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# 2024 COM-PRESS

Volume II October Edition



Presented by  
THE COMMERCE GAZETTE  
|| Department of Commerce ||  
|| Sri Venkateswara College, University of Delhi ||





THE COVER OF THIS  
VOLUME SEEKS TO  
CAPTURE BOTH THE  
COMPLEXITY AND  
SIMPLICITY OF  
MARKETING. THE  
SEATED MAN AND AN  
ORDINARY  
HANDPAINTED POSTER  
ABOVE HIM AGAINST A  
GIANT CARTEN  
DESIGNED BY  
UNRIVALED  
INTELLECTUAL AND  
CAPITAL POWER  
REPRESENT THE  
DUALITY OF  
"MARKETING."





THE COMMERCE GAZETTE IS  
THE MAGAZINE COMMITTEE  
OF THE  
DEPARTMENT OF COMMERCE,  
SRI VENKATESWARA COLLEGE,  
INSTITUTED TO PUBLISH THE  
ANNUAL DEPARTMENTAL  
MAGAZINE AND QUARTERLY  
NEWSLETTER. WE HAVE  
ESTABLISHED A NIMBLE  
COMMUNITY OF WRITERS,  
READERS, MARKETERS, AND  
LEARNERS.

WE ARE THE MEDIA CHANNEL  
OF OUR DEPARTMENT  
SQUARELY FACILITATING  
COMMUNICATION WITH THE  
INTERNAL AND EXTERNAL  
STAKEHOLDERS.

The Commerce Gazette  
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“ THIS VOLUME FOCUSES  
ON THE DISCOURSE OF  
COMMERCE AS A  
MULTIFACETED FIELD  
AND DISCIPLINE.

OUR TEAM HAS  
DEVELOPED COMPELLING  
SEGMENTS  
ACCENTUATING THE  
THEME IN ITS ENTIRETY  
WHILE HIGHLIGHTING  
THE JUXTAPOSITION OF  
CONTRAST.”

EDITOR-IN-CHIEF  
DIYA JUYAL





## DEPARTMENT OVERVIEW

The Commerce Department at Sri Venkateswara College, University of Delhi is known for its rigorous academic curriculum, distinguished faculty, and a dynamic range of student-driven activities that foster intellectual and professional development.

The professors not only impart academic knowledge but also mentor students through various co-curricular activities, workshops, and industry interactions.

Together, the academic rigor, faculty support, diverse extracurricular activities and student led societies make the Commerce Department at Sri Venkateswara College a well-rounded environment for students to thrive academically and professionally. The department's focus on holistic development prepares students to excel in both the corporate world and entrepreneurship.

The Commerce Gazette  
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# INDEX

	<b>Page No.</b>
1. Periodical August to October 2024	4
2. Commerce Chronicles 2.0: Winning Articles	15
3. From Chaiwala to CEO – Shirangi Kapoor	16
4. The Modern Corporation – Shantanu Bansal	19
5. Beyond Profit – Rahul Chand	22
6. DOSSIER: Journalistic Segment	25
7. The Commerce Gazette	26
8. The Commerce Association	28
9. Ascend: The Entrepreneurship cell	29
10. The Blue Chip, Finance and Investment Cell	30
11. The Marketing Club	31
12. Team 2024-25	32





# PERIODICAL

AUGUST TO OCTOBER 2024

Commercial and Cultural Expedition: Illuminating India's  
Commerce Events and Cultural nuances



- Atishi Marlena succeeds Arvind Kejriwal as Delhi's CM
- CAIT Predicts 8,000 Crore business generation in Delhi in the festive season
- Delhi Gov to launch an online platform to simplify intra-B transactions and orders
- Radisson Brand to open new 108-room hotel in key area of Delhi

- Renewable Energy
- SDG Progress
- Housing Development

- Jammu LT Says UT well on its way to becoming a success story

- Global Investments
- Renewable Energy Growth
- Agricultural Reforms

- Solar Power Expansion
- Hydro-Tourism Initiatives
- Wind Energy Projects

- Tourism and Horticulture
- Hydropower and IT Development
- Micro, Small, and Medium Enterprises (MSME)

The northeastern region of India faces challenges such as political unrest, natural disasters, and economic losses while striving for development through new initiatives and inter-state collaborations.

- Economic Growth
- Exports
- Infrastructure Development
- Wage Increase

- Bihar Launches ₹1,500 Crore Agriculture Export Promotion Scheme.
- Bihar signs agreement with UK for Skill Development Programs.
- Bihar's Textile sector gets boost with new Industrial Policy.
- Bihar receives foreign investment in Renewable Energy Projects.

- Madhya Pradesh Attracts ₹10,000 Crore in Foreign investment for IT Sector
- Madhya Pradesh signs MoU with Russia for agro-tech collaborations
- Madhya Pradesh launches startup support scheme
- Madhya Pradesh boosts export of soybean amid Rising Global Demand

- Uttar Pradesh backs hybrid tax waiver
- Uttar Pradesh announces 3% DA increase for state government employees
- Over 1 million UP govt staff risk salary loss if assets are not declared by Aug 31

JAMMU AND KASHMIR

LADAKH

PUNJAB

HIMACHAL PRADESH

HARYANA

RAJASTHAN

DELHI

UTTARAKHAND

UTTAR PRADESH

BIHAR

NORTH EASTERN REGION

GUJARAT

MADHYA PRADESH

WEST BENGAL

ODISHA

TELANGANA

MAHARASHTRA

ANDRA PRADESH

KARNATKA

TAMIL NADU

KERALA

ANDAMAN & NICOBAR

LAKSHADWEEP

- Honouring Ratan Tata: Maha govt to rename skill university after Ratan Tata
- JSW Infra receives LoI to develop a port project worth over Rs 4,000 cr

- MUDA Scam Protests
- Dengue Outbreak
- Five Guarantee Schemes
- Caste Census Discussion
- Maldives Collaboration

- Odisha introduces "Make in Odisha" campaign to attract investments
- Odisha Signs MoU with Japan for industrial corridor
- Odisha's fisheries sector sees foreign investment surge
- Odisha rolls out urban housing scheme for economically weaker sections

- Abolition of the Two-child Policy
- Task force led by Tata Sons chairman
- Allotment of liquor shop licenses

- Rajnath Singh to lay foundation stone on Oct 15, 2024 for radar station in Telangana.
- Driving towards net zero: India's strategic push for sustainable trucking

- Gujarat CM Patel launches projects of Rs 564 crore for industrial estates
- Tata Electronics to build two semiconductor manufacturing fabs in Gujarat
- NGT issues notice over illegal tree felling in Gujarat's Koteswar

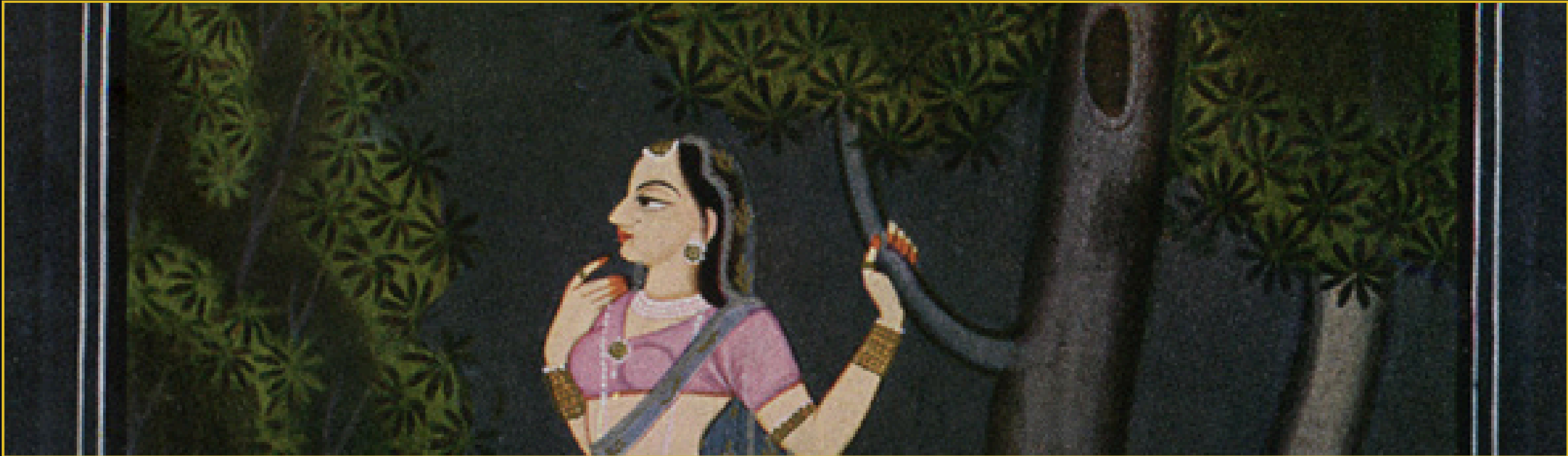
- Centre to fund 65% of Chennai Metro Phase-2 project: FM Nirmala Sitharaman
- Centre asks Tamil Nadu govt to resolve Samsung workers' strike
- TN govt inks MoU with Google to set up AI labs to skill 2 mn youngsters

- Andaman & Nicobar Oil India to commence drilling in Andaman offshores as part of exploration efforts

- Supreme Court Reservation Verdict
- Medical Strike
- Cancer Drug Pricing
- KSRTC Profitability Measures

- 1,000 islanders left stranded in Lakshadweep due to non-availability of transport





THE VIGIL OF THE EXPECTANT HEROINE, CHAMBA, C. 1760-80  
SOURCE: 50 WATTS

JAMMU AND KASHMIR

**Jammu LT Says UT well on its way to becoming a success story:**  
Lt Governor Manoj Sinha, in a meeting with Eliska Zigova, Czech ambassador to India said that the Union Territory will be a model for the world's socio-economic development and amongst other things, they also discussed industries and matters such as diverse sectors like, tourism, start-ups, handloom, handicrafts, food processing, and agro-based sectors.



THE LOVE-LORN LADY, BASOHLI, C. 1690-93  
SOURCE: 50 WATTS

DELHI

**Atishi Marlena succeeds Arvind Kejriwal as Delhi's CM:**  
After Arvind Kejriwal's resignation, AAP's national spokesperson Atishi was sworn in as Delhi's chief minister on September 21, 2024, alongside ministers Saurabh Bharadwaj, Gopal Rai, and Kailash Gahlot. She is Delhi's third woman chief minister, with her tenure ending in February 2025's assembly elections.

**CAIT Predicts 8,000 Crore business generation in Delhi in festive season:**  
Confederation of All India Traders predicts a surge in consumer activity due to the festival season and celebrations increasing Delhi's business activity increase at 8,000 Crore. Initial trends predict an increase in festive foodstuff and decorative items in households across Delhi.

**Delhi Gov to launch an online platform to simplify intra-B transactions and orders:**  
Delhi's local government is launching a platform to simplify inter-enterprise transactions, orders, and statutory clearances, reducing repetitive paperwork. The platform, involving 12 stakeholder corporations, will offer 54 services.

**Radisson Brand to open new 108-room hotel in key area of Delhi:**  
Svelte Delhi, part of the Radisson Individuals group, has opened its 108-room hotel at Select Citywalk, Saket, South Delhi. It offers convenient access to major attractions like Qutub Minar, Humayun's Tomb, and Lodhi Garden, as well as key corporate hubs in South Delhi.

ANDAMAN & NICOBAR

**Oil India to commence drilling in Andaman offshores as part of exploration efforts:**  
Public Sector Enterprise Oil India, a Maharatna company is set to commence its oil exploration activities in the union territory of Andaman and Nicobar, with the enterprise starting drilling on the offshore water of the UT.

**Centre notifies Galathea Bay as a 'Major Port':**  
The 44,000 Crore Trans-shipment port in Andaman and Nicobar's Galathea Bay has been notified as a major port and now has come under the purview of the Ministry of Ports, Shipping and Waterways. The port is set to be operational from 2028, with a capacity of 40 Lakh Twenty Feet Equivalent Units, with a vision of quadrupling capacity within 2058.

DADRA AND NAGAR HAVELI

**'Make in India' Bridge laid in Silvassa for Bullet Trains:**  
To enhance the transport facilities between manufacturing hubs in Maharashtra and Gujarat, the National High-Speed Rail Corporation Limited (PSE), a 100m bridge for bullet trains has been laid, with components transported from Trichy in Tamil Nadu. This is the fourth bridge of the Bullet Train Corridor launched by PM Modi and then-counterpart Shinzo Abe in 2017.

PUDUCHERRY

**CM Rangasamy presents a 12,700 Crore budget at his 4th budget as finance minister of Puducherry:**  
CM Rangasamy announced that a major portion of the financial resources will go towards meeting committed expenditures such as salaries, pensions, repayment of loans and interest payments. Out of the budget estimate of Rs 12,700 crore, a sum of Rs 10,969.80 crore has been allocated for revenue expenditure and Rs 1,730.20 crore for capital expenditure in the UT.

**Tech Giant to invest in AI-supporting hardware at Puducherry's manufacturing facility:**  
Lenovo India, a subsidiary of Chinese Giant Lenovo said it will begin making AI servers in its Puducherry facility It is estimated that the plant will produce 50,000 AI rack servers and 2,400 high-end GPU units each year, helping Lenovo strengthen its supply chain for AI solutions to serve domestic demand as well as potential expansion into overseas markets, with over 60% slated for export in the APAC markets.







HASTIVIDYARNAVA-AHOM RAJA ON TOUR, 1734

SOURCE: ASSAM.INFO

## ARUNACHAL PRADESH

### *Jaishankar refutes Chinese incursion claims in Arunachal Pradesh:*

External Affairs Minister (EAM) S Jaishankar, refuted claims of a recent Chinese incursion into Arunachal Pradesh, highlighting India's steadfast patrolling along the Line of Actual Control (LAC).

### *Arunachal Pradesh signs MoU with Delhi's ILBS for cashless treatment:*

Under the Chief Minister Arogya Arunachal Yojana, Arunachal Pradesh has signed an MoU with Delhi's Institute of Liver and Biliary Sciences for cashless treatment up to Rs 5 lakh.

### *Arunachal CM announces master plan for development of twin capital cities:*

Arunachal Pradesh Chief Minister Pema Khandu on Friday said the state government is preparing a master plan for the long-term development of the twin capital cities, Itanagar and Naharlagun.

## ASSAM

### *AFSPA extended in 4 districts of Assam amid recent turmoil in Bangladesh:*

The four districts have been the only areas under AFSPA in the state since October last year, with the law being gradually withdrawn from other parts.

### *CBI takes over investigation of 41 online trading scam cases in Assam:*

To ensure a fair investigation of the online stock trading scam, we requested Govt of India to hand over all 41 registered cases to the CBI formally.

### *Assam CM gives appointment letter to youth in education and health sectors:*

The BJP had pledged to provide one lakh government jobs annually during the 2021 assembly election campaign but later clarified that this figure pertained to the entire five-year tenure.

## MEGHALAYA

### *CM launches green Meghalaya Plus scheme:*

The chief minister launched GREEN MEGHALAYA PLUS on Wednesday in the Garo Hills district.

### *10 people killed in flash floods triggered by heavy rain in Meghalaya:*

Chief Minister Conrad K Sangma held a review meeting on the situation across the five districts of Garo Hills.

### *Error in data robs Meghalaya villagers of PDS entitlement for 13 years:*

In 2011, Domtynrong village was mistakenly classified as uninhabited, leading to its exclusion from the NFSA beneficiary list," Ymbon said.

## MANIPUR

**Security forces recover huge cache of explosives in Manipur's Selam village:** The explosives were found when the northeastern state got affected by ethnic clashes since May 2023.

**Raj Kapoor's restored evergreen hit 'Awaraz' to musings from Manipur:** The Toronto International Film Festival (TIFF) continues its tradition of showcasing a diverse array of Indian cinema, a debut feature by a Manipuri filmmaker, encompassing Bollywood hits and independent regional films.

**In a big relief to law graduates, SC caps advocate enrolment fee at Rs 700:** In a relief for law graduates, the Supreme Court has ruled that the Bar Council of India (BCI) and State Bar Councils (SBCs) cannot charge more than Rs 700 to enrol them as advocates.



MANUSCRIPT PAINTING OF ASSAM

SOURCE: ASSAM.INFO





PAINTING BY DHIRENDRA KRISHNA DEB BARMAN  
SOURCE: MUTUALART.COM

SIKKIM

**Sikkim Partners with South Korea for Agro-Tech Initiatives:** Sikkim signed an MoU with South Korea to introduce advanced agricultural technologies aimed at enhancing organic farming and increasing the state’s crop yield.

**Sikkim Launches ₹1,000 Crore Infrastructure Development Plan:** The state rolled out a ₹1,000 crore infrastructure plan to improve road connectivity and develop eco-friendly hotels to boost tourism.

**Sikkim’s Organic Produce Finds New Markets in Europe:** Sikkim’s organic farming industry saw a 15% increase in exports to European markets, further solidifying its position as India’s top organic producer.

**Sikkim Implements Solar Energy Projects in Rural Areas New:** solar energy projects were implemented in rural parts of Sikkim, aiming to provide sustainable and reliable energy to remote villages, reducing reliance on traditional sources.

TRIPURA

**Tripura govt inks Rs 692 cr MoU to boost tourism through ropeway projects:** Chief Minister highlighted that the tourism industry is one of the key sectors driving economic growth in the country and the state.

**Tripura CM announces Rs 564 crore package for flood-affected areas:** CM Saha said that Members of this Assembly are aware that the recent floods in the state have caused extensive damage.

**Shah, Scindia to attend 1st NEC meeting in Agartala after B'desh protests:** This is the first meeting of the NEC after the regime change in neighbouring Bangladesh.

NAGALAND

**Nagaland CM urges swift resolution to Naga political issue, calls for peace:** Rio has urged all Naga political groups and stakeholders to be sensitive to the deep yearning of the people, ensuring that a solution is reached without further delay.

**Naga students ask state govt to implement Inner Line Permit within 14 days:** The Naga Students' Federation (NSF) has asked the state government to implement Inner Line Permit (ILP) in three districts of Nagaland Dimapur, Chmoukedima and Niuland

**The ceasefire doesn't grant immunity to Naga groups for taxation, or bullying:** Provisions of ceasefire agreements do not grant immunity to any Naga group to carry out any form of "taxation" or threaten the general public.

MIZORAM

**State 'single litigant', should come with a unified stand:** Supreme Court: The State is a "single litigant" for the courts and it should come with a unified stand after taking on board all the departments concerned, the Supreme Court has said.

**African swine fever causes Rs 800 cr loss to Mizoram pig farmers:** The pig farmers of Mizoram suffered a loss of nearly Rs 800 crore following the outbreak of African Swine Fever (ASF) in the state in 2021.

**Connectivity boost: Mizoram's Bhairabi-Sairang Rly project nears completion:** The Bhairabi Sairang New Line Railway Project to connect the capital of the north-eastern state of Mizoram to the rest of the country is at an advanced stage of completion.



SOHRAI PAINTING OF JHARKHAND  
SOURCE: MAP ACADEMY

ODISHA

**Odisha Introduces "Make in Odisha" Campaign to Attract Investments:** The state relaunched the "Make in Odisha" initiative to attract both domestic and foreign investments, with a focus on industries like manufacturing, IT, and renewable energy.

**Odisha Signs MoU with Japan for Industrial Corridor:** Odisha signed a Memorandum of Understanding with Japan to develop a new industrial corridor, focusing on promoting trade in electronics and automotive components.

**Odisha's Fisheries Sector Sees Foreign Investment Surge:** The state attracted over ₹1,200 crore in foreign investment in the fisheries and seafood export sector, strengthening its position as a major exporter in India.

**Odisha Rolls Out Urban Housing Scheme for Economically Weaker Sections:** The state government announced a ₹500 crore housing project for the urban poor, aiming to build affordable homes in Bhubaneswar and Cuttack.

BIHAR

**Bihar Launches ₹1,500 Crore Agriculture Export Promotion Scheme:** In a bid to increase agricultural exports, Bihar introduced a comprehensive scheme aimed at helping farmers access international markets, especially for sugarcane and maize.

**Bihar Signs Agreement with UK for Skill Development Programs:** Bihar signed a collaboration agreement with the UK government to launch skill development centers across the state, focusing on improving youth employability.

**Bihar's Textile Sector Gets Boost with New Industrial Policy:** A new industrial policy specifically targeting the textile sector has been launched in Bihar, offering subsidies for small and medium-scale textile units and creating 50,000 new jobs.

**Bihar Receives Foreign Investment in Renewable Energy Projects:** Foreign investments in solar and wind projects have poured into Bihar, with a focus on making rural electrification sustainable by 2030.

JHARKHAND

**Jharkhand's Iron Ore Export Rises Amid Global Shortage:** Jharkhand has seen a notable increase in iron ore exports due to rising global demand. The state's mining sector is expected to contribute significantly to its GDP in the coming quarters.

**Jharkhand Introduces New MSME Policy to Encourage Local Entrepreneurs:** A new MSME (Micro, Small & Medium Enterprises) policy offers tax relief and incentives to local entrepreneurs, aimed at boosting industrial output in rural areas.

**Foreign Investment Flows into Jharkhand's Renewable Energy Sector:** Jharkhand signed MoUs with European investors for large-scale wind and solar energy projects, worth ₹3,000 crore, aiming to meet its energy goals and reduce carbon emissions.

**Jharkhand Expands Health Insurance Scheme with World Bank Aid:** With financial assistance from the World Bank, Jharkhand expanded its health insurance scheme, providing coverage to 5 million additional low-income families.



MADHYA PRADESH

**Madhya Pradesh Attracts ₹10,000 Crore in Foreign Investment for IT Sector** Foreign firms have committed ₹10,000 crore to set up IT parks in Indore and Bhopal, making Madhya Pradesh a new hub for technology and outsourcing services.

**Madhya Pradesh Signs MoU with Russia for Agro-Tech Collaborations** The state partnered with Russian companies to bring in advanced agricultural technology, which will be implemented in wheat and soybean farming across rural regions.

**Madhya Pradesh Launches Startup Support Scheme** The state government launched a ₹500 crore fund to support startups, offering grants and incubation services to new businesses in sectors like fintech, healthcare, and agriculture.

**Madhya Pradesh Boosts Export of Soybean Amid Rising Global Demand** Thanks to an increase in global demand, Madhya Pradesh's soybean exports have surged by 30%, contributing significantly to its agricultural export revenues.

WEST BENGAL

**West Bengal Signs ₹7,000 Crore Deal with UAE for New Industrial Park** West Bengal has inked a major deal with UAE investors to develop a new industrial park near Kolkata, focusing on the manufacturing and electronics sectors.

**West Bengal Rolls Out Financial Aid Scheme for Handloom Weavers** The state announced a new financial aid scheme for handloom weavers, providing them with access to modern looms and markets, thereby helping preserve the local weaving culture.

**West Bengal's Tea Industry Sees Export Boost Amid High Global Demand** The tea industry in Darjeeling and Dooars saw a 25% rise in exports, driven by increasing global demand for premium Indian teas.

**West Bengal Launches New Infrastructure Development Plan with Japanese Funding** A major infrastructure development plan, with Japanese funding of ₹6,000 crore, was announced to upgrade Kolkata's metro network and expand rural road connectivity.



DOLAN CHAMPA, 1952 BY NANDALAL BOSE, A REVERED ARTIST BENGAL SCHOOL ARTIST

KARNATAKA SOURCE: WIKIART

**MUDA Scam Protests:** Congress protests against alleged conspiracy targeting Chief Minister Siddaramaiah.

**Dengue Outbreak:** Over 25,000 cases recorded, the highest in the state's history, prompting enhanced vector control measures.

**Five Guarantee Schemes:** Programs providing at least ₹4000 per month to each family for social welfare.

**Caste Census Discussion:** Cabinet to discuss caste census report, sparking controversy over potential political misuse.

**Maldives Collaboration:** President Muizzu of Maldives visits Karnataka to discuss partnerships in tourism and renewable energy.

CHHATTISGARH

**Chhattisgarh Signs ₹2,000 Crore Deal for Steel Manufacturing** The state signed a significant deal with a European steel manufacturer to boost its industrial output, making Chhattisgarh one of India's key steel producers.

**Chhattisgarh Expands PDS to Cover Tribal Regions** The state government expanded its Public Distribution System (PDS) to cover previously underserved tribal regions, ensuring food security for over 1 million more people.

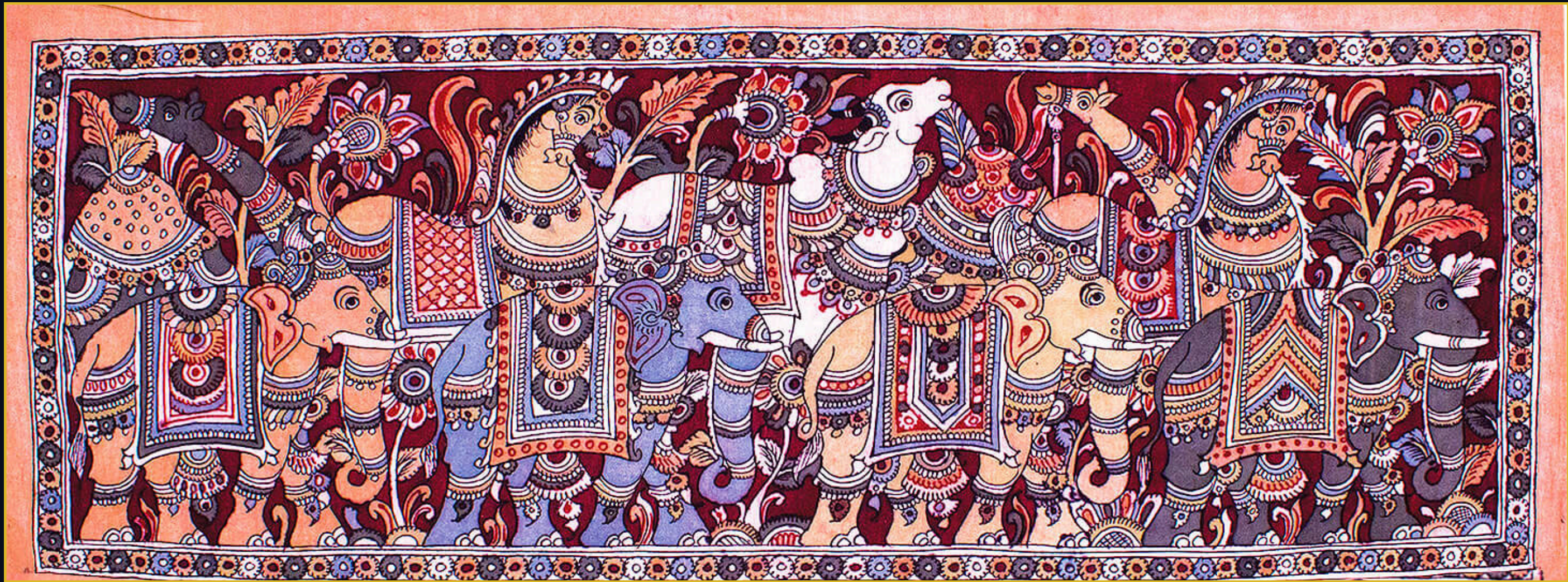
**Foreign Investment in Chhattisgarh's Cement Sector Increases** Chhattisgarh received ₹1,500 crore in foreign investments to expand its cement manufacturing capabilities, aiming to cater to both domestic and international markets.

**Chhattisgarh's Tourism Sector Sees Boost with New Eco-Tourism Projects** The state launched several eco-tourism initiatives, aimed at attracting both domestic and international tourists, focusing on its natural reserves and wildlife parks.



NEW CLOUDS, 1937 BY NANDALAL BOSE, A REVERED BENGAL SCHOOL ARTIST  
SOURCE: WIKIART





KALAMKARII PAINTING OF ANDHRA PRADESH  
SOURCE: LAASYA ART

KERALA

**Supreme Court Reservation Verdict:** Dalit-Adivasi groups protested, calling for a hartal against sub-classification within SC/ST reservations.

**Medical Strike:** Statewide strike by doctors following the murder of a doctor in Kolkata, affecting routine services.

**Cancer Drug Pricing:** Launch of a zero-profit pricing scheme for expensive cancer drugs through Karunya pharmacies.

**Cancer Drug Pricing:** Death of a student and over 150 under observation; precautionary measures in place.

**KSRTC Profitability Measures:** State exploring measures like CNG conversion and route optimization to make state transport profitable.

ANDHRA PRADESH

**Abolition of Two-child Policy:** The Andhra Pradesh government has abolished its two-child policy, which disqualified candidates with more than two children from contesting local body elections. Declining fertility rates drove the change.

**Task Force Led by Tata Sons Chairman:** Tata Sons Chairman N. Chandrasekaran co-chairs a task force aimed at reshaping Andhra Pradesh's development by 2047. This includes collaborations like a Centre for Global Leadership.

**Allotment of Liquor Shop Licenses:** The state has allocated licenses for 3,396 liquor shops through a transparent draw of lots, with nearly 10,000 applicants vying for them.

TAMIL NADU

**Center to fund 65% of Chennai Metro Phase-2 project: FM Nirmala Sitharaman:** The central government will finance 65 percent of the estimated cost of the Chennai Metro Phase-2 project, which will add up to over Rs 41,000 crore, the finance ministry said on Saturday.

**Centre asks Tamil Nadu govt to resolve Samsung workers' strike:** The protests - the biggest such in India in recent years - at the South Korean group's plant near Chennai have disrupted operations, with over 1,000 of the 1,800 workers demanding higher wages and union recognition.

**TN govt inks MoU with Google to set up AI labs to skill 2 mn youngsters:** The Tamil Nadu government has signed an MoU with Google to set up Artificial intelligence labs at Guidance, the state government's investment promotion agency, to skill 2 million youngsters in AI.

TELANGANA

**Rajnath Singh lay foundation on Oct 15,2024 stone for radar station in Telangana :** It is the Navy's second VLF communication transmission station in the country.

**Driving towards net zero: India's strategic push for sustainable trucking:** Telangana, is the first Indian state to commit to the Global Drive to Zero Memorandum of Understanding, aiming to transition 30 percent of new medium and heavy-duty truck sales to electric by 2030, and 100 percent by 2040, as pledged at COP26.

MAHARASHTRA

**Honouring Ratan Tata:** Maha govt to rename skill university after Ratan Tata: it will rename the Maharashtra State Skills Development University to the "Ratan Tata Maharashtra State Skills Development University."

**JSW Infra receives LoI to develop port project worth over Rs 4,000 cr:** the Maharashtra government in a cabinet meeting approved JSW Infra as the developer for a 4,259 crore multi-purpose port project.





SANJHI PAINTING OF UTTAR PRADESH  
SOURCE: HERITAGE BOX INDIA

## UTTAR PRADESH

**Uttar Pradesh backs hybrid tax waiver:** Uttar Pradesh's tax waiver on hybrid vehicles benefits Toyota by making hybrids more affordable but concerns Tata and Mahindra, who argue it could undermine India's EV goals.

**Uttar Pradesh Announces 3% DA Increase for State Government Employees:** The state has announced a 3% increase in Dearness Allowance for approximately 12 lakh government employees and pensioners, raising the total DA to 53% to provide financial relief ahead of Diwali, which is projected to add around ₹3,000 crore to the state exchequer.

**Over 1 million UP govt staff risk salary loss if assets not declared by Aug 31:** More than 1 million Uttar Pradesh government employees risk a suspension of their August salaries if they fail to declare their assets by the August 31 deadline, in line with new state transparency and accountability requirements.

## RAJASTHAN

**Green Energy Investments:** Rajasthan received significant foreign investments in solar power, solidifying its role as a leader in renewable energy.

**SDG Status:** Rajasthan emerged as a new front-runner in the SDG India Index, with infrastructure developments and LPG connections under the Ujjwala Yojana.

**Infrastructure:** Major road projects were initiated, improving connectivity between industrial hubs



SANJHI PAINTING OF UTTAR PRADESH  
SOURCE: HERITAGE BOX INDIA

## GOA

**Goa CM launches GURU plan to boost innovation in biotech, tech sectors:** Goa CM Pramod Sawant launched the GURU initiative, investing ₹12.85 crore to promote innovation in biotech, healthcare, IT, and agriculture through the Goa University Research Park.

**Goa to be the permanent venue for annual India Energy Week:** CM Sawant: Goa has been designated as the permanent venue for the Annual India Energy Week (IEW), boosting its economy through green and blue economy initiatives.

**More than 80 critical issues were resolved during the 20th MSDC meeting in Goa:** The 20th MSDC meeting in Goa resolved over 80 key issues related to port infrastructure, maritime tourism, and sustainability.

## GUJARAT

**Gujarat CM Patel launches projects of Rs 564 crore for industrial estates:** Gujarat Chief Minister Bhupendra Patel launched infrastructure projects worth ₹564 crore to enhance the state's industrial estates.

**Tata Electronics to build two semiconductor manufacturing fabs in Gujarat:** Tata Electronics is building two additional semiconductor fabs in Dholera, Gujarat, following the first ₹91,000 crore facility.

**NGT issues notice over illegal tree felling in Gujarat's Koteswar:** The NGT has issued notices over illegal tree felling in Koteswar, Gujarat after reports highlighted the deforestation of a 77-hectare forest home to over 700 species.





RADHA WITH HER CONFIDANT, PINING FOR KRISHNA, FOLIO FROM THE SECOND OR TEHRI GARHWAL GITA GOVINDA (SONG OF THE COWHERD), 1775-80  
SOURCE: HPKANGRA

HARYANA

**Global Investments:** Haryana has been a prominent player in attracting investments. From August 2024, new Foreign Direct Investment (FDI) inflows have been geared towards expanding industrial growth. Initiatives are underway to expand logistics and infrastructure, including investments in greenfield projects to boost manufacturing and trade across sectors like automotive and pharmaceuticals.

**Renewable Energy Growth:** The state has also intensified its renewable energy projects, especially in solar power, targeting a 30% increase in capacity by the end of 2024.

**Agricultural Reforms:** Agricultural technology and reforms have seen increased adoption, especially in smart farming techniques that have improved crop yields by 15%. This has had a direct impact on boosting rural incomes and employment.

PUNJAB

**Renewable Energy:** Punjab attracted foreign investments worth \$2.5 billion in renewable energy, marking a 56% year-on-year increase.

**SDG Progress:** Punjab improved by 8 points in the SDG India Index 2023-24, with advancements in water access through the Jal Jeevan Mission.

**Housing Development:** Over 40 million houses were constructed under the Pradhan Mantri Awas Yojana (PMAY) to improve living conditions in rural Punjab.

UTTARAKHAND

**Tourism and Horticulture:** Uttarakhand’s GSDP is expected to touch \$47 billion by FY2025. The state has prioritized investments in tourism and horticulture as major economic drivers. Over 55 million tourists visited the state between August and October 2024, boosting local economies.

**Hydropower and IT Development:** Uttarakhand’s focus on renewable energy, especially small hydropower projects, has gained momentum. Simultaneously, the IT sector continues expanding, offering digital public services and connectivity to more remote areas, enhancing tourism and local industries.

**Micro, Small, and Medium Enterprises (MSME):** The MSME sector has grown due to government initiatives promoting entrepreneurship and small businesses, leading to a significant increase in employment and economic productivity

HIMACHAL PRADESH

**Economic Growth:** Himachal Pradesh’s GSDP for 2024-25 is projected at Rs. 2.27 trillion (\$27.27 billion).

**Exports:** The state exported goods worth \$2.32 billion, with pharmaceutical products dominating at \$1.61 billion.

**Infrastructure Development:** New hydropower projects were launched, along with the construction of the world’s longest tunnel.

**Wage Increase:** Daily wages under MGNREGA increased by Rs. 60, boosting the local economy





THANGKA PAINTING OF LADAKH  
SOURCE: GAATHA.ORG

## CHANDIGARH

### *Chandigarh allows shops to be open 24/7-year round*

To increase the ease of doing business and accessibility of services and products throughout the day, the Chandigarh administration has passed an order allowing commercial establishments to keep their shops open throughout the day and year-round. According to the order, the female employees shall be provided separate locker, security and rest rooms at the workplace and will not be allowed to work after 8PM unless a written letter of consent be submitted.

## LADAKH

**Solar Power Expansion:** Ladakh has positioned itself as a solar energy hub. Investments in solar parks, including a 7,500 MW solar project approved in March 2023, are expected to drive significant job creation and economic growth by 2026.

**Hydro-Tourism Initiatives:** To promote eco-tourism, Ladakh's government introduced hydro-tourism at the world's tallest hydropower plant on the Indus River, blending tourism with renewable energy promotion. This initiative is set to attract both tourists and investments.

**Wind Energy Projects:** With a wind power potential of 100 GW, Ladakh is exploring hybrid solar-wind energy projects, which have started to bring both clean energy and job opportunities to the region

## LAKSHADWEEP

### *1,000 islanders left stranded in Lakshadweep due to non-availability of transport*

Lack of sufficient transport facilities to and from the Island territory of Lakshadweep has impacted thousands, including tourists and residents as essentials and ferry services have taken a hit. Five Ships that operate to Lakshadweep to the mainland have been undergoing maintenance and restoration of transport are said to be top priority with the onset of the festival season.



# Commerce Chronicles 2.0

Whispers of the Unspoken, Shouts of the Unwritten

Commerce Chronicles 2.0, is our national-level article-writing competition that offers an open platform to students for sharing insights on topics in finance, commerce, and economics.



# FROM CHAIWALA TO CEO: HOW INDIA'S STREET VENDORS ARE POWERING THE NEXT UNICORNS

Article By – Shirangi Kapoor || IMI, New Delhi

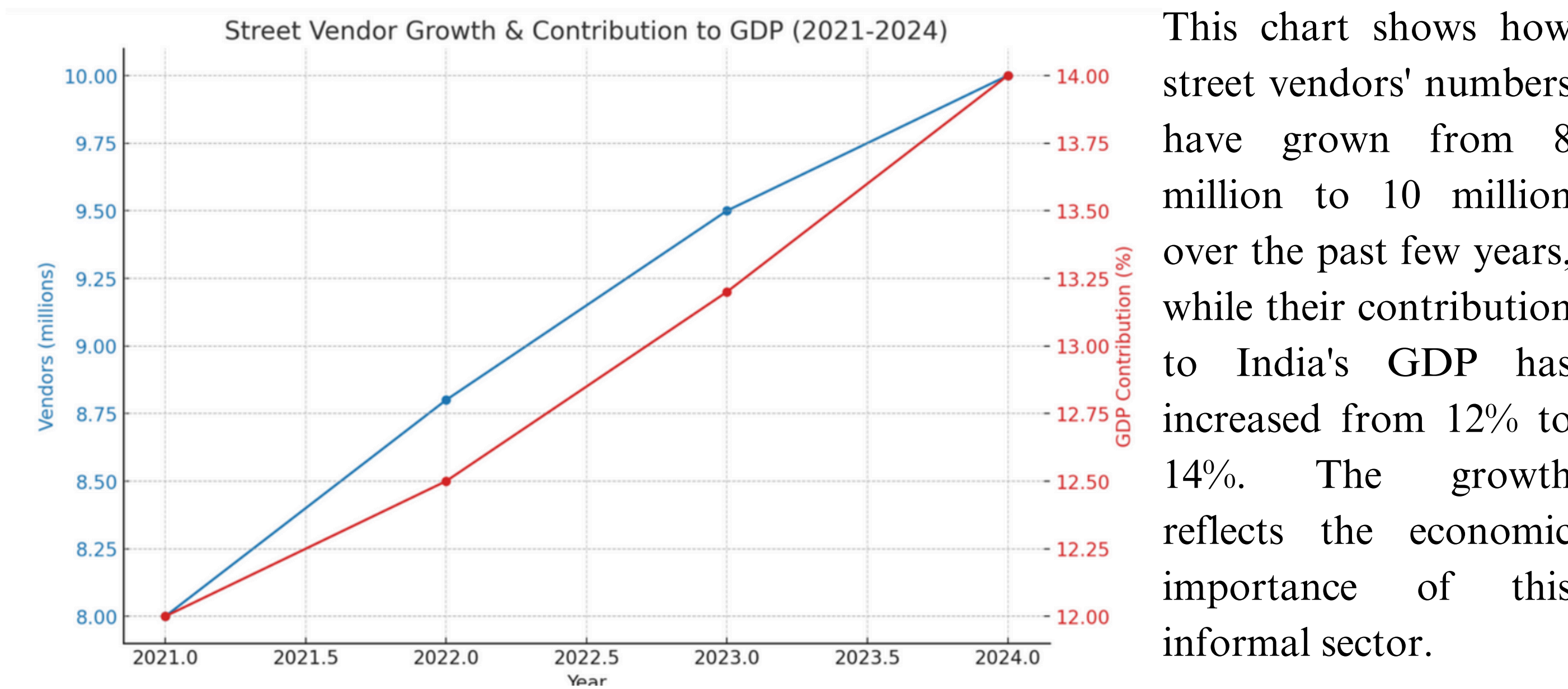
In the heart of bustling Indian cities, street vendors serve millions daily with a simple chai or a plate of snacks. These humble vendors, often operating with minimal resources, represent the entrepreneurial spirit that drives the Indian economy. As India marches towards its goal of becoming a \$5 trillion economy by 2026, a fascinating transformation is unfolding—street vendors are emerging as key players in India’s startup ecosystem, providing critical insights for the growth of the next wave of unicorns.

## India’s Street Vendors: The Backbone of Informal Economy

With over 10 million street vendors across India, this segment forms a crucial part of the informal economy, contributing approximately 14% of the nation's GDP (Ministry of Labour and Employment, 2024). Most vendors operate in crowded urban centres, catering to local demands with immense flexibility and resilience. According to recent data from the National Association of Street Vendors of India (NASVI), the street vending sector grew by 25% between 2021 and 2024, particularly in Tier-2 and Tier-3 cities.

Street vendors often exhibit innovative ways to address challenges such as lack of capital, changing customer preferences, and supply chain disruptions. These problem-solving skills mirror the qualities needed to build a successful startup.

## Visual: Street Vendor Growth & Contribution to GDP (2021-2024)



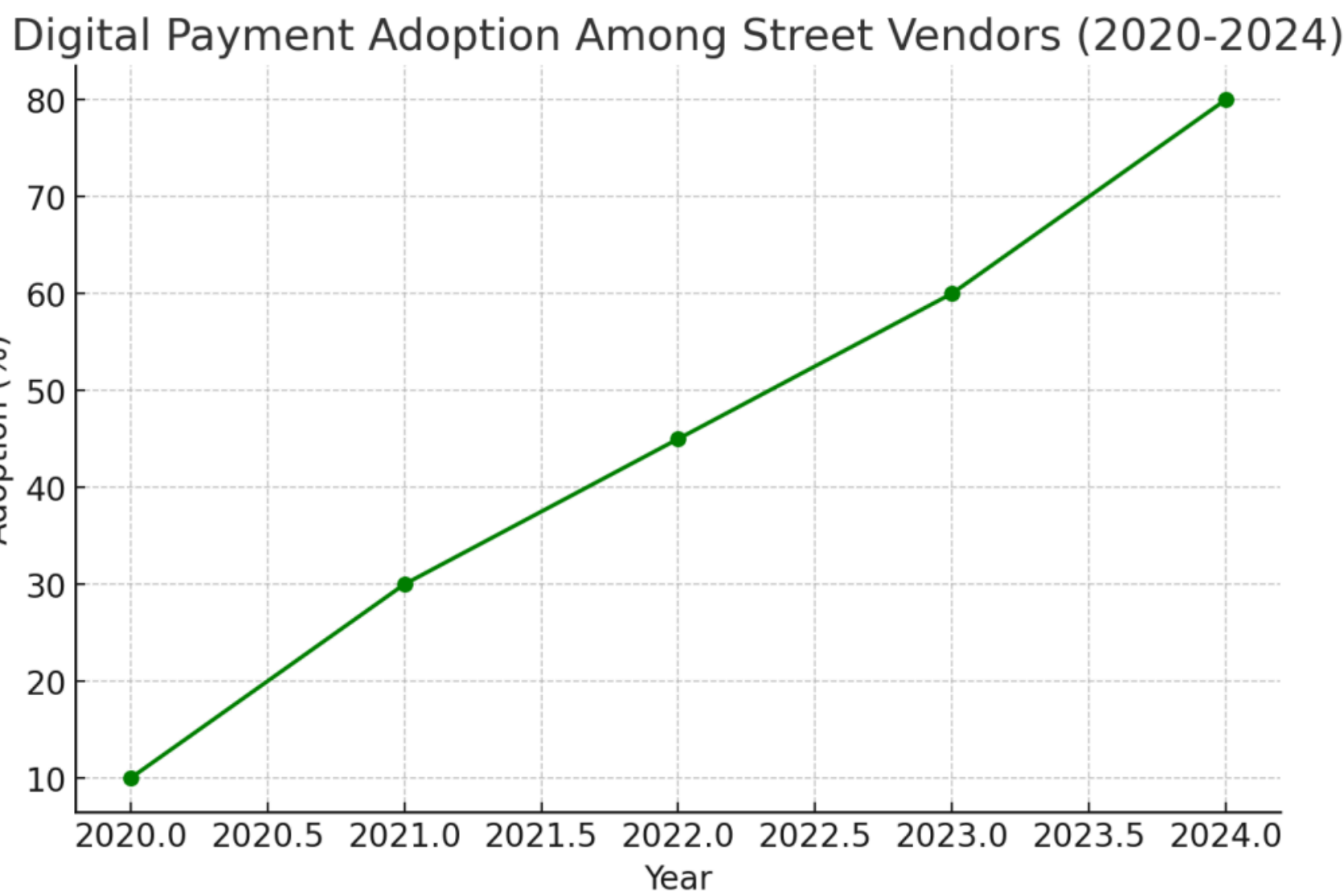


From Streets to Startup Ecosystem: Learning from Grassroots Innovation

Several startups, including big players like Zomato and Swiggy, have recognized the potential of this street economy. Both platforms recently integrated over 50,000 street food vendors into their delivery networks through the Prime Minister Street Vendor’s AtmaNirbhar Nidhi (PM SVANidhi) scheme, launched in 2020 to provide affordable loans and digital literacy to street vendors. The scheme facilitated over 6 million vendors in receiving loans, totaling INR 14,000 crores as of August 2024 (Ministry of Housing and Urban Affairs, 2024).

Companies are beginning to understand that vendors possess vital consumer data, particularly in urban slums and low-income neighbourhoods, which can be leveraged for hyper-local business models. With an estimated 500 million mobile internet users in India, street vendors have begun adopting digital payments and building customer relationships through platforms like WhatsApp and Google Pay.

Visual: Digital Payment Adoption Among Street Vendors (2020-2024)



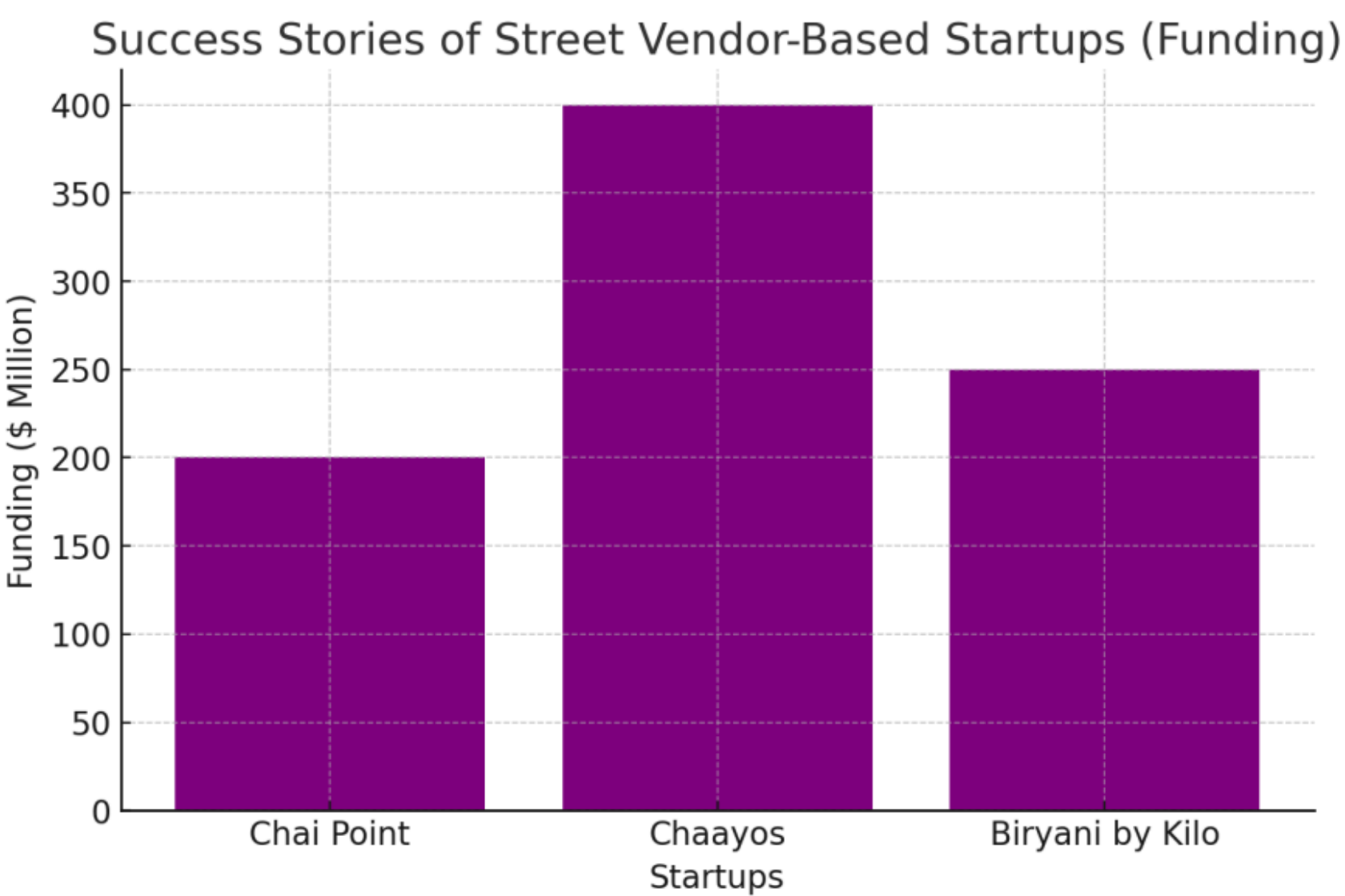
This graph highlights the rapid rise in digital payment adoption among street vendors, with the percentage of vendors using digital transactions increasing from 10% in 2020 to 80% in 2024. The growth has been accelerated by initiatives such as PM SVANidhi and increasing smartphone penetration.

Creating Unicorns from the Ground Up: Success Stories

Several startups founded by or inspired by street vendors have made headlines recently. For instance, Chai Point, founded by a group of chaiwallahs from Bengaluru, became a nationwide brand, raising \$200 million in Series C funding earlier this year. Similarly, Chaayos, which started as a local tea stall chain, is now valued at nearly \$400 million, attracting investors like Tiger Global. Both these ventures highlight how street-based businesses can scale to meet national demand. Furthermore, micro-enterprises like Biryani by Kilo, originally modelled after neighbourhood food stalls, have raised substantial venture capital by refining street-based business models with tech-enabled services. These ventures offer invaluable lessons to India’s emerging unicorns on maintaining cost efficiency, customer retention, and localized marketing strategies.







**Visual: Success Stories of Street Vendor-Based Startups (Funding)**

This bar chart shows the funding milestones of Chai Point, Chaayos, and Biryani by Kilo, highlighting how these startups, inspired by street vendors, have successfully attracted millions of dollars in venture capital funding.

Challenges on the Path to Success

While the success stories of Chai Point and Chaayos provide a beacon of hope, the road for street vendors to scale their ventures remains challenging. The lack of formal education, access to financing, and limited scalability can be significant barriers. Despite government initiatives like PM SVANidhi, only 30% of street vendors have access to formal banking services, according to the Reserve Bank of India (RBI, 2024). Additionally, while street vendors have a direct pulse on consumer demands, the absence of structured market research limits their ability to pivot quickly and innovate on a larger scale. Bridging this gap with mentorship, financial literacy, and access to market data is critical for scaling grassroots entrepreneurship.

Conclusion

The rise of street vendors as key contributors to India’s startup ecosystem signals a paradigm shift in how we view the future of entrepreneurship in the country. These vendors exemplify resilience, creativity, and an entrepreneurial mindset—the same values that have driven India’s global recognition as a startup hub. As India continues its journey toward becoming an economic superpower, integrating the potential of its street vendors into the broader ecosystem can propel the nation toward a more inclusive and diversified economy





# THE MODERN CORPORATION:

## A MARXIST CRITIQUE OF CAPITALIST STRUCTURES AND WORK CULTURES

Article By – Shantanu Bansal || IBS Hyderabad

In today's capitalist societies, corporations wield immense power, often influencing not only the economy but also social norms, political decisions, and cultural practices. The corporation, as it exists in the modern world, serves as a mechanism through which wealth and power are concentrated in the hands of a few, while the working class—the backbone of the system—continues to face exploitation. From a Marxist perspective, modern corporations are an embodiment of the inequalities inherent in capitalist structures. This critique offers a lens to understand how corporations perpetuate class divisions, commodify labor, and maintain oppressive work cultures.

### 1. Corporations as Instruments of Capital Accumulation

Karl Marx argued that in capitalist systems, the primary goal of production is not the satisfaction of human needs but rather the accumulation of capital by the bourgeoisie (the capitalist class). Modern corporations are driven by profit maximization, often prioritizing shareholder interests over those of workers. This leads to a concentration of wealth among corporate executives and shareholders,

While the working class, responsible for generating that wealth, remains marginalized. The hierarchy within corporations mirrors the class structure that Marx identified. At the top are the CEOs, executives, and investors, whose wealth increases exponentially through capital gains and stock options. Meanwhile, the majority of workers receive wages that are often insufficient when compared to the profits they help generate. The increasing disparity in income and wealth highlights the central Marxist critique that capitalism enriches the few at the expense of the many. Graphical Illustration 1: Income inequality graph showing the growing wealth gap between corporate executives and average workers over the last few decades

### 2. Commodification of Labor

One of Marx's key insights was the concept of "alienation," where workers become estranged from the products of their labor, the labor process itself, their fellow workers, and ultimately, from their own potential. In modern corporations, labor is treated as a commodity—bought and sold on the market like any other resource. Workers are often viewed not as individuals with unique talents and aspirations but as interchangeable units of production whose



Value is determined by their ability to contribute to profit.

This commodification of labor is particularly visible in corporate work cultures that emphasize productivity metrics, efficiency, and profit margins over employee well-being.

Workers in such environments are expected to meet ever-increasing performance targets, often leading to burnout, stress, and job dissatisfaction. The rise of precarious work conditions—temporary contracts, gig work, and minimal benefits—further underscores how corporations prioritize flexibility and profit over the security and rights of their workers.

### **3. Workplace Hierarchies and Power Dynamics**

Modern corporations enforce hierarchical structures that reflect and perpetuate class divisions. In a typical corporation, decision-making power is concentrated at the top, with executives and board members making strategic choices that directly impact

the working conditions of employees at lower levels. This hierarchical arrangement aligns with Marx's critique of capitalist production, where the few (bourgeoisie) control the means of production, and the many (proletariat) have little say in how their labor is used or valued.

Workplace hierarchies also foster a culture of compliance and subservience, where workers are discouraged from questioning authority or challenging unfair practices. In many corporations, the push for “company loyalty” often masks an underlying expectation that employees must align with corporate objectives, even when those objectives conflict with their personal interests or well-being. This dynamic creates a workplace culture that stifles creativity, limits dissent, and reinforces power imbalances between management and labor.

### **4. Corporate Culture and the Ideology of Individualism**

A key feature of modern corporate culture is the

promotion of individualism, meritocracy, and the myth of upward mobility. Workers are often told that with enough hard work and dedication, they can “climb the corporate ladder” and achieve financial success. However, Marxists argue that this ideology serves to obscure the structural inequalities that prevent most workers from advancing. The idea that individual success is solely a result of personal effort ignores the systemic barriers—such as lack of access to education, social networks, and capital—that disproportionately affect workers from marginalized backgrounds.

Moreover, the focus on individual achievement in corporate cultures often diverts attention from collective struggles. By encouraging competition among workers, corporations weaken solidarity and discourage collective bargaining efforts, such as unionization. This fragmentation of the working class benefits corporate interests by



preventing workers from uniting to demand better wages, working conditions, and benefits.

## **5.The Future of Work: A Path Towards Transformation?**

A Marxist critique of modern corporations suggests that fundamental changes to capitalist structures are necessary to achieve a more equitable distribution of wealth and power. Some argue that worker-owned cooperatives, where employees have a direct stake in the company and participate in decision-making processes, offer a potential alternative to the exploitative dynamics of traditional corporations. Moreover, increasing calls for corporate social responsibility (CSR) and environmental, social, and governance (ESG) initiatives reflect a growing awareness that unchecked corporate power is unsustainable. However, from a Marxist perspective, these initiatives often amount to superficial changes that fail to address the root cause of exploitation: the profit-driven nature of capitalism itself.

## **Conclusion**

The modern corporation, as critiqued through a Marxist lens, embodies the fundamental contradictions of capitalist economies. While corporations drive economic growth and innovation, they also reinforce class divisions, exploit labor, and perpetuate inequality. For true transformation to occur, there must be a shift away from profit-centric business models towards structures that prioritize the well-being and empowerment of workers. Only by addressing these systemic issues can we hope to create a more just and equitable society.



# BEYOND PROFIT: HOW ETHICAL CONSUMERISM IS REDEFINING THE FUTURE OF COMMERCE

Article By – Rahul Chand || St. Josephs College of Commerce

An increasingly connected, technologically driven, rapidly globalizing world has changed the behavior of consumers dramatically. Gone are the days of single-mindedly and uncompromisingly in the pursuit of the best bargain at maximum convenience. More thoughtful, value-driven consumer behaviors become the new normal. Among these is the force known as ethical consumerism--buying goods that reflect moral and ethical values. Due to the increasing interest of consumers in such issues as sustainability, fairness, and social impact, businesses are forced to examine their strategies and priorities. Here's a foray into how ethical consumerism is transforming the future of business and compelling companies to go beyond profits into a much bigger responsibility toward people and the planet.

## The Rise of Conscious Consumers

Conscious consumerism has increased at a rate that cannot be called anything less than phenomenal in the last ten years. Powered by environmental degradation issues, societal inequality, and corporate transparency, modern consumers are now far more enlightened. Information about a company's labor rights, environmental impact, and charitable contributions empower consumers to choose purchases based on their moralistic beliefs. The movement is headed most strongly by millennials and Gen Z. According to the 2020 report on the state of consumption conducted by IBM and the National Retail Federation, around 70% of consumers in these age groups will pay much more for sustainable brands. As a result, companies in every sector have had to rethink their ways of production, sourcing, and corporate governance to remain relevant within this "new" marketplace. There is increasing attention to sustainable and transparent business models due to the growth of ethical consumerism. Multinational corporations to small start-up businesses have had to reduce their environmental footprint and bring ethics into every supply chain link. Take, for example, the fashion industry. The industry was lambasted over its labor conditions and environmentalism. Then, there are companies such as Patagonia and Everlane, which turned to transparency and revealed to consumers how they source products, the state of their factories, and the environmental programs. Here is an example of how Patagonia gives preference to repairing and recycling its products instead of selling more to replace what is consumed. The companies that manufacture food and beverages also focus on organic, fair trade, and local sources.



Ethical sourcing and animal welfare issues are all above minimal environmental impacts in informing consumers' choices. For instance, Ben & Jerry's has successfully transformed its brand name from high-quality ice cream to social causes like climate action and marriage equality.

### **Profit with Purpose**

The idea that doing good is incompatible with profitability has long been discredited. Rather, purpose-led initiatives appear to show a good return on investment. Ethical consumers are loyal—they far more likely to support brands that reflect their values and are likely to be brand ambassadors with their social networks. Loyalty forms the bedrock of long-term customer retention, which is much cheaper than chasing the expensive quest to find new customers. Also, socially and environmentally responsible companies tend to have increased brand equity. A Nielsen 2022 report revealed that according to consumer preferences when sustainability was strong, consumers preferred the brand by 20%. When companies can be seen as authentic in their efforts at making society a better place, they foster trust intangible gold in today's competitive world. Purpose-oriented businesses also attract the best talent to the organization. Younger workers, in particular, are attracted to organizations that care about the kind of impact they create or the values they respect. In a Deloitte report, 44% of millennials reported that they chose their employers because of the corporate values. Businesses that pay no mind to this trend lose both their best customers and best employees.

### **Handle the challenges and criticism**

While ethical consumerism is a force to be reckoned with, there are issues in this practice. Some critics say that too many companies engage in **\*\*greenwashing\*\***, or the practice of businesses claiming or exaggerating their environmental or social responsibility. Again, as more consumers demand products based on an ethical cause,

some companies may tag their products with vague terms such as "eco-friendly" or "natural," doing nothing meaningful to abide by such labels. Hence, such publicity dilutes the very efforts at ethics in the practice of brands and creates confusion among customers who look for genuinely responsible brands. Another challenge is the premium pricing often charged with ethically produced goods. The often expensive price of sustainable and ethical products results from their higher responsible sourcing cost, fair wages, and more environmentally friendly production methods. This aspect may thus continue to limit access to such products, mainly amongst low-income consumers. Thus, the ethical consumer movement raises the question of whether it is indeed inclusive



## **The Future: Technological Innovation and Legal Changes**

Despite the challenges, the movement toward ethical consumerism is gaining even more momentum. Technologies will continue to advance, and maybe supply chain transparency will become even more accessible so that consumers can verify whatever claims are being made by a given company and make informed decisions about the purchase. For instance, blockchains might make safe ways of tracing how products have been moving from their origins to the ultimate consumer possible, preventing fraud and issues of ethical sourcing.

In addition, changes in regulation may become the significant motive behind ethical consumption. Toughening labeling regulations, implementing carbon taxes, and incentivizing subsidies for sustainable activity will be the growing influence on the companies nudging them toward responsible practices. An example is the environmental impact and social performance reporting adopted by the European Union for the companies

## **Cultural Nuances and Social Impact**

Ethical consumerism could differ from culture to culture in different regions; hence, it can be an important issue in one culture and merely a matter of lesser importance in another. An appropriate understanding of each culture is highly important for businesses operating in global markets.

Finally, ethical consumerism has a much higher potential to bring about social change. Here, suppose consumers look for companies that treat the workers with respect and also source responsibly. In that case, they can ultimately help move the welfare of a good percentage of the world's workers and communities at large forward. Ethical consumerism will also enable some people to give answers to critical social and environmental issues once and for all, such as those of climate change, poverty, and inequality.

## **Conclusion**

Ethical consumerism is not just the next trend; it's the next revolution in the making. It's consumers demanding more from the brands they support, which, in turn, makes businesses do the same much so that it will reshape the definition of commerce as the profitability of running a business is no longer the top of the decision-making process for people and the planet.



## JOURNALISTIC SEGMENT





# HONORING THE GUIDING STARS: A HEARTFELT TEACHERS' DAY CELEBRATION



On September 5, 2024, the Commerce Gazette Committee, led by Convenor Ms. Angel Josy Lakra, in collaboration with the Commerce Association of Sri Venkateswara College, orchestrated a memorable Teachers' Day celebration for the esteemed faculty of the Commerce Department. Held in Room 201 from 10:30 a.m. to 12:30 p.m., the event welcomed 28 enthusiastic students alongside all the dedicated faculty members of the department.

The festivities began with a warm introduction by Diya Juyal, President of the Commerce Gazette, followed by core team members who set the tone for a joyful and heartfelt gathering. In a tribute to the invaluable influence of their mentors, the Gazette team conducted a campus-wide student interview, collecting cherished memories and anecdotes shared by commerce students. These reflections were presented to the teachers in a beautifully curated showcase, honouring their contributions and the impact they've made.

Adding a personal touch, the team circulated a questionnaire among teachers, capturing their unique preferences and interests. A thoughtfully compiled video reflecting these insights was presented to highlight each teacher's individuality, celebrating them authentically and meaningfully. The celebration continued with vibrant activities organized by ComSoc, culminating in a spirited dance performance by the teachers.

As the event concluded with a joyous cake-cutting ceremony, the smiles and laughter exchanged between teachers and students symbolized the strengthened bonds and deepened respect shared within the Commerce Department. This heartfelt tribute truly captured the essence of mentorship and camaraderie.





THE COMMERCE GAZETTE







## THE COMMERCE ASSOCIATION

## Bollywood Bliss: Commerce Freshers' Bash 2024 Ignites a Star-Studded Start!

On October 5, 2024, the Commerce Association at Sri Venkateswara College threw an unforgettable Freshers' Party in the scenic Botanical Garden Front Lawn, transforming it into a lively hub for 117 first-year students eager to kickstart their college journey. Coordinated by

Dr. Vinod Kumar, the event ran from 10:00 AM to noon and was packed with excitement, energy, and surprises.



The party opened with a warm welcome by association members Aastha and Sia, along with the Commerce faculty, setting an electric tone for the day. The college's dance society, Nritya, kicked off the entertainment with a captivating performance, followed by an inspiring address from Ms. Deepika of the Commerce Department. The Bollywood-themed extravaganza featured a spirited Talent Hunt and Ramp Walk, showcasing the freshers' flair and creativity and sparking enthusiastic cheers.

Fun activities like games, photo booths, and the crowning of Mr. and Ms. Freshers added to the day's charm, creating perfect photo ops and unforgettable moments. The event wrapped up with an explosion of music, dancing, and delicious food, leaving everyone buzzing with excitement and camaraderie. This Freshers' Party was not just a welcome—it was the perfect curtain-raiser to a thrilling college adventure ahead.



## Rooting for a Greener Tomorrow: Commerce Association's Plantation Drive 2024 Takes Off



On August 1, 2024, the Commerce Association at the Sri Venkateswara College launched the academic year with an inspiring "Plantation Drive" in the Botanical Garden, Front Lawn, and Main Ground. Led by Convenor Dr Vinod Kumar and supported by Teacher-in-Charge Dr Shruti Mathur, the event ran from 11:30 AM to 12:30 PM, gathering over 30 spirited second-and third-year students, along with faculty members, all set to make a meaningful environmental impact.



With shovels in hand and smiles on their faces, participants planted trees across the campus grounds, transforming the morning into a celebration of growth and sustainability. The drive was symbolic and practical, encouraging students to embrace

eco-conscious practices and champion positive change.

This interactive session brought together faculty and students, planting the seeds for a new academic year filled with promise and responsibility. The drive wasn't just about greenery—it was a testament to the Commerce Department's dedication to institutional values and a shared commitment to the environment. As students and teachers worked together, they marked the beginning of a session grounded in unity, purpose, and a vision for a greener campus.





# E-Cell Orientation'24: ASCEND Welcomes Future Innovators!



On September 5 and 17, 2024, Sri Venkateswara College's Entrepreneurship Cell (E-Cell) rolled out the red carpet for new students, introducing them to ASCEND, a world of innovation, teamwork, and entrepreneurial spirit.

Coordinated by Convenor Mr Ajit Singh, Orientation'24 aimed to engage and inspire 96 budding entrepreneurs, offering them a glimpse into E-Cell's core values and dynamic opportunities.

The event kicked off with an informative registration desk on September 5, where students were welcomed and provided an overview of E-Cell's mission and activities, igniting curiosity for the full orientation session to follow. The main event on September 17 was designed to captivate and inform, immersing students in ASCEND's ambitious initiatives, upcoming events, and recruitment process. Engaging in games and activities fostered camaraderie, honed communication skills, and built a sense of community among attendees.

Beyond the introductions, students networked with E-Cell members, gaining valuable insights and connections that could spark mentorship and future collaborations. The enthusiasm was palpable, as the event closed with students feeling empowered to explore their potential within ASCEND and contribute to a culture of innovation and entrepreneurship on campus.

Orientation'24 achieved its mission: providing a robust foundation for students to ASCEND within E-Cell, setting the stage for a transformative journey of learning and leadership in the entrepreneurial world.







# Beyond Books: Orientation'24

## Ignites New Adventures with The Blue Chip Society !



On September 24, 2024, Room 57 transformed into a launchpad for first-year Commerce students at Sri Venkateswara College, as The Blue Chip, Finance and Investment Cell, hosted its highly anticipated Orientation'24. Led by the dynamic Dr. Mamta Arora, this session welcomed 75 freshmen into a world of finance and networking opportunities they'd never imagined.

With a vibrant introduction by the core team, the session shed light on Blue Chip's diverse departments, from investment strategies to alumni outreach, and its annual events that promise both learning and excitement. Each speaker brought the society's mission to life, sharing how students can unlock industry insights, gain hands-on experience, and connect with alumni who've made their mark in the finance world.

But the real spark? A rapid-fire quiz that turned the session into a thrilling exchange of ideas, keeping students on their toes and sparking genuine connections. By the end, these new faces grasped what Blue Chip stands for and felt inspired to carve out their own unique paths within the society.

In a mere hour, Orientation'24 set the stage for a year of financial finesse, personal growth, and community-building, marking the beginning of a meaningful college journey.







# MAC's Pitch-Glitch: A Fresh Take on Marketing



On September 16, 2024, Sri Venkateswara College's Marketing club led by Ms. Sunita Chhabra concluded its intra-college competition, Pitch-Glitch: Hack Your Way to the Finale, a thrilling event that followed the orientation session. This unique competition saw participation of 82 students which drove them to think outside the box and embrace unconventional strategies, embodying MAC's spirit of bold marketing.

The competition was open to teams of 3-4 members who qualified through an initial online quiz round. Each team was assigned a product with its worst feature and tasked with creating a persuasive pitch or advertisement to convince a panel of judges to buy the product based on its very weakness. The judging panels comprised members of MAC's core and extended core teams.

Twenty-four teams made it to the final round, where they showcased their wit, creativity, and persuasion skills. The winning and runner-up teams were rewarded with a significant advantage in MAC's recruitment process: direct entry into the personal interview round, bypassing the group discussion stage.

Pitch-Glitch was a resounding success, highlighting the talent and innovative thinking of aspiring marketers while solidifying MAC's reputation for fostering creativity and challenging conventional norms.





# TEAM 2024-25

## Contributing Faculty



**Dr. Shruti Mathur**  
Teacher-in-charge



**Ms. Angel Josy Lakra**  
Convenor



**Dr. Mamta Arora**  
Member



**Mr. Aashish Jain**  
Member

## Student Core Team



**Diya Juyal**  
Editor-in-Chief



**Harshit Kumar**  
Design Editor



**Paavni Aggarwal**  
Content Editor



**Bhakti Gupta**  
Content Editor



**Deepali**  
Social Media Head



**Bhavya Khatri**  
Social Media Head



CONTENT TEAM

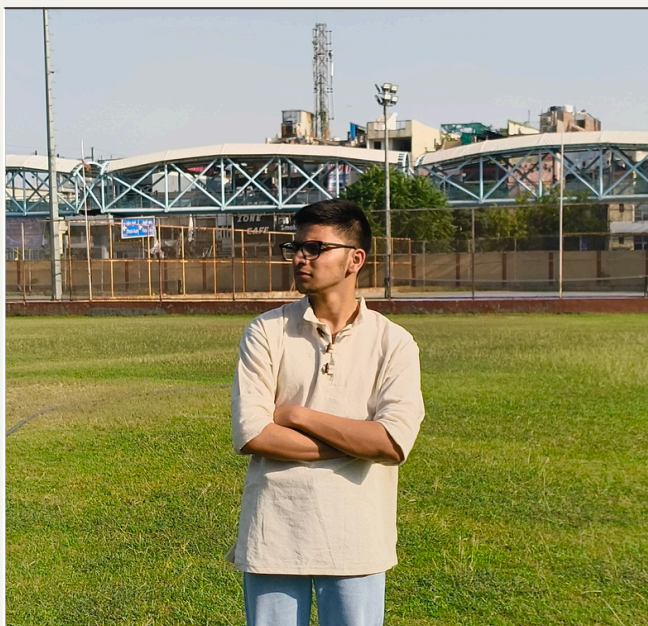
SOCIAL MEDIA TEAM

TECHNICAL TEAM



**Bhoomi Singh**

- Content Team -



**Vansh Manwati**

- Technical team -



**Drishti Singh**

- Social Media Team -



**Gunnika Gosain**

- Content Team -

# TEAM

2024-25

# MEMBERS



**Swadha Kashyap**

- Social Media Team -



**Alman Raza**

- Content Team -



**Bala Subramaniam**

- Content Team -



**Priyanshu Pratap Singh**

- Content Team -



**Mayank Ranjan**

- Technical team -



**Shilpee**

- Content Team -



**Suhangi Dass**

- Content Team -



**Shashi Kumar**

- Technical team -



**Akshat Garg**

- Social Media Team -