



COMMERCIA



Magazine, Department of Commerce, Vol. 6 2020-21

CONFLUENCE



Sri Aurobindo College (Eve.), University of Delhi



INDEX

COMMERCIA

Volume 6 (2020-21)

Official Students' Magazine
of the Department of
Commerce,
Sri Aurobindo College
(Evening),
University of Delhi

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ABOUT COMMERCIA

Commercia- The commerce society of Sri Aurobindo College (Eve) established in 2014, solely works on the principle of 'COOPERATE TO CORPORATE'. The spirit of the society lies in working as a team with passionate and enthusiastic individuals which lead not only to the overall growth of Commercians but helps commercia reaching new heights every year. It's not just a society but a platform for individuals to showcase their talent and learn new skills apart from their academics.

COMMFEED- A virtual news blog relaunched in a new avatar this year with the addition of a "Featured" column helps viewers not only gain knowledge but also exhibit their talents.

BIZZBONE- Commercial report blogs made monthly, helping students to hone up their research skills, thus help to boost their knowledge.

INTER COLLEGE COMPETITIONS- Events aimed to develop the skill set of commercians that relates to management, leadership, decision making, etc. thus preparing them for the future.

Commercia also believes in diversification, hence works on the pillars of Digital, content, marketing, interior, and Personal relations departments. Diversification ensures an equal workload and thus ensuring work is done both effectively and efficiently. Working not as a team but as a family helps build confidence in each other, which in turn makes commercia a dynamic society.

Commercia has been working with great zeal and enthusiasm which lead to the development of SACE and is now proud to announce "CONFLUENCE"- The annual magazine of Commercia.



Principal's Message

It is with great pride and excitement that I'm writing my very first message for this magazine as the newly appointed principal, here at Sri. Aurobindo College(Evening). I am truly honoured to launch the 6th issue of 'Confluence'- the annual magazine of Commercia- The Commerce Society of SAC(E).

This magazine not only sheds light on the academic excellence of the students but also marks the heights of excellence in the co-curricular areas. Individuals here are moulded to confront the professional front.

The firm belief of "learning has no end" boosts individuals to learn something new each day and work with great zeal and enthusiasm not only to make Commercia a dynamic society but also brings fame to the institution.

The active involvement in the various projects like project Anapurna, project ISHTA under Enactus are prominent contributions and sail a long way.

Also, the commendable job done by the editorial board in planning and producing this magazine deserve equal appreciation. Bringing forth the concept of business and Commerce through innovative thoughts is interesting and I think readers will appreciate it as well.

I also applaud the contributors for expressing their thoughts and varied hues in the articles contributed by them. This newsletter is a reflection of society's growth excellence and various aspects of a student's life.

Once again, I congratulate the team and wish them good luck in future endeavours.

Dr. Kusum Lata

Principal

Sri Aurobindo College Evening



HOD's Message

It gives me immense pleasure and honor to present 'CONFLUENCE'- The annual magazine of Commercia. Seeing the department reaching new heights, seeing growing individuals, coming up with co-curricular excellence thus making a perfect balance between the scholastic and co-curricular. I'm delighted and it's exceptionally great to have all this in the 6th issue of 'CONFLUENCE'.

This magazine gives us glimpses of the achievements and activities of the department in the last academic year while also bringing back memories of the past.

The commerce department for whom excellence is a habit is always a blend of resources for its members to help enhance their skills and talents. With achieving milestones every passing year, expressing ideas, honing up skills, the department is leaving its mark as always.

Also, it's my honour to say that the institution witnessed the 101st Edition of COMMFEED- The E newsweekly that too in a new avatar which gained immense love from viewers.

I also extend my heartfelt congratulations to the hardworking team of BIZZBONE which brings commerce knowledge by digging deep into the complex issues of the economy and providing a simplified version to the readers.

Also, active participation in many projects like project X- culture, project- Enactus, and many more have gone a long way to equip and deserve appreciation. Lastly, I congratulate the editorial team and students for their meticulous planning and hard work in bringing forth this magazine.

Mr. Amandeep Nahar
Associate Professor,
Head of Department - Commerce

From The Minds Of The Student Editors



Six years back when this magazine was first published no one ever thought it would turn into a legacy. Our past, present & Our future is all what it sings and undeniably the reason why it holds such an important place in so many hearts today.

We, the editorial Team for the session 2020-21 feel so privileged & Proud to finally bring out the sixth edition of the annual magazine 'CONFLUENCE'.

There is no magic to achievement. It is really about hard work, choices and persistence. Every single day Commercia strives to become better. This magazine is a reflection of our growth, success and most importantly improvements.

'CONFLUENCE' would not have been possible without the extensive support and guidance of our committee of mentors. The editorial board expresses heartfelt gratitude to the mentors for their constant enlightenment. We also thank each member and every student who has contributed to it and all those who were there with us throughout the year.

We have put in sincere efforts to provide a cognitive experience to our readers. We sincerely hope that you will enjoy reading this edition and support the editorial board in carrying forward the legacy.

This is our Story.



Shreyans



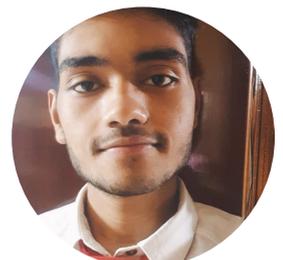
Niraj



Mudit



Meenal



Swadeep



Akshit

FROM THE DESK OF CORE TEAM



Shreyans Bothra

.President

"Individual commitment to a group effort--that is what makes a team work, a company work, a society work, a civilization work." Commercia is a Family that will always stay close to my heart. I am honoured to lead this Vibrant Society. I am Blessed to have spent 3 years of my college with Commercia.



Niraj Kejriwal

Vice President

COMMERCIA has given me the 3 best years of my life, few amazing people, and endless memories working for it. I'll forever cherish my association with COMMERCIA, being at a position to lead this team I feel blessed and while writing my last message from the desk of Core Team for the readers of our work, I proudly present to you 'CONFLUENCE' our Annual magazine for the session 2020-21.



Kartik Thanai

General Secretary

"Talent wins games, but teamwork wins championship"-Michael Jordon.
It's been a privilege for me to be the part of this society as a general secretary. I believe Commercia has given me immense exposure of leadership, teamwork, soft skills by providing a dynamic environment, experiences and a small taste of the real world out there. I felt honoured to work with such an amazing and versatile people which is now like a family for me.



Mudit Tewari

Joint Secretary

H.E Luccock once said, "No one can whistle a symphony. It takes a whole orchestra to play it."
I believe Commercia is my orchestra, it has given me so much from innumerable lessons to myriads of memories to relationships that will last a lifetime. I'm grateful to be surrounded with such inspiring people who work relentlessly to produce the best work. I'm forever indebted to Commercia for giving me the platform to learn and grow not only as a team player but as an individual as well.

BIZZBONE

COMMERCIA, the team that is passionate about their work has always worked diligently to provide the best quality content for all commerce lovers.

With the successful launch of our Business Column-"BIZZBONE" in August 2019, where the readers are provided with a simplified, comprehensive, and eclectic outline of Contemporary topics of the corporate world.

This year also Commercia published 4 reports on trending topics:

- India-China Trade dispute: With the growing economic tensions between India and China, this issue of bizzbone covered The India-china trade issues stating the India China relations, economic, social, future impacts and the effect on global relations. etc.
- The rise and fall of Byjus: September being themed as the start-up month, (Covered later), the Bizzbone was also based on the same. This edition talked about the starting up, challenges faced, and the ongoing success of the startup.
- Covid Hit: Economy gloom, Stocks Boom- In this report, we tried to find the reasons that why the stock market was on a Mad Bull Run while the whole economy was hard hit by the COVID Pandemic
- New Farm Bill: Remedy or Malady- This report covers the details of what are the New Farm Bills which were introduced by the central government and why are these laws being criticized by thousands of farmers.

Thus, Bizzbone continues to sail.

COMMFEED

Commercia proudly mentions that COMMFEED, the weekly newspaper of Commercia was launched in a new avatar this year. The addition of the "FEATURED" column to the weekly newspaper allowed students and the viewers to get their views featured. This initiative provides latest news of the corporate world and the economy. Commfeed was the first digital newspaper of Sri Aurobindo College Evening by a society. We were pleased by the response from our viewers. It was because of such immense support and an amazing response over social media handles that we have reached this landmark by providing great knowledge of commerce and its issues.

Thus, commercia ensures that it will constantly provide the latest updates and productive information of the commerce world and will make sure to charge up everyone's knowledge and business acumen.

ISSUE: 101st Sri Aurobindo College (Evening) JANUARY 24, 2021

COMMFEED
(THE COMMERCIA WEEKLY)

WORLDWIDE

- Elon Musk became the world's richest person this month. Setting his sights on telecommunication business. Musk's Space Exploration Technologies Corp. has launched more than 1,000 satellites for its Starlink internet service.
- A year after Covid began, China's economy is beating world. The world's second largest economy is set to report GDP increased 2.1% in 2020. That should ensure its share of the world economy rose at fastest pace this century.

INDIA

- Union Budget 2021 goes paperless for the first time since Independence. Hard copies will not be printed due to COVID-19 pandemic. All members of Parliament will receive the soft copies of the Union Budget.
- Petrol and diesel prices in the country on Saturday touched new all-time highs for the fourth time this week. Prices were hiked by 25 paise per litre each. Petrol price in Delhi went up to 85.70 per litre and in Mumbai to 92.2 per litre.

FEATURED

Days after announcement of the new president elect Joe Biden, The United States of America witnessed a black day in its history as trump supporters stormed into the Capital taking it under siege followed by a gunshot resulting in death of a retired navy pilot. All this anger and rage brought by one thought provoking tweet by none other than Trump himself which later resulted in him being banned from various social media handles. But in the end what was ought to happen, happened successfully the transition from Trump to Biden, by Biden coming into the office and having his inauguration ceremony successfully. In the end we all saw a man's will and ego taking over his mind, not wanting to leave his office.

- Taranpreet Singh, English Hons.
Encore Society - SGND Khalsa College.

Media Partners

Dr. Kusum Lata
(Principal)

LAMHEIN 2K20

Time is something which you cannot hold but memories last forever and adding to this list of memories was 'Lamhein 2k20', the farewell of the Commerce Department, which began on 20th June and lasted till 25th June. It was a 5-day long adieu with a series of fun-filled and interesting tasks for our seniors. The hard work and efforts of the team were explicitly evident and the smiles on these faces made everything worth it. It ended up with Mr/Ms farewell. Though it was virtual the enthusiasm remained the same and hence making 'lamhein 2k20' a big success. It was a very special moment for commercia since every senior dreamt of a Farewell, and organizing one virtually was something no one ever thought and imagined.

Seniors loved their first-ever Virtual farewell. Hence proving that Commercias still stands on the top to make everyone happy.

In the end, this was just a farewell and Not a Goodbye.



COMMFIESTA

"The greatness of a culture can be found in its fests"

To celebrate the greatness of the culture, Commercias came up with 'Commfiesta' on 8th, 9th, and 10th of August. It was a 3-day virtual inter-college fest which consisted of four intriguing competitions for all to participate and not just commerce enthusiasts.

Firstly, MEME-IT-UP which was a meme making event and was conducted on 8th August. Participants were asked to design memes on Business/ Commerce or economy oriented topics.

Secondly, CHASE-THE-CASE was the case study competition which recorded the highest number of participation with more than 60 teams.

Followed by, BI-FOCAL BIZZ- A report writing competition which ended with one concluding round.



Lastly, CREAT-A-BITZZ, the product development event witnessed a participation of 30+ teams. Starting off with an elimination round based on brands and marketing techniques. It concluded with a power point presentation.

Students from divergent backgrounds came forward and their participation made this event a big-time success and as always, it turned out to be a roaring victory for Commercias.

CUNNING LINGUISTICS 3.0

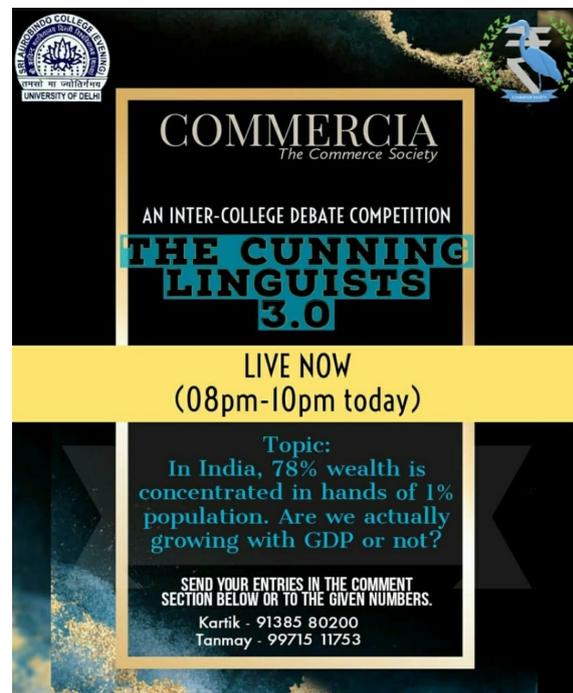
Inter- college Debate Competition

"Having a debate is healthy"

Commercia yet another year organized its inter-college online Debate Competition on 30th August 2020. Having the agenda of the debate: "In India, 78% of the wealth is concentrated in the hands of 1% population. Are we growing with GDP or not?".

The debate hooked a large number of people with myriads of entries since GDP was one of the most burning topics in the covid times.

The energetic participation of the students made Cunning Linguistics a grand success.



Intra- College Debate Competition

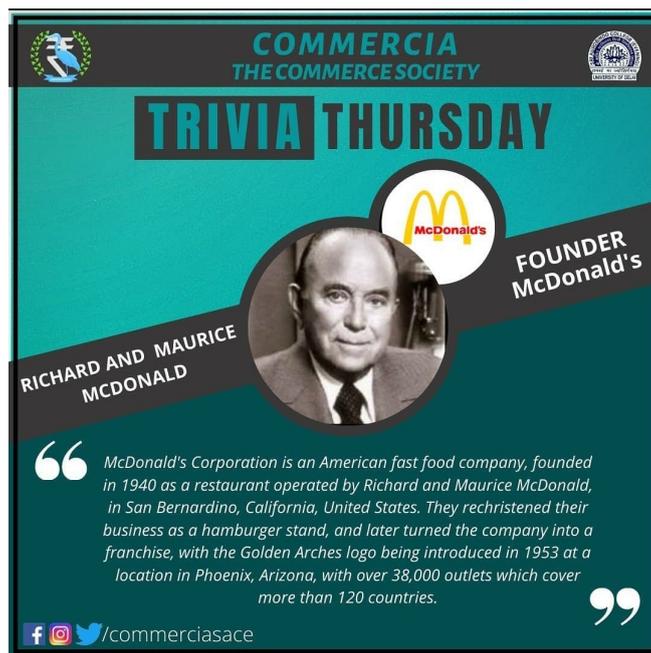


To break the pandemic boredom, keeping in mind the innovations appearing each day and to make the minds of the students work a bit, Commercia organized an intra-college debate competition on the topic - 'Is pandemic fueling a resolve of innovation?'. The virtual debate competition turned out to be another massive success for commercia with a healthy engagement of the students and with a clash of numerous views among the debaters.

The motive of having a debate was achieved as people gained deeper insights through such a healthy discussion.

TRIVIA THURSDAY

Many Big firms and reputed companies earn their income from different sources other than its primary mentioned business. Such information is still hidden from the eyes and knowledge of the general public. Intending to utilize this opportunity, Commercia launched another initiative 'Trivia-Thursday' which focuses on the hidden or unknown income sources of multi-billionaire companies. The very first post was out on January 14, 2021. Every Thursday commercia tries to surprise readers with its research and plans to bring more of such useful & informative content.



Monthly Themes

"When we succeed, we succeed because of our individual initiative, but also because we do things together."

The hunt to search and do something new is what keeps Commercia moving.

STARTUP MONTH

Giving the month of September the theme of 'The Startup Month' the initiative begins with its first post which provided the readers a glimpse about startups and its trend in our country.

Moving further, commercia conducted the very first live session on its Instagram handle about "Startup Building & Entrepreneurial skills" with CS. Priyanka Chopra -The Guest speaker.

Spreading awareness about the government initiative of "Start-up India" through daily posts describing its details, focusing on areas, benefits, and its contribution to the economy.

Also, digging deep into the topic, commercia tried to graphically present the business process of some very popular and renowned startups of India like Magic Pin, Uber and, CoinsDCX, along with their SWOT analysis. It also covered the complete story of Nokia's Rise and Fall.

Hence, the Start-up month ended with informative videos of two startups: "Solar Study, and Mera Cashier" explained by the founders themselves.

CAPITAL MARKET MONTH:

Commerce is all about trading, whether it's buying or selling commodities or securities. So, taking trading of financial commodities as the subject matter and to make people aware of the same, October was themed as the "Capital market month". This month covered various aspects of capital and money markets, different terminologies, capital market products etc. All of this information was posted on Commercia's social media handles for the whole month. Some light was also shed on topics like stocks and mutual funds. Thus, through this initiative it aimed to help readers gain useful insights about the Capital market.

WEBINARS:

On 26th September 2020, Commercia in collaboration with Mr. Prafful Garg, CEO and founder of Bookmyppg and Younity organized a webinar on 'Insights into a startup'. Mr. Prafful discussed key points that a person should keep in mind before building a startup and various necessary things for a startup and how to grow up a startup.

He also discussed some basic points of funding and how different people possessing different skillsets build up a unique and vast team in order to grow up a startup. Further in this session, he shared his own story about how he came up with Bookmyppg which solved the problem of thousands of students to find good Pgs at affordable rates as well as Younity a platform for self-development and enhancing communication skills.

His startup also helps people to find their mentors and get to learn from their experiences. At last, he ended up this session with some other important aspects of a startup which if neglected might cause a failure of the project.

LIVE SESSIONS

Knowledge has no end.

Helping others and making other people gain knowledge is always what commercia is concered about. Thus, fulfilling the motive, commercia also came up with regular live sessions and webinars.

Startup Building & Entrepreneurial Skills

Commercia- The Commerce society organized a live Instagram session on 6th September 2020 with Mrs. Priyanka Chopra who is a startup consultant, an entrepreneur, and a former company secretary. 'Startup building and entrepreneurial skills' was the area of discussion,

The session started with the question about different mindsets of individuals towards entrepreneurship and believing in one's idea. The session continued laying out a few important points, first being not to confuse between idea & plan, get an expert consultation whenever required and financial assistance from the government acts as a cushion to your backbone.

Always having a backup plan for your idea is a must creating opportunity out of adversity was the point highlighted by ma'am in this situation of the pandemic.

Mrs. Priyanka discussed certain difficulties she faced while starting her journey as an entrepreneur such as losing employees to other companies, marketing the correct audience.

The key focus of a person must be that he/she must be ready to unlearn and be prepared to learn new ways.

The session concluded on the various opportunities one can capture in his/her future by becoming self-reliant.

On 24th October 2020, Commercia organized another live session with Mr. Janak Shah on

"Walk Down Dalal Street".

Mr. Janak Agarwal, who is a chartered market technician and Co-founder of The Money Roller. This session was full of learnings about the Indian stock market. Mr. Agarwal discussed some basic terminologies of the stock market and how they play a vital role in investing.

Further in the session, he discussed the things that an investor should keep in mind and strategies that should be adopted before purchasing stocks. He also gave some tips on how to gather information about a company and trace their book of accounts, financial statements for any window dressing.

The session also shares key differences between Investment in the stock market and Investment in mutual funds.

Towards the end a discussion on how Covid-19 affected the stock market and how people have changed their investment in the insurance sector leading to a decline in investments in the stock market also took place.

Writing an attractive CV can be a big challenge.

Often people with great potential can find it hard to get promising jobs due to a lack of an impressive CV. To lighten this burden Commercia- The commerce society of Sri Aurobindo College evening had a live session on its Instagram handle on 31st January on "Resume building".

With Ms. 'Avnie Garg'- Founder of 'Elucidation Today' She was recently featured on the cover page of "India Today". She spotted out many ameture mistakes and gave the viewers many valuable insights on how to build a strong resume. She gave illustrative and valuable points to make the resume better which could eventually help in having your dream job.

COMMCARNIVAL'20

"The sun sets, only to rise, 'Coz in new beginnings our happiness lies"

Amidst the darkness of covid and to bring in some happiness amongst the students, to let their creative minds to work, Commercia-The commerce society of Sri Aurobindo College (Eve) came up with another successful event COMMCARNIVAL'20. A 2-day virtual carnival organized from 7 Nov 2020 to 8 Nov 2020. The idea was to enliven the creativity in the students and so the competition and games organized fulfilled the motto.

It consisted of 4 competitions starting from Aethoretical-The case study Competition, Quizflix-The web series based quiz competition followed by E-Symposium- The virtual group discussion competition, and towards the end Bid-11: The IPL Bidding keeping in the view the craze for IPL season. Commercia was blown away with the participation and the overwhelming response by the students and received 200+ registrations.

Aethoretical was a case study that needs to be solved by the participants in a given time. Quizflix was another exciting game for the participants. E-Symposium was the virtual GD on commerce-oriented topics.

Thus, with the combined efforts of all the team members, COMMCARNIVAL'20 was a great experience for all the participants. In total COMMCARNIVAL'20 proved to be another successful event.

COMMERCIA- The Commerce Society
Sri Aurobindo College (E)

PRESENTS

COMMCARNIVAL'20

07th & 08th November, 2020

Read Caption for More Event Details.

ATHEORETICAL
Case Study Competition

QUIZFLIX
Webseries Quiz Competition

Scan to Register

BID-11
IPL Bidding Competition

E-SYMPOSIUM
Group Discussion Competition

EXCITING CASH PRIZES, GIFTS & OPPORTUNITIES

Under the Aegis of IQAC @commerciasace

Dr. Kusum Lata (Principal) Mr. Amandeep Nahar (Convenor) Shreyans Bothra 8447506392

Our Partners: THE MONEY ROLLER, THE CAMPUS MEDIA, DU V BES, INSIGHTSTONE, Alchem:st, Campus reporter, GrabOn, THE STUDENTS' PRESS, Fieste Live.

COMMERCIA
The Commerce Society Of Sri Aurobindo College (Eve.)

*We Are Looking For New
Fresh Talents to Join Our Team*

Recruitment Soon!!!
STAY TUNED

RECRUITMENT DRIVE 2021

"Your human talent is your most important talent"

The recruitment took place in the first week of January. Google form responses were considered for the selection of the Personal Interview(PI) round.

Receiving a large number of responses from the students. Around 250+ people registered to be a part of Commercia but only 26 people made their way into the society and can truly call themselves COMMERCIAN.

COMMVERVE'21

"Our fests represent our working culture...."

Last, but not least, and continuing from where it left, COMMERCIA - The Commerce Society of Sri Aurobindo College Eve. organized its Annual inter-College Commerce Fest, COMMVERVE'21. This time in an online avatar. It was a 3-day virtual event organized from 26 February to 28 February. The fest was even bigger and better with 5 games and a webinar on placements by Mr. Aayush Mittal -an IIM Kashipur alumni. Starting with

- **PITCH-A-RITCH:**

PITCH-A-RICH was the Shark tank competition of Commverve'21. The main idea of this event was to enlighten the participants on how to pitch for their startup and prepare them for future possibilities. It was a check of their creativity, spontaneity, and innovation. Starting with a MCQ based round, followed by the 2nd round where creativity played the lead role. Imaging a startup of their own, and pitching it not only let the creative minds work but improved the pitching skills as well.

- **TWISTED**

Twisted was the treasure hunt competition. This was a very challenging game since participants were required to solve various riddles in order to emerge as the winner.

- **AD-HUMOR**

The Promotional event competition named "Ad-Humour" was a fusion of awareness and knowledge of Brands and creativity in meme-making. Getting ahead with a MCQ quiz the second round was all about mind skills. At the end, it was both the marketing and creativity that made the event fascinating.

- **BREAK-THE-MONOPOLY**

BREAK-THE-MONOPOLY is inspired by the monopoly board game whose tagline was "It's not a child's play". Helping the participants learn about portfolio building, the game started with an elimination Portfolio building round. Keeping a check on the Budgeting skills, the game was all about taking clever and wise decisions which are necessary for any entrepreneur.

- **TRADE-X**

The stock mock competition named "Trade-X- "risk hai to Ishq hai", unmasked the hidden trader in the participants. The competition was a fusion of attentiveness, awareness, in-depth analysis, and deciphering the facts properly. Giving it a power start with a MCQ round, the second round was all about analyzing the news and rumors and trading accordingly. All the participants presented their portfolio immaculately and effortlessly. It was aimed to give a quick test on the trading skills.

The winners were appropriately recognized and appreciated with cash prizes and goodies. With a whopping no. of 550 registrations, a large number of students from various colleges and universities participated in Commerve'21.

With the combined efforts of all the Commericians and the participants, the event turned out to be a great success. Thus, with another successful event under its belt, Commercia continues on its path to excellence.

Towards the end as the team moves forward in this journey, setting new benchmarks. Commercia promises to keep moving on the path of brilliancy and making the institution proud.

Gems of



AASTHA SINGH AND KAUSHAL JHAWAR
SECURED 1ST POSITION IN THE EVENT "STOCK MOCK"
ORGANIZED BY JIMS KALKAJI DURING ITS
ENTREPRENEURSHIP WEEK 2020.



NIRAJ KEJRIWAL
SECURED 3RD POSITION IN THE ONLINE
EVENT DECRYPTER LA FINANCE
ORGANISED BY NIBM, PUNE.



MUDIT TEWARI
INTERNSHIP AS COMMUNITY LEADER AT UNSCHOOL



MANUL GUPTA
SECURED 1ST POSITION IN THE
MOCK STOCK COMPETITION-
"ROGUE TRADER 2.0", ORGANISED
BY COMMERCE ASSOCIATION,
SHAHEED BHAGAT SINGH COLLEGE
(M).



RAGHAV JUNEJA

- SECURED 1ST POSITION IN STOCK FIESTA COMPETITION ORGANIZED BY MONOLITHS-THE COMMERCE SOCIETY OF MLNCE.
- SECURED 2ND POSITION IN HERO BIDZ AUCTION COMPETITION ORGANIZED BY ENTREPRENEURSHIP DEVELOPMENT CELL OF DDUC.
- SECURED 1ST POSITION IN LOGO REMIX COMPETITION ORGANIZED BY MARQUEST- THE MARKETING SOCIETY OF JIIM KALKAJI.



SWADEEP MALIK- INTERNSHIP AND WORKSHOPS.

1. MARKETING INTERNSHIP AT STUBBORN FACTORY- 6 MONTHS
2. HR INTERNSHIP AT AASHMAN FOUNDATION- 2 MONTHS
3. DIGITAL AND MARKETING INTERNSHIP AT FINOLEARN- 1 MONTH (ONGOING)
4. ATTENDED A WORKSHOP ON ADVANCED MS. EXCEL CONDUCTED BY A MCT(MICROSOFT CERTIFIED TRAINER).



**INTER
AN
ACHI**

Commercia



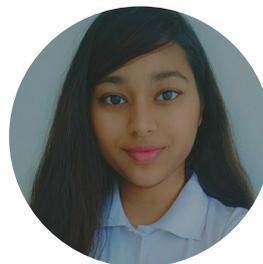
SARTHAK ARORA

1. BUSINESS DEVELOPMENT (SALES) INTERNSHIP AT MANDATORYTRENZ.COM
2. CAMPUS AMBASSADOR INTERNSHIP AT INTERNATIONAL MODEL UNITED NATIONS.
3. GRAPHIC DESIGNING INTERNSHIP AT GOZOOP ONLINE PRIVATE LTD.
4. GRAPHIC DESIGNING INTERNSHIP AT ONLINE TROUBLE SHOOTERS
5. COMPLETED 1 YEAR GRAPHIC DESIGNING COURSE FROM MAAC, MALVIYA NAGAR



SNEHA JAISWAL

- CAMPUS AMBASSADOR AT IIM BANGALORE VISTA'20
- SOCIAL MEDIA MARKETING INTERNSHIP AT LEADER'S FOR TOMORROW FOUNDATION
- COMMUNITY VOLUNTEER AT GLOBAL PEACE FOUNDATION
- VOLUNTEER AT TEARS OF EARTH FOUNDATION
- VOLUNTEER AT TRY TO FIGHT FOUNDATION



DIVYA SHARMA

- INTERNSHIP AS AN ACCOUNTANT IN SUSHIL YASH AND ASSOCIATES FOR 6 MONTHS.
- INTERNSHIP AS AN ASSOCIATE WITH HOUSE IT FOR 1 MONTH.
- DIPLOMA IN FINANCE & ACCOUNTS FROM NIIT, GURGAON



MEENAL RAJPOOT

- BECAME A PUBLISHED CO-AUTHOR FOR VARIOUS ANTHOLOGIES ONE IS REGISTERED UNDER "OMG BOOKS OF RECORDS."
- PART OF AN ONGOING PROJECT OF INDIA'S YOUNGEST POET-PROJECT BY INDIA FILM HOUSE INDIA.
- GOT RECOGNITION IN PHILONOMICS- THE MAGAZINE OF ARTHSHAstra- THE ECONOMICS SOCIETY OF MLNCE.
- WINNER OF CUNNING LINGUISTICS 3.0 ORGANIZED BY COMMERCIA-SACE.
- INTERNSHIP AS A JOURNAL AT THE METTLE.
- WORKED AS AN EVENT MANAGER INTERN AT DR. APJ ABDUL KALAM FOUNDATION.

NSHIPS
D
EVEEMENTS

PRIVATE TRAINS IN INDIA - PROFICIENT OR NOT

By: Aditi Gupta
B.Com(Hons), 1st year
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In July 2020, the Indian Railways took the step of involving private players in train operations across the whole Indian Railways Network. For which it invited Request for Qualifications (RFQ) for 151 passenger trains on 109 train routes. The government of India is expecting Rupees 30,000 crores private investment with this move. It was announced that these trains will start from April 2023. The whole operation will be divided among a total of 12 clusters.

The very first question that arises, "Is it Privatization of Indian Railways?"

The answer is a big "No". What the Ministry of Railways is doing is technically called "Corporatization or "Hybridization"

Now, the question arises what do these technical words mean?

In Privatization, the operational control along with the whole stakes of the company or organization lies with a private entity.

In Corporatization, regulatory and decision-making authority along with the majority of stakes lies in the hands of the Government. While the rest of the stakes are distributed among different government organizations and private parties.

In Hybridization, the majority of stakes are held by none as the stakes are equally divided among both private and government organizations and it lies between both Corporatization and Privatization.

Then why is it Corporatization/Hybridization and not Privatization?

It is because the following points have been included in the RFQ which was released by the Ministry of Railways;

1. The Private Entity shall pay to Indian Railways fixed haulage charges, energy charges as per actual consumption and a share in Gross Revenue determined through a transparent bidding process.
2. These trains shall be operated by the Driver and Guard of Indian Railways.
3. The operation of the trains by the private entity shall conform to the key performance indicators like punctuality, reliability, upkeep of trains, etc.
4. Operation and maintenance of the passenger trains would be governed by standards & specifications and requirements specified by Indian Railways.

Now if we focus we can see that even though Indian Railways has brought private players into the railways' network still, regulating power of all these private trains will be in the hands of Indian Railways. Thus, the Ministry of Railways will be acting like a Regulatory Body for the Private Rail Operations.

Let us know the pros and cons of this step.

Pros are:

1. Job Creation

The very first positive is Job generation. Since all the private players will require coaches and locomotives manufactured under the Make in India clause they will either buy it from Indian Railways or Public Sector Undertakings or they will set up their independent factory or any public-private partnership. In both ways they will create employment opportunities.

2. Introduction of Modern Technology

As NITI Ayog's recommendation on the New Strategy for India for the next 75 years mainly focuses on the introduction of better technologies in the Indian Railways and with global companies coming into India and since all these will be under the Make In India clause, the exposure to India's skilled workforce will be enormous.

3. Improved Quality of Services and Value of Money

Since the private players have to compete against state-owned Indian Railways, Volvo Bus Services, and as well as with Budget Airlines. Now for Private Players, the main aim for attracting passengers would be through quality service and definitely, they won't compromise with that.

Cons are:

1. No Limitation in Fixation of Fare Rates

Since these private players will be restricted to the passenger segment, their only way to garner and earn revenue from their service would be through the fare they would be setting.

2. The Other Sections of the Society will be Left Behind

The RFQ signals that these trains would be alternative to the present fleet of the Premium Trains and with the lack of subsidies the Indian populations who work in the unorganized sectors will not be able to afford such services.

So, if Indian Railways want to modernize this mammoth organization, they will have to take every step cautiously.

"If we command our wealth, we shall be rich and free. If our wealth commands us, we are poor indeed." – Edmund Burke

Many individuals nowadays are becoming literate and successful in their life, working through difficulties and gaining new skills but what many lack once they reach this successful stage is financial literacy. Managing their hard-earned money and using it judiciously is an issue faced by many millennials. Thus, this financial illiteracy has caused many individuals to believe certain myths about some financial instruments.

One such myth commonly believed by many individuals is linked with credit cards. A credit card is always considered a synonym for short-term risks related to loans. When a person having less information about finances, hears the word credit card he/she associates it with a loan taken for personal expenses but on the other hand when a financial literate hears the term credit card he/she associates it with a 45-day extra period and reward points for his/her daily expenses.

A credit card is a smart card that gives its users a 45-day credit period and reward points on their transaction. If used wisely one can get credit for a period for the amount they have to spend immediately on an item. For example, the billing date of one's credit card is the 28th of each month, he/she has to pay the dues by the 15th of next month. So, if a person tends to purchase a watch on the 3rd, they are subjected to pay for it on the 15th of next month. Also, on the contrary, one must not ignore the exorbitant interest charges charged by banks on missing the due date or making cash withdrawals. Some more credit card traps people tend to fall into are credit card frauds, ease of overuse, and hidden charges.

Credit Wise

No of Cards (million) (*MAY 2019)



Amount transacted (₹lakh cr)



No of transactions (billion)



SOURCE: RBI

When access to such funds is provided to one individual he/she might get tempted to overuse and to overcome this one must bring in Financial discipline in his/herself which means commanding your wealth and getting aware of all the financial instruments in the market. In the end, I would like to conclude that if used wisely and not being tempted or lazy to spend more or pay later, one must surely use the credit card and enjoy its benefits.

How Coworking Culture will dominate the Traditional Office Space Culture in the Future.

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As coworking continues to gain popularity, but as we go through any of the statements firstly we should know what is coworking culture. So in this comprehensive article, we'll talk about the basics of a coworking space, like what is this culture, how to choose a good one, what type of people can benefit from this **sort of people**.

What is Coworking?

Generally speaking, the definition of coworking is when people assemble in a neutral space to work independently on different projects, or in groups on the same projects. It's different from a typical office workspace because the people in a coworking environment generally aren't working for the same company.

LET'S COMPARE CO-WORKING CULTURE AND TRADITIONAL CULTURE

1. Definition

Traditional Offices: They are solely yours, i.e., only employees of one company use one particular office. Each person is siloed in a cubicle or private office. To set them up, you need to take care of every aspect by yourself.

Coworking spaces: These are places where you share the working area with other members. They have an open layout and nurture mingling and collaboration.

2. The Expense

Traditional Offices: These cost more not just financially but also in the effort you put in because it is your responsibility to organize and manage every functioning necessity. From the security of the space to stocking stationery, every small and big decision adds to the expense of running the office.

Coworking Spaces: Most people choose coworking based on two things – a supportive community and an extremely flexible work culture. While these are the core reasons why coworking spaces have become popular, they outshine traditional offices because of the economic benefit.

3. The Lease

Traditional offices

There is nil flexibility in a conventional lease, and it comes with a high up-front cost. Once you sign a contract, you are stuck with it for a minimum of two to three years, if not more. While you do get free reign over the entire space you rent, if your team needs to expand mid-way in the agreement, the solutions are either economically prohibitive or just not practical.

Coworking Spaces

There is no lease in a coworking space. You get a membership according to your needs, and you can change it at a moment's notice. Whether it is a desk for just one day or 10 dedicated desks for a week or a private office for four months, shared workplaces give you remarkably flexible choices.

The Future domination of Coworking culture on traditional culture

The concept of coworking spaces has taken over the traditional way of working and how.

Today, the only motive of any business, be it startups, small businesses or large enterprises is to meet the needs of their customers. Therefore, a lot of changes are seen in an office environment that makes work easy and convenient. Seeing the growth of the coworking industry, in the last few months, a lot of property owners have either partnered with co-working operators or have made their own coworking spaces. Businesses these days are looking for an office environment that is both creative and productive.

The Coworking trend is here to stay. Not only has it overpowered the entire concept of traditional office space but it has also revolutionized the retail, real estate as well as the hospitality industry.

WHAT IS BITCOIN?

By Kanishk Sood
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Fortunately, it's easier to define what Bitcoin is. It's a software. Don't be fooled by stock images of shiny coins emblazoned with modified Thai baht symbols. Bitcoin is a purely digital phenomenon, a set of protocols and processes.

Bitcoin is a digital currency that is also referred to as 'cryptocurrency'. Cryptocurrencies are lines of computer code that hold monetary value. These lines of code are created by electricity and high-performance computers. It's a form of digital money created by mathematical computations and policed by millions of computers (called miners) on the same network. Physically, there's nothing to hold.

It was created in 2009 by an anonymous developer and hit the mainstream in 2013 following a rise in its value. It isn't controlled by any country, treasury, or central bank. You can use Bitcoin to buy or sell items from people or companies that accept Bitcoin payments. Bitcoin doesn't exist as a physical currency, which means that there aren't any actual coins or notes. Marketplaces called "bitcoin exchanges" allow people to buy or sell bitcoins using different currencies. Transactions are made with no middlemen – meaning, no banks!

Bitcoin is just a list. Person A sent X bitcoin to person B, who sent Y bitcoin to person C, etc. By tallying these transactions up, everyone knows where individual users stand. It's important to note that these transactions do not necessarily need to be done from human to human.

Mining

People compete to "mine" bitcoins using computers to solve complex math puzzles. This is how bitcoins are created. Bitcoin mining involves commanding a home computer to work around the clock to solve proof-of-work problems, computationally intensive math problems. Each bitcoin math problem has a set of possible 64-digit solutions. A desktop computer, if it works

nonstop, might be able to solve **one bitcoin problem in two to three days**, however, it might take longer. A single personal computer that mines bitcoins may earn 50 cents to 75 cents per day, minus electricity costs. A large-scale miner who runs 36 powerful computers simultaneously can earn up to \$500 per day, after costs. A small-scale miner with a single consumer-grade computer may spend more on electricity than they will earn mining bitcoins. Bitcoin mining is profitable only for those who run multiple computers with high-performance video processing cards and who join a group of miners to combine hardware power.

Why Bitcoin Is so Controversial?

Banks don't log money movement, and government tax agencies and police cannot track the money. This may change, as unregulated money is a threat to government control, taxation, and policing. Bitcoins have become a tool for contraband trade and money laundering because of the lack of government oversight. The value of bitcoins skyrocketed in the past because wealthy criminals purchased bitcoins in large volumes. Since there is no regulation, people can lose out as a miner or investor. Bitcoins are controversial because they take the power of issuing money away from central banks and give it to the general public. Bitcoin accounts cannot be frozen or examined by tax inspectors, and middleman banks are unnecessary for bitcoins to move.

Bitcoin's future in question

No one knows what will become of bitcoin. It is mostly unregulated, but some countries like Japan, China, and Australia have begun weighing regulations. Governments are concerned about taxation and their lack of control over the currency. The government is also planning to take the necessary steps and regulate the Bitcoin market in India.

The rise of OTT platforms- real or bubble?

By Harshita Kanojia
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OTT or Over-the-Top media refers to the dissemination of demand media and entertainment over the Internet. The content is directly delivered to the viewers on demand, surpassing the need for satellite pay-TV services or traditional cable TV services. A radical transformation can be seen in the media industry by the rise of the various OTT platforms like Netflix, Hotstar, Voot, Amazon Prime, etc.

In India, the number of active smartphones along with high-speed internet services has increased over time which has widened the potential market for the OTT platforms. Today, the audience doesn't want the typical "Saas-Bahu sagas" but they want entertainment that appeals to their sensibilities. The audience expects the content to be intense, meaningful, rational, and entertaining. Deliverance, solace, and flexibility are also given a lot of importance nowadays. People have a very hectic and busy lifestyle so the redundancy has increased for the traditional way of watching TV as per the fixed schedule and time. So, the audience appreciates and encourages the type of platform that is always available to them regardless of the time and schedule.

The content should be engaging and engrossing to keep the audience hooked and the OTT platforms possess such exceptional and creative content that is loved by the audience and the main attribute is that the content is broadcasted and released in multiple languages and genres that too in a User-friendly way. These OTT platforms are investing a lot in the name of the content and have opened a pool of good opportunities for talented artists.

Indian OTTs also provide freebies to their customers like free first month trials and in India, freebies are loved by everyone! This tactic is to lure the customers and get them hooked to the engrossing content and OTT experience!

The growth of OTT is no less than revolutionary and thoroughgoing but there are a few questions and problems that hover:

The pricing of the subscription packages matters to the customers and they decide with which OTT platform they've to go with, keeping in mind the same. Some platforms like Amazon Prime and Hotstar provide a good and reasonable deal whereas Netflix is deliberating various customized deals to deliver to the pricing subtleties of the Indian audience.

Fierce competition between the various OTT platforms triggers various content rights accession wars. Also, foreign players like Netflix and Amazon Prime have disrupted the market share dynamics for the Indian OTT platforms like Hotstar.

One of the main problems is the censorship of content. Indian audience is completely unsure about the censorship of the content that is shown to them on the OTT platforms because they want something real and engrossing but according to the Censor Board, "a film shall not be certified for public exhibition if, in the opinion of the authority competent to grant the certificate, the film or any part of it's against the interest of inter alia, decency." So the OTT platforms need to regulate the content according to the guidelines of the Board.

E-commerce Patterns for the Post-COVID Age

By Shreya
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The COVID-19 pandemic caught the entire world off guard and threw it into disarray. It has undoubtedly been a defining event of the year, with impacts that will last long into the decade.

One of the ways that people have coped with this period of isolation and uncertainty has been by altering their shopping behaviour. People are changing what they buy, how they buy it, and when they buy it.

Covid-19 has triggered a shift in e-commerce penetration around the world, owing to consumers' need for protection and comfort, and online is gaining traction in India as well. Between April and June, a Bain & Company-PRICE survey of 3000 households across income classes and geographies showed that about 13% of respondents purchased online for the first time, and about 40% bought more online.

E-commerce firms would have to be even more realistic about how they handle the future in the coming years.

- First and foremost, they will need to incorporate risk-reduction strategies that will enable them to continue to reach out to their customers. Diversifying supply chains, relying more on robotics, introducing DTC models, and reinventing the entire business process are all on the horizon. They would also have to pay more attention to satisfying the needs of their clients.
- With fewer options for face-to-face transactions, web design will become increasingly important. E-commerce companies selling items that need tactile and sensory information should concentrate on designing visual content for their website pages that can bridge the gap between online and in-person shopping experiences

- Providing comprehensive and accurate information about your goods, as well as considering the needs and demands of your website users will be a major move forward. That, however, is not enough. Outstanding customer experience drives e-commerce revenue. As a result, companies will have to figure out how to deliver it to their customers. Conversions would be affected by features such as free delivery, 24/7 customer support, and high-quality, refined instructional content.
- E-commerce companies would need to invest in digital technology to remain competitive. People will leave your website if it is too slow, and they will most likely go to a competitor's. As a result, businesses must ensure that their network can handle the number of potential users and that their website offers secure data security for visitors' confidential information.
- Businesses will have to prepare for expansion in the future. When a company's supply chain dwindles to nothing as a result of shutdowns, it typically leaves them high and dry. To prevent this, they must ensure that they have a variety of stock-keeping options. Despite the shutdowns and lockdown, online shopping can continue to develop. To handle the growing demand, companies must work to ensure that their networks have enough capacity.

Consumer behaviour is more dynamic than ever before, given the unpredictability of the global situation. But one thing is certain: e-commerce will continue to expand rapidly, especially in the coming months. As a result, companies will have to keep up with emerging trends.

Employees provident fund

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What is EPF?

-The Employee Provident Fund (EPF) is a retirement scheme in which employees of an organisation contribute a small portion of their basic pay monthly. In the same line, the employer also contributes a similar amount on their behalf towards the scheme.

How does EPF work?

-Under the EPF Act, all organizations with more than 20 employees are required to register with the EPFO. When an individual starts working in an establishment with more than 20 employees, both the individual, i.e. the employee, and the employer are required to contribute 12% of the basic pay to the EPF account

While the entire 12% of your basic pay is directed towards our EPF account, such is not the case with the employer's contribution. Though the employer matches our 12% contribution, only 3.67% of the contribution goes into our EPF account. The remaining 8.33% of the employer's contribution is directed towards our Employee's Pension Scheme.

The government pools all such funds with the help of trusts which, in turn, invests them in securities and generate an interest rate in the range of 8% p.a. and 13% p.a. Your EPF account remains active as long as we are being paid by your employer.

Employees can update the new organisation with their EPF account details in the event of a job change.

The new rule of EPF?

-As per the new ruling salaried class either earning a good salary or making a higher contribution to the fund shall draw tax implication on the interest component (in case the employee contribution is higher than Rs. 2.5 lakh in a year

The main purpose of EPF?

-This scheme offers a lifelong pension scheme under the Pension Scheme 1995 (EPS). - The money which is deposited in your EPF accounts earns high returns for the members who have an account with the Employees' Provident Fund Organisation (EPFO), which is a statutory body under the Employees' Provident Fund Act, 1956.

How does EPF is calculated?

-A man, you must contribute 10% or 12% of their basic salary. – and a new woman employee, it is 8% of their basic salary for the first 3 years. Thereafter, it becomes 10% or 12% of their salary. - our employer has to contribute an amount equal to 10% or 12% of your basic salary towards EPF.

Does the government contribute to EPF?

-Under the scheme, the central government will pay PF contribution for workers with wages up to Rs 15,000. ... The subsidy amount under the scheme, which will be operational till June 30, 2021, will be credited upfront only in the Aadhaar-seeded EPFO accounts (UAN) of new employees.

EPF eligibility criteria

-If we are a salaried employee with a Basic + Dearness Allowance less than Rs. 15,000 per month, it is mandatory for us to open an EPF account by our employer.

Conclusion

EPF Scheme(1952)came to India through Para 83 of the government of India notification in 2008, October 1. Employee Pension Scheme.1995 was created by a special provision in respect of international workers as mentioned in para 43-A. After 2014 it became easily accessible through the EPFO website portal. This Act is created mainly to encourage saving during the period of employment, where they use it in their old age, sickness or for any emergency purposes.

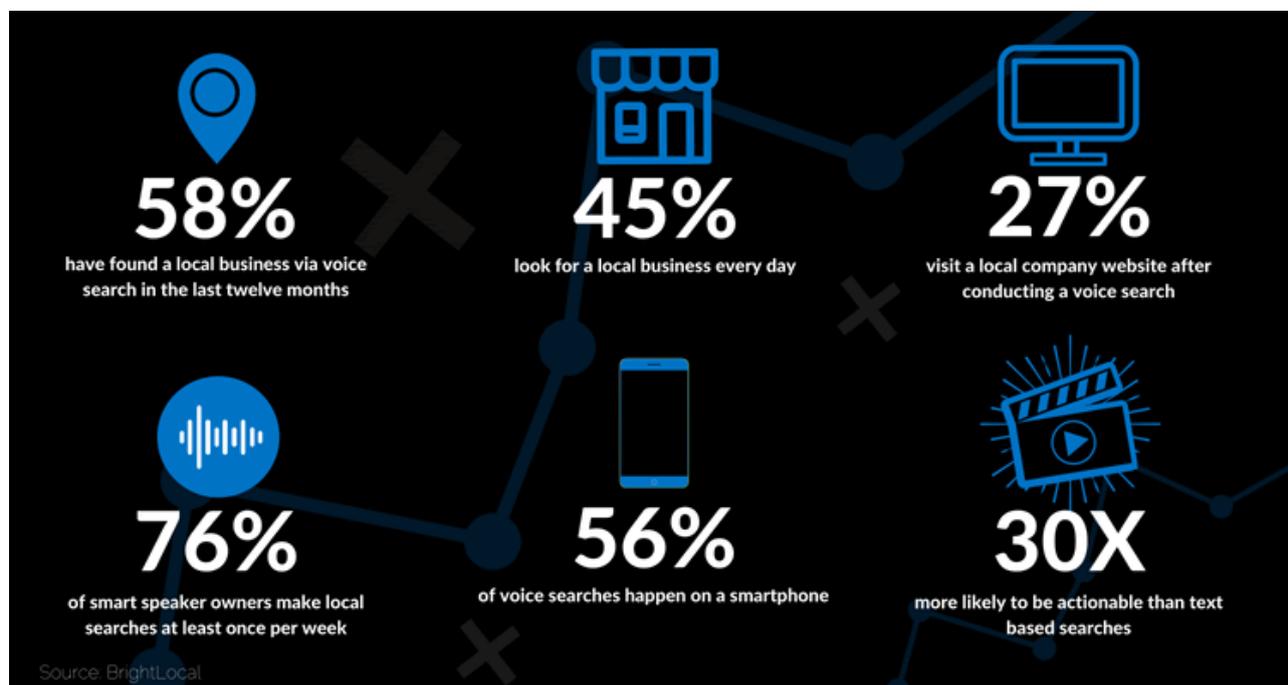
Will Voice Search take the lead?

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With the introduction of voice search in 2011, gone are the days of spending long hours typing words to search for any query. Voice search is the action of using speech to ask questions and give commands to compatible devices. It is something that has been dreamt about and worked on for decades. Voice search has been around for well over a decade, but until recently it has been subordinate to its text-based counterpart, hindered by hilarious but damaging bloopers. Voice search has made significant waves since 2014. A popular marketing statistic surrounding voice search for the past few years has been “50% by 2020,” but the legitimacy of the claim is dubious. The numbers often do the talking when it comes to marketing decisions. Fortunately, almost all the numbers surrounding voice search and smart device usage are trending upwards. There’s no question that voice will rule the future of device interactions. This generational gap is telling, as it strongly suggests that voice search will become more prevalent over time; not just because of the improved technology at consumers’ disposal, but also because of an increased number of people who have grown up with voice search and are accustomed to using it.

This is an ever-evolving digital world where speed, efficiency, and convenience are constantly being optimized. The voice search has the potential to turn digital marketing upside down. What has kept voice search from becoming the dominant form of computing as of yet is its unreliability. Regional accents and speech impediments can throw off word recognition platforms, and background noise can be difficult to penetrate (not to mention multiple-voice input). In other words, simply recognizing sounds isn’t quite enough. To have any level of effectiveness, these voice search systems have to be able to distinguish between homophones (words with the same pronunciation but different meanings), to learn the difference between proper names and separate words and more. Voice recognition accuracy is what determines whether these voice assistants become a ‘can’t-live-without feature’. Just like any new technology, it will take a little while for users to adapt and accommodate. Currently, Voice search is a technology in its infancy just like the internet was in the ‘90s. To summarize, it’s clear that voice search isn’t just hyped rather it’s a legit trend.

The only constant thing is EVOLUTION!



Surviving on your Skills

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In a world where Big companies hire students based on their universities and academic excellence, can a student survive just on his skills that he learnt the hard way?

In the contemporary world, Skills like Online stock trading, Data Analysis, Translating Foreign languages, Project Management, Personal Finance, Photoshop, WordPress, Culinary Skills, Investing in Real Estate etc., and their learning has been made trouble-free for everyone. You just need an Internet connection, the spirit to learn that skill and you are good to go. Numerous Websites have emerged in the past few years for the students to learn the skills and have shown how hassle-free they are to use. The schools where we complete our education are mostly focused on Knowledge-based learning, whereas what a student needs is Skill-based learning. Some colleges and educational institutions have identified the importance of this and have started some good courses to improve the student's skills set.

When reality hits the student's mind, it leaves them thinking can they survive on these skills. Websites do provide certification for completion of the courses provided by them and at the same the chances of getting a fake certificate also increases. But as a matter of fact, a person with a fake certificate or degree can get a job, but won't be able to survive the rest of it. Skill-based learning aims to build upon by developing practical expertise in a particular expertise. In Germany, there are schools wherein initial years students spend 80% of their time in classes and 20% working in an enterprise and in the final years of education this percentage share is reversed. This education system model develops the student's instincts and makes them familiar with the real-world situations that they are going to face eventually.

The term Free-Lancing comes to light when we talk about people making their way through their skills in the marketplace. About 45% of the freelancers are from an age group of 18-22 years and 85% of them work from home. The free-lancing Industry contributes \$400 Billion to the National GDP, which makes it very hard to ignore. A freelance job is where a person works for themselves and not for a company working on a short-term basis under a contract. People excel in various fields after working on their skillsets for months and when they perform a task efficiently than others, he/she gets paid for his labour or his hard-work. In the era of the growing number of startups, the need for efficient people is also growing in various industries. On Average, a freelancer in India earns around 20 Lakh rupees in a year, just as much as a person who earns after doing a 9-6 job in the corporate industry with a degree from a top-level B-school.

As Albert Einstein said "Once you stop learning, you start dying", a person should never stop learning and always chase for excellence and in the end, success will follow him. The future belongs to those people who combine their skills and creativity and create something great. It doesn't matter if you have a college degree or not, your skillset is what matters in the end.



Vodafone tax case

By Mudit Kulshrestha & Mohd Rafaqat
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In recent times we heard about Vodafone getting associated with a tax case, here are some quintessential facts you need to know.

It all started in May 2007 Vodafone acquired a stake in Hutchison Essar for \$11.2 bn. Vodafone through its dutch subsidiary bought 67% stake in Hutchinson Essar Ltd based in India. The deal between these companies was based overseas; executed in Cayman Islands (a tax haven).

Later in October 2009, the Income-tax dept. served notice to Vodafone International Holdings for non-deduction of tax at source(TDS) on the \$11.2 bn(₹88,500 cr) transaction, on the other hand, accused Hutchinson Whampoa (Parent co. of Hutchinson Essar). A year later, the IT Dept ordered Vodafone to furnish Rs 11,218. In 2011 another Rs 7,900 cr penalty was imposed

The main litigation from the point of Indian govt. was 'how it can be possible that a foreign company buys a company operating in India and pays zero tax in any of the countries. So, they appealed in the Bombay High Court, which upheld the tax authority's decision. Department raised tax demand in the subsequent month. But in 2012 when Vodafone went to Supreme Court, the court set aside the Bombay High Court decision; quashed tax & interest demand. It said the transaction was between two overseas entities & Indian tax authorities had no territorial tax jurisdiction. Then Govt. filed a review petition and on MAR 20, 2012 SC dismissed the review petition.

THE RETRO AMENDMENT

In 2012, the Indian government amended the Income Tax Act retrospectively. The government said that the amendment was only a clarification to remove ambiguity and provide certainty. The ex-finance minister Pranab Mukherjee when questioned about the retrospective tax law, he

said "we are the sovereign and sovereign is supreme".

Then on January 3, 2013, the IT dept raised a fresh demand which was issued for approx Rs 19,000 and Vodafone subsequently sought to settle the case.

At last, in April 2014 Vodafone served arbitration notices under the India-Netherlands treaty. But the new government did not roll back demand but said no new action under retrospective tax and fresh demand for remaining dues was issued in February 2016.

Freshly in 2020, The Hague-based arbitration court ruled in favour of Vodafone and India lost the case, the total amount due to Vodafone PLC is ₹22,100cr and also the legal tax fees ₹40cr.

In the end, India is still not in favour to pay the due amount to Vodafone PLC even after losing the case in two major judicial bodies, the government will be challenged further in a higher court in Singapore.

CONCLUSION

The overall learnings from the above case should be that our retrospective tax law was a big mistake that lowered our goodwill for FDI but also affected our trust and faith among businesses.

India should now really think of a permanent and effective solution to these kinds of tax evasion

Even if we analyse the learnings from this tax evasion, we would see that the Indian govt. is merely running away from this case just to retain its power and sovereignty. But we don't see that it is prima facie our fault, a loophole in our law made the overseas corporations misuse it. And even the nominees who represented India at The Hague didn't support the merit of India, which makes it more clear that we are slipping down in our dug hole.

SOCIAL SECURITY

By Muskan Agarwal
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Social security means 'consisting of public programs intended to protect workers and their families from income losses associated with old age, illness, unemployment, or death. Social Security provides benefits in medical and legal aid, food, domestic and funeral expenses. In 1883, Germany became the first country to introduce the Social security scheme.

Social security schemes seem beneficial at all levels of society. For instance, workers and their families can access health facilities, old people have their income securities after retirement. It helps them to escape from financial, economic and physical risks, provided by institutional and non-institutional agencies.

Two types of securities are,

1. Social assistance, provided to vulnerable groups of the society and not contributed by anyone.
2. social insurance, provided for future planning responsibility by various contributors. 90% of families earn their livelihood in an unorganized sector in India.

The constitution of India directed its democratic and socialist principles. Being a democratic nation, it also aims in providing equality and fundamental rights to the citizens ensuring health and necessities of life. There is no such nation in the world that ignores social securities measures.

Social Security and labour welfare under Concurrent list

1. Employees' State Insurance Act, 1948 (ESI Act)

It provides medical aid to employees with cash benefits during illness and maternity leaves, monthly pension plan after retirement.

2. Employees' Provident Funds Act, 1952

It covers specific institutions and factories having twenty plus employees ensuring cash benefits like family pension, provident fund and superannuation fund in case of death during service.

3. Payment of Gratuity Act, 1972

This act provides 15 days of wages to a minimum of ten employees who have worked for the institution for five years or more.

4. Maternity Benefit Act, 1961

M.B. Act provides wages and paid leaves for twelve weeks during maternity reliefs.

5. Workmen's Compensation Act, 1923

WC Act provides compensation to the employee or his family in case of any mishappening like death or any disability.

The Social Security Code, 2020 has been passed by the Parliament contributing to social security and payment to employees. The new code comprises eight existing labour laws. This code covers all kinds of workers, gig, unorganized and platform workers. A penal provision is there that prioritizes employees under the Insolvency and Bankruptcy Code, 2016 and also in case of failure to pay gratuity or contributions to the employees.

WILL SOCIAL SECURITY LASTS FOREVER?

Social security will never disappear. Treatment of social security will help in taxation and a never-ending process. Congress party launched the Taxpayer Relief Act in 1997 which ensures the pension scheme of young investors. With this scheme, new participants expect a profit of around 20%. Social security is likely to exist shortly with less payment.

Educational Strategies during Covid-19

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The coronavirus has slowly turned into a silent killer and is making masses sleep in the arms of death. It has put the world economy at a standstill. Keeping in view health as the priority the education sector is still able to do the needful. Amidst the outbreak where the traditional classroom has been shut, distance learning via online modes or E-learning came into the picture which was possible only because of advanced technology.

Technology has emerged as a saviour in this difficult time. A complete lockdown in the country leads to the closure of more than 15 lakhs of educational institutions hence affecting 1.5 billion students. For them, e-learning solved the problem. Thus, technology is slowly becoming an integral part of modern-day education and giving online learning a lasting boost.

In a world where the internet is a luxury. Can everyone afford it?

No. The Economically Weaker Sections don't stand a chance. The government is constantly working on this area as well.

Here, some educational strategies can be adopted.

STRATEGIES FOR STUDENTS:

- SET UP WORKSPACE.

Students should develop a learning environment that is away from all distractions to implement sound learning.

- BE ACTIVE:

Students must be present in the class both physically as well as mentally.

- ASK QUESTIONS:

Raising hands and questioning not only boosts the attention but also makes the concept crystal clear.

- SELF IMPLEMENTATION

Whether the lectures are conducted in offline mode or online the one thing that remains constant is revision.

STRATEGIES FOR TEACHERS:

- NEED TO CHANGE

With the new environment, teachers need to change their teaching techniques and should come up with new methods that can be easily understood by the students in a virtual mode as well.

- CHUNK THE LESSONS:

Instead of making the students go through the entire lesson, a small brief can be provided by the teachers.

- MAKING GROUP SIZE SMALL:

A big group of students broken into pair may be manageable for teachers and not lead to havoc as well.

- MULTIMEDIA LEARNING.

Students learn faster when they have multimedia aids which give them access to a wide range of ideas and solutions.

- SMALL AGE GROUP

For small age groups, virtual classes could be a problem so regular online sessions per week can be a solution. Also, parents can take part in this helping their children to learn.

- SOCIAL MEDIA LEARNING.

YOUTUBE and other similar platforms have emerged as a great remedy for teachers. They can upload their lectures and take care of the time duration.

As we progress towards a more digitally empowered and interconnected ecosystem, there are rising fears that technology will disturb a child's social skills and emotional growth. But if proper controls are set in place, technology has the power to drastically revolutionize the way learning takes place.

Short Term CEO'S are the future of Corporate Leadership

By Ayush Anurag
B.Com(Hons), 3rd year,
Sri Aurobindo College(E)

Through out history and even the recent trends reflects that many times the company's policies and new innovations whose Idea is communicated to the stakeholders defining growth in near future and beyond are able to show positive growth rate in short period but ultimately are not able to show the predicted growth rate in long term. Well in this article we are going to decode the basic reason behind this trend.

A company's main objective from investors point of view is presumed to increase the wealth of stakeholders. Stakeholders will show interest and invest in companies only by looking at and understanding the short term and long-term objectives and financial projections of the company. CEO's generally plans out strategies that will benefit the company in long run but the investors will only remain interested in the company if they get to know that the company is regularly doing good and is keeping up with future growth projections.

Many stakeholders are unable to understand the long-term vision of the CEO's and hence refer to short term quarterly financial figures to determine the stability of company's future projections. For keeping up with the investors' expectations the CEO's have to focus more on stabilizing the short-term company's performance. Many companies' CEO's have admitted of feeling pressure to deliver short-term performance. And that pressure has been increasing since the activist investors are on rise.

CEO's incentive to focus on the short-term performance is not only caused due to stakeholders' pressure but there are number of different incentives that can potentially push leaders to make decisions that favors short-term returns over long-term value. A research conducted by McKinsey Global Institute on company's performance and long-termism

identifies three incentives that they have research which leads the CEOs to short term thinking. The first incentive was the vesting period of CEO for serving in the organization, if the CEO has less industry experience then investors and directors are more likely to review share price and quarterly results as an indication of CEO's performance. Second incentive is shorter vesting period of employees' stock option grants issued to lower-level employees and managers. Third incentive is the tenure the CEO has completed in the industry, it was observed during the research that younger CEOs with short track records tends to push short-term results to increase investors confidence.

The researchers after evaluating the results found out that announcements by CEOs who had incentives to focus on the short term did not elicit the same positive response from the markets as announcements by CEOs who did not have such incentives.

The trend of short-termism in company's policies has increased in recent years (In 2017 the market values was unparrallably increase compared to indexes).

The best CEO is the one who take decisions by keeping into mind the long-term goal of the company even if such decision is not beneficial for the company in short term.

Though the trend these days among CEO's are very much inclined towards short-termism but eventually the management will observe that it is bringing nothing positive for them in long run except increased cost of capital. The upcoming trend will be of such decisions which are focused towards long term consistent growth of the company by investing in research and development and leaving behind the concept of short-termism.

YEAR HIGHLIGHTS

COMMERCIA
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Joining us live on Instagram
Sunday, 31 January
6:00pm

Topic
"Resume building"

Under the aegis of IQAC

AVNIE Foundation
Elucidati

Dr. Kusum lata principal
Mr. Amandeep Nahar convener
Shreyash bothra president

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PRESENTS
16TH EDITION OF
BIZZBONE
TOPIC:
NEW FARM BILL: RIGHT OR WRONG?

COMMERCIA
THE COMMERCE SOCIETY OF SRI AUROBINDO COLLEGE EVENING

CONGRATULATIONS TO THE NEW TEAM OF COMMERCIA FOR THE SESSION 2020-21. WE LOOK FORWARD TO WORK WITH YOU AS ONE UNITED TEAM.

S.NO	NAME	COURSE	YEAR
1	VISHAL	B.COM (P)	1 st
2	SHRABE	B.COM (HONS)	1 st
3	SUDEEP	B.COM (HONS)	1 st
4	DAKSHESH	B.COM (P)	1 st
5	ADITI	B.COM (HONS)	1 st
6	YASH	B.COM (HONS)	1 st
7	DEVESH PANDEY	B.COM (P)	1 st
8	RISHANK JHA	B.COM (HONS)	1 st
9	KANISHK SOOD	B.COM (P)	1 st
10	SHIVAM GUPTA	B.COM (P)	1 st
11	PREENA	B.COM (P)	1 st
12	HIMANSHU SAMALTY	B.COM (P)	1 st
13	RITIK SONI	B.COM (HONS)	1 st
14	HARSH MODI	B.COM (P)	1 st
15	PULKIT	B.COM (P)	1 st
16	LOHIT AGARWAL	B.COM (P)	1 st
17	MANUL GUPTA	B.COM (P)	1 st
18	AAYUSH GUPTA	B.COM (HONS)	1 st
19	SHANTANU RASTOGI	B.COM (HONS)	1 st
20	JAYANT KAUSHIK	B.COM (P)	2 nd
21	ANUSHKA AHUJA	B.COM (HONS)	1 st
22	VAIBHAV GUPTA	B.COM (HONS)	1 st
23	AKANSHA	B.COM (P)	1 st
24	MUDIT	B.COM (P)	1 st
25	ANANYA UPADHYAY	B.COM (HONS)	1 st
26	TARUN ARORA	B.COM (HONS)	1 st

BEST OF LUCK! ☺

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Live Session on
"Startup Entrepreneurship"

Sunday 6th Feb

PRIYANKA CHOPRA
Company secretary, Entrepreneur & Consultant

COMMERCIA - THE COMMERCE SOCIETY
Sri Aurobindo College (Eve)

Mr. JANAK SHAH
Chartered Market Technician
(Co-Founder of The Money Roller)

JOINING US LIVE ON INSTAGRAM | Saturday, 24th October 07:00 pm

TOPIC:

COMMERCIA
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WEBINAR

TOPICS:
How to ace on-campus and OffCampus opportunities?
Leverage LinkedIn for networking and industrial projects
Understand what to do after your Graduation?
How to showcase "Right You" in resume

26 FEB 2020 | 6:00 - 7:30PM

Mr. Aayush Mittal
Working with MBAtrek
Alumnus of IIM, Kashipur

LIVE ON ZOOM

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Budget Highlights
2021-22

- Swipe for more

Doors could be finally open to large business house to la...
It's aims at preventing connected lending & exposures b...
banks, financial, non-financial group entities & strengthe...
supervisory mechanism for large conglomerates. May allo...
banking financial companies (NBFCs) to convert into bank...
large NBFCs, with an asset size of Rs50,000 crs and abov...
those which are owned by a corporate house, may be cor...
conversion into banks, subject to completion of 10 years o...
and meeting due diligence criteria specified

Dr. KUSUM LATA (PRINCIPAL)

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21st N

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4.BREAK- THE -MONOPOLY (MOCK STOCK) 5.TRADE-X 6.WEBINAR

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