

THE STUDENT PRESS

QUOTE OF THE MONTH

Sucess is not Final,
Failure is not Fatal,
It is the courage to
continue that counts.

TEAM -

EDITOR - SHARVI SAWANT

CO-EDITOR- OMKAR REDKAR

**ADVERTISING HEAD -
TEJASWINI PAWAR**



WHY TSP?

DEAR READERS,

TSP SHORT FOR THE STUDENT PRESS NOW YOU MIGHT BE WONDERING WHAT'S THIS? THIS IS A MONTHLY MAGAZINE WHEREIN WE BRING YOUR WORDS IN FORM OF ARTICLES TO THE READERS. TSP WORKS WITH THE MOTIVE TO CREATE A PLATFORM FOR ALL THOSE ASPIRING WRITERS AND STUDENTS WHO HOLD A PASSION FOR WORDS. IF YOU FIND WORDS AS A MEDIUM OF VOICING OUT YOUR VIEWS BECAUSE WORDS HOLD THE POWER TO CHANGE THE WAY THE WORLD THINKS TSP PROVIDES YOU THE PLATFORM TO DO SO. WE BELIEVE YOUR WORDS ARE A WAY TO COMMUNICATE WITH THE READERS. WE ALWAYS WELCOME YOUR IDEAS AND REVIEWS TO HELP US IMPROVE. AND DON'T WORRY ABOUT YOUR ARTICLES BEING NOT ENOUGH OR UP TO MARK AFTERALL THE FIRST DRAFT OF EVERYTHING IS NEVER PERFECT IT'S THE PROGRESS THAT WE DO IS WHAT MATTERS.

- SHARVI SAWANT

WORDS FROM PRINCIPAL

DEAR STUDENTS,

I AM VERY HAPPY AND GLAD TO ANNOUNCE THAT OUR STUDENTS UNDER THE GUIDANCE OF DR. (Smt.) KANCHAN FULMALI HAVE STARTED A MAGAZINE 'THE STUDENT PRESS' A VERY INNOVATIVE PROGRAM WHICH THEY HAVE TAKEN UP WITH THE HELP OF THE STUDENTS. IN THIS PANDEMIC TIMES WITH STUDENTS WORKING THROUGH ONLINE MODE THESE STUDENTS HAVE STARTED THIS E-MAGAZINE WHICH EVERYONE CAN READ ON THE COLLEGE WEBSITE. I WISH THEM ALL THE BEST AND CONGRATULATE THE TEAM LEADER AND THE STUDENT MEMBERS. AND ONCE AGAIN ALL THE BEST FOR YOUR FUTURE SUCCESS.

- DR. DNYANESHWAR. M. DOKE



CO-ORDINATOR'S WORDS

I AM SUPPORTING THE STUDENT PRESS FOR THEIR IDEA THAT THEY HAVE BROUGHT FORWARD BECAUSE EVERYONE HERE IS APPRECIATED FOR THEIR WORK. THE STUDENT PRESS IS A PLACE WHERE STUDENTS CAN WRITE WITH A OPEN MIND AND HEART THROUGH THE MAGAZINE WORDS.. THIS INITIATIVE IS NOT ONLY FOR THE DAHANUKARITES BUT FOR STUDENTS ALL OVER MUMBAI. I ASSURE YOU OF THE QUALITY FROM THE BEGINNING AND WOULD PRODIVE WHATEVER YOU REQUIRE.

-DR. KANCHAN FULMALI



KAR HAR MAIDAN FATEH

Good morning everyone, welcome to Kar Har Maidan Fateh and in this month's issue we'll be talking with the principal of Lala Lajpat Rai Dr. Neelam Arora.

Q1 You are now Principal of well established college. What hurdles do you overcome to reach this feat?

The main struggle which I had was I was teaching administration and learning to deal with administrative problems are some of the major challenges and information technology because learning new software and learning all the new IT related matters was a little bit of a challenge which I with my able guidance of my management and I did some courses and I have good support of my colleagues. So I was able to neutralize the challenges which I faced.

Q2 So now Offline colleges has started. So what Challenges are you facing from college end to adhere with so many restriction?

Yes. So main problem I'm having is getting information about the students, and whether they are vaccinated or not, sanitizing the colleague all the time and keeping a check on whether students are maintaining hygiene. So I'm sure we will overcome it. We are making a lot of changes in information technology and getting Wi Fi and installed. So it's a matter of time, we will learn how to deal with it not a problem.

Q3 Students are now gone into shell due to online mode of learning and they are not willing to attend offline lectures. So how do you think students can be motivated to make college grounds?

So motivate them actually now, since online lectures also there, they can attend online and enjoy college life online also. But to motivate them, we tell them they will meet their friends and they will come in contact with teachers personally, and they can solve their problems. But also at the same time, we want them that they should take due care and not fall prey to any illness. So if there is a problem with their health, it would be better if they would stay online and they attend the lectures. But if they're double vaccinated then they should surely come to college. They will be able to interact physically with the teachers. The joy of online learning is there but offline learning "main apna hi majja hain." This way we can motivate them to make to the college grounds.

Q4 Nowadays there is great deal of discussion going on Mental Health and depression. Can you help out students who are in this phase of mental health with your wise words?

We have conducted many webinars and sessions. We have conducted a certificate course on mental health. We have all eminent psychiatrist. We have had students taking counselling. We have continuously in the last six months help people and for stress management, health issues, then how to reduce mental stress and how to overcome the current condition and not be so stressed. So we have an eminent psychiatrist, we give them counselling. We have a counsellor in college. The students have any problems. We give them counselling, we give them installment fees, we help them financially, those who can't pay the fees. And continuous counselling is going on by our professors, by our professional counselors, psychiatric and free counselling is given to students those who are having some mental health issues.

What message would you like to give to teachers who are now required to maintain a balance between two modes of learning?

Okay, so I would just like to tell the teachers make yourself tech savvy because now the time has come that we will have to continuously follow dual mode. So we have to be tech savvy, we should all know computers and online lectures and online training and how to use Zoom and other online platforms and how to make presentations. So they should join some courses learn these techniques, make themselves tech savvy, so that they can do justice to the students as well as they are able to learn and teach. They should be students at the same time teachers, students of technology and learning and upgrading their skills and good teachers to impart that knowledge

This interview would be under the section “Kar Haar Maidan Fateh” What Guru mantra would you like to give the students to excel in life?

Yeh life jo hain na who hamesha ek jaisi nahi rehti. Gham toh aate rehte hai, challenges toh ate rehte hai, usse ghabrana nahi hai. Kar Har Maidan Ko Fateh, Kar Har Mushkil Ko Asaan. Kamiyaab Bano. Apne knowledge se, apne hardwork se hume aage chalna hai. Yeh Sankat puri duniya main hai. Sankat Ka Samna Daat kar karna hai. One must face all the challenges without getting scared. Life is full of challenges, if not this some other challenge will come. So Daarkar piche nahi hatna hai, aage hi aage badhte jaana chaiye. We should motivate ourselves and upgrade your skills and knowledge. We should understand science and knowledge and most importantly cooperate with each other. Hum saath rahenge toh jeet hamari hogi. Sath Saath chalna chaiye aur ek dusre ka saath dena chaiye.



By Sharvi Sawant and Omkar Redkar
Sybcom-C

EK BAAT GURU KE SAATH

Hey guys, today for Ek Baat Guru ke saath we have with us Sachin Joshi, Professor of M.L.DAHANUKAR COLLEGE OF COMMERECE

Q1 What hurdles did you overcame to reach the position you today stand?

There were basically two hurdles from my home side because I used to practice. Coming in teaching, I had to start with private college, then aided college. So, as far as adults are concerned, there are some professional hurdles and some hurdles are because of stringency of the salaries at that time. Nothing else.

Q2 Are you of the opinion "Online Opening hindered the students actual intellectual growth"

No, I basically feel that offline education is more effective than online education. Online education can be kept as a compliment. The reason is eye to eye contact, face to face contact is very important. Because on online mode, the professor or the teacher do not have any check on the student whether he is really listening to the lecture or he is not listening to the lecture, and what he is doing. Because most of the time the cameras are off, and even if the cameras are on, but imagine that 60 students a teacher cannot keep an eye on the screen. So, you have to go on surfing. That is the most important point. The second thing is difficulty solving issues. When it is face to face, it is more easier to solve, especially in practical subjects. So I feel that offline teaching is very important, which should be supported by online teaching.

Q3 With development of the various online educational platform (Byjus), Do you think our traditional method of learning would be totally taken over in some future?

Never. It can never be taken because the simple thing, the logic is we are a developing country. Countries like America, Canada are already developed countries, but they're also still the old educational system is there and it is working more fine. As I told you that online can be a complement, but cannot be a substitute for offline teaching and a traditional mode of teaching

Do you think as a commerce students, Investing in stock exchange would be great in college years to grasp practical knowledge?

My take on this is that when you are in college, you should first do mock trading rather than directly investing. Because at the end of the day market does not favor anybody. And at this point, are you going to put your hard earned money or your parents hard earned money. So if you are putting your hard earned money, then I think the responsibility of the students is more, but when it is parents hard earned money ,they don't value that much. That is my observation. So it is a good thing that you should get invested in the stock market as early as possible because the longer you are in the market better you are in the game. You must do mock trading, get a hang of it and then you should start with some investment but on your own rather than have your parents.

What message would you like to give to your fellow teachers who will now be striking a balance between online and offline mode.

No, there is no advice as such, because I feel that most of them are doing good in this situation Rather I come from generation which is behind than today's generation. A generation which is much more comfortable than me in online and offline teaching. So, there is no advice. They are doing great.

What piece of advice would you like to give to students who will now be attending offline lectures

My advice is that you should start attending offline lecture and attainments should be much more than the online. Offline attendance must be more than the online. The reason is once the offline lecture starts then there are chances that your exams can also be offline and when the exam will be offline, there will be subjective papers which are now you for one and a half years not in touch to how to write a degree college subjective papers. So it is necessary that you should attend and you should listen properly to the professor and teach how to write a subjective paper. This would be beneficial to students.

By Sharvi Sawant and Omkar Redkar
Sybcom-C



THE ANSWER LIES WITHIN

So now that you have taken out time and are here to read about what possibly could a 20 year old girl from the western parts of the big fancy Mumbai city would have to offer from her writing ? To be brutally honest I think the same . What can I write about .

And then the thunder strikes and I rush towards my window to see how the rain is pouring and I hear my favorite song playing on the radio which is cherished by my parents . And the song begins “ ओ सफ़रनामा सवालों का सफ़रनामा शुरू तुमसे, खत्म तुमपे सफ़रनामा ओ जिसे ढूँढा ज़माने में, मुझ ही में था ”

Wonderfully written by Mr. Irshad Kamil and exceptionally sung by Mr. Lucky Ali .

As the song was heading towards it's conclusion , I wondered about the lyrics of the song and how deeply I could understand it . And then the thoughts inside my brain started racing .

I realized ever since a kid we all come across zillions of questions . Which are asked to us by our parents or our relatives or our teachers or even by ourselves to us about us . And the basic question which is encountered by everyone irrespective of the age is , “ What is your name ? Who are you ? How do you introduce yourself ? ” . Being a toddler the answer is very simple we would say our name , the color we like and our friends name . But the same question has a different answer when you are a teenager . We can say that increasing age things get added as well as deducted from our lives and so does our answers towards the question undergo a change .

Briefly putting if you ask me I feel questions are more important than answers not only cause they boost ones ability to think and analyze things critically , but because questions seek and frame and expose you towards things and events . While answers , at their best are just temporary responses that have to be shaped and evaluated again and again with time .

The song gives us a very strong message about how we all keep wandering to get the perfect answer to our problems or questions and how soon we realize that the answer lies within us . And that is exactly what we all are looking for .

So the mantra to find answers in life is to stop searching for them in the outside world rather look for them within because that's where they are present . We should be in pursuit of new questions as they will challenge us to explore and discover one's true nature . Rather than being in a race to find answers .

For inquisitive souls like me who still would go round and about over things for finding that perfect

answer , I would say “ THE NOBLE EIGHTFOLD PATH (आषांगिक मार्ग) ” given by Lord Buddha himself which states ; right view , right resource , right speech , right action , right livelihood , right effort , right mindfulness , right concentration . Imbibing these things can give one the light to find what they're looking for through insight , wisdom and moral virtue . Nurturing these values in daily life would make humans not only give answers to their questions but would provide a sense of satisfaction .

RADHIKA NITIN DHENDE
TYBCOM E

Seasons



Awaken from dream still I wonder,
Was that true a playful summer .

Poped a song and I walk ,
Kicking the stones and I frankly talk.

Song went at the mid,the climate was not familiar,
Wind blew fastly my hat fallen was not that clear .

I looked behind ,the darkness spread.
Rain wetted,the entire scene fade.
Ray's of sunlight,made the rainbow seen,

Made the scene colourful,the shades were unknowningly being.

I keep on murmuring the song,And the rhythm went fast.
Shivers the whole body,but I knew it does not long last

Confusion and conflicts still remain ,
But I knowingly not been the same
Wetness,shivering formed a strong shell around ,
The inner one still somewhere scares, what surrounds.

Finally,the song ended and I smiled wholeheartedly,
The breathe with the smile,taught me the lessons of reality .

That son still gives me goosebumps,
When I think about it my head pumps.
Sleeping on your lap your warmness makes my worries dissolve ,
I question you ,Why not the world is like you MOM?

SHRAMIKA PATANE
FyBscit

PICTURE ABHI BAAKI HAI MERE DOST

Movie Of The Month: Swades.

“Swades” the 2004 Critically Acclaimed, Ashutosh Gowariker film starring Shahrukh Khan, Gayatri Joshi, Kishori Ballal in lead roles along with Dayashankar Pandey, Rajesh Vivek and Smith Seth, is the movie recommendation for this month’s issue. The film was all about finding your roots and connecting with them. Swades was a film way ahead of its times and through Shahrukh Khan’s character in the film “Mohan Bhargav” Gowariker addressed issues such as Discrimination on the basis of Caste, the issues related to scarcity of Electricity, Water and Education in Rural India. The issues addressed in the film are still relevant in our country. Swades is simple yet larger than life, which most Ashutosh Gowariker films are. Swades was the first Indian Film to be shot inside NASA. Each song has been perfectly placed in the film and it also helps the story to move forward. No matter how big or small their roles were, every actor in the film got enough screen time to show their acting prowess and they also played an important part and contributed to the narrative as well. Javed Akhtar’s lyrics and AR Rahman’s music create something special every time and whenever these two legends collaborate on a film together the songs which they create are fantastic and mind-blowing. Swades is available on Netflix.

Movie Recommendation: Madness In The Desert.

If you love watching “Lagaan” then you will definitely enjoy watching the documentary on the making of Lagaan as well, which is our “Movie Of The Month” for this month’s issue. Directed and Narrated by Satyajit Bhatkal, “Madness In The Desert” is a documentary film based on the making of the 2001 Ashutosh Gowariker directed, Oscar nominated film, “Lagaan”. An unconventional film, Lagaan went on to make its place in the hearts of every Indian and people living abroad as well. The Documentary released in the year 2003. Making films is not easy, it’s a team effort, it takes a lot of courage, hard work and determination to make a film. Watching this documentary will teach you to never give up no matter what challenges life throws at you. Lagaan is not a film, it’s an emotion and the film was made with a lot of love which is why it connected with so many people. There were many hurdles in their path while making this film, which was an experiment of sorts at the time considering the fact that it was not a Stereotypical Hindi film, but the entire team of Lagaan gave their one hundred percent best to make the final product and they succeeded. Lagaan not only became critically acclaimed but also commercially successful. This film captures the journey very beautifully and just like Lagaan, the making too, towards the end makes you emotional and as the journey comes to an end it leaves a lump in your throat. The documentary is available in two languages, Hindi and English and the Hindi version of the film is called “Chale Chalo, the lunacy of film-making”. The Hindi version of this documentary is available on YouTube whereas the English, along with the Hindi version are available on Netflix.

Nikhilesh Bendre.
(FYBAMMC/A)

TEENAGE THINGS

Hightschool days and college days should be the most memorable and happiest days in any teenager's life in this period what can make teenager's life tough? In my personal opinion those are cluster of issues major mood swing, social anxiety, hormonal changes, trust issues from society and confusion between good and evil?

Unfortunately, teenager issues are quite common among boys and girls.

All of these issues are connected with one another but it doesn't mean one issue leads to another. I would like to share one of my personal experiences, so a few months back I had very bad experience of social anxiety that led to depression and isolation from my one's, it also affected my self-confidence and to which I started questioning about my own existence but after some good communication with my elders and close one's I finally got the courage to face my own inner struggle and the power to overcome it.

What can we do minimize these teenage related issues? Personally, I think teachers and parents need to be aware that teenage issues are common in everybody's life and need to understand their mental struggle and dilemma all these isn't some made up stories and of us must know how to deal with these issues, and importantly it should accept by people at large. So that we all of us can equally contribute toward minimizing depression, anxiety, confusion. It also helps us understand the actual cause of issue of that particular child and we can also help him/her maintain his/her health.

In conclusion all I can say is if we ever come across student or teenager who are going through these issues or suffering, we should be open-up, understanding and cooperate with them so that they come talk freely, share and come out from their issues. In other word first, let's recognize

it, then lets become aware about it, finally, let's make action to minimize it

KRISH SALIAN.
FYBMM

THE ERA OF IPO'S

One 97 Communications Limited IPO (Paytm IPO)

Incorporated in 2000, One 97 Communications Ltd is India's leading digital ecosystem for consumers as well as merchants. As of March 31, 2021, the company has a 333 million+ client base and 21 million+ registered merchants to whom it offers payment services, financial services, and commerce and cloud services.

In 2009, the company launched the first digital mobile payment platform, "Paytm App" to offer cashless payment services to customers and now, is.

It became India's largest payment platform and the most valuable payments brand with a total brand value of US\$6.3 billion as per Kantar BrandZ India 2020 Report. The app enables customers to do cashless transactions at stores, top-up mobile phones, online money transfers, pay bills, access digital banking services, purchase tickets, play games online, buy insurance, make investments, and more. However, merchants can use the platform for advertising, online payment solutions, offering products to customers, and loyalty solution



Omkar Redkar Sybcom/c

COST & MANAGEMENT ACCOUNTING- COLLEGE TO CORPORATE

My Dear Students,

The subject of Cost & Management Accounting has taught us various methods & techniques of costing like Absorption Costing, Marginal Costing, and Budgetary control etc. This interesting subject is always considered as the backbone of every strategic decision taken by the corporates.

The dynamics of cost & management accountancy has always thrown challenges at me, be it my corporate life wherein I had to support the top management on decision making or be it my role as professional faculty wherein I am expected to bridge the gap between academics and corporates.

In today's corporate world, cost & management accounting is of utmost importance as every rupee saved is every rupee earned, so sky is the limit for us and our analytical mind shall be tested by these corporate entities.

In Corporates, Cost & Management Accounting is looked upon from business point of view. COST is defined as Commercially Oriented Strategies & Tactics where in principles mentioned in the academic books are adjusted so as to meet the business requirements.

But trust me, the fundamental principles of the subject would be same as what we learnt during our academics but its practical application will be a true eye opener for all of us. The Corporate/plant finance (Costing) department will show us how to look at the same principles and same data with different perspective so as to help the organization in maximizing its bottom line.

As a part of Cost & Management team we are asked to compile, analyze & window dress the particular data in order to meet the legal requirements, improve the profitability (by reducing the cost) without making too many adjustments to the fundamentals of the subject.

In this context, one story comes to my mind which my first boss in the audit firm narrated to me. The story goes like this, during an interview the professionals were asked a question, "What is 2+2?". The professionals who replied, "4" got rejected and the one who answered, "2+2= How much you would like to see" got selected. Moral of the story is, as a professional we need to understand the requirements of business and requirements of management. That does not mean that we should report wrong figures in an unethical way. But we should be prepared to read through the figures and bring out the logical conclusion that the business demands.

Output in Units			
	Particulars	Amount (Rs.)	Per unit (Rs.)
	Opening stock of materials	-	-
Add:	Purchases during the period	-	-
Less:	Closing stock of materials	-	-
	Direct Material consumption	-	-
Add:	Direct Labour	-	-
Add:	Direct Expenses	-	-
	PRIME COST	-	-
Add:	Factory overheads	-	-
	FACTORY COST	-	-
Add:	Administration overheads	-	-
	COST OF PRODUCTION	-	-
Add:	Opening stock of finished goods	-	-
Less:	Closing stock of finished goods	-	-
	COST OF GOODS SOLD	-	-
Add:	Selling & distribution overheads	-	-
	COST OF SALES	-	-
Add:	Profit	-	-
	SALES VALUE	-	-

After working in the corporate field for 22 years, the one thing that I realized is that there is a huge gap between what we learn in academics and what we actually do in corporates. Now let us see on case to case basis where Academics and Corporates differ: In practicality, the format used by companies may vary from company to company and industry to industry. Company will use the format which is best suited for their kind of operations. Now let us see the format of cost sheet used in one of the leading beverage manufacturing companies in India.

	A	B	C	D	Avg
MRP 05 Packs / ctn 34					
Raw Materials Cost & Net	A	B	C	D	Avg
Mango Pulp	1.62	1.48	1.79	1.54	1.76
Sugar	0.97	0.81	1.01	0.95	0.93
Water	0.10	0.09	0.10	0.09	0.10
Nutritive Calorific	0.16	0.16	0.16	0.16	0.16
F167 (spur cost)	0.06	0.06	0.06	0.06	0.06
Brand Management charges	10.00	10.00	10.00	10.00	10.00
Total Raw Material cost	32.25	31.93	32.73	32.25	32.25
Packing Materials					
Polythene (14 gms)	0.24	0.26	0.25	0.26	0.26
Carton	0.18	0.18	0.18	0.18	0.18
Lid	0.03	0.03	0.03	0.03	0.03
Clips					
Total Packing Material cost	0.44	0.42	0.43	0.44	0.44
Total Material cost	32.69	32.77	32.96	32.66	32.66
Overheads					
Labour	3.66	3.86	3.00	3.00	2.88
Energy	0.17	0.77	0.09	0.77	0.58
Production overheads					
Manufacturing	0.26	0.38	0.20	0.30	0.29
FB&O	2.05	1.80	2.20	3.00	2.25
Admin Overheads	1.05	1.20	1.50	2.00	1.45
Marketing	0.60	0.50	0.50	0.50	0.50
Total Overheads per carton	8.81	8.57	4.20	19.51	7.83
Overheads per liter	0.35	0.34	0.12	0.17	0.33
Excise duty	2.005	2.005	2.005	2.005	2.01
3.87 Manufacturing HO Cost (% of Total Cost)	0.06	0.06	0.06	0.06	0.06
Total Cost	43.26	42.69	39.10	45.01	42.32
Target Price	45.36	44.92	44.14	47.36	44.65
Manufacturing Margin	2.16	3.13	1.36	2.25	2.13
Margin to cover production (%)	5%	5%	5%	5%	5%

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SKU : Mango 250 ML	ABC										AVG
	A	B	C	D	A	B	C	D	C		
Retailer					Karimkhan K. G.						
Best of Maharashtra	MRP	MPU CG	Other	Delivery	Delivery	MRP	MPU CG	Other	Delivery	MRP	MPU CG
MRP	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00
Brisket's Jharkhand	15.00%	19.27	19.27	19.27	19.27	19.27	19.27	19.27	19.27	19.27	19.27
Distributor's SP to Retailer	10.00%	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
Distributor's Margin	5.00%	6.31	6.31	6.31	6.31	6.31	6.31	6.31	6.31	6.31	6.31
SP to Distributor	12.00	151.49	151.49	151.49	151.49	151.49	151.49	151.49	151.49	151.49	151.49
Less Trade Price	+3.50	+44.82	+41.14	+41.14	+41.14	+44.82	+41.14	+41.14	+41.14	+41.14	+41.14
Gross Margin	78.86	158.47	158.18	158.18	158.18	158.47	158.18	158.18	158.18	158.18	158.18
Less Other Cost	10.00	107.00	107.00	107.00	107.00	107.00	107.00	107.00	107.00	107.00	107.00
SURPLUS	(28.14)	9.67	13.35	7.23	9.13	9.67	13.35	4.23	13.35	5.76	11.36
CONSTRUCTION MARGIN											
Total Margin (Mfg + Sales)	(25.98)	11.81	15.31	9.48	11.29	11.81	15.31	6.48	15.31	7.89	

Figures above are for representation only

It can be seen from the above mentioned cost sheet that the contents of this cost sheet are more or less similar to the academic or the traditional cost sheet but the presentation of the data is based on the requirements of the top management. As a finance professional, we need to present the data that is best understood by the management and based on which logical decisions can be taken.

The above cost sheet of a Mango based beverage is prepared on the basis of transfer pricing principle. The first part of the cost sheet is related to the manufacturing SBU (Strategic Business Unit) and the balance portion is related to sales SBU. Manufacturing SBU is transferring (selling) the product to sales SBU at a price which allows the manufacturing SBU to earn 5% profit margin over its cost. This transfer price is based on Arm's length i.e. the internal customer (in this case the Sales SBU) is treated like an external customer and the price offered is close to the price that may be offered to external customer. This is done by the company to protect its margin at factory level.

Sales SBU in turn will add all its expenses (Admin & S&D) and try to earn the profit margin in comparison to the Price that is offered by the market. Sales SBU has no liberty to decide its price and profit as the MRP of the product is market & competition driven. For eg.: If the competitor is offering the mango drink at MRP of Rs.5 then even this company under discussion is required to sell the product at MRP of Rs.5. So the margin earned by the sales SBU over here is the derived margin which might be negative (loss) in case the cost of selling and distribution is too high.

The SBUs are treated like Profit centers, the centers which are responsible for earning profit. Both manufacturing and selling profit centers are keen to show their own performance by earning higher margins.

Hence, the assured margin at factory level (manufacturing margin) plus the derived margin at sales level (surplus) is the total margin earned by the company.

Hidden Margins: The Company keeps its hidden margin under the head Brand Management. The term brand management is specific to this company and each company will have their own cushions for hidden margins. One of the leading automobile manufacturing company calls it Intercompany cost; the cost that they incur on behalf of parent company.

Over here, the brand management contains expenses towards advertising cost which is a minor share in the entire brand management cost and the balance is towards the hidden margin. This hidden margin is kept so as cover for unforeseen events like cost of material going up abnormally or if the company wants to give additional scheme to wash out the competition. The other purpose of this margin is to keep the pressure on the sales team, in absence of this hidden margin the sales team will be inclined to give more schemes in the market assuming that the healthy buffer is available. This hidden margin is controlled by the Chairman and the logic of this margin is not known to anyone except the costing department.

The material cost is based on the Bill of Material (BOM) valued at the latest purchase price of the material. The variable overheads are based on per liter basis i.e. total variable cost divided by the total estimated liters to be produced and the fixed overheads are based on the capacity of each SKU(Stock Keeping Unit), the theoretical production and the equivalent production.

The cultural shock: Direct labour cost which is treated as variable cost in the books of costing, is treated as fixed cost in practical life. The logic behind this is that the direct labourers can't be retrenched even if there is no production as the company may lose the trained skilled labourers to its competitors and may not get them back in case of full swing production during the season. Hence, they are retained by paying the wages as agreed.

1) Marginal Costing:

This technique is the most commonly used technique for decision marking. The sales team is allowed to operate on the contribution margin (i.e. selling price less variable cost) provided they give the assurance of significant increase in the market share by selling higher volumes of the product. Before understanding the practical use of marginal costing for decision making, let us understand the marginal costing as studied in the academics.

Marginal cost is the cost incurred for one extra unit of production which effectively is the variable cost of the product. The variable cost is the cost that changes in direct proportion to the output produced. This can be understood with the help of following example.

VARIABLE COST			
(A)	(B)	(C)	(D) = (B) x (C)
Day	Production qty	Variable cost/unit	Variable cost-value
1	10	2.00	20.00
2	20	2.00	40.00
3	5	2.00	10.00
4	40	2.00	80.00
5	0	2.00	0.00

It can be seen from the above example that the variable cost per unit remains unchanged whereas the variable cost value is increasing in direct proportion to the production quantity. Higher the production higher the cost, lower the production lower the cost, no production no cost without changing the per unit cost.

So, cost of manufacturing one additional unit of production is Rs.2 which is a marginal cost which in turn is a variable cost. Eg.: material cost, Direct Labour cost (in academics only)

Fixed cost is treated as period cost which does not change with the change in output produced. This can be understood with the help of following example.

FIXED COST			
(A)	(B)	(C) = (D) / (B)	(D)
Day	Production qty	Fixed cost/unit	Fixed cost-value
1	10	10.00	100.00
2	20	5.00	100.00
3	5	20.00	100.00
4	40	2.50	100.00
5	0	infinity	100.00

It can be seen from the above example that the fixed cost per unit is going down with higher production and is going up with lower production, but, remains constant in value form. So fixed cost has got no influence on the decision related to the product. Eg.: Rent, Depreciation, Salaries, etc.

Now let us see the practical example of product cost sheet and the decision related to the product.

Marginal cost sheet		Mango drink	Apple drink	Lemon drink
	Selling price per unit	10.00	10.00	10.00
Less:	Variable cost per unit	5.00	9.00	11.00
	Contribution per unit	5.00	1.00	(1.00)
multiply:	Output in units	100.00	100.00	100.00
	Total Contribution	500.00	100.00	(100.00)
Less:	Fixed cost (total)	200.00	200.00	200.00
	Profit / (loss)	300.00	(100.00)	(300.00)

It can be seen from the above mentioned Marginal cost sheet that the mango drink has positive contribution and profit at the end; apple drink has positive contribution and loss at the end; lemon drink has negative contribution and loss at the end. Looking at the above, the management will take a call to discontinue the lemon drink as the more we sell the more loss we will incur in lemon drink because of the negative contribution. In case of apple drink, there is a ray of hope that with higher volumes, loss at the end can be turned into profit. This is explained in the example below,

Marginal cost sheet		Mango drink	Apple drink	Apple drink	Lemon drink
	Selling price per unit	10.00	10.00	10.00	10.00
Less:	Variable cost per unit	5.00	9.00	9.00	11.00
	Contribution per unit	5.00	1.00	1.00	(1.00)
multiply:	Output in units	100.00	200.00	201.00	1,000.00
	Total Contribution	500.00	200.00	201.00	(1,000.00)
Less:	Fixed cost (total)	200.00	200.00	200.00	200.00
	Profit / (loss)	300.00	0.00	1.00	(1,200.00)

At 200 output, Apple drink is at no profit no loss i.e. Break even situation, with 201st unit, apple drink can start earning profit for itself. Lemon drink on the other hand, despite of selling 1000 units it still shows huge loss at the end.

Someone can argue that the negative contribution can be turned into positive by increasing the selling price or reducing the variable cost.

In reality, the selling price is generally controlled by the market & the competitors; hence it is difficult to increase the selling price to improvise the contribution. Variable cost (material cost) on the other hand can be reduced but the efforts required and the time frame for achieving the cost reduction are too high. Eg.: If we decide to reduce the purchase price/content of mango pulp and sugar in mango drink, then it can't be done overnight as these prices are fixed for the year. Company may use alternate & cheaper mango pulp but it may change the basic taste of the final product. Hence, reducing variable cost is not impossible but very difficult.

The breakeven point shown above is dynamic in nature unlike our examination problem wherein we calculate the BEP and leave it at that stage. In practical life, breakeven point needs to be monitored regularly for change in variable cost, change in selling price, change in fixed cost due to capacity change etc. The dynamism of BEP is analyzed on regular basis so as to present true and fair view of the product profitability to the management.

1) BUDGETARY CONTROL:

To budget means to plan the future. Corporates generally follow the system of planning the next year's financial performance and comparing the actual performance against the budget. There are some MNCs who prepare their budgets for next year and plan for next 2 to 3 years based on the available information. This helps company in two ways, 1) The road map is clear for next year (and possibly for next 3 years) 2) Control over actual expenses against

budgets, this helps in cost control, cost reduction and maximizing the sales and ultimately the bottom line

Now let us see the process of budgeting, the budgeting process starts generally in the month of October in case the accounting year is April-March. Most of the MNCs strictly adhere to the deadlines based on their parent company

calendar whereas for few Indian companies, the budget process is on even after the budget year has begun. For some Indian companies, budgeting is just a formality actual scenario will have no connection to budgets. This may be due to bad corporate governance or may be due to the everchanging nature of the market & business. Eg.: In one of the leading automotive graphics company, the budgets are not adhered to as the market situation changes drastically due to change in customer's requirements & plans.

In some MNCs, rolling forecasts are prepared i.e. if 5 months of actual period are over than the rolling forecast is prepared based on 5 months actuals and 7 months estimates. The advantage of rolling forecast is thatwe can realign our estimates for 7 months based on actual scenario during 5 months actuals. First 5 months, actual data can be a roadmap as to how next 7 months are going to be. This gives more realistic view of how the company is going to end the financial year. These forecasts generally are F5+7, F6+6, F8+4, F10+2, etc.

At times, especially in MNCs, two sets of budgets are prepared, the formal budget and the internal task budget. Internal task budget for expenses will be slightly lower than the original budget so as to put pressure on the user departments. User department will get the sanction for say Rs.80 against the actual sanction of Rs.100. Finance department will apply pressure on user department saying that the expenses should be within Rs.80. If actual expenditure is say Rs.85 then the user department shall be asked to explain the reasons for overspending whereas while reporting to the parent company management, Indian arm will report saving of Rs.15 against the formal & original budget.

- 4) Input Output ratio is generally monitored by the continuous process industry. The norms for this ratio are fixed for a particular industry and will vary from industry to industry and at times from company to company as well, depending on the recipe of the product. The input output ratio is worked out based on the standard requirement of input (i.e. raw material) and the corresponding desired output (i.e. finished product). The standard norms for input are decided based on the Bill of material (BOM) which is the composition of the product.

For eg.: 1 kg mango pulp and 0.50 kg sugar is required for manufacturing 1 Ltr of mango based beverage. In case the actual consumption of mango pulp is 1.05 kg then we may consider the excess 0.05 kg to be the normal wastage. But if the actual consumption is 1.50 kg then the management would like the finance professionals to investigate this as this may be on account of genuine reasons or there might be some abnormal thing happening without the knowledge of top management.

Any abnormal deviation from the standard input output norms is scrutinized in detail so that the reason for such variation can be analyzed and resolved.

1) Rejection control: In academics, while solving the process costing problem, we consider normal wastage of say 2% or 5%. But in reality, these normal wastage percentages are fixed by the company depending on the nature of the product and the industry under which the product falls. For eg.: for Mango based beverage, the normal rejection or wastage is 5%. So, any rejection over and above 5% is analyzed in detail and the logical reasons for deviations are presented to the management. Too much of perfection is also not acceptable, at times cases are seen where the rejection percentage is maintained around normal norms and additional rejection is suppressed, re-worked and sold in the market using illegal channels of distribution. Hence, finance professionals are required to be on high alert as far as rejection control is concerned.

2) Another area of focus for finance professionals is the Raw Material consumption (RMC). The rejection above is charged to raw material consumption which is the indicator of any usage or price variance that can surface due to normal or abnormal reasons. Generally, the RMC % to sales is fixed for the particular product and particular company/industry. Month on month if any major variation is seen in the RMC% to sales, then it is a cause of concern for the management. It may so happen that the high finished goods stock is maintained by the company which in turn creates locking of working capital or the product mix is changed in the particular month. Such variations should be analyzed in detail as compared to the budget, the standards and the previous months trend. Cases are seen where the good production is declared as bad production and sold in the market using illegal channels of distribution.

3) Inventory ageing: Ageing report on raw material, work in process & finished goods is available in any good ERP(Enterprise Resource Planning). This report is analyzed by the finance professionals to see if any inventory has crossed its shelf life and lying as non-moving or slow-moving inventory. Provision for write off should be done in financial accounts to the extent of inventory which can't be used in future. This report throws a light on the quality of inventory management and control in the company.

4) Physical inventory & continuous stock taking: This activity is very important from the point of view of inventory control. Any illegal channelization of goods can be caught if the company is following the continuous stock taking route. Physical inventory is done at least 2 to 3 times in a year and any logical excess/shortages are adjusted and written off / back in financial P&L as the case may be. If the variation in physical stock as compared to book stock is too high for comfort then the reasons for such deviations are discovered and the special approval from the top management is taken before adjusting the same in financial accounts.

Under continuous stock taking, the limited number of materials is physically counted every day in such a way that the entire inventory is covered in a years' time. This keeps a check and pressure on the stores team that the finance team can arrive any day and check the stock. So the stores team tries to be efficient in their work and ensure that the inventory is managed as per desired procedures.

In most of the companies, the inventory policy is the guiding force for shelf life, treatment and procedure for excess shortage etc. The finance professionals should have complete control over the inventory policy. If the said policy is not yet framed by the company, then the finance professionals should take the initiative and ensure that such policy document is created and followed to the core.

Various pricing strategies applied by the beverage manufacturing companies:

Strictly speaking, this does not form part of cost and management accounting, but as a finance professional we will be involved in decision making so as to see the impact of such strategies on cost and eventually on margins.

Market penetration: Under this, the product is sold at slightly lower rate than the newly entered competitors so as to finish off the competition. This has happened in case of a mango based beverage which was sold Rs.2 less than the normal MRP

in the southern region so as to wash out the smaller local players in the region. For taking a hit of this Rs.2, the management used the hidden margin (already explained above) for limited period with the growth of at least 50% in the volume and improvement in Share of Business (SoB).

First entry advantage: The same beverage manufacturing company made an entry into the new product, the Apple based carbonated beverage, the product which appears like the alcoholic drink but in reality, it is made out of apple concentrate and carbon dioxide. This drink was launched with the intention of attracting the younger generation. Subsequently, the company launched the same drink in CAN also. This drink turned out to be a big success due to no competition and first entry advantage. Later on, the company launched the same drink in Grape flavor which was a major failure due to its medicine like appearance and internal competition with theapple drink.

Error in strategy: The baked snack food of this company was compared with fried snacks of other MNC competitors and lost its market value. The said product was baked and cost of manufacturing was very high due to the additional baking process. But as a part of strategy this product was priced at cheaper rates along with the fried product competition and got killed eventually. Hence, it is very important to know the worth & category of our product.

One of the giant Italian car manufacturing companies also failed to capitalize on the very good product and Sachin Tendulkar as brand ambassador due to its poor marketing approach.

Concluding Remarks:

It is evident from these real time corporate scenarios that marketability/company's interest is given precedence over rules/principles when it comes to application of costing knowledge. It could also be observed that finance professionals are expected to not just possess subject knowledge but also the ability to tweak procedures in order to customize them to suit the company's financial needs and expectations.

Suggestions / Recommendations:

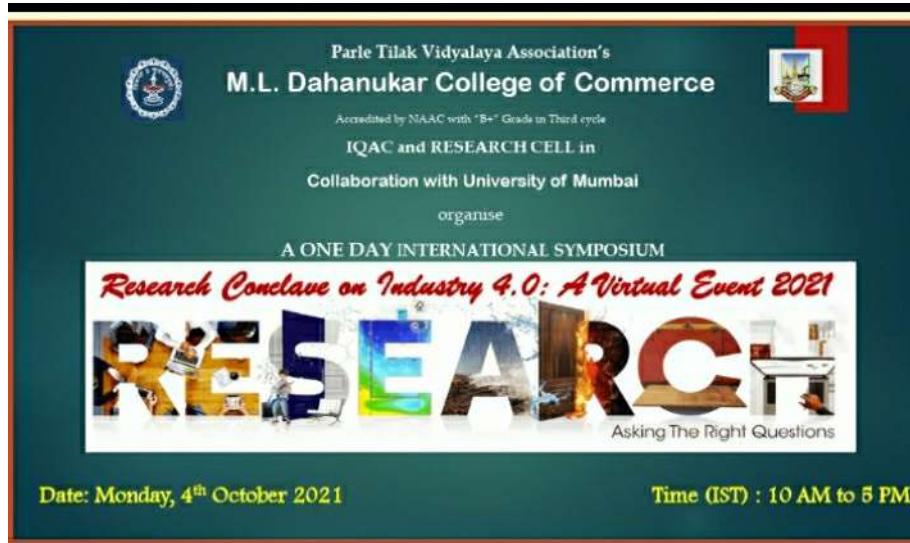
Presentation is an integral part of today's corporate life. It's important to market our skills once we acquire it. So, ability to present our self in the corporate world is of utmost importance. At times, our presentation skills will sail us through difficult times even if we are short of knowledge about a particular subject. But acquiring the knowledge and presenting it in the marketable way is the best way to earn success in the corporate world.

At times, we may come across a situation wherein we may have to take a step backwards due to management pressures and may be required to window dress certain things. But one should always remember the professional competencies & approach and act accordingly without bowing down much to these pressures. Route to clean & clear success is tough but then we are sure of reaching the destination unlike some other short cuts & unethical routes which may take us nowhere.

Hence, the bottom line is 'Be a professional, acquire knowledge, always be ready to learn new things in life and always deliver what is expected out of us as a professional'. All the Best.

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RESEARCH



Research Cell and Internal Quality Assurance Cell of Parle Tilak Vidyalaya Association's M. L. Dahanukar College of Commerce affiliated to University of Mumbai, India organised a One-Day International Symposium titled Research Conclave on Industry 4.0: A Virtual Event 2021 on 4th October 2021 from 10:00 a.m. to 5:00 p.m. The session was conducted on zoom and telecasted on YouTube. It garnered huge response and a total viewership of above 1400. The International Symposium was organised with a view to bring together people from diverse fields in the research areas viz Academics, industries, advertising, marketing, Environment, Law and Technology with common values and goals. This symposium was designed to bring together several international and National personalities for the purpose of understanding the novel facets and the dynamic world of Research in Industries.

The symposium began with the Convener Dr. Kanchan S. Fulmali deliberating on the conception of the symposium.

This was followed by the welcome address of our Principal, Dr. D.M.Doke who delved on the core of the symposium.

The first session began with the speeches of the internationally acclaimed resource persons.

The renowned speakers of the symposium were Dr. Allan Gatenby from Australia, Dr. Cherry May Rotas Palacio from Phillipines, Dr. Marguerite Wotto from Canada, Dr. Rosa Maria Velazquez Sanchez and Jesús Gómez Velázquez from Mexico, with expertise in leadership, human resource management, education management and their talks offered a great scope for enrichment and development in the arena of research.

Their scholarly insights gave guidance and direction in view of the additional challenges thrown by this unprecedented situation.





Co-conveners, Ms Shivani Naik, Mr Somnath R. Deshmukhya, Mr Samrat A. Gangurde and Mr Rakesh A. Pise moderated both the sessions. Ms Archana Talekar and her team provided technical assistance.

Our Principal, Dr. D. M. Doke extended his concluding remarks on the symposium.

The symposium ended with the address of the Vice Principal and IQAC Coordinator, Smt. Chandana Chakraborti.

We received a total of 180 papers, of which the review committee of UGC CARE Journal, selected 57 papers to be published in VB International Interdisciplinary Research Journal. The contributors were from the various parts of Maharashtra, Karnataka, Madhya Pradesh, Uttar Pradesh, West Bengal and Gujarat.

The session ended with the address of the Vice Principal and IQAC Coordinator, Smt. Chandana Chakraborti who also proposed a vote of thanks.

The second session started with the address of the Convener Dr. Kanchan Fulmali who also welcomed the acclaimed and well-known academicians, namely Dr. Gurunath Fagare and Dr. Samadhan Khamkar who judged the presentation session and presented their views and observations, declaring two best presenters award.

There were selected 23 presenters in all.



SPORTS PRESS

DEFINITELY NOT

Danny Morrison asked the beast is he going to retire from franchise cricket and Dhoni replied with a smile "Definitely Not" and he proved it with a banger. There is no better feeling than to be winner of the world's greatest T20 League. With all odds against them they paved their way to the Ipl Finale. It is said that T20 is game of youngster but this team was an exception. They were criticized for their last year performance where they failed to qualify for the first time in entire Ipl history. Champions fall but they rise again to glory. KKR campaign was also admirable. With winning only 2 games out of their 7 in India League, they came back strong and moved forward to grand finale



"Well come back stronger, that's what we are known for," said MS Dhoni after CSK failed to qualify for the playoffs for the first time last year. Here he comes to the same country to lead his team as winners. And there you see a satisfactory smile on MS Dhoni. A smile that says mission completed. Celebrations start in the city of Chennai. Dhoni waves to the fans as he climbs to the dressing room. MS Dhoni collects the trophy from Sourav Ganguly and quickly hands it over to Deepak Chahar, who puts the trophy in front of the champions board as the entire team waits for Dhoni to join their pose for the cameras. The yellow confetti fits the scene very well. It was great to hear Dhoni first talk about KKR and credit them for their success and showing in the UAE leg before hailing his own team. It clearly emphasizes of the fact that cricket comes first before anything else. Often things go overboard with emotions running high towards the players or teams, but this is just a game. Players are humans just like all of us. So that mutual respect has always got to be there. Chennai Super Kings beat Kolkata Knight Riders by 27 runs in the IPL 2021 final to win their fourth title. KKR were off to a great start in their high pressure chase as openers Venkatesh Iyer (50) and Shubman Gill (51) put on 91 for the first wicket but Shardul Thakur picked up two wickets in an over to bring CSK back in the match. From then on it was one way traffic as all KKR batters perished one after another in their pursuit of the big target of 193 runs. Thakur finished with 3 wickets while Ravindra Jadeja and Josh Hazlewood finished with two apiece. Earlier, Chennai posted 192 for three in 20 overs with Faf du Plessis smashing 86 off 59 balls. Moeen Ali played a fine cameo, remaining unbeaten on 37 off 20 balls as KKR bowlers were hit to all parts of the park. Sunil Narine was the standout among KKR bowlers, taking two wickets for 26 runs off his four overs. Du Plessis and Ruturaj Gaikwad had shared a 61-run opening partnership to give CSK a solid start. Faf du Plessis went on to slam a 35-ball half-century to put CSK on top while his partner Ruturaj Gaikwad scored 32 off 27 balls before being dismissed. Robin Uthappa walked into the middle and hit some big shots to keep the run-rate up. He was dismissed for 31 off 15 balls by Sunil Narine. The tournament came to an end in the way it is known for. Nail biting finishes, miracle comebacks and many more was witnessed through out the campaign. The fans will be waiting for the next season. That's what make this league the best in the business

Omkar Redkar Sybcom/c

Pakistan End Jinx With Emphatic 10-Wicket Win Over India

“What is Rivarly?” If you are a cricket fan, your go through answer will be India Pak so called “Dushmani”. As Indians, we are less concerned winning a world cup then defeating Pakistan in world cup matches. So far we have an unbroken streak of 12 world cup matches but on Sunday the 24, there was a sense of heartbreak throughout India. The inevitable happened Pakistan defeated India in their season opener. Both the teams are supposedly to be the contenders to winning the world cup but on that Pakistan outplayed India and came out winning their first ever match with India in world cups. Babar Azam and Mohammad Rizwan hit unbeaten half-centuries as Pakistan completed a resounding 10-wicket win over India in their T20 World Cup campaign-opener in Dubai. Chasing a target of 152 runs, the Pakistan openers have looked comfortable as Indian bowlers continue to seek a breakthrough. Earlier, Virat Kohli scored his 29th half-century in T20Is before being dismissed for 57 by Shaheen Shah Afridi as India posted 151/7 in their allotted 20 overs. Afridi was on fire as he sent back openers Rohit Sharma and KL Rahul, before Hasan Ali removed Suryakumar Yadav to give Pakistan a great start in the match. Kohli hit five boundaries and a six during his knock. Rishabh Pant also played a good hand as he hit a 30-ball 39, which included two fours and two sixes, before being dismissed by Shadab Khan. Hardik Pandya failed to get going in the death overs but India managed to surpass the psychological 150-run mark. Kohli left out Ravichandran Ashwin, Rahul Chahar, Shardul Thakur and Ishan Kishan from the playing XI, with Varun Chakaravarthy making the line-up. Team India will hope to seal a win and get their campaign off to a good start against a top-notch Pakistan team, which has a number of match-winners in its line-up.



Though a loss against Pakistan will make the campaign of India a more difficult one, as Indian fans we always back our boys no matter what happens. Winning or losing is a part and parcel of the game but the true character is shown when you are against the wall and how you come to glory. We as Indian cricket fans have witnessed some of the most extraordinary things in the past 2 years. This is the team which knows how to come back and we have seen that in Border-Gavaskar Trophy where our boys beat the mighty Australia in their own backyard which in its own sense is impossible to accomplish by many great teams. This Virat Kohli team always performs well when they are in the spotlight. They love challenges. It releases out their rage and on their day, they are impossible to defeat. Many fans trolled their team based on this loss. They are not true ICT fans. They are just trollers who always spread hatred in any situation. This is not acceptable in any sense. I, as a true ICT fan, it definitely India will bounce back and not only group stages, they will bring the trophy in our backyard. So let's cheer up and bring back the ultimate chant INDIA.....INDIA.....

Omkar Redkar Sybcom/c

AROUND THE GLOBE

Afghanistan Crises & Impact On India...

“ Liberty, when it begins to take roots, is a plant of rapid growth.”

As rightly said by George Washington, freedom is an essential ingredient for the survival of the man kind. It's better to die fighting for freedom than being a prisoner for all the days of your life. Our country fought for centuries to get this freedom from the clutches of the foreigners and we lost so many great souls in this battle which finally gave us our liberty. It is an historical moment which will be cherished by generations and generations altogether. But it wasn't easy to free our mother India from the cruel intentions of the British Empire and The Union Jack! Another same issue is arising today for the Afghans who are fighting ruthlessly for the survival under Taliban rulers. Now what is this Talibanism? The Taliban, which refers to itself as the Islamic Emirate of Afghanistan, is a Deobandi Islamic fundamentalist political movement and military organization in Afghanistan. They have ruled Afghanistan since 1996 to 2001 until being toppled by the US forces. The organization sheltered Osama bin Laden as he planned the 9/11 US attacks. They are extremists, and aim to install Islamic law across Afghanistan having 85000 full time fighters, according to recent Nato estimates. Afghans welcomed them initially due to their promise to restore peace and security. They promised to enforce their own austere version of Islamic law. They were successful in stamping out corruption, curbing lawlessness and making areas under their control safe for commerce to flourish. Once in power they imposed strict Islamic laws that banned television and music and barred girls from going to schools and colleges and forced them to wear burqas. Afghanistan government retorted back but now it was too late. It was all into control when US forces entered the scenario but it affected them too so they had to get back to their mother land. Finally as a result, the Taliban organization again took over Afghanistan imposing very harsh rule on them. People tried to escape this hell in every way possible as they know it's better dying than getting caught in the hands of the militants. There were flights to get back people from Afghanistan but as it could not accommodate people over a certain limit they literally climbed the top of the flights just to run away from the militants. Unfortunately many of them died due to this incident and this shows what terror the militant organisation has created over a past few years. The educational institutions for girls and women have been shut down completely. Smart phones and televisions have been banned. Young men have been forced to join their ranks. Journalists, Judges, Peace activists, Women in position of power who raised their voice against the Taliban in last 20 years face risks to their lives. Women in parts of Afghanistan are forced to marry the Taliban fighters. People over there are in a complete miserable situation begging for their deaths.



This is not only affecting the Afghans but it also has adverse effects and impact on India. The Confederation of all India Traders (CAIT), which has about 8 crore traders as its members, said that the change in regime in Afghanistan will badly impact bilateral trade with India and lead to losses for the traders. Afghanistan exports various goods such as dried raisins, walnut, almonds, fig, pine nut, pistachios, dried apricots and fresh fruits like apricots , cherry, watermelons and medicinal herbs, etc to India and now the prices in the markets may go up due to the political uncertainty in Afghanistan. Exports from India include garments, pharmaceuticals, medical equipments, computers, hardware 2 materials, cement , sugar, synthetic fibre, etc which is also affected due to the Afghanistan crises. With trade routes shutting down and the government and the Taliban yet to arrive at a trade agreement, prices of dry fruits in India have doubled and tripled over the past one week, spelling trouble for traders and consumers alike. The forceful capture of power in Afghanistan by the Taliban has halted all reconstruction and development works undertaken by India in the country for almost two decades. India, as a close neighbour, had been assisting the reconstruction and development efforts of the government and people of Afghanistan as part of the endeavour to bring stability to the country. There is a Complete uncertain future of India's economic relation with Afghanistan and it may affect both countries alot. The suicide bombing at Kabul airport which claimed close to 100 lives has shattered any residual optimism the world had and handing the country over to the Taliban, as part of negotiations in Doha, would result in a more peaceful Afghanistan. Instead, what the complex attack claimed by the Islamic State-Khorasan has proven is that no matter what assurances the Taliban's new regime may provide, they are unwilling to stem the terror emanating from the country, As this is an alarming scenario, the Government must now acknowledge and prepare for the threats to India. Afghanistan has been a key strategic ally for India in South Asia and the government has made major investments in the war-torn country over the past two decades. India has enjoyed friendly diplomatic ties with Afghanistan for a long time. This was why India played an active role in the nation rebuilding process. India provided much-needed developmental assistance in terms of investments to the country. India has invested more than \$3 billion in Afghanistan. This includes investments in over 400 infrastructure projects across all provinces in the country. Now considering the situation of Afghanistan crises, the Indian investment projects are also endangered and are at a major stake. So, concluding this, India finally needs to take steps for its security and protection of trade, infrastructure & economy.

-Krupa Pawar Sybcom/C

WANDERLUST

The Travel Article

'Wanderlust' a strong desire or impulse to travel and explore the world. Have you ever felt homesick for a place you have never been too? I have, for places I've never been, places I dream to visit which is why I am writing this travelling article. The world consists of so many intoxicating places one can venture to and these articles contains some of them. Travelling to places doesn't just mean visiting there, travelling is a passion where one finds himself, it's a soul search which we crave. It is when we take a break from our monotonous life and wander to discover the beauty mother Earth has. The treasure she has, to adore and be amazed by the wonders of the earth.

They say Travelling leaves you speechless and then turns you into a story teller.
And this is my story to tell.

Hola Fellas, Welcome to Wanderlust.

Dreaming of viewing the snow clapped alps of Switzerland or the cherry blossoms in Japan but within India? No worries this month we are going to see a few places which are sure to give us a real close Deja-vu feel of places which feel like abroad. Time to time India has managed to surprise us with all the wonders this land has and, in this article, we will see six places in India which look and give out an almost foreign-like vibe. Many of us dream of travelling to destinations which feel out of the world and this article has some of such places which are sure to make you speechless.

I. Gandikota - Andhra Pradesh-



(<https://www.businessinsider.in/photo/51310228.cms>)

Seems a bit familiar, doesn't it? Located in Andhra Pradesh the Kadappa district the name 'Gandikota' is derived from the words 'Gandi' which means Canyon and 'Kota' meaning fort which looks familiar to the Grand Canyon from US. People travel from far to see the beauty also camping there for the night to get the sense of a perfect camping adventure. The best time to visit would be after the summers as or before as the temperature isn't too hot.

2. Gulmarg- Jammu Kashmir

Want to go skiing but Europe and Switzerland too far away? Gulmarg is your answer, located in Kashmir at an elevated height of 3950 meters Gulmarg proves to be the ultimate destination for all the snow lovers and their various activities and adventures. Skiing equipment's is available on per day rent though there are not many groomed slopes as a result the paths may be a little rocky. Other than skiing people can also enjoy snowboarding and sledge activities.



(<https://skigulmarg.com/user/themes/skigulmarg/images/home/about-gulmarg-ski-resort.jpg>)

3. Rann of Kutch- Gujarat



<https://i.pinimg.com/originals/c2/16/d2/c216d29b169b04cb1f6c0af1a67a4d91.jpg>

In the vast area of Gujarat lies the Great Rann of Kutch and owing to its name the wide salt desert is one of the world's largest salt desert measuring about 10000 kms. The Rann starts to dry up after Octobers after the little monsoon rains succeed and then begins to form the salt desert, we see for the eight long months. The Rann of Kutch is distinctively similar to the Salt desert from Bolivia but in our own home land. The best time to visit is in the early mornings or evening as the temperature is relatively cooler.

4. Valley of Flowers- Uttarakhand



(<https://trekkersofindia.in/wp-content/uploads/2020/01/Valley-of-flowers-trekkers-of-india.jpg>)

Long lines of flowers spread across the vast land as the name itself suggests ‘The valley of Flowers’ is indeed a must-see destination for all. A world heritage UNESCO site the valley in Chamoli district in Uttarakhand is a nature’s glory with over 600 variety of flowers that bloom the trek offers eye catching sites of cascading water streams and greenery everywhere. The best time to visit would be after May to October which is the monsoon seasons as it transforms into a wonder.

5. Dhuandhar falls- Bhedaghat- Jabalpur

Beautiful cascading white waters, lush green trees around what more can one want? Competing almost with The Niagara Falls the Bhedaghat falls is one of the most wonderful waterfall sites one can travel to. Located in Jabalpur the waterfalls is best to be visited in monsoon when the rains flourish the area and the falls come alive.



<https://media-cdn.tripadvisor.com/media/photos/09/e1/09/29/dhuandhar-falls.jpg>

6. Gurudongmar Lake- Sikkim

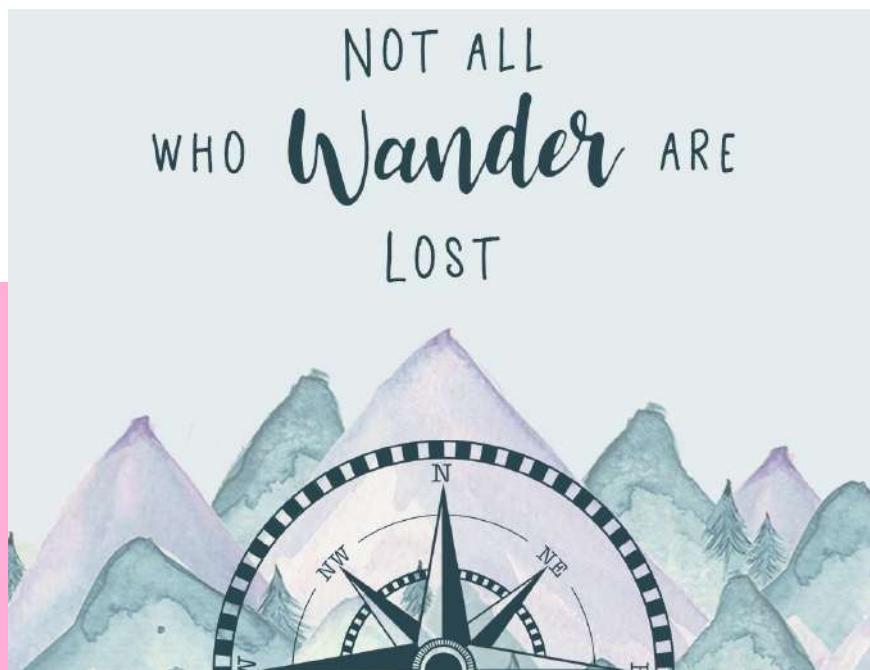
One of the highest lakes in the world and in India located at an altitude of 5430 metres (17,800 ft) the Gurudongmar Lake is considered one of the most sacred lake.

The lake is named after Guru Padmasambhava—also known as Guru Rinpoche—founder of Tibetan Buddhism, who visited in the 8th century. This lake makes a perfect destination for all those travelers who enjoy a peaceful breathe of life.



https://ml623zr1cmci.i.optimole.com/EoA_lXs-LbwaKiFd/w:800/h:525/q:85/https://www.luxurytrailsfindia.com/wp-content/uploads/2016/09/Gurudongmar-Lake-Sikkim.jpg

The articles mentioned above have their own stories and even though they might not be located in the snowy alps of Europe or the hotter parts of Africa they have their own significance which make them absolutely magnificent to travel to be it the cascading waters or the sun bathed deserts or the colorful valleys filled with different species of flowers.



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