisciplinary knowledge sharing session on sustainability Goals (SDGs) aimed to foster sustainability knowledge, attitudes, and behaviours among students through a tutor-supported interdisciplinary course. The session brought together students from various disciplines to work on projects that promoted sustainability and addressed real-world problems. An increase in sustainability knowledge, particularly in environmental, social, and economic dimensions were shared among students. Students learned to work effectively in interdisciplinary teams, developing novel ideas and solutions. It cultivated critical thinking skills, enabling them to reflect on disciplinary boundaries and limitations. All the 1st year B.com Students of Taxation Batch A&B, Computer Application, financial Accounting, Business Analytics, Travel and Tourism were the participants of the session.

Resource Person for Student Session :

Bcom Tax A – 3rd yr

Annu Antony (Student co-ordinator)

Medha Murali

Safwan Sadiq

Peter S

Midhun R

Vignesh

Mcom – 1st year

Amna M S

Shifa Nazeer



AUG
19***Interdisciplinary Knowledge Sharing Forum for Faculty***

Topic : Introduction to Excel for Research: A Practical Approach to Statistical Analysis.

19th August 2025 ,2.00pm

Resource Person : Prof M.C Jose

An Introductory class on statistical analysis for research with real life examples ,provides a comprehensive overview to apply statistical methods for collecting, analyzing, and interpreting data to make informed decisions across various in different fields.The session covered the foundational concepts and methodologies of statistics structured process of statistical analysis .It provides a robust framework for investigating problems and proposing data-driven solutions.The session provided an analysis from basic data handling to more complex inferential techniques. All faculty attended the session



AUG
25

“CommerSync” Quiz Series

The Post Graduate Department of Commerce successfully conducted “CommerSync” Quiz Series on 25th August 2025 at 12:15 p.m. in the II Lobby Hall. The program was well-received, drawing the active participation of thirty students who engaged enthusiastically in a competition based on questions from the first two issues of CommerSync.

The event showcased the keen interest, preparation, and competitive spirit of the participants, creating an atmosphere of healthy interaction and intellectual engagement.

Prize Winners

First Prize – Thomas S John (I B.Com Finance & Accounting)

Second Prize – Kevin Soji Samuel (I B.Com Finance & Accounting)

Third Prize – Zeba Fathima (I B.Com Finance & Accounting)

In recognition of their efforts, all participants were commended and awarded cash prizes, which added to the delight of the occasion.

The department expressed its satisfaction at the smooth and successful conduct of the event and announced that the quiz series will continue following the release of forthcoming issues of CommerSync, thereby sustaining the spirit of learning and excitement among students



AUG
10-25

The Sustainability Scout- A Green Business Project

A project titled The Sustainability Scout was conducted under the guidance of Ms. Liya Elsa Stephen and Ms. Ashme Andrews for the students of B.Com Finance & Tax (Batch B) and B.Com Travel & Tourism.

The initiative provided final-year students with experiential learning by visiting local businesses and studying their eco-friendly practices through a structured questionnaire. In total, 21 businesses across industries such as Food & Beverages, Retail, Textiles, Healthcare, and Pharmaceuticals were surveyed.

Students identified both sustainable practices (like waste segregation, LED lighting, eco-friendly packaging, and digital billing) and unsustainable ones (such as excess energy use, paper billing, and plastic packaging). They also suggested improvements like promoting consumer awareness, investing in solar energy, and reducing plastic dependence. The project offered students practical exposure to sustainability in business



AUG
26

Presentation of Awards for Faculty achievement

A meeting was conducted by the Department of Commerce in 26th August to honour the academic achievement of three of our esteemed staff.

Dr. Parvathy P S and Dr Athira V T were honoured with a memento for successfully defending their thesis and being awarded their Doctorate.

Ms. Reenu Maria Vinod was commended with a memento for successfully publishing her paper titled, "The Role of Gold as a safe haven asset during financial crisis: Evidence from the covid-19 pandemic and that 2008 global financial crisis".



Students Corner

Capsule from Another World: A Student's Journey into Tourism & Hospitality



Jiyo Joy

Tourism is never just about places—it's about people, stories, and the little gestures that transform strangers into hosts and travelers into learners. Our journey to Thiruvananthapuram captured this truth beautifully. It all began on a train, not in a classroom. As trees and rivers swept past, laughter filled the coach, conversations turned reflective, and even a fellow passenger's words reminded us: this was not just a trip, but a journey of meaning.

Our first lessons came from voices on the ground. Mr. Koshy John, CEO, PWD Electricals, spoke candidly about sustainability—bright ideas hindered by poor systems and limited land. At Vizhinjam, fishermen shared their struggles with infrastructure and government support, yet their modest beachside eateries stood as inspiring examples of sustainable tourism. At Poovar, the mangroves rose like guardians of the earth, fragile lungs breathing life for us all, while the estuary where the river met the sea felt like two old friends embracing—an unforgettable image of harmony. The floating river resorts nearby showed us that tourism can blend gracefully with nature.

If the first day revealed raw reality, the second swept us into polished hospitality at Hyatt Regency, Trivandrum. For many of us, stepping into a five-star hotel was like entering another world. Security checks, visitor badges, and the warmest of welcomes set the tone. Then came a simple but powerful gesture—a surprise pizza shared with a group of hungry students. That moment taught us more about hospitality than any textbook ever could.



Here, the people brought the lessons alive. Ms. Anila, Learning & Development Manager, reminded us that hospitality is rooted in emotions—guests may forget the price, but they will never forget how they felt. Mr. Vishnu, F&B Manager, introduced us to the award-winning Ivory Club, showing how food and drinks can carry the art, history, and culture of Kerala. Mr. Nibu Mathew, General Manager, left us with words that continue to inspire: “It’s not about education or knowledge; success depends on the willingness to acquire knowledge and the openness to make people happy.” Meeting Ms. Hema Nibu Mathew added another spark—her hospitality career, passion, and kindness revealed the depth and resilience true hospitality demands.



What made this journey even more special was how every student pitched in. From transport arrangements and questionnaires to small but essential details, it was a shared effort. And beyond all the formal learning, it was those chai breaks by the sea, salty snacks in hand, and the joy of learning together that left the deepest mark. Tourism, we realized, is not about ticking destinations—it’s about cherishing people, stories, and small acts of care.

As Siji Ma’am beautifully reminded us at the close: “Like the river always finds its way to the sea, every lesson will find its way into your life.”

For us, Thiruvananthapuram was more than a trip. It was a capsule from another world—where reality and hospitality came together to teach us lessons that will last a lifetime. And to every student of tourism: step out, explore with curiosity, and let the world itself be your classroom.

The Virtual Voyage: Merging Technology with Tourism

“Technology, like art, is a soaring exercise of human imagination”-Daniel Bell



Sana Bai S
23UCTT11903

Virtual Reality, Redefining Travel and Trade: The tourism industry, one of the pillars of global economy is being reshaped by VIRTUAL REALITY. VR is not just a trend; it is the new language of tourism. By blending imagination with innovation VR inspires curiosity the desire to travel, one where technology and imagination meets.

The World is not far away, it's just a headset away : VR allows travellers to step into breathtaking destinations without leaving their homes. From wandering the streets of NEW YORK to exploring the depths of polished cities VR brings the world closer to those who may not be able to travel physically, where the spirit of exploration continues proving that it's only a HEADSET away.

Immersive Exploration, Before Journey: Through 360 degree videos and headsets, tourists can “walk” through historical places, explore hotel suites and even enjoy a preview of a cultural festival. This helps them in making choices, where VR ensures both customer satisfaction and free Advertisement.

VR, Commerce Beyond Boundaries: VR is a strategic revolution in the tourism sector a gateway to hotels, airlines, travel agencies and also for local business. Where traditional crafts can display globally to international buyers. VR bridges the gap between convenience and conservation where Smart choice, Sustainability and Responsible tourism is sorted, also strengthens entrepreneurship and boosts economic growth.

A New Frontier :VR is shaping a future where tourism is not just about seeing the world but experiencing in more meaningful ways, it's a Digital Passport. While it may never replace the magic of standing on foreign soil but inspires curiosity, from Arm chair to Adventure.

Hence in Tourism, Future is undeniably Virtual.

The Investor's Lens

India's Infrastructure Growth: Drivers, Policies, and Share Opportunities



Gokul V
23UCTX11706

India's infrastructure space is gaining big momentum. The government will soon unveil a ₹70,000 crore package to stimulate domestic shipbuilding and port-linked infrastructure. Also, the GST Council has slashed the GST rate on cement to 18% from 28% for the relief of cement firms.

The FY 2025–26 budget has allocated a record ₹11.21 trillion (~\$125 billion) for infrastructure capital spending, with emphasis on roads, renewable energy, and urban development. The government also plans to increase interest subvention caps to encourage municipal bond participation, speeding up city-level infrastructure development.

Government Policies:

PM Gati Shakti Master Plan: Seeks to amalgamate sectoral infrastructure projects to lower the cost of logistics and enhance efficiency.

Sagarmala 2.0: Emphasizes port upgrading, shipbuilding, and coastal shipping to promote maritime commerce.

Dedicated Freight Corridors (DFC): Building Eastern and Western corridors to increase freight capacity and lower the cost of transportation.

Top Stock Picks:

- Larsen & Toubro (L&T): Indulged in large infrastructure and defense projects.
- KEC International: Bagged ₹3,243 crore orders in the international T&D business.
- Ambuja Cements & ACC: To gain from lower GST on cement.
- JSW Cement: Well-placed to grow with green cement demand rising.
- Dilip Buildcon: Received a ₹1,115 crore Kerala industrial corridor contract.



Faculty Corner

Finding your Purpose and Passion



*Reenu Maria
Vinod*

Something that makes you feel energetic and enthusiastic while doing it is called passion, whereas the goal or mission that makes you do things is the purpose.

Finding the purpose and passion of your life will take you to a transformative life where you explore your life in each and every moment. The journey towards your passion will lead to a more fulfilling, meaningful, and happy life. The purpose of your life will guide you to a direction, while the passion will motivate you to achieve the goals in the life path. Together they can help you out with unlocking your talents and skills and exploring the world as it is.

Finding your purpose and passion is a personal and ongoing journey. It needs self-reflection, openness to explore new and different paths, and the courage to align your life with what truly matters to you.

Your purpose is your 'why,' and your passion is the answer to the 'why'—the underlying reasons for the activities, actions, behaviour, goals, etc., in your life. When passion and purpose intersect, you experience a wonderful alignment that can lead to extraordinary results. This alignment basically means you're doing what you love (passion of your life) in a way that contributes to the meaningful goal of your life (purpose).



The journey you lead can be challenging, but the rewards of living a life aligned with your purpose and passion are immense. You'll likely experience greater fulfilment, motivation, and a sense of living authentically.

To pursue your passion and purpose, the first thing you have to have is self-discipline. No matter what ever comes in front of you, go forward with the same determination and mindfulness. Let's break it down into four areas where you can concentrate more:

1. Embracing Your Authentic Self:

Give your hundred percent to the things that you do. Living authentically means being true to yourself, your actions, your values, your thoughts, and your passions. When you embrace the authentic you in you, you start discovering your strength, your weakness, your talents, etc. When you're authentic, you're more likely to feel fulfilled and confident in your choices.

2. The Power of Self-Discovery

Self-discovery is a journey of understanding yourself better. Find your area of interest. We are living in a world where there are multiple choices. You can use the tips like journaling, travelling, etc. to find the real taste of talent, the real smell of passion, the real sound of purpose, the real feel of a happy life, and the real view of the world.

3. Turning Passions into Pursuits

Once you've identified your passions, the next step is turning them into actionable pursuits. Planning and implementing should go in parallel. This might be setting goals related to your passion, seeking out opportunities to engage more deeply with it, or finding ways to integrate it into your daily life or career. Spend at least one hour daily turning passions into pursuits. Once it is achieved, it can lead to greater satisfaction and a sense of purpose.

4. Overcoming Obstacles to Pursue Your Purpose

Pursuing your purpose and passion isn't always easy. Obstacles come one by one. Identify the one that makes you stand at the end of the queue. You are the only source of inspiration for you to move forward, to chase your dreams, and to live your life to the fullest.

So the key for the satisfaction of your life is in your hands. Find your purpose and your passion. Make them travel in one train where they could stop, start, and restart together.

The Power of Personality in Entrepreneurial Success



*Dr. Sreedevi U
Panicker*

**"I am driven by fear of failure.
It is a strong motivator for me".**

-Dennis Maning, CEO of Guardian Life Insurance Co.

Personality traits play a crucial role in determining entrepreneurial performance. Key traits like conscientiousness, emotional stability, openness, and extraversion can significantly impact an entrepreneur's ability to innovate, manage stress, and build strong networks.

It is the sum total of ways in which an individual reacts to and interacts with others. Most often it is described as the measurable traits a person exhibits.

With the real life example of Steve Jobs' success with Apple exemplifies the importance of personality traits in entrepreneurship. His visionary thinking, attention to detail, emotional resilience, and charismatic leadership helped revolutionize the tech industry.

One should UNLOCK the entrepreneurial potential by understanding and developing the key personality traits within you through which the aspiring entrepreneurs can enhance their chances of success and make a lasting impact in their industries.

The best entrepreneurs appear not to be the swashbuckling risk-takers, but rather the methodical ones who have the discipline to turn their open thinking and creative ideas into reality.



U.S. Tariffs and India: A Complex Trade Relationship



Prof. (Dr.) Suleena V.S
Head , Department of
Commerce

Introduction

The economic relationship between the United States and India has evolved significantly over the past few decades. Both countries view each other as strategic partners, not only in defense and geopolitics but also in trade and commerce.



However, the relationship has not been without friction. One of the central issues in recent years has been the imposition of tariffs by the United States on Indian goods and India's reciprocal measures. Tariffs, which are essentially taxes on imports or exports, have become a tool of economic policy and negotiation, impacting bilateral trade dynamics.

Background: Why Tariffs Matter

Tariffs serve multiple purposes: they protect domestic industries, generate revenue, and serve as leverage in trade negotiations. The United States, under the Trump administration, adopted a more protectionist stance, imposing tariffs on various trading partners, including India. Although the Biden administration has softened the rhetoric, many tariffs remain in place, and the broader issues around trade imbalances, market access, and domestic protectionism continue. India, on the other hand, has historically maintained relatively high tariffs to protect its developing industries. While the country has gradually liberalized its economy, it still maintains significant barriers in sectors like agriculture, electronics, and automobiles. These differences in trade philosophy often lead to disputes and retaliatory measures.

Key Flashpoints in U.S.-India Tariff Disputes

1. Generalized System of Preferences (GSP)

One of the most notable events in recent trade tensions occurred in 2019, when the U.S. revoked India's preferential trade status under the Generalized System of Preferences (GSP) program. This program had allowed duty-free entry to over 2,000 Indian products, benefiting Indian exporters-especially in sectors like textiles, jewellery, and machinery. The revocation was in response to the U.S.'s complaints about India's high tariffs and restrictive market access, particularly in sectors like medical devices and dairy. India responded with retaliatory tariffs on 28 U.S. products, including almonds, apples, and walnuts - many of which are key exports from U.S. agricultural states. While the move was largely symbolic in economic terms, it marked a significant downturn in trade diplomacy.

2. Tariffs on Steel and Aluminum

Under Section 232 of the Trade Expansion Act of 1962, the Trump administration imposed tariffs on steel (25%) and aluminum (10%) imports from several countries, including India, citing national security concerns. India challenged these tariffs at the World Trade Organization (WTO) and imposed its own retaliatory tariffs. Though there have been discussions under the Biden administration to ease these restrictions, a full rollback has yet to be achieved.

3. Agricultural Products and Market Access

The U.S. has long demanded greater access to India's agricultural market, particularly for products like dairy, poultry, and genetically modified crops. India has resisted many of these requests, citing public health, religious sensitivities, and the need to protect small farmers. U.S. tariffs and pressure for reform have been viewed in India as attempts to undermine local industry and food sovereignty.

Recent Developments and Evolving Dynamics

The past few years have seen attempts by both governments to reduce tensions and improve trade relations. In June 2023, during Prime Minister Narendra Modi's state visit to the U.S., both nations agreed to resolve several long-standing WTO disputes, including those related to tariffs on steel, aluminum, and information technology products. As part of the agreement, India agreed to reduce tariffs on certain U.S. products, and the U.S. agreed to reinstate GSP discussions. Moreover, the broader Indo-Pacific Economic Framework (IPEF), launched in 2022, includes both India and the U.S. and aims to enhance economic cooperation in areas such as digital trade, clean energy, and supply chain resilience. While IPEF is not a traditional free trade agreement, it signals a shift away from purely tariff-focused engagements.

Impact on Businesses and Consumers

Tariffs inevitably affect businesses and consumers on both sides. For example:

Indian Exporters: Small and medium enterprises (SMEs) in India, particularly in sectors like textiles and leather goods, have lost price competitiveness due to the loss of GSP benefits and higher U.S. tariffs.

U.S. Farmers: Retaliatory tariffs by India have hurt American agricultural exports. India was once one of the top buyers of U.S. almonds and apples. Tariffs have reduced demand and disrupted supply chains.

Consumers: Ultimately, tariffs raise prices for consumers. Indian consumers face higher prices for imported U.S. goods like electronics and processed foods, while American consumers may pay more for Indian goods like textiles, spices, and auto parts.

Indian IT Industry

An increase in U.S. tariffs, particularly on technology imports or components, can significantly impact the Indian IT industry by disrupting global supply chains, increasing costs, and reducing the competitiveness of Indian tech firms that rely on U.S. hardware or clients. Since the U.S. is a major market for Indian IT services, any trade tension or tariff-related barriers may lead to decreased demand from American companies, tighter margins, and delayed outsourcing decisions. Furthermore, retaliatory measures or uncertainty in trade relations could hinder collaboration, investment, and hiring across borders, potentially slowing the growth trajectory of India's export-driven IT sector.

Conclusion: Cooperation Over Confrontation

While tariffs have created hurdles in U.S.-India trade relations, both nations understand the strategic importance of their partnership. With growing concerns about China's economic and geopolitical influence, the U.S. sees India as a key ally in ensuring a balanced Indo-Pacific region. At the same time, India is looking to diversify its trade and investment partners, reduce reliance on China, and become a global manufacturing hub. For this relationship to thrive, both countries must move beyond tariff battles and focus on broader trade liberalization, regulatory cooperation, and mutual economic benefit. As global economic challenges mount- from inflation to supply chain disruptions -U.S.-India collaboration on trade will be essential for stability and growth.

Students Achievements

Academic Achievement: Hridhya qualifies for CMA Part 1



Hridhya K H (B.Com Taxation, III Year) has taken a monumental step in her professional accounting career by successfully qualifying for the CMA (US) Part 1 exam. This globally recognized certification is a testament to her hard work, academic diligence, and ambition to excel in the field of finance and management accounting.

Students Earn Certificate at Women Empowerment Program



Students Amna M.S, Shifa Naseer and Hannah K Sudheer represented our college at the Women in Business Conclave held on 5th August 2025 at St. Xavier's College for Women, Aluva. The event featured inspiring sessions by leading women entrepreneurs. The students received certificates of attendance and gained valuable insights.

Anam Sithara Strikes Gold and Silver in Statewide Taekwondo Championships!



Anam's remarkable journey began with a stellar performance at the 5th Kerala State Open Taekwondo Championship, conducted at the RSC Stadium in Kadavanthara, Kochi. Competing against the best talent from across the state, Anam's skill, precision, and fighting spirit were on full display, earning a well-deserved Silver Medal. Not resting on her laurels, she then carried this winning momentum to the Malappuram Amateur District Taekwondo Championship. Demonstrating sheer dominance and technical mastery in her category, Anam fought her way to the top of the podium, securing the Gold Medal!

Anncia Shines in Javelin Throw



Anncia Jude (B.Com Travel and Tourism (Hons)) has proven to be a powerhouse in athletics! She spectacularly bagged the 1st Position in Javelin Throw at the Dr. Tony Daniel Memorial 69th Ernakulam District Junior & Senior Athletics Championship held at Maharaja's College Stadium. Building on this success, she also showcased her talent at the state level, securing an impressive 6th Position at the All-Kerala Championship held at the renowned Chandrashekhara Nair Stadium in Thiruvananthapuram.

Co-curricular achievement- District Yoga Championship: Deekshita Das



Deekshita Das A demonstrated incredible grace and skill to secure the Silver Medal in the Senior Artistic Solo (18-35) category at the prestigious 10th Kerala State Yogasana Championship, held at St. Thomas College, Pala. This outstanding achievement highlights her discipline, flexibility, and mastery of the ancient art of Yogasana.

Celebrating Excellence: Our Students Secure Prestigious Placements!



The Department of Commerce is thrilled to announce a remarkable achievement by our final year students, who have successfully secured placements with two of the world's leading professional services firms, Deloitte and EY!

We extend our heartiest congratulations to these bright minds and wish them a phenomenal start to their professional careers.

Placed at Deloitte:

- Shahiya Sumiya Anishad (BCom CA, III Year)
- Varsha Anna Abraham (BCom, III Year)
- Meghana Biju (BCom CA, III Year)
- Akhila Jiji (BCom Tax B, III Year)
- Benita Ann Rejoy (BCom Tax B, III Year)
- Swetha Thomas (BCom Tax B, III Year)
- Ananya Rajgopal (BCom Tax B, III Year)
- Sivanandana Puthuserry (BCom Tax B, III Year)
- Tessa Binu (BCom Tax B, III Year)
- Rose Maria Jo (BCom Tax B, III Year)
- Abran Ahammad (BCom Tax B, III Year)
- Justin Aldrin Sajith (BCom Tax B, III Year)
- Abhay Jayaram (BCom TT, III Year)
- Alwin Shaji (BCom TT, III Year)
- Anna Rose Jacob (BCom Tax A, III Year)
- Malavika Menon (BCom Tax A, III Year)
- Medha Murali (BCom Tax A, III Year)
- Swathy S (BCom Tax A, III Year)
- Unnikrishnan C S (BCom Tax A, III Year)
- Peter S (BCom Tax A, III Year)
- Meenu Krishna (MCom)
- Zainab Habeeb (MCom)
- Martin Shammy (M Com)
- Vignesh Vinod (BCom Tax A)

Their accomplishment sets a brilliant benchmark and serves as a great inspiration for their peers. We are incredibly proud of their success and are confident that they will represent our college with distinction in the corporate world.

Congratulations once again! May you continue to soar high.

Celebrating Excellence: Our Students Secure Prestigious Placements!



Placed at EY:

1. Sreyas S Nair (BCom CA, III Year)
2. Muhammed Umair Irshad (BCom CA, III Year)
3. Sai Shanker (BCom CA, III Year)
4. Neha Bobby (BCom Tax B, III Year)
5. Neyya S George (BCom Tax B, III Year)
6. Atheeya C J (BCom Tax B, III Year)
7. Anakha S Kumar (MCom)
8. Cianna Dominic (MCom)
9. Jinsha Francis (MCom)
10. Tesna Baby (MCom)
11. Nanda Anilkumar (BCom Tax A, III Year)
12. Annu Antony (BCom Tax A, III Year)
13. Sania Treesa Sony (BCom Tax A, III Year)
14. Chaitanya Krishna (BCom Tax A, III Year)
15. Hitha Raju (BCom Tax A, III Year)
16. Midhun R (BCom Tax A, III Year)
17. Samah M Ibrahim (Bom Tax A, III Year)
18. Akash Rajesh (BCom CA, III Year)

Their accomplishment sets a brilliant benchmark and serves as a great inspiration for their peers. We are incredibly proud of their success and are confident that they will represent our college with distinction in the corporate world.

Congratulations once again! May you continue to soar high.

An Inspiring Homecoming and Honor



In a heartening and proud moment, Varsha, a student of BCom Tax A (III Year) was invited as the Chief Guest to the very school she attended during her childhood. She was warmly welcomed and honored by the school community. Reflecting on the experience, Varsha shared, "I had the incredible honour of returning to my school—not as a student, but as the Chief Guest. Stepping back into the place where I completed my higher studies was a deeply emotional and proud moment. I was warmly welcomed and introduced not just as an alumna, but also as a state-level winner in Kathakali (2019–2020 & 2022–2023) and Kuchipudi (2022–2023). It was heartwarming to be recognised for my journey as a dancer and Kathakali artist, and to share that moment with the teachers and students who shaped the beginning of my path."

Her journey from student to esteemed academician and chief guest serves as a powerful inspiration to the current students.

Faculty Achievements

Pioneering Research in Marketing Technology

Dr. Athira V.T. and Ms. Priya Renjini S. have made a significant scholarly contribution with their publication, "Exploring the role of homophily and anthropomorphism in building trust and following intentions for fashion AI influencers: A conceptual framework." Their paper, which appears in a reputed journal (International Journal of Environmental Sciences SCOPUS), delves into the fascinating intersection of artificial intelligence and consumer behavior, proposing a novel framework to understand how virtual influencers can build authentic connections with audiences.



Knowledge Dissemination through Workshop

Dr. Parvathy P.S. expertly conducted a comprehensive online workshop on "Statistical Analysis using SPSS," organized by EDUCA Institute for Professional & Career Development. This insightful session equipped participants from various institutions with advanced practical skills in using SPSS for data interpretation, empowering them to conduct robust and meaningful research.



National Recognition for Scholarly Work

Mr. Jerome Joseph garnered significant national recognition when his authored article titled "GST 2.0: Will the two-slab system deliver the Good and simple tax'?" was featured in the prestigious The Week magazine. This accomplishment demonstrates the real-world impact and relevance of his research, bringing academic insights to a wider, mainstream audience.



A Milestone in Research Guidance

A major research milestone was achieved under the mentorship of Prof. Dr. Suleena V.S. Her research scholar, Mr. Shiyas I.S., successfully defended his open defense on the topic "Consumer Grievance Redressal Mechanism in the Insurance Sector." This successful defense is a testament to both the scholar's diligent work and Dr. Suleena's exceptional guidance in a field of critical importance to consumer protection and financial services.



Advancing Expertise in Artificial Intelligence

Ms. Nidha T.T. actively pursued professional growth by attending an intensive 5-day Faculty Development Program (FDP) on "AI-Powered Research Excellence." The program, organized by De Paul College, Mysore, provided deep insights into leveraging artificial intelligence tools to streamline literature review, data analysis, and hypothesis generation, thereby enhancing research productivity and innovation.



Other Publications of the Comverse

CommerSync

CommerSync is a business glossary carefully curated by students and teachers in the Commerce Department to help you surf the finance wave, equipped with the knowledge of common commerce related terms.

Scan the QR CODE to access the August edition of **CommerSync!**



Gallery



Mr. Renson Tomy conducted a Student Centric Teaching-Learning Activity where students presented a topic and discussed the same to the class.



Fadhiya, a first year BCom student sings at Oranza, an inter-collegiate management fest conducted by the Department of Management, Sacred Heart College, Thevara



Orientation for first year BCom students to educate them about importance of environment protection and climate change



BCom TT (Year 1) students take an industrial visit to explore the hospitality industry in Thiruvanthapuram, the capital city of Kerala.

ONAM



Suggestions & Feedback

We'd be so happy to work with any constructive suggestions or feedback you may have to help us grow and improve the .Com

You can also reach out to us at
ec.commerce@shcollege.ac.in



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