



DEPARTMENT OF COMMERCE
DAULAT RAM COLLEGE



COMBUZZ



ANNUAL NEWSLETTER

2020

C O N T E N T S

Titles

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PRINCIPAL'S MESSAGE



Dr. Savita Roy
PRINCIPAL

Congratulations to Commerce Department of Daulat Ram College who completed their 50 years of existence last year. The Commerce department enrolls largest number of students in the college and hence has largest faculty. I Congratulate the Convenors of both Hons and Prog courses who have guided their association to undertake such lively and engaging curricular and extracurricular activities. It is interesting to note that the country wide lockdown also could not dampen the enthusiasm of the editorial board members. During this Pandemic we may not meet physically but I convey my congratulations to all of you for bringing out such a beautiful edition of "Combuzz". Best wishes to Department for all your future endeavors.

MESSAGE FROM CONVENORS



Dr. Indu Jain
CONVENOR
B.Com Prog.

Dear colleagues and students
It has been a privilege to work with such enthusiastic, energetic Commerce Association Team, who had shown keen interest in all the activities. Beginning with the participation in elections, a large number of students contested for various post this year. The team welcomed the freshers with lots of entertaining programs and provided opportunity to the freshers to show their talents. Several lectures and talks were organised from time to time. The presidents of both Program & Hons Association worked very hard to ensure the department picnic. Thus, a trip to Surajkund Craft Mela was organised where both students and teachers had lot of fun. The Annual Event, Comvision was organised successfully on 2nd March, 2020. We are grateful to our Principal, Dr Savita Roy for her immense support and motivation. I am thankful to all senior and junior colleagues for their support and participation. Last but not the least, my sincere thanks to all students and congratulations to very loving and talented Commerce Association executive team for organising various programs. I wish them all the best for the future.



Dr. Madhu Agrawal
CONVENOR
B.Com Hons.

The Commerce Association aims to provide its students a platform to supplement their academic learnings through several activities enriching their knowledge and interpersonal skills. During the year 2019-20, the members of the Commerce Department have dedicated their efforts to plan, organize and coordinate numerous seminars and workshops conducted by industry experts, ranging from soft skill development to preparation for competitive exams. The annual excursion to Surajkund was another successful event conducted by the association, where students witnessed the vividness and diversity in the MSME sector by visiting in the confluence of Indian handicrafts, handlooms and art.

The customary annual academic festival, "Comvision" is a popular academic festival which as usual, had zealous participants across different colleges, in attendance this year. The festival included several enriching events aimed at providing industry exposure to students with the central theme revolving around entrepreneurship and start-ups, which was greatly appreciated by students and faculty members.

As the session comes to an end, we would like to give our best wishes to the students of the outgoing batch and hope that they achieve great heights in their professional and personal journeys and bring laurels to our college. We would like to thank Dr. Savita Roy, Principal, for her guidance and encouragement. A special note of thanks is also due for our colleagues, without whose support and participation, the departmental activities would not have been successful.

TEACHER EDITORS



Mrs. Roopshikha



Ms. Deepika Jindal

STUDENT EDITORS



Muskan Garg

EDITOR IN CHIEF



Arzoo Nathani

DIRECTOR IN CHIEF



Sarvpriya Tripathi

CONTENT HEAD



Khushi Bansal

DESIGN DIRECTOR



Shivani Goyal

DIGITAL ADVISOR

We are proud and exuberant to proclaim that we are ready, with all new hopes and hues, to bring out the 2019-2020 issue of Combuzz. Our vision behind this edition is not just confined to presentation of the department's annual activities, but to include the various aspects of commerce and current global politico-economic scenario.

We extend our heartiest gratitude to our Convenors and Teacher Editors for their support in reaching another milestone with this edition.



With immense pleasure, we welcome you all to this edition of Combuzz. We hope you enjoy reading this newsletter as much as we have enjoyed making it.

-The Student Editorial Team

COMMERCE UNION 2019-20

B.Com. Prog.



Sparsh Kamra
PRESIDENT

From the former General Secretary to President of the association, nothing could be a better reward for all the hardwork. This association has taught me the prime values of life and I will always be grateful to the Commerce department for all the lessons it has taught me in my college life and most importantly, it has helped me immensely, in deciding my career endeavors. Signing off as a President of a wonderful department with a hardworking team and supportive faculty, nothing could make me happier.

Being a part of union this year has been a great experience, as well as a lot of fun. Thank you so much to the association for helping me grow, both as a learner and as an individual. Commerce association has been more than just a temple of knowledge for me, it is like a family which has helped me grow into what I am today. I have learnt more than what is there in textbooks. These amazing experiences will stay with me for the rest of my life.



Rakshita
VICE-PRESIDENT



Vidhi Phutela
TREASURER

It was amazing to be the part of my own department's union and getting an opportunity to work for it. It helped me learn many new things and at the same time enhance my existing skills. Working together as a union we have worked hard and made a lot of memories that we will cherish forever. It was the most amazing experience.

"Life is a tapestry woven by the decisions we make." I could proudly consider this session, invested in Commerce Association as the richest one I have added to mine. Through the infallible guidance of teachers and my team, I was blessed to witness priceless opportunities. The journey has been a succession of new learnings, giving me larger perspectives of responsibilities. Eternally proud and thankful!



Arzoo Nathani
GENERAL SECRETARY



Khushi Bansal
CULTURAL SECRETARY

Commerce Association turned out to be the most fruitful decision I made in the very beginning of the college years. Every step has helped me grow and explore all the new horizons. I am thankful to this department and all the teachers for the improvised version of myself, I see now. The journey for the entire session with such a supportive team has been remarkable!

COMMERCE UNION 2019-20

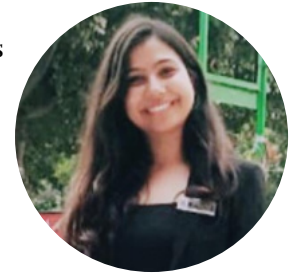
B.Com. Hons.



Muskan Garg
PRESIDENT

The journey of three years in Commerce Department has been remarkable. It gave me the best first-hand experiences, and has provided me a platform which has further exposed me to a world of opportunities. In a word, the Department is my home. My second home. Its aura is something which I could not find anywhere else. I can not put into words how much grateful I am to the faculty and the department for believing in me, always. The Department has given me everything, and has been my everything, and I will cherish it, forever.

When I was elected as the Vice President I had a very faint idea of the adventure I was signing myself up for! The best part of the role for me was having the opportunity to meet and interact with amazing people in the college, that I would have never been able to get, otherwise. My experience was great and very insightful. I gained confidence and learnt to take responsibility for my actions. The nature of the role made me to learn how to plan and coordinate a busy life successfully, a skill I'm sure will benefit me in the years to come.



Mansi Yadav
VICE-PRESIDENT



Kashish Kapish
TREASURER

Working with the union has chisel out the best in me. It has helped enable my personal growth and taught me the bitter-sweet lessons of responsibilities with numerous ways to abide by them. It has helped me touchbase, explore and enhance my skill set; from improvising my marketing skills knitting a huge web of public relationships, to polishing my management skills including the aspects of human, events and money management. It was truly a huge delight and success for my college life.

I feel overwhelmed to be a part of the union. I still remember the day, I got elected, I was so happy to get an opportunity to work with such capable and talented minds. Together, we have worked really hard the entire year. The journey has been challenging and full of adventures throughout. I will cherish this experience forever.



Muskan Bajaj
GENERAL SECRETARY



Sarvpriya Tripathi
CULTURAL SECRETARY

I cherish having got this opportunity to work for the department. It was a worthwhile experience along with unprecedented challenges. It has not only catalysed my blossoming but also instilled a profound sense of responsibility and belongingness towards the department. With most supportive people around, this experience has redefined my college life and beyond!

FRESHERS' 2019-20

Every year, the session of the Commerce Association begins with a Freshers' party organised for the new students. This year too, the union managed to conduct successful Freshers' parties for the new students in the month of September. The theme for students of Honours was 'Red Carpet' and that for program students was 'Zebra and Unicorns'. As a part of the Freshers' party, a talent hunt competition was organised consisting of three rounds : The first round being the introduction round, where students had to introduce themselves; the second round was the Talent round, where the students were supposed to perform in the form of dance, poetry, singing, stand up etc. and showcase their talent. Some of the students were eliminated and the students reaching the third round were supposed to answer a question related to the theme. The top scorers were given the title of Miss Freshers, runner up, second runner up, Ms. Talent, Miss Personality, and Ms Best Dressed. This was an initiative by the union to introduce the students to the department and to the college. This serves as an ice breaker amongst the students and their seniors and teachers. Together with welcoming freshers, the union celebrated Teachers' day to express students' hearty thankfulness towards them. As a token of immense love and sincere gratitude, the union presented before them poems and slideshows, followed by a cake cutting ceremony.



SEMINARS AND WORKSHOPS ORGANISED BY COMMERCE ASSOCIATION

Commerce Association organised various seminars and workshops during the session 2019-20, for the students of the department ,enlightening them about multiple horizons of knowledge.



On 22nd January 2020, upholding the significance of guidance, Department of commerce organized a seminar in collaboration with FINANCIAL CORRIDOR career regarding options available in the world of finance and commerce. Professions like CFA, CA, CS, CMA, Investment Banking etc were discussed in great detail and all the queries were catered. The seminar witnessed an enthusiastic audience who got a chance to identify multiple arenas waiting for them in future. With Mr. Keshav, from Financial Corridor, it was a very informative session imparting great knowledge to everybody present.

On 29th January 2020, the department orchestrated an informative seminar in collaboration with leading International student placement and education consultancy AECC GLOBAL. The mentors guided the 2nd and 3rd year students about the opportunities in the field of education abroad. Some of the countries covered in detail were Australia, UK, USA and CANADA. Elaborations of available courses, scopes, duration, eligibility, formalities and scholarship schemes were made. Queries related to Cost of living, fee, immigration etc were addressed. Things were explained through a PowerPoint presentation. It enlightened the students with everything they needed to sail in the direction.



On 18th February 2020, reminding about the importance of rightness of direction, a seminar was organized in collaboration with ALETHIA EDUCATION SERVICES PVT. LTD. to discuss about the career Options after Graduation. The director, Mr. Alok Bansal mentored students about various career options available around the world. He talked about top universities and colleges in India and abroad too. He emphasized on the significance of co-scholastic accomplishments and their impactfulness on CV. He threw light on writing research papers and joining summer programmes too. All the queries of students were taken by the speaker. The session was really interactive and provided the students with the valuable guidance they sought for.



NATIONAL WORKSHOP ON WATER AND WASTE MANAGEMENT



The Department of Commerce, Daulat Ram College, in association with Eco Club and NSS Unit organized one day “National workshop on Water and Waste Management” under IQAC dated 30th August, 2019. Dr. Indu Jain was the Convenor, Ms .Raman Arora and Ms. Preeti Singh (Convenor, NSS) were the Co – Convenors. The chief Guest for the same was Shri U.P.Singh, Secretary, Ministry of Jal Shakti, Government of India. Various Competitions were conducted like poster making competition, Best out of waste competition as a pre event and the entries were displayed on the event date and prize winners were felicitated .One of the major attraction was inauguration of Waste Management Unit.

NATIONAL CONFERENCE



The Department of Economics and Department of Commerce, Daulat Ram College, University of Delhi, jointly organised a National Conference on “Income Inequality, Protectionism and International trade in Digital Age: with reference to India”. The conference was held on 21st January, 2020 in the conference hall of the college. The Conference Patron was Dr. Savita Roy, Conference Advisor was Prof. Sushma Arora and Conference Convenor was Dr Rita Rani.



The conference commenced with the lighting of the lamp by the esteemed dignitaries and faculty members of the college. The inaugural session was graced by Prof. Santosh Kumar Mehrotra, Chairperson of Centre for Informal Sector and Labour Studies, School of Social Sciences, Jawaharlal Nehru University as Chief Guest, Prof. Ram Upendra Das, Heads of Centre for Regional Trade at IIFT as Guest of Honour and Prof. Yamini Agarwal, Director of IIF Business School, Indian Institute of Finance as Key Note Speaker.

The guests enlightened the audience about the essence and importance of the topic of the conference in today’s globalised world

During this session, the Conference Proceedings Booklet consisting of seventeen research papers, edited by Prof. Sushma Arora and Dr. Rita Rani was also launched by our esteemed guests.

The speaker session was followed by three Technical Sessions where 21 research papers were presented.

The conference was concluded by a valedictory session which was graced by Prof Indrani Gupta, Head of Health Policy Research Unit at Institute of Economic Growth. It included presentation of certificates and mementos to Best Paper Awardees, Research Paper presenters and delegates. The certificate of appreciation was also presented to the organising team consisting of faculty members and students.

The conference was a huge success with the guidance of Principal Madam, Faculty of Commerce and Economics Department and the Organising Team of Students.



THE DEPARTMENTAL FEST



COMVISION'2020

DEPARTMENT OF COMMERCE, DAULAT RAM COLLEGE celebrates its annual festival every year, with a vision to provide young and dynamic commerce enthusiasts with a corporate world insight. It celebrated its annual fest COMVISION'2020 on 2nd March 2020 with the most zealous spirit embellished with exciting events and competitions.

The enthusiasm started with the inaugural ceremony, commenced at 9:30 AM, which was inaugurated by Principal, Dr. Savita Roy and Chief guest for the day, Dr. Rakesh Mohan Joshi (professor and chairperson of Indian Institute of Foreign Studies) along with Guest of honour, Ms. Bharti Taneja by lighting the ceremonial lamp as well as the spirit.

The inaugural ceremony and speaker session was followed by the exciting and challenging competitions like QUIZWHIZ - a general quiz competition challenging the IQ level of contestants, VERBATIM 3.0 - the debate competition, CLOCK SPIDER - challenging participants' ability to compete with the clock, KALA-E-SURAT - the face painting competition on "Say no to drugs", BIG BOSS CHAHT E HAIN - a fun based reality quiz, CASE IT UP - the case study competition checking the marketing and tackling skills of the contestants, ADVERTISM 2.0 - confronting the contestant's knowledge and application of marketing and at last but not the least ABHIVYAKTI - the open mic competition.

It can be proudly stated that the event was a grand success filled with immense fun and enthusiasm witnessing a footfall of more than 1200.

EVENTS CONDUCTED UNDER COMVISION

CASE IT UP :The Case Study Competition



CASE IT UP:-The case study competition was conducted in two rounds. The participation was in teams of 2 people, allowing cross college duos.

ONLINE PRELIMS: The first round was an online prelims conducted, wherein the participants had to come up with an extraordinary marketing-based case study of any cognizant organisation. More than 30 teams sent cases portraying classic marketing strategies.

Out of which, 5 teams were selected and invited for the final round.

FINAL CAMPUS ROUND: The finals of Case it up began at 11:30 a.m in Lab 5. Teams were required to analyze and present the provided case study, themed 'Mad over Marketing'. Different creative perspectives of all the duos were witnessed.

The judgement criteria was: analytical abilities portrayed, understanding and relevance of their cases to the theme alongwith their final presentations.

The competition was judged by Dr.Manisha Jaiswal ,Dr. Isha Goel and Ms.Soumya Sharma.

Winners were announced and Cash prizes of Rs.7000 were given to them.

Student Head: Arzoo Nathani

VERBATIM 3.0 :The Debate Competition

VERBATIM 3.0-The Inter-college conventional debate,started at around 12:30pm in the Conference Hall.

Verbatim was a bilingual conventional debate competition, inviting entries in a team of two, one for the motion and one against it. The motion of the house was: " This house believes that borderless economy is a blessing ".

The event witnessed overwhelming and a really good number of responses.The participants were indefatigable and with the best articulating skills.

The judgement Criteria were: Content, Delivery, Interjection, impactfulness, Relevance and confidence.

The judges for the event were Dr. Kalpana Vaish, Ms. Richa Kaur and Ms. Shuchita.

Prizes worth Rs.8000 were given for best team, best interjector and best speaker(Hindi and English each).

Student Head: Muskan Garg



ADVERTISM 2.0 :The AdMad Show



ADVERTISM 2.0 - The AdMad show, started at 2:00 p.m in Lab 5. Participants were required to come up in teams of 2-3 each. It consisted of the following two rounds:

FIRST ROUND: It witnessed a great participation from a number of teams. The participants were given a list of raw materials and had to create a product out of it, mentioning its USP and giving a catchy tagline for it. The theme was, 'GREEN AND DREAM', therefore the participants were supposed to create organic and environment friendly products in the given 15 minutes.

SECOND ROUND: Finally, 5 best teams were shortlisted for the second round wherein the teams had to prepare an advertisement to enact and advertise their product in just 5 minutes. There was a twist to it, the teams had to pick a chit and do the task written on it alongside their act.

The judgement criteria were: Adherence to the theme, creativity, presentation, catchiness and innovation.

The event was judged by: Dr. Gurmeet Kaur, Ms. Raman Arora and Ms. Hritanshu Jeph. Winners were awarded with prizes worth Rs.7000.

Student Head: Kashish Kapish



QUIZ WHIZ :The Formal Quiz Competition

QUIZ WHIZ- The Formal Quiz Competition was organized in collaboration with Tajagna, the Quiz Society, DRC. It began at 11:30 a.m in Room CLT.

It constituted of two rounds:

FIRST ROUND: The Questionnaire Round in which 30 participants

were asked to give answers to the questions displayed on the board. The evaluation was done on the basis of maximum correct answers and 8 participants were shortlisted for the second round.

SECOND ROUND: The Bidding Round brings the climax. Each shortlisted participant was given virtual money and was required to bid within 20 seconds of the display of question.

Correct answers fetched the participants refund of the bid amount while wrong answers resulted in deduction of the same.

Judgement criteria for the round was the maximum amount of virtual money with the participants at the end.

The event was judged by Ms. Sushma Arora and Ms. Mansi Kanojia.

On the basis of judgement, winners were announced and prizes worth Rs. 7000 were distributed.

Student Head: Kashish Kapish, Muskan Bajaj, Rakshita



ABHIVYAKTI :The Open Mic Competition



ABHIVYAKTI-The Open Mic Competition, commenced at around 2:00 p.m in the Rangshala. The event was themed 'SOCIETAL ILLS AND CONCERNS' to sensitize the young minds towards everything happening around.

Out of all the applications received online, 30 best entries were shortlisted and invited to perform their piece of art on the day.

The event witnessed wide range of oration including Poetry, Singing, story telling, karaoke and raps. It covered a wide range of eye-opening subjects.

The Judgement criteria were: Content, expression, presentation, impactfulness and significance.

The event was judges by: Dr. Tonika Rana and Mrs. Preeti Singh.

Winners were awarded with prizes worth Rs.5000.

Student Heads: Sarvpriya Tripathi, Arzoo Nathani

BIGG BOSS CHAHTE HAIN :The Reality Quiz Competition

BB CHAHTE HAIN- The Reality Quiz, began at around 2:00 p.m in CLT. It constituted of the two following rounds:

FIRST ROUND : There were 40 teams with two participants each. This was the questionnaire round in which teams were given a set of 20 questions to answer. The teams with maximum right answers were qualified for the next round.

SECOND ROUND: Out of all, 7 teams made their way to the final round. In this the teams were asked to give answers to questions displayed through presentation. For every correct answer the teams were rewarded with 10 points and every wrong answer was subjected to negative marking of 5 points. The team which had the highest score in the end were declared the winners.

The event was judged by Ms. Deepika Jindal and Ms. Roopshikha.

The winners were given prizes worth Rs.7000.

Student Heads: Mansi Yadav, Sparsh Kamra, Vidhi Phutela.



CLOCK SPIDER :The Race against time



CLOCK SPIDER -The fun game, started at around 12 PM in the Nescafe Area and was a whole-day event adding vibes of jolliness to the fest.

The participation was meant in a team of 2-3, leaving number of teams unrestricted.

The teams were given 25 tasks, which were a combination of random tasks, filled with twists and turns and a lot of fun. The teams with a maximum score of 150 gained by completing tasks within 12 minutes were awarded with exciting prizes, vouchers and coupons.

It poured everyone with cheerfulness.

The event was judged by Ms.Raman Arora and Dr. Minakshi Paliwal.

Student Head: Khushi Bansal



KALA - E - SURAT :The Face Painting Competition

KALA -E -SURAT- The Face Painting Competition began at around 12:00 PM in the Rangshala. The participants had to come up in teams of 2 including the artist and the dummy.

The theme - "SAY NO TO DRUGS" was given on the spot, and the participants were required to showcase their artistry through face painting. To sensiblisise the participants and audience towards the cause, they were also required to present some points regrading the same.

The judgement criteria were art, expressiveness, peculiarity and presentation.

The event was judged by Dr. Sunita, Dr. Gunjan Gupta, Ms. Megha Jain.

Prize worth Rs.2500 was given to the winner.

Student Head: Mansi Yadav



ONE-DAY EDUCATIONAL TRIP TO SURAJKUND

The Commerce Association organised a one-day trip to Suraj Kund Mela, also known as the International Crafts Fair on 14th February, 2020.

The one - day picnic was an educational trip organised to give the students a practical insight into MSMEs, their working, handloom and handicrafts industry and their contribution to the economy.

Suraj Kund Mela is organised every year by Surajkund Mela Authority in collaboration with the Union Ministries of Tourism, Textiles, Culture, External Affairs, Department of Tourism, Government of Haryana and Haryana Tourism Corporation. The theme state this year was 'Himachal Pradesh'. Hence, the decorations and programs were planned around the culture of Himachal Pradesh.

The students were accompanied by the conveners and other faculty members. Apart from imparting the necessary commerce knowledge, the colourful environment was full of positive vibes which definitely gave a break to the students. The entire day proved to be very fruitful as well as fun- filled for everyone.



USA and North Korea Relations



THIRTY MINUTES. That's about how long it would take a nuclear-tipped intercontinental ballistic missile launched from North Korea to reach Los Angeles. For years the political and diplomatic relations between United States and North Korea have been historically hostile, developing primarily during the Korean War. In recent years, relations have been largely defined by North Korea's nuclear program-six tests of nuclear weapons, its development of long range ballistic missiles capable of striking targets thousands of miles away, and its on-going threats to strike United States and South Korea.

The United States and the international community have tried to negotiate an end to North Korea's nuclear and missile development and its export of ballistic missile technology. The US has pursued a variety of policy responses to the proliferation challenges posed by North Korea, including military cooperation with U.S.allies in the region, wide-ranging sanctions, and non-proliferation mechanisms such as export controls. It has also engaged in major diplomatic initiatives to have North Korea abandon its nuclear weapons efforts in return for aid. The major diplomatic effort was the "Six-Party Talks" which involved China, Japan, North Korea, Russia, South Korea, and the United States. Those talks arrived at critical breakthroughs, when North Korea pledged to abandon "all nuclear weapons and existing nuclear programs". North Korea has so far tested salvo of rockets and a short-range ballistic missile, 600m Multiple rocket launcher system (MLRS) and Submarine-launched ballistic missile (SLMB). Currently, it is "trying to build a long -range ballistic missile with the ability to carry a nuclear warhead."

Communist North Korea is always been backed by Soviet Union, China and its communist allies, while South Korea is backed by Non-communist United States and its Western allies. The Korean War(1950) was an important development because it was the first time that the two super powers, the United States and the Soviet Union ,had fought a 'Proxy War' in a third country. It also had impacted for a wider conflict, the COLD WAR.

U.S. and North Korea do not maintain good economic relations. China remains North Korea's main trading partner with 80% of North Korea's trade. With time U.S and European Union have imposed a series of sanctions against North Korea, this includes embargoing arms and related material and banning import of aviation and rocket fuel.

As Trump has said that he will launch "fire and fury like the world has never seen" and North Korea has promised to get its revenge a thousand fold on the US for any attack. But is the World really on the brink of a Third World War? Everyone seems pretty worried about their nuclear and missile programs but for some reason nobody seems to be doing much about it. The US cannot instigate or support softer methods of regime changes, because North Korea has made it difficult to get in the country and has locked down control over their population in the most draconian of ways to prevent this very scenario from taking place.

It is easy to get frosted and say "Bomb North Korea" but actually doing it would result in millions of innocent lives diving in international war.

By: Ria Sachdeva
B.Com; 3rd year

Pollution and Economic aspects of pollution



Pollution is definitely not a new term. We have been witnessing it, and we have also seen it reducing owing to the 'Lockdown' caused due to Coronavirus outbreak.

But what is interesting is the fact that pollution is linked to economic development of a state, both directly and indirectly.

21st century has witnessed people being concerned for the quality of environment they live in. People today are more particular for the air they breathe and water they consume.

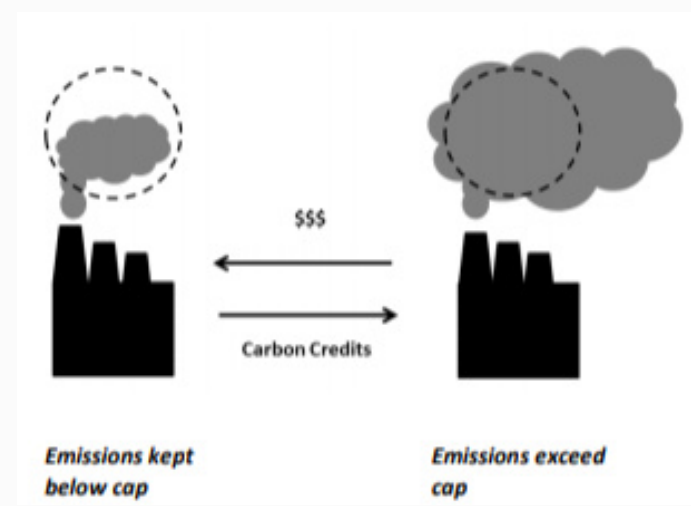
Chay and Greenstone [2005] analyzed a quasi - experiment to estimate the relationship between pollution and mean housing values in a country. They relied on a legislation in the 1970s that set a limit on emissions. They found that due to the regulation, there was a sharp drop in emissions, which led to a \$45 billion increase in the housing values between 1970 and 1980.

It has to be noted, that the assumptions made prior to the study can't be ignored. In reality, people may be ignorant about the effects of air pollution on their health. Also, there may be other factors impacting housing prices and air quality.

POTENTIAL OF CARBON TRADING IN INDIA:

The need for carbon trading was felt when it was realized that the industries have been the biggest polluter of greenhouse gases which has resulted in depletion in quality of environment. A lot of effort was put in to bring the attention of the world towards the problem of global warming. But this issue was not taken very seriously as a result of which nothing much was done in this regard. Thus it was realized that the only way to get the attention of the world towards these problems was by attaching some financial incentive to it. As a result the concept of Carbon trading was introduced.

Carbon trading is a market - based approach, which aims to reduce the pollutants and emissions by providing economic incentives. The companies failing to meet the emission targets are penalized heavily.



Indian industries were able to cash in on the sudden boom in the carbon market making it a preferred location for carbon credit buyers. But sadly, the market has started declining globally. This is primarily due to the fact of oversupply in the market.

It was also noted, that this mechanism didn't lead to a decrease in pollution actually. Companies tended to reduce one pollutant, and got paid for the same. Practically, they were increasing the emission of other pollutant, which wasn't taken into account. This led to an increase in pollution.

In case of India, owing to a huge number of manipulations, the carbon credits lost their credibility in the global market. The market which actually holds a huge potential, is in shambles.

Concluding, Even though India can be the largest beneficiary of carbon trading and carbon credits can be traded on the MCX, it still does not have a proper policy. Owing to the increase in pollution, especially in the metro cities, there lies a big incentives for Indian Industries to reduce pollution. This would have dual benefits. Not only this would reduce the mounting

CARBON TRADING..... a new Trend towards a GREEN Planet



pollution in the cities, but this would increase the revenue of the companies. Here, we establish yet another relationship between pollution and development. Given the potential of carbon trading in India, a decrease in pollution would add to the economic growth of the nation, not only with respect to the returns from trading, but also, because a cleaner and greener environment would imply a healthier human resource for the nation.

By: Muskan Garg
B.Com (H); 3rd year

Nine to Five

Those days are gone,

When a normal shirt and tie was meant to be as a box full of memories and a symbol of lifelong marathon.

A bag with nine to five books, test papers and weird excuses inside that made us ask our heart to calm down.

Group study, nine to five cups of tea and tasty snacks which made evenings real even after the group study which was surreal.

Discussions from nine to five near the campus area, developed uncertain career's criteria.

Interviews were formal to our life's economic barriers, But our dreams were quite informal to our soul saviour.

Now that everything has changed,

That nine to five becomes our daily routine game and we are not going to back out because it's one of the coaches of our success train.



By: Priya Das
B.Com ; 2nd year

BREXIT: The Uncivil War



BRITISH+EXIT=BREXIT

BREXIT is an abbreviation for British Exit i.e. withdrawal of United Kingdom from the European Union on 31 January 2020 bringing an end to 47 years of EU membership. The European Union is a political and economic union of its 27 member states located primarily in Europe consisting of countries such as: Australia, Spain, France, Belgium, etc. The goal of the union is to promote peace, values and the well-being of its citizens offering freedom, security and justice without internal borders.

The reason and background that Britain decided to join the EU was serving economic situation and avoiding political isolation. Another prominent reason was sovereignty i.e. to avoid the effects of EU's immigration crisis on Britain.

The EU doesn't have the power to directly collect taxes, but it requires member states to make an annual contribution to the central EU budget. Freed from restraints in Europe, Britain could rebuild ties with natural and strengthen the Special Relationship with the United States. After Britain leaves the EU, it can forge free trade deals with countries around the world. Britain will have economic growth if it is independent, flexible, and outward-looking. Border controls in other EU countries make it easier for illegal migrants and terrorists to get into Britain. Leaving the EU would allow Britain to regain control of its borders.

Impact of Brexit depends on the negotiated withdrawal agreement and the trade deals to be negotiated during the transition period. Brexit impacts not only the European Union, but also the third countries.

Brexit caused the fall of both the pound and the euro, and subsequently increased the strength of the dollar. A higher dollar value meant American shares were now expensive to foreign investors. As a result, the US economy took a hit and gold prices went up by 6%. A weaker pound and euro translates to vulnerability for hardware suppliers based in China. With Europe as its second-largest market for IT-BPM services, India could also be looking at a reduction in service demands on account of an imminent recession phase, a lower value of the pound could translate to cheaper products, leading to a boost in business.

Britain has entered into a transition period ending on December 31, 2020. During this period the UK will effectively remain in the EU's customs union and single market and will continue to obey EU rules. However, it is no longer part of the political institutions.

In early March 2020 the UK and the EU began negotiations over a new trade deal and the terms of their future relationship — covering a wide range of areas including goods and services, fishing and farming, security, education, etc.

Without an accord, the UK will thereafter be legally considered a "third" country by the EU, creating significant barriers to trade.

By: **Sakshi Jain**
B.Com ; 3rd year

Indian Economy and E-Commerce

Click, click, click; and everything is done! Kudos to the industry of e-commerce! As defined by Google, e-commerce refers to the transactions done electronically through internet. Myntra, Flipkart, Uber, Swiggy, Urban Clap, Redbus, Paytm, Byjus, Phone pay, Big Basket are just very very few examples to be named.



The 5G network will definitely catalyze the play of e-commerce. E-commerce which contributed to around 0.2% to GDP in the year 2017, is most likely to grow 15 times and contribute around 2.5% of GDP by 2030. E-commerce not only flourishes market but increases competition, improves goods and services, enriches variety, presents more options, creates employment, increases forex reserve, integrates different economies and an endless number of boosters and benefits. The tremendous impact of e-commerce can be sited in the connected industries as well, like Etail online retailing), Traveling, Education, Logistics, Advertising, Digital Marketing, web developing and many more.

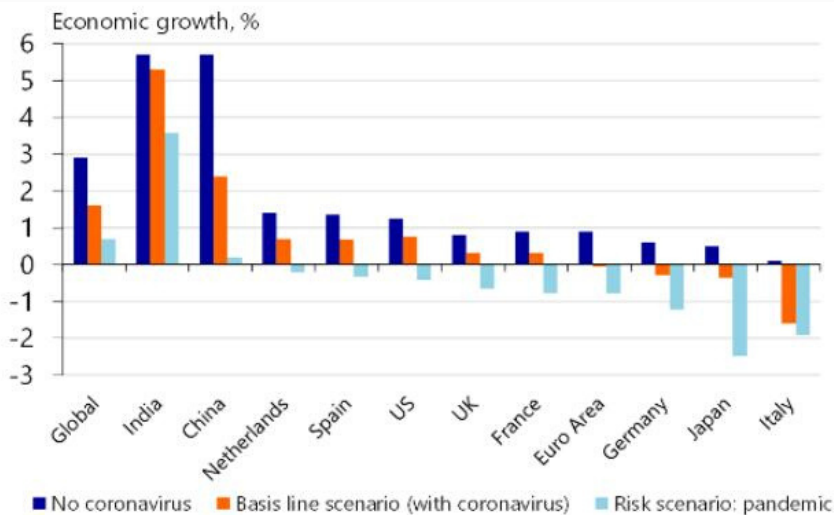
According to UN's e-governance index, India has jumped positions to 107 in 2016 from 118 in 2014. It is expected to surpass the US and become the second largest e-commerce market in the world by 2039.

Henceforth, evolution of e-commerce in India is reshaping the economy in more ways than one and this is just the beginning. The Indian economy is poised to witness a momentous change in the coming years. The impacts are profound and will evolve with time.

By: **Sarvpriya Tripathi**
B.Com(H); 1st year

COVID AND COMMERCE

Covid -19 making economy sick



World has recently been fighting against the pandemic CORONAVIRUS. Developing from a small market of WUHAN, the virus has managed to spread worldwide and affect more than 110 countries. With severe measures being taken to avoid it from overpowering the nation and the outside world, economy is seen taking a back seat. With huge collapse of share markets in perspective of macro economics, to losses being caused to vendors and small enterprises in perspective of micro economics, giant fall down of global financial markets has been recorded lately.

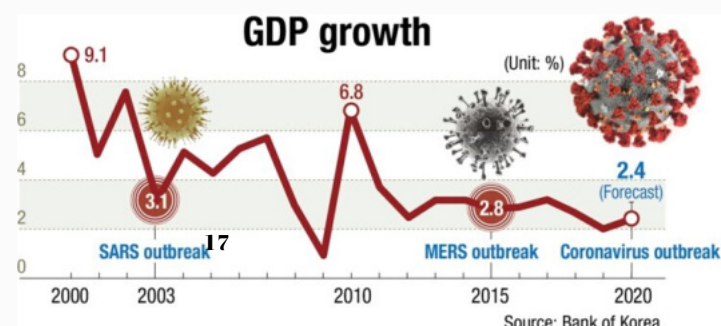
The impact of the coronavirus is having a profound and serious impact on the global economy. Success in containing the virus comes at the price of slowing economic activity, no matter whether social distancing and reduced mobility are voluntary or enforced. In China's case, policymakers implemented strict mobility constraints, both at the national and local level—for example, at the height of the outbreak, many cities enforced strict curfews on their citizens. But the tradeoff was nowhere as devastating as in Hubei province, which, despite much help from the rest of China, suffered heavily while helping to slow down the spread of the disease across the nation. What started as a series of sudden stops in economic activity, quickly cascaded through the economy and morphed into a full-blown shock simultaneously impeding supply and demand—as visible in the very weak January-February readings of industrial production and retail sales. The coronavirus shock is severe even compared to the Great Financial Crisis in 2007–08, as it hit households, businesses, financial institutions, and markets all at the same time—first in China and now globally.

This economic danger is more severe in an informal economy as of India. The lockdowns that nervous cities and states are now forced to impose to slow the coronavirus could upend livelihoods in ways that will be hard for government programs to combat. Shopping malls, cinemas and pubs in the financial capital of Mumbai are shut, along with schools, colleges and the zoo. What remains open is being shunned because of fear. Chicken prices have collapsed across the country as people avoid buying meat from wet markets. Tourism is at a standstill. Eating out is rare.

The cost of protecting against the virus will fall disproportionately on the poor. India has more than 100 million microfinance accounts, serviced in cash every week by gig-economy workers, who hawk vegetables on street corners or embroider saris sold in malls, among other things. Three out of four workers make a living by working casually for others or at their family firms and farms.

Prolonged shutdowns will impair their ability to repay loans of 2.1 trillion rupees, putting the world's largest microfinance industry at risk. Moody's forecast of growth of India for 2020 calendar slashed from 5.3% to 2.5%. With these severe red flags being noticed in the Global economy, Government and RBI have taken a series of steps in order to stop the situation from getting worse including cut in repo rate, slash in CRR. But despite of the steps, situation remains unaffected.

By :Anjali Singh
B.Com.; 1st year



IMPACT OF THE PANDEMIC ON VARIOUS SECTORS OF ECONOMY

Hospitality Sector

Talking about the impact of covid-19 on hospitality sector, there are two aspects to the same.

On one side, hospitality sector has for sure seen a drop in its earnings. This is because of a direct impact of covid-19 on the tourism sector. Hence this industry has already faced mass cancellations for travel bookings and Hotel accommodations and will continue to face so in months to come.

As per the reports of experts of the industry, they don't see the sector reviving anytime before October '20.

The ones in industry also say that they have experienced exponential growth in cancellations of bookings of about 90% in March and the current reservations are almost zero.

The general manager of Goldfinch Hotel in Mumbai also said that the de- growth has been more than 80% and he also claimed that the Sector won't revive before October 2020.

Most of the hotels have been temporarily shut down. Those still serving have occupancy of not more than 5 to 10 percent.

Surprisingly there is a positive side to the hospitality sector as many hotels are offering the services to help those immediately affected by the covid-19 crisis.

A separate Hotel team of various hotels is working with the government authorities, both at the Central and State level and they are providing their hotel rooms as isolation centres and Quarantine centres for medical teams.

For example IBIS New Delhi, Aerocity homes close to 200 guests as part of Delhi government initiative to offer paid Quarantine facilities at the hotels in Aerocity.

Goldfinch hotel in Mumbai is also partially operational as it is providing accommodation facilities to the ones who are providing essential services to the nation.

These hotels are also providing rooms to the people who have been stuck in the hotels due to lockdown and had to extend their stay. But as said, this occupancy does not cover up for the losses that the hospitality sector is going to face.

Apart from the hotels and tourism, the travel agents and online travel portals have been severely affected because of almost zero bookings.

By: Muskan Garg
B.Com..(H); 3rd year

Food and Agriculture

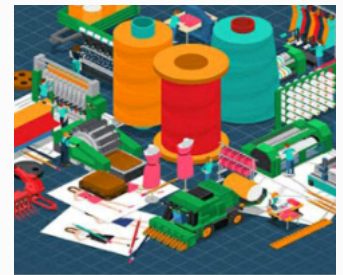


Although, several state governments have already allowed free movement of fruits, vegetable, milk, but due to fake propaganda, poultry sector is heavily impacted. There is no clarity from state government on retail of fresh meat and full grocery shops operating normally. It is expected that prolonged lockdown will result in increased demand for food supplies online for normal platforms are heavily impacted due to unclear police restrictions.

Destination of Indian Food Exports like US, Europe, China will be affected with Corona virus for next 6 months and Indian export based companies will be impacted due to low consumer demand and Port hurdles.

Textiles and Apparels

The Covid-19 pandemic is primarily expected to adversely impact exports and with second order, impact the domestic markets with both exports as well as domestic sales falling.



The pandemic has affected the majority of India's export market (the US and EU together constitute for approximately, 60% of the total apparel exports from India in value terms), causing order cancellations/deferral of order.

The sector has been affected with profitability issues due to a sharp decline in yarn exports, cheaper imports etc. These issues only seem to get aggravated further with the current crisis.

T&A provides direct employment to over 45 million people but the nationwide lockdown has led to a temporary closure of factories and lay-offs have already begun among low wage workers.

By :Muskan
B.Com..(H); 3rd year

Pharmaceuticals Industry

Talking about the Pharma Industry, it has reported better than expected earnings. In the just concluded quarter, Alembic Pharma, a company reported a 30% increase in its revenue.

According to CLSA, companies such as Abbott India and IPCA will see the strongest growth due to higher contribution from India. Indian companies could grow anywhere between 9 to 12% compared to growth of over 9% in the quarter gone by.

But there is yet another Dark Side to it. Industry sources told CNBC TV18 that many Pharmaceutical plants are currently operating at just 40 to 50% capacity due to the non availability of workers and labour. Some plants are even more affected.

The unavailability of contractual workers, who are mostly migrants, has been the biggest reason.

Despite the covid-19 crisis, Domestic Pharma market had seen a growth of 8.9 % in March 2020 because peoples are stalking the medicines for diabetes, hypertension and respiratory ailments.

Digital Sector



Stating the impact of covid-19 on digital only services for example Facebook, Instagram, sharechat, Netflix, gaana, Tiktok, the lockdown has had a positive impact.

The platforms have witnessed an increase of two times in time spent across genres.

Owing to the surge, Netflix stock has hit a 52 week high recently.

New users are being added to these platforms. There is an expansion in demographics.

By: Muskan Garg
B.Com.(H); 3rd year

Labour Market



There is a possibility that the migrant workers who fled the big cities might not return due to the risk of exposure to the things and people even after the lockdown as one can never know if a person is a silent carrier of the virus.

In this fear, those migrant workers may prefer to eke out a living on their marginal farms or find work in the towns nearby. This would result in the declined supply of labor in the industrial centers such as Gurugram, Surat and Tirupur for a long period of time. Due to the decrease in the supply of labor and increased demand the wage rate will rise and hence will increase the burden on small and medium sized units that would be struggling to crawl out of this recession period. As per the estimation of the Economic Survey of 2016-17 at least nine million people migrate annually within the country, most of them in search of work. While the top destination for migrants is Delhi, followed by Mumbai, the southern states have become a migrant magnet in recent years. The largest number of them sets off from Bihar, UP, Bengal and Assam, often traveling more than 3,000 km to distant Kerala.

The sudden lockdown due to the pandemic and the consequent shutdown of transport created a humanitarian crisis in many states as panic-stricken migrant workers took to the highways trying to walk hundreds of kilometers home.

With this lockdown, people losing jobs, migrants shifted back and a possibility of economic recession, this could lead to the possibility of social unrest, that will expect more demands for more reservation in the government jobs. Hence, a labour market crunch right now can easily turn into a nightmare.

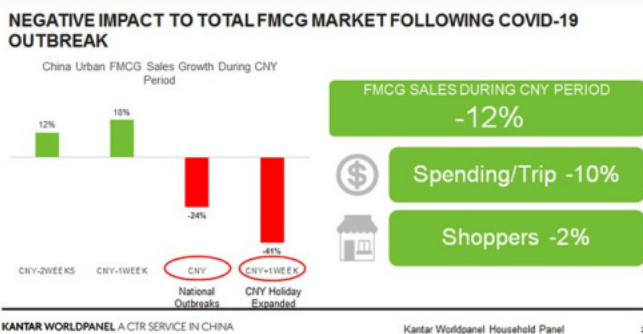
By: Kashish Kapish
B.Com.(H); 3rd year

Fast moving Consumer Goods (FMCG)

Several large FMCG companies selling goods of daily use shuttered or scaled down operations at their manufacturing plants and warehouses. While capacities have gradually improved, companies are still running at sub-optimum production levels. Moreover, restricted vehicle movement has prevented supplies from reaching distributors and retailers.

In such a context, consumer goods are a relative safe haven; the declines, while steep, have still not been as pronounced as in other sectors.

Example:- Stock prices for typical FMCG companies like Unilever and Procter & Gamble dropped 15.6% and 6.7% respectively over 21 February-17 March, which is less than the 28% in the overall stock market. Many consumer goods are considered necessity products and thus do not react to slowdowns as much as products in other sectors.



By: Muskan
B.Com..(H); 3rd year

Financial Sector and Mutual funds

The employees of domestic Mutual Funds or 'fund managers' as we call them, have been severely hit by covid-19.

Since the outbreak of the disease in India, we are witnessing a steep decline in Sensex and Nifty. Now talking about the fund managers, their compensation is largely tied to the assets they manage and their performance and if it's a good year they can hope to take 50- 100 % of the salaries as bonuses and which is generally paid in April and May.

The variable pay component for the sales, marketing and BD teams on the other hand, is typically proportionate to the growth in Sales and investor folios.



For the sales and marketing teams, if the pandemic had not been there, the bonuses for the fund managers of this particular team could have likely ranged from 20-60%.

Now this range will narrow down to 0- 10% for all the employees which is a clear proof of this industry being severely hit.

According to him, many Asset Management companies would have a projected revenue growth of 15 to 20% for the current financial year but now they have experienced a de- growth of 20% that implies a clear 40% shortfall in targets.

If the performance of large cap equity funds and mid and small cap equity funds is analysed over a 3 year period, 40% of large cap equity funds and 28% of mid and small cap equity funds have shown an underperformance rate increased to 84% and 37% respectively.

On a macro level the industries total assets slid to Rs. 22.26 trillion as of 31st March 2020, which is a 6% drop over the same period. This year's equity assets totalled Rs.5.78 trillion dropping over 31% as compared to the previous year.

The in flows through monthly systematic investment plans (SIPs) in equity schemes have remained steady at over Rs.8000 crore during the year even when the lump sum investment has come under pressure lately.

Institutional investment into Indian real estate sector has declined 58% from a year ago to \$712 million during the quarter ended March.

Total investments in financial year 2019-20 witnessed a decrease of 13% at \$4.26 billion--the lowest for four years, showed a JLL India report.

The impact of change in the investment climate was reflected in the asset allocation, as investors parked more funds in more secure and stable office spaces. Investments in the office sector rose to \$2.9 billion during the year from \$1.8 billion a year ago. The Mumbai Metropolitan Region's investments share grew to 43% of national investments in 2019-20 from 23% in 2018-19.

By: Muskan Garg
B.Com..(H); 3rd year

Global world order post COVID-19



The world is witnessing unprecedented times due to the coronavirus pandemic. The outbreak of pandemic Covid-19 all over the world has disturbed the political, social, economic, religious and financial structures of the whole world. World's topmost economies such as the US, China, UK, Germany, France, Italy, Japan and many others are at the verge of collapse. Not even the best of minds are aware of the treatment or the prevention in terms of a medicine. These extraordinary happenings will definitely impact the world order. The lethal combination of an interconnected world and a deadly virus without a cure is taking humanity into uncharted waters. COVID-19 in all likelihood will fundamentally transform the world. World stands in an almost similar situation like after II world war.

Certainly an acceleration in the trends of structural change in global order would be witnessed. Global governance will probably be fragmented and contested. It also observed that the economic recovery from this fatal disease is only possible by 2021 because it has left severe impacts on the global economy and the countries face multiple difficulties to bring it back in a stable condition. Realisation of actual losses on base level needs to be realised and restructuring stands as need of the hour.

India might face an inwards while addressing its internal issues post the pandemic about aspects like poverty alleviation but it does not moves India on sidelines of global engagement. Despite all the constraints that India faces, it has managed to play its cards relatively well during the crisis.

Desperate times call for desperate measures. India has done well in containing this dangerous virus but should act swiftly and decisively, to protect its economy. Clearly there is a need for greater fiscal-monetary coordination to ensure an optimal policy response.

By: Arzoo Nathani
B.Com. ; 2nd year



Glimpses

THROWBACK TO THE JOURNEY OF 2019-20



New beginnings with new team !



High spirits with new goals !



PILLARS OF THE DEPARTMENT
All the teachers played a vital role in making another year of Commerce Association a big success.



Heartfelt gratitude to all the entire faculty for their constant support and guidance !



Team work and hardwork with sincere dedication make the way easier..



Happy endings justify it all !