



Revelations

Department of Economics

Vol vi, Issue 4

December-January, 2015-16

What they Thought centuries back...

"Necessity is blind until it becomes conscious. Freedom is the consciousness of necessity."

-Karl Marx

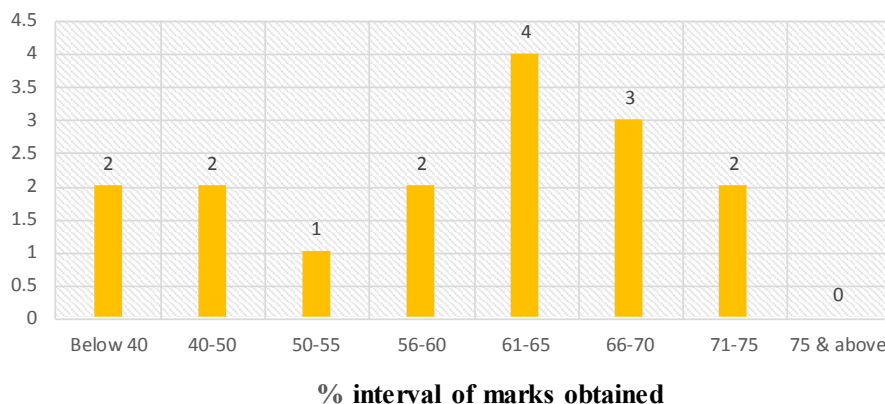
"The oppression of the poor must establish the monopoly of the rich. Profit and income inequality are," always highest in the countries which are going fastest to ruin."

-Adam Smith

SEMESTER RESULT

Students have crossed the hurdle of one more semester as the result of the semester examination held in the month of October-November was declared in the month of December. Here is a brief report on the performance of the students of our department. In Semester V, Ms. Sellacia TYBA student of Department of Economics scored 73%. 9 students out of total 16 of the 6 units TYBA students from our Department have got first class marks while three of them scoring above 70%. The overall result of Semester V student of Department of Economics is presented in the chart below.

Result: Semester V:TYBA Economics



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Under autonomy, Chanmeet Chadha, FYBA Economics major student has scored 73.5% in the Semester I examination which is highest in the class.

In the MA programme which is started in the current academic year, Nevassa Fartado has been able to successfully complete all the credit for the semester I examination.

A heartiest congratulations to all of them for their success and best wishes to all the students of our Department for the upcoming semester and the future ahead.

KNOW YOUR ECONOMY

The Department of Economics in collaboration with Scientific Research Association for Economics and Finance (SRAEF) Chennai, had organized an all Goa 'Know Your Economy' test on Sunday 6th December, 2015 in the college. The department is the nodal centre in the State to conduct this test annually. This is the third consecutive year that the test was conducted. The number of student redistered was 962 out of which 720 from 19 different colleges of Goa an-

swered the test. Each college topper



Image credit: Ms. Matina Liza Aguiar

will receive cash prize of Rs. 1000 with a certificate and the all Goa topper will receive a cash prize of Rs. 3000 and certificate. Others will receive a certificate Department.

It was volunteer by several NSS students and MA students of Economics and geography departments and volunteers were provided with refreshments. This test benefits the students for increasing their basic knowledge in the field of economics. It had been a great and new experience of supervising the test.

-Ms. Sneta Dhuri & Ms. Asvita Ashok Kambli

M.A. Economics

EDITORIAL

Warm greetings from the editorial team of the 4th newsletter for the academic year 2015-16. The month of december and January has been a cocktail of rigorous lectures and study related activities and various non-academic activities and events in and outside the college.study schedule. Preperetion is in full swing and all are looking forward to REVELATIONS, the annual event of the department.This issue presnt before you a glimpse of all the activities and latest updates regarding all the upcoming events.

As a regular practice We have Welcome the new year 2016 with fresh hope, challenges and aspiration to get better But keeping in mind the famous saying,"Those who fail to learn from history are doomed to repeat it" worth remembering the challeges left before us. To go ahead successfully. This issue has taken a look at the past year though the mirror of economics.

Enjoy reading and stay updated!

CORPORATE SOCIAL RESPONSIBILITY: AN EMERGING BUSINESS TOOL

Lizzie Braganza, SYBA

Corporate Social Responsibility (CSR) is a concept, which has become dominant in business reporting. term profits. This can be only achieved with an effective and sustainable CSR policy. Zuari Agro Chemicals Limited (ZACL) is one of the leading fertilizer conglomerates in India. Fertilizer being its main product and farmers being their main customers, ZACL has used some of its CSR activities to maintain a

good customer relationship gram. This program focuses on providing value-added services to the difference to society farmer. This CSR activity helps to bridge the gap between the farmers and

ZACL and Corporate Social Responsibility :

ZACL have a very diverse corporate social responsibility. Their focus is the farming communities wherein they have implemented diverse corporate social responsibility activities. ZACL have implemented an innovative CSR activity known as Jai Kisaan Sangam, Zuari's Customer Relationship Management (CRM) pro-

gram. This program focuses on providing value-added services to the difference to society farmer. This CSR activity helps to bridge the gap between the farmers and dealers indirectly through its various services such as soil testing, animal health, family health, agri-input marketing, and crop husbandry. CSR can also help as a marketing tool through customer relationship management program such as Jai Kisaan Sangam. The Jai Kisaan Sangam also covers services such as soil testing benefits the farmers in knowing the type of

**Top
10 eco-
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Chal-
lenges
The
world
economy
has faced
in 2015**

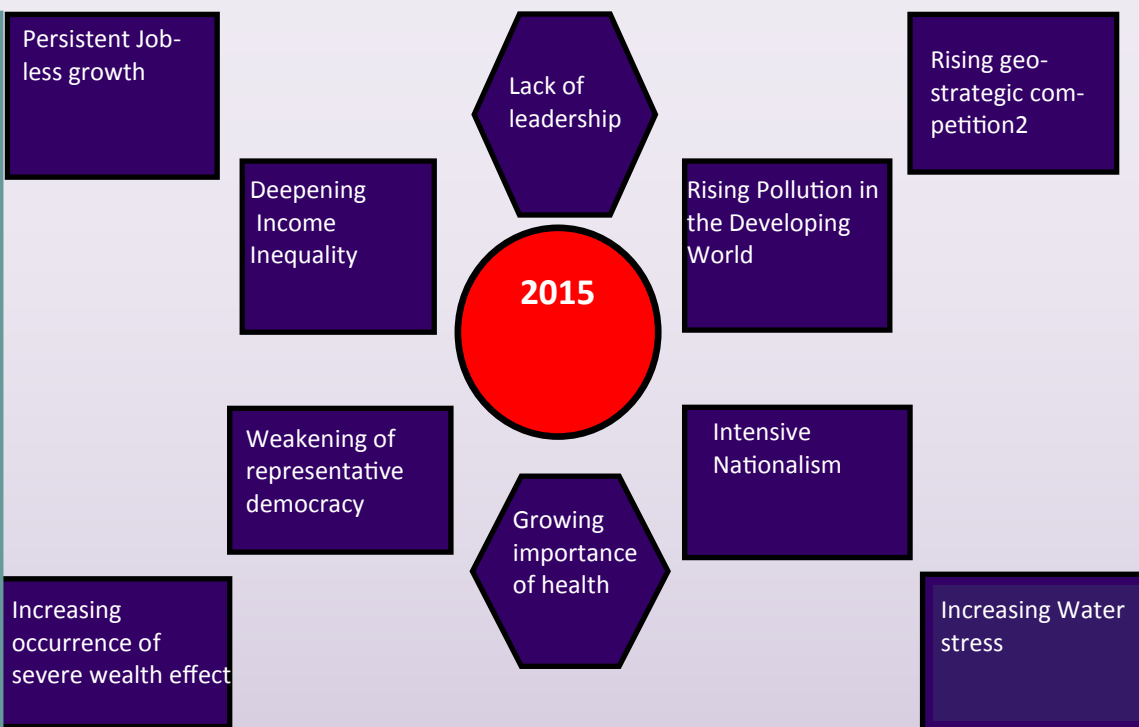


Illustration credit: Ms. Chaitali Bhowmick

Every year the World Economic Forum taps into the knowledge, observations and experiences of its Global Agenda Council Members, asking them to identify the issues that they believe will have the biggest impact on the world over the coming 12 to 18 months. The resulting insights, gathered with the help of the Survey on the Global Agenda, ultimately generate the Top 10 Trends. The above illustration is made based on the following report: <http://reports.weforum.org/outlook-global-agenda-2015/top-10-trends-of-2015/>

Continued from page 2.

fertilizers to be used but also helps ZACL to improve the quality of their fertilizers. This soil testing service helps ZACL to improve their product. So therefore, we can say that CSR activities can also be used as a marketing tool. It helps the company in the marketing of its products through constant interaction, which builds a close bond between ZACL and the farmers. This CSR activity helps in building customer loyalty and trust.

Besides the Jai Kisaan Sangam CSR activity, ZACL also undertakes nu-

merous welfare programs. Zuari seeks the help of numerous village sports clubs, youth associations and farmers clubs to conduct these activities. The Company extends financial support in the form of scholarships to meritorious students. ZACL was the first company to establish a zero effluent plant in the country. ZACL has also taken up cashew and orchid projects.

Business Benefits of Corporate Social Responsibility

CSR is believed to be a social investment. Spending on visible CSR activi-

ties is a cost means of achieving and sustaining a brand image. The various public welfare program implemented by ZACL have influenced the perception of the community in particular the farming community. This helps in the development of the reputation and the image of the firm. All these CSR activities have lead to customer loyalty that cannot be established overnight. Through JAI Kisaan Sangam they have developed a close bond with the farmers. CSR indirectly also helps in marketing and this in turn has helped in sales.

FACULTY ACHIEVEMENTS

Assistant Professor Rupali Tamuly published a paper (2015) 'Comparative Analysis of Educational status of Goa's Population Based on 2001 & 2011 Census' in the book 'Inclusive Growth: An Opportunity with Challenges', publication: K.D. COMPUTERS & GRAPHICS (Regd.) 91-9258921888 with ISBN : 978-93-5254-260-4 pg. no. 187-192. She also presented this paper at the National Seminar on 'Inclusive Growth: An Opportunity with Challenges' Sponsored by University Grants Commission, New Delhi, organized by Department of Economics, S.R.K. (P.G.) College, Firozabad on 12th & 13th December, 2015. She also chaired the session on "Human Development Index and Inclusive Development: an Alternative Approach". Sequiera Vernul Pres.

STUDENT'S ACHIEVEMENTS

- ♦ Ms. Braganza Lizzie (SYBA) presented a paper entitled "CSR (Corporate Social Responsibility) - An Emerging business tool Case Study of Zuari Agro Chemicals Limited" at the Two Day National Seminar on "MAKE IN INDIA- India as a Future Global Manufacturing Hub" sponsored by ICSSR organized by Department of Commerce, MES College Zuarinagar Goa on 22nd and 23rd January, 2016.
- ♦ Students of our department Won the second place overall in the ECO-FEST organized by the MES college on 9th and 10th of February.

congratulations to all of them for their achievements.

Disclaimer: Views & opinions expressed in this newsletter are of the contributors. The College & management is not responsible for the same..

EVENT UPDATES

On February 4th 2006, Students trained by Assistant Professor Rupali Tamuly participated in the Mock Paliamentment competition Organized by the Goa Legislative Assembly.

TYBA Economics student's Project Presentation held on February 6h, 2016.

Students from the Department of Economics took part in the 'ECOFEST' Organized by the MES college on February 9th and 10th.

UPCOMING EVENTS

Students under the Guidance of Ms. Chaitali Bhowmick and Ms. Samantha Coutinho are going to participate in the Social Science Debate on 'Make in India' organized by the college on February 17th, 2016.

REVELATIONS, the much awaited annual event of the department Friday, 19 th February, 2016

Board of Studies meeting on Saturday, February 20th, 2016

Interactive session with Mr. Fernando Monte D Silva, Assistant director of the Herald Publication on report writing or the SYBA students March 4th, 2016

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