



TRINITY INSTITUTE OF PROFESSIONAL STUDIES

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)
 "A+" Ranked Institution by SFRC, Govt. of NCT of Delhi
 Recognised under section 2(f) of the UGC Act, 1956
 NAAC Accredited "B++" Grade Institution

TRINITY MANAGEMENT REVIEW

Advisors

Dr. R.K. Tandon Chairman,
TIPS, Dwarka

Ms. Reema Tandon Vice Chairperson
TIPS, Dwarka

Editor-in-Chief

Dr. Barkha Bahl
Director, TIPS Dwarka

Editorial Board

Prof. Pankaj Gupta,
Centre for Management Studies,
Jamia Millia Islamia, Delhi

Prof. Sunil Kumar Khatri, Director AIIT, Noida

Dr. Subodh Kesarwani,
School of Management Studies, IGNOU

Dr. Pramod Kumar Nayak,
Associate Professor, TIPS, Dwarka

Dr. Meenal Sharma Jagtap
HoD, Management Department

Dr. Kanika Bhankhad
Assistant Professor

**Perspectives of Green
Banking in India** 1

**How Facebook, The Reigning
Champ Of Sites, Helps In
Generating Returns?** 4

**Important Amendments in Direct
Tax for AY 2020-21 / FY 2019-20** 7

**India's Status Quo in Ease of Doing
Business** 9

PERSPECTIVES OF GREEN BANKING IN INDIA

Dr. Saranleen Kaur
Associate Professor, TIPS, Dwarka

Dr. Monika Agarwal
Associate Professor, TIPS, Dwarka

Industrialization around the world has set off the quest for consistently expanding needs and requests of the populace and it has gotten representative of thriving and advancement of an economy. Natural supportability assumes an imperative job in practical development and improvement, as the combination of social, prudent and ecological manageability help to make the advancement maintainable. Ecological insurance has become a piece of technique in many associations in the created nations and began offering condition well disposed or green items and administrations to the purchasers. Gaining from their western partners, the Indian banks have additionally embraced ecological amicable practices inside the banking system. Yet, the idea of ecological manageability and green items and administrations is new to creating nation like India.

Banking is the biggest area which takes into account the necessities of various segments of society. Until the finish of twentieth century, green was reasonably the shade of money for banks in India. The idea of corporate social duty (CSR) was uniquely on records. Natural watchman and manageable biological balance found its way with the framework of Automated Teller Machines (ATMs) in 2001. Innovation as an integral asset has improved the nature of banking administrations gave and has contorted the pace to increase a key situation in moulding the area. Mechanical advancements has not just existing shoppers a more noteworthy cluster of administrations yet additionally enabled banks to devise new approaches of business exchanges consequently prompting rate control. Green Banking helps in improving the benefit class of banks. The idea of green banking is together supportive to the banks, ventures and the economy.

Green Banking Developments in India:

Different ‘Green Banking’ approaches have been adopted by private and public sector banks in India for ecological sustainability. Dynamically, banks are intentionally loaning to plans that are green, opening branches that are vitality effective and condition benevolent and by castoff paper for generation check books. In India numerous open just as private segment banks have embraced the green banking program for practical improvement.

SBI BANK

SBI was the first to adopt the practices of green banking in India. SBI has started windmills in the area of Gujarat, Maharashtra and Tamil Nadu for the producing. Enhance it is one of the way to promote green banking in India. They have adopted many other practices like making constructing their new buildings on the concept of green banking such as using natural resources like sunlight and use of recycled water in the building premises. They have intruded green banking counters so as to promote queue free banking. In addition to all these SBI has one of the major objectives to make all Indian banks adopt green banking strategies and incorporate this concept in their mission and vision.

ICICI BANK

ICICI Bank has banded together with nearby NGOs in Maharashtra with the point of charge of towns and Public Health Centers in remote districts of the state Jawhar Tehsil was in haziness until ICICI Bank aided the sunlight based jolt of 7 towns in the tehsil. The Bank changed existences of occupants of more than 190 family units over these 7 towns. In Nandurbar locale, Public Health Centers (PHCs) couldn't work appropriately because of absence of power. ICICI Bank helped in the electrification 11 PHCs utilizing sunlight based force. This has fundamentally improved access to access to health care services administrations for the rustic and ancestral populaces of the region. ICICI Bank drove a tree manor drive in Chhattisgarh and Maharashtra with help from the administration and the neighbourhood NGOs. The drive was planned for profiting the neighbourhood ancestral networks. With an award help of Rs. 7 million for planting 170,000 trees; ICICI Bank tried to upgrade the green spread in these states. These trees are likewise expected to give extra wellsprings of employment to local people of the district. The banks have supported a venture for building up the region of the Base Hospital in Delhi. The Bank attempted a tree ranch oblige around the medical clinic which not just aided in improving the style of the emergency clinic, yet in addition helped in lifting the state of mind of the patients and the staff. As a stage towards building a greener future, ICICI Bank propelled 'Practice environmental awareness' - an association wide activity to decrease its own carbon impression. The activity secured vitality protection, water preservation and decrease of paper utilization. The Bank has compacted paper utilization by 33% in the course of recent years in this manner sparing more than 13,000 trees. ICICI Bank worked together with the Indian Army from 2006 to 2011 to help 25 asset preservation and biodiversity security extends the nation over. The Bank offered budgetary help to the Army in executing these activities. The undertakings were focused on alluring biodiversity preservation gauges over a scope of foundations, for example, cantonments, stops, move regions, military homesteads and order regions. They joined breeze vitality age, bio-gas plant development, strong waste administration and development of water supplies crosswise over different pieces of the nation.

HDFC BANK

The ATMs at HDFC Bank have gone paperless, enabling reduction of its carbon footprint. The bank has reduced this effort a further fillip by ensuring multichannel delivery through Net Banking, Phone Banking and Mobile Banking. Carbon emission from operations as well as by

reducing customer travel requirements has been reduced. The Bank has tied up with environmental organisations and NGOs in Nasik, Nagpur, Pune, Mumbai and New Delhi for tree plantation, watershed management, and alternate energy. HDFC Bank has replaced its ATM's batteries with Lithium-ion batteries. In addition, the cited bank has recognized its 20 solar ATM's in Bihar.

AXIS BANK

Through its Green Banking Initiative, Axis bank's natural supervision endeavours have been slanted towards asset safeguarding, sustainable power source and vitality adequacy the bank urges its clients to buy in for e-articulations and other electronic arrangements of correspondence to decrease paper utilization. The bank likewise embraced green structure idea for its office space (Bank's corporate office 'Pivot House' is planned and built as a Platinum LEED-Certified "Green Building") and numerous other comparable exercises. The bank Conducts tree estate programs (Plant a Sapling activity) and utilizations sustainable power source units with the end goal of road lighting. The bank utilizes water gathered from water reaping framework and a sewage treatment plant as a green activity. Furniture made out of a high level of reused materials is utilized in the bank. Hub Bank likewise started sunlight based UPS for ten ATMs under its Independent ATM Deployment (IAD) model.

Conclusion

Indian Banks by adopting and implementing the strategies to promote green banking leads to an example about responsible behaviour towards the well being of the country and sets standards for the other to follow. But in India, it still lacks in many perspective to adopt the practices of green banking concept in India. Therefore there is a requirement in banking sector to consider the concept of green banking and set their objective oriented to green banking in India, so that it eventually leads to the benefits of banking sector as well as to the economy of India.

References

- Blacconiere, Walter and Dennis Pattern, (1993), "Environment Disclosure, regulatory costs and changes in firm values," Journal of Accounting and Economics (December).
- Ch, S. (2014). A Study of Green Banking Initiatives of Selected Private and Public Sector Banks in India. International journal of Research (IJR), pp. 807-814.
- Deka, G. (2015). Green banking practices:A Study on environmental strategies of banks with special reference to State Bank of India. Indian Journal of Commerce and Management Studies, pp. 11-19.
- Parab, S, Gauri., 2010. Mobile Banking- Bringing Banking to Your Fingertips, Advertising Express, Pp.31-33.
- Yadav, Rambalak and Pathak, Govind, Environmental Sustainability through Green Banking: A Study on Private and Public Sector Banks in India (January 26, 2014). OIDA International Journal of Sustainable Development, Vol. 06, No. 08, pp. 37-48, 2013. Available at SSRN: <https://ssrn.com/abstract=2385573>

HOW FACEBOOK, THE REIGNING CHAMP OF SITES, HELPS IN GENERATING RETURNS?

Ms. Lagan Jindal
Assistant Professor, TIPS, Dwarka

In today's world of cut-throat competition, coaching centers have become an avenue for improving academic performance of students. Observing how coaching centers mushroomed, two friends D&L shook hands in the year 2015 to provide necessary knowledge in order to minimize the learning gaps. Having realized the need for good mentoring and guidance, they decided to create a platform for the same through setting up of D&L Academy. The focus was on competitive exams (mainly M.Com and NET-JRF). To establish a name in the market, they reached out to their friends, family and juniors. Due to limited availability of funds, they decided to promote the institute via digital media instead of print media. Social media marketing seemed to be one of the most cost-efficient methods to increase business exposure as it offers great potential to attract customers. Firstly, promotion was done through WhatsApp and Facebook. Facebook appeared to be a platform where they could display their services to targeted demographics at low cost. They created a Facebook Business Page to give visitors an insight about the services offered by the Institute. Initially, it was all about gaining likes, sharing the page and sending promotional messages on Facebook Messenger. All sorts of unpaid strategies were employed. The page was made to spread in India to people aged 18-30. Around 12 students enrolled in the first year out of which 25% i.e. 3 students were attributable to fb marketing. The batch, even though small, was performing well. The ROI for the year was 5.4 times the cost. However, they wanted to increase the batch size to meet the costs and generate higher returns. They looked up to Facebook as a powerful weapon to keep the millennial informed and develop their identity on a large scale. It was when they saw their competitors performing well, they realized the need for intensive marketing.

To drive website clicks and to help people find and like the page, they went for Facebook Advertising in the year 2016. The vision was to convert the ad into a profitable venture. They decided to run an ad for 30 days prior to the start of their new batch for exams that were 3 months ahead. This costed them Rs. 2160 (Rs. 72 per day) and had quite a large potential reach. The age of the target audience was set at 18-25 years and was meant for Delhiites. The page was displayed on the news feed of people along-with an image. The aim was to create a strong public image. Points related to strengths such as good faculty, course coverage, etc. were highlighted. The estimated likes were ranging from 9 to 41 per day. With the ad period coming to an end; they were able to generate about 780 likes on their Facebook page. Also, there were texts and visits to the institute enquiring about the batch details and joining procedures. The promotion strategy was effective and 90 new entries were recorded even before the start of the batch. On

being asked, it was noted that 28 students (31.11%%) learned about the institute from Facebook. Data clearly implies that exposure gained was much more than cost incurred. The returns were much higher than the costs incurred and growing. Facebook marketing was working in their favor. The students were performing exceptionally well and they enjoyed 100% result in 2016 as well. The ROI from Facebook was 16.2 times the amount invested.

In the following year, they posted images and details of students to boast off their success. They then incurred costs to boost their post on Facebook. The feature of Animate Post helped them spread their post & choose people through targeting. The locations selected were Delhi, Haryana, Jaipur & U.P. The post got spread like anything and there were tons of likes and comments on the post. With the establishment of virtual bond and commitment, they decided to organize Facebook quizzes. By providing insights and guidance, the aim was to give students a feel of their own expertise. They posted 5-6 questions each day and correct answers were declared at the end of the day. They observed that the followers were taking keen interest and participation was there via replies of answers which they found correct. The students happily devoured and were left with hunger for more. Special discounts and vouchers were given to students with maximum correct answers. Also, they were actively sharing all notifications relating to change of syllabus, exam pattern, etc. This made them position themselves as an expert through creation of valuable content for the students. As a result, the respondents and the page visits and searches doubled by the end of 2017 with a cost of Rs. 4620 for a total of 100 days. 58 out of 120 entries came from the route of Facebook. They also created a website by the name www.dlacademy.com and began to share and promote the same through Facebook. ROI from Facebook grew to 17.56 times.

In 2018, they dropped the quiz and contest as a lot of time and energy went into it. Instead, they switched to real time connect via Facebook Live. Once in a week, pertinent content was shared along with tips on last minute preparations and students were welcomed for queries and doubts as well. Motivational quotes and inspiring articles were posted regularly in a hope that followers would share them and it would let them spread. With the change in syllabus and demand of hike in rise of salaries by the faculty made them increase the fee charged. As a result of which comparatively less audience was attracted and a downfall was observed in the number of conversions. Just 100 students enrolled, of which 55 came via Facebook. However, the returns generated showed a downfall. There was a decrease in ROI from 16.2 to 15.66 times.

To deal with this situation of slow growth, they hired marketing personnel to work in their virtual workspace and operate their social media handle. According to them, digital marketing required due attention and expertise. Another measure was cross-brand marketing under which they built relationship with other local small business units and career management cells of reputed colleges. Establishment of reciprocal relationships helped them gain exposure and create content that resonated with their audience. This was done with a thought that collaborations with those who complement what they offered and not competitors would increase the likelihood of referrals. They also launched D&L App which contained video lectures along with study

material and recent updates. Also, they wish to utilize the feature of Carousel Ads on Facebook to further expand market presence and attract around 50% more students of which majority coming from Facebook. The vision is to have an ROI about 20-25 times the cost by the end of 2019.

There were many ups and downs but the journey has remained good by far, but what the future holds is yet to be discovered. With rise in competition, creative and optimum use of resources will play a crucial role in determining the destiny of the business.

References:

www.facebook.com

www.whatsapp.com

Important Amendments in Direct Tax for AY 2020-21 / FY 2019-20

CS Upasana Gutt
Assistant Professor, TIPS, Dwarka

Filing tax returns is an annual activity seen as a moral and social duty of every responsible citizen of the country. A lot of big things happened on the personal taxation front in 2019 which will help salaried people and pensioners to save more tax.

“In view of rising income levels,” Finance minister Nirmala Sitharaman had said in her Budget speech, “those in the highest income brackets need to contribute more to the nation’s development.”

Though, no changes have been made in the tax slabs and the effective tax slabs for the financial year 2019-20 are similar to that of the financial year, the individuals who are drawing an annual income of up to Rs.5 lakh will not be required to pay any income tax. The individuals with a total taxable income of up to Rs.5 lakh will be eligible for a tax rebate of Rs.12,500 which will be available under Section 87A of the Income Tax Act.

In this case, it should be noted that the taxable income of an individual will be computed only after considering all the different deductions under Sections 80C, 80D, 80TTA, 80TTB, 80G, etc. of the Income Tax Act. Thus, if the annual income of an individual is below Rs.5 lakh, he or she will be eligible for this rebate under Section 87A. In addition to that, individuals with an annual income of more than Rs.5 lakh, but a taxable income of up to Rs.5 lakh only will also be eligible for the rebate. However, if the taxable income exceeds Rs.5 lakh (i.e. Rs.5,00,001 and up), the individual will not be eligible to avail the benefits of the rebate under Section 87A.

(The rebate under Section 87A of the Income Tax Act will be considered to be the actual amount of tax payable by the individual or Rs.12,500, whichever is lower.)

The standard deduction has been increased to the extent of Rs.50,000 now, as opposed to the previously prevalent amount of Rs.40,000.

Income-tax return can be filed using Aadhaar Number, if person hasn’t been allotted PAN. If a person has linked his Aadhaar number with PAN, he may also furnish his Aadhaar number in place of PAN in the Income-tax return. PAN allotted to a person shall be deemed to be invalid, if he failed to intimate the Aadhaar to the Dept.

As per the new scheme, the interest rate on the loan taken from PPF account will now be charged at one per cent instead of two per cent earlier.

Any sum of money paid, or any property situated in India transferred, on or after July 5, 2019 by a person resident in India to a person outside India shall be deemed to accrue or arise in India under Section 9.

Currently capital gain arising from transfer of house property is exempt u/s 54 on purchase or construction of one residential house property within the stipulated time. From the AY 2020-21 in order to save tax on long-term capital gains on the sale of house property one can invest capital gains in two house properties instead of one but this benefit is available once in a lifetime only if capital gains do not exceed Rs 2 crore.

To benefit small depositors and non-working spouses, TDS threshold limit has been proposed to be hiked to Rs 40,000 from the current of Rs 10,000 u/s 194A wef 01.04.2019

TDS threshold limit on rent paid or payable has been proposed to be hiked to Rs 2,40,000/- from Rs. 1,80,000/- in a financial year u/s 194I

A taxpayer has been allowed to withdraw 60% of total amount from NPS as tax free. Currently, the exemption is allowed only up to 40% of the total corpus amount.

Deduction of up to 10% of salary is allowed under Section 80CCD in respect of contribution made by an employer to NPS. The limit has been proposed to be increased to 14% of salary in case of Central Government's employees.

Conclusion In past years, many changes have been expected from the government with respect to the allowances and deductions available to the common man. However, the maximum limit of various allowable deductions available for claiming tax benefit have remained constant. For example, children's education allowance is exempt up to Rs 100 per month for maximum two children has not been changed over the years.

The taxpayers' wish list may continue to run long year after year, however, the government also needs to strike a balance between dreams and reality so that the pocket of the exchequer does not run dry and fiscal deficit does not go out-of-hand.

References:

Income Tax Department - <https://www.incometaxindia.gov.in/Pages/tps/latest-updates.aspx>

Taxguru- <https://taxguru.in/income-tax/income-tax-amendments-budget-2019.html>

Economic Times - <https://economictimes.indiatimes.com/news/economy/policy/view-amendments-in-the-rate-structure-of-income-tax-requires-reconsideration/articleshow/70488349.cms?from=mdr>

India's Status Quo in Ease of Doing Business

Dr. Aarti Dawra Suryavanshi

Assistant Professor, TIPS, Dwarka

As India is leap forth towards 5 trillion economy in next four years, it is essential to create simplified and proper regulatory environment in the economy. Ease of doing business is an essential parameter that leads to innovation and wealth creation in the economy. Indeed India has maintained a good rank in ease of doing business globally, perhaps it has to go a long way. According to economic survey 2019-20 India lags from other nations in ease of doing business in these parameters- starting a business, paying taxes, registering property and enforcing contracts. As per the current data of World Bank in ease of doing business India rank is 63 in 2019, while it was 169 in 2009. Currently to set up any kind of business in India it took on an average 18 days while in New Zealand it just took half day with minimal cost.

The below table shows the rankings of various nations on the basis of ease of doing business that includes the steps beginning from opening a business, getting the location, accessing finance, paying taxes etc.

Economy	Global Rank	Rank within group	Starting a Business	Getting Electricity	Registering Property	Getting Credit	Paying Taxes
New Zealand	1	1	1	48	2	1	9
Denmark	4	4	45	21	11	48	8
Japan	29	29	106	14	43	94	51
China	31	31	27	12	28	80	105
Kenya	56	56	129	70	134	4	94
India	63	63	136	22	154	25	115
South Africa	84	84	139	114	108	80	54
Bhutan	89	89	103	78	53	94	15
Nepal	94	94	135	135	97	37	175
Sri Lanka	99	99	85	89	138	132	142

Economy	Global Rank	Rank within group	Starting a Business	Getting Electricity	Registering Property	Getting Credit	Paying Taxes
Pakistan	108	108	72	123	151	119	161
Brazil	124	124	138	98	133	104	184
Myanmar	165	165	70	148	125	181	129
Bangladesh	168	168	131	176	184	119	151

Source: World Bank 2020

It is clear from the above table that global rank of India in ease of doing business is 63, New Zealand is at first position, Japan 29, Pakistan 108, Bhutan 89, China 31 etc. It shows that India has to go a long way in easing the policies related to initiate the business. It not only having the economic benefits but it is also helpful in the social upliftment of the nation like reduction in problems of poverty, unemployment etc. It enhances the entrepreneurial ability of the working population.

ABOUT US

The Trinity Institute of Professional Studies (TIPS), Sector-9, Dwarka, an ISO 9001:2008 certified institute, is affiliated to Guru Gobind Singh Indraprastha University. It was founded in 2007 under the aegis of Kamal Educational and Welfare Society (KEWS) with the objective of overcoming the critical demand for skilled professionals in India and abroad by nurturing intellectual capital by adopting best practices in quality education.



TIPS is offering courses / programs across various disciplines, such as Management, Commerce, Information Technology, Journalism & Mass Communication and Law. Today, the Institute has over 1500 students and more than 60 faculty members. The faculty at the Institute has proper experience both from the industry and academics as a result of which it brings the right mix of research and industry experience to education and consultancy offered by the Institute.

COURSES OFFERED:

Programme	Annual Student Intake	First Shift	Second Shift
BAJMC	120	60	60
BCA	120	60	60
BBA (G)	240	120	120
B.COM (H)	80	40	40
BA LLB.	60	60	--



TRINITY INSTITUTE OF PROFESSIONAL STUDIES

"A+" Category Affiliated Institution of Guru Gobind Singh Indraprastha University, Delhi
Recognised under section 2(f) of UGC Act, 1956 and NACC accredited 'B++' Grade Institution

Sector-9, Dwarka Institutional Area, New Delhi-110075, Tel: 011-45636921/22/23/24

TRINITY MANAGEMENT REVIEW

Trinity Management Review (TMR) is a quarterly online magazine brought up by the management department of Trinity Institute of Professional Studies. The articles, case studies, research papers and other contributions are made by academicians, consultants and management practitioners covering various areas of management. TMR offers a variety of perspectives from around the world to help you gain greater insight into the current management principles and practices.

Disclaimer: The views and opinions presented in the articles, case studies, research work and other contributions published in Trinity Management Review (TMR) are solely attributable to the authors of respective contributions. If these are contradictory to any particular person or entity, TMR shall not be liable for the present opinions, inadequacy of the information, any mistakes or inaccuracies.

Copyright © March 2015 Trinity Institute of Professional Studies, Dwarka. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the under mentioned.

Trinity Institute of Professional Studies

An ISO 9001:2008 Certified Institution

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

Sector-9, Dwarka, New Delhi-110075

Ph: 45636921/22/23/24, Telefax : 45636925

www.tips.edu.in, tips@tips.edu.in