

Saraswat Education Society's
**SRIDORA CACULO COLLEGE OF COMMERCE
AND MANAGEMENT STUDIES**
Khorlim, Mapusa, GOA - 403 507.
(Accredited by NAAC with 'B' Grade)



SARASWAT

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Saraswat Education Society's Sridora Caculo college of Commerce and Management Studies

What Are the Environmental Trends for 2023?

#1 TREND OF 2023: BECOMING CARBON NEUTRAL

What does 'carbon neutral' mean?

The definition of being [carbon neutral](#) is when companies, processes and products calculate their carbon emissions and compensate for what they have produced via carbon offsetting projects.

Being carbon neutral is not the same as being carbon-free. Carbon-free products, services or companies are those that do not generate any carbon emissions throughout any of their processes.

#2 TREND OF 2023: SUSTAINABLE FOOD

Thanks to Gen Z and Millennials, sustainable products are one of the top environmental trends. Gen Z is aware of climate change, loss of biodiversity, and feel the responsibility that they must try and fix these issues. They are the future and their preferences for more sustainable products show that the trends in this article are here to stay. [Research](#) suggests that 54% of Gen Z think a company's environmental and social efforts are very or extremely important when considering whether to purchase a service or a product.

This also applies to the food which they eat. [Research](#) reveals that two-thirds of those aged between 18-24 believe that the global food system is in crisis. Two-thirds believe that the current food system is destroying the planet. 74% of Generation Z consider fruit and vegetable farming to be the most sustainable option when considering food sustainability. This is followed by growing food locally (at 74%) and plant-based foods (at 70%).

#3 OF 2023: GREENWASHING

What is greenwashing?

[Greenwashing](#) is when a company or organisation spends more time and money on marketing themselves as environmentally friendly than on minimising their environmental impact. It is a deceitful advertising gimmick intended to mislead consumers who prefer to buy goods and services from environmentally conscious brands.

<https://www.zerosmart.co.uk/post/what-are-the-environmental-trends-for-2022>

Importance of Guerrilla Marketing

What is Guerrilla Marketing?

Guerrilla Marketing is an advertising strategy that concentrates on low-cost unconventional marketing moves that yield maximum outcomes. Guerrilla marketing is said to make a far more valuable impression with consumers in comparison to more traditional shapes of advertising and marketing. This is due to the truth that most guerrilla [marketing strategies](#) attempt to strike the consumer at a more personal and memorable level. Guerrilla marketing is often favorable for small businesses that need to attain a large audience without breaking the bank. It also is used by big corporations in grassroots campaigns to compliment on-going mass media campaigns. The Guerrilla Marketing style is very much related to the reconstructing the actual content where a small portion of the report is taken as renovated to interactive blogs. This pressure for the investment of time and actions but not that much money. So, Guerrilla Marketing works by re-purposing the current environment of audiences. You should assess it and figure out the segments that require rework to inspire your brand.

Benefits of Guerrilla Marketing?

Guerrilla marketing essentially aims at attracting new customers, encouraging old customers to buy again, and upselling by [identifying what consumer wants](#). But the idea is to do it in such a way that amazes them. The techniques involved in guerrilla marketing are almost always low or even no cost. Creating a Facebook page, promoting products or services on it, and circulating your creative ideas on it costs nothing. Employing guerrilla marketing, you can use unconventional techniques to connect with consumers in new and exciting ways. Guerrilla marketing can assist your brand or product or service to go viral within a short time duration. It can help you rack up millions of views quickly. Guerrilla marketing companies can use this to their benefit and make tremendous campaigns that go viral. Guerrilla marketing doesn't always encompass freebies. You can think up as many ways as you can to attain your goals. Try to collaborate with another business that attracts the same consumers as your business does.

<https://www.opengrowth.com/resources/importance-of-guerrilla-marketing>

Can India tackle its employment gap before it's too late?

We need to make our secondary education relevant to the aspirations of our youth. Learn about the pathways that can make this happen.

by [Aditya Natraj](#), [Mekin Maheshwari](#), [Priya Agrawal](#)

With a projected 6.5 percent growth rate for FY 2024, India continues to be the fastest-growing economy in the world. But what does this growth mean, and are its benefits distributed equitably among citizens in terms of education, income, and employment?

In India, the top 10 percent of the population accounts for 57.1 percent of the income while the bottom 50 percent accounts for just 13.1 percent. In practice, if one earns INR 60,000 per month per adult in a household, they belong to the top 10 percent of the population in terms of income.

India's unequal distribution of income is due to several factors such as insufficient social spending on education, low female labour force participation, and inability of the service and industrial sectors to produce employment opportunities.

Weak link between education and employment

The primary requirement for formal employment in India is a certain level of education. The current academic system is an extremely selective process, with only a few making it to the much-coveted tertiary level that produces ‘professionals’—engineers, doctors, lawyers, chartered accountants, and so on. For most of our young people, the country’s education system does not translate into employment opportunity. Approximately 47 percent of graduates in India are not eligible for an industry role. As per the Global Skills Gap Report, 92 percent of Indian employees believe there is a skills gap in the country.

What is the alternative?

To understand the economic significance of a high GER and a graduation degree, we compared India’s rate of enrolment and GDP per capita income with another country. In Switzerland, for instance, 2020 witnessed a [GDP per capita income](#) of USD 85,000 despite only [44 percent](#) of the population possessing a college degree. The rest stop their education at the secondary level, at which point the majority receive vocational training and become part of the workforce. In comparison, India’s GDP per capita income [remains](#) approximately USD 2,000.

There is much to learn from [other countries](#) that have been in a similar situation as ours in the 1970s and ‘80s. Austria, [China](#), Germany, Singapore, South Korea, [Switzerland](#), and more, who were at [per capita income](#) levels of approximately USD 2,000 some 30–50 years ago, all made heavy investments in employment-linked education such as skilling, vocational training, and apprenticeship.

While India’s National Education Policy (NEP) 2020 aims to [invest](#) in vocational training, there needs to be a more pointed focus on students’ imagination and development. A large majority of students are simply not aware of the plethora of academic and work focussed opportunities resulting in them gaining a degree of little economic value.

We must take work-skills training seriously

We have culturally respected and invested significantly in tertiary education. Getting a professional degree is considered a mark of ultimate success. But this cannot be at the cost of the majority of our young people who are in secondary education and will not have a shot at it.

The government is mainly focused on getting primary education right. In fact, even in the development sector, most of us are still focused on ensuring that all children develop the necessary foundational and primary skills. As a result, little or no attention is being paid to secondary education. Unfortunately, given that we have only about two decades left to harness the opportunity of a working population, we don't have the luxury of doing primary first and then looking at secondary. It needs to happen simultaneously, and it needs to happen now.

If we are going to seriously explore vocational education like other countries have done successfully before us, one of the big questions we will face is, how does one evaluate and grade vocational subjects? Since we don't know how to do this, we are unable to introduce the subject, which in turn means it's not an option that students can choose. In the absence of grades,

colleges won't admit you because there is no alternative method of evaluation. Hence, it is just seen as an extracurricular subject, and not on par with the 'core' subjects.

We need to invest in school-to-work transitions seriously, and develop a robust curriculum that is future-of-work focussed. We need to hire and train teachers for effective implementation, allocate budgets, and provide for internships and apprenticeships. And, we need to ensure market linkages and employment opportunities. Without this, we are not going to be able to move forward and make the next two decades matter for our youth.

— <https://idronline.org/article/education/can-india-tackle-its-employment-gap-before-its-too-late/>

Reimagining how we protect India's forests

Civil society, government, and the private sector are all important players in forest conservation. Here's how each of them can act as stewards for India's forests.

by [Rohini Nilekani](#)

The Oscar for the documentary *The Elephant Whisperers* has happily turned the nation's focus towards our wildlife and our forests. After all, the 35,000 or so elephants in the country depend greatly on forests for their nourishment, even as they, in turn, nourish the forest. These magnificent creatures are now often in conflict with human beings, as forests merge into agricultural lands where sugarcane, banana, and grasses lure elephants towards human settlements.

If we want to conserve our spectacular wildlife, from these largest of mammals to the smallest of forest rodents like the tree shrew, we need to protect the old growth forests that we already have. But if we also want to safeguard human well-being, and meet our international commitments on carbon sequestration, we urgently need to grow our forests by at least 12% more just in this decade. A daunting task indeed.

Forests are too important to be left only to the forest department, too fragile to be entrusted only to corporates, too complex to be left to communities alone and too precious to be preserved only by the philanthropy of the rich.

Maybe we must reimagine the role of samaaj (society), sarkaar (the state) and bazaar (markets), if we are to truly conserve what we have and rejuvenate what we had.

forests that will heal us as we heal them.

(Rohini Nilekani is the chairperson of Rohini Nilekani Philanthropies)

<https://idronline.org/article/environment/reimagining-how-we-protect-indias-forests/>

Why India's microfinance sector needs to prioritise innovation

Despite being as big as the credit industry, factors such as technological constraints and regulatory barriers from RBI continue to hold the microfinance sector back.

by [Anup Kumar Singh](#), [Giorgia Barboni](#), [Rupika Singh](#)

India's microfinance sector has served 6.6 crore borrowers as of March 31, 2023, with an outstanding loan amount of INR 3,48,339 crore across all states. This is comparable to the size of the credit card industry in the country. As of March 31, 2023, with approximately 8.5 crore credit cards, the overall credit card spend in India reached INR 1,37,000 crore. Despite being similar in size of customers, the two industries cannot be more different. Over the years, the Indian credit card industry has introduced several product innovations, including customer segmentation, reward and loyalty benefits, customisation of products, and technology linkages to make products customer-centric. On the contrary, the microfinance sector has remained practically unchanged.

MFIs operating in India face challenges that prevent them from adopting financial innovations despite being beneficial for both lenders and borrowers. The following constraints limit the incentives and abilities of MFIs to prioritize designing and implementing innovative financial products.

1. Technological constraints

First, for smaller MFIs in particular, developing and integrating these tools in their operations remains expensive given their relatively small customer base. Second, adopting these technologies may lead to a weakening of the in-person relationship between bankers and lenders, which can exacerbate free-riding behaviours. Financial product innovations could be beneficial to both MFIs and their customers.

2. Regulatory barriers

In March 2022, the Reserve Bank of India announced less stringent [lending requirements](#) for MFIs, which allowed these financial institutions to offer larger ticket-size loans and mortgage loans. However, insufficient collateral from customers prevents MFIs from

extending these financial products, calling for the need to revise the regulation on collateral requirements among low-income borrowers.

Additionally, the [support and relief](#) launched by the Government of India, such as the credit guarantee scheme, restructuring of loans, and short-term loans, helped micro entrepreneurs navigate the pandemic. Such schemes presented an opportunity to make repayment flexibility a standard feature of microfinance contracts. These schemes paused interest accumulation and repayments (moratorium), and [enabled](#) MFIs to keep appropriate lending rates without incurring losses. However, these were discontinued once the pandemic ended. In light of their success, one open question is whether the government should consider reinstating these initiatives during 'normal' times as well, as they provide liquidity buffers to MFIs to mitigate losses and hence present an incentive for lenders to further introduce financial innovation.

3. Customer demand

Micro and small entrepreneurs are increasingly [interested](#) in flexible contracts to meet their business needs. [Recent evidence](#) suggests that customers' demand for flexible loans can be as high as 30 percent. Strengthening [partnerships between commercial banks and FinTech](#) enables banks to offer new products—including payment apps, peer-to-peer lending, and [robo-advisers](#)—which represents an alternative to traditional MFI loans. MFIs' close connections with its customer base is one of its main strengths. However, given that customers are willing to opt for innovative products, and there is availability of such products, it is questionable whether MFIs will be able to retain their clients in the long run. To ensure high demand for their products, MFIs will have to make adequate marketing efforts and introduce protocols to explain the details of more complex products to a diverse customer base.

One of the biggest challenges for the microfinance sector in the near future will be its ability to incorporate technological and financial innovations within its operations. A limited set of [product](#) and [technology](#) innovations have been introduced in the past, so their scalability is still under question. This is partly due to MFIs' lack of incentives because of regulation, technology, and market competition. However, the success of

schemes introduced during the pandemic and innovation in products should encourage MFIs to experiment.

Natalie Theys contributed to this article.

<https://idronline.org/article/ecosystem-development/why-indias-microfinance-sector-needs-to-prioritise-innovation/>

Saraswat Education Society's Purushottam Walawalkar Higher Secondary School

Awareness programme

Under Janabhagidari scheme, an Awareness programme on G20 Presidency, an informative session was organised on 13 June 2023 at 10.00 am in A.G.Keni Hall



Meditation sessions

The meditation session was to create awareness about the benefits of meditation and yoga along with practical knowledge of the same.



Yoga day celebration

On 21st June 2023 world yoga day was celebrated practical session of one hour was taken by instructor from Patanjali yoga center.



Farewell

A Farewell function was arranged for Mr. Narayan Gauns, former AET teacher on 23rd June 2023



Felicitation

Thirty-nine students of the Commerce stream excelled at the HSSC board examination, by securing distinction were felicitated.



Sports

First Inter stream badminton tournament was organized on 27 and 28 June at Peddem indoor stadium.



Saraswat Vidyalaya Primary School

सोमवार दिनांक १९ /०६/२०२३ रोजी सारस्वत विद्यालयाच्या प्राथमिक विभागात मोठ्या उत्साहात क्रांतिदिन साजरा करण्यात आला.



२१ जून २०२३ रोजी सारस्वत विद्यालयाच्या प्राथमिक विभागात जागतिक योगदिन मोठ्या उत्साहाने साजरा करण्यात आला.



EDITORIAL

This issue of **SARASWAT** is a humble attempt at filling the void that has been created by the absence of student-run newsletters in most colleges.

While this issue has largely been born out of the Library, we are open to submissions from all students, Teachers and well wishers.

We hope that subsequent issues will strike up numerous discussions and bring students of various departments closer.

Please email your articles, stories, poems, events, creative ideas, and advertisements to newsletter@caculocollege.ac.in. We request you to restrict longer articles to 350-400 words. In case you have any comments or queries related to this issue, please email them to us. Hope to hear from you!
