THE COMMERCE GAZETTE

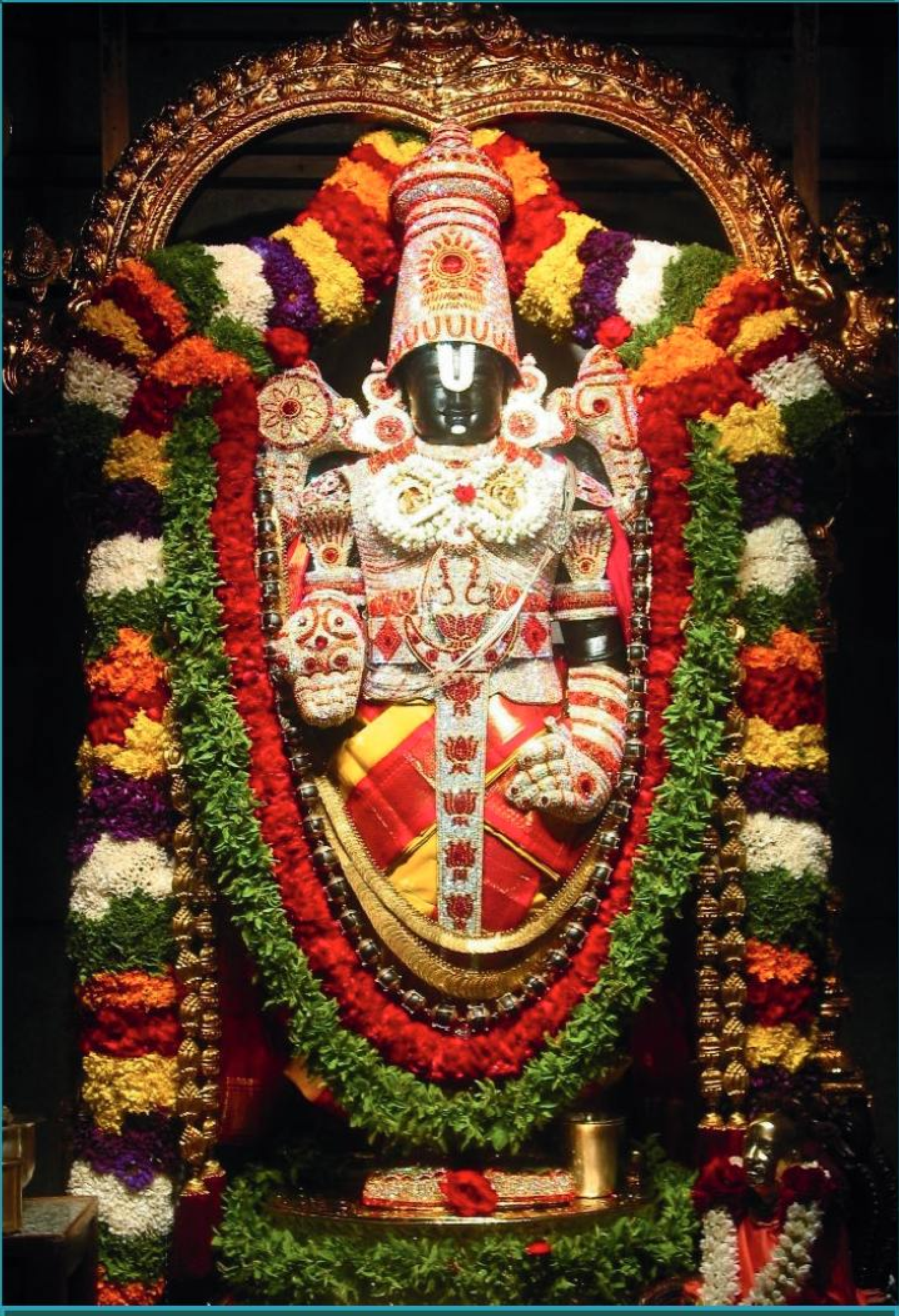
Sri Venkateswara College

PRESENTS

KAAROBAR

DEPARTMENT OF COMMERCE

2023-2024



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DEPARTMENT OVERVIEW

The Department of Commerce at Sri Venkateswara College is renowned for its academic excellence and vibrant engagement with various student societies, fostering a blend of diverse perspectives and innovative ideas. It has organised educational visits, community drives, and seminars, enriching student experiences providing a wholesome educational atmosphere to its students. It also boasts of some successful and excellent societies, aimed at enhancing practical exposure.

We sincerely thank our esteemed Principal, Prof. Vajala Ravi, whose visionary leadership guides us forward. We also thank our teacher-in-charge, Dr. Mamta Arora, whose academic stewardship is invaluable. Special recognition goes to our Convener, Ms. Angel Josy Lakra, and our esteemed committee members, Dr. Arpita Kaul and Ms. Mohini Yadav for their dedication and support.

Our student core team has the President, Himanshu Kumar, providing strong leadership. Hardik Kothari, as the Content Head, oversees the editorial direction, The Technical Head, Sahil Yadav, and Logistics Head, Akshita Gangopadhyay.

We invite you all on this journey with us as we continue to explore, educate, and evolve through the vibrant corridors of the Department of Commerce at Sri Venkateswara College.

Prof.Vajala Ravi
Principal

From the Principal’s Desk

“I congratulate Dr Mamta Arora, the teacher-in-charge, Ms Angel Josy Lakra, Convener, and their exceptional team of teachers and students who worked diligently to bring out the new edition of the Annual Commerce Magazine, 'Kaarobar'.

The magazine is a compilation of the achievements of the Commerce Department for the session 2023–24. Congratulations to the Commerce Gazette team for shaping the new edition more in connection with the contemporary issues and ethos of business and society.

The growth of the department can be visualized through the vividness in various functional areas and a cheerful team of highly creative group of students, who have always been keen on exhibiting uniqueness in their respective areas.

I appreciate the contribution made by the senior colleagues, and their whole legacy continues to inspire creative and innovative activities in the department.

I wish good luck and a wonderful future to the entire team and would cherish seeing all the students become the true ambassadors of Sri Venkateswara College by setting benchmarks with their exemplary performance in all their endeavors.”

Dr. Mamta Arora
TIC & Convener

Message from Teacher-In-Charge

“I am excited to introduce the latest edition of 'Kaarobar,’ the much-awaited annual magazine of our commerce department. This magazine signifies the conclusion of yet another successful academic year. During this period, our students and faculty have displayed remarkable resilience and determination as they enthusiastically participated in various academic and extracurricular activities, contributing to a well-rounded educational experience that will help our students to excel in all spheres of life.

This year, our department, along with its societies, organized various co-curricular events, seminars, workshops, etc. Each of these events was carried out with great enthusiasm and participation from both students and faculty, leading to the success of our collective efforts.

The annual magazine, 'Kaarobar,' serves as a comprehensive record of our department's achievements and activities throughout the year. It also features captivating articles that are sure to draw readers' attention.

I extend my heartiest congratulations to the entire team—both teachers and students—for their outstanding efforts in compiling this wonderful publication.”

Ms. Angel Josy Lakra
Convener

Convener's Note

"As the convenor of the Commerce Gazette Committee, I am honoured to bring forth our official magazine, *Kaarobar*, which serves as a beacon of knowledge and connectivity within the vibrant community of the Commerce Department at Sri Venkateswara College.

The Annual Magazine stands as the hallmark publication of our department, meticulously crafted throughout the year with a keen focus on fostering awareness and intellectual curiosity. It provides a comprehensive view of the dynamic world of commerce. At the heart of our efforts lies the annual publication of The Commerce Gazette magazine, a testament to our dedication and showcases the department's achievements, initiatives, and scholarly pursuits. By providing information about departmental activities, academic offerings, and career opportunities, our magazine serves as a trusted resource for students embarking on their educational journey in commerce. Through our publications and initiatives, we strive to promote a culture of learning, engagement, and innovation, ensuring that our students are well-equipped to navigate the complexities of the modern business world.

We appreciate the assistance and involvement of the entire department in our work. We shall forever maintain the principles of scholarship, honesty, and togetherness that are synonymous with the department of commerce at Sri Venkateswara College, in partnership."

Commerce Department Welcomes Prof. Vajala Ravi

ABOUT THE COMMITTEE

The Commerce Gazette (Kaarobar) is the official magazine committee of the Commerce Department of Sri Venkateswara College. The committee works throughout the year to keep the students aware of all that is happening in the department and around the world.

Along with the the annual magazine we also publish a periodic newsletter. This year we took a step forward and conducted an article writing competition for students to polish their writing skills and showcase their creativity. Through our newsletter and magazine we bring reports of the events conducted by different societies of the Commerce Department, ranging from bi-annual events, annual events, seminars, farewells, competitions, placements etc. organized by societies of the Commerce Department.

Moreover, the magazine plays an essential role in guiding prospective students interested in pursuing B.Com and related programs by providing detailed information of departmental activities.

Overall, the Commerce Gazette committee shares information carefully to promote academic excellence and community involvement in Sri Venkateswara College's Commerce Department.

Core Team 2023-2024
President

Himanshu Kumar

"As the President, it gives me great pleasure to announce the highly anticipated 4th edition of our Annual Magazine, Kaarobar. This edition will highlight all the events and achievements of this academic session, including academics and extracurricular activities. Additionally, it will feature informative articles on entrepreneurship, Muhurat Trading, etc., and data regarding the research papers published by our faculty members. The magazine will also cover speaker sessions and explore commerce beyond academics. Curating this magazine was an incredible journey for me.

This magazine stands as the epitome of the tireless efforts and dedication of our core team and all the individuals involved. Their hard work and commitment have truly made this edition a reflection of our collective strength and aspirations. I couldn't have made this without my team.

My enriching two-year tenure with the Commerce Gazette has proivided me with invaluable experiences and knowledge that have significantly contributed to my personal and professional growth. I would like to express my sincere gratitude to our Convener, Angel Ma'am and our esteemed teachers, for their unwavering support and guidance throughout this remarkable journey. I hope this magazine will take everyone through the journey of the Commerce Department this entire year. Happy reading!"

Editorial Head

Hardik Kothari

"Hello readers, Kaarobar isn't simply a magazine but it's the efforts of all the students and faculty members who diligently work to make Commerce Department the best. It honours the progress and legacy of our department throughout the year. As the content head, I have gone through every page and each word written here is the evidence of the motto of the university dedication, steadfastness and truth. I'm happy to be a part of creating this and I couldn't be more proud of my team who have crafted this beautiful piece. Thank you."

Logisitics Head

Akshita Gangopadhyay

"As the logistics head of the Commerce Magazine Committee, I'm pleased and elated to present Kaarbar 2024, the result of our year-long efforts. Our Commerce department mirrors the dynamism of the real business world, supporting faculty and talented students alike. This magazine highlights our department's achievements, including the outstanding work of various societies. From academics to extracurriculars, we celebrate our collective successes. As an avid reader and aspiring writer, I'm grateful to contribute to this committee. We hope you enjoy Karobaar 2024 as much as we enjoyed creating it."

Technical Head

Sahil Yadav

"As the technical head of the Magazine Committee, I am thrilled to introduce our latest publication of commerce magazine.Through engaging articles, captivating visuals, and thought-provoking editorials, the magazine delves into the diverse interests and achievements of our students and faculty across various disciplines. As a passionate advocate for design and creativity, I am honored to lead such a talented group of individuals in bringing this magazine to life. We invite you to immerse yourself and discover the wealth of talent and innovation within our college community."

ANNUAL REPORTS

- COMSOC (The Commerce Association)
- BLUECHIP (The Finance & Investment Society)
- ASCEND (The Entrepreneurship Society)
- MAC (The Marketing Society)
- The Extension Society
- The Seminar Committee

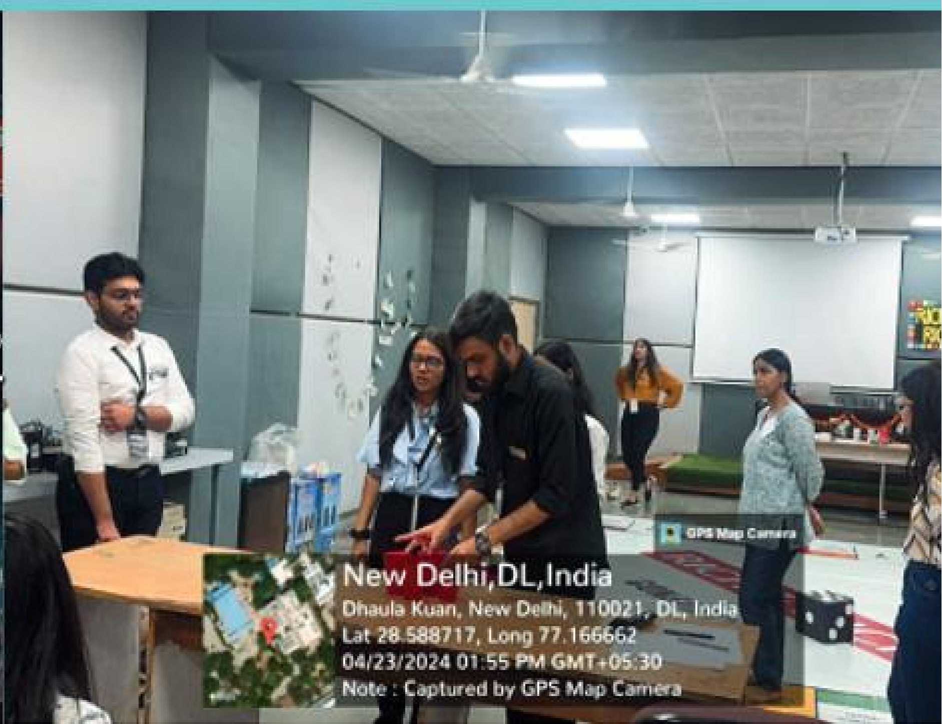
COMSOC

CONSORTIUM

Consortium’24, the annual fest of The Commerce Association, was held in Durgabai Deshmukh Building on April 23rd and 24th, 2024. The event involved na total participation of 424 individuals featuring diverse range of activities, including speaker sessions, panel discussions, and competitive events like Richie Rich and Football Auction, all aimed at enriching students' understanding of commerce and economics.

The first day commenced with a speaker session focusing on the role of gold in the Indian economy, followed by competitions designed to promote strategic decision-making and resource management among participants. The second day continued the momentum with another speaker session, covering the basics of investing and finance. Throughout the event, notable speakers and panelists, including Mr. S Satyanarayana and Mr. Harsh Goela, provided valuable insights, enriching participants' learning experience. The panel discussion featured industry experts like Mr. Rahul Lakhmani and Dr. Vineeta Mishra, fostering insightful dialogue on AI technology and its impacts.

The outcomes of Consortium’24 was highly positive, with participants gaining valuable knowledge and insights from the sessions alongside showcasing their talents, creativity, and critical thinking abilities. Overall, the event successfully achieved its objectives of providing a platform for learning, engagement, and networking within the commerce community.



COMFLUENCE

The Commerce Association of Sri Venkateswara College organized a day full of events on October 16th, 2023 from 11 AM to 5 PM in seminar hall and room no.301. Comsoc convener, Dr. Vinod Kumar, and retired faculty member of the Commerce department, Dr. S. Venkat Kumar, greeted the students and the esteemed speaker. The morning kicked off with a thought-provoking seminar by former government secretary Mr. Anil Swarup. He offered insights into the government's inner workings, power dynamics, and his 30 year experience in navigating bureaucracy . The session concluded with an interactive question and answer round with the students.

The afternoon transformed into a competitive environment with two exciting events. "Market Mayhem" a business simulation game, testing teams' knowledge through a global affairs quiz, followed by a high-stakes resource auction and strategic trading rounds. Following "Market Mayhem", the "Knives Out" murder mystery challenge took center stage. Participants started with an online quiz, getting their knowledge tested before tackling the final round which involved investigations, statements, interrogations, and using clues to solve the whodunit.

The day successfully showcased the diverse activities offered by the Commerce Association, combining informative seminars with engaging and competitive events.

THE BLUE CHIP
Finance and Investment Cell

BLUECHIP

Nivesh

The Blue Chip, Finance and Investment Cell, Department of Commerce, organised its Annual Fest - NIVESH on 25th April 2024 in the Seminar Hall. The event commenced with the opening ceremony, followed by welcoming speeches and introductory remarks from both Dr. Shruti Mathur and Dr. Mamta Arora.

The flagship event of FIC started with an exciting lineup of competitions designed to enrich students knowledge and skills in finance and investing. The first one was "Profit Over People 2.0," the club's wildly popular mock stock trading competition, which was a hit during its last bi-annual event. Continuing its legacy, the competition provided a simulated trading environment to test students' strategies. The second one was "BIDNOMICS: Marvel Auction," a unique event where students had to bid to acquire exciting Marvel characters, showcasing their negotiation and financial prowess.

Overall, Nivesh was a great success, serving as a platform for students to showcase their skills in finance and investment.

THE BLUE CHIP

Arth Kumbh

The Bi Annual Fest of Blue Chip Finance and Investment Cell named Arth-Kumbh 23 was successfully organised on 2/11/23 from 11:00 AM to 3:00 PM in seminar hall, room no.301 and 321 hosting 70 participants.

The event started off with a compelling panel discussion on the intricacies of deal flow in finance lead by Arjun Mehra and Ananya Narang from KPMG's M&A department. The discussion provided valuable insights to students and enthusiasts, highlighting the intricate processes and technical nuances involved in managing financial transactions.

The event set the tone of the subsequent sessions of Arth-Kumbh as two competitions “Fiscal face-off” and “Profit over people” took its course.
The Fiscal Face-Off was a boardroom case study competition, structured to showcase the capabilities of financial minds comprising of two challenging rounds while Profit over people was a mock stock contest .
Both the competitions were successfully concluded pushing the boundaries of financial acumen and analytical thinking


ASCEND
THE ENTREPRENEURSHIP CELL


ETALK'24

ETALK'24 was a two-day event organized by ASCEND - The Entrepreneurship Cell of Sri Venkateswara College on March 13 and 14, 2024 in Seminar hall headed with the aim to help students with their careers whilst encouraging them to start their own businesses. Mr. Ajit Singh, E-cell convener set the stage with his introductory remarks. The event featured talks by Mahak Garg and Dr Tanu Jain.

Mahak Garg, from Masters Union PGP TBM, talked about how to succeed in the job market emphasising on the challenges and opportunities bonded with entrepreneurship and significance of entrepreneurial mindset.

Second day of the event was graced by Dr Tanu Jain. She touched upon the working in public administration and shared stories and advice to help students make good career choices. The event was followed by a engaging question and answer session and a competition called "Entrelife" where students got to solve problems showcasing their creativity.

Overall, ETALK'24 was a big success. Students learned a lot and felt inspired to work hard and follow their dreams.

AAROHAN

ASCEND - the Entrepreneurship Cell of Sri Venkateswara College, organized Aarohan'23, on November 21st and 22nd, 2023 in the vibrant atmosphere of Seminar Hall and room no. 159 .The positive tone was set in the event by the motivating speech of Mr. Ajit Singh , convener of E cell.

Mamta Raj Naik, VP of American Express, was the keynote speaker in the event who shared insights on the use of artificial intelligence in business. Attendees learned how AI can boost brands and stand out in the market.
On the second day, CA Parag Gupta, known for his finance expertise and social media presence, shared valuable life experiences, boosting participants' confidence. Exciting competitions like "Game of Gains" and "Strategic Showtime" promoted critical thinking and problem-solving. Industry experts like Harshit Bansal, Aman Alok, and Gautam Chhabra acted as judges, providing feedback to over 360 Delhi University students.

Aarohan'23 wasn't just about academics; it sparked comprehensive development and entrepreneurial research. Through engaging sessions, interactive dialogues, and competitions, participants gained enriched perspectives, enhanced skills, and a renewed sense of purpose on their path to success.

MAC

ZEAL'24

The Marketing Club of Sri Venkateswara College orchestrated its highly anticipated annual event, "Zeal'24," on March 19, 2024, within the esteemed confines of both the Seminar Hall and Room No. 202. The inaugural session commenced with a reverential lamp-lighting ceremony paying homage to Mother Saraswati, the embodiment of knowledge, at precisely 11:40 A.M in the Seminar Hall. Sunita Chhabra, serving as the convenor, initiated the proceedings with a heartfelt welcome address and introductory remarks. In her speech, she not only extended a warm greeting to all present but also succinctly outlined the session's objectives, setting a clear direction for the day's events. Following her lead, Prof. Dr. S. Krishna Kumar, adorned with scholarly wisdom, delivered an illuminating discourse, enriching the audience with his profound insights.

The event's esteemed guest judge, Ms. Rishika Gupta, was graciously welcomed by the convenor, who extended a token of gratitude on behalf of the organising committee. Ms. Gupta's presence added an extra layer of significance to the occasion, further enhancing the anticipation and excitement among attendees.

MARKOPOLIS

"Markopolis: The Biannual Event" was a highlight for the Marketing Club at Sri Venkateswara College on November 23, 2023, featuring an insightful session on "Artificial Intelligence and its Application in the Marketing Sector." The seminar hall within the Durgabai Deshmukh Block of the college provided a fitting setting for this intellectually stimulating event. The seminar featured distinguished speakers, Mr Ambuj Saxena and Mrs Nidhi Saxena, both esteemed experts in the field. Attendees eagerly anticipated their perspectives on the transformative impact of AI on modern marketing practices.
Throughout the session, Mr. Ambuj Saxena and Mrs. Nidhi Saxena delivered engaging presentations, elucidating complex AI concepts and illustrating practical applications in the marketing domain. Their clear explanations and real-world examples ensured that attendees of all backgrounds could grasp the significance and potential of AI in shaping the future of marketing.

By the conclusion of the seminar, participants departed with newfound insights and inspiration, equipped with a deeper understanding of how AI can revolutionise marketing strategies.

The Extension Society of SVC

THE EXTENSION SOCIETY

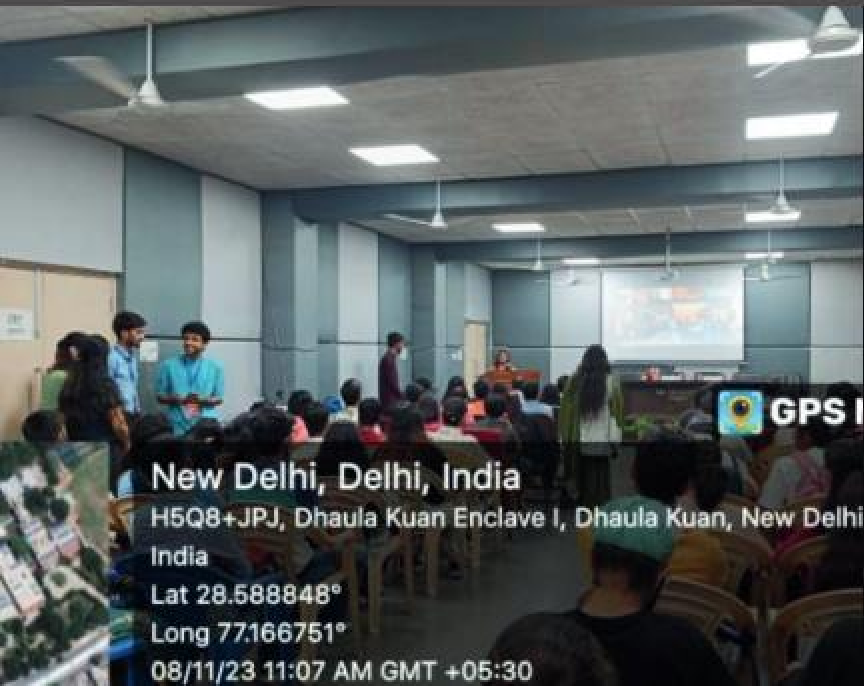
RIWAAYAT

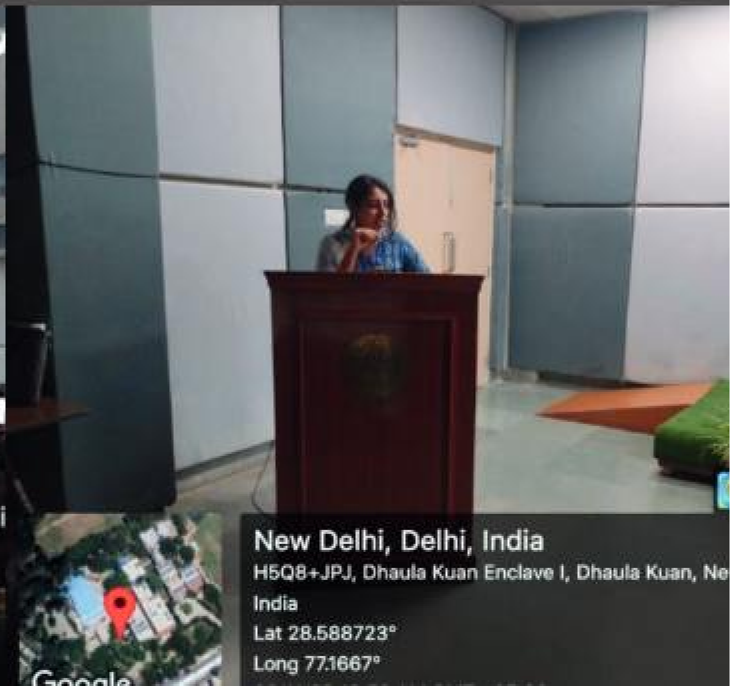
The Extension Society, a part of Sri Venkateswara College's Department of Commerce, University of Delhi, organised an enriching speaker session and a stimulating competition on November 8, 2023. These events marked the finale of the 'Bi-Annual Event: Riwaayat' and attracted active participation from society members and an audience of 87 participants.

This year's 'Riwaayat' celebrated the essence of Diwali, symbolising the victory of knowledge. The session, led by Riya Upreti, CEO of Fobet, showcased her entrepreneurial journey and emphasised the importance of self-confidence and mental well-being.

Subsequently, an engaging social case-solving competition addressed the issue of substance abuse, with 23 individuals or 8 teams presenting innovative solutions. The event's success was supported by Dr. Sindhumani Bag and esteemed faculty members, including Mr. Ajit Singh, Dr. Arpita Kaul, Dr. M. Rama Naik, and Dr. P. Chengalrayulu.

In conclusion, the session and competition highlighted society's commitment to meaningful discussions and positive change. It underscored the collective effort towards embracing knowledge and fostering a brighter future.





MEGA DISTRIBUTION DRIVE

The Extension Society, Department of Commerce, in collaboration with the Handout Foundation as the official drive partner, organized a mega distribution on November 7, 2023, led by Dr. Sindhumani Bag. The event was held from 2:00 p.m. to 6:00 p.m. at JJ Camp, accommodating 33 volunteers. The mega distribution drive, aligned with the spirit of Diwali, focused on promoting quality education in line with the objectives of Sustainable Development Goal 4 (Quality Education). The initiative marked the first day of the society's "Bi-Annual Event: Riwaayat.".

The drive aimed to support children's education by providing essential stationery items and organising engaging activities aligned with Diwali's essence. Over 100 sweets and stationery items were distributed among 50–60 children in collaboration with the Handout Foundation. The initiative not only aimed to provide essential stationery but also fostered a sense of joy and learning through engaging activities. The enthusiastic response from the children highlighted the significance of such impactful initiatives in uplifting communities. Dr. Sindhumani Bag and Mr. Ajit Singh's guidance was instrumental in ensuring the drive's success, underscoring the importance of collaborative efforts in community welfare projects. Moving forward, the organisers are dedicated to sustaining and expanding these efforts to create a lasting positive impact on the lives of those in need.

The Seminar Committee

Financial Modelling and Valuation

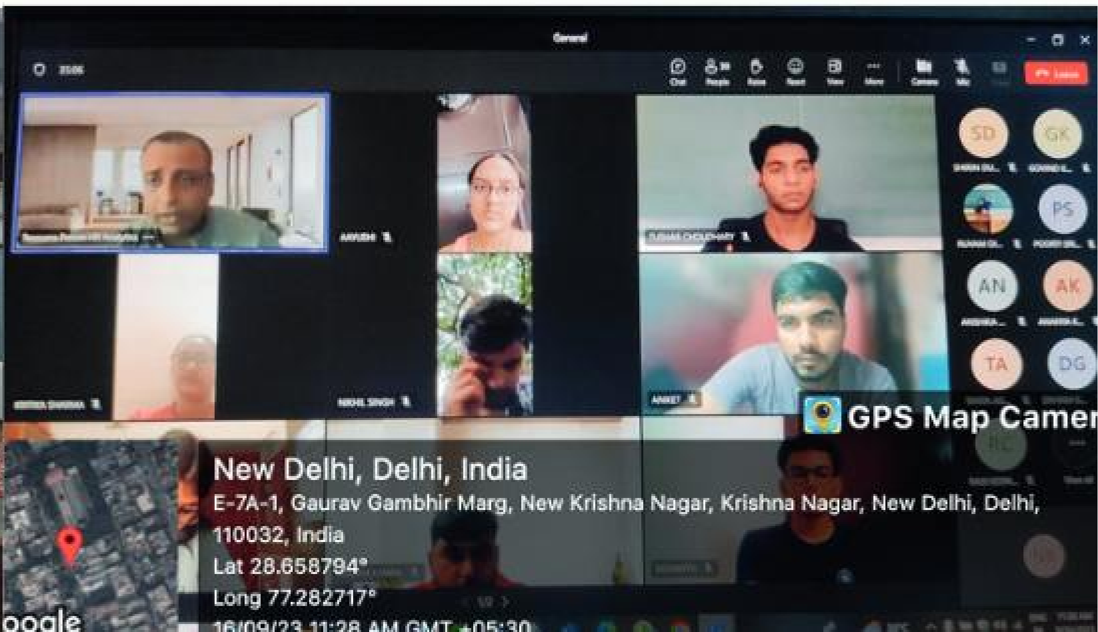
On February 19, 2024, the seminar committee of the Department of Commerce at Sri Venkateswara College, in collaboration with Learning by Grant Thornton Bharat LLP, organized a workshop on ‘Financial Modelling and Valuation’ in the ICT Lab-III, Arts Block. Held from 1:00 pm to 3:00 pm, the event witnessed a total of 44 student participants, 8 student members, and the faculty members from the organizing committee, namely Dr. Arpita Kaul (convenor), Dr. Mamta Arora (teacher-in-charge), Dr. Neetu Kushwaha, Dr. Pooja Jain, Mr. Aashish Jain, and Ms. Angel Josy Lakra. The goal of the course was to give participants a foundational understanding of financial modeling and valuation, both theoretically and practically. There were two distinct components to the session. i) A succinct explanation of key terminology, various methods of valuation, necessary abilities, and employment prospects for qualified individuals. ii) An interactive MS Excel workshop for valuing a fictitious franchise automobile firm. Mr. Mohit Agarwal (ACCA, CMA) from the organization.

A practical session on financial modelling and valuation was conducted using MS Excel, led by Mr. Agarwal, focusing on a franchisee model for a car company. The session covered aspects such as setup costs, cost of equity and debt, internal rate of return, net present value, and discounted cash flow. The workshop was attended by esteemed guests from Grant Thornton Bharat LLP, including Director Kapil Arora and Manager Muskaan Khanna. The event concluded with a vote of thanks from the seminar committee, and Mr. Kapil Arora was felicitated with a potted plant by the teacher in charge, Dr. Mamta Arora. The workshop provided valuable insights and practical skills for future endeavors in finance.

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) began on September 16, 2023, and ended on November 6, 2023. Thirty-six students from different colleges at 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. The objective was to provide a course on HR analytics. As the landscape of business and employment continues to evolve, the integration of data-driven decision-making in human resources has become increasingly essential. The enrolled students learned about the analytical foundations of HR measurement, HR metrics, descriptive statistics, the LAMP framework for HR analytics, Designing and administering a pulse survey, HR Analytics for Training and Development, Analytical Specificity to Performance Management: Application of Regression Analysis, Analytical Specificity to Recruitment and Selection Data Visualisation using Power BI, Creating Reports and HR Dashboards using Power BI, and SPSS.



One-Week Online Faculty Development Programme on Skill Enhancement Courses

(Digital Marketing, Personal Financial Planning and Innovation & Entrepreneurship)

The one-week online faculty development programme on “Skill Enhancement Courses” was organised from February 1st, 2024, to February h, 2 2024, by the Department of Commerce, Sri Venkateswara College, University of Delhi, in collaboration with Hansraj College, University of Delhi. The one-week online FDP focused on skill enhancement courses, specifically digital marketing, personal financial planning, innovation and entrepreneurship, insurance planning and retirement benefits, personal tax planning, etc. The FDP received an overwhelming response, with 93 participants from 14 universities and institutions. This FDP was designed to cater for the needs of various academicians for a sound understanding of selective subjects, more particularly Skill Enhancement Course (SEC) papers. All these subjects have significant relevance in the real world. The programme was useful not only to the teachers teaching these subjects but for everyone since learning these concepts takes an hour. The programme had two online live sessions every day from 2:00 p.m. to 3:30 p.m. and 3:45 p.m. to 5:15 p.m. Assessment was done with the help of multiple-choice question-based tests for every live session. Recordings were also shared with the participants.

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.

Articles

- Entrepreneurship and Innovation

  by Diya Juyal

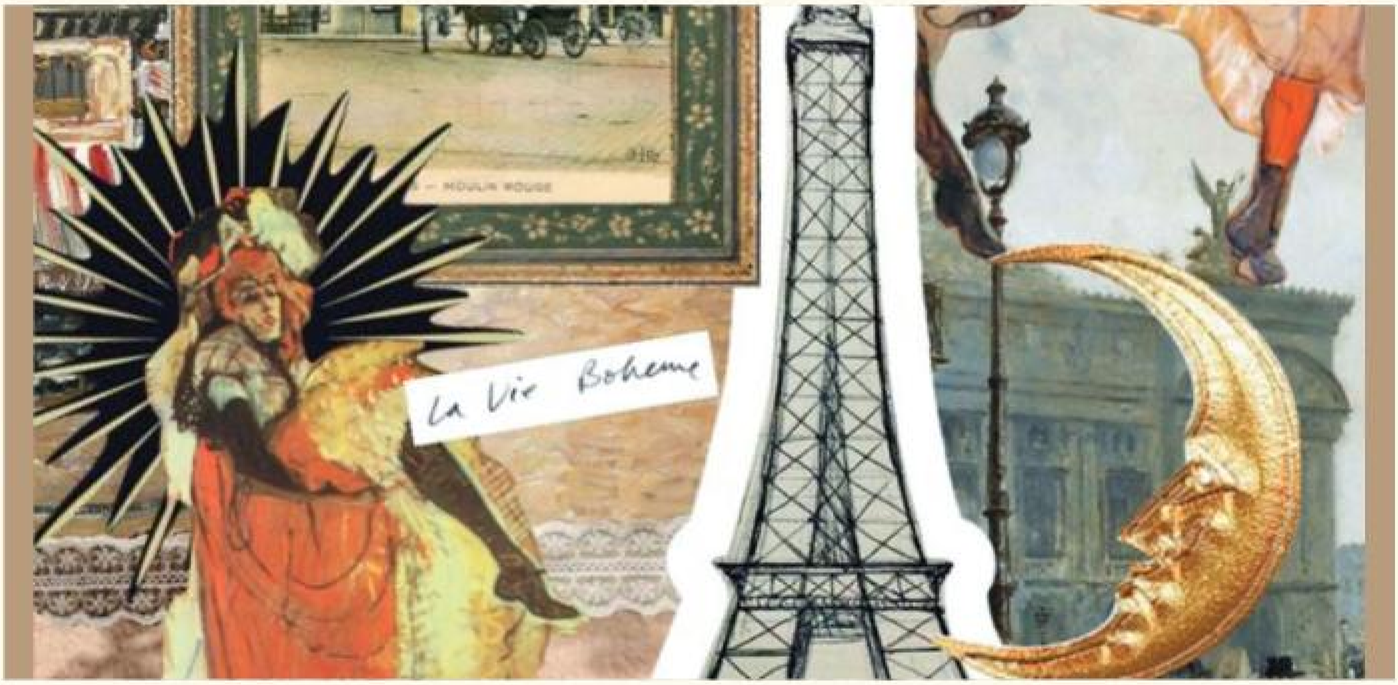
- Muhurat Trading

  by Tisha

Commerce, Sustainability and Artificial intelligence

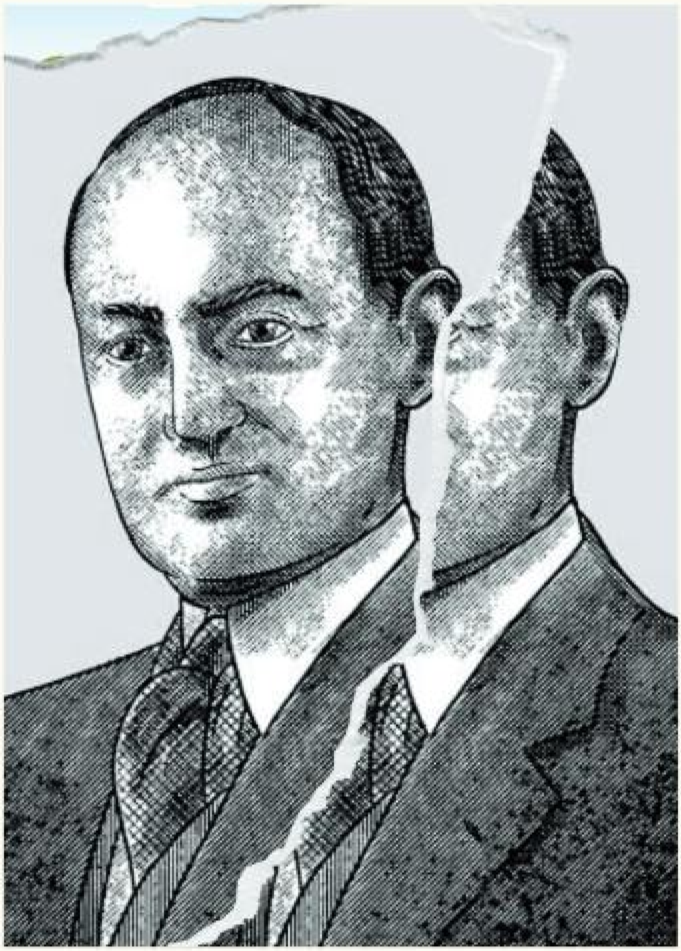
by Hardik

Entrepreneurship and Innovation



Be it the jargon propelled from a glitzy show or the acclaimed mindset of people from every corner of our country, entrepreneurship is the word that we see rampantly conquering the lexicon of Indians. But does this mean that the word is losing its depth? Is there a need to clean the air? Well, the concept in itself has a fascinating journey to trace from the 13th century France frought with the feudal system of lords, knights, and serfs, and the bourgeoisie, the rising merchants, and the artisan class. The term comes from the Old French verb "entreprendre," which translates "to undertake" or "to do something." By the 1500s, the word transitioned as a tool to refer to someone who took on a business venture. Then, in the 1700s, it entered the realm of economics, with Richard Cantillon making its first academic use, emphasizing the risk-taking aspect of entrepreneurship. Economists like Jean-Baptiste Say and John Stuart Mill further solidified the term in their economic discussions by focusing on value creation, risk assumption, and business management. The word became nuanced only in the 20th century, when the English language brought it into the fold. Very soon, entrepreneurship started getting coupled with innovation.

In the year 1911, Joseph Schumpeter, in his book "The Theory of Economic Development," put forward his ideas on entrepreneurship and innovation as drivers of economic growth, which laid the groundwork for his concept of creative destruction, a process where innovation disrupts existing industries and creates new ones. According to him, new technologies, products, or business models render older ones obsolete, forcing established companies to adapt or disrupt. Schumpeter saw entrepreneurs as the driving force behind creative destruction. He was of the view that entrepreneurs are the ones who identify opportunities for innovation, take risks, and bring new ideas to life. He termed innovation a cyclical process in the sense that it fuels periods of high innovation. As these new innovations become established, the economy enters a period of consolidation and stability. Eventually, this stability gives way to a new wave of innovation, restarting the cycle.



For instance, if we look at the trajectory of the fashion industry, the early beginnings were marked by the use of natural fibers like cotton, wool, and hemp, and people likely used them for their entire lifespan, spending and repurposing whenever possible. In the middle ages, textiles were seen as valuable possessions, and techniques like mending and patching were commonplace, extending the lifespan of garments and reducing waste. Then came the Industrial Revolution, which prioritized mass production and lower costs. This led to a shift towards synthetic fibre and chemical dyes, often with harmful environmental consequences like water pollution. Increased production placed a strain on natural resources like cotton, leading to deforestation and soil degradation. Although this era was marked by huge economic gains, there were still some gaps that resurrected the idea of sustainability. The modern era as we know is not unwitting of the influence of textile industry on the environment.

Innovation is seen as a premise to entrepreneurship, but is it implied that every entrepreneur seeks to innovate? The diffusion of innovation theory by Everett Rogers addresses this contention well. A five-category adopter profile, as described by Rogers, illustrates how people approach innovation. The first to embrace new ideas despite possible disadvantages are the innovators, who are seen as risk-takers and enthusiasts. Next are the early adopters, who are visionary and respected individuals who enjoy being on the leading edge but are more cautious than innovators. On the other hand, the early majority is perceived as the pragmatic group that embraces innovation after early adopters have demonstrated its advantages. The laggards, those who are extremely reluctant to change, are the ones who accept innovations last, usually because of tradition or mistrust. The late majority are the skeptics who wait for a strong societal consensus before adopting new ideas. While Rogers' theory presents a key foundation for understanding the spectrum of innovation and entrepreneurship, misconceptions still abound. The entrenched notion that creative minds make up the majority of prosperous businesspeople still endures. These loose ends can only be tied off by employing a more comprehensive approach to innovation, one that isn't just about introducing something new but about exploring novel ways of generating value.

By Diya Juyal, B com (P), 2nd year

MUHURAT TRADING

Diwali, being the festival of light and hope, brings new hope and excitement for Indian investors in the form of “Muhurat Trading,” which is unique to the Indian stock market. According to the investors, trading done during that particular Muhurat time slot leads to a better chance of earning wealth. It is a common ritual followed every year in which the stock exchange specifies the auspicious time for trading. In 2023, it was on November 12 between 6:00 p.m. and 7:15 p.m. The history of muhurta trading can be traced back to ancient times, when businessmen and investors used to worship their ledgers and accounts on this auspicious day of Diwali. Muhurat Trading gained its prominent recognition in the 20th century. BSE adopted this tradition in 1957, and later NSE embraced it in 1992. Muhurat Trading connects Muhurat's age-old traditions with modern practices and has a special place in the hearts of the Indian financial community. According to the report by Mint, in 2023, the Sensex jumped 354.77 points, or 0.55%, to 65,259.45, while the Nifty rose 100.20 points, or 0.52%, to 19,525.55, marking one of the best Diwali Muhurat trading sessions in recent years. Coal India has been one of the biggest winners during the Mahurat trading session, with its share price gaining up to 4.1%. In 2022, BSE (Bombay Stock Exchange) Sensex and NSE (National Stock Exchange) Nifty will have experienced a surge of 0.88%. The performance reflects the positive sentiments of investors towards the market rather than indicating long-term trends.

In 2020 and 2021, the market showed a steady yet cautious approach by investors, indicative of global uncertainties. According to a Forbes report, over the years, the Sensex's performance during Diwali Muhurat trading has shown a mix of gains and losses. Notable trends include a significant surge in 2008 (5.9 percent) and consecutive years of decline in 2016 (-0.4 percent) and 2017 (-0.6 percent). On the positive side, 2018 (0.7%) and the more recent years, 2019 (0.49 percent), 2020 (0.45 percent), 2021

(0.49 percent), and 2022 (0.88%), have seen positive gains, suggesting a more optimistic outlook during these sessions. Sessions during Muhurat Trading Now, we can briefly understand what exactly happens in the Muhurat trading session, which indicates a positive start towards a new financial year according to Hindu Samvat. The session is primarily focused on token trading, which refers to making token purchases for marking the ritual on this auspicious day. The session is divided into five major parts: the block deal session (buy and sell at a fixed price), the pre-open session (determining the equilibrium), the normal market session (one-hour trading session), the call auction session (trading of illiquid securities), and the closing session (placing a market order at the closing price).

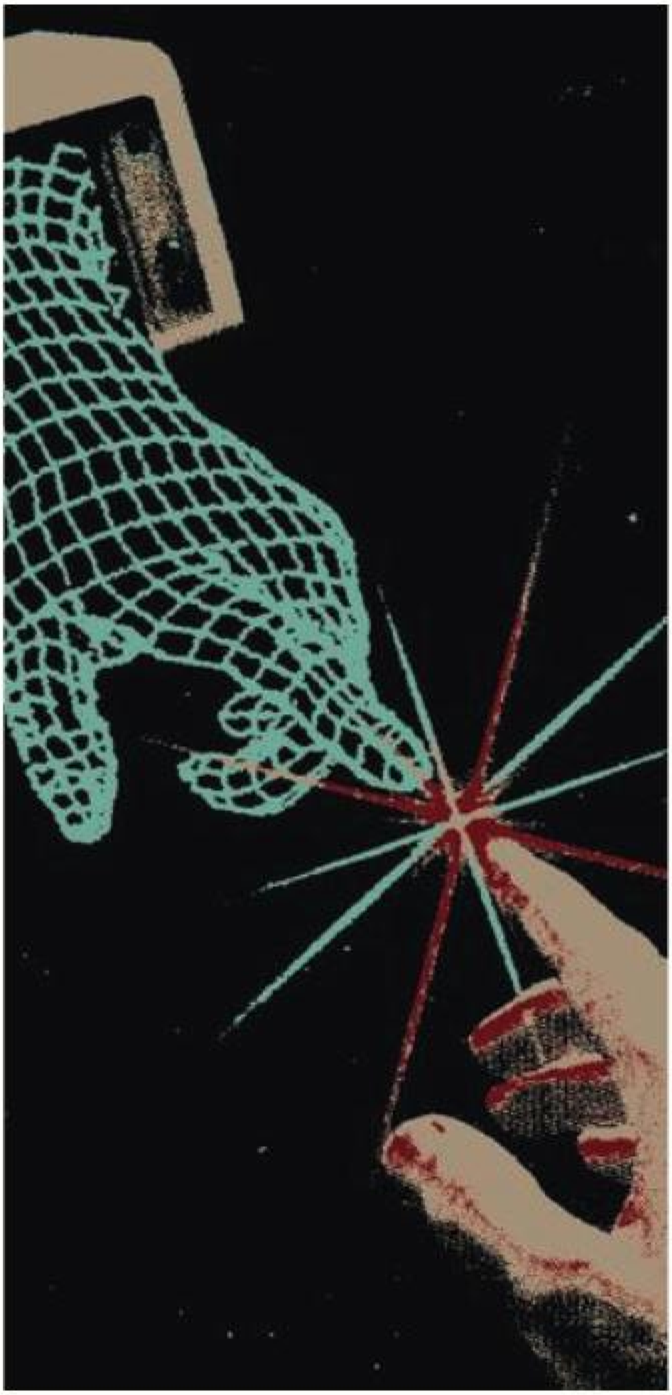
Primarily, Muhurat trading is considered important due to its cultural significance of aligning finance with Lakshmi worship. Along with that, it sets a tone for the upcoming year in the minds of investors and issuers, encouraging more and more participation, especially from retail investors. What should be taken care of? Although this session is to create excitement in the minds of investors during the festive season, some things should be taken care of while participating in muhurat trading. Investors should be well aware of the company's fundamentals and macroeconomic conditions while investing, and there should also be a close check on rumours. The market usually seems to be volatile at this time; hence, investing during this time does not guarantee returns, even if a stock is performing well at that time.

By Tisha, Shri Ram College of Commerce

References:

1. https://wp-asset.groww.in/wp-content/uploads/2018/10/18122914/Screen-Shot-2018-10-31-at-2.10.46-AM.png
2. Diwali Muhurat Trading 2023 LIVE Updates: Sensex ends 355 points higher, Nifty above 19,500 | Mint (livemint.com)
3. Diwali Muhurat Trading 2023: Date, Time, and Historical Sensex Performance, Forbes India
4. Everything You Should Know About Muhurat Trading (groww.in)

COMMERCE, SUSTAINABILITY, & ARTIFICIAL INTELLIGENCE



This is the era of Shark Tank India, an era of automation with trends like 3D printing, advanced robotics, additive manufacturing, augmented and virtual reality being created, etc. We are living in the India where every other individual wants to be an entrepreneur, and 5G has taken over. AI has completely revolutionized the way we have been thinking. ChatGPT has reached 180+ million users in 18 months. Each day, we are doing and experiencing the unthinkable. We not only see a rise in business and commerce, but the traditional way has completely transformed. With the advent of the creator's economy, the way businesses run has completely taken on a new shape.

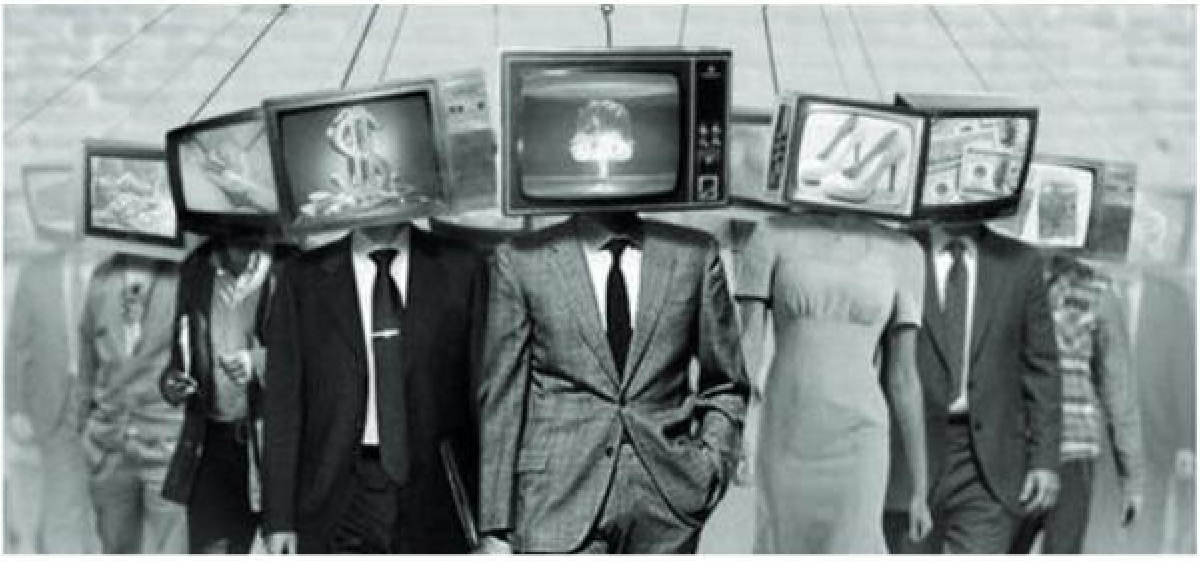
As we witness this magnificent growth in commerce and trade, which knows no leaps and bounds, as we venture on to create a collaboration where business, with the help of AI, becomes synonymous with efficiency and profitability, we are also responsible for making every process and every step as environmentally friendly as possible.

Sustainability is not a new term. We have been practicing it for longer than we think. As we continue to rise in numbers, small businesses continue to turn big. It's essential that, at every success and at every stage, each business possibly continues to increase the efforts they put into sustainability.

In today's world, where successful trade and commerce are what everyone wants, profit is the heart of business. It's high time we realized that sustainability should become the soul of the same business. Now that's too much emphasis on it, but as we continue to hear and read about how much of a setback Mother Earth is facing because of the exploitation of its natural resources, disasters and climate change have become the new normal. It's the best time to make sustainability the new normal of our lives and businesses.

Sustainability: How do we improve at it as we are already practicing it?

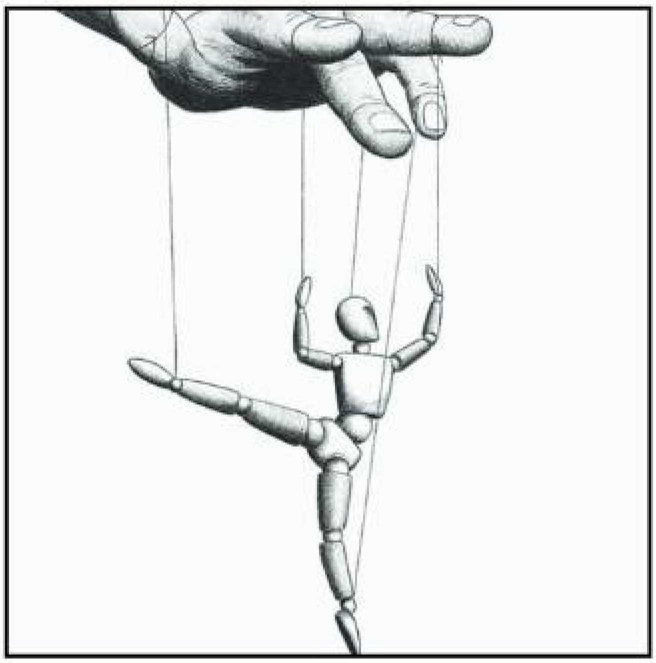
As we continue to innovate the way we do business with the help of artificial intelligence, the amalgamation of AI and sustainability will surely do wonders for how we have imagined an earth in its purest form, free from exploitation. There is a lot of research that is going on and will continue in order to make the most of this intersection of AI, commerce, and sustainability.



Sustainability lies at the heart of this transformation, with consumers increasingly demanding eco-conscious products and practices. E-commerce platforms are responding by integrating sustainability into their operations, from supply chain management to packaging and delivery. AI plays a pivotal role in this endeavor, enabling data-driven insights that optimize efficiency and reduce waste.

In 2020, Microsoft announced its "Planetary Computer" initiative, a monumental project aimed at collecting environmental data on a global scale and making it accessible for sustainability solutions. By partnering with environmental organizations and leveraging cutting-edge AI algorithms, Microsoft aims to tackle some of the planet's most pressing environmental issues, from biodiversity loss to climate change. This forward-thinking project serves as more than just an example of corporate responsibility. It stands as a significant milestone, indicating a broader paradigm shift towards making AI and sustainability the backbone of modern project management.

Research by PwC UK, commissioned by Microsoft, models the economic impact of AI's application to manage the environment across four sectors: agriculture, water, energy, and transport. It estimates that using AI for environmental applications could contribute up to $5.2 trillion USD to the global economy in 2030, a 4.4% increase relative to business as usual.

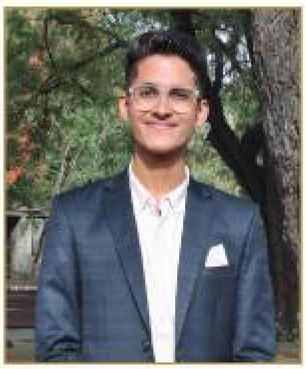


In parallel, the application of AI levers could reduce worldwide greenhouse gas (GHG) emissions by 4% in 2030, an amount equivalent to 2.4 Gt CO_2e—equivalent to the 2030 annual emissions of Australia, Canada, and Japan combined.

By harnessing AI-driven analytics, companies can personalize recommendations, optimize inventory management, and mitigate risks, ultimately fostering a more sustainable and resilient business model.

The synergy between sustainability, AI, and e-commerce exemplifies the transformative potential of technology in addressing pressing global challenges. As businesses embrace this convergence, they not only drive innovation and competitiveness but also contribute to a more sustainable and equitable future for all.

By Hardik Kothari, B.Com (H), 3rd Year



From Around the World

De-dollarization impact on Gold

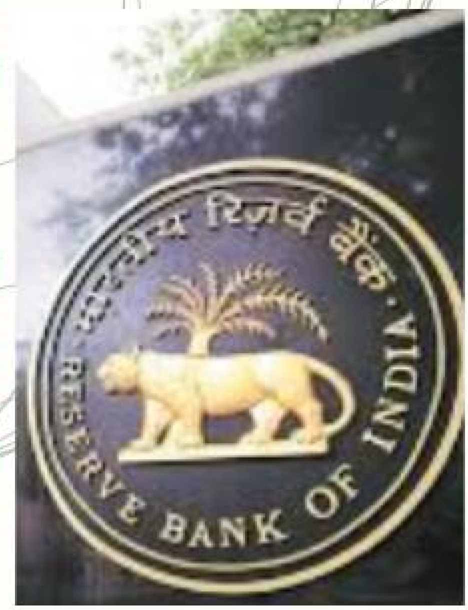
Gold prices have recently skyrocketed, hitting a historic peak of $2,431 per ounce globally and surpassing Rs 74,000 in India on April 12. Central banks worldwide are actively diversifying their reserves, strengthening the demand for gold. This trend aligns with efforts towards de-dollarization underscoring gold's enduring appeal as a safe-haven asset. As geopolitical uncertainties persist, gold remains a favoured choice for investors seeking stability and security in their portfolios.

Fall of Tourism:- Lakshadweep and Maldives Controversy

The infamous rift between Lakshadweep and Maldives has severely impacted the latter's tourism industry. In 2023, Maldives welcomed over 17 lakh tourists, including 2,09,198 Indians. However, as of March 2, 2024, Indian tourist arrivals dropped by 33%, projecting a loss of USD 1.8-2 billion to the Maldivian economy.

India's leap to digital payments is structurally tamping down on traditional currency leakage from its banking system, with growth of currency in circulation (CIC) in FY24 declining the most since demonetization.

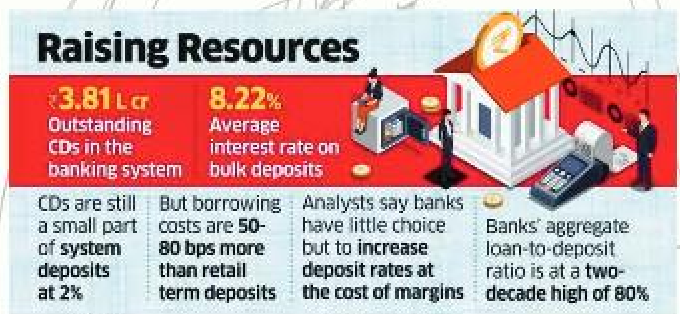
The Reserve Bank of India's (RBI) withdrawal of 72,000 banknotes from circulation last year also contributed, triggering a flood of currency deposits close to the recall deadline and lowering growth in CIC by 21 lakh crore. The demonetization in FY17 sought to replace more than fo-ur-fifths of notes by value. "Over the last few years, a steady reduction in currency leakage is being seen with the rise of electronic payments, especially the Unified Payments Interface (UPI)," said Gaura Sengupta, chief economist at IDFC First Bank.



From Around the World

The fall of Paytm Payments Bank… from RBI intervention to stock crash and sale speculation

Paytm, a major player in India's digital payment sector, faced a series of challenges following its IPO. The Reserve Bank of India intervened, questioning its KYC processes and halting new user onboarding. This, combined with broader governance and business model concerns, led to a sharp decline in its stock price, falling below the IPO level. Amidst this turmoil, speculation arose about potential acquisition interest from companies like Google and Microsoft. Despite these challenges, Paytm continues to be a significant player in India's fintech industry, offering a range of services. The saga highlights the complexities and uncertainties in India's tech landscape.



Banks turn to bulk deposits to meet credit demand on tepid retail FDs

In a report released by Nomura analysts, it was pointed out that in February 2024, the monthly issuance of CDs for the banking system at ₹1.3 lakh crore was at a five-year high. "While CDs are a very small part of system deposits (2% of system deposits as of February 2024), the sharp rise in issuance is indicative of a continued resource crunch faced by banks. Borrowing costs via CDs are around 50 to 80 basis points more expensive compared to retail term deposits, with current 12-month CD rates being at 7.8% on an average across banks," the analysts said.

Crisil Ratings projects India's GDP growth at 6.8% in the next fiscal, foreseeing the economy doubling to $7 trillion by 2031, making India the third-largest global economy. The report anticipates sustained growth, supported by domestic reforms, propelling per capita income to the upper-middle income category. Crisil highlights manufacturing's pivotal role, driven by capacity utilization, global supply-chain diversification, infrastructure investments, and lender strength. India, with a GDP size of USD 3.6 trillion, is currently the fifth largest economy in the world, after the US, China, Japan and Germany.

India's GDP expected to grow at 6.8% in FY25, to attain upper middle-income status by 2031

SPEAKER SESSIONS

The Commerce Society (COMSOC)

Name of the Speaker - Mr. Anil Swarup.

Details of Affiliation- The former secretary of the government of India

Title of the Seminar- Making things happen in the Government

Date - October 16th, 2023

Name of the Speaker - Mr. Ketan Tiwari

Details of Affiliation- Regional Manager, North Admissions and Financial Aid, Indian School of Business .

Title of the Seminar- Young Leaders

Program- A Roadmap to ISB

Date - September 19th, 2023

Name of the Speaker - Mr. Devesh Anand.

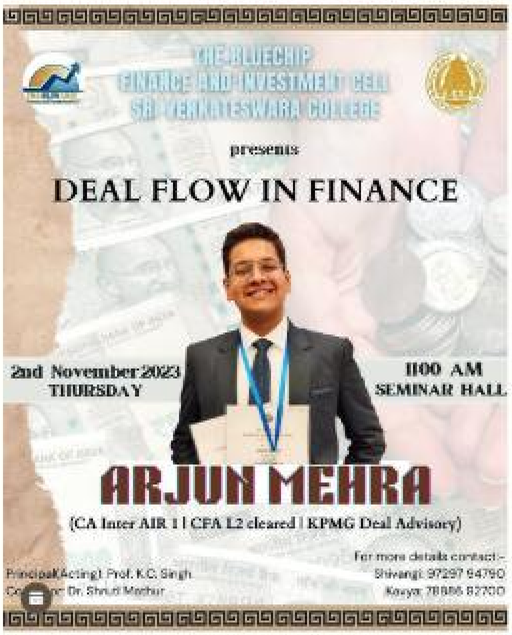
Details of Affiliation- Country Manager - India International Office, University of Bristol

Title of the Seminar- Higher Education in the Uk

Date - October 4th, 2023

SPEAKER SESSIONS

The Finance and Investment Cell (BLUECHIP)



Name of the Speaker - Arjun Mehra and Ananya Narang.

Details of Affiliation-

Title of the Seminar- Panel Discussion on 'Deal Flow in Finance', Fiscal Face-off: Case Study Competition and Profit Over People - Mock Stock.

Date - November 2nd, 2023

Name of the Speaker - Mr. Vineet Dawar.

Details of Affiliation- Relationship Development Manager

Title of the Seminar- Future of Finance

Date - October 17th, 2023

SPEAKER SESSIONS

ASCEND

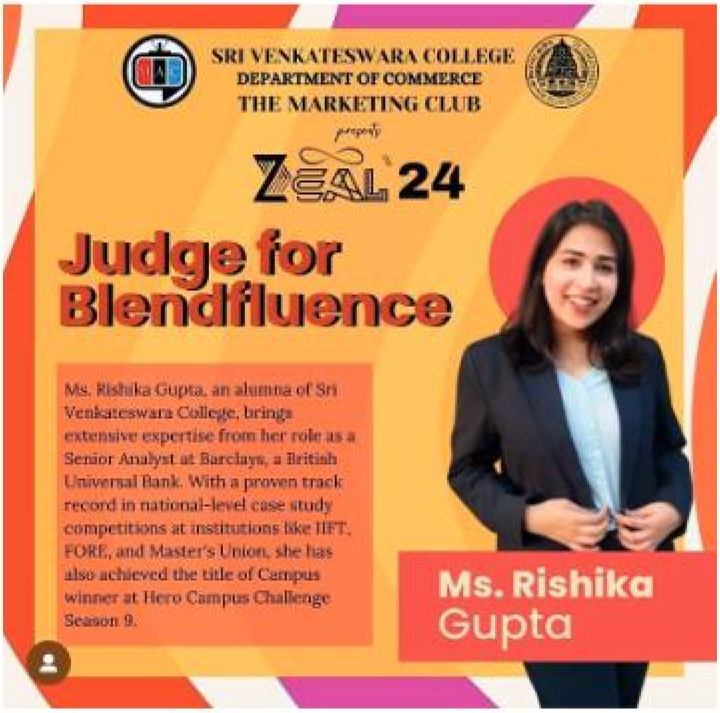
Name of the Speaker - Dr. Tanu Jain
Details of Affiliation- Ex- Bureaucrat, Founder – Tathastu ICS
Title of the Seminar- Eco-Entrepreneurship and **Government Support:** A Model for Sustainable Growth
Date - March 14, 2024

Name of the Speaker - Ms. Mahak Garg
Details of Affiliation- PGP TBM Director – Master's Union
Title of the Seminar- The Triple Bottom Line - **Profit People Planet -** Navigating Ethical Business
Date - March 13, 2024

Name of the Speaker - CA Parag Gupta
Details of Affiliation- Chartered Accountant
Title of the Seminar- Self Belief
Date - November 22, 2023

SPEAKER SESSIONS

Marketing Society (MAC)



Name of the Speaker - Ms. Rishika Gupta, Mr. Abhas, and Mr. Shubham.

Details of Affiliation- The former secretary of the government of India

Title of the Seminar- Zeal'24

Date - March 19th, 2023

SPEAKER SESSIONS

Seminar Committee

Name of the Speaker - Mr. Aditya Shastri.
Details of Affiliation- IIDE
Title of the Seminar- Digital Marketing through Instagram
Date - August 22nd, 2023

Name of the Speaker - Mr. Mohit Agarwal.
Details of Affiliation- ACCA, CMA
Title of the Seminar- Financial Modelling and Valuation
Date - February 19th, 2024

Name of the Speaker - Ms. Aayushi Kalra.
Details of Affiliation- Assistant Professor, Jaipuria Institute of Management, Noida.
Title of the Seminar- Mastering ChatGPT: Exploring AI
Date - October 18th, 2024

Placement Data
2023-2024

No of Placement Offers
BCom (Hons) and BCom. Prog

95

No of Internship Offers
BCom (Hons) and BCom. Prog

410

Percentage Of Commerce Students Placed

53.76%

Convener of the Placement Cell-
DR. Mamta Arora

ACHIEVEMENTS

Year 2023 - 2024

Akshat Saraf | B.com(H) | 2nd Year

Winner - Stratêtome (Alpha'23)
Issued by Mathematics Department,
Hindu College, Delhi University

Date of Achievement: 24/03/2023

Tanvi Singh | B.com(H) | 2nd Year

1. Young Industry Enthusiasts-Capital Market(Infosys Springboard)
2. Young Industry Enthusiasts-Banking(Infosys Springboard)
3. Investment Banking - JP Morgan
4. Digital Marketing Strategy(Simplilearn)
5. Risk Management & Insurance Planning -Corporate Finance Institute
6. Fundamentals of Data Analysis in Excel -Corporate Finance Institute
7. Communication Skills -Microsoft Rural India Skill Empowerment Program
8. Digital Productivity - Microsoft Rural India Skill Empowerment Program
9. Social Media Marketing Internship (1 Month- Megabits Advertisement)

Date of Achievement: 29/08/2023

Shivang Rastogi | B.com (P) | 2015-18 Batch

Secured AIR-307 in UPSC CSE-2022
Presently,
Assistant Commissioner Income tax

ACHIEVEMENTS

Year 2023 - 2024

Krish | B.com(H) | 2nd Year

Winning team :-
Hult prize competition

Date of Achievement: 27/01/2023

Tushar Mittal | B.com | 2nd Year

Tennnis

1. Mens 1 lac doubles finalist in sonipat
2. Mens 2.5 lac doubles finalist in ahmedabad
3. Mens 1 lac doubles winner
4. Played interuniversity in 2023
5. Former india number 8 in u-16
6. Mens 2.5 lac singles quarter finalist in chandigarh

Date of Achievement: 03/11/2023

Sheen Tyagi | B.com(H) | 1st Year

Featured Youth Voice by
United Nations Foundation at COP28

Youth Delegate for Children and
Youth International (UN MGCY) at COP28 (representing South-Asian/Indian youth voices at largest global climate conference)

Date of Achievement: 08/12/2023

Vaishali Dhakad | B.com | 2nd Year

2nd Prize in dialogue writing competition
Organized by Miranda House, DU

Date of Achievement: 26/02/2024

PUBLICATIONS

PAPER PUBLICATIONS

Ms Sunita Chabbra

Books: .Human Resource Management, Galgotia Publishing company; (2024), 978-93-90980-97-0

Dr. Mamta Arora

Research Papers Published:
Performance evaluation of Mutual Funds during COVID 19
International research journal of Management, Sociology and Humanities. 2023.

Ms Angel

Paper presented titled 'Developing Leadership Vulnerability Assessment Instrument: A Grounded Theory Approach' at the 6th International Conference of Multinational Enterprise and Sustainable Development (MESD'23) Association.

PAPER PUBLICATIONS

Dr. Antima Sharma

Research Papers Published:

1. An Exploratory Study of the Relationship between Financial Reporting Transparency and FVA Reliability: A Machine Learning-Based Approach, The Chartered Accountant Journal, Vol. 72, No.11, 62-68, May 2024, UGC Care List Group 1, Sr. No. 394
2. Navigating Fair Value Accounting Research: A Bibliographic Analysis, Pacific Business Review International Vol 16(10), ISSN: 0974-438X(P), Impact Factor (SJIF): 8.396, April 2024, Web of Science.

Conference:

1. Presented a Research Paper" An Exploratory Study of the Relationship between Financial Reporting Transparency and Fair Value Accounting Reliability: A Machine Learning-Based Approach" in "45th All India Accounting Conference & International Seminar on Accounting Education and Research" held on december 9 & 10, 2023.
2. Presented a Research Paper "Corporate Governance and Fair Value Estimates: An Artificial Intelligence and Machine Learning Based Approach" in National Conference "" Innovative Research and Practice in Commerce, Management and Social Sciences for sustainable Growth (IRPCM 2024), held on 3-4 April 2024.
3. Presented a Research Paper ""Unveiling the Nexus of Corporate Governance & Value Relevance of Fair Value Estimates in REITs through Machine Learning Approach"" in 16th International Conference on Business and Finance 2024 geld on Feb 29 and March 1, 2024."

PAPER PUBLICATIONS

Dr. Arpita Kaul

Books:

1. Principles of Marketing, Galgotia Publishing company; (2023), 978-93-90980-37-6
2. Principles of Marketing, Galgotia Publishing company; (2023), 978-93-90980-04-8
3. Organisational Behaviour ,Galgotia Publishing company; (2023), 978-93-90980-2
4. Basics of Organisational Behaviour, Galgotia Publishing company; (2024), 978-93-90980-47-5
5. Textbook of Organisational behaviour, Galgotia Publishing company; (2024), 978-93-90980-69-7
6. Human Resource Management, Galgotia Publishing company; (2024), 978-93-90980-97-0

PAPER PUBLICATIONS

Dr.Neha Singhal

Books:

1. Auditing and Corporate Governance, Scholar Tech Press, ISBN: 978-93-87273-05-4
2. Business Organization and Management, Scholar Tech Press, ISBN: 978-93-87273-57-3

Research Papers:

1. Chapter Titled “Antecedents and Outcomes of Status Consumption of Luxury Restaurants Post Covid-19” in the book “Building Resilience in Global Business During CrisisPerspectives from Emerging Markets” by Routledge Publications.ISBN: 9781032719863. DOI: https://www.routledge.com/Building-Resilience-in-Global-Business-During-Crisis-Perspectives-from-Emerging-Markets/Gupta-Gupta-Kumar/p/book/978103271986.
2. Asia Pacific Journal of Health Management,Aug 2023,“Participation In Online Health Communities: Decoding the antecedents and outcomes”. https://journal.achsm.org.au/index.php/achsm/article/view/1387
3. Business Studies Journal, Vol: 15 Issue: 5,Nov 2023, Print ISSN: 1944-656X; Online ISSN: 1944-6578, “Impact of ethical marketing on consumers” DOI: https://www.abacademies.org/articles/impact-of-ethical-marketing-on-consumers-16402.html.

PAPER PUBLICATIONS

Ms. Mohini Yadav

1. "Multi-level outcomes of learning organisation: a bibliometric analysis and future research agenda", Journal of Organizational Effectiveness: People and Performance, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/JOEPP-02-2023-0039 [Corresponding Author: MY | Scopus Indexed | ABDC – B | 3.3 Impact Factor (2022)]
2. "Leveraging human resource management practices during mergers and acquisitions: a bibliometric analysis and future research agenda", Benchmarking: An International Journal, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/BIJ-11-2022-0696 [Corresponding Author: MY | Scopus Indexed | ABDC – B | 5.6 Impact Factor (2022)]
3. "Employee Gratitude During COVID 19: An Empirical Study on HR Roles", Journal of Management and Entrepreneurship, Vol. 17, Issue 2 (II), April-June 2023, ISSN: 2229-5348 [Corresponding Author: MY | UGC CARE LIST JOURNAL – S.No 224 in Group 1 Social Sciences]
4. Presented a research paper "Outcomes of Learning Organisation: A Bibliometric Analysis and Future Research Agenda in the 83rd Annual meeting of Academy of Management (AOM) 2023 held in Boston, Massachusetts, USA during 7-8th August 2023 and . https://doi.org/10.5465/AMPROC.2023.15033abstract""

PAPER PUBLICATIONS

Dr. Neetu Kushwaha

Books:

1. Organisational Behaviour ,Galgotia Publishing company; (2023), 978-93-90980-2
2. Basics of Organisational Behaviour, Galgotia Publishing company; (2024), 978-93-90980-47-5
3. Textbook of Organisational behaviour, Galgotia Publishing company; (2024), 978-93-90980-69-7
4. Human Resource Management, Galgotia Publishing company; (2024), 978-93-90980-97-0

Mr. Aashish Jain

1. Performance evaluation of Mutual Funds during COVID 19
   International research journal of Management, Sociology and Humanities. 2023.

Alumni Speaks

Ajay Kataria

B.com Prog 2019 Batch

Flying Officer, Indian Air Force

I am Flying Officer Ajay Kataria. I joined college in 2016 to pursue a BCom(P). The educational journey within the department was rigorous, focusing not only on academic understanding but also on fostering social and interpersonal skills. We were motivated to participate in diverse activities including sports, event organization, and idea generation. The college emphasized comprehensive growth, leading to a notable boost in our confidence. Additionally, the department boasts a stellar reputation and a robust alumni network, evident in the success of placements.

Alumni Speaks

Pranjul Aggarwal

B.com Hons 2022 Batch

Currently pursuing Masters in Management from London Business School

My journey through the corridors of SVC was nothing short of extraordinary. Serving as Vice President of the Placement Cell wasn't just a role; it was a riveting adventure that allowed me to explore the nexus of leadership and opportunity, forging connections that have proven invaluable. The vibrant academic environment and the passionate mentorship from our Commerce Department's professors didn't just prepare us with the standard tools of trade; they inspired us to push boundaries and envision commerce as a canvas for innovation. This incredible foundation propelled me into my current studies at London Business School, a milestone that speaks volumes about the caliber of education at SVC. As I navigate the challenges and triumphs of my master's program, I carry with me the spirit of SVC—a beacon that continues to light my path to global business leadership. Every lecture attended, every case study analyzed, and every strategy session in college played a pivotal role in scripting this exciting chapter of my life. I'm thrilled to share this journey, hoping it sparks inspiration and a fond remembrance of our alma mater's profound impact on all of us.

Alumni Speaks

Manan Bajaj

B.com Prog 2022 Batch

Currently pursuing Masters in Economics and Political Science from LSE

My undergrad experience at Venky was really positive. I joined the NSS and worked on a COVID vaccination camp in Sanjay Camp. I also took on the role of VP in a new society at our college. While studying there, I prepared for the CAT exam, but only managed to get 92 percentile in my first try. The professors at Venky were incredibly supportive, and with their guidance, I studied for the exam again while working. This time, I improved my score and got offers from a few top MBA programs. What really changed things for me was a friend I made on my first day at Venky. He encouraged me to also apply to schools abroad. I ended up applying to LSE and Duke Fuqua, among others, and got accepted. Surprisingly, I joined The London School of Economics and Political Science(LSE) on a full-ride scholarship. I owe a lot to Venky for where I am today. If you're dreaming of studying abroad, reach out—I've started a side hustle to help students get into their dream universities.

Alumni Speaks

Navya Simran

B.com Hons 2022 Batch

Currently pursuing Masters from Warwick Business School

My time at SVC was like a dream come true. I met individuals from diverse backgrounds who I now proudly consider friends like family. Serving as Cultural Secretary of the Fine Arts Association provided me with a myriad of memories and significantly enhanced my organizational and leadership skills. These skills have proven invaluable in my role at Invest India, where I'm leading the private partnerships for Government of India's flagship programme, One District One Product. Our Commerce Faculty was exceptional, making lectures highly interactive by blending the latest trends with timeless topics. As I advance to higher education at Warwick Business School, I will carry with me the lessons learned at SVC, which have profoundly shaped the person I am today.

Commerce Beyond Academics

- Teachers Day
- Freshers' Event
- Scribble Day
- Farewell'24

Organized by COMSOC

Freshers Event

The 'Fresher's Party'23- Commerce Department' at Sri Venkateswara College on October 13, 2023, commenced with welcoming remarks by Dr. Vinod Kumar and Dr. Mamta Arora, setting a lively atmosphere. The event featured engaging activities like a talent hunt, Ramp Walk, and performances by the Commerce Association, fostering student interaction and showcasing talents. Refreshments were provided, leading to the highlight – a title ceremony recognizing seven outstanding students. The event concluded with a group photo, capturing the camaraderie between the Commerce Association team and faculty members, symbolizing a memorable beginning for the new batch of commerce students at the college.

Teachers Day

The Commerce Association celebrated Teacher's Day on September 5th, 2023. The event began with a welcome address by Dr. Mamta Arora, followed by fun games and activities for both faculty and students, including charades, passing parcels, and song guessing. Lively dares added to the interactive atmosphere. The celebration continued with singing and dance performances by students and faculty. As a token of appreciation, titles and small gifts were presented to the teachers. The event concluded with cake and refreshments, fostering a sense of camaraderie between faculty and students. It was a memorable occasion to recognize the contributions of the Commerce Department's teachers

SCRIBBLE DAY

F·a·r·e·w·e·l·l

Batch 2023 - 24

Team 2023 - 24

Teachers

Dr Mamta Arora
Teacher in Charge

Ms. Angel Josy Lakra
Convener

Dr. Arpita Kaul
Member

Ms. Mohini Yadav
Member

Student Core Team 2023-24

Himanshu Kumar
President

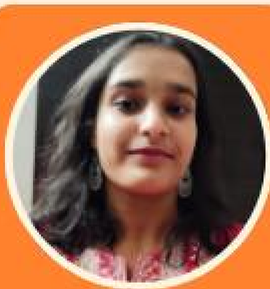
Hardik Kothari
Editorial Head

Sahil Yadav
Technical Head

Akshita
Logistics Head

Team 2023 - 24
Members


Aastha Bishnoi


Bhakti Gupta


Bhoomi Singh


Bhavya Khatri


Diya Juyal


Deepali


Gunnika


Harshit Kumar


Neel Batra


Paavni Aggarwal


Shreya Singh


Unnati Bhardwaj