



DEPARTMENT OF COMMERCE
DAULAT RAM COLLEGE
UNIVERSITY OF DELHI



COMBUZZ 2022

8th ISSUE



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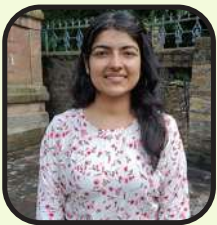


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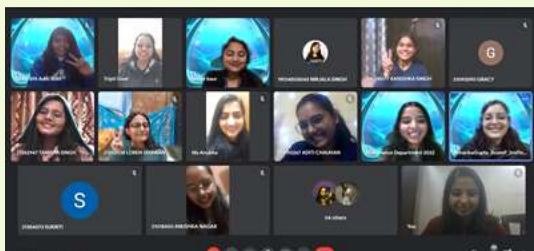
It gives us immense pleasure to launch our Commerce Department's Annual Publication COMBUZZ, for the session 2021-22. This 8th issue of the Annual Departmental Newsletter showcases all the activities and events organized by the Commerce Department during the year and provides a platform to the commerce students to present their ideas and talents.

We are thankful to our Principal, Prof. Savita Roy, Vice-principal, Prof. Sarita Nanda, our Teacher-in-charge, Dr. Gurmeet Kaur and Association In-charges-Mrs. Meeta Mathur and Dr. Sunita Gupta for their constant guidance and motivation which has been instrumental in putting together this edition.

This year's edition includes a special mention of all our star performers- students who have won accolades in inter-college competitions and events, in addition to various sections like Departmental activities, Student Corner etc. We hope it will be an interesting read! Happy reading !!

CONTENTS

Section	Page No.
1. From the desks of Principal, Vice Principal & Convenor	1
2. Department Profile	2
3. Commerce Association	3
4. Departmental Events	6
5. Faculty Corner	14
6. Fresher's Meet	18
7. Comvision	20
8. Farewell	26
9. Roll of Honour	30
10. Star Performers	31
11. Placement Insight	34
12. Students' Corner	36
13. Social Media Wrap up	43
14. Batch of 2019-22	44
15. Glimpses	45



FROM THE DESK OF....



Prof. Savita Roy, Principal

The Commerce department enrolls largest number of students in the college and hence has largest faculty. I congratulate the Convenors of B.Com Hons and B.Com Association for successfully guiding the students in organizing lively and engaging events and activities. The pandemic could not dampen the enthusiasm of Commerce Association which conducted events in online and offline mode as per the situation. I congratulate the editorial board members for bringing out yet another memorable edition of “Combuzz”. Best wishes to the Department for all your future endeavors.



Prof. Sarita Nanda, Vice Principal

Commerce Department of Daulat Ram College is one of the largest departments of the college in terms of student strength and number of faculties. The department has been nationally ranked 15th in academic year 2021-22 by India Today Ranking. It admits students with high percentage and delivers graduates with equally high calibre. The commerce students bag maximum placements in the on-campus placement drive each year. During the lock down period, they have endeavoured to perform as best as on offline mode. They have organised several webinars/workshops/competitions for the benefit of students. These activities are presented in this newsletter “Combuzz”. This newsletter is their annual publication which highlights the activities of the department each year. Hope you will enjoy the publication as much as I did.



Dr. Sunita, Editor-in-Chief

On behalf of the Commerce Association, I am pleased to present the 8th issue of Combuzz-the Annual Departmental Newsletter. With teachers as mentors, college life offers students numerous opportunities to explore and experiment with and choose their path in life. For commerce students, Commercial, the Commerce Association is tasked with organizing educational and cultural events. This year, despite numerous challenges due to pandemic in first part of the year and thereafter transition to offline mode, various events were successfully organized.

Our annual festival, Comvision, witnessed enthusiastic participation from students within our own college as well as other colleges of the university. It is the students of our department, who have lead the way, coordinating and collaborating with each other to help organize and bring our events to a successful conclusion. This edition of Combuzz takes a lookback at our journey during the last year. I encourage all the students to take up all the challenges that come their way with a sense of adventure and excitement. Wish you all a glorious time ahead!

OUR DEPARTMENT FACULTY



Dr. Kalpana Vaish
Associate Professor

Mrs. Meeta Mathur
Associate Professor
Association Incharge
(B.Com)



Dr. Sunita
Associate Professor
Association Incharge
(B.Com Hons)



Dr. Gurmeet Kaur
Associate Professor
Teacher - Incharge
(2021-22)



Dr. Reema Dehal
Associate Professor



Dr. Manisha Jaiswal
Associate Professor



Dr. Tonika Rana
Assistant Professor



Dr. Gunjan Gupta
Assistant Professor



Ms. Richa Kaur
Assistant Professor



Ms. Mansi Kanojia
Assistant Professor



Dr. Isha Goel
Assistant Professor



Ms. Shuchita Verma
Assistant Professor



Ms. Deepika Jindal
Assistant Professor



Ms. Raman Arora
Assistant Professor



Dr. Minakshi Paliwal
Assistant Professor



Ms. Roopshikha
Assistant Professor



Ms. Preeti Singh
Assistant Professor



Ms. Isha Bhatt
Assistant Professor



Dr. Megha Jain
Assistant Professor



Ms. Hritanshu Jeph
Assistant Professor



Ms. Soumya Sharma
Assistant Professor



Dr. Renu Yadav
Assistant Professor



Ms. Tripti Goel
Assistant Professor



Ms. Anubha
Assistant Professor

OUR DEPARTMENT FACULTY



Dr. Kalpana Vaish
Associate Professor

Mrs. Meeta Mathur
Associate Professor
Association Incharge
(B.Com)



Dr. Sunita
Associate Professor
Teacher In-charge



Dr. Gurmeet Kaur
Associate Professor



Dr. Reema Dehal
Associate Professor



Dr. Manisha Jaiswal
Associate Professor



Dr. Tonika Rana
Assistant Professor



Dr. Gunjan Gupta
Assistant Professor



Ms. Richa Kaur
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Ms. Mansi Kanojia
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Dr. Isha Goel
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Ms. Hritanshu Jeph
Assistant Professor



Ms. Soumya Sharma
Assistant Professor



Dr. Renu Yadav
Assistant Professor



Ms. Tripti Goel
Assistant Professor



Ms. Anubha
Assistant Professor

COMMERCE ASSOCIATION 2021-22

To nurture the intellectual, personal, interpersonal and social skills of students, the commerce association conducts various events throughout the year. This year Mrs. Meeta Mathur and Dr. Sunita were the Convenors for B.Com and B.Com Hons Association respectively. They were assisted by Ms. Richa Kaur, Dr. Isha Goel and Ms. Soumya Sharma.

B. Com Hons. Association 2021-22	
Convenor	Dr. Sunita
Teacher Facilitator	Ms. Soumya Sharma

B. Com Association 2021-22	
Convenor	Mrs. Meeta Mathur
Teacher Facilitators	Mrs. Richa Kaur Dr. Isha Goel

Elections

The Commerce Students Union for 2021-22 was elected following a **democratic process**. Nominations from interested students were invited and they were given an opportunity to campaign online. Candidates through their **creative campaigns**, enthusiastically made the case for their election. Thereafter, **e-elections** were held for B.Com Hons on 28 August 2022 (for second and third year students) and on 7 January 2022 (for first year students). For B.Com Students Union, elections were held on 15th January 2022 (for all students).

Badging Ceremony

After result declaration, the newly elected Students Union began their work in the online mode but soon after re-opening of colleges, they got the opportunity to organize events in physical mode. The Badging Ceremony of the Office bearers was held after transition to offline mode on 8th April, 2022 in Sadbhawna Bhawan Foyer. Senior teachers of the Department pinned badges on the Union members and wished them the best for the upcoming events.

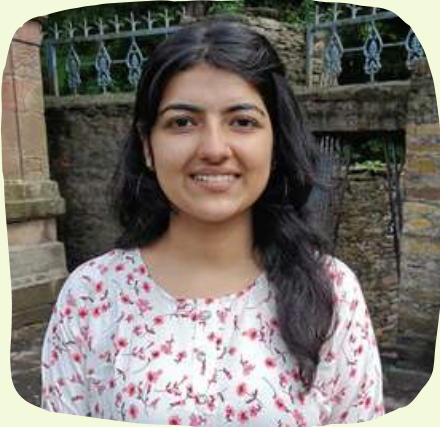


B.COM (HONS.) UNION 2021-22



**YASHIKA BANSAL
(PRESIDENT)**

"If she is to be described in two words then they are courageous and determined, who trusts herself and is always motivated enough to lead and perform anything".



**JAHNVI CHAWLA
(VICE-PRESIDENT)**

"She is a person with zestful personality and has a life-long impact on others. Empathy is inevitable in her identity that makes her a serene soul".



**KHUSHBOO
(TREASURER)**

"Kind, Sharp, Charismatic and Brave. These are the words that best describe our treasurer who has a keen eye for figures and play with it enthusiastically".



**TANISHA DAROLIA
(GENERAL SECRETARY)**

"Her actions create a legacy that inspires others to dream more, learn more, do more and become more. All together she is a gallant with different talents".



**AMISHA
(CULTURAL SECRETARY)**

"She is the one who takes responsibility for securing your rights, identifying talent and one who works with and for society".

B.COM UNION 2021-22



**SHREYANSHI JAISWAL
(PRESIDENT)**

With her never give up attitude and apt self awareness, she is on the way to success.



**POOJA SAH
(TREASURER)**

"As soft as a rose, she provides people around her with beauty of kindness and fragrance of gratitude but the horns are ready to protect herself too"



**UNNAT KAUR
(VICE-PRESIDENT)**

"She radiates happiness, is ready to conquer the world with her never give up attitude. Beauty with brain, Always smiling and shinning that's how she is."



**SHREYA GUPTA
(GENERAL SECRETARY)**

"Amiable enthusiast who is a girl with daring dreams and soulful dawns. She believes that failures are a part of success"



**GUNGUN SEHGAL
(CULTURAL SECRETARY)**

"Troubleshooter as well as gregarious person"

DEPARTMENTAL EVENTS 2021-22

Year 2021-22 was the year that combined online, offline and hybrid mode. In the first half of the year, we were restricted to online events and activities but then came what we were all waiting for - offline classes. This transition period was not without its challenges. But this did not bar the Commerce Department from keeping its students informed, educated and entertained, all at the same time. We were among the first departments who successfully organized an offline event- Speaker Session of COMVISION-our Annual Fest. The year ended with a high with memorable farewells to third year students of B.Com Hons and B.Com.



WEBINAR ON “BASICS OF INCOME TAX & E-FILING OF ITR FOR SALARIED INDIVIDUALS FOR FY 2020-21”

Convenor: Dr. Sunita

Organizing Team: Dr. Isha Goel, Ms. Soumya Sharma, Mrs. Richa Kaur, Dr. Minakshi Paliwal, Mrs. Isha Bhatt, Mrs. Roopshikha, Mrs. Mansi Kanojia, Mrs. Hritanshu and Dr. Renu Yadav

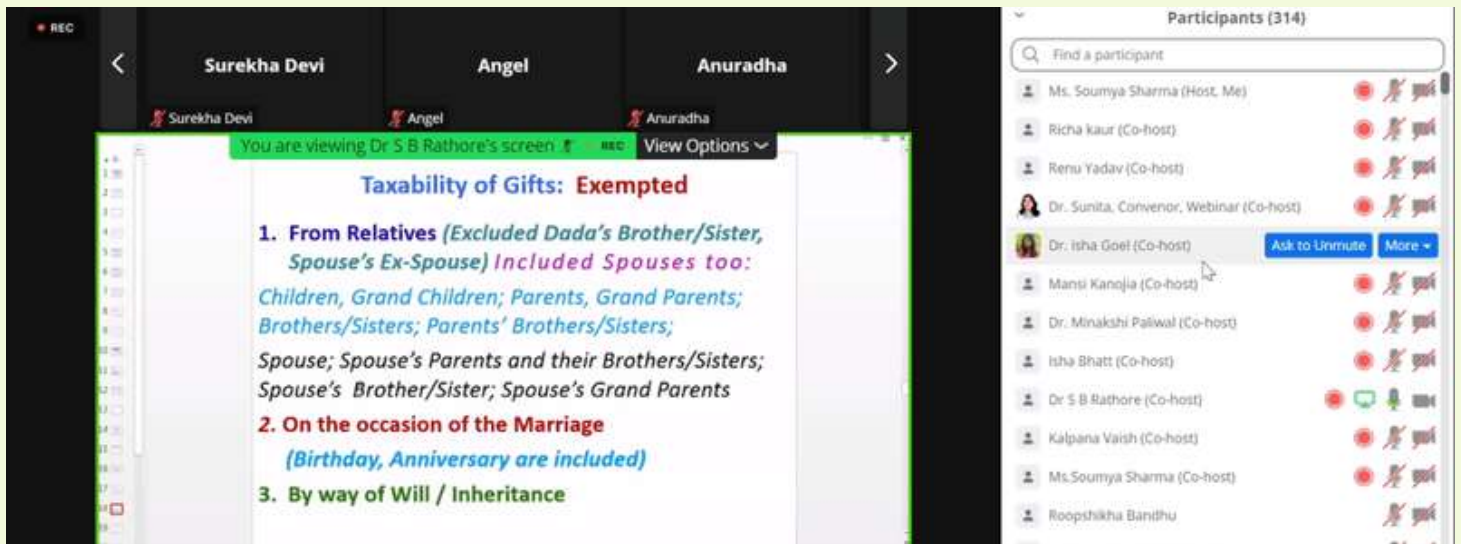
The image shows a promotional banner for a webinar on the left and a screenshot of a Zoom meeting on the right. The banner is for a webinar titled "Basics of Income Tax & E-filing of ITR for Salaried Individuals for FY 2020-21" organized by Daulat Ram College, University of Delhi, Department of Commerce. The resource person is Dr. S.B. Rathore, a former associate professor and eminent tax doctor. The webinar is held on September 1, 2021, from 11:30 a.m. to 1:30 p.m. on the Zoom platform. The Zoom screenshot shows a virtual bouquet being presented to Dr. S.B. Rathore, with Ms. Soumya Sharma as the presenter. The Zoom interface includes a "Participants" list with 271 attendees and a "Share Screen" button.

The Department of Commerce, Daulat Ram College organised a webinar on “Basics of Income Tax and e-filing of ITR for Salaried Individuals for FY 2020-21” on 1st September 2021 under the convenorship of Dr. Sunita, Associate Professor, Commerce Department. The session was conducted on the Zoom platform and witnessed enthusiastic participation from over 300 participants from diverse fields of study. The session was conducted by Dr. SB Rathore, Former Associate Professor(Commerce), Shyam Lal College, University of Delhi. Dr. Rathore is also a prolific YouTuber with more than 22,000 subscribers to his YouTube Channel.

During the session, Dr. Rathore meticulously covered the following important aspects of taxation for salaried individuals:

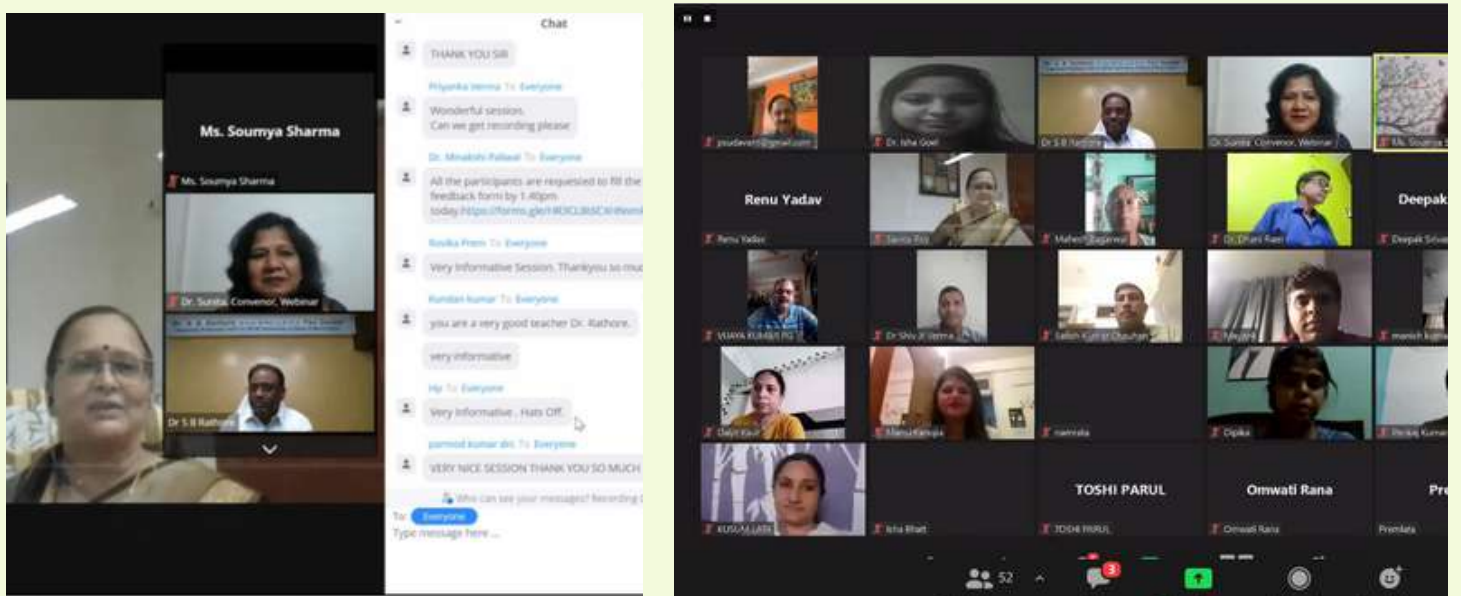
1. Detailed comparison of the old tax regime with the new regime, with a numerical example
2. Information pertaining to due date for filing and fees leviable for late filing of ITRs
3. Process involved in formation of PAN, TAN and BSR Code;
4. Modalities involved in tax planning with a numerical example.

Dr. Rathore also conducted a practical session on e-filing of ITR taking an actual case during which he guided the participants on how to login to the new e-filing portal, download detailed Form 26 AS, edit information while filing ITR, as well as the process involved in e-verification and submission of the return.



Thereafter, the Question and Answer session witnessed a tremendous response from participants who eagerly awaited their turn to get their queries resolved by Dr. Rathore. Dr. Sunita moderated the Q&A session by asking the questions posted in the chat box.

The responses by Dr. Rathore on various frequently asked questions along with few specific queries made this part of the webinar very engaging and enriching.



The overall feedback was encouraging, with participants requesting for more webinars on income tax filing. Our respected Principal Ma'am, Prof. Savita Roy, offered her congratulations upon the successful completion of such a useful and relevant webinar.

E-SDP ON "BRICKS TO CLICKS"

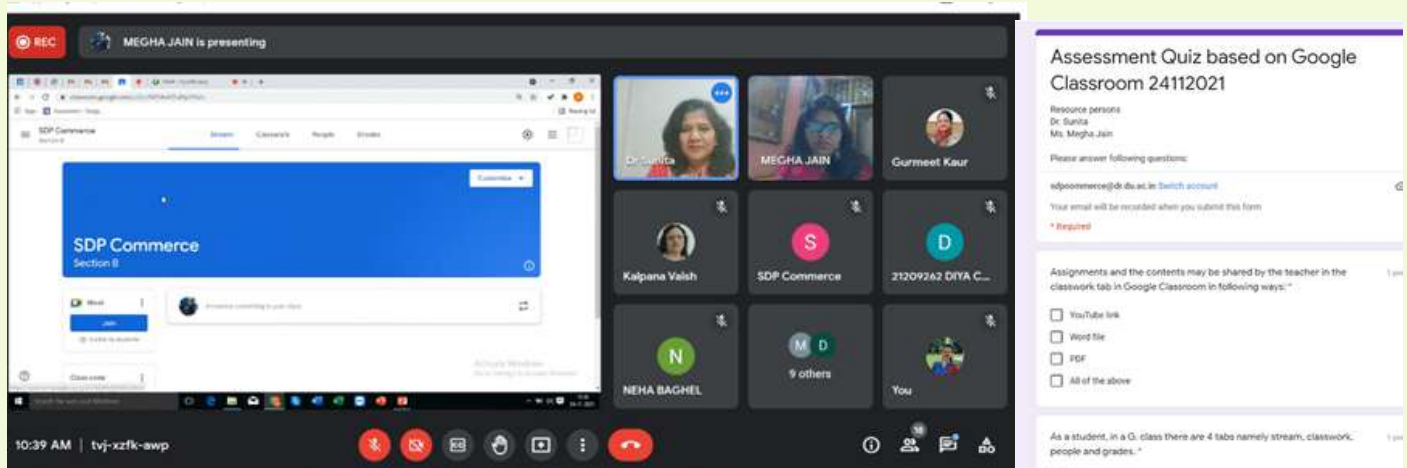


The Commerce Department, Daulat Ram College organized an In-house Skill Development Programme entitled “**Bricks to Clicks: The New Frontier of Blended Learning in Commerce**” for its newly admitted first year students from 24th to 25th November 2021.

The two-day event, under the leadership of our Principal, Prof. Savita Roy, the SDP Convenor, Dr. Meetu Khosla, the Course Coordinator, Dr Gurmeet Kaur, was organized by team comprising of Mrs. Richa Kaur, Dr. Isha Goel and Ms. Soumya Sharma.

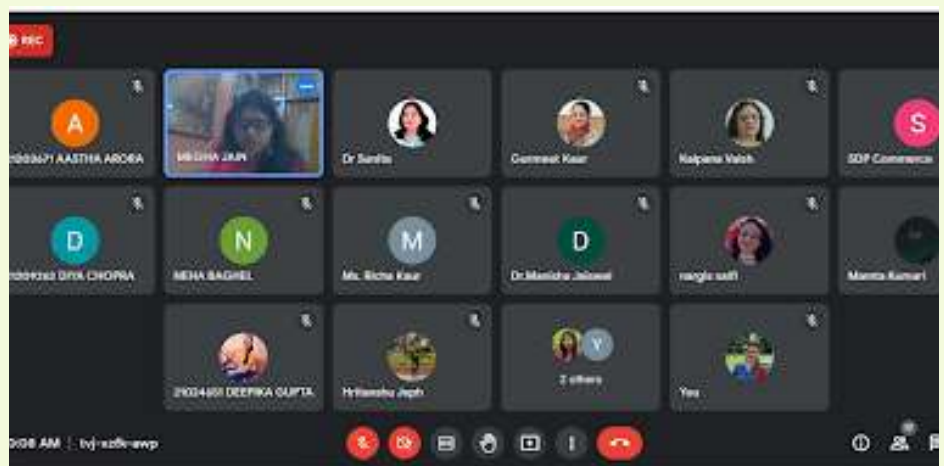
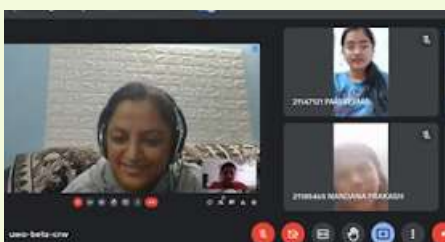
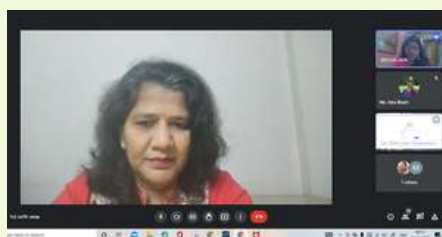
The sessions conducted involved extensive coverage of IT tools to enable students to engage in online classes confidently and maximize their learning using virtual platforms. The objective of the SDP was to familiarize the students with online classroom teaching-learning practices, make the students proficient in the use of Google Classroom, Google Meet and various Google apps like Google Drive, google forms, google calender, Jamboard. The programme also sought to provide training to the students regarding installation of Tally Software and discuss basics of Ms Excel and to equip the students with required knowledge and skills for creation and submission of good quality assignments in a timely & effective manner.

Six faculty members viz. Dr Sunita, Dr. Manisha Jaiswal, Mrs Richa Kaur, Dr Isha Goel, Ms Megha Jain and Ms. Soumya Sharma acted as resource persons for the programme.



Sr. no	Date	Time	Module	Assignment	Resource Person
1.	24.11.21	9:00-11:00 am	How to E-learn Effectively through Google Classroom – A to Z	Quiz on Google classroom and Google Meet	Dr Sunita
					Ms Megha Jain
2	24.11.21	11:00 am - 1:00 pm	Exploring Google features for online blended learning	Creating a Jamboard and Google Form	Dr. Manisha Jaiswal
					Mrs Richa Kaur
3	25.11.21	9:00-11:00 am	Introduction to Tally Accounting Software and MS Excel	Scanning and saving as pdf, creating table in excel	Ms. Soumya Sharma
4	25.11.21	11:00 am - 1:00 pm	Effective Assignment preparation using ICT tools	Creating a presentation using tools discussed in the session	Dr. Isha Goel

The sessions were a huge success in reaching out to students and making them comfortable in using these tools. Over 200 participants, enthusiastically not only attended the sessions but also satisfactorily completed their session assessments. A well-designed feedback form was circulated among the students and they were asked to submit on mandatory basis. The feedback received for all resource persons individually as well as the combined feedback for the entire SDP showed that students were extremely satisfied with the SDP content and the speakers for all the four sessions. The feedback showed that the workshop was well organized and helped in increasing the knowledge and skills of the students. The students submitted very heartening and encouraging reviews and comments on the SDP and largely found the sessions to be very enriching and informative. The positive sentiments of the students reflected the resounding success of the two day SDP!



ORIENTATION PROGRAMME 2021-22



**Department of Commerce
Daulat Ram College**
cordially invites you to the
INDUCTION PROGRAMME
Tuesday, 23rd November 2021
2 PM onwards
on Google Meet
Google meet link will be shared on the same
day of the programme

Welcome Address
Lighting of the Virtual Lamp
Department Presentation
Address by the Teacher- in-Charge
Vote of Thanks

Dr. Gurmeet Kaur
Teacher-in-Charge
Department of Commerce

Prof. Savita Roy
Principal
Daulat Ram College

Organising members
Dr Gurnjan Gupta, Ms Mansi Kanojia, Dr Minakshi Paliwal,
Ms Isha Bhatt, Ms Hritanshu jeph, Ms Soumya Sharma

The Commerce Department organized an orientation programme for the newly admitted students of B.Com and B.Com (Hons) via virtual platform Google Meet on 18th November 2020. The programme began by seeking blessings of the Almighty through lamp lighting and prayer. Dr. Gurmeet Kaur, the teacher in-charge formally welcomed the new students on behalf of the entire department. Senior faculty members also showered their best wishes to the students for the new beginning. A brief description of the department, faculty members, Time-Table, Internal Assessment was given through presentation.



- ❑ The Department of Commerce celebrated its **Golden Jubilee** in 2019.
- ❑ The Department of Commerce offers two courses **B.Com. and B.Com. (Hons.)** which were started in **1969 and 1976** respectively.
- ❑ The Department has also been awarded **DU Innovation Projects and Star Innovation Project** where faculty and students pursue research work.
- ❑ The Department has separate Computer Lab
- ❑ Our Alumni comprises of students who have excelled in fields such as Academics, Corporates and Government organisations.



MODE OF CLASS

ONLINE
GOOGLE MEET
WITH OFFICIAL I

ABLE ALUMNI

 Arjana Om Kashyap	 Aishe Ghosh	 Crystal Bayat	 Rekha Gupta	 Asha Aganwal
News Anchor	Politician (CPI)	Algan Social Activist	Politician (BJP)	Arjuna Awardee Sports Person

... And many more

Dr. Sunita briefed the students about Commerce Association, the activities it undertakes throughout the year and motivated them to join the association. In the end, the queries of students were addressed by the teachers and the programme ended with a vote of thanks.

WEBINAR ON "BUILDING APTITUDE"

The B.Com (Hons.) Association organized a webinar on 29 September 2021 on the Unacademy platform on the topic 'Discussion on Building Aptitude'. The speaker of the webinar was Mr. Suneet Kumbhat, who is a top educator for MBA aspirants, having scored 100 percentile in the CAT exam three times.

Mr. Kumbhat spoke about building aptitude and the habit of reading regularly. Additionally, he covered topics such as quantitative aptitude, logical reasoning, verbal aptitude, etc. An overview of Top B schools such as FMS, IIFT, IIM, IIT-Delhi, etc., and the requirements to get into these institutions were provided. Information about the qualifying test- CAT, XAT, GMAT, and GRE, as well as an approximate average salary also came into the discussion. He also enlightened the students about the necessary skills to crack the competitive exams. Overall, it was an enriching session for the students.

USE CODE - SUNEET100

SUNEET KUMBHAT - YOUR MBA COACH

Top B-Schools

Name of the Institute	Test Accepted	Avg Salary (in Lac per annum)
NMIMS - Mumbai	NMAT	16-18
SIBM - Pune	SNAP	16-18
VGSOM - IIT Kharagpur	CAT	16-18
SCMHRD, Pune	SNAP	14-16
New IIMs (Kashipur, Ranchi, Rohtak, Shillong, Trichy, Udaipur, Raipur)	CAT	
Baby IIMs (Amritsar, Bodh gaya, Jammu, Nagpur, Sambhalpur, Sirmaur, Vizag)	CAT	
IMI - Delhi	CAT / GMAT	
XIM - Bhubaneswar	CAT / XAT / GMAT / X-GMAT	
MICA - Ahmedabad	MICAT + CAT / XAT / GMAT	
DMS - IIT Madras	CAT	



Mr. Suneet Kumbhat

He is a top educator for MBA aspirants, having scored 100%ile in CAT three times. He is an IIT Delhi - IIM Calcutta alumnus who has guided 1000+ students to reach top Indian business schools since 2015.

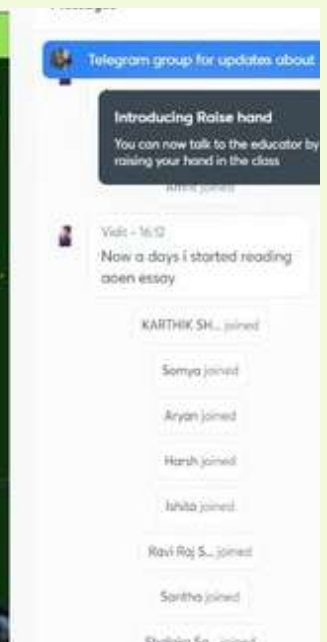
USE CODE - SUNEET100

SUNEET KUMBHAT - YOUR MBA COACH

Day to Day Hacks for Building Aptitude

Enjoy the process.

<p>QUANTITATIVE APTITUDE</p> <ol style="list-style-type: none"> Master your tables (1-20) Develop Arithmetic Skills (+, -, x, ÷) Involve Math more in day to day life <p>13 13x1 = 13</p> <p>13x20 = 260</p>	<p>DATA INTERPRETATION AND LOGICAL REASONING</p> <ol style="list-style-type: none"> Read top page of the newspaper (40-45mins) Solve a sudoku and a kakuro everyday + puzzles Play board games and card games (strategy) <p>Math Workout</p> <p>Endurance</p> <p>5x3 = 15min</p> <p>M.A.F</p>	<p>VERBAL ABILITY AND READING COMPREHENSION</p> <ol style="list-style-type: none"> Read books (C&TCF) Speak in English wherever possible. Write/chat in English <p>69% VA</p> <p>99.99% VA</p>
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ICAI COMMERCE WIZARD 2021



COMMERCIA
B.Com (Hons.) Association
DAULAT RAM COLLEGE
encourages eligible students to participate in

ICAI COMMERCE WIZARD 2021

CONDUCTED BY:
Institute of Chartered Accountants of India (ICAI)

ELIGIBLE STUDENTS:
B.Com (Hons), B.Com & allied subjects

BENEFITS:

- Cash prizes of ₹1,00,000, ₹50,000 & ₹25,000 respectively for Top 3 rankers
- Participation Certificates for all.

TEST DATES: Level 1 - 16th January, 2022 (Sunday)
Level 2 - 30th January, 2022 (Sunday)

REGISTRATION FEES: ₹100 till 5th January 2022; ₹150 thereafter

LAST DATE FOR REGISTRATION: 12th January, 2022 (Wednesday) till 2.00 P.M.

Dr. Sunita
Association In-Charge

Dr. Gunjan Gupta
Teacher Facilitator

Ms. Soumya Sharma
Teacher Facilitator

For further queries, **YASHIKA BANSAL (President)** **JAHNVI CHAWLA (Vice President)**

As part of a unique initiative, the students of Department of Commerce, Daulat Ram College were encouraged and mentored by Dr. Sunita, Association In-charge, to participate in the ICAI Commerce Wizard 2021, an online home-based remote proctoring test organized by the Committee on Career Counselling of the Institute of Chartered Accountants of India (ICAI).

The 3 students who qualified Level II test were awarded Consolation Prize Certificates, a cash award of ₹ 500 each and their names were featured in the Top 500 list of qualifiers published by the ICAI.

WINNERS



AYASHA
B.Com (Hons.)
1st year



PRAGYA JAIN
B.Com (Hons.)
1st year



SAMITI GARG
B.Com (Hons.)
1st year

FACULTY CORNER

CONGRATULATIONS

Heartiest congratulations to Dr. Manisha Jaiswal on being promoted to Associate Professor!



FACULTY PUBLICATIONS

- **Dr. Sunita**, "An Exploratory Study of Identifying Factors Creating Purchase Intention to Buy Life Insurance Policy - An Empirical Study", Intellectual Resonance DCAC Journal of Interdisciplinary Studies, 2021.
- **Dr. Sunita**, "WFH & The Workplace - The Way We Do Things Around Here", Work from Home: An Alternative to Traditional Work Culture (Concept, Application and Future Perspectives", 2021.
- **Dr. Sunita**, "Decarbonizing Economic Growth through Innovations in Renewable Energy, International Journal of Business Ethics in Developing Economies, 2021
- **Dr. Sunita**, "Impact of Social Factors on Clothing Purchase Behaviour Patterns: A Study on working Women Consumers", International Journal on Customer Relations, 2021.
- **Dr. Sunita**, "A Study of Factors Identifying Intention to Purchase Organic Products, Global Journal of Finance and Management, 2021.
- **Dr. Sunita**, "Reasons and Challenges in Context of Entrepreneurship: An Exploratory Study of Student's Perception in Higher Education Institutions in India", Journal of Entrepreneurship and Management, 2021.
- **Dr. Sunita**, "Effects of Pandemic on Automobile Industry (with special focus on Maruti Suzuki)", International Journal of Education, Modern Management, Applied Science & Social Science (IJEMMASSS), 2021.
- **Dr. Sunita**, "Change in the role of HR during the Pandemic", AAYAM-AKGIM Journal of Management, 2021.
- **Dr. Sunita**, "Attributes of Buying Behaviour for Fashion Apparel: An Exploratory Study", PIMT Journal of Research, 2021.
- **Dr. Sunita**, "Role of Brand Hate on the Relationship of Consumer Personality Traits and Brand Loyalty", International Journal on Customer Relations, 2021.

- **Dr. Sunita**, "Corporate Restructuring: A Buzzword in Today's World", Journal of Commerce, Economics and Computer Science (JCECS), 2021.
- **Dr. Sunita**, "Corporate Restructuring: Case Study of a Distressed Company", Journal of Modern Management and Entrepreneurship (JMME), 2021.
- **Dr. Sunita & Ms. Soumya Sharma**, "An Empirical Analysis of the Pattern of CSR Expenditure in India", International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS), 2021.
- **Ms. Isha Kumari Bhatt**, "Impact of Coronavirus (covid-19) on Entrepreneurship: A Critical Insight", Hans Shodh Sudha, 2021.
- **Ms. Isha Kumari Bhatt**, "Customer Centricity: Antecedents and Barrier", International Journal of Research in Commerce, Economics and Management, 2021.
- **Ms. Isha Kumari Bhatt**, "Customer Centricity: A Multidimensional Perspective", International Journal of Research in Commerce, Economics and Management, 2021.
- **Ms. Isha Kumari Bhatt**, "Firms of Endearment vs. Non Firm of Endearment", International Journal of Research in Commerce, Economics and Management, 2021.
- **Dr. Megha Jain (Joint Author)**, "Determinants of Energy Intensity Trends in Indian Metallic Industry: A Firm-Level Analysis", Vision: MDI Gurgaon, 2021.
- **Dr. Megha Jain (Joint Author)**, "Government Size and Economic Growth: An Empirical Examination of Selected Emerging Economies", South Asian Journal of Macroeconomics and Public Finances, 2021.
- **Dr. Megha Jain (Joint Author)**, "Analyzing the Nexus of Environmental Performance and Human Well-being: An Empirical Study of Selected Emerging Economies", International Journal of Green Economics, 2021.
- **Dr. Renu Yadav (Joint Author)**, "An integrative approach to the nexus of brand loyalty and corporate social responsibility", International Review on Public and Nonprofit Marketing, 2021.
- **Dr. Renu Yadav (Joint Author)**, "Brand Love and Brand Hate: Integrating Emotions into Brand-Related Experiences and Loyalty", Journal of International Commerce, Economics and Policy, 2021.

DEPARTMENTAL FAREWELL TO MRS. SUSHMA ARORA

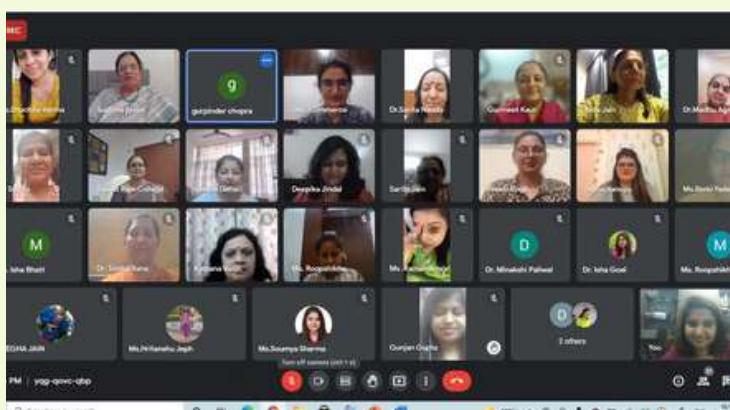


A virtual farewell was organized on 30th June 2021 to celebrate the retirement of Mrs. Sushma Arora. The nostalgic trip down the memory lane began with an insight into her illustrious career. An alumna of DRC, Mrs. Arora made her alma mater proud with an accomplished career spanning over 41 years. Her passion for the subject and her highly successful books made her an authority in Business Law. Her colleagues eagerly awaited their turn to share their fond memories with her. While the senior colleagues reminisced about the wonderful times from good old days, the younger ones remembered the learnings from her. Her qualities were then given a musical touch with Bollywood songs based on them sung enthusiastically by the teachers.

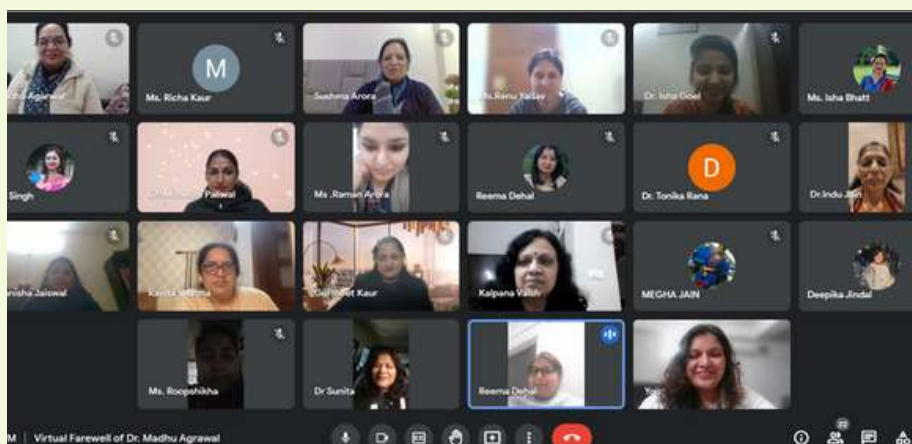
Prof Savita Roy, Principal, Prof. Sarita Nanda, Vice-Principal and retired teachers of the department were the special invitees of the program. They recollected their association with Mrs. Arora and her best qualities, which will long stay with them and the college even after her retirement. A video montage of Mrs. Arora's time in college - as part of various societies and cells, with other faculty members and students as part of various cultural and extra-curricular activities beautifully encapsulated the incredible journey.



A fun game- SA Trivia added humorous element to the event requiring audience members to guess the answers to questions around Mrs. Arora. Messages received from retired teachers and graduated students were played for Mrs. Arora. In the end, Mrs. Arora was requested to share her feelings and parting words. She began by highlighting important milestones in her career and how her love for the department and the college helped her overcome all impediments in her goal of giving her best to her students, department and the college. The event concluded with a group photograph.

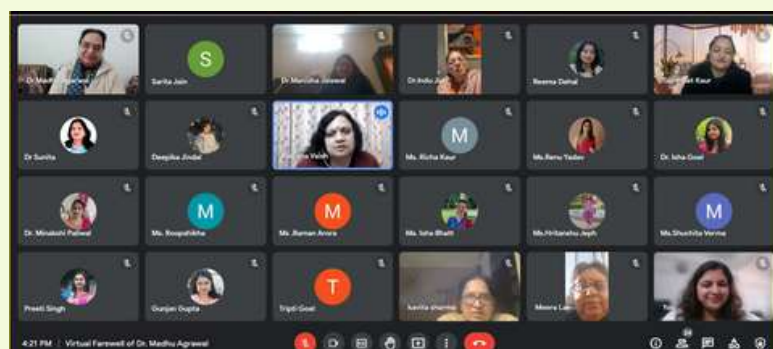


DEPARTMENTAL FAREWELL TO DR. MADHU AGRAWAL



An online farewell programme was organised by the department on 31st January 2022 to mark the retirement of Dr. Madhu Agrawal. Dr. Agarwal had joined the department in 1978 and retired in January 2022 after 44 dedicated years of service.

The Google Meet session was attended by the contemporary as well as a number of former faculty members of the department. The session included a video montage of Dr. Agarwal's journey at the college as an academician.

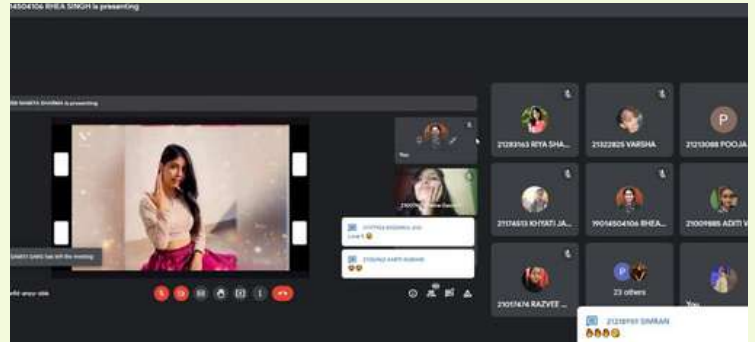


Each faculty member shared their memories of having worked with Dr. Agarwal, and showered Ma'am with words of appreciation and good wishes. Dr. Agarwal spoke of the many cherished memories of the college and students that she had experienced during her tenure. She concluded her speech with a song, and expressed her hope for the department to attain even greater heights of success in the future.



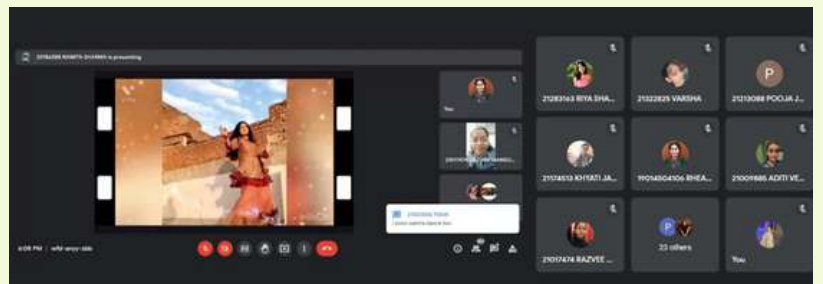
B.COM (HONS.) FRESHERS' MEET

The Pre-Event commenced with a **grand virtual tour of the college premises by Dr. Sunita**, Association in charge of B.Com (Hons.) Association, much to the delight of the students. The session witnessed approximately 90 attendees, including members of the faculty and the B.Com (Hons.) Association Union.



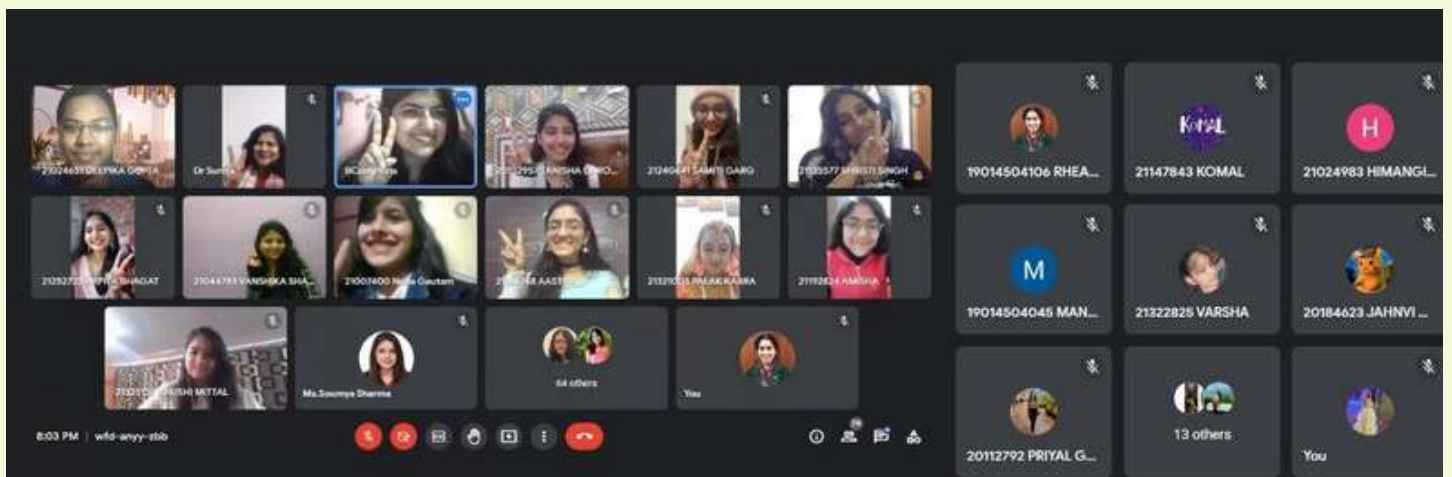
This was followed by the **screening of the video submissions** received from the contestants for the following rounds of Miss Fresher:

- Round 1:** Ramp Walk with Introduction,
- Round 2:** Talent Hunt
- Round 3:** Mirror View.



The Main Event commenced with the **lamp lighting ceremony** followed by a **welcome address by Dr. Sunita (Association in-charge)** and was attended by approximately **150 students**, as well as members of faculty and B.Com (Hons.) Association Union.

The session witnessed enthusiastic participation from the students in various activities, including a **stand-up comedy session** by Riya Sharma from first year and **musical performance** by Devshree from second year. The **dance performances** by Union Members Jahnvi and Tanisha received much applause and hoots of delight from the audience.

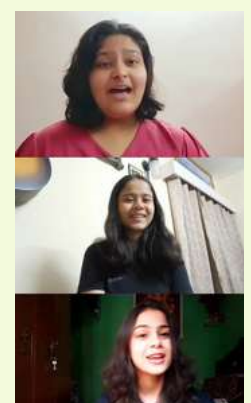
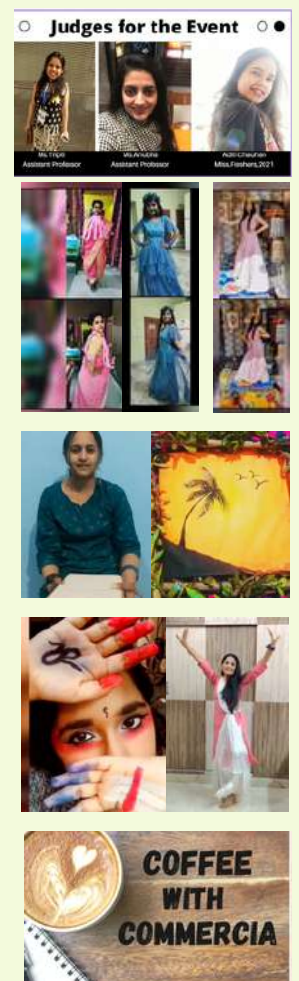


B.COM FRESHERS' MEET



Freshers Meet 2022 was conducted on **9th February 2022** with the theme, **“Under the Sea”**. On behalf of the Commerce Association, Dr. Isha Goel congratulated and introduced the newly elected Bcom Union. The President, Shreyanshi Jaiswal and Vice President- Unnat Kaur, welcomed the freshers and gave them an insight into the next three years of their wonderful college life. The freshers were then given a **virtual tour of the college** through a special welcome video filled with insights from seniors about hangout zones, memorable locations, things to do and selfie spots! The personalized welcome tour by Anjali Singh, Shreyanshi and Niharika won the hearts of the freshers'.

Miss Fresher Contest was then unveiled and judges for the same - **Ms. Tripti Goel, Ms. Anubha and Miss Fresher 2019 Aditi Chauhan** were welcomed. The competition started with the Introduction and Ramp walk round and was followed by the talent round wherein participants showcased their unique and wonderful talents. Shortlisted candidates then proceeded to the final Question and Answer Round. The round witnessed many thoughtful answers presented by the contestants, reflecting their thinking about the qualities they possess. Event then moved forward with **melodic medley** presented by seniors Arushi, Aditi and Deepika which left everyone grooving and wanting more. Many fun-filled and enjoyable games were organized for the first year students like **“Coffee with Commercia”, “Crack the Code”** etc. which witnessed enthusiastic participation from the first year students. A special highlight of the event was a **comedy skit** performed by first year students. It was heartening to witness their enthusiastic spirit which transcended the boundaries of online mode. At the end of three action packed rounds, the results were declared and **Loren Dhawan** was crowned as the Miss Fresher 2021. A special dance video by Shreya, Sanjana, Kajal, Ishika and Nirjala Singh left the audience in awe and wonder. In the end, Mrs. Richa Kaur expressed her gratitude to all the judges, the faculty members, participants, volunteers, and all the first-year students for their contribution in making the event successful and memorable.



FRESHERS' MEET: WINNERS' LIST

B.Com (Hons.)



Miss Fresher
Aastha



Runner Up 1
Arpita



Runner Up 2
Riya Jaiswal



Miss Personality
Riya Sharma



Miss Drama
Shrishti Singh



Miss Talented
Amisha



Ms Million Dollar Smile
Tanushree



Miss Interactive
Neha Gautam



Ms Best Dressed
Palak Kabra

B.Com (Prog.)



Miss Fresher
Loren Dhawan



1st Runner up
Manya Gupta



2nd Runner up
Shivangi



Miss हुनरबाज
Sukriti



Miss Diligent
Divya Bharadwaj



Miss Sunshine
Yogita Kalra

COMVISION '22

Convenor: Dr. Sunita

Coordinators: Mrs. Richa Kaur, Dr. Isha Goel, Ms. Soumya Sharma

Core Team: Yashika Bansal, Shreyanshi Jaiswal, Jahnvi Chawla, Unnat Kaur, Khushboo, Shreya Gupta, Tanisha Darolia, Pooja Sah, Amisha, Gungun Sehgal

Commercia proudly organised its annual inter-college festival **Comvision'22** from 20th to 21st April 2022, providing an opportunity to students to hone their organizing and management skills and to compete and learn from students across various colleges and universities. Six online inter-college competitions were held on Day 1 i.e. 20th April 2022.

The events witnessed enthusiastic participation from over 200 students from universities across the country. A speaker session was held in the college seminar hall on Day 2 i.e. 21st April 2022 and was attended by students of the department as well as members of faculty.



The poster for 'COMVISION'22 is a vibrant purple and blue graphic. At the top, it reads 'COMMERCIA DEPARTMENT OF COMMERCE DAULAT RAM COLLEGE Presents Annual Inter-College Fest COMVISION'22'. The date and time are '20th April, 2022 10 A.M ONWARDS' with a 'GOOGLE MEET' icon. A central section titled '~ EVENTS ~' lists six activities: Marketify (10:30 Am onwards), Research Article Writing Competition (12:00 Noon onwards), Doodling (1:00 Pm onwards), Treasure Hunt (2:00 Pm onwards), Tambola (11:00 Am onwards), and Bull's Ring (12:30 Pm onwards), plus Niti Vidwan (2:30 Pm onwards). Below this, it says 'EXCITING CASH PRIZES'. The bottom section is divided into 'OUR SPONSORS' (Travel Partner: MASAR; Media Partners: Eduviva, Eduviva, Eduviva, Eduviva) and 'SCAN QR CODE TO REGISTER' with a QR code. At the very bottom, it lists the Association In-charge (Dr. Sunita Gupta), Media Partners (Mrs. Meeta Mathur, Ms. Soumya Sharma), and the Principal (Prof. Savita Roy).



The 2-day fest also received coverage in the special edition of University of Delhi newspaper publication launched as part of University of Delhi's centenary celebrations.

Day 1 of the fest commenced with an online inaugural session hosted by Sanjana Dayal and Anshika Malhotra. To mark the auspicious start of the fest, the college prayer was recited by Shreya Kinnou, followed by a classical dance performance by Divya Bhardwaj. The hosts warmly greeted Prof. Savita Roy, Principal, Prof. Sarita Nanda, Vice-Principal and Dr. Pooja Jain, Bursar with virtual bouquets and invited them to address the gathering.



Online inter-college competitions held

S.No.	Name of the Event	Teacher Coordinator(s)	Student Coordinator(s)	Name(s) of Judge(s)
1	Marketshetra	<ul style="list-style-type: none"> Ms. Shuchita Verma Ms. Deepika Jindal 	<ul style="list-style-type: none"> Unnat Kaur Niharika Gupta 	<ul style="list-style-type: none"> Ms. Niti Singhal, Founder and Designer, Twee in One (External Judge) Mr. Sanjay Gautam, Founder, Safyr (External Judge) Dr. Reema Dehal
2	The Bull's Ring	<ul style="list-style-type: none"> Dr. Tonika Rana Dr. Megha Jain 	<ul style="list-style-type: none"> Tanisha Darolia Pooja Sah 	<ul style="list-style-type: none"> Dr. Gurmeet Kaur
3	Niti Vidwaan	<ul style="list-style-type: none"> Ms. Roopshikha Ms. Anubha 	<ul style="list-style-type: none"> Khushboo Pooja Shah Sushmita Rani 	<ul style="list-style-type: none"> Dr. Manisha Jaiswal Ms. Roopshikha Ms. Anubha
4	Heart to Canvas	<ul style="list-style-type: none"> Mrs. Preeti Singh 	Sanjana Dayal	<ul style="list-style-type: none"> Ms. Anjali Mehta, Illustrator & Artist (External Judge) Mrs. Preeti Singh
5	Tambola	<ul style="list-style-type: none"> Mrs. Hritanshu 	Khushi Dhingra	<ul style="list-style-type: none"> Mrs. Hritanshu
6	Treasure Hunt	<ul style="list-style-type: none"> Dr. Kalpana Vaish Ms. Raman Arora 	Yashika	-

MARKETSHETRA

This event created a platform for students to showcase their talents by pitching their business ideas and actively coming up of solutions in times of crisis. The prize winners were offered an internship opportunity by Ms. Niti Singhal, Founder of Twee in one.



TAMBOLA

In the happy housie game, each player was provided with a unique Tambola ticket. The participants were required to decipher commerce-themed clues to identify the numbers to be crossed off the tickets.



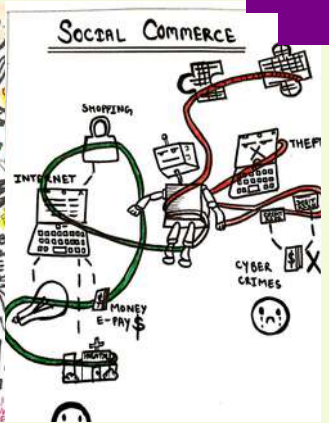
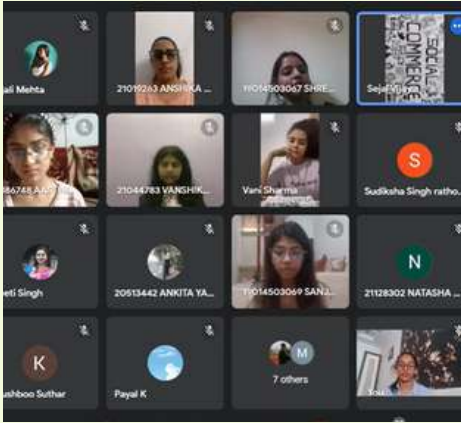
THE BULLS'S RING

This event consisted of Mock Stock trading wherein students had to take investment decisions i.e. buying and selling of shares using cues from the tip sheets circulated. The participant with the highest portfolio value at the end of the game was declared the winner.



HEART TO CANVAS

The doodling competition provided a platform for students to express their vision and showcase their creativity on the theme 'Social Commerce' through a doodle. The competition yielded exciting, thought-provoking doodles on the theme.



NITI VIDWAAN

This event provided a platform to students to showcase their knowledge about current affairs and policy making. The topics were allotted to the participants using an online version of 'spin the wheel'. The topics covered a variety of interesting areas, such as taxation policies, medical testing on humans etc.



TREASURE HUNT

In this event the participants were given clues relating to the 'FINANCIAL EVENTS' and had to use their knowledge of finance and economics to solve the quest.



Day 2 of the fest consisted of an offline session on 'Mind Management' held on 21st April 2022 at the seminar hall of the college. **Prof. A K Singh**, the Head and Dean, Department of Commerce, Faculty of Commerce and Business was the Guest of Honour and Distinguished Speaker of the day.

The session commenced with the lamp lighting ceremony, followed by a song recital. Dr. Sunita, Convenor, warmly welcomed the audience and felicitated Prof. Singh and Prof. Sarita Nanda, Vice Principal.



During the session, Prof. Singh shared his insights on how to enhance productivity, creativity and focus, on how to think positive. He talked about the importance of meditation in daily life. He also guided the audience through a small session on meditation which was very refreshing and relaxing.



COMVISION: WINNERS' LIST

Position	Name(s)	College & University	Course & Year
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Marketshetra

1st	Saumya Khanna & Lavanya Gupta	Daulat Ram College, Delhi University	B.A. Prog., 3rd year
2nd	Khushi Bansal & Parisha Aggarwal	Daulat Ram College, Delhi University	B.Com, 3rd year
3rd	Tanuj Kumar	Kirori Mal College, Delhi University	B.Com, 2nd year

The Bull's Ring

1st	Khushi Agrawal Kinshuk Gandhi	Daulat Ram College, Delhi University Kirori Mal College, Delhi University	B.Com (H), 2nd year B.Sc (H) Maths, 2nd year
2nd	Shantanu Shersia	Ramjas College, Delhi University	B.Com (H), 1st year

Niti Vidwaan

1st	Ishika Panchal	Shaheed Bhagat Singh College, Delhi University	B.Com, 1st year
2nd	Shruti Gupta	Bharti College, Delhi University	B.A. (H) Psy., 1st year
3rd	Kanishk Aggarwal	Shyam Lal College, Delhi University	B.Com, 3rd year

Heart to Canvas

1st	Vaibhav Butola	School of Sciences, IGNOU	M.A. (Public Administration), 2nd year
2nd	Vani Sharma	Dayal Singh College, Delhi University	B.Sc (H) Botany, 1st year
3rd	Natasha Kumari	Daulat Ram College, Delhi University	B.A. (H) Pol. Sci, 1st year

Tambola

1st	Khushi Agrawal	Daulat Ram College, Delhi University	B.Com (H), 2nd year
2nd	Khushboo Sharma	Gargi College, Delhi University	B.Sc (H) Zoology, 1st year
3rd	Divya Vanwari	Atma Ram Sanatan Dharma College, Delhi University	B.Com (H), 2nd year

Treasure Hunt

1st	Milind Surana	Anil Surendra Modi School of Commerce, NMIMS	B.Com (H) 2nd year B.Sc (H) Maths, 2nd year
2nd	Khushi Agrawal Kinshuk Gandhi	Daulat Ram College, Delhi University Kirori Mal College, Delhi University	B.Com (H), 2nd year B.Sc (H) Maths, 2nd year

B.COM (HONS.) FAREWELL '22

Commercial, The B.Com (Hons.) Association of Daulat Ram College, organized a farewell program on 5th May 2022 at Sadbhavna Bhawan to bid a warm adieu to the outgoing batch of 3rd-year students of B.Com (Hons.). The farewell event commenced with a short welcome speech from event comperees Aathiya Bansal and Amisha, followed by a group dance performance by the 1st and 2nd-year students of B.Com (Hons.) that had the audience dancing and singing joyously to popular Bollywood tunes.



The event was graced by the presence of Prof. Savita Roy, Principal, Dr. Pooja Jain, Bursar, Dr. Sunita Gupta, Association In-charge as well as the faculty members of the Department of Commerce, all of whom joined on the stage to shower their blessings and wishes for the bright future of the outgoing batch of students.



Interspersed with the gratification ceremony were several other dance performances as well as a short skit depicting the journey of the students as they navigate their college life both offline as well as online mode on account of the pandemic lockdown.



The gratification ceremony entailed presentation of title badges, graduation caps, and mementos by all faculty members present. hereafter, the members of the B.Com (Hons.) Association Union, extended team, and event volunteers were felicitated with certificates and chocolates, together with Association In-charge Dr. Sunita Gupta and Teacher Facilitator Ms. Soumya Sharma. The farewell speech by the Union President Yashika Bansal left the audience teary eyed as she reminisced about the precious memories of college life with her classmates and teachers.



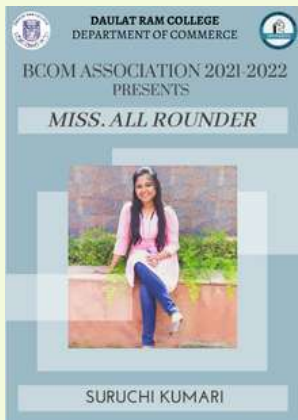
The event concluded with a vote of thanks proposed by Dr. Sunita Gupta, Association In-charge, who extended her heartfelt gratitude to the dignitaries, fellow colleagues and the students for their gracious presence in the celebrations.

B.COM FAREWELL '22



The final year students of B.Com were given a heart-warming farewell by their juniors and teachers on 29th April 2022. The hosts Unnat Kaur and Renu Jain commenced the program by **welcoming the faculty members with roses**. Thereafter, the hosts took the audience on an entertaining ride packed with fun, drama, songs, dances which was, in short, a complete bollywood blockbuster!

The merriment was kickstarted with a dance performance by Gauri Mehra. The **Lemon and Spoon Game**, entailing the challenge of passing the lemon from own spoon to the other person's spoon without touching it, provided many fun-filled moments and was enjoyed by the seniors immensely. The **titles** were presented by the faculty members who extended their best wishes to the outgoing batch for their new journey.



The farewell marked the end of the road for the final year students who have left their own mark with their unique personality traits and strengths. This individuality of each student, which makes them special in their own way, was recognized by presenting them with a title which best described them. Each third year student was gifted a **personalized diary** bearing the title awarded on the front page and their batch photograph on the back page.





The audience was then taken on a melodious musical journey with a beautiful compilation of songs by **Aditi Saha** and **Arushi Bhat**, followed by an **amazing dance performance by Yogita** from 1st year.



Teacher-in-charge of the department, **Dr. Gurmeet Kaur** presented mementos and certificates to the office bearers of the B.Com Association Union in acknowledgement of their hardwork.



This was followed by an **engaging game hosted by Niharika, and Simran**, requiring participants to guess the dialogues enacted by their team member with music bursting through ear pods! The hilarious responses from the participants left the audience in splits in this fun round. The group dance performance by Niharika, Anushka and Simran enthralled everyone.



The President, **Shreyanshi Jaiswal**, thanked the organizing team for putting together such a memorable event. The event concluded with a vote of thanks from Teacher Facilitators Mrs. Richa Kaur and Dr. Isha Goel.



ROLL OF HONOUR

The following students of the department were awarded on the College Annual Day 2022 for their meritorious performance



All Round Best Student

1. Suruchi Kumari

All Round Best student of Commerce Dept for prize instituted by Dr Malti Subramaniam

2. Sakshi Yadav

All round Best student of Commerce Dept for the prize instituted by Dr Gulpinder Chopra



Proficiency Prizes

Course & Year	Name of Student	CGPA
B.Com Hons I	Gurleen Mangat	9.73
B.Com Hons II	Darshana Toshniwal	9.82
B.Com Hons III	Riddhi Jain	9.88
All three years combined	Radhika	9.635
B.Com I	Unnat Kaur	9.64
B.Com II	Aditi	9.73
B.Com III	Shruti Singh	9.36
All three years combined	Shruti Singh	9



STAR PERFORMERS 2021-22



Department Students who have participated and won accolades in inter-college competitions and events are our Star Performers.

Name of the Student	Course	Year	Name of Competition attended	Organizing Institution	Date	Achievement
Esha Pawar	B.Com	2nd year	Quiz Competition	Zakir Hussain College, Delhi University	29th September 2021	Secured 1st Position
Shreya Gupta	B.Com	2nd year	National Quiz on International Yoga Day	Government College, Jaipur	21st June 2021	Certificate of Excellent Performance
Unnat Kaur	B.Com	2nd year	Debate - "Abortion a virtue or sin"	Narsee Monjee University of Mumbai	14th October 2020	Secured 3rd Prize
Unnat Kaur	B.Com	2nd year	Hashland (surviving in war situations)	Ecosoc, Hansraj College, Delhi University	22nd April 2021	Secured 1st Prize
Unnat Kaur	B.Com	2nd year	Niti Nirman, FIC	Daulat Ram College, Delhi University	16th February 2022	Secured the Best Interjector - 3rd Prize
Sarik Rai	B.Com	1st year	Azadi Ka Amrit Mahotsava	Ministry of Defence, Govt Of India	25th January 2022	Certificate of Commitment
Ritika Singh	B.Com (Hons.)	3rd year	Poster Making Competition	Eco Club, NITS	10th September 2021	Judges Choice Award (Certificate of Merit)
Ritika Singh	B.Com (Hons.)	3rd year	Bring the Cheese 2.0	Smarketing Cell, Daulat Ram College, Delhi University	14th February 2022	Certificate of Recognition
Ritika Singh	B.Com (Hons.)	3rd year	Tagline Competition	National Service Scheme, Daulat Ram College, Delhi University	25th July 2020	Secured 1st Position
Yashika Bansal	B.Com (Hons.)	3rd year	Rangoli Making Competition	Government Girls College Magra Punjala, Jodhpur	23rd December 2021	Secured 3rd Position
Aastha	B.Com (Hons.)	2nd year	Talent Hunt Competition (ABVP)	Daulat Ram College, Delhi University	22nd January 2021	Secured 1st Position



STAR PERFORMERS 2021-22



Name of the Student	Course	Year	Name of Competition attended	Organizing Institution	Date	Achievement
Diksha	B.Com (Hons.)	2nd year	Quiz Competition - Bird Identification	ENVIS Resource partner on Avian Ecology at Bombay Natural History Society	5th June 2021	Secured 'A' grade
Harshita Sinha	B.Com (Hons.)	2nd year	Doodle competition	NSS, Daulat Ram College, Delhi University	26th January 2022	Secured 1st Position
Jahnvi Chawla	B.Com (Hons.)	2nd year	Artful Doodler Competition	Encrypt'21 Cyber Cell, Daulat Ram College, Delhi University	17th April 2021	Secured 3rd Position
Jahnvi Chawla	B.Com (Hons.)	2nd year	Draw on Pad Competition	Daulat Ram College, Delhi University & Miranda House, Delhi University	26th February 2021	Secured 1st Position
Jayati Purwar	B.Com (Hons.)	2nd year	Poetry Writing Competition	Pink Legal Club, Cornelia	12th August 2021	Secured 2nd position
Jayati Purwar	B.Com (Hons.)	2nd year	Column Writing Competition	PGDAV College, Delhi University	28th February 2021	Secured 1st Position
Kashika Chandvaria	B.Com (Hons.)	2nd year	Market Quest	BNPD Eco Labs in collaboration with Start2Startup	4th June 2021	Secured 1st Position
Neetu Yadav	B.Com (Hons.)	2nd year	Findola	Finance and Investment Cell, Daulat Ram College, Delhi University	27th February 2022	Secured 1st Position
Priya	B.Com (Hons.)	2nd year	Encrypt'21	Cyber Cell, Daulat Ram College, Delhi University	16th - 17th April 2021	Certificate of Achievement



STAR PERFORMERS 2021-22



Name of the Student	Course	Year	Name of Competition attended	Organizing Institution	Date	Achievement
Priya Jindal	B.Com (Hons.)	2nd year	Influenza - Finance and Influencing	Shaheed Rajguru College of Applied Sciences For Women, Delhi University	1st February 2022	Secured 2nd Position
Shruti	B.Com (Hons.)	2nd year	Geoguesser	Vellore Institute of Technology	12th August 2021	Certificate of Achievement
Shruti	B.Com (Hons.)	2nd year	Tambola Competition, Encrypt'21	Cyber Cell, Daulat Ram College, Delhi University	17th April 2021	Secured in Middle Line & Certificate of Achievement
Shruti	B.Com (Hons.)	2nd year	Logo Making Competition	Commercial, Daulat Ram College, Delhi University	22nd January 2021	Certificate of Achievement
Angel	B.Com (Hons.)	1st year	ICAI Commerce Wizard	Committee on Career Counseling, ICAI	16th January 2022	Consolation Prize in Level 2 & Participation Certificate in Level 1
Jiya Vashistha	B.Com (Hons.)	1st year	Stratagem: Business Plan Competition	SMarketing Cell, Daulat Ram College, Delhi University	24th January 2022	Secured 2nd Position
Khyati Jain	B.Com (Hons.)	1st year	ICAI Commerce Wizard Quiz	Committee on Career Counseling, ICAI	16th January 2022	Consolation Prize in Level 2 & Participation Certificate in Level 1
Kumkum	B.Com (Hons.)	1st year	Essay Writing Competition	Government Girls College Magra Punjala, Jodhpur	21st December 2021	Secured 2nd position
Pragya Jain	B.Com (Hons.)	1st year	ICAI Commerce Wizard Quiz	Institute of Chartered Accountants of India	16th January 2022	Consolation Prize in Level 2 & Participation Certificate in Level 1
Samiti Garg	B.Com (Hons.)	1st year	Essay writing Competition	Government Girls College Magra Punjala, Jodhpur	21st December 2021	Secured 1st position
Tanveer Mangat	B.Com (Hons.)	1st year	Stratagem	Smarketing Cell, Daulat Ram College, Delhi University	31st January 2022	Secured 3rd Position

PLACEMENT INSIGHTS

The following students of the department got placed in the year 2021-22 through the **Placement Cell** of the college headed by **Dr. Kalpana Vaish**. The other members from our department include Mrs. Richa Kaur, Ms. Deepika Jindal and Ms. Roopshikha.

COMPANY NAME	S.No	NAME	COURSE	PROFILE
DELOITTE	1	Akriti Singh	B.com	Audit Assistant
	2	Bhavika Chhatani	B.com (Hons)	Audit Assistant
	3	Bhoomika Gupta	B.com (Hons)	Audit Assistant
	4	Janvi Agarwal	B.com	Audit Assistant
	5	Masum Garg	B.com (Hons)	Audit Assistant
	6	Mehak Grover	B.com (Hons)	Audit Assistant
	7	Misha Bansal	B.com (Hons)	Audit Assistant
	8	Riya Saraf	B.com (Hons)	Audit Assistant
	9	Sania Gill	B.com (Hons)	Audit Assistant
	10	Sarvpriya Tripathi	B.com (Hons)	Audit Assistant
	11	Ritika Singh	B.com (Hons)	Audit Assistant
	12	Geetika Dua	B.com (Hons)	Audit Assistant
ACCENTURE	13	Aastha Gupta	B.Com(Hons)	HR Analyst
	14	Parisha Agarwal	B.Com	HR Analyst
	15	Sejal Vijay	B.Com	HR Analyst
	16	Surbhi Bhati	B.Com	HR Analyst
	17	Upasana Chaudhary	B.Com	Project control services
	18	Anshika Garg	B.Com	Project control services,
JARO	19	Shalini Chaudhary	B.Com(Hons)	Graduate Trainee
PLANET SPARK	20	Vaishnavi Garg	B.Com(Hons)	Business Development Counsellor
	21	Neha Yadav	B.Com(Hons)	Business Development Counsellor
WIPRO	22	Pooja Sah	B.Com	Financial Analyst
TEACH FOR INDIA	23	Shalini Chaudhary	B.Com(Hons)	Fellowship
MY CAPTAIN	24	Tanisha	B.Com(Hons)	Business Operations Executives
	25	Yashika Bansal	B.Com(Hons)	Business Operations Executives
	26	Ananya Yadav	B.Com(Hons)	Business Operations Executives

CAPGEMINI	27	Deepika Gupta	B.Com	HR Analyst
	28	Mihika Gulati	B.Com (Hons)	HR Analyst
	29	Ananya Yadav	B.Com (Hons)	HR Analyst
TOPHIRE	30	Suruchi Kumari	B.Com	Talent Acquisition Associate
TRESVISTA	31	Annsha Dua	B.Com (Hons)	Analyst CFO
	32	Rhea Singh	B.Com (Hons)	Analyst CFO
	33	Parisha Agarwal	B.Com	HR Analyst
L&T	34	Shiksha Chandan	B.Com	Graduate Commercial Trainees
	35	Ritika Raj	B.Com (Hons)	Graduate Commercial Trainees
	36	Kanisha Agarwal	B.Com (Hons)	Graduate Commercial Trainees
	37	Tanisha	B.Com (Hons)	Graduate Commercial Trainees
D E SHAW	38	Annsha Dua	B.Com (Hons)	Financial Operations Associate

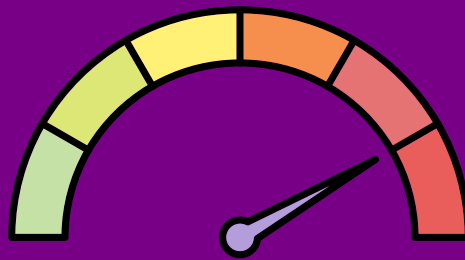
PLACEMENT METER

B.COM

**12
OFFERS**

B.COM (H)

**26
OFFERS**



AGEISM IN INDIAN COMPANIES

Ageism, in simple words, is the discrimination against someone due to their age. It is a form of prejudice that is based on the age of a person. It is seen all around us be it in the entertainment industry or corporate offices. In our society, people tend to get treated differently as they age and in a country like India where the population is overflowing with young natives it is challenging for elder people to survive and battle the competition.

It has been observed that most companies in India prefer to recruit young people for their vacant positions. People in their 40s and 50s, who have years of experience and excellent track records, find it difficult to secure jobs and keep them in corporate offices. Probably because of their fresh talent and high energy, young candidates get hired easily in comparison to aged candidates.

The famous victim of this discrimination can be 'vanraj shah', a character from today's highest TRP gaining drama in the Indian television industry "Anupama". This character in his early fifties was given a termination letter without taking his excellence and experience of years into consideration because he was not able to complete his targets successfully in the given period of time, for once. After which there was no option left for him other than taking a job at a small cafe. Now, this was a mere character from a drama but fiction is only inspired by reality. There are many unknown vanraj in India, who suffers from ageism.

The more lunatic element is no one even considers this discrimination. This has mostly fired the rampant practice of age discrimination in the country. People take ageism as the common characteristic of work and society. The outcome is that there is no codified law in India that deals with the issue of age discrimination. There is no statutory defense available, and only common law actions can be taken when cases of discrimination based on age are highly unjustified. The discrimination in the corporate offices in India is largely based on the discretion of the employers. Aged employees are perceived to be less productive than their younger counterparts. Even worse, at times, people in their 50s and 60s are often asked to continue doing the job that they have been doing for years and the promotions are given to the juniors for maintaining the so-called glamour of companies.

It is assumed that aged employees are less aware of the new technology and are not able to keep up with trends. Also learning new languages and terms is not their cup of tea. They are also assumed to be less committed to the company and its goals since they are no longer in their prime working years and need more time with their families. This is not only an injustice to the aged but a stereotype made by the world of youngsters to satisfy its superiority needs.

If older people are up-to-date with the shifts in the market, there is no way their colleagues can see them in a lesser light. They can also prove to be more productive than the youngsters.

When older workers are expected to be weaker performers, less flexible or different in some other way, which is not necessarily true, they are more likely to be excluded from the in-group. The result is an even bigger gap between the perception of age and reality. This is especially true in the corporate world. Due to poor communication, the organization is likely to experience poorer decision-making and lower levels of productivity, creativity, and innovation.

It is believed that when a person is not judged based on their religion, sex and date of birth; they can perform at their best. In India, many employment forms still require candidates to enter these details. On the other hand, in the west, it is deemed redundant to the hiring process. This not only helps candidates to getting the job but also contributes to the growth of the nation. A candidate's skills should be given the most importance in hiring criteria.

One can argue that young employees also face ageism. They could be shown out of a big project or board of directors because not being experienced enough. But the difference is that the young people could find another job, but the aged can't. They are left with no option but to either suffer in loneliness or take up the job offered to them purely out of pity.

The most effective way to avert ageism is to embrace a multi-generational workforce.

Remaining vigilant, recognizing stereotyping and avoiding making assumptions have always proven powerful against ageism. Training and promotional opportunities for employees of all ages should be provided so that, no dispute takes place. It is equally important to watch for social cues in the workplace by both employers and employees. Even those small teasing comments can hurt someone's feelings.

Mentorship and Reverse mentoring programs can also help bridge age-related tensions. Not only does this help close the knowledge gap for both parties, but they are more likely to develop empathic perspectives and reduce unconscious biases. Cultivating open lines of communication is a way to build trust, show commonality and break the generational boundaries that can form unintentionally or intentionally.

It is time for the Indian government to take ageism as serious as any other discrimination and also take action against this highly destructive discrimination by forcing specific regulations which manage ageism in the working environment of our country.

By Diksha
B.Com (Hons.)

YOU CAN'T
STATE
DIFFERENCE

AND ALSO
STATE
EQUALITY

WE HAVE TO
STATE
SAMENESS

TO
UNDERSTAND
EQUALITY

CAMPUS दर्शन

नयी उमंगों और नयी रंगों की नवीन बहार है
खिली खिलखिलाहटों की ध्वनि ये मल्हार है
उत्सुक चेहरे, चेहरों पर जिज्ञासा, जिज्ञासु मिजाज़ है
पड़ाव है नूतन, नूतन इनके विचार है
College से जुड़ी इनकी नयी कड़ी है
बड़े इस बगीचे की ये नयी कली हैं
आया जो वसंत इन कलियों से है
उस वसंत का करते हम अभिनंदन है
इस तरंग की ऊर्जा को हमारा अभिवंदन है

"दौलत राम कॉलेज" लिखे Gate पर जब आओगे
उत्साह और उमंग उस वातावरण में भरपूर पाओगे
Guard aunty की कभी नर्म कभी सख्त मिजाज़ से
होगी दिन की शुरुआत

College ID jo bhul gae to होगा फिर बवाल
कुछ दलील कुछ appeal, होंगे बड़े सवाल जवाब

दौड़ चले मंजिल की ओर, अब तो बस सिकंदर हम
क्लास की ओर रुख किया, कदमों में तेजी लायी
Professor की no entry की धमकी ही रंग लायी
एक पर एक classes के बीच थोड़ा सुकून जब आया
पता नहीं कैसे पर हमने खुद को हरी लॉन में पाया
सर्दी की मीठी धूप का स्वाद भी बड़ा मीठा है
इसी लॉन में बैठा रहता सबका जमेडा है
माफ़ करना थोड़ी सेंटी हो जाती हूँ
एक किस्सा सुनाती हूँ, उन्हीं यादों में खो जाती हूँ
चलो आगे बढ़ते है, थोड़ा कैन्टीन भी घूम आते हैं
पर उसके पहले nescafe के किस्से भी सुनते जाना
उप्फ वो कॉफी, मैगी और brownie का स्वाद मुँह में आना
स्वाद की बात कही है, तो कैन्टीन तो आएगा ही
समोसा चोले चाय और रोल ये मुह में पानी तो जाएगा ही
सुनो जब वहां जाओ तो स्प्रिंग रोल जरूर चखना
मुरीद बन जाओगे मेरे, फिर thank you कहते ना थकना
रंगशाला की सीढ़ियों की कहानी भी सुनाऊँ?
रंगशाला में चालू होते जो संवाद उनका नहीं कोई अंत है
डांस सोसाइटी की practice का कोई जवाब नहीं है
दिन ढलेगा, क्लास खत्म, खुद को ज़रा थका पाओगे
srcc के सामने वाले juice corner पे अपनी उपस्थिति
पाओगे
जब Comvion आएगा तो उसका जोश भी अलग
होगा
COMMERCIA का fest है, enjoyment का पूरा
इन्तेजाम होगा



Fest to एक और भी है, मंजरी का सुरूर तो कुछ और ही है
स्पोर्ट्स ground भरा पड़ा, स्टेज होगा सजा पड़ा
नाचते गाते थक जाओगे पर वो vibe ही कुछ और होगी
पूरे DU का क्राउड होगा, वो शाम ही कुछ और होगी
वैसे ऑडिटोरियम भी हमारा है शानदार
webinar युग से पहले होते थे वहां हमारे सारे सेमिनार
अब और क्या बताऊँ, DU के नॉर्थ Campus की फिज़ा से
परिचय कराऊँ

कमला मार्केट की महफिल से हर student का वास्ता
पटेल चेस्ट के stationary shops के साथ का रिश्ता
Hudson lane के cafe's बड़े चर्चित है
bday पार्टी वहीं होगी इससे सब परिचित है
और हाँ, यूनिवर्सिटी plaza भी कभी घूम आना
स्वामी विवेकानंद की मूर्त के दर्शन भी कर आना
कहानियाँ कभी समाप्त नहीं होंगी
ये गाथा कभी खत्म नहीं होगी
पर समय ज़रा सीमित है

किस्सों ऐसे है जिनका कोई उपसंहार नहीं
जगह हजारों है, कम ये किसी त्योहार से नहीं
इन यादों को तुम खुद में बसाना
इन पलों को बस खुल के जीते जाना
corona की मर्जी हुई तो तुम वहीं खुद को पाओगे
जब समय सही होगा, तुम खुद को इन कहानियों का हिस्सा
बताओगे
जो किस्से आज सुनाती हूँ, उन किस्सों को दोहराओगे
किस्से तुम्हारे होंगे, किरदार फिर तुम बन जाओगे
ये नया अध्याय है तुम्हारा
इस अध्याय से जुड़ा College में नया पन्ना तुम्हारा
हम सब की ओर से बस यहीं परामर्श है
इस college की शान बनना
खुल कर इस छोटी जिंदगी में जीवन बसाना
बस यही पूरे कविता का निश्कर्ष है

By: Anjali Singh
B.Com, 3rd year

SUSTAINABLE FASHION

Ti-ding receives Instagram notification- @sustainability wants to follow you, well receiving this on a Sunday morning when my routine is just limited to my dance routine, Sunday feast and gardening. It got me thinking how things have evolved since the pandemic, 2020 put everything to a standstill from restaurants, businesses, travel- everything just shutting down. It was as if the human kind was shut into the four walls (well, only in some cases)- Interactions were only virtual (& dried up) as lockdown over lockdowns were imposed. As the mindset shift was happening, I believe mostly everyone had the time to introspect about their life choices, businesses, jobs, and many other aspects, one of which was highly discussed and deliberated about was the concern of climate change, sustainable living and sustainable fashion. The fundamental of sustainable fashion encourages fashion products to a greater ecological integrity and social justice. It is more than just hang tags saying 'conscious', eco friendly and green products. It is the whole process right from procurement to the ultimate consumer that the whole chain together is called sustainable fashion. It first gained attention in the 1990s when at the Rio Earth Summit, 'green issues' made their way into fashion and textile publications and has been in talks ever since.

Nowadays every brand is launching their sustainable collections along with their fast fashion which is far from sustainable. Fast fashion depletes the planet's resources, exploits the labour and generates huge amounts of waste. Buying clothes that were worn only once is inching us far from conscious consumerism. And buying clothes in bulk is taking a toll on the environment through the use of water, electricity and non eco friendly detergents.

There are many ways to tackle this problem. There are two perspectives one is Consumers and the other being the brands/sellers. For brands sustainable fashion is to create a chain where there is least or zero carbon footprint and to create a community where human power is respected and paid well and resources are utilised wisely. Whereas from the consumer's perspective the consumer should know why they are buying? Is it just one time to use a clothing item? Will they wear it at least 30 times? Some of the sustainable solutions that have been in the market for sometime are clothing swaps. A clothing swap is such an event wherein guests bring their gently worn, unwanted fashion items and swap with each other. In the end, everyone gets to go home with new-to-them pieces. Second hand clothes wherein you give your clothes to some organisations or to your siblings. Thereby saving an entire negative impact of solution.

Encouraging slow fashion- where brands produce fewer clothes, consumers purchase products which are necessary and not hopping on the bandwagon of trends. Consumers should be aware of fair fashion where brands are paying fair wages to their employees and helping them in improving their quality of life. And promoting local brands is the new cool, so helping them row as brands and purchasing sustainable clothes is a win win. Being aware of what kind of fabric is used will lead to conscious consumerism.

Sustainable fashion emphasis on clothing that's designed, manufactured, distributed, and used in ways that are environmentally friendly. To make your wardrobe green and not take impulsive decisions you can prioritize your shopping instincts. For a better tomorrow we as consumers and brands have to transform the fashion industry from a linear to a circular system that enriches both the people in its value chain and the planet. What started as a notification, helped me document my thoughts on the sustainability aspect of fashion.

Hopefully this would help and provoke the readers to go the road less travelled and make it the more chosen route for the future generations!

By: Avyaya Behki, B.Com (Hons.) 2nd year

Book Review of Napoleon Hill's 'THINK AND GROW RICH'

by Yogita Kalra, B.com IInd year



A book that makes one believe, 'I am the master of my fate, the captain of my soul.' Think and Grow Rich is not just a financial book but also a motivational, personal-development and self-help book. It was written by Napoleon Hill in 1937 and it has been inspiring millions since the Great Depression. More than 15 million copies of this book have been sold worldwide. It has helped leaders around the world to create a concrete plan for success that, when followed, never fails. BusinessWeek magazine's Best-Seller List ranked it the sixth best-selling paperback business book 70 years after it was published.

The aim of this book is personal-success in any line of work, it motivates and directs us to do and be anything we can imagine. Hill studied man's habits and formed 16 laws to be applied to achieve success. This book provides us with 14 principles in the form of a "Philosophy of Achievement" and practical applications of these. As reference to explain practicality, he used real life stories of famous and successful people like Thomas A. Edison, Henry Ford, Abraham Lincoln, The Wright brothers etc. I highly recommend everyone to read this book and to try implementing its teachings in real-life because this book is capable of enlightening and changing one's life.

Key Takeaways from the Book

1. Success requires no explanations. Failure permits no alibis.
2. One must do what one is afraid of. To identify our fears, this book introduces us to 6 basic fears of a human being:
 - Fear of Poverty
 - Fear of criticism
 - Fear of Ill health
 - Fear of loss of love of someone
 - Fear of old age
 - Fear of death
3. If you think you are beaten, you are.
4. Will-power and desire when properly combined, make an irresistible pair.
5. For being a good leader, one must know major attributes of leadership which are as follows:
 - Unwavering courage
 - Self control
 - Definiteness of decision and plans
 - The habit of doing more than paid for
 - A pleasing personality
 - Mastery of detail
 - Willingness to assume full responsibility
6. . The way of success is the way of continuous pursuit of knowledge.
7. Sometimes we succeed, sometimes we fail. Major causes of failure are lack of well-defined purpose in life, ill health, negative personality, uncontrolled desire for 'something for nothing, insufficient education, procrastination, unfavorable environmental influences during childhood
8. Every failure brings with it, seed of an equivalent success.
9. Overcome the fear of criticism because this fear robs us of initiative, destroy our power of imagination and limits our individuality, takes away our self-reliance and harm us in a hundred other ways.
10. Most importantly, everyone must remember, "You are the master of your destiny. You can influence, direct and control your own environment. You can make your life what you want it to be."

ARTISTIC MUSINGS

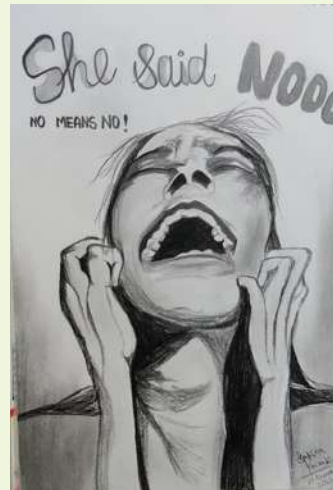
College through the camera lens..

The photographs depict Daulat Ram College in its full essence. A space to explore different ideas and thoughts. These pictures were taken on 6 April 2022.

By: Avyaya Behki, B.Com (Hons.) 2nd year

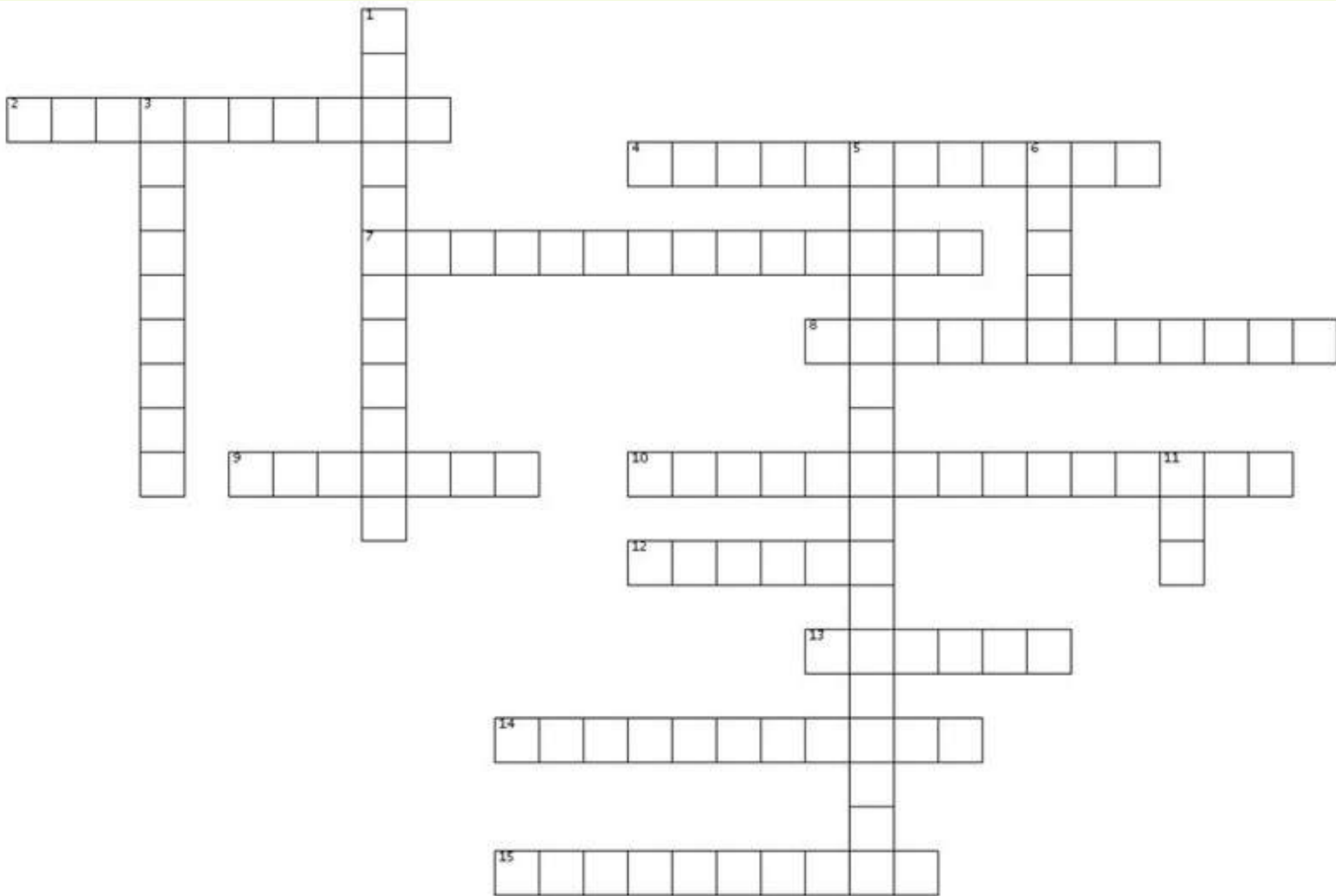


PAINTINGS



By: Ankita Khemka, B.Com (Hons.) 1st year

CROSSWORD PUZZLE



Across

2. the father of principles of management
4. In which act the term ' Dominant Undertaking ' is defined .
7. profit prior to incorporation is treated as
8. let the buyer beware
9. Standard costing is a technique of
10. buying something without giving too much thought as to whether you need it or not
12. a document that details expected revenue and projected expenditure
13. the swapping of one good for another
14. A business owned wholly or partly by the government and run by private authority
15. The branch of Accounting which is concerned with the processing and presenting data for decision making

Down

1. how efficient a good or service is produced in order to increase profit.
3. a negative economic growth for atleast two successive quarters
5. finance minister of India
6. it is a systematic, independent examination of financial records, irrespective of legal form.
11. Which institution is known as the ' Soft loan window' of World Bank

Answers

ACROSS
 1. Productivity 3. Recession 5. Nirmala Sitharaman
 DOWN
 1. 5. Management
 2. Henry Fayol 4. Companies Act 7. Capital Reserve
 8. Caveat emptor 9. Control 10. Impulsive buying
 11. 2. budget 13. barter 14. parastatals
 6. Audit 11. IDB

SOCIAL MEDIA WRAP-UP



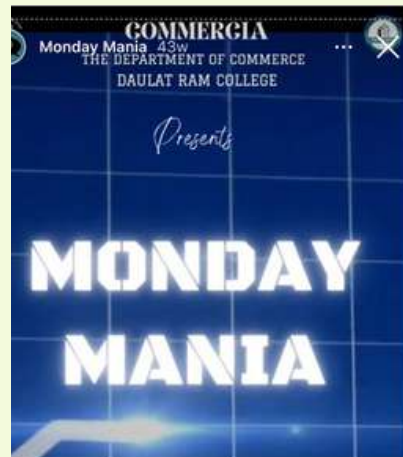
COMMERCIA (Commerce Department) of Daulat Ram College has its presence on social media platforms like Instagram, Facebook and LinkedIn with a good reach on various handles. We have around 950 followers on our Instagram handle and around 2400 likes on our Facebook page.

This year also marked the Association unveiling its official webpage on Google sites.



Regarding our social presence, we organised commerce related quiz series called 'Monday Mania Quiz' and we posted insightful reels and posts on Instagram highlighting the recent trends and what's happening in the business world.

Along with this, we posted about our annual fest - Comvision, its events, winners, sponsors and various activities like webinars, workshops, seminars happening in our department throughout the year.



Contact us on -

-  [commercia.drc](https://www.instagram.com/commercia.drc)
-  [Com Soc, Daulatram College](https://www.facebook.com/Com.Soc.Daulatram.College)
-  [Commerce Department DRC](https://www.linkedin.com/company/commerce-department-drc)



BATCH OF 2019-2022

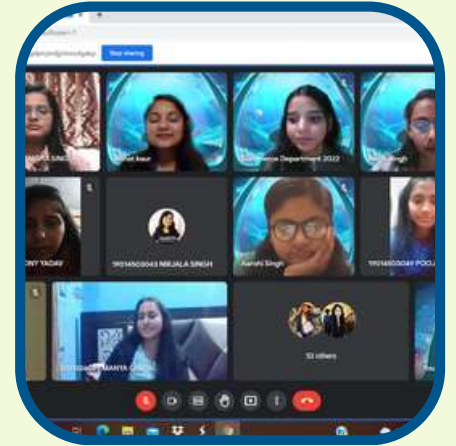
B.Com (Hons.)



B.Com



GLIMPSES





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 Comsoc, Daulat Ram College

 Department of Commerce, DRC