

THE BLUE INK POT!!



INSPIRING CHANGE....



VIVEKANANDA COLLEGE
(UNIVERSITY OF DELHI)

THE BLUE INKPOT !

ISSUE:
MARCH 2016

YOUR CONTRIBUTIONS

Do you have any suggestions ,comments to offer?

Experience and information

that you wish to share ?

We look forward to our
readers' participation .

Please send your articles, illustrations etc.to :

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**"Sometimes when you innovate, you
make mistakes.**

**It is best to admit them quickly, and get
on with improving your other
innovations."**

-STEVE JOBS

EDITORIAL !!

“Perseverance is a great element of success .if you knock long enough and loud enough ,you will be sure to wake somebody.”

The Blue Inkpot is and has always been a sincere attempt by its editorial board ,whom we are dearly thankful to, explore the literally talent and skills of our contributors.

It has always covered efficiently all events and activities held during the course of the year ,with the students who made a mark in extra -curricular fields having their achievements imprinted .We have always encouraged the efforts of those who have contributed towards making this publication ,a huge success .

But our gratitude is boundless when it comes to thanking all our well wishers in and outside the institution who have appreciated our efforts ,our teachers who have constantly prodded and pushed us in our attempt to make this a treasured manuscript .

Words can initiate or end wars, a powerful enough weapon ,wouldn't you say ??

Writing is an expression of thoughts.

As a River flows, so do thoughts and they carry away with them the fear, despair and negativity .

Observing things around and writing them down is justifying yourself in your thoughts .

To conclude, we would like to say that “The Blue Inkpot” is a humble tribute to the sweat and dedication of the students and teachers of our department .

AU REVOIR ! SIT DOWN AND ENJOY THE SLIDESHOW OF THE YEAR WELL SPENT!

SAMRIDHI GOGNA

EDITOR-IN-CHIEF

ASHITA SHARMA

MEMBER, EDITORIAL BOARD

From the Faculty Desk

A new edition of the publication of the Department of Commerce is here! This year, we have got a tremendous response from the students in terms of articles, illustrations etc. Hence, we have decided to include more articles in this publication and call it The Commerce Digest “The Blue Inkpot”.

In a year when start-ups are cool, it's no wonder that our young writers are also thinking and expressing their views on start-ups and their possible impact on our economy. The importance of new and clever marketing strategies in national and international business can never be overemphasized. Also, the age old ideas and ‘mantras’ of Kautilya or Chanakya, the teacher, philosopher, economist, jurist, master strategist and royal advisor of the Mauryan empire still hold good in today's time.

There is a place for all in our vibrant and pluralistic country – whether it is a variety of different business ideas, political viewpoints, languages, cultures, abilities or choices in life- and these should be respected and given space. The ethos of our country is in its diversities; the more we understand, accept and become sensitive about the differences, the more vibrant we become as a nation.



Top Row (left to right): Dr. Ranjeeta Phukan, Ms. Shilpa, Ms. Surbhi Gupta, Dr. Shafaq Zareen, Ms. Laxmi, Mr. Wangchuk Dorjay

Bottom Row (left to right): Mrs. Sushma Aggarwal, Dr. Pushpa Maheshwari, Mrs. CK Bansal, Mrs. Radhika Srinivasan (TIC), Mrs. CK Chopra, Dr. Pavan Gupta, Mrs. Meenakshi Aggarwal

GREEN HRM

The Green Human Resources Management (Green HRM) has evolved from those business houses and companies engaged in practices leading to protection of environment and sustenance of ecological balance. The inception of such initiatives, referred to as green management, started from the agenda of Protection of Environment and saving the planet from future man-made disasters. Green HRM covers all activities targeting at helping an organisation carry out its agenda for environment protection to reduce its carbon footprint in areas concerning onboarding and acquisition of human resources, their induction, performance management, learning and development and compensation and reward management. Green HRM can play a vital role in business in promoting environment related issues by adopting and following Green HR policies and practices. Through Green HRM corporate can enhance their brand image. Green HR will play an important role in making the employees aware of and concerned for preservation of natural resources.

The kinds of action taken within green HRM initiatives include educating employees about climate change and other environmental issues, training in working methods that reduce the use of energy and other resources, promoting and incentivizing more sustainable means of travel to work (e.g. car sharing, cycling, public transport), and auditing employee *benefits* to eliminate those that are environmentally damaging (e.g. unnecessary provision of a high powered *company car*). Some green HRM initiatives also make use of employee *volunteering* to support environmental charities and projects and to develop green initiatives at work. Where trade unions are present, green HRM may involve *consultation* and joint working with union environmental representatives (i.e. union representatives who are trained to promote a green agenda at work) to advance sustainable business practice.

Green rewards can include the use of workplace and lifestyle benefits, ranging from carbon credit offsets to free bicycles, to engage people in the green agenda, while continuing to recognize their contribution. While many employees often feel it is not their responsibility to protect the environment while they are at work, the new workforce of millennial are emphasizing environmental consciousness as they chose their employers. There is also a broader opportunity to engage the workforce given that more and more people seek meaning and self-actualization in their jobs. Other simple green actions include minimizing the amount of printed materials used in performance management, salary reviews and so on.

Sourcing and Acquisition of Human Resources To start with, HR Department can make Green/EM (Environmental Management) job descriptions for employees. As higher level executives have to take greater responsibility for green initiatives, green goals should be included in managerial job descriptions. While developing the competency model for talent, an organisation can include environmental consciousness as one of the core competencies required of employees.

Green job candidates, who comprise a large section of talented and knowledgeable manpower, use Green criteria when applying for jobs, and, therefore, companies having green practices can attract good talent. This means organizations have to 'practice green' in order to build a Green Employer brand (green employer of choice). Preference in selection should be given to candidates who are 'Green aware', which becomes a part of the HR acquisition policy. Employers, having strong green brand are more likely to attract talent than those who do not have green philosophy.

However, HR is never going to have a truly significant impact on a business through the improvement of HR processes alone so the greater opportunity is to contribute to the green agenda of the business as a whole.

Companies who Have adopted GREEN HRM

General Electrics

Uses six sigma technique for optimizing their operations to improve environmental and social outcomes in a manner that increases overall performance.

Google

Uses green recruiting technique- Believes that most talented people get attracted because of it.

Infosys

eRecruiting Staffing Solutions

Hewlett Packard

Product take-Back programs, green packaging and integrating designs.

Dr. Shafaq Zareen

Assistant Professor

OFFICE BEARERS (DEPARTMENT OF COMMERCE)

NAME	COURSE/YEAR	POST
MS.SHIKHA VERMA	BCOM (H) III YR	PRESIDENT
MS.SHWETA RISHI	BCOM(P) II YR	VICE PRESIDENT
MS.SHAGUN SURI	BCOM (H) III YR	SECRETARY
MS.PRACHI SHARMA	BCOM (P) I YR	JOINT SECRETARY
MS.TANVI JAGGI	BCOM (P) II YR	TREASURER
MS.SAMRIDHI GOGNA	BCOM (H) III YR	EDITOR IN CHIEF-THE BLUE INK-POT
MS.YOGITA SHANGLU	BCOM (H) III YR	ACADEMIC ACTIVITIES AND TOURS AND EXCURSIONS HEAD

STUDENTS OF COMMERCE DEPARTMENT HOLDING POSTS IN DIFFERENT SOCIETIES

NAME	COURSE/YEAR	POST
AKANKSHA GOLCHHA	BCOM (H) III YR	PRESIDENT,CULTURAL COMMITTEE
TANVI JAGGI	BCOM (P) II YR	VICE PRESIDENT ,CULTURAL COMMITTEE
SAMRIDHI GOGNA	BCOM (H) III YR	PRESIDENT ,VIBES –WESTERN MUSIC SOCIETY
AASHIMA BHATIA	BCOM (H) III YR	PRESIDENT ,THE GREEN LEAF,ENVIRONMENT SOCIETY
ANU GUPTA	BCOM (H) III YR	VICE PRESIDENT ,THE GREEN LEAF,ENVIRONMENT SOCIETY
SHWETA CHATURVEDI	BCOM (H) III YR	PRESIDENT ,NRITYAM –CLASSICAL DANCE SOCIETY
SHUBHANGI JOSHI	BCOM (H) III YR	VICE PRESIDENT ,ZUIQERS,QUIZ SOCIETY
ANURAKTI JAIN	BCOM (H) II YR	VICE PRESIDENT ,KALAKRITI ,ART & CRAFT SOCIETY
APEKSHA GUPTA	BCOM (P) II YR	VICE PRESIDENT ,CLICK-O-MANIA,PHOTOGRAPHY SOCIETY
KOMAL CHURANIA	BCOM (H) II YR	PRESIDENT ,NRITYAM –CLASSICAL DANCE SOCIETY

ACHIEVERS

Aashi Bansal, 3 (H)-A	* Got 1 st position in inter college netball competition in 2016
Akanksha Golchha, 3 (H)-A	Secured 2 nd position in Short Film making competition held by SVESTRAN 2K15 (Inter college event).
Anjali, 3 (H)-A	*secured 3 rd position in inter college hockey tournament and represent Delhi university in all india hockey tournament in Rohtak in 2014. *got 3 rd position in inter college hockey tournament and represent Delhi university in all India hockey tournament in Lucknow in 2016
Anu Gupta, 3 (H)-A	*Secured 2 nd position in Short Film making competition held by SVESTRAN 2K15
Deepika Rani, 3 (H)-A	*Secured 2 nd position in long jump and 3 rd position in 800 meters race conducted on the sports day in 2015
Devika Mahajan, 3 (H)-A	Stood 3 rd in intercollege netball tournament in 2016
Nupur Babbar , 3 (H)-B	Awarded with a prize for being 1 st in the college for the year 2014-15
Urvi Bhandari, 3 (H)-C	SECURED 2 nd POSITION IN CLINCH THE DEAL, Svestran2016
Sakshi Jain, 3 (H)-C	*2 nd position in dialogue baazi competition in 2015
Shruti Garg, 3 (H)-C	*Secured 1 st position in three leg race in intramural competition yr 2015-16
Shivangi Tripathi, 3 (H)-C	Secured 2 nd position in dialogue baazi competition in 2015
Shweta Chaturvedi, 3 (H)-C	*Secured 3 rd position in long jump(intra college) in 2015
Shubhangi Joshi, 3 (H)-C	*Got 1 st position in Inter College Quiz in annual commerce fest , Svestran 2k16. *Got 2 nd position in Inter College Quiz in annual commerce fest , Svestran 2k15.

Ritika Jain, 3(H)-C	*winner of semi classical dance competition in 2015
Anurakti Jain, 2(H)-A	*Got 2 nd Prize In Rangoli Competition organised by IN-DRAPRASTHA HORTICULTURE SOCIETY in 2016
Shubhangi Gupta, 2(H)-A	*Bronze medal in 36 th Delhi state judo competition in 2016
Nitya Garg, 2(H)-A	*Secured 2 nd position in clinch the deal competition in 2016
Harshita Jain, 2(H)-A	*2 nd position in Biz-Plan in SVESTRAN 2K16 *1 st position in Vasatail Retail in SVESTRAN 2K15.
Aashi Gaur, 2(H)-A	*1 st prize in treasure hunt organized by Tech Hustlers in 2016
Nikita Maroo, 2(H)-A	*2 nd position in Biz-Plan in SVESTRAN 2K16
Ankita Nigam, 1(H)-A	*Got 3 rd prize in quiz competition in 2015 *2 nd prize in Vigilance week and debate competition in 2015 *1 st prize in b-quiz in SVESTRAN 2K16.
Himanshi Garg, 1(H)-A	*1 st prize in intercollege fashion show competition in Bhim Rao Ambedkar College in 2015 *District Netball match- 1 st Prize In 2016
Mahima Jain, 1(H)-A	2 nd prize in rakhi making competition organized by KALAKRITI in 2015.
Surbhi Arora, 1(H)-B	1 st prize in Solo Singing competition In 2015
Sakshi Gaur, 1(H)-B	2 nd prize in Solo Singing competition. In 2015
Harshita Sachdeva, 1(P)-A	Won 1st prize in fashion show in Bhim Rao Ambedkar College in 2015
Jhanvi, 1(P)-A	1 st position in Inter District tournament of netball in 2016
Ishita Pagula, 1(P)-A	*1 st runner up in Miss VIVEK competition in 2015 *Winner of Clinch The Deal Competition in 2016
Prachi Sharma, 1(P)-B	3 rd position in inter college power point presentation competition in 2015
Arunima Krishnatrey, 1(P)-B	3 rd position in inter college power point presentation competition in 2015
Sneha Rani, 1(P)-B	3 rd position in inter college hockey tournament competition in 2015
Saumya Kohli, 1(P)-B	2 nd position in inter college dance competition in 2015

CAMPAIGNS THAT CLICKED

There have been some interesting marketing campaigns at the international level that have caught millions of eyeballs from all over the world. These campaigns not only helped in marketing of the products but also created milestones in marketing arena all over the world. Here is a list of few favourite cases that have inspired our home grown digital programs to get to the elusive level.

OREO'S 100TH DIGITAL BIRTHDAY BASH!

THE BIG IDEA:

Oreo in the year 2012 wanted to prove to the world that it was the smartest cookie in town. The brand used the internet to commemorate its 100th birthday. After closely looking at the demographic makeup of Oreo's online communities, they found that their most passionate supporters were millennial.

The cookie brand decided to use a real time cultural jacking campaign .Oreo kicked things off on social media with a simple visual of a six-layer rainbow oreo cookie with a caption 'pride'.

From the momentous Mars Rover landing to the rapid rise of Psy's 'Gangnam style' video, oreo incorporated these in its various social media communications. A new piece of social content was created every day for 100 days.

For the big finale –the 100th Daily Twist –Oreo invited its online communities to pitch their own story ideas and let them vote their favorites. Real time polling results were displayed on towering buildings and when the winner was selected, the brand and marketers behind them designed the content like reality TV finale.

LESSON LEARNED:

“Online branded content works for a brand that is ready to take risks”

RESULTS:

After this campaign, Oreo saw a 280% increase in Facebook shares and 510% increase in re-tweet on twitter. The content series garnered more than 1 million of like on Facebook.

BRITISH AIRWAYS: #HOME ADVANTAGE

THE BIG IDEA:

As a sponsor of the “London Olympics”, British Airways decided to send an entirely different message to its local clientele: don't fly .It urged them to stay home and support the local team, encapsulated in #home advantage.

The commercial debuted online and it used the background score “London calling by the clash”, a song that's about as celebratory of London as “born in the USA” is of America.

But what made the campaign different was how uniquely it engaged the audience .An app on the Facebook and a standalone site allowed people the chance to see a cut of the commercial with shots of the plane making its way through the streets they lived in, if they keyed in their address or pin code.

LESSON LEARNED:

Applying an opposite yet intuitive idea –DON'T FLY FOR AN AIRLINE COMPANY-to bring the localities alive in a highly relevant and differentiated way.

HONDA: THE SOUND OF SENNA

THE BIG IDEA:

In 1989, Ayrton Senna, a legendary Brazilian F1 driver clocked the world's fastest lap while qualifying for the Japanese Grand Prix in Suzuka. Nearly 20 years after his death, Honda recreated that famous lap with lights, engines sounds and lots more, using this data. In addition to a digitally shot film, HONDA created 3D web content and a mobile app that synchronized the sound of users' own vehicles to that of Senna's car on his epic lap.

The conflict between data and creativity has always been in the heart of auto advertising, where the technical details option come in the way of a creative narrative. Honda proved these need not be mutually exclusive.

The brand redefined the ways to analyze the data. Also, this particular campaign from the Japanese auto company fetched Titanium Grand Prix at the Cannes Louis festival,

LESSON LEARNED:

"Add technology to a simple creative thought to create an experience."

THE FILM WENT VIRAL AND GOT OVER 4 MILLION VIEWS FOR RECREATING A MOMENT IN THE HISTORY OF SPORTS WITH JUST A SOUND AND LIGHT DISPLAY.

SHUBHANGI JOSHI
BCOM. (H), 3RD YEAR



Illustration by,
Shriya Chopra
BCOM (H), 3rd year

A GLIMPSE OF THE EVENTS SO FAR..

SVESTRAN 2K15

The Department of Commerce, Vivekananda College conducted its first Annual Inter College Fest "SVESTRAN 2015" on February 25, 2015 (Wednesday). As the name "SVESTRAN" suggests optimism, enthusiasm, versatility and unlimited fun for the participants, and at the same time, it aims to ensure to inculcate a competitive spirit among the participants. SVESTRAN 2015 was successful not only in terms of participation of prominent educational institutions across Delhi- NCR but also from the corporate world with Indian Oil and Canara Bank joining us as event sponsors and Worlds of Wonder (WOW) associating with us as our entertainment partners. The events organized were: Business Plan Presentation, Poster Designing, Short Movie Presentation, B-Quizzed, Debate, Vasatail Retail. The festival provided a platform for young talent to bloom. While events, Poster Designing, B-Quizzed, Vasatail Retail and Debate had prelims conducted a day before. B-Quizzed was interesting with the participating teams being tested for their knowledge in various topics. Business Plan Presentation showcased our business expertise and marketing skills. Vasatail retail called for quick wit and a sharp mind. The events touched on every aspect, be it mental, physical or emotional. The exuberance and zeal of the participants was evident from their appreciation and favorable reviews. The success of the fest was the result of tireless and collective efforts put in by the organizing, management and creative teams.

The most beautiful moment was the publication of THE BLUE INKPOT. The first edition of the department's own publication was launched during the inaugural session of SVESTRAN-2k15 by the Principal Dr. Surinder Kaur, Faculty (Department of Commerce) and "THE BLUE INKPOT" team. The tireless efforts put in by the team were appreciated by all the members of the college faculty.

Shubhangi Joshi

ADIOS 2K15

Everything that begins has to end some day. Same is with the college life. The journey that was started with FRESHER'S WELCOME 2012 ended with ADIOS 2K15. Function began with the floral welcome of all the 3rd year students. Various solo dances, group dances and solo singing performances were presented by the students of 1st year and 2nd year. Some fun activities were there like saree draping game, in which the participants have to drape a saree on their juniors. The competition for the title of "MISS ADIOS 2K15" had three rounds : **Ramp Walk** where the deciding factor was way and the confidence with which one presented oneself., **Talent show**, where we saw some amazing solo dance and solo singing performances by the participants and **Situational Round** where the participants had to pick up a chit and act according to the situation mentioned in it. This was the most entertaining round. After this, different tags like Miss Foodie, Miss Charming, Miss brightest smile, etc, were awarded to the students. BHAVNA SINGH was crowned with the title of MISS ADIOS 2K15. DJ dance was the amazing end of a great day, that witnessed many promises, joys, tears, dreams, photographs and a perfect farewell by juniors to their seniors.

Ashita Sharma

FRESHERS WELCOME

The Department organized a fresher's welcome party for the batch of 2015-18 on Wednesday, September 16, 2015. the theme for the event was red carpet and the department of commerce gave a very warm welcome to the fresh incumbents. The party symbolized youth and enthusiasm in its full flow. With pulsating ambience flashing lights and foot tapping music, the party began with a blast. The competition to select Miss Fresher 2015-16 included rounds such as cat walk, talent round, and situational round. As the mercury began to rise, the dance floor was left open for some unbridled energy. Joy and happiness could be seen all around. They were having the best time of their lives. Inquisitive about campus life and conscious of their latest fashion trends, the first years were dressed in their best. Fresher's party is all about making the best start to the new academic year—A time to create everlasting relationships with each other.

HARSHITA SACHDEVA was selected as the **MISS FRESHER 2015-16**.

The party was grand hit due to tireless efforts of the teachers and the students.

"The magic in the air tuned to the chords of pulsating rhythmic hearts and bonds for the year that lay ahead".

Shubhangi Joshi

CLINCH THE DEAL

The department organized a competition named "CLINCH THE DEAL" on 20th January 2016, in the Small Auditorium. There was active participation in the event which made it a grand success. The participants were asked to pick up a chit from a box, and make an advertisement on the product mentioned .They were given some time to prepare the advertisement and enact in front of the audience. The main objective of this competition was to assess the participants marketing skills and have some fun in the process. The audience burst out laughing on some performances. Ishita and Nitya of 2nd year held 1st and 2nd position respectively.

Stuti Ranjan

GD/PI SESSION BY IMS.

An interactive session of GD/PI was conducted by the team of IMS KARKARDUMA on 8th February, 2016 . IMS is one of the popular coaching institutes for MBA and Banking service entrance exams. Mr. Abhijeet Choudhary, who is a quantitative aptitude teacher with IMS KARKARDUMA, brought along some of his students who got interview calls from IIFT, IIM-A, IIM-K, etc. They showed us a live demonstration of a group discussion on the topic, HAS INDIAN GOVERNMENT DONE ENOUGH FOR THE AGRICULTURE IN THE PAST 67 YEARS? He also discussed some techniques needed to excel in GD. After this, he took the interview of his students and showed us the skills required to clear the interview. This live session was of great help to our students as this procedure of selection is also followed in most recruitments.

Ashita Sharma





A DAY AT PEARL

Pearl academy is popularly known for its various courses in fashion sphere. The session was conducted on 30th January 2016, in their premises. The session started with an introduction of pearl academy and their achievement in every sphere. This helped to break the ice and made the session more interactive. The workshop was divided into three categories: Business ,Fashion and Design. It was conducted by Mr. Gopal. He showed several videos and PowerPoint presentation to the students to enunciate the baby steps in the world of design. He explained to the students how designers work. They also highlighted the usage of fuel efficiency and how to save precious fossil fuels such as petroleum. Afterwards, pearl academy conducted a fun oriented activity to engage students . The students were supposed to showcase their latent talent by creating different textures from multiple items. The session not only taught the students about various styling and designing techniques but also make them understand about the perspective career opportunities in the field of Fashion, Business and Design Industry. Students found this one day workshop very interesting and they actively participated in the interactive session. It opened their minds to great designs- that were simple and yet had great utility.

Shubhangi Joshi

INTERACTIVE SESSION BY PEARL ACADEMY

Pearl academy conducted an informative session on PERSONAL GROOMING on 17th February, 2016 in the College. In the competitive business world, it is very important for everyone to look presentable. You are not only judged by your skills but also by your dressing sense, way of speaking and the way you carry yourself. We must know that what looks good on us. In this session, the students were made aware about various styling techniques and also the prospective career opportunities in the Fashion Industry. Students found this session very interesting and they also participated actively in the interactive session. The question whether Fashion Industry was prominent only in Bollywood was also answered. Bollywood has become the face of fashion industry in our country but fashion is not only confined to it. Bollywood is all about clothes, makeup and hairstyles but the fashion industry has much more than this. Fashion bloggers, artists for fashion magazines, fashion designers, fashion analyzers all are the part of fashion industry. A PowerPoint presentation was shown to the students that included some famous names of the fashion industry that are not a part of Bollywood

Ashita Sharma

COVER PAGE DESIGNING COMPETITION

A cover page designing competition was organized by the Department on the theme "The blue Inkpot" on the 3rd February 2016 in the computer lab. Design and innovation have become a way of life. The world cannot function without constant innovation and designing. The idea behind the competition was to give equal opportunity to each and every student of the department to be a part of the annual newsletter. The best design would be selected as the cover page for the annual newsletter of the department. Twelve students from all the years participated in the competition. They were given a time of an hour. The students were given a choice to use computers or A4 size sheets to make their designs. The first prize was won by Divya Rustagi, 2nd year, B.Com and the second prize was bagged by Neha Chauhan, 3rd year, B.Com (H).

Stuti Ranjan

SVESTRAN 2K16

The only thing that remains constant is change". Yes, this has become our attitude, and will remain our legacy to pass down. With this enthusiasm, the Department Of Commerce organized its second annual inter college fest "Svestran 2k16" on 12th February, 2016 (Friday).

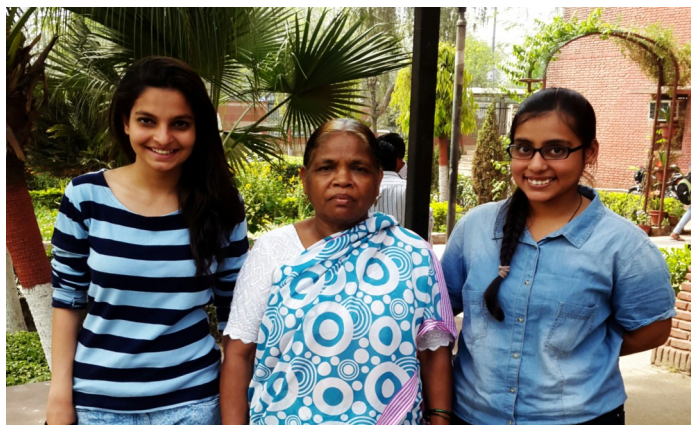
The events organised were: Biz-Plan, B-Quizzed, Clinch the Deal, Brush the Tee, Trading Tussle and Movie Mania. The inaugural ceremony started at 10:30a.m. with lighting of lamp by our Principal Dr. Hina Nandrajog, followed by Vandana, welcome address and vote of thanks by Shikha Verma, our President. The main events started after the inauguration.

Along with the events, the students also organized some fun activities in the 'Funzone' to keep the participants entertained in their free time. One of the main attractions of the fest was the JAM SESSION and a performance by the rising singing sensation SAHIL AHUJA. From the decoration to the coordination of events, everything was the result of the hard work done by the students and the teachers. Three filler group- dance performances by the students of all the three years was thoroughly enjoyed by everyone.

Excitement and zeal of the students and participants of different colleges was evident from their reviews and appreciation. The sponsors of the fest were not only the esteemed names in education i.e. IMS KARKARDUMA, MAESTRO ACADEMY and PEARL ACADEMY but also some of the renowned entertainment spots like Worlds of Wonder and Appu Ghar Express. The whole event was covered by DU Beat and The Education Tree. While BIZ PLAN and CLINCH THE DEAL assessed the potential of students and their respective business ideas and marketing skills, BRUSH THE TEE helped the students in showcasing their creativity by designing a T-shirt, B-QUIZZED tested the knowledge of students on a variety of topics, MOVIE MANIA brought out the director inside the students and their awareness and sensitivity to social cause and TRADING TUSSELE gave an opportunity to the students to use their tactics in the dynamics of producing and selling. At the end, everyone enjoyed the JAM SESSION. Being a part of the fest was truly a remarkable experience, one to be cherished and never to be forgotten. As Henry Ford has rightly said: 'Coming together is a beginning, staying together is a process and working together is success.'

Ashita Sharma

कुछ बातचीत.....



कुछ लोगों की ज़िन्दगी औरों के लिए प्रेरणा का स्रोत बनती हैं। पर ज़रूरी नहीं के वह इंसान कोई प्रसिद्ध: हस्ती हो। हम आज आपको ऐसे ही एक इंसान की जीवन से रूबरू करना चाहते हैं जिन्होंने हमें प्रेरित किया है। आइये आपका परिचय कराते हैं, "६० साल की बिना बंसल" से, जिन्हे आपने कॉलेज में कई बार देखा होगा।

प्र१. हर किसी का बचपन में कुछ बनने का सपना होता है। आपका वो सपना क्या था ?

उ. मुझे शुरू से ही पढ़ने लिखने का बहुत शौक था। मैं बड़े होकर अध्यापिका बनना चाहती थी ताकि मैं औरों को भी शिक्षित कर सकूँ। किन्तु घर की आर्थिक स्थिति ठीक न होने के कारण मैं अपनी शिक्षा ७ कक्षा के आगे जारी न रख पाई।

प्र२. आप हमें अपने व अपने परिवार के बारे में कुछ बताये।

उ. हम ३ बहन और २ भाई थे। मैं सबसे छोटी थी। मेरे पिताजी एक जनरल स्टोर चलाते थे। मेरी माता जी एक गृहणी थी। १६ साल की आयु में मेरा विवाह हो गया था। मेरा ससुराल बहुत ही अच्छे घराने का था। मेरे पति का सीमेंट का बहुत बड़ा कारोबार था। मेरे २ बेटे और १ बेटी है। बड़ा बेटा बस ड्राइवर है, छोटा बेटा फैक्ट्री में काम करता है और मेरी बेटी एक बुटीक चलती है।

प्र३. आपने अपनी ज़िन्दगी में कौन कौन सी समस्याओं को अनुभव करा ?

उ. मैंने अपनी ज़िन्दगी में बहुत परेशानियां देखी हैं। पति का इतना अच्छा कारोबार होने के बावजूद उनकी मदिरापान करने की आदत की वजह से हमारे घर की आर्थिक स्थिति खराब होने लगी थी। कारोबार धीरे धीरे ठप होने लगा। मेरे पति इस बात को बर्दाश्त न कर पाए और शराब के नशे में धुत रहने लगे। घर के हालत इतने खराब हो गए थे की बच्चों का स्कूल जाना बंद करना पड़ा। कमाई का कोई जरिया नज़र नहीं आ रहा था। सब कुछ खत्म होता हुआ सा लगने लगा। पर मैंने इन सब परेशानियों को अपने ऊपर हावी न होने दिया और सोच समझ कर सारे निर्णय लिए।

प्र४. वह कोनसा मोड़ था जिससे आपकी ज़िन्दगी में एक बड़ा बदलाव आया ?

उ. आर्थिक स्थिति ठीक न होने के कारण मैंने ऐसे दिन भी देखे जहाँ मेरे बच्चे भूख के मारे रोते - रोते सो जाते थे । ऐसी परिस्थितियों में मैंने अपने आप को बहुत ही मजबूर महसूस किया । मुझसे अपने बच्चों की ऐसी स्थिति देखी न गई । और मैंने निश्चय किया की मैं अपने बच्चों के लिए कमउंगी और काम करूँगी । मेरे इस निर्णय का मेरे पति ने बहुत विरोध किया पर मैंने उनकी एक न सुनी। पर फिर भी मैंने उनके विरुद्ध जाके काम किया । फिर मैंने सबसे पहले एक बैंक में चाय पानी बनाने और देने का काम किया ।मैंने स्कूल कैंटीन में भी अध्यापकों के लिए चाय पानी का काम और शादियों में भी खान बनाने का काम किया । फिर मुझे पता चला की विवेकानंदा कॉलेज की कैंटीन में सहायक की आवश्यकता है,मैंने एक साल वहां काम किया । वहां मेरी पगार मात्र ३०० हुआ करती थी । इतनी काम राशि होने के बावजूद भी मेरा हौसला काम न हुआ और मेरे इसी हौसले और परिश्रम के कारण अगले ही माह मेरी पगार ५०० कर दी गई । इसी कारण मेरा आत्मविश्वास और भी बढ़ा और मैंने स्टाफ कैंटीन चलाने का निर्णय लिया । आज मैं यहाँ बहुत सफल हूँ और खुशी से अपना जीवन व्यतीत कर रही हूँ ।

प्र५. आपकी इतनी अच्छी परवरिश के कारण आज आपके सारे बच्चे अपने पैरों पर खड़े हैं , फिर भी आप इस उम्र में काम कर रही है , इसके पीछे क्या कारण है ?

उ. मेरे लिए मेरा काम ही सब कुछ है । मेरी ज़िन्दगी में जो भी बदलाव आये है वो इसी काम के कारण आये है । मैं एक पैसे के लिए भी किसी के ऊपर मोहताज नहीं होना चाहती । मुझे काम करने से बहुत सुकून मिलता है और मैं अपनी बाकी की ज़िन्दगी भी इसी तरह काम करते करते व्यतीत करना चाहती हूँ ।

प्र६. आप आज की पीढ़ी को क्या सन्देश देना चाहती है ?

उ. मैं आज की पीढ़ी से यही कहना चाहती हूँ की आपको जो मौके मिलते हैं उन्हें अपने हाथ से जाने न दे । हमारे ज़माने में औरतों को काम करने के और पढ़ने के मौके नहीं दिए गए । पर आज के आधुनिक ज़माने में औरतों के काम करने के लिए बहुत सारे नए क्षेत्र खुल गए हैं । आत्मा निर्भर बने और आगे बढ़ें, मुश्किलें आती रहेंगी पर आपको हार नहीं माननी है । अपनी इच्छा शक्ति कम नहीं होने देनी है । और हमेशा अपने लक्ष्य की ओर केंद्रित रहें।

साक्षात्कारकर्ता: समृद्धि गोगना
आशिता शर्मा

FACULTY DEVELOPMENT PROGRAMME

To quote John Cotton Dana “Who dares to teach, must never cease to learn.” Keeping these words in mind, the Department Of Commerce, in its pursuit to contribute to the ‘Quality Improvement in Higher Education’ and to equip the faculty with the techniques of quantitative research, hosted a one day Faculty Development Programme on **“Research Methodology- Using SSPS” in association with IBS, Gurgaon on 17th November 2015** in the College. Forty faculty members from different streams of learning, including faculty members from other colleges of University of Delhi, participated in the faculty development programme.

The programme would not have been a success but for the contribution of Dr. Anubhav Anand Mishra, the resource person for the programme. With an experience of 5 years in academics and 1 year at the industry, various international and national research publications, paper presentations and various workshops hosted by him to his credit, he displayed an in-depth and detailed knowledge over the topic. He made the participants understand the basics of Business Research Techniques and how to use SPSS software to analyze the data collected for the research work. He took, in all, seven sessions to cover various topics related to research techniques and SPSS. To cover all those topics in one day and still make it interesting was a challenge but Dr. Mishra with his finesse of words, personal experience and command over the research techniques and software, amplified and enhanced the learning capacity of the participants. In the end, all the participants were awarded with participation certificates. The faculty development programme was a huge success as it was well appreciated by all the participants.

The Department of Commerce will therefore look forward to conducting more such development programmes for the faculty members so that it can constantly make progress in the field of academics and research. The professional and intellectual development of the faculty will ultimately lead to the transmission of knowledge to the learners, thus improving the teaching-learning process.

Surbhi Gupta
Assistant Professor

अंतर्राष्ट्रीय व्यापार

व्यापार से अभिप्राय अपनी आवश्यकताओं की वस्तुओं एवं सेवाओं का आदान प्रदान करना है। अंतर्राष्ट्रीय व्यापार एक व्यापक शब्द है, जिसके अंतर्गत दो या दो से ज्यादा देश मिलकर व्यापार करते हैं। अंतर्राष्ट्रीय व्यापार सही मायने में वैश्वीकरण का आधार है जिसके आधार पर सागर से भी पार देश-विदेश की वस्तुओं, सेवाओं तथा मुद्रों का आदान प्रदान किया जाता है। अंतर्राष्ट्रीय व्यापार में " सरकारी नीति " की भी बहुत बड़ी भूमिका होती है जिसका भारतीय अर्थव्यवस्था पर बहुत प्रभाव होता है। अतः सरकार की विदेशी- व्यापार नीति बहुत ही सरल व लचीली बनानी चाहिए। ताकि भारतीय व्यापारी सरलता से इस व्यापार में प्रतिभागी बन सके। अभी हाल ही में भारत सरकार ने अंतर्राष्ट्रीय व्यापार नीति २०१५-२० बनाई है जिसके दो मुख्या भाग हैं। १) मर्चेडाइज एक्सपोर्ट्स फ्रॉम इंडिया स्कीम जिसके अंतर्गत भारत से किसी विशेष वस्तुओं का निर्यात किसी विशेष स्थान पर किया जाएगा. २) सर्विस एक्सपोर्ट फ्रॉम इंडिया स्कीम जिसके द्वारा सेवाओं की निर्यात वृद्धि की जाएगी। प्रायः भारत से 'खनिज ईंधन' - सोना तथा सोने की बानी धातुएँ, रुई, स्टील व लोहा का निर्यात किया जाता है। चीन, यूनाइटेड स्टेट्स, यूनाइटेड अरब एमिरेट्स, सऊदी अरब, स्विट्ज़रलैंड, जर्मनी, होंग कोंग , इंडोनेशिया, साउथ कोरिया, मलेशिया, ये १० मुख्या देश हैं जो भारत के साथ व्यापार करते हैं। इनके अलावा अन्य देश भी हैं। इस प्रकार अंतर्राष्ट्रीय व्यापार के कई सरे लाभ हैं, जैसे उत्तम गुडवत्ता की वस्तुओं का उपभोग, रोजगार की प्राप्ति, मौद्रिक लाभ, इत्यादि। यह व्यापारियों के लिए एक बहुत बड़ा मंच है। इस प्रकार अंतर्राष्ट्रीय व्यापार के द्वारा न केवल दो देशों के बीच वस्तुओं सेवाओं का आदान प्रदान किया जाता है, बल्कि दो राष्ट्रों के बीच अच्छा व्यापारिक सम्बन्ध भी बनते हैं, जिससे हम एक दूसरे की दुरी व भेदभाव को मिटा सकते हैं। अंतर्राष्ट्रीय व्यापार के कारण 'वसुधैव कुटुम्बकम् ' का सपना साकार हुआ है। इस व्यापार की कुछ हानिया भी हैं जैसे कि अमीर देश, गरीब देशों पर राजनैतिक सत्ता का प्रयोग कर अपना प्रभुत्व स्थापित करने की कोशिश करते हैं। इस प्रकार अंतर्राष्ट्रीय व्यापार के हानि कम व लाभ अधिक है तथा यह हर देश के लिए अत्यंत आवश्यक हो गया है, क्योंकि कोई भी देश अपनी अवश्यताओं की वस्तुओं व सेवाओं की पूर्ति के लिए अकेले सक्षम नहीं होता। ऐसे में यह व्यापार ही एक आधार होता है की हम अपनी आवश्यकताओं की पूर्ति कर सके।

शालिनी

बीकॉम(ह)

तृतीया वर्ष



इलस्ट्रेशन बाय

श्रीया चोप्रा

बीकॉम(ह), तृतीया वर्ष

START-UP

The phrase 'Start-up' is too common and much discussed these days. Well! The phrase does not have a fixed definition but is presented in words from different perspectives. A start-up is an entrepreneurial venture or a new business or the new idea taking the shape of a business. It is generally an innovation in the process of research and development for the target markets. The evolution of a start-up is the core work of an entrepreneur. The moment the idea is decided to be turned into a business venture, the start-up evolves. Every business was once a start-up and evolved with some objective or durable idea. Whether it's Google, Amazon, Zomato, Ola, Snap deal or Flipkart.

The essence of start-up is basically related to the concepts of AMBITION, INNOVATION, RESEARCH and DEVELOPMENT & GROWTH.

Once, the start-up is on mind, there are essential requirements to be taken care of:

INVESTMENT: Investigate the actual investment requirement for the start-up and start working to procure the same.

BUSINESS NAME: Select the corporate name for the start-up. Mind it, the business name has to be unique.

BUSINESS PLAN: Create a business plan with adequate information regarding every aspect of the Start-up.

WEBSITE: Internet has been wonderful boon for start-ups. Make use of it and get the website up as well as running as soon as possible. Today, it's necessary for credibility.

Though a start-up is an interesting venture but there are many problems in its way. These problems, if remained unsolved might become the reasons for downfall of the start-up. The following are the obstacles along with suggestive solutions for the start-up:

FAILING SUPPORT: Recent studies show that most start-ups lack financial support. In 79% cases, the start-ups are in financial traps. To avoid this, it's better to secure Angel Investors for the start-up.

BUSINESS MODEL: A faulty business model can pose the greatest obstacle. One has to select/ design a suitable business model for the start-up. The Cost of Acquiring a Customer should be less than Lifetime value of a Customer. Simply, $CAC < LTV$.

WEAK TEAM: A weak team imposes liability on start-up. So, the hiring of workforce should be done wisely. A talented, passionate & responsible workforce forms the basic foundation of every step.

POOR MARKETING: Wrong or unnecessary elaborate marketing can only raise the expenditure. The most effective way to build trust & credibility in the community is to first engage prospective customers by taking part in industry related discussions. In the words of Jack Dorsey, co-founder of Twitter, lies the ultimate solution to the problems. "Make every detail perfect & limit the number of

details to perfect.'

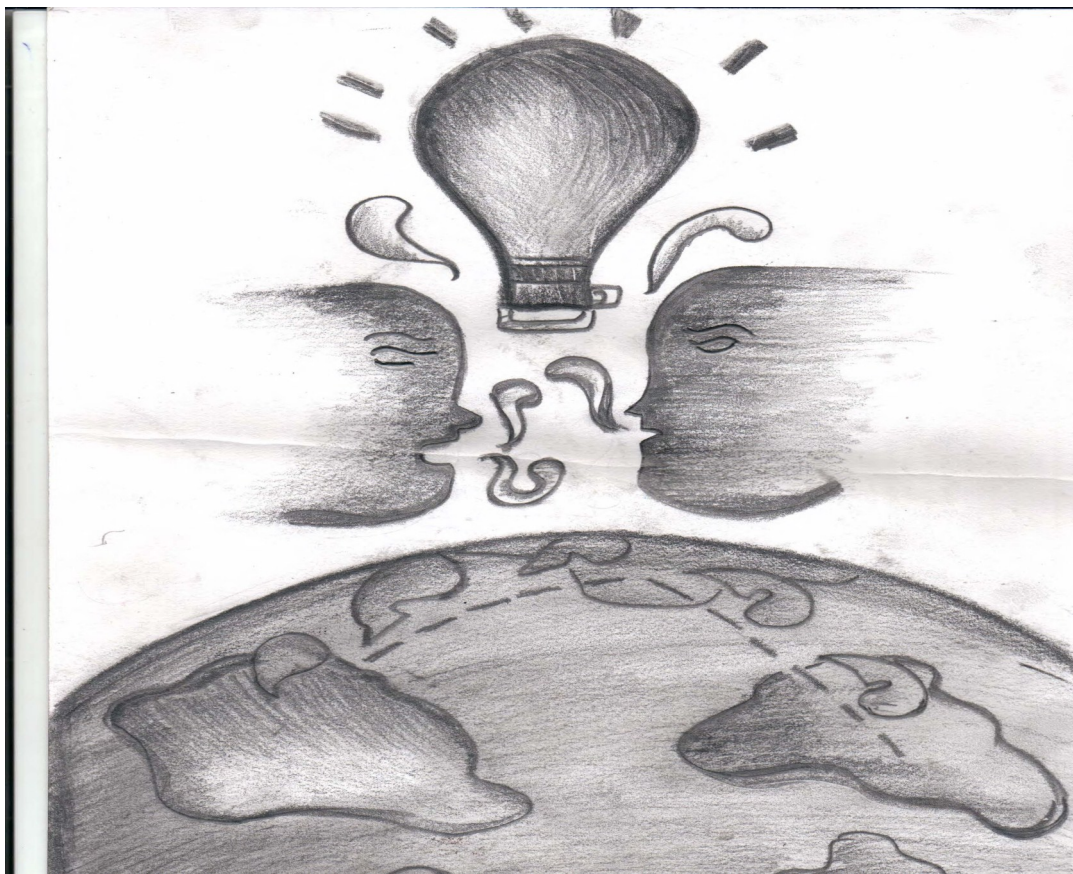
The Government initiative, " STARTUP INDIA, STAND UP INDIA " has come as motivating event in the Start-up system. It also highlights the ability of Indians to innovate. Few features of the above policy to empower start-ups are:

- 1) Start-ups will get Tax exemptions for 3 years.
- 2) There will be No regulatory inspection of start-ups for 3 years.
- 3) 80% reduction in patent filing fee for the start-ups.
- 4) Relaxation of financial & labour norms for the start-ups.
- 5) Rs 2,500 Cr as special fund per year to back the start-ups for next 4 years.

It is heartening to see the Government's resolve to empower and grow the system of start-ups. The Government programme aims to fill the gaps in the economy & this will boost digital entrepreneurship at grass roots.

Building a Start-up is about solving problems coming in the execution of ideas and this makes it an interesting venture. So when are you ready for your start-up?

URVI BHANDARI
BCOM (H) III YEAR



ILLUSTRATIONS BY:- SHRIYA CHOPRA BCOM (H) III YR

IN PURSUIT OF HAPPINESS

We all want to be happy. The right to pursue happiness is even written in our country's Bill of Rights. But how does one do that? Is it even possible to become a happier person? And if so what is the best way to go about it? Researchers have been studying these questions and the answers are encouraging. What it takes is an inner change of perspective and attitude. Do you, like many other people, have a list of things you need in order to be happy? Things like success, wealth, fame, power, good looks or a romantic love. But are they really the key to happiness? Research says NO, at least when it comes to long term happiness. A prestigious award, a big raise an exciting new relationship, a fancy new car, losing weight, these things can make us feel great at first but the thrill does not last long. Things that initially make us happy soon become our new normal and we return to our old happiness baseline.

The first step in the ladder is training the brain to be more positive. While we cannot change our nature, we can train our brains to be more positive. This does not mean putting on a smiley face and whistling a happy tune no matter what is going on. You do not have to ignore the reality. But just as dwelling on negative things fuels unhappiness (depression and anxiety), choosing to notice, appreciate and anticipate goodness is a powerful happiness booster.

Relationships are one of the biggest sources of happiness in our lives. Studies show that the happier the person, the more likely he or she has a large supportive circle of family and friends, a thrilling social life and a fulfilling marriage. And as you become happier you will attract more people and higher quality relationships, leading to even greater positivity and enjoyment. Think about the times when you were either dwelling on something negative from the past or worrying about the future. In contrast, if you focus on the present moment, you are more likely to feel centred, happy and at peace. Meditation is a powerful technique for learning to live in and enjoy the moment.

You can be happy even when you are suffering from illness or bad health, but that does not mean you should ignore the aspects of your health that are in your control. Simply speaking, meditation is an exercise for the brain, when practiced regularly, meditation appears to decrease activity in the areas of the brain associated with negative thoughts, anxiety and depression. At the same time it increases activity in the areas associated with joy, contentment and peace. It also strengthens areas of the brains in charge of managing emotions and controlling attentions. Thus happiness is when what you think, what you say and what you do are in harmony. It cannot be owned, earned, worn or consumed. Happiness is the spiritual experience of living every minute with love, grace and gratitude.

STUTI RANJAN
BCOM(H)
1ST YEAR



Illustration by,
Anurakti Jain
BCOM(H), 2ND YEAR

THE BLUE INKPOT TEAM.



Top row (from left to right): Aashi Gaur, Anurakti Jain, Samridhi Gogna, Mrs. Radhika Srinivasan, Shikha Verma, Mrs. Sushma Aggarwal, Ms. Surbhi Gupta

Bottom row (from left to right): Shubhangi Joshi, Stuti Ranjan, Ashita Sharma, Shriya Chopra, Princy Garg.

**‘ SOME PEOPLE WANT IT TO HAPPEN,
SOME WISH IT WOULD HAPPEN,
OTHERS MAKE IT HAPPEN.’**

- MICHAEL JORDAN

CORPORATE CHANAKYA

‘A man is great by deeds, not by birth’

It is rare to find a man who does what he preaches. But there are exceptions. The great Chanakya is one of them. Born in 350 BC, Chanakya is one of the greatest thinkers, economists and strategists that India has ever had. Author of the famous ‘Chanakya Nitishastra’ and ‘Arthashastra’, Chanakya laid the foundation for the study of how an ideal economy and business should work.

Here, I have tried to relate some of his sayings to strategies that various companies adopt today, which are as follows:-

- **‘Learn from the mistakes of others, you cannot live long enough to make it all yourself.’**

This quote is necessary to be followed by every company. One should learn from bad brand positioning of other companies. For instance inability of Nokia to keep up with the rising demand of smartphones in the recent past was a huge warning for other brands to not to make the same mistake.

- **‘The biggest gumantra is : never share your secrets with anybody .It will destroy you ‘**

This sutra can be related to one of the strongest weapons that a company can have: patents. Canon is a brand that utilized this weapon to its fullest. In 2014, Canon earned over 4000 patents. An example of one such patent, ‘blueprints’, a device for performing automatic focus adjustment control effectively used with an imaging apparatus such as a video camera .That is how Canon hides yet flaunts its new ideas.

- **‘Even from poison, extract nectar ,wash and take back gold if it has fallen in filth, receive highest knowledge from a low born person-**

The best example that I could think of, is Nestlé's Maggi. Just some time back, Maggi was banned due to accusations of increased MSG levels in it .It was taken off from shelves throughout the country .However, Nestle learned a few lessons from the situation and came back stronger .In some of the states, Maggi returned after the court's order and this time the brand ensured the consumer about its healthy standards .That too with the hash tag #WelcomebackMaggi.

- **‘Before you start some work, always ask yourself three questions- why am I doing it? What the results might be? and Will I be successful?’**

“Only when you think deeply and find satisfactory answers to these questions, go ahead “

This saying perfectly fits for the process of market research and planning which almost every company undertakes today before taking any step and hence spends a lot of money to conduct the research. This itself speaks about the importance of it.

Without a doubt, only Chanakya could understand the management strategies thousands of years ago, that we study today in management schools. Thanks to him, all we need to do is follow his sayings and we can make it big in the corporate world.

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Illustration by Princy Garg
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The Real Secret of
Success is
Enthusiasm....

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