



Mata Sundri College for Women

University of Delhi

VOLUME - 4

E-CONVERSE 2019

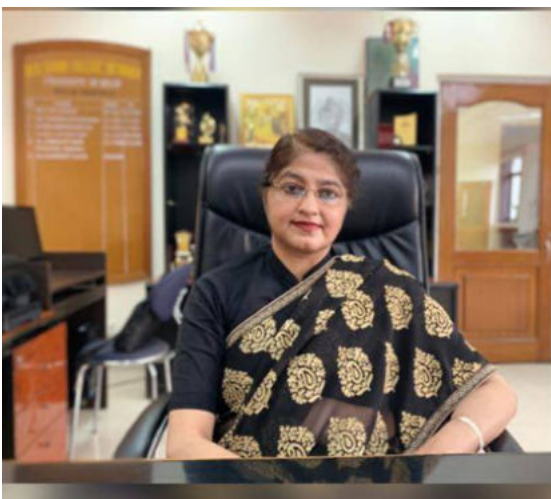
Annual E-Newsletter of Commerce Department

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WORD FROM PRINCIPAL'S DESK



**Dr. Harpreet Kaur
(Principal)**

***I strongly believe that
“All odds, all
challenges and all
handicaps of life can
be overcome with
strong determination,
persistent hard work,
insurmountable
patience, and
unshakeable tenacity.”***

The online journal 'E-Converse' is a laudable effort of the Commerce Department. The articles are written by teachers and students, while working together on various contemporary and relevant issues created a symphony and, consequently, a peaceful surrounding. The exponential changes and headway in the corporate arena have outlined the edition. The segment containing alumni connect authenticates the fact that our campus is a vibrant and splendid place and encourages the inventiveness of our scholars through several platforms. Such academic endeavors not only provide an opportunity for the faculty to present their ideas and viewpoint in a logical, sequential manner but also, fostering the students to unravel their creativity. This journal provides an opportunity for the students to put down their thoughts and even coach them to go into finer details of publishing like redrafting and designing, giving an express form to their concealed potential. The Commerce Society of the college, namely, Invictus, is at the forefront of undertaking activities throughout the year, and the present issue outlines the events in a vibrant pictorial manner. The content and presentation of topics are engaging and thought-provoking. I congratulate the editorial team for their endeavor to bring out another issue of the annual E-journal, "e-Converse" through their relentless efforts.



Mrs. Parvinder Kaur
Teacher-in-charge
Department of Commerce
Mata Sundri College for Women

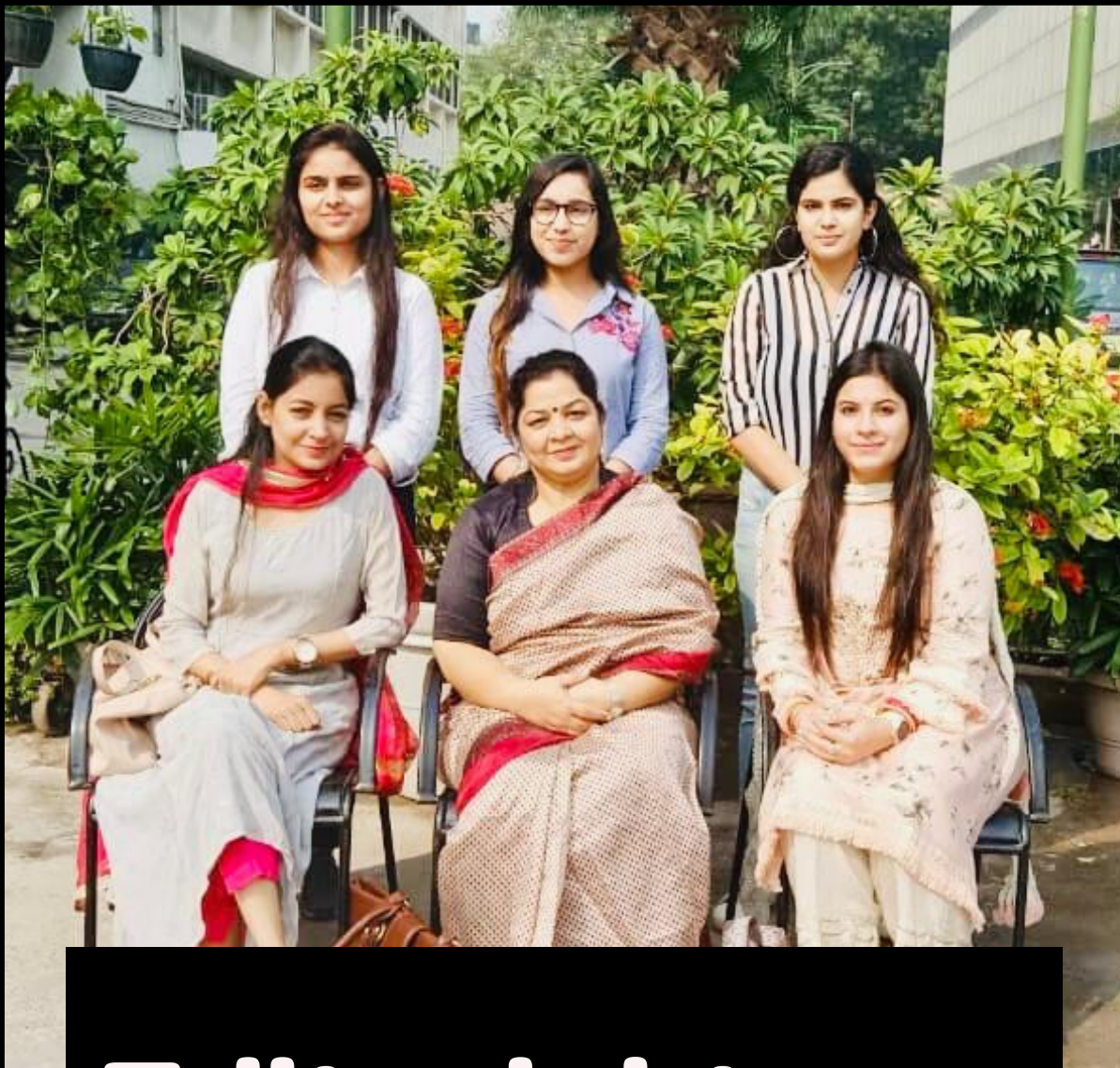
WORD FROM HOD's DESK

Dear authors, reviewers, and readers of E-Converse,

It is with profound pleasure, humility, and anticipation that we launch the 4th edition of E-Converse'19. A magazine carries the contributions reflecting the ethos and aspirations of the students, faculty, and other team members of an institution.

E-Converse gives the panoramic view of the fond memories and journeys of the Department of Commerce. This e-magazine has recorded achievements such as conferences, competitions, and workshops being held by the department. The essential purpose of this magazine is to inform, engage, inspire, and entertain diverse readerships by presenting an honest portrait of the department.

I stand awed by the sheer number of the articles that have come pouring in for E-Converse, which shows the positive and creative energy of faculty members and students. I sincerely appreciate and congratulate our Principal Madam, Prof. (Dr.) Harpreet Kaur for her constant effort for making this happen. I extend my sincere thanks to our Editor in Chief, Mrs. Chetan Kaur, and the editorial board for doing the marvelous job in shaping this magazine and encouraging our authors to submit useful quality articles on diverse areas. I want to conclude with a message for my students in the words of Epictetus, "The greater the difficulty, the more glory in surmounting it. Skillful pilots gain their reputation from storms and tempests".



Editorial team

Ms. Chetan Kaur (Editor-in-Chief)

Ms. Manpreet Kaur (Co-Editor)

Ms. Puneet Kaur Dhingra (Co-Editor)

Ms. Ring Baliyan (Student Editor)

Ms. Jasneet Anand (Student Editor)

Ms. Saumya Jain (Student Editor)

Message from Editor-in-Chief

Dear Readers,

The spark we created 4 years ago have finally started to lighten up the mind of students. Through an astonishing medium of **E-CONVERSE**, students can learn more about the current scenario of Commerce. This E-Journal raises their urge to accumulate every ounce of knowledge from their surroundings. Studying the concept of Commerce is having a great significance in this dynamic situation as it continues to surprise society with considerable extensiveness.

E-CONVERSE is an expedition to serve them a remarkable channel through which they can convert their basic concepts to a very skillful approach. Ms. Manpreet Kaur and Ms. Puneet Kaur Dhingra from commerce faculty have left no stone unturned; they made every possible effort to provide a meaningful path to this journey. Our new team members Ms. Ring Baliyan, Ms. Jasneet Anand, and Ms. Saumya Jain, have also walked the extra mile to add more flavors of knowledge this year. Articles on **GREEN ENTREPRENEURSHIP** conveys the message that “Being green is more than buying eco” It relocates the notion of entrepreneurship. In this article, the writer talks about solving the societal issues along with efficiently earning the profit. Many other articles are also trying to give a relevant structure to define the modern conceptualization of Commerce. Articles on **FIRST MOVER ADVANTAGE** and **E-MOBILITY** are nowhere lagging in bridging the gaps of modernization. Report by Ms. Manjot Kaur (Assistant professor) emphasized on how **‘THE TOYS AS PREMIUM ARE USED TO ATTRACT CHILDREN’** due to which nagging ability of the child in influencing their parents to fulfill their demands increases; to Dr. Harshmeeta Kaur’s (Assistant professor) article on Introductory notion on **‘OPERATIONAL RISK’** where losses arising from the materialization of a wide variety of events, including fraud, theft manifolds the concept of Commerce. Myriad theories by Ms. Kamna Varmani’s (Assistant professor) article on **BRANDS AND ITS MARKETING**; to a different idea of interlinking the teachings of **GURU NANAK DEV JI** with **COMMERCE** by Ms. Naina Kaur (Assistant professor), made us diversely learn Commerce. Dr. Harpreet Kaur, as the principal of the college, makes sure to provide a considerable platform to everyone. She guides us through and lends us a helping hand in every situation. I am honored to work under such a great personality. She inspires us to pull out all the stops from our way to present another marvelous edition of **E-CONVERSE**.



Ms Chetan Kaur
(Editor in Chief,
E-converse)



STUDENT EDITOR'S NOTE

“Step into the scene and let it drip from your fingertips the design of intelligence and mark of creativity.”

We embark on the final ecstatic journey for the year 2019; it gives us immense pride and joy that this was the year which has excellence concerning the contents, varying articles and information on new reformations and digital dentistry.

At E-Converse, we strive to open up world opportunities and ideas to young minds. We help you stay ahead of time and think beyond the obvious. E-Converse shall be a resourceful companion in your quest for knowledge.

Our efforts have been well pillared with constant support and encouragement by Mrs Chetan Kaur(Chief Editor), Ms Manpreet Kaur(Co-Editor) and Mrs Puneet Kaur(Co-Editor) in completing this E-journal and making it a success. We are signing off, with some food for thought for all budding Marketers, Entrepreneurs and Bankers “Clarity triumphs perseverance”. We are sincerely thankful for all the literally contribution.

COMPOSITION OF COMMERCE DEPARTMENT

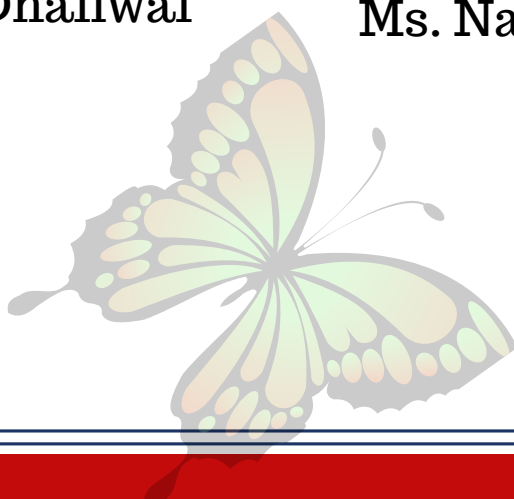


*"It is the supreme art of teacher to
waken joy in creative expression and
knowledge."*



Dr. Kawarejit Kaur
Dr. Kamlesh Kaur
Dr. Sharda Garg
Ms. Prabhsharan
Kaur
Ms. Rashmi Singh
Ms. Tajinder Kaur
Ms. Harinder J Singh
Ms. Kanwaljit Kaur
Ms. Parvinder Kaur
Ms. Jaspal Kaur
Dr. Renu Arora
Dr. Kalpana Devi
Ms. Chetan Kaur
Dr. Meenakshi
Goenka
Dr. Sapna Dhaliwal

Ms. Poonam Arora
Dr. Harleen Kaur
Dr. Tanu Dhingra
Ms. Priya
Ms. Manjot Kaur
Dr. Ishpreet Kaur
Ms. Gurvinder Kaur
Ms. Manpreet Kaur
Ms. Kamna Virmani
Dr. Harshmeeta Kaur
Ms. Rameet Kaur
Ms. Gurpreet Kaur
Ms. Jasmeet Kaur
Ms. Ishleen Kaur
Dr. Jyoti Verma
Ms. Puneet Kaur
Ms. Naina Kaur



INVICTUS

The Commerce Society



Invictus is the Commerce Society of Mata Sundri College, University of Delhi. Invictus was formed by

the collaborative efforts of professors of Commerce department and students of B.Com(Hons) and B.com

(Pass) in the year 2014, with an Inaugural event which took place on 25th September, 2014. The main

objective behind forming this commerce society is to enhance the knowledge of students in the field of

commerce and introduce to them the practical aspects of corporate world, so that the commerce students

of our college become competent enough to step into the outside business environment after college. To

successfully achieve the primary goal of the society, various events have been organised since then

involving activities and competitions .



ACHIEVEMENTS



1. JASNEET KAUR ANAND [BCOM HONS 2ND YEAR]

- Second position - Article writing, Bhagini nivedita college DU, 2019
- Second position - Corporate Board room meet , Keshav Mahavidhayala DU, 2019
- Third position-Mock stock and bidding, Keshav Mahavidhayala DU ,2019
- Third position-Conventional debate, Aurobindo College DU,2019Consolation-
- Paper Presentation, International Seminar on Agriculture, MSC,DU 2019

2. AAKANKSHA MOHAN [BCOM PROG 3RD YEAR]

- First position- Comquest, Lady Shri Ram College for Women DU, 2019

3. SIMRAN KHANNA [BCOM PROG 3RD YEAR]

- First position- Comquest, Lady Shri Ram College for Women DU, 2019

4. JASLEEN KAUR [BCOM PROG 3RD YEAR]

- Third position- Declamation, SGTB Khalsa DU, 2019

**Bcom
Honours**

Year	Position	Name	University Roll No.	CGPA/%
First year	I	Simranjeet Kaur	17044504001	8.77
First year	II	Muskan Wadhwa	17044504117	8.36
First year	III	Muskan Kaushik	17044504004	8.18
Second year	I	Kirti Gandhi	16044504283	8.89
Second year	II	Divya Sharma	16044504008	8.79
Second year	III	Sakshi	16044504037	8.75
Third year	I	Preeti Aastha Maheshwari	15044504041 15044504011	8.568
Third year	II	Mitali Goel	15044504021	8.473
Third year	III	Vanshika	15044504052	8.405

**Bcom
Programme**

First year	I	Ankita Raj	17044503048	8.27
First year	II	Akshita Arora	1744503004	8.18
First year	III	Muskan Oberoi	17044503034	8.14
Second year	I	Meenakshi Dhamija	16044503009	9.00
Second year	II	Priya	16044503055	8.59
Second year	III	Simran Gera	16044503069	8.50
Third year	I	Inderpreet Kaur	15044503003	8.106
Third year	II	Geetanjali Bhatia	15044503024	7.970
Third year	III	Kajal Bhatia	15044503062	7.864

Events by Invictus

Corporate Diva - The Self made Icon



Diva's don't do drama, they do business."
Invictus brought the glimpse of Entrepreneurship
Contest for Miss Corporate Diva in which one was able to
showcase entrepreneurial talent.

Chief guests for the event was Mr. Amit
Chaturvedi (regional director of IGLU)
and Mr. DP Singh.

Ad-O-Mania



Round 1 -Jingle Jugalbandi
In this round, the stage became the grandstand of jingles.
Round 2- Lights! Camera! Action!
Prepared a fun and innovative advertisement.

Round 3- Let's tune into SAARANG 20.19, Haste Raho, Hasaate
Raho!

Several famous personalities had to be impersonated and to sell
the services offered to them.

Comvictus 2019

The Annual Commerce Fest

Mind Hunter



Mind hunters was an event that tested the intellect of the teams, canniness of their minds and their quick-wittedness to handle different situations

ROUND 1 - WHO AM I?

ROUND 2 - AIM FOR THE CASE

ROUND 3 - FACE THE CONSEQUENCES

Monopoly Corner



Catch it, Guess it, Pass it
One had to cross the hurdles and test the luck
by hitting the nail on the head.

HAD TO GO THROUGH :

Hurdle 1 : LOGO LARK

Hurdle 2 : BRAND CHARADES

Hurdle 3 : RIDDLES

Hurdle 4 : TEST YOUR LUCK

Hurdle 5 : COMPLETE THE DARE

Hurdle 6 : WIN OVER THE JUDGES

Hurdle 7 : RAPID FIRE

Comvictus 2019

The Annual Commerce Fest

Stratagem- The B-Plan Competition



A competition to test one's business knowledge, aptitude, and creativity before one gets to present your business idea.

ROUND 1: HATHKADI-UNTANGLE THE
BUSINESS HANDS

ROUND 2 : STARTUPEDIA-ROCKET YOUR
BUSINESS PLAN

How to Ace The Interview



INVICTUS organised an indigenous talk "How to ace that interview" by an inspirational and eloquent speaker MR.KUMAR ABHISHEK TathaGat(TG) who is the founder of a successful educational brand. He enlightened us by sharing his insights and experience of placement process followed by corporates to develop and construct the minds of students for their career.

#BoycottMillennials

“Automobiles sales down by 23% across the board.”

Millennial bashing has finally arrived in the country. While we get where people may have been coming from, is it fair to blame the millennial for everything that goes wrong with the world? As a change in the “mindset of millennia’s” to not commit to EMIs for buying automobiles and using Ola, Uber or the metro instead was one of the factors contributing to the auto sector’s current crisis. More than three-quarters (76 per cent) of buyers feel significantly more empowered as decision-makers than they did as recently as five years ago & also account executives embrace digital commerce technologies with open arms & accelerate the adoption of digital commerce technology in marketing and sales operations.

Ola accounts to 509 million Ola users in India with 1 billion rides annually, whereas the sale of domestic automobiles accounts to 2,62,67,783 in 2019, which declined over some time. Robust commerce technology has inherently attracted and retained the talent. The 2019 reports are based on the views of 13,416 average millennials questioned across 42 countries, including India. The generation also aspires to make a positive impact in the community and society at large (59% Indian millennial optimistic about economic outlook: Deloitte study). One recent found that millennial gives nearly \$600 per year to charitable causes. While this is lower than older generations, millennials are battling student loan debt, stagnant salaries and a rising cost of living.



Akhilesh Thorat
@akhilesh_thorat

Follow

The cosmetic industry is down because millennials are using filters and editing apps on Phone .

#BoycottMillennials #NirmalaSitaraman



Priyanka Mittal
@priyanka_356

The life insurance industry is affected because millennials are already dead inside.

#BoycottMillennials



ARTIFICIAL INTELLIGENCE IN E-COMMERCE

Unless one is in hibernation or burrowed deep underground for the last couple of years, most likely everyone has heard of Artificial Intelligence at least once in their life.

Artificial Intelligence is an area of computer science where the emphasis is given on the computers to behave, act and mimic like humans in the aspects of thinking, predicting or analyzing the data by using that information to produce a result through more in-depth understanding and provide realistic solutions to complex problems through accurate decision-making.



AI solves problems that are posed by the customers to e-commerce companies over offline stores like the personal touch, by using voice assistants like Siri or Google Assistant, variety of products, personal speculation and handpicking the products out for the requirement by Driving Assistants that take a spot on decisions based on memories of previously visited websites.

AI is being used. Other major tech firms such as Facebook, IBM and Yahoo have already publically expressed their focus on developing artificial intelligence as a new source of business. According to a recent study by Business Insider, it is being predicted that by 2020, 85% of interactions will be managed without a human. AI is said to go on a turbo drive in the next couple of years with tech giants such as Google and Microsoft already investing in new AI initiatives. It is beginning to embed itself into all aspects of our lives. From the growing number of self-checkout cash registers to advanced security checks at the airport, it's just about everywhere. By creating a customer-centric research, targeting the correct market, implementing virtual assistants and improving recommendations for customers, AI is proving to be a powerful way to use artificial intelligence in e-commerce.

-Muskaan Shrivastava





E-MOBILITY-THE NEXT GEN SOLUTION?

According to the World Bank, “by 2030, India have at least seven megacities with a population of over 10 million, as these megatrends shall determine the future of the country, our mobility solutions should be sustainable which is where technology makes a difference” Now, one of the essential solutions is ELECTRIC CARS. The many benefits of them include lower emissions, less maintenance, quiet and smooth operation and strong acceleration. With only a handful of choices and the government is encouraging citizens to buy electric vehicles through policies like additional tax benefit of Rs. 1.5 lakhs on interest paid on the loans to buy electric vehicles but, are we ready for this shift? Adoption of EVs depends upon- Buyers’ Preferences and User Friendliness.

The EVs are 2 to 2.5 times costlier than the conventional vehicles, but their operating cost is declining. An EV with higher battery capacity is costlier than others. To make them affordable, the manufacturers need to offer medium range vehicles. But, for this, the country needs a stellar battery charging infrastructure. Personal vehicles need to be charged less as compared to commercial fleets of buses, taxis, and autos. This means that for such vehicles, more fast-charging stations are required to avoid downtime. For personal vehicles, slow chargers at homes, workplaces, and malls. would be adequate.

Also, the fact that most people in metropolitan cities do not have garages and would need portable chargers should be recognised. However, the government first needs to address the current crisis faced by the automobile industry and win its trust back. Otherwise, with the automobile manufacturers in deep losses, investments in the electric vehicle industry shall become challenging to find.

The Future of Cryptocurrency in India

"A blanket ban on bitcoin: RBI asks banks not to allow buying cryptocurrency."

Bitcoin and other cryptocurrencies have emerged as a new asset class that has seen extraordinary returns over the past decade. But all currencies that move around using the blockchain technology are not of the same kind. Back in 2013, India distrusted Bitcoin as "Wild West Territory."

India's Bitcoin industry has long tried to popularize Bitcoin with strategies that include conducting security checks, requesting identification from users, such as government-verified address documents, Permanent Account Numbers (PAN) or Aadhaar IDs, and sometimes even checking bank details.

Private Bitcoin companies have also launched an association, called the Digital Assets and Blockchain Foundation India (BFI), to educate laypeople on Bitcoin benefits and usage. Government intervention credits their efforts.



Perhaps governments recognize the inevitable growth of blockchain technology and don't want to stem innovation too early via overregulation. Many institutions and committees have opposed this decision. There is a need for the government to understand the fact that instead of banning cryptocurrencies,

Use of cryptocurrencies altogether and the law is reportedly in the works that would make holding cryptocurrencies a crime that would put you in jail because Bitcoin impacts the Banking and Finance sector and the Economies by the Power of Dark Web, Speculation, Politicization of Money, Emergence of new markets and Apprehension among the Central banks.

It should work towards developing a risk-based framework to regulate and monitor cryptocurrencies and tokens. Banning it would deprive India of participating in new use cases that cryptocurrencies and tokens offer. There is also concern that such a ban may be futile and instead give rise to illegal activities.

Koinex, one of the leading Cryptocurrency exchange in India, has shut down its trading due to the tough stance taken by the Indian government against Cryptocurrency. There is a need for the government to think this through before imposing this law

GREEN ENTREPRENEURSHIP

Green entrepreneurship is a business model that helps to address the problem of society as well as ensures healthy environmental condition by innovating products and services accordingly. The primary goal of entrepreneurs is to earn profit by guarding and improving the environmental condition, thereby providing to society something novel and eco-friendly. India is one of the hottest countries for startups, and there is no denying the fact that this has happened due to immense support from Government. The Indian Government has come up with around 49 schemes for idea- stage, entrepreneurs/researchers, an early-stage startup like The Startup



India Initiative, ‘Funds Of Funds’, Atal Innovation Mission (AIM). Apart from this, the Government has also allowed 100% FDI in single-brand retail and proposed removing the 30% local sourcing norms. It helped the startups like Pepperfry, Urban Ladder and others who operated offline single-brand stores have now also benefited from the proposal. But as every business has its challenge, in the case of Green Entrepreneurship, it is customer value creation through innovative products and cost control. Along with this customer, education on the environment is another task.

Nevertheless,

Greenmarket is an emerging market, which brings ample opportunities in every field such as Green Food, Green Transportation, Green Building.

We have enormous upcoming Indian green entrepreneurs who are generating novel ideas and bringing change in the society, for instance, Rajaram Tripathi (Organic Herbal Farming), Pallavi & Prachi Agarwal (toy story), Uravu, Wayanad (Eco-Friendly Homes) and many more. Therefore we can conclude that Green entrepreneurship has opened an enormous opportunity for beginners who have identified and explored innovative ideas in serving the Indian society — thus earning profits as well as social recognition in the society.

**- AAROHI KAUR NAYYAR
(BcomHons) 2nd YEAR**

Reforming Banking Sector

GDP rate for the first quarter falls to 5% and 4.5% without government expenditure on administration and defense. Thus in the short term, this could have a negative effect as administrative, and logistics challenges shall divert the mind space of bank managements away from pressing task at time- of managing NPA and aggressively looking for lending opportunities; and in the long run, it shall definitely lead to efficiency gains, large banks shall entail cost advantages from 'economies of scale' and shall also be able to finance large projects while staying within the Prudential lending norms.

Consolidation of 10 Public Sector Banks into 4 large banks slashing the state-owned banks to 12 from 27 in 2017. This move comes to the midst of a bad loan crisis, NPA jumping from 1.2 trillion in 2012 to 9.5 trillion in 2018 and economic slowdown in five out of eight economic sectors.



Ganya Sethi
Bcom hons
2nd Year

THE TRIVIAL UNTRUTH OF FIRST MOVER ADVANTAGE

"First movers advantage doesn't go to the company that starts up; it goes to the company that scales up."

The idea of first-mover advantage is similar to the adage, "the early bird gets the worm." In today's fiercely competitive environment, innovation must stand out in the crowd. But success, like in most other fields, doesn't come easy, even if the product being offered is first of its kind. The famous entrepreneur and author K. Vaitheeswaran said, 'Technology is impersonal and ruthless. It does not care if you have spent months figuring out a solution. If someone comes and replicates the same product, there will be competition just as match'. Further, the firms that succeed in building durable first-mover advantages tend to dominate their product categories for many years, from a market's infancy until well into its maturity where the benefits of first remaining to be technology leadership, control of resources, and buyer switching costs. Thus, Coca-Cola in soft drinks and Hoover in vacuum cleaners unmistakably demonstrate both the value and longevity of early success. The challenges involved in educating the market on innovation and transitioning from early adopters to the masses requires resources. Moreover, a startup requires a different engine to scale up from an early stage to what is required to operate at a scale. Some well-known first movers, such as Gillette in safety razors and Sony in personal stereos, have enjoyed considerable success, others, such as Xerox in fax machines and eToys in Internet retailing, have failed. Hence, the differences in outcome are not random—that first-mover status can confer advantages, but it does not do so unconditionally.

Vanshika Giria
Bcom Hons 3rd year

International Conference

RECENT ADVANCES AND CHALLENGES IN FINANCE AND MARKETING FOR NEW INDIA @2022

Our college has organized the international conference on "Recent Advances and Challenges In Finance And Marketing For New India 2022". This conference did emerge to be an excellent platform under Padma Shri Dr. Vikramjit Singh Sahney (Chief Patron) and Dr. Harpeet Kaur (Patron) where academia and industry experts did come together to dispense their thoughts on emerging developments and challenges. Conference proceedings were also released in the inaugural function. Our seminar had four sessions in total, namely, banking, finance, marketing, and contemporary issues. These four chosen session topics signify the growth pillars of any economy.

The inaugural session was duly attended by S. Harinder Pal Singh, Treasurer, College Governing Body, S. Bhupender Singh Ahluwalia, Member, College Governing Body, and Captain LS Bahl, Member, IQAC.

Technical Session 1: Recent Advances and Challenges in the Banking Sector

Dr. Namita Rajput chaired this session, Principal (OSD), Sri Aurobindo College (Evening), University of Delhi and Co-Chaired by Shri Subir Mukherjee, Deputy General Manager, State Bank of India; Shri Shams Tabrej, Assistant General Manager, State Bank of India and Shri Sumeet Gambhir, Associate Director - Lending, Mobikwik.

Various research papers presented around topics from – „A Comprehension on Social Banking; "Impact of IBC on Improving Banks NonPerforming assets; to - „Implication of Widespread Data- Sharing Across Financial Institutions in the U.K. on End Consumer, Under the New Open Banking Regime: A Comparison with the Digital World; „Risk Management Disclosures among the Financial Institutions: An Overview to- „SHG-Bank Linkage Programme: A Study of the SocioEconomic Advancement of Uttarakhand.

Technical Session 2: Recent Advances and Challenges in the Financial Sector

This session chaired by Dr. Amit Kumar Singh, Associate Professor, Department of Commerce, University of Delhi, and Co-Chaired by Dr. Urvashi Sharma, Associate Professor, Department of Commerce, University of Delhi and Shri Arihant Dugar, Associate Director, Capital Market Investment Service Division, Colliers International India.

Guests

**Padma Shree
Vikramjit
Singh Sahney**

He is an entrepreneur, educationist, philanthropist and social activist.



**Dr. Surender
Munjal**

Associate Professor of International Business, and the Director of the James E. Lynch Centre, University of Leeds, the U.K.



Dr. Charan Singh

Non-Executive Chairman of Punjab & Sind Bank.



R.K. Singh

Head, Department of Commerce and Dean Faculty of Commerce and Business.





Technical Session 3: Recent Advances and Challenges in the Marketing Sector

Dr. H.K. Dangi, Associate Professor, chaired the session, Department of Commerce, University of Delhi, and Co-Chaired by Shri Shrey Kumar, Co-founder, Aadvik Foods, and Dr. Sumati Verma, Associate Professor, Sri Aurobindo College (Evening), University of Delhi.

Technical Session 4: Contemporary Session on Management

The session chaired by Dr. S.N. Ghosh, Senior Consultant, DEA-NIFM Research Programme, Ministry of Finance, Government of India; Co-Chaired by Dr Jitendra Kumar, Associate Professor, Department of Commerce, Aryabhatta College, University of Delhi and CoChaired by Dr Simmar Preet Kaur, Assistant Professor, Department of Commerce, University of Delhi.

Valedictory Session

The chief guest of the session, Honorable Dr. Masroor Ahmed Beg, Principal, Zakir Husain Delhi College, University of Delhi

Thus, the conference was highly successful in bringing together the academicians, government, and industry from outside and inside India to deliberate on upcoming business challenges for New India @2022.



“The need for these types of conferences cannot be avoided.”

BRAND

Brand and Marketing

It has been found in marketing literature that to learn about consumer behavior, it's necessary to pay attention to the importance that consumers attach to their possessions. A fundamental thing to understand is that consumers, knowingly or unknowingly, intentionally or unintentionally, regard their properties as a part of themselves. The type of watch one is wearing, the kind of bag one is carrying, the sort of book one is reading, and the nature of destination one is choosing for a holiday tells a lot about his/her personality. It shows that there is a strong relationship between possessions and one's self. Understanding consumers' self-concepts are of pivotal importance to marketing scholars and practitioners because of consumers' self-perceptions influence and drive their attitudes and behaviors regarding brand and products.

Consumers often buy, use, and own brands and products as part of an effort to create, maintain, and extend their self-concepts. Due to the advent of digital and mobile technology, the self can be publicly displayed and consumed through the "SELFIE," which is regarded as a potential marker of the current generation.



Consumers consider these brand selfies trustworthy, credible, and showing experience, therefore, making these Social Networking Sites as reliable sources of brand communication and consumer information exchange. Because of the voluntary nature of posting brand selfies, marketers could stimulate and motivate the production and distribution of this type of brand content. Hence, social networking sites have become an integral part of today's marketing scenario with consumer-generated content, especially in the form of selfies, which is a credible source of information.

The selfie is a photograph taken by oneself using a smart device and shared publicly on social media. Selfie is considered as a new Electronic Word of Mouth Phenomenon (eWOM) in social media. Through selfies, consumers actively contribute to the visual production and consumption of brand meanings, signs, and symbols at the marketplace level. Through this type of brand eWOM, consumers share meanings to communicate their self-identities with others who are not physically present. Social Networking sites have become accessible. Therefore, these sites have been incorporated into a promotional mix and used as an effective marketing platform from which consumers produce, use, and share brand-related content.

**Ms. Kamna Virmani,
Assistant Professor**

550th YEARS WITH GURU NANAK DEV JI

Guru Nanak was born in 1469, in central Punjab at Rai Bho di Talwandi. This village is now known as Nankana Sahib, where the Gurudwara NANKANA SAHIB situated in West Pakistan. From an early age, it was evident that Nanak was an extraordinary child, distinguished by his divine grace. He was blessed with a profoundly contemplative mind and rational thinking. By the age of 16, Guru Nanak had mastered multiple religious texts and languages, including Sanskrit, Persian, and Hindi, and used to write divinely inspired compositions. Philosophically, Guru Nanak looked at God as one and beyond any religious divisions.

Around the age of 30 years, he undertook four lengthy journeys in different directions, which altogether lasted nearly 20 years. After the journeys, Guru Nanak settled down in Kartarpur around 1521 and spent time in meditation and farming and agriculture. In 1539, the physical body of Guru Nanak merged with the elements; both his Hindu and Muslim followers wanted to claim since his teachings were universal.

Three basic religious principles.

Selflessness

sharing with others, and giving to those who are less fortunate. But also selflessness of attitude – avoiding the pitfalls of egoism, pride, and jealousy.

Earning an honest living

living without deceit, exploitation, or fraud.

Naam Japna

Meditating on God's name and repeating a mantra. Through the repetition of God's name, Nanak taught that a follower could free himself from selfish tendencies and cultivate happiness. However, Nanak taught it was not just enough to repeat a mantra mechanically, but with selflessness and real zeal.

On social issues, Guru Nanak emphasized equality among the human race, irrespective of caste, color, creed, gender, or race. For Guru Nanak, the creation was from one God, and therefore, no one could claim to be superior or inferior. On the status of women, Guru Nanak clarified that "How can she be called inferior when Kings are born of her".

On the environment, Guru Nanak guides that Earth has to be treated like Mother, water-like Father, and Air like Guru. This message in the closing Salok of Japji is recited many times daily during meditation, individually and collectively. Therefore, one has to guard against any pollution to the environment.

On economics and commerce, Guru Nanak emphasized literacy, gaining knowledge, healthy living, increased workforce, and encouraging investment. Again, the emphasis was on ethics and correct behavior.

The message of Guru Nanak is as relevant to the world now, as it was in the fifteenth century when it was delivered. The world continues to be divided into class and caste wars, and not only people but even countries divided between rich and poor. There is widespread hunger, poverty, and deprivation



An Introduction to Operational Risk in Banks

Operational risk is the losses arising from the materialization of a wide variety of events, including fraud, theft, computer hacking, loss of key staff members, lawsuits, loss of information, terrorism, vandalism, and natural disasters. Rogue trading, involvement in illegal activities, management incompetence, risk of fraud, and other misdeeds are all kinds of operational risks that could give rise to operational losses.

Basel Committee on Banking Supervision (June 2004) has defined operational risk as “the risk of loss resulting from inadequate or failed internal processes, people and systems or external events.

This definition includes legal risk but excludes strategic and reputation risk.” The Basel Committee has appropriately classified operational risk into seven functional risk loss event categories. The seven loss event categories comprise of Internal Fraud; External Fraud; Employment Practices and Workplace Safety; Clients, products and business practices; Damage to Physical assets; Business Disruption; and lastly, System Failures and Execution, Delivery and Process Management.

The nature of operational risk is somewhat different from that of market or credit risk. Banks make a conscious decision to take a certain amount of credit and market risk. More often than not, operational risks are “inherent” not “chosen.” The only way to avoid operational risk is by exiting the market.

Of all the different forms of risk which can affect firms, operational risk can be among the most devastating and difficult to anticipate. Thus, in today's integrated financial world regulatory agencies, accounting and corporate governance standard setters, as well as rating agencies, are progressively seeking to encourage improved operational risk assessment, disclosures, and management.

Operational risk has been receiving significant attention, as financial scandals have appeared regularly. Losses caused by operational failures have the potential for corporate failures. It is more so in the case of banks as the operations are voluminous and geographically well distributed.

The Operational Risk data Exchange Report on Banking Operational Risk Loss Data (2015) states that during 2009-2014, over 270,000 operational risk loss events totaling nearly 12205 billion rupees of gross loss were reported by its members, pointing towards the increasing severity of operational risk losses in the global banking industry.

McKinsey & Company (2012) indicate that “Ineffective Operational Risk Management negatively affects financial institutions in three ways.” The first is the actual loss to the income as a result of the operational risk event. Second is the impact of operational risk loss events on the market valuation of affected institutions, which significantly exceeds the actual functional risk loss amount. Finally, operational risk events result in regulatory intervention and scrutiny, increasing the costs and complexity of compliance. Thus, Operational Risk is considered to be one of the most significant risks, and every bank must manage its operational risk most effectively.

Dr. Harshmeeta Kaur
Assistant Professor

Toys As Food Premiums For Children: An Easy Way to Attract Children

Marketers target families in most of the promotions of products and services. The changing family patterns, shift from joint family to nuclear family, exposure to socialization agents have changed the way the purchase decision is taken. Children these days are emerging as one of the homogenous clusters with an identity of its own as a consumer. The influencer role children exhibit over purchase decisions in family along with the nagging effect that they have on their parents has increased drastically ahead of what he or she can earn when their purchase influence is considered. Marketers have been targeting children as they are more vulnerable and get easily swayed by the ways marketers promote their products. According to a survey done by Market Research firm Childwise, children in the age group of 5 to 16 years spend on an average of six and a half hours in front of the screen. There has been a tremendous increase in the time spent by the children watching TV and advertisement as compared to children of the 1990s. There has also been an increase in children's designated channels, which make them glue to the television even more.



Children have demands of their own, and they ask their parents to fulfill their needs, and in case their requirements are not fulfilled, they also make use of pester power. The pester power is defined as the nagging ability of the child in influencing their parents to fulfill their demands. Another popular method in the hands of marketers in attracting the children is giving premiums with the food item. Premiums are the free toys or collectibles attached to the food item.

Many times ethical concerns have been raised about the use of premiums for promoting their products.

According to the report, there were around 2.2 billion obese children and adults across the world in 2015 i.e., almost one in three people come in the category of obese. Thus, it includes nearly 108 million children. The number of overweight children in India was estimated to be 14.4 million. According to another study published in Pediatric Obesity, an international Journal India will have over 17 million obese children by 2025. These statistics are alarming, and something must be done to control this. The food product offered with toys as a source of premium includes McDonald's Happy Meal, Kinder Joy, Kellogg's Chocos, Cadbury Gems Surprise ball, Surprise egg, Dairy Milk Lickables, Parle fruit jelly and many more. The toys as premium are used to attract the children so that they may select their product over the other.



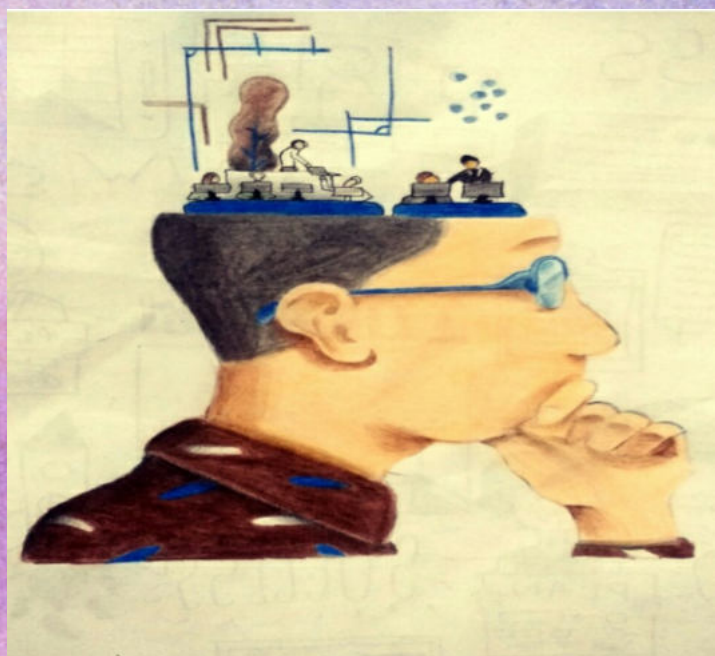
Ms. Manjot Kaur
Assistant Professor

[illegible]

Seeking success
And what to do.
The wisdom is there
If I would learn.
Anything I believed
Now I could earn.
I am in control
Of my business fate.
As long as I learn
It'll be great

*Floating in the air so high,
The dreams of an entrepreneur who chose
to defy. Hiding the gem of knowledge inside,
He's the one with multiple sides.
Scratching the business boundaries and
making it wide, Wearing the crown of an
entrepreneur with pride.
Floating in the air so high
The passion of an entrepreneur who chose
to fly. Learning from losses and making it
profitable. They're the one who shines so bright.
Embedding the businesses and finance,
They solve issues just by a glance.
Floating in the air so high,
The wings of an entrepreneur with sparkling eyes.
Covering every gender of company,
Commerce is vast and filled with trade
unity. Developing future faster than
light, Finance contributes to everything and
makes it a delight.*

SKETCHES BY:
Riya Malhotra,
Bcom(P) I year



WORD WITH ALUMNA



"FEARLESS PURSUIT CAN EQUAL LIMITLESS OPPORTUNITIES"



KASTURI MUKHERJEE (2013)

It gives me immense pleasure to express my journey of MSC with the distinguished readers. I am working as a **COMPANY SECRETARY in a **MNC BANK** with an experience of 2 years. Also, am pursuing my **CA** final along with my work. I am glad to answer to the questions of Editors**

1. How did MSC help you to achieve heights and to reach to this career?

MSC has made me what I am today. 'Whatever you are doing now will be account for in your future life. Get knowledge, I emphasize'. No one becomes an independent, confident, honest, responsible, and hardworking person by just studying books in school; thus, it takes much more. MSC has given me the ability to use my wings and find the direction ahead. The college has given me the kind of confidence and boost, which was much needed for a girl like me, to spread her wings and grab the opportunities. The responsibilities that were given to me by my college made me a responsible & hardworking as well confident person to voice my opinions which benefited me to work in a diverse environment of MSC.

2. What were the most valuable learning experience in MSC?

A college helps one to step out of their comfort zone and helps face a real-life issue, which, for me, is a hands-on experience to be a part of a magnificent college, MSC. It eventually made me realize my potential and taught me to be a team player, a leader, an explorer & an independent woman.

3. Any piece of advice you would like to give to students as food for thought, aspiring to choose what you are pursuing today?

'Candidates, success in your exams, and the rest are ambassadors of success in this college and make it a home of peace, not pain. I know victory doesn't come by the sword but from the strength of the wielder of the sword. Repair those small cracks in your academic life and don't be like the mosquito that bites the owner of the house.' Also, I'd recommend you to join the career path that I am pursuing, which will give you immense knowledge in the field and make you the leader in the finance field.

Portrait of a Graduate



Ms. Perna Bhatia (2019)

**Working at Gartner- Data Collection Specialist
(Research and Advisory)
(Former Student Editor e-converse)**

'Every accomplishment starts with a decision to try.' - Following this quote, we decided to try, skeptic thoughts and lack of any prior experience kept shaking our confidence. Still, our mentors never left our hand and kept guiding us towards the staircase of success. Ultimately, we accomplished it.'

It gives me immense pleasure to share my thoughts and experience through the columns of this exceptional e-journal. E-converse would always be a significant and noteworthy accomplishment of my life. I remember the day back in 2017 when I was made familiar with the opportunity to be a part of the editorial board of this newsletter. My professors, Ms. Chetan Kaur, Ms. Manpreet Kaur, and Ms. Jyotica Singh, who were heading the editorial board, gave me a golden chance to be a part of this exceptional experience. Being a student, I was very unsure about how I would be able to justify my position. But I got towering support and unparalleled inspiration from my mentors to move forward. I worked towards the 2nd edition of this journal, from filtering software to scanning the articles.



My college life was all about e-converse- wrapped up with a hundred more opportunities and a thousand more lessons.



Ms. Richa Malthotra (2019)

**(Working as Product Manager, Biome PropTech Solutions,
ATS Infrastructure Ltd.)
(Former Vice-President of Invictus)**

"From watching Student of the Year to being one"

My experience in Mata Sundri has been about mammoth learning. Be it textual or social that place has always been consistent in throwing wobbles and successes on the way without fail, allowing a more holistic development of my skills than I could have ever asked for. I'm incredibly grateful to this institution for honing and polishing my existing wisps of abilities. I shall forever cherish being a part of such a virtuous ecosystem at Mata Sundri.

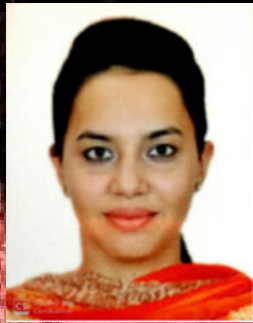


Masters of Articulation

Our Teachers:-



Ms. Manjot Kaur



Ms. Naina



Ms. Kamana
Virmani



Dr. Harshmeeta
Kaur

Our Students:-



Ganya Sethi



Diya Kapoor



Kushneet Kaur
Anand



Nandini



Muskan Kaur



Vanshika Giria



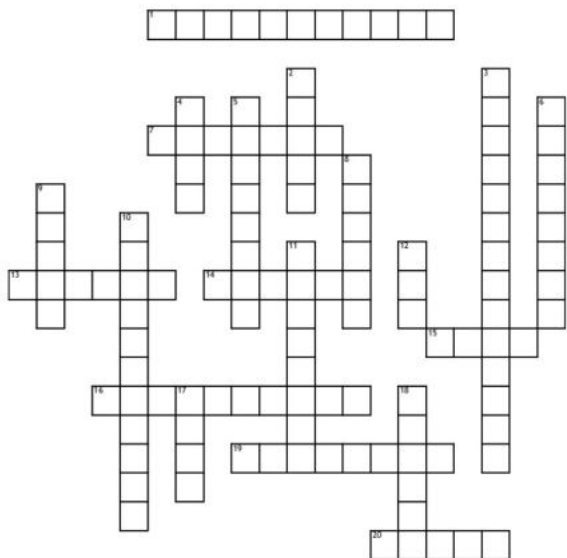
Aarohi

Brainstorming

Name: _____

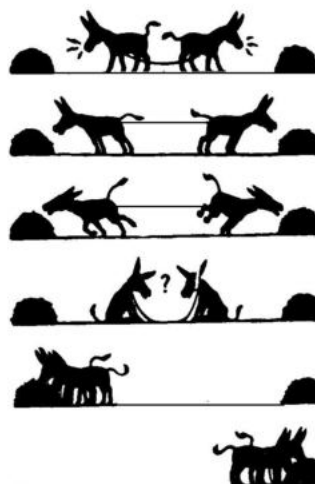
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Personal Finance



- Across**
1. money you make when you sell something for a higher price than what you paid for
 7. Income minus expenditure
 13. Person who owes money to someone
 14. money received through investments or work
 15. something that is borrowed
 16. an alternative to paying instead of cash, a plastic object
 19. Someone you owe money to
 20. capital raised by a company, you can invest on this in asx
- Down**
2. Money paid or received for work services
 3. Way to save for retirement
 4. main provider of finance to businesses and consumers
 5. Money paid to you by the company based on the performance
 6. A _____ cost is anything that you don't have a defined amount of spending every week
 8. estimation of revenue and expenses to manage money
 9. A _____ cost is something you spend money on every week
 10. person who specialises in buying and selling shares
 11. Used by purchasers to buy real estate
 12. Shares are bought and sold through _____
 17. money that is owed
 18. Financial gain

"Co-operation"

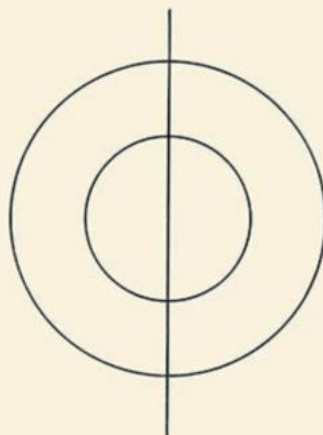


Stay Positive Because



YOU ROCK

TRY TO DRAW THIS



Get your pencil and your brains busy—here is a good puzzle for both of them. See if you can draw the figure shown above without taking your pencil off the paper, without crossing a line, and without retracing a line. There is no trick or folding to this puzzle—it can be done in one continuous line.

E-CONVERSE

2019



