



Volume 1, 2023  
AUG-OCT

# COM-PRESS



The Commerce Newsletter of  
Sri Venkateswara College

Presented by-

**THE COMMERCE GAZETTE**

SRI VENKATESWARA COLLEGE  
DEPARTMENT OF COMMERCE

*What's Inside?*

- *Department Overview*
- *Seminars and Events*
- *Keep Yourself Updated*
- *Featured Articles*
- *Achievements*



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# DEPARTMENT OVERVIEW

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*The Department of Commerce at Sri Venkateswara College is known for its vigor in academics and vibrancy in society, and it has always represented an interesting mix of people and ideas. The Commerce Magazine Committee works throughout the year to keep the students aware of all that is happening in the department and around the world. This newsletter brings reports of the events conducted by different societies of the Commerce Department. Apart from this, we also present you with a few articles on emerging trends which we hope you'll enjoy reading. We would like to extend our gratitude to our principal Prof.*

*K. Chandramani Singh, our senior most faculty member,*

*Dr. S. Venkata Kumar, our teacher in charge,*

*Dr. Mamta Arora, our convener, Ms. Angel Josy Lakra, and our committee members, Dr. Arpita Kaul and Ms. Mohini Yadav.*

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# THE TEAM

2023-24

AUG'23-OCT'23

## TEACHERS

Dr Mamta Arora  
Ms. Angel Josy Lakra  
Dr. Arpita Kaul  
Ms. Mohini Yadav

Teacher In Charge  
Convener  
Member  
Member

## STUDENT CORE TEAM

Saumyajit Biswas	FinalYear	President
Himanshu Kumar	FinalYear	Vice President
Ganga	FinalYear	Editorial Head
Sahil Yadav	FinalYear	Technical Head
Hardik Kothari	Final Year	Member
Akshita	Final Year	Member

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# DEPARTMENT ORIENTATION

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*The Commerce Department orientation was conducted on August 16, 2023, for Bcom Honors and Bcom Program students in their first year. They were given a brief idea of the National Education Policy Undergraduate Curriculum Framework 2022. It also included the introduction of all the faculty members from the department. Further, societies under the commerce dept. , their key activities and functioning were explained to students. The batch was enthusiastic and participated well with their doubts and queries.*



# SEMINAR COMMITTEE

## DIGITAL MARKETING THROUGH INSTAGRAM



*The Seminar Committee at Sri Venkateswara College, University of Delhi, organized a seminar on "Digital Marketing Through Instagram" on August 22, 2023, under the able guidance of Dr. Arpita Kaul.*

*Mr. Aditya Shastri, the distinguished speaker, from IIDE took the one-hour session in which he discussed how Instagram users can be potential customers for businesses and emphasized the importance of friendly product promotion without hard selling. The session was a success with 175 attendees from the department of commerce.*

## CHATGPT: EXPLORING AI



*The Seminar Committee at Sri Venkateswara College, University of Delhi, organized a seminar on "Mastering CHATGPT: Exploring AI" on October 18, 2023, in the ICT Lab, which proved to be an insightful event for all the students who participated. Along with CHATGPT, the students were also educated on how to use Tableau.*

# ASCEND

## SEMINAR ON INNOVATION AND FUTURE OF JOB



*ASCEND - The Entrepreneurship Cell of Sri Venkateswara College (SVC) organized a seminar on “Innovation and Future of Job” on 9 October 2023. The event was conducted in offline mode in the room 301 of the College. At the outset, the speaker was welcomed to the college. The keynote speaker was Dr. Shivani Khurana, a Professor of OB/HR at IILM with over 25 years of academic experience*

## MARKETING CONSULTING WORKSHOP



*ASCEND organized a Marketing consulting workshop and a movie screening on 21 August 2023 on the occasion of World's Entrepreneurs' Day. The event was conducted in offline mode in the seminar hall of the College. At the outset, the convener of the E-Cell, Mr. Ajit Singh gave his introductory remarks and highlighted the scope of activities undertaken by The Entrepreneurship Cell. He welcomed the keynote speaker and the participants for the event.*

# COMSOC

## SEMINAR ON YOUNG LEADERS PROGRAM



*"Dr. Vinod Kumar, the coordinator for the "Young Leaders Program: A Roadmap to ISB" seminar, conducted an interactive offline session in the Seminar Hall, Durgabai Deshmukh Block, on September 19, 2023, with 108 participants from the Commerce Department and COM-SOC."*

## TEACHER'S DAY CELEBRATION



*On September 5, 2023, the Commerce Department, in collaboration with COM-SOC under the guidance of Dr. Vinod Kumar, organized a Teacher's Day celebration event to honor the invaluable contributions of our educators. The occasion was marked with varied activities that highlighted the unique bond between teachers and students, receiving praise from the faculty for its successful execution.*

# EXTENSION

## FOOD DISTRIBUTION DRIVE



*The Extension Society at Sri Venkateswara College, Delhi, collaborated with the Swapna Foundation to host a "Food Distribution Drive" on October 2, 2023 near Kirti Nagar. Students from the Department of Commerce actively participated in the event. A faculty team, including Dr. Devendra Malapatti and Dr. P. Chengalrayulu, supported the event. The drive involved 10 volunteers from Team Extension, who distributed food and essentials to the slum area's children and residents. The Extension Society continues its commitment to creating a meaningful impact in the community.*

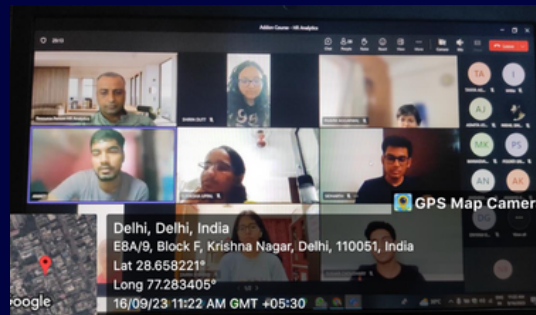
## MILK DISTRIBUTION DRIVE



*The Extension Society at Sri Venkateswara College, Delhi, in collaboration with the Aldaa Foundation, organized a "Milk Distribution Drive" on October 17, 2023, near Vidhan Sabha. Society members distributed milk to enhance community health. The support from the Aldaa Foundation was crucial for the drive's success, bringing happiness and gratitude from the residents, especially the children. The Extension Society remains committed to make positive impact and considerable contributions to the society.*

# ADD ON COURSE

## HR ANALYTICS



*The Department of Commerce, Sri Venkateswara College, under the able guidance of our acting principal, Prof. (Dr.) K. C. Singh, understood the need of the hour and therefore took the initiative of starting a new add-on course on 'HR Analytics'. This course aimed at training the students to use employee-related data and analytical processes to improve HR performance and employee retention. This 15-week course (30-hours) embarked on September 16, 2023, and ended on November 6, 2023. Thirty-six students from different colleges of the University of Delhi enrolled in the course. Dr. Sunil Budhiraja, an assistant professor at the School of Management and Labour Studies at the Tata Institute of Social Sciences (TISS), was the mentor for the entire course.*

## BLUECHIP

### FUTURE OF FINANCE



*The seminar, "Future of Finance," was conducted by The Bluechip, Finance, and Investment Cell with Vineet Dawar, a professional from the Institute of Management Accountants (IMA). The seminar provided valuable insights into the auditing world and how young individuals who are interested in this field could pursue a career in it. He also addressed students' doubts and queries regarding growth prospects in CMA.*

# INDUSTRIAL FIELD TRIP: MOTHER DAIRY PLANT

*The Commerce Department organized an industrial field trip to the Mother Dairy Plant on September 18th, in which 80 students and five teachers participated. The trip aimed to bridge the gap between classroom learning and real-world application. Upon arrival, the students and teachers were warmly welcomed by the plant manager, creating a conducive learning atmosphere.*

*The plant manager explained the stages of milk production, from raw milk to packaging and storage, emphasizing its role in nourishing the masses. Students had the opportunity to witness the meticulous production process, gaining insights into mass production complexities. Quality control measures were highlighted, with approximately 29 purity tests conducted before production, and students observed critical tests ensuring milk quality.*



*The visit served to gain a better understanding of supply chain management, inventory control, and quality assurance in running a dairy plant. It provided practical insights into large-scale industrial operations. The field trip ended with a heartfelt farewell, leaving students with a deep appreciation for the dairy industry's complexity.*

*This experience allowed students to apply academic knowledge practically, enhancing their understanding of commerce concepts learned in the classroom. It emphasized the value of real-world experiences in education.*

# KEEP YOURSELF UPDATED



INCLUDES

**UPI GOES GLOBAL: A DIGITAL  
PAYMENTS REVOLUTION**

**IS GLOBAL ECONOMY HEADING  
TOWARDS RECESSION?**

**G20 SUMMIT:  
INDIA'S PRESIDENCY**



# UPI Goes Global: A Digital Payments Revolution

*A cashless economy is possible! All thanks to the Unified Payments Interface (UPI). The nation's future is powered by seamless digital payments. Established in 2016, UPI has become India's most popular payment method, promoting an inclusive financial system. Today, scan-and-pay UPI is used for everything from luxury purchases to 10-rupee tea.*

*The world economy is changing, and US dollar dependence is decreasing due to the Russia-Ukraine war, making intra-country transactions urgent. UPI is prioritizing stifling cross-border money flow between the two countries.*

Reasons behind countries adopting UPI:



Countries who have joined the UPI bandwagon:



*This global expansion presents growth opportunities for the Indian fintech ecosystem and shows India's growing fintech leadership. The platform has changed Indian personal and merchant payments. UPI is globalizing digital payments, making the world more interconnected and financially inclusive.*

Content sources: Times of India, Hindustan Times

# IS GLOBAL ECONOMY HEADING TOWARDS RECESSION?

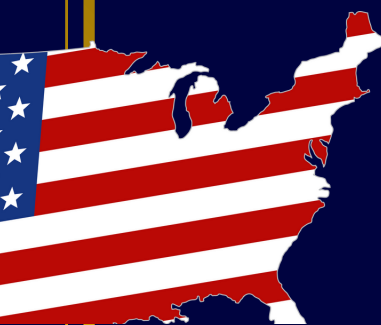
*The US, China, and Europe—three of the world's biggest economies—show signs of weaker growth, and the overall global economy seems to be reaching close to a recession. The World Bank's projections for global economic growth are 1.7% in 2023 and 2.7% in 2024.*

*As IMF Chief Kristalina Georgieva mentioned at the start of 2023, it is their estimate that one-third of the global economy will experience a recession this year. The economic growth will turn out to be less than in the past year. The reason why the world's growth is slowing is that the major economies across the globe are experiencing a decline in growth.*



*China, being the second-largest economy, can affect the global economy quite a lot. China's zero-covid policy is a barrier to its economic growth and functionalities. Further, the country's housing market is in crisis. The government is unable to manage all these events, creating a dent in the economy simultaneously.*

*Increasing inflation brought the citizens to protest. And although the inflation hike has relaxed, the region is vulnerable to a jump in household expenses. Clearly, due to the Russia-Ukraine war, there is an energy crisis because European countries depend heavily on Russian gas imports. People in Europe faced a heating crisis in the cold season, and constant unrest has caused damage to economic growth. Projections are that inflation will remain high in 2023.*



*Fed rate hikes went up to 4.5%–4.75%, and the US GDP contracted by 0.9% in the second quarter of 2022 and by 1.6% in the first quarter. This signaled that the economy might fall into a recession. The continued drag of the humanitarian crisis in the Russia-Ukraine war and the resurfacing of the COVID-19 outbreak in China played a considerable role in the slowdown of*

*major economies of India, The Indian Express*

# G20 Summit: India's Presidency

India had high expectations worldwide as it takes on the G20 presidency. With this presidency, India had a rare chance to shape international policy, promote diplomatic ties, and represent developing nations abroad. India's G20 presidency focused on climate change, economic vulnerability, multilateralism reform, and sustainable development. India promoted its people-centric approach by forming strong partnerships with 20 member nations, nine guest countries, and many international organizations. The main focus areas were:

**Fair growth and stability:** India hoped to protect vulnerable populations by promoting equitable growth and macroeconomic and financial stability. This strategy promoted robust, sustainable, equitable, and balanced development while addressing the rising cost of living crisis.

**Sustainable Development:** India advanced the 2030 Agenda for Sustainable Development to achieve strong, sustainable, balanced, and inclusive growth (SSBIG). The summit also created the Global Biofuel Alliance (GBA), which promoted sustainable biofuels and developed standards and certifications.

**Multilateral Trade:** With the World Trade Organization (WTO) at its center, India supported a rules-based, non-discriminatory, fair, open, inclusive, equitable, sustainable, and transparent multilateral trading system.

**MSMEs' Activation:** India supported the Jaipur Call for Action to improve MSMEs' access to information and encourage their integration into international trade, acknowledging the difficulties faced by MSMEs, particularly in developing nations.

As the G20 president, India had an excellent opportunity to shape international business and economic policies that reflected its values. India represented developing nations and solved problems through collaboration, equitable growth, and sustainability. India's G20 presidency was a significant step toward a more resilient, inclusive, and sustainable global economy where nations worked together to improve the future.



# FEATURED ARTICLES

INCLUDES

## **STABLECOINS**

*By Nishtha Kushwaha, B.Com (H), 2nd Year*

## **DROPSHIPPING**

*By Mitanshi Chauhan, B.Com (H), 2nd Year*



# Stablecoins

By Nishtha Kushwaha, B.Com (H), 2nd Year

*Stablecoins are cryptocurrencies that attempt to peg their market value to some external reference. A stablecoin is a digital currency that is pegged to a “stable” reserve asset like the U.S. dollar or gold. Stablecoins as a medium of exchange are more useful than more volatile cryptocurrencies. They are pegged to a currency like the US dollar or a commodity like gold as they are stable assets. They are used for payments and are more likely to retain their value than cryptocurrencies, which are highly volatile. They also maintain reserve assets as collateral or through algorithmic formulas that are supposed to control supply. The purpose of stablecoins is to provide an alternative to the high volatility of popular cryptocurrencies, including Bitcoin, which can make cryptocurrency less suitable for common transactions.*

- *Stablecoins are open and accessible to anyone.*
- *Stablecoins are fast, cheap, and secure to transmit.*

*There are three types of Stablecoins :*

## **FIAT BACKED STABLECOINS**

*The value of stablecoins of this type is based on the value of the backing currency, which is held by a third-party-regulated financial entity. These can be traded on exchanges and are redeemable from the issuer. These are very common types of stablecoins. The value of fiat stablecoins is pegged to one or more currencies, like the US dollar, in a fixed ratio. The amount of currency used to back the stablecoin should reflect the circulating supply of the stablecoin.*



## **COMMODITY-BACKED STABLECOINS**

*Commodity-backed Stablecoins are redeemable at a conversion rate. Their value is fixed for one or more commodities and redeemable for such (more or less) on demand. The amount of commodity used to back the stablecoin should reflect the circulating supply of the stablecoin. The cost of maintaining the stability of the stablecoin is the cost of storing and protecting the commodity backing.*

## **CRYPTOCURRENCY-BACKED STABLECOINS**

*Cryptocurrency-backed stablecoins are issued with cryptocurrencies as collateral. The supply of stablecoins is regulated on-chain using smart contracts. Price stability is achieved through the introduction of supplementary instruments and incentives, not just collateral. A cryptocurrency worth \$2 million might be held as a reserve to issue \$1 million in a crypto-backed stablecoin, insuring against a 50% decline in the price of the reserve cryptocurrency.*



*The Best Stablecoins in the world right now are:*

- Tether (USDT)
- USD Coin (USDC)
- Binance USD (BUSD)
- True USD (TUSD)
- Origin Dollar (OUSD)

*There are a few drawbacks to stablecoins to keep in mind, like that stablecoins must be audited by third parties, which may create conflicts of interest for a decentralized, trustless, or pseudonymous experience. Also, stablecoins don't provide the potential for high ROIs to investors like unpegged cryptocurrencies. Stablecoins have a number of purported purposes. They can theoretically be used for payments and are, in theory, more likely to retain their value than cryptocurrencies, which are highly volatile. In practice, many stablecoins have failed to retain their "stable" value.*

# DROPSHIPPING

By Mitanshi Chauhan, B.Com (H), 2nd Year

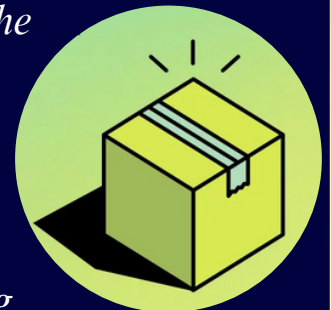
*These days, the trend of “drop shipping” is on the rise. I’m sure many of you have heard of drop shipping due to its widespread presentation on social media—Instagram reels and YouTube videos. So, what is meant by the term drop shipping?*

*In simple words, drop shipping is an online business where you sell products without ever really seeing the products or handling them physically. A drop-shipper accepts orders from customers, and the suppliers are the ones who deliver the products. You choose a product to sell and market it by creating a website for it or through Shopify, eBay, Amazon, or Ali Baba.*



*When you get an order from a customer, you simply forward it to the supplier, and the supplier is responsible for delivering the products to the customer. Basically, when you’re a drop-shipper, you outsource the whole process of storing, managing, maintaining, and delivering the products.*

*Drop shipping allows individuals to focus on their core strengths, such as marketing and customer engagement, without the burden of inventory management. By leveraging their expertise in these areas, they can maximize their efforts in driving sales and building relationships with consumers, ultimately leading to a more successful and streamlined business operation.*



# **ADVANTAGES-**

## **LOW INITIAL INVESTMENT**

*When it comes to drop shipping, you don't have to spend money on setting up warehouses or storage units or on shipping products. There is minimal investment in resources and facilities, further lowering the costs.*



## **SCALABLE**

*One benefit that comes with drop shipping is that it is easy to expand and scale up. As you grow your business, you won't have to spend time thinking about expansion costs. All you'll need to focus on is marketing and promoting the products.*

## **FLEXIBILITY**

*Since the business is in your hands, you can decide which products to market. Experimenting with different products and trying out how they sell out in the market is easier. You get to strategize and plan out your decisions. Also, since the business is online, you can work anywhere. You can work at any time convenient to you; all you need is a laptop and an internet connection.*



## **NO NEED TO MANAGE INVENTORY**

*A drop-shipper doesn't have to worry about the warehousing, management, shipping, and delivery of products.*

# DISADVANTAGES-

## **BRAND BUILDING**

*Since the same product you're dealing in may be sold by other drop-shippers as well, it gets harder to set a name for yourself and create a brand.*



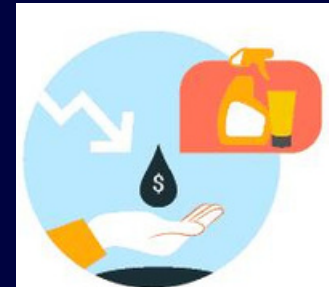
## **CUT THROAT COMPETITION**

*The field of drop shipping is relatively easier to enter, considering the low investment requirements. This results in lower barriers, which provide free entry to other players as well. The only way to survive in this market is to employ strategies that set you apart from others.*



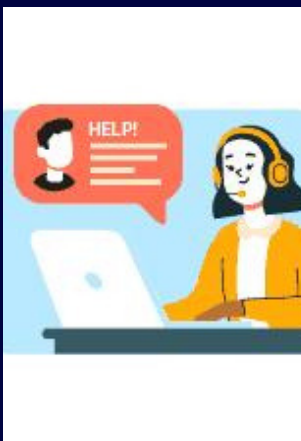
## **LOWER PROFIT MARGINS**

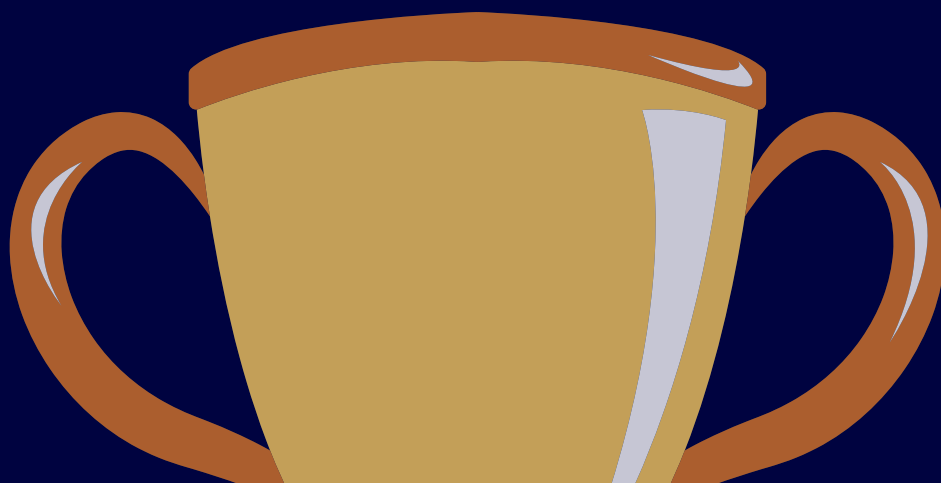
*Drop shipping has great potential in terms of profit earning, but initially, the profit margins are usually very slim due to the high competition and the same product being advertised by different retailers. Higher profits start coming in when you start selling out in larger volumes.*



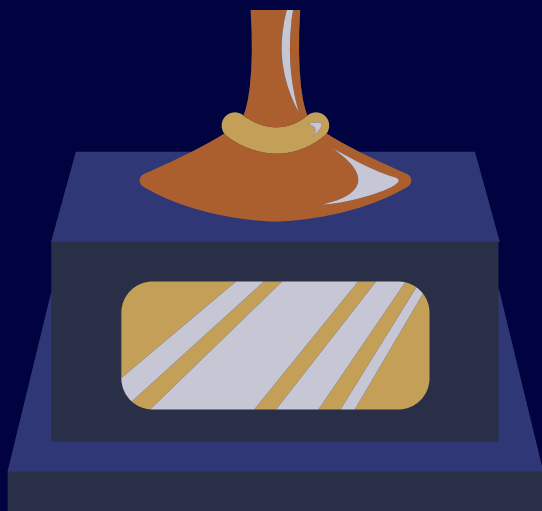
## **CUSTOMER SUPPORT**

*One of the issues that can arise with your business model is complaints from the customers' side. The delivery may go wrong, product quality may not be up to standards, or issues may arise regarding return transactions. Basically, even if there is an error from the suppliers' end and not yours, you will be the one having to deal with the customers. It will be a hassle trying to communicate with the supplier and the consumer in such a scenario.*

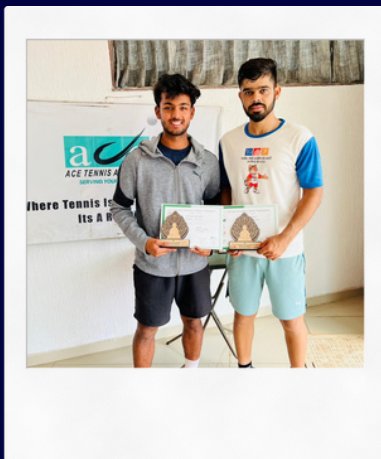




# ACHIEVEMENTS



*Anushi Arora, a bright student of Bcom H, Batch 2023, successfully secured admission to IIM, Calcutta, through her dedication and willingness to work hard.*



*Tushar Mittal of Bcom Prog became the finalist in the Aita Mens (2.5 lac) tennis tournament being held in Ahmedabad with his spectacular performance from October 30th to November 4th.*

*Nitin Chhikara, an alumnus (B.Com. Hons. Batch 2017-20), secured the 6th AIR in the CA Final Examinations in May 2023. He accomplished this by clearing all CA exams in his first attempt.*



*Yashaswini Sharma (B.Com H Batch 2020) received a certificate of membership in the ICAI convocation held on November 4, 2023. She got placed with SR Batliboi and Associates LLP (an EY member firm) for an articleship via college placement. Cleared the CA final in the first attempt.*



*Varun Vaziraney (B.Com. H batch 2014-17) has been chosen for admission to IIM Ahmedabad's PGP in Management.*

*Shivang Rastogi, a student of the B Com 2015-18 batch, bagged a 307 position in the UPSC exam. Congratulations, Shivang. The SVC family is proud of you.*

