



COMMERCIA

Newsletter, Department of Commerce, Vol. 5 2019-20



Sri Aurobindo College (Eve.), University of Delhi



Faculty Members of Commerce Department



Commericians at PHD Chamber of Commerce



Team 2019-20



Team presenting Rewards to Winners of Commverve



Joy at Lamheyn 2019 Farewell Party organised by Commercia

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COMMERCIA

Volume 5 (2019-20)

Official Students' Newsletter

of the Department of

Commerce,

Sri Aurobindo College (Evening),

University of Delhi

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Principal's Message

It gives me immense pleasure to introduce the fifth edition of COMMERCIA- the newsletter of the commerce society. In keeping with the vivacity and freshness of the spring season, this newsletter reflects the dynamism and zealous entrepreneurial spirit of the students of the Department of Commerce. It is a showcase of several endeavors, both academic and non-academic in which the students have been engaged during the academic year. My heart swells with pride in informing that students of our college have been selected for the international project X-Culture and is the only college in the University of Delhi to have such an achievement to its credit. The students at our college have always been encouraged to think and learn beyond their classrooms and our faculties believe in guiding the students in a way that would nurture and help flourish them in a critical capacity. The enthusiasm of the students and their efforts in incorporating real-life learning into their academic routine is worthy of praise. Their initiatives in different Enactus projects like Project Annapurna and Project ISHTA, are among the prominent contributions to our institution.

The editorial team deserves to be appreciated for incorporating innovative aspects of learning adopted by learned global faculty and infusing them with practical words of wisdom from our alumni. The conception of this letter in various dimensions of commerce and business is very interesting. It is an expression of the worldview of commerce and business which would contribute profusely to the reader's cognizance.

This newsletter is a manifestation of the attributes that the department represents and upholds- excellence, academic rigor and a well-rounded perspective on various aspects of a student's life.

Once again, I congratulate the Commerce Society for their creative efforts and wish all the students the very best in life.

Dr. Namita Rajput

Principal

Sri Aurobindo College Evening



HOD's Message

It is a matter of immense honour and pride to witness a plethora of opportunities and interactive sessions platform for the students to enhance their all-round development, creating global citizens and striking a balance between scholastic & co-curricular excellence and all these highly streamlined in our fifth issue of 'COMMERCIA', the newsletters of the Commerce society of SAC(E). The newsletter demonstrates and exemplifies the scientific temperament, enthusiasm, and wholehearted involvement and aspirations of the students in various dimensions of human values and social responsibility.

The Commerce Society is working tirelessly, setting new vision & determination that provides the mobilizing force to the students for whom excellence is a habit. With every passing year, the students are achieving new milestones, setting new benchmark honing new skills, exploring ideas, innovating each day with a perfect blend of modernity with traditional values.

Continuing with a categorical and decisive endeavour, the institution witnessed the 75th edition of 'COMMFEED', the E-newsletter on 13th Oct, 2019, for the students 24x7 and weekly edition that gives all the latest corporate news updates regularly. The E- letter, 'COMMFEED' has received immense views, love, appreciation & involvement of students.

I also take this inclusive opportunity to congratulate the team of 'BIZZBONE', launched on 13th Aug, 2019, to bring out the corporate world affairs in a very simplified and comprehensive version to the readers. It has already published reports on varied topics from budget in a nutshell, to breakeven, climate change, money over happiness, issues in the telecom industry, and many more.

It is very overwhelming to see immense participation and involvement of students in the plethora of activities, that is going in a long way in the all-round development of students, expanding their minds, creating lasting values. These activities, such as project X- culture, project- Enactus, & ISHTA and many more have gone a long way to equip

the students to face the challenges of life with courage and fortitude.

I express my heartfelt gratitude to all the students and faculty members for their immense, unparalleled and unequivocal contribution to the newsletter and the wholehearted and dynamic efforts of the editorial board for their decisive endeavours in the incredible success of 'COMMERCIA'.

Dr. Akhilesh Kumar Mishra,
Associate Professor, Teacher in Charge
Department Of Commerce



ABOUT COMMERCIA

Commercia-The Commerce Society of Sri Aurobindo College Evening was formed on April 14th, 2014 seeing the need of bringing about the development of skills and knowledge apart from academics for the students of our college. We are our college's most dynamic society. We are providing students who have the hunger to achieve something and the willingness to work a platform where they can showcase their talents and use their commercial knowledge in the practical world. The main motive of the society is COOPERATE TO CORPORATE which simply means working together as a team to lift each other up. Commercia is continuously taking initiatives to bring out the best in an individual. Some of the initiatives are:-

Commfeed- This is an online initiative in which we provide most of the trending and informative updates from the commerce field in just 4-5 lines. The students get to gain knowledge with the help of it

Bizzbone- This is our block of reports on various issues relating to the business fields. The students get to enhance their research skills and attain great knowledge about them.

Various Inter & Intra College Events- This is where most of the skills are put to test and developed. Students use their knowledge under the guidance of our highly qualified and supportive Faculty.

We believe in diversification, therefore Commercia has divided its working into various departments. Some of our departments are Content, Digital, Marketing, Interior, Public Relations departments. With the help of departmentalization, our team is effectively working and producing great quality of the working environment for each other. We work in unity and harmony which helps to build confidence in each other. Our team works more like a family because of the faith we have in each other. This makes us a dynamic society that works for the development of the students in our college.

Commercia has been working exceptionally well over the last year for the development of our college and society. We are delighted to present to you our annual newsletter that elaborates our Previous year.

From The Minds Of The Student Editors



Muskan



Abhimanyu



Vineeta



Shreyans



Niraj

You hold in your hand the fifth volume of the newsletter of Commercia - The Commerce Society of Sri Aurobindo College (Eve). With each passing year, commercia constantly plans to strive for excellence, to bring glory to the college and we did it yet again! We feel extremely proud as to have kept the momentum up, going and unstoppable.

Adding too many achievements, we proudly present u the 5th successful edition of our society's annual newsletter!

For us, our newsletter is a never-ending journey, a journey of growth, adversity and most important improvement. Its a tale of revision, constant adaption, and change that led to a success story for all of us. This newsletter covers the successes of all the ordinary people who made themselves extraordinary by putting in the tremendous amount of efforts'

We thank all the members, faculty, friends, teammates for being constant support and anchoring us during our rough waters...

Without our companions, this journey would have been absolutely unimaginable.

Note: To get a glimpse of this beautiful journey, you shouldn't miss reading this newsletter...

FROM THE DESK OF CORE TEAM



Saurabh Parmar

Alumnus Support

Joining this team for the fourth consecutive year but this time as an alumnus support. This team has always made me believe "None of us, including me, ever do great things. But we can all do small things, with great love, and together we can do something wonderful." The magnificent members has contributed effortlessly to make us the most magnanimous society. It gives me a sense of pride to present the 5th edition of our newsletter to you.



Muskan Bhardwaj here.

President

Create a vision for the life you really want and then work relentlessly towards making it a reality. Family always helps us to achieve this, and commercia from the very beginning is that family. Experience and leadership both are required for successful and satisfied life and I learnt it here.



Abhimanyu Nasa

Vice President

"Alone we can do so little, together we can do so much"~ Helen Keller
This best society works because of the dynamic team that it has, leaders without a team are nothing and the thing that I have learnt here is, teamwork begins by building trust and dedication towards each other and our teamwork always help in making every event successful.



Vineeta Patni

General Secretary

Synonym of Commercia is Family to me. We work together and learn each day. I feel blessed to be a part of it since day one and then having been given the responsibility of the General Secretary. Commercia set the bar high each year and the legacy will continue.



Shruti Singhania

General Secretary

As a General Secretary of Commercia, I felt a sense of responsibility and at the same time a great pleasure being a part of such extraordinary society wherein so many opportunities come in our ways and provides a cherishing experience everytime.



Niraj Kejriwal

Joint Secretary

Commercia has always been a family in itself, a family where you follow, you learn, you grow, you lead. I feel blessed to be provided with the responsibility to work as a Joint Secretary for this team, Commercia have always set high standards to achieve for SACE and will keep doing this always.

Blue Chip Companies – An Ally For The Investor



Raghav Juneja
B. Com(P), 1st year

Earning more money is a known desire of every individual but the method which he chooses determines the extent of his earning. Also, on the other hand, there are people who decide to save money for future risks or retirements but get derailed along their path. One common method which crosses the path of both these ideologies meets in the stock market.

It all began in the early 1600s when the Dutch East India Co. issued the first paper shares and allowed people to buy, sell and invest in shares. This lucrative market attracted a lot of people in its working. And since then this trade has seen great heights. It takes time, devotion and investment to become fruitful and has itself shown its true color.

Phillip Arthur Fisher once said, “The stock market is filled with individuals who know the price of everything, but the value of nothing “. This quote helps a person distinguish between an active and a passive investor. And in this article, the answer to our question lies in the investing method of the passive investor.

Investing in the stock market requires a pre-planned blueprint of market shares and not on the hearsay of some uninformed investors. The first step of this informed blueprint is seeking the share of a Blue Chip Company and leading the path from it in other branches of the stock market.

A Blue Chip Company is a nationally recognized, well-established and financially sound company. They are known for selling high quality, widely accepted products and services. They are known for weathering downturns and operate profitably in the face of adverse economic conditions, which help to maintain a long record of stable and reliable growth. But seeing today's economic condition and financial position these companies are losing their ability to ensure the shareholders a stable and steady growth.

It has been observed in the past 5 years that some of these companies have seen some volatile changes in the stock market and discredit their shareholders from remaining invested in them. Stocks like ITC and Sun Pharma have dropped constantly in the past years and somehow managed to stay afloat as blue-chip stock with their excessive trading in the market. But among other blue-chip companies, many of them outperformed and helped soar through some big depressions including the great depression of 2008.

Having an ally in this market against sudden changes sure does help in having a stable platform. The right choice of perfect stocks helps maintain a stable portfolio.

So, yes indeed the blue-chip company is an ally for the investor but sometimes having constant knowledge and news about general affairs wouldn't harm. A person can stick around with the desired blue-chip company and can't just leave it unchecked. One should not take the stock market for granted.

BOOKISH OR EXPERIMENTAL: ARE WE CLOSE OR AWAY FROM KEY DEFICIENCIES

**AYUSH ANURAG &
MUSKAN AGARWAL
B. Com(P), 2nd year**

We all are the product of our education system or are still in the course of the production. During the course of going through it, we might have thought that “ there is lack of autonomy in this system, it is result-oriented and provides a standardized structure for all, even when everyone has different mindsets, different thinking patterns but still, the same thing is taught to everyone in the same way“. Through this truthful harsh fact, we learn to adjust with this system of education, some find their passion and interest while others have to adjust with it sacrificing their core passion and interest. Complex, multifaceted and not well-structured education system does not prepare students to deal with real-life problems. It surely requires severe improvements, but challenges entail in improving can be very complex and multifaceted.

Looking at the scenario of present days, the education system from which we go through in our country is very single-dimensional and inauthentic because it relies more on rote learning and memorization and less on “conceptual understanding and critical thinking”, the capability of a student is determined on basis of the result of a standardized test. It is an undeniable fact that every person's brain is different, their thinking pattern is different, their abilities are different, their passion is different but even then in this standardized system, each child has to learn the same thing at the same time in the same way and thus disrespecting the fact that each one of us is unique and different in our own way. Due to this fundamental flaw, a lot of talent in a student is wasted.

However, the defect is not only in our education system, but our society is also blamed for considering only educational achievements, little or no encouragement is provided to follow their own interests.

Education Reform is the name given with the aim of changes in education given to the public. The basic purpose of educational reforms is to transform school structures with the aim of raising the quality of education in a country. It deserves a holistic examination of their reasons, objectives, application, and results generated by those within the school systems where they are implemented. Some primary reasons for the failure of educational reforms - too few teacher-led reforms, a lack of real community support from those most impacted, and a lack of focus on policy change for public schools across the board, not just the lowest of low-performing schools.

Education sector reforms have been one of the top preferences of the Government in India. Constant efforts have been taken effectively to revamp the education system in India to provide equitable access to education. However, reforms can only be possible if it is implemented properly, which seems a tough challenge. A democratic country like India having a diverse population, implementation of a pan India reform becomes a tough task owing to its varied political, economic and social reforms. Several schemes and policies were introduced by the Indian government to improve the education system basically in the quality and content of instruction. However, the system has failed to achieve its objectives and transform according to global standards.

Executing a policy or conducting reforms, ministers and the ruling parties are the key players and are highly influenced by their personal opinions, interests, and ideologies. Textbooks and curriculum reforms have been mainly tough as the ruling government would put in their political and ideological views into the textbook. This can be associated with the government politics model of policy implementation which takes into consideration individual behavior — an important factor in decision-making.

Every education system has advantages and disadvantages. As a developing nation, the Indian education system has been developed on the pillars that support theoretical knowledge to prepare the students for some of the toughest competitive exams in the world. Whereas education systems of other developed nations are more flexible allowing students to pursue varied career opportunities other than the mainstream options.

Many reforms are still required to make our country's education system an efficient one. For determining how far or how close we are, for achieving that goal, we can compare India's education system with one of the finest education systems of the world, that is, Finland. Finnish education system runs on the code, "understanding is better". They believe that hands-on learning and focusing on problem-solving ability is more important than listening to lectures and preparing for tests. Through this attitude, they allow various students to connect different parameters of various concepts and develop better conclusions in their careers.

For filling the gaps in our education system, especially to abolish the rote memorization structure, our government implemented many reforms. Most prominent of them are:

1. The EMC (Entrepreneurship Mindset Curriculum), a program implemented by Delhi Government in 2019 in government schools to focus on the revolutionizing of the education system by engulfing students' qualities of empathy, confidence, creativity, problem-solving skills, and critical thinking.

2. Sarva Shiksha Abhiyan was launched in partnership with the state government for promoting elementary education across the country. The goal is to construct new schools and classrooms to provide better training for teachers.

3. The government has launched the National Scholarship portal with one window online clearance facility to provide affordable education.



Even after such great efforts to revamp our education system, to fill the missing gaps, to make our system a better one, the core problems are still not eliminated. Day-by-day, we are moving close to a better education system but the finish line to an effective education system is still so far, but it is very true that one day we have to reach there because "youths future will be decided by knowledge and thoughts, their decisions will depend upon what they have learned now, what they have experienced, and what education system they have attended."

DELHI METRO- WHAT ALL YOU STILL GOT TO KNOW

**SWADEEP MALIK &
MEENAL RAJPOOT
B.Com(H), 1st year**

Do you remember the time when people used to board a moving bus, especially an overloaded bus or the way they used to hang all over it? Somewhere at the back of our mind, these pictures are still fresh....

But the introduction of the Delhi metro has totally revolutionized the mass transportation scenario. It turned out to be a blessing for the people and hence became a lifeline for Delhiites. Even though it is of such great importance, are people really well aware of their very own metro? The majority of them may not. So, Let's know our metro better.

Starting its journey in Delhi with the red line inaugurated by Mr. Atal Bihari Vajpayee on 24 December 2002, it slowly became the largest and the busiest rapid transit system in India. Thus, connecting the country's capital with various parts. Well, metro carries half of the population each day, have you ever thought what if the idea of metro never gets shaped? What if the metro never comes into existence or never gets manufactured? The situation would be really terrible!

So, any idea about WHO OWNS AND MANUFACTURES THE METRO? Delhi metro is owned by both Government of India and Government of Delhi which together forms Delhi Metro Rail Corporation (DMRC) and only 3 companies are allowed to manufacture metro for Delhi. The one produced by company Mitsubishi is called bombardier. The one produced by Hyundai is called Rotem. And the third one is manufactured by Bharat Earth Movers Limited (BEML).



SECURITY plays a vital role in helping the public transport system to become the mode of choice and Metro has emerged as the most favoured mode of the urban transportation system in the national capital region.

The inherent characteristics of the metro system make it an ideal target for both terrorists and miscreants and people often get confused about the handling of security at Delhi metro by Delhi police but a salute to CISF (Central Industrial Rail Corporation) who handles the security at Delhi metro and thus making it among the safest mode of transportation and also Delhiites the first choice.





Traveling in the modern, swanky metro with fully air-conditioned coaches is quite fun and convenient too but ever wondered why only even a number of coaches exist in a metro? This is because DMRC has 2 types of coaches namely the Driver coach and Motor coach. Thus D and M cars serve as one unit. Therefore they cannot be used separately. So there is no chance of finding a metro having an odd number of coaches. Traveling in a fully lit metro and suddenly there's a power cut? It often irritates the passengers and people often complain of shutting down of electricity at several metro stations.

Well, there's a logic behind the same. This happens because these are neutral zones where the power supply switches from one substation to another.

Eg- central secretariat and Udyog Bhawan. Thus, there's a small shutdown for a few seconds. We call it power cuts, metro calls it POWER SHIFTS.

Now. Here's an interesting question. Many of you must have tried to mimic the announcements made in the metro? It's really fun sometimes. But the only problem is the voice in the announcement and yours doesn't match. Isn't it? Some people think that these are computerized voices being played but no the voices are real human voices. The voice of the female announcer (in English) is of Rinni Simon Khanna. While the Male announcer (in Hindi) is of Shammi Narang. It's really wonderful to have such an amazing voice?

NOW, let's choose between the two- Stairs or escalators? Escalators of course right? Escalators are the real savours of the time and energy of humans today. But the sad part is stairs are a better option to choose which humans fail to understand. So, not forgetting about the escalators, many of us may not know that they have a special feature called the SAREE GAURD feature which deflects loose clothing from getting trapped. It proves quite useful many times. Last, but not the least Ever wondered what is the purpose of those yellow strips you see inside the metro stations and on platforms? These yellow stripes are the corridor for visually impaired travelers, this leads them directly to lift and exits. As the metro believes in serving humans.



Thus, in conclusion, the metro has turned out to be one of the finest gifts not only for the Delhiites but for other cities too. It truly changed the face of transportation. And it's near to impossible to even imagine a day without the metro. A day without a metro?

The FAKE HUSTLE problem

And how it is ruining potential new gen tycoons

Anush Madan

B.Com(P), 1st year

The 2020s start off with young individuals achieving commendable feats in the fields of commerce, R&D, entrepreneurship, science and technology and every possible field imaginable. While this is fantastic from every point of view, and pointing out problems with this might sound nit-picky and uncalled for, I would like to highlight why is this snowballing into a problem.

The media glorifies these young people who've made it far, which is in fact, well deserved. But this is giving rise to a group of people whom I fondly call 'Fake Hustlers'. They are a loosely bound group of people who want to achieve ridiculously while working in a pathetic manner, throwing themselves into a vicious cycle of stressing themselves up and leading them to nothingness.

They want to achieve the world before they hit their 30s because they want to be like those glorified Forbes 30 under 30 (For whom I have the utmost respect) without matching remotely the amount of work ethic, skills, and grit. Because they don't know what happened backstage. They think it's all overnight success and wait for their own overnight turnaround of life. Which is as real as a unicorn.

TYPES OF FAKE HUSTLERS:

Though I have observed many kinds, I'll be talking about TWO of the worst types I've come across. They are worse than the rest because they are not only a problem for themselves. But for me as well.



TYPE 1: The ONLINE POSER:

This person will have a social media account full of buzzwords like motivated mindset/hustle /entrepreneurship with HQ pictures of themselves in a tuxedo with no real enterprise or effort to back it up with. A solid chance they will try to lure you into a pongee or pyramid scheme fraud demanding no kind of skillset or work experience but just an amount of initial investment.

WHY ARE THEY A PROBLEM FOR THEMSELVES:

These dumb kids will make few tens of thousands of rupees by scamming other dumb kids, who in turn scam other dumb kids. That money is rarely used for reinvestment and is usually blown on stupid purchases or partying. Unethical and moronic. Often the time that could have been used on gaining a proper education is wasted on the high of this stupid scam.

WHY ARE THEY A PROBLEM FOR OTHERS:

The people they scam were potential entrepreneurs. They wanted to work and were willing to invest money. After getting duped once, many discard the idea of taking the risk and become overcautious in the later years of life.



TYPE 2: Flexing the superiority in seniority:

This is a paradox, As much as I would love to write about these, I would hate to do so equally. These have a position in an organization that usually would have NOTHING at all substantially accomplished but their actions match those of a rude equivalent of Steve Jobs himself while interacting with their subordinates. They ABSOLUTELY LOVE trash-talking of those who happen to have the misfortune of working with them. It's almost cute to see them having the first taste of pseudo power as they continue to fire people here and there and then go back to the horrible management they were executing.

WHY ARE THEY A PROBLEM FOR THEMSELVES:

Loss of great opportunities and stunted growth of organization because of acting like Elon Musk on crack. Sometimes it really is a horribly bad idea to cuss people out for not taking part in their unproductive "interactive initiatives" when it costs them time and money only to find out poor ideas being stretched on for long periods of time. Why can't you just facetime until something important comes up?

WHY ARE THEY A PROBLEM FOR OTHERS:

Turns out by the time a person finds out that the people in seniority are just a bunch of posers, he's already lost a considerable amount of time, money and opportunities trying to work for them and actually helping the organization grow. The actual good people in the seniority suffer because of their nonsensical fellow people.

BOTTOMLINE is, if you come across the first type, ignore. If you come across the second type, don't worry you'll get fired or you'll quit if you have the slightest ounce of self-respect. Good riddance? Maybe. If you have the motivation to fulfill the idea of the organization, get to the seniority yourself and show them how it's done.



Achievements



ABHIMANYU NASA
B.COM (PROG) , SEM-4
2ND PRIZE - INTER COLLEGE CASE STUDY
COMPETITION (AUROBINDO MORNING)
3RD PRIZE - ONLINE MOCK STOCK (PGDAV COLLEGE)
2ND PRIZE - MOCK STOCK (LADY IRWIN COLLEGE)
RUNNERS UP - CASE STUDY COMPETITION AT DELHI
SCHOOL OF ECONOMICS



SHAILJA KULSHRESHTHA
B.COM(HONS.), SEM-4
3RD PRIZE - ADMAD COMPETITION (KAMALA NEHRU COLLEGE)
2ND PRIZE - DEBATE COMPETITION (DEBATING SOCIETY OF SRI
AUROBINDO COLLEGE EVENING)
BEST INTERJECTOR - DEBATE COMPETITION (DEBATING SOCIETY)



Internships



DEVENDER RAWAT
B.COM (PROG) , SEM-6
-PLACED IN ERNEST AND YOUNG
-INTERNSHIP AT TIMES OF INDIA



ABHIMANYU NASA
B.COM(PROG.), SEM-6
-FINANCE INTERNSHIP AT HSBC
-MARKETING INTERNSHIP AT ASSOCIATION OF
BILLION MINDS



SNEHA JAISWAL
B.COM(PROG.), SEM-4
-SALES AND MARKETING IN
HINDUSTAN UNILEVER LIMITED.
-SALES AND MARKETING IN
JYOTHY LABORATORIES LTD.



SHRUTI SINGHANIA
B.COM (HONS) SEM-6
-WORKED AS AN INTERN IN SALES & OPERATION
DEPARTMENT AT TRAVEL TRIANGLE



NIHARIKA GROVER
B.COM(PROG.) SEM-6
-WORKED AS AN INTERN IN MARKETING AND SALES DEPARTMENTS
AT PALACIO

NSHIPS
D
EVEMENTS

STARTUPS- A Spark in the Economy

Aakarshit Agarwal
Vidhita Sangwan
B.Com(P), 1st Year

The success of the young entrepreneur will be the key of India's transformation in the new millennium.

-Dhirubhai Ambani



We are seeing startups that are born Global, creating solutions for the world as well as those that are applying next-gen technology to address deep and complex challenges of inclusion and livelihood in India. There are more than 25 home-grown unicorns (like Ola, Zomato, swiggy, Paytm, OYO, Urbanclap and many more) that are competing strongly in an open market against global, well funded, well-matured competitors and are contributing majorly towards the Indian economy.

Startups may be small. But they create a big impact on the economy that changes people's way of living. OYO, Zomato, Urbanclap, Paytm, Flipkart are some of the Indian startups which are contributing a lot to the Indian Economy. These startups have established the Indian startup ecosystem on the global radar.

With 39000+ startups India has become the home of the third-largest startup ecosystem, behind the US and China.

Indian start-up economy has been booming, The last decade has seen significant activity on multiple fronts including the founding of new startups, the amount of funding and the number of investment loans, the influx of global start-ups, development of regulatory infrastructure, global mergers and acquisition, and internationalization.



Rahul Singh, who is the president of the National Restaurants Association of India, credited Zomato, Swiggy and other food aggregators for changing the dining-out culture and driving up restaurant consumption.

Demonetisation gave the company Paytm an almighty lift. Paytm was the simplest answer and people went for it. It went from 125 million wallet customers before demonetization to 185 million three months later. Indian start-ups are moving up the intellectual ladder, too. We are seeing fewer 'me-too'.

Models and start-ups building unique products and solutions, entrepreneurs are more seasoned, with experience of working at large multinationals and have a global exposure of working in the USA or Europe before returning to India. Most important thing these entrepreneurs have a product mindset and unlike their counterparts from the previous generation who were always service focused.

Students at the age of 18 come up with great ideas and start planning for their startups and at the age of 21-25 start building their own companies. In a way, they directly impact the economy by providing employment to the population. Startups create opportunities for the businesses and drive foreign currencies into the domestic market

Despite India's growth rate decelerating consecutively for the past two quarters, not a major impact on startup's. The slowdown will not impact the capital raising ability of start-ups as they do not require heavy capital, just a good idea. Their fundraising depends on various other factors such as the nature of the business, competitive scenario and risk factors.

The economic slowdown hasn't majorly affected the performance of startup companies yet, this is exactly what is driving a lot of interest in funding because the start-ups are still a booming industry.

The Indian startups and their great leaders not only have shown their talent but also proved that they are ready to give a tough competition to the rest of the world.

A startup becomes successful not only when it is appreciated by the people and the market but also when it creates a good impact on the economy in which it is operating.

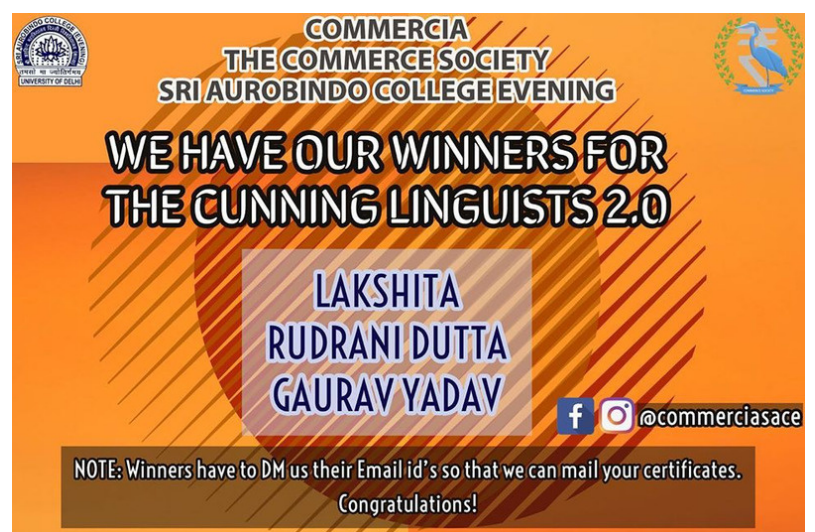
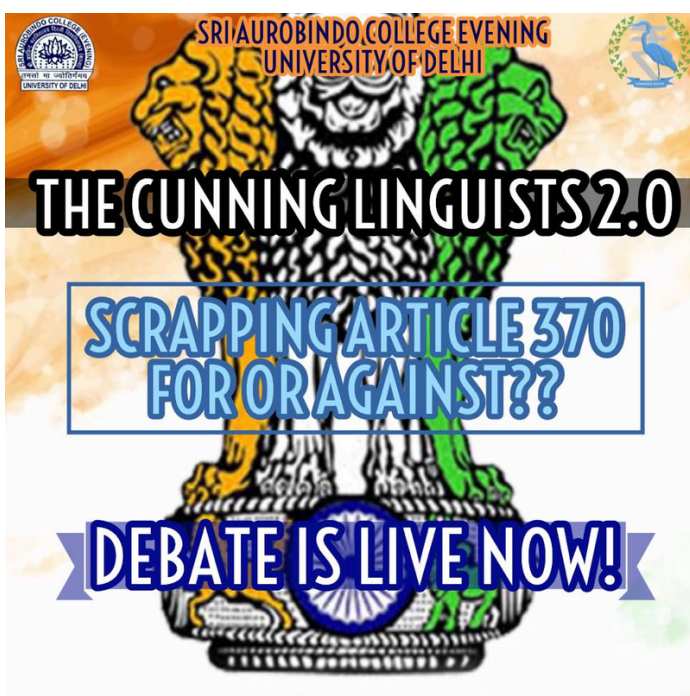


“As a leader, it is important to not just see your own success, but focus on the success of other”

- Sundar Pichai

The Cunning Linguists 2.0 - The online Debate Competition

Commercia organized an online inter-college debate competition on the occasion of Independence Day, 15th August, 2019 and the agenda of the debate was - 'The Scrapping of Article 370'. The online event turned out to be a smashing success as it not only provided us with a variety of views but also involved a mass number of participants to express their perceptions and concerns on a very crucial issue.



Recruitment Drive

1. Concerning the freshers in the college, COMMERCIA held a recruitment drive -1 on 22nd August, 2019 for seeking all the enthusiastic and confident fellow mates to welcome on board so that the society can experience some new talents and generate opportunities for them.
2. For all those who started late, should also be given the opportunity and a second chance to become a part of this esteemed organisation. Thus, COMMERCIA unfolded another Recruitment Drive - 2 on 21st January 2020 for the SACEians. The drive successfully wrapped up welcoming the new aspirants who proved to be working with great zeal towards the society in the future.

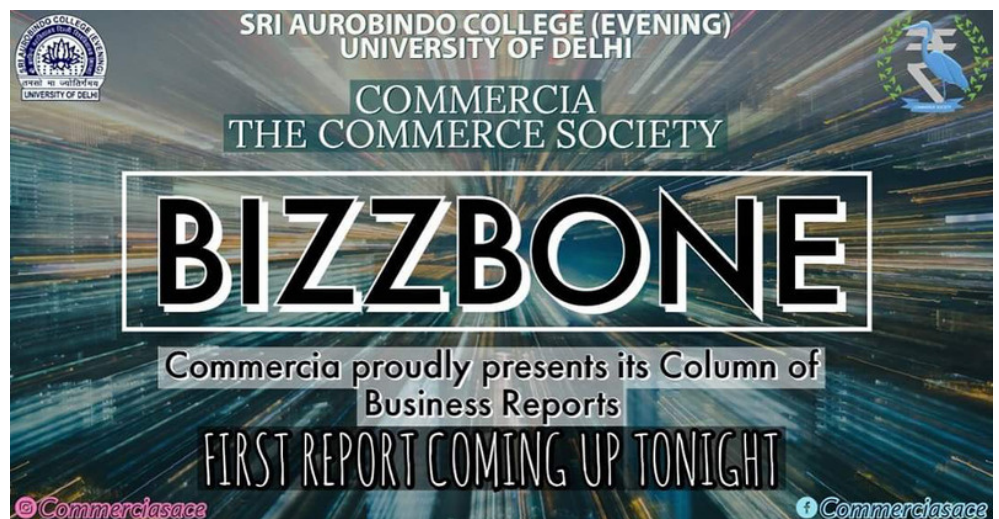


LAUNCH OF THE BIZZBONE

COMMERCIA, the team that is always working with desire to enrich all the Commerce lovers with whatever Commerce-Gyan we can pass at different times. Our team keeps doing various research works on different trendy topics in the corporate world. We do not want to confine what we explore and learn out of those researches to ourselves only. So, accordingly, we are here with another initiative of ours to share with people. After the great success of COMMFEED, which gives all the latest corporate news updates regularly. It gives us immense pleasure to present our business column, BIZZBONE, that will bring to all the simplified, comprehensive and eclectic outline of contemporary topics of the corporate world in even intervals.

Bizzbone was launched on 13th August, 2019. Through Bizzbone, till date we have published 9 reports on trending topics on the very known blogging website called wordpress.com, the list of topics are given below, these all can be viewed at commerciabizzbone.wordpress.com -

1. BUDGET 2019 IN A NUTSHELL
2. MONEY OVER HAPPINESS
3. LUNGS ON FIRE
4. SHALL WE CALL IT BREAK EVEN?
5. CLIMATE CHANGE – GRETA THUNBERG’S MESSAGE A DETAILED VIEW
6. Downfall of forever 21
7. SLOWDOWN OF THE INDIAN ECONOMIC GROWTH
8. AIR INDIA – WILL THE FLIGHT BE BACK ON SCHEDULE ?
9. Living Strata of Telecom Industry



COMMCARNIVAL'19

"Everything being a constant carnival, there is no carnival left."

It's always insisted that we should live happily and for fulfilling it, festivals play a huge role in our life. In every culture, festivals have their unique importance. On October 1st, 2019, the Commerce Society of Sri Aurobindo College evening, valuing their culture, celebrated their intra-college fest named 'commcarnival'. Commcarnival, as the name suggests, is the Commerce Society's carnival. It was a fest of commerce-related games. In the event, two games were organized, namely 'Case-e-caution' and 'hare and hounds'. 'Case-e-caution' was a case study competition of a business situation, while 'hare and hounds' was a treasure hunt event. Both games were highly crowded with a distinguished set of minds from the college. 'Hare and hounds' was a great fun, and participants showed great enthusiasm. The case study was a great exposure of the intellectual level of the college with brilliant minds. In highly tough competition, those who successfully secured positions were highly privileged and were awarded by the Commerce Society. It was a great example of celebration of the festival of lent season and hence beautifully acclaimed as 'commcarnival' in the college. It makes a great deal to celebrate festivals and such festivals fill the joy in life.



COMMVERVE'20

"Together we grow, together we glow, together we owe our very own motivation."

Marking the dates 21st & 22nd February 2020 in the history of Sri Aurobindo College (Evening), the two golden days. These days witnessed the first ever inter-college fest organized by any society, and the benchmark is all set by one of the most active societies of Sri Aurobindo College (EVE) : COMMERCIA - The Commerce society. The first day witnessed great enthusiasm and thrills among the participants. The most exciting TREASURE HUNT followed by the case study competition, CASE-E-ADALAT. Treasure Hunt consisted of three rounds, where first round included quiz, riddles in the second round followed by the concluding round, the final treasure hunt round. Case-e-Caution was another interesting game which witnessed n number of registrations and actual participations. The game started with a questionnaire round followed by the marketing-based case studies. Finally, first day of COMMVERVE ended with a great hail.



22nd February, the second day of COMMVERVE started with the same enthusiasm. The key ingredients of 22nd February were our very own IPL BIDDING and THE AD-MAD competition. IPL bidding included three rounds respectively. The first round was based on general knowledge about IPL 2019, the second round was designed to earn money and third round was based on buying players on the basis of money earned in the second round. Lastly, the most exciting AD-MAD started. It was hosted by a quiz round first followed by an interesting JINGLE creation round, concluding with the ADVERTISEMENT creation round. Neck to neck competition was something that made all the competitions worth playing for the competitors and worth judging for the judges. Thus, COMMVERVE added another feather on the cap of Commercia's achievements. Putting a torch more on the environment and the decorations. The main entrance path was beautifully submerged in colorful bond wise. The vibrant colors of the blocks which gave a 3D impact not only of the name but of efforts team COMMERCIA put in was another moon to the sky. Not forgetting about the main spot of college Highway, which was beautifully covered with blue fans and green hangings; the very own color of COMMERCIA'S existence.

Winners of all the games were awarded with cash prizes , goodies along with gift hampers by Principal(OSD) Dr. Namita Rajput along with the HOD of Commerce department Dr. Akhilesh Mishra and other fellow respected teachers. COMMVERVE'20 proved out to be a crown on COMMERCIA's high held head in pride.



PHD CHAMBER of COMMERCE and INDUSTRY

PHD Chamber of Commerce and Industry hosted the 3rd THOUGHT LEADERSHIP SUMMIT ON SUSTAINABILITY AND CSR at PHD House on 23rd August, 2019. The academic partner of the same was Sri Aurobindo College(E), University of Delhi. Our Principal ma'am, Dr. Namita Rajput and HOD of Department of Commerce, Dr. Akhilesh Kumar Mishra gave COMMERCIA - The Commerce Society of SACE an opportunity to attend this summit and to be a part of it.

The event started with a discussion on the agenda-Policy and Thought Leadership on Ecosystem and Governance of CSR" followed by the agenda of the Thematic Session 1 was SDG 2: Zero Hunger- End Hunger, achieve food security and improved nutrition and promote sustainable agriculture which was chaired by Mr. Eric Kenefick, Country Director, UNWFG.

Then the agenda of the Thematic Session 2 was SDG 4: Quality Education: Ensure inclusive and equitable quality education and promote lifelong learning opportunities which was chaired by Dr. Namita Rajput, Principal (OSD), SACE. There were also Research Paper presentations presented by all researchers which were very enriching and enlightening.



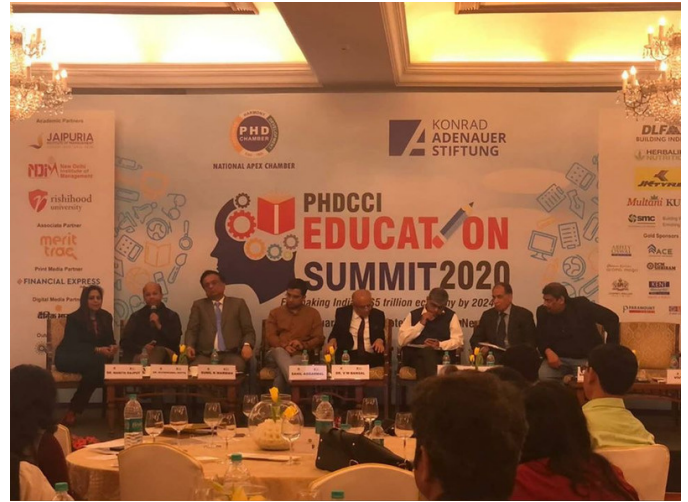
PHD CHAMBER of COMMERCE and INDUSTRY

PHD chamber of commerce and industry hosted an education summit at Hotel Taj Mahal, Mansingh road on 27 February, 2020.

The summit was totally based on transforming education - for making India a \$5 trillion economy by 2024-2025 through skill development and how one can improve their knowledge and find jobs matching their skill sets. Distinguished Speakers from various Institutions and German Embassy were invited.

There was a panel discussion in the end to clear the doubts of the audience.

Our Principal Ma'am Dr. Namita Rajput was one of the distinguished speakers who with her wonderful thoughts enlightened us with vast knowledge. It was a great learning experience and a wonderful opportunity for us to grow.



COMMFEED Continues to Sail

"A newspaper is a device for making the ignorant more ignorant and the crazy crazier"

'Commfeed' a weekly edition of our digital newspaper-

Now, what does a digital newspaper mean?
A digital newspaper is a digital version of a printed newspaper. It can either be as a stand-alone publication or as an online version of a printed periodical.

The Rationale behind the name "Commfeed"-

Every single edition of our digital newspaper is rich with all the latest front - page news and quirky facts about the Corporate sphere and the Economy, peculiarly designed to capture varied transition taking place in the business environment.

For this reason, it is christened as "Commfeed".

Attributes which makes "Commfeed" a Stand out-

- Superbly experienced page setter and a graphic designer in combo.
- The authenticity and originality of the subject matter.
- An "In the Issue" grid which highlights the news flash smoothly.

What all does the "Commfeed" offer?

Commfeed sounds like a newspaper which is all about " corporate or commerce", but that isn't true at all, it's much more. The newspaper provides access to various categories of news content such as politics, startups, entrepreneurship and technology etc. There is almost anything and everything about the country in "Commfeed". It helps very much in understanding the businesses, analysing the markets and best excerpts shared by the bigwigs of bigger organization.

Voyage of Commfeed-

It's been nearly two years when the first ever edition of digital newspaper was launched and since then it has been a great experience.

"Commfeed" has successfully passed it's golden and platinum editions and soon the diamond edition (100th edition) will be out. It's all because of everyone's support and acknowledgement, we have come so far and earned such an amazing response.

We proudly mention that COMMFEED - the weekly newspaper of Commercia have marked its **100th** edition this session on 05th April, 2020. Our initiative, rich with latest news of the corporate world and economy was the first digital newspaper of Sri Aurobindo College Evening by a society. We are pleased with 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.

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

ISSUE: 100TH Sri Aurobindo College (evening) APRIL 5, 2020

COMMFEED

(THE COMMERCIA WEEKLY) Dr. Namita Rajput (Principal)

WHETHER YOU THINK YOU CAN, OR YOU THINK YOU CAN'T, YOU'RE RIGHT!
- HENRY FORD

IN THIS ISSUE

1. STOCKS HAVE OPENED THE DAY WITH THE BENCHMARK INDICES LOSING AROUND 1% AFTER RECORDING SOME GAINS IN THE PRE-OPEN SESSION. THE RUPEE TOO HAS SLIPPED AGAINST THE DOLLAR REFLECTING THE SENTIMENT IN THE DOMESTIC EQUITIES MARKET.
2. OLA ON TUESDAY ANNOUNCED A SCHEME TO PROVIDE INTEREST-FREE LOANS TO DRIVERS ON ITS PLATFORMS TO ADDRESS THE IMMEDIATE LIQUIDITY CRISIS FACED BY DRIVERS ACROSS THE COUNTRY. DRIVERS OF CABS HAVE BEEN HARD HIT UNDER THE COVID-19 LOCKDOWN WITH MANY NOT HAVING FUNDS TO MAKE ENDS MEET. THIS SCHEME, CALLED SAHYOG, IS AVAILABLE FOR ALL DRIVERS OF OLA.
3. CONTRIBUTION BY CORPORATES TO PM-CARES FUND WILL BE CONSIDERED AS SOCIAL WELFARE SPENDING UNDER THE COMPANIES LAW, THE GOVT. HAS SAID AMID ONGOING EFFORTS TO DEAL WITH THE COVID-19 OUTBREAK. ANY CONTRIBUTION MADE TO THE PM-CARES FUND SHALL QUALIFY AS CSR EXPENDITURE. CORPORATE AFFAIRS MINISTER NIRMALA SITHARAMAN SAID IN A TWEET ON SUNDAY.
4. WIPRO FAMILY, COMPRISING OF AZIM PREMJI FOUNDATION, WIPRO LTD AND WIPRO ENTERPRISES, HAS COMMITTED ₹125 CRORE TOWARDS TACKLING THE UNPRECEDENTED HEALTH AND HUMANITARIAN CRISIS ARISING FROM THE COVID-19 PANDEMIC OUTBREAK.
5. MOODY'S INVESTORS SERVICE ON THURSDAY CHANGED THE OUTLOOK FOR INDIAN BANKING SYSTEM TO NEGATIVE FROM STABLE, AS IT EXPECTS DETERIORATION IN BANKS' ASSET QUALITY DUE TO DISRUPTION IN ECONOMIC ACTIVITY FROM THE CORONAVIRUS OUTBREAK.

1. SENSEX, NIFTY DOWN OVER 1%; PRICES OF ESSENTIAL GOODS SHOOT UP

2. OLA TO PROVIDE INTEREST-FREE LOANS TO DRIVERS FOR THREE WEEKS IN FACE OF COVID-19 LOCKDOWN

3. CONTRIBUTION TO PM-CARES FUND TO QUALIFY AS CSR SPENDING CENTRE

4. WIPRO, AZIM PREMJI FOUNDATION COMMIT ₹125 CRORE TO TACKLE COVID-19 CRISIS

5. COVID-19 IMPACT: MOODY'S CHANGES OUTLOOK ON INDIAN BANKS TO NEGATIVE

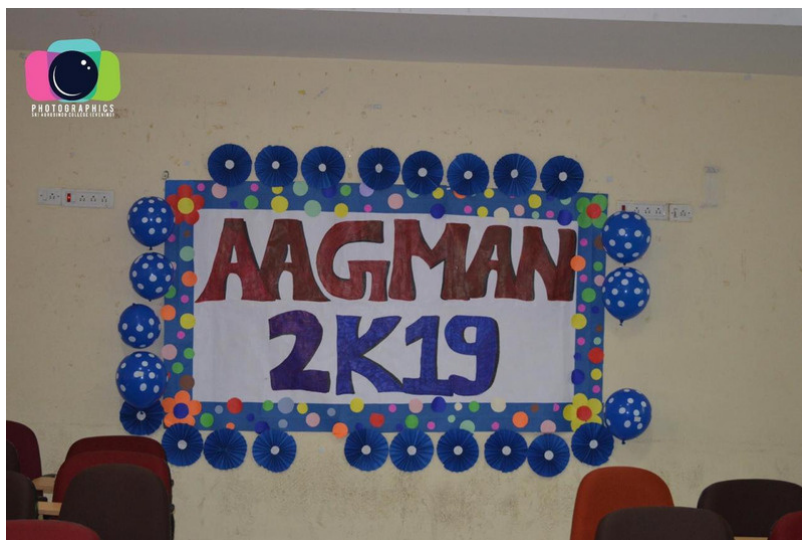
PM CARES

Scan & Pay with BHIM UPI 2020

BHIM UPI

AAGMAN 2k19

Commercia- The Commerce Society of Sri Aurobindo College Evening organized yet another successful event, i.e. its annual departmental Freshers on 19th September, 2019. AAGMAN 2k19 kicked off with the lightning of the lamp by our Principal ma'am accompanied by our Teachers followed by our Principal and HOD addressing the freshers. There were lots of fun activities and performances by our multi- talented Commercians. The freshers enjoyed the event with great enthusiasm and zeal. The freshers came to an end with the most awaited part of the evening, that is, MR. AND MISS. FRESHERS 2k19 rounds. To wind up, This event added another feather of success in the cap of COMMERCIA. The event was marked successful jointly with the efforts of the team and the support and blessings of our teachers.



Lamhein 2k19

Commercia- The Commerce Society of Sri Aurobindo College(Evening) organized another successful event of bidding farewell to our beloved seniors with the guidance of our mentors and the brilliant participation of our seniors on 25th April, 2019. The event was full of mixed feelings. There was enthusiasm, bliss, the pain of separation, melancholy and what not, but still the event was managed in such an amazing way that it was a great success. We made memories and re-lived some of the precious moments. Focusing on minute details the event made tons of memories. Every new beginning comes from another end and moving on to a new stage in life can be a challenging process. The event was a great success and we are saying this because the smiles on the faces of our seniors were showing the real happy colours.



YEAR HIGHLIGHTS



CONFERENCE
AT
PHD CHAMBER
OF COMMERCE



Commcarnival

Collaboration with WDC for
Wall event of Breast Cancer
week



COMMVERVE'20





COMMERCIA



STUPENDOUS TEAM OF COMMERCIA

