



St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University

Accredited with A++ Grade NAAC 4th Cycle (CGPA of 3.57/4)

College with Potential for Excellence (State awarded by the UGC)

Ranked 65th in NIRF 2023 by Ministry of Education, Government of India

#163 Brigade Road, Bengaluru - 560025, Karnataka, India

B.COM COGNIZANCE

AN INITIATIVE BY DEPARTMENT OF COMMERCE



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PROLOGUE

St. Joseph's College of Commerce stands as one of India's foremost institutions for commerce and management education. Recognizing the rapid shifts in India's business and economic landscape, the college is committed to maintaining the highest standards in its courses to meet the evolving demands of the commerce industry.

To achieve this, the college has adopted a dynamic approach to education. It offers specialized B.Com programs like B.Com (Professional International Accounting and Finance), B.Com (Analytics), B.com (Strategic Finance), B.Com (BPM - Industry Integrated) B.com (Regular) and B.com (Travel and Tourism) each meticulously designed to provide students with the best possible exposure to the corporate world. These programs equip students with the knowledge and skills necessary to excel in their chosen fields.

In line with its dedication to providing comprehensive and up-to-date knowledge, Department of Commerce has introduced the B.Com Cognizance initiative. This program aims to deliver valuable insights and information to the college's students, keeping them informed about the latest developments and contemporary trends in the ever-evolving business landscape. Through B.Com Cognizance, the college ensures that its students are well-prepared to navigate the dynamic world of business with confidence and expertise.

ABOUT ISRO

— ✦ The Indian Space Research Organisation (ISRO), formerly INCOSPAR, established in 1969 under Dr. Vikram Sarabhai's leadership

— ✦ Aryabhata, in 1975, ISRO rapidly advanced its capabilities. The successful deployment of the Satellite Launch Vehicle (SLV) in 1980 marked India's entry into the global satellite launch market

— ✦ ISRO's dedication to societal needs led to initiatives like the Indian National Satellite System (INSAT) in 1982, transforming telecommunications, broadcasting, meteorology, and Search and Rescue services

— ✦ ISRO's workhorses, the Polar Satellite Launch Vehicle (PSLV) and the Geosynchronous Satellite Launch Vehicle (GSLV), reliably deployed satellites for diverse applications

— ✦ In lunar exploration, Chandrayaan-1 (2008) and Chandrayaan-2 (2019) were notable, with Chandrayaan-3 in 2023

— ✦ ISRO's ongoing Gaganyaan program for human spaceflight, Aditya-L1 Sun mission, and a proposed Venus . ISRO stands as a testament to India's spirit of innovation and excellence in space exploration

IMPACT ON INDIA'S ECONOMY

- ✦ Recent reports reveal that the global space economy has soared to a staggering value of USD 546 billion in 2023, marking a remarkable 91 percent increase over the past decade
- ✦ The anticipated success of Chandrayaan-3 could significantly bolster India's space economy, which is projected to reach USD 13 billion by 2025
- ✦ This economic boost has the potential to catalyze job creation, stimulate private investments, and foster the growth of the nation's space-tech ecosystem
- ✦ The burgeoning space sector's growth offers a diverse array of employment opportunities and crucial development in India
- ✦ The triumph of Chandrayaan-3 would underline India's unwavering commitment to technological advancement and innovation, resonating globally and inspiring other nations to invest in space research and exploration

BUDGET OF CHANDRAYAAN 3



- ★ ISRO has earned a reputation for its unwavering commitment to cost-efficiency and cost-effectiveness in its space programs, and the Chandrayaan-3 mission is certainly no exception.
- ★ The organization has consistently demonstrated its ability to achieve remarkable space exploration milestones while keeping expenses under control. While determining the exact cost of a space mission can be challenging, as many countries subsidize their space activities, Chandrayaan-3 had a budget of approximately 600 crore rupees.
- ★ What sets ISRO apart is its meticulous approach to resource allocation. Every component, from the spacecraft design to the launch vehicle, is meticulously calculated to deliver the best possible outcomes at the lowest possible cost.
- ★ ISRO's commitment to cost efficiency has not only made space exploration more accessible but has also paved the way for ambitious missions that may have otherwise been deemed financially impractical.
- ★ Chandrayaan-3, as part of ISRO's ongoing lunar exploration efforts, exemplifies this ethos, ensuring that India's space program continues to make strides in space science and technology while remaining fiscally responsible.

GLOBAL RECOGNITION OF CHANDRAYAAN 3

On August 23rd 2023, India proudly placed its mark on the lunar south pole as Chandrayaan-3 made a successful landing



Notable Reactions from Global Entities- NASA and entrepreneur and space enthusiast Elon Musk expressed their admiration for the successful landing of Chandrayaan-3 on the moon's south pole



Recognition from Indian Personalities-Prime Minister Narendra Modi , film and Sports celebrities also lauded the efforts of the scientists and engineers, recognizing this as a historical chapter for India

AADITYA L1



ISRO is all set to launch the latest spacecraft after the successful landing of Chandrayaan 3- Aditya L1 Mission which is the 1st Solar Mission by ISRO on 2nd September 2023 and this mission aims to study the Space Weather and Gases on the Sun



The Aditya L1 Solar Mission by ISRO aims to reach Lagrangian Point (L1) of the Sun-Earth Solar System with a budget of Rs 400 Crore



Aditya L1

Solar Mission by ISRO is the 1st of its kind and it aims to reach Lagrangian Point (L1) of the Sun Earth Solar System



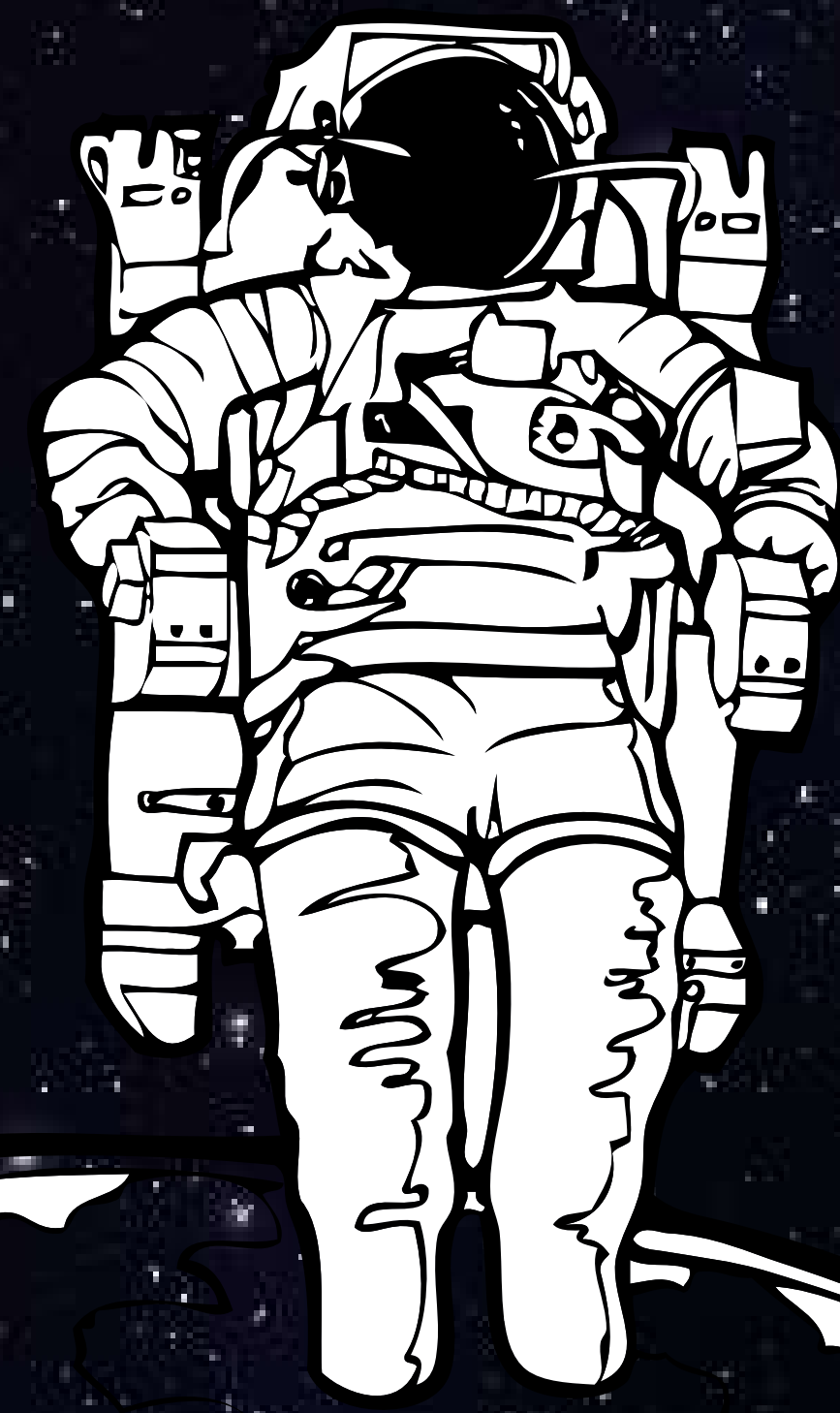
ISRO L1 Launch Vehicle is PSLV-XL on which Spacecraft will reach the Sun's Orbit






ISRO'S CONTRIBUTION

ISRO has influenced educational institutions by its activities like making satellites for communication, remote sensing and astronomy




Academic institutions are encouraged to join the Space endeavour ISRO's own scientific projects encourage and promote science education

Being headquartered in Bengaluru, ISRO has created history by launching 104 satellites in one go



Crew Escape module: ISRO has test-launched Crew Escape Module paving the way for manned space mission
Gaganyaan




DID YOU KNOW?

ISRO is one of the six space agencies worldwide with the ability to build and launch satellites from its own soil



ISRO also developed Bhuvan, a web-based 3D satellite imagery tool that is the Indian version of Google Earth

All ISRO's equipment has the three horizontal lines of 'Vibhuti' & 'Kumkum', identical to the one seen on Lord Shiva's forehead



"Aryabhata" was the first satellite of ISRO, launched on 19 April 1975 with the help of Russia

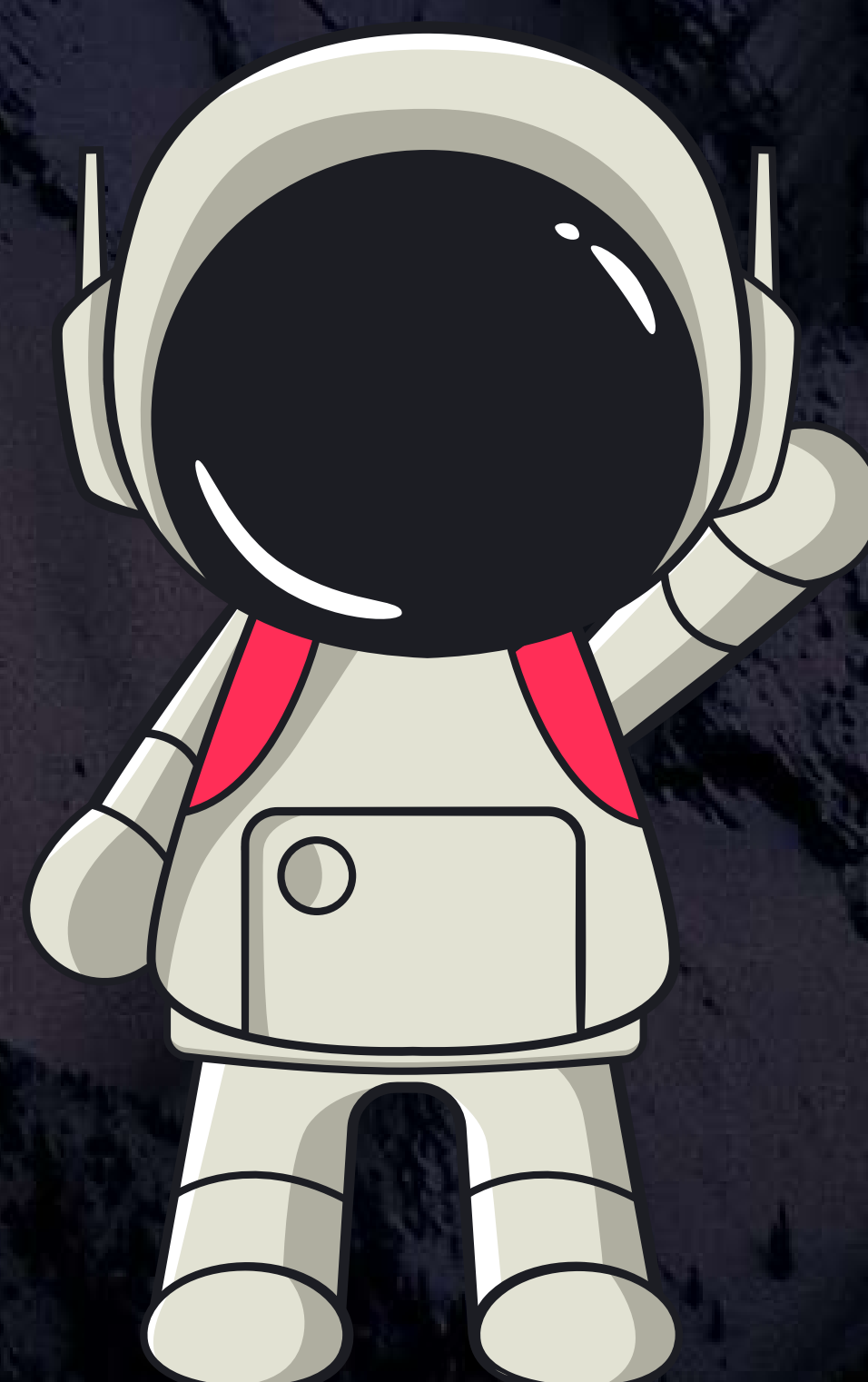
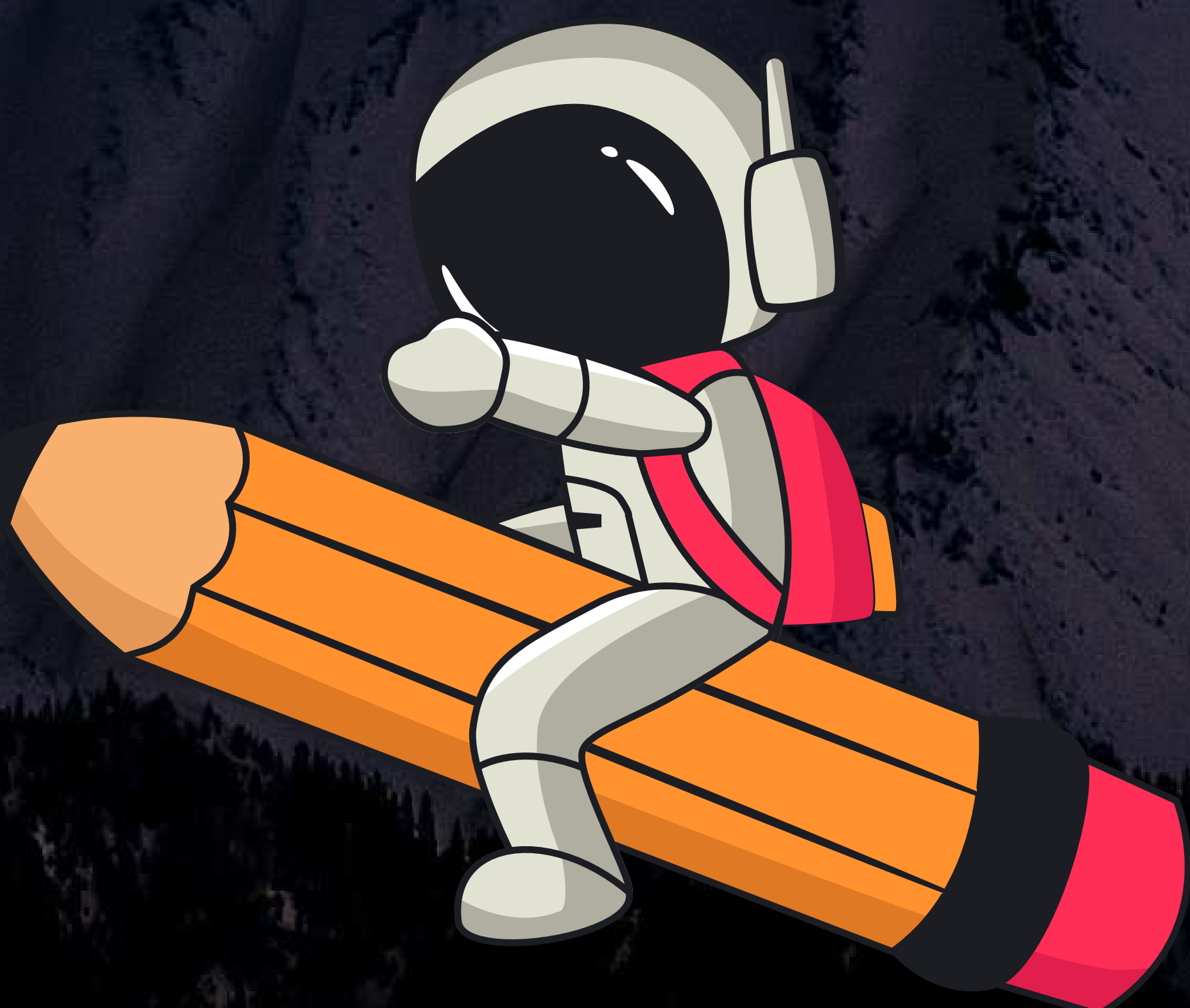
Interestingly, parts of the first rocket were carried on bicycles to a church in Thiruvananthapuram in 1963



Q & A

- **Where is the headquarters of ISRO?**
- **What is the name of the first satellite built by India?**
- **Who is the current chairman of ISRO?**
- **When was Chandrayaan I launched?**
- **How many Centres are there in ISRO?**
- **The reusable launch vehicle developed by ISRO is _____**
- **Name the human spaceflight program being developed by ISRO.**
- **What is ISRO's satellite navigation system called?**

Send your answers via WhatsApp to Ankitha- 8277181880 to get featured in the next month's issue!!



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