

# E-CONVERSE

second edition, November 2017

integrated forum

DEPARTMENT OF COMMERCE

MATA SUNDRI COLLEGE FOR WOMEN

(UNIVERSITY OF DELHI)

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## FROM PRINCIPAL'S DESK

I am delighted to announce the Second Edition of Commerce Department's annual e-newsletter "**Commerce-e-Converse**".

E-converse gives the commerce students a platform to put forward their viewpoints on the current business and economic scenarios, which in today's time is very important as it makes us aware that how well versed are our students with the current global scenarios.

**INVICTUS**—The Commerce Society of our college has always been on the forefront to take up new activities, and always comes up with novel ,innovative ideas. This issue of e-converse covers all the highlights of the activities undertaken by INVICTUS .

Each issue of E-converse is a milestone that marks our growth , unfolds our imagination, and gives life to our thoughts and aspirations. It unleashes a wide spectrum of creative skills ranging from writing to editing and even in designing the magazine. I Congratulate the entire team for their hard work and dedication for unfolding the second edition .

**Dr. Kawarjit Kaur (Officiating Principal)**



## EDITORIAL TEAM



- ♦ Mrs. Kanwaljit Kaur  
(Teacher-in-Charge )
- ♦ Mrs. Chetan Kaur  
(Editor-in-Chief)
- ♦ Ms. Manpreet Kaur  
(Co-editor)
- ♦ Ms. Jyotica Singh  
(Co-editor)
- ♦ Ms. Prerna Bhatia  
(Student editor)
- ♦ Ms. Garima Batra  
( Student editor)



## FROM EDITOR'S DESK

As I am writing for the second edition of e-converse it feels like tasting it twice. We have been gratified by the positive feedback to the first edition. It is my firm belief that no department's e-newsletter can run for a long time if not jeweled and booked by its students, so this time I am motivated by the students' participation on the editorial board. I would like to congratulate and appreciate Ms. Prerna Bhatia and Ms. Garima, students of B.com(Hons) and student editors for bringing refreshing a levelheaded approach for e-converse's usefulness.

Most notably, Invictus organized its first commerce fest "COMVICTUS", glimpse of the same in E-converse will motivate further to host such activities in second edition of e-converse. Invictus, this year organized various corporate trips for students for inculcating practical knowledge among them, showcasing of which made e-converse more colorful.

Article on women entrepreneurs will fill lots of courage among potential entrepreneurs. An eye opening article on Bank Recapitalization by Dr. Harleen Kaur, Assistant Professor will augment the knowledge of the readers. Article by Ms. Puneet kaur Dhingra, Assistant Professor on Corporate Governance in the MSME sector will give further insight into the New Buzz world of corporate sector. Ms. Ishpreet Kaur Virdi, assistant professor's article on Laws Governing Advertising in India-Restrictions on offensive advertising is definitely going to spread awareness among its readers. Students have really given commendable participation by giving write ups on burning issues of commerce like GST.

This would not have been possible without motivation and continual support of Our Principal Dr. Kawarjit Kaur. We extend our heartily and warm thanks to our Teacher-in-Charge Mrs. Kanwaljit Kaur for guiding and helping us for the publication of second edition. I am sincerely thankful to my co-editors Ms. Manpreet Kaur, Assistant Professor and Ms. Jyotica Singh, assistant professor for assisting me in completion of this edition of e-converse.

**Mrs. Chetan Kaur (Editor-in-Chief)**



## FROM STUDENT EDITORS' DESK

Be fearless and be a great leader to strive elegantly in the race of life. Such are the lessons our college imparts. Lucky are those who get to be a part of Mata Sundri College. Our college has an aura of immense serenity and positivity which is due to the blessings of Mata Sundri Ji.

For both of us, the student editors, it is a matter of great pride that we got an opportunity to work in such a pure environment and with an amazing team of faculty members who always encourage and support us. We, as students of this college always wanted to be a part of the editorial board of our Department's E-Journal. Every step was an enriched learning experience that we shall carry all through our lives.

We would like to thank Ms. Chetan Kaur (our teacher editor) who worked as real encouragement and support in every possible way for us. She has a personality which is brimming with inspiration. A warm thanks to her. Lastly, we would like to thank all the faculty members for having immense faith in both of us and the writers for their contributions in the current issue of 'E-Converse'.



**Ms. Prerna Bhatia, Ms. Garima Batra (Student editors)**



# LIST OF FACULTY MEMBERS



- Dr. Kamlesh Jain
- Dr. Kawarejit Kaur (officiating principal)
- Dr. Kamlesh Kaur
- Dr. Sharda Garg
- Mrs. Prabhsharan Kaur
- Mrs. Rashmi Singh
- Mrs. Tajinder Kaur
- Mrs. Harinder J. Singh
- Mrs. Kanwaljit Kaur (Teacher-in-Charge)
- Mrs. Parvinder Kaur
- Ms. Jaspal Kaur Sahni
- Mrs. Renu Arora
- Dr. S. Kalpana Devi
- Mrs. Chetan Kaur
- Dr. Meenakshi Goenka
- Dr. Sapna Dhaliwal
- Mrs. Poonam Arora
- Dr. Harleen Kaur
- Dr. Tanu Dhingra
- Ms. Priya
- Mrs. Manjot Kaur Boparai
- Mrs. Gurvinder Kaur
- Mrs. Jyoti Verma
- Ms. Ishpreet Kaur
- Ms. Manpreet Kaur
- Ms. Puneet Kaur Dhingra
- Mrs. Kamna Virmani
- Ms. Jyotica Singh
- Mrs. Naina Kaur
- Mrs. Ishleen Kaur
- Mrs. Harshmeeta Kaur Soni
- Ms. Jasmeet Kaur
- Ms. Rameet Kaur



# STEVE, THE PERFECTIONIST AT JOBS

*By– Manisha Upadhyay, B.Com Hons (II Year)*

Steve Paul Jobs was an American entrepreneur, businessman, inventor and industrial designer. He co-founded Apple computers with Wozniak. Under Jobs' guidance, the company pioneered a series of revolutionary technologies, including the iPhone and iPad.

Steve Jobs was always an intelligent and innovative thinker. Steve was a perfectionist, passionate and visionary.

A number of books have been written on Steve Jobs' life and career, including an authorized 2011 general biography by Walter Isaacson, a 2012 biography and few others.

Steve's life contains countless incidents of his **craziness, stubbornness and perfection**. Here is a glimpse of a few:



## BILL GATES AND STEVE JOBS

Bill gates and Steve Jobs never quite got along. Over the course of 30-plus years, the two went from being cautious allies to bitter rivals to something almost approaching friends - or sometimes, all three at the same time. It seems unlikely that Apple would be where it is today without Microsoft or Microsoft without Apple. The two highly energetic college dropouts born in 1955 had very different personalities and backgrounds. Bill Gates was good at computer coding, unlike Steve Jobs. Steve was more intuitive and had a greater instinct for making technology usable.

Steve generally treated Bill as someone who was slightly inferior, especially in matter of taste and style. Bill looked down on Steve because he couldn't actually program.





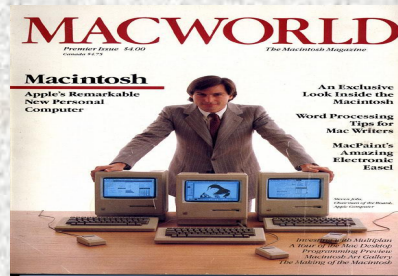
Reality Distortion Field (RDF) is described as Steve Jobs ability to convince himself and others to believe almost anything with his charisma.

He would just enter the room, seeing the project, design or idea, he would say, "This is shit". As a result the person or engineer would put in more efforts and work hard.

Steve jobs could bend reality to convince himself as well as everyone

around him that his vision of future was not possible but also inevitable.

Although all good managers aim to inspire their teams in some manner, RDF implies Steve Jobs' legendary charisma which helped Apple



achieve results that otherwise would not have been possible.

For instance, he convinced Wozniak that he could develop 'breakout' game in just a few days and it worked. His RDF worked and **Wozniak developed a 6 months game in 4 days and 3 nights with no sleep.**

The flip aspect is that the distortion field was Steve's darker side. Many consider him so RDF driven that he would lie, pester, cheat or whatever it took to succeed.

## STEVE AND INDIA

Steve had keen interest in Eastern Spirituality, Hinduism and Zen Buddhism. He spent seven months in Indian villages. His connection with India though, precede his trip as a penniless college dropout; he would walk seven miles every Sunday to get a free meal at the Haree Krishna temple. For seven months he and his friend Kottke were born in India to get away from Materialism. Surprisingly, he swapped his jeans and t-shirts with lungis as he was out of Delhi for the Himalayas . They slept in abandoned building and survived on local foods.

At last he got a call from his parents asking him to

pick up. At the same time his head had been shaved, he was wearing

Indian cotton robes and his skin was completely tanned. His parents walked past him five times and finally his mother came up and identified him. She said "Steve?" and he said "Hi!" Years later, he wrote

The people in the Indian countryside don't use their intellect like we do, they use their intuition instead and their intuition is far more developed than in the rest of the world.

Intuition is a very powerful thing, more powerful than intellect, in my opinion. That's had a big impact on my work.





# BUSINESS ETIQUETTES

*BY: Prerna Bhatia and Garima Batra, B.Com(Hons)*



The success or failure of your business does not depend solely on your hard work and commitment. When you are trying to seal a big deal with an established player in your industry, it is the nuances of business etiquette that can make or break your day.

**BUSINESS ETIQUETTES** refers to a set of do's and don'ts. When you are in a professional setting. In case you want to know about some business etiquette tips which can really help you to earn the RESPECT of fellow professionals .



## PROPER DRESS

Business etiquette is not just about acceptable behaviour but also about what you wear. Always dress in good taste and always make sure your clothes are not wrinkled. You can wear suits, tuxedos (if it's a formal dinner) or casual clothes according to what the occasion demands. Some formal events may require you to follow a dress code

## PUNCTUALITY

In business, time is the most precious commodity. So make sure that you arrive at all appointments on time. Arriving a minute early is acceptable but being a minute late is not. Punctuality makes your associate understand your commitment to what you are doing. If you are hosting a meeting make sure to arrive at least 30 minutes early and check the arrangements

## DINING

When you are at a business dinner or party never have more than two drinks. You should also observe basic table manners such as keeping glass ware to the right and bread plate to the left. If you are the host, be sure to raise the first toast of the evening .



## SPEAKING

When you are delivering a formal lecture, it is important to stand. Whether it's a stage or your board room, standing will help you draw the attention of the listeners and help them concentrate on what you are saying. Also remember to maintain an eye contact, particularly if you are speaking to a small group of people. Do not use foul and rude language

## INTRODUCING PEOPLE

When you are introducing people to each other, you may find yourself in a bit of a fit about what the order of introduction should be. In that case, you should know that individual who are lower down the organisation hierarchy should be introduced to those above them.

## THE HANDSHAKE

One question that might be bothering you is when to shake hands. The simple answer to that will be to shake hands when you introduce yourself and then again when your meeting is over or you are leaving the premises. Greet everyone with a firm handshake, coupled with a firm smile and direct eye contact. A limp handshake is a strict no. Also, when a group of guests are approaching you, wait for them to extend the hand. In case shaking hands is not possible, acknowledge people with a nod and a smile.



Follow these business etiquettes and earn the respect of one and all.

As William of Wykeham said:  
**"MANNERS MAKETH MAN".**

## WORDS OF WORTH

*"Don't Compare yourself with anyone in this world...if you do so, you are insulting yourself".—Bill Gates*

*"Have the courage to follow your heart and intuition They somehow know what you truly want to become." — Steve Jobs*

*"Failure is simply the opportunity to begin again , this time more intelligently". — Henry Ford*





# GIRLS LIKE TO SWING

*By– Prerna Bhatia, B.Com Hons (Second Year)*

Women have come a long way from just being a home maker. Prime Minister Narendra Modi's start up friendly environment in the country has proved to be a blessing for female entrepreneurs and instrumental in fighting gender stereotyping in the business community.

From contributing to global wealth to supporting their own communities, female entrepreneurs are destroying all physical and mental barriers that are holding them back from ruling the world. Let's meet some amazing female entrepreneurs and listen to their inspirational stories of dedicating their lives to business and becoming the "ultimate boss women".



**KIRAN MAZUMDARSHAW**

**-Founder, Chairman and Managing Director of Biocon Ltd.**

Kiran Mazumdar Shaw started Biocon Ltd in 1978 and expanded it from an industrial enzyme to a fully equipped bio-pharmaceutical company. Under Shaw's leadership, Biocon has established itself as a leader in biomedicine research with a focus on oncology and diabetes.

Owing to her contributions to the world of medicine, she has received the prestigious Padma Shri and Padma Bhushan from the government of India.



**SUCHI MUKHERJEE**

**-CEO and Co-founder of Lime Road  
Light speed Venture Part**

Suchi Mukherjee founded Lime Road, an e-commerce and lifestyle and accessories website, in 2012. So far, the company has raised \$20 million from Matrix Partners, and Tiger Global. The idea of Lime Road was conceived when Mukherjee was on maternity leave. Her experiences of working in companies like Skype and Gumtree set her base for founding her own venture.





## **EKTA KAPOOR**

### **-Founder of Balaji Telefilms**

Ekta Kapoor single handedly founded Balaji Telefilms in 1994 and changed the face of Indian television. Her strong business and acumen professionalism has made her the 'Queen Bee' of the Indian soap opera scene. Today, she is counted among the top ten women entrepreneurs in the country and her production house has several hit serials to its credit.



## **RICHA KAR**

### **-Founder of Zivame**

When e-commerce was still catching up in India,

Richa Kar founded Zivame, an online lingerie website, in 2011. Through the options she made available on her website, Kar educated girls and women across the country about different types of intimate wear and shaped consumer behavior for the upcoming generations.



## **INDRA NOOYI**

### **-CFO and President of Pepsico**

Indra Nooyi, who is one of the most well-known faces amongst women entrepreneurs. She has been conferred with the prestigious Padma Bhushan for her business accomplishments and being an encouragement to India's corporate leadership. Her strong business acumen has helped PepsiCo garner as much as \$30 billion worth of important deals in the last few years.

With a Masters Degree in Public Management from Yale University and Masters in Finance and Marketing from IIM, Kolkata, Nooyi held several senior positions at Motorola and Asea Brown Boveri before joining PepsiCo.



# INVICTUS @ WORK





# GLIMPSE OF COMMERCE SOCIETY “INVICTUS”



## ***Comvictus (The Annual Commerce fest)***

Commerce fest was held on 28 February 2017.

Teams from different colleges participated and won also.

Comvictus was held to celebrate the knowledge of commerce among students in a creative way. It was organized like a festival with various formal and informal events. The total cash prize awarded during the events to the winners was Rs 30000.

## **FORMAL EVENTS**

### **ETHER AVTAAR:**

Ether Avtaar was one of the events of the fest. Ether avatar was a quiz competition in which questions relating to business and marketing were asked. This event consisted of two rounds and second round had three sub rounds. A team of maximum two participants were allowed. Event was held at the Mata Sahib Kaur Auditorium at 11am. Thirty teams registered online and fourteen were present for the event. Judges of the event were Dr. Meenakshi Goenka and Mrs. Tajinder Kaur.

### **BUSINESS TWIRL:**

Business Twirl Event was conducted in three different venues, the Mata Gujri Hall, Mata Sahib Kaur Auditorium and Sports Ground. In total 24 teams participated in the event. The Judges were - Dr. Tanu Dhingra, Dr. Kalpana Devi and Dr. Kamlesh Jain from Commerce department of Mata Sundri College.



The event was divided into three rounds:-

- ROUND 1 MIND MAZE
- ROUND 2 QUIZ DANCE
- ROUND 3 BLIND HURDLE

## WAR OF JAWS:

The War of Jaws Event was conducted in the Mata Gujri Hall. Students from across eight (8) colleges of Delhi University participated with a high level of excitement in the Debate Competition. The Judges - Mrs. Sharda Garg and Mrs. Prabhsharan Kaur from Commerce department of Mata Sundri College. The First prize was won by the participants from the Kirori Mal College.



## JUNKYARD:

Junkyard was an event in which participants did 'KABAD SE JUGAAD'. A team of maximum 4 participants was allowed. Event was held at 'THE SPORTS COMPLEX' at 11a.m onwards. Judges of the event were Mrs. Renu Arora, Mrs. Chetan Kaur and Dr. Harleen Kaur. Junkyard was sponsored by Pearl Academy. The event was divided into 3 rounds:

Round 1 - Junk Mania

Round 2- Andaaz-e-Ishtehaar

Round-3 Price War

The major sight of attraction was a heart whelming performance by the famous "HAMSA BAND". The band was led by Mr. Abhay Pal.

Students seemed enjoying the fest throughout as there was full house in all the rounds and there was lot of positive wooing and enjoying joy all around. The events were concluded with a vote of thanks. The judges appreciated enthusiasm and the active participation shown by the students and the members of convictus for making this event a great success.





## NEED FOR CORPORATE GOVERNANCE (MEDIUM SMALL AND MICRO ENTERPRISES)

*By-Puneet kaur Dhingra (Assistant Professor)*



Corporate governance is the new buzz-word in corporate world these days. It is viewed as a moral duty. It involves promoting the compliance of law in letter and spirit and demonstrating ethical conduct. The relationship between corporate governance and financial performance has caught wide attention of researchers in the last decade. Several studies focusing on developed and emerging markets have concluded that well governed companies have registered better performance in financial terms. Adoption of best practices in Governance has led to:

1. Improved access to external financing resulting in greater efficiencies due to greater knowledge of investors with regard to the company's strategies
2. Lower cost of capital
3. Improved operational performance through more efficient management and better asset allocation
4. Better financial performance and company valuation.

Most of the studies dealing with the governance question have predominantly out

looked this issue with respect to the MSME essentially in the context of the emergent countries.

In India MSMEs contribute significantly to GDP. It is imperative to highlight the essential role these enterprises play in creating employment, enhancing growth, innovation, exports etc. As per Indian Government website for MSME, [msme.gov.in](http://msme.gov.in), MSME's contribution has been as follows in the last year i.e. 2016-2017.

These facts makes MSME's presence critical to the growth and the development of our economy. Hence it is imperative to explore the corporate governance practices of this crucial segment and assess the impact of corporate governance on the financial performance of these firms.

Insolvency in MSME sector is high sue to lack of professional management, lack of investor confidence and stakeholder's faith, and this has a direct impact on country's economy and workforce, directly affecting the socio-economic conditions in the country.

### *Medium, Small & Micro Enterprises' Contribution*

- **50% of TOTAL EXPORTS**
- **45% of TOTAL EMPLOYMENT**, which is around 1711.32 lakhs
- **95% of all MANUFACTURING AND SERVICE UNITS**
- **37.54% contribution in GDP**



Economic downturn in the past indicated that it's not the big companies which are the only efficient machineries to rotate economic circle, rather MSMEs are the most trusted vehicles that will lead any economy towards salvation. Hence, the SME environment has recently made of this subject matter a vital issue worthy of interest. Regarding the underdeveloped countries, the SME has a paramount importance, and even more critical role as far the economy is concerned.

Corporate governance possibly has a greater role in responding to the solutions of the above problems and ensuring survival of MSME in the markets for a longer duration. Corporate governance allows firms to prepare for their future expansion and sustained growth. Introduction of good

governance will improve MSME's prospects of obtaining funds from banks, investors and venture capitalists. The presence of proper accounting and book keeping practices will increase confidence in the firm and will make them less risky to invest or finance. Proper disclosures and transparency helps a firm towards healthier growth rates and increase in return ratios. Firms become increasingly committed to business efficiency due to presence of external supervisory third parties.



## SHINING STARS



### B.COM (HONS)

<u>Year</u>	<u>Name</u>	<u>Position</u>	<u>% /CGPA</u>
Ist	Aastha Mheshwari	I	8.86
	Preeti	II	8.32
II nd	Jyoti Pandey	I	87%
	Munsifa Hoor	II	86.90%
IIIrd	Shaifali Bareja	I	83.88%
	Deepti Sharma	II	83.57%

### B.COM (PROG)

<u>Year</u>	<u>Name</u>	<u>Position</u>	<u>% / CGPA</u>
Ist	Inderpreet Kaur	I	7.77
	Geetanjali Bhatia	II	7.73
IInd	Guneet Kaur	I	88.77%
	Kritika Singh	II	87.33%



# DO YOU KNOW HIM?

*By– Richa Malhotra - B.Com Hons (2nd Year)*

1. Jack Ma's Chinese name is Ma Yun.
2. He failed the entrance exam of Hangzhou Teacher's Institute twice. Later in 1988 completed bachelor's degree in English.
3. Jack Ma applied for study at Harvard 10 times and was rejected each time.
4. Jack Ma applied for 30 different jobs and got rejected. He even applied for Job in KFC. where twenty-four people went for the job interview. Twenty-three were accepted. he was the only guy rejected.
5. He started China's first internet-based company (e.g. China Yellow Pages) which failed. Alibaba was he second company.
6. Ma wanted to learn English so badly that when he was 13, he would wake up at 5 a.m. and would ride his bike 45 minutes from where he lived in Hangzhou to the then Hangzhou Hotel just to talk to foreigners and take Tourists. sightseeing for free. Through this practice, he not only polished his English but also learned "Western people's system, ways, methods and techniques." He learnt English by giving tourists free guides - every day for nine years. This is where he got his English name Jack Ma.
7. Jack Ma is the first mainland Chinese entrepreneur to appear on the cover of Forbes.
8. Jack Ma wants to make movies He said that Hollywood has inspired him because in American films the heroes always start off down on their luck before reaching success, but in Chinese films all the heroes end up dead.



***Jack Ma is the founder and executive chairman of Alibaba Group which is of Net Worth US\$ 23.4 Billion.***





# THE BIG BANK RECAPITALISATION-A REMEDY –HOW GOOD?

*By–Dr.Harleen Kaur (Assistant Professor-Department Of Commerce)*



Recapitalization is a tried and tested tactic and has been successfully replicated in many countries, including India, in the past. In lay-person terms it provides a solution to banks for its bad assets (unpaid huge amounts of corporate loans). The government here buys stake in public sector banks, in return banks are supposed to raise some money from public.

After attending a session of the Chief Economic Advisor of Government,

Dr. Arvind Subramanian, intricacies involved with recapitalization of banks came up in the light as inquisitive audience probed into the topic further and took my interest in this to another level.

A member from audience very rightly pointed at the ill-effects of writing-off

Together this infusion of money into the banks will help write off bad performing assets, i.e. big corporate loans. Ultimately, this recapitalization will lead to an improvement in the government's finances as it would also be able to sell its stake in public sector banks at much higher valuations. Economists are of the view that recapitalization does

unpaid corporate loans because that will be a boon for those Corporates who have failed to repay huge amount of debt. To this:

Dr. Subramanian responded

by saying that these defaulters are the ones who mostly contributed to the industrial growth so they can be waived off repayment of the loans. But truly, there are valid con-

more good than harm. Does it mean there is a flip side



to it??

cerns like infused additional free money can be seen as

rewarding the banks for committing mistakes in lending money without taking much corrective action and on the other hand, banks may increase high risk lending since they have been provided with money to further lend to the public.



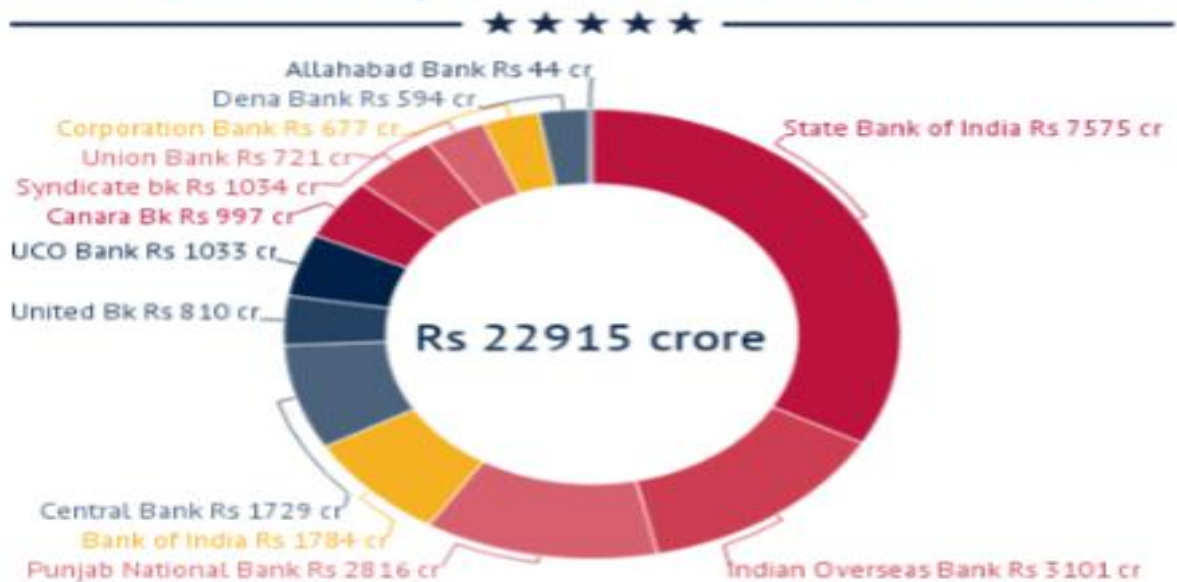
Also, public sector banks have been taking this weak excuse that recognizing losses hit their capital ratios and there was a spiral – low capital ratios means investors would not put in more money, so they couldn't lend to new, good borrowers and were saddled with the bad borrowers.



While these are legitimate concerns, this recapitalizing programme will give

breather to banks especially since banks were caught in a vicious cycle, leading to a credit deadlock which aggravated the economic distress.

## Govt allots recapitalisation fund to 13 PSU banks



Source: <http://www.moneycontrol.com/news/business/stocks-business/psu-banks-soar-1-41st-tranchebank-recapitalisation-fund-981068.html>

### INVICTUS'S UPCOMING EVENTS

- ◆ Faculty Development Program– Investing in Stock
- ◆ Commerce Alumnae Meet'2018
- ◆ Comvictus'18
- ◆ Intra College Events



# INVICTUS : EVENTS



## BRAIN'O'BRAIN

Brain'o'Brain kick started Invictus's first intra-college event of the semester. It witnessed an overwhelming response by students of all three years. It was a combination of knowledge, speed, current news awareness and general knowledge put at test of the participants. The event was well appreciated by the senior teachers.

## ENTRE TALK



**Manik Mehta** a very young, enthusiastic Entrepreneur of a start up "**Leaf Wearables**" gave a highly inspiring, motivational talk to our commerce students. Multi-tasking, continuous learning, finding out way when things don't go your way were few key highlights of the things he discussed.

The talk was followed by welcoming of our commerce fresher's with the amazing dance performances, fun filled interactions and crowning of Ms Fresher's 2017 Miss **Sarha Singh**.



# INDUSTRY INTERACTIVE PROGRAM



## VISIT TO JAYPEE VASANT CONTINENTAL

The third year student's of B.com (prog) visited Jaypee vasant continental along with teachers to understand the HR mechanism of hospitality industry. The interactive session given by the hotel's HR manager was very enriching and a great experience for the students and teachers as well. Everyone was amazed to hear how the HR manager deals tactfully with different sort of cases on daily basis, keeping the customer as well as Human Resources contended at the same time.

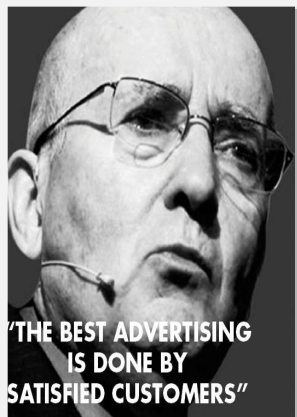
## VISIT TO COCA-COLA HAPPINESS FACTORY

An Industry visit to the 'Coca-Cola happiness factory' in Greater Noida was organised for the third year B.com (hons) students on 27th October'17. The visit gave the students a chance to see the working of their production plant along with insights on Coke's history, legacy and leadership in the beverage industry. The various myths associated with coke were cleared out by their marketing team and they also gave an interactive session on how coke practices its marketing strategies and CSR activities. The visit was very fruitful for the students and in all a "happy experience"!!



# LAWS GOVERNING ADVERTISING IN INDIA— RESTRICTIONS ON OFFENSIVE ADVERTISEMENTS

*BY: Ishpreet Kaur Virdi ( Assistant Professor)*



Advertising communication is a mix of arts and facts subservient to ethical principles. In order to be consumer-oriented, advertisement will have to be truthful and ethical. It should not mislead the consumer. If it so happens, the credibility is lost.

In order to enforce an ethical regulating code, the Advertising Standards Council of India was set up. Inspired by a similar code of the Advertising Standards Authority (ASA) UK, ASCI follows the following basic guidelines in order to achieve the acceptance of fair advertising practices in the interest of the consumer:

1. To ensure the truth fullness and honesty of representations and claims

made by advertisements and to safe guard against misleading advertising;

2. To ensure that advertisement are not offensive to generally accepted standards of public decency;
3. To safeguard against indiscriminate use of advertising for promotion of products which are regarded as hazardous to society or to individuals to a degree or of a type which is unacceptable to society at large; and
4. To ensure that advertisements observe fairness in competition so that the consumers need to be informed on choices in the market places and canons of generally accepted competitive behaviour in business are both served.

## CONSTITUTION OF INDIA:

### RESTRICTIONS ON OFFENSIVE ADVERTISEMENTS

Article 19 (2) of Constitution of India provides that the government can impose restrictions on the right to freedom of speech and expression to protect the country's integrity, security, public order, morality and decency and to prevent contempt of court, vulgarity, incitement to an offence and defamation.



However, advertisers often view these rules and regulations as violating their right to freedom of speech. Some ads, in particular, were considered derogatory and banned by the government, such as:

- ♦ A deodorant advertisement that showed a man accompanied by scantily clad women was banned by the government after several complaints were received from viewers about the advertisement



- ♦ A soft drink advertisement that showed a child bringing the drink for the Indian cricket players was banned after complaints from child labour activists.
- ♦ Advertisements of two underwear ads were banned due to vulgarity and indecency. Objectionable content in ad is usually a reason for taking it off channels.

Freedom of speech and expression is a natural right guaranteed under the Article 19 (1) (a) of the Constitution of India. Freedom of speech and expression implies the right to express one's thoughts and ideas freely via any medium,

such as gestures, signs, verbal communication, print media, radio or television.

The Supreme Court has broadened the scope of the right to freedom of speech and expression. It has ruled that forms of commercial speech, such as advertisements are included in the purview of this right called freedom of speech and expression.

The court has mentioned that the government is authorized to regulate commercial advertisements. It can restrict deceptive, unfair, false and misleading advertisements.

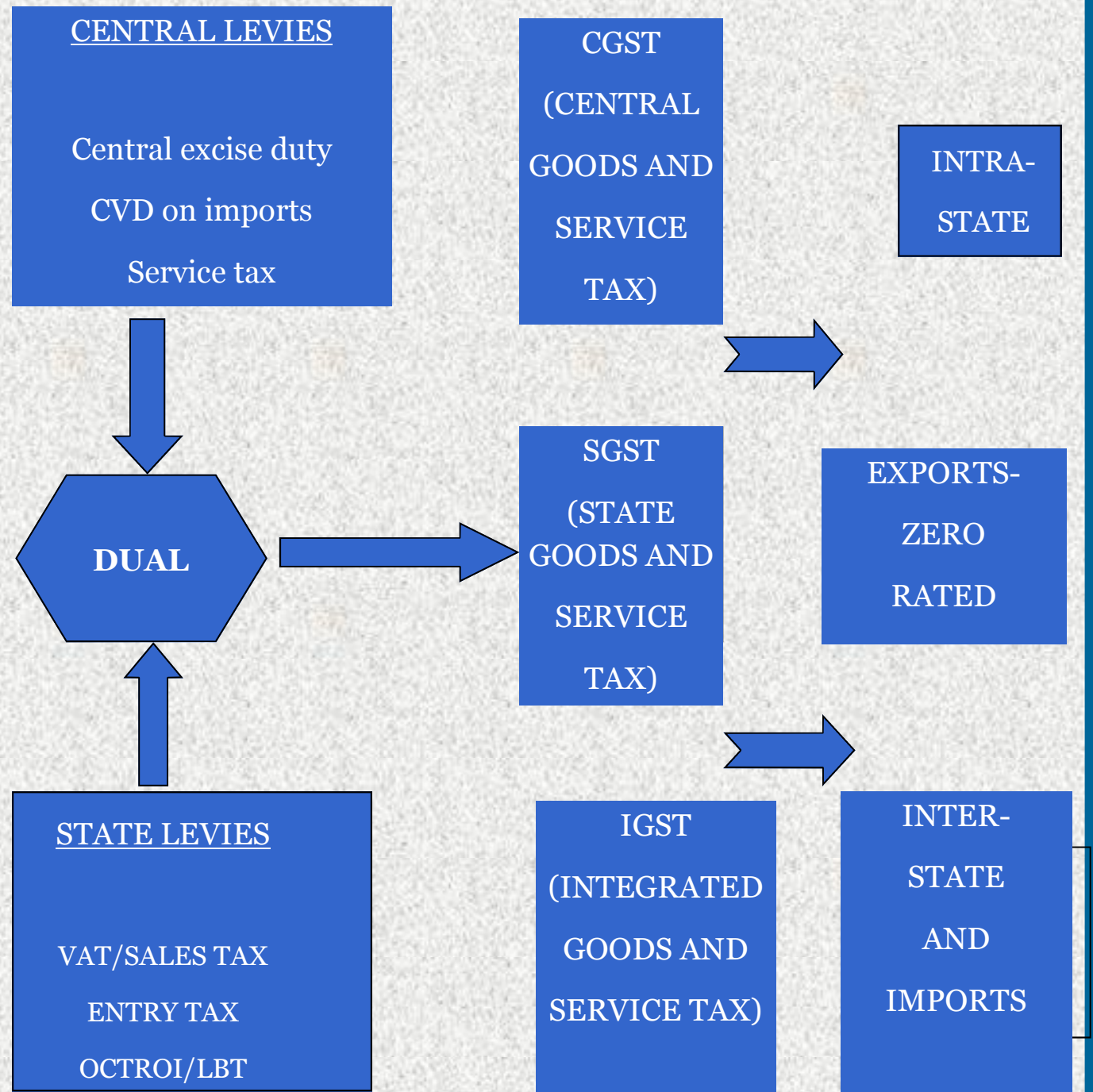




# GLIMPSE OF GST

BY– Simona Dutta, B.COM HONS

Goods and service tax is a single tax on the supply of goods and services, right from the manufacturer to the consumer. It is an indirect tax which was introduced on 1st July 2017 and was applicable throughout India which replaced multiple cascading taxes.





# ALUMNAE MEET 2017



The Department of Commerce organized its first alumnae meet on 21st January 2017 in Mata Sahib Kaur Auditorium. Around 100 alumnae's attended the meet. Dr Kaurjit Kaur welcomed the alumnae's and shared her department memories with the audience. Fun filled interactions, giddha Performance, dance performances, selfie booth corner made the meet a memorable one. The meet concluded with a vote of thanks by Mrs.Kanwaljit Kaur .



# ALUMNAE SPEAKS

## **MAHAK SEHGAL (B.COM PROG) BATCH 2014-2017**

The best part about our college is that our college staff is really conscious about student safety and security. Teachers are very supportive and helpful. Being a president and a commerce student I can proudly say that the Commerce Department is one of the best departments of our college, filled with very creative and hard working members.

**Currently pursuing M.COM**



## **NIKITA HARJAI (B.COM HONS) BATCH 2013-2016**

Life at MSC was memorable. I cherish each and every moment of my life spent there. The infrastructure of the college was good as compared to other Delhi University colleges. The faculty team is helpful, qualified, and knowledgeable. I got a good industry exposure. Good commerce knowledge was provided to students with good basics. I totally enjoyed the company of reputed intelligent teachers and smart students. I will always carry gratitude for my college in my heart.

**Currently working with Ernst and Young**

## **RITIKA ARORA (B.COM PROG) BATCH-2014-2017**

The college life at Mata Sundri College was most glorious phase of my life. I thank all teachers who has given me a chance to sharpen my skills. I learned a lot from my professors. Convictus fest was the biggest achievement and from those days I have realised the importance of wonders that team could achieve. Being president of commerce society was a perfect blend of joy and hardships. My time in college has enriched my life in many ways and will enable me to be more successful in life. I proudly feel cherished being the part of Mata Sundri College.

**Currently working with Amazon**



## **POOJA PAL (B.COM PROG) BATCH-2014-2017**

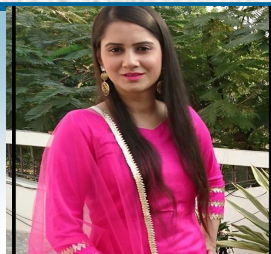
Experience I had in this college cannot be written in few lines. Unity, fellowship, control, self evaluation, a good person, leadership all I have learned in college. I am thankful to all the faculty members and all my well wishers for helping me throughout. I was in commerce department so this line has given a change in my life.

**Currently pursuing Masters in Yoga**



Batch: 2006-2009

Current Designation: Assistant Professor



***Q1. Tell us a couple of sweet sour memories from your college days.***

My experience at MSC is not only as a student but as a lecturer also. Today, I am teaching as an Assistant Professor in the same class rooms where few years back, I used to sit and study. I have very strong bonding with this college.

I have so many memories from my college days, and telling you genuinely, I relive them every ay whenever I enter the classrooms to deliver my lecture now.

***Q2. What was your favorite den in college.***

At college time, we used to hang out most of the time in the garden, which is now replaced by Mata Sahib Kaur Auditorium.

***Q3. Was there any individual in college that left a lasting impression on you.***

I would not say any individual, but the teachers, our professors, all those from whom I got a chance to interact were very helpful. I learnt discipline from my teachers, I shared a very warm bonding with many of my teachers, they helped me in making me a strong, better and most importantly a bold person to survive and succeed.

***Q4. What would you tell the young women of MSC today?***

Be a '21st century Educator'. Theories and concept remain the same, it's you who needs to add contemporary exposure and elucidation to it. As you are the torch bearer of knowledge, be among the students not above the students!

***Q5. Describe your life in MSC and its influence on you.***

At MSC I was a studious type of person. Today if there is any institution which exerts the greatest influence on my life after my family, it is my college. The years I spent there are not merely time spend in learning and filling my mind with knowledge. But time spend in moulding my character, acquiring various attitudes and imbibing basic principles of life. The basic traits of my personality have been formed here.

***Q6. Was being a professor your first career choice?***

No, when I entered the college, I had no career choice at all. However, slowly with the passage of time during my graduation and my post graduation, I was impressed with the personality, the huge bundle of knowledge that my professors have, their poise, good deportment, even their styling and grace. Then, I decided to become a person like them. There are many teachers who became my role model.





# INTERNSHIPS DONE BY STUDENTS

Course	NAME	ORGANISATION NAME	DURATION OF INTERNSHIP
BCH 2 <sup>nd</sup> Year	Yogeshwari Attri	National Thermal Power Corporation Ltd.	6 weeks
BCH 2 <sup>nd</sup> Year	Grace Kaur Kharbanda	Lucideus Tech Pvt Ltd	1 month
BCH 2 <sup>nd</sup> Year	Yashika grover	Red fox hotels	1 month
BCH 2 <sup>nd</sup> Year	Tanvi Jain	Timex group Pvt. Ltd.	1 Month
BCH 2 <sup>nd</sup> Year	Richa malhotra	Max hospital (HR dept.)	1 month
BCH 3 <sup>rd</sup> Year	Rydampreet kaur	Airport authority of india	1 month
BCH 3 <sup>rd</sup> Year	Aishwarya	TNC Aviation	2 months
BCH 3 <sup>rd</sup> Year	Parineet chandhok	World wide fund for nature	3 months
		Hindustan petroleum corporation ltd.	1 month
BCH 3 <sup>rd</sup> Year	Somya shrotriya	Den networks	2 months
BCH 3 <sup>rd</sup> Year	Aarushi Goel	Bharti airtel	1 Month
BCH 3 <sup>rd</sup> Year	Jaspreet kaur	E&Y pvt ltd.	1 Month
BCP 2 <sup>nd</sup> Year	Sarabjeet Kaur	PayUmoney	2months
BCP 2 <sup>nd</sup> Year	Pavleen Kaur	P&G WHISPER	1month
		WOOPLR	1month
BCP 3 <sup>rd</sup> Year	Tannya Malhotra	SONY PVT LTD	5 weeks
BCP 3 <sup>rd</sup> Year	Inderpreet kaur	Edushed- Social Media Marketing	1 month
BCP 3 <sup>rd</sup> Year	Riddhi Jain	F.C.M Travel solutions	6 weeks
BCP 3 <sup>rd</sup> Year	Yamini Vijay	Edushed- Social Media Marketing	1 month

## CAREER OPTIONS

