



DEPARTMENT OF COMMERCE  
DAULAT RAM COLLEGE  
UNIVERSITY OF DELHI



# COMBUZZ 2021

7th ISSUE



# PRINCIPAL'S MESSAGE



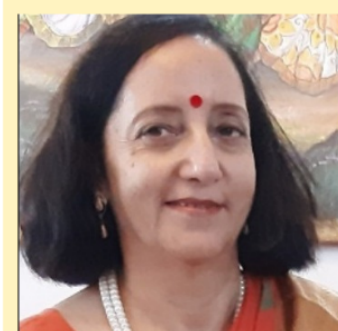
**PROF. SAVITA ROY**  
Principal

The Commerce department enrolls largest number of students in the college and hence has largest faculty. I Congratulate the Convenors of 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.

# VICE PRINCIPAL'S MESSAGE

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 8th in academic year 2017-18 and 13th in academic year 2019-20 by India Today Ranking. It admits students with high percentage and delivers graduates with equally high calibre. It's a very active department as its faculty members are convenors of important cells and societies of the college like, NSS, placement cell, Cyber and Security Cell, Finance and Investment cells. 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.

With Best Wishes



**DR. SARITA NANDA**  
Vice Principal

# CONVENOR'S MESSAGE



**SUSHMA ARORA**  
Convenor and  
Editor-in-Chief

It is indeed a matter of pride to present before you the 7th issue of the Commerce Department Newsletter "COMBUZZ" in a new format, which covers the major events organized by Commerce Department, Daulat Ram College in the year 2020-21. Few articles contributed by our enthusiastic students & achievements of the faculty members have also been included in the current issue of newsletter. During COVID- 19 Pandemic the Classroom Teaching was converted into Online Teaching which was full of challenges. During this New Normal Period Commerce Department organized series of events like 3 Day E-FDP for DRC Faculty Members, 2 SDPs for Commerce Students, National Webinars etc. which were highly successful and memorable.

I take this opportunity to express my sincere gratitude to our principal, Dr Savita Roy for her unwavering support, encouragement and guidance at every step in the journey of Commerce Department to pursue its goals. I hope you all will appreciate our efforts and zeal in putting together various pieces of information to make everyone a partner to achieve excellence during unprecedented times in History. We seek your cooperation and ideas to further shape up this annual newsletter. The success of the issue lies in strength and enthusiasm of the editorial team and vision of the patron, Dr Savita Roy.

I express special thanks to all senior and junior colleagues for their constant support and active participation. My sincere thanks to all students and congratulations to "Commercia" Executive Team for organizing series of events successfully. I wish them all the best in their future endeavours. Last but not the least, I also convey best wishes to the students of outgoing batch and hope they attain great heights in their professional and personal journeys and bring laurels to our college.

I hope you will enjoy reading the current issue of the newsletter. Happy reading!

# TEACHER EDITORS



**Ms. Richa Kaur**  
Executive Editor



**Dr. Isha Goel**  
Managing Editor



**Ms. Isha Bhatt**  
Creative Editor

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**ASSOCIATE EDITOR**



**Anuradha Jaiswal**  
**DIRECTOR IN CHIEF**



**Shatakshi Dubey**  
**DESIGN DIRECTOR**



**Kajal Kardong**  
**DIGITAL HEAD**



**Jahnvi Chawla**  
**CONTENT HEAD**



**Khushboo Dhayal**  
**CREATIVE HEAD**

It gives us immense pleasure to launch our Commerce Department's Annual Publication- **COMBUZZ**, for the session 2020-2021.

We aim to showcase all the activities and events organized by the Commerce Department during the year and provide a platform to the commerce students to voice their opinions and ideas and exhibit their creative talent.

We are thankful to our Principal, Prof. Savita Roy, Vice-principal, Dr. Sarita Nanda and our Association Convenors- Mrs. Meeta Mathur and Mrs. Sushma Arora for their constant guidance and motivation which was instrumental in bringing out this intriguing edition.

This year we have made an effort to broaden our horizons and include some new and interesting segments like Good reads, Artistic musings, Knowledge Boosters, social media wrap-up, placement insight.

We are elated to unveil this 7th issue and welcome everyone to this enthralling edition.  
Happy reading !!

**- THE EDITORIAL TEAM**

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Coverpage Credits-  
Ritika, B.Com Hons, II year



# DEPARTMENT OF COMMERCE



In 2019-2020, Commerce Department has proudly completed 50 glorious years since its establishment in 1969.

In 2020, the Department has been ranked 7th in Delhi & 13th in All India Rankings by India Today.

## Aim of the Department

To impart disciplinary knowledge along with developing key skills in students like critical thinking, communication skills, moral and ethical awareness, digital literacy reflective thinking and a problem-solving approach.

## Activities & Events

To nurture the intellectual, personal, interpersonal and social skills of students, the Commerce Association conducts various events throughout the year. The Department also organises skill development programmes, seminars and workshops for students on various contemporary topics.



Dr. Madhu Agrawal  
Associate Professor



Dr. Kalpana Vaish  
Associate Professor



Mrs. Meeta Mathur  
Associate Professor



Mrs. Sushma Arora  
Associate Professor



Dr. Sunita  
Associate Professor



Dr. Gurmeet Kaur  
Associate Professor



Dr. Reema Dehal  
Associate Professor



Dr. Manisha Jaiswal  
Assistant 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



Ms. Megha Jain  
Assistant Professor



Ms. Hritanshu Jeph  
Assistant Professor



Ms. Soumya Sharma  
Assistant Professor



Dr. Renu Yadav  
Assistant Professor

# COMMERCE UNION

*The Commerce Union for 2020-21 was elected following a democratic process. Nominations from interested students were invited and they were given opportunity to campaign online. Candidates through their creative campaigns, enthusiastically made the case for their election. Thereafter, e-elections were held and we got our Elected Commerce Union for 2020-21*

## TEAM COMMERCIA (2020-2021)



# BCOM (HONS.)



**PRESIDENT**  
*'Efforts are important, but knowing where to make the effort is what makes the difference.'*



**VICE PRESIDENT**  
*"Believe in work, don't mess with luck."*



**TREASURER**  
*"A soft spirit in a hard world."*



**GENERAL SECRETARY**  
*"Be the change that you wish to see in the world."*



**CULTURAL SECRETARY**  
*"Optimistic attitude can overcome any obstacle."*

# B.COM(PROG.)

Being a part of the Union in last year of my college life was a journey worth highlighting. Working for Commercia, Department of Commerce added millions of memories to my college life. The journey surely had its fair share of ups and downs but it helped me grow both in personal as well as professional aspect, learn new things and explore all the new horizons. Holding the responsible Post of President, organizing events, leading several sharp minds of the union pushed my limits and had helped me realizing the strength and qualities i myself was unaware of. It helped me enhance my existing skills to become a better version of myself. I am thankful to my teachers and my team for being so supportive and making this experience worth remembering.



ANURADHA JAISWAL  
PRESIDENT

Being part of the Union was indeed a great journey. The journey itself is something worth cherishing for lifetime, I got to explore those boundaries of mine that I never knew existed. A year can teach you alot and change you as a person, working as Vice President in Commercia not only was a great experience on professional front but also made me realise the immense strength and calmness I am able to show. With this session coming to it's end and union being dissolved, a flood of emotions and memories come rushing in. Working with such sharp minds and hardworking souls was an honour. This experience surely would be a piece of guiding light in my journey. Thank you all for everything !!



AWANIJA DWIVEDI  
VICE PRESIDENT

Working for the commerce department has been a journey of self-exploration. I never knew my capabilities. With every new task on the plate, I had an opportunity to explore my sides, be it creativity, multitasking, negotiation, planning, organisation and the list goes on and on. I feel empowered and blessed that I had a golden opportunity to work for my department and take it to greater heights. I am truly thankful for such a beautiful journey I have had with amazing colleagues and supporting teachers. Daulat Ram College has Indeed filled me with memories to cherish forever. The lessons learned here will always help me in my future endeavours. Thank you everyone for everything.



KAJAL KARDONG  
COUNSELLOR

I feel immensely proud to be a part of the Commerce Association this year. Notwithstanding tough times in this pandemic, I got to learn and explore many new things. I had no clue of the responsibilities I was going to have, but all the ups and downs have helped me shape into a stronger person. I couldn't be more indebted to this amazing family, with whom meeting in person was not possible, but even the virtual meetings have sown beautiful memories worth cherishing all my lifetime.



SHREYANSHI JAISWAL  
GENERAL SECRETARY

I am thrilled to be a part of commerce department. I never thought that I'd be a cultural secretary of my college's commerce department. I have got to learn so many new things here . It has made me responsible and bold enough to understand my obligations not only of the department but also of my life. And this department has brought the best out of me. I am having new and exciting experiences here which is helping me in moulding myself into a more better version of me. I'm more confident and dedicated person now only because of Commercia. And I'm eager to move ahead in my Commercia's culture secretary journey.



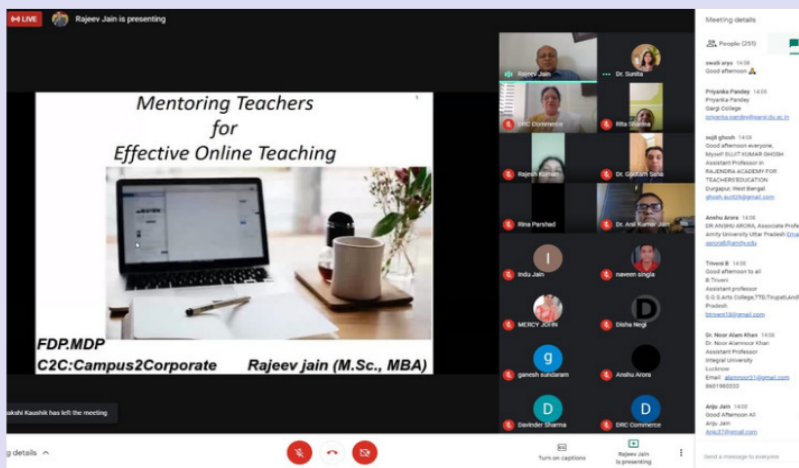
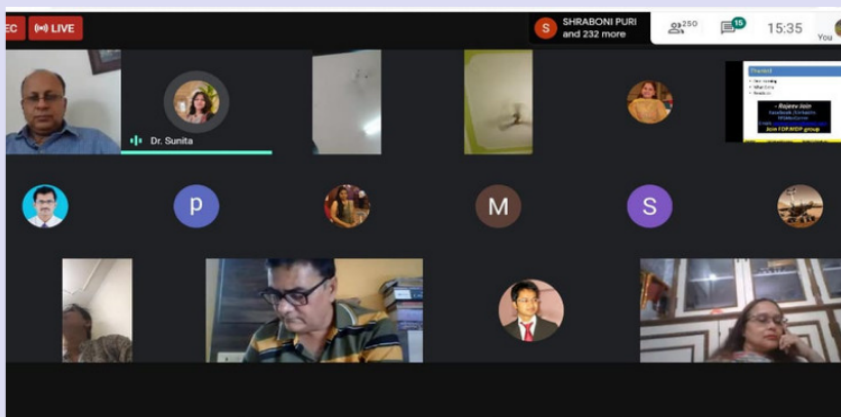
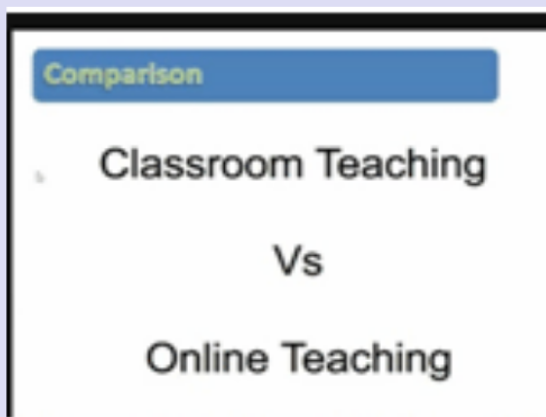
ANUPREET KAUR  
CULTURAL SECRETARY



# NATIONAL WEBINAR ON EFFECTIVE ONLINE TEACHING

A webinar on “Mentoring Teachers for Effective Online Teaching” was organized on 4th July, 2020 on the Google Meet platform. The resource person for the event was Mr. Rajeev Jain who is NASSCOM certified Master Trainer of Technical writing, Author, Agile Coach. The event witnessed an overwhelming response in registration as more than 1100 participants from 27 states of India and abroad registered for the webinar. The session was moderated by Dr Sunita. The webinar began with a brief note about the Department and its Golden Jubilee celebrations by Dr. Indu Jain. Prof. Savita Roy, Principal, Daulat Ram College graced the occasion by her presence and emphasised on the significance of effectiveness of online teaching.

Mr. Rajeev Jain in his address, highlighted the concerns and key challenges in online teaching. He discussed the groundwork required before online sessions and elaborated on various strategies to engage the students effectively in online mode. The webinar was also made available on Google Live Stream to facilitate audience access. The event concluded with a vote of thanks from Mrs. Sushma Arora. Post-event feedback revealed that participants found the webinar to be highly informative and enriching and urged the organizers for more such webinars.



# NATIONAL WEBINAR ON SAHAJYOGA

Enlightenment of your brain means the limited capacity of your brain has to become unlimited in its capacity to realize God.

- H.H. Shri Mataji Nirmala Devi

Department Of Commerce  
Daulat Ram College, University of Delhi  
(NAAC Accredited 'A' Grade)  
Under the Aegis of Internal Quality Assurance Cell (IQAC)  
Organises  
**National Webinar Series-II**  
**Webinar II**  
**SAHAJYOGA**  
11th July - 11am onwards

**MR. PREM KR. VERMA**  
Ex-Officer Ministry of Home Affairs Govt. of India

**MR. YOGESH AGIWAL**  
Founder & CEO  
Crossover Leadership Journeys

**DR. ALOK KUMAR**  
Assistant Professor, Botany Dept.  
Ramjas College, Delhi University

**DR. AMITABH MATHUR**  
Assistant Professor  
Zoology Department,  
Zakir Hussain Delhi college

**MR. GAURAV SRIVASTAVA**  
Mechanical Engineer,  
National Head,  
Power Equipment  
Manufacturing Company

**DR. MITHILA BAGAI**  
Assistant Professor, Head of Department  
Political Science, Matruji College,  
University of Delhi

**MRS. SUSHMA ARORA - CONVENOR** **DR. SAVITA ROY - PRINCIPAL**

The ongoing pandemic has highlighted the importance of managing anxiety and stress for good physical, mental and emotional health. With this theme, a National webinar on “Sahaja Yoga Meditation: Discover Inner Peace and Positivity” was held on 11th July 2020 in two sessions. In the first session, Mr. Prem Kumar Verma discussed the benefits of Sahaja Yoga and its significance for individual and Society. Dr. Alok Kumar highlighted the importance of meditation and shared information about the Subtle system, the chakras, the Kundalini. Finally, Mr. Gaurav Srivastava guided the participants through practical session on self-realisation. This session was coordinated by Dr Kalpana Vaish and moderated by Dr. Isha Goel.

In the second session, Mr. Yogesh Agiwal talked about maintaining balance between personal and professional life. Mr. Amitabh discussed the state and cleaning of Chakras. Further, Dr. Mithila Bagai taught the participants how to practice Sahaj yoga at home. The Coordinator for this Session was Dr Indu Jain and it was moderated by Ms. Mansi Kanojia.

Prof. Savita Roy, Principal, Daulat Ram College gave an insight into relevance of such webinars in present scenario. The webinar concluded with a vote of thanks from Mrs. Sushma Arora, the convenor of the event. The event demonstrated how through meditation and self realisation, sahajyoga can help enhance our creativity, focus and productivity and make us more positive, mindful, peaceful and emotionally stable.



# FACULTY DEVELOPMENT PROGRAMME ON EMPOWERING TEACHING-LEARNING PROCESS USING GOOGLE CLASSROOM & OTHER ICT TOOLS

The Commerce Department organized a 3 Day E-FDP on "Empowering Teaching-Learning Process using Google Classroom and other ICT Tools: A comprehensive practical approach." from 21-23 July 2020 under the leadership of Dr. Savita Roy, the Principal; Mrs. Sushma Arora, the Convenor and the faculty members of the Commerce department. The programme was organized for teaching staff of Daulat Ram College via Google Meet platform.

Dr. Nikhil Kumar Rajput, Assistant Professor, and Dr. Bhavya Ahuja Grover, Assistant Professor from Department of Computer Science, Ramanujan College, University of Delhi were the Resource persons for the programme.

On the first day of the e-FDP, the resource persons covered creation of Google Classroom, available tabs, benefits of using G-suite and joining the Google Classroom. Ms. Deepika Jindal was the coordinator for the first day.

**DEPARTMENT OF COMMERCE**  
**DAULAT RAM COLLEGE, UNIVERSITY OF DELHI**  
(NAAC ACCREDITED 'A' GRADE)  
UNDER THE AEGIS OF INTERNAL QUALITY ASSURANCE CELL (IQAC)

ORGANISES

**3 DAY FACULTY DEVELOPMENT PROGRAMME (E-FDP)**  
*Exclusively for DRC Faculty*

**EMPOWERING TEACHING-LEARNING PROCESS USING GOOGLE CLASSROOM & OTHER ICT TOOLS: A COMPREHENSIVE PRACTICAL APPROACH**

21st - 23rd July, 2020 11:00 AM to 1:00 PM

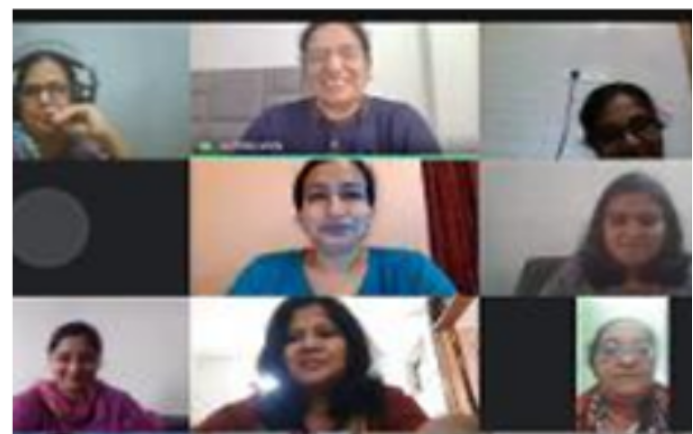
**RESOURCE PERSONS**

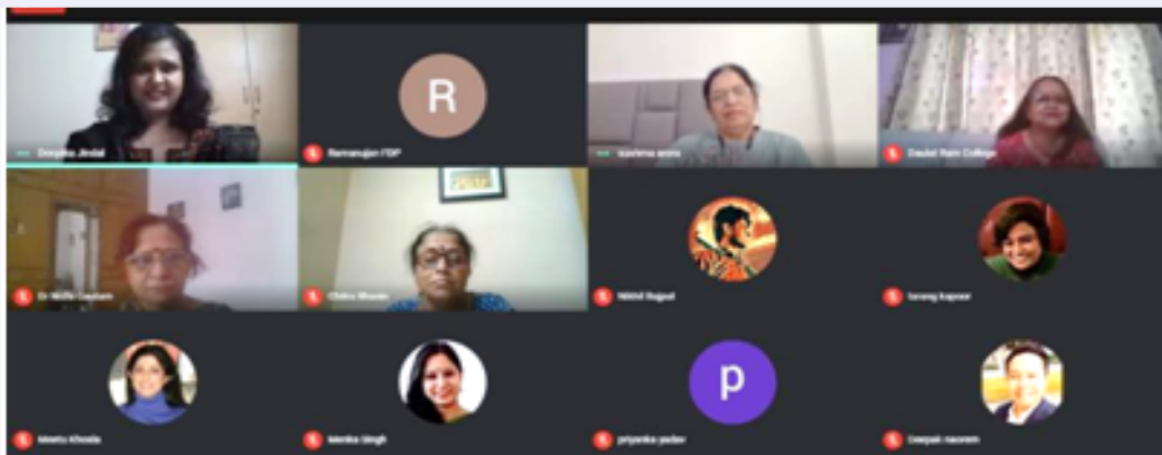
Dr. Nikhil Kumar Rajput,  
Assistant Professor,  
Department of Computer  
Science,  
Ramanujan College

Ms. Bhavya Ahuja Grover,  
Assistant Professor,  
Department of Computer  
Science,  
Ramanujan College

**MRS. SUSHMA ARORA**  
CONVENOR

**DR. SAVITA ROY**  
PRINCIPAL





On the Second Day, Ms Bhavya Ahuja covered creation of Rubric, teacher comments, Copying Google Classroom and creating Google Meet link for face to face interactions. Dr. Isha Goel was the coordinator for Day 2.

On day 3, Dr Nikhi Kumar Rajput covered Google Docs, Digital Signature, Wikipedia and Google Sites. Ms. Richa Kaur was the coordinator for the third day.

A total of 130 faculty members participated in the E-FDP with great enthusiasm. The participants found the sessions to be highly informative and enriching and the content covered valuable for online teaching- learning process.



# SKILL DEVELOPMENT PROGRAMME ON SIMPLIFYING ONLINE LEARNING THROUGH ICT TOOLS

The Commerce Department, Daulat Ram College organized an in-house skill development programme on the topic entitled “ Simplifying Online Learning Through ICT Tools: Bridging the Virtual & the Physical Gap” for its students under a massive college level drive. The programme was organized in two cycles *viz.* from 17th to 19th August 2020 for 2nd and 3rd year students and from 17th to 19th December 2020 for first year students of B.Com Hons., B.Com and B.A. Prog. (ESB).

Under the the leadership of Principal, Prof. Savita Roy, SDC Convenor, Dr. Pooja Anand and TIC Commerce Dept. Mrs Sushma Arora, the faculty members of the department acted as resource persons. Two hour sessions in morning and evening batches were organized respectively for 3rd year and 2nd-year students. Dr Sunita, Dr Gurmeet Kaur, Dr. Gunjan Gupta, Mrs. Richa Kaur, Dr. Isha Goel, Ms. Roopshikha, Ms Preeti Singh and Ms Megha Jain were the resource persona for the first of 3 Day E-SDP held in August 2020.

The image shows a Google Meet interface on the left and a promotional poster on the right. The Meet interface displays a presentation slide titled "ONLINE CLASSROOM ETIQUETTES" with various guidelines for participants. The poster is for the "3 DAY IN-HOUSE SKILL DEVELOPMENT PROGRAMME (E-SDP)" organized by the Department of Commerce at Daulat Ram College, University of Delhi. It specifies the dates (17th-19th Dec 2020), time (11:00 AM to 1:00 PM), and location (Google Meet). The poster also lists the course coordinator (Mrs. Susima Arora), SDC Convenor (Dr. Pooja Anand), and Principal (Dr. Savita Roy).

## Key Objectives of 3 Day E-SDP

- To assist the students in the transition of physical classroom learning to online classroom learning.
- To familiarise students primarily with the online teaching-learning platforms such as Google Classroom and Google Meet.
- To provide training to the students regarding teaching-learning methodology for numerical and computer based papers
- To provide hands-on exposure to the students regarding creation & submission of assignments in electronic mode through google forms, spreadsheets, word processor and powerpoint presentations.

# E-SDP

The sessions conducted covered the extensive use of technology for e-classrooms to enable students to attend to their classes smoothly via PCs/laptops as well as through mobile phones using virtual platforms like Google Classroom, Google Meet, etc. The sessions were a huge success in reaching out to maximum students and to make them comfortable and confident in using technology tools. The number of participants exceeded 450 who remained glued to the session till the end. The one-to-one feedback collected through google forms post the programme, confirmed the success of the entire endeavour.

For the e-SDP organised for the first year students from 17th to 19th December 2020, Dr Sunita, Ms Roopshikha, Dr Isha Goel, Mrs Preeti Singh, Ms. Megha Jain and Ms. Soumya Sharma were the Resource Persons. This E-SDP was attended by 290 students from B.Com (hons.) , B.Com and BA Prog ESB.

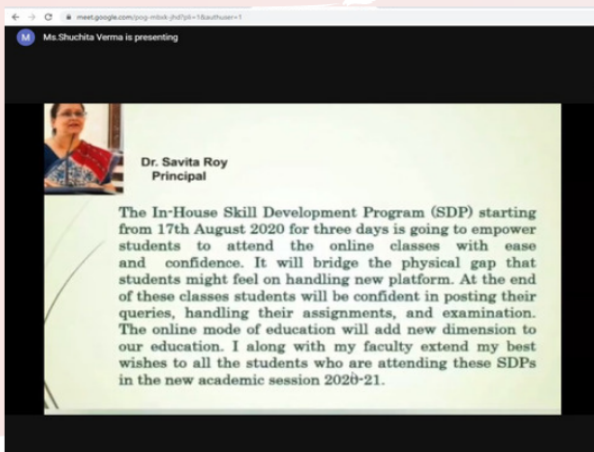
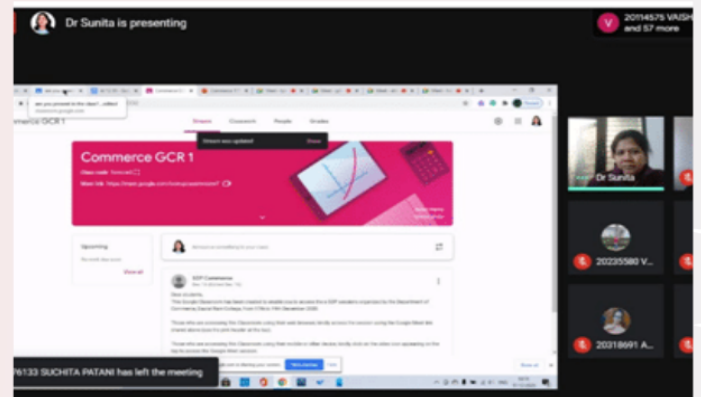
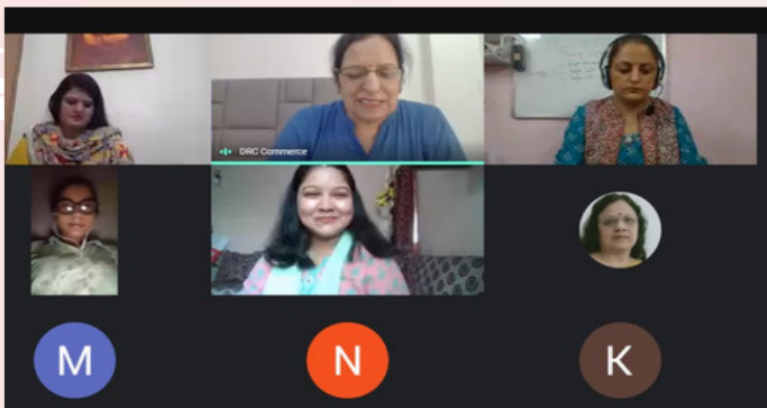
**Department Of Commerce**  
Daulat Ram College, University of Delhi  
(NAAC Accredited 'A' Grade)  
Under the Aegis of Internal Quality Assurance Cell (IQAC)

**Organises** **3 DAY IN-House Skill Development Programme (E-SDP)**  
Exclusively For First Year Commerce Students  
**17th December (Day1)**  
Google Classroom, Google Meet,  
Google Docs, Forms, Sheets, MS Word, MS Excel  
**Resource Persons: Dr. Sunita, Dr. Megha Jain**

**18th December (Day2)**  
Scanning documents, Sharing in PDF form, Tools for Numerical Papers, Jamboard, Tally Downloading setup file, installation of software  
**Resource Persons: Mrs. Roopshikha, Ms. Soumya Sharma**

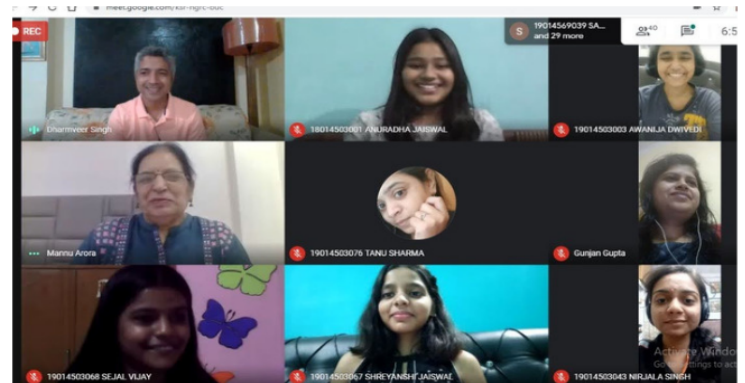
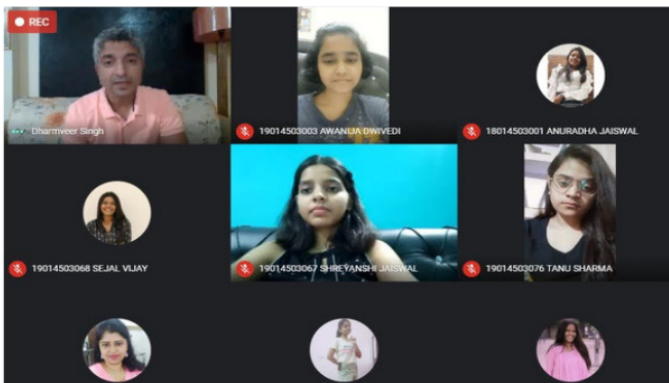
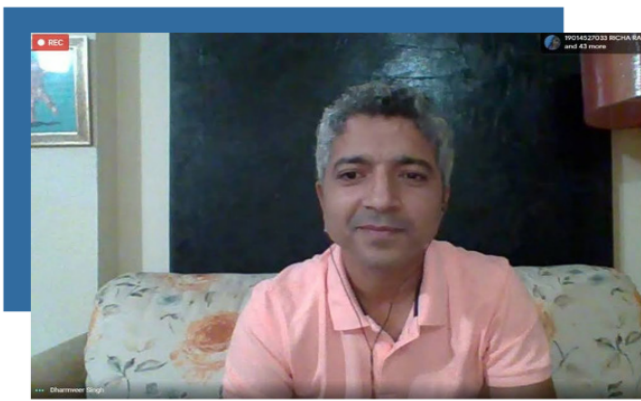
**19th December (Day3)**  
MS PowerPoint, Google Form  
**Resource Persons: Dr. Isha Goel, Mrs. Preeti Singh**

From 11AM to 1PM On Google Meet



# COMMISODES -1

Commisodes was started as a series of informative, educating and enlightening episodes on topics of interest for Commerce Students. On 24th October 2020, the first Commisode featuring Capt. Dharamveer Singh as speaker was organized. Capt. Dharamveer Singh, a retired army officer, entrepreneur and TEDx speaker was introduced by General Secretary Shreyanshi, who shed light on his achievements. He was formally welcomed by Mrs. Sushma Arora with a virtual bouquet. The retired Capt. then started his session with gratitude towards technology and continued to share his journey of life and how things have drastically changed now.

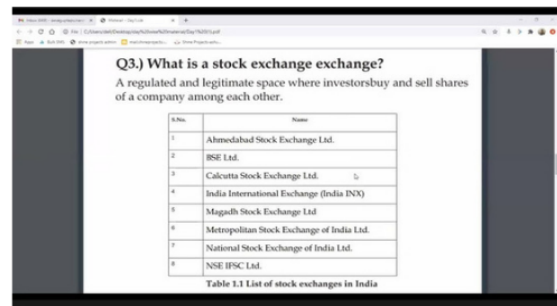
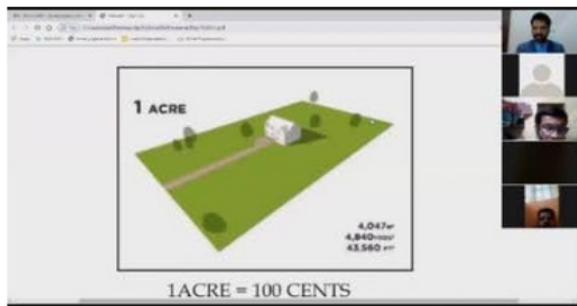
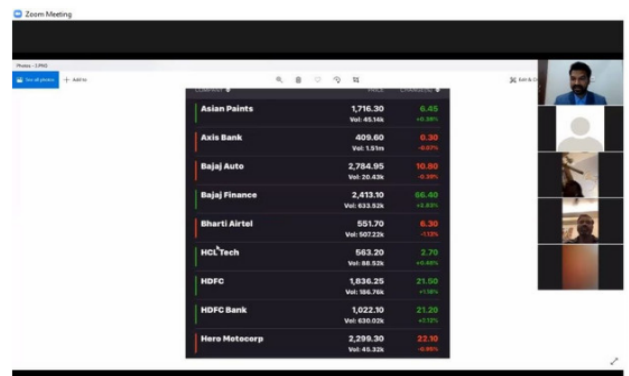


The session was full fun, knowledge and excitement. The speaker shared many valuable life lessons with the students. One of them was "it is important to know what you want to do, but it is more important to know what you don't want to do in life." The session ended with a vote of thanks by the Vice-President Awanija who expressed gratitude towards the speaker, the teachers and the esteemed audience.

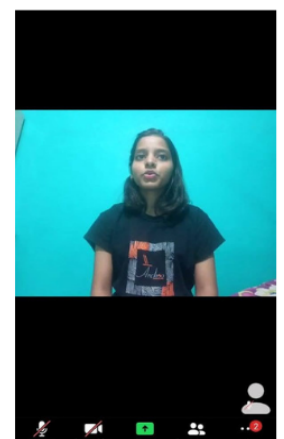
# COMMISODES -2

The Second Episode of COMMISODES was held on 11 Nov 2020 with an objective to acquaint the students with Stock Market related aspects. The esteemed speaker for the event was Sri Harsha who is MD, Shine Projects, certified stock market analyst and an active speaker on Share Market. The session started with welcome and introduction of the speaker and was attended by over 70 participants.

The speaker began the session with reminiscing the story of his introduction to the stock market. He narrated how when he back to India from abroad with the vision to start his own food joint, he wasn't ready to resort to loan for funds. That's when he started his play of share market. Soon, when he was in a need of fund for expansion, he decided to resort to stock exchange once again but this time shares were getting issued on premium where he slowly got familiar with the different aspects and working of stock exchange.



The speaker shared how life threw various lemons at him and how he made lemonade out of it with the knowledge and experiences he gained throughout. He explained the working of stock market- from BSE to Brokerage, from NIFTY to SENSEX. He further talked about the course and its importance. At the end of the informative session, the speaker answered queries of the participants. The event concluded with Shreyanshi extending her gratitude to all who worked hard in making the event possible-the speaker, the convenor, the audience, and all the union members.



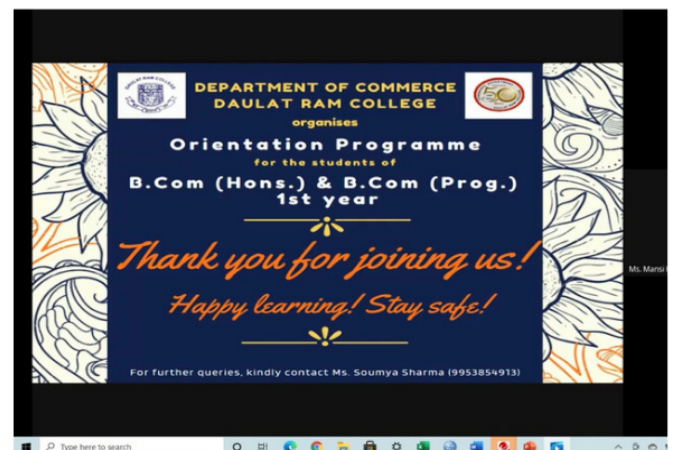
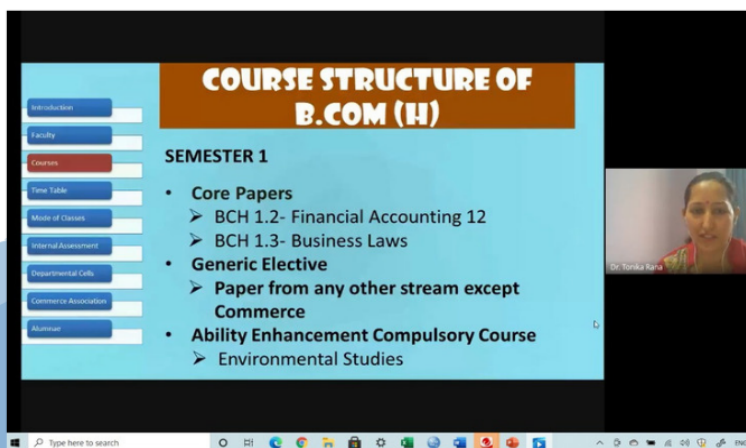
# ORIENTATION FOR FIRST YEAR STUDENTS



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.

The new students were then formally welcomed by the faculty members who showered their best wishes to them for the new beginning. A brief description of the department, faculty members, Time-Table, Internal Assessment was given through presentation. The students were then acquainted with the opportunities they will receive by joining the various Department Cells and Commerce Association.

In the end, the queries of students were addressed by the senior teachers and the programme ended with a vote of thanks.



# CAMPUS TO CORPORATE



Campus to Corporate was conducted on 21st November 2020 with the motive to introduce the students with the placement procedure and making them familiar with the interview process and its intricacies. Three brilliantly promising alumni of the college, Nidhi Mehta, Sana Dahiya, Sakshi Bhalla were invited as speakers to address the topic.

The session commenced with welcome speech by President, Anuradha Jaiswal, followed by the introduction and account of accomplishments of the speakers by Shreyanshi. Ms. Nidhi Mehta addressed the nature, and pattern of CAT examination and career growth in IIM. Ms. Sana Dahiya used the platform to guide the students to focus on soft skills, non-verbal communication skills and team work. Ms. Sakshi Bhalla focused on interview preparation and presentation and advised the students to let their personality shine through. The event ended with a vote of thanks extended by Vice- President, Awanija Dwivedi to the speakers.

**Why Bschoool is a good idea?**

- Accelerated career growth
- Holistic development
- Highly inclusive
- Gateway to multiple career options

**How to build a good profile for Bschoools?**

- Internships – star of the show
- Look beyond academics – even Instagram
- Social work is appreciated for a reason
- Academics never go...

**Agenda**

**CAMPUS TO CORPORATE**

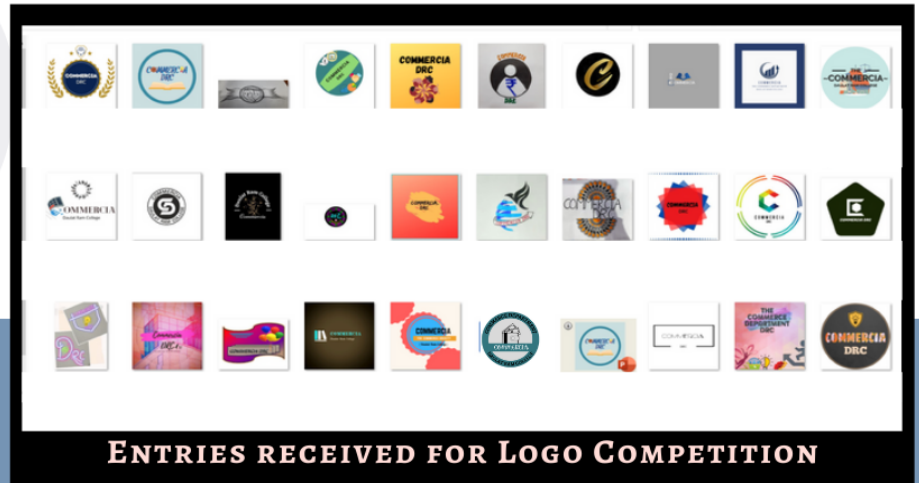
- CAT and Bschoool Interviews
- Soft Skills and Interview Tips
- How to Build Your Personal Brand at the Workplace and Ace Interviews
- QnA

**SOFT SKILLS**

COMMUNICATION, EMPATHY, TEAM SPIRIT, ASSERTIVENESS, TRUSTWORTHINESS

# LOGO MAKING COMPETITION

Logo acts as the face of any organization. To adopt a new logo for the department, an e-logo competition was organized.



In January 2021, the department organized an inter-department logo designing competition which witnessed an overwhelming level of excitement and creativity. The students could submit their entries between 13th to 17th January 2021. The hard work and confidence were poured by the students as their creativity in their logos showed, and this made the selection of winners a truly herculean task for the judges. The result of the competition was shared on the official Instagram handle of the Commerce Department. And the winner got a shout out on the Instagram handle of the Department.

The winners of the competition were as follows:

**WINNER**

**KALYANI AGGARWAL - BA (POL. SCI. HONS.)**

**RUNNER UP**

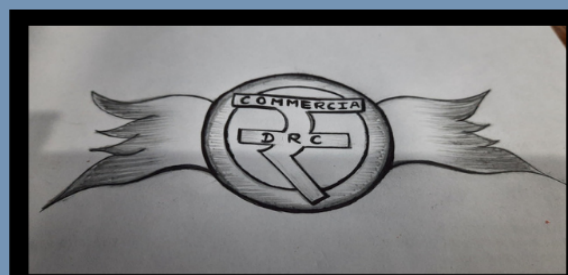
**JAYA SINGH - B.COM PROG.**

**SECOND RUNNER UP**

**REET ANAND - BA PROG. (ECO+MATHS)**



**WINNER**



**RUNNER UP**

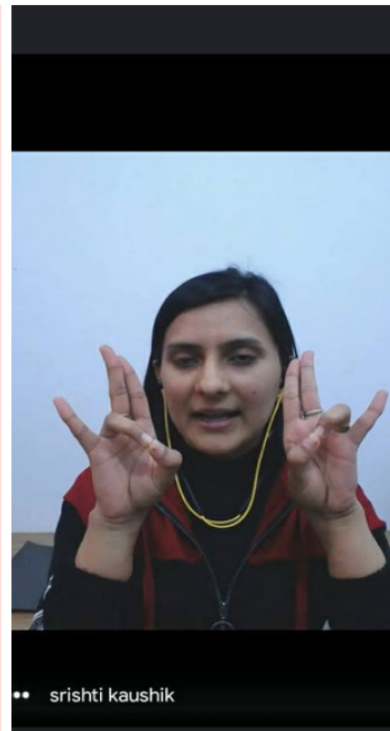


**2ND RUNNER UP**

# YOGA WORKSHOP

The Commerce Association in association with NSS DRC conducted a workshop on 17th February 2021. The resource person for the event was Shrishti Koshik, an alumni of Daulat Ram College and certified Yoga instructor and diploma holder in yoga science from Bhartiya Vidya Mandir, Delhi. President Anuradha Jaiswal welcomed the participants to begin the programme and thereafter the Vice-president Awanija read the profile of the speaker. Before proceeding further the speaker was presented with a virtual bouquet by the Convenor Mrs Sushma Arora.

Then Ms. Shrishti took hold of the session and filled the session with her knowledge of yoga. She demonstrated various facial yoga massages, yoga asana for improving metabolism, pancreatic health, etc. The session was quite involving and the students learnt about various aspects of yoga that they didn't know earlier. Participants were then given an opportunity to ask their queries regarding yoga and Ms. Shrishti answered them gracefully. In the end, Shreyanshi extended the vote of thanks to the speaker and the convenor, Mrs. Sushma Arora. The event concluded with a virtual group photograph. Though the session ended, its impact on the students may be long-lasting. Ms. Shrishti told everyone how to inculcate Yoga in their daily life even with the minimal efforts.



# DIL SE LAFZON TAK



The Department organised a write-up competition 'Dil se Lafzon Tak' on **Women's Day** i.e. **8th March 2021**. The department decided to give an opportunity to all the girls in DRC to express Their views on anything related to women or Their experiences as a women themselves.

As women are the most crucial part of every society and they deserve to be loved, respected not only one day but every single day. Their efforts are something that deserves appreciation as no other being on this entire planet could ever match them in any possible way. Just to show a small token of love and appreciation to all the women out there, and to make the world realise Their importance once again, the department went ahead with the competition.

The students from all the departments were given a one-week time period to submit their entries. A tremendous amount of entries were received making it harder for the judges to choose one out of them all. But with their wisdom, the judges concluded that although every entry was a winning entry in itself.

The one entry that stole everyone's attention was Anjali Singh's from Bcom program, 2nd year. Anjali stood first in the competition, followed by Priyanka from Bcom Hons, 1st year who secured the second position, and Pragya Dubey of BA (Hindi Hons) 3rd year who got the third position. But to encourage the students more, the department posted the Top- 5 entries of the competition were posted on the official Instagram page of the Commercia.



# FACULTY CORNER



Heartiest congratulations on being promoted to Associate Professor!

Dr. Gurmeet Kaur w.e.f. 1/10/2007

Dr. Reema Dehal w.e.f. 1/11/2007

## PUBLICATIONS

### Mrs. Sushma Arora, Associate Professor

- Author of the book titled 'Business Laws' 8th Ed.(2020)for B.Com(H)Course (Sem-1), Delhi University , published under CBCS Programme by Taxmann Publications Pvt. Ltd., New Delhi,India,ISBN:9789390128495.
- Co-Author(First Author) of the book titled 'Cyber Crimes & Laws' 4th Ed.(2021)for B.Com (Hons)Course, Sem-IV & B.Com Course Sem-3 Delhi University, published under CBCS Programme by Taxmann Publications Pvt. Ltd., New Delhi, India, ISBN:9789390712496.
- Author of the book titled 'Business Laws' 6th Ed.(2021)for B.Com Course (Sem-2), Delhi University , published under CBCS Programme by Taxmann Publications Pvt. Ltd., New Delhi,India,ISBN:9789390831777.

### Dr. Minakshi Paliwal, Assistant Professor

- Minakshi Paliwal (2020). Impact of Social Media Marketing on Consumer Consciousness and Purchase of Durable Products.International Journal of Business Information Systems. DOI: 10.1504/IJBIS.2020.10034792 [Scopus indexed, UGC listed and ABDC Listed)

### Ms. Megha Jain, Assistant Professor

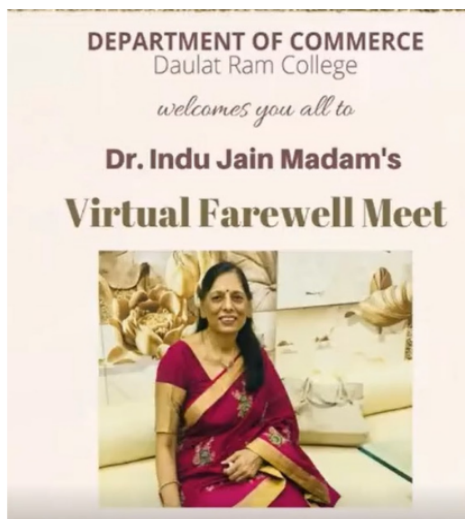
- Book on Project Management for BBA IPU, titled 'Project Management' under single authorship rights with Sultan Chand and Sons Publications, ISBN 93-5161-185-X

### Dr. Renu Yadav, Assistant Professor

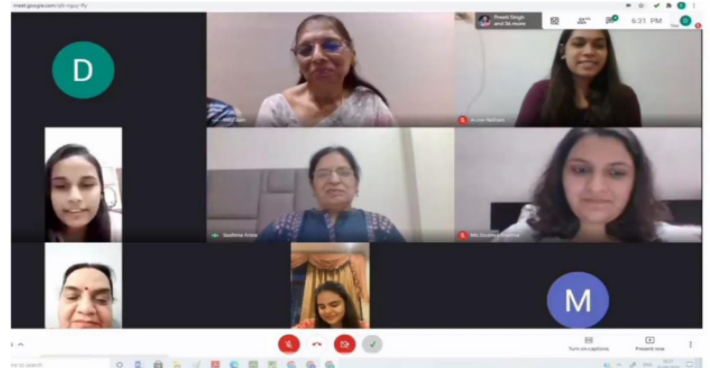
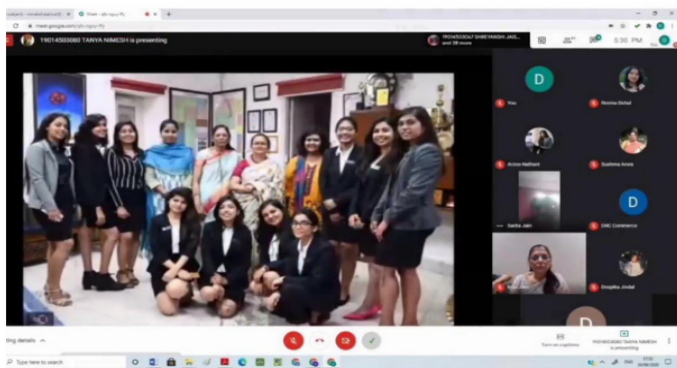
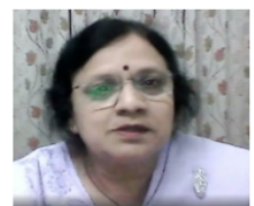
- Kataria, S., Saini, V. K., Sharma, A. K., Yadav, R., & Kohli, H. (2021). An integrative approach to the nexus of brand loyalty and corporate social responsibility. International Review on Public and Nonprofit Marketing, 1-25.
- Kohli, H. S., Khandai, S., Yadav, R., & Kataria, S. (2021). Brand Love and Brand Hate: Integrating Emotions into Brand-Related Experiences and Loyalty. Journal of International Commerce, Economics and Policy, 12(02), 2150007.

# DR. INDU JAIN'S FAREWELL

On 30th September 2020, Dr. Indu Jain, Associate Professor, Department of Commerce, Daulat Ram College retired after 43 years of service. The Department of Commerce organized a virtual farewell meet for Dr. Indu Jain's Retirement in association with the outgoing commerce union. The event started with a presentation of virtual bouquet to Dr. Indu Jain and our Principal Dr. Savita Roy by the Convenor, Mrs. Sushma Arora. Then began a journey down the memory lane with stories from the past and happy recollections. Reminiscences were shared by the senior and retired teachers of the department about Dr. Indu Jain's contribution to personal and professional life of her colleagues and her exemplary service of 43 years to the College and department..



Thereafter, past and present students shared their memories and experiences of Dr. Indu Jain as a teacher. Students expressed their love and gratitude for her through videos, songs and written messages. The department, its faculty and all the students are indebted to Dr. Indu Jain for 43 years of wonderful service and wish her the very best for the new innings.



# ROLL OF HONOUR



## All Round Best Student

### 1. Priya Das

All round best student of College (instituted prize no 1 ) and All Round best student of Com Dept for prize instituted by Dr Malti Subramaniam

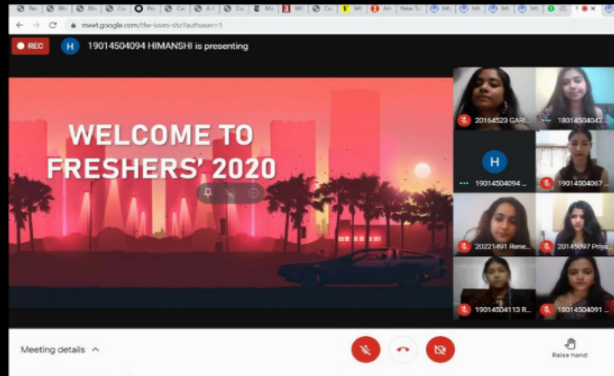
### 2. Vaishnavi Shukla

All round best student of Commerce Dept for the prize instituted by Dr Gurpinder Chopra.

## Proficiency Prizes

Course & Year	Name of Student	CGPA
B.Com Hons I	Rhea Singh	9.64
B.Com Hons II	Radhika	9.82
B.Com Hons III	Vaishali	9.38
All three year combined	Muskan Garg	9.14
B.Com I	Vanshika Agarwal	9.23
B.Com II	Shruti Singh	9.23
B.Com III	Tanisha Gupta & Megha Dalmia	9.59
All three year combined	Megha Dalmia	8.74

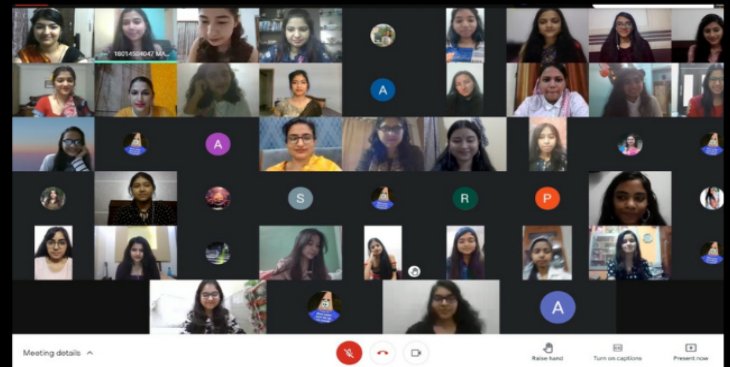
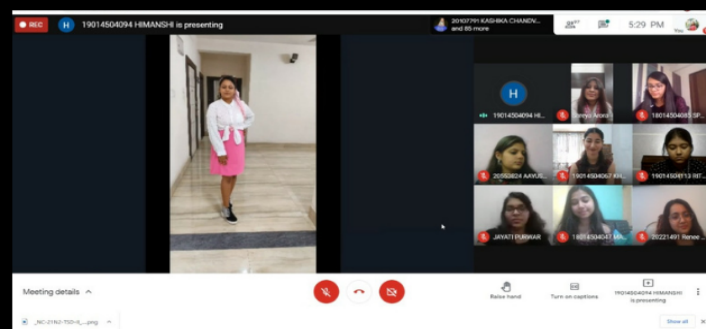
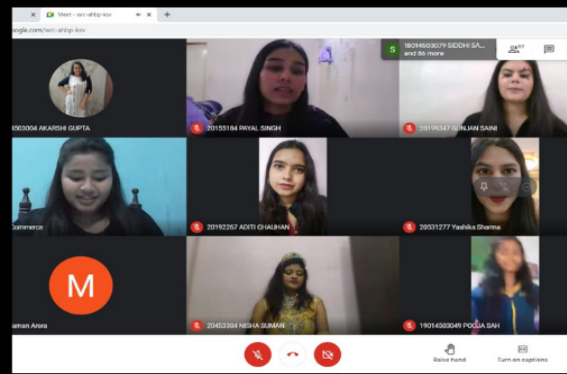
# FRESHERS' MEET



To give a sneak-peak in the reinvigorated college life to the new-comers, Commercial - The Commerce Department of Daulat Ram College conducted Freshers' Meet 2020-21 in the virtual mode for the new students on board in the month of February. The bygone logs of the Freshers' party organized by the union have been commendable. The event proved to be a very delightful way of connecting the new students, teachers, seniors and the union members all together..

## ***B.Com Freshers Meet***

The B.Com Freshers Meet was held on 2nd February 2021 with theme of Angel or Devil. The diligent and newly elected union members were introduced to the students. Following the tradition, a talent hunt, divided into three engrossing rounds was organized. Judges for the event were Dr. Tonika Rana, Ms Raman Arora and last year's miss freshers Akarshi Gupta. The first round involved the introduction of the participants, leading onto the staging of their talents, which were indeed exhilarating. Thereafter, some students were eliminated, and presented us with the finalists of the day! The damsels, then had to answer some questions related to the theme. Fun games, like Princess of Persia, tongue twisters were played and laughter rolled out like never before. Finally, the electrifying rounds came to an end and the winners were awarded with titles. Towards the end, a vote of thanks was proposed and group photos were taken.



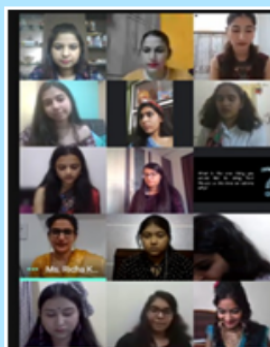
## B.Com Hons. Freshers Meet

A gala event to welcome the first year students was held on 26th February 2021 via Google Meet. On behalf of the Commerce Association, Dr. Isha Goel congratulated and introduced the newly elected Bcom Hons Union and wished them success for their future endeavours. The President, Mansi Yadav, welcomed the freshers and gave them an insight into the next three years of their upcoming college life.

The competition began with the introduction of the judges for the event: Dr. Minakshi Paliwal, Ms. Renu Yadav and Miss Fresher 2018 Spandan Garg. The three rounds for the hunt of Miss Freshers 2020 were unveiled as : Ramp walk in retro outfit, Talent Round and Question & answer round. For round 1, 17 participants were shortlisted and compilation of their ramp walk videos with their brief introduction was showcased based on which the judges shortlisted the contestants for the next round. In Round 2, the amazing display of various talents- singing, dancing, poetry, stand up comedy wowed the audience, teachers and judges alike. In the final Q&A round,, the finalists impressed the judges with their thought-provoking answers.

The seniors had a lot of attractions in store to make the event enjoyable and memorable for their juniors. Tanuja Rawat from III year enthused the audience with her beautiful rendition of classical dance. Mehak Duggal, student of B.Com Hons III year, added charm to the event with her expressive dance performance. Standup comedy by Anushka, a second year student, filled the air with humor and satire leaving the audience in splits. The fun-filled game segment by Shatakshi and Yashika was a super hit with enthusiastic participation from the freshers! . These performances made the event more interactive and engaging.

In the end, the results were declared and Netra Mittal was crowned as the Miss Fresher 2020. Ms. Richa Kaur delivered the vote of thanks to express gratitude to all for their contribution in making the event memorable. Cultural Secretary, Jahnvi Chawla, on the behalf of all the freshers thanked the faculty and seniors for their efforts to make the event alluring and



*"You thought, you planned, you tried and you did it, successfully."*

There were some exceptional performers, whose enthusiasm and confidence stood out. The following are the winners of the Freshers' Meet 2020-2021.

B.COM (PROG.)	
Miss Fresher	Aditi Chauhan
First Runner Up	Taruna Saini
Second Runner Up	Arushi Bhat
Miss Personality	Gunjan Saini
Miss Fashionista(Best Dressed)	Chhavi
Best Devil(Dress-Makeup)	Payal Singh
Miss Talented	Taruna Saini
Best Angel (Dress-Makeup)	Nisha Suman

B.COM HONS.)	
Miss Fresher	Netra Mittal
First Runner Up	Priya
Second Runner Up	Ritika
Miss Personality	Tanisha Darolia
Miss Best Dressed	Anukriti Singh
Miss Talented	Mahi Vishnoi



# COMVISION '21

## The Inter-college Departmental Fest

### ABOUT COMVISION 2020-21

Department of Commerce, Daulat Ram College celebrates its annual fest every year with a vision to provide the young minds an insight into the corporate world. This year, the Annual Fest COMVISION 2021 was organised from March 31, 2021 to April 1, 2021. Inaugural session for the same was held on March 31, 2021. Theme and topic for the event was "Opportunities and Challenges of Youth in post covid economy".

The event commenced with the Welcome Speech by both the presidents of Commercia, followed by the lamp lighting and Saraswati Vandana to mark the auspicious beginning of the grand fest. The Chief Guest for the event was Professor Charan Singh, Chairman, ASSOCHAM National Council for Banking and Chief Executive & Director EGROW Foundation. Guest of Honour for the occasion was Mr. Arjun Goyal, Head of Legal, weCommunities, Vivaasv Infra Ltd and Ex- UNDP India Project Design & Partnership Officer.

The keynote address of the honourable Chief Guest was highly informative and thought-provoking. He instilled positivity in the young audience and motivated the students to view challenges as opportunities

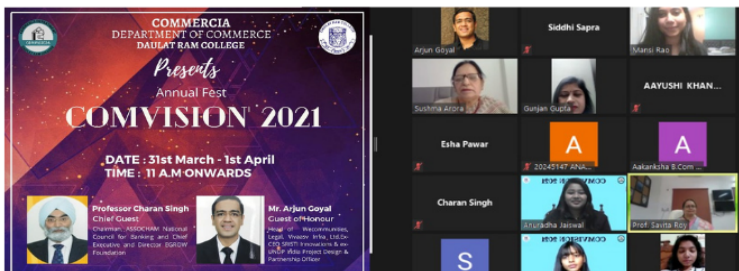
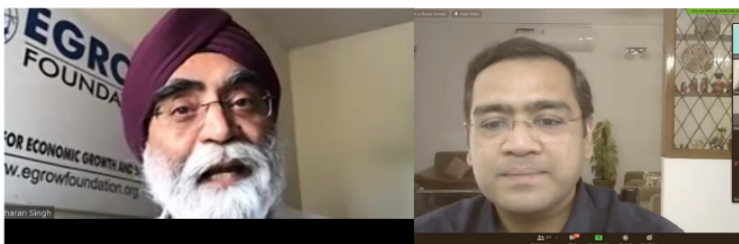


Mr. Arjun Goyal was highly engaging and effective on his address. He gave many practical suggestions to students on how they can maximize their opportunities which is the key to being successful.

In addition to the highly beneficial speaker session, Comvision 2020-21 consisted of eight events which witnessed enthusiastic participation and attendance from students of the department and from various other colleges and institutions.

All the events were concluded by a vote of thanks to all the participating teams and judges. The participants showcased their talents with a vibrant zeal and enthusiasm in this annual fest.

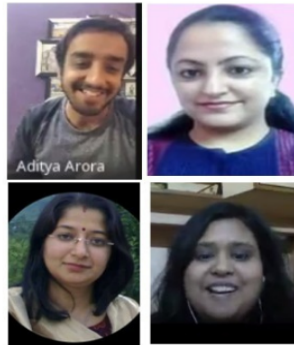
The winners of the events were awarded cash prizes and exciting coupons and vouchers. Based on the participation, level of competition, organization and management of event, it can be said that COMVISION 2021 was a great success!



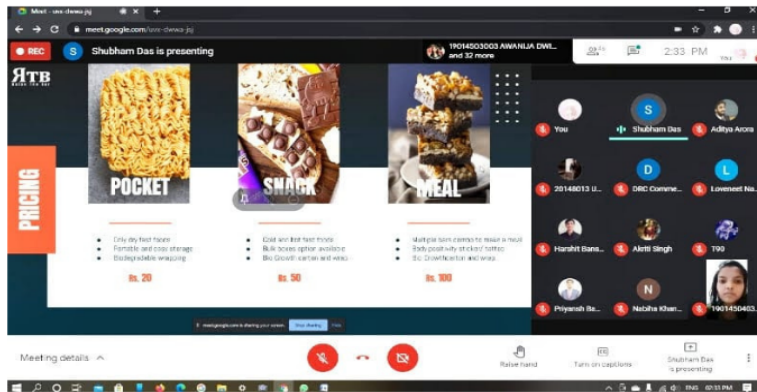
# EVENTS CONDUCTED UNDER COMVISION

## DAY 1

### 1. THE PITCH



For “The Pitch” the participants had to think about a new business idea and present the marketing proposal to the judges. The esteemed panel of judges comprised of Mr. Aditya Arora, Dr. Gurmeet Kaur and Dr. Reema Dehal. Competition consisted of two rounds in which more than 35 teams participated. Ms. Deepika Jindal was the Faculty coordinator for the event.



ROUND 1: This was the elimination round where participants were required to submit their business presentations. 8 teams qualified for the next round.

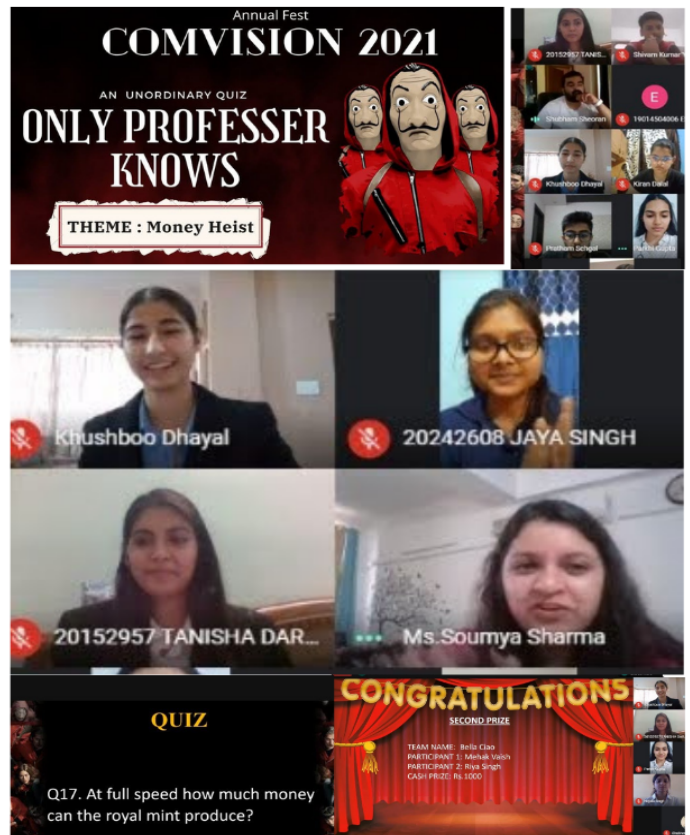
ROUND 2: It was conducted on 31st March, 2021 via Google Meet

### 2. ONLY PROFESSOR KNOWS

The inter-college event “Only Professor Knows” was organised on 31st March 2021 on the Google Meet platform. The intriguing quiz was based on the Netflix series “Money Heist”. As many as 55 teams registered for the event. The teams could a maximum of three participants. Ms. Soumya Sharma was the Faculty coordinator for the event. Entire event was divided into two rounds.

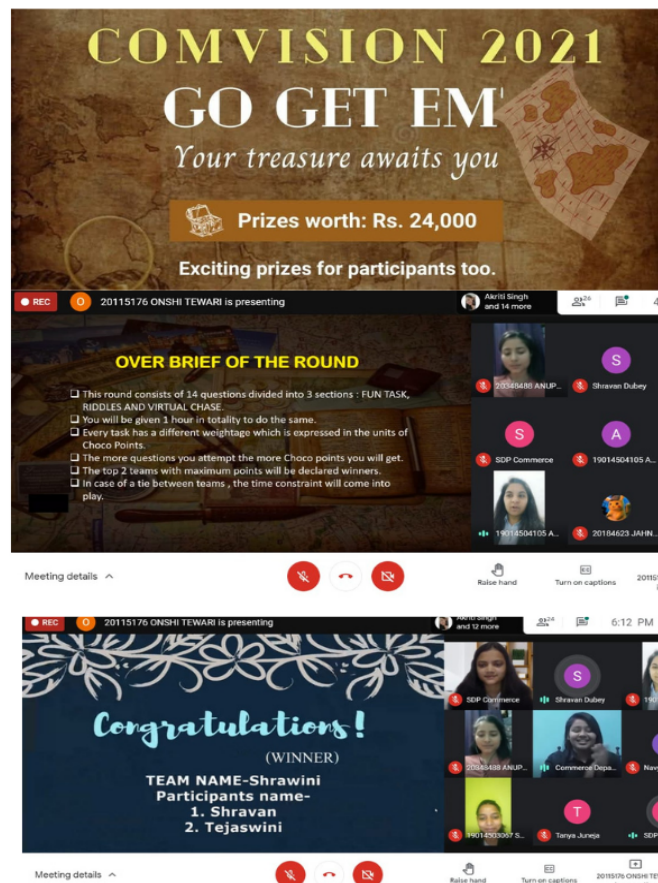
ROUND 1: It was the preliminary round of the event.

ROUND 2: It was a live quiz. The teams that scored the maximum points were declared winners.



### 3. GO GET 'EM

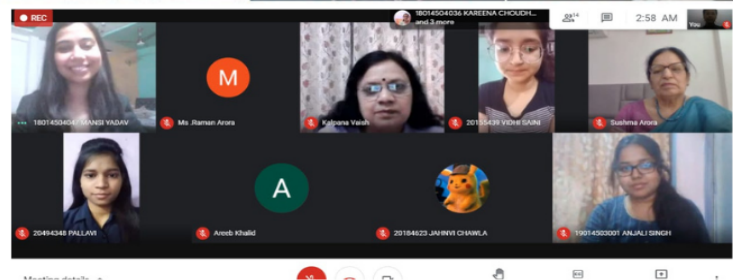
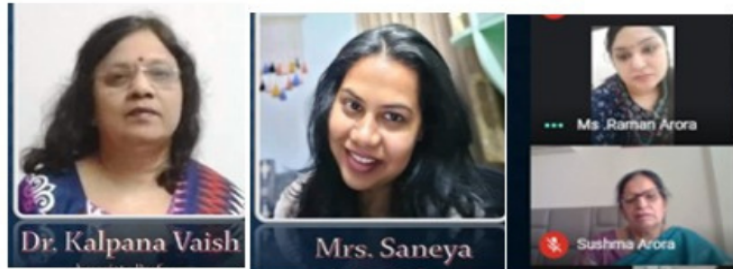
The Event Go Get 'Em was organized on March 31, 2021, on the virtual platform Google Meet. The event allured many, as 77 teams registered for a one-day event, making it an event attended by over 120 students from various institutions. Single participant or maximum of three members were allowed to form team. Ms. Roopshikha was the Faculty coordinator for the event. It consisted of two rounds, viz. Round 1- The Quiz and Round 2, which consisted of Fun shared Tasks, Riddles and Virtual Chase.



### DAY 2

### 4. TURNCOAT DEBATE

'Turncoat Debate' was organised on April 1, 2021 on the virtual platform-Google Meet. Ms. Raman Arora was the Faculty coordinator for the event. Total number of participants were 40. The topic was given on the spot to participants with a virtual spin the wheel. Three minutes thinking time was allotted to each debater and total 3 minutes time was given to each debater to speak on the topic given to them. Group discussion on the topic- Free Speech is non-negotiable was also held. Dr. Kalpana Vaish and Mrs. Saneya were the judges for the event.



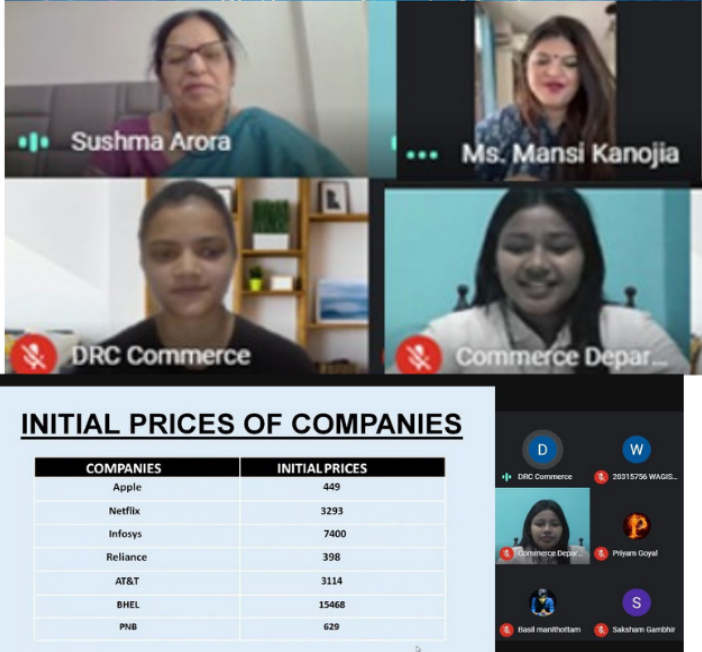
## 5. DIGI MOCK STOCK

“Digi mock stock” was organised on 31st March 2021 and 1st April 2021. The total number of teams that participated in the prelims round were 68, out of which 25 team cleared the first round and 10 teams cleared the 2nd round. Dr. Madhu Agrawal was the esteemed judge for the competition. The event commenced with a quiz through Google form for the prelims round on first day and on 1st April 2021, the second and third rounds were conducted. Ms. Mansi Kanojia was the Faculty coordinator for the event.

# COMVISION 2021

## DIGI MOCK STOCK

Prelims - 31st March, 1:30 PM  
Final Round - 1st April, 11 AM



COMPANIES	INITIAL PRICES
Apple	449
Netflix	3293
Infosys	7400
Reliance	398
AT&T	3114
BHEL	15468
PNB	629

### CROSS YOUR MIND

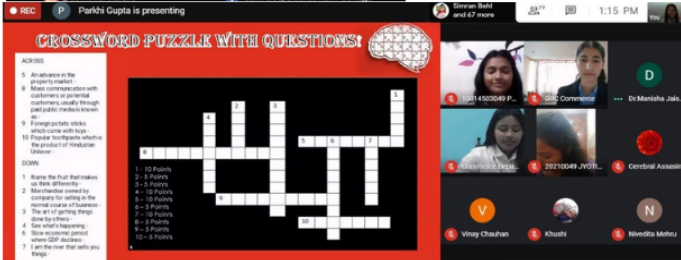
Get Ready to think Inside the box

1st APRIL 2021 1:00 PM ONWARDS GOOGLE MEET

Prizes Worth - ₹22,500

Yashika Bansal (89502 09454) | Khushboo Dhayal (95896 43321)

@commercia drc | Com Soc. Daulat Ram Collage

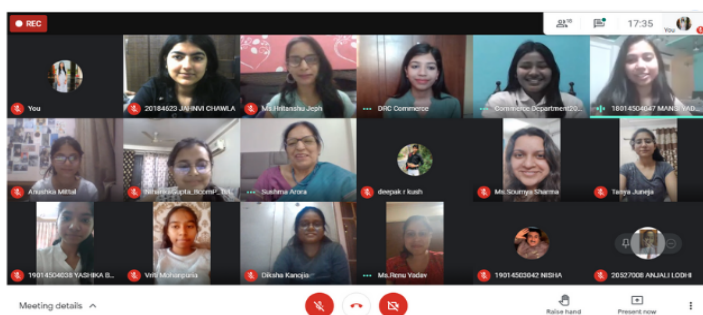
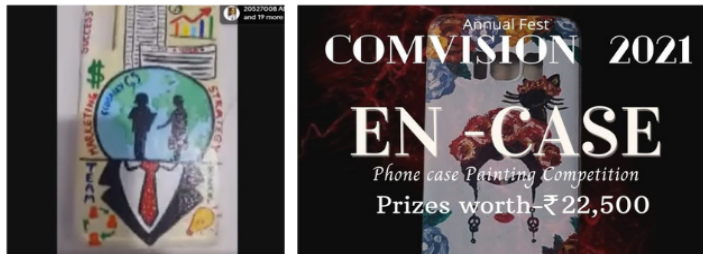


## 6. CROSS YOUR MIND

The inter-college event Cross Your Mind was organised on April 1, 2021 on the virtual platform Google Meet. Cross Your Mind was an interesting crossword puzzles solving event, where the team could have either one or two participants. The event attracted over 40 participants. The entire event was divided in two rounds.

ROUND 1: A crossword puzzle was to be solved in a time span of 10 minutes.

ROUND 2: Crossword puzzle was shared with participants to solve and submit within 20 minutes. The results were announced by honourable judges Dr. Manisha Jaiswal and Ms. Megha Jain.

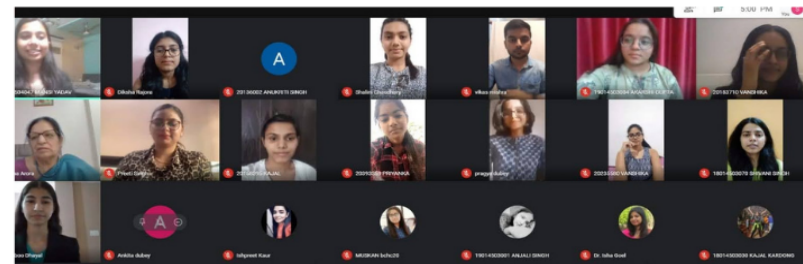


## 7. EN-CASE

“ENCASE – the Phone Cover Painting Competition was held on 1st April 2021 between through Google meet. Total of 17 entries were received. One hour was provided to the participants to paint their transparent phone covers on the theme "Business through Corporate Fashion" which was disclosed on the spot. The timer was presented on the screen which stopped exactly after an hour. After that, all the participants got a chance to explain their paintings one by one. The judges for the event were Ms. Hritanshu and Ms. Renu Yadav.

## 8. SPOTLIGHTS ON YOU

Spotlights on You', the inter-college talent event was organised on 1st April, 2021, on the virtual platform Google Meet. 30 participants were shortlisted from the entries received prior to the event. The judges for the event were Ms. Shuchita Verma and Ms. Preeti Singh. The event had maximum duration of 3 minutes for each participant to perform their art. The performance could only be from the forms declared beforehand stand-up comedy, poetry, acting or rap. Akarshi Gupta, presented a hilarious stand-up comedy on "Various roles we play in the lives of our friends" as a gap-filler.



# WINNERS OF THE EVENTS

POSITION	NAME	COLLEGE/UNIVERSITY	COURSE/ YEAR
<b>THE PITCH</b>			
1st	Priyansh	SSCBS, DU	BMS, 2nd Year
2nd	Shubham	NIT , Warangal	Mechanical Engineering ,3rd Year
<b>ONLY PROFESSOR KNOWS</b>			
1st	Shubham	KiroriMal College, DU	BCOM, 3rd Year
2nd	Mehak	KiroriMal College, DU	Bsc chem ( Hons ) 2nd year
<b>GO GET' EM</b>			
1st	Tejaswini	ARSD, DU	BCOM (Hons), 1st Year
2nd	Navya	Shaheed Rajguru College	BFIA, 2nd Year
<b>TURNCOAT DEBATE</b>			
1st	Areeb	Graphic Era University	Eng (hons), 1st Year
2nd	Shreya	Patna Women College	Chemistry hons, 2nd Year
3rd	Deepansh	Hansraj College, DU	History hons, 2nd Year
<b>DIGIMOCK STOCK</b>			
1st	Kanika	Dyal Singh College, DU	BCOM (Hons), 1st Year
2nd	Kshitij	KiroriMal College, DU	BCOM (Hons), 1st Year
<b>CROSS YOUR MIND</b>			
1st	Diksha	Lakshmibai College, DU	BCOM, 2nd Year
2nd	Udit	P.G.D.A.V College, DU	BA hons Political Science ,3rd Year
<b>ENCASE</b>			
1st	Deepak	Sarada Ukil School of Art	ADT , 3rd Year
2nd	Anushka	Motilal Nehru College, DU	BA Prog , 1st Year
<b>SPOTLIGHTS ON YOU</b>			
1st	Vansh	ARSD College , DU	BA Hons Economics
2nd	Shalini	Daulat Ram College , DU	BCOM (Hons), 2nd Year
3rd	Vikas	GNIOT, AKTU UNIVERSITY	B.Tech, 4th Year

## The Fate of Cryptocurrency in India



**By: Onshi Tewari, B.Com Hons., I year**

Cryptocurrency is a form of payment that can be exchanged online for goods and services. Many companies have come up and issued their own currencies, often known as tokens. They can be specifically be traded for the goods and services that the concerned company provides. They work using a technology called blockchain. Recently, the total value of Crypto currencies has pushed past the \$2 trillion mark amid the surging institutional demand. In India, in the beginning, the transactions taking place in Bitcoins- a very famous crypto were in very small scales in the nation. The demonetization contributed to Indians moving towards the crypto-world. Even though the country has such a vast population, it contributes very little to the cryptocurrencies overall. Some popular cryptocurrency exchanges in India include WazirX, which has a monthly trade volume of over \$1.7 billion and CoinSwitch Ruber valued at approx. \$500 million. During the past few years, the popularity of cryptocurrency saw a significant rise in the country. But Indian investors had a huge trigger in store for them which left everyone in great speculation.

It was noted that virtual currencies have a potential to create a parallelly running system even if it's not equated to currency and therefore, RBI could invoke its power to regulate it. Further it was noted that the RBI ruling was not in terms with interest of public and also violated the right to practice any profession, carry on any occupation, trade or business. Hence, it was held that it affected livelihoods of people dealing in crypto and the business of the exchanges dealing in virtual currencies.

Recently, the Indian parliament is proposing to introduce the Cryptocurrency and Regulation of Official Digital Currency Bill, 2021, which creates to facilitate a framework for creation of the official digital currency to be issued by the RBI, prohibiting all private cryptocurrencies in India. However, it allows for certain exceptions to promote the emerging technology of cryptocurrency. The RBI, has laid continuous emphasis on the possible misuse of virtual currencies for terror-financing, money laundering etc. If the bill imposes a ban on private cryptocurrencies, it can, in fact lead to the formation of underground market wherein the potential investors will be forced to operate in an unmonitored environment. However, not to ignore the fact that the state-owned cryptocurrency will be developed to perform some or what the same functions as other cryptos. It will anyhow be exposed to the same risks. This implies that even the imposition of a national digital currency may not reduce the risk. Further to note, that with a sole digital currency, the RBI will have a complete monopoly over the currency. The question of foreign investment will also be in continuous speculation. With a more technologically advanced generation, each advancement will further increase risks and threats. It is the call of the hour to keep updating and upgrading the law to keep it consistent with the latest development models.

# McDonaldization

By- Haimi Praharaj, B.Com Hons., II year

## PROLOGUE

In over 39,000 locations all over the map, lies the vast chain of McDonald's, with 39,198 restaurants, in over 119 markets across the globe (as in 2020). This vastness is preceded due to certain concepts, which were identified by sociologist George Ritzer. It was Ritzer who coined the McWord 'McDonaldization' for the first time, in his 1993 book, 'The McDonaldization of Society', in which he analyzed the internal working of fast-food chain McDonald's, by reinforcing certain elements of the work of Max Weber, and argued that the global economy and society adopts the characteristics of a fast-food chain. Ritzer identified primarily four aspects prevalent in the fast-food restaurants, and believed that they dominate more and more sectors of recent idea about the worldwide homogenization of cultures due to globalization.

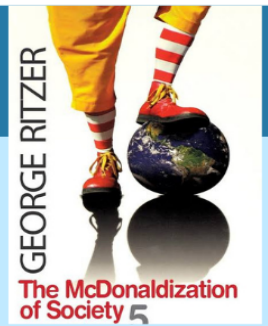
The four aspects of McDonaldization as identified by Ritzer are:

- ☐ **Efficiency** – Efficiency in McDonaldization means that every aspect of the organization is geared towards the minimization of time. In the example of McDonald's customers, it is the fastest way to get from being hungry to being full.
- ☐ **Calculability** – Objectives should be quantifiable (for example, sales) rather than subjective (for example, taste). McDonaldization developed the notion that quantity equals quality, and that a large amount of product delivered to the customer in a short amount of time is the same as a high quality product.
- ☐ **Predictability** – Predictability means that no matter where a person goes, he will find that the services are standardized and uniform; even the tasks of workers in a McDonaldized organization are highly repetitive, highly routine, and predictable.
- ☐ **Control** – Control in McDonaldization implies the replacement of human by non-human technologies.

"McDonaldization has shown every sign of being an inexorable process..." -George Ritzer, 'The McDonaldization of Society' 6(2011)

There are several examples of McDonaldized organizations, apart from the food industry. Toy stores (Toys R Us), bookstores (B. Dalton's), newspapers (USA Today), child care (Kinder Care), learning (Sylvan Learning Centers) and a host of others have successfully followed and implemented McDonaldization.

The following poem talks about a girl who experiences this phenomenon. Read on...



## POEM

Those golden arches forming an M  
Beaming in neon light, its comely name  
'Mc Donald's' embossed in white,  
Is sure to enkindle anybody's delight.

So, went in She, with spark in eyes,  
Stirred by the floor-to-ceiling sized  
Pictures, of faces gleaming with smiles,  
And mouths relishing on burgers and fries.

"Good morning, ma'am" the cashier greeted,  
Billed the order, and ritualistically repeated,  
"Your McD would take just a few moments",  
There sat She, awaiting, with a growling abdomen.

Her irksome memories of a few years back,  
Are still afresh, when in the restaurants she sat,  
Looking too hard, waiting too long,  
But her wait seemed never-endingly prolonged.

Back in those days, the men worked hard,  
Pacing through each process, causing retard,  
But now sheer reciprocity and symmetry prevails,  
With mechanization and inhumanization in all scales.

The conventional methods have revolutionized with time,  
Now a mere 2 minute microwave can give birth to prime  
Cosmetibles, oozing for that dollop of mayo and sauce,  
Laden with cheese, stocked with fillings, and sent across.

Got She within minutes, her burger dripping with cheese,  
Along with French fries on the side and a coke to please.  
She unwrapped the cheeseburger, with a wide grin,  
"How I am going to scrape off all that delicious cheese  
within?"

The tikki, tomatoes, onions, ketchup and mayo,  
Savored her cravings; their price, they owe.  
The minutes of eating gave pleasure profound,  
This contentment makes McDonald's renowned.

Satisfied, She exits, patting her pleased stomach,  
Lifting her beaming face to the skies, awestruck,  
Thanking Gods in the heavens for raining down  
These chain restaurants across streets around.



# Youth Entrepreneurship

By: Riya Khanna, B.com Hons, I Year



To promote entrepreneurship among youth, Government has initiated some market-oriented reforms under flagship campaigns such as Digital India, Mudra Yojana, 59-minute loan, Start-up India. Funding, creation of new incubators, ease of doing business, tax benefits are provided to solve two major problems of the economy-unemployment and lack of innovation.

Youth social entrepreneurship is gathering major attention as it provides an opportunity to young people to contribute towards the cause and needs of the society. Youth blessed with natural gifts of curiosity and innovative thinking want to be their own boss and challenge their 'out of the box' ideas. But there are barriers in their way, such as absence of work experience, lack of business venture insight, less monetary funds, trouble acquiring outside financing, limited business networks and lack of education and training. Government initiatives can prove instrumental in overcoming these barriers.

## Types of Youth Entrepreneurship

### 1. Innovative entrepreneurship

These are the innovations and out of box ideas, which aim to satisfy an unfulfilled need of people.

### 2. Imitative entrepreneurship

As suggested by the title, these are an imitation by developing countries from developed countries. In this case, the entrepreneurs take ideas and technologies, which proved to be successful in the developed countries and focus on establishing them in their home country.

### 3. Fabian entrepreneurship

Entrepreneurs who take up the business run by their previous generation, but evolve and grow along with taking risks, in order to improve efficiency and serve better.

### 4. Drone entrepreneurship

This includes managing an inherited business, without taking much risk, and going along with the flow in a steady behaviour.

# Economic Integration

## :Pros & Cons



**By: Divya Walia, B.Com, III year**

European Union is a type of Economic Integration . Economic Integration refers to agreements among countries in a geographic region to reduce and ultimately remove tariff and non tariff barriers to the free flow of goods , services and factors of production between each other . Various integration are coming up like SAARC ( South Asian Association of Regional Cooperation ) , BIMSTEC ( Bay of Bengal Initiative for Multi Sectoral Technical and Economic Cooperation ) , ASEAN ( Association of South East Asian Nations ) etc. These integrations help member nations to cooperate on matters of common interests like – Trade , Technology , Energy etc.

European Union is one such political and regional integration of countries that came together on 1 Nov 1993 . European Union is an Economic Union of 27 member states ( after Brexit ) . EU has developed an internal single market through a standardised system of laws that apply in all member states in those matters and only those matters where members have agreed to act as one .

European Union has four governing institutions , these are - European Council ( sets general political directions and priorities of the Union ) , Council of the European Union ( brings together ministries of member states government's department ) , European Parliament ( legislative organ of the Union ) , European Commission ( Executive organ ) .

Britain was a part of this integration till it officially exited on 31 Jan 2020 . Brexit involves the process of negotiating new trade deals, citizen registration rules, border etc. The process started on 23 June, 2016 after a referendum passed by 51.9% to 48.1% . 51.9 % of the votes were in favour of exit against the 48% who advocated to remain . Some of the possible reason of BREXIT can be – Mass Immigration to Britain , fear of losing Sovereignty , loss of employment for residents of Britain etc.

Introduction of some new checks at borders such as safety checks & custom declaration , business offering services like banking, architecture and accounting will lose their automatic right to access to EU markets and will face some restrictions , no longer automatic recognition of professional qualifications for people such as Doctors , Chefs etc. can be some of the Post Brexit effects that can be seen in the coming future .

Different world leaders have different opinions about BREXIT , British Prime Minister Boris Johnson said – “ Our job as government – my job – is to bring this country together and take us forward. Everything that the British public were promised during 2016 referendum and in the general election that year will be delivered. He announced a brexit deal that ended four and a half year of negotiations with the EU “ , US former President Barack Obama said – “ I'm confident the UK is committed to an orderly transition out of the EU. As Britain's relationship with EU changes one thing that will not change is the special relationship that exists between our two nations “ .

Various factors have contributed to the Brexit. The effect of Brexit on the global economy coupled with weakening/ depreciating currencies of various countries will make it harder for recovery and in case of India, due to some stability in the fundamentals of the domestic economy and huge forex reserves position . Although various impacts are being prognosticated but the real impact of BREXIT still needs to be seen in the near future , however Britain is anticipating a positive outcome .

# Mergers & Acquisitions

By: Richa Chauhan, B.Com, III year



In recent times, Mergers and Acquisitions have become a universal phenomenon. The Mergers and Acquisitions involved the combining of two entities to form a new one and acquiring one entity by others respectively. Companies have been actively involved in both domestically and internationally Mergers and Acquisitions. This helps companies not only to remain in competition but also to increase their market share and profit margins. There are various types of Mergers and Acquisitions- Horizontal , Vertical , Conglomerate , Concentric and Reverse.

The size and speed at which mergers are coming are remarkable and with that their advantages and disadvantages attract our attention too. Advantages of Mergers and Acquisitions are economies of scale, economies of scope, tax advantage, access to talent, diversification of risk and so on.

-Tata Steel and CORUS Group combined in 2010 to expand their business ,profit and market share.

-Similarly, HINDALCO and NOVELIS - Aditya Birla group acquired Novelis to expand their business and became the largest producer of primary aluminum in Asia.

There are some disadvantages as well like - cultural and language difference, high prices of products, conflicts between management as well as employees,etc.

-EXITE and @ HOME became bankrupt because of cultural differences.

-TESCO and SAINSBURY failed in competition due to high prices of their products.

Challenges faced by them are systematic risk , problems for ordinary people, geographical synergies are missing, profitability could be impacted in near terms because of high bad loans NPA,issues related to Human Resource / IT synchronisation , branch rationalisation, etc.

Idea and Vodafone merger is the one of the biggest mergers which buzz the market these days .This merger is a strategic response to Jio's significant move. Share of Idea fell sharply while analysts are positive about this merger regarding market share and profit .

Mergers and Acquisitions between entities are mainly done for deriving benefits by expanding their business, increase in market share and profit. In this, some get success while others fail owing to unpredicted circumstantial mishappenings .

# In the Hope of a New Tomorrow



By: Devshree, B.Com Hons, I Year

In many ways the work of a student is serene. We study designated topics and thrive on campus selections to cement our careers. We enjoy the fabled college lifestyle while our professors traipse their way through teaching 100 students and complex marking schemes. After three years, all of them graduate and move onto jobs or the harsh reality, stay unemployed. But why do students stay unemployed? Is it because there aren't enough jobs or is it because the young graduates are under-equipped to face the dissonant reality of corporates? We can argue it is the former but that's only partly true. The employability of commerce graduates is, accept it or not, far from what is desired by corporates at the present time. It turns out, the fons et origo of this not-so-subtle difficulty is the age-old education scheme and last but not the least, the students and teachers themselves. The very first class in our journey as commerce students, we are taught, "There's no such thing as a free lunch". On that account, you give corporates the skills, they take you. The greater your skills, the better your fair market value.

The course material taught to students is relevant yes, but it is only a drop in the huge ocean of knowledge. We do need to learn journal entries, we do need to know the intricacies of law, we do need to be aware of how we find mean deviations but do we need to spew it all out in the examination? Will it make us good lawyers, good accountants? Or is it practical knowledge that we need to build ourselves? Our current education system is based on marks, well and fine.

In a vast and populous country like India, the only way to measure performance is by numbers. But are they giving numbers on the basis of conceptual clarity or are they testing if we know what sub-topic is located on what page? Every year, hundreds of graduates leave hanging their heads after they get barely 10k a month. That amount of money isn't even enough to get a shelter, let alone other luxuries. This lack of any practical skill set is a flaw in the system that the corporates exploit. Furthermore, students don't even know what their work comprises of, and procrastinate their career choices. With the courses like Chartered Accountancy getting a nod from UGC as a qualification equivalent to post graduation, why would people opt for graduation?

The thin line of difference between say, CA and college is that we can develop soft skills only in college, where no man is an island. Presentations, speeches, societies all these are the reasons students join colleges in the first place. However, the disproportionate focus on grades and criteria like attendance especially during a pandemic demotivates a student beyond repair. Societies are now reduced to "send this email, get these many followers, send screenshots", presentations are reduced to reading from the slides, speeches are done by alt tabbing, and exams were as unreliable as they always were. While some students are genuinely blasé about studying, the ones who were interested lose the little motivation they had. Hence, students are a major chunk of problems too. The lockdown has further showed this uninterested behaviour of some students that affect the whole class. Barely anyone speaks in online classes; the ones who do, speak verbatim from the book and honestly, it gets tiring to expect creativity after a point. Many students pursue additional courses besides college, and to juggle between both of them is their misfortune. An albatross around the neck.

While there are certain teachers who binge on aloo parathas during class, most teachers are eager to know about the students, eager to interact, eager to impart knowledge. The indolent atmosphere only makes it tougher for teachers to teach and in the end, they too become unmotivated. The pandemic has brought new problems, but modern problems require modern solutions. The solutions however, would be created by none other than the students and the teachers. We can't change the course material in a jiffy, but we can surely change the way we present ourselves in a class. No doubt all of us want jobs, but we should also take steps to be capable of landing on one. In many ways, the work of a student is easy, but the burden of incompetence is only theirs' to bear. Even when the prospects of change are bleak, hope transcends all. And we as humans, would always hope for an alternative. Hope for a new tomorrow.

# Mandala: Source of Abundance

By: Priya, B.Com Hons., I year



"Each person's life is like a Mandala- a vast, limitless circle. We stand in the centre of our own circle and everything we see, hear and think forms the mandala of our life" - Pema Chadron

The meaning of the word Mandala in Sanskrit means 'circle'. It stands as a representation of the universe and gives a sense of belonging. The circular designs symbolise the idea that life is a never-ending circle. It is a river that keeps on flowing and is interconnected.

When somebody creates a mandala, it becomes a window for exploring one's inner self. It is a simple, soothing process of self-realisation and meditation. Every design of Mandala has a connection of insight, healing and self-expression; depicting the wholeness of the person creating it. One can find numerous examples of Mandala in nature. The rings inside a tree trunk, a pebble when thrown into a pond to seashells and snails, every aesthetic beauty denotes silence. These organic mandalas are promoting peace and balance.

Mandala is these days a lot in trend because of its symbolic, therapeutic and commercial value. There are several benefits of Mandala; it is a stress reliever, brain stimulator, kindles creative spark, acts as an immunity booster, a cure for illness and a source of livelihood.

Talking about art therapy it's more of a process than attending to the result at once. Creative round, symmetrical images help in healing and attaining mindfulness, focus and inner peace.

The commercial aspect of Mandalas is more in pictures these days. Mandala brings in positive vibes with it and thus many mandala paintings, bedsheets, covers, mattress are becoming popular. Mandala textiles, pottery and handwork are covering wide markets. Many people are earning through mandala Instagram pages and taking orders of mandala bookmarks.

The traditional patterns of business often shadow the creativity and passion which stands as a powerful expression of earning. Mandala art can ignite one's vision towards becoming a creative entrepreneur. It provides a way of unleashing creativity and money while exploring inner desires at the same time.

So, one does not have to be an accomplished artist to create a mandala. It is less about artistic merit but more about slowing down for a while, introspecting and allowing the creative and intuitive flow to occur. If one is excellent at making mandalas, they can use it at the same time from a commercial point of view. Every kind of art is appreciated and if one's talent can give a reward at the same time then one should surely go for it.

# COMMERCE AND COVID

## The Never Ending Battle

**By – Anjali Singh, Bcom II year**

Healing the wounds given by COVID 19 to the economy is no walk in the park as this scale of challenges has not been witnessed hitherto except for the 2008 crisis, which was comparatively not as worse as the ongoing one. For India the fall in GDP has been at its lowest at 23.9%, RBI called it “historic technical recession”. Since beginning of the global pandemic, huge collapse of share markets and contraction of GDP at macro-level and huge losses to vendors and small enterprises and unemployment at micro-level have jolted the economy.

As the economy got partially unlocked, manufacturing and industrial activities gradually resumed and the lockdown prompted pent-up demand is also helping with the economic rebound. India’s PMI (Purchasing Manager’s index) recovered from 27.4 in April 2020 to 58 in October 2020. With the introduction of “Atmanirbhar Bharat Abhiyan”, whose key beneficiaries are – banking, businesses & MSMEs and agriculture revived a bit with 24.4%, 17.2% and 16.3% allocations, respectively. But, as the situation started to get a bit better, the second wave struck and it seems like we are back to square one. Number of vaccination provided each day is not enough, credit of which should be shared both by authorities and public as many rumours and talks have clouded the judgement of general public and they are hesitant to get vaccinated and it is no rocket science that the longer it takes to vaccinate the population, the longer economy is going to suffer. Therefore, introduction of vaccination and lifting of nationwide lockdown should not be confused with overcoming of the pandemic

Scars of coronavirus are hard to heal but economy surely is taking small steps towards it, and now with the reincarnation of the same degree of the challenge as last year (if not worse), it might take longer than expected for the economy to revive. A bit has been done, a lot more needs to be done, as the challenge is not restricted to surviving the pandemic but to emerge out as a powerful economy.

## Breakdown or Build-up

**By – Taruna Saini, Bcom 1st year**

The impact of Covid-19 pandemic has an adverse effect on both, the economy and the human life. The pandemic has had negative influence in most of the sectors-Tourism and Hospitality sector, Automobile sector, Aviation sector and Real estate sector. The World Bank has estimated the GDP contraction of 8.5% for the fiscal year 2020-21 and 7.5% to 12% for the fiscal year 2021-22

For achieving long-term, stable and higher economic growth, the country needs sizeable efforts in the next 10 years i.e. from 2021-31. This decade can be referred to as the “Healing Decade” to compensate for the losses due to Covid-19. Indian economists fear the 'sleeping S-shaped' growth trajectory, if the efforts are not made to resolve issues related to health of the financial sector and employment. The household consumption demand can see slow growth because consumers will now look to reduce consumption and improve savings. The government needs to encourage corporate and household investments. The task of achieving the desired growth is not easy, but it can be achieved.

# Hope and Despair

By – Priya Das, B.com, III Year



The deadly corona season has emerged as a very long period of emotional and physical suffering. Most countries have been strictly adhering to their corona policies to keep Covid 19 at bay. India has also been guarded with PM Modi's "JAB TAK DAWAI NAHI, TAB TAK DHILAI NAHI!" campaign. Many were eagerly waiting for the vaccine to switch from Reelity to Reality. After the continuous efforts by top medical researchers, the Covid-19 Vaccine arrived successfully. Situations improved, recovery rates rose and death rates declined. The market, trade, businesses and the economy at large started stabilizing. The advent of Covid-19 Vaccine made a profitable mark on manufacturing sector of countries like Russia, UK, and India. India's top performing research institute, Serum Institute of India (SII) became the center of supply for various countries to roll up their vaccine demands. This also helped take political relations with other countries to a new next level with shared discoveries and necessities.

HAPPY VIBES AFTER A DEEP DEADFALL. INDEED! Year 2021 was a ray of hope for everyone for good things to happen.

However, all well it was not to be! Due to relaxations in shutdowns and lockdowns, on one hand and people saturated after a complete year of inactiveness on the other, carelessness crept in with NO RULES ON, NO MASKS ON! Cases turned hot and high and Corona returned with furious second wave. The domestic demand for vaccine increased exponentially. Resultantly, this growing demand led to a temporary pause to the exports of Covid-19 vaccine to fill up the domestic demand and to fight out the next coming waves of Covid-19. This step will have an impact on the supplies of Covid-19 vaccine making it difficult for around 180 countries to get easy access to it. This will create tension among the related countries and a deficit pressure in the market.

This has been a hard time for everyone to believe in the process and hope for a better tomorrow. Getting vaccinated, maintaining Covid protocol of wearing masks and practising social distancing is the least we can do for the nation and world at large. All of us should prioritize to make a sincere effort for the nation by leaving no stone unturned to break the chain of Corona and stop rumours or fake news from being spread on recognized platforms.

Surakshit Jahan Janta Hain, Hamara Yogdan Toh Banta Hain!!

# Effects of COVID-19 on Environment



**By: Jahnvi Chawla, B.com Hons, I year**

Just like every coin has two sides, the Corona Pandemic though has proven deadly, has compensated the planet by providing some advantages for the environment. The global decrease in modern human activity has helped in restoring the environment in various ways.

Up to 2020, increase in the production of greenhouse gases since the beginning of the industrialization era caused average global temperatures on the Earth to rise, causing effects including the melting of glaciers and rising sea levels.

In 2020, it was reported that the first wave of corona has resulted into steep decline in air pollution due to imposing lockdown. Water pollution has also come down to some extent due to less industrialization. The pandemic has also helped in covering illegal activities such as deforestation of the Amazon rainforest and poaching in Africa. In addition, fewer ships are traveling through the world's waterways and oceans for shipping, fishing, aquaculture, and tourism purposes which is not only saving wildlife but also helped in reducing water pollution.

On the flipside, there are also negative secondary aspects such as the reduction in recycling and the increase in bio-waste further creating more problems of waste management adversely affecting the environment. Also, reduced eco-tourism rates are hampering many organizations worldwide that rely on human visitors to feed and care for their animals.

As a result of the unparalleled use of disposable face masks, a major number of masks were discarded in the natural environment, adding to the worldwide burden of plastic waste. During this pandemic, plastics demand for medical usage has increased considerably in some countries. Across the globe an estimated 129 billion masks and 64 billion disposable gloves are being used on monthly basis. It is estimated that people are throwing away as many as 3.4 billion single-use face masks and face shields daily worldwide. The UN has warned that the rising levels of one time used plastic can lead to many health problems. It was estimated that by 2050, there will be more plastic in the ocean than fishes. Moreover, plastic pollution from improperly disposed COVID-19 protective gear also seems to cause wildlife deaths, as animals can ingest plastic items or become entangled or trapped in them.

Due to the sudden shutdown of all the types of social, economic, industrial and urbanization activities, nature took the advantages and showed improvement in the quality of air, cleaner rivers, less noise pollution, undisturbed and calm wildlife. Coronavirus- a blessing in disguise had helped the environment to bounce back'.

To sum up, while the few positive environmental impacts are not sustainable and will be reversed quickly, the increased use of plastic and bio-waste generated are areas of immediate concern. To protect the environment, stricter laws need be enacted and emerging issues addressed promptly, else environment will end up losing a lot more than gained due to the pandemic.

# POEMS

## My Contract (with consensus ad idem but void ab initio)

By: Priyanka, B.Com Hons, I year

May be, It was just a void contract,  
where I gave my free consent.  
But I end up getting an inadequate consideration,  
Now, I can't even blame the situation.  
I do believe that moment we weren't competent,  
And that's the reason, now I am insolvent.  
I chose a wrong mode,  
You only did a fraud.  
It was a misrepresentation,  
And I got no compensation.  
Now, making excuses like difficulty of performance,  
Dear, It's not making any sense.  
This was a breach of contract,  
And now, I am in a quasi contract.  
You didn't fulfill your obligation,  
Though, I can't complain under any section.  
Now, let's make a novation,  
You aren't under any coercion.  
It's a new offer, I do mention,  
I ain't putting any condition.  
But you need to assure me guarantee,  
Let's go under contract of indemnity.

But leave 😂  
Now, I have many more liabilities,  
And Business Law have many beauties ❤️

# Batch of 2023

**By: Disha Poddar, B.Com Hons, I year**

"Batch of 2023 is unique" said one of our professors. Please don't be jealous, I wish I could say this to my seniors but no they were the ones who could say this to us.

BECAUSE

Other batches shared their names, we shared our instagram and snapchat handles.

Other batches shared smiles and handshakes, we shared emojis.

Other batches entered class and hall, we entered google classroom and youtube meetings.

Other batches wore new dress and new shoes, we wore headphones and earphones.

Other batches made gang, we made whatsapp groups



Other batches were told to keep quiet, we were told to mute ourselves.

Other batches called their school friends, we called our college friends.

Other batches spent their first day in a new city, we spent our first day on our mobile.

Other batches missed their home, we missed our college.

This was the first day story of every student of batch 2023 but still we were happy because "we were a unique batch."



## System - A Big Question Mark

**By: Priya Das, B.Com, III year**

Passing by the economy lane  
Shutdown lockdown everywhere  
Income sinking like a nightmare  
And still expecting a GDP share.

9to5 and 24x7  
Monthly pay is still uneven  
This year has been so unforgiven  
Burning up the success of every profession.

Profit making through vaccine  
Public private war still on going  
People pleading for a new morning  
What else they can do except questioning.



Government helping on financial terms  
But what about the safety terms  
Sims can't control over their lusty nerves  
Sexual harassment in-out the medical hubs.

This situation is playing the worst  
From wealthy to unwealthy, it seems like a curse

Youth doing the last rites in tears  
The future is in dark layers  
Every second is a death square  
Till when we will remain in prayers?

# BE A CHANGE

By: Neha Yadav, B.Com Hons , II year

In this world, full of devils  
Let's become an angel  
Because there is urgent need of positivity



In this world, full of sadness  
Let's become a bright smile  
Because there is urgent need of happiness

In this world. full of temporary people  
Let's become the permanent once  
Because there is urgent need of stability



In this world, full of drugs  
Let's become medicine  
Because there is urgent need of recovery.



By- Jahnvi Chawla, B.Com Hons , I year

# ARTISTIC MUSINGS

“If I could say it in words there would be no reason to paint.”  
Here are some of the art work from the students of Commerce  
Department of DRC.

## *Budding Artists*



By: Priya, B.Com Hons., I year



By: Priya Das, B.Com, III year



Photo Manipulation Artwork

By: Pravita Kumavat , B.Com Hons., I year

## *The Humourous Side*

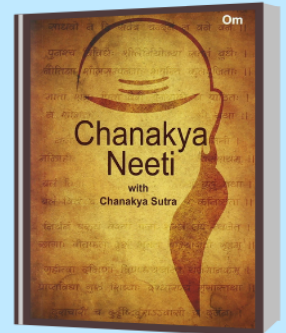
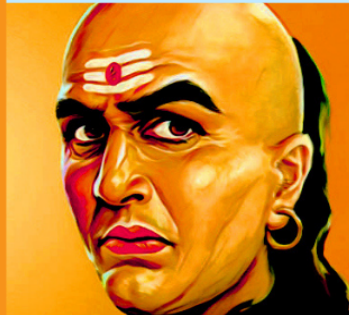


By: Haimi Praharaj, B.Com Hons., II year

## CHANAKYA NITI FOR A SUCCESSFUL BUSINESS PERSON

BY: Lakshita Anjana , B.Com Hons , I Year

**Once you start working on something, don't be afraid of failure and don't abandon it. People who work sincerely are the happiest**  
- Chanakya



The Chanakya Niti was written by Chanakya in 4th and 3rd century BCE. Chanakya is widely regarded as a master strategist, great thinker and diplomat. His treatise, Chanakya Niti, meaning policy made by Chanakya, is a collection of aphorisms i.e. expressions of general truths and principles. It contains 350 sutras (formulae) on how to live wisely.. The book is full of wisdom for success of business and its growth. Many in the world of business follow the principles given by Chanakya. Here are some basic principles of Chanakya to be successful in life:

- Read a lot as "leaders are readers",
- Make a habit of writing,
- Learn to value time,
- Keep the company of successful people to start thinking like them
- Think like a leader even before being a leader.

Chanakya warns that there is nothing like instant gratification when it comes to business. Success is a drop-by-drop process.

Today, we all are obsessed with data security. Chanakya spreads the wisdom of keeping business secrets. There can be several people who are not in leadership positions but are create a strong impact. Chanakya asks us to respect these people because their impact could put them in powerful positions. Being polite in the workplace is necessary to build trust among team. Chanakya also advises to choose your mentor wisely.

Chanakya has written about each and every aspect of life. Learning from Chanakya can change the thinking of a person.

# YOUR NEXT FIVE MOVES

## (MASTER THE ART OF BUSINESS STRATEGY)

BY: Shatakshi Dubey, Bcom Hons. III year

Both successful entrepreneurs and chess grandmasters have the vision to look at the pieces in front of them and anticipate their next five moves. In this book, Patrick Bet-David "helps entrepreneurs understand exactly what they need to do next" by translating this skill into a valuable methodology. Whether you feel like you've hit a wall, lost your fire, or are looking for innovative strategies to take your business to the next level, Your Next Five Moves has the answers. You will gain:

CLARITY on what you want and who you want to be.

STRATEGY to help you reason in the war room and the board room.

GROWTH TACTICS for good times and bad.

SKILLS for building the right team with values.

INSIGHT on power plays and the art of applying leverage.

### MAIN IDEA

To become a chess grandmaster, you have to develop the ability to look five moves ahead. In a similar vein, to excel in business, become a strategist and think at least five moves ahead all the time.

Even if you don't play chess, you still need to learn how to act like a chess grandmaster. Always think five moves ahead in whatever you do.

"Some of you overachievers may be wondering why only five moves ahead. There are two reasons. First, five moves is the sweet spot of thoughtful strategy and swift action. Though there may be times when you will want to think beyond five moves, thinking too many moves ahead can lead to paralysis by analysis. Five moves is enough to make sure you are anticipating future outcomes and seeing moves and countermoves. The second reason is that, on a macro level, there are five moves you need to master to succeed in business. They are exactly what you need to do to achieve success. By the time you have studied all five moves, you will have everything you need to achieve whatever type of success you're after."

Patrick Bet-David

### **Move #1 - Master knowing yourself**

Knowing yourself is rarely talked about in business circles, but it's impossible to think ahead without self-awareness. Once you definitively decide who you want to be, which direction to take will become much more clear, as well as why it matters.

### **Move #2 - Master the ability to reason**

How to process issues, and having a methodology for making decisions are important. No decision is ever black-and-white, and if you can learn to see all the shades of gray, that will help you move forward decisively, even in the face of uncertainty.

### **Move #3 - Master building the right team**

To build the right team around you, it's vital that you get to understand others. If you help people find the best in themselves, you can build a team that will help you grow. Ask questions, challenge your people to understand themselves, and build trust in your team.

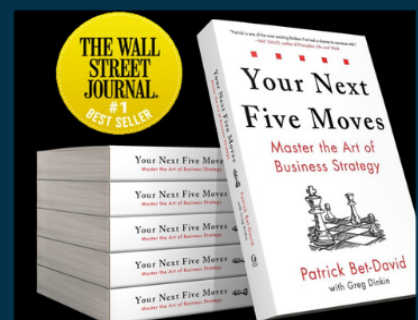
### **Move #4 - Master strategy to scale**

Ideally, you want to spark exponential growth. Learn how to raise capital, invest in rapid growth, and create systems which will allow you to gain and maintain momentum. Tracking and constantly measuring the key parts of your business model is required.

### **Move #5 - Master making power plays.**

Everyone wants to beat the Goliath in your industry, and if you do that it will be great for your reputation and future operations. Learn how to control your narrative and leverage social media productively to frame your story. Always keep thinking five moves ahead.

*Combining these principles and revelations drawn from Patrick's own rise to successful CEO, Your Next Five Moves is a must-read for any serious executive, strategist, or entrepreneur. If you are interested in executing these moves, go grab your copy of the book today!*



# PLACEMENT INSIGHT

The following students of the department got placed in the year 2020-21 through the Placement Cell of the college headed by Dr. Kalpana Vaish

S. NO.	NAME OF STUDENTS	COURSE	COMPANY
1.	Avni Agarwal	B.Com(Hons.)	Deloitte USI
2.	Riya Jain	B.Com(Hons.)	Deloitte USI
3.	Anuradha Jaiswal	B.Com(Prog.)	Deloitte USI
4.	Anshika Gangwar	B.Com(Prog.)	Deloitte USI
5.	Spandan Garg	B.Com(Hons.)	Deloitte USI
6.	Arzoo Nathani	B.Com(Prog.)	Deloitte USI
7.	Ayushi Arora	B.Com(Hons.)	Deloitte USI
8.	Aishwarya Sharma	B.Com(Hons.)	Deloitte USI
9.	Dhriti Garg	B.Com(Hons.)	Deloitte USI
10.	Namita Gupta	B.Com(Hons.)	Deloitte USI
11.	Radhika Jain	B.Com(Hons.)	Deloitte USI
12.	Vidisha Mittal	B.Com(Hons.)	Deloitte USI
13.	Harshita Sharma	B.Com(Prog.)	Deloitte USI
14.	Riya Malhotra	B.Com(Hons.)	Deloitte USI
15.	Siddhi Sapra	B.Com(Prog.)	Deloitte USI
16.	Kashvi Bansal	B.Com(Hons.)	Deloitte USI
17.	Vidhi Sharma	B.Com(Hons.)	Deloitte USI
18.	Aarti Sahu	B.Com(Hons.)	EY GDS
19.	Aaryani Dogra	B.Com(Hons.)	EY GDS
20.	Divya Walia	B.Com(Prog.)	EY GDS
21.	Khusbu Rawat	B.Com(Hons.)	EY GDS
22.	Mahek Agrawal	B.Com(Hons.)	EY GDS
23.	Prachi Tyagi	B.Com(Hons.)	EY GDS
24.	Ruchi Gupta	B.Com(Hons.)	EY GDS
25.	Shatakshi Dubey	B.Com(Hons.)	EY GDS
26.	Shivani Goyal	B.Com(Prog.)	EY GDS
27.	Sonali Jean	B.Com(Prog.)	EY GDS
28.	Tanuja Rawat	B.Com(Hons.)	EY GDS
29.	Aaryani Dogra	B.Com(Hons.)	TresVista
30.	Amana Goyal	B.Com(Prog.)	TresVista

S. NO.	NAME OF STUDENTS	COURSE	COMPANY
31.	Ritika Pal	B.Com(Hons.)	Chegg
32.	Sofia Arif	B.Com(Hons.)	Chegg
33.	Prachi Tyagi	B.Com(Hons.)	Chegg
34.	Prakshi Goyal	B.Com(Hons.)	Chegg
35.	Jhanvi Sachdeva	B.Com(Hons.)	Chegg
36.	Anisha Gandhi	B.Com(Hons.)	Chegg
37.	Ishita Gandhi	B.Com(Hons.)	Chegg
38.	Aastha Jindal	B.Com(Prog.)	Wipro
39.	Shikha	B.Com(Prog.)	Larsen and Toubro
40.	Vaishnavi Shukla	B.Com(Hons.)	Larsen and Toubro
41.	Vrinda Bhola	B.Com(Prog.)	Digiversal
42.	Tanuja Rawat	B.Com(Hons.)	Digiversal
43.	Niha Rajkhowa	B.Com(Prog.)	Fincart
44.	Gaurangi Mehrotra	B.Com(Hons.)	Fincart
45.	Gyanda Sharma	B.Com(Prog.)	Fincart
46.	Shikha Yati	B.Com(Prog.)	HYPD Store
47.	Gaurangi Mehrotra	B.Com(Hons.)	HYPD Store
48.	Tanya	B.Com(Hons.)	HYPD Store

## PLACEMENT METER

B.Com(Hons.)

B.Com(Prog.)

**33**

Offers

**15**

Offers

# KNOWLEDGE BOOSTER



## FUN PUZZLES TO BLOW YOUR MIND

At times, people get a real sense of satisfaction from having figured out different puzzles. Moreover, such brainstorming opens the door for out of the blue thinking.

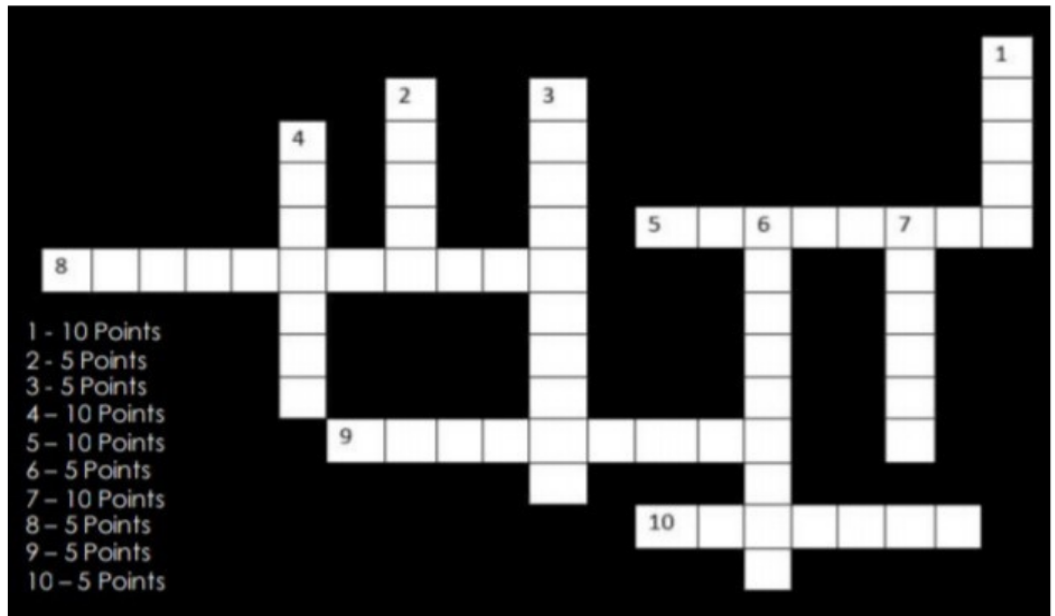
So here is a fun corner, thus, giving you an opportunity to sharpen your mind by following a very pragmatic approach.

### ACROSS

5. An advance in the property market -
8. Mass communication with customers or potential customers usually through paid public media is known as -
9. Foreign potato sticks which come with toys-
10. Popular toothpaste which is is the product of Hindustan Unilever -

### DOWN

1. Name the fruit that makes us think differently -
2. Merchandise owned by company for selling in the normal course of business -
3. The art of getting things done by others -
4. See what's happening
6. Slow economic period where GDP declines -
7. I am the river that sells you things -



## ANSWERS :

ACROSS - 5. Mortgage 8. Advertising 9. McDonalds 10. Closeup  
DOWN - 1. Apple 2. Goods 3. Management 4. Twitter 6. Recession 7. Amazon

# BUSINESS BUZZWORDS

By: Rhea Singh, B.Com Hons., II year

## BANDWIDTH

The term "Bandwidth" was adapted from the technology industry in which it means signal transmissions. It means range of frequency in which signal can be sent. However, in the corporate world it can be used to describe a person's work capacity or how much energy an employee could contribute to a project. It is used as a new way of saying, "how much we can get it done". When someone is overworked and overwhelmed, they may say, "I don't have the bandwidth to take on that project." It is a simple term that takes the pressure off other lines, such as "I do not know how to do this". During these times when COVID-19 is prevalent, this annoying business jargon can be used to say that we all ran out of "bandwidth" at some point or another. Some think that "I don't have the bandwidth" is a less offensive way to say "I don't have the time to do what you have asked."

For Example:-

- "Frankly, Neha, I don't think I have the bandwidth to write this article."
- "I don't have enough bandwidth to take on any new clients."

## NEW NORMAL

A new normal is a state to which an economy or society, etc. settles following a crisis, when this differs from the situation that prevailed prior to the start of the crisis. The term has been employed in relation to World War I, financial crisis of 2007-2008, September 11 attacks, the aftermath of the 2008–2012 global recession, the COVID-19 pandemic and other events. It is the most annoying business buzzword of 2021. The "new normal" refers to the state of the world and how we expect the world to be, after the onset of the COVID-19 pandemic. So it is a tactful phrase, we've started using as a way to remind ourselves that while the world is forever changed, we are adapting and adjusting. We say "the new normal" to talk about things that are normal now – but which were different in the past.

For Example:-

- "Wearing a face mask is the new normal."
- "You don't like social distancing? Well, it's the new normal."
- "Shaking Hands is not the only way to show warmth is the new normal"

## LOW-HANGING FRUIT

The term refers to actions that are easy to do, especially as compared to more difficult options. This term never refers to actual produce. It's just a way to call something "easy but still worth doing." "Low-hanging fruit" is a common metaphor in business that refers to doing the easiest task first. In business, sometimes focusing on low-hanging fruit first as a strategy can lead to meeting targets quickly but sometimes it can lead to an accumulation of more difficult tasks.

For Example:-

- That company is low hanging fruit. They are in financial difficulty.
- There are a lot of things that need to be completed for our project. I would suggest that we start with the low hanging fruit.

## THINK OUTSIDE THE BOX

"Think outside the box" can mean almost anything outside of "doing what we normally do." This abstraction gives precious little insight into what kind of action people should take. It is a metaphor that means to think differently, unconventionally, or from a new perspective. This phrase often refers to a novel or creative thinking.

For Example:-

- The team always thinks outside the box to come up with unique advertisements for all its clients.
- In our organisation, thinking outside the box has an added advantage for all of the employees.

# DECODING JARGONS

-Spandan Garg, BCOM hons, III Year

I represent a single number and am commonly used to rank active mutual funds. I gauge the performance of an investment against the market and can be positive or negative. Active portfolio managers often use me to eliminate unsystematic risk. Guess who I am?

*I am 'ALPHA'*



I am the most common metric used by investment and commercial banks to determine the extent and occurrence ratio of potential losses in their institutional portfolios. Risk managers also use me to measure and control the level of risk exposure. What am I?

*I am 'Value at Risk'*



**VaR**

I am a top-class institution, where mostly large investors like high-net-worth individuals, endowments, etc. pool in huge sums of money to earn active returns.

*I am 'HEDGE FUND'*



My name has different connotations for different people. For the banks, I am the interest rate that the central bank charges for short-term loans. And for the investors, I am the rate at which the future cash flows are discounted to value a business. What am I called?

*I am 'ENTERPRISE VALUE'*



I am a more comprehensive alternative to equity market capitalization and could be thought of like the theoretical takeover price if a company were to be bought. I am very much in demand nowadays; many people use me as a valuation tool to measure the performance of a company. Who am I?

*I am 'DISCOUNT RATE'*



I am not a scam (as some are loudly proclaiming). Traders use me to speculate, while investors use me to hedge against the downside risk of a long position. I bet against a stock and am not for the faint-hearted. Beginning investors tend to avoid me for the risk of unlimited losses. Who am I?

*I am 'SHORT SELLING'*



More than a decade ago, I became a well-known phrase across the world, but for all the wrong reasons. I had played a major role in the financial crisis of 2008, and in the sovereign debt crisis. As such I am a good product, but only when used properly. I am the most popular type of OTC credit derivative. Who am I?

*I am 'CREDIT DEFAULT SWAP'*



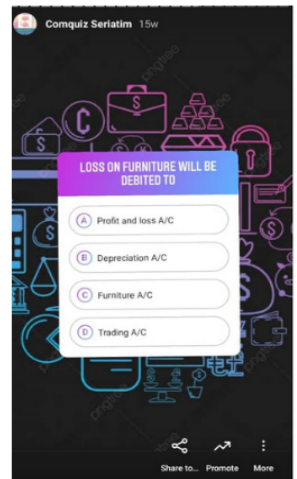
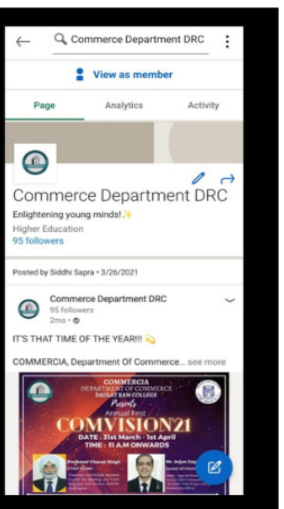
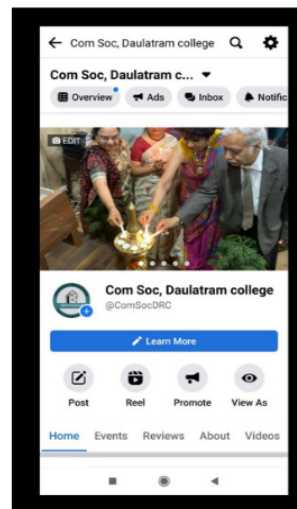
# SOCIAL MEDIA WRAPUP

Social media has come a long way over many years. From humble beginnings, it's now something that plays a significant role in most of our lives. The commerce department has a good reach on social media handles. We have around 800 followers on our Instagram handle and around 2400 likes on our Facebook page. Our social media heads Tanisha Darolia and Anukriti Singh have successfully helped us gain around 200 new followers and have managed the page in most graceful manner.

As said by Ray Allen, former American professional basketball player  
"You don't need a corporation or a marketing company to brand you now: you can do it yourself. You can establish who you are with a social media following."

Similarly, the COMMERCIA (Commerce Department) of DAULAT RAM COLLEGE has come up with various handles on different social media platform- Instagram, Facebook, LinkedIn with an extended reach of followers.

Regarding our social presence , we organised online commerce related quizzes and a series of "Update yourself" posts where we posted about what's happening in the business world. Along with this, we post about our annual fest - Comvision, it's events, chief guests, guest of honour, winners,sponsors and various activities like webinars, workshops, seminars happening in our department throughout the year.



## CONTACT US ON:-



**commercias.drc**



**Com Soc, Daulatram college**



**Commerce Department DRC**

# MESSAGE FROM CORE TEAM



**DR. GUNJAN GUPTA**  
Assistant Professor

Dear colleagues and students

With everything being online this year, nobody thought that the year could be such an amazing one. Coordinating on elections and witnessing eager participation from student's end was such a proud moment. Now that union was formed, the first event of the year COMMISODES took place, followed by Campus to Corporate, Yoga for life session in collaboration with NSS. The Annual Fest of Commercia, the Commerce Department of our college- Comvision was organized on March 31- April 1, 2021, in the online mode. In Comvision, managing The Pitch, Digi Mock Stock, Crossword and En Case was an amazing experience. Our Principal, Savita Roy Ma'am was a pillar of support throughout the year, our Convenor of Commercia, Sushma Arora ma'am guided us through every little problem and not to forget, the diligent and talented Union members and the core team.

The Commerce Association aims to provide it's students a platform to enhance their knowledge and interpersonal skills. Throughout this year, the members of Commerce Union have worked dedicatedly and energetically for the departmental activities.

The Annual fest Comvision saw mass participation from students of different colleges, full of enthusiasm and zeal. It included events that revolved around the changing trends in commerce and management. As this session ends, I would like to give our best wishes to the outgoing batch and wish they achieve great heights and bring laurels to our college.

I would like to thank Dr. Savita Roy, Principal for her constant guidance and encouragement to us. I would like to thank our colleagues for their support to various departmental.



**MS. RICHA KAUR**  
Assistant Professor



**MRS. MANSI KANOJIA**  
Assistant Professor

On the onset, my prayers are with everyone who has been affected by the dreadful Corona and prays for everyone's safety and good health. This year's Comvision 2021 was special, an experience we would remember for many years to come, though we would not want to repeat it, as nothing beats face-to-face events. In spite of the new format and hardship that came along with it, we did not miss the enthusiasm of the professors and students. This year I was bestowed upon the role of convenor for the event – Digi Mock stock, an event which was a practical knowledge house for the likes of Commerce students all over the University of Delhi. Students' and professors' efforts are deeply appreciated. I must concede and acknowledge the great work done by Anuradha Jaiswal and Shatakshi Dubey without whose contribution Digi Mock Stock would not have been runaway success the way it has been. It started with the election for the B.Com program Union where I participated as a member of the Commerce Association during the entire process of election and selection. Being part of almost every webinar and online program conducted in the Commerce Department was very fruitful. It was a learning experience for me as well as all the students who were part of it.

They say every challenge is an opportunity. This year, our faculty and students have shown this to be true. Despite all odds, through various department events, we all tried our best to connect, engage, participate, learn, enjoy and grow! With this year's edition of COMBUZZ, we have made an effort to showcase our students' impressions and expressions in various forms.

I would like to express my sincere gratitude to our Principal, Prof. Savita Roy and Commerce Association Convenors- Mrs. Meeta Mathur and Mrs. Sushma Arora for providing us the platform and for their continued guidance.

Team Commercia- the union members and extended teams, have put in immense efforts for each and every event of the Association and deserve accolades for the same.

In the end to all the students, Don't limit your challenges, Challenge your limits.



**DR. ISHA GOEL**  
Assistant Professor



**MS. ISHA BHATT**  
Assistant Professor

Dear Readers

What a year it has been and what great enthusiasm we witnessed. This year was nothing like the usual session we were accustomed to, however, it didn't take away a bit of the excitement and hard work. Annual fest of Commercia, Department of Commerce, "COMVISION" took place on 31 March to 1 April 2021. Coordinating with the union on events as exciting and creative as Digi - Mockstock, En-Case, Crossword and the Pitch was such a complete experience in itself.

It often is perceived that students learn a lot both in the process of organizing the event and during the event, but the experience and the learning we embraced is also worth remembering. We are grateful to our principal Savita Roy ma'am for her immense support. We are thankful to the Convenor of Commercia, Sushma Arora ma'am for her guidance, and last but surely not least, we are thankful for such a hardworking and dedicated team of Union members and core team.

# STUDENT REVIEWS



**POOJA SAH**

I really thankful to the generous and loving family of this department for helping me grow in various areas.



**RITIKA SINGH**

With Commercia, I realised that trust is knowing that when a team member does push you, they're doing it because they care about the team.



**ISHITA SABHARWAL**

Even though this year was hard on us and we couldn't work in physical proximity still, it was a wholesome experience that I'll definitely cherish for the years to come.



**SURUCHI KUMARI**

It's such a great opportunity to work for your department, with a dedicated team and such supportive teachers.



**NAVYA KHURANA**

I am really glad to be a part of the Commerce Department. The seniors are very engaging and lovely to work with! Will miss them all.



**SHERYA ARORA**

All the team members are supportive and helpful, seniors never get tired of explaining things to us and most importantly they are like a family now.



**SIDDHI KUMARI**

There were many types of work from which I was unknown but with the guidance of my heads, I came to learn many things and able to enhance my knowledge and experience.



**VIBHATI TANDON**

As another action-packed year comes to an end, I gather most memories of successful events in a chain.



**YASHIKA AHUJA**

To all the teachers, You deserve more than just a 'thank you'. You understood our personal problems just as much as you understood our chapter related problems. We appreciate you more than we show.



**RASHI PAHWA**

I truly had a magnificent year with the commerce dept. All the events were well organised and virtual COMVISION'21 was also marvellous. A big cheers!!



**TANISHA DAROLIA**

I am so grateful that I am part of this amazing team. The working environment of the team is so positive that you never feel like giving up. I would like to thank all of the union members for giving me this opportunity.



**TARUNA SAINI**

I am really glad to be a part of the Commerce Department. The seniors are very engaging and lovely to work with! Will miss them all.



**VIDHI SAINI**

I have learnt a lot here and I have seen positive transformation in myself by being a part of Commercia.



**PRIYA RAMAWAT**

Being a part of Commercia is really amazing, all the seniors here & other teammates are generous & very supportive.



**ONSHI TEWARI**

Commercia, for me was an ocean of opportunities, for it enhanced me as a person. The Department teachers and Union members were accessible every time. Can't wait to experience all of this in offline mode!



**SHIVANI SINGH**

Truly, I'm very blessed to have a great and amazing team leader as well as the lovely members!



**PRIYAL GUPTA**

The Department works marvelously and remarkably. It's my pleasure to be a part of it. Our seniors are very cooperative and obliging. Going to miss them all!



**UNNAT KAUR**

Starting from the audition for being a part of commercia till preparing for virtual farewell i had learnt the real sense of team work.



**MEHAK DUGGAL**

Overall, I am very grateful to be able to be a part of the Department of my choice, and attain a quality education along with loads of good experience to better myself for my future. I'll truly miss all of this.



**AYUSHI GOEL**

The faculty and seniors are too cooperative and understanding. Just hoping to have face to face conversation with them soon.



**PARKHI AGARWAL**

I would like to thank all the seniors for giving me the opportunity to be a part of this department. They all are very sweet. Waiting to meet all super soon.



**NISHA SUMAN**

Working as a creative member, I've found everyone in the team cherish each other's personality not only in technical things but also being an individual.



**SIMRAN BEHL**

Although the Freshers' could not be the offline one but still the level of fun and excitement was no less than that.



**ANUKRITI SINGH**

For me, being a part of Commercia has been tremendous. I was always ringed with opportunities that helped me grow as an individual. Even though it was online, our seniors never failed to keep that energy alive. I hope to meet each one of you soon!



**AARTI YADAV**

I had great experience during comvision and I thank the whole team of Commercia especially the union members for being so kind and supportive.



**DIKSHA**

The most noble and determined people, which coordinates the things that never fails to amaze. These hardworking and Amiable people makes a prominent union which always reminds me of "every thing at once" and that...says alot.



**SAPNA MAITHANI**

I got enough exposure through COMVISION, the magnificent event and through day to day contributions.



**TARUNA SAINI**

Being in commercia team helped me a lot in developing new skills, especially technical skills.



**RIYA KHANNA**

Had a great time working with the commerce department. The seniors and teammates are very cooperative. Wish we had this offline!



**JYOTI**

The department works hard to provide students with opportunity to further learn outside of the classroom.



**HARSHITA PRIYADARSHANI**

Not only I learned about creativity, but I also learned about Sponsorships and so many things.



**PRIYANKA YADAV**

Each task became a plum job while working with the consolidate members. I wouldn't even hesitate once to be a part of such team again!

# GLIMPSES

