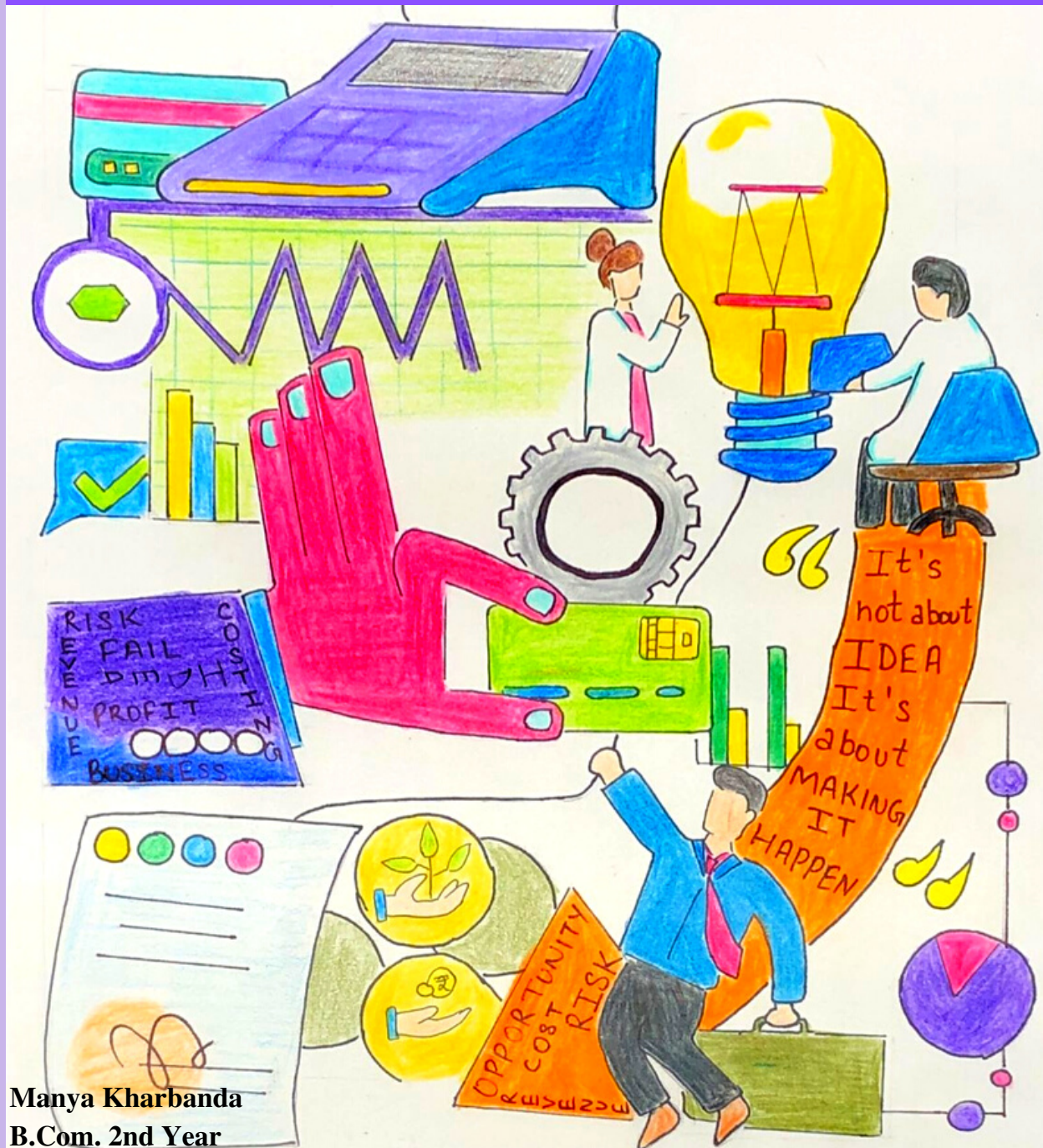




COMASCENT

VOLUME 1, ISSUE 21, 2022-23

Entrepreneurial Spirit: Revitalised with Digitalisation

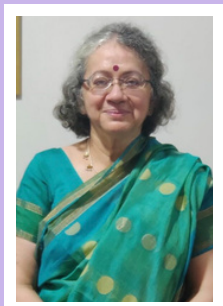


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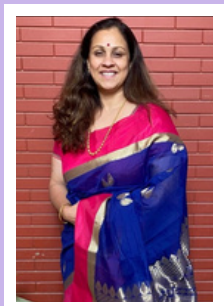
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COMASCENT TEAM 2022-23

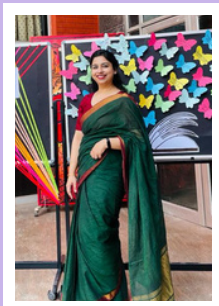
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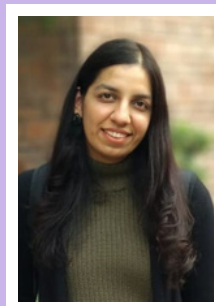
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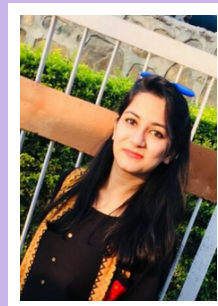
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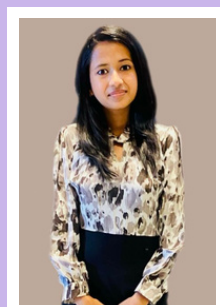
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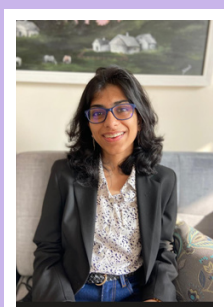
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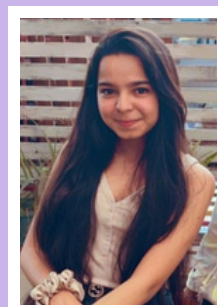
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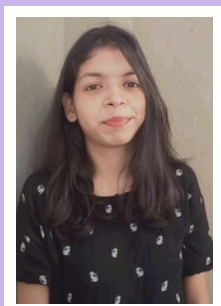
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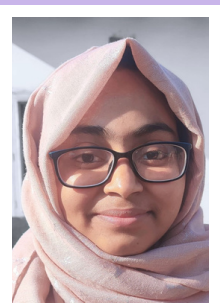
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FROM THE PRINCIPAL'S DESK



At the outset, I wish the Comascent team a heartiest congratulations on this wonderful endeavour to create a platform for the exchange of ideas and an expression of their creativity. This initiative is credible evidence of how the learnings in the classroom are extended to application-based understanding for enhancing skills of entrepreneurship and marketing.

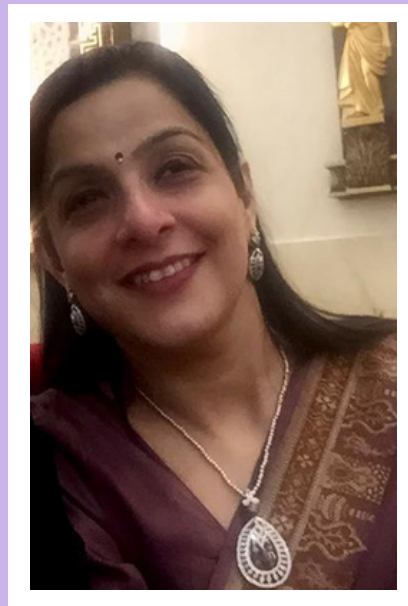
Gargi College is immensely proud of such spirited endeavours of sharing ideas that enhance the opportunities for placement and make our students future-ready. Looking at the global trends and the increasing numbers of millionaires in our country there is no denying that a gender imbalance still exists. I am confident that you will continue to flourish and create meaningful wealth that brings a change for the betterment of all of us and in turn contribute to society from all that you learned at Gargi during your undergraduate years.

We live in a digitally connected world and there is enough room for those whose ideas outshine and make a difference by their uniqueness and relevance to the global community. I know you will contribute in a way that makes Gargi college's name shine with pride for all years to come.

Looking forward to reading Comascent and also the upcoming issues.
Best wishes in all your endeavours.

Prof (Dr.) Sangeeta Bhatia
Acting Principal

MESSAGE FROM TEACHER-IN-CHARGE



A simple glance of the 21st edition of COMASCENT, the bi-annual magazine of the Department of Commerce, showcases the magazine's editorial team's ingenuity. As I scroll through the first edition of the magazine for the academic year 2022-23, on the topic “Entrepreneurial Spirit : Revitalised with Digitalisation”, I realise that the corporate competition has intensified as information, communication, and technology have advanced at a rapid pace. As a result, entrepreneurs seeking to compete on a worldwide scale have begun to invest in "digital" competition. Just as the internet enables entrepreneurs to operate all over the world and create possibilities, I am confident that this issue will improve the quality of our judgements and our perception of reality by supplementing our thoughts with the fresh and diverse opinions of our youth.

I am elated to read the reports on the different contests, academic and non-academic activities, and other initiatives that were taken under the department's umbrella in the previous year. These publications have always unveiled the immense potential of our students.

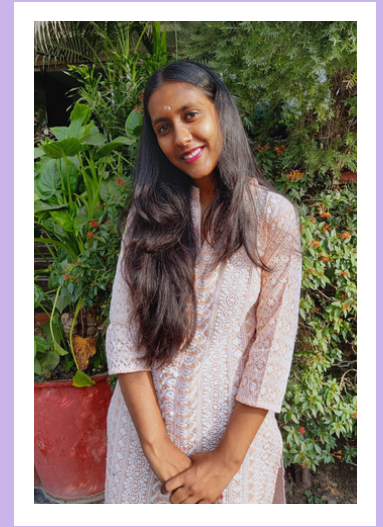
I extend my congratulations to the editorial team and collaborators for this issue of COMASCENT and I am eagerly looking forward to reading our students' viewpoints on the numerous subjects being addressed.

Dr. Sonali Ahuja Dua
Teacher-In-Charge
Department of Commerce

EDITOR'S NOTE



*“The Law of Win-Win says,
‘Let’s not do it your way or my way; let’s do it the
best way’.”*
- Greg Anderson



Dear Readers,

We are delighted to share issue 21, Volume 1 of the Comascent magazine for the academic session 2022-23. The magazine is centered around the theme : ‘Entrepreneurial Spirit: Revitalised with Digitalisation’. With the digital revolution flourishing in the nation, entrepreneurship has become a rising trend especially among youths. The convenience and speed of internet has helped small businesses in setting up and in managing financial transactions.

The thinkers' column covers various aspects of entrepreneurship, the role of the government in the business sector, the contribution of the digital revolution in boosting entrepreneurship, and the ways in which entrepreneurship is strengthening the economic development of our nation. This issue revolves around the evolution of currency to cryptocurrency which highlights the future of digital currency.

The volume also includes interviews with Professor Promila Kumar, former Principal of Gargi College, and Dr. Sheela Dubey, former Teacher-in-charge of the Department of Commerce. They have shared insights on their memorable experience in college and shared their invaluable advice with our readers.

The Comascent Team conducted a survey on “Digital Payments”, to assess the use of various digital modes of payment by the students and their awareness about the same. The issue has covered in detail department activities as well as book and movie reviews, terminology and crossword.

We are grateful to our mentors for their advice and constant support. We thank our talented art team for bringing out the essence of Comascent through their extraordinary artwork and our editorial team for their insightful articles.

We welcome your valuable suggestions for the forthcoming issues. Write to us at gargi.comascent@gmail.com.

Happy reading!

Nandini Sharma, Tripti Bansal
Editor

IN CONVERSATION WITH... PROF. PROMILA KUMAR



“A true leader instills in their people a hope for success and a belief in themselves”

The former Principal of Gargi College, Prof. Promila Kumar is a true image of a good leader. Her optimism and dedication to work are clearly portrayed in the outstanding performance of the institution in the past years. With the belief in “always being true to oneself”, she instills an idea of individuality and courage among the faculty and students of Gargi. Being a mathematician, she has an analytical and logical perspective on life. Prof. Promila has encouraged many students to broaden their horizons and let go of their fear of mathematics through various initiatives during her tenure. We present excerpts from her interview.

Q. You were with Gargi College for a long time. How does it feel to finally get a break from work?

It is always nice to be with the young crowd, but yes, life has been too hectic for the past few years; in fact, for the past many years and having a break from that life and the pressure that came with it, is blissful. Now, I sit at home and relax. (Any hobbies that you’ve taken up?) You’d be surprised to know my hobby is stitching. I’ve loved stitching since childhood, but till now, I didn’t get time to devote to that hobby, but now I’m looking forward to upgrading that skill. I’ve also started learning a new art technique these days called Zentangle. I also have more family time; I’m thoroughly enjoying it.

Q. During your journey in Gargi, were you a part of any society?

I was fervently involved during my journey in Gargi. I joined the college in 1983. In the initial few years, I was not very active; since that was the beginning of my family, and moreover, when you start teaching, you spend more time planning your lectures and preparing for them. But afterwards, I worked in almost all societies. Especially after 2000, I was actively involved; I was the Proctor for many years and then the Student Advisor as well.

The B.A. Programme Association, *Navdrishti*, was my initiative as they were students from different disciplines who always felt left out. I used to teach them mathematics and saw that restlessness in them. With their demands and my initiative, it came out wonderfully despite some resistance. They did very well and can you believe that for three consecutive years, the union president was from B.A. Programme! Even now, they’re thriving.

Q. What is one thing in your opinion that makes Gargi different from other colleges of University of Delhi?

One thing is the cultural and non-cultural societies in the college, their performance has been wonderful throughout the years. The second thing is, the research at the undergraduate level at Gargi is very good. If you compare it with other colleges, we are publishing our papers in international journals and winning awards; which takes Gargi a step forward from other colleges. Additionally, I feel that the aura in Gargi is very positive. Whosoever comes here, we accept that person the way they are and make them a part of our family.

Q. We read that you curated an add-on course on Vedic Mathematics making Gargi College one of the first to do so. What was the idea behind introducing this course?

My subject is Mathematics, so from my childhood, I've liked learning little tricks (like number games, and riddles), so I always tried to find the logic behind them. I started making my own games and started asking people questions, then I got a book as a gift, *Trachtenberg System of Mathematics*, which has all these tricks and techniques. After that, I read a book about Vedic Mathematics. It tells you many things that make the subject very interesting. So, I introduced this course to develop an interest in the students, especially those who are preparing themselves for competitive exams. We had experts coming from outside also, and it became very popular; we had various students from commerce and even science enrolling for it. Otherwise, also, knowledge of Vedic Mathematics helps you in your daily life as well.

Q. You contributed a chapter in the book, 'Quest for Excellence', called "Reigning in the Mathematical Demon". Could you share your experience while writing it?

This is about how to fight the fear of Mathematics. (So, how did you inculcate that? How are we fighting mathematics?) *laughs* Well, first you start loving it. Do lots of practice; there's only one trick in mathematics, practice, practice, and practice. Once you start practicing, you actually start liking it, and then there will be no fear. One of my teachers in graduation, we used to have to prove theorems, he would write them on the blackboard and say, 'look, such a beautiful theorem!'. We used to laugh because obviously, a mathematical theorem and beautiful! Impossible. But gradually, I realized the beauty in that theorem and even found beauty in the results. Anything in mathematics, any term, has a meaning associated with it. If you understand the meaning, you'll see the beauty of it all.

Q. As a principal, you had to keep the interests of various groups of people in mind while making decisions. How did you balance it?

Whenever we are making decisions obviously we have to take care of all the stakeholders. Along with that, we have to abide by the rules. Maintaining that balance is a challenge always, every day is a challenge. By the grace of God, I could do that. People also think that I could balance things. Keeping everybody happy was not easy and we actually can't. Just be truthful and you will get real strength.

Q. The last couple of years were quite turbulent, to say the least; with the unprecedented circumstances, the sudden transition to online mode of learning, and then later to offline mode again. What was this experience like for you, as the principal?

For me, it was not an off at all. Instead of 5 days, I was working 6 days a week. Everything was online and the university was asking for tons of data. Although students and teachers were not in the college, I was there, in the office every day managing all those things and making all the arrangements, sanitizing the whole college, and getting wifi connections when it finally reopened. But the plus point is I was residing here. So I took that as an opportunity. I managed the college website and uploaded all the necessary data. I was never idle during that time. Since the canteen was not operating during that time while the staff was working so I used to invite them home, make tea, and dinner for them. It was good learning and interaction.

(How did you feel when the college finally reopened?) That was wonderful. Initially, it took some time to bring it along the same lines because the building needed maintenance as teachers and students were not coming. The decision for reopening was made all of a sudden and we were barely given five-six days whereas we were expecting we'd get at least one month's notice so it was a big task but it was good to see all the young faces after so long.

Q. What kept you steadfast on the path of always upholding the values and motto of Gargi?

I believe in the truth. Initially, when I joined as a Principal, it took a few months for people to understand this. I said that on day one; 'if something is legitimate- I will do it'. If you ask me to do something which is not correct- I will not, and nothing would change my decision. And then they realized within six months that if I say I will do this in a month, I will. You see there's politics everywhere, but I'll do the legitimate thing no matter what. I think it is good for me and others as it clarifies what I'm supposed to do.

Q. What is the one motto you would like students of Gargi to follow throughout their lives?

I will just say one thing, although it's very difficult. Be truthful to yourself, and others, and that will give you a lot of strength. Do whatever you think is right. What your instinct says is right, is right. Don't just do things to please others. Whatever gives you strength, gives your soul more power, do that. Don't rely on other peoples' opinions, make your own opinion, just be truthful and you will get real strength.

**Garima Grover, Aarushi Khanna, Agrima Kumar Rajvanshi
B.Com. (H) 3rd Year, B.Com. (H) 2nd Year, B.Com. (H) 2nd Year**

IN CONVERSATION WITH...

DR. SHEELA DUBEY



"Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others."

Dr. Sheela Dubey, former Teacher-In-Charge of the Department of Commerce is a true depiction of a person with a dynamic profile. She has contributed more than 22 years of her career with utmost dedication and commitment to Gargi College. Her love for teaching Marketing can be seen in her work. She encourages students to not limit themselves to a particular path and excel in every field. She is the founding member of The Marketing Society and Enactus. Leadership is a true aspect of her personality. We present excerpts from her interview.

Q. How was your experience in Gargi?

In brief, I would say being a part of Gargi was a wholesome learning experience in its entirety. It has been more than 22 memorable years within the red walls. This journey gave me a lot of opportunities and reasons to learn and grow. My students gave me immense respect and affection and I hope I gave them as much as I could and maybe more than that.

Q. In your journey in Gargi, you were part of different societies. Can you share your experience with us?

One can say I was part of almost all activities. In fact, I took Comascent from a newsletter to a magazine. I started the Marketing Society, Enactus. To name a few others, I was part of Glass Eye, Pathfinder Committee, Library Committee, and Placement Cell. (Any society which is very close to your heart?) Well, all societies mean a lot to me but Enactus is especially close to my heart. I worked very hard during my time in Enactus, taking on a lot of outreach programs. Even after leaving all that behind, I am still connected to three NGOs. The happiness and satisfaction you feel after making even just a little difference in someone's life are unmatched.

Q. Ma'am, we have read the book co-authored by Dr. Payal Jain and you on the topic of Collective Bargaining and Negotiation. We would like to know what was the idea behind it.

This course is very new at Delhi University. While it was being introduced, I was made the course coordinator for framing the syllabus and providing the course material. While coming up with suggested readings for the course, I thought of coming up with a book myself. This was the idea behind it.

Q. What do you like the most while interacting with the young minds of the college?

It was always challenging yet exciting to talk with the young students. It was majorly learning. If a student comes and asks us a question, we are also encouraged to think and answer them back. It was dynamic to deal with young adults. But all interactions were full of positivity. It also helps us to feel young *laughs*.

Q. How do you feel after your retirement? How is your life different before and after it?

I feel relaxed. I feel satisfied that I did my job well. I gave everything to my students and I hope they feel the same. The initial weeks after leaving were hard. I had the habit of waking up every day and going to college and then spending my day there. Suddenly, it was no longer the case; and my schedule changed entirely. But you have to finish what you started. Now, I have time for myself. I have a terrace garden. I've picked up gardening; go gyming and have also joined dance and swimming classes. I have traveling plans for the coming months. I have time to spend with my family and look after them. All this might help me with distracting myself from college.

Q. What are your future plans?

I want to learn more and more. I really love to share my knowledge and learning with others also. I want to enjoy my life as it is now. Aside from having time to spend with my family and pursuing my interests, I'm looking to start a venture of my own- a coffee shop-cum-bookstore. It's still in development, let's see how it goes. I also have research projects with an institution.

Q. What advice would you like to give to our readers?

My advice would be to push yourself and be an achiever. Aim for the sky as the sky's the limit. Do not have a fixed path or a fixed role in life. Look beyond what is visible, then only you can think out of the box and stand among the crowd. Challenge yourself every day to be better than the previous day.

**Nandini Sharma, Tripti Bansal
B.Com. (H) 3rd Year, B.Com. 3rd Year**

DIGITAL PAYMENTS: A SURVEY

The Comascent Team conducted an online survey on the topic 'Digital Payments'. The study aims to assess the use of digital payment methods and to gauge the perception of students on the most popular modes of payments, their benefits, and their challenges. The survey is based on primary data which was collected online through Google Forms from students belonging to all courses of Gargi College, University of Delhi.

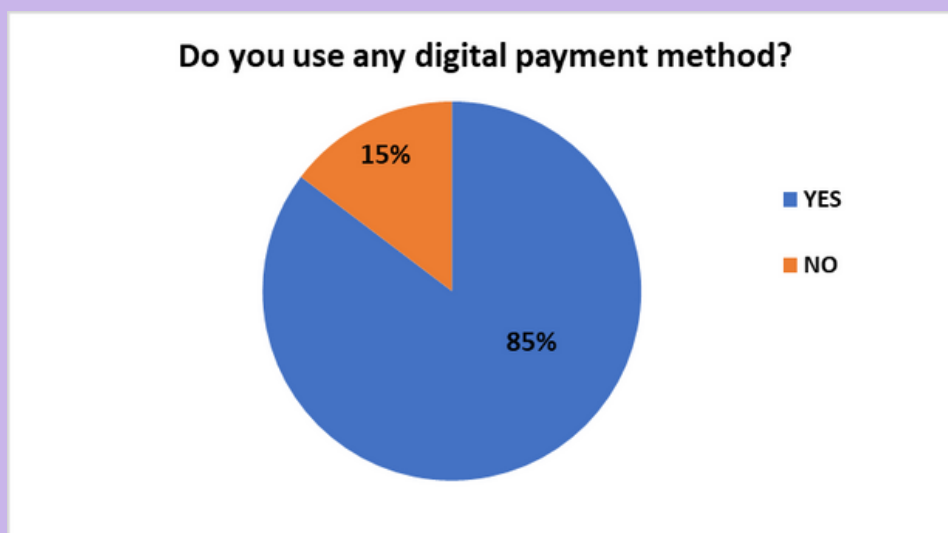
The survey consists of three sections-

- Section I determines how many respondents use digital payment methods.
- Section II is specifically for those respondents who use digital payment methods to understand their usage patterns and experiences.
- Section III consists questions for the respondents who do not use digital payment methods. This section has been included to comprehend their reasons for the same.

The following analysis is the insights gathered based on the 160 responses received from students belonging to all courses of Gargi College, University of Delhi.

SECTION I

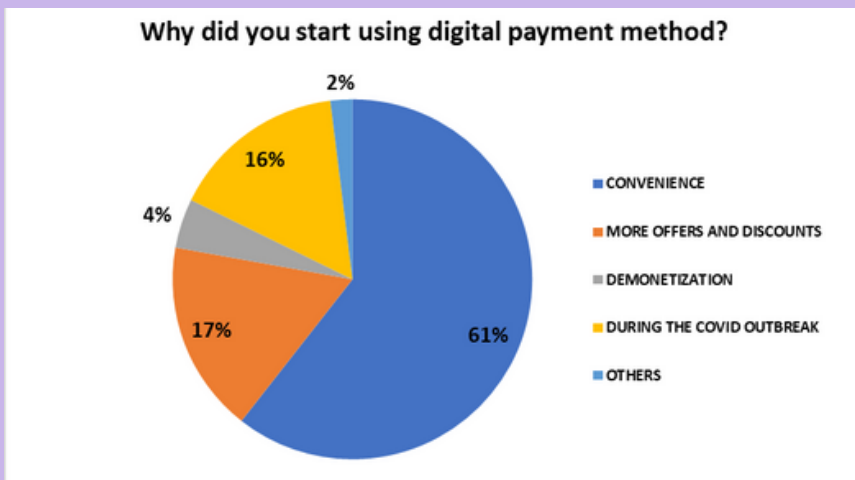
This section aims to look at the number of respondents using/not using digital payment methods.



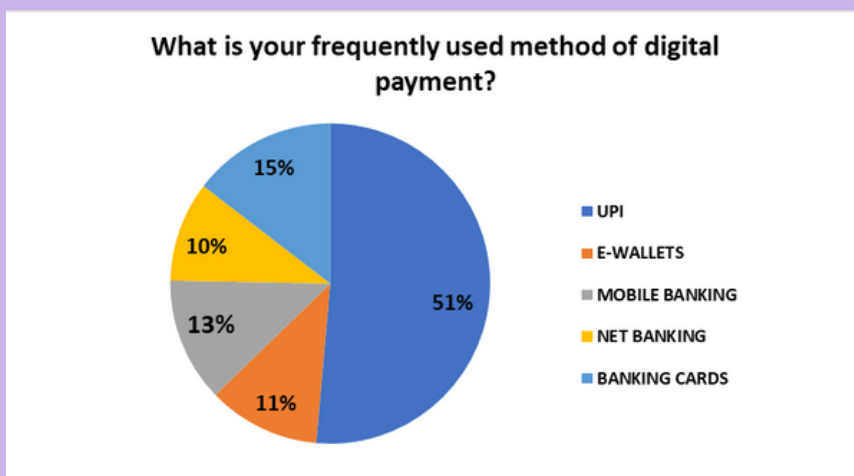
- 85% (136 students) of the respondents use the digital payment methods, whereas, the remaining 15% (24 students) do not use digital payment methods in order to carry out their transactions.

SECTION II

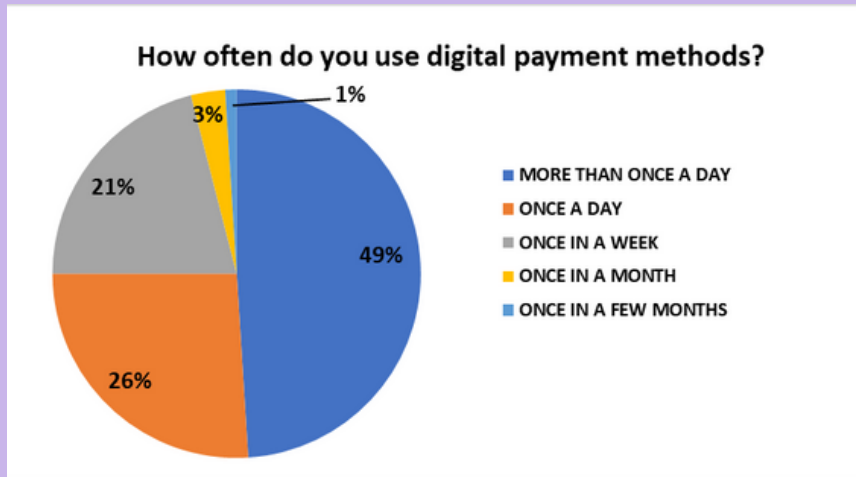
This section is specifically for those respondents who use digital payment methods. It analyses their experiences with its use, and their opinions on its benefits and challenges. A total number of 136 responses were received under this section.



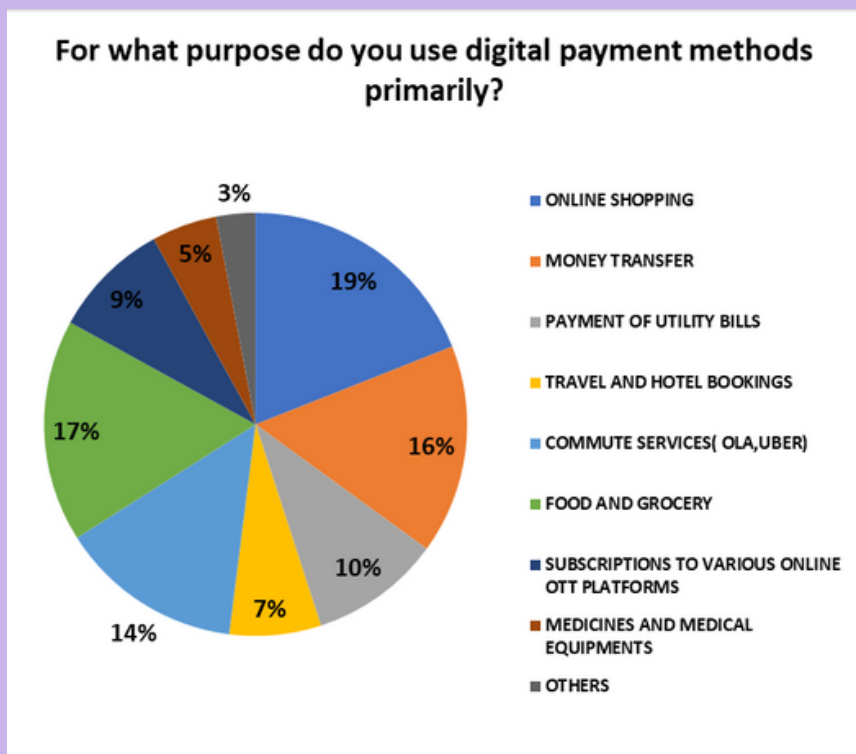
- 61% of the respondents started using the digital payment method because it is more convenient, and 17% because of the offers and discounts that one can avail while making digital transactions.
- 4% of the respondents started using digital payment methods because of demonetization, 16% in order to carry on contactless payment during the Covid outbreak, and the remaining 2% to contribute to a 'cashless economy'.



- The most preferred method for the majority of the respondents i.e. 51% is UPI, while 15% use Banking Cards and Mobile Banking, E-Wallets, Net Banking are used by 13%, 11% and 10% respectively.

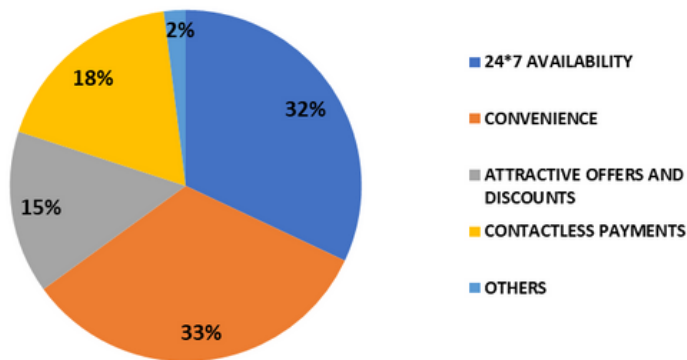


- Almost half of the respondents i.e. 49% use digital payments more than once a day, and 26% use them once a day. It shows an increasing number of digital payments among youth.
- 21% transact digitally once a week, whereas 3% transact once a month only.
- 1% are using digital payments once in a few months.



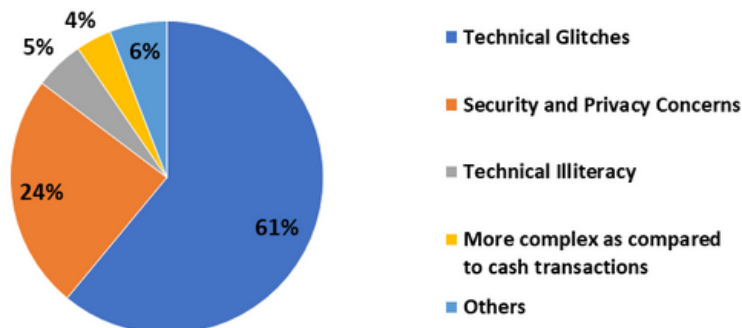
- 19% of the respondents use digital payment methods to shop online (Apparels, Books, Cosmetics, etc), while 17% transact digitally for food services and groceries (Swiggy, Zomato, etc.), and 16% use for money transfers.
- 14% of them use digital payment methods for commuting services (Ola, Uber, metro cards) while 10% and 9% use it to pay utility bills and subscriptions to OTT Platforms respectively.

What are the benefits of using digital payment?



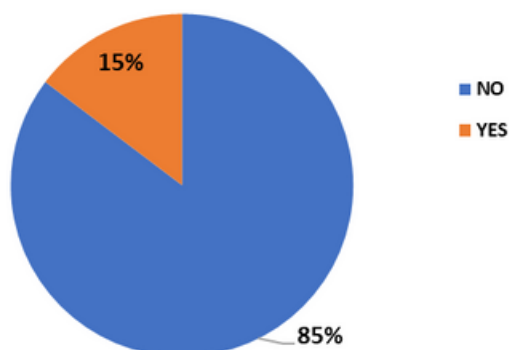
- 32% of the respondents prefer transacting digitally due to 24*7 availability, and 33% use digital payments as it is convenient (anywhere, anyone, anytime).
- 15% pay digitally to avail more offers and discounts whereas 18% use it for contactless payments which is not possible in cash payments.
- 2% use digital payments because of other reasons that are written records, no burden to carry cash, less risk, etc.

What, according to you, is the biggest challenge that you face while using digital payment methods ?

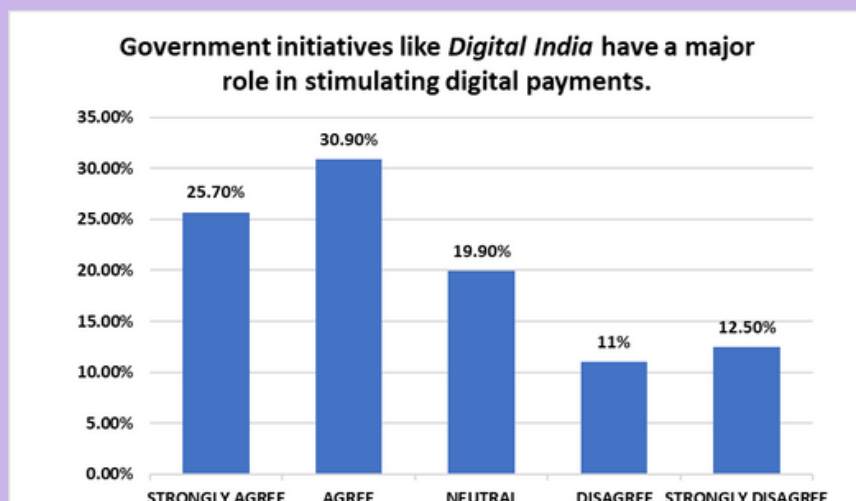
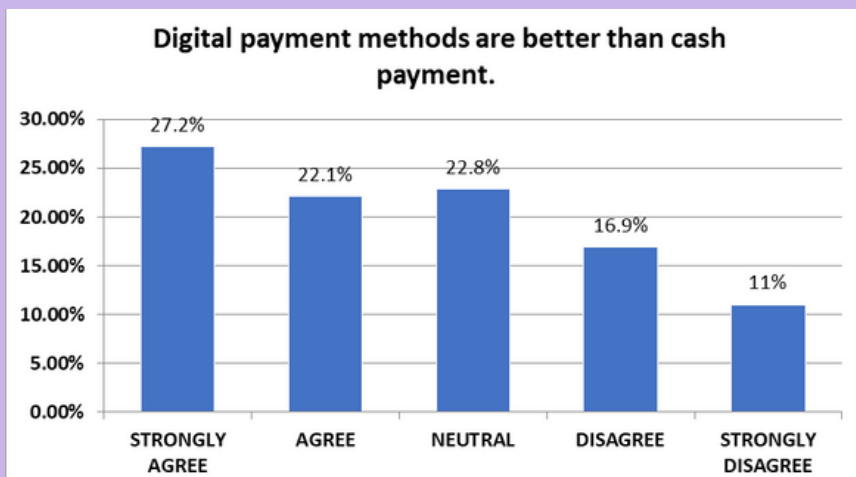
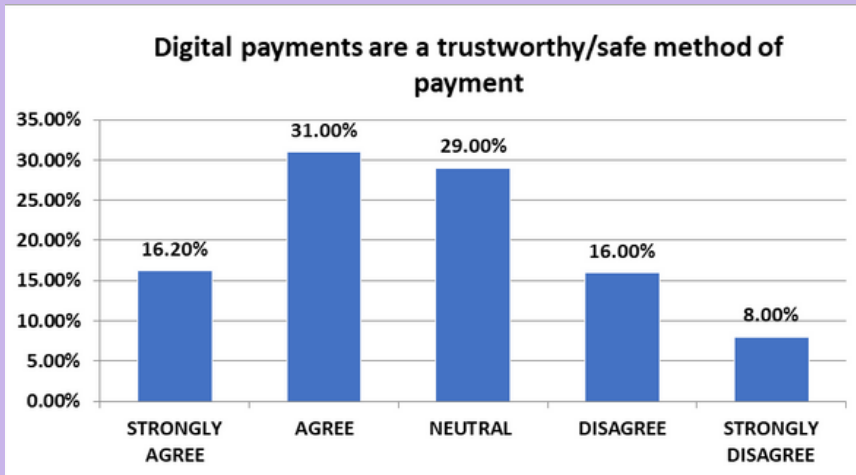


- The biggest challenge faced by the respondents while using digital payment methods were 'technical glitches' (61%) and 'security and privacy' reasons (24%).
- 6% faced other challenges such as apprehension to adopt digital payment means.

Have you ever been a victim of digital payments frauds?



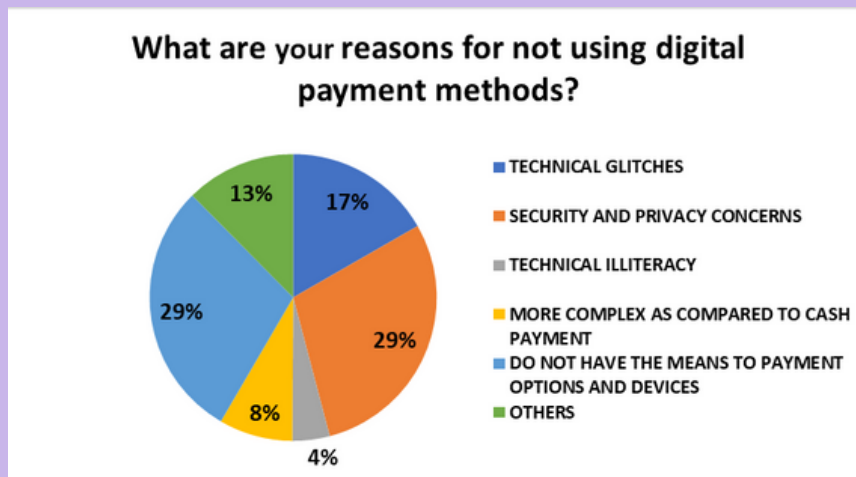
- 85% have not fallen victim to any digital payment fraud. This shows the level of cautiousness among the respondents.
- 15% of respondents have reported being victims of such online fraud.



- 31% agree on the fact that digital payments are a trustworthy method of payment.
- 29% of students stand neutral on this matter.
- 24% (16% disagree while 8% strongly disagree) of respondents do not agree that digital payments are a safer method of payment.
- The majority of the respondents (27% strongly agree while 22% agree) are of the opinion that digital payment methods are better than cash payments.
- 23% of respondents do not have a strong opinion on this matter.
- However, 28% of the respondents (17% disagree while 11% strongly disagree) do not consider that digital payments are better than cash payments.
- 57% (26% strongly agree while 31% agree) of the respondents are of the opinion that government initiatives stimulate the use of digital payments in India.
- On the other hand, 23% (11% disagree while 12% strongly agree) consider that government initiatives do not stimulate digital payments.
- 1/5th i.e., 20% of respondents stand neutral with respect to government initiatives.

SECTION III

This section consists of respondents who do not use digital payment methods. It is aimed at trying to understand the reasons behind the respondents not having adopted digital payment methods. A total of 24 responses were received for this section.



- The two main reasons for not using digital payment methods among these respondents are security concerns or lack of payment options/devices for them (29% each), which is a fair point considering the increasing fraud cases being reported worldwide and the issue of the limited digital reach.
- 4% of respondents are not very aware with respect to the access to/usage of digital payments while 8% feel it is way more complex than an exchange of cash between parties.

CONCLUSION

- It is observed that the majority of students use digital payment methods.
- Digital payment methods are preferable over cash payments due to the convenience, ease of contactless payments, and 24*7 availability.
- Most of the respondents use digital payment methods daily.
- UPI and Banking cards are the two most popular means of online payments among youth.
- Students mainly use digital payments for shopping, ordering food, and money transfers.
- Though the present generation is known to be technically and digitally aware, some still face issues like technical glitches and security and privacy concerns in digital payment processes.
- Interestingly, out of the two groups that were surveyed (students who use and those who do not use digital payment methods), the challenges faced by the former group and the reasons why the latter does not use digital payments overlap i.e. technical glitches and security concerns.

Sidra Hasan, B.Com. 3rd Year,

Aarushi Khanna, Ayushi Arora, Jahnvi Grampurohit, B.Com. (H) 2nd Year

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INNOVATION: BACKBONE OF ATMANIRBHAR BHARAT

“If there are challenges thrown across, then some interesting, innovative solutions are found. Without challenges, the tendency is to go on the same way”

-By Ratan N.Tata

"Entrepreneurship is the engine fueling innovation, employment generation, and economic growth." Innovation is an important driving force in success and development of an economy. An innovative entrepreneur is one who has the ability to come up with new and different ideas. It not only enhances the creativity and thinking process of an individual but also helps in making a nation self-reliant by creating more job opportunities. By being innovative and creative, entrepreneurs can attain huge success in the market. They can open the doors for various opportunities along with keeping up with the current market demands and trends.

Warren Buffett has said, “Someone is sitting in the shade today because someone planted a tree a long time ago” which is a great phrase to illustrate that everything starts from scratch. No entrepreneur becomes successful in one night, it takes a lot of hardwork, dedication, and sleepless nights to reach those greater heights. Big corporations employ millions of youth in this country, and many of these corporations were also startups back when they began their journey. We are all well aware of the success stories of Nykaa, Swiggy, Mamaearth, Zomato, Ola Cabs, Paytm, etc., who began with a humble background and emerged as a roaring success.

To support the budding entrepreneurs in India and to fulfill the vision of making our country independent and self-reliant, our honourable Prime Minister launched a mission called “AtmaNirbhar Bharat Abhiyan”. It was launched on 13th May, 2020 with an economic package of INR 20 lakh crore. This initiative was introduced with an aim of developing India into a global supply chain hub and to enter the global market as an exporter of various goods.

The initiative also intends to identify the potential and skills among the entrepreneurs and to train them so as to help them achieve their goals and earn a livelihood. The Abhiyan also aims to boost the overall economic development of the country.



Gunjan
B.Com. (H) 3rd Year

ENTREPRENEURSHIP AND YOUTH

“We cannot always build the future for our youth, but we can build our youth for the future.”

- Franklin D. Roosevelt

Youth plays a pivotal role in the entrepreneurial development of any country. Starting entrepreneurship at a young age allows an individual to acquire knowledge and skills which include problem-solving skills, teamwork, building connections, and many more.

Over a few decades, a lot of things have evolved. The striking fact is the part played by young entrepreneurs. The perspective and attitude of teenagers regarding entrepreneurship have changed. Due to the introduction of the Internet, we now have access to a lot of business options. The zeal to start something new and to be their own boss gives youth entrepreneurs an excellent opportunity to excel in their respective fields. Entrepreneurship enables people to put their skills to use in establishing their own business.

The Ministry for Skill Development and Entrepreneurship was established on 9th November, 2014 by our Honorable Prime Minister, Shri Narendra Modi to empower youth to become self-employed as well as to provide employment to others. The National Entrepreneurship Awards were also launched by the Ministry in 2016 to honor outstanding young entrepreneurs and individuals dedicated to the promotion of entrepreneurship. Some of the schemes initiated by the Government include Multiplier Grant Schemes (MGS), the Start-up India initiative and also the eBiz portal.

“Young entrepreneurs got creative during the pandemic” (CNBC, 2021). Though the Covid-19 outbreak affected many entrepreneurs adversely, some people still got the opportunity to think and get creative during the lockdown. People got a chance to think out of the box. All thanks to digital technologies, the young experts excelled in their fields of operations. A study conducted by EY in 2021 found that more than half of Gen Zs expressed their desire to start their businesses in the next few years.



Role of Youth Entrepreneurship in the development and growth of nation:

- **Entrepreneurship among youth helps in combating unemployment by creating more job opportunities.**
- **It brings social change as it results in improved standards of living.**
- **Personality development is a major benefit of starting one's own business. As an individual, one can be self-reliant and independent, which leads to more creativity.**
- **Youth entrepreneurship contributes to the economic growth of a country by stimulation of innovations and creation of jobs opportunities.**

As every big step comes with teething problems, so is the case with every new venture. New entrepreneurs find it difficult to arrange funds for their startups. Insufficient personal finances and investments make it even more challenging for young people to try new options. There can also be situations where uncertainty is faced by the young entrepreneurs such as marketing, finance and labor issues. Other issues include lack of knowledge with respect to customers' needs and requirements, sound business plans and practices. A new startup can find it difficult to attract customers in the market due to the lack of experience.

It is imperative for the entrepreneurs to be watchful of the situations that they are in. It is important to evolve ways and means to tide over the situation and strive to excel in the given circumstances.

Jahnvi Grampurohit
B.Com. (H) 2nd Year



SMALL BUSINESS: BE THE COVER PAGE OF YOUR OWN MAGAZINE

“Risk more than others think is safe. Dream more than others think is practical”

*-Howard Schultz
CEO of Starbucks*

Have you ever dreamt of being your own boss? And to be financially independent? What if I tell you that this dream is not just a dream? It's entirely possible.

Initiating a small business is a one-stop option for you all. Small businesses are privately owned businesses that need less capital, equipment, workforce and investment in order to carry out operations. The number of small businesses in India is estimated to be 42.50 million, registered and unregistered combined (<https://www.evoma.com/>). Small businesses have been crucial in gaining financial independence among people. People choosing to operate their own businesses as freelancers or part-time employees has immensely increased to about 40% of India's workforce (<https://www.evoma.com/>).

It is imperative to have a good platform to showcase the products and services offered by an entrepreneur. Online applications such as WhatsApp, Instagram and LinkedIn play a major role in attracting customers from around the world. You need not be a graphic designer, a basic knowledge of composing an email, text message or social media post will be sufficient enough to help you out in reaching your target audience. The idea of running your own business brings in a certain amount of fear and worry among many people. There are lots of things to be concerned about, from hiring good employees to defending yourself in court if you find yourself in a lawsuit. Everything has its own boons and banes.

The digital mode of payments have made transactions easy for small business owners. Online payments are becoming more prevalent and convenient for small businesses. With increased security measures, faster speeds and lower transaction fees, it's an easy decision for many entrepreneurs to give up their old payment system. An online store allows customers to use user-friendly digital payment options like Paytm and GPay. With digital advancement, electronic payment systems have also evolved in its own significant way. With these benefits, it becomes crucial for small business owners to take advantage of these opportunities in order to grow in terms of customer base and profits.



RAAS TO BOOST YOUR SMALL BUSINESS

Re-use re-cycled material

Reuse recycled paper stock for printing and packaging with a message, "environment-friendly" stamped on it.

Affirm relevance

Deliver products and services relevant to visuals and content posted for your target market.

Advertise elsewhere

Try to look for other great avenues like putting up stalls for exhibitions and collaborations with official pages on online platforms like Facebook and Instagram.

Save to reinvest

Reinvest the generated revenue back into the business to carry out daily operations.

Achieving client's trust in order to retain a good customer base and earn sufficient profit is the key to success. Owning your business can expose your insecurities to yourself only while you try to hone your capabilities and skills simultaneously.

*"The true sense of small business is to start small but expand and diversify till infinity.
The main business behind every business is to build relationships."*

- Sidra Hasan

Sidra Hasan
B.Com. 3rd Year



BLOCKCHAIN: INNOVATION OF FINTECH

The term fintech which stands for financial technology, might seem like a recent development in the gamut of digitalization. Even though the term still remains foreign to some, the concept has been instilled in our daily lives. Every single form of technical innovation in the field of finance starting from net banking to crypto currency is fintech. One such recent breakthrough that has completely redefined fintech has been the emergence of blockchain technology. The most common problem faced by customers with handling money online has been the weak system security. The hard earned money of people isn't absolutely safe on the internet even after strict regulations by the authorities. This has led to distrust with respect to financial and entire global banking system among people. Many people have been a victim of cyber crimes and lost huge amounts of money due to system hacking. This is where blockchain technology comes to aid.

Blockchain is a system of storing information in such a format which makes it nearly impossible to hack the system due to advanced data encryption. An extremely well known example of a blockchain system is Bitcoin. Bitcoin is a digitally traded currency. It is independent of central bank regulations because Blockchain technology allows for decentralized transactions without the involvement of a government entity or other third-party regulatory organization. The technical aspect of blockchain and its working might be a little confusing. However, the concept isn't that tricky to get a grasp of. In a blockchain system, the transactions are recorded, duplicated and distributed across a network of computer systems on the blockchain and each block contains a number of transactions. Any new transaction on one block will be recorded in all others. Hence, making any hacking attempt extremely apparent.

However, even though blockchain has contributed majorly towards fintech innovation, it has some challenges to face. The most apparent drawback of this technological system is technical support. This system requires advanced technology, higher energy consumption and skilled engineers to function smoothly thus, making it less affordable. Additionally, the most concerning problem with blockchain is limited scalability. Due to the fixed capacity of each block for storing information, only a couple of transactions can be stored at once.

The concept of blockchain has its pros and cons but both sides are equally debatable. There is no doubt blockchain has been the most innovative and efficient technological advancement especially in the field of finance. However, it is evident that the scope for improvement of the technology exists greatly. The emergence of blockchain has clearly opened a new door for innovation in fintech and made the concept of cashless economies more attainable and realistic. Without a doubt, working towards betterment of this technology would result in more efficiency in the finance sector in the coming years.



Agrima Kumar Rajvanshi
B.Com. (H) 2nd Year

CRYPTOCURRENCY: HERE TO STAY?

One might say 2021 was the year of cryptocurrency, considering various influential figures from Elon Musk to Kim Kardashian- all talking about it, a boom in investments, bullish trends, and viral memes. El Salvador even made Bitcoin its legal tender. However, it has also suffered a rather intense collapse recently, with prices hitting record lows and investors suffering severe losses. Yet, crypto-loyalists remain hopeful regarding its future; despite the high risk involved.

Now, before we get too deeply into its prospects- let's first have a brief look at what cryptocurrency is. The Forbes Advisor defines cryptocurrency as "decentralized digital money that is based on blockchain technology and secured by cryptography". There is no regulating authority for it; all the transactions take place via a decentralized system (blockchains). It started with the founding of Bitcoin in 2009 (which has become virtually synonymous with the term cryptocurrency, despite thousands more coming up in the arena). The crypto market has come to be characterized by uncertainty and unpredictability, lack of security, and extreme volatility. Some other issues that plague the crypto industry are:- the lack of grievance redressal forums, lack of scalability, and the boatload of myths and misinformation surrounding it. Nevertheless, it remains an immensely popular avenue for investments due to the potential for higher profits and seems to be here to stay. Here are some trends we may see emerge in the following years concerning cryptocurrency:

EXPANSION OF PORTFOLIOS TO INCLUDE AN ASSET CLASS FOR CRYPTO

Increasing investments in crypto are bound to expand the investors' portfolios. In the coming years, a separate class of assets may come to be dedicated to it.

THE EMERGENCE OF CRYPTO BANKS

Crypto banks cater to crypto users and offer related services- not to be mistaken for Crypto-friendly banks that conduct traditional banking while offering some crypto-related services on the side. With its growing popularity and more investment booms, chances are most people would own crypto assets in the next few decades- leading to such banks emerging.



ADOPTION OF CRYPTO-FRIENDLY REGULATIONS BY GOVERNMENTS

Crypto-friendly regulations are already taking root worldwide; countries like El Salvador and The Central African Republic have adopted Bitcoin as legal tender (albeit with limited success).

In the budget for FY 2022-23, India announced a flat 30% tax on any gains from cryptocurrency though it remains unregulated. We can expect the government to continue to attempt to adopt more crypto-friendly policies- for example, the Central Bank Digital Currency (CBDC) introduced by the RBI. Such steps could prove a significant step forward in the Digital India campaign.

INSTITUTIONAL ADOPTION OF CRYPTOCURRENCIES

Unsurprisingly, Tesla is one company that accepts payments in Dogecoin aside from traditional payment methods. Now- we are still pretty far from the day we pay for, say, groceries with Bitcoin- but it does seem possible at some point. The transition has already begun, as is with the case of Frustrated Dropout, a Bengaluru-based tea stall (founded by a disgruntled crypto investor after the April 2021 market crash), which accepts payments in cryptocurrency. This unique idea has earned the internet's fascination; and given a ray of hope for the future of cryptocurrency in India, too.

What comes of such predictions, however, is yet to be seen. But one thing is for sure, the future of cryptocurrency is full of potential and is certainly something to look forward to.

Aarushi Khanna
B.Com. (H) 2nd Year



पैसे का सफर: मुद्रा से क्रिप्टो मुद्रा तक

मुद्रा का प्रचलन कब शुरू हुआ? यह वास्तव में एक दिलचस्प सवाल है। पैसे की यात्रा मानव इतिहास में सबसे रोमांचक यात्राओं में से एक है। पूरे इतिहास में, धन का उपयोग और रूप दोनों विकसित हुए हैं। मुद्रा का विनिमय के माध्यम के रूप में परिचय, मानव जाति के महान आविष्कारों में से एक है।

मनुष्य ने वस्तु विनिमय के माध्यम से पहले यह सीखा कि कैसे एक ज़रूरी वस्तु को पाने के लिए आपको अपनी दूसरी ज़रूरी वस्तुओं को देना होता है। वस्तुओं का आदान-प्रदान आदिम परंपरा है जो मुद्रा के विचार का बीज बन जाती है। इसने मनुष्यों को एक ऐसी प्रणाली विकसित करने का आधार दिया, जिस पर आज की आधुनिक मुद्रा प्रणाली टिकी हुई है। मुद्रा के पहले साक्ष्य करीब 1200 ईसापूर्व से मिलने शुरू हुए थे। उस दौर में मनुष्य ने न तो कागज़ का आविष्कार किया था और न ही उसे धातु का उपयोग करके मुद्रा को ढालना आता था।

कागज़ के नोट या वर्तमान मुद्रा का उपयोग कब से शुरू हुआ?

ऐसा माना जाता है कि कागज़ का आविष्कार सबसे पहले चीन में हुआ था। इसलिए यह कहना उपयुक्त होगा, कि कागज़ के नोट का प्रचलन भी पहले वहीं से शुरू हुआ था। झेनझोंग साम्राज्य (जिसने दसवीं शताब्दी में चीन में सबसे पहले राज किया), ने कागज़ के नोट की शुरुआत की। इस पेपर मनी का इस्तेमाल सामान व सेवाएं खरीदने के लिए किया जा सकता था। इस तरह, यह आधुनिक दुनिया में आज मुद्रा की तरह संचालित होता है। कागज़ हल्का होता है और इसे लेकर सफर करना आसान होता है। ऐसे में कागज़ के प्रॉमिसिरी नोट तेज़ी से प्रचलन में आए और धातु की मुद्रा को उन्होंने चलन से बाहर कर दिया।



प्लास्टिक मनी का विकास

आज के युग में कागज़ी मुद्रा को कार्ड द्वारा तेज़ी से प्रतिस्थापित किया जा रहा है। प्लास्टिक मनी डेबिट कार्ड, क्रेडिट कार्ड, एटीएम कार्ड व अन्य प्रकार के कार्ड को संदर्भित करता है। अध्ययन में पाया गया कि आधुनिक समय में लोग नकद के बजाय डेबिट या क्रेडिट कार्ड से भुगतान करना पसंद करते हैं। प्लास्टिक मनी ने हमारे दैनिक जीवन में लेन-देन करना आसान बना दिया है।

मनी वॉलेट

आज के समय में मोबाइल लोगों के जीवन का अहम हिस्सा बन गया है, और इस वजह से डिजिटल मनी का सपना साकार हुआ। आज हम पेटीएम, फोनपे और इसी तरह के अन्य एप्स की मदद से मुद्रा का भुगतान करते हैं और अपने खाते में पैसे मंगाते हैं। इस प्रक्रिया में फिजिकल मनी या कागज़ की मुद्रा की जगह सिर्फ एक आंकड़े का परिवर्तन होता है। इस नई क्रांति ने डिजिटल मुद्रा का मार्ग प्रशस्त किया है, जो भविष्य की मुद्रा का आधार बनेगी।



क्रिप्टो :वर्तमान में मुद्रा का नया रूप

क्रिप्टो एक डिजिटल करेंसी है जिसकी शुरुआत सतोषी नाकामोटो ने 2009 में की थी। क्रिप्टो मुद्रा को अमेरिकी डॉलर, यूरो या जापानी येन जैसी राष्ट्रीय मुद्राओं से अलग बनाने की कुंजी इसकी विकेंद्रीकृत संरचना में निहित है। इस प्रकार की मुद्रा को इसके उपयोगकर्ताओं की इच्छा से नियंत्रित किया जाता है। इसमें उन लोगों का एक बढ़ता हुआ नेटवर्क शामिल है जो स्वेच्छा से क्रिप्टो मुद्रा प्रोटोकॉल के नियमों से सहमत हैं। वर्तमान में दुनिया की सबसे ज़्यादा मूल्यवान और सबसे अधिक लोकप्रिय क्रिप्टो मुद्रा बिटकॉइन है। क्रिप्टो का लेन-देन करने के लिए जिस प्रणाली का इस्तेमाल किया जाता है, वह ब्लॉकचेन कहलाती है। क्रिप्टो मुद्रा कुछ देशों में कानूनी निविदा है, लेकिन भारत में इसे विनियमित करने के लिए केंद्रीय प्राधिकरण नहीं हैं और इसके उपयोग पर पाबन्दी लगाई गई है। कई विशेषज्ञों का मानना है कि उच्च अस्थिरता के कारण क्रिप्टो मुद्रा सुरक्षित नहीं है, इसलिए भारत में लोग क्रिप्टो को मुद्रा के रूप में स्वीकार करने में संदेह कर रहे हैं।

पैसे का इतिहास अभी भी लिखा जा रहा है। विनिमय की प्रणाली जानवरों की खाल की अदला-बदली से सिक्कों को टकसाल करने से लेकर कागज़ के नोट तक विकसित हुई है, और आज हम डिजिटल करेंसी की ओर बढ़ते जा रहे हैं।

Ayushi Arora

B.Com. (H) 2nd Year



TO MY DARLING DAUGHTER



Unroll your wings
And soar across the azure
like a free bird.
So, it's just you, sky
And nobody third

People will judge you anyway
But don't you worry
Their words usually sway

You've got so many pundits around
Why so astonished?
No matter what they say
Just stay so grounded

Be self-assertive
Be strong-willed
So, their pre-emption is killed

Embrace your own pace
Admit your flaws
One day your critics would get up
And Applause

There are no boy or girl things
Don't cling yourself to these
Just fly as you've got beautiful wings

You will always be my darling,
My treasure, my pride
Though not in person
I Will always be right by your side

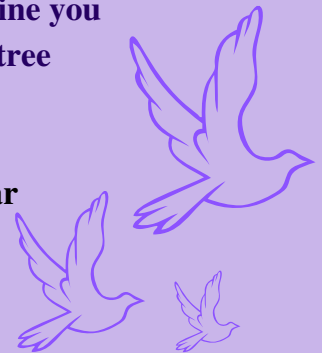


Whenever you feel unescorted
Close your eyes,
Cherish your accomplishments
And everything is sorted

To bring down a bird like you
There fly so many evil kites
You uphold your promise to
yourself
And fight for your rights

Don't ever crown jewel your
victory
Your benevolence will define you
Just like a fruit-laden tree

Garima Grover
B.Com. (H) 3rd Year



देखीं है मैंने खुशियाँ तुलते हुए



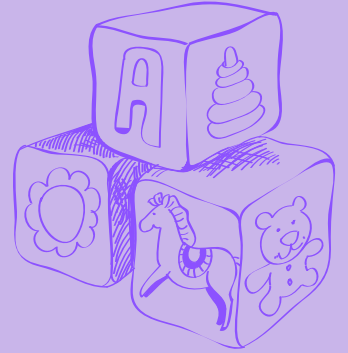
एक तरफ देखा मैंने उनको विद्यालय जाते हुए,
दूसरी ओर देखा मैंने उन्हें काम पे जाते हुए,
देखें हैं मैंने सपने तुलते हुए ।



एक तरफ देखा मैंने उनको खिलौने की चाह रखते हुए,
दूसरी ओर देखा मैंने उन्हें खाना दूढते हुए,
देखा है मैंने बचपन तुलते हुए ।



एक तरफ देखा मैंने उनको नए कपड़े खरीदते हुए,
दूसरी ओर देखा मैंने उन्हें वही कपड़े पहने हुए,
देखें हैं मैंने त्योहार तुलते हुए ।



एक तरफ देखा मैंने उनको बचपन जीते हुए,
दूसरी ओर देखा मैंने उन्हें जिम्मेदारियों से लदे हुए
देखीं है मैंने खुशियाँ तुलते हुए ।

एक तरफ देखा मैंने घर के आँगन में ख़वाब बुनते हुए !
उसी ओर देखा है मैंने माँ के आँचल में उन्हें पूरे होते हुए!!



नंदिनी शर्मा

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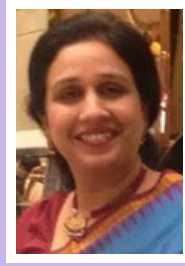
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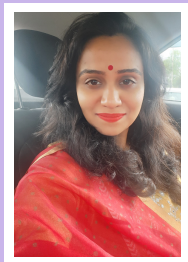


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Faculty Advisors



Ms. Sumant Meena



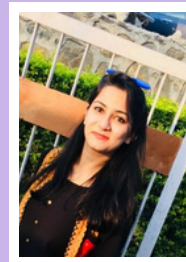
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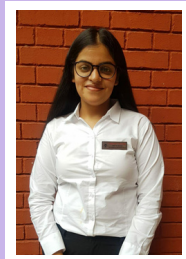


Ms. Isha Chugh

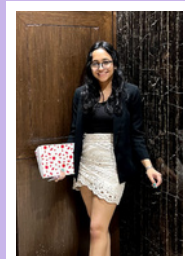


Ms. Iti Verma

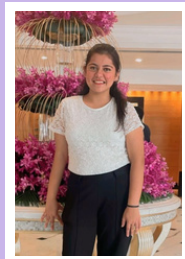
Student Team



Himanshi Chhabra
President



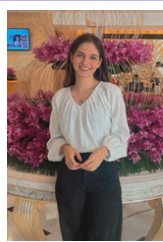
Ananya Kumra
Vice-President



Saaranya Agarwal
General Secretary



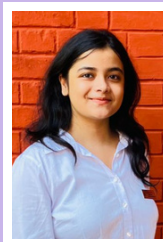
Divyanshi Purohit
Joint Secretary



Juhi Madan
Public Relation Officers



Tripty Wig



Ananya Gupta
Technical Head



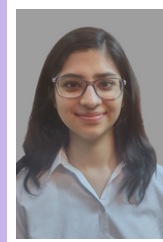
Diwanshi Agarwal
Creative Head



Khushi Garg
Proctor



Riya Choudhary
Treasurer



Deepti Narang
Event Coordinators



Harshita Joshi



Nitika Rawat
Members- Content



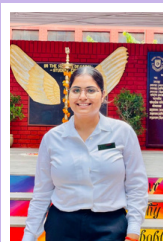
Prerna Rana



Geetika Sharma
Members- Outreach & Collab



Riya Aswani



Kshama Dixit



Sehajpreet Kaur
Members- Design & Technology



Vaibhavi Pant



Vidisha Ghosh
Member- Operations

PRESIDENT'S MESSAGE

Greetings!

With the onset of a new academic session, I marvel at how quickly and smoothly the Department was able to transition from a virtual setup to a physical setup. As we all waded through difficulties, I'm proud to say that the Department worked diligently to provide the best opportunities, practical exposure, and unparalleled experience for the students.

The Department saw a plethora of skill-based opportunities ranging from panel discussions, engaging competitions, and thought-provoking webinars to name a few. We witnessed a remarkable participatory enthusiasm amongst the students who youthfully indulged in activities of their choice throughout the year. The cohesive and dedicated team of The Commerce Association, working under the dynamic leadership of our faculty advisors have contributed immensely in helping the department grow from strength to strength.



2008, was the year of revolution when the world underwent the great recession and startups began to take shape in India due to lacking job and income security. Entrepreneurship has since then seen a rise, which especially got a boost in the pandemic era. Fostering the spirit of innovation, The Commerce Association of Gargi College organized Entrepreneurship Conclave with the aim of strengthening our budding entrepreneurs. The theme for this year is "Revival of India's Innovative Spirit - Strengthening Entrepreneurs". This ideates around the art of brainstorming, innovation, and Problem-solving which encourages students to start their own ventures and make their mark in the field of entrepreneurship.

I take this opportunity to congratulate the entire team of Comascent for bringing out a new edition of their magazine, which encapsulates the activities and achievements of the year gone by and brings to the fore, the creative and latent aptitude of the talented students of our Department.

I extend a warm welcome to all the freshers who are about to embark on a new journey filled with milestones, successes, and challenges. I am sure that leafing through the pages of this magazine will fill you with joy and honour on being a part of the Commerce Department.

Himanshi Chhabra

President

The Commerce Association, Gargi College

CASCADE REPORT 2021-22

The annual flagship event of the Department of Commerce was organized on 28th February, 2022 with the theme “Work from Home, The New Normal: A Boon or Bane for Women,” where the deeply rooted and unfair gendered social system and its psychological, emotional, and economic impact was explored. Cascade 2022 enabled students to get a first-hand account of what goes on behind the incessant zoom calls and the efforts to establish a healthy work-life balance. The Department also released the second issue of Comascent which revolved around the theme of Cascade: “Work from Home: Boon or Bane for Women”. The magazine covered a variety of sub-themes under the topic and talked about mental health, domestic violence, and self-care neglect. The Panel of the formal event is as follows:

Deepshikha Kumar is the Founder and CEO of SpeakIn, an Ed Tech platform operating in Asia. She is an eloquent TEDx speaker, an author, and a member of the women's wing of the Federation of Indian Chambers of Commerce and Industry.

Manvi Sharma is currently working as a Consultant Psychologist at The Secret Ingredient Mental Healthcare and is an independent mental health practitioner. She has been actively involved in facilitating training workshops/sessions for aspiring mental health professionals.

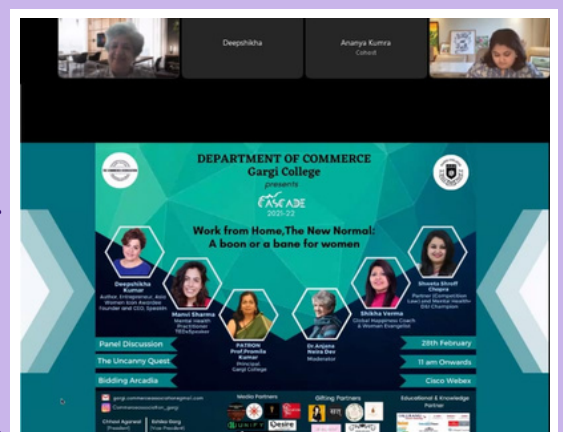
Shikha Verma is a global happiness coach and a woman evangelist. She has two decades of corporate experience across MNCs like Hero, Wipro, Honda, Yamaha & Panasonic. Ms. Verma has mentored 100s of students, women professionals, and homemakers on Leadership skills & well-being across Colleges, Institutes & Corporates.

Shweta Shroff Chopra is a Principal Associate in Competition law and an equity partner in Shardul Amarchand Mangaldas & Co, specializing in cartel defenses, merger control advise, and notifications.

To provide students with a chance to put on their thinking caps and win attractive prizes, The Commerce Association organized two informal events, namely, Bidding Arcadia and The Uncanny Quest.

Bidding Arcadia: The event consisted of a virtual auction where participants could bid for props from their favorite TV shows. The participants were later required to prepare a marketing campaign following the product they bought. 104 team participated in the event.

Uncanny Quest: The event consisted of three rounds of competition where participants got an opportunity to put their decision-making abilities to the test and challenge their minds. The competition tested their mental dexterity by asking them to find clues to reach the final destination and solve a case challenge. 108 teams participated in the event.



PATHFINDER REPORT 2021-22

Faculty Advisors: Dr. Manju Sahai, Dr. Sheela Dubey, Dr. Payal Jain

The Pathfinder Committee, Department of Commerce, Gargi College on 6th April, 2022, conducted the Pathfinder Competition to award research projects in the domain of commerce and allied subjects. Dr. Abha Mittal, Professor, Maharaja Agrasen College, Dr. Rekha Dayal, Associate Professor, Jesus and Mary College and Ms. Reena Chadha, Associate Professor, Shri Ram College of Commerce, judged the 11 projects that were presented by their respective team members on the day.

S. No.	TOPIC	PARTICIPANTS	MENTORS
1.	Green Economy - An Emerging Need	Dhruvi Jain, Drishika Bajaj, Jahnvi Rai	Ms. Sumant Meena
2.	An Empirical Study Of Bank Frauds And Scams In India	Karuna Aggarwal, Manomita Das	Dr. Mandakini Das, Dr. Payal Jain
3.	Fast Fashion And Its Impact On Environment	Monika Aggarwal, Anica Agarwal, Eshita Babbar	Dr. Nidhi Gupta, Ms. Rupal Arora
4.	Impact Of Telemedicine On Consumers, Medical Professionals, And Government Services In The Pandemic Era	Deepti Narang, Prerna Rana, Yashika Kedia	Mr. Siddharth Rathore
5.	The Impact Of Social Media Influencers On Consumer's Lifestyle	Vishnupriya Gupta, Varalika Verma	Ms. Nupur Tyagi, Ms. Isha Chugh
6.	Impact Of Indian Elections System On Its Economic System And Growth	Tripty Wig, Tripti Bansal, Radhika	Dr. Manju Sahai, Dr. Varun Bhandari
7.	Impact Of Automation On Future Of Work For Women	Simran Kaur, Shreshtha Bhattacharya	Ms. Mohini Rajput
8.	How Companies Strategise Their Operations To Enter The Foreign Market: Scenarios And Role Of E-Commerce In Their Global Reach	Rishita Joshi, Riya Choudhary	Mr. Sahin Shah
9.	Does Advertising On Social Issues Influence Brand Image: A Study With Special Reference To India	Avani	Ms. Iti Verma
10.	Student Migration: A Cause Of Concern In India	Priyanshi Tiwari, Mahak Jindal	Ms. Anam Khan
11.	Vocal For Local	Saaranya Agarwal, Sandra Satheesh, Tiya Sharma	Dr. Geeta Siddharth

WINNING ENTRIES:

- 1** Deepti Narang, Prerna Rana, Yashika Kedia
- 2** Tripty Wig, Tripti Bansal, Radhika
- 2** Simran Kaur, Shreshtha Bhattacharya
- 3** Karuna Aggarwal, Manomita Das

DEPARTMENT ACTIVITIES

Department Farewell

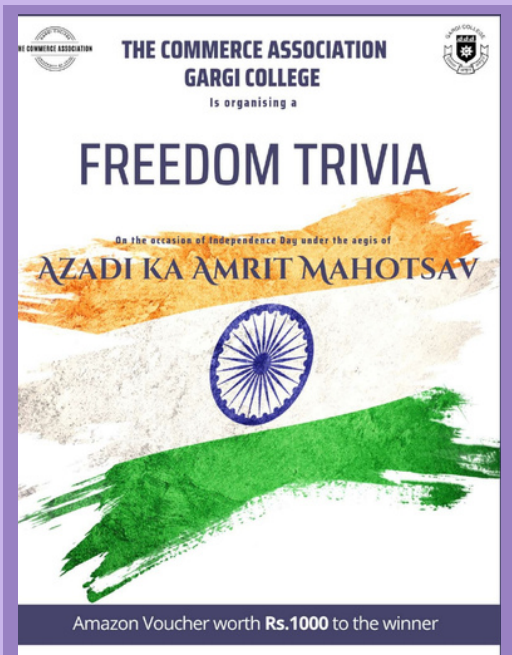


The Commerce Association organized the farewell for the graduating batch of 2022 on 25th April, 2022. The theme was "Oh, it's the 90s again!". The event commenced with a warm welcome by the comperes, followed by the Miss Commerce Contest. The judges for the contest were- Dr. Manju Sahai and Dr. Sheela Dubey.

The titles were the highlight of the celebration. The event included some power-packed performances by the juniors. The Investiture ceremony of The Commerce Association also took place, followed by felicitation of the Comascent team members, winners of the Pathfinder awards, the department award winners, and prize holders of competitions organized by the Comascent team. The surprise element of the program was a special dance performance by the faculty members. It was a very nostalgic moment to bid adieu to the students. The event ended with lots of memories.

Freedom Trivia

The Commerce Association, Gargi college hosted the quiz Freedom Trivia under the aegis of Azaadi Ka Amrit Mahotsav on the occasion of the 75th Independence Day held virtually on the official Instagram Id of The Commerce Association, "commerceassociation_gargi", on 14th August, 2022. The event witnessed enthusiastic participation of 100+ students from distinct undergraduate colleges across the country. Out of which, Archita Varshney, a 1st year B.Com. (H) student at Gargi College secured the 1st position and was honoured with an Amazon voucher worth Rs. 1000. The quiz questions were related to the corporations which were operating during the time of Independence. Through the competition, the students got an opportunity to acquire an understanding of independent India and strengthen their time management skills.



NAAC Visit 2022



The NAAC team visited our college on 1st and 2nd of September, 2022. The Department presentation in front of the NAAC team was scheduled for 1st September. Dr. Sonali Ahuja Dua, Teacher-In-Charge presented the progression of the department with respect to students and faculty for the period 2016-2021. The key highlights were research publications in national and international journals, alumnae achievements, placement, and higher education and department events. The activities and achievements were also displayed on standees prepared by Commerce Association. The Comascent team created the Comascent board which featured the recent issues of the department magazine and a brief overview of competitions and surveys.

Teachers' Day 2022



It is rightfully said that teachers can change lives with just the right mix of chalk and challenges. They not only encourage one to be a better person but also act as the guiding light throughout. The Commerce Association celebrated Teacher's Day as a way to express gratitude for the immense contribution put forth by the teachers towards the development of the students.

The event commenced with a welcome speech by Himanshi Chhabra, President of the Commerce Association. After this, an adorable video was played that cherished the teachers' priceless moments spent at the college. The teachers joyfully sliced the cake into pieces together as sounds of laughter and claps filled the room. The Association members then offered diaries and pens wrapped in gratitude to all the faculty members as a token of appreciation and recognition for the tireless efforts they make to further the growth of students.

Workshop Cum Hands on Training

The Department of Commerce organized a workshop cum hands on training on “Research visibility for Academic Success” to equip the students of Gargi with various digital avenues for better outreach of academic research.

This workshop was conducted on 28th of September, 2022 in the computer lab of the college. The event started with felicitation of the key speaker, Dr. Babita Gaur, Librarian-Gargi College by the Teacher-In-Charge of the department, Dr. Sonali Ahuja Dua. Students were made aware about how to operate software applications like Vidwaan and Orcid. The workshop was focused on enlightening budding



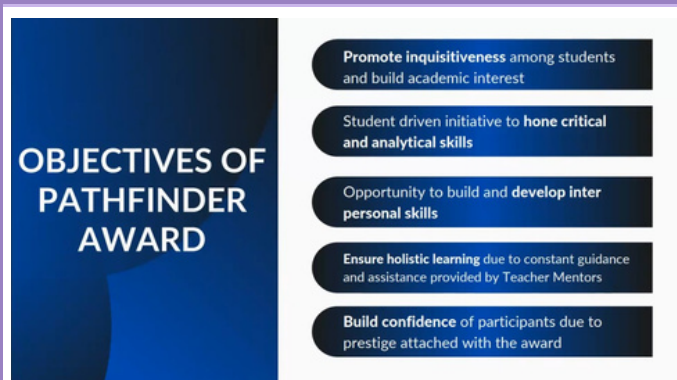
researchers on how to make their research papers more visible to viewers and other academic researchers. Many student had attended the workshop which made it a huge success. The event was conducted in an efficient and smooth manner, enriching students with immense knowledge and skills to help them excel in their future endeavors as researchers.

Pathfinder Orientation 2022

Faculty Advisors: Dr. Manju Sahai, Dr. Sonali Ahuja Dua, Dr. Payal Jain, Ms. Iti Verma

The Pathfinder Committee, Department of Commerce organized an online interactive orientation session on Pathfinder Award for the academic year 2022-23 on 30th September 2022. The orientation was attended by over 100 students and faculty members from the department.

The Pathfinder Award is held annually for students to hone their inclination towards research and analysis on contemporary and innovative topics under the mentorship of faculty members. Students conduct their own original research and showcase it in audio-visual presentation format to an external jury. The orientation began with a brief introduction about the institution of the award followed by basic rules, guidelines, rewards, and important dates of the competition. The competition comprises three stages i.e., Synopsis, Thesis, and Presentation. The session drew to an end with a question-answer session with the committee for any doubts, followed by a vote of thanks.



E-CONCLAVE 2022

The Commerce Association Gargi College presents

ENTREPRENEURSHIP CONCLAVE 2022

Revival of India's Innovative Spirit - Strengthening Entrepreneurs

Chief Guest: Mr. Anil Khaitan, Chairman - SNK Corporation, Former President, PHDCCI

Keynote Speaker: Dr. Munish Jindal, Founder & CEO, HoverRobotix

Moderator: Dr. Nancy Juneja, CEO & Co-Founder, MENTORx

Speakers: Dr. Blossom Kochhar (Chairperson, Blossom Kochhar Group of Companies), Ms. Meeta Gutputia (Co-Founder, Ferns N Petals), Mr. Nikhil Aggarwal (Head of E-commerce, Luxor Group), Mr. Sourab Aggarwal (Business Head-IMEA, SEKISUI CHEMICAL Co. Ltd.), Mr. Prashant Pitti (Co-Founder, EaseMyTrip), Ms. Preeti Singh (Founder, Satva Nasion)

12th October 2022 | 10 am onwards | Auditorium

Scan to register:

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Prizing Partner: VENTURE
Mentoring Partner: VENTURE

For queries, Contact : [commerceassociation_gargi](https://www.commerceassociation_gargi.com)

Entrepreneurship is a highly dynamic field. From 10-Minute food deliveries to Covid-19 Vaccines, entrepreneurs have done it all! To help foster the spirit of innovation and strengthen our budding entrepreneurs, the Commerce Association, Gargi College takes immense pleasure in organizing the Entrepreneurship Conclave 2022 with the theme Revival of India's Innovative Spirit - Strengthening Entrepreneurs. E-Conclave ideates around innovation and inspires students to start their ventures and make a mark as entrepreneurs. Additionally, it helps individuals to analyze their risk-taking ability. The event will take place in two stages – the first one being a formal event and the other being an informal event. We believe these events will help the attendees obtain a better grasp of life in the business world.

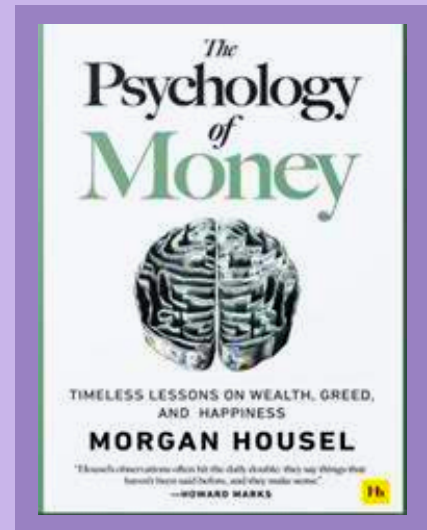
The formal event will be followed by a panel discussion between eminent speakers from different spheres of the industry. The informal event will consist of a competition called The Case Junction, where the students have to submit a business plan according to a problem statement and Pitch-A-Glitch, which involves pitching a failed startup after revamping that business. The participants will get an opportunity to put their decision-making abilities to the test and challenge themselves. Students from different colleges across Delhi-NCR will participate and win cash prizes and take a bag full of corporate acumen, awareness, experience, and lots of fond memories.

BOOK REVIEW

Psychology of Money

By Morgan Housel

“Some people are born into families that encourage education; others are against it. Some are born into flourishing economies encouraging of entrepreneurship; others are born into war and destitution. I want you to be successful, and I want you to earn it. But realize that not all success is due to hard work, and not all poverty is due to laziness. Keep this in mind when judging people, including yourself.”



We, humans, are always fascinated by the luxuries of life. One always thinks that the abundance of money eliminates the stress of personal problems. To analyse personal finances through the lens of human behaviour, Morgan Housel wrote a book called 'The Psychology of Money'. In this book, Housel focuses on the relationship between people and money. It contains timeless lessons on wealth, greed, and happiness.

Each chapter in the book explores an individual's human behaviour or attitude towards money. Some people's behaviours induce positive outcomes towards money, while others guarantee failure. The presumption behind this book is that it has little to do with how smart you are and a lot to do with how you behave. A genius who does not have control over their emotions can be a financial disaster. On the other hand, even an ordinary person with no financial education can be wealthy if they have money management and behavioural skills. One should know the art of making financial decisions.

The book revolves around three main aspects: (i) we are overconfident in our knowledge of and control over the market; (ii) the surest way to make money from investments is through compounding; and (iii) stick to your financial goals instead of trying to impress others.

The beauty of this book is that humans from any background can find it relatable; it is not solely for the rich or poor. The book is relatively short but packed with fun and timeless financial lessons on how to deal with money. It gives us a lot to think about before we spend, invest, and save. Hence, this book is a must-read for all generations to learn how to manage and optimally use our limited finances.

Gunjan

B.Com. (H) 3rd Year

MOVIE REVIEW

The Founder



“The two most important requirements for major success are: first being in the right place at the right time, and second, doing something about it.”

- Ray Kroc

‘The Founder’ is a fascinating biopic directed by John Lee Hancock and written by Robert Siegel starring Michael Keaton as the protagonist. The story revolves around a guy named Ray Kroc who is a travelling milkshake machine salesman from Illinois but always had an urge to achieve something big and craved more.

Things change for him when he drives to California where a restaurant was ordering a large number of milkshake mixers, there he meets McDonald's brothers Maurice and Richard who were running a popular walk-up restaurant "McDonald's" and builds a good rapport with them. Ray could not resist himself and ended up proposing to the brothers to franchise the restaurant and eventually convinces them. This led to the beginning of the McDonald's franchise in Illinois and later on he started franchising to middle-class investors but his profits were very limited because of his mere involvement in the franchisees and he wanted a bigger share in the profits..

Ray’s joy knew no bounds when he met Harry Sonneborn, a financial consultant who helped him do away with the real estate problem and this gave him leverage over the franchisees and the brother. Consequently, he incorporated a new company Franchise Realty Corporation and attracted new investors, and later renamed it McDonald’s Corporation. He then offers the brothers a blank cheque to settle their business. The McDonald brothers are forced to take their own name off the original restaurant and eventually, Ray succeeds in kicking them out of their own business.

Afterwards, one of the brothers questioned Ray why he had to take over their business when he could have easily stolen and recreated their idea. He very beautifully answered, “The true value of McDonald's is the name itself, which expresses all the attributes of Americana.” Today Kroc is credited with the global expansion of McDonald's, turning it into the most successful fast food corporation in the world which is serving around 1% of the earth’s population.

The movie is an honest reminder of a beautiful thought that it’s not just about creating a brand or establishing a business, it’s about having a sharp business mind and taking the business to greater heights. The movie is a must-watch for entrepreneurs who might be short of funds but a mind full of business ideas.

Garima Grover

B.Com. (H) 3rd Year

TERMINOLOGY

BITCOIN

The original, largest and best-known cryptocurrency.

BLOCKCHAIN

A blockchain is essentially a complete ledger of transactions held simultaneously by multiple nodes on a network.

NFT

NFT or non-fungible token is a digital collectible that uses the same underlying technology as cryptocurrencies.

MINING

Crypto mining is the process of verifying transactions via a proof of work consensus mechanism.

EXCHANGE

A website or app that allows users to buy and sell crypto assets.

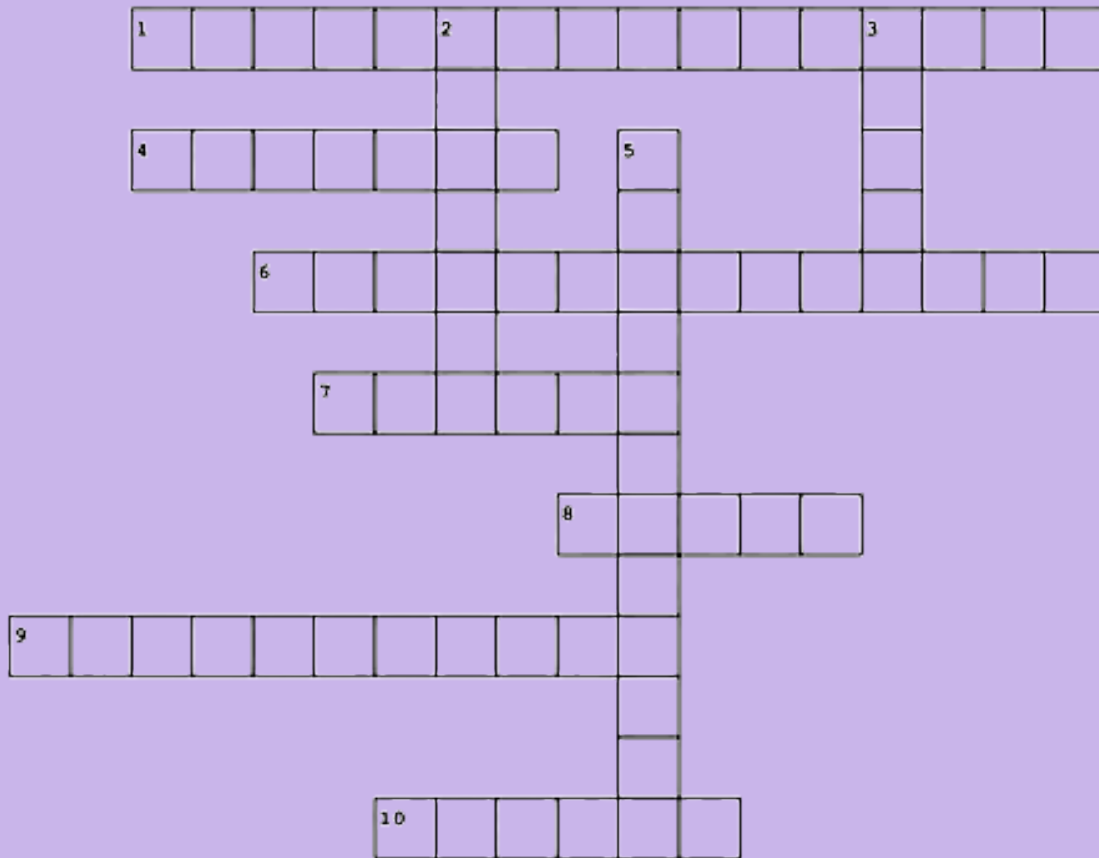
VOLUME

The total amount of currency being traded in the open market at any given moment.

CRYPTOGRAPHY

A method of keeping information secret and secure by scrambling it into indecipherable codes.

CROSSWORD



ACROSS

DOWN

1. This is another name for Corporate Venturing.
4. 'Innovation and you' is a tag line of which brand?
6. He is the founder and CEO of ASTNT Technologies Private Limited and has been quoted as the 'World's Youngest Serial Entrepreneur' by various media sources in 2020.
7. This is the first company to adopt hybrid mode of work.
8. One97 Communications is the parent entity of this leading mobile payments and financial services company.
9. According to 'Fortune India Rich List 2022', he is the richest person in Asia.
10. This State Government signed an agreement with Invest India on March 1, 2017.

2. Hindustan Lever is selling Lipton Ice Tea in association with which company in the Indian market?
3. This scheme aims to provide financial assistance to startups for proof of concept, prototype development, product trials, market entry and commercialization.
5. She is the CEO of 'Sugar Cosmetics' and judged Season 1 of the series 'Shark Tank'.





Devangi Agrahari
B.Com. 2nd Year