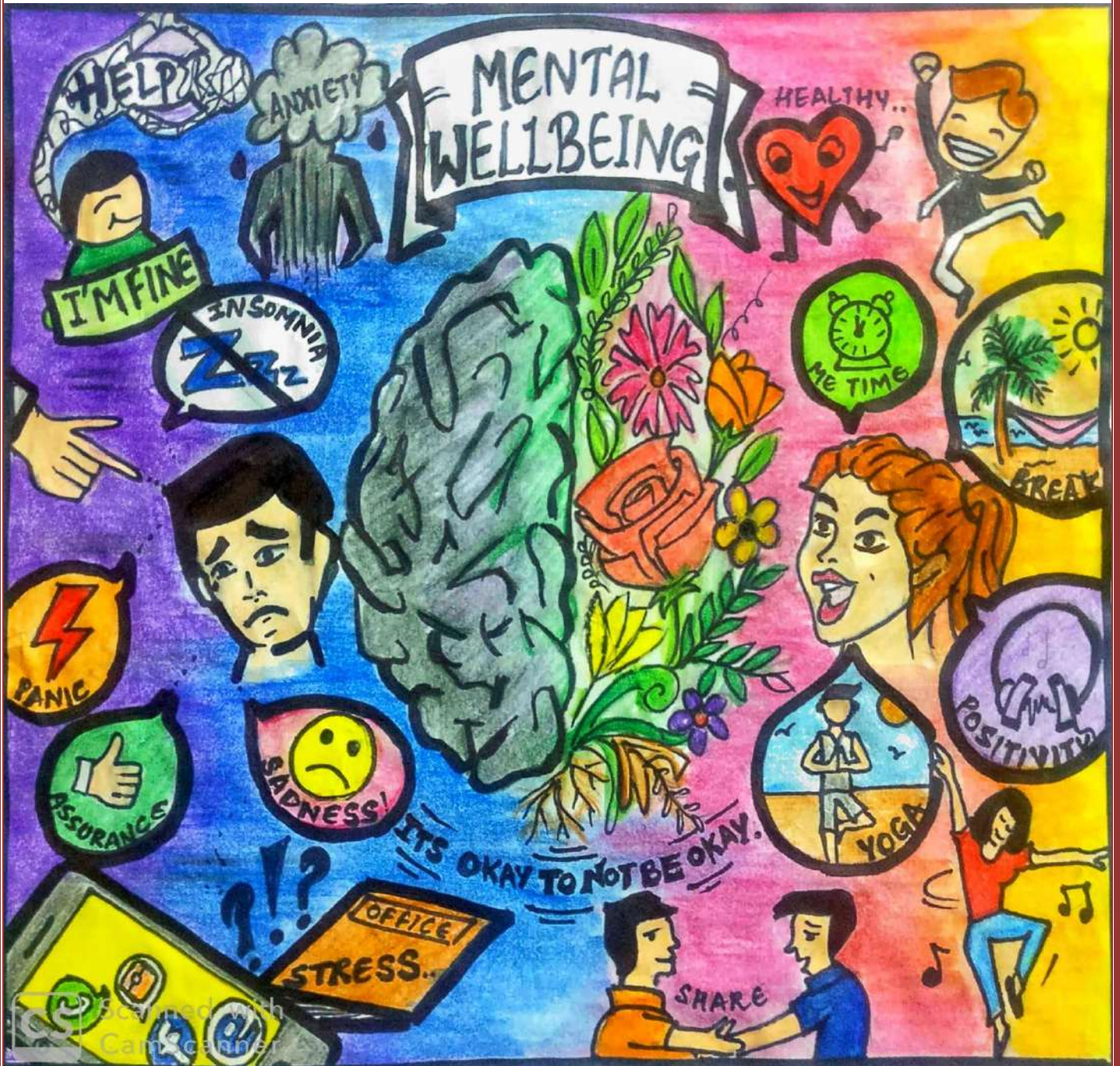


COMASCENT

VOLUME II, ISSUE 14, 2018-19



DEPARTMENT OF COMMERCE
GARGI COLLEGE
UNIVERSITY OF DELHI

INSIDE

From the Principal's Desk

Editorial

Cascade 2018 Report

Survey on Mental Health

Thinkers' Corner

Winning Entries

Book Review & Poets' Corner

Social Media Influencer's Interview

Trivia & Crossword

News from the Department

Placement Report

FROM THE PRINCIPAL'S DESK



It's my proud privilege to write for the forthcoming issue of '**Comascent**', the bi-annual magazine of the Commerce Department focusing on '**Mental Health**'. The editorial team always enthrals me with the theme they choose.

We are living in an increasingly volatile, uncertain, complex and ambiguous world which needs reforms. All these factors serve as catalyst to the issue of mental health among the young adults as they have to survive in this competitive world where "Survival of the Fittest" is the underlying principle.

To survive in these conditions, one has to be focused on the goal mentally, yet relaxed emotionally. Focus sharpens the mind and relaxation expands the mind. An expanded mind without sharpness cannot bring holistic development. At the same time, sharp mind without expansion causes tension, anger and frustration. A proper balance between the two brings perfection.

I congratulate the entire editorial team and contributors for the upcoming issue of '**Comascent**'. Looking forward to reading our students' perspective on the theme chosen.

Dr. Promila Kumar
Principal (Oftg.)

COMASCENT TEAM

2018-19



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Sub- Reporters: Anshika Gupta, Nikunj Agarwal, Pratishtha Gupta, Varunavi Chauhan

EDITOR'S NOTE

"What didn't work out or was removed out of your life only made room for new energy to come in. Don't stress the departure. Welcome newness."

- *Idillionaire*

Dear Readers

I am pleased to present before you the 14th issue of Comascent. It gives me immense pride in sharing that the team got appreciated and received a standing ovation at Cascade 2018. The hard work, dedication and vision of the team, mentored by equally passionate and devoted teachers, has made putting together Comascent an enriching experience. With every issue of the magazine, our goal is to keep coming up with contemporary themes that the youth relates to and can benefit from.



The current issue is centred on the theme, *'Understanding Mental Health: Let's talk about it.'* Mental health often takes a back seat when one talks about well-being; it is an equally important aspect of a being. The aim is to help overcome the stigma around mental health by making the youth aware and letting them know, that it is okay to not be okay.

This issue discusses the significance of understanding mental health and the role our families, peer groups, educational institutions and workplace play in it. A survey was conducted by Comascent team to understand varied aspects of mental health.

Apart from thematic articles, the magazine covers the concept of 'influencer marketing', book reviews, crossword puzzle, poems and trivia to evoke interest among the readers. It gives us great pleasure to share that this issue has a dedicated Hindi section.

The magazine also throws light on the activities of the Commerce Department and placement record. In this semester, Comascent organized a competition titled #LogKyaKahenge. The prize winning entry has been included in the magazine.

Having started the dialogue on mental health, we hope the readers can bring it in their mainstream conversation. We welcome your valuable feedback for the forthcoming issues. You can write to us at gargi.comascent@gmail.com.

Happy Reading!

Kritika Baluja
Editor

CASCADE 2018 REPORT



Cascade, the annual seminar of the Commerce Department, Gargi College was held on 23 October 2018 titled: 'Unethical Practices: Sputtering India's Economy'. For the first time, the seminar was organized at an international level.

The formal event was graced by Prof. Mukul Asher, a Professor at the Lee Kuan Yew School of Public Policy at the National University of Singapore as the Chief Guest and three eminent speakers; Dr. Pavan Duggal, an advocate in the Supreme Court of India; Mr. Raghav Mittal, the founder of ReThink India and Ms. Sunetra Choudhury, a journalist and anchor with NDTV 24X7.

The event commenced with the felicitation of all the speakers, following which the speakers gave valuable insights on the theme. The Comascent team brings forth the highlights of Cascade 2018.



Prof. Mukul Asher emphasized that unethical practices are gender neutral and pervasive. According to him, the two main factors that lead to unethical practices and hinder financial stability are- Financialisation and FinTech. He corroborated his stance by discussing India's global position and that by 2019, India would become the fifth largest economy. Dr. Asher explained how unethical practices in the public sector have also been accentuated by societal modes. Bank loans are treated as jaagir (implies ownership), when actually, they should be treated as amanat (implies trusteeship). Prof. Asher's address touched upon every aspect of unethical practices prevalent in the banking sector of India. He emphasised that all of us need to ensure that our behaviour and choices are consistent and feasible to create a fair and just environment.



Dr. Pavan Duggal gave insightful propositions as to how smart phones are the root cause of unethical practices. The social media applications should be used with caution as the privacy of the user maybe compromised. It was brought to the notice of students that these services which are being provided free of cost might be used as data generating entities. He also stated that after the discovery of fire, internet has had the next big impact on the society, acting as a total game changer. Sir, referred to our generation as the modern-day digital slaves. He sensitized the students about the term “Dark Net”, thus highlighting the red flags in the cyberspace. Mr. Duggal concluded his session by reiterating that, “In the Eutopian world, cyberspace is good as a tool, but you must not make it your master.”



Ms. Sunetra Choudhury stressed on the need to reform the laws and to take strict actions against the culprits. She questioned the Judicial System of India and expressed her dissatisfaction with the way the biggest scams in India like ICICI and Kingfisher scam were being investigated. Further, she compared the investigation of the PNB scam to the arrest of Keshav Singh who was a defaulter of agricultural loan of only ₹ 1.2 lakh. According to her, CBI (Central Bureau of Investigation) and CAG (Comptroller and Auditor General), the premier investigating and auditing agencies are themselves caught indulging in unethical practices.



Mr. Raghav Mittal emphasised that the quest for money has become a National Dharma. He expressed the need to go back to our virtuosity and traditions. He also explained as to how everything in today's society is compared to money whereby, this greed for money is gradually turning into a corporate greed. Money is becoming its own GOD. He concluded by suggesting that ethics have to be reinvigorated in our society and that we start looking at things from a comprehensive perspective. Along with caution from our side, the responsibilities of systems, processes and governing institutions also need to be fixed, without which we cannot function as a civilised society.



Five competitions were conducted post the formal session, the details of which are:

1. **Teleco Master:** A strategy based event, which assessed the participants' logical, strategic and innovative skills. A series of rounds were conducted which analysed skills under critical marketing conditions. 12 teams reached the preliminary round of which 10 teams competed on campus.
2. **Mysterious Clan:** An interesting concept which tested the participants' marketing knowledge based on business terminology. It enhanced the thinking and analytical skills of the participants. A total of 46 teams participated in the event.
3. **People's Person: Ahead of the Curve:** A Human Resource based event which focused on testing critical thinking as well as analytical and managerial skills of the participants. Simulations of business crisis situations were set up wherein they had to formulate strategies and come up with effective solutions. 29 teams registered for the preliminary round out of which 12 teams were shortlisted for the final round.
4. **Mejor Empresario:** A competition designed to gauge the entrepreneurial abilities of the participants. The teams were required to present interesting business plans. A total of 12 teams were shortlisted out of a pool of 40 registrations for the on-campus round.
5. **InQUIZitive Strategist:** An event was also organised by Consilium, the Business Society of the Commerce Department. It was a quiz based on the lines of Kaun Banega Kropati. 60 teams registered for the event out of which 14 were shortlisted for the final quiz round. The selection procedure for all events comprised of online preliminary rounds from which teams were shortlisted to participate on campus.

The competitions were collectively tagged with attractive prizes worth ₹2,50,000 and certificates. An overwhelming participation was witnessed across various colleges of Delhi University. Cascade 2018 was highly appreciated by the faculty members, students and participants, for providing a knowledge sharing platform and for organising competitions based on analytical skills.



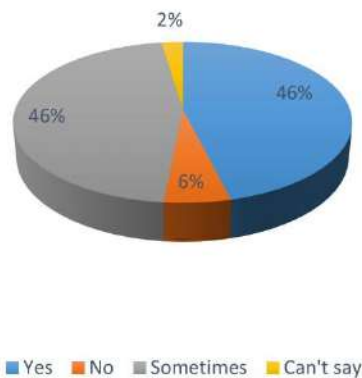
SURVEY ON MENTAL HEALTH

The Comascent Team conducted a survey to understand the mental well-being of individuals belonging to different age groups, gender and occupation under four varied aspects namely personality and behaviour, family and peer group, work and education and management of stress. To show a balanced picture, 128 respondents from all walks of life were surveyed out of which 54% were females and 46% were males.

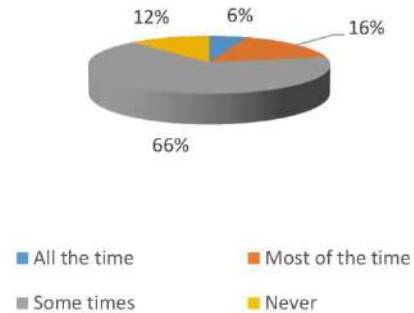
General Questions

(This section comprises of questions relating to stress experienced by people.)

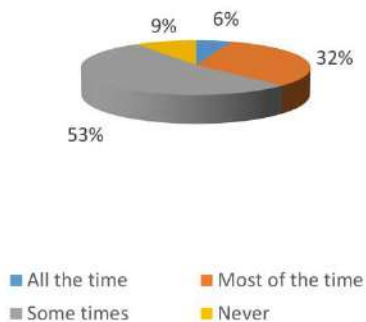
Do you often feel stressed?



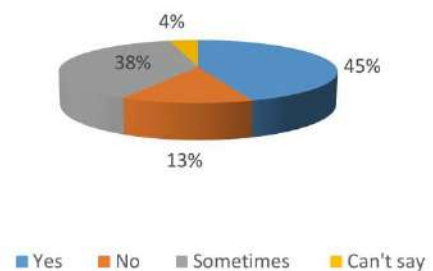
Do you question the decisions you have made in life?



Do you like taking risks often?



Do you feel comfortable in sharing your thoughts and feelings with your friends and family?

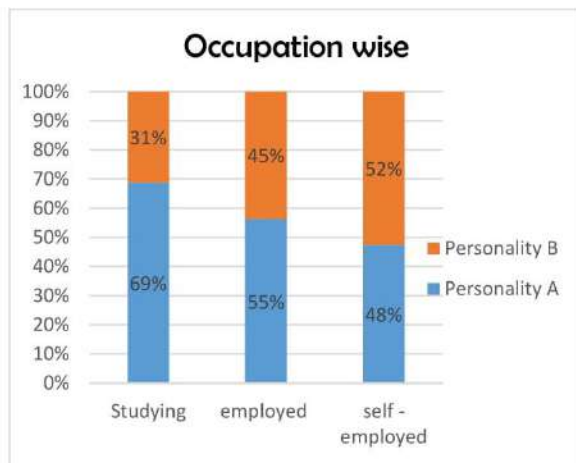
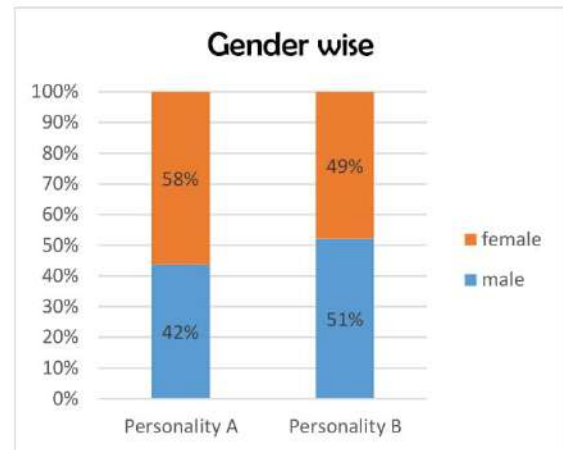
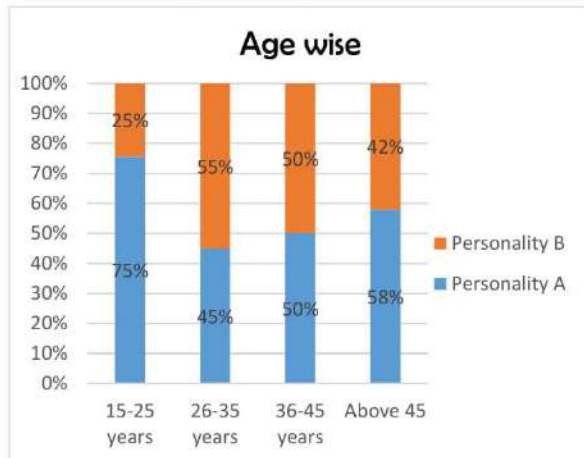


Findings

- 46% of the respondents feel stressed.
- 66% of them sometimes question the choices they have made in life and therefore often rethink about it.
- Only 6% of the respondents confidently stated that they like taking risks in life.
- It is disheartening to know that 45% of the respondents do not feel comfortable in sharing their feelings with friends and family.

Personality and Behaviour

(Personality A: workaholics and competitive; Personality B: calm and composed)

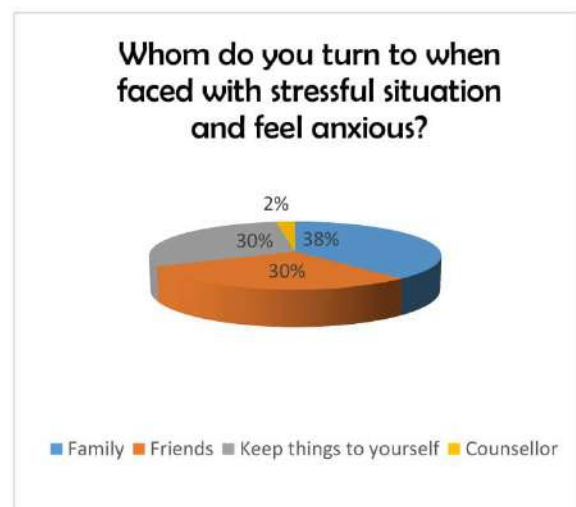
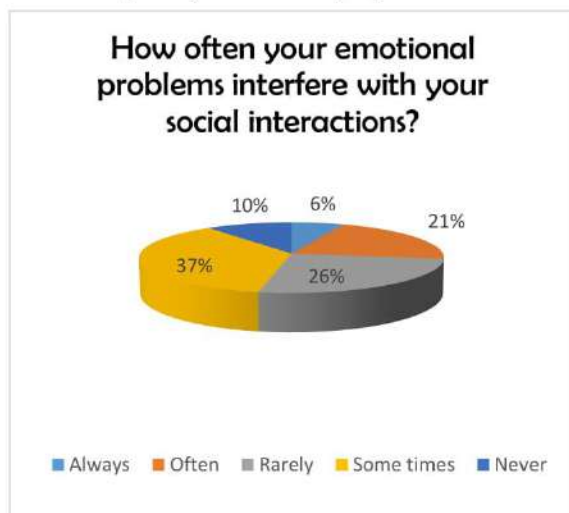


Findings:

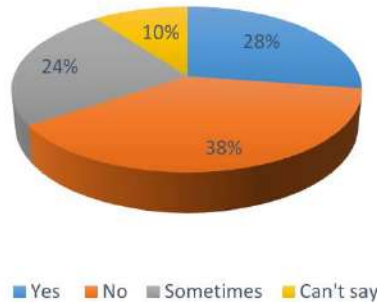
- In the 15-25 age group, 75% of the respondents fall in category of Personality Type A whereas, for other age groups we could see almost an equal representation.
- Under the gender wise category, more of females fall in Personality Type A vis-à-vis for Type B there is an equal representation of both the genders.
- Occupation wise the self-employed group shows more traits of Personality Type B, while the other two show more inclination towards Type A.

Family and Peer Group

(Family and friends play a crucial role in one's life and hence affect our mental well-being)



At any point, has your family or peer group dismissed your feelings when you opened up to them?



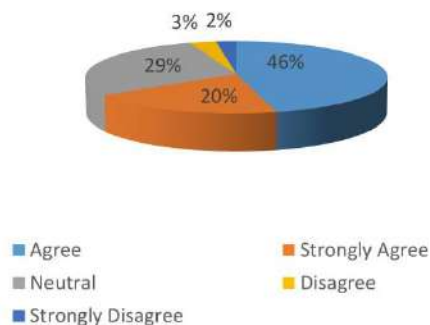
Findings

- Only 10% of the surveyed population strongly felt that their emotional problems never interfered with their social interactions.
- When dealing with stress and anxiety 68% stated that they like sharing the problem with friends and family however, 30% stated that they like keeping things to themselves.
- Around 40% of the respondents stated that their peer group does not dismiss their feelings when they open up to them.

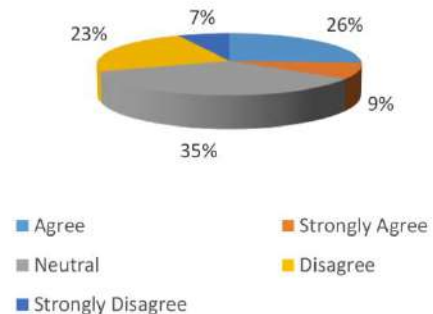
Work and Education

(One of the prominent reason of stress in one's life is either work or study.)

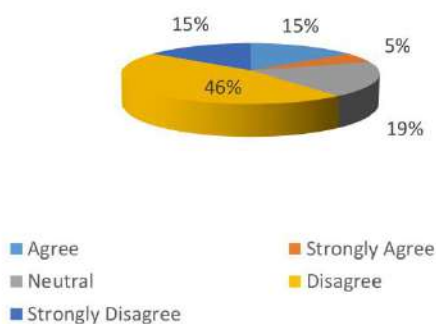
The opinion others hold about me affects me.



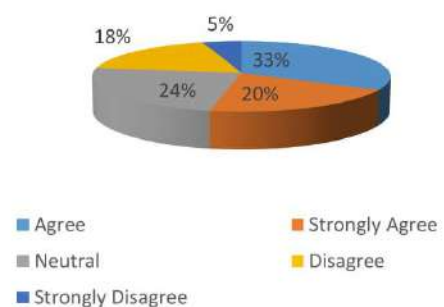
I am motivated to go to work/school/college.



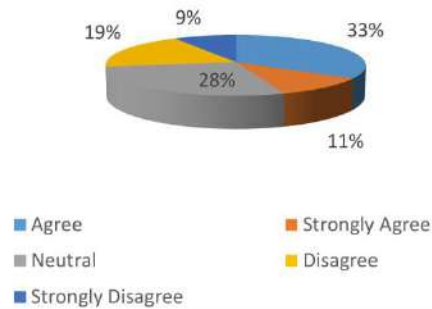
I feel numb or detached from others while in office/college.



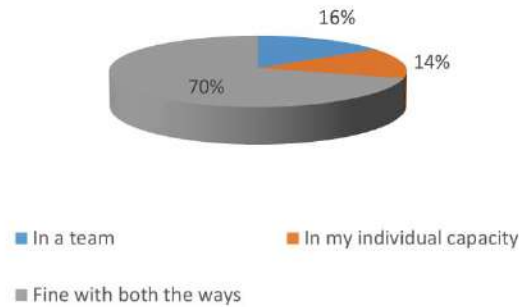
I get stressed when overburdened with work.



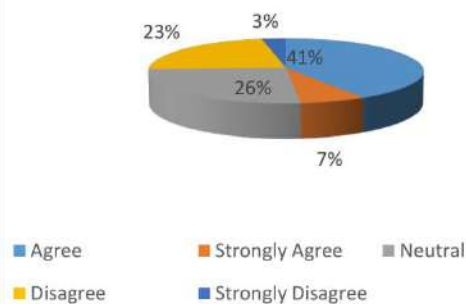
I think the stress caused by my boss/teachers is just and necessary .



I like to work



The idea of failing scares me



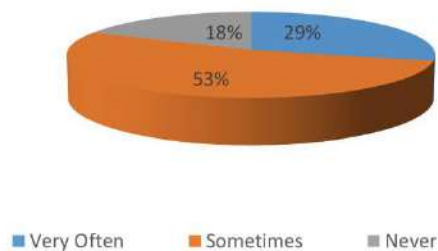
Findings

- 66% of the respondents reverted that others opinion affects them and at times this makes them feel detached at their work place.
- 50% of the surveyed population does not like going to school/work.
- 53% of the people feel stressed if overburdened with work.
- Only 28% of the respondents disagree that the stress caused by their boss/teacher is fair and just.
- About 50% accepted that the idea of failing scares them and hence they do not venture out much.

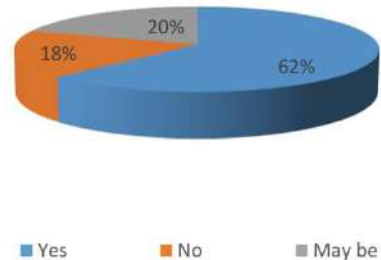
Management of Stress

(Stress is not good for one's health and therefore one needs to learn how to manage it well.)

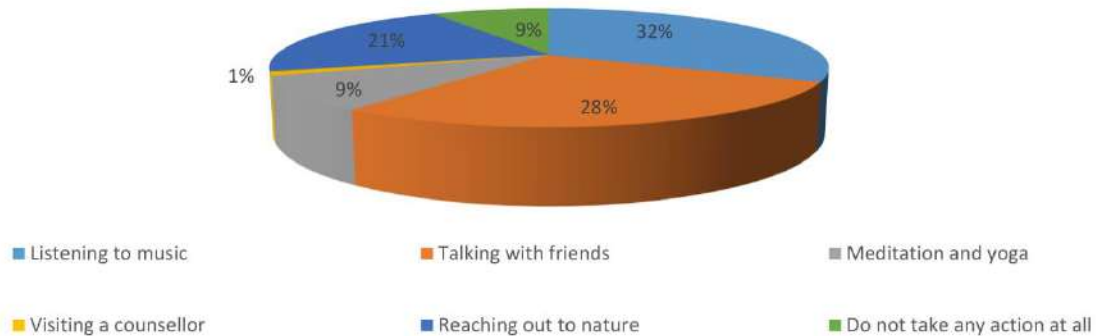
Do you often go to a place of worship or attend any religious services?



Do you feel you are equipped to handle your mental health problems on your own?



When in stress what means do you use to calm yourself ?



Findings:

- 53% of the respondents stated that sometimes they visit places of worship to relieve their stress.
- 62% of the surveyed population stated that they find themselves capable enough to deal with their mental health problems. The usual options they use for calming themselves include: *listening to music, talking with friends, reaching out to nature and doing yoga or meditation.*

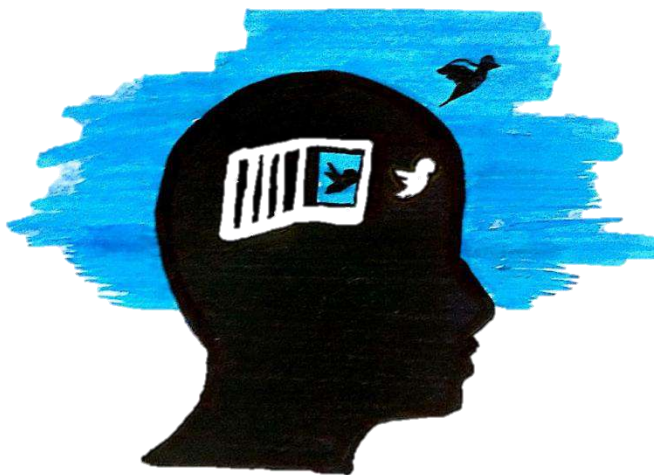
Mental health is a topic of concern and one needs to be vocal about their problems so that proper and timely help can be provided to them. The stigma associated with the term should be done away with. People should be provided with a congenial and supportive environment so that they can share their problems.

Ishaa Uttam, B.Com (H), 3rd Year

THINKERS' CORNER

This section includes theme-based articles by the students.

UNDERSTANDING MENTAL HEALTH : NEED OF THE HOUR



Being unhappy isn't the same as being depressed. In common parlance, depression is a term used to describe a bad day or sad news.

"Mental well-being is a state of mind in which an individual realizes his or her own abilities, can cope with normal stress of life, can work productively and fruitfully, and is able to make contribution to his or her community." – World Health Organization

Mental Health refers to our psychological, social and emotional well-being. Mental health

issues might be genetic or could be due to some traumatic experiences. There are various mental health issues including anxiety disorders such as panic attacks, phobias and mood disorders such as bipolar disorder. It not only affects the way individuals think, but also has an impact on how they react to various situations.

There is a need to change the way we think and talk about Mental Health. Stigmatising this sensitive issue can have serious repercussions over the health, welfare and quality of life of people with mental health problems. It is necessary to accept mental disorder and mental anxiety as an illness so that the required psychological care can be provided. People must be made to feel comfortable for reaching out for assistance. Ignorance, fear, misunderstanding and prejudice surrounding mental illness only serve to deepen the severity of the illness.

Moreover, families, workplace, educational institutions and peer groups also have an impact on the mental wellbeing of an individual. A recent fearless step was taken in this direction by Deepika Padukone. Her campaign was referred to as #NotAshamed. She took an initiative and talked about her mental illness of having been diagnosed with depression on a big social platform, thus urging and inspiring the victims to feel comfortable in speaking up about their mental health. It instilled a sense of courage among the people because they could resonate with the other person's experience. It made them realise that they are not alone, rather, it is okay to not be okay.

So, one should not be embarrassed of one's mental health. Remember that even stars fall sometimes; and when they do, people wish on them!

Kritika Baluja, B.Com. (H), 3rd Year

Shivika Katyal, B.Com, 3rd Year

UNDERSTANDING PERSONALITY : TYPE A AND TYPE B

It is said that first impression is the last impression. So what exactly is this impression that we have of others? It is nothing but how we perceive their respective personalities. Personality can be defined as traits that an individual possesses which makes him/her different from others. We often make remarks like he/she is so arrogant, aggressive, sweet, kind, loud, etc, which are nothing but varied traits depicted by an individual.



The traits exhibited by an individual can be broadly categorized into Type A and Type B. Are you the rigid, aggressive or the easy-going and calm one? Let's understand personality of a person in a better manner, in context of personality hypothesis.

TYPE A

The individuals are competitive, highly organized, ambitious, status-conscious, impatient, and/or aggressive.

They push themselves with deadlines, thus avoiding delays and uncertainties.

They are high-achieving workaholics because of which they are often stressed with low level of satisfaction in life.

They are often unhappy and distressed

TYPE B

The individuals are seen to be more relaxed, less obsessed, frantic and are easy to work with.

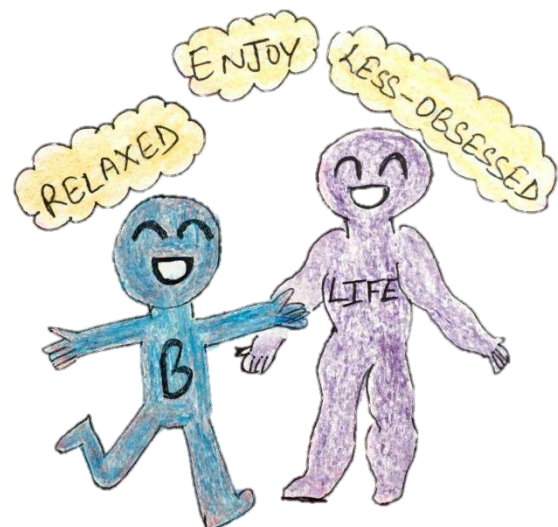
They reflect a more optimistic approach towards life and are easy going.

They work steadily and have a greater tendency to disregard physical or mental stress.

They focus less on winning or losing and more on enjoying the task at hand which ultimately accounts for their calm and composed nature.

Having proper understanding of one's own personality helps one in excelling in the career opted for. Once you know whether you are highly competitive or the one who enjoys working with a calm mind rather than being obsessed with the need to be best in it, you will be able to reduce the level of stress and achieve greater level of satisfaction. People of the same personality type, if put together in a group, can help in achieving better results, leaving no scope for conflicts and quarrels. The overall work environment in the organisation will be calm and targets will be achieved in time.

Once an individual understands his personality Type, it provides numerous advantages to him. He is able to gain in-depth understanding about himself which will make him choose the best career path. He will be able to perform the work in the most effective and efficient manner. It is said, *When you know yourself, you are empowered. When you accept yourself, you are invincible.* Thus, a conscious effort



must be made to identify your personality traits so as to succeed well in life and lead a happy and peaceful life.

Ishaa Uttam, B.Com(H), 3rd Year

HOW DIFFERENT GROUPS AFFECT OUR MENTAL HEALTH

Mental Health : Are you the cause?

Have you ever wondered, “Am I the cause of my mental illness?” Let’s begin by understanding how ‘you’ can be responsible for your mental illness. Sometimes, a person inherits the susceptibility to a mental illness. So, if a member of your family has one, you may somewhat be more likely to develop one yourself. Prenatal damage and some infections are also linked to worsening your mental health. A pattern of repeated drug or alcohol use over a long period of time is particularly linked with anxiety, depression and paranoia. It is also believed that poor nutrition and exposure to toxins such as lead may lead to different mental illnesses. So, taking proper nutrition and avoiding substance abuse may help your mental health. However, if it is genetic, you simply have no control over it. So, you need not feel guilty or responsible for your mental illness. It is not a personality weakness or a character flaw. It is not easy to just *snap out* of the mental health problems even if you tried hard enough. Speak up, reach out to your friends and family and seek professional help. *Do whatever it takes to defeat your illness and take charge of your own life and happiness.*

Bhavya Sharma, B.Com(H), 2nd Year

Peer Group



A peer group encompasses those groups of people with whom you share similar interests, commensurate with healthy social relationships. These relationships play an important role in personality development of a person since it is human tendency to be influenced by peers and be lured into doing things in a way which is acceptable by them. There is a constant pressure to fit in, do things and to live the perfect life to get along with them. The current generation also faces the pervasive

apprehension of ‘FOMO’, the fear of missing out, which drives young adults to obsessively check their social media to stay connected and remain updated with the lives of their friends. This causes anxiety, depression and stress, which interferes with a healthy lifestyle. This mad race evades one’s mental space and comes at a cost of losing one’s individuality.

Such mental stress and pressure can be avoided by being confident about oneself, making decisions independently, being discreet and reaching out to one's friends and family.

Pratishtha Gupta, B.Com(H), 1st Year

Family: Causes and Solutions to Mental Health

Family is a strong word. It is associated with unconditional love, respect and responsibility towards each other. You can always share your problems with them, thereby giving a feeling of security and support. It has a strong bearing on the emotional health of an individual which can affect him/her directly or indirectly.



With increasing complexities in life, family and loved ones sometimes affect emotional well-being of a person. This can be due to a number of reasons; lack of support from family, and high expectations of parents or less interactions. Such situations often leave one in psychological distress causing depression, anxiety, frustration, thereby channelizing it into anti-social behaviour which ultimately builds a tendency of being isolated. Mental and physical abuse so caused leads to a life-long crippled feeling which requires immediate help and support. Chronic stress is among some of the other causes of demoralisation and affects mental health, leaving very few options for stress relief.

The negative impact on mental health may be dealt with by seeking guidance from a counsellor or a proper therapy. Discussions with family about work, study, and life, due consideration to everybody's perception, rather than debating over conflicting opinions could strengthen relationships among the members. Listening to a person's issues often solves half of the problem. Letting conversation flow without judgement is also imperative.

Ankita Kapoor, B.Com(H), 2nd Year

Workplace/Educational Institutions

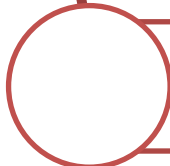


Institutions are built with the main purpose to cultivate minds, yet mental health problems are one of the greatest challenges people face in institutions. Students face stressful situations which affect their way of thinking. Their stress level depends on whether they are meeting their deadlines, maintaining their academic record or enhancing their performance to derive better results. The stress evolved out of complex situations in one's work environment can cause anxiety and depression. This stress can relate to a home condition which further induces one to feel

negative about their working environment or vice-versa. It is crucial for management forces to understand the need to tackle such negativity in a constructive manner. To improve mental health, these institutions need to pay more attention to the following ways:



Mental Health Awareness- It is essential that management brings in a source of support, where people can get assistance.



Conducive Environment- Creating an open and friendly environment for understanding the needs of an individual.



Recognition- Constantly recognizing and rewarding the contribution of students and employees on various platforms.

Varunavi Chauhan, B.Com(H), 1st Year

EVERYTHING MATTERS: BEYOND MEDS

Mental health, the very way we talk about it is flawed, hence giving people a hard time to actually admit that they are struggling. The fear of opening up about mental health doesn't have to become a reason for living in denial of it.

Before the spread of social media and digital content networks, people did not have access to the world of information. Under such circumstances, a person reacted to upsetting situations out of fear, and thus was born the stigma around mental health. Social stigma in India is hiding in plain sight, because people aren't well-informed. But, with the advent of Internet, we live in a more information-sensitive world, wherein we see and share content all around the world over the digital networking platforms. Many social media influencers and big celebrities are now coming forward on the digital platforms to talk openly about their mental health experiences. Information dispels ignorance and fear, thus giving people the power of new ideas to change their lives.

According to the WHO report 2017, more than 300 million people suffer from depression globally. Mental health is a continuum. According to Institute of Health Metrics and Evaluation (IHME), Global Burden of Disease, globally, mental and substance use disorders are very common: around one-in-six people (15-20 per cent) have one or more mental or substance use disorders.



In India, the singular age-old social percept of “Log Kya Kahengey” is relevant for everyone. It cuts across all lines of gender, caste, religion, socio-economic class, and region. It regulates people’s decisions, because should their vulnerabilities become public knowledge, it shall invite judgement and rumours. Scared of the same, they give in, henceforth, suppressing the much needed psychological care. Mental illness is treatable. We need to ensure that people feel safe reaching out for assistance. To make this possible, there is a need to convince the society to care about mental health issues.

Here is how the youth and the influencers are changing the way we talk about mental health:

Talking about your own experience with mental health

- Self-advocacy can be very powerful. After all, resilience is about how you recharge, not how you endure. Generally, those suffering from mental health issues do not even share with their closest friends and family. Campaigns like #YouAreNotAlone encourages them to reach out for help.

Don't define a person by his/her mental illnesses

- There is a need to talk about mental illness the way we talk about other medical ailments. Medical ailments do not define a person’s identity. The same should hold true for mental health.

Separate the person from the problem

- We need to realise that this is something that’s not part of a person; it’s something the person is suffering from or is living with, and it’s a distinct thing from the person. This is a supplement to the previous mandate, but is utterly important nonetheless.

Shivika Katyal, B.Com, 3rd Year

WINNING ENTRY



The Comascent Team conducted an online competition titled ‘#LogKyaKahenge’, wherein the participants were expected to write their feelings on the hashtag. The entry was to be submitted in 30-40 words along with the hashtags.

Don't be a prisoner of their lives, be a queen of your own vibes

#breakthecage #logkyakahengey

Gunisha Bhalla, B.Com (P), 3rd Year

POETS' CORNER

IT CAN WAIT



Call it rest, for once!

It can wait. All of it.

There is nothing you can do with this breath that you cannot do with your next.

There is no miracle to this moment.

The one after will be just as capable of being canvas to your magic.

There is no glory in this blink.

The world will hold still for you to close your eyes for once.

This a reminder of the insignificance of this particular hour.

There will be significant ones, yes, but this one, you're allowed to release your clutch on.

All these promises you carry, draped on your shoulders.

You're allowed to take them off sometimes.

Just long enough to get the feeling back in your numb back.

Long enough to remember that you are not a beast of burden.

Just a be-ing, allowed to curl up and rest when your body asks you to!

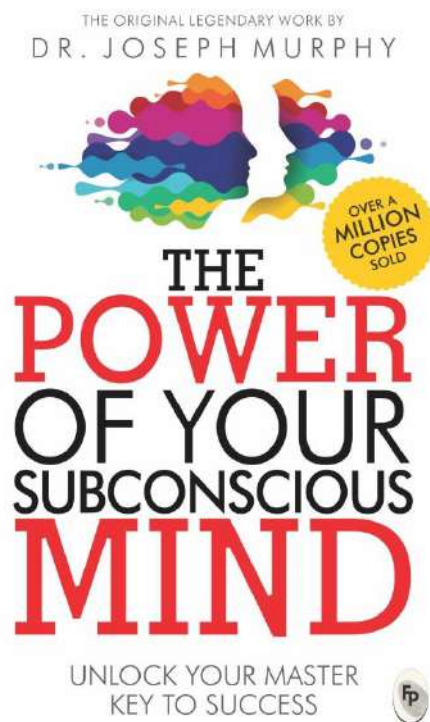
Be good to yourself!

Its okay! It can wait! It will wait! All of it! Call it rest, for once!

Shivika Katyal, B.Com, 3rd Year

BOOK REVIEWS

THE POWER OF YOUR SUBCONSCIOUS MIND - DR. JOSEPH MURPHY



"All of us have our own inner fears, beliefs and opinions. These inner assumptions rule and govern our lives. A suggestion has no power in and of itself; its power arises from the fact that you accept it mentally."

Ever thought about the wonders you can achieve by believing in a power that lies within you? 'The Power of Your Subconscious Mind' highlights some of the most notable ideas of Dr. Joseph Murphy.

Through this book, he tries to annotate the strength that beliefs hold to change people and their lives. The book explains the working of the subconscious mind and its relationship with spiritual understanding. It also shows how positive thinking can improve the quality of one's daily life. If repeated often, the mind steers one's behaviour towards making positive thoughts into a reality. For example, Dr. Joseph mentions how the miraculous healings we hear about are due to blind faith and imagination, which act on the subconscious mind, releasing the healing power and making us feel better.

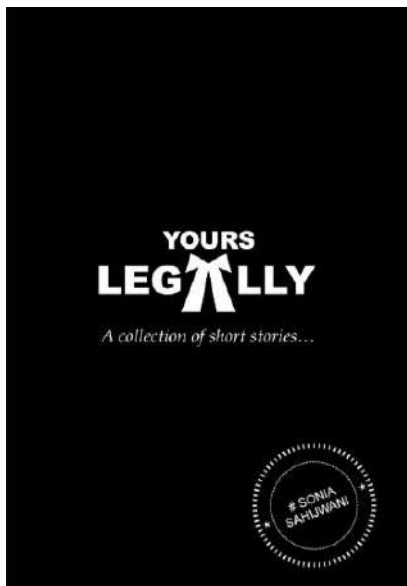
The American author elucidates the use of one's subconscious through significant examples from ancient times. The miracle-working strength is further explained with examples of people all around the world on how they attained success, resolved relationships and overcame health issues.

Some readers could find the ideas in this book beyond visualisation as some examples sound too good to be true. However, on the lighter side, read this book to not only understand but also explore the powerhouse we all carry within ourselves. It will help soften one's distressing thoughts which create hindrances in accomplishing goals.

Varunavi Chauhan, B.Com(H), 1st Year

YOURS LEGALLY

- **SONIA SAHIJWANI SAINI**



Sonia Sahijwani, an LL.B. graduate from Faculty of Law, Delhi University. After completing her graduation in Commerce from Delhi University (Gargi College), pursued her Masters in Print Journalism (English) from Indian Institute of Mass Communication (IIMC), New Delhi. Pursuant to a brief stint with a leading financial magazine, she left her job to study law. She is currently working in a public sector company as a legal officer at Chandigarh.

Her book is briefly summarised as follows:

Ever wondered what it is like being in a courtroom? The dramatic "Order! Order!" in every other Bollywood movie certainly has a mundane charm of its own. This book gives us an insight into the fancy world of white wigs and black capes. It is a collection of short stories, but with a twist. Each story has a common protagonist, Sia and one common thread which binds them all, Law. The stories are a by-product of the diverse experiences of the protagonist, which not only affected her professionally, but also helped her understand and appreciate some aspects of her own life. While reading, you will experience the thrill of a courtroom drama with a dash of satire. Each story revolves around one of these six elements- the Case, the Court, the Counsel, the Complainant, the Confinement and the Criminal. The author, through this book, has tried to reach out to everyone who may or may not have an idea about the functioning of the legal profession.

Bhavya Sharma, B.Com(H), 2nd Year

INFLUENCER MARKETING

SOCIAL MEDIA INFLUENCERS

Ever heard of Lilly Singh, Mallika Dua or Liza Koshy? What do they have in common? They're all social media sensations. In today's time, various big firms have found a new way to attract audiences. As the focus has shifted from television to what the internet has to offer, business firms have realized that the best way to appeal to the youth is through youth itself. This has resulted in a new category of celebrities i.e. the social media influencers.

Social Media Marketing primarily refers to brands using their social media accounts to promote themselves by authoring their posts on Facebook, Twitter, Pinterest, Instagram, etc. Hiring social media influencers is one of the ways a brand can market their products online. It involves paying the influencers directly or by compensating them with goods or services. This form of paid marketing is clearly marked on social media networks by the influencers as being *paid* or *sponsored* or simply as an *ad*. These influencers come across as trustworthy because their followers connect to them and consider them to be one of their own.

Everyone posts pictures and videos of food, places and themselves but that doesn't make them a blogger or vlogger. Why do we follow some accounts and not all? The answer lies in the content. What influencers post, how they generate content that amuses us is what makes us follow them. They are famous because of the originality their content brings to social media platforms. Bloggers all around the world put in a lot of effort to get the right shot, give us a great feed so that companies find a platform to collaborate with.

Have you ever wondered if putting up great content is enough to attract brands? The answer is NO. Every marketer looks for a few things before collaborating with an influencer – demographics of the followers, average number of interactions on the post i.e. number of likes, shares, comments or retweets, brands which influencers partner with, their personal interests, to name a few.

For critics, the work these influencers do may come across as that of just some young person posting nice pictures, wearing fancy clothes, using high-end products, on an irrelevant social media platform. This opinion is far from being true. For each post, some of these influencers get paid anywhere between ₹ 2500 to ₹ 50,000. Once the influencer has loyal follower base and works hard to create quality content, social media marketing works wonders for the firm in terms of reaching out to a wider audience. It is also a lucrative business option for people with a creative edge, who are sharp and quick to realize what the market wants and how accurately and creatively, they can present it in front of the world.

Bhavya Sharma, B.Com(H), 2nd Year

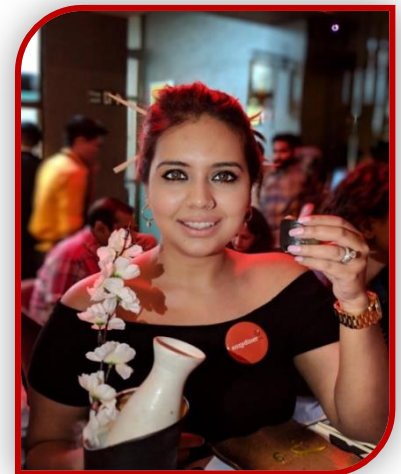
Varunavi Chauhan, B.Com(H), 1st Year

SOCIAL MEDIA INFLUENCER INTERVIEW

In a social media-savvy society, what's *'trending'* has almost become social currency amongst friends and peers, so being at the coalface of what's 'hot' and getting paid for it can't be niffed at. The Comascent Team conducted a brief interview with Ms. Sukhmani Sakhi, a dedicated food blogger having a following of across 50,000 where she talks about social media influencing as a career opportunity for the millennial.

What is social media influencing and what inspired you to enter this field?

I've always had a lot of opinions about many things and initially, the only way to express them was through traditional forms of media when blogs and personal websites were not so popular. But over the last few years, the element of personal expression has evolved. That's when I began writing about my interests; it seemed like a lot of people connected with me, and I gained popularity. So, social media influencing is about putting your thoughts out there and finding your audience. That's how it actually begins; eventually, people start following you, you start influencing them, and it becomes a trend.



Which social media platform is most responsive these days? Which platform are you currently active on, and why?

Obviously, Instagram! Instagram is about micro blogging. There are some blogs and personal websites that are doing better, but people don't want to read anymore, they want to be able to slide through content. Instagram acts as a fast aid here. YouTube is coming to a close second; it wouldn't be surprising if it surpasses Instagram in the coming few years.

I'm most active on Instagram. It's hassle-free, quick, and best for those lazy days.

How do you select your target audience?

It actually depends! The target audience can be global, but it is certainly linked to proximity. I'm primarily into food blogging. Although I have many followers from different cities, Delhi is on top of my reach in terms of audience. Being a blogger, you tend to cover a lot of what is happening in the city and what's trending. Audience has a lot to do with what people relate to.

How do influencers help in building brands?

Millenials today are more active on social media. Say, I'm looking at a fashion brand and love the trending styles, I would relate to people who showcase the same on social media

platforms. For instance, if I'm looking at the page of my favourite Instagrammer and I see her wearing a great pair of jeans, I'm more likely to purchase them as opposed to if I see them online on a shopping website. In the market, the clause of relatability sells.

How is your work different from that of a brand ambassador?

The whole concept of being an influencer is very closely attached to brand endorsement. Initially, I used to write blogs on what I felt. However, nowadays people are monetizing on endorsements. Since it is turning into such an evolving market, it has become an integral part of what I do. We may endorse brands which we would probably not prefer ourselves, but that's how things work. We are getting paid for it. This is how celebrities also work. Brands are endorsed due to the monetary factor attached, but they may not endorse those brands in real life.

What is your revenue generation cycle?

I'm a PR consultant myself, so I spend most of my time networking. I also conduct events. Being an Instagrammer, I build contacts and collaborate with brands to be able to curate my own events. I've put it all together and created a brand. The revenue has now become quite attractive. It is a closed circle – be active on a platform and revenue starts coming in.

What kind of skills are required to be successful in this field?

The basic pre-requisite and the biggest challenge for social media influencers is consistency. Since there are no deadlines, it sometimes becomes difficult to stick to a routine or keep yourself disciplined. Other than that, you need to have a flair for content creation and development. If you're in it for the fame or glamour, then chances of success in this field are slim. Lastly, you need to evolve and keep up with the trends, so eventually, you will have to come up with your own personal style to be able to sustain.

What is your message to the youth who would like to explore this field as a career option?

This field should not be considered frivolous. If you've got the creative stamina, and are confident about yourself, then you should definitely go for it. However, if you're just in it for the fame, free food, free travel, then it won't last. It's not as glamorous as it looks like on the outside. Like I mentioned before, a personal touch needs to be added constantly.

Shivika Katyal, B.Com, 3rd Year

HINDI SECTION

मानसिक तनाव- एक विश्लेषण



विश्व स्वास्थ्य संगठन ने मानसिक स्वास्थ्य को परिभाषित करते हुए कहा है कि यह सलामती की एक स्थिति है जिसमें किसी व्यक्ति को अपनी क्षमताओं का एहसास रहता है, और वह जीवन के सामान्य तनावों का सामना कर सकता है, लाभकारी और उपयोगी रूप से काम कर सकता है और अपने समाज के प्रति योगदान करने में सक्षम होता है। व्यक्ति की मनोवैज्ञानिक व भावनात्मक स्थिति को मानसिक स्वास्थ्य कहते हैं। मगर जब कोई मनुष्य मानसिक तौर पर किसी भी पीड़ा का एहसास करता है, या मानसिक रूप से स्वस्थ नहीं होता, तो वह व्यक्ति मानसिक तनाव का रोगी कहलाता है।

आमतौर पर हम मानसिक तनाव पर इतना ध्यान नहीं देते, जितना बाकी बिमारियों पर, मगर चिंतित होने का विषय यह है कि विश्व भर में 300 मिलियन से अधिक लोग मानसिक तनाव के रोगी हैं। विश्व स्वास्थ्य संगठन की सूचना के अनुसार 6.5 प्रतिशत भारतीय जनता गंभीर मानसिक तनाव का शिकार है। जिसमें ऐंग्जाइटी डिसऑर्डर, डिप्रेशन, आदि बीमारियां हैं। यह सभी ऐसी समस्या हैं, जो आमतौर पर दिमाग और मन से जुड़ी मानी जाती हैं। मगर इन सभी का असर हमारे शरीर के कई अंगों पर भी पड़ता है। आधुनिक युग में काफ़ी उपचार होने के पश्चात् भी मानसिक तनाव के कार्यकर्ताओं की कमी है। आमतौर पर लोग किसी भी मानसिक रोगी को सहानुभूति नहीं दे पाते, न ही वह ये समझ पाते कि मानसिक पीड़ित होने का एहसास क्या है। हालांकि इनमें से भी, कुछ लोग मानसिक रोगी होते हैं। सही इलाज न मिलने पर ही आत्महत्या की संख्या बढ़ती है। भारतीय सरकार के विवरण के अनुसार भारत में आत्महत्या के अंक 1987 से 2016 के बीच प्रति 1 लाख की संख्या पर 7.9 प्रतिशत से 10.9 प्रतिशत बढ़ चुके हैं।

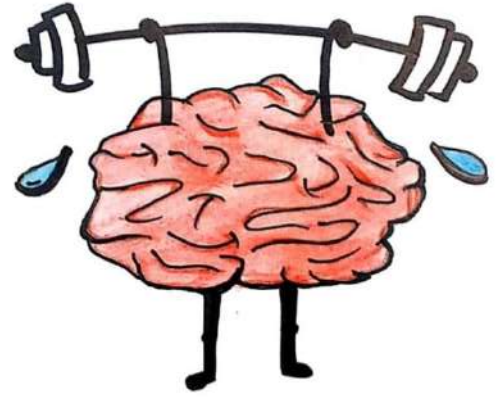
ऐसी विकट परिस्थिति में मार्गदर्शन और सहकारिता की आवश्यकता है। अगर अभी से ही प्रभावशाली व्यक्ति, नेता, मंत्री और आम जनता सभी मिलकर अपना योगदान दें, तो निश्चित रूप से भारत का उद्धार होगा। इसी उपलक्ष को ध्यान में रखकर मानसिक तनाव के प्रति जागरूकता बढ़ाने और पीड़ित लोगों का समर्थन करने हेतु कुछ भारतीय कलाकारों ने भी अपनी कला का प्रयोग किया है। जिनमें से दीपिका पादुकोण ने पिछले साल ही 'दोबारा पूछो' नाम के अभियान की शुरुआत की। अनुष्का शर्मा, करन जौहर, कपिल शर्मा जैसे कई बॉलीवुड सितारे और एलेन डी जनेरस, जॉनी डेप्प, एमिनेम जैसे कई दिग्गज हॉलीवुड सितारे भी डिप्रेशन से लड़ाई लड़कर जीत चुके हैं। अगर इन जैसे आत्मविश्वासी और मेहनती व्यक्तियों को असफलता और डिप्रेशन का सामना करना पड़ सकता है तो ज़ाहिर है ये स्थिति किसी के भी साथ हो सकती है। ऐसी स्थिति में हमें एक सफल चिंतन और सहनशीलता की ज़रूरत है।

एक खुशहाल जीवन के लिए मानसिक स्वास्थ्य बहुत ज़रूरी है। अतः हम जब भी अपने जीवन के बारे में निराश महसूस करें, तो हमें याद रखना चाहिए कि एक ऊर्जा हमारे साथ हमेशा मौजूद रहती है, यही शक्ति हमेशा शांति और समझ देती है ताकि हम हर परेशानी का सामना कर सकें। मानसिक रोग या मानसिक तनाव को मेडिटेशन द्वारा दूर किया जा सकता है। प्रतिदिन मेडिटेशन करने से हम न सिर्फ तनाव से दूर रहेंगे बल्कि यह हमें सेहतमंद भी रखेगा। लोगों के साथ समय बिताकर, सही लाइफस्टाइल चुनकर, खुलकर हँसने और गाने से भी हम अपने तनाव पर जीत पा सकते हैं। मानसिकता की जीत ही स्वास्थ्य की जीत है, एवं स्वस्थ मस्तिष्क में ही स्वस्थ ऊर्जा का निवास है।

निकुंज अग्रवाल, बी-कॉम(होनर्स), प्रथम वर्ष

मानसिक रोग क्या है?

मानसिक रोग कई मानसिक स्वास्थ्य स्थितियों को संदर्भित करता है- ऐसे विकार जो हमारी मनोदशा, सोच, और व्यवहार को प्रभावित करते हैं। मानसिक रोग के उदाहरण हैं- डिप्रेशन(अवसाद), चिंता, स्किज़ोफ्रेनिया और खाने के विकार।



समय समय पर मानसिक स्वास्थ्य संबंधी समस्याएँ होती हैं, लेकिन ये मानसिक बीमारी बन जाती हैं जब इनके लक्षण तनाव पैदा करते हैं और कार्य करने की हमारी क्षमता को प्रभावित करते हैं। इनमें से कुछ विशेष प्रकार की बीमारियाँ निम्नलिखित हैं जिन्हें हम अक्सर अनदेखा कर देते हैं।

बाइपोलर डिसऑर्डर

बाइपोलर डिसऑर्डर एक मानसिक बीमारी है जो अत्यधिक मूड स्विंग का कारण है। इस अवस्था को गहरा अवसाद या मूड डिसऑर्डर भी कहा जा सकता है।

इस से पीड़ित व्यक्ति खुद को निराश या उदास महसूस करते हैं और ज़्यादातर गतिविधियों से अपनी रुचि खो देते हैं। इस स्थिति में पीड़ित की निर्णय क्षमता प्रभावित हो जाती है। यह बीमारी आनुवांशिक भी होती है। यदि परिवार का कोई सदस्य इस बीमारी से पीड़ित होता है तो उसके बच्चों को यह बीमारी होने की आशंका अधिक है। हालांकि, मानसिक स्वास्थ्य के संकेतों व बदलावों की समय पर जांच व निरंतर उपचार करने से इस बीमारी से बचा जा सकता है।

डिप्रेशन

दुःखी, बुरा महसूस करना, दैनिक गतिविधियों में रुचि न रखना, जब ये सारे लक्षण जीवन में अधिक समय तक रहते हैं और अधिक प्रभावित करते हैं, इसी अवस्था को अवसाद यानि डिप्रेशन कहते हैं।

यह एक मानसिक स्वास्थ्य विकार है। इसमें व्यक्ति गहरे और आशाहीन विचारों में चला जाता है। व्यायाम हर मानसिक अवस्था से बचने का बहुत ही सरल, और साधारण उपाय है। अथवा डिप्रेशन से पीड़ित व्यक्ति अगर भोजन में विटामिन और मैग्नीशियम का भी सेवन करें तो, मानसिक तनाव को दूर करने में काफी आसानी होगी।

डिस्लेक्सिया

यह एक सीखने या पढ़ने की समस्या है। इसमें अक्षरों के लिखित रूप और उनके उच्चारण के सम्बंध की पहचान में कष्ट के कारण पढ़ने में समस्या होती है। मगर इसका यह मतलब नहीं की इन व्यक्ति की सीखने की क्षमता बाकियों से कम है।

भारत में डिस्लेक्सिया के प्रसार का अनुमान 15 प्रतिशत लगाया जाता है। टाइम्स ऑफ इंडिया के अनुसार, जनवरी, 2013 में लगभग 23 करोड़ बच्चे मान्यता प्राप्त स्कूलों में थे, जिसका मतलब यह हुआ कि भारत में डिस्लेसिक बच्चों की संख्या 3.5 करोड़ मानी जा सकती है। ऐसे बच्चों को जितनी जल्दी विशेष शिक्षा मिलती है, उतना ही जल्दी वह पढ़ना और लिखना सीखते हैं।

अल्जाइमर रोग

अल्जाइमर लगभग 65 वर्ष की उम्र के लोगों को होने वाली बीमारी है। यह एक न्यूरोलॉजिकल समस्या है जिसमें दिमाग की कोशिकाएँ नष्ट होने से यादाश्त जाने लगती है। मिडिल स्टेज पर पहुँचते हुए पीड़ित व्यक्ति को कई तरह के भ्रम होने लगते हैं।

अल्जाइमर को एक लाइलाज बीमारी माना जाता है परंतु नियंत्रित व पौष्टिक भोजन लेकर, नियमित व्यायाम और योग करने से इस बीमारी पर जीत पायी जा सकती है। अतः दोस्तों के साथ मेल और रिश्ते बढ़ाकर भी खुशी की अनुभूति हो सकती है।

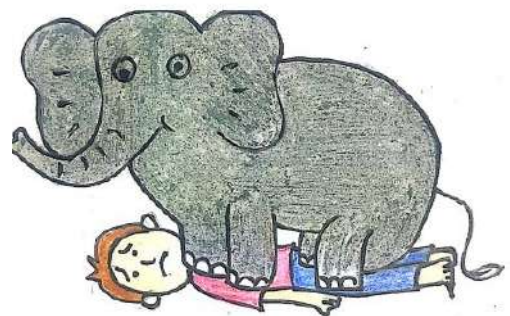
तनाव

तनाव किसी भी व्यक्ति को अधिक से अधिक तरीकों से प्रभावित करता है। दिमाग को प्रभावित करने के साथ ये दैनिक गतिविधियों को भी बाधित और काम करने की प्रगति को भी प्रभावित करता है। निश्चित रोज़ का काम न कर पाना भी तनाव का कारण बन सकता है।

तनाव में रहने पर कोई भी साधारण व्यक्ति सामान्य से ज़्यादा खाता है, साथ ही वह अधिक फ़ास्ट फूड खाने लगता है। ऐसे समय में व्यायाम सबसे उचित है जिससे हम बेहतर महसूस कर सकते हैं। स्वस्थ आहार का सेवन करने से भी तनाव से लड़ने में सहायता प्राप्त होती है।

सामाजिक चिंता(सोशल एंजायटी)

सामाजिक चिंता दुनिया में पायी जाने वाली तीसरी सबसे बड़ी मानसिक रोग की समस्या है। इस सामाजिक भय का डर इसलिए है क्योंकि एक साधारण व्यक्ति को यह डर रहता है कि आस पास के लोग उनके प्रति नकारात्मक सोच न रखें। यह भय किसी भी मनुष्य को व्यावसायिक, पारिवारिक और व्यक्तिगत रूप से हानि पहुँचा सकता है। यह समस्या आमतौर पर 20 से 30 की आयु में शुरू हो जाती है। कुछ लोगों में समय के साथ यह भय अपने आप खत्म हो जाता है, मगर कुछ लोगों का यह भय कैंसर की तरह बढ़ता जाता है जो उनके संबंधों में बाधा लाता है। किसी भी घटना के होने से पहले ही सामाजिक डर मस्तिष्क में जगह बना लेता है। इससे पीड़ित लोगों को अक्सर अपनी बीमारी का ज्ञात ही नहीं हो पाता है क्योंकि वह अपने सामाजिक भय के कारण अपना परीक्षण या इलाज़ कराने से भी डरते हैं। इस भय का इलाज मानसिक-चिकित्सा(साइकोथेरेपी) से कराया जा सकता है। अतः हमें चाहिए कि हम अपनी समस्याएँ अपने करीबी परिजनों को भी बताएं और स्वास्थ्य का इलाज़ कराएँ।



इस मोड़ से जातें हैं-

चल आज फिर मुस्कातें हैं
कुछ चंद पल यहाँ बितातें हैं,
चल कुछ खुशियों की बस्ती बसा
अपना कारवां सजातें हैं॥

चल फिर गर्मी की छुट्टियों जैसे,
दोस्तों के नाम चिल्लातें हैं
चल फिर इसी मोड़ पर,
कंचो का मैदान बिछाते हैं॥

थक चुके हैं अब,
इस रोज़ की भाग दौड़ से;
चल फिर एक और,
गिल्ली-डंडे की बाज़ी लगातें हैं॥
चल फिर माटी में कुश्ती लड़ते,
इस मोड़ से होकर जाते हैं॥

कुछ देर फोन छोड़कर
अपनो के साथ समय बितातें हैं,
कुछ चिट्ठियाँ पढ़कर आतें हैं
असली ताल्लुकात बनातें हैं॥

चल फिर दिन ढलने से पहले
घर वापस आजातें हैं,
कोका-कोला को छोड़ कर
वो कंचे वाला सोडा, पीकर आतें हैं॥

चल फिर पुराने पल चोरी करें
कुछ पर्चियाँ भी चुराते हैं,
चल इस मोड़ से गुज़रें फिर
हम चोर सिपाही कहलाते हैं॥

चल सारी आज की फिक्रें छोड़,
बीते कल वाला मोहल्ला बनातें हैं,
फिर माँ से पाँच रुपये लेकर
वो खुशियों का डिब्बा खरीद लातें हैं॥

चल छोड़ चले हमारी शिकायतें
बचपन में फिर डुबकी लगातें हैं,
परेशानियों का ये बुलबुला फोड़
फिर इसी मोड़ से जातें हैं॥

निकुंज अग्रवाल, बी-कॉम(होनर्स), प्रथम वर्ष

ये समय बदलना चाहिए-

है बहुत अंधियार,
अब सूरज निकलना चाहिए
जिस तरह से भी हो,
ये मौसम बदलना चाहिए॥

मुश्किलों से भाग कर,
हार न होनी चाहिए
आँख से आँसू नहीं,
शोला निकलना चाहिए॥

परेशानियों को छोड़ते हुए,
हमें आगे बढ़ना चाहिए
तो क्या हुआ अगर हारेंगे,
सपने पिरोने चाहिए॥

है बहुत अंधियार,
अब सूरज निकलना चाहिए
जिस तरह से भी हो,
ये मौसम बदलना चाहिए॥

न हो क़हर, खत्म करने की,
बस इख़्तियार चाहिए
ये हौसलों का सिलसिला,
कुछ और चलना चाहिए॥

है बहुत अंधियार,
अब सूरज निकलना चाहिए
जिस तरह से भी हो,
ये मौसम बदलना चाहिए॥

निकुंज अग्रवाल, बी-कॉम(होनर्स), प्रथम वर्ष

Trivia

According to the Forbes 2018 report, Finland is the happiest country in the world.

(Source: Forbes Report 2018)



India spent only 0.06% of its total health budget on mental health care in the year 2016.

(Source: thediplomat.com)

Mindfulness is one of the leading practices to support mental health. It has its roots in Buddhism and is widely practiced in the UK.

(Source: mind.org.uk)



Depression is the leading cause of disability worldwide.

(Source: WHO Report)

Almost 20 percent of children and adolescents suffer from some form of mental illness.

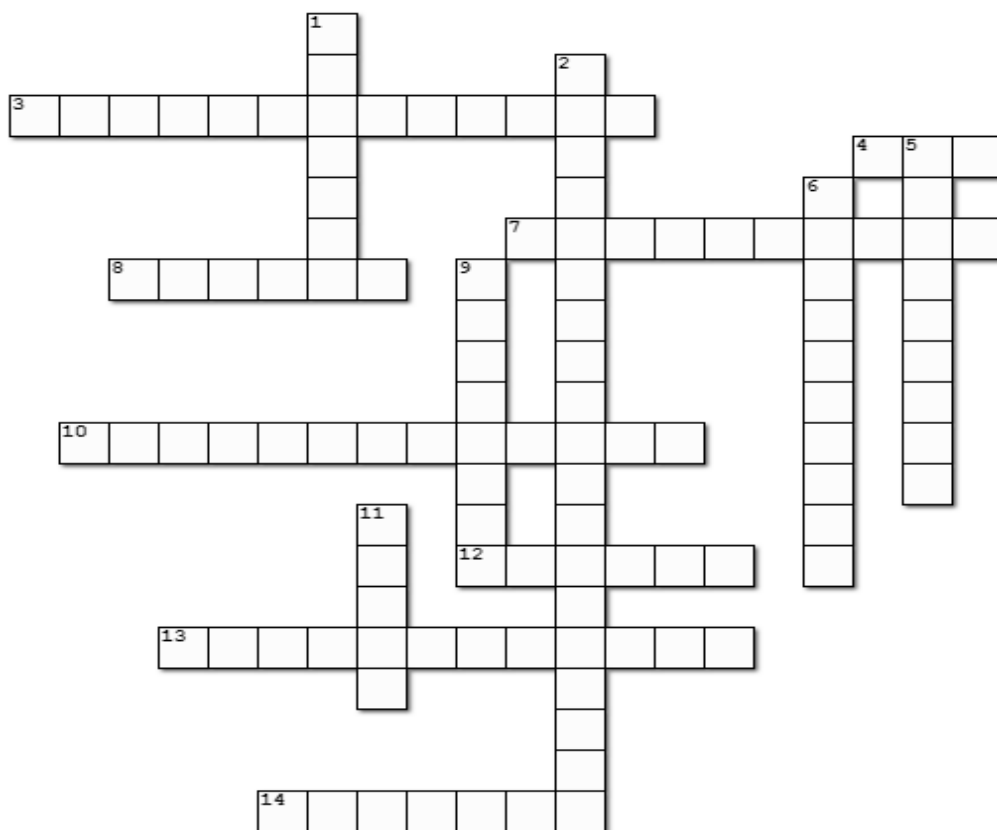
(Source: WHO Report)



50% of corporate India is under chronic stress.

(Source: The Economic Times)

CROSSWORD



ACROSS

3. Disturbed perception, typically auditory, could be visual, taste or touch.
4. An anxiety disorder in which people have unwanted and repeated thoughts, feelings, ideas, sensations (obsessions), or behaviour.
7. Feelings of severe despondency and dejection.
8. In the classic movie 'Rain Man' starring Dustin Hoffman and Tom Cruise, what disorder is Hoffman's character Raymond living with?
10. In 2001, Russell Crowe stars in 'A Beautiful Mind'. The movie is a biographical drama film based on the life of John Nash; a mathematical savant who is faced with constant challenges due to his condition. Which mental illness befell John Nash?
12. Mark of disgrace associated with a particular circumstance, quality, or person.
13. What is the fear of stealing called?
14. A person characterized by an alternation between extreme euphoria and deep depression.

DOWN

1. Arachnophobia is the fear of what?
2. Condition wherein a person will report the existence of a severe physical problem, such as paralysis or blindness.
5. Smelling which food makes you feel relaxed?
6. The branch of medicine concerned with mental illness.
9. Normal stress considered beneficial for the experimenter.
11. What percentage of the human brain is fat?

Across: 3. Hallucination 4. OCD 7. Depression 8. Autism 10. Schizophrenia 12. Stigma 13. Kleptophobia 14. Bipolar
Down: 1. Spiders 2. Conversion Disorder 5. Chocolate 6. Psychiatry 7. Eustress 11. Sixty

NEWS FROM THE DEPARTMENT

PRESIDENT'S SPEAK

As I complete my journey in the department, and most importantly, my tenure as the President, Commerce Association, 2018-19, I have had the pleasure to watch the department grow. I am proud of how much we were able to accomplish this year. We organized an Industrial visit to the Coca-Cola factory in addition to workshops on various topics to ensure the holistic development of the students. One of our milestones was organizing Cascade 2018-19 as an international level seminar, with speakers from diverse backgrounds. This year, we aimed for maximum involvement of the whole department and we achieved this through immense participation by students in all activities.



I would like to congratulate the Comascent team for taking up such an important topic for this issue, 'Mental Health.' Our mental health not only influences the way we look at ourselves but also affects how we manage stress and take decisions.

To conclude, I would like to welcome the new association and hope that they take the department to greater heights. I would also like to give my best wishes to all the students for their future endeavors.

TRENDING OPPORTUNITIES IN FINANCE



January 16, 2019: The Commerce Association organized a seminar on 'Trending Opportunities in Finance', the speaker for which was Mr. Pranav Sharma, Head of Placements & Corporate Relations at International College of Financial Planning. He talked about various career opportunities in the field of finance like Investment Banking, Corporate Finance, Equity Research, etc. His presentation also covered the courses that have emerged over the last couple of years in the field of Commerce. The objective was to familiarize the students with the new opportunities in the changing business environment. Students participated in large numbers for the discussion and gained knowledge about career opportunities that are beyond the conventional options.

SHATTERING THE MYTHS OF CAT



January 23, 2019: The Commerce Association, along with an expert from one of India's premium training institutes, Endeavor, presented an enriching seminar on the topic 'Shattering the Myths of CAT'. The speaker stimulated the audience with an impactful presentation highlighting various aspects of CAT. Students of all courses participated enthusiastically and benefitted immensely as the speaker gave them several pointers on how to attempt CAT. The seminar ended with an interactive question and answer session.

CHARACTER AND NATION BUILDING



February 8, 2019: The Commerce Association organized a talk on 'Character and Nation Building' which was conducted by Mr. Raghu Hari Dalmia. Mr. Dalmia is a renowned businessman who has led various sectors and international groups. He has also held leadership positions in various Indian Business Associations. He focused on the thought that character is the quality that makes a person or group of persons different from others. It distinguishes the good from the bad. The session comprised of presentation and motivating videos. The students posed a number of questions, thus making the talk interactive.

DEPARTMENT TRIP



March 16, 2019: The Department organised an educational cum retreat trip to Mussoorie, Dhanaulti and Dehradun during the mid-semester break. 38 students went for the trip and were accompanied by Dr. Sheela Dubey, Mr. Amit Rohilla, Dr. Varun Bhandari and Dr. Seema Sharma. Various places such as Eco Park in Dhanaulti, Gunhill Point, Kempty Fall, Library Point in Mussoorie, Robber's Cave in Dehradun were visited during the trip. Students and teachers also indulged in fun activities like trekking and ropeway. The trip was an adventurous, enjoyable and a memorable experience for everyone.

PATHFINDER REPORT 2018-19



Convenors: Mrs. Kiran Batra, Dr. Sheela Dubey

The Commerce Department, Gargi College, on Monday, April 1, 2019, conducted the Pathfinder Competition to award research projects in the domain of commerce and allied subjects. Dr. Jyoti Dhawan, Associate Professor, Kamala Nehru College, and Dr. Surender Singh, Associate Professor, College of Vocational Studies, judged the 9 projects that were presented by the respective team members on the day.

S.No.	TOPIC	PARTICIPANTS	MENTORS
1	Non-Performing Assets- It's impact on investors and ways to minimize it	Niharika Agarwal Anya Ranjan	Dr. Varun Bhandari Ms. Chandrika Goel
2	Beating the curve and fostering Innovation	Kritika Baluja Riya Shankar Sikta Pandit	Ms. Anjali Siwal
3	Game Theory in Carbon Crediting	Sweta Rani	Dr. Payal Jain
4	Gender Pay Gap: A case study of Delhi University	Priyashi Kumari	Ms. Rupal Arora Ms. Roshni Garg
5	Economics of #MeToo Movement	Anamika Pandey Ananya Chhabra Muskan Goel	Mr. Siddharth Rathore
6	Climbing the Corporate Ladder: A Gender Analysis	Shubhangi Srivastava Yukti Nagpal	Dr. Geeta Kichlu Dr. Sangeeta Jerath
7	Do we truly have Peace of mind?	Kanica Batra	Ms. Hansika Khurana
8	Mitigating the Kashmir Conflict using 'The Prisoner's Dilemma'	Mahuri Salpekar	Dr. Ganesh Manjhi
9	Efficient Admission Process for University of Delhi	Anjali Sharma Shurti Jain	Dr. Ganesh Manjhi





The first position was bagged by Mahuri Salpekar.

The second position was awarded to Ananya Chhabra, Anamika Pandey and Muskan Goel.

The third position was a tie between Kritika Baluja, Riya Shankar and Sikta Pandit & Shubhangi Srivastava and Yukti Nagpal.

PLACEMENT REPORT

A total of 55 students are placed in various companies. We congratulate them and wish them luck for their future endeavours.

		
Aadhya Khanijo	Mansi Sachdeva	Apoorvi Goyal
Ananya Chhabra		Radhika Kamra
Ashi Goel		Surbhi Gupta
Falguni Jain		Anagha Kapoor
Hiteshi Kumar	Mahima Dubey	Nitya Bhargava
Kanika Ahuja	Sheshtha Singh	Arushi Jain
Kashish Kalia	Soyancy Kumra	Avantika Rastogi
Komal Yadav		Jahnvi
Kritika Baluja		Mahak Kamra
Mallika Raj		Nidhi Priya
Priya Mallik	Dharana Yadav	Preksha Jain
Priyanka Sharma		Rashi Kabra
Riya Shankar		Shagun Gupta
Samhita Sinha		Shivika Katyal
Samreen Danish	Aditi Vashishtha	Suyashi Kharya
Supriya Bajaj		Tanya Khetal
Vaishnavi Sachdeva		
Vanshika Jain	Bharti Chaudhary	
Deepika Joshi		Srishti Bhargava
Muskan Bharti		Ishita Sharda
Ragini Kumari		Mohammadi Mateen Siddiqui
Aishwarya Shankar		
Gargie Mahajan		
Muskan Goel		Bhavya Minocha
Sikta Pandit		Tejashree V
Simran Bhutani		
Navya Wadhera		

Shot for the stars & I landed on the moon; as my fear flushed out, I was inside my new school. Gargi it is & will always be. From my first document verification to my last admit card issuance, it has helped me read between the lines & look beyond the boundaries.
Suyasli Kharya
B.Com(P), 3rd Year

I stepped into Gargi with a plethora of emotions. My association with college can be summed up as a roller coaster ride which will be cherished forever.

Sikta Pandit
B.Com.(H)
3rd Year

From orientation to now, when I am graduating, Gargi has helped me to visualize what I want to be & where I see myself in life's journey. Gargi has not been less than an adventure for me.

Gargie Mahajan
B.Com (P)
3rd Year

College life is a blend of different experiences. From assignments to cultural fest, we all go through this together & create beautiful moments. I made strong bonds with my friends & professors in the last three years.
Tanya Khetai
B.Com (P)
3rd Year

Gargi's academic & extra-curricular spectrum is the

most promising & renowned red walls have nurtured us, refined us and made us the confident women we are!
Thanks Gargi!

Poorva Bajaj
B.Com(H)
3rd Year

From being the most loved girl in the school to suddenly being no one in the crowd of hundreds, she lost her inherent self-confidence. But Gargi wouldn't have been the Gargi she is today, if Gargi wouldn't have happened to her!
Gargi Rastogi
B.Com (P)
3rd Year

Gargi gave me the best experience of my bachelors, my desire to do theatre to being part of the Student's Union. Every single thing in Gargi has contributed in making me what I am today.

Pratishtha Mittal
B.Com(H)
3rd Year

For me, Gargi is not a place just to pursue a degree but a platform where I constantly find myself in the middle of new challenges, opportunities & responsibilities, adding more power & strength to me & hence, evolving my personality.

Preeti Aggarwal
B.Com(H), 3rd Year