



B.M.S EDUCATIONAL TRUST

B.M.S. COLLEGE OF LAW

BULL TEMPLE ROAD, BASAVANGUDI, BANGALORE-19
AFFILIATED TO KARNATAKA STATE LAW UNIVERSITY APPROVED BY BAR COUNCIL OF INDIA
NAAC ACCREDITED GRADE B++

LEGATUM

THE NEWSLETTER

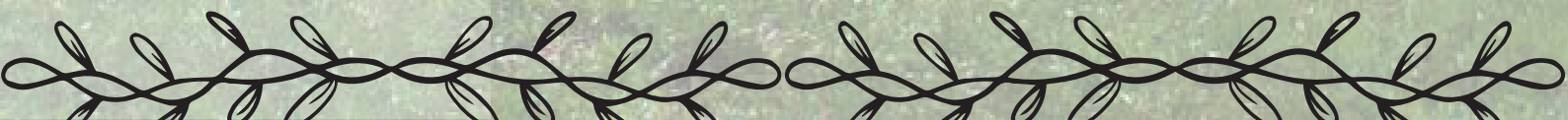
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COLLEGE FOOTBALL TEAM (MEN) SELECTION

A College Football Team (Men) selection was held on 02 February, 2024. The selection process involved specific drills such as running, zig-zag running, stopping and kicking the ball, pass maneuvers, and ball control. The participants were organised into four groups, and subsequent matches between the teams determined the final squad.



NATIONAL SERVICE SCHEME (NSS) CAMP

The NSS-Unit organized Seven Days Special Camp at Choodahalli Village, Anekal Taluk, Bengaluru from 03 to 09 February, 2024. The Chief Guest Hon'ble Sri. Krishna Raj, Additional Senior Civil Judge, Anekal inaugurated the camp. Sri Vinod Kumar M. Assistant Public Prosecutor, Anekal, Sri Y. Manjunath, General Secretary, Bar Association, Anekal, Sri R. Ramesh, President, Bar Association, Anekal, Sri K. Ravi, Treasurers, Bar Association, Anekal, Sri Chandrappa, Superintendent of Police, Anekal Police Station adorned the inaugural event. Sri YG Muralidhara, Founder - CREAT, Bangalore was invited as Special Guest to deliver a talk on importance of community service & legal aid.

The NSS team worked to spread awareness on various aspects such as,

1. Right to Education
2. Government Welfare Schemes
3. Free Legal Aid Service

SHRAMDAAN ACTIVITY

Faculty and staff engaged in Shramadaana activity at Choodahalli village, situated in the remote Anekal taluk, near the Bannerghatta reserve forest on 03 February 2024. The designated government school premises were painted by the BMSCL team. Additionally, a comprehensive survey of village neighbourhood is also conducted. This hands-on experience served as a valuable learning opportunity for faculty and staff. The initiative aimed at fostering community engagement and contributing to the betterment of the village. Faculty and staff were included in enhancing the aesthetics of the school and gathering data through house surveys.



CAREER COUNSELLING AND OVERSEAS OPPORTUNITIES FOR LAW GRADUATES



The Internship and Placement Committee conducted a session on "Career Counselling and Overseas Opportunities for Law Graduates" on 07 February, 2024. Sri. Rohith Satheesh, Director-Marketing at Mancomp Overseas Education Pvt Ltd, Bengaluru delivered the session, providing tailored guidance on legal career paths. Highlights of the session included empowering law graduates for diverse career opportunities, accessing overseas prospects for exposure to varied legal systems, cultures, and practices, and emphasizing networking for mentorship and community support.

DEBATE LEAGUE 2024

Invicta, The Debate Society organized the Debate League 2024, an inter-college debate competition on 09 January, 2024.



The competition comprised three major events: Group Discussion, Turn Coat Competition, and Cross Examination Debate. In the Group Discussion round, teams engaged in a 20-minute deliberation on "One Nation One Election is a Threat to Indian Democracy," emphasizing communication skills and teamwork. Ten teams progressed to the next round. The Turn Coat Competition challenged debaters to argue both sides of "AI at work: Efficiency Boost or Job Threat?" Four teams qualified for the finals. The Cross Examination Debate, adopting a courtroom debating model, assessed critical thinking, rhetorical understanding, and performance under pressure. The event proved to be a platform for spirited intellectual exchange among participating colleges.



Winners

1. Adora Mascarenhas & Thoshithashree A N Chowdary School of Law, Christ (Deemed-to-be) University, Bangalore.
2. Adithi Holla & Shreya Shetty, School of Law, Christ (Deemed-to-be) University, Bangalore.
3. Khushi & Anirudh Madhav Panikkar, Christ Academy Institute of Law, Bangalore.

TRIBUTE TO SOLDIERS (BLACK DAY)



On 14 February, 2024, Black Day was observed to commemorate the Pulwama attack on Indian security forces and honor the sacrifice of our soldiers. The EKYA-Social Awareness Club organized a tribute to the 40 Central Reserve Police Force personnel who lost their lives in the 2019 Pulwama Terror Attack, the deadliest attack on Indian security forces in Kashmir. Staff and students, dressed in black, gathered near the college's front gate for a minute of mourning.

Mr. Rahul and Gagan from I semester BBA.LL.B., and B.A. LL.B., delivered speeches about the Pulwama attack, while Mr. Dhanush from I semester B.A. LL.B., curated a poster. A collective prayer for the departed souls, marked by candle lighting, united the college community in paying respects.



DEVELOPING A COMPETITIVE EDGE-A PATH TO NAVIGATE ESSENTIAL SKILLS



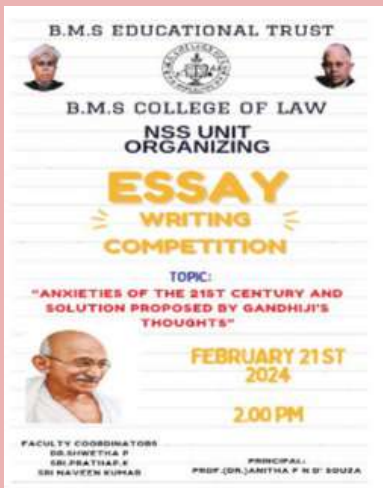
The Internship and Placement Committee conducted a two-day session on "Developing a Competitive Edge- A Path to Navigate Essential Skills" on 16 & 17 February, 2024. Presided by Ms. Nishvitha, a Corporate Lawyer and Company Secretary, the program aimed at providing law students with crucial skills for success in the legal profession. Day 1 focused on corporate culture, leadership, and career strategies, while addressing writing skills and email etiquette in a legal context. Day 2 covered practical aspects of contract drafting, negotiation, and explored legal intricacies of E-Contracts, Stamp Duty, and Registration procedures. Through interactive sessions, students gained valuable insights and practical skills, preparing them to navigate the legal landscape with confidence.

VIKAS BHARAT GUEST LECTURE



NSS Unit organised a guest lecture on 'Vision to make India a Developed Nation by 2047' on 29 February, 2024. Sri. Naman Vankdari, Advocate delivered a talk and interacted with the students.

ESSAY WRITING COMPETITION



The NSS Unit organized an Essay Writing Competition on 19 February, 2024. The topic, "Anxieties of the 21st Century and Solutions Proposed by Gandhiji's Thought," dived into the enduring relevance of Mahatma Gandhi's principles in our fast-paced and ever-changing world. With simplicity, non-violence, truthfulness, self-reliance, and compassion at their core. The competition aimed to highlight the continued significance of these principles and their potential contributions to a more harmonious and sustainable world.

- Winners -

1. Mr. Yashwanth G.S (I BA.LL.B.,)
2. Mr. Shashanka (I BA.LL.B.,)

WORKSHOP ON PATENT DRAFTING AND FILING

The IPR Cell conducted a Workshop on "Patent Drafting and Filing" on 20 February, 2024 with the aim of transforming theoretical knowledge into practical skills for aspiring lawyers. Senior Partner, Mr. Nitin Nair from BananaIP Counsels, served as the resource person, delving into Intellectual Property rights and intricacies related to Patent Applications. The session, attended by over 30 participants from various semesters, covered essential topics such as Patentability, Prior Art, Examination Report, and Pre-grant and post-grant opposition. Mr. Nair's practical insights, examples, and anecdotes enriched the learning experience, allowing active engagement and enhancing understanding.



CASE STUDY ON COMPETITIVE MARKETS

A pioneering Case Study Competition on Competitive Markets for first-semester students of B.A. LL.B., B.Com. LL.B., and BBA. LL.B., was conducted to enhance research skills. The orientation held on 05 February, 2024 covered research methodologies and market types. On 06 February, 2024, students observed and researched at More Mega Mart, submitting 28 group case studies. Fifteen outstanding case studies were selected for the final round on 21 February, 2024 judged by Dr. Jennifer Fernandes and Dr. Rekha Lakshman. All 15 teams actively presented their case studies with PPTs.



WINNING TEAM

1. Purbasha Parui
2. T.R Aisiri Rao
3. Sneha B.L
4. Prarthana Kashyap

B.A. LL.B., I Sem



SAMVIDHAN JAGRUTHI JATHA

The NSS Unit organized the Samvidhan Jagruthi Jatha on the 75th year of Republic Day on 22 February, 2024 starting at 08:30 am from the college campus to Ramakrishna Ashrama and DVG Road, Gandhibazar. A total of 30 NSS volunteers actively participated in the walkathon, registering their commitment to the cause. The primary objective of the walkathon was to generate awareness about the Constitution among the general public. During the Jagruthi Jatha, students engaged with people, effectively spreading awareness about Constitutional principles, fundamental rights, and fundamental duties.



LEVIOSA 2K24 - SAMSKRUTHI SAMAGAMA

Leviosa, the flagship Annual Inter-Collegiate Cultural Fest was convened on 23 February, 2024. The event was sponsored by Avithri by Vijaylakshmi (Title sponsors), Ujjivan Small Finances Bank (Gold sponsors), Aaryan Properties (Event sponsors), OVR Foods (Food partners), Garuda Foods (Gone Mad chocolates) (Dessert partners) and Reliance Digital (Digital partners). An array of events including Solo singing, Solo dancing, Group dancing, Face painting, Treasure hunt, Hogathon, Fitness challenge, Fashion show were organised. A huge flea market was organised as well. Around 70 institutions participated in the fest. The valedictory program was graced by the sponsors of the events. To conclude the fest a DJ night was also hosted.





St. Josephs' University, Bangalore emerged as the overall champions. The event received an overwhelming response from the in-house students and the participants from other colleges.

STUDENT'S ACHIEVEMENTS

BEST MEMORIAL AWARD FOR BMSCL IN SAVITHA SCHOOL OF LAW, CHENNAI MOOT COURT COMPETITION

Rishika Gowda and Aiswarya N Vedagiri from III semester B.A. LL.B., participated in Savitha School of Law, Chennai Moot Court Competition and won the Best Memorial Award with the cash prize of Rs. 10,000. A hearty congratulations to the team on the feat!



IIPA'S WORKSHOP ON CYBER SECURITY

A Student Delegation attended Indian Institute of Public Administration's Workshop on Cyber Security held on 17 February, 2024 at IAS Officers' Association. Students have received the workshop very well and remarked as must-attend. It was comprised of students and Sri. Ankit A. Shripatwar, Assistant Professor.



CONSTITUTION AND NATIONAL UNITY CONFERENCE

Students attended a series of lectures at Palace Grounds, organised by Government of Karnataka and NLSIU, Bangalore to commemorate a dialogue on the Indian Constitution from 24 to 25 February, 2024. A student delegation was curated by Dr. Sujatha S & Sri. Ankit A. Shripatwar, Faculty Co-ordinators.



K.S.L.U INTERCOLLEGIATE FOOTBALL TOURNAMENT

JSS Law college, Mysuru organised Intercollegiate Football Tournament for men in association with K.S.L.U, Hubballi on 22 & 23 February, 2024. An in-house football team participated and played the quarter-finals.



Winning Case Study Monopolistic Market

In a monopolistic setting, unlike perfect competition, the company maintains spare capacity. Numerous firms are competing in the market and each firm produces a slightly differentiated product. Meaning that while products are similar, they are not perfect substitutes. Due to product differentiation, firms have some control over the price they charge. However, this power is limited because consumers can switch to similar products if prices rise too high.

IMPLICATIONS OF MONOPOLISTIC COMPETITION

1. Pricing

Monopolistic competition impacts pricing by permitting firms some level of command over costs through product differentiation and exposing them to competition from close substitutes. This results in a unique pricing environment.

2. Advertising

Advertising is all about making people believe, that the products of one firm are unique from the products of another firm a.k.a Unique Selling Proposition (USP). In the structure of monopolistic competition, there are two ways of considering how advertising works- either advertising causes a firm's perceived demand curve to become more inelastic or advertising causes demand for the firm's product to increase.

3. Consumer choices and behaviour

The monopolistic competition offers consumers a wide range of choices, encourages product differentiation and innovation, and fosters competition based on factors beyond just price. Consumers make decisions based on a combination of price, quality, brand reputation, and individual preferences, contributing to a dynamic and diverse marketplace.

Product Analysis

By analysing the six most popular brands of shaving cream viz, Gillette Bombay Shaving Company, Axe, Godrej, Dettol, Park Avenue, we can put forth that despite having the same use, many products have differentiation in price, colour, scent, offers, packaging, and selling proposition of the product, to attract customers in monopolistic competition. When we do a comparative analysis, the price of many products ranges from 75 to 80 rupees for 60 grams of shaving cream and 90 to 100 rupees for 100 grams. The offers also vary from one product to another for example: If one brand sells their product with an offer of 30% then the other firm may offer 40%. The perfume or scent that is used in the product will also differentiate from lime, menthol, citrus pine, woody, etc to attract customers. The primary focus is on men since men are the primary customers . It is often observed that shaving cream brands try to market their product by inclining toward the masculinity sentiment of the customers to sell their products. This psychological marketing creates a sense of brand value, loyalty, and status symbol among the consumers.

Survey

A survey was conducted among various people from 9th-11th February 2024 to have a detailed analysis of their outlook on various shaving cream brands in India. It was an online survey using GoogleForms. The sample size is 24. In the statistical analysis, by the collected responses it is evident that many men between the ages of nineteen and twenty prefer the brand of shaving cream that is reputed and has moisturizing properties. The majority of people have been using Gillette as their go-to product which they have been using for the past 3-4 months. The attention towards a product is mostly grabbed by celebrity endorsement. Although the majority of people do not prioritize packaging, it significantly distinguishes brands and attracts customers with an appealing color palette.

Conclusion

Ultimately, the market considers all the factors and produces such products that give maximum satisfaction to the consumers. From the above survey it can be seen that the outcomes of the survey align with the features of the available brands of shaving cream in the market. The brands prioritize the tastes and preferences of the customers and make products accordingly which will cater different needs of the customers. This way, Customers have a diverse selection of products tailored to their specific needs.



THANK
YOU FOR
READING

Keep Tuned!