



OCTOBER 2023
ISSUE NO 1

THE COMSOC TIMES

NO.1
VOLUME

IMPACT

G20 SUMMIT &
IT'S INFLUENCES

WHY ?

BIG TECH FIRMS
FIRING EMPLOYEES

MILESTONE

INDIA CROSSES
\$4B IN EXPORTS



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WHAT HAVE WE DONE THIS MONTH..

COMSOC KHALSA

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FUTURE OF FINANCE- UNWAVERING SUCCESS

The seminar featured Mr. Navneet Anand from Career Launcher. The event covered various types of MBA programs and their importance.

Mr. Anand highlighted the CAT exam and its sections' weightage, thus engaging the audience with puzzles.

He emphasized the factors considered by IIMs in the admission process. In conclusion, the seminar proved invaluable, offering comprehensive guidance and counseling for success in CAT and other management exams, equipping students with knowledge and strategies for competitive exams, and fostering a better understanding of the admission process and test preparation.

COLLABORATION WITH CAREER LAUNCHER- AN ENLIGHTENING SEMINAR

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WHAT HAVE WE DONE THIS MONTH..

COMSOC KHALSA

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ORIENTATION SESSION: BEGINNING OF A NEW JOURNEY

A new day dawned upon COMSOC as the newly recruited executive members were given a lovely welcome by our Cultural Head, Saumikk Arora. Our Co-ordinator, Dr. Harshdeep Kaur Ma'am shared valuable and knowledgeable insights to motivate the new executives followed by a word from our President- Kanan Jain, and Vice President- Ashwin Kaur.

The new executives were then given head-to-toe information about the rules and regulations of the society by the beloved Vice Secretary-Jayati Jain, and succeeded by the department heads giving an inside look into the functioning of their respective departments. A FAQ session was also held to take all queries of the new executives. However, the most memorable part of the whole session was the team bonding session where the core team and the recruits took part in fun games.

ENTREXPO 2023: A BOO-TASTIC SESSION

On October 26th, the Commerce Society hosted a speaker session with the name of EntrExpo where ideas met investment. COMSOC hosted two respectable guests: Mr. Ravish Kumar, a Venture Capitalist and Angel Investor who is also an alumnus of IIM Ahmedabad, and Mr. Vaibhav Kanwar, Founder and CEO of Clapbox and a proud Khalsite. Mr. Kumar shared his experiences at Google and his journey as an Angel Investor while he enthusiastically answered all of the audience's questions.

While our second guest, Mr. Kanwar talked about the role that SGTB Khalsa College played in his success. He shared how he scaled his business to new heights, his journey from CAT coaching to being invited as a guest speaker at IIMs. He emphasized that courage is the only essential quality. Since October was all about things spooky and keeping the session's Halloween theme in mind, there was a game and a photo booth in Jannat. The debut of EntrExpo surely concluded with a spooktacular bang.

SOCIAL MEDIA INFLUENCERS AND SPONSORSHIP: A POWERFUL DUO FOR COMMERCE SUCCESS - 1

INTRODUCTION

Have you ever wondered how certain businesses fly to success using social media platforms? Well, thanks to the dynamic duo of sponsorship and social media influencers. We live in a digital world where trends are constantly evolving and changing. The last decade saw the emergence of social media influencers who managed to become a domineering force in the domain of marketing and commerce.

The influence that they have had on consumer behavior is exceptional. With millions of followers across various platforms, they indeed possess the power to control the interests of the masses. Businesses use this upper hand of the influencers by collaborating with them through sponsorship thus, getting an opportunity to interact with a highly engaged audience. In this article, we shall be discussing this powerful duo and how their partnership can lead to commerce success.



THE RISE OF SOCIAL MEDIA AND SPONSORSHIP

Influencers have seen a dramatic increase in popularity over the past few years, and this is largely due to the relatable content they make. This relatability and trustworthiness create a level of engagement that is difficult to replicate through traditional advertising channels. Influencers come in a variety of categories, ranging from beauty and fashion experts to tech professionals, fitness experts, and travel adventurers, allowing brands to partner with those whose audiences match their target demographic, thus making influencer marketing more targeted and successful.

Sponsorship is when a brand works with an influencer to give them exposure and promotion in exchange for money or products. It can be anything from sponsored posts to unboxing videos or giveaways. The key to sponsorship is for the influencer to make sure their content reflects the brand's message and product. One of the great things about sponsoring an influencer is that it gives brands access to their followers, which can be in the hundreds or even millions of people. This means more people will see your brand, which means more sales.

SOCIAL MEDIA INFLUENCERS AND SPONSORSHIP: A POWERFUL DUO FOR COMMERCE SUCCESS - 2



WHAT'S THE CONNECTION BETWEEN INFLUENCERS AND SPONSORSHIP AND HOW DO YOU MEASURE SUCCESS?

When it comes to influencer marketing and sponsored content, there's a certain magic that happens. It's the authenticity and trust that influencers have built with their followers that makes sponsored content feel more like a friend recommending a friend's product, rather than like an ad. Influencers are also experts in their field. Their deep knowledge and enthusiasm for the product or service they're promoting lend credibility to what they're recommending. A fitness influencer's recommendation of a protein shake, for example, carries weight. People follow you because they love what you're doing and want to hear what you have to say. Integrating a brand into your content in a seamless way can have a long-lasting impact on your audience.

You can measure the success of your influencer marketing by looking at things like how many people like your content, how many people comment, and how much money you make. Plus, lots of influencers offer discount codes to their followers, so brands can keep track of how successful their partnership is. If you want to be successful in influencer marketing, it's not just about making money right away. It's about making sure your brand or product is seen and remembered for a long time. When influencers endorse your brand or product over and over again, it helps to reinforce the message and make a lasting impression on your followers.

CONCLUSION

The relationship between social media influencers with regard to sponsorships has redefined the marketing industry. It uses the relatability and reach of influencers to promote products and services in a way that traditional advertising simply can't replicate. This powerful duo has become a driving force in commerce success, making influencer marketing a strategy that brands cannot afford to overlook.

THE ROLE OF ARTIFICIAL INTELLIGENCE IN REVOLUTIONIZING MARKETING CAMPAIGNS- 1

Human beings have evolved into a highly progressive species with a vast knowledge of various strata. They hold an enormous potential for abstraction, creativity, and reasoning. With this immense amount of intellect, they passed on this herculean capacity to machines by developing Artificial Intelligence (or AI). AI is a simulation of human intelligence that can mimic or even surpass human mental capabilities. It is a field of computer science that focuses on creating smart computers that can carry out tasks that normally need human intervention, like problem-solving, decision-making, data-driven learning, forecasting, etc. It has changed the way we live and work.

MARKETING: THE ART OF STORYTELLING

Marketing is one of the most vital components that decide the future of the brand. A strong and attractive marketing campaign makes all the difference. From Nike's 'Just Do It' Swoosh to Amul's 'The Taste Of India', campaigns are not just about advertisements but the art of storytelling.

They provide an opportunity to leave an everlasting impact on the consumers, build customer loyalty, and ultimately, boost the revenue massively.



AI-POWERED MARKETING: A PATH TO UNPRECEDENTED GROWTH

In the dynamic realm of marketing, the fusion of artificial intelligence (AI) is creating an unstoppable business model. AI not only captures real-time user data but also empowers marketers to utilize it in remarkable ways- from reducing risks to enhancing speed, customer satisfaction, and revenue growth.

Moreover, according to a report, 45% of the total economic gains by 2030 will come from product enhancements which will eventually stimulate consumer demand. This is solely because AI will drive greater product variety, with greater personalization and marketing campaigns like never before.

THE ROLE OF ARTIFICIAL INTELLIGENCE IN REVOLUTIONIZING MARKETING CAMPAIGNS- 2

5 INSTANCES WHEN BRANDS USED ARTIFICIAL INTELLIGENCE TO ENHANCE THEIR MARKETING CAMPAIGNS



1. Spotify, a music giant that harnesses AI to gather real-time user data and craft personalized playlists. This personalized touch deepens the customer-company relationship, fostering loyalty and engagement beyond mere transactions.

2. Zomato, a food delivery leader, employs a comprehensive chatbot experience to aid customers with orders, refunds, and feedback, providing round-the-clock support and boosting customer satisfaction and operational efficiency.

3. MasterCard Payment Gateway Services (MPGS), during the global pandemic, faced challenges and competitive threats. They turned to Crayon, an AI-powered platform, for competitor insights and threat prediction. Crayon not only ensured seamless service but also empowered MPGS to navigate the competitive landscape strategically.

4. Netflix, the leading OTT platform in the world uses AI rigorously to monitor and analyse user's viewing habits and preferences. This data is used by them to provide personalized recommendations to the user which increases their customer engagement and retention.

5. Amazon, the biggest shopping platform uses AI-driven data to track and observe user's behaviour and suggests products based on their browsing and purchasing history. This has played a vital role in boosting the company's sales in recent years.

CONCLUSION

In sum, the synergy of AI and marketing is reshaping the digital marketing landscape, creating personalized, dynamic experiences. Whether it's Spotify's playlists, Zomato's chatbot, or Netflix's personalized recommendation system, AI is the driving force behind marketing success stories. The future promises endless possibilities, as AI continues to redefine marketing and customer engagement.

AI STARTUP AIMS TO GIVE VOICE ACTORS A "DIGITAL TWIN" - 1

INTRODUCTION

"The development of full artificial intelligence could spell the end of the human race." - Stephen Hawking .

This quote is rooted in the idea that as AI continues to progress and evolve, it may reach a point where it surpasses human capabilities and becomes truly autonomous. At this stage, technology could make decisions and take actions independently, potentially rendering human control obsolete. In an age where technology is rapidly reshaping many professions and industries, AI software is making strides that may revolutionize the world of voice artists as well. While it's important to recognize the invaluable contributions of human voice artists, we simply cannot ignore the potential of artificial intelligence to disrupt and transform this field.



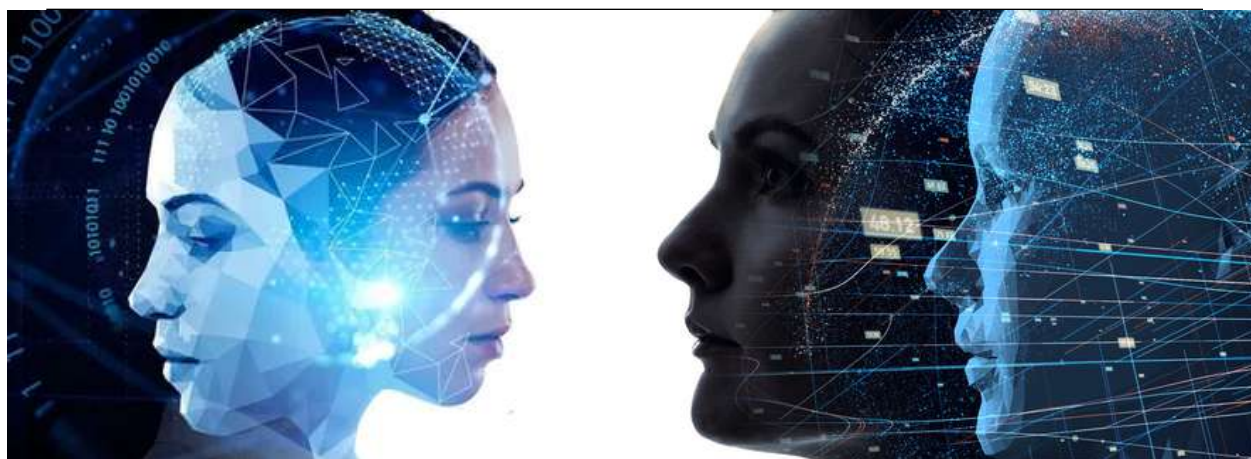
Voice actors are the unseen heroes behind our animated characters, video game protagonists, and commercial narrators. However, their work can be physically demanding, often leading to voice strain and limited availability. The AI startup's solution aims to mitigate these challenges. AI software has made remarkable advancements in voice synthesis. It can analyze and replicate human speech patterns, accents, and emotions with great accuracy.

AI STARTUP AIMS TO GIVE VOICE ACTORS A "DIGITAL TWIN" - 2

AI STARTUP AIMS TO GIVE VOICE ACTORS A "DIGITAL TWIN"

As a result, we are witnessing a significant shift in how voiceovers and narration work are produced, leading to the possibility that AI software could, in time, take over many aspects of the voice artist industry completely. The possibility of AI software completely taking over voice artists is because of various advantages it offers like cost efficiency, voiceovers, customization, and internationalization which is the ability of AI softwares to translate content into multiple languages. This would lead to the creation of a digital twin of the voice artists.

The concept of a "digital twin" involves creating a digital replica of the artist's performances, adapting to various roles, and even covering for them in cases of unavailability or vocal fatigue. Moreover, it would help in maintaining consistency in character voices, even when the original actor is unavailable, and reduce production time and costs. Despite several advantages, AI being a digital twin comes with several challenges. AI-generated voices may sound too polished and perfect, which can be a drawback in many situations where a more natural or imperfect voice is desired. The AI-generated voices would lack an emotional touch and authenticity which is important to connect with the audience. In conclusion, while AI digital twins for voice artists offer significant advantages, they also pose challenges related to authenticity, adaptability, and ethical considerations which should be kept in mind before implementing the actual use of AI software.



IMPACT OF THE G20 SUMMIT ON THE INDIAN ECONOMY - 1

ABOUT G20 SUMMIT, 2023

The group of 20 or more famously known as the G20 summit, is a premier international economic forum. It was formed in 1999 and consists of a collection of the world's twenty-largest economies to address major issues related to the global economy, such as international financial stability, climate change mitigation, and sustainable development.

This year, the presidency of the annual G20 summit was with India and it was hosted by Sh. Narendra Modi from 9th September to 10th September 2023. As multidimensional the success of the presidency was, the economic advantages India benefited from were as multi-faceted. The flow of foreign exchange has been the major driver of the economic benefit India accumulated during the days of the G20 summit. The summit also helped pave the way for foreign investment dialogue between the government and businesses. This helped in speeding negotiations for ease of doing business, development of infrastructure, and skilled manpower in the business sphere between India and other member countries. Ongoing negotiations for a Free Trade Agreement for India in the UK and EU would help in easier access to those markets by Indian companies. Such collaborations in foreign investment also help in the creation of job opportunities for the Indian citizen. Along with putting stress on the industrial growth strategies for the economies of the Global South,

India, at the same time positioned itself as an appealing manufacturing hub. The timing of its presidency helped India to exercise greater influence on global policies and the economic sector. Not only that, advocating for the Global South and its policies will benefit the country in the long run by improving diplomatic and future economic collaborations with African countries.

India also saw a significant increase in tourism.



IMPACT OF THE G20 SUMMIT ON THE INDIAN ECONOMY - 2

WHAT DID THE SUMMIT DO?

The summit attracted global attention and enhanced India's image as a favorable destination for business and tourism. An increase in tourism led to a direct boost in infrastructure development, transportation, and accommodation facilities. The rise in media coverage during G20 meetings contributed to the cultural and tourist aspects of the country, making it more attractive to international tourists.

The inclusion of Micro, Small, and Medium Enterprises in deliberations during the summit promotes inclusive economic growth in the country. It also helps in employment generation as enterprises like these are more labor-intensive than capital focused. Access to credit and financial resources is a challenge for small businesses and has also seen a significant easement in the availability of finance as well as the procedures for loans.

To sum it up, the G20 summit has given India a much needed push towards economic development and prosperity. The 18th summit was a culmination of benefits for all sections of the economy- job creation for the working sector, increased turnover for the tourism sector, easier trade outflow and a blasting success.



NEWS SECTION



India crosses \$4 Billion milestone in exports

India's exporters are on a roll. They've just crossed the \$400 billion mark for the first time ever, and they're not stopping there. The government's 'Make in India' initiative is giving them a boost, and they're constantly innovating and improving their products to meet the demands of overseas customers.

The crossing of the \$4 billion export milestone is a sign that Indian goods and services are competitive in global markets and that Indian exporters are capable of meeting the demands of overseas customers. If this trend continues, India is well on its way to achieving its target of \$1 trillion in merchandise exports by 2025.

India to work on resource mobilization with IMF

Nirmala Sitharaman, who is the current Financial Minister of India expressed India's interest in encouraging resource mobilisation with other developing nations of the world. During the September G20 summit in New Delhi, the New Delhi Leader's Declaration urged the IMF and the World Bank along with other financial institutes to enhance domestic resource mobilization among EMDEs (Emerging Markets and Developing Economies).



Why big firms are firing employees

It seems like people are losing jobs left, right and center and it looks like the main culprit is the tech sector. The economic downturn is hanging like an axe over the tech giants around the world. And companies turn to layoffs as a survival method to cut costs when revenue and profits get leaner.

Over-hiring during the pandemic is also a major contributor to this mayhem. The demand and supply scale is heavily tilted.

However, some see this as the tech industry maturing after rapid growth. Even though there have been several layoffs in the tech and media industries, other labor markets have been steady. Will layoffs spread into other industries? Only time will tell.



NEWS SECTION

Colony of colonizers in turbulence

The annual rate of inflation peaked at 11.1% in October 2022, a 41-year high, thereafter, easing down to 6.7% in September 2023. The COVID-19 pandemic and widespread lockdowns spurred the demand for consumer goods globally and disrupted the supply chain of goods. Along with that Russia's war with Ukraine in 2022 escalated energy and food prices globally. Despite the efforts of the Bank of England to curb inflation, the prices of goods and services have been rising. Although in a declining trend, the International Monetary Fund (IMF) predicted that the UK will have the highest inflation rates of any G7 economy in both 2023 and 2024.

the TA-35 index, totally took a nosedive on Sunday, dropping a whopping 7.6 percent. And as if that's not enough, even Saudi Arabia's stock market, the Tadawul All Share Index, dipped by 1.3 percent. Stock markets in Kuwait, Qatar, Oman, and Bahrain all took a hit and went on a little downward adventure. But here is a twist- if Iran, which supports Hamas, gets involved, it could send oil prices soaring and shake up the market, warns Dr. V K Vijayakumar from Geojit Financial Services. The whole uncertainty thing about this conflict can scare off foreign investors and mess with trade further affecting the market. In a volatile global economic landscape, the Middle East Drama adds an extra layer of unpredictability.

Middle East Market Mayhem: Israel-Gaza War

Things went haywire in the Middle East stock markets! So, after Israel went head-to-head with Hamas, the markets there basically went 'whoosh' in the wrong direction. They opened way lower after the surprise attack. In the Middle East, Israel's main stock market



World Bank's 2023 Recession Warning Supported by Key Signs

The World Bank's 2023 recession warning holds weight due to several compelling indicators. Consumer sentiment indicates a 69% probability of the U.S. entering a recession, which often foreshadows global downturns. A significant 19.9% year-over-year rise in permanent job losses is a sign of economic distress. A crucial marker, GDP's quarterly performance, could validate the warning if it turns negative. Additionally, housing, a reliable leading indicator, is showing signs of slowing down, historically preceding U.S. recessions. Additionally, bankruptcies are at their highest since 2010, except for the pandemic year. Banks are tightening lending standards, a move typically seen before a recession. These factors collectively support the World Bank's caution about an impending and potentially challenging economic period in 2023.



VOTE OF THANKS



As we come to the end of our newsletter, we are filled with gratitude for the incredible journey we have embarked on together. It is with immense pleasure that we extend our heartfelt thanks to our dedicated staff, esteemed faculty, and our vibrant members, whose unwavering support and enthusiasm have been the driving force behind our accomplishments.

We really hope that this newsletter has provided you with the utmost valuable insights and updates on the things that are happening in our community and the world around. We encourage you to stay engaged, participate and contribute towards the society with your unique perspectives and opinions. We value your involvement and we are deeply appreciative of it.



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Thank you for reading!

*Hope you enjoyed the content.
Stay tuned for the next edition!*

For More info



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