

THE COMMERCE KATHA

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Editorial

Dear Readers,

Warm greetings and a heartfelt welcome to the first edition of *The Commerce Katha* for the year 2025! As we step into a new year filled with promise and potential, this quarter has already set the tone for a dynamic journey ahead. The School of Commerce at Gangadhar Meher University has continued to foster a vibrant academic and co-curricular environment, encouraging our students and faculty to engage in impactful learning, meaningful research, and spirited collaboration. This edition encapsulates the highlights of January to March 2025 — a period brimming with activities that reflect our core values of excellence, innovation, and community engagement. From workshops and seminars that brought fresh perspectives to our classrooms, to student-led initiatives that showcased creativity and leadership, each story is a testament to the relentless energy within our commerce fraternity. We are particularly proud of the strides taken towards aligning our curriculum with NEP 2020 and integrating digital tools and industry-relevant insights into our pedagogy. It's heartening to see how our students are evolving not just as scholars, but as responsible future professionals equipped for the demands of a dynamic world. Let us continue to learn, grow, and make an impact — together.

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Trade and Economic Sustainability

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Trade and sustainability are interpreted as the concept that focuses on ensuring long-term stability while balancing environmental and social resources. This abstract will explore the role of economic sustainability in the trade. Effective trade policies that emphasize sustainability can foster long-term economic growth, ensure environmental protection, and contribute to social well-being. The relationship between trade and economic sustainability highlights the potential for both trade practices that support global prosperity. Trade involves the exchange of goods and services between nations, providing access to a wider variety of products and fostering international cooperation. Economic sustainability refers to the capacity of an economy to support a defined level of economic production indefinitely, without exhausting the resources on which it depends. It ensures that growth does not come at the expense of environmental health or social equity. The globalisation trade has increased the demand for raw materials and energy, leading to higher carbon emissions, deforestation, and depletion of natural resources. Countries can import goods that are produced using sustainable practices such as organic culture and that are designed for longer life cycles and recyclability, promoting more sustainable consumption patterns. A key component of sustainable trade is the adoption of green Trade policies that incentivize the use of renewable resources, encourage the reduction of waste, and impose stricter environmental standards on goods and services. The growing movement for “free trade” products focuses on both environmental and social sustainability. These efforts encourage businesses to reduce their carbon footprint, invest in cleaner technology and support biodiversity conservation.

A Study on Consumer Protection Act 2019 and Understanding Consumer's Rights and Responsibilities

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Taking into account the booming e-commerce sector and the contemporary ways of delivering goods and services, such as online sales, teleshopping, direct selling, and multi-level marketing, as well as the traditional methods, the Government of India passed the Consumer Protection Act, of

2019, to provide improved protection to consumers. The establishment of the Central Consumer Protection Authority (CCPA), which is an in-house organization, and the formation of Consumer Protection Councils at the central, state, and district levels marked the turning point. While consumers will undoubtedly benefit from the new action, the foundations of integrated communication channels have significant consequences. The Constitution outlines certain Directive Principles of State Policy that are essential to the country's governance. Furthermore, it is the state's responsibility to work for the well-being of its citizens by safeguarding the interests of both individuals and the community as a whole. Because the Constitution of our nation references the protection and promotion of individual rights and welfare, it is also necessary to extend welfare to clients and consumers. The Consumer Protection Act of 1986 marked the beginning of the Consumer Protection movement in India. The purpose of this legislation is to safeguard consumers' rights when purchasing goods and using services. Sellers can deceive or take advantage of consumers in a variety of ways, such as by providing inaccurate or inadequate information about the product, charging excessive prices, or supplying subpar goods. These unfair trade practices can cause financial harm to consumers and pose health risks in a variety of ways. The government has established numerous standards for inspecting goods and services, including the ISI mark, the Hallmark for jewellery, the Silkmark for silk products, and the RERA, which is designed to protect consumers from fraud in the real estate industry. The nature of the research is descriptive. This research aims to examine the rights afforded to consumers by the updated Consumer Protection Act of 2019.

Decoding Gen Z's Marketing Strategies

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Gen Z, born roughly between 1996 and 2010, represents a powerful and increasingly influential consumer. Understanding their unique characteristics is crucial for businesses seeking to thrive in today's market significantly shaped by the digital age these generations have grown up with constant access to the internet and social media. A report said that more than 55% of Gen Z are using smartphones for over 5 hours per day. They watch videos and surf on the internet. This platform is becoming the preferred method for consumers to start the purchase process. This is the largest generation in modern history they make largely 40% of the consumer population which is pretty significant. Brands need to know about Gen Z that they are very social shoppers. If a brand doesn't have the budget to do the massive campaign and promote their product then they

can contact the Gen Z creator to come on board and shoot things that are a little gritty raw and authentic. Gen Z values transparency and authenticity of brands, they come across the websites, look at their Instagram feeds and read the reviews and comments. They have grown up in the world of instant information and quick delivery so they expect the fastest response from companies. By understanding Gen Z's unique characteristics and adapting marketing strategies accordingly, businesses can effectively connect with this influential consumer and build long-lasting relationships.

Role of FinTech in Modern Banking

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FinTech (Financial Technology) is revolutionizing modern banking by leveraging technology to provide innovative financial services, improve operational efficiency, and enhance customer experience. In traditional banking, processes like payments, loans, and money transfers were often slow, manual, and costly. FinTech addresses these challenges by introducing digital solutions such as mobile banking apps, and blockchain-based systems that streamline transactions, reduce fraud, and lower costs. The use of artificial intelligence (AI) and machine learning in FinTech allows banks to offer personalized financial services, such as credit scoring, risk assessment, and wealth management. AI-driven chatbots and u enhance customer support and advice, available 24/7. Moreover, digital wallets and contactless payment systems are transforming how consumers conduct transactions, providing faster, more secure alternatives to traditional cash or card payments. Blockchain technology ensures transparency, security, and efficiency, particularly in cross-border payments and smart contracts. FinTech is reshaping banking by driving digital transformation, fostering financial inclusion, enhancing security, and offering more customer-centric services. It enables financial institutions to remain competitive, meet evolving consumer demands, and improve overall service delivery in an increasingly digital world.

Blockchain Technology

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Blockchain technology has emerged as a revolutionary innovation that transforms the way digital transactions are conducted. It is a decentralized, distributed ledger system that records and verifies

transactions across multiple nodes securely and transparently. Unlike traditional centralized systems, blockchain operates on a peer-to-peer (P2P) network, eliminating the need for intermediaries such as banks, government agencies, or third-party service providers. This decentralization enhances trust, security, and efficiency in various applications. The core principle of blockchain is its immutability, meaning that once data is recorded in a block, it cannot be altered or deleted without consensus from the network participants. Transactions are grouped into blocks and linked sequentially using cryptographic hashing, forming a chain of blocks—hence the name "blockchain." Each block contains a unique cryptographic hash of the previous block, ensuring data integrity and preventing fraud. The consensus mechanisms, such as Proof of Work (PoW) and Proof of Stake (PoS), validate and secure transactions, ensuring that only legitimate operations are added to the ledger. Initially, blockchain was designed as the underlying technology for Bitcoin, the first cryptocurrency, but its applications have expanded across various industries. In the financial sector, blockchain enables secure and transparent digital payments, remittances, and decentralized finance (DeFi) solutions. In supply chain management, blockchain enhances traceability, reducing fraud and inefficiencies by providing a tamper-proof record of goods from production to delivery. Healthcare industries leverage blockchain for secure patient records, ensuring data privacy and interoperability among different medical institutions. Additionally, blockchain facilitates smart contracts—self-executing agreements with predefined conditions—which are widely used in legal, insurance, and real estate industries. Despite its transformative potential, blockchain technology faces several challenges. Scalability remains a major issue, as traditional blockchain networks, especially those using PoW, experience slow transaction processing speeds and high energy consumption. Regulatory concerns and legal uncertainties also hinder widespread adoption, as governments and institutions struggle to establish clear frameworks for blockchain-based applications. Moreover, the integration of blockchain with existing legacy systems requires significant technical expertise and investment. Future advancements in blockchain aim to address these challenges through innovations such as sharding, layer-2 scaling solutions, and hybrid blockchain models that combine the benefits of public and private blockchains. The development of energy-efficient consensus mechanisms and improved regulatory frameworks will further drive blockchain adoption across diverse sectors. In conclusion, blockchain technology represents a paradigm shift in digital transactions, offering enhanced security, transparency, and decentralization. While challenges remain, ongoing research and development continue to unlock its potential, making blockchain a key driver of innovation in the digital era.

Trump's Effect on Sambalpuri Saree in the International Market

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This study explores the impact of Donald Trump's trade policies on the international market for Sambalpuri sarees during his two presidential terms (2017 and 2024). The research analyzes how tariff hikes, trade restrictions, and shifts in diplomatic relations influenced exports, pricing, and market demand for this traditional Indian textile. The 2017 policies, including increased tariffs and the withdrawal of India's GSP status, led to a decline in U.S. imports of Sambalpuri sarees, forcing Indian exporters to seek alternative markets. By 2024, continued protectionist policies further challenged Indian textile exports, but industry players responded by leveraging e-commerce, expanding into European and Asian markets, and capitalizing on the global demand for sustainable fashion. This comparative analysis, based on trade reports, market data, and stakeholder insights, highlights the resilience of India's handloom sector and provides policy recommendations to sustain and enhance Sambalpuri saree exports amid evolving global trade dynamics.

Indian Budget Spending on Priority Sector Lending

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The Union Budget 2025–26 reflects a progressive shift in Priority Sector Lending (PSL), aiming to deepen financial inclusion and boost credit flow to critical sectors such as agriculture, MSMEs, housing, and startups. Notable enhancements include increased allocations, expanded credit guarantee schemes, and the introduction of targeted incentives for underserved districts. The budget also emphasizes support for entrepreneurial growth, doubling startup credit and launching new schemes for micro-enterprises. With policy discussions underway to include emerging sectors like green energy and digital infrastructure under PSL, the comparative analysis between 2025–26 and 2024–25 highlights the government's strong focus on innovation, employment generation, and sustainable development.

Cryptocurrency Market Analysis

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The global cryptocurrency market cap today is \$2.78 Trillion, a 0.93% change in the last 24 hours. The overall crypto market is shrinking this week. As of today, the total crypto market capitalization is 2.59 Trillion, representing a 6.46% decrease from last week. The 24-hour crypto market trading volume has also seen a 0.57% increase over the past day. The global cryptocurrency market size was valued at USD 910.3 million in 2021 and is projected to reach USD 1.902.5 million in 2028, exhibiting a CAGR of 11.1% during the forecast 2021-28. The global market exhibited a significant growth of 10% in 2020 as compared to year-on-year growth during 2017-19. The global market size is inclusive of several cryptocurrency mining software such as Kryptex Miner by Kryptex, Cudo Miner by Cudo Venture, and Nicehas Miner by NICEHASH Ltd. Among others, mining hardware such as Antminer is \$19. What Miner M3OS+? Avalon Miner 1246. Among others. The global impact of COVID-19 has been unprecedented and staggering with cryptocurrencies witnessing a positive demand shock across all regions amid the pandemic. The study rise in CAGR is attributable to this market's demand and growth; returning to pre-pandemic levels once the pandemic is over. With the spread of the Global coronavirus pandemic (COVID-19), the relationship between Bitcoin and the equity market has expanded. For example, following a severe drop in the S&P Index in the US on March 12, 2020, the price of Bitcoin plummeted below USD 4,000. Due to the collapse of the initial coin offering (ICO) market, blockchain firms are now largely attempting to obtain investment funding. To alleviate the economic consequences of the COVID-19 pandemic, large blockchain enterprises such as Elliptic, and Chainalysis have marketing department roles and Chainalysis has announced plans to slash employee pay by 10%. The popularity of virtual and digital currencies such as Bitcoins, Litecoins, Ethers and many more are expected to drive the market in the forthcoming years. People from developed countries are likely to adopt the easy and flexible transactional methods offered by digital currency. This popularity of virtual currency as an exchange medium led the central bank to support digital currency. The Central Bank Digital Currency (CBDC) activity provisions for digital currency projects across many developed countries. For instance, The Bank of Thailand Central Bank and People's Bank of China also support CBDC for adopting digital cash as Facebook, Inc. are expanding their business by offering digital money. For instance, in June 2019, Facebook Inc. launched a digital currency named Libra that will enable customers to buy things or send money

to others and cash out Libra online or at grocery shops. Additionally, companies can benefit from fluctuating digital currency prices and strengthen their digital assets.

Price of Perception

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Price is more than just numbers; it's a powerful psychological tool that influences consumer behaviour. Businesses strategically set prices to shape perceptions of value, quality, and exclusivity. Consumers often associate higher prices with superior quality, even when the difference is minimal. This is evident in the luxury market, where brands use premium pricing to create a sense of exclusivity. Conversely, discounts and promotional pricing can trigger a sense of urgency, making buyers feel they are getting a bargain. Psychological tactics like charm pricing e.I, Rs.9.99/- instead of Rs.10/- subtly encourage purchases by making prices seem lower and cheaper. Similarly, bundling products or offering "free" add-ons shifts focus from cost to perceived value. However, price hikes can lead to resistance, while excessive discounting may reduce perceived value. E-commerce platforms leverage dynamic pricing, adjusting costs based on demand, time and user behaviour, further shaping price perception. Meanwhile, the rise of ethical consumerism challenges traditional pricing strategies, as many shoppers are willing to pay a premium for sustainability and social responsibility. Understanding price perception is crucial for businesses aiming to optimize their pricing strategies. By balancing affordability with perceived value, companies can influence consumer decisions, foster brand loyalty, and maximize profitability in an increasingly competitive marketplace.