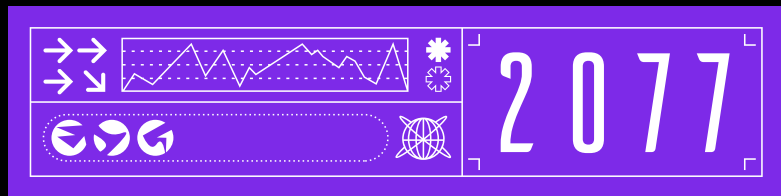




2022-2023



CATALYST

ACADEMIC NEWSLETTER
2022-2023



Department of Corporate
Secretaryship
Loyola College, Chennai - 34



EDITORIAL



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Our Newsletter is a small effort to prevent us from being catalysts at our own cost.



Message from **CO-ORDINATOR**

Greetings dear Readers! It gives me immense joy to reach out to you, through this department student initiative "Catalyst" e-magazine.

Let me express my heartfelt gratitude to the entire team for designing the magazine in such a stunning manner on such short notice.

A special word of appreciation to Prof. Narayanan and Prof. Stanis Avinash for coordinating with the student community and ensuring that the third version of this wonderful magazine sees the light of day.

This series of catalyst focuses on enhancing the readers in becoming a catalyst there by helping them in backing themselves for the anticipated future, making them a versatile being in the corporate world to inspire the coming generation. It is essential for today's youth to understand and learn the basics of existing and new developments in the field of technology and it's relation with companies and their working.

Catalyst 3.0 had the vision '2077' keeping this in mind. I hope that this newsletter acts as a catalyst in the journey of each and every student of the Department of Corporate Secretaryship.



**Co-ordinator,
Department of Corporate Secretaryship,
Loyola College**





ST.

IGNATIUS

LOYOLA

"ACT AS IF
EVERYTHING
DEPENDDED ON YOU;
TRUST AS IF
EVERYTHING
DEPENDDED ON GOD"



🔍 top 10 AI questions



1. What is Artificial Intelligence?

Artificial Intelligence is the field of computer science concerned with building intelligent machines or computer systems, capable of simulating human intelligence.

2. What are some real-life applications of Artificial Intelligence?

- Social Media
- Personalized online shopping
- Agriculture: Technologies
- Smart cars

3. What is the future of Artificial Intelligence?

Artificial Intelligence has affected many humans and almost every industry, and it is expected to continue to do so.

4. Can AI be implanted in humans

A major technological advancement has made it possible to implant AI chips inside the human brain.

5. How artificial intelligence is misused?

The fact is that AI systems can always be misused by criminals, state organizations or economic competitors for dishonest purposes - be it to conduct espionage, spread false information or monitor people.



[6. Can artificial intelligence be wrong?](#)

Artificial intelligence sometimes behaves differently than expected or even desired. Several real-life stories prove that it's not just humans who can be wrong. Mistakes caused by artificial intelligence algorithms can have dangerous consequences.

[7. Why do people fear AI?](#)

Humans are territorial in nature, meaning we like to feel in control in order to feel safe. If something is unknown to us, and therefore outside of our control, like AI, then we fear it.

[8. Does Elon Musk use artificial intelligence?](#)

As it turns out, Musk has ties to Open AI, including as an original backer, and has been involved in both supporting artificial intelligence and warning about its dangers.

[9. Can AI have emotions?](#)

Machines designed to have intelligence do not have emotions

[10. Who is the No 1 artificial intelligence in the world?](#)

Google Cloud Machine Learning Engine



India

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REDUCING RESOURCE CONSUMPTION THROUGH FASHION'S CIRCULAR ECONOMY



A circular economy refers to moving away from the world's current and enormously wasteful economic model of 'take, make, throw away', in which resources are extracted, turned into products, used, and discarded. The circular economy does away with the conventional "take-make-waste" model and mandates that the industry finish the loop on production, including ethical manufacturing, use, and end-of-life for every item of clothing. This current unsustainable economic model is resulting in mountains of barely worn garments thrown away.



The circular economy shifts from a linear production process which eliminates waste and pollution. It guarantees that both the finished goods and the ingredients used to manufacture them can be utilised repeatedly.

The future of fashion is circular

Our ecology is significantly impacted by the fashion Industry and "fast" fashion in particular. A circular economy strategy has the potential to revolutionise the fashion industry by improving customer-facing goods and services and fostering a more creative and morally upstanding fashion sector. New sustainable materials have emerged, circular design principles have been incorporated, and take-back and material recycling schemes have become more conspicuous. International fashion companies have made commitments to circularity, and some countries are drafting legislation to hasten the adoption of the concept.

The results of our research into augmented and virtual reality's impact on the fashion industry's "remodelling" were quite unexpected. In the near future, technology will be able to guarantee an ethical and sustainable supply chain that will enable fashion to be produced locally using locally sourced materials like wood, fish skins, and mushrooms.





What is the importance of circularity in fashion?

Circular fashion seeks to reduce production waste while simultaneously encouraging consumers to buy less. So, fundamentally, fewer purchases result in fewer items in landfills. Clothing and textiles make up a significant portion of the global economy and are an essential component of daily living.



5 ways the circular economy can transform our fashion habits include:

1. Your subsequent clothing will be rented (while knowing its resale value)
2. Oversupply-related sales will be less common.
3. You'll fix things when hems fall off and zippers malfunction.
4. You'll put on more brand-new garments made of recycled materials.
5. Your jeans will get a redesign.

BLACKROCK INC'S

MONOPOLISTIC JURISDICTION OVER THE
GLOBAL ECONOMY AND FINANCE

BlackRock inc. has found its way into the deeply rooted world of Finance, established its dominance over many Key markets, and is indirectly responsible for every major financial decision across the global economy. But how is it managing to impact the entire economy globally at the same go? Where is their power rooted from?

BlackRock's power is embedded in its massive size and reach. With trillions of dollars in assets under management, the company has investments in virtually every major market and industry around the globe. It has a presence in over 100 countries, and its clients include governments, corporations, pension funds, and individual investors.

BLACKROCK

“

BlackRock's influence on the global economy can be seen in several ways. For one, the company's broad reach gives it the ability to move markets. When BlackRock buys or sells assets, it can significantly impact its prices, which in turn can affect the economy.

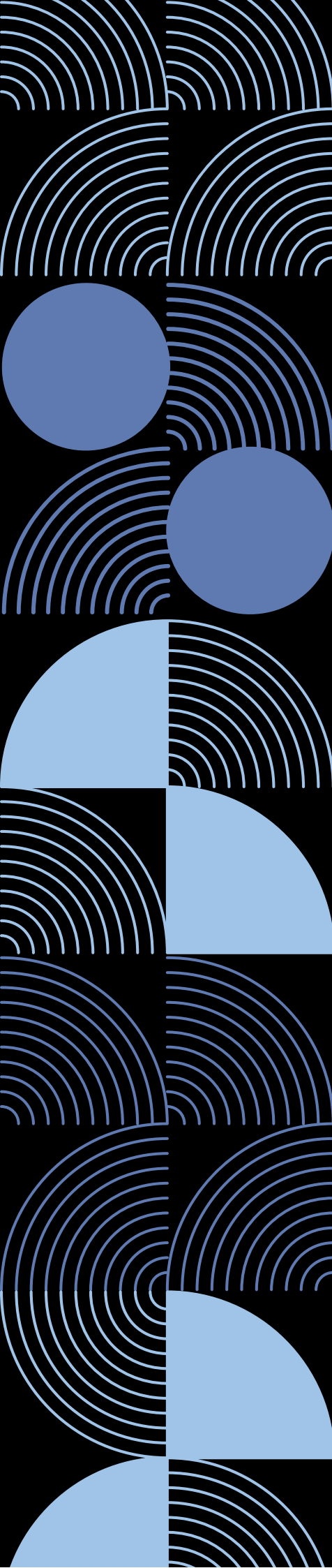
BlackRock's power also gives it significant sway over the policies of governments and central banks. The company has a team of economists and strategists who analyse and criticize economic trends and advise policymakers on their implications. BlackRock's influence can be seen in the fact that its executives are frequently consulted by governments and central banks around the world.



BlackRock's supreme jurisdiction over world finance and the economy is a reflection of the company's massive reach and influence. While some critics raise concerns about the risks of such dominance, BlackRock remains a key major force in the global financial society, with significant influence over economic policy and market trends. It will continue to be a key player in shaping the direction of the world economy in the years to come.

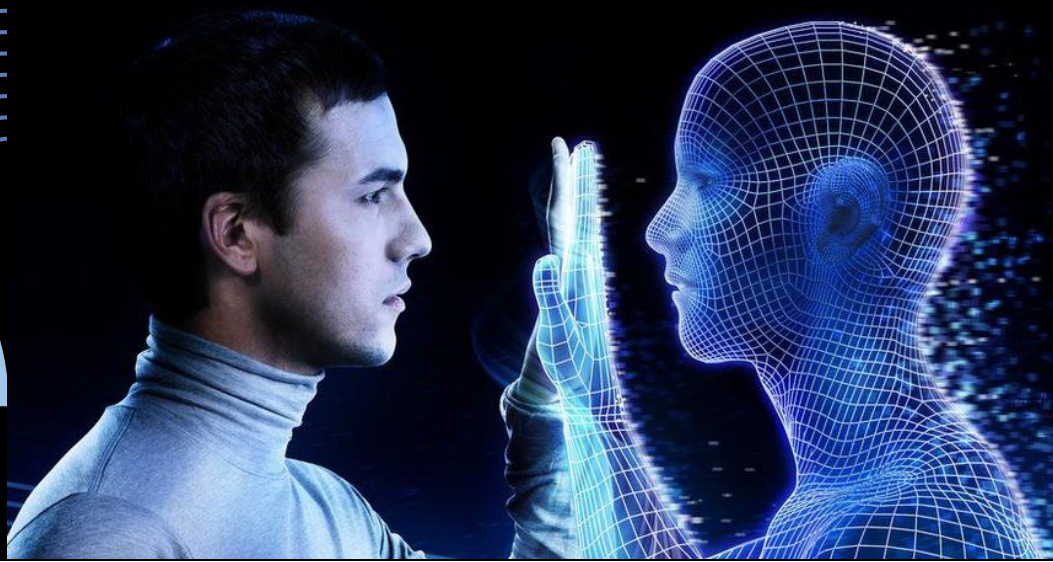
DIGITAL TWIN

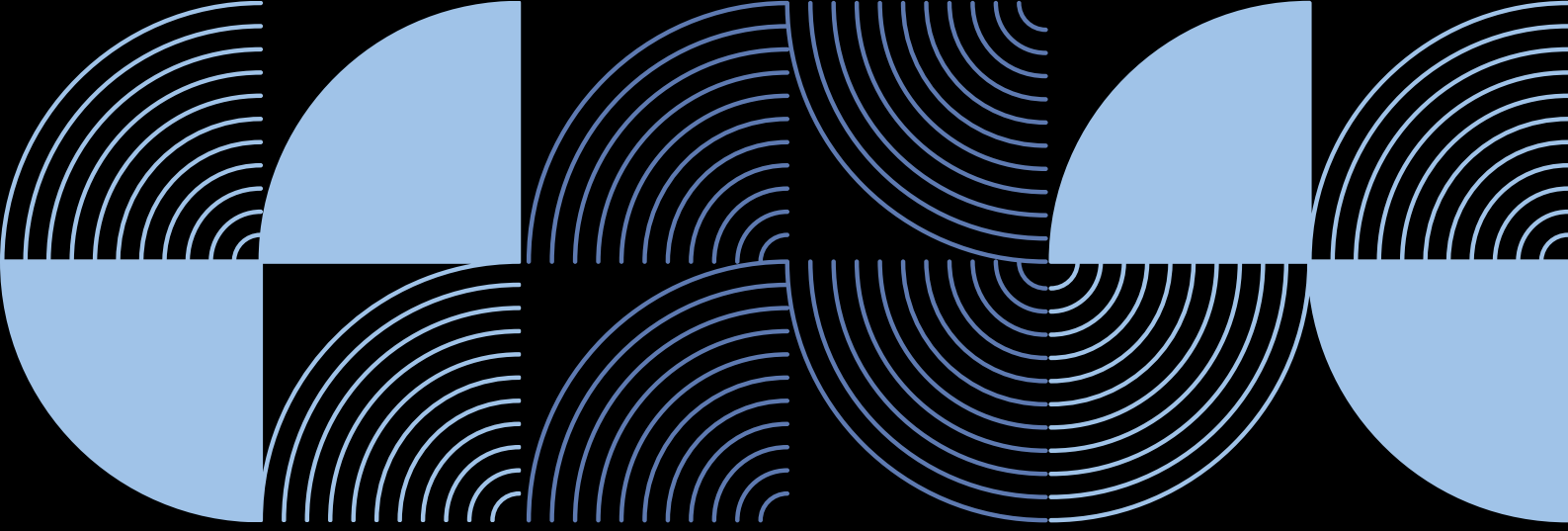
FROM ONE TWIN TO THE ENTERPRISE
METAVERSE



Companies can begin the journey by starting with just one digital twin that has a data product at its core, evolving it over time to provide increasingly powerful predictive capabilities. They can then move on to interconnecting multiple digital twins to unlock even more use cases and, finally, layer on the additional technologies required to transform this network of digital twins into the enterprise metaverse.

There are many different definitions of digital twins, so it's important to start by answering this question. In this article, digital twin as a virtual representation of a physical asset, person, or process. The twin comprises data collected from multiple sources, a layer of behavioral insights derived from the data, and visualizations. But a simple 3-D visualization or stand-alone simulation would not be considered a digital twin. Multiple AI use cases, “what if” simulations, and additional visualizations can be built on top of it.





As an example, a digital twin could provide a 360-degree view of customers, including all the details that a company's business units and systems collect about them—for example, online and in-store purchasing behavior, demographic information, payment methods, and interactions with customer service. It would also generate insights derived from the data, such as the average length of a customer service call. AI use cases leveraging the twin could include customer churn propensity models or a basket of the next products a customer would be likely to buy.

MS. NIVEDDA MK
ASSISTANT PROFESSOR

Transforming the digital-twin network into the enterprise metaverse

As organizations begin to connect these multiple twins of different business domains, functions, and operational ecosystems, the enterprise metaverse could start to take shape. A retailer, for instance, could connect the digital twin of its retail store to digital twins of its warehouses, supply chain, call center, and more until every part of the organization was replicated, sharing insights, simulating scenarios, and enabling automation and AI use cases.

As implementations mature, leaders will want to shift from simply replicating what exists today to digitally reengineering entire processes and experiences, saving precious time and resources in the end. Say, for example, that customers don't enjoy the checkout experience or that engineers struggle with existing product design processes. The enterprise metaverse offers an opportunity to reinvent these experiences and processes in a digital context to achieve even better outcomes rather than replicate the existing experiences and processes.

PORSCHE'S E-FUEL



WHEN ALL AUTOMAKERS WERE SCRATCHING THEIR HEADS OVER POTENTIAL FUTURE MODELS, PORSCHE MADE A DARING MOVE.

**NITEESH KUMAR
22 - UBC - 158**



What is eFuel?

The abbreviation "eFuel" stands for "electrofuel," a synthetic fuel produced from renewable energy sources. As it shares a chemical composition with gasoline and diesel, it can be utilised in existing internal combustion engines without needing to be modified. As opposed to electric vehicles, which necessitate new infrastructure and a substantial investment in battery technology, this makes it an appealing substitute.

The entire process is carbon-neutral, which means it does not add any additional carbon dioxide to the atmosphere. In fact, eFuel can actually reduce carbon emissions when used in existing internal combustion engines. This is because the production of eFuel requires renewable energy, which has a much lower carbon footprint than traditional fossil fuels.

Introduction

For more than 70 years, Porsche, a renowned German carmaker, has led the way in automotive innovation. They have become one of the most well-respected names in the automobile sector thanks to their focus on performance, design, and engineering expertise. With their most recent invention, eFuel, Porsche is currently making headlines once more.



Why is eFuel important?

eFuel has the potential to revolutionize the automotive industry by offering a sustainable alternative to gasoline and diesel. It can be used in existing internal combustion engines, which means it can have an immediate impact on reducing carbon emissions. This is especially important in regions where electric vehicle infrastructure is not yet fully developed.

eFuel also offers a solution for vintage and classic cars, which cannot be easily converted to electric power. These cars have a significant cultural and historical value, and eFuel can allow them to continue to be used and enjoyed without contributing to climate change.

Porsche has stated that their ultimate goal is to make eFuel available to all car manufacturers. This would allow the entire automotive industry to make a significant impact on reducing carbon emissions, without requiring a massive investment in electric vehicle infrastructure.



Conclusion

Porsche's eFuel is an exciting development in the automotive industry. It offers a sustainable alternative to traditional fossil fuels, without requiring a significant investment in new technology. eFuel can be used in existing internal combustion engines, which means it can have an immediate impact on reducing carbon emissions. If Porsche can successfully make eFuel available to all car manufacturers, it could have a significant impact on the future of the automotive industry and our planet.





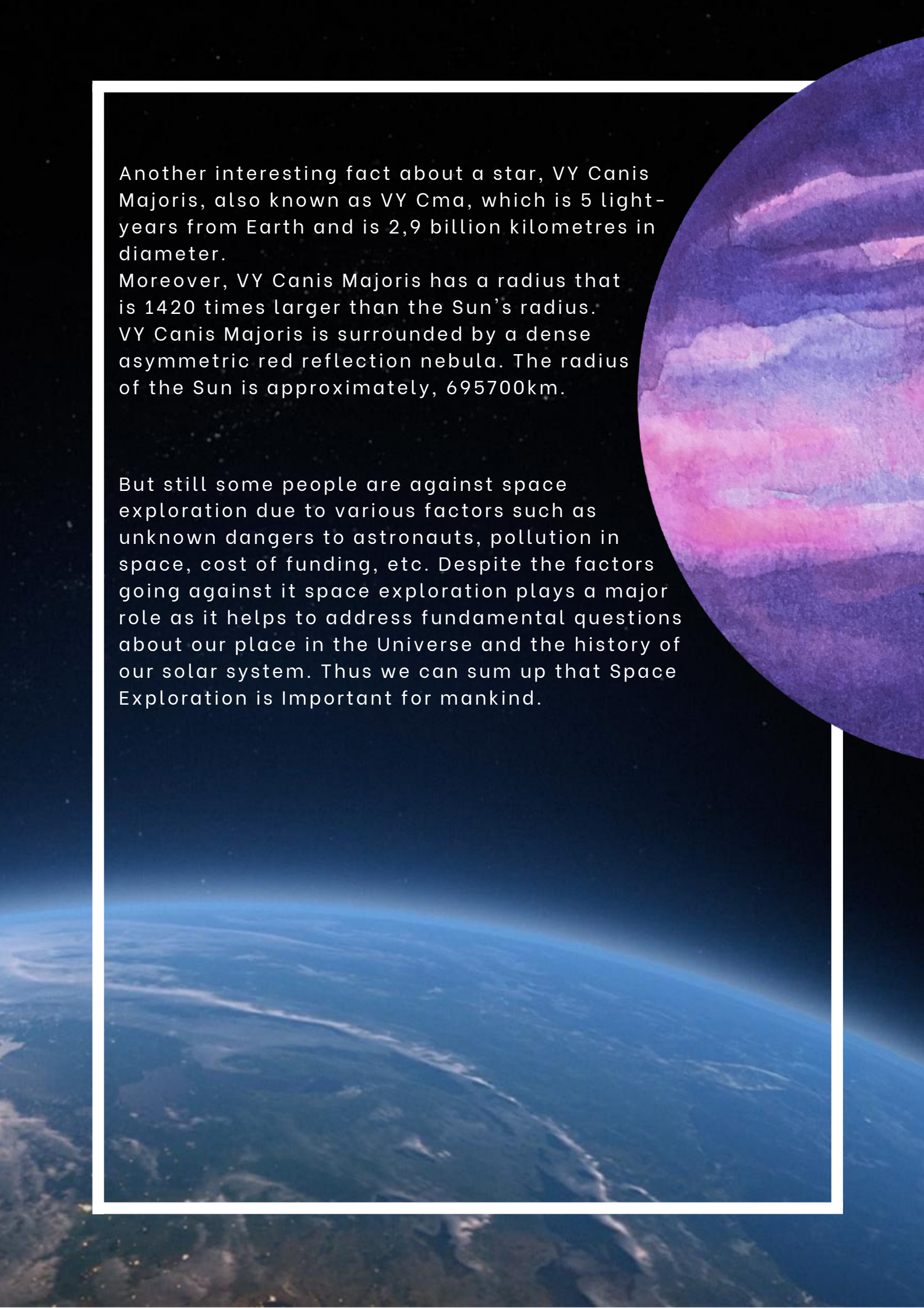
IS SPACE EXPLORATION IMPORTANT FOR MANKIND

FARMZ (22-UBC-276)

What is Space exploration?

Space exploration refers to the investigation and discovery of space beyond Earth's atmosphere, including the study of planets, stars, galaxies, and other celestial bodies. It involves sending manned or unmanned spacecraft into space to collect data and conduct experiments, as well as launching satellites and space telescopes to observe the universe from afar.

Did you know the Earth is not the only planet that is habitable by human species? Yes, there are 33 extrasolar planets known to the mankind yet. Some of them are keplar-186f, TOI-700d, kepler-20e, etc. And it was possible for us to know about their existence only through space exploration. One planet, roughly the size of Earth, called Proxima b, orbits the star Proxima Centauri once every 11 days on Earth. That puts Proxima b in the star's "habitable zone," the just-right range of orbital distances where liquid water could exist on a world's surface. Proxima b was spotted in 2016.



Another interesting fact about a star, VY Canis Majoris, also known as VY Cma, which is 5 light-years from Earth and is 2,9 billion kilometres in diameter.

Moreover, VY Canis Majoris has a radius that is 1420 times larger than the Sun's radius. VY Canis Majoris is surrounded by a dense asymmetric red reflection nebula. The radius of the Sun is approximately, 695700km.

But still some people are against space exploration due to various factors such as unknown dangers to astronauts, pollution in space, cost of funding, etc. Despite the factors going against it space exploration plays a major role as it helps to address fundamental questions about our place in the Universe and the history of our solar system. Thus we can sum up that Space Exploration is Important for mankind.

TIME LINE



2ND SEPTEMBER

FRESHER'S FRIDAY

7TH SEPTEMBER 2022

INAUGURATION OF LOYOLA CORPORATE COUNCIL

**31ST SEPTEMBER AND
1ST OCTOBER 2022**

OVATIONS 2022

11TH OCTOBER 2022

**ENVISION 2022 (GUEST
LECTURE BY DR.
SAMPATHSAMRAJ)**

17TH OCTOBER 2022

**GUEST LECTURE ON INSIGHT
ON INVESTMENT (MODERATED
BY AKASH R)**

21ST OCTOBER 2022

**ENTREPRENEURSHIP
DEVELOPMENT PROGRAMME
(MODERATED BY MR. SESA SAI
AND MR. SARAVANAN
SIDDESWARAN)**

26TH OCTOBER 2022

**STUDENT DEVELOPMENT
PROGRAMME ON INTELLECTUAL
PROPERTY RIGHTS (MODERATED
BY PROF. P.V.VISALAKSHI)**

28TH OCTOBER 2022

**GUEST LECTURE ON DRAFTING
AND CORRESPONDING
(MODERATED BY MR. J.V. SAKTHI
BAALAKRISHNAN)**

10TH JANUARY 2023

**GUEST LECTURE ON CAPITAL
STRUCTURE (MODERATED BY J.V.
SAKTHI BAALAKRISHNAN)**

23RD FEBRUARY 2023

**GUEST LECTURE ON GOODS
AND SERVICE TAX (GUEST
LECTURE BY DR. S.
VARDHARAJ)**

14TH MARCH 2023

**LIFE AT B-SCHOOL
(MODERATED BY MR. THEO
MANISH)**

15TH MARCH 2023

**BEFRIENDING MUTUAL FUNDS
(GUEST LECTURE BY MR.
AKASH)**

28TH MARCH 2023

VALEDICTORY OF LCC

28TH OCTOBER 2022

**THRIVE 2022 (GUEST LECTURE BY
MR. JAIDISH SUNDARAMURTHY)**

27TH JANUARY 2023

ZENITH 2023

8TH MARCH 2023

**GUEST LECTURE ON
CONSUMER AWARENESS
PROGRAMME (MODERATED BY
MR. HABEEB SULTHAN ALI)**

15TH MARCH 2023

**UNLOCKING THE POTENTIAL
OF THE STOCK
MARKET (GUEST LECTURE BY
MR. AKASH)**

21ST MARCH 2023

**NATIONAL CONFERENCE ON
INDUSTRY 5.0**



participants
6000+



colleges
20+



LOYOLA CORPOR

ZENITH

OVERALL



10
events

ATE COUNCIL

WITH

REPORT



60
prizes



Achievers of the Department



Dr. Praveen was awarded his Doctorate in the field of Commerce on 2nd December 2022 from SRM Institute of Science and Technology, Kattankulathur



Muhammad Umar (20-UBC-241) won the world record for mimicking the maximum number of famous characters achieved by an individual in the tamil language. He mimicked 46 characters in 3 minutes and 59 seconds and has set a record in the Worldwide Book of Records.



Dr. Sushma Rajan was invited as a Resource person in an International conference on Next Gen Innovation at Ethiraj college held on January 25th 2023.



LCC's Music Band also known as The Unknown Band was invited for a Celebrity Guest Performance at Dhanalakshmi College of Engineering. The band consists of vocalists Jerome, Jeevan, Jeffrey, Franklin on the Keys, violinist Alfred, flutist Ashwin, guitarist Immanuel RC and last but certainly not least Sham and Bhuvanesh on the clapbox and drums respectively.



Dr. Joicy Lidwina was invited as a Moderator in an International Conference on Research, Innovation and Entrepreneurship for Sustainable Economic Development held on 7th September 2022 at Patrician College Of Arts & Science.



K. Karthikeyan (21-UBC-171) bagged the bronze medal (South Zone) in Table Tennis at the University Level. He was selected for the All India University Tournaments and finished in the Top 32 nationally.

CULTURAL SUPREMACY!

- HINDUSTAN- ESTRADÉ'23
- SAVEETHA SCHOOL OF MANAGEMENT- PRIDE'23
- STELLA MARIS- PYXIS'23
- SRM- SLASH B'23
- DG VAISHNAV- SYNERGY'23
- DG VAISHNAV- FUSION'23
- DG VAISHNAV- YASHAZ'23
- MCC- COMFEST'23
- HINDUSTAN- TECHNOBIZ - '23
- DR. M.G.R. UNIVERSITY- HR SPLASH

SPORTS DAY 23'

GRIT, DETERMINATION AND PERSEVERANCE ARE THE IMPORTANT KEY FACTORS TO ACHIEVE AS A SPORTSMAN. THE CORPORATORS HAVE THESE INSTILLED IN THEMSELVES. KUDOS TO ALL THE PARTICIPANTS FOR THEIR HARDWORK. AND THANKS TO ALL THE STAFFS AND EVERYONE WHO STOOD BY AND SUPPORTED US THROUGH EVERYTHING. FOLLOWING ARE THE ACHIEVEMENTS DURING SPORTS DAY 2023:

ATHLETICS

DIVISION 1

TABLE TENNIS- GOLD MEDAL
BASKET BALL- SEMI- FINALIST
SHORT PUT- GOLD MEDAL
100M- SILVER MEDAL
200M- SILVER MEDAL
4×100M RELAY- BRONZE MEDAL

DIVISION 2

ATHLETICS OVERALLS- RUNNERS UP

DIVISION 2

TABLE TENNIS- GOLD MEDAL
BASKETBALL- SEMI- FINALIST
SHORT PUT- GOLD MEDAL
4×100M RELAY- GOLD MEDAL
200M- SILVER MEDAL
MEDLEY RELAY- SILVER MEDAL
JAVELIN THROW- SILVER MEDAL
100M- SILVER MEDAL
DISCUS THROW- SILVER MEDAL
DISCUS THROW- BRONZE MEDAL
LONG JUMP- BRONZE MEDAL
TRIPLE JUMP- BRONZE MEDAL



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M O M E N T S O F







LET YOUR LIGHT SHINE