



MANIPAL UNIVERSITY  
JAIPUR

# Department of Commerce NEWSLETTER

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ज्ञान-विज्ञान-विमुक्तये

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## *About the Department*

The Department of Commerce at Manipal University in Jaipur was founded in 2012. To strengthen academic-industry linkages, the department has signed memorandums of understanding (MOUs) with the International Skill Development Corporation (ISDC) of the UK, the Association of Chartered Certified Accountants (ACCA) of the UK, NorthStar Edtech Pvt Ltd. and Certified Management Accountant (CMA) , USA. The Department of Commerce promotes excellence in teaching Graduate and Postgraduate programs. The department has two undergraduate programs and one postgraduate program. MUJ's commerce program is geared to meet the needs of emerging markets while also providing good work prospects to students. It seeks to equip students with a diverse set of skills and abilities in the fields of commerce and management. Bachelor of Commerce Hons. in Accounting has a collaboration with ACCA (Association of Chartered Certified Accountants) UK, which has nine papers exemption. Faculty members have an established track record of research and publishing in Banking, Accounting, Finance, Entrepreneurship, Marketing, Human Resources, and related topics.





## News and events organized

### Organized cultural event Jashn-e-Bharat

Jashn-e-Bharat was an annual cultural event celebrated at Manipal University Jaipur on February 29, 2024 showcasing the rich cultural diversity and heritage of India. It provided a platform for students to showcase their talents, creativity, and passion for Indian arts and culture. Overall, Jashn-e-Bharat served as an opportunity for the university community to come together, celebrate, and embrace the vibrant tapestry of Indian culture.



### Outreach activity

On March 1, 2024, the Muskaan Foundation, the Department of Commerce, the Directorate of Student Welfare, and the NCC conducted a road safety awareness rally at JLN Marg, Jaipur which is located near Clarks hotel. There were about 101 instructors and students present for the event. Raising public awareness of traffic laws and the importance of driving safely is the event's main purpose.





## 1st International Conference on Multidisciplinary Approaches for Sustainable Development in Science & Technology (MASDST - 2024)

1st International Conference on Multidisciplinary Approaches for Sustainable Development in Science & Technology (MASDST - 2024) was organized from 28th to 29th March 2024 MASDST-2024, by Department of Electronics and Communication Engineering and Department of Commerce, Manipal University Jaipur, in collaboration with Malaviya National Institute of Technology (MNIT), Jaipur, India, and National Institute of Technology (NIT), Uttarakhand, India Embracing the spirit of innovation and collaboration, this conference marked a significant milestone in the pursuit of sustainable solutions for our global challenges targeting Sustainability Development goal 4 for quality education. Eminent speakers in the conference were Mr. Nilesh Desai (Director, SAC, ISRO Ahmedabad), Mr. Sudhir Naik (Founder elnfochips, Chairman IESA Gujarat), Mr. Nilesh Ranpura (Director ASIC, elnfochips), Prof. Santosh Kumar (KL Deemed to be University), Dr. Sunil Dutt (Indian Institute of Technology, Goa), Dr. Monica Sharma (MNIT, Jaipur), Prof. Tawfik Ismail (Cairo University, Egypt).



## Outreach Activity





## Guest visits/Invited Lectures/Expert Talk organized by department

### Workshop cum Expert Session on "Aspire to be a starter and dessert not a starter and a desert"

Workshop cum Expert Session was organized on 18th January 2024 on "Aspire to be a starter and dessert not a starter and a desert" by Dr Arthur James Swart who is a professor in Central University of Technology, South Africa. The key objective of the event was to motivate students how to finish the work started for career enhancements and never give up while facing challenges in between.

### Workshop cum Expert Session on "How to hack legally and earn million dollars"

Workshop cum Expert Session was organized on 18th January 2024 on "How to hack legally and earn million dollars" by Dr Bishwajeet Pandey who is a professor in Astana IT University, Kazakhstan. The key objective of the event was to make students understand about the different ways of legal and illegal hacking.

### Industry expert lecture on 'Cryptocurrency and Blockchain'

An industry expert lecture was organized on 'Cryptocurrency and Blockchain' on 15-16 February 2024 aiming to provide students of B.com & M.com (FA) with insights into fintech and blockchain technology. Mr. Nikhil Bansal, a seasoned professional with experience in leading companies, was the guest speaker. The lecture emphasized understanding cryptocurrency as digital money and the decentralized nature of blockchain technology. It highlighted the disruption technology brings to financial services, offering both opportunities and challenges.

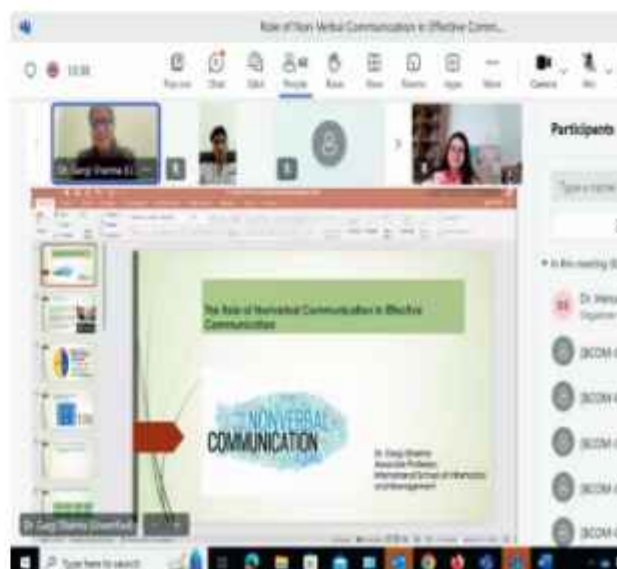
### Industry expert lecture on 'Investment Opportunities for Youngsters'

An industry expert lecture was organized on 'Investment Opportunities for Youngsters', on 27-28 February 2024 aimed at students of B.com & M.com (FA). CMA Purnima Goyal, Co-founder of Wealth-Pluz Financial Services, was the guest speaker. The objective was to provide insights into current investment opportunities and government schemes. The session discussed various investment avenues, including mutual funds, gold sovereign plans, and fixed deposits, emphasizing the importance of early investment for future financial security.



### Curriculum-based industry expert lecture was conducted on 'Role of Non-Verbal Communication in Effective Communication'

The curriculum-based industry expert lecture was conducted on 'Role of Non-Verbal Communication in Effective Communication' on 29th February 2024 for B.Com (Hons.) students. The speaker of the session was Dr. Gargi Sharma. She is an Associate Professor in the Department of Management at the International School of Informatics and Management. She holds 20 years of experience and has a niche in Marketing Management & communications. The speaker interacted with students and made them aware of the recent trends in communication.





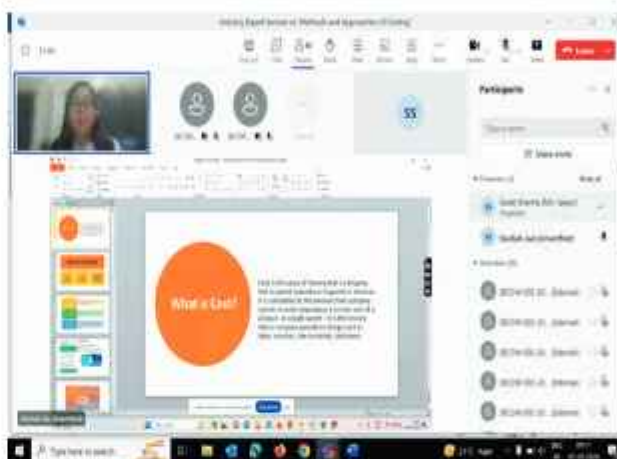
### Seminar on Startup Awareness Session by 24 Hour Healthtech Pvt Ltd, Jaipur

The Department of Commerce in collaboration with the Directorate of E-Cell, MUJ organized a seminar on Startup Awareness Session by 24 Hour Healthtech Pvt Ltd, Jaipur on 1st march 2024. Mr. Sharad Sharma, startup founder and entrepreneur was the expert for the session. The seminar inspired and educated the participants about the exciting opportunities in the startup world, specifically in the Health-tech sector. It also provided valuable insights into the skills and mindset required for a successful entrepreneurial journey.



### Expert lecture on 'Methods & Approaches of Costing'

An expert lecture on 'Methods & Approaches of Costing' was organized on 1st March 2024 aiming to educate B.com (Hons.) students about various techniques for preparing cost records. CA Vaishali Jain, an Associate Manager at PWC SDC, Bangalore, with extensive experience in auditing, was the guest speaker. The objective was to provide students with knowledge about different costing methods and their application areas, enabling them to identify suitable techniques for specific products or services. The lecture included detailed explanations of various costing methods and emphasized their practical application.



### Expert lecture on 'Strategic Makeovers: Understanding Corporate Restructuring'

An expert lecture on 'Strategic Makeovers: Understanding Corporate Restructuring' was organized on 5th March 2024 targeting B.Com (Hons.) students. The objective was to provide a comprehensive understanding of corporate restructuring in modern business environments, covering various strategies like mergers, acquisitions, divestitures, spin-offs, and alliances. CA Suvidha Chaplot, a practicing CA in S.S. Chaplot & Co. Jaipur, was the guest speaker. The session explored the drivers behind corporate restructuring, including market forces, technological advancements, regulatory changes, and financial considerations. It also discussed the implications of restructuring on stakeholders such as employees, shareholders, customers, and communities.

### Expert lecture on "Export Incentive Schemes and FEMA"

An expert lecture was organized on "Export Incentive Schemes and FEMA" on 8th march 2024. It aimed to educate students of B.com (Pass) and B.com (Hons.) about foreign exchange laws, facilitating external trade, and promoting the development of India's foreign exchange market. CA. Yugantar Gupta, proprietor of Yugantar & Associates, Chartered Accountants, was the guest speaker. The lecture covered various export incentive schemes and provided an overview of FEMA's salient features, including recent updates.





## Students participation in Business Planathon hosted by IIS Deemed to be University

Students from the Department of Commerce have once again demonstrated their ingenuity and dedication by excelling in a prestigious competition. Khushi Pandey (B.Com Honours, Second Year), Divyanshu Patodia (BBA, Third Year), Rishabh Chopra (BBA, Third Year), and Aditya Kansal (B.Tech, Third Year) represented our department at the Business Planathon hosted by IIS Deemed to be University, Jaipur on 8th February, 2024.

Their innovative business model, titled "KALADARSHAN," aims to support and uplift local artisans and their work. This model not only focuses on providing a platform for artisans to showcase their talents but also ensures sustainable business practices that benefit the community at large. They also presented an act to represent the same in front of all the visitors, participants and judges. The team's



dedication and hard work paid off as they secured the second prize in this highly competitive event. We are immensely proud of Khushi, Divyanshu, Rishabh, and Aditya for their outstanding accomplishment and their commitment to making a positive impact on society.

## Faculty Publications- (Jan-March 2024)

The department of commerce published 5 papers and 5 book chapters. The department also published two patents during Jan-March 2024.

## Placements of the Batch of 2020-23 B.Com Pass Course



Tanisha Doshi  
(TCS)



Riya Lohia  
Accenture



Vyom Pandey  
TCS



Shreyansh Tayal  
Accenture



## Reflections



**Parthvi Rastogi**  
Assistant Professor

### **Emerging Trends in Financial Reporting: The Shift Towards Integrated Reporting and AI Integration**

From the past few years, the ambit of financial reporting is progressing rapidly. Numerous trends based on financial reports have been emerging due to technological advancements, and transition in regulatory environment. Financial statements assist investors and analysts to analyze the financial performance of organizations so that they can make informed decisions. With growing stakeholders needs and government regulations focusing on sustainable operations, companies need to display financial along with non-financial disclosures such as measures taken to protect the environment and to ameliorate the livelihoods. For this purpose Business Responsibility Reporting (BRR), sustainability reports, Corporate Social Responsibility (CSR) reports, Environment, Social and Governance (ESG) reports were came into existence to cater to the stakeholders' expectations. However, the 2008 financial crisis criticized the reliability of corporate reports because it does not interlink non-financial disclosures with corporate strategy, risks, business model. Moreover, after encountering COVID-19 pandemic, it becomes essential for the companies to

make necessary decisions to cope with such uncertain conditions in future. To overcome the above drawbacks, there is a transition from corporate and sustainability reports to the "Integrated Reporting" (IR). It amalgamates financial and non-financial aspects with business strategies, business model, opportunities, risks to create value in the organization.

Another emerging trend and increasingly essential aspect of reporting systems is integration of AI technologies. AI improves the accuracy and reliability of reports by extracting complex data, automating routine tasks, and enabling strategic decision making, thus improving quality of financial reports and enabling real-time reporting. Staying ahead of the emerging reporting trends is essential for businesses because by espousing these trends businesses can meet the growing expectations of stakeholders and remain competitive in the changing business environment.



## Student



**Ibtisham Bano**  
Research Scholar

### **Fostering a Thriving Ecosystem: The Indian Government's Initiatives for Sustainable Entrepreneurship**

In recent years, the Indian government has made significant strides in promoting sustainability within the country's entrepreneurial landscape. The concept of "green entrepreneurship" has slowly but steadily gained traction, with businesses and individuals recognizing the importance of environmental, economic, and social factors in achieving sustainable development.

Entrepreneurship, with its dynamic and multifaceted nature, presents a unique set of challenges that entrepreneurs must navigate in order to achieve sustainability and long-term success. One of the primary challenges faced by sustainable entrepreneurs is the lack of resources to effectively measure and demonstrate the positive environmental and social impacts of their ventures. While emphasizing the environmental benefits of a product or service may initially capture the attention of environmentally-conscious consumers, sustainable entrepreneurs must go beyond simply highlighting "green" attributes and instead focus on developing holistic value propositions that appeal to a wider demographic. The Indian government has been at the forefront of this movement, introducing various initiatives to encourage sustainable practices among entrepreneurs.

One such initiative is the Startup India scheme, launched in 2015, which aims to foster a robust and inclusive environment for innovation and entrepreneurship in India. The program provides a range of support services, including access to funding, mentorship, and incubation hubs, to help young entrepreneurs transform their ideas into viable businesses. The Make in India program has further catalyzed the growth of domestic manufacturing and innovation, while the development of women entrepreneurship has been a key focus area. The significance of tackling environmental issues inside the entrepreneurial ecosystem has also been acknowledged by the government. The implementation of a "green tax" is one such policy that aims to encourage businesses to adopt eco-friendly practices and reduce their carbon emissions.

The government's commitment goes beyond its financial support. They actively promote sustainable business practices by implementing policies and regulations that provide incentives for eco-friendly projects and improvements. In conclusion, the Indian government's multifaceted approach plays a pivotal role in propelling the nation towards a more sustainable and inclusive future.



## Newly joined faculty member



**Parthvi Rastogi**  
Assistant Professor

PhD: Department of Commerce, Central University of Rajasthan, Ajmer

Broader Area of Research:  
Integrated Reporting, Corporate Governance

