



# COMMERCIA



MAGAZINE, DEPARTMENT OF COMMERCE, VOL. 8 2022-23

# NEWSLETTER 2023



**Sri Aurobindo College Evening  
University of Delhi**

# BACK TO GROUND 2022-2023



# INDEX



## COMMERCIA

OFFICIAL STUDENT'S  
NEWSLETTER OF  
THE DEPARTMENT OF  
COMMERCE,  
SRI AUROBINDO COLLEGE  
(EVENING),  
UNIVERSITY OF DELHI

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# About The Commerce Society



**The Commerce Society** was established in **2014**, to empower commerce background students with a broad knowledge of the corporate world and also act as the liaison between the industry and the college. **The Commerce Society** is the representative of the **Department of Commerce of Sri Aurobindo College (Eve)**. The passionate and energized individuals working here as a team not only contribute towards the development of Commerce students but also assists society in reaching new milestones every day. This society is a platform that enables individuals to showcase their expertise and adopt new competencies along with academics.

The society aims to equip students with financial literacy through its initiative of posting various finance & commerce-related content on its social media page.

Apart from professional learning, the society also promotes co-curricular activities among college students to give them a break from their day-to-day academics. The society organizes various events & fests throughout the year giving opportunities to students to participate and win exciting prizes along with promoting healthy competition among them.

The society facilitates academic, professional, extra-curricular and personal growth in students' life enabling them to take the stairs of success and fly high in their respective careers. The society plays a major role in promoting a sense of community among the graduates and preparing them for a victorious journey.

The whole team is proud to announce the Annual Magazine-  
**"COMMERCIA"** of **The Commerce Society**.

# FACULTY MEMBERS



**Dr. Aman Singh**  
(Teacher-in-Charge)



**Dr. Vibha Batra**



**Prof. Anil Kumar Singh**



**Dr. Archana Agarwal**



**Dr. Rovika Prem**



**Prof. Sumati Verma**



**Mrs. Reena Yadav**



**Prof. Akhilesh Mishra**



**Mr. Vikas Kumar Joshia**



**Mrs. Meenakshi Thakur**



**Dr. Amandeep Singh**

# PRINCIPAL'S MESSAGE



Prof. Vipin Aggarwal

Dear Members of **The Commerce Society**,

I am pleased to introduce the latest edition of the Annual Magazine- **COMMERCIA**, which carries with it the immense efforts of our students and faculty members. **The Commerce Society** has always been actively participating in the dissemination of knowledge, and this magazine is an example of our commitment to providing a platform for creative expression.

I would like to congratulate the editorial board for their tireless efforts in bringing out the newsletter and showcasing their work in the best possible manner. I am confident that the magazine will be a source of inspiration for the students and provide valuable insights into the world of academics, industry, and society. It is an opportunity to reflect on our progress and to set new goals for the future.

I cannot express my appreciation enough for the industrious students of **The Commerce Society**. Your passion for learning and for extracurricular activities is evident in the excellent events like **COMMFiesta**, you have organised over the past year. Society has truly raised the bar in terms of academic and cultural events.

Once again, I am proud to be associated with such a vibrant and productive community. Congratulations to each of you, and I wish you all the very best in your future endeavours. Keep up the good work!

**Prof. Vipin Aggarwal**

Principal

Sri Aurobindo College (Evening)

# MESSAGE FROM THE HOD'S DESK



Dr. Aman Singh

With a vision to sensitize the students- the budding corporate executives and future business leaders; and to equip them to face the fast-changing global world and the challenges of life; the Department of Commerce and The Commerce Society of Sri Aurobindo College (Eve.) draw immense pleasure in releasing their annual departmental newsletter - COMMERCIA.

The seed of the same was sown in the year 2014, further nurturing was done year wise and it then became a grown-up tree in subsequent years and yet this is only the beginning.

As a tradition of the department, COMMERCIA provides a platform for promising, creative students to portray their creative, literary as well as artistic talent and achievements in the academic year preceding the year of publication. It is an attempt to promote skills of editing, writing and corporate communications amongst the students and instil in them a sense of confidence to express themselves.

The newsletter not only sheds light on the academic excellence of their students and their passion for the subject but also highlights their acumen towards various extracurricular activities. Individuals here are moduled to confront the professional front.

I am pleased to note that our promising students are able to micro-manage the activities. The commendable contributions of our voluntary students associated with The Commerce Society are highly appreciable.

In synchronization with the theme, COMMERCIA contains enlightening articles on contemporary issues of economic relevance. I hope The Commerce Society keeps excelling at the same pace always. In the end, I would like to wish team COMMERCIA a victorious journey ahead. May the spirit and the enthusiasm be forever on the rise.

॥लफ़ज़ आईने हैं मत इन्हें उछाल कर चलो,अदब की राह मिली है तो देखभाल के चलो  
मिली है जिंदगी तुम्हें इसी मकसद से,सम्हालो खुद को, औरों को भी सम्हाल के चलो॥

**Dr. Aman Singh**  
Teacher-in-Charge  
Department of Commerce  
Sri Aurobindo College (Evening)

# FROM THE MINDS OF STUDENT EDITORS

It is with great pleasure that we present to you the latest edition of the **Annual Newsletter** of **The Commerce Society** of **Sri Aurobindo College (E)**. As the editorial team, we have worked tirelessly to bring together a collection of articles, essays, and features that we hope will engage, inform, and entertain you. This year, we have focused on exploring the latest trends and developments in the industry and highlighting the achievements and accomplishments of our students & faculty. From insightful seminars with industry leaders to in-depth analysis of emerging markets and technologies, we believe that this edition of the Newsletter reflects the diverse and dynamic nature of our college and its community. We would like to extend our thanks to everyone who contributed to this magazine, including our dedicated team of editors, and designers, as well as the many individuals who provided valuable insights.

Thank you for your continued support, and we hope you will enjoy reading this year's edition of the Annual Magazine- "**COMMERCIA**".



RITIK SONI



ADITI GUPTA



SHIVAM GUPTA



LOKIT AGARWAL



SAMYAK JAIN



UTKARSH MEHTA



ABHINAV GOEL



DEVANSHI GOEL

# FROM THE DESK OF CORE TEAM



**RITIK SONI**  
**PRESIDENT**

"No problem is insurmountable. With a little courage, teamwork, and determination, a person can overcome anything.

The Commerce Society gave me some of the most fulfilling experiences of my college life, teaching me valuable lessons along the way. While there were certainly ups and downs, being part of the society taught me how to overcome challenges and move forward despite setbacks.

Moreover, I was able to build connections and make lasting friendships that will serve me well in the future. Spending three years in the society was a transformative experience that allowed me to grow both personally and professionally.

I'm grateful to lead such a Dynamic Society, and it will always hold a special place in my heart."

**HAIL COMMERCIA!!**



**SHIVAM GUPTA**  
**VICE-PRESIDENT**

My College journey is incomplete without "The Commerce Society". It was like I found my home away from home. A journey filled with laughter, joy and challenges, but through it all, we as a team have come out stronger, wiser, and more resilient. We have learned from one another, shared our experiences, and built lifelong friendships. I had the privilege of working alongside an incredible team of individuals who taught me the value of hard work, dedication, and perseverance. "This Society has shaped me into the person I am today and prepared me for the challenges and opportunities that lie ahead". I'll forever cherish the memories and being in a position to lead this team I feel blessed.

**Once a Commercian Forever a Commercian**

**ADITI GUPTA**  
**VICE-PRESIDENT**



"College has been one of the most phenomenal times of my life. Packed with ups and downs it has been one progressive expedition. Joining the Commerce Society as a member to being the Vice President of it, this long quest has taught me multiple values and morals which I am sure will carry along throughout my life. From getting some lifelong friendships to multiple professional connections and teachings this society has nourished me with a fortune. Dynamic situations have composed me for forthcoming events and taught me the ways to accord with them. I can never trade these three years for anything else. Nothing could have been more promising than this. Being a part of this society will always be memorable for me."



**LOKIT AGARWAL**  
**GENERAL SECRETARY**

My College life started with The Commerce Society and now its ending with the same. This much space in the column is not enough for me to sum up my college journey. Being a member to the General Secretary, The Commerce Society has always remained an integral part of my college life with endless learnings, fun and most important, ever lasting memories. These 3 years of my college life has taught me a new aspect of life and helped me to learn and grow as a better individual. The Commerce Society has always remained like a family to me. The support and care I got from my team members has always encouraged and motivate me to push forward my boundaries and achieve my goals.

**Keep Flying Commercia !!**

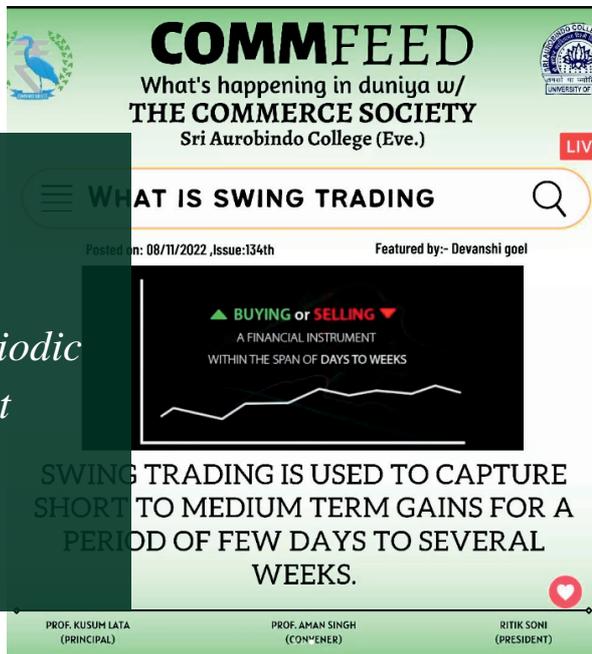
**ALAN DAVID**  
**JOINT SECRETARY**



My journey has been a tumultuous ride, taking me from an ordinary member of society to the Joint Secretary of the Society. Reflecting upon the past year, I realise that I was once a person with no discernible skills, but now I am proficient in creating eye-catching posters, writing diverse content, and dealing with people. These competencies are not just restricted to college but also to my future endeavours. Without a doubt, joining this society has been the best decision I've made so far. These individuals are not just colleagues, but they've become an essential part of my life. College education not only provides theoretical knowledge, but it also instils crucial life skills to deal with challenges that one might face in the future.

# COMMFEED

The  
Periodic  
Post



Commfeed is an initiative that aims to spread financial awareness among students regarding the industry and the economy.

The post is divided into 3 segments:-

The first page comprises trending **Global News**. It is followed by the latest **Indian News**. The third page covers the **Featured Content** where the society puts forward financial terminologies and explains it in the simplest manner possible.

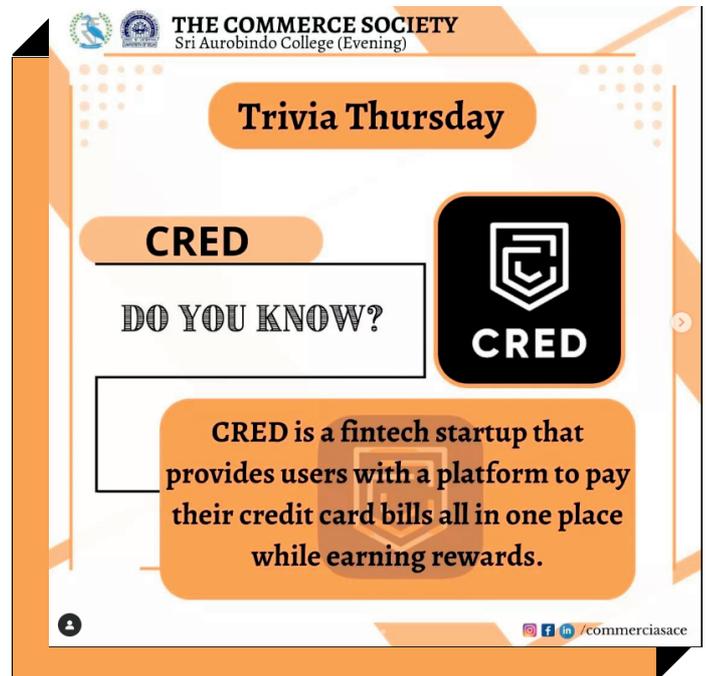
The motive behind this initiative is to provide viewers with all the trending news in a very short and crisp manner. We believe that this approach is especially beneficial for students who are entering the workforce and need to stay abreast of the latest industry trends and innovations. By providing a streamlined news source, we hope to equip these graduates with the knowledge and insights they need to succeed in their careers. The response we have got from the viewers is grateful. It is because of the boundless support and hard work of the members that we have achieved such a great response. The team makes sure that the **Commerce** graduates are up with all the latest updates and productive information about the **Commerce World**.



Global  
&  
Indian  
news

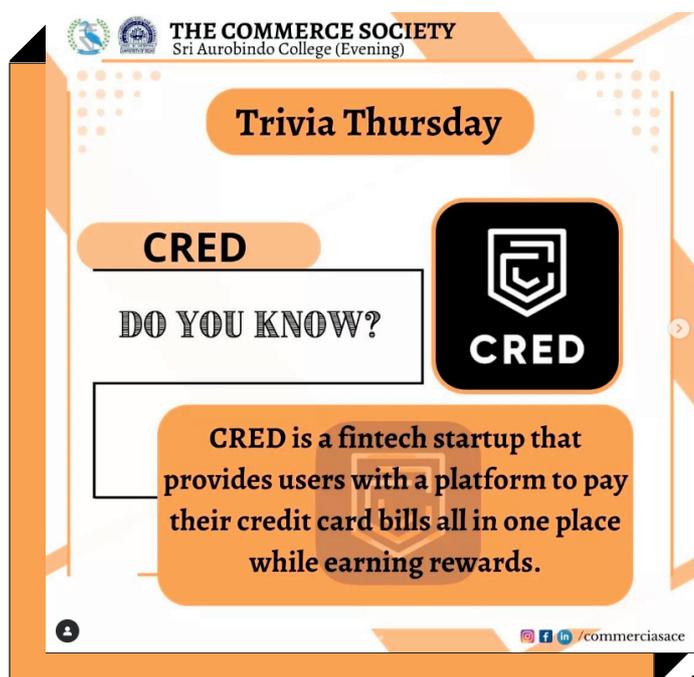
# TRIVIA THURSDAY

The Commerce Society's Trivia Thursday is a highly praised endeavour that has garnered a large following on our **Instagram** account. The aim is to uncover the lesser-known sources of income for various companies, which many commerce graduates are unaware of. With extensive research and original material, The Society captivates its audience every **Thursday**. Each post begins with a brief company overview and then delves into its primary and covert **Revenue Streams**. The team pledges to provide additional enlightening content to its readers in the future.



# MEMEBYTES

As social media continues to dominate the world of online entertainment, **The Commerce Society** recognized the growing demand for amusing and engaging content. With this in mind, we created **MEMEBYTES**, an initiative tailored to the tastes of our meme-loving audience.



**MEMEBYTES** is centred around providing a weekly dose of trending news in a fun and delightful format. Our team is committed to delivering entertaining content that keeps our viewers engaged and coming back for more. With this, our goal is to create a community where everyone can come together to laugh, learn, and stay up-to-date on the latest happenings in the world of commerce.

# COMMVERVE'22

COMMVERVE was a virtual 3 Day inter-college fest organized by The Commerce Society of Sri Aurobindo College (Evening) from 25th February 2022 to 27th February 2022. The event was packed with 5 thrilling games and 1 amazing entertainment bonus. COMMVERVE was a grand success, spread over 30+ colleges with a total registration of 40,000+ in all 5 games. The fest can be summarized below:

## 1. STONKS – Stare the Share

The game revolved around stock trading and was spread over 2 rounds. The first round was MCQ based followed by the final round of bidding and trading of shares.

## 2. SNAKES & LADDERS – The Game of Ups and Downs

The game was planned over 3 rounds with the first round being a quiz competition, followed by an online treasure hunt round and finally the Snakes & Ladders round.

## 3. SHARK TANK – Either Pitch It or Lose It

The game consisted of 3 rounds. The first round was a quiz round revolving around startups, while the second round was a bidding round and in the third round participants pitched their respective ideas to the judges

## 4. BINGE-O-MANIA – Binge It to Know It

The game was spread over 3 rounds. The first round was a quiz competition, the second round was a friendly talk-over on web series and the third round was a Role Play of some famous series.



## 5. VIRTUAL ESCAPE – You Can Escape Conversations? Well, Think Again About This Game

The game was played in 3 rounds. The first round is the riddle round, followed by the second round of mystery solving and the final round of escaping the mansion.

## 6. COMIC FEST – Let The Jollies Begin

The comic fest was the main attraction of the event. It commenced with a heartfelt musical performance by The Music Society of Sri Aurobindo College (E). Following this, a roundtable conference titled '*COLLEGE PAR CHARCHA!*' was conducted with esteemed speakers Kanishk Priyadarshi, Pratik Gadia, Avnie Garg, and Agrima Chatterjee. Finally, Mr. Pratik Jain added a humorous touch with his act as a fundamental jester.

# COMM-CARNIVAL

COMMCARNIVAL, an inter-college event was organized by The Commerce Society of Sri Aurobindo College (E) on **26th April 2022** in the college premises. The event consisted of various Competitions, Game Stalls, Food & Drinks and DJ. The event was a significant triumph with a footfall of over 10,000 students from various colleges of Delhi University. The event can be abstracted as below:

## 1. MINUTE TO WIN IT

It was the central attraction of the event. The game consisted of 6 rounds named- **Red Light Green Light, Ping Pong, Straw & Peas, Balloon Burst, Pull the Tissue and Run Until You Win.** Each round lasted a few minutes and was played in teams with dual members. The top three teams with the highest overall scores were rewarded with cash prizes by the faculty members, providing a great incentive for the participants to put their best foot forward. The game was undoubtedly a thrilling and unforgettable experience for all involved.



## 2. GAME STALL

Another fun element of the event was Game Stalls. The stalls consisted of 3 exciting games- **Dart Game, Glass Ball and Throw a Ring.** We were thrilled to see so many students coming together and enjoying the games. The response to the stalls was overwhelming, with students and faculty members alike flocking to test their skills and have fun. The Game Stalls proved to be a great addition to the event, adding an element of excitement and competition to the festivities.

## 3. FOOD & DRINKS

Amid the scorching heat, the society took care of its beloved participants by reloading their energy and providing them with food & drinks. **Coffee shops, ice-cream stalls & food stalls** were set up by ensuring that the stalls offered a diverse range of food and beverage options to cater to different tastes. The society's commitment to providing a well-rounded and enjoyable experience for all its participants was evident in the attention to detail and careful planning that went into the food and beverage stalls.

# LAMHEIN'22

The Commerce Society organized the farewell ceremony, Lamhein'22 on 6th May 2022 in the Seminar Hall to give adieu to the final year commerce students. The theme for the farewell was **Formals**.

College life is an emotion between freshers and farewell. Entering as a newbie and then walking away as a veteran is a great yet emotional journey for all college students.

Order to make the **farewell** exciting and worth remembering, the society conducted many games, activities & dance performances to keep the seniors occupied throughout the event.

Titles of **Mr. & Miss Farewell** and **Mr. & Miss Well-Dressed** were distributed to the best performers. The society also prepared a short & emotional video for the final-year students. The day started with the lighting up of the lamp and ended with the kind words of our seniors sharing their college experiences & fun memories. The event ended on a good note with a day packed with evocation.

**THE COMMERCE SOCIETY**  
SRI AUROBINDO COLLEGE (EVE.)

Presents  
**LAMHEIN 2022**

AN ADIEU TO FINAL YEAR STUDENTS

6th May • 2:30 PM

SEMINAR HALL  
SRI AUROBINDO COLLEGE (EVE.)

**ENTRY FEE - 150**  
**REGISTER NOW**  
**LINK IN BIO**

**THEME - FORMALS**

HARSH MODI - 99991 94845  
RITIK SONI - 93409 99561

Prof. Kusum Lata (Principal)      Prof. Anil Singh (Teacher-in-Charge)      Mudit Tewari (President)



# SEMINAR



**THE COMMERCE SOCIETY**  
Sri Aurobindo College (Eve)

**Join Us at Live Seminar**

**"PROFESSIONAL ETHICS AND COHERENT COMMUNICATION - THE CORPORATE LIFESTYLE"**

26 SEPTEMBER 2022 | 3:00 PM ONWARDS

**Venue : Seminar Hall**

E- CERTIFICATE AND ATTENDENCE WILL BE PROVIDED TO ALL THE PARTICIPANTS.

**REGISTER NOW!**

**UNDER THE AEGIS OF IQAC**

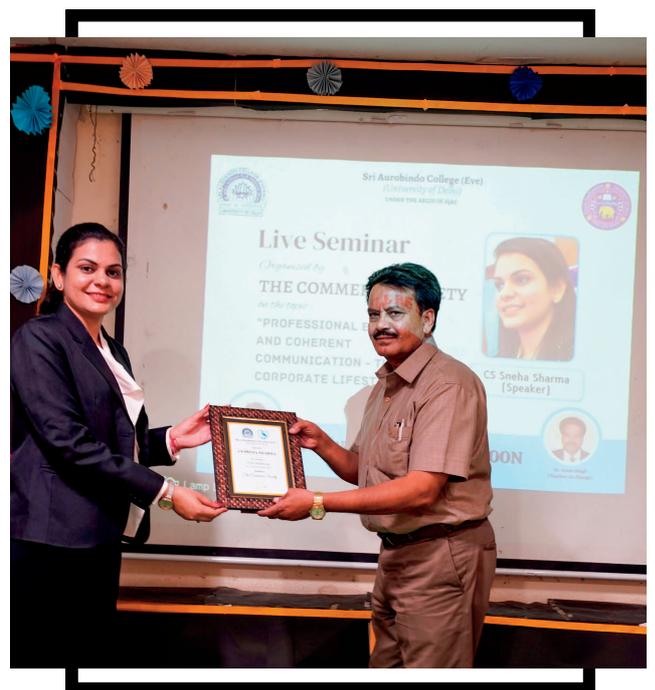
Prof. Kusum Lata (Principal) | Dr. Aman Singh (Teacher-in-Charge) | Ritik Soni (President)

Witnessing the need of Coherent Communication in the Corporate World **The Commerce Society** of the Sri Aurobindo College Evening organized a seminar on **26th September**. It was the very first seminar of this session on **"Professional Ethics and Coherent Communication - The Corporate Lifestyle"** by speaker **CS Sneha Sharma**. She came all the way from Kolkata to Delhi.

**Sneha Sharma** is a skilled and competent **"Company Secretary"** professional with rich experience in handling compliance and secretarial matters of Listed and Public group entities. She has gained adept knowledge in the Companies Act, 2013, Secretarial Standards, IBC as well as listing regulations and other allied and corporate laws. She is also a Master's degree holder with a

specialization in Accounting and Finance from the **University of Calcutta**. Presently, she is pursuing a Master's in Business Law from **NLSIU**. Professional ethics are principles that govern the behaviour of a person or a group in a business environment. It is essential for any individual who wants to establish a reputation for honesty, integrity, and responsibility. **Sneha Sharma** provided a glimpse of all these and explained the importance and necessity of professional ethics in a very insightful manner.

**Coherent Communication** means that the ideas are well linked together and they flow smoothly from one to the next, logically. The students not only learned how to communicate effectively but also how to strengthen their relationships with their co-workers and other stakeholders from diverse cultural backgrounds. Our speaker guided the students on how they can voice their views and assert their position in various communication contexts such as formal meetings and work-related discussions. The Seminar witnessed an audience of more than 100 Students and Teachers of The Commerce Department. All the students who attended the seminar were provided with an E-Certificate and got a chance to connect with industry leaders and college alumni.



# AAGMAN 2k22



The Commerce Society organized the **Official Freshers' Party, AAGMAN'22** for the students of the Commerce Department on **22nd November 2022** in the **Seminar Hall** to welcome the 1st Year students and make the initial days of their college life unforgettable. The dress code was smart casual to add up a little spice to the party.

Everyone participated with full enthusiasm in all the activities & games prepared by our team. The activities included Dare Game, Freeze Dance, Blur Game, Ramp Walk & Music performances. The winners of these activities were rewarded with exciting prizes. We also had the titles of **Mr. & Miss Farewell, Mr. & Miss Charming** and **Mr. & Miss Daring** to make them much more excited for the event. Refreshments were also provided by society to make everyone more energetic.

The event concluded with a motivational speech by the **Principal Ma'am**. We were overwhelmed by the response we received from all the students as they enjoyed every bit of the event and took with them a bunch of memories.



# RECRUITMENT DRIVE

**THE COMMERCE SOCIETY**  
SRI AUROBINDO COLLEGE (EVE)

**WE ARE RECRUITING!**

11TH JAN - GROUP DISCUSSION  
12TH JAN - PERSONAL INTERVIEW

Deadline - 10th January

Venue - Seminar hall

SCAN QR  
OR  
LINK IN BIO

**FOR 1ST AND 2ND YEARS**

Under the AEGIS of IQAC

Alan :-85868 18906  
Shivam :-93158 27191

Prof. Kusum Lata (Principal)      Ritik Soni (President)      Dr. Aman Singh (Teacher - in - charge)

## “HIRE CHARACTER, TRAIN SKILL”

“The Commerce Society conducted two recruitment drives in this session, one in **October** for **2nd Year** students and another in **January** for **1st and 2nd Year** Students. The society received a total registration of **250+** in both drives.

The **recruitment drives** were a huge success as they received an overwhelming response from the students. The society was looking for individuals who were not only academically strong but also had a keen interest in extracurricular activities related to commerce.

The **Google Form** round served as the first step in the selection process, where the students had to answer a set of questions related to their academic background and their involvement in extracurricular activities. The **Group Discussion** round was the second stage where the shortlisted candidates were given a topic to discuss amongst themselves. The panel members observed the candidates' communication skills, team spirit, and leadership qualities during the Group Discussion round. The final stage was the **Personal Interview** round, where the panel members assessed the candidates' overall personality, confidence level, and ability to handle challenging situations. Overall, the selection process was rigorous, but it ensured that only the most deserving candidates secured their place in the society.



# WALL- E- DASTAN

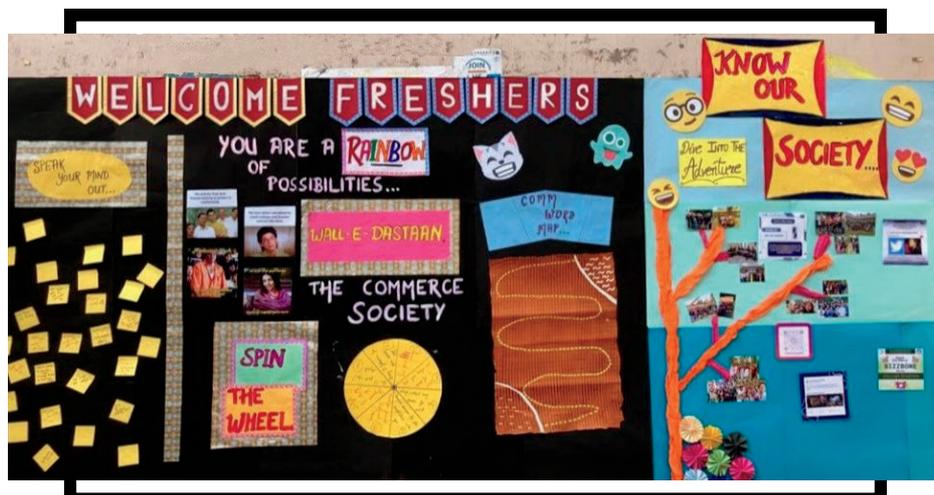
The Commerce Society's 1 Day wall event was a huge success, and it managed to create a buzz among the freshers. The event was organized in the **1st week of November 2022**, near the Flag post of the college, and the wall was beautifully decorated by the team. The objective of this event was to introduce the **first-year students** to the activities and events that the society conducts throughout the year. The wall was separated into three parts, each offering a different activity for the students.



The **first part** of the wall had a maze where the students had to use commerce-related words to complete it. This activity aimed to help the students brush up their commerce vocabulary and get familiar with some of the common terms used in the field. The **second part** of the wall had pictures of society's past events, giving the students a glimpse of the kind of activities they could expect from society.

The **third and final part** of the wall had an area where students could write about their experience at the event and provide feedback on what they liked or disliked about society. This corner proved to be a hit among the students as it gave them a chance to share their thoughts and opinions with the society members.

The event witnessed a good number of participants, and the students thoroughly enjoyed the activities and the overall setup. The event proved to be a successful initiative by the society to introduce themselves to the first-year students and set the stage for future collaborations and events. The positive response from the students further motivated the society members to organize more such events in the future.



# COMMFIESTA



**THE COMMERCE SOCIETY**  
SRI AUROBINDO COLLEGE (EVE.)

## COMMFIESTA'23

Prizes Worth 40k

**CLUEMINATI** **BIDDING WAR** **ADVERTISING ODYSSEY**

REGISTER NOW OR LINK IN BIO

8th, 9th & 10th February  
College Premises

UNDER THE AEGIS OF IQAC

Prof. Vipin Aggarwal (Principal)      Ritik Soni (President)      Dr. Aman Singh (Teacher-In-Charge)

The Commerce Society of Sri Aurobindo College (Evening) organized a 3 Day inter-college offline event **COMMFIESTA'23** from **8th February 2023** till **10th February 2023**. The event consisted of 3 exciting fun packed games & various other activities with prizes worth **40k**.

**COMMFIESTA'23** was not just an event but an experience in itself. The fest, which drew participants from various colleges, created a sense of camaraderie amongst the teams, and the interaction and networking among

the participants were well woven into the Fest's fabric. The event left everyone with wonderful memories and a desire to come back for more.

The fest was a huge success and was attended by over **1000+ participants** from various colleges. The event can be summed up as below:

## 1. CLUEMINATI - Track, Trail & Tail

The game was just like a treasure hunt which made the participants follow one clue after the other to make sure they reached the final destination. The first round was an online quiz round, followed by the second round of Treasure Trove, where the participants moved from one location to another following the hints. The last round was a Lockdown round, where the teams were supposed to escape from a room.



## 2. BIDDING WARS - Bid It to Win It

The game was for the ones who love bidding. Everyone bids for different start-ups in a very unique way. The first round was Formo which was an online quiz based round. The second round was KBC (Kon Banega Commercepati) consisting of sub-rounds like Fastest Fingers First, Buzzer Round, etc. The final round was Bid Bazaar where all the teams were engaged in an intense bidding war.

## 3. ADVERTISING ODYSSEY - Create, Shape and Unleash Your Imagination

We all grew up watching ads on TV. Every round of the game contained some ads, within which the game revolved. The first round of Brand Busters was an online quiz round followed by the second round of Commbola, where the participants played Tambola but with a unique twist. For the final round, the teams participated in an AD-Mad Show and produced advertisement videos utilizing props they obtained through bidding with points earned in the previous round.





### **LOKIT AGARWAL**

- Graphic Design Internship at Essex Farms Private Limited for a duration of 3 months.



### **Abhinav Goel**

- Financial Analyst at PredictRAM. Generated and managed stock portfolios every week on economic events giving phenomenal returns of more than 5% in a span of 3-4 days.
- Investment Banking Fellow at Marquee Equity.
- SEBI-certified Research Analyst and NSE-certified Investment Analyst & Portfolio Manager.



### **Utkarsh Mehta**

- Management Associate internship at Metvy for a duration of 3 months.



### **Devanshi Goel**

- LIC Agent & Advisor with a total achieved premium of more than Rs. 65,00,000.
- Received a bronze medal from the Sub-Divisional Magistrate on Independence day for successfully achieving the LIC Policies target.
- TIMES NIE school reporter (2019-2020).
- Health insurance agent at Niva Bupa.



### **Shivam Gupta**

- Won gold medal in flat bench competition in the weight category 60-70 KG.

# GE O TH COMM SOC

# MS F E ERCE IETY

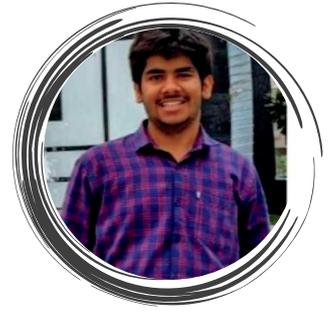
## **Tanishtha Dixit**

- Won a Consolation prize of Rs. 2000 from the Ministry of Roadways for writing an essay on "Road Rage".
- Received a number of certificates and secured 2nd position for an Inter-school Creative writing competition



## **Kartik Girdhar**

- Started his online business with Forever Living Products (FLP). It is a global company that produces high-quality health and wellness products made from natural ingredients. Also, the company provides a business opportunity to people to earn income while making a positive impact on people's lives.



## **VISHNU M.N.**

- Runner up for Inter-school Badminton Competition(Twice)
- Digital Marketing Internship at Corizo Edu tech for 1 Month



**Snehil Gogia**  
2002-2023

It is with a heavy heart that we inform you of the passing of one of our most respected members, Snehil Gogia. We extend our deepest sympathies to Snehil's family and friends during this difficult time.

He achieved the following through his hard work, dedication and commitment:-

1. Established his own Startup in Saharanpur  
INDERISH- Readymade and Printed suit manufacturer.
2. Social Media Marketing Internship at Words With Coffe
3. Professional Diploma in Digital Marketing from NMIMS
4. Cheif organizer in St George's College, Mussoorie at Milestone 2020.

# SADHNA BROADCAST PUMP AND DUMP CASE

-Prateek Karnwal  
B.Com (Hons), 2nd Year

The **Sadhna Broadcast** scam revolves around a relatively unknown company, **Sadhna Broadcast Limited**, which was listed on the **Bombay Stock Exchange (BSE)**. The company had been trading at low levels for a while, but all that changed in **August 2021**. Suddenly, the stock price of **Sadhna Broadcast** skyrocketed, and it became the talk of the town.



The reason for the sudden surge in stock price was attributed to the company's announcement that it had entered into a joint venture with a well-known media company. The news excited investors, and the stock price shot up by **1000%** in just a few days. The hype surrounding the company reached its peak when it was featured on several news channels, and social media was abuzz with talk of the next big thing in the Indian stock market. However, it was not long before the **bubble burst**, and the reality of the situation came to light. Investors who had bought into the hype soon found that they had been duped, and the stock price of **Sadhna Broadcast** began to fall rapidly. Within a week, the stock price had plummeted by **70%**, leaving many investors with huge losses.

The reason for the sudden surge and subsequent fall in stock price was attributed to a **Pump and Dump** scheme orchestrated by a group of people who had bought shares in **Sadhna Broadcast** at low prices. These people then used various tactics to artificially inflate the stock price, including spreading false rumors and manipulating social media. Once the stock price had reached a certain level, they sold their shares, causing the stock price to plummet. The **Sadhna Broadcast** scam is just one of many examples of **Pump and Dump** schemes that have been uncovered in recent years. **Pump and Dump** schemes have been around for a long time, but the rise of social media and online trading platforms has made it easier for fraudsters to manipulate stock prices.

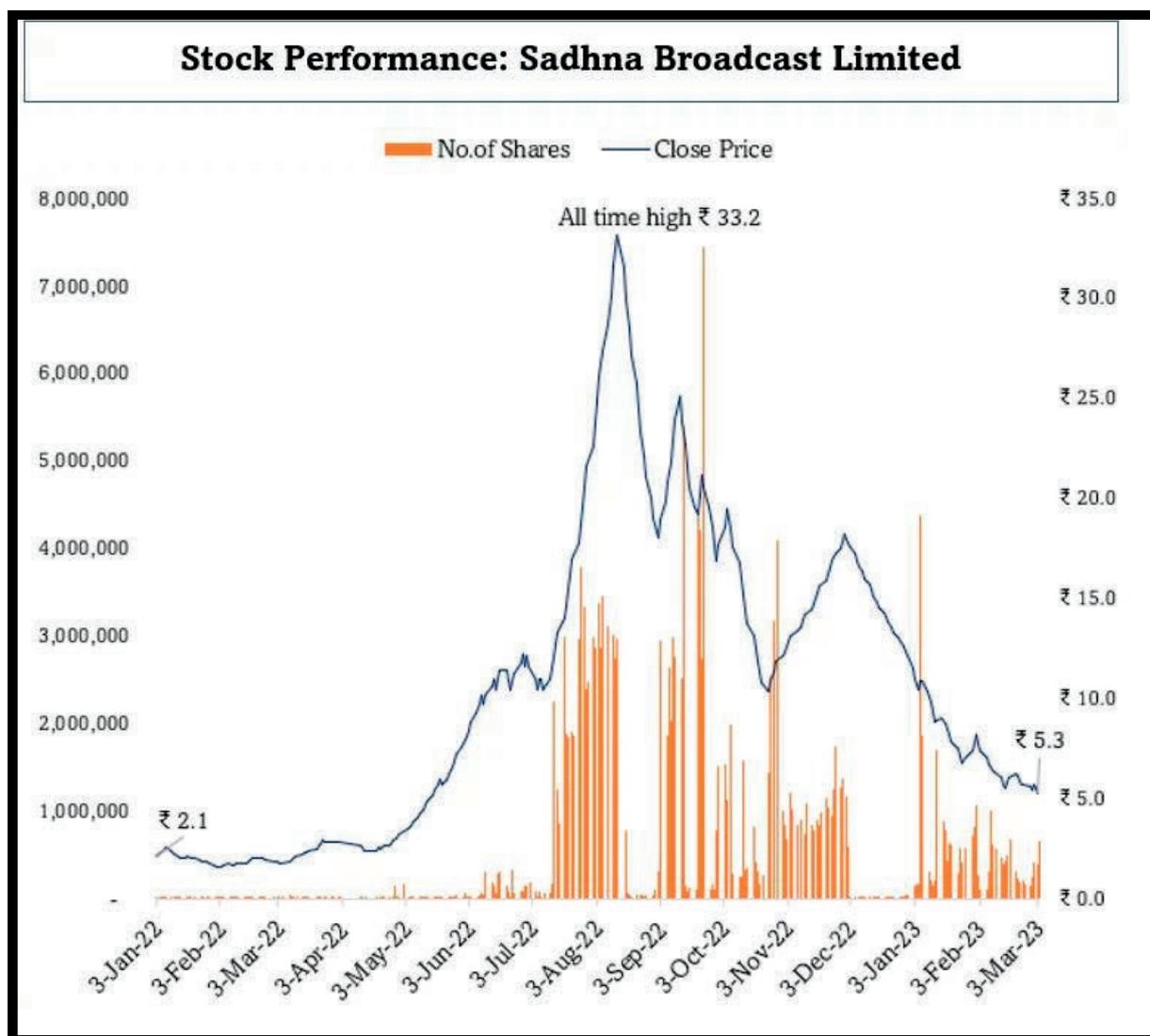


In a **Pump and Dump** scheme, fraudsters buy shares in a company at a low price and then artificially inflate the stock price by spreading false rumors and using other tactics. Once the stock price has reached a certain level, they sell their shares, causing the stock price to plummet. The people who fall victim to the scam are usually individual investors who are lured by the promise of quick profits.

In the case of the **Sadhna Broadcast** scam, the **Securities and Exchange Board of India (SEBI)** has already launched an investigation into the matter. The **SEBI** has also issued warnings to investors to be cautious when investing in small and unknown companies, especially those that have suddenly seen a surge in stock price.

Investors who have fallen victim to the **Sadhna Broadcast** scam are understandably angry and frustrated. Many of them have lost a significant amount of money, and they are now left with the daunting task of trying to recoup their losses. Unfortunately, in most cases, it is very difficult to recover money lost in a **Pump and Dump** scheme.

The **Sadhna Broadcast** scam is a stark reminder of the risks involved in the stock market. While there are many opportunities to make money, there are also many risks, and investors need to be cautious and do their due diligence before investing in any company.



**Figure 2:** Chart depicting stock performance of Sadhna Broadcast Limited from the period of 3rd Jan to 3rd March.

# STARTUPS: MAJOR CONTRIBUTION TOWARDS INDIAN ECONOMY



*-Tanishtha Dixit  
B.Com (Hons), 2nd Year*

**S**tartup India is a program started by the **Government of India** in **2015** to support, encourage and motivate new budding entrepreneurs

especially the young blood in **India**. The Government has delivered various loan schemes to support the startups and financed several startups through grants and concessions. The Government has also set up some startup hubs in **NITs, ITs, IIMs** and **IISERs** to boost up the startup wave among students

It is no secret that **India** faces a major problem of unemployment. **Startups** are one of the solutions to this major problem. Startups create jobs and provide people with job opportunities which result in self-growth as well as the completion of objectives of the company. **Startups** believe majorly in goal congruence which facilitates both employees and the company.

It is no secret that **India** faces a major problem of **unemployment**. **Startups** are one of the solutions to this major problem. **Startups** create jobs and provide people with job opportunities which result in self-growth as well as the completion of objectives of the company.

Startups believe majorly in goal congruence which facilitates both employees and the company. These companies have given a new definition to the world of startups with their innovative services and products. These **startups** are really a fuel to our economy and continue to contribute towards strengthening it. There has been such a huge wave of startups in India that it has encouraged investors to invest in potential startups and inspire and help them to become profitable and innovative. **Shark Tank India** has been a major influence on the people of India in understanding the need and importance of startups in our country. The show has emboldened the people of all age groups in starting their own **startups**.

As of 2022, a total of **80,152 startups** had been recognized by **DPIIT**. The **Indian Startup** ecosystem has raised a total of **\$136 billion** in funding. These statistics clearly show how much startups are contributing to our country's economy and how critical it is to **India's** growth and development.

# THE COLLAPSE OF SVB

-Prabhat  
B.Com (Prog), 1st Year



**Silicon Valley Bank**, a California-based bank established in the year, **1983** was the **16th** largest bank in the **United States** and the largest bank by deposits in the bank in **Silicon Valley** which failed after a bank run on its deposits and was taken into receivership by the **Federal Deposit Insurance Corporation** on **March 10, 2023**. According to FDIC at the time of the failure, SVB had **\$ 209 billion** in assets and **\$175.4 billion** in deposits.

**SVB** specialised in financing and banking for venture capital-backed start-up companies mainly technology companies. **SVB** provided financing for about half of all **U.S. venture-backed technology** and healthcare companies. It was one of the most preferred banks for the tech sector because it supported startups that will not be accepted by other banks due to higher risks. During the **Covid-19** pandemic, Consumers were spending big money on digital services and electronic gadgets which resulted in a large influx of cash **SVB's** services were taken to hold the cash during this time for business expenses by the startups which they invested in long-term securities such as **U.S. treasuries** and agency mortgage-backed securities and they made a mistake by not protecting their liabilities with short-term investments for quick liquidations that left the bank insolvent for months as they were unable to liquidate their asset without a large loss. When **Venture Capital** started drying up the bank customers (startups) withdrew money. **SVB** didn't have the cash to liquidate the deposits so they started selling their bonds at a significant loss and announced a capital raise of **\$1.75 billion** which caused distress to customers and investors as they feared the bank to be short on capital,

all this resulted in a wave of withdrawal which plummeted by **60%** on **March 7**. On **March 8**, the California regulators closed the Bank and placed **SVB** under **FDIC**. **SVB** had much larger accounts, much more than the **\$250,000** FDIC limits, which meant that most of the working capital of startups was in their **SVB** account; they needed access to their deposits for payroll and bills. On **March 10**, the **California Department of Financial Protection and Innovation (DFPI)** issued an order taking possession of **SVB** citing inadequate liquidity and insolvency and appointed **FDIC** as receiver followed by the transfer of **SVB** assets to a new bridge bank namely, Silicon Valley Bridge Bank on **March 13** and opened it for operations.

The collapse of **SVB** is the largest collapse of a bank after the fall of Washington Mutual which resulted in the **2008** financial crisis. The **SVB** crisis is big but according to experts, it will not lead to any financial crisis as the clients of **SVB** were mainly the startups so the collapse will surely affect the startups but not the normal people and other banks who are having a diverse range of customers, unlike **SVB**. The failure of **SVB** gives us a lesson as a world economy to effectively manage the financial systems in the ups and downs of the economy to smoothly run the businesses. The **FDIC** also needs to take this as an alarm for the future impacts of rising interest rates in the **United States** and the government needs to take serious measures to avoid any other collapse or a recession.

# INDIA - A CASHLESS ECONOMY

-Sagar Soni  
B Com (Hons), 2nd Year

## CASHLESS ECONOMY



**Money** is the fundamental need of an economy, and there is no doubt saying that **India** is a cash-concentrated economy. Through the change in technologies, a **cashless economy** is been introduced. A cashless economy can be explained as an economy wherein all transactions are undertaken through electronic channels (**mobile wallets, credit cards, debit cards, or net banking**) without any use of cash or coins.

One of the important things while switching to a digital and **cashless economy** is the different modes of payment that one can count on, in lieu of cash. Such channels are listed below:

**Mobile Wallet.** There are numerous examples of mobile wallets. As of today, most of us have used them. It is a virtual wallet that one can access with their smartphone, and it acts as a payment gateway for their transactions.

**Plastic Money.** This is the most common cashless payment mode that people have rely-upon for a very long time. It includes **debit cards, credit cards, and prepaid cards**, in both physical and virtual forms.

**Net Banking.** It is a mode of transfer of money from one bank to another. With this, one can log on to their bank accounts online and initiate funds via **RTGS, NEFT, or IMPS**.

## BENEFITS OF CASHLESS ECONOMY

A **cashless economy** is a relatively new concept in **India**, and it has witnessed high acceptance in our lives. Let's have a look at the advantages of a **cashless economy**:

- 1. Transparency in the system:** Cashless transactions help banks recognize customers and track money flow. This helps in reducing financial fraud and crimes such as tax evasion and black money. Thus, it brings transparency and accountability to the country's monetary system.
- 2. Convenience.** The process of cashless transactions ensures easier payments anytime and anywhere. There is no need to visit the bank to initiate the transaction. One can simply do that from their phone.
- 3. Reduced cash-related crimes.** A cashless system helps curb black money practices in the country that impact the country's growth. It has also resulted in the reduction of crimes occurring due to cash.

4. **Provides employment opportunities:** Cashless transactions need secure internet connectivity and app management to carry out the transactions smoothly. This needs the help of human resources, thus providing employment opportunities to the people. For instance, job opportunities are provided in various mobile companies like **Paytm** and **PhonePe**.

5. **Reduced cost of currency production:** Shifting to digital payments reduces the production cost for currency, eliminating additional payout by the government. This also reduces the statutory burden for the **Reserve Bank of India (RBI)**, as the regulatory authority.

## CHALLENGES IN TRANSITIONING INTO A CASHLESS ECONOMY

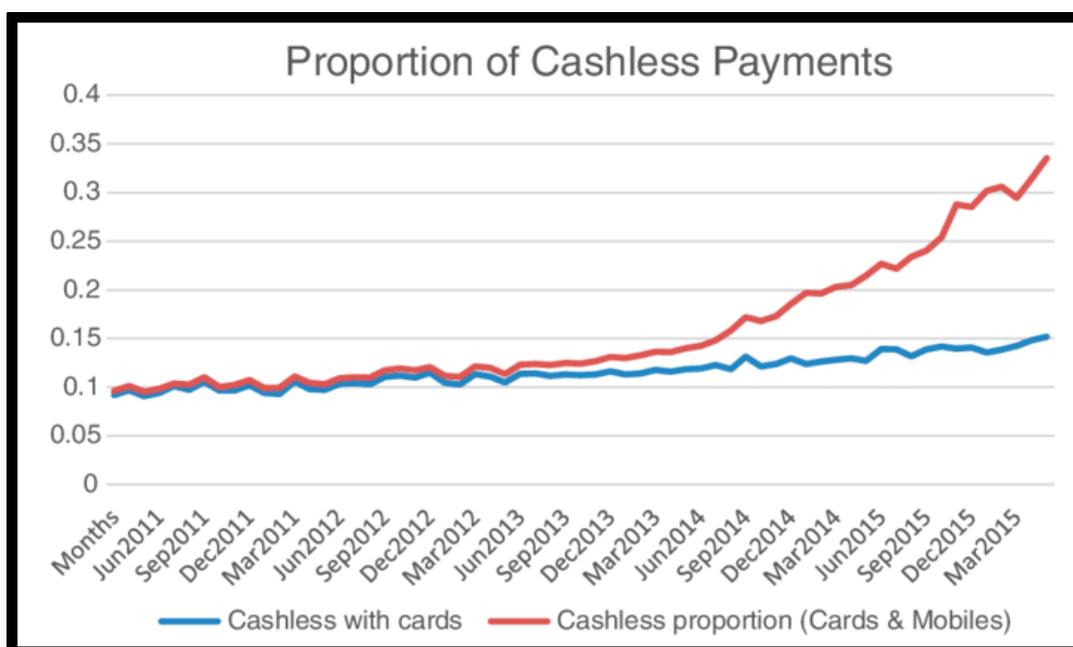
There are several challenges while transforming into a **cashless economy** that should be overcome. A few such challenges are listed below:

1. **Connectivity:** One of the main challenges for a country like India is weak internet connectivity. It is not only common in rural areas but also covers metropolitan cities.
2. **Convenience:** The process of cashless transactions ensures easier payments anytime and anywhere. There is no need to visit the bank to initiate the transaction. One can simply do that from their phone.
3. **Reduced cash-related crimes:** A cashless system helps curb black money practices in the country that impact the country's growth. It has also resulted in the reduction of crimes occurring due to cash.

## IS INDIA READY FOR A CASHLESS ECONOMY?

The government has taken several initiatives for the cashless economy which include **Demonetization**, **Pradhan Mantri Jan Dhan Yojana**, **Direct Benefit Transfer (DBT)**, **Unified Payment Interface (UPI)**, **Aadhar Enables Payment System (AEPS)**, and financial literacy centres. Although India has achieved a significant rise toward a cashless economy, we still have a long way to go. The government must undertake digital education drives, spreading information about e-transactions and virtual money. **Digital banking** must be simplified, and transaction fees levied must be controlled.

Having a **cashless economy** is a very strong concept. With the right strategies and implementation, **India** can easily be transformed into a **cashless economy**.



# UNLEASHING THE POTENTIAL OF CHATGPT

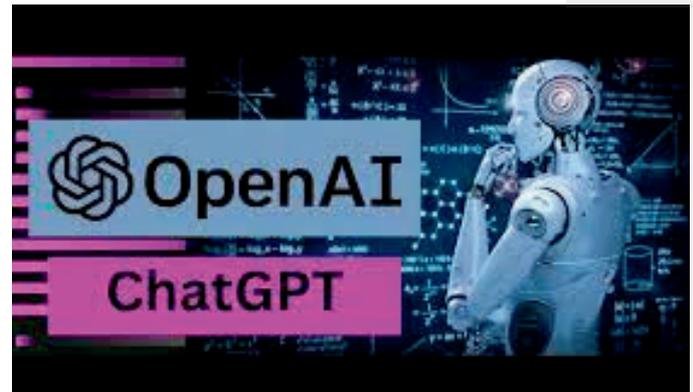
Imagine having a virtual assistant that could understand everything you say and respond in a natural, human-like way. That's the promise of ChatGPT, an AI language model that is becoming the gold standard for conversational AI.

ChatGPT is a remarkable artificial intelligence model developed by OpenAI. It is capable of generating human-like responses to a wide range of questions and prompts. The technology behind ChatGPT is cutting-edge and represents a significant advancement in the field of natural language processing. The model's ability to understand and respond to language inputs in a meaningful way is truly impressive, and its accuracy and consistency in doing so is a testament to the hard work and expertise of the OpenAI team. Overall, ChatGPT represents an exciting step forward in our journey towards a more human-like AI and deserves appreciation and recognition. ChatGPT has taken the world by storm, setting a record for the fastest user growth in January when it reached 100 million active users in two months after launch.

This type of AI will have a huge impact on human intelligence. Limited use will give huge benefits to humankind in many ways but dependency on It may lead to a downfall in human critical thinking ability.

Clearly, AI-powered search engines could be inaccurate and biased. They may even lie blatantly. This is particularly concerning because society as a whole appears to be almost ready to coexist with AI. Within days of its launch, Samantha Delouya of Business Insider asked ChatGPT to rewrite a piece she had written on a Jeep factory in Illinois that was idling production because the cost of producing electric vehicles was rising. A nearly pitch-perfect piece was created by ChatGPT, except that it contained fake quotes from Jeepmaker Stellantis' CEO Carlos Tavares, which sounded convincingly like what a CEO might say when faced with the difficult decision to lay off workers.

*-Mradul Gupta  
B Com (Prog), 1st Year*



## IS CHAT GPT A THREAT?

"ChatGPT is scary good. We are not far from dangerously strong AI" tweeted by Elon Musk on 04 Dec 2022.

Some critics argue that the use of ChatGPT could lead to job losses and a reduction in human interaction, potentially harming social connections and relationships. ChatGPT may progressively displace human skills and increase unemployment and limited access to AI might increase global inequality. Besides this, one of the primary security concerns with using ChatGPT is the risk of data breaches.

The late Stephen Hawking went as far as predicting that future development in AI "could spell the end of the human race." Prof. Hawking says the primitive forms of AI developed so far have already proved very useful, but he fears the consequences of creating something that can match or surpass humans. The One Hundred Year Study on Artificial Intelligence, launched by Stanford University in 2014, highlighted some of these concerns. But so far it has no evidence that AI will pose any "imminent threat" to humankind, as Hawking feared.

# ADANI HINDENBURG CLASH

"Investors react as allegations of inflated profits and environmental violations cast doubt on Adani's reputation."

-Hardik Kalra  
B.Com (Hons), 2nd Year

In 2023, a short-selling research firm named **Hindenburg Research** released a scathing report on the business practices of **Adani Group**, one of **India's** largest conglomerates. The report, titled "**The Adani Group: A Corporate Mirage in India's Coal Rush**" accused **Adani** of financial irregularities, environmental violations, and corruption.

The report was particularly critical of **Adani's** coal-mining operations in **Australia**, alleging that the company had overstated the capacity of its **Carmichael** mine and that the mine was financially unviable. It also accused **Adani** of misrepresenting the level of community support for the project and of failing to obtain the necessary environmental approvals.

**Adani Group** vehemently denied the allegations made in the **Hindenburg** report, calling them "**blatantly erroneous**" and "**misleading**." The company issued a detailed response to the report, in which it disputed the claims made by **Hindenburg** and provided evidence to support its position.

**Adani Group** vehemently denied the allegations made in the **Hindenburg** report, calling them "**blatantly erroneous**" and "**misleading**." The company issued a detailed response to the report, in which it disputed the claims made by **Hindenburg** and provided evidence to support its position.

The **Adani Hindenburg** case highlights the growing influence of **short-sellers** in financial markets and their ability to impact the share prices of large companies. It also highlights the challenges faced by companies operating in environmentally sensitive industries, particularly those with global operations.

The case is still ongoing, with both **Adani Group** and **Hindenburg Research** continuing to make their respective cases to investors and regulators. As of now, there has been no conclusive evidence to prove or disprove the allegations made in the **Hindenburg** report, and the case remains a subject of significant debate and controversy.



In conclusion, the clash between **Adani** and **Hindenburg Research** has brought to light serious allegations of financial irregularities and environmental violations. While **Adani** denies any wrongdoing, investors will be closely watching the situation as it unfolds and making decisions based on the outcome. This clash serves as a reminder of the importance of transparency and ethical practices in the business world.



# RELATED PARTY TRANSACTIONS: A PROBLEM FOR INVESTORS

*-Srijan Srivastav  
B Com Hons., 2nd Year*

The now infamous report on the **Adani Group** by short-seller **Hindenburg Research** put a needle in the share prices of **Adani** stocks. It also highlighted the issue of 'related party transactions for **Indian** investors. The Hindenburg report claims that several related-party transactions (RPTs) made by the Adani Group were swept under the carpet, and not disclosed. This is an ongoing problem with RPTs. If both sides of a transaction are related to each other, they can make deals that favour one another - and are not revealed to minority shareholders. In one example, Adani Enterprises' related entity, Carmichael Rail, allegedly acquired assets from the company without disclosure, and then immediately wrote down the value of the assets, enabling Adani Enterprises to avoid showing an impairment loss of Rs 120 crore in its FY15 books. If these accusations are true, they violate the law and also hurt the interest of the minority shareholders. This is a broader concern for Indian investors, considering the many family businesses in India's stock market, from the Jindals to the Godrej and Mahindra families, and others.

The debate has pushed the capital market watchdog **SEBI**, to rethink the laws on **RPTs**. **SEBI** wants to tighten related party laws. But protecting minority shareholders is a challenge. At the heart of the **Related Party Transaction** debate is the controversial family group that started it all - the **Adani's**. The question post-**Hindenburg** is the group's treatment of minority shareholders. The challenges were clear in the recent earnings call of **ACC** and **Ambuja Cements**. The now infamous report on the Adani Group by short-seller Hindenburg Research put a needle in the share prices of Adani stocks. It also highlighted the issue of 'related party transactions for Indian investors. Analysts are sceptical that this arrangement would improve the financial performance of both companies in equal measure. But the proposed resolution on the RPT limit passed with a clear majority. With the small stakes that minority holders have, it's difficult for them to question decisions as they don't present a unified front. Hence, SEBI wants to give bondholders more power, according to its latest consultation paper. SEBI may give bondholders a right to object to RPTs. Related-party transactions are legal under Indian laws.

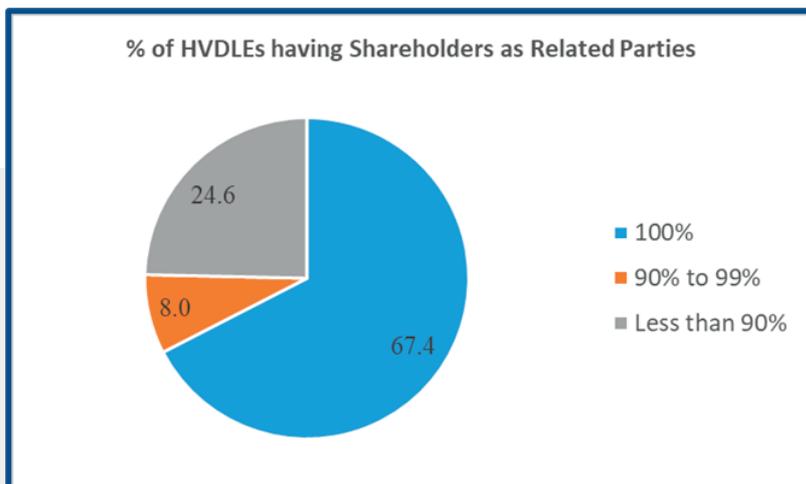
However, they need to be conducted at ‘arm’s-length’ and disclosed to the audit committee. ‘**Arm’s length**’ means the transaction should be done as if the other party is unrelated (at market rates) with no conflict of interest with shareholders. Related parties by definition, now include the promoter and promoter-related entities as well as any entity holding more than a **10%** stake in the company (from **April 1, 2023**). Shareholders’ approval is also required if **RPTs** are material in nature. **SEBI** changed the limits to determine the materiality of a transaction in **2021**. Transactions having a value of over **Rs 1,000 crore** or **10%** of the turnover, whichever is lower, are considered material from **April 1, 2022**. Now, **SEBI** has gone a step ahead in the case of high-debt companies (if the value of listed debt securities is **Rs 500 crore+**), where more than **90%** of the shareholding is with related parties. If such companies propose an **RPT** and over **75%** of responding bondholders object to it, the board will have to withdraw it. Mind you, bondholders are quite particular about their fixed returns and the credit quality of the company. They will closely scrutinize any **RPT** which can impact the financial health of the firm and hurt bond yields. While this rule is a step in the right direction, investors still encounter cases where **RPTs** are simply not disclosed or are against the interest of minority holders. The **Government of India** opposes the **Hindustan Zinc-Vedanta** deal.

Recently, **Hindustan Zinc** proposed to acquire the global zinc assets from **Vedanta**, a majority shareholder and thus a related party, for **\$2.89 billion**. But the **Government of India**, a minority shareholder, has objected to this deal. The government feels that the valuation for this deal is quite high - and rightly so. Analysts like **JM Financial** see the multiple given to the target company as higher than the average. Additionally, it will consume **Hindustan Zinc’s** entire cash balance of nearly **Rs 16,500 crore**. The deal clearly favours **Vedanta**, which is in dire need of funds to meet its financial obligations. It’s rare that a minority holder is a government itself, which has the resources to oppose an **RPT**. It may ask **Hindustan Zinc** to go for a non-cash way of acquisition.

Back in **2018** and **2019**, cases of corporate misgovernance involving companies like **CG Power**, **Sun Pharma**, **Fortis** and **IndiGo** rocked markets. **CG Power’s** stock fell drastically when it became known that its promoter had diverted funds to related entities without disclosure, to pay off his debts.

Another interesting case was of **Bombay Dyeing**, where **SEBI** imposed fines of over **Rs 15 crore**. The company failed to disclose that the sale of real estate units to **Scal Services** was **RPTs**. The sale was a complete eyewash as Scal funded these via borrowings from group entities like **Britannia**.

These instances question the ethical standards of **Indian Inc.** The recent amendments and the one proposed by **SEBI** will give more teeth to the rights of minority holders and bondholders. However, the basic problem of non-disclosure - where shareholders are not even informed that an **RPT** took place - can still give investors sleepless nights, and keep the market watchdog on its toes



**Figure:-**  
**Graph showing the percentage of HVDLEs having shareholders as Related Parties**

# EXPLORING THE WORLD OF E-COMMERCE

-Poornima Maurya  
B Com (Hons), 2nd Year



**Electronic commerce** has been around since the early **1990s** when **Amazon** just sold books, but today, it's a multibillion-dollar industry – and it has gotten even bigger during the pandemic. According to **Digital Commerce 360's** analysis of **U.S. Department of Commerce** data, e-commerce spending hit **\$347.26 billion** in the first half of **2020**, up **30%** year over year. For comparison, e-commerce sales only increased **12.7%** during the first six months of **2019**.

The term **e-commerce** embraces all the ways of transacting business via electronic data. But it is most closely identified with commerce transacted over the internet, and it is the internet that has put e-commerce near the top of the corporate agenda in the first years of the **21st century**.

**E-commerce** has exploded in popularity and become a major force in the global economy. The rise of mobile and social media has transformed the way people shop online, with many consumers now using their smartphones or tablets to browse and purchase products. Today, e-commerce is a **trillion-dollar** industry, with a growing number of businesses operating exclusively online or using e-commerce to supplement their physical storefronts.

**E-commerce** works on the same principles as a physical store. Customers come into your **e-commerce** store, browse products and make a purchase. The big difference is they don't have to get off their couch to do so, and your customer base isn't limited to a specific geographic area or region.



## WHAT IS E-COMMERCE?

E-commerce is the process of selling goods and services over the internet. Customers come to the website or online marketplace and purchase products using electronic payments. Upon receiving the money, the merchant ships the goods or provides the service.

It offers numerous benefits, such as convenience, speed, and accessibility, making it an attractive option for both consumers and sellers.



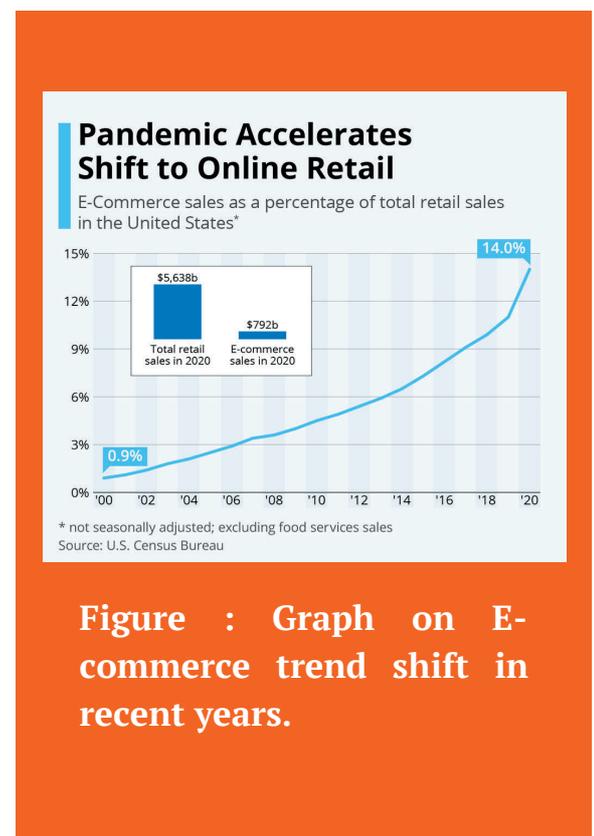
**E-commerce** is merely an elision of electronic commerce, but it embodies a revolutionary idea: that **electronic commerce** is qualitatively different from ordinary time-worn **commerce**, that (in the jargon) there is a paradigm shift in the way that business is conducted in the world of **e-commerce**. Doing business via the internet is not only much quicker and much cheaper than other methods, it is also thought to overturn old rules about time, space and price. There is the much-vaunted death of distance: a customer **10,000 miles** away becomes as accessible as one around the corner. And **e-commerce** has created the phenomenon of the long tail.

Whether you're selling running shoes or home supplies, you go through the same process when operating an **e-commerce** website:

- 1. Accept the order:** The customer places an order on your website or e-commerce platform. You'll be alerted that an order was placed.
- 2. Process the order:** Next, the payment is processed, the sale is logged, and the order is marked complete. Payment transactions are usually processed through what is known as a payment gateway; think of it as the online equivalent of your cash register.
- 3. Ship the order:** The last step in the e-commerce process is shipment. You have to ensure prompt delivery if you want repeat customers. Thanks to Amazon, consumers are used to getting items within two days.

**Electronic commerce** has grown rapidly. Online sales in the United States are reckoned to have grown by some **18%** in **2007**. The country's five largest online retailers (often called e-tailors) were Amazon, Staples, Office Depot, Dell and Hewlett-Packard. **Dell** became a market leader in computers through the early use of the internet to sell goods and services direct to consumers, and to buy components from suppliers.

Financial service offerings over the internet have also sprouted like mushrooms, although security issues have imposed some restraint on the industry. At **Charles Schwab**, an American retail brokerage firm, it took just three years for online dealing to account for more than half of all its securities trading. For banks, the economic logic of **e-commerce** is compelling. It has been estimated that a banking transaction over the telephone costs half as much as the same transaction conducted over a counter in a traditional branch and that an **ATM** transaction costs a quarter as much. But a banking transaction over the internet costs a mere **1%** of an over-the-counter transaction at a branch. **E-commerce** also allows unknown firms to establish new businesses cheaply and rapidly, and to compete with old-timers. This they do not only by cutting prices and offering wider choices but also by allowing consumers to make real-time price comparisons and to switch rapidly (and frequently) to the cheapest provider. This control that consumers have over prices has led some analysts to predict that **e-commerce** can at best only ever be a low-margin business and at worst a no-margin business. In **2021** and **2022**, **e-commerce** had its slowest share of total retail growth on record for two consecutive years, an indication that offline sales are catching up with digital commerce after **COVID** lockdowns.



**Figure : Graph on E-commerce trend shift in recent years.**

# HOW PAYROLL AND EMPLOYEE EXPERIENCE GO HAND IN HAND

*-Devanshi Goel  
B Com (Hons), 2nd Year*

**“The biggest thrill wasn’t in winning on Sunday, but in meeting the payroll on Monday”**

The key to winning the so-called war on talent is providing a meaningful global employee experience—and payroll is a big part of that equation. Now the major question that comes up is what is employee experience and why should a company care for it?

The employee experience means that how an employee feels about the company and their role. An employee wants collaboration, inclusion, support, flexibility, growth, purpose, connection and most important—trust. If a company want to attract and retain talent, they have to deliver on these wants.

Yet, the most vital component of a satisfactory employee experience is the payroll. Surprisingly none of the employee would list that, even though it forms the forefront of a company’s reputation.

Recently, companies, at a global level, have observed a shift in employee payroll system handling.

The pressure endured by Human Resource, during COVID has changed payroll management needs by revamping its methods, promoting technological involvement and prioritising employee payroll system experience.



When it comes to managing the employee experience, the payroll department can generate goodwill simply by making it easy for employees to get paid.

This means that an error-free payroll with appropriate tax withholdings should be processed, technology integrations should be embraced for timekeeping and attendance that fit the flow of the work, accurate leaves and benefits tracking should be ensured, and payroll information should be accessible through dedicated lines or self service options.

Employees need appropriate communication, unanswered questions can quickly turn to frustration, anger and disengagement—especially when they’re about money. The pandemic-era transition to remote work has set new expectations for the global workforce.

It's turning out to be a win-win, providing employers with a bigger talent pool and employees with more options, offering the flexibility for employees to work in any way is a big win for employee experience—whether it be working remotely, working the hours that work best for them, and/or even getting paid in a specific currency in which they prefer.

Word gets around fast when the maths doesn't add up on payday. Employees tolerate two payroll errors at most. Post this, they would head for the alternatives. Building trust with the employees is multifaceted. A company must address respect, inclusion, safety and mental health needs that directly impact the global employee experience.

Employees attract potential talent. Consistent bad reviews of a company, especially surrounding payroll, will drop the quality of talent. Nothing works stronger than the word of mouth, genuine-praise marketing, here payroll plays a vital role than people think.

Adopting new technologies and introducing third-party outsourcing can add to the security risk. While both can be helpful and improve the employee experience, payroll needs to be vigilant about protecting employee data.

Also, when working with the automated payroll a company should ensure that their employee's information privacy is not breached. Some of the measures to safeguard an employee may include- secured data storage infrastructure, encryption for sensitive payroll data transmissions, strict 'need to know' protocols for email communications, partner only with vendors that adhere to appropriate security protocols.

Some changes that could help improve employee payroll experience are—  
Transparency and communication, complete software reliance, adaptability, flexibility and security.

The relationship between employee payroll experience is extremely delicate and close-knitted. Unfortunately, it is often overlooked. But recent developments, changing circumstances, and new workforce expectations are helping organisations realise that they need to up their game in terms of payroll management.

Nearly everybody is talking about amping up their diversity and inclusion programs and creating a culture of learning. But global payroll is typically an afterthought in the employee experience.

## Remote employee engagement survey

What is your biggest remote work challenge?

What could help us improve our daily communication?

How can we improve your work from home experience?

Can you easily reach your colleagues when you need them?

Are you happy with your productivity level?



# YEAR HIGHLIGHTS



2022

COMMVERVE



COMMCARNIVAL



WALL -E- DASTAN



2023

COMMFIESTA

**LAMHEIN**



**SEMINAR**

**AAGMAN**

**RECRUITMENT  
DRIVE**





Prof. Vipin Aggarwal



Dr. Aman Singh

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# STUPENDOUS TEAM OF THE COMMERCE SOCIETY

