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DEPARTMENT INTRODUCTION

We overheard a few of our participants from the Department fest saying “we had to be here”, and that is exactly where we sought validation.

The **Commerce Department**, is one of the biggest departments of Sri Venkateswara College, and extensively acknowledged in the Delhi University circuit. The department possesses a culture that uplifts the college motto, "Truth through education" and ensures a comprehensive development of the body of members associated with it.

They say, ‘credit where credit’s due’, and being the Commerce department, we wish to register this credit in our books by the name of The Commerce Association. Comsoc is a syndicated community of 550+ spirited students, the awe-inspiring faculty, and an integration between the both. Ever since its formation, the society has never failed to influence the mass through its varied range of ventures and it wishes to continually strive higher with each passing year.
The department stands strong because of its pillars of support. **The senior most faculty member, Dr. S. Venkata Kumar, is the Vice Principal of the college.** The faculty members include: Ms. Sunita Chhabra, Dr. Mamta Arora, Dr. Shruti Mathur, Dr. Pooja Jain, Dr. Sindhumani Bag, Dr. Vinod Kumar, Dr. Neha Singhal, Ms. Shilpa, Dr. Arpita Kaul, Mr. Ajit Singh, Ms. Priyanka, Mr. Aashish Jain, Ms. Simranjeet Kaur, Ms. Mohini Yadav. We also have some new faculty members who have joined this year: Mr. Manish Kumar Dubey, Mr. Yogesh, Mr. Mukesh Kumar Meena and Ms. Devki.

The student core team, or the heart of the society, includes the President, Keshav Agarwal; Vice Presidents, Tushar Chawla and Nishika Sharma; General Secretary, Tabeer Bhat; Joint Secretaries, Mohammad Azhan Shaqif and Aashna Bhoyar; Head Coordinator, Himanshi Narang; Editorial Karnika Pagaria; Marketing Head, Raghav Agarwal; Sponsorship Head, Nihaan Mohammed; and Creative Head, Aarushi Govil.

This magazine is a further step in the direction of making this space more open, interactive, and integrative. We are excited to launch this platform as a way to connect, educate and entertain our commerce community, and we look forward to all forms of feedback and interaction from our readers!
“The secret to success is to do the ordinary things extraordinarily well”

I am delighted to know about the third edition of the Annual Commerce Magazine – Karobaar. It involves a team of extremely talented and dedicated people to bring out a magazine like this. I extend my heartiest congratulations to Dr Mamta Arora and her exceptional team of young teachers and students of the department.

The Annual Commerce Magazine is not just the commendable work of teachers and students but also a tribute to senior colleagues whose legacy motivates to plan creative and innovative activities. We acknowledge their contribution in making the Commerce Department vibrant and dynamic.

I would like to see this legacy to continue with new thoughts and talents. I wish all the students to become the true ambassadors of Sri Venkateswara College by setting benchmarks with their exemplary performance in all their endeavours.
Happy to learn that the Department Of Commerce is bringing out its annual magazine” KAROBAAR” showcasing the achievements of the department.

I congratulate Dr.Mamta Arora the Teacher-in-Charge and her team of teachers and students for making this happen inspite of the covid pandemic.

The efforts of the students in collaging various events and putting it in the magazine is highly laudable.The articles on finance, marketing etc, by the students deserves appreciation and I’m sure this spirit of the students is the core to growth of their academic excellence.

The efforts of my junior colleagues has always given me immense satisfaction and the importance of their presence in every department activity is appreciated.

I wish the entire team of teachers and students a wonderful future and the journey of the department magazine ”KAROBAR” will continue eternally.
It feels exhilarating to announce the release of ‘KAROBAAR’, the annual magazine of the Department of Commerce, Sri Venkateswara College for the academic year 2020-21. This magazine stands as a testimony to the sheer hard-work and zeal shown by the faculty and students even when the world is reeling through a global pandemic. This issue highlights the activities and achievements of the department during the current academic year.

The motto of the Department of Commerce, SVC has always been all-round development of the students which is evident from both academic as well as co-curricular and extension activities undertaken by the department during this academic session. Our department’s courses B. Com. Hons. and B. Com. always attract dynamic students from all over the nation and create a reservoir of talented students who are not just academically proficient but are also actively involved in varied cultural and extension activities.

We at commerce department believe in corroborating classroom learning with practical exposure. Since the pandemic compelled all of us to stay at home, our department decided to organize webinars, online interactive speaker sessions and other interesting activities thorough its student societies - COMSOC, E-CELL, BLUE CHIP, MARKETING SOCIETY etc. In total 26 webinars and speaker sessions were organized this year. The department also organized its annual fest, ‘CONSORTIUM’ during March which received overwhelming response and there was participation by students from all over India. The department also conducted an Add on Course on ‘Digital Marketing’ successfully during this year. We too organised a week-long Faculty Development Program for the teachers which was attended and appreciated by teachers of various universities across the country. In order to infuse the essence of social responsibility and consciousness among the students, the department undertook two Extension activities this year, namely – ‘Mental Health Awareness Program’ and ‘Basics of Accounting and Tally Workshop’.

It has been a year full of challenges and how to steer through the pandemic safely. I wholeheartedly commend the passionate students as well as our determined teachers and extend warm wishes for taking our department to greater heights with our team work in future.
It gives me immense pleasure to bring to our readers the 3rd edition of our annual magazine. It truly reverberates the message in the quote “Do what you can, with all you have, wherever you are“. While the pandemic locked us inside our homes but it couldn’t lock the incessant efforts which our students are putting to outshine.

It must be celebrated by all. We are at the crossroads of adapting to virtual platforms everywhere. The world is changing in ways we may have never imagined. Hence we at Comsoc believe in the mantra ” Build to Adapt”. We have assimilated the meaning of first mover advantage so well that we are the only society in the college to publish a newsletter and the magazine. Our quintessential newsletter THE COM-PRESS was made bi-annual this year. They serve as the repository for all our achievements and mirrors the thoughts of our students.

Apart from these two initiatives, we had organized a plethora of webinars, where we imparted the knowledge of CV building and how to prepare for the personal interview, design thinking workshop which concentrated on new ideas for startups was organized, a session on careers in investment banking and private equity and lastly a webinar on management as an option in India or abroad which gave an exhaustive list to the students about the top colleges, requirements for cracking the exam etc.

To keep the carnivalesque atmosphere alive. We organized the first ever virtual festival of COMSOC. It was a huge success with an exponential rise in the participation rate. It included the speaker session, panel discussion by eminent personalities to enlighten our students about main facets of budget this year and Entrepreneurship. I wish to pass on this baton of constructive engagement to the students who have just joined us whom we have not met personally.

I hope this work will resonate well with the aspirations of the students and becomes a hallmark of our department.

Happy reading!
While we are all experiencing a historical moment together, let’s not forget to stand out and write our own history. Having interacted with various students and faculty members of our department, I have come to realise that Commerce or KAROBAAR is one thing that we all have an ignited passion for. From pursuing higher education in various commerce and management fields to initiating start-ups and carving a name in the business world, people of our department are filled with great enthusiasm and are shining everywhere. Looking up to them has always been a great source of motivation for me.

Our annual commerce magazine is an initiative to bring everyone together on one platform and to recognise all the activities and achievements of our department leading to its tremendous success. Not only this but also to appreciate the budding commerce writers of Venky and giving them an opportunity to pen down their ideas. I am extremely grateful to the supportive faculty for helping us bring out this wonderful edition of Karobaar, being its editor is something I am going to cherish forever.

The third edition will walk you through all the events and notable accomplishments of this session. We have published some really interesting pieces about influencer marketing, blockchains and the boon in the EdTech industry. In the spirit of business, you will also come across an article about Virat Kohli and his business side while navigating through the magazine. We hope that you liked our content and were fascinated by it.

Happy reading!
ANNUAL REPORTS

COMSOC: The Commerce Association

MAC: The Marketing Club

ASCEND: The Entrepreneurship Cell

BLUE CHIP: The Finance And Investment Cell
The Commerce Association, Sri Venkateswara College, or better known as Comsoc, is an association of 550+ vibrant students, that never fails to leave its mark. The society has always been symbolic of the virtues that hold true for every member of our college.

The society stands strong and still because of its pillars of support, namely our Teacher-in-Charge, Dr. Mamta Arora; our Convener, Ms. Shilpa; the faculty members: Dr. Pooja Jain, Dr. Vinod Kumar, Dr. Neha Singhal, Ms. Simranjeet Kaur and Mr. Manish; and the student core team.

The student core team whose core of life has become Comsoc, includes the President, Keshav Agarwal; Vice Presidents, Tushar Chawla and Nishika Sharma; General Secretary, Tabeer Bhat; Joint Secretary, Mohammad Azhan Shafiq and Aashna Bhoyar; Head Coordinator, Himanshi Narang; Editorial Head, Karnika Pagaria; Marketing Head, Raghav Agarwal; Sponsorship Head, Nihaan Mohammed; and Creative Head, Aarushi Govil.

Apart from being there for the entire Commerce department, the society is involved in the organisation of major events that take place throughout the year, such as the freshers to make every newly joined batch feel more than welcomed, the farewell to make sure every batch has a chance to bid goodbye, a bunch of seminars and workshops to hone the skills of the students, and most importantly, the annual Commerce fest, Consortium.
Consortium has been a source of pride for the society. In an attempt to promote the true spirit of Commerce, Comsoc organised its annual flagship event, Consortium on the 1st and 2nd of March, 2021. Consortium is one of the most prominent commerce fests in the capital which provides a platform to students to exhibit their managerial talent by participating in various state-of-art competitions crafted to showcase their skills, enhance their thinking abilities, and facilitate learning via a creative blend of formal and informal events.

Consortium 2021 included a collection of specially curated events to meet the expectations of the students all across Delhi and to keep the goodwill of the society intact. The agenda for the first day comprised of the Budget Session conducted by Mrs Neha Gupta, Director, Mergers and Acquisitions, Deloitte, and a Panel Discussion conducted by Mr. David Meltzer, Entrepreneur, Keynote Speaker and Author, Ms Dessidre Fleming, Editor-Trends at ScoopWhoop, Podcaster and Digital Creator, Ms. Shivangi Dutt, Makeup and Visual Creative artist, Mr. Deepak Pareek, Entrepreneur, Tedx Speaker and Content Creator, Ms. Vishakha Singh, Entrepreneur, Film Producer and Actor and Mr. Abhinav Mathur, Lawyer, Entrepreneur and Content Creator.

Day one commenced with a virtual opening ceremony graced by the esteemed faculty members and the core team to seek the blessings of the almighty and to begin on a positive note. Thereafter, Prof. C Sheela Reddy along with the Convener and Teacher in Charge addressed the audience, talking about the society and college in general, followed by officially declaring the event open by the President of Comsoc.
In the budget session, Mrs. Neha Gupta instantaneously connected with the crowd and presented great insights on the budget released in the form of a presentation, making it very easy for the audience to comprehend. She talked about its impact on the different sectors such as industrial, production, telecom, hospitality and service etc. Moreover, the audience got an in-depth knowledge about the different types of taxation introduced, mergers and acquisitions, banking and capital markets. The session was quite fruitful as it got a lot of clarity in the minds of the audience regarding the recent budget released.

Thereafter, on the second day a panel discussion took place by Mr. David Meltzer, Ms. Dessidre Fleming, Ms. Shivangi Dutt, Mr. Deepak Pareek, Ms. Vishakha Singh and Mr. Abhinav Mathur. All the panellists gave enlightening insights into achieving their dreams, about the importance of hard work, and about doing what one believes in passionately. They shared stories, experiences, their hopes and their fears, all which facilitated everyone to learn what it takes to be successful. They also answered questions asked by the audience and motivated them to follow their hearts.

Apart from the remarkable Budget Session and Panel Discussion, the day consisted of: The IPL Auction, Mock Stock, Frost Fight, Battle of the Bidders and Chase and Chill. With the spark remaining till the very end, the fest culminated with an array of emotions. It proved to be a huge success and was titled as “one of the best fests till date”.

The Commerce Association had an eventful year which could be rightly paralleled with a roller coaster ride. While continuously improving on a maturity curve, Comsoc hopes and plans to boost the upcoming leaders with innovative and professional management skills by offering a creative platform, where the students get the best inputs and be ready for a prosperous future.
The Marketing Club (MAC) is a student driven club with a focus on marketing and related disciplines. It is a platform which intends to bring students interest together and exploring the everchanging dynamics of Marketing. On 31st May 2020, we released our official Tagline - 'We MAC It Happen' which is a constant reminder of our motto of making everything happen with zeal and spirit.

Orientation and Ice Breaking Session (3rd June) - Our academic year officially began with this session where we defined what is expected from the members and the structure of the society.

Webinar by Mr. Shawrya Mehrotra (7th June) - The guest speaker spoke on the topic 'The Psychology of Persuasion and Networking in Marketing' which was attended by students from various colleges.
Revista Magazine - This was our first ever online magazine which was circulated every week incorporating various interesting marketing concepts that resolved around our daily lives.

Relaunch of the Year (9th July) - Our first event this year was the online ad making and case study solving competition, wherein the participants had to come up with a relaunch strategy for a loss making bakery.

Group Discussion - We had a group discussion among our society members on the topic, 'Controversy as a Marketing Tool', in which we discussed the pros and cons of such a strategy.

The Mac Tank (2nd Oct) - In this event, the participants had to pitch a business idea to the judges and convince them that their business plan was a viable one.
La Vien En Rose (Panel Discussion)
31st Oct - Our guest speakers for this session were Mr. Aditya Singh and Mr. Amit Dhawan who inspired us with stories of their career journeys and also answered how to proceed to succeed in one's career.

Prepathon Marketing Quiz - In association with Prep Junction, we organise a short online marketing quiz of 15 minutes every week

ZEAL - This year we organised our annual fest, ZEAL, online across 2 days comprising of 2 speaker sessions covering important marketing concepts as well as 5 fun events based on this year’s theme, Back to School. With more than 1500 registrations, Zeal’21 was the most successful zeal ever.

The events were:

I. Brand Quiz - A nostalgic quiz of 90’s brand.
II. Bollywood Macness - An event for all Bollywood lovers.
III. Riddled Treasure - A treasure hunt of finding school accessories at home.
IV. Marketing Mismatched - An event for finding the perfect marketing match.
V. Smarkeing : Live Simulation - A thrill event which needed analysis, strategizing, and thinking.
The Blue Chip, Finance and Investment Cell of Sri Venkateswara College successfully conducted its fourth annual fest, Nivesh on 16th and 17th of February, 2021.

The fest was conducted in online mode and saw students from various colleges pan India had a registrations of around 1300 students. The day was started by a fruitful session on “Impact on BFSI Domain Post Covid-19 and Budget 2021” by our guest speaker Dr. SK Gupta (MD-RVO of Institute of Accountants of India). On the second day of our fest we had a webinar on Personal Finance by Ms. Srihthi Jain (Product Head at Ticker by Finology).

The sessions were followed by mega events, namely, Boardroom Bloodshed, Stock-o-Holic, IPL Auction and Stockgro.

Our first mega event was Boardroom Bloodshed. The event aimed at showcasing the students’, critical thinking and analytical ability along with knowledge of current situations in society. It witnessed a participation of more than 100 students, who came from several colleges across India.
Prelims: The first round contained 8 short case studies which was an MCQ round which gave the top 10 finalists for the event. It was a nail biting competition as the scores were quite close to each other, where time placed an important role.

Finals: 10 finalists were divided into BOD of 2 prominent companies (Pepsi and Coca Cola). Each BOD had a separate meeting running.

They were given a case study upon which they have to present their views in the GD; and the decisions taken in one meeting were leaked to another meeting to know how they handle emergency room situation. These situations were interlinked to each other and they had to give answers in respect to the previous ones. The finalists gave in really interesting and insightful answers which raised the level of competition.

The activity was a big success as the students learned a lot in this activity along with enjoyment. The students had a fun time by answering various questions asked to them during the evaluation time which further enriched their general and financial knowledge and had a feel of what BOD of big companies act like.

The second event was Stock-o-Holic. A fast-paced event wherein the participants were given news and rumours on the basis of which they had to invest in sectors of the economy, commodities and forex. It aimed to test the financial acumen and analytical skills of the participants and tried to make them think on the spot due to the high spontaneity of the event.

Participants enjoyed the event saying that they found it challenging and fast paced thereby giving them a practical experience associated with trading in addition to testing and enhancing their financial knowledge.
The third event was **IPL Auction**. The participants entered the shoes of a bidders and bid for their favourite players and teams refining their interpersonal skills in the process. Players are ranked out on their performance based on past 3 years. The team with the maximum points won. They were judged on handling the scare funds available for bidding and the team spirit.

The final event was **STOCKGRO- a real time trading simulation**. The key to making money in stocks is not to get scared of them. This competition provides that very opportunity to students to be fearless and to step in the shoes of an investor to face the wrath of the ever and suddenly changing market conditions and thereby, fluctuating prices. It emulates the movement of stock market without the use of real money. The teams which made their way to the final round faced a challenge of choosing and bidding among various IPO’s on the basis of prospectus being provided to them in the final round. It was a complicated trading event done with ease, fun and enthusiasm from both the volunteers and the participants.

Once again in the end we would like to thank our mentors and teachers who continuously motivated and guided us to do our best. The teachers showed us the right direction and shared their valuable insights which helped us to improve our performance. In the end the Team Bluechip would like to thank all the participants and attendees who are dispensable for making this fest a success. We will come back next year with more energy and excitement!!
A.S.C.E.N.D strives to create a dynamic and vibrant pool of talent and shape future entrepreneurs. Our E-Cell has a 3-dimensional vision: Sustain- Develop- Grow. A.S.C.E.N.D epitomises the essence of entrepreneurship through identifying, innovating and nurturing the spirit of entrepreneurship among future leaders at the college level.

THE ENTREPRENEURSHIP CELL

THE FIRST START-UP

FUNDVERTISE Ascend proudly launched their first start-up: Fundvertise, a one-stop solution for companies trying to promote their merchandise and services amongst college students and for college societies trying to get sponsorship for their events. It will help both the company and college society elevate themselves. Services include Networking: we introduce our patronage to just the right person needed, Company Oriented Services and Society Oriented Services.

E-TALK 2021

ASCEND organized its annual flagship event E-Talk on 6th & 7th March 2021 to harbour the spirit of entrepreneurship amongst students. The 2-day summit consisted of several speaker sessions, workshops, panel discussion and competitions. The event was graced by the presence of our respected Principal ma’am, Prof C Sheela Reddy and our two chief guests Mr. Naveen Jain, Founder of Viome and Moon Express and Mr. Harsha Upadhyaya, CIO at Kotak Mahindra Bank.
- E-Talk’21 started with an insightful session A journey from a village to the Moon by Mr. Naveen Jain, Founder and CEO of Moon Express and Viome.

- E-Talk’21 witnessed an informative session on Scope of Entrepreneurship in the Corporate world by Mr. Nitin Sethi, Vice President Digital at Indigo Airlines with 85 attendees.

- A Web Designing Workshop was conducted by Mr. Abhinav Singh, founder and CEO at Follege.

- E-Talk’21 hosted one-of-a-kind Round Table of CEOs: Education v/s Experience for Starting Up with Mr. Sahil Khanna, Mr. Naman Tekriwal, Mr. Saurabh Sharma, Ms Smriti Tomar and Mr. Shivansh Garg with 80 students.

- Day 1 of E-Talk’21 ended with an insightful session New Age Marketing and Content Creation by Mr. Abhinav Arora with 75 students, co-founder and CMO at Avalon Meta.
Kaun Banega Ambani was a 2 round competition conducted on 6th March wherein participants had to identify the unicorns of India and answer questions about them. Thereafter, they had to invest in different start-ups based on the news provided to them about different industries and companies.

- Day 2 of E-Talk’21 started with an enriching session on Entrepreneurship in college by Mr. Ayush Jaiswal, CEO and Founder of Pesto Tech.
- E-Talk’21 witnessed an insightful session on Identifying High Growth Companies in Stock Market by Mr. Harsha Upadhyay, Chief Investment Officer for the Equities Division at Kotak AMC.
- E-Talk’21 ended with a knowledgeable session on LinkedIn & Corporate Life Experiences by Mr. Sandeep Kochhar, Founder of BlewMinds.

Pitchers was a competition consisting of 2 rounds where students got a chance to exhibit their knowledge of different brands and their negotiation and pitching skills.
The Department of Commerce, Sri Venkateswara College in collaboration with Teaching Learning Centre, Ramanujan College, organised a one-week Faculty Development Program on ‘Higher Education: Road Ahead Developing Next Generation Academic Leaders’ from 25th November to 1st December, 2020.

The chief patrons of the program were Dr. S. Venkata Kumar, Principal, SVC; Dr. S. P. Aggarwal, Principal, Ramanujan College. Convener Dr. Mamta Arora and Co-convener Dr. Pooja Jain stood as the backbone of the program.

The Program had the following pre decided objectives: to prepare a “Roadmap” to further enhance the ranking position, recognition, accreditation and grading process; to get acquainted with quality assurance, metrics, guidelines and accreditation process of NAAC; to gain knowledge about the various steps involved in NIRF Framework and calculation of points and to create awareness amongst teachers, students, officials and other stakeholders in the higher education system about the implications of NEP 2020.
The program started with an official inaugural ceremony. The Chief Guest for the same was Dr. Vikas Gupta, Registrar, University of Delhi, who shared his thoughts about the FDP and the importance of the teacher's association in the upliftment of education sector under the NEP 2020.

The first day started with a session conducted by Prof. A Joseph Doraiaraj, who shared NAAC Framework and also explained the significance of NAAC Accreditation Process. The day was concluded by the second session given by Prof. Peeyush Pahade, from H.V. Desai College (Pune), who gave detailed video lectures on NAAC's Assessment and Accreditation process.

On the next day, the program was started by Prof. Peeyush Pahade, resource person and speaker during all 11 sessions of total time duration of 2 hour 32 minutes, who with the help of IT tools and recorded lecture, introduced and covered NAAC criterion IV to VII to the participants.

Day 3 program was started by Prof. Dr. Shrihari Ashok Pingle, resource person and speaker during all 6 sessions of total time duration of 33 minutes 34 second, who helped the participants acquire knowledge of the different NIRF Parameters.
On concluding notes the Faculty Development Program saw successful participation of 388 participants from various universities and institutions across nation. Academicians and Research scholars from Deemed Universities, Educational Institutions, SCERT and R&D joined the program, alongside the participation from the colleges of the parent university.

The fifth day saw sessions by Professor Dr. Peeyush Pahade and Prof. A. Joseph Dorairaja where the participants acquired knowledge of different NAAC criteria on governance, leadership and management of higher educational institutions.

On the sixth day, two sessions on maintaining standard and improving the governance and leadership of an institution through IQAC were conducted by Prof. Peeyush Pahade, Dr. S.P. Aggarwal and Dr. Arun Kumar Attree.

This was followed by a valedictory ceremony on the last day, i.e. 1st December 2020.

On the fourth day of the FDP, a live panel discussion session was held whose topic of discussion was “National Education Policy”. The panelists were: Professor Dinesh Singh, Former V.C, University of Delhi; Professor Chandra Bhushan Sharma, Professor, IGNOU, New Delhi and Professor Arun Grover, Former V.C, Punjab University. All the panelists gave wonderful insights into the NEP and its key features.
She talked about how Digital Marketing has become the buzzword and how it has changed the industry landscape. Then, Dr. S. Venkata Kumar, Acting Principal and senior most faculty member of the Commerce Department welcomed the Resource persons and illustrated why Digital Marketing is better than the traditional Marketing. He also thanked the conveners for taking this responsibility of starting an Add on Course on such a significant theme.
After this, Ms. Mohini Yadav gave a presentation on Course structure and curriculum. This was followed by a brief introduction of the Resource persons by Dr. Arpita Kaul.

Then, Mr. Pradeep Singh, Marketing Technologies and Ms. Neeti Sirohi, Senior Media Planner, Publicis, Sapient both gave a brief introduction of the course curriculum.

At the end Dr. Sindhumani Bag proposed the vote of thanks and expressed heartfelt gratitude to all. This was followed by a 1 hour session with students.

A feedback session was also conducted on 13th March, 2021.
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<th>SPEAKER SESSIONS (MAC, Marketing Society)</th>
<th>SPEAKER SESSIONS (BLUE CHIP, Finance Society)</th>
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<tbody>
<tr>
<td><strong>i. Name of the Speaker</strong> – <strong>Mr. Shawrya Mehrotra</strong>&lt;br&gt;Details of affiliation – Founder and CEO of Metvy&lt;br&gt;Title of the talk – The Psychology of Persuasion and Networking in Marketing&lt;br&gt;Date – 7th June 2020</td>
<td><strong>i. Name of the Speakers</strong> – <strong>Ishaan Arora and Murrad Beigh</strong>&lt;br&gt;Details of affiliation – Founders of FinLadder&lt;br&gt;Title of the talk – How to Master the Stock Market&lt;br&gt;Date – 21st June 2020</td>
</tr>
<tr>
<td><strong>ii. Name of the Speaker</strong> – <strong>Paritosh Anand</strong>&lt;br&gt;Details of affiliation – Entrepreneur, Co Host of 2 Peas in a Pod &amp; TedX Speaker, Speaker at the Annual Fest, Zeal’21&lt;br&gt;Title of the talk – Dynamism and Lessons from 2020&lt;br&gt;Date – 3rd March 2021</td>
<td><strong>ii. Name of the Speaker</strong> – <strong>Rakesh Nair</strong>&lt;br&gt;Details of affiliation – Analyst at BSE Institute Limited&lt;br&gt;Title of the talk – Career Opportunities in the Financial Market&lt;br&gt;Date – 22nd October 2021</td>
</tr>
<tr>
<td><strong>iii. Name of the Speakers</strong> – <strong>Ishaan Arora and Murrad Beigh</strong>&lt;br&gt;Details of affiliation – Founders of FinLadder, Speakers at the Annual Fest, Zeal’21&lt;br&gt;Title of the talk – Entrepreneurship and Startups at a Young Age&lt;br&gt;Date – 3rd March 2021</td>
<td><strong>iii. Name of the Speaker</strong> – <strong>Dr. SK Gupta</strong>&lt;br&gt;Details of affiliation – MD-RVO of Institute of Accountants of India, Speaker at the Annual Fest, Nivesh’21&lt;br&gt;Title of the talk – Recent Developments in BFSI Domain Post Budget 2021&lt;br&gt;Date – 16th February 2021</td>
</tr>
<tr>
<td><strong>iv. Name of the Speaker</strong> – <strong>Ms. Shristi Jain</strong>&lt;br&gt;Details of affiliation – Product Head at Ticker by Finology&lt;br&gt;Title of the talk – Personal Finance&lt;br&gt;Date – 19th February 2021</td>
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i. Name of the Speaker – Arokia Vimalan, aka, Digital Vimal
Details of affiliation – Digital Marketing Consultant & Website Development Specialist
Title of the talk – Digital Marketing Workshop on Facebook & Google Ads
Date – 8th October 2020

ii. Name of the Speaker – Harsh Goela
Details of affiliation – Stock Market Investor, CEO of Goela School of Finance
Title of the talk – Personal Finance & Stock Market
Date – 25th November 2020

iii. Name of the Speaker – Abhinav Arora
Details of affiliation – Co-Founder and CMO of Avalon Meta, Founder of Soul Journal, Speaker at the Annual Fest, E-Talk’21
Title of the talk – New Age Marketing & Content Creator
Date – 6th March 2021

iv. Name of the Speaker – Nitin Sethi
Details of affiliation – Vice-President Digital at Indigo Airlines, Digital Transformation Coach, Speaker at the Annual Fest, E-Talk’21
Title of the talk – Scope of Entrepreneurship in Corporate
Date – 6th March 2021

v. Name of the Speaker – Ayush Jaiswal
Details of affiliation – Co-founder and Joint CEO of Pesto Tech & Advisor for Startup Grind India, Speaker at the Annual Fest, E-Talk’21
Title of the talk – Entrepreneurship during College
Date – 7th March 2021

vi. Title of the talk – Round Table of CEOs: Education VS Experience for Starting Up?
Date – 6th March 2021
Name of the Speaker – Saurabh Sharma
Details of affiliation – Founder and CEO of The BlockChain School, Panelist E-Talk’21
Name of the Speaker – Sahil Khanna
Details of affiliation – Founder of Lapaas Digital Marketing, Panelist E-Talk’21
Name of the Speaker – Smriti Tomar
Details of affiliation – Founder and CEO of Stack Finance, Panelist E-Talk’21
Name of the Speaker – Akshay Chaturvedi
Details of affiliation – Founder and CEO of Leverage Edu & Founder of UniValley, Panelist E-Talk’21
Name of the Speaker – Shivansh Garg
Details of affiliation – Founder of Young Engine & Udemy Instructor with 1200+ students, Panelist E-Talk’21

vii. Name of the Speaker – Harsh Upadhyaya
Details of affiliation – Equity Management Team Head at Kotak AMC, CFA, Speaker at the Annual Fest, E-Talk’21
Title of the talk – Identifying High Growth Companies in Stock Market
Date – 7th March 2021

viii. Name of the Speaker – Abhinav Singh
Details of affiliation – Founder and CEO of Follege, Expertise in Web Designing, Speaker at the Annual Fest, E-Talk’21
Title of the talk – Web Designing Workshop
Date – 7th March 2021
SPEAKER SESSIONS
(COMSOC, The Commerce Association)

i. Name of the Speaker – Ms. Himani Kochhar
Details of affiliation – HR Business Partner at EY
Title of the talk – Recruitment Process, CV Building
Date – 5th September 2020

ii. Name of the Speaker – Aman Goyal
Details of affiliation – The Number Monkey, CA, CFA, Private Equity Associate at Baring Private Equity Asia
Name of the Speaker – Satyam Tulsyan
Details of affiliation – The Number Monkey, CA, CFA, MBA (IIM Ahemdabad), Intern at Moelis & Co.
Title of the talk – Investment Banking and Private Equity Careers
Date – 24th October 2020

iii. Name of the Speaker – Mr. Atindra Nath Bhattacharya
Details of affiliation – Professor at SOIL Institute of Business Design
Title of the talk – Design Thinking
Date – 5th December 2020

iv. Name of the Speaker – Ms. Neha Gupta
Details of affiliation – Director of Mergers and Acquisitions at Deloitte, Speaker at the Annual Fest, Consortium’21
Title of the talk – Budget Session 2021
Date – 7th March 2021

v. Name of the Speaker – Dessidre Fleming
Details of affiliation – Editor-Trends at ScoopWhoop, Podcaster and Digital Creator, Panelist Consortium’21
Title of the talk – Entrepreneurship
Date – 8th March 2021

Name of the Speaker – Vishakha Singh
Details of affiliation – Entrepreneur, Film Producer and Actor, Panelist Consortium’21

Name of the Speaker – Shivangi Dutt
Details of affiliation – Makeup and Visual Creative Artist, Panelist Consortium’21

Name of the Speaker – Abhinav Mathur
Details of affiliation – Lawyer, Entrepreneur and Content Creator, Panelist Consortium’21

Name of the Speaker – Deepak Pareek
Details of affiliation – Entrepreneur, TedX Speaker and Content Creator, Panelist Consortium’21

Name of the Speaker – David Meltzer
Details of affiliation – Entrepreneur, Keynote Speaker and Author, Panelist Consortium’21
i. Name of the Speaker – **Prof. (Dr.) Ajay Kumar Singh**  
Details of affiliation – Vice Chancellor, Sri Sri University, Cuttack, Odisha  
Title of the talk – Intelligences of Highly Effective People  
Date – 12th September 2020

ii.Name of the Speaker – **Yukti Rajpal**  
Details of affiliation – Analyst at Nomura Investment Banking  
Title of the talk – Investment Banking  
Date – 5th September 2020

iii. Name of the Speaker – **Ravi Shingari**  
Details of affiliation – Group Head of Accounts & Taxation, Apollo Tyres Ltd, India  
Title of the talk – Response of Various Economies in the Current Scenario  
Date – 3rd October 2020

iv. Title of the talk – **Healing Invisible Scars: Anxiety and Stress Management**  
Date – 7th October 2020

v. Name of the Speaker – **Shubham Jain**  
Details of affiliation – Advocate at High Court  
Date – 19th January 2021

vi. Name of the Speaker – **Mohd. Shah Khalid**  
Details of affiliation – Audit Manager at KPMG, UK  
Date – 6th February 2021
On 7th October, 2020, the Department of Commerce, Sri Venkateswara College organized a mental health awareness webinar titled ‘Healing Invisible Scars: Anxiety and Stress Management’ under its extension activities, from 4-5:30 pm in order to create awareness about mental health issues that plague our modern society. The event was held online through Google Meet in order to attune to the pandemic situation of COVID-19.

Objectives of the Webinar
Mental pain acts like an invisible scar; it is less dramatic than physical pain but more difficult to bear. Thus, the foremost objective of the programme was to address the taboo surrounding mental health issues and educate the participants about how our chic lifestyles are imbued with worry and anxiety. The webinar aimed at discussing how to identify stress, differentiating between good and bad stress and recognizing its symptoms. It further acquainted the participants with various relaxation techniques to manage panic attacks, obsessive-compulsive disorders (OCDs) and post-traumatic stress disorders. It also focused on making necessary changes in diet to strengthen immunity and stay healthy.
Profile of the Speaker
The department invited Dr. Kaveri Chauhan to grace the event with her engaging wit, keen intelligence and expertise. She is a practising psychologist at her own clinic, MindSpark Psycare. She has worked under various technical projects in association with Defence Research and Development Organisation i.e., DRDO, Ministry of Defence, New Delhi. She is certified in Hypnotherapy, Psycho-drill therapy and Yogic diet and meditation. She has also been awarded Young Scientist Award from Indian Academy of Applied Psychology in May 2016. Apart from this, under the community outreach programme of the Richmond fellowship, she works on Psycho-social rehabilitation of patients suffering from schizophrenia and bi-polar disorder. Dr. Chauhan kindly accepted the invitation to do it charitably for the sake of students and also provided her helpline number so that students could reach out to her free of cost and anonymously, in case they are conscious of revealing their identity.

Profile of Audience
A total of 185 college students from Delhi University, Kurukshetra University (Haryana), Eternal University (Himachal Pradesh), Amity University (Noida) and Guru Nanak Dev University (Amritsar) participated in the online webinar. Students being in their teen-age are highly vulnerable to insecurities arising out of cut-throat competition, rising materialism and their personal relationships. In addition, the department considered it crucial to connect with the students, particularly when everybody was forced to stay at home because of the pandemic. As evident from their resoundingly positive feedback, they benefitted immensely from the talk and felt emotionally informed. During queries session, they asked a lot of questions regarding ruminating, OCDs, high functioning depression and how to reach out to family-members coping with depression. Further, they hoped for similar webinars in the future.
Committee Members
The webinar has been a good learning experience and would not have been possible without the inspiring leadership of our respected Principal Dr. S. Venkata Kumar. We appreciate the guidance provided by our Teacher-in-charge, Dr. Mamta Arora. We are also grateful to the Committee Convener Ms. Sunita Chhabra, Co-convener Ms. Simranjeet kaur and Committee members Dr. Sindhumani Baig, Dr. Vinod Kumar and Dr. Neha Singhal. Each member put their best foot forward to make the event a success.
Objectives of the Workshop
The foremost objective of the programme was to educate children about basics of accounting and then familiarize them with how to work on Tally software. Importance of accounting in real life is increasing day by day that too working on computerized accounting software is on top. Through workshop we wanted to teach students about how Tally actually functions starting from the very basics of accounting.

Profile of Audience
A group of 8 students had enrolled with Shiksha Centre for learning tally. Most of the students belonged to the age group of 15 and above. A few of them were attending college while others were school dropouts. One of the female participants was married and wanted to pursue a job in accounting in future. Overall, the participants listened intently and were sincere in their effort towards learning.
Committee Members
The programme has been a good learning experience and would not have been possible without the inspiring leadership of respected Principal Prof. C. Sheela Reddy. We appreciate the guidance provided by our Teacher-in-charge Dr. Mamta Arora, Convenor Ms. Sunita Chhabra and Co-Convenor Ms. Simranjeet Kaur, and other committee members Dr. Sindhumani Baig, Dr. Vinod Kumar, Dr. Neha Singhal and Mr. Mukesh kumar.

Student Participation
Students of Commerce department worked actively to make the programme a success. From teaching every basic concept to clearing their doubts patiently, each student made their best efforts. The list of students participating in the programme is given below:

- Jessica       B.Com (H), Second Year
- Harshita Khandelwal B.Com (H), Second Year
- Mahin Naim    B.Com (H), Second Year
- Mahin Naim    B.Com (H), Second Year
- Kriti          B.Com (H), First Year
- Smriti Lakhina B.Com (H), First Year

To assess the impact of the workshop, the volunteers circulated a feedback form. They went on to explain how to answer those questions. Also, the students who were facing difficulty in filling the forms or understanding its content were personally assisted by the students. The programme concluded with the distribution of refreshments among the participants.
ACHIEVEMENTS

Charush Kumar
B.Com (H), First Year
Selected for Harvard Project for Asian and International Relations
Harvard University, HPAIR

Khushi Gupta
B.Com (P), First Year
15th Geofest International
15th to 19th November 2019
International Geofest held by City Montessori School
School, Lucknow, U.P.

Sandra Francis
B.Com (H), Second Year
State Level(Delhi) Prizes:
Poem writing- 3rd;
Branch level prizes:
Poem writing- 1st
Story writing- 2nd
Cartoon- 2nd
Pencil Drawing- 3rd
Painting- 3rd
Department of Commerce, SVC
Janasamskriti Regd.

Aashi Vashista
B.Com (H), Second Year
Acapella Competition/Choir
Jmc- 2nd position
Dtu- 3rd position
Sscbs- 3rd position
Zakir Husain- 2nd position

Janvi Rastogi
B.Com (P), Second Year
Ad Venture- 2nd Position
Kaaroobaar (case study) - 2nd Position

Shreya Srivastava
B.Com (P), Third Year
Miss India Finalist- Campus Princess 2020
Femina Miss India Organization
Enactus enviornment quiz- first prize

Vanshita Gupta
B.Com (P), First Year
Commerce ka Arjun (14th position)
VSI (CA Coaching Institute, Jaipur)

Jeet dhiman
B.Com (P), First Year
Quiz Competition Certificate
Department of Commerce, SVC

Tannu Kumari
B.Com (P), First Year
Delhi South East Merit
Certificate and Award
Office of Deputy Director of Education

Govind Goyal
B.Com (H), Second Year
Case study Competition- 1st

Dhanesh Khandelwal
B.Com (P), Second Year
Billion Dollar deal- 1st Present across Net- 2nd
ACHIEVEMENTS

Narayan Sharma
B.Com (H), Second Year

Emirates International Debating Competition, 2020- quarter finalist

Pulso: The asian Knockout parliamentary debate- finalist 2nd

La-Liberta: The first virtual international parliamentary debate competition - 12th Best speaker and 5th best reply speaker

Asian high School Debate competition- first best Adjudicator

TIB-Judo eminence Pre UADC 2020, Bangladesh- second best Adjudicator

Cross Debsoc Practice Tournament- second best Adjudicator

Institute of law Nirma University- 7th best Adjudicator

Hong Kong Schools debate Open 2020- Breaking and subsidized invited adjudicator

ARGO 2020 Online-debating tournament - Breaking and subsidized invited adjudicator

Hong Kong online WSDC International- Breaking and subsidized invited adjudicator

Vancouver International WSDC 2020, British Columbia- Breaking and subsidized invited adjudicator

2nd Dyal Singh Majithia Asian Parliamentary debate- Breaking Adjudicator

Online Dutch Schools Debate college competition- Invited adjudicator

UNCUT × Rotary International Parliamentary Debate- Invited adjudicator

English Debate competition- 2nd position

Extempore Competition- 2nd position

World Schools Debating championship practice spar 2020- Invited adjudicator

National Turncoat debating competition- Winner

SD Rotaract Parliamentary Debate competition 2020- Core adjudicator

Ishaan Kumar
B.Com (H), First Year

Among top 3 at National Level in Ganga Quest Quiz

Tree Craze Foundation and National Mission for Clean Ganga

Manavendra Pratap Singh
B.Com (P), Second Year

Mockstock - 4th position

Sandhya
B.Com (P), Second Year

Group discussion - 1st position

Radhika Dixit
B.Com (P), Second Year

Sangamam -2nd Position

Mixtape -2nd Position

Raag - 3rd Position

Karan Saggu
B.Com (P), Third Year

Football auction- 2nd
## PLACEMENT DATA

### Placement

<table>
<thead>
<tr>
<th>Course</th>
<th>Offers</th>
<th>Course</th>
<th>Offers</th>
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<td>07</td>
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<tr>
<td>B.Com</td>
<td>07</td>
<td>B.Com (H)</td>
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### Internships

<table>
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</thead>
<tbody>
<tr>
<td>B.Com (H)</td>
<td>32</td>
<td>B.Com</td>
<td>09</td>
</tr>
</tbody>
</table>

**Highest Package**: INR 14.28 LPA  
**Company**: ACCENTURE  
**Course**: B.COM (H)  
**Student Name**: ARPANPREET KAUR  

Total Number of Commerce Offers - 32 + 9 (Articleships)
Dr. Shruti Mathur 

MANAGEMENT PRINCIPLES AND APPLICATIONS 

Co-authored with Dr. C.B. Gupta 
PUBLISHED BY: Scholar Tech Press 
August 2020 

Dr. Neha Singhal 

PRINCIPLES OF MARKETING 
PUBLISHED BY: Scholar Tech Press 

AUDITING AND CORPORATE GOVERNANCE 
PUBLISHED BY: Scholar Tech Press 

BUSINESS ORGANIZATION AND MANAGEMENT 
PUBLISHED BY: Scholar Tech Press 

Dr. Shruti Mathur was the convener of guidelines meeting for GE paper 'Investing in Stock Markets' for semester 4 Honours Courses.
The commerce department organized the ‘Mentorship and Counselling Programs’ in the month of February, March and April 2021 which aimed to help students acquire the knowledge, skills, and experience necessary to identify options, explore alternatives and decide their career goals. Faculty members had been assigned section wise for counselling the students. The details of students and respective faculty members in each group had been displayed on the college website and were also circulated via WhatsApp.
MENTORSHIP AND COUNSELLING SESSION
ARTICLES

INDEX

• Green Human Resource Management
• Life Beyond 22 Yards- Virat Kohli
  The Businessman
• TESLA: New Revolution for Indian
  Market
• The Exponential Boom of the EdTech
  Industry
• Blockchain and What It Means For
  Our Future
• A Leap to Lead
• Influencer Marketing- A Concept
  Riddled With Intricacies Turned Into
  Our Reality!
Green Human Resource Management (HRM) has gained significance over the past few decades as the world has realized that climate change is going to have a devastating impact on all forms of life if left unchecked and hence it is imperative that we adopt environment-friendly practices in all domains.

The various functions of Green HRM are briefly discussed below:

**Green Recruitment**: a paper-free recruitment process with a minimal environmental impact. Applications are invited through online media like e-mail, online application forms or the Global Talent Pool.

**Green Selection**: making environment a criterion for selection, asking questions while interviewing relating to environment to judge the candidates’ knowledge and interest in environment. If possible, telephone or video-based interviews are conducted to minimize any travel-related environmental impact. The Placement Cell of Sri Venkateswara College has had online interviews this year for the final placement and also the Internship Fair was held online whereby students were interviewed on platforms like Google Meet.
**Green Induction:** conducting the orientation program for new employees online and familiarizing new employees with the greening efforts of the organization.

**Green Training and Development:** enhancing the knowledge and skills of employees in the domain of environment-management. With increasing competition and focus on environment-related matters, it has become all the more important for companies to invent new products, processes and procedures which promote greening. Green Training and Development plays a vital role in enabling organizations to achieve this objective.

**Green Performance Appraisal:** setting green targets, goals and responsibilities and formally evaluating all employees’ green job performance (as far as possible).

**Green Reward Management:** online payroll management and rewarding employees financially and non-financially for good environmental performance.

**Green Safety and Health Management:** devising and implementing a broad range of strategies to help prevent different health-related problems and enhance the health and safety of employees.

**Green Employee Discipline Management:** formulating and publishing rules of conduct related to greening and setting penalties for non-compliance with respect to environmental management targets.

**Green Employee Relations:** giving avenues to employees to participate in green suggestion schemes and providing opportunities to the unions to negotiate with management for a greener workplace.
An exploratory study was carried out by us to study the existing constituents of Green HRM, to foster a better understanding of the Green HRM practices being followed by different companies in India (belonging to diverse sectors) and to compare the different sectors in terms of adoption of Green HRM. A questionnaire was meticulously prepared by us and sent to various Indian companies belonging to four sectors: IT/IT services, banking/finance, consultancy and engineering/technology. The questionnaire included a carefully selected collection of questions to gain rich insights into different aspects of Green HRM implementation. It was found that most of the companies included in this study are following Green HRM (though to varying extents).

The analysis of the survey data suggested that Green Recruitment, Green Training and Development & Green Safety and Health Management are the most prominent Green HRM functions while Green Performance Appraisal is the least popular Green HRM function among these organizations. It was observed that the IT sector is the most active in terms of using Green HRM practices while the banking/finance sector is the most reluctant to adopt Green HRM. We would encourage interested readers to review our recently published research paper on this theme to learn more about the study design, observations and inferences.

The Green HRM concept has got a tremendous boost as a consequence of the emergence of the corona virus pandemic. Many of the companies that were already using some Green HRM functions have further expanded the scope of Green HRM while certain organizations that were earlier reluctant to adopt the Green HRM concept were also compelled to implement Green HRM practices because of the numerous restraints of various sorts that the pandemic imposed and a considerable percentage of these companies have realized the transformative potential of this concept and are now embracing it. In addition to the immensely valuable environment-related benefits that Green HRM offers, organizations are also beginning to appreciate the various other advantages that Green HRM can provide like a significant reduction in costs (associated with office space, transportation, utilities etc.), greater flexibility and convenience and a much more streamlined and customized HRM process.

People are in love with his cover drive that goes like the stroke of a paintbrush. His discipline has inspired many youngsters to take up cricket and his passion for fitness has turned the face of cricket in the Indian team. Virat Kohli is the poster boy of Indian cricket but the angry young man does not limit himself to his skills on the field. He uses his calculative mind not only to chase down runs but also to grow his wealth through various businesses.

With a net worth of more than $120 million, Virat has proven that there is more to him than just meets the eye. Kohli the businessman has started some brands from scratch. Moreover, he has also donned the hat of an investor and helped many businesses to grow. With more than 100 million followers on Instagram, his face has become a brand in itself. He knows his worth and has exploited his brand value to provide fire to his own business ventures. If you are one of his followers, then you must have seen him endorse the fashion brand Wrogn. Wrogn is the fashion brand founded by Virat and he has taken the brand to the next level by collaborating with online stores like Myntra and Flipkart.
Virat Kohli is a fitness freak and the Indian cricket fans have seen him go from fat to fit. So it is natural that his businessmind gravitated towards Chisel India, a chain of fitness centers spread across India.

Virat’s love for sports does not end at cricket and he fulfills his passion for other games by investing in teams of other sports. He is a shareholder in the football team FC Goa that plays in the Indian Super League and has also put his money on the wrestling team Bengaluru Yodhas.

While all these business ventures add to Kohli’s wealth, they are separate from his numerous brand endorsements that form a separate part of his income. We love him for his life across 22 yards but there is a whole different life lesson of Kohli- the businessman that we are yet to explore.
The Indian passenger vehicle segment had a turbulent year, with the COVID pandemic taking a toll on sales. India’s passenger vehicle volumes fell 18% in 2020. However, experts believe that the Indian car market would be one of the fastest-growing segments and may see a 30% growth in 2021.

India has been trying to get its strategy to push electric vehicles at least since the Faster Adoption and Manufacturing of (Hybrid) and Electric Vehicles (FAME) 2015 but only with limited success.

2021 is expected to be the year Elon Musk brings the first Tesla Model-3 to India, 14 years after its first launch in the US. This is likely to intensify the race in the electric cars space as Indian car makers like Mahindra and Mahindra, Tata Motors and Maruti.

This also includes startups like Pravaig Dynamics and Tork Motors. A lot of people in India refrain from buying electric cars because there aren’t enough charging stations. The Indian government has ambitious targets to increase the charging infrastructure and which was clearly evident from the budget this year. In the February 2020 budget, Sitharaman had set a target of 2,600 new charging stations across India but the progress is likely to have been set back by the COVID-19 lockdown. As of the latest data, India had 650 places where people could charge the EVs.

Aside from these, relief of income tax or goods and services tax (GST) can further improve the demand, not just for EVs, but for cars as a whole.
India’s potential as a lucrative market is undeniable. For Tesla, India represents a big opportunity. Just how big is difficult to determine. “India will be as big as China, and maybe even bigger as there are no trade or geopolitical conflicts impacting the background,”

India has a large population and Musk wants to bring Tesla everywhere so people can stop using internal combustion engine vehicles and reduce carbon monoxide emissions, said Whiston, alluding to Indian government’s renewable energy ambitions. What also considerably increases India’s relative attractiveness is the uncertainty posed by the ongoing U.S.-China trade spat and China’s questionable intellectual property regime.

A great deal of Tesla’s India story could be driven by whether or not the company chooses to set up local manufacturing. With a large production base in neighboring China, and investments in multiple other factories in years to come, Tesla may be tempted to export some of its cars across the border to India to get things off the ground.by the end of 2021, India is expected to become a manufacturing hub, building out its production arm replicating its China model.

It is estimated to see two factories in India by 2023. The Government of Karnataka (a state in southern India) is already in talks with Tesla to have the R&D and manufacturing unit in Bengaluru, the state capital.

However, given the larger-than-life brand image of Tesla, it will play a big role in boosting the confidence of customers in EVs, apart from alleviating doubts and concerns around electric mobility.

There could also be an impact on the EV ecosystem if Musk sets up a charging infrastructure for Tesla cars, at least in the top cities which are expected to be Tesla’s primary markets in India.

Cost will also be a major stumbling block but they proved to the public eye that electric vehicles are as good as regular gasoline powered vehicles. They made the electric vehicle accessible to everyone, along with innovating on and accelerating the growth and popularity of it. Tesla had also increased the rate of development of the autonomous vehicles, making the future just a little bit more convenient for us.
When was the last time you attended an offline class where the teacher could sniff you having lunch at one corner or scold you since you were having a nap while hiding yourself in the back benches?

Maybe more than a year ago. Yes, we have lost that personal touch and connection of classroom classes and the alternative have been the dull, sleepy online classes. While the COVID-19 pandemic has surely resulted in huge economic losses for plenty of firms along with a steep rise in joblessness, it has, on the other hand led to a gigantic boom of the earlier lesser recognized EdTech Industry.

Crashing in on the lockdown and online shift have been companies like Byju’s, Unacademy, Vedantu etc. simply because the students have no other alternative but to enroll themselves in their courses with an aim to ace highly competitive exams like Civil Services, CAT, SSC, IIT-JEE, NEET and so on.
Sample this, could you have ever imagined it two years ago that the jersey of the Indian Cricket Team would have the biggest logo of a startup like Byju’s wherein earlier it was sponsored by big corporate houses like Star and Sahara?! 

Even more noticeable is the fact that most of these startups have entered the unicorn club (referred to a privately owned startup valued at over $1 billion) just after 4-5 years of their inception due to heavy funding from investors.

Maybe in this online era, these companies could become well turn into big-fat corporate houses and produce the next Ambanis & Adanis. You never know!
BLOCKCHAIN AND WHAT IT MEANS FOR OUR FUTURE?

At the inauguration of the World Economic Forum Centre for the Fourth Industrial Revolution in Maharashtra, Indian Prime Minister Narendra Modi hailed the advent of this futuristic technology, citing Blockchain as the solution to the country’s developmental woes. Blockchain is one of the fastest-growing disruptive technologies in the world.

Valued at trillions of dollars, it is expected to change how “Big data” operates in today’s world. This revolutionary decentralized peer-to-peer communication technology can ensure transparency and accuracy in data transmission across the world. The public nature of the Blockchain technology allows the information on the database to remain untampered.

The biggest touted applications of Blockchain are in building smart contracts, ranging from “Internet of things” to derivative payouts, to even warranty claims.

It will basically eliminate the existence of third parties in transactions as well as automate the human driven processes in business dealings saving time and reducing errors.
The next, “BIG ONE”, Blockchain presents the possibility of a financial utopia, a seamless transition of money across the world with one click, however the reality, is in one word, disappointing.

The current Blockchain backed Ethereum network, despite billions of dollars of investment, can barely support about 15 transactions per second, compare to visa’s approximately 45,000.

This makes any block chain-based transactional portal unusable for high-intensity mass consumption, which will form the crux of the technological revolution it declares to bring.

The technology boasts of a node-based network, meaning that majority of nodes have to approve an action for it to take place. However, this could spell doom as any nefarious entity could capture enough nodes to manipulate the data.

Blockchain’s purported higher security was undercut by a hacking attack in 2016.

Despite raising over $200 million in funding, all it took was one hacker to drain $70 million from the DAO, using a loophole found in the “smart contract coding”.

Further raising the question of consolidated governance to provide some sort of consensus on the further development or changes in the Blockchain network.

In conclusion, Blockchain will one day have wide-ranging consequences on the way our world works but, for now, it is still in beta.
A LEAP TO LEAD

BY SHREYA SHRIVASTAVA
B.COM (PROG) THIRD YEAR

Potential as a term has jaded connotations, it doesn't quite hold true all across and seems to be ruled a lot more by subjectivity and context. But with reducing barriers, we find ourselves in the midst of a digital revolution of sorts-2020 a testament to the same. We observe dual trends of global and glocal behaviours emerging worldwide as we are nested in the middle of businesses spanning across the world encompassing people belonging to a multitude of nations.

Plurality comes out as that something which is present throughout, an era of diversity and acceptance of thought, action, demography and different neighborhoods is what the modern era has come to be characterised by.

The human predicament of preparedness has for long shaped a seamless evolution as we anticipate change and prepare not just for today or tomorrow but also ten years ahead. It is this preparedness that to my mind makes international management, intelligent management in the current time and era.

Who is a modern day leader? A person characterized by a huge knowledge base or someone comfortable working with ambiguity and delegation? A rule follower or a rule breaker? An innovator or someone who works linearly towards a pre-decided objective-a fixed target in a volatile market?
Management science has conventionally steered clear of belief, paying greater value to objectivity while shunning the subjective, intangible and the non-measurable. However, leadership in its essence is people-driven: existing for the people, of the people and by the people, it is the people after all who forge the link between belief and business. They shape the intent of the organisation which gives rise to the tasks and targets. At 180 DC, in the capacity of Global Director-People and Culture I had the opportunity to witness and partake in addressing the gap between institutional and individual growth by taking into account the motivations, expectations and beliefs of individuals and enabling to articulate at least some of them in the process of ideation which made me realise that in management, like leadership it is often the non-measurable that determines choices and propels decisions, that outlines HOW and WHAT gets done and that in order to lead a team of diverse players, one can neither judge nor change individual beliefs but simply broaden horizons to accommodate more frameworks while not being oblivious to the needs of people while still clinging firmly to the requisite business practices.

A good leader in my opinion expands to other world views and does not dictate, thereby allowing diversity, adopting a middle path to create sustainable, long-term impact and moving from a goal-based outlook to a gaze-oriented one.

Going through the pages of the past and exploring mythology at close quarters while quizzing,

It struck me that present-day management is a reflection of the age-old ideologies, beliefs and theories that manifest themselves in every culture known to civilisation and that traditions and tales are, in fact deep-rooted and passed on in several parlances of routine business.
One might believe that such a path is based on the very foundations of logic and rationality, instead one comes across a deep rooted sense of belief at the core of each of these paths. It is belief after all that shapes behaviour which in turn gives rise to business— in simple terms, why you do something explains how and what you do at all.

That 'INTENT SHAPES IMPACT' was my takeaway from interacting with a diverse set of people and range of activities, as I took helm at the largest consultancy in the world for social enterprises as Global Director and as now set out to take concrete steps, in the non-profit sector and create tangible, sustainable ripples of change while establishing diverse and multi-cultural alliances.

Since time immemorial, mankind has been led to believe in the existence of a purpose, an objective, a target— this vision has taken the form of numerous cultural connotations such as the ‘Promised land’ in Biblical texts, the paradise or the Elysium in Greek myths and so on. A pathway has then been laid out to reach these abodes by a hero, a saviour, an avatar or a prophet who defines commandments to achieve this outcome, just as the case is with modern-day businesses led by individuals and leaders.
INFLUENCER MARKETING
- A concept riddled with intricacies turned into our reality!

BY- JESSICA B.COM (HONS) SECOND YEAR, SECTION A

The times of celebrities ruling endorsements have been cast aside and, influencers have glided onto their tiara. Influencer marketing, which we view daily in the form of variegated content on countless forums, has deepened its imprint, and some of us might be clueless about its whimsical ways!

The basics of influencer marketing cut it out to be a subset of social media marketing. Our admired influencers from Instagram, Tiktok, Youtube and other social media platforms are coveted by protean brands to amplify their market reach and solidifying their brand’s foothold.

Research and surveys carried out by noted websites such as Influencer Marketing Hubs, Adweek, RivalIQ, and many more have furnished staggering statistics underpinning influencer marketing in the realm of marketing.
Let’s take a look at some statistics for 2021 - stats don't lie!

According to the survey carried out by Influencer Marketing Hub, 83% of the firms account for Influencer market spending from their marketing budget.

According to Global Web Index, a quarter of Tiktok, 16% of Instagram, and 13% of Facebook communities proclaimed a multifold increase in sharing influencer-y posts since the outbreak of COVID-19.

As stated by RivalIQ, in 2019 the #10yearchallenge boomed the engagement matrix for Instagram Influencers by 500%.

67% of the respondents of Influencer Marketing Hub’s survey use Instagram for influencer marketing. However, Tiktok influencer marketing has soared to colossal levels.

As reported by MediaKix, 71% of the marketers stated that the customers gained from influencer marketing mount up to high-quality as against other types of marketing.

Our every like, share, view, heart, hashtags are monitored by the tech giants as well as brands looking out to augment their product base or introduce a new one. From a platform for friends to chit-chat, uncles to quote politics and many to gossip, these so-called apps have been manifested into a virtual marketing reality.

A ludicrous profession of Influencers has swarmed the market scene and, our engagement time has moulded into statistics. Influencer marketing is embarking upon uncharted territories and has given traditional marketing strategies food for thought!
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