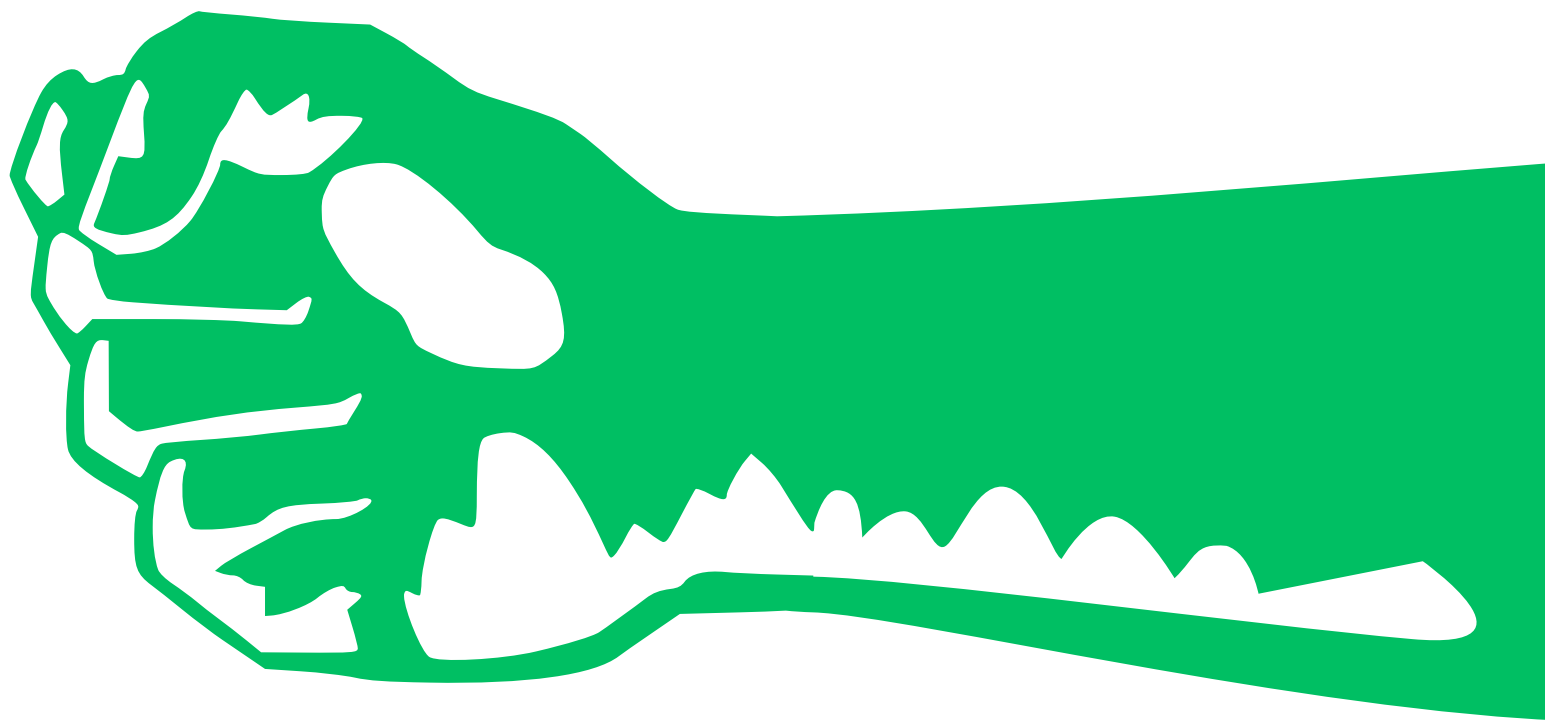


**DEPARTMENT OF
CORPORATE SECRETARYSHIP**



ACADEMIC NEWSLETTER

**2023
2024**

CATALYST

EDITORIAL

Editorial



S. STANIS AVINASH

ASSISTANT PROFESSOR

CHEIF EDITOR



SHAZMAAN KHAN



GANESH SRINIVASAN



JEFFREY JOY CHAKKORIA



JOEL ZACHARIA

CATALYST

About Catalyst

“ It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

These timeless words from Charles Darwin suggest that our natural instinct for survival combined with the changes that have happened, are happening and are yet to happen have NEVER STOPPED, NEVER STOPS AND will never stop us from being CATALYSTS.

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

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.

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

A special word of appreciation to Prof. Narayanan and Prof. Stanis Avinash for coordinating with the student community and ensuring that the fourth 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.



ST.

IGNATIUS

LOYOLA

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

G20 & SUSTAINABILITY

Calvin E
21-UBC-132

Why is Sustainability important?

Imagine someone gifted you a box of chocolates. You could eat all of them at once, but if you did, you'd have no chocolate for the next day or week. If you want to enjoy chocolate for a longer time.

The same for Earth's resources, but on a much more significant scale. Using up all our resources not only depletes them but also has serious consequences for the planet, such as the Chennai floods in 2023, extreme heat waves, water scarcity, and sea-level rise. Do we want Chennai to sink into the Bay of Bengal? Don't we want our future generations to inhabit and enjoy this Earth? Sustainability is the answer.



What role does the G20 play in sustainability?

The answer to this lies in the fact that the G20 is a global forum comprising 19 countries responsible for 80% of global carbon emissions. The 18th G20 summit took place in New Delhi in 2023, with the theme "One Earth, One Family, One Future." This theme highlights India's commitment to sustainable development and urges nations worldwide to reconsider their sustainability policies.

Here are some of the decisions reached during the G20 summit:

1. Green Development Pact: The pact acknowledges that global efforts must align with the Paris Agreement's goals, which aim to limit the rise in global average temperatures to well below 2 degrees Celsius, above with a target of 1.5 degrees Celsius. To achieve this, countries need to reduce their GHG emissions by 43% by 2030.
2. Commitment to Achieve Carbon Neutrality: G20 countries have pledged to achieve carbon neutrality, signifying a global goal of net-zero GHG emissions by the year 2050.



SUSTAINADRIVE REVOLUTION: INDIA'S GROOVY GREEN HIGHWAY

Prof. S. Narayanan

Hello, Intelligent Readers! The term "sustainability" has become ubiquitous, touching industries from chemicals to entertainment. It's heartening to witness individuals taking pride in small sustainable actions, like opting for cloth bags. Sustainability isn't just about enduring; it's about efficiency and usefulness compared to past practices.

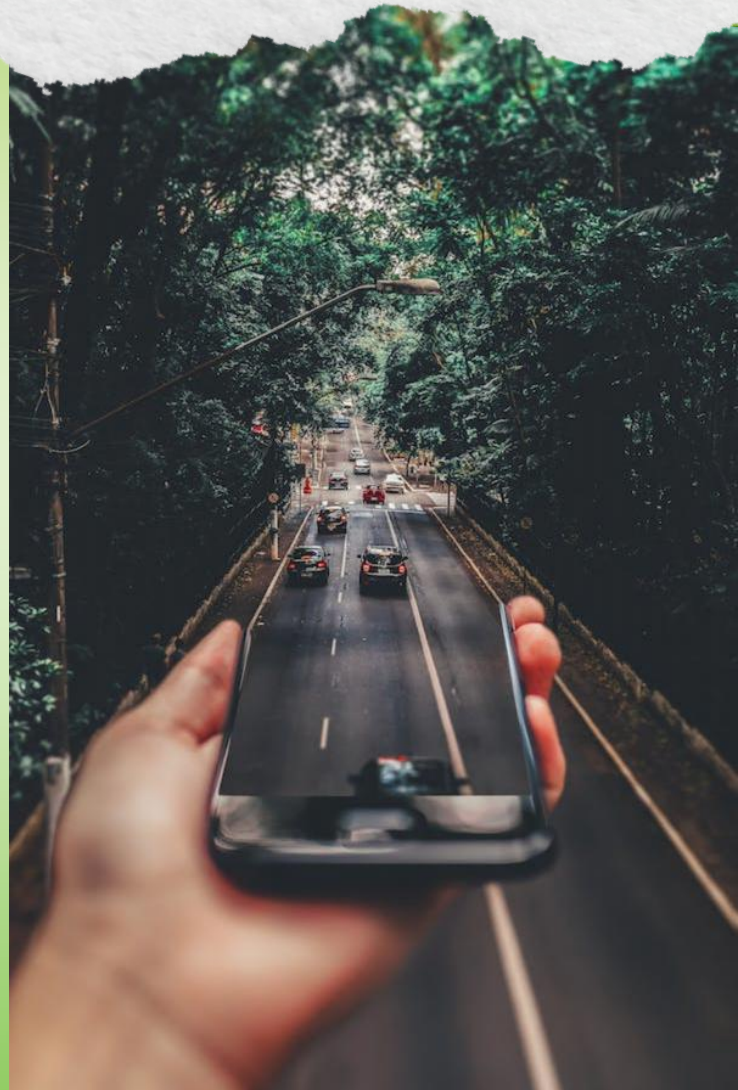
Have you ever wondered why diesel cars are less prevalent in India despite increasing demand? Well, the government's ambitious target of achieving net-zero carbon emissions by 2030 is a key factor. This has led to stringent regulations, such as Bharat Stage 6 norms, influencing car manufacturers. While electric vehicles (EVs) are a sustainable option, affordability and hesitancy among consumers remain challenges. Additionally, the constant rise in petrol prices, exceeding Rs. 100 per liter, adds to the complexity.

To address this, the government has introduced innovative solutions. The "Make in India" scheme emphasizes alternative fuels and EVs. One notable initiative is Flex Fuel, a bet to reduce petrol prices to Rs. 15-30 per liter in the coming years. This eco-friendly ethanol blend, sourced from agricultural waste like sugarcane and potato, not only promotes government sustainability goals but also offers buyers more mileage at an affordable rate. Moreover, it opens up a new revenue stream for farmers. In countries like Brazil, this method has been adopted recently and even the Japanese Brand Toyota has introduced supporting models in India.

Another significant stride towards sustainable growth is the increased adoption of Biogas in India. Abundant and easy to produce, Biogas holds promise for generating income for farmers. The process yields valuable by-products, with every tonne of biogas production resulting in 3 tonnes of organic fertilizer. This organic waste becomes a resource, reducing the need for chemical fertilizers and, subsequently, saving farmers money.

In essence, embracing biogas achieves multiple objectives. It addresses waste management, supports the farming community, reduces reliance on fossil fuels, contributes to environmental sustainability, and even aids in cost savings by minimizing import bills.

The government's unwavering commitment to boosting biogas usage reflects a holistic approach to sustainability. Stay tuned for a greener, more sustainable future!





TRANSITION OF BUSINESSES INTO ECO-FRIENDLY AND SUSTAINABLE WORK MODELS



Major corporations all around the world are shifting their goals from profit maximization to generating a profit while preventing damage to the planet and its ecosystem. Every company has its objective to fulfill when it comes to planet Earth, and it's rightly been started by a few.

2030.

7 years into the future is when many major corporations in the world plan to go completely carbon neutral, now what is carbon neutrality you might wonder?

Carbon neutrality is reached when the amount of CO₂ released into the atmosphere is equal to the CO₂ removed by various means, leaving a zero-carbon footprint. This prevents the addition of carbon which causes global warming. The CO₂ is removed by planting trees, recycling paper, finding new ways to source the raw materials, and even going zero-waste.

And that's precisely what various companies have been working on for the past couple of decades.



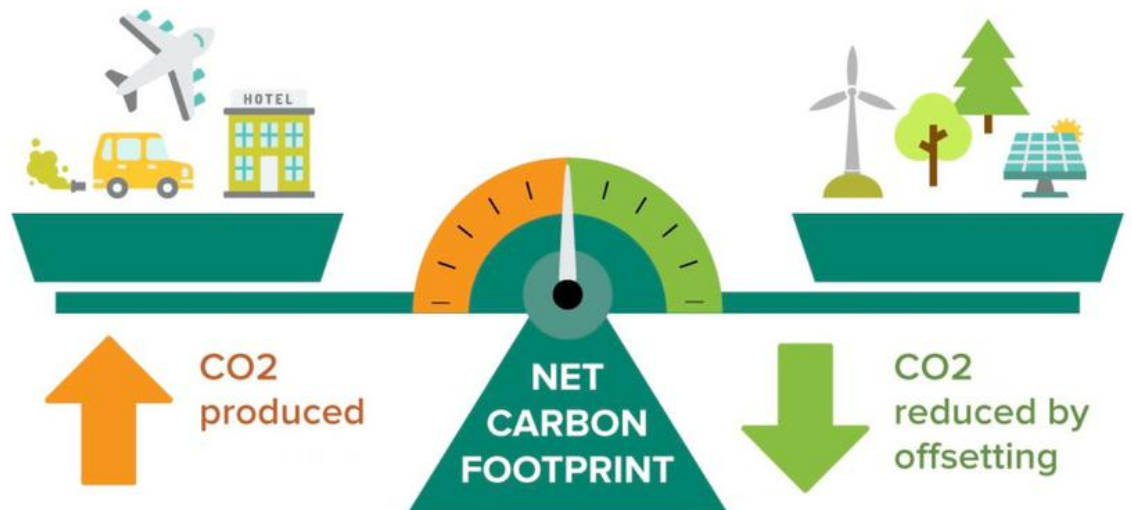
EVERYTHING
^ **is going carbon neutral.**

Apple, in 2020 announced that it would go fully carbon neutral by 2030.

By the year 2021, Apple announced that its offices had gone carbon neutral, but the bigger task remained, to make every Apple product carbon neutral and make sure that the process leading to the delivery of the said product stays carbon neutral.

In the fourth quarter of 2023, Apple has finally issued an update about the progress made in the last 2 years and things are looking promising for the behemoth firm.

The updates include Apple vowing to eliminate all plastic from packaging by the end of 2024 and using 100% recycled aluminum in all its product enclosures. They have further planted forests in Paraguay, Brazil, restored mangroves in Columbia, and grasslands in Kenya.



To summarize, the transition of businesses into sustainable work models and practices is not merely a trend but a necessity for our planet Earth's future. As corporations embrace sustainability, they not only reduce their environmental footprint but also unlock new opportunities for growth, innovation, and development.

ABHISHEK JOSEPH. B

A SUSTAINABLE SCAM

A CASE STUDY ON H&M

JEFFREY JOY CHAKKORIA
(21-UBC-209)

Hi Catalyst Readers! Fast fashion in basic terms refers to cheap clothes that are massively produced and disposed to fit the latest trends. I am aware that the fast fashion brand, H&M does not need any introduction on its own. But for those of you who aren't aware of this brand let me introduce it to you.

The fast fashion industry has always been in the forefront of environmental damage and being one of the biggest contributors of pollution in the current scenario. H&M, which stands for Hennes & Mauritz AB, is a global powerhouse in the world of fast fashion brands. According to [statista.com](https://www.statista.com), the brand had an annual net sales of 22.25 Billion USD in the year 2022.

It is one thing to take accountability for action, but providing misleading claims is something else. This is where brands such as H&M come into picture. These falsified claims on sustainability is a recent trend undertaken by fashion brands to create a sense of social responsibility and credibility. This trend is known as 'Greenwashing'.



Profile Scorecard

H&M has a system of tags, which has been at the forefront of the scam. On the tags, there are sustainability scorecards which show the sustainable measures undertaken on a piece of clothing. But, independent researchers have revealed that the total opposite effect has been seen on the material from what has been claimed. For example, clothing that claims to use 20% less water may have used 20% more water in actuality.



Conscious Collection

The Collection boasts about the usage of said 'sustainable fabrics' in the product. But how such materials are necessarily sustainable has never been explained about by H&M and their associates. So is it really conscious when there is no explanation on the collection whatsoever?

Heavy Advertising

H&M has always invested millions into their sustainable advertising which makes them the leader in their own respect in comparison to other brands such as Forever 21 etc. This makes this scam even more difficult to question.

It is necessary that brands such as H&M are held accountable for such actions in order to reduce the footprint arising from this Industry. The least we can do as consumers is be mindful during our purchase so that our actions can speak volumes.

A VISIONARY BLUEPRINT FOR SUSTAINABLE BUSINESS:

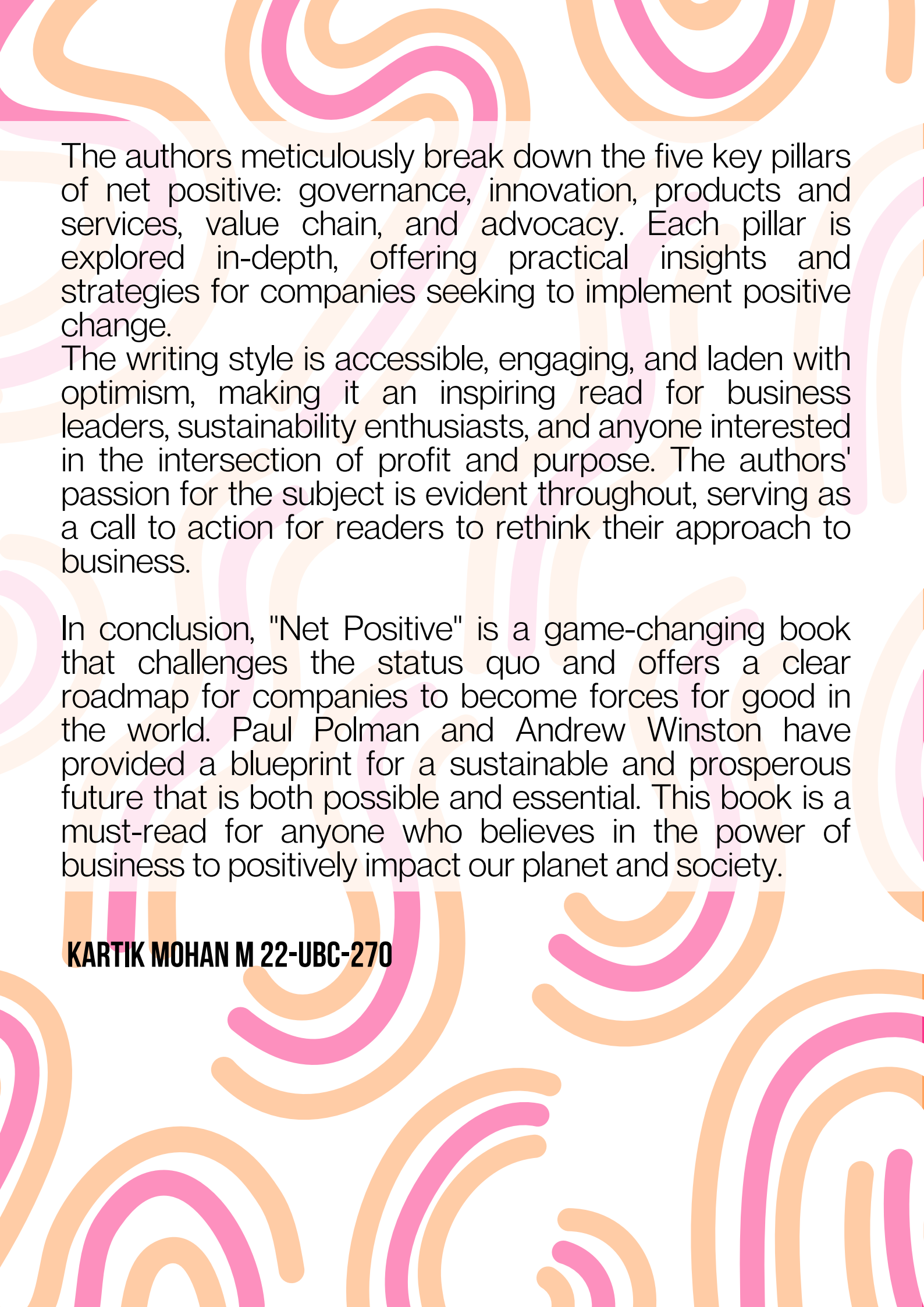
"NET POSITIVE"

AUTHOR: PAUL POLMAN AND ANDREW WINSTON



"Net Positive: How Courageous Companies Thrive by Giving More Than They Take" is a groundbreaking exploration of a transformative approach to business that challenges conventional thinking and paves the way for a sustainable future.

Paul Polman, former Unilever CEO, and Andrew Winston, a sustainability thought leader, join forces to present a compelling case for businesses to adopt a "net positive" mindset. The core idea behind this concept is that companies should strive to create a positive impact on society and the environment that exceeds their negative footprint. In other words, they should give back more than they take.



The authors meticulously break down the five key pillars of net positive: governance, innovation, products and services, value chain, and advocacy. Each pillar is explored in-depth, offering practical insights and strategies for companies seeking to implement positive change.

The writing style is accessible, engaging, and laden with optimism, making it an inspiring read for business leaders, sustainability enthusiasts, and anyone interested in the intersection of profit and purpose. The authors' passion for the subject is evident throughout, serving as a call to action for readers to rethink their approach to business.

In conclusion, "Net Positive" is a game-changing book that challenges the status quo and offers a clear roadmap for companies to become forces for good in the world. Paul Polman and Andrew Winston have provided a blueprint for a sustainable and prosperous future that is both possible and essential. This book is a must-read for anyone who believes in the power of business to positively impact our planet and society.

KARTIK MOHAN M 22-UBC-270

Achievers of the Department



Dr. P Sushama Rajan was a resource person for a seminar on 'Empower to Lead the Business' organized by SRM Kattankulathur. She also acted as a BOS Member at Stella Maris College this past year.



Dr. G. Joicy Lidwina registered a Patent under the Government of India for the designing of a 'Customer Feedback Kiosk' model. She also acted as a Moderator at the International Conference on 'Emerging Trends in Humanities in the New Revolutionary Era - Industry 5.0' organized by the Patrician College of Arts and Sciences.



Dr. Vinmalar J published an article titled "A Case Study of Ageing People: Real Life Scenario and Future Challenges" in the Journal "Manthan: Journal of Commerce and Management". It has crossed over 10,000 reads in 2023 on ResearchGate. 8 citations were recorded out of the articles published by her.



Dr. PL. Visalakshi was awarded her Doctorate in Philosophy under the University of Madras in the past year. She was also a resource person at Patrician College for the seminar 'Live your best life today' organized by the Department of Management.



In commemoration of Children's Day, Prof. Narayanan S was invited as the Chief Guest for the celebration at Vellamal Vidyalaya School. He also gave special insights on Career Guidance for the students of Class IX and X.

Student Achievers



Harry (22-UBC-104): Introduced his venture 'Harry Arts' which has now amassed over 1000 followers on Instagram. The venture focuses on self-made portraits and art for sale

Karthik (22-UBC-270), Karan G (22-UBC-153), Arryan Goyal (22-UBC-043), Nitheesh (22-UBC-158): Began their edtech startup TeenX. The edtech platform focused on skill development among teens was established with the motto of 'Nurturing Genius, Fostering Innovation'.



Karthik Mohan
(Founder & CEO)



Karan G
(CFO)



Arryan Goyal
(COO)



Niteesh Kumar
(CMO)



Karthikeyan (22-UBC-104) bagged the Bronze Medal representing the University of Madras at Khelo India University Games in Table Tennis. (Take picture from last year Catalyst)



Deepan P (21-UBC-206) along with Department Faculty Dr. Moses Antony Rajendran published a book under Lambert Academic Publishing titled 'Financial Management' on the 2nd of October 2023.

HOW IS SUSTAINABILITY INTEGRATED INTO INVESTMENT STRATEGIES AND DECISION-MAKING IN THE FINANCE INDUSTRY?

Compiled by
KARAN. G (22-UBC-153)

Responses by students

Investors can opt for companies that use renewable resources, treat employees fairly, and maintain transparent financial records, making them secure investment choices. Alternatively, investors can support companies with a positive sustainability impact, like investing in a solar energy company benefiting the environment

-Rohit Subramanian (22-UBC-176)

ESG's importance is growing for investors, businesses, and consumers, contributing to a more resilient future. BlackRock's adoption of sustainability in 2020 serves as a notable example, with initiatives like divesting from high sustainability-risk investments and launching fossil fuel-screened products.

-Dhanush Raghavendra (22-UBC-161)

Sustainability transforms finance through ESG integration, impact investing, sustainable funds, and green bonds, offering dual benefits to the economy and the environment. Long-term, it stands out as one of the best investments. Notably, Bank of America is committing \$1.5 trillion to sustainable finance by 2030, emphasizing clean energy and social equity.

-Adith N Chopda (22-UBC-155)

To create sustainability in the finance industry, we need to consider environmental, social, and governance (ESG) factors while making investment strategies and decisions. It helps in cost-cutting, building long-term sustainable businesses, and reducing damage to the environment and society.

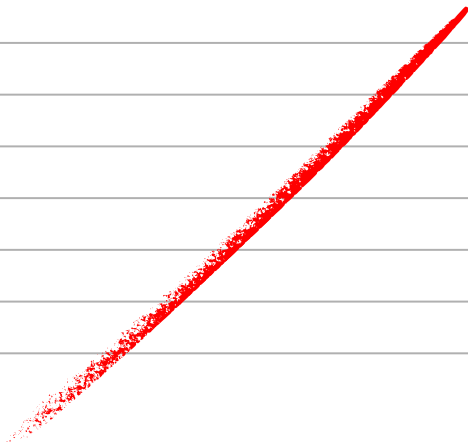
- P.Deepan (21-UBC-206)

Review and Report

KARAN. G (22-UBC-153)

Sustainability in finance is a multifaceted concept that can be dissected through two distinct lenses. The first perspective revolves around the conscientious choice not to invest in projects that pose harm to the environment. Such investments not only jeopardize the well-being of our planet but also divert funds that could otherwise foster global economic growth and prosperity. The second viewpoint champions investments in projects that actively contribute to conserving non-renewable resources and reducing carbon footprints, paving the way for a greener and more sustainable future.

ESG strategies, green finance, and green bonds serve as potent tools in realising these goals, contributing to a more sustainable world while concurrently delivering financial benefits. By embracing sustainability, businesses can not only safeguard the planet but also unlock opportunities for growth and prosperity.



MIME (3RD PLACE):

1. ALFRED WINSTONRAJ WILLIAM: 21-UBC-221
2. G.GURUVISHNU: 23-UBC-065
3. D.R. BIBILO JONATHAN: 21-UBC-042
4. AVULA ABILASH: 23-UBC-018
5. ABISHEK PETER: 22- UBC -102
6. RAJKRISHNAN A: 21-UBC-109
7. CHRISTO: 23-UBC-031
8. BHUVANESH: 21-UBC-242
9. ROHIT SUBRAMANIAN: 22-UBC-176
10. OBERON EPHRAIM: 21-UBC-156
11. G. ANANTHA PADMANABHAN: 21-UBC-008

CHANNEL SURFING (1ST PLACE)

1. ARSHATH ALI: 21-UBC-067
2. ANANTHA PADMANABHAN:
21-UBC-008
1. ASHISH JOHN BOSCO: 21-UBC-024
2. NAVANEETH S. NAGALA: 23-UBC-177

POTPURRI (1ST PLACE)

1. ARSHATH ALI: 21-UBC-067
2. ANANTHA PADMANABHAN: 21-UBC-008
3. NAVANEETH S. NAGALA: 23-UBC-177

SHADOW ART (1ST PLACE)

1. SANTHOSH: 21-UBC-001
2. GANESH SRINIVASAN: 21-UBC-051
3. JOSEPH VIDHUN RAJ: 21-UBC-053
4. JARVIS RIYAN PAUL V: 23-UBC-053
5. SHERIDON PETER SHEPHERD: 22-UBC-132
6. ROHIT SUBRAMANIAN: 22-UBC-176

OVATION

IS 2023

SHORT FILM (1ST PLACE)

LALIT PRASAD 21-UBC-127

ADAPTUNE (1ST PLACE)

JEFFREY JOY CHAKKORIA: 21-UBC-209

N S VISHAL: 23-UBC-176

ADZAP (2ND PLACE)

ARSHATH ALI: 21-UBC-067

ANANTHA PADMANABHAN: 21-UBC-008

ARMAAN: 21-UBC-031

JAGADISH: 21-UBC-211

GAUTHAM: 21-UBC-244

ASHISH JOHN BOSCO: 21-UBC-024

DEBATE ENGLISH (2ND PLACE)

JOEL ZACHARIA: 21-UBC-222

JEFFREY JOY CHAKKORIA: 21-UBC-209

SHARK TANK (2ND PLACE)

KARAN G: 22-UBC-153

KARTHIK MOHAN: 22-UBC-270

POSTER MAKING

ADITH N CHOPDA: 22-UBC-155

REELS MAKING (2ND PLACE)

SHAZMAAN KHAN: 21-UBC-045

KESAVAN: 22-UBC-065

IPL AUCTION (3RD PLACE)

SHREE HARISH N: 21-UBC-217

MANISH KUMAR M: 22-UBC-145

RISHIKESH R: 22-UBC-260

HEY, COLLEGE STUDENTS, WE GET IT - YOU'RE BALANCING CLASSES, SOCIAL LIFE, AND MAYBE EVEN PART-TIME JOBS. BUT FEAR NOT, WE'VE GOT SOME RAD LIFE HACKS THAT'LL NOT ONLY MAKE YOUR LIFE EASIER BUT ALSO HELP THE PLANET.

"THE GREEN REVOLUTION: TURNING YOUR DORM ROOM INTO AN ECO-HAVEN": TIPS AND TRICKS TO TRANSFORM YOUR SMALL DORM ROOM INTO A SUSTAINABILITY PARADISE, FROM UPCYCLED DECOR TO ENERGY-SAVING GADGETS.

- **UPCYCLED FASHION SHOW: ORGANIZE A FASHION SHOW FEATURING OUTFITS MADE FROM UPCYCLED MATERIALS. IT'S A CREATIVE WAY TO SHOWCASE YOUR STYLE WHILE PROMOTING SUSTAINABILITY.**
- **KINETIC ENERGY WATCHES: SAY GOODBYE TO BATTERIES! KINETIC WATCHES GENERATE POWER FROM YOUR MOVEMENTS, ENSURING THEY NEVER RUN OUT OF JUICE.**
- **ENERGY-EFFICIENT SMART BULBS: SMART LED BULBS CAN SAVE ENERGY AND MONEY BY ADJUSTING BRIGHTNESS AND COLOR TEMPERATURE ACCORDING TO YOUR NEEDS. SOME EVEN RUN ON RENEWABLE ENERGY SOURCES.**
- **SOLAR-POWERED CHARGERS: HARNESS THE POWER OF THE SUN TO CHARGE YOUR DEVICES ON THE GO. THESE PORTABLE SOLAR CHARGERS ARE PERFECT FOR CAMPING TRIPS AND OUTDOOR ADVENTURES.**
- **DIY CLEANING SUPPLIES: CREATE YOUR OWN CLEANING SUPPLIES USING SIMPLE INGREDIENTS LIKE VINEGAR, BAKING SODA, AND LEMON. THIS NOT ONLY SAVES MONEY BUT ALSO REDUCES THE NEED FOR CHEMICAL-LADEN PRODUCTS.**
- **DIY PERSONAL CARE PRODUCTS: CREATE YOUR OWN PERSONAL CARE PRODUCTS, SUCH AS FACE MASKS, SCRUBS, OR HAIR TREATMENTS, USING NATURAL INGREDIENTS LIKE ALOE VERA, TURMERIC, HONEY, ETC. THIS REDUCES PACKAGING WASTE AND IS OFTEN GENTLER ON YOUR SKIN.**

REMEMBER, SMALL CHANGES ADD UP TO MAKE A BIG DIFFERENCE. COLLEGE LIFE CAN BE A BLAST, AND NOW IT CAN BE ECO-COOL TOO!

 **#SUSTAINABLESTUDENTLIFE**



LET YOUR LIGHT SHINE