



**VIDYABHARTI TRUST COLLEGE OF
BUSINESS, COMPUTER-SCIENCE AND RESEARCH**
Department of Business Administration's Newsletter

VOLUME : 1

JULY-2021

ISSUE : 1



KNOW-WIZ
Spreading Knowledge

Why is SEO Important for Instagram?

Instagram SEO is a really important feature for Instagram as many Instagram users are on the app in order to promote their business. This means that the more discoverable their account is, the more followers the account will get. Instagram recently updated the app by making keywords searchable. Previously, only account names and hashtags were searchable. By having keywords be searchable, accounts can now include keywords in their bios to ensure better and more successful discoverability. Currently on Instagram there are over one billion active users. This means there are over one billion Instagram users you could potentially reach with your account. The average Instagram user spends roughly just under an hour on Instagram per day. This is a significant chunk of time out of their day and plenty of time for a user to find your account. By having very specific keywords in your Instagram bio, you can direct many more people to your account.

Use Hashtags as Keywords

Hashtags are one of the most important features on Instagram, if not the most important feature, in order to get your profile to receive as much traffic as possible. Hashtags make your post searchable in a more effective way than keywords in a caption. This is why it is important to make use of both in order to increase your Instagram followers. Hashtags are essentially keywords that are commonly used amongst a niche community and are well known within that community. Another advantage of making use of hashtags as keywords is that you can now follow a hashtag on Instagram. This means that people can follow keywords that you may be using on your post which makes your profile and your posts more discoverable and will ensure a successful Instagram account and posts that do well.

The Importance of an Optimized Profile

To optimize your profile is a fairly easy task, you simply need to make careful use of keywords and have a carefully curated profile. Your username should contain your primary keyword. This would be the main keyword that describes your business and should be an easily searchable username so stay

away from special characters and number. Your bio should contain secondary keywords that describe your business and the content of your Instagram profile. A lesser-known tip is to make use of the ALT text function on Instagram that is meant to aid the visually impaired. If your profile is not working at its optimum, your business will not benefit from Instagram as it should. Be sure to make your Instagram account a business account in order for people to see that you are in fact a business.

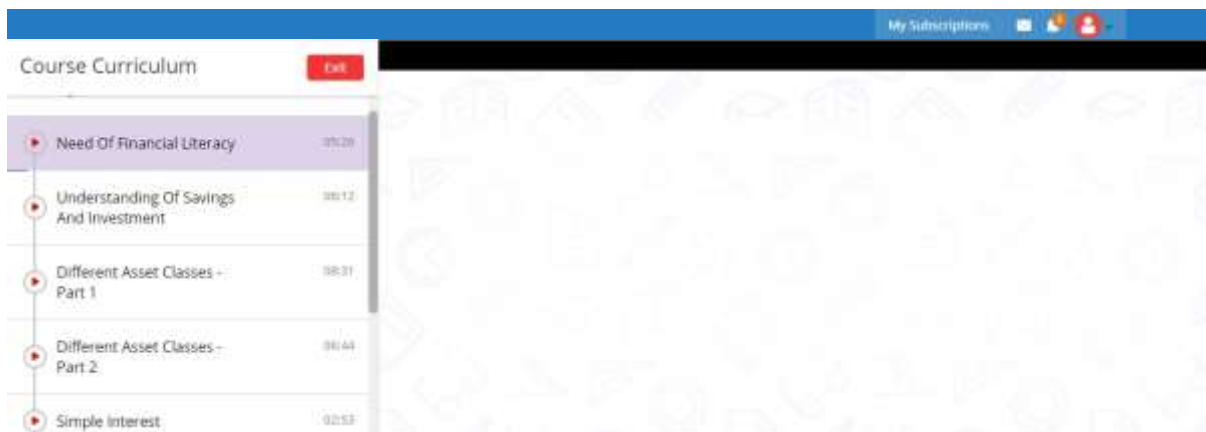
Optimize your Captions with Keywords

It is important to make use of secondary keywords in your captions on your posts. Captions are a description under your post and they allow more people to see your post and allow people to understand what your post and your account is all about. The keywords used in a caption should be keywords that directly relate to that post and to your account and business. Use words that are easily searchable and not too specific that Instagram won't be able to recognise it. Whilst there has been a lot of progress made on Instagram, there are still only basic keywords that are searchable so make sure that your keywords fit your niche, but will still be searchable.

- **Dr. Snehal Mistry (Principal, VTCBB)**

“Financial Literacy awareness Program”

Vidybharti Trust college of BBA has taken initiative to make students participate in financial literacy program designed by NJFLAP. Students of 2nd year BBA took active participation in this course. The course includes total 116 videos of financial awareness. This was very informative and fertile for the students. Students get to learn about basics of finance terminology. It helps them to understand financial management subject in a better way. Many of the participants have secured more than 50% and secured certificate of it.



Environment Day theme art by student **Akbari Tanish (SYBBA)**:



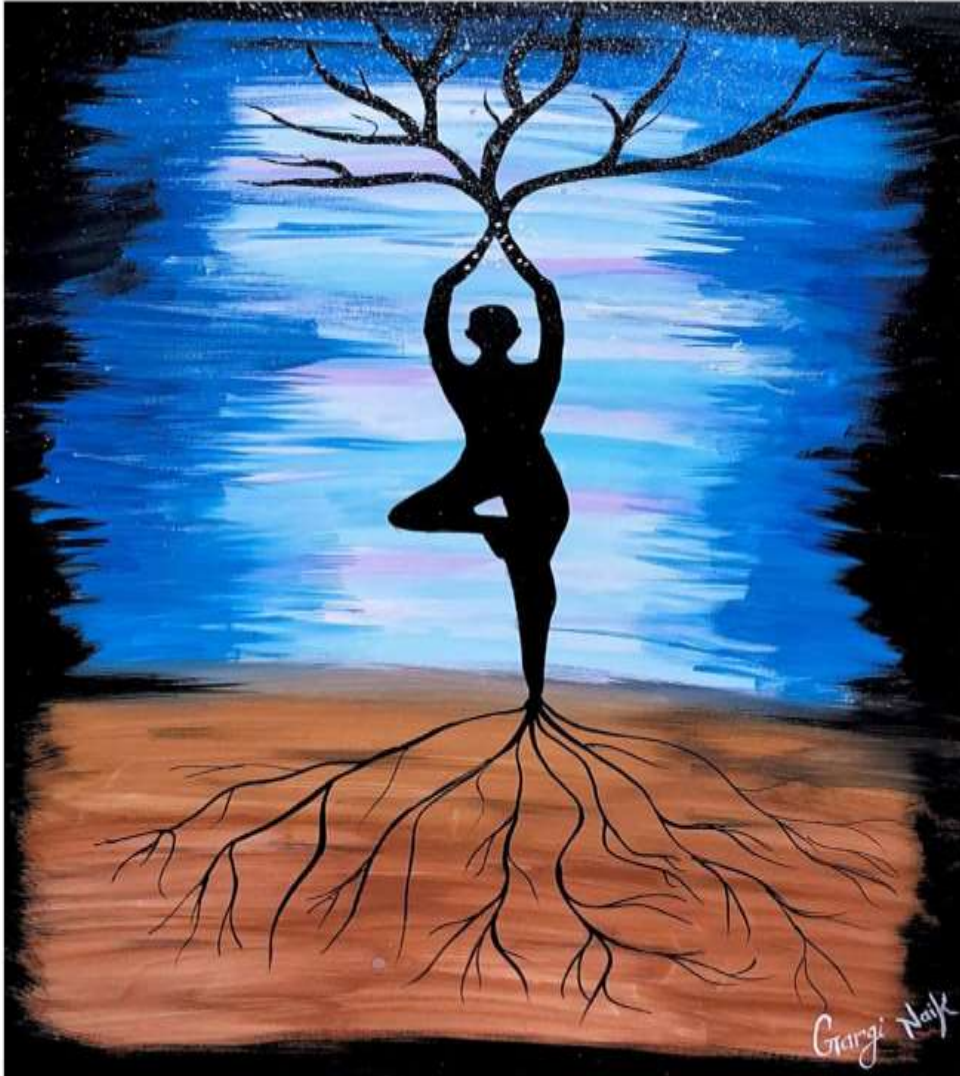
Webinar on “Financial Awareness”

Vidyabharti Trust College of BBA, UmraKh arranged a webinar on “Financial Awareness” for SYBBA Semester – 4 students. The purpose of the webinar was to increase the awareness about Financial Market and to improve the financial literacy. The webinar was very interactive with a practical exposure and it was delivered for six days- 1st June to 4th June and 11th June to 14th June. The students learned each day for 1 hour in the evening. The webinar was delivered by Mr. Muzibar Shaikh and Mr. Aditya Shreenivas from Bombay Stock Exchange Brokers' Forum, Bombay. The webinar included the topics like Working of Stock Exchange, Demate Account, KYC, Fundamental Analysis, Industry and Economic Analysis, Mutual Fund, SIP, Derivative Market, Monetary Policy with practical exposure. More than 50 students were benefited by the webinar experts. The Valedictory session completed with the feedback and certificate distribution to the participants.

Dr. Payal Mahida

Programme Co-Ordinator

Yoga Theme art by student: **Gargi Naik (SYBBA)**



Story - The Gift

This touching story about a bus that was bumping along a back road in the South. In one seat a wispy old man sat holding a bunch of fresh flowers. Across the aisle was a young girl whose eyes came back again and again to the man's flowers. The time came for the old man to get off. Impulsively he thrust the flowers into the girl's lap. "I can see you love the Flowers," he explained, "and I think my wife would like for you to have them. I 'll tell her I gave them to you." The girl accepted the flowers, then watched the old man get off the bus and walk through the gate of a small Cemetery.

Signification: Rather than aimlessly follow customs, do coherent and beneficial things according to circumstance....!!!

- *Ms. Nidhi Naik*

Impact of Covid -19 in Daily Life:

Unemployment grows, income declines:

The overall unemployment rate in India, based on moving average of 30 days, was 8.2 per cent as of May 10, 2021. The urban unemployment rate at 10.5 per cent was higher than rural which stood at 7.1 per cent. Women were the worst losers and so were the low-income daily wage earners. This might also have increase the dropout rate in higher education, leading to the demand for lowering of fees and deferred payment terms.

Work from Home:

Since the outbreak of COVID, more people took to working from home—a new normal that will characterise work life. 74 per cent of 317 CFOs, business, and finance leaders expected at least 5 per cent of their workforce, who previously worked in company offices, to permanently work-from-home even after the pandemic ends. TCS, India's largest technology company, has announced that post COVID, up to 2025, it will ask a majority (75 per cent) of its 4.48 lakh employees globally (including 3.5 lakh in India) to work from home, up from the industry average of 20 per cent today.

Time and geography no barriers to learning:

Learning at home or anywhere and at any time gave students a greater degree of flexibility. Asynchronous technologies like YouTube or institution website/portal helped overcome digital infrastructure constraints and ensured effective learning, as students could go back and forth on a lecture and post queries to the faculty or the group. At the same time, they could also attend the lecture in real time. The faculty challenge in digital model is validating student learning and certifying the extent to which learning outcomes have been achieved. But the social value of learning has got missed. Students have expressed on multiple forums that one of their motivations to join universities or management institutions is peer learning. Technology tools like virtual reality are now in the experimentation stage to provide social experience.

Life post COVID:

The world may not return to a pre-pandemic era. Work practices and consumption patterns would have changed. The pendulum is now shifting. Most expect economic recovery, though not full-fledged, only in 2022. A study of top 500 US CEOs concluded that recovery will be in 2022 and another 27 per cent believed it could be in 2023. 72.6 per cent believed that employment will be less compared to January 2020. 52 per cent CEOs believed that business travel will no more be the same. 75 per cent said that the pandemic accelerated their companies' technological transformation. The same was true for higher education where university faculties and students rapidly took to the digital medium, even as its limitations emerged. Thus, though, the post-pandemic environment looks hazy, it will have firms and institutions accelerating their pace of technological transformation. Risks related to customer loss, business continuity, demand collapse, and employee safety are only likely to be enhanced.

(Source: "Indian Management "The journal of all India Management association")

- *Ms. Pranjal Desai*