



CHARUTAR VIDYA MANDAL'S
SEMCOM
 What We Think, Others Don't
 NAAC RE-ACCREDITED "A"

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DRIVE is Monthly e-Newsletter Published by CVM's SEMCOM.

- ◆ This e-newsletter deals in all aspects of Management, Commerce, Economics, Technology and Humanities.
- ◆ It is open for all students, alumni, teachers and professionals dealing with above stated areas
- ◆ All papers received by us will be published after the approval of our Editorial Team and Plagiarism Check

Content

Accounting Aura 3

My Voice 7

Strategies to Deliver Effective Presentation 9

Student Corner 11

VISION: To contribute to the societal enrichment through quality education, innovation and value augmentation.

MISSION: To build up a competitive edge amongst the students by fostering a stimulating learning environment.

DREAM: To establish a unique identity in the emerging global village.

GOALS:

- ◆ To focus on integral development of students.
- ◆ To offer courses and programs in tune with changing trends in the society as a whole.
- ◆ To update the curriculum as per the need of the business and industry.
- ◆ To create unique identity in the educational world at the national as well as international level.
- ◆ To institutionalize quality in imparting education.
- ◆ To incorporate innovations on a continuous basis in the entire process of education at institutional level.
- ◆ To create platform for the students for exhibiting their talent and for development of their potentials.
- ◆ To generate stimulating learning environment for students as well as teachers.
- ◆ To build cutting edge amongst the students to withstand and grow in the competitive environment at the global level.



Vibrant
 &
 Vivacious
 SEMCOM



“What We think, Others Don’t”.

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What We Think, Others Don't

From the Desk of Chief Editor

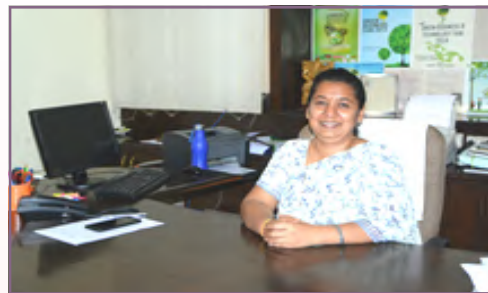
Dear Readers, Greetings !!

This issue in particular presents before you columns from SEMCOM teachers and students. The issue presents worth noting reflections on Union Budget—for the year 2020. Another article presents the view point on Movies and Cinema which are considered to be a better way for individual and societal expression— more creative as well. Cinema as a creative form of expression with entertainment value can be an excellent device to communicate about social issues and challenges. The another issue presents some essential strategies of making and delivering an effective presentation while giving a key of three Ps, viz., Preparation, Practice and Performance.

We are sure you will like this issue and hope for your continuous contribution.

Please send your comments, suggestions and contribution to: drive@semcom.ac.in

Dr. Waheeda Thomas



Accounting Aura

Dr. Khyati Patel

Sights on Union Budget 2020

Honorable Finance Minister, Government of India, while presenting the Union Budget 2020 itemized that her proposals are planned around the themes of 'Aspirational India', 'Economic Development', and a 'Caring Society'.

PROPOSALS REGARDING CHANGES IN DIRECT TAXES:**1) Corporate Tax:**

- Dividend Distribution Tax of 15% payable by corporations will not be payable for dividends declared after 31st March 2020.
- Condensed tax rate of 15% provided earlier for new industrial companies will now also be available to corporations involved in electricity generation.
- Companies availing the reduced tax rate of 15% will also be qualified for deduction in respect of any incomes from processing of biodegradable waste.
- Start-ups having turnover of up to INR 1000 million will now be eligible for 100% tax concessions in any three of ten years since commencement of business.
- Relief available to real estate companies engaged in construction of 'affordable housing' will be extended to projects approved up to 31.03.2021.
- Special tax regime applicable to listed Infrastructure Investment Trusts (InvITs) and Real Estate Investment Trusts (REITs) is proposed to be made available to unlisted Infrastructure Investment Trusts also.
- Income of Sovereign Wealth Funds fulfilling certain conditions from interest dividends and capital gains from investments in Infrastructure facilities in India will be exempt.

2) International Tax Issues:

- Definition of 'Resident' is being modified to treat Indian citizens who are not liable to tax in any other country by reason of domicile or residence or any other such criteria, as resident in India for tax drives.
- Meaning of 'significant economic presence' presented last year for defining 'business connection' of a non-resident in India is proposed to be revised.
- A modification is proposed to empower Government to enter into tax treaties with other nations to implement the Multilateral Convention signed by India under the BEPS program of OECD and G-20 countries. This will permit adjustment of existing treaties to plug opportunities of double non taxation, treaty shopping etc.
- Tax Board is proposed to be empowered to lay down Rules relating to profit attribution in respect of cases covered by Safe Harbor Rules and Advance Pricing Agreements.
- A new provision is being introduced in respect of e-commerce transactions. Under this 'e-commerce operators' will be required to deduct tax at source @1% of gross amount of sales and services facilitated or provided by them through their digital or electronic platform. This will however not apply to receipts from hosting advertisements and certain other services.

Accounting Aura

- Concessional rate of Withholding tax of 5% on interest payable to non-residents on long term borrowings for infrastructure bonds and to FIIs, QFIs on Government securities, is being extended to borrowings made up to 1st July 2023.
-
- Non-residents not having a Permanent Establishment (PE) in India who are in receipt of income from interest or dividend or Royalty or Fee for Technical services and in whose cases the due tax has been subtracted at source, will not be mandatory to file their returns of revenue in India.

3) Income Tax:

- A special optional tax regime is being announced for Individuals and HUFs under which they will be taxed at slab rates which are lesser than the normal slab rates but will have to waive various deductions and exemptions otherwise available to them.
- Cooperative Societies are also being given a choice to be assessed at lesser tax rate applicable to firms without availing special exemptions.
- Individuals earning ESOPs from Start-up companies will now be eligible to pay tax on the value of ESOPs at any time up to 48 months after the relevant year, or on exiting the employment, or on sale of the shares whichever is earlier.
- Contribution by employers towards Pension fund, etc. in excess of Rs. 7.50 lakh will now be taxable as salary in the case of the employee.
- Dividend income will now be taxable in the hands of shareholders at applicable slab rates
- Special deduction for interest up to Rs. 1.50 lakh on loans taken to acquire affordable housing is being extended to loans taken up to 31.03.2021.
- Non-corporate businesses with turnover up to Rs 50 million will not be required to have their accounts audited.
- Rate of TDS on provision of technical services (other than professional services) applicable under section 194J is being reduced from 10% to 2%.
- Tax Collected at Source (TCS) regime is being prolonged to foreign remittances and sale of overseas trip package.
- For calculating capital gains on sale of immovable assets difference of up to 10% between the sale price and stamp duty value of the property will be ignored.

4) Other Matters:

- Commodity Transaction Tax (CTT) is projected to be imposed on trading of commodity derivatives goods.
- Tax Board will be authorized to develop a Charter of statutory rights of taxpayers.
- Facilities of e-appeals for disposal of first appeals will be introduced.
- Charities will be required to furnish statement of donors above a specified amount and deduction to donees will be subject to verification from such statements.
- A scheme for reduction of litigation is proposed under which direct tax disputes pending before authorities up to Supreme Court will get abated on the taxpayer paying the disputed tax and the tax department foregoing the interest and penalty.

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REGARDING CHANGES IN INDIRECT TAXES:

1) Customs:

Rate movement in Basic Customs Duty ('BCD')

Increase in BCD	Reduction in BCD
<ul style="list-style-type: none"> • Vibrator motor / Ringer for use in manufacture of cellular mobile phones increased from NIL to 10% w.e.f. 1 April 2020. • Display assembly, touch panel / cover crystal assemble for use in manufacture of cellular mobile phones increased from NIL to 10% w.e.f. 1 October 2020. • Naphtha imported for generation of electric energy by a generating company now subject to BCD @ 4%. • Electronic motor automobiles to invite greater BCD for Completely Knocked Down ('CKD'), Semi Knocked Down ('SKD') and Completely Built Unit ('CBUs') w.e.f. 1 April 2020. • Toys from 20% to 60%. • Furniture from 20% to 25%. • Exception withdrawn on import of copper possessions used as raw materials for manufacturing of ITA goods, leading to levy of BCD. 	<ul style="list-style-type: none"> • Newsprints and uncoated paper used for printing newspapers and magazines reduced from 10% to 5%. • Bunker fuel from 10 % to NIL. • Calcanei petroleum reduced from 10% to 7.5%.

2) Defense Imports:

- Specified military goods imported by Defense Public Sector Units or other Public Sector Units in addition to Ministry of Defense / Defense forces into India exempt from the whole of the customs duty.

3) Social Welfare Surcharge ('SWS'):

- SWS exemption is applicable on commercial automobiles as well as electrical automobiles if imported as CBUs w.e.f. 1 April 2020.

4) Incentivizing 'Make in India':

- Imposition of Health Cess ('HC') w.e.f. 2 February 2020 on health apparatus imported under chapter heading 9018 to 9022.
- Exemption from HC on those goods which are exempt from BCD, imported under Free Trade Agreement ('FTA') and on inputs or parts used for manufacture of medical devices.
- HC to be computed on the same value on which customs duty is computed.

Accounting Aura

5) Legislative Changes:

- Power to prohibit import / export of possessions for controlling avoidance of damage to economy now extended to all goods in addition to gold and silver.
- Thorough procedure introduced under FTA / Preferential Trade Agreement with new Rules of Origin. Trade assistances may be denied in case importer fails to provide requisite information for verification.
- Facility of electric duty credit ledger to be announced in lieu of remission of duty / tax in lieu of exports. Duty credit could be used for offsetting customs duty compensation.

6) Anti-Dumping Duty ('ADD'):

- ADD revoked on Purified Terephthalic Acid ('PTA') including certain variants imported from China, Iran, Indonesia, Korea, Malaysia, Taiwan and Thailand.
- ADD rules made more comprehensive and wider to strengthen domestic market and introduce anti-circumvention measures.
- Amendments made in safeguard provisions relating to protection against surge in quantity of imports.

7) Excise Duty:

- Excise duty on Tobacco products increased with an increase in National Calamity Contingent Duty ('NCCD').

8) GST:

A) GST Compliances:

- Introduction of new simplified returns w.e.f. 1 April 2020.
- E - Invoicing proposed in a phased manner.

B) Retrospective Amendments:

- Reimbursement of compensation cess due to inverted duty structure on tobacco products is withdrawn for the period 1 July 2017- 30 September 2019.
- Provision for transition of input tax credit under existing law amended w.e.f. 1 July 2017.

C) Other Amendments:

- Penalty provisions protected for persons causing and benefitting fraudulent ailment of input tax credit.

My Voice

Sunil Chaudhary

Movies and Cinema are more than creative ways of expression.



Each nation undergoes transformation, be it in economic development, societal values, ethics, standard of living, technological development, global changes both economic and non-economic and their impact, change in natural environment and its impact etc. Cinema or Movies is considered to be the mirror of the society, as to some extent it reflects the dominant philosophy be it economic, business, political, and technological to mention a few prevailing at a point of time.

Cinema and sports are extremely popular among the masses across the globe. People interested in studying and understanding other culture(s) gets a help from cinema, as the analysis of movies do reflect the culture of particular nation at a point of time. Cinema and Movies though a business, do have influence among the masses, reflected by brand endorsements given to top-notch film stars and artists by the corporate.

Cinema as a creative form of expression with entertainment value can be an excellent device to communicate about social issues and challenges. Movie making is a large business opportunity, with revenues from selling music rights, satellite rights, digital rights etc., but also has the element of social responsibility. Movie's with entertainment value also communicate about the challenging issues before a particular society and global community, be it challenges of unemployment, poverty, illiteracy, environmental pollution, employment discrimination, industrial relations, marketing philosophy, leadership qualities, leadership methods, organizational behavior, social responsibility of business to mention a few.

Society and global community is undergoing transformation. There is an acceleration in the process of technological diffusion as the advanced technologies, product and service innovations be it in education, mobile technology, information and communication technology, robotics, solar technology, environment friendly sources of energy, medicines, organic farming to mention a few spread across the world.

My Voice

Such transformation in global economy do get reflected in movies, be it creating awareness about education, concept of women empowerment, working for the protection, conservation, maintenance and enhancement of natural environment etc. to mention a few.

Movies and Cinema being the reflection of art and culture prevailing in the particular society at a point of time do reflect the changes in the societal values over a period of time. Movies with educational and learning value can be used as an effective tool of teaching and learning. Movies can have edutainment value, and may successfully communicate about desired social messages be it pertaining to significance of education, health and hygiene, cleanliness, environment protection, afforestation etc. to mention a few in an effective manner.



In the era of information and communication technology, increasing digitalization of the global economy, movies and creative content like short movies, documentaries can be made with modest budgets and with higher creativity and can be easily disseminated to the either target market or mass market, depending upon the marketing and promotion strategy. Movie making is a business, is part of entertainment industry, but due to its social significance and impact must have an element of responsibility towards society and global community.

Strategies to Deliver Effective Presentation

Ms Foram Patel



Success of any presentation rests on three *Ps*, viz., *Preparation*, *Practice* and *Performance*. First stage includes preparation and practice. The second stage means applying the third *P* which stands for *Performance*. If a presenter has put enough efforts for preparation and in practice, the performance would definitely be impressive. However, there are a few things to be taken care of. They are discussed as under:

While Practicing the Presentation

- Do not read the script silently.
- Rehearse the presentation the way you wish it to be delivered – standing, aloud, and with the passion, pacing and movement you will actually use.
- Practice your speech aloud. Practice will help you clarify and modify your ideas.
- Make necessary changes as you practice
- Record your speech.
- Listen to the tone, pitch and speed of your voice. Make necessary correction wherever needed. Practice to appear natural and relaxed.
- Pause naturally as you would do in conversation.
- Visualize the probable problems and possible solutions.

Dos: While Delivering a Presentation

- Stand erect with legs slightly apart.
- Face audience confidently.
- Be loud enough, be slow and take pauses where necessary.
- Walk calmly.
- Patiently face the audience, but not more than two to three times.
- Try to be spontaneous by bringing in ideas and comments that are relevant to the situation.

- Ask occasional yes/no type questions to involve the audience.
- Look at your audience not at the visual aids.
- Do not hide behind the podium, until you are simply to read a script or speech.
- Maintain a positive eye-contact with audience.

**Don'ts: While Delivering a Presentation**

- Starting with an apology and/or offering excuse for not being well prepared.
- Running nervously back and forth all the time.
- Standing stiffly at one place all the time.
- Making lots of gesticulation.
- Fumbling the papers.
- Playing with the pen or pointer.
- Reading everything from the notes.
- Using non-words or expressions like *umm.....*, *uhh.....* . This shows lack of preparedness and comfort.
- Asking questions like 'OK', 'Right', or
 - ⇒ 'Did/Does that make sense?' (This implies that either you doubt your skill as presenter or the capacity of the audience to understand)
 - ⇒ 'What example can I give you here?' (This implies that you have not done enough preparation for the occasion. You are there to answer questions not to ask questions).
 - ⇒ 'Are you following?' (This implies that you are skeptical about your positive impression and patient attention of the audience).



Student Corner

Shruti Nair (BBA – GENERAL – Semester VI)

My Journey at SEMCOM

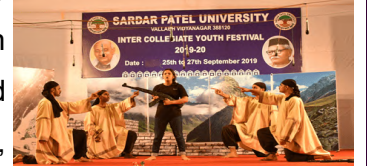


College life is a very important part of every individual's life. That was also the experience of my brother Sujith Nair who did his b.com from SEMCOM. He wanted me to join SEMCOM for BBA. I still remember the day when I joined this college I was little worried, confused, and tensed but as days passed by I could feel the support, motivation, love, and affection of my faculty members and friends. The several activities at SEMCOM like debate competition, BBIC, Green Business, Ad-making and many more all this together has shaped my personality as what i am today in front of you. I express my deep sense of gratitude towards my respected teachers for extending their helping hand for selecting the right path

These 3 years at SEMCOM were exciting, challenging, and invigorating. Yes some days were endless stream of emergencies and urgencies which came unannounced. Each giving scope to learn, question and to introspect and use to come up with innovative solutions. At the end I would like to say that I have only grown stronger and wiser

I assure that the inputs I received from SEMCOM will help me to set my own standards and I'll strive to reach them. I once again thank you all for giving me this opportunity to share my experience in front of you.

Thank you all!





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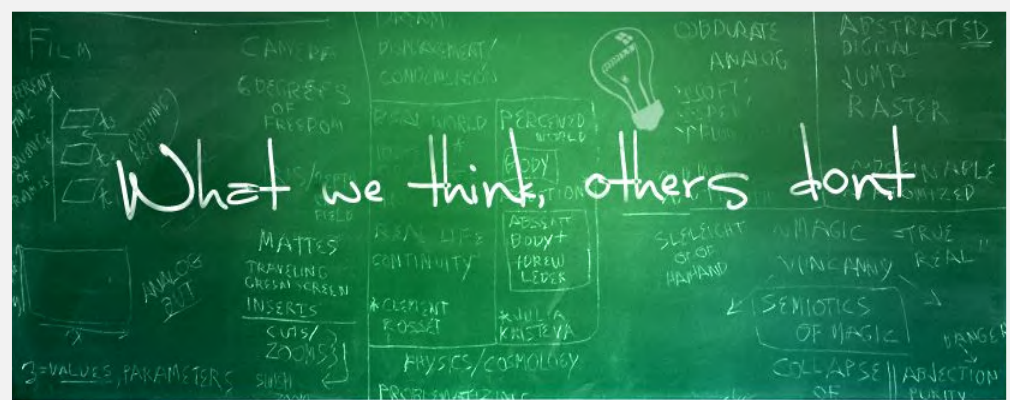
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1. Case Studies or Success Stories
2. FAQs (Subject, Process, student relation) / Instructions or How-To do
3. A Column (Expert's content)
4. A Survey Invitation – and Results infograph
5. Blog reviews
6. Industry News
8. Comments on Letter from the CEO, President, Founder, of a company.
10. Growth and Developmental Issues
11. Seasonal Advice
12. Announce Upcoming Events
13. Event Description
14. Checklists, Anything with Numbers and Statistical
15. Interview extracts of prominent personalities
16. Advanced Resources for business/ education
17. Product Reviews
18. Industry / Sector Predictions / Upcoming Trends
19. Quotations and your wisdom
20. Tips on environment protection/ Ecology conservation
21. Excerpts from Your Social Media
22. Anything on Sports World
23. Technological Advancements

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