



DEPARTMENT OF COMMERCE, VIVEKANANDA COLLEGE
UNIVERSITY OF DELHI

Presents



The Blue Inkpot 2025



ISSUE 5
JUNE 2026

CART & CONSCIENCE

THE REVOLUTION OF ETHICAL BUYING AND SAYING NO TO
OVERCONSUMPTION

PRINCIPAL'S MESSAGE

It gives me great joy to endorse this year's edition of The Blue Inkpot to you. This magazine has always been a sanctuary where our students speak honestly, think deeply, and express themselves freely—and this year, it does so around a theme that truly matters: The Revolution of Ethical Buying and Saying No to Overconsumption.

We live in an era where "more" is often marketed as "better" without a second thought. This edition gently invites us to pause and reflect: Do we truly need more, or do we simply need to choose better? Through insightful articles, creative narratives, and fresh perspectives, our students explore how mindful consumption, sustainability and ethical choices can serve as catalysts for meaningful change.

What makes this journal exceptional is the sincerity woven into every page. The ideas shared here reflect more than just academic understanding; they embody empathy, global awareness, and personal responsibility. I deeply appreciate the editorial team and the contributors for engaging with this theme so thoughtfully, reminding us that our conscious choices—no matter how small—possess a powerful collective impact.

I hope this magazine inspires every reader to reconsider their relationship with consumption, to value purpose over excess, and to recognize that lasting change begins with individual awareness. I congratulate the entire team who brought this edition to life and wish The Blue Inkpot continued success.

With Warm Regards
Prof. Pinki Maurya
Principal



Prof. Pinki Maurya
Principal, Vivekananda College

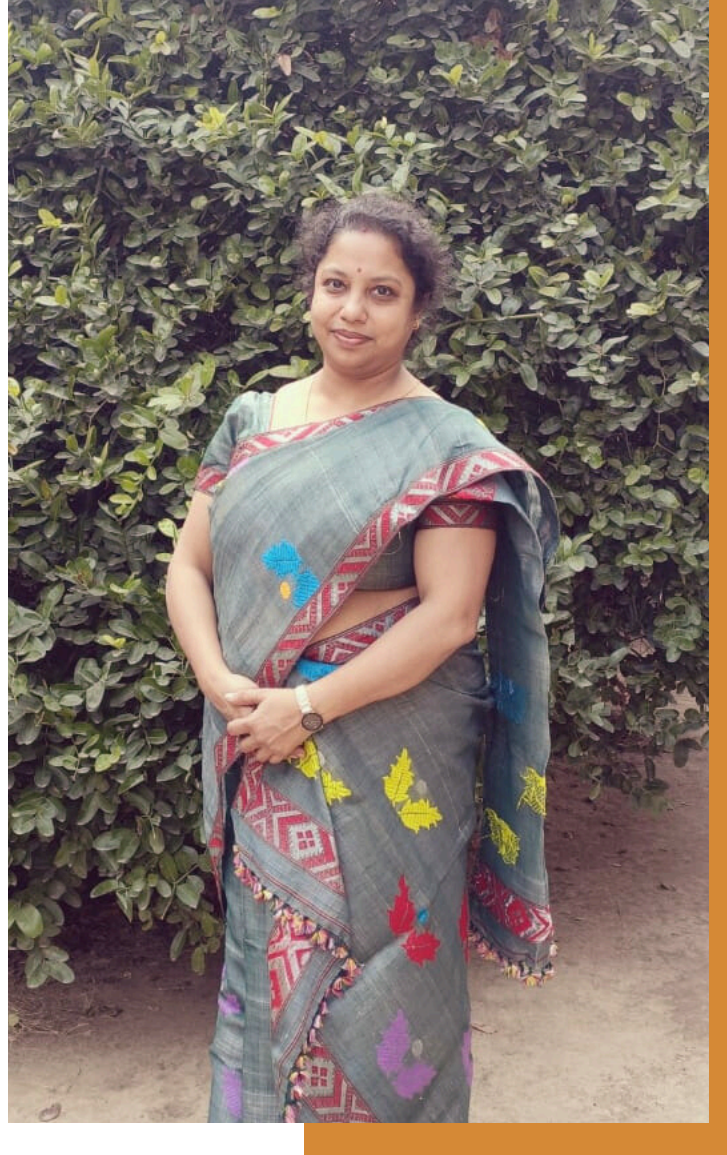
TIC'S MESSAGE

It gives me immense pleasure to unveil another edition of the 'The Blue Inkpot', the cherished publication of the Commerce Department of Vivekananda College. It embodies the creativity, intellect, and the spirit of academic endeavours beyond the classroom by our esteemed faculties. The myriad thoughts pinned in the timeless edition captivate readers with encouragement, positivity, and the courage to stride. The expressions on each page narrate the thoughts of the young adults traversing the life stages from a captivating learning environment to experimental learning through projects, internships, and other societal interconnections.

In the digital era, where AI is capturing the most, it has created a lot of new opportunities, which need eagle precision to tap the opportunity into a business avenue. The course content and the teaching pedagogy bridge the trajectory of talented human resources. This gateway transforms young minds into responsible, dedicated 'Indian Women' with a passion for the virtues of honesty, sincerity, excelling in vibrant spheres of life, be it a career or family, or society.

This commerce digest will not only be a collection of thoughts and inspirations but also serve as a source of academic and personal development. After a hiatus, the departmental magazine has seen the light of day. I thank wholeheartedly to the team of teachers and students who rendered selfless effort for making it possible.

All the best.



Dr. Shubhashri Bose
TIC, Commerce Department

TEACHER COORDINATORS



**Mrs. Radhika
Srinivasan**
(Associate Professor)



Ms. Soumya Sharma
(Assistant Professor)

C

O

R



Hitakshi Gupta

B.Com (H)

**Editor-in-Chief
2022-2026**

E



Astha Sharma

B.Com (H)

**Research & Editorial
Head
2022-2026**

T

E

A

M



Geetika

B.Com (H)

**Design and Tech Head
2022-2025**

MEET OUR JOURNAL TEAM



Shreya Sharma
B.Com (H)
Research & Editorial
Member
2022-2026



Niharika Shori
B.Com (H)
Research & Editorial
Member
2023-2026



Aditi Goyal
B.Com (H)
Research & Editorial
Member
2022-2025



Aashi Singhal
B.Com (H)
Design Member
2022-2025



Madhvi Chopra
B.Com (H)
Design Member
2022-2025



Arya Shree Sinha
B.Com (H)
Design Member
2024-2027

INDEX



1. From Waste to Wardrobe - By Enactus	7
2. Annual Report - Financiao	11
3. The Comic Chronicle	13
4. The Faculty Discourse	18
5. From the Editor's Pen.	21
6. The Student Forum.	22
7. The Entrepreneur's Podium	66
8. The Commerce Annals	71
9. Brain Break	77
10. The Class Portrait	80

FROM WASTE TO WARDROBE : rethinking Consumerism with project 'ECOture'

Growing up, we all had that one piece of clothing we refused to part with. Maybe it was a faded sweater that carried the scent of childhood winters, a scarf knitted by our grandmother, or a dress worn on a day we never wanted to forget. But as we grew, our wardrobes filled with fast fashion—clothes bought in a hurry and discarded just as quickly. The warmth was replaced by the thrill of new trends, and without realizing it, we became part of a cycle that thrives on excess and waste.

In the race for fast fashion, fabrics that could have been repurposed, loved, and given a second life now find their place in overflowing landfills.

We, at Enactus Vivekananda College, couldn't ignore this reality. Every year, millions of tons of textile waste are generated, yet we continue to buy, discard, and repeat. But what if we could break this cycle? What if waste wasn't the end of a garment's story but the beginning of something new?

Project ECOture came from this very thought—a movement to reclaim fabric waste and turn it into something purposeful and beautiful. Our initiative focuses on upcycling discarded textiles into high-quality garments while empowering marginalized women through employment and skill development. We believe that sustainability is more than just an environmental cause; it is a cultural shift—one that challenges the way we consume, produce, and perceive fashion.

"We don't need a handful of people doing zero waste perfectly. We need millions doing it imperfectly."

– Anne-Marie Bonneau

The Price of Consumerism a reality Check

Consumerism convinces us that happiness can be bought, wrapped in plastic, and delivered overnight. But what happens when the packages pile up? The fashion industry alone produces 92 million tons of textile waste annually, much of it ending up in landfills or oceans. What's even more disheartening is that many of these clothes were barely worn before being tossed aside.

We saw this firsthand during our field visits to Chandni Chowk, Avacayam Foundation, and Paiwand Studio. We walked through markets

lined with piles of discarded fabric scraps, saw heaps of unsold inventory, and spoke to vendors struggling to make ends meet. It wasn't just about waste—it was about livelihoods lost, skills forgotten, and a planet struggling under the weight of our choices.



Consumerism and the Fashion Paradox

In today's world, consumerism is fueled by an insatiable desire for more—more clothes, more trends, more fleeting moments of satisfaction. The fast fashion industry thrives on this, producing garments at an unsustainable pace, with devastating consequences for both the environment and the people behind the seams.

The irony? The very trends that fast fashion promotes are inspired by craftsmanship that takes decades to perfect—hand embroidery, intricate weaves, and traditional textiles, all of which are discarded just as quickly as they are celebrated.

At Project ECOuture, we challenge this paradox by bringing slow fashion back to life. We plan to collect fabric waste from factories, charity organizations, and individual donors, sorting and grading it based on

quality. Instead of letting these discarded pieces go to waste, we will shred, spin, and weave them into new textiles, breathing life into what was once forgotten.

Our field visits were the first step—we engaged with organizations and artisans who share our vision, exploring potential collaborations. The future of Project ECOuture lies in building these partnerships, learning from industry experts, and creating a circular economy where nothing goes to waste.

From Waste to Wardrobe: the ECOuture process

We knew we had to take action. With Project ECOuture, we envision a future where textile waste is transformed into something new. Our process will be meticulous and sustainable:

- **Sorting & Grading** – Identifying fabrics based on type, quality, and condition.
- **Shredding & Spinning** – Breaking textiles down and re-spinning them into usable yarn.
- **Weaving & Knitting** – Creating new fabrics from what was once discarded.
- **Finishing & Designing** – Adding patterns, embroidery, and stitching to bring our vision to life.

Each step will be a symbolization of our belief that sustainability isn't about deprivation—it's about innovation.



Enactus Vivekananda College



By the People For the People

Beyond environmental sustainability, Project ECOuture is about people. Fashion isn't just fabric; it's the artistry and labor behind every stitch. Through this initiative, we plan to work with marginalized women, providing them with training, employment, and a renewed sense of purpose.

These artisans, who once struggled to find financial independence, will craft garments infused with their heritage and resilience. Every embroidered thread will tell a story—of struggle, of skill, of empowerment.

**"Fashion should be
a form of escapism,
not a form of
imprisonment."**

– Alexander McQueen



enactusTM

Vivekananda College

Our annual fest, 'Prabha,' has already set the stage for this change. At Prabha 2.0 and 3.0, we celebrated sustainable fashion through vibrant stalls, interactive exhibits, and thousands of attendees who witnessed firsthand that ethical clothing isn't just an idea—it's a movement.

These festivals weren't just about selling clothes. They were about sparking conversations, challenging consumer habits, and showcasing that sustainability can be stylish, innovative, and empowering.

The energy of these festivals, the

excitement of every sale, and the pride in our artisans' eyes reminded us why we do what we do.

Fashion that speaks for itself

The fast fashion industry tells us that clothes are disposable, but we choose to believe otherwise. Consumerism has conditioned us to buy more, but Project ECOuture invites us to buy better. It asks a simple question: What if our choices could heal rather than harm?

Every garment created under ECOuture will be more than just clothing—it will be a revolution stitched together by those who refuse to accept the status quo. As

we move forward,
we don't just want
to change fashion;
we want to change
mindsets. Because the truth
is, sustainability isn't about rejecting
fashion—it's about reimagining it.

**We are Enactus Vivekananda
College, and this is just the
beginning.**



FINANCIAO
COMMERCE SOCIETY OF VIVEKANANDA COLLEGE

THE COMMERCE SOCIETY **2024-25** ANNUAL REPORT

Over the past year, Financiao has been at the forefront of engaging students with enriching experiences that blend financial literacy, career guidance and interactive learning. Here's a glimpse into the journey that unfolded between May 2024 and February 2025 :-

5th September 2024

Teachers day Celebration

As a tribute to our mentors, Financiao organised a Teachers' Day celebration, where students expressed gratitude and shared joyful moments with their professors.



This session helped students gain deeper clarity regarding their professional choices.



10th September 2024

Financiao Orientation

As part of the college's society orientation, Financiao introduced students to our mission, activities, and opportunities, encouraging them to explore the world of finance and investment.

6th September 2024

Career Launcher Seminar

Financiao collaborated with Career Launcher to conduct an offline seminar on career options after graduation.

9th October 2024

College Desk Activity- Finance Dumb Charades

To make financial learning fun, Financiao organised Finance Dumb Charades, where students acted out financial terms. The winners were rewarded with chocolate coins, making the activity both educational and enjoyable.



19th September 2024

RBI Seminar on Personal Financial Planning

In collaboration with the Reserve Bank of India (RBI) team, this seminar aimed to raise awareness about personal financial planning and smart money management, equipping students with essential financial knowledge.



25th February 2025

XPLORA '25 – THE COMMERCE FEST

Culminating our season of events, Xplora '25 – The Commerce Fest was a grand celebration of commerce, creativity, and community. The event featured game competitions like Hustle Wars and Corporate Clash, vibrant stalls by small business owners, cultural performances, and a highly engaging session with a popular content creator. The highlight was a speaker session with the dynamic Mr. Arnab Nayak and Ms. Shivangi Verma, whose insights left a lasting impact on the audience. The event was a resounding success, attracting participation from both college students and visitors, making it a vibrant and unforgettable experience.

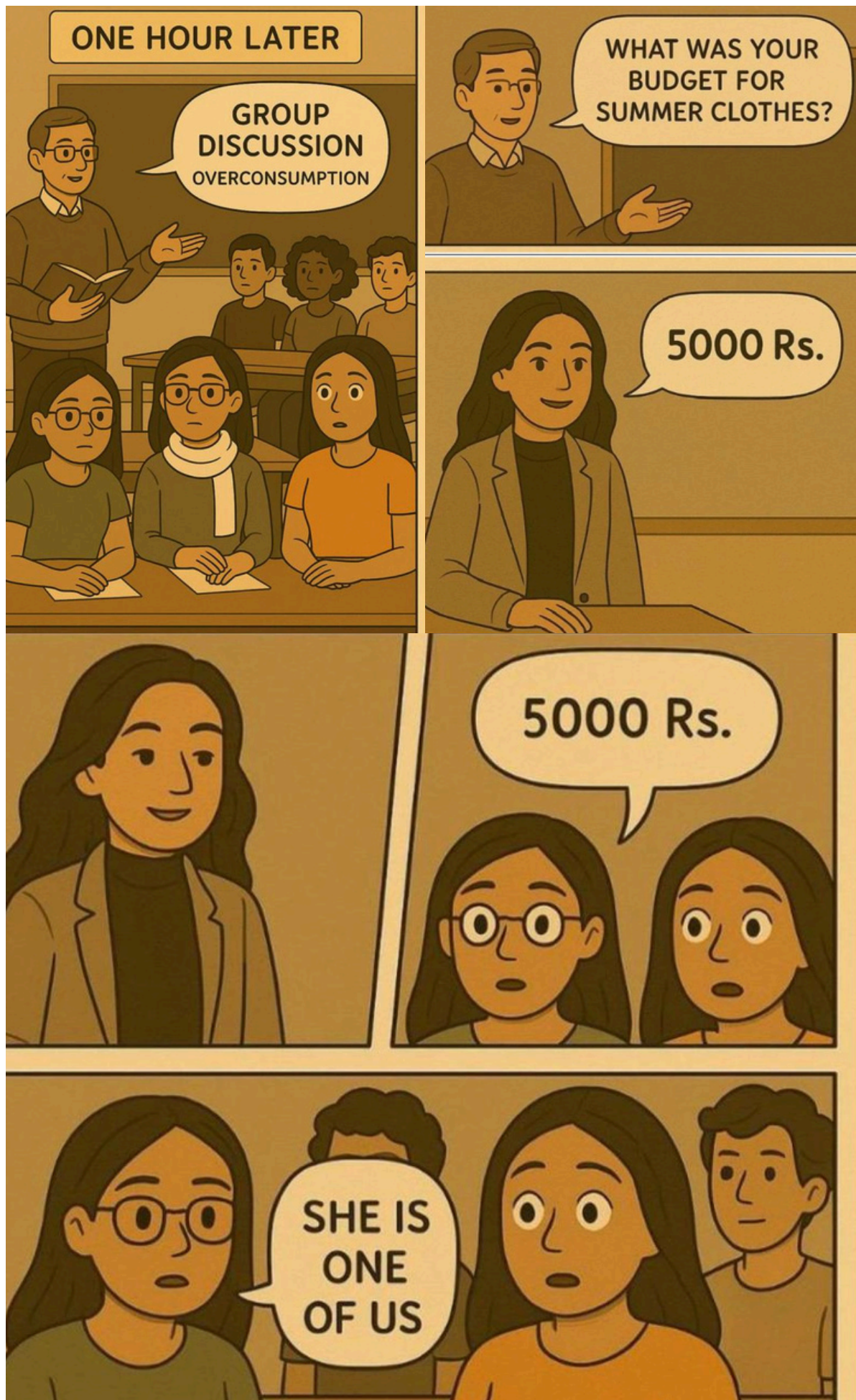


GREEN TALES









AFTER CLASS

From which magical land do you find such budget-friendly and stylish clothes?

Ohh, I just buy my clothes smartly

I buy decent-quality, generic clothes and mix 'em up like a fashion DJ.

Mix them up like... a fashion DJ?

What does that mean?

A DJ doesn't need new songs every day—they remix the same tracks to make endless fresh music. I do the same with clothes.

So..I didn't need to buy these 17 top

And I didn't need that neon green jacket?!

Nope. With the right basics, you already have more looks than you can imagine.

And every remix saves the planet, darling!

The Power of Every Purchase

In today's world, shopping is easier than ever. With online sales, discounts, and advertisements everywhere, we often buy things we don't really need. But have you ever thought about how your shopping choices affect the world? Every purchase we make has an impact—not just on our wallets, but also on the environment, workers, and society.

Do We Really Need More?

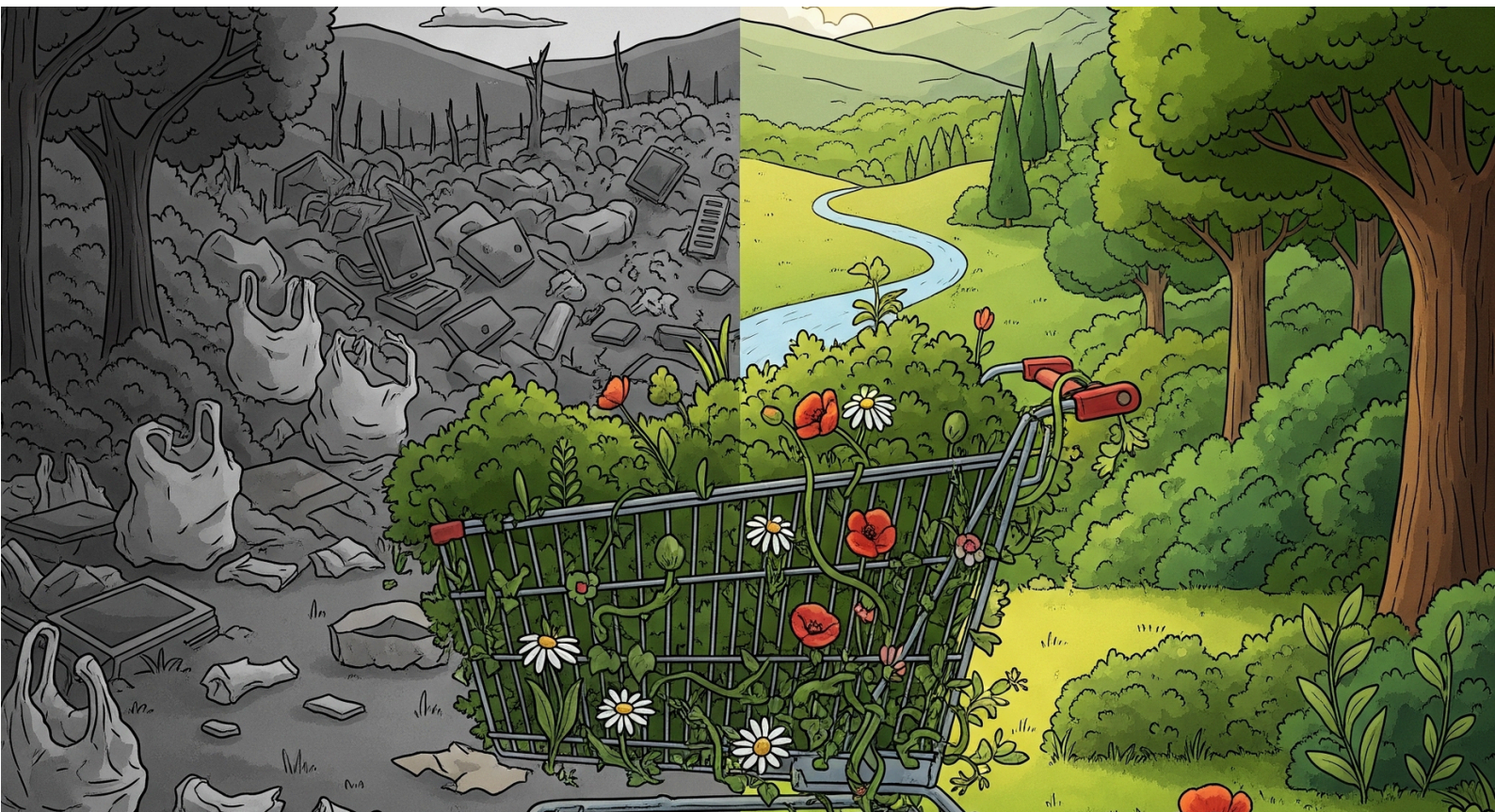
Many of us believe that buying more things will make us happier. Marketing tricks like “limited-time offers” and influencer promotions

Dr. Deepika Kakkar

Assistant Professor,
Department of Commerce
Vivekananda College, University of Delhi



make us feel like we need to buy something right away. But does owning more really make life better? Studies show that after a certain point, material things don't bring lasting happiness. Instead, they create clutter, stress, and unnecessary spending.



Corporate Social Responsibility (CSR) in Business

Students entering the corporate world should understand the concept of Corporate Social Responsibility (CSR) –the idea that businesses should contribute positively to society. Ethical consumerism aligns with CSR initiatives, such as fair trade programs, reducing carbon footprints, and community engagement. Future professionals can influence companies to balance profits with social and environmental responsibilities.

Practical Steps for Students

Students can adopt ethical buying habits through small, intentional actions:

- Research Before You Buy – Look into a brand's values and sustainability practices.
- Quality Over Quantity – Invest in durable, timeless products instead of trendy, disposable items .
- Advocate for Change – Use social media to promote ethical brands and raise awareness.
- Support Local Businesses – Choose small, local businesses that contribute to the community.

By adopting these practices, students can play an active role in shaping a fairer, more sustainable future while enhancing their own personal and professional growth

Why It Matters for Students and Professionals

The future of business depends on the Future Chartered Accountants, Company Secretary, Managers, and Investment Bankers, students will make big decisions in companies. Will they choose short-term profits, or will they support fair wages, ethical supply chains, and sustainability. The choice they make will shape industries and economies.

A Better Way to Live

Ethical buying is not just about money; it's about changing the way we see success and happiness. Imagine a world where businesses succeed without harming workers or the environment. A world where people value experiences over unnecessary possessions. The change has already started. Are you ready to be a part of it?

A MESSAGE FROM YOUR SHOPPING CART



Dr. Shivani Kalra
Assistant Professor,
Department of Commerce
Vivekananda College, University of Delhi

Hey you! Yes, you with the shopping list,
I am your shopping cart, slightly tired, slightly pissed.
You fill me with things you barely need,
Like ten candles and a cactus seed.

Another t-shirt? A sixth black pen?
Did you not buy that on your last shopping run?
You call it 'retail therapy', I call it stress,
You are shopping your way into a cluttered mess.

I have been pushed through sales and Diwali crowds,
Crammed with deals and 'BUY 1, GET 3' shrouds.
You shop like it is a sport, with zero brakes,
But Earth is tired, and so are the lakes.

Dear future CAs, CSs, bosses in suits,
You will handle money and investment routes.
So here is a tiny tip from a cart on wheels-
Spend smart. Think deep. Avoid flashy deals.

Ethical buying is cool, not boring,
Saves the planet and your bank account from snoring.
So next time we meet in aisle five,
Let us buy what we need - and not overdrive.

Yours, Emotionally Wheeled Out,
The Cart Who Has Had Enough!

UNSUSTAINABLE

From the
Editor's Desk



Hitakshi Gupta
B.Com (H)
III Year

We say we know sustainability, we say we understand it,
but why is it that when a new trend drops,
all of us make a trip to the shops?

We say we know sustainability. we say we understand it,
but why is it that when an influencer says “fit check”,
the first thing we do is sign our cheque?

We say we know sustainability, we say we understand it,
but why is it that we think thrice when we pay,
but not even once before throwing it away?

We say we know sustainability, we say we understand it,
but why is it that even after reading a thousand articles,
all we are doing is filling our oceans with microparticles?

We say we know sustainability, we say we understand it,
but why is it that the hands who stitch our clothes day and night,
have to struggle for every bite,
does your heart not quiver at the sight ?

We say we know sustainability, we say we understand it,
but why is it that our closets barely have any space,
whose validation do we truly chase?

We say we know sustainability, we say we understand it,
but why is it that we wait for the world to change,
when we are the ones in range.

**So let us stop saying, let us start doing,
before the only thing we're wearing
is the consequences of not caring.**

Buy Less, Choose Wisely: Ethical Consumerism Starts with Us



As I walked through the bustling campus, I couldn't help but notice the sea of familiar logos and brands plastered on backpacks, water bottles, and laptops. It was as if we were all walking billboards, advertising the latest trends and must-haves. But beneath the surface of this consumerist culture, I began to wonder: what is the true cost of our buying habits?

As college students, we're constantly bombarded with messages telling us that we need the latest gadgets, trendy clothing, and a luxurious



Pari Mittal
B.Com (H)
I year

lifestyle. But at what expense? The truth is, our consumption habits have a profound impact on the environment, society, and our own well-being.

The fashion industry serves as a prime example. Fast fashion follows a "take, make, dispose" model,

producing enormous waste. The world generates over 300 million tons of plastic waste every year, much of which ends up polluting oceans and landfills.

The fashion industry alone accounts for 10% of global greenhouse gas emissions—more than the combined carbon footprint of international flights and maritime shipping. Beyond environmental damage, human beings are also among the biggest victims. The fashion industry is notorious for exploitative labor practices, with garment workers earning mere pennies while working in sweatshops under poor conditions. The same holds true for the electronics industry, where factory workers endure long hours, hazardous conditions, and minimal wages.

So, where do we go from here, given the technology at our disposal? To me, the answer lies in becoming more mindful of our purchasing decisions and lifestyles. Supporting businesses that prioritize environmental sustainability, ethical labor practices, and fairness isn't just the right thing to do—it's a necessity. We should aim to source products locally and seasonally, minimize packaging waste, buy second-hand whenever possible, and support fair trade.

But individual action alone is not

enough. We must also hold companies and public authorities accountable. We need to challenge corporations for the environmental and social harm they cause, push them to adopt greener operations, and advocate for policies that respect both labor rights and the environment.

As college students, we have a unique opportunity to shape the future of consumerism. The choices and values we cultivate now will influence our habits for the rest of our lives. By making conscious decisions, we can inspire a ripple effect that encourages others to do the same.

Before making a purchase, ask yourself: "Is this really necessary? Where did it come from? Who made it? What are its environmental and social impacts?" By posing these questions, we can begin to shift our culture away from mindless consumption and towards a more mindful, sustainable way of living.

In conclusion, the movement toward ethical buying isn't just about changing how we shop—it's about redefining our values and priorities. As students, we hold the power to influence the future of consumerism. Let's use our voices, choices, and actions to create a more just, sustainable, and equitable world.

Beyond the Cart



The Shift Toward Ethical Purchasing and Rejecting Overconsumption- the shift toward ethical purchasing symbolizes a transformative movement towards mindful consumption and responsible decision-making in everyday life. It reflects a growing awareness where individuals align their purchasing choices with values of sustainability, fairness, and mindfulness. This revolution challenges the culture of overconsumption by prioritizing quality over quantity, supporting fair-trade practices, and valuing



Madiha Khan
B.Com (H)
III year

eco-friendly and cruelty-free products.

Challenges and Barriers.

In a consumer society dominated by constant sales events, fast fashion, and single-use products, the call

for responsible purchasing is more urgent than ever. Ethical buying not only reduces environmental impact but also contributes to a fairer global economy. The movement emphasizes shifting away from impulsive shopping habits to deliberate choices that benefit both people and the planet—making every purchase a step towards a more conscious and sustainable world.

However, this shift faces several challenges and barriers:

- **Lack of Awareness:** Many consumers are unaware of the social and environmental consequences of their purchases or the benefits of ethical buying. Limited access to education and information prevents informed decision-making.
- **Higher Costs:** Ethical and sustainable products often have a higher price tag due to fair wages, environmentally friendly materials, and smaller production scales, making them less accessible to individuals with tighter budgets.
- **Social Pressure & Consumer Culture:** In many societies, material wealth and consumption are seen as status symbols, making it challenging to embrace minimalism or prioritize ethical purchasing.
- **Convenience & Marketing Influence:** Fast fashion, disposable products, and mass

production are aggressively marketed for their affordability and ease, making it difficult for consumers to resist.

The Impact of Overconsumption

Our choices at the checkout counter are not just financial decisions but moral ones. The fashion industry alone contributes to 10% of global carbon emissions, and electronic waste is the fastest-growing waste stream worldwide. Overconsumption promotes a throwaway culture, causing people to undervalue their possessions and discard them hastily. The more we buy, the more we contribute to environmental degradation and exploitative labour conditions.

However, a shift is happening. Rental services, second hand shopping, and product repair initiatives are challenging the culture of disposable goods. On a personal level, overconsumption creates a cycle of stress and dissatisfaction, as the relentless pursuit of material possessions often overshadows true fulfillment.

Embracing Sustainable Choices

- **Choose Second-hand, Upcycled, or Slow Fashion:** Supporting thrift stores, upcycled goods, and ethically made clothing helps reduce waste and demand for

mass-produced fast fashion.

- **Support Ethical Brands:** When more consumers demand sustainability, brands are forced to adapt. Ethical businesses build stronger customer loyalty and attract a growing segment of conscious consumers.
- **Encourage Mindful Consumption:** Individual choices inspire family, friends, and communities to adopt responsible shopping habits. This movement is pushing businesses to prioritize sustainability and social responsibility.

Rejecting Overconsumption

Rejecting overconsumption means choosing to live intentionally and avoiding unnecessary purchases that contribute to wasteful habits. It is a conscious decision to break free from the unsustainable cycle of excessive buying. This lifestyle fosters simplicity, gratitude, and sustainability, ensuring that resources are respected and waste is minimized.

To embrace a more sustainable lifestyle, one can:

- Shift the mindset from “more” to “enough.”
- Prioritize needs over wants by reflecting on whether an item truly adds value to your life.
- Repair and reuse items instead of discarding them.

- Take time before making purchasing decisions to avoid impulse buying
- Spend resources on experiences, education, and relationships rather than material possessions.
- Appreciate what you already own instead of constantly seeking new things—gratitude helps shift the mindset from “more” to “enough.”

Conclusion

A Call to Conscious Consumption:

Genuine change begins when we understand that we do not need to purchase everything. Embracing minimalism and conscious spending challenges the idea that fulfillment comes from material possessions.

Ask yourself, “Do I really need this?” By resisting impulsive purchases, we can:

- Reduce waste and clutter
- Support ethical industries
- Save money for meaningful experiences
- Encourage businesses to shift toward sustainable practices.

This revolution is a call to action, inspiring a collective movement towards a future where our values guide our shopping carts, and our choices pave the way for a more sustainable and conscious world.

Mindful Spending in a Material World



In today's world, shopping has become more than just a necessity—it's now a lifestyle. Whether it's the latest fashion trends, the newest gadgets, or seasonal sales, people often buy things they don't actually need. This unchecked consumerism has led to excessive waste, financial strain, and significant environmental damage. At the same time, a new movement is gaining attraction: ethical buying. More and more people are questioning their purchasing decisions and shifting towards conscious consumerism. Instead of blindly



Karuna Singh
B.Com (P)
II Year

following trends, they are now prioritizing sustainability, fair trade, and mindful spending. The big question is—why is this shift necessary, and how can we be a part of it?

The Meaning of Ethical Buying

- Ethical buying is all about making well-thought-out shopping choices. It means purchasing items that are truly needed, supporting brands that care about sustainability, and considering the broader impact of every purchase. Key factors of ethical shopping:
- **Sustainability** – Choosing products that are eco-friendly and don't harm the environment.
- **Fair Trade** – Supporting brands that treat and pay their workers fairly.
- **Longevity** – Prioritizing durable, high-quality items instead of disposable products.
- **Transparency** – Buying from companies that openly share their sourcing and production processes. Making the switch to ethical buying isn't just good for the environment—it also helps reduce financial waste and contributes to a more balanced, responsible lifestyle.

The Problem with Overconsumption

1. **Environmental Impact**—Every product we purchase requires raw materials, energy, and water. The more we consume, the more we exploit these resources.

- The fashion industry alone accounts for 10% of global carbon emissions and consumes massive amounts of water.
- Plastic packaging from excessive

- shopping ends up in oceans and landfills, taking centuries to decompose.

2. **Financial Burden**—Many people buy things impulsively, only to realize later that they didn't really need them. This leads to unnecessary expenses and financial stress.

3. **Psychological Effects**—Shopping may provide temporary happiness, but excessive materialism can lead to anxiety and dissatisfaction.

4. **Labour Exploitation**—Many industries, especially fast fashion, rely on cheap labor to produce low-cost products. Workers in developing countries are often underpaid and forced to work in poor conditions.

How to Shop Responsibly?

The transition from overconsumption to mindful buying doesn't have to be drastic. Small changes in shopping habits can make a big difference.

1. Distinguish Between Needs and Wants Before making a purchase, ask yourself:

- Is this something I truly need, or am I just tempted by marketing?
- Will I use it regularly, or will it sit unused after a few days?

2. Invest in Quality Over Quantity Instead of buying multiple cheap items, it's better to invest in fewer,

high-quality products that last longer.

3. Support Sustainable and Ethical Brands. Choosing brands that focus on fair wages and eco-friendly production reduces environmental impact.

4. Avoid Impulse Buying. Sales and discounts create a false sense of urgency. Before buying, think:

- Would I buy this if it weren't on sale?
- Does this product truly add value to my life?

5. Reduce, Reuse, and Recycle

- Reduce unnecessary purchases.
- Reuse old items creatively before discarding them.
- Recycle materials wherever possible.

6. Embrace Minimalism. Minimalism isn't about owning nothing—it's about valuing what we have. Keeping only the essentials reduces clutter, stress, and the urge to buy more.

The Future of Conscious Consumerism

Ethical shopping is more than a personal habit—it's a growing global movement. As awareness spreads, more people are making thoughtful buying decisions, forcing businesses to adopt sustainable and fair trade policies.

Governments are also stepping in by enforcing stricter environmental regulations, promoting green alternatives, and banning harmful practices like excessive plastic use. However, real change starts with individual actions. Every ethical purchase, no matter how small, contributes to a larger impact.

A Smarter Way to Shop

Shopping will always be a part of life, but it doesn't have to be wasteful or harmful. By making conscious choices, we can enjoy the things we buy while ensuring they don't negatively affect the environment, society, or our personal well-being. Next time you add something to your cart, take a moment to reflect: Does this purchase align with my values?

CASE STUDY: The Body Shop – Pioneering Ethical Beauty and Resisting Overconsumption



In today's rapidly evolving marketplace, customers are increasingly drawn to brands that prioritize ethics over excess. As society begins to push back against disposable culture, one brand has consistently stood out: The Body Shop. Founded in 1976 by Anita Roddick, the company built its reputation on the belief that business can be a force for good. With the core message, "Enrich Not Exploit," The Body Shop has become a pioneer in ethical beauty. This case explores how the brand uses transparency, fair trade, and activism to not only



Shrishti Saxena
B.com (H)
I year

promote conscious consumerism but also challenge the norms of overconsumption.

Company Background

- **Founded:** 1976
- **Founder:** Anita Roddick
- **Core Message:** "Enrich Not

- Exploit”
- **Sector:** Ethical beauty and cosmetics

Overview

Launched in Brighton, England, The Body Shop introduced a revolutionary idea—that beauty products could be created ethically and sustainably. From its earliest days, the brand looked beyond sales numbers and focused on **why** people buy, not just **what** they buy. This focus led to marketing that challenged traditional consumerism and inspired a values-driven customer base.

Ethical Philosophy and Initiatives

The Body Shop’s strategy stands out for challenging overconsumption while still thriving as a global beauty brand. Here’s how:

A. Transparency and Fair Trade

- **Ethical Sourcing:** The Body Shop partners with local NGOs and small-scale producers across the world, often through its **Natural Ingredient Supplier** programs. These partnerships ensure high-quality ingredients and promote sustainable development in supplier communities.
- **Fair Trade Commitment:** Through its **Community Fair Trade** program, the brand

guarantees fair wages and safe working conditions. Long-term relationships with producers foster trust and empower economically weaker regions.

B. Activism and Consumer Engagement

- **Campaigns Against Animal Testing:** A global leader in cruelty-free beauty, The Body Shop launched its “Forever Against Animal Testing” campaign, rallying millions worldwide to support the ban on animal testing.
- **Community Trade Relationships:** Instead of one-off purchases, the brand builds long-lasting ties with communities, ensuring a balance between value, sustainability, and quality.

C. Conscious Consumption and Minimalism

- **Eco-conscious Packaging:** The Body Shop minimizes packaging waste and encourages customers to use products mindfully. Refillable packaging and recyclable materials are part of their broader sustainability mission.
- **Customer Education:** Through workshops, in-store events, and digital campaigns, The Body Shop raises awareness about the environmental and social impacts of overconsumption, empowering consumers to make thoughtful

- purchases.

Impact on Consumer Habits

The Body Shop's ethical approach has created a ripple effect in how consumers think and shop:

- **Transparency-Driven Buying:** Customers increasingly demand to know where their products come from, how they're made, and their environmental impact.
- **Need-Based Consumption:** The Body Shop encourages customers to reflect on their actual needs, leading to more mindful and purposeful buying.
- **Community and Responsibility:** By supporting fair trade and environmental efforts, consumers feel a stronger sense of responsibility and connection to global issues, which reduces impulse buying and waste

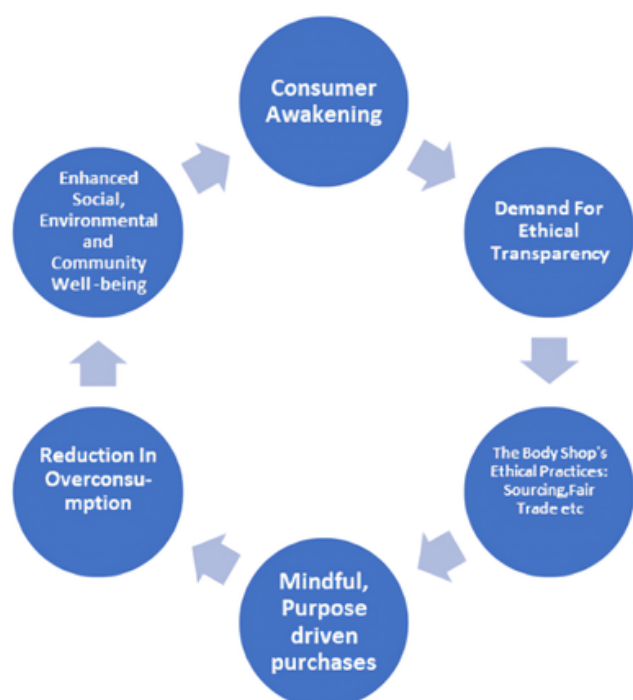
Key Milestones & Timeline

Year	Initiative/Milestone	Impact
1976	The Body Shop is founded	Introduced an ethical model to the beauty industry
1987	Pioneering Fair Trade Sourcing	Built direct, sustainable trade links with global communities
2006	Global Campaign Against Animal Testing	Built direct, sustainable trade links with global communities

Visualizing The Body Shop's Ethical Model

Here's a simplified flowchart to show the ripple effect of ethical consumerism promoted by The Body Shop.

This cycle illustrates how informed choices lead to meaningful change—not only in the marketplace but in the global impact of consumerism.



Challenges and Criticisms

While The Body Shop remains a leader in ethical beauty, it faces several key challenges:

- **Pricing and Accessibility:** Ethical products often come with higher price tags, making them less accessible for all consumers and potentially widening the gap in ethical consumption.
- **Scaling Ethical Practices:** As the company expands globally, maintaining consistency in ethical standards across complex supply chains is a significant challenge.
- **Greenwashing and Market Noise:** With more brands marketing themselves as “eco-friendly,” it’s essential for The Body Shop to distinguish its genuine efforts from superficial greenwashing. Maintaining consumer trust requires ongoing transparency and third-party validation.

Conclusion

The Body Shop exemplifies how a business rooted in ethical values can disrupt traditional consumer behavior and ignite meaningful change. Its transparent supply chains, advocacy campaigns, and commitment to fair trade don’t just attract customers—they inspire a movement. The company’s journey is a reminder that every purchase can be a vote for a better world, nudging consumers to shop responsibly and

with purpose.

Divergent Insights

To deepen the discussion, here are some broader areas for exploration:

- **Comparing Ethical Brands:** How do brands like *Lush* or *Everlane* approach sustainability? A side-by-side look could reveal diverse strategies in ethical branding.
- **Understanding Consumer Behavior:** What psychological triggers lead people to shift from impulsive shopping to mindful buying? Examining behavior change models can offer fresh insights.
- **The Future of Ethical Commerce:** Emerging technologies like blockchain for supply chain transparency and AI tools for sustainability analytics could redefine how brands build trust and reduce environmental harm.

The convergence of commerce and conscience isn’t just a passing trend—it’s a growing movement. And The Body Shop’s story is a powerful testament to the potential of purpose-driven business in reshaping our world.

From Sacred to Superficial:

The Journey of Sustainability from Ancient Wisdom to Social Media Trends

from Sacred to Superficial



Abstract: This article examines the transformation of sustainability practices from their origins in ancient civilizations to contemporary social media performance. By analyzing historical case studies alongside modern manifestations, we reveal how deeply embedded ecological consciousness has become diluted through consumerism and digital culture.

Introduction

In the dusty folds of time, our ancestors lived with a principle so simple yet so powerful—it echoed in



Radhika Bhatt
B.com (H)
III Year

their prayers, crafts, and consumption: "Take only what you need." This fundamental wisdom guided human civilization for millennia, emerging not from policy mandates but from necessity and reverence for natural systems. Today, sustainability is no longer primarily a philosophy but often a filter applied

before posting pictures of metal straws, thrifted outfits, or glass jars filled with organic oats. The intent behind sustainability has shifted dramatically from survival and reverence to selfies and relevance.

This transformation raises critical questions about authenticity in environmental consciousness. As Robinson and Liu (2023) note in their analysis of digital environmentalism, "The performance of sustainability often supersedes the practice of it".

This article explores this disconnect through historical case studies and contemporary analysis, tracing how consumerism has replaced conscious living with curated content.

The Harappan Legacy: Zero-Waste Before It Was Cool

Case Study: The Indus Valley Civilization (c. 3300–1300 BCE)

Archaeological evidence from sites like Mohenjo-Daro and Harappa reveals sophisticated urban planning with remarkable resource efficiency.

Kenoyer's (2017) excavations uncovered extensive pottery repair systems, with artifacts showing multiple mending points indicating items were used for generations. Their drainage systems, water conservation techniques, and communal resource management demonstrate an intrinsic understanding of environmental

balance.

Housing structures were modest yet functional, built with locally sourced materials and designed for thermal efficiency. Anthropological analysis by Menon (2020) suggests household objects were communally shared, passed down through generations, or repurposed after their primary use expired.

Now vs Then:

The contrast with contemporary practices is stark. Today, minimalist aesthetics trend on Pinterest and Instagram, with influencers showcasing sparse interiors and capsule wardrobes. Yet as Sharma and Clement's (2022) consumer behavior research demonstrates, these same individuals often have high consumption patterns, frequently replacing items to maintain aesthetic consistency. The Harappans didn't need the label "eco-conscious"—they simply lived it out of necessity and cultural values.

Modern parallels might be drawn with the recent "visible mending" movement, but with a critical difference: while Harappans mended out of resourcefulness, today's visible mending often serves as a performative signifier of environmental consciousness (Wilson, 2024).

Vedic Values: Spiritual Simplicity Over Material Obsession

Case Study: Vedic India (c. 1500–500 BCE)

Ancient Sanskrit texts reveal profound ecological awareness. The Atharvaveda contains numerous hymns praising and protecting natural resources, with verses explicitly prohibiting excessive exploitation of forests and water bodies (Dwivedi, 2019). In this worldview, consumption was guided by dharma (righteous duty), not desire.

Cattle epitomize this relationship—valued not primarily for meat but for sustainable resources: milk, fertilizer, and fuel (cow dung). As Sinha's (2021) analysis of Vedic agricultural practices shows, nearly every aspect of rural life operated on cyclical, zero-waste principles. The philosophical concept of Aparigraha (non-possession) encouraged minimal ownership and maximal sharing.

The Instagram Irony:

Contemporary wellness influencers appropriate Vedic aesthetics while contradicting core values. As documented in Abdullah's (2023) content analysis of sustainability influencers, many promote "ancient

wisdom" while simultaneously participating in overconsumption practices. A typical example involves influencers meditating in front of Himalayan salt lamps, hashtagging #VedicVibes, while their platforms are monetized through partnerships with fast fashion brands labeled "sustainable" or "conscious."

This cultural appropriation extracts aesthetic elements while discarding the philosophical underpinnings that made these practices truly sustainable. The irony extends to "ayurvedic" consumer products packaged in single-use plastics and shipped globally—practices antithetical to original Vedic principles of locality and simplicity.

Japanese Mottainai: Respecting What You Have

Case Study: Edo-Period Japan (1603–1868). The concept of mottainai—a profound sense of regret at wasting the intrinsic value of a resource—permeated Edo-period Japanese culture. Historical records analyzed by Tanaka (2021) show that cloth was repeatedly repurposed: first as kimonos, then as children's garments, then as household textiles, and finally as cleaning rags before becoming paper. Nothing was discarded until its value was fully exhausted.

The practice of kintsugi (golden joinery), repairing broken ceramics with gold lacquer, elevated repair to an art form. As Hamada (2019) documents, this practice wasn't merely aesthetic but philosophical, celebrating an object's history and imperfections rather than disguising them.

Contrast with Now:

Today's market has commodified these concepts while subverting their purpose. Luxury retailers sell "kintsugi-inspired" items at premium prices, celebrating the aesthetic while ignoring the philosophy of repair and longevity. Wagner's (2023) market analysis shows the paradox clearly: consumers pay extra for items designed to look repaired while discarding actually broken items.

The concept of mottainai has been reduced to a catchphrase on eco-friendly products that still participate in the disposable economy. As Yoshida and Chen (2022) observe in their study of Japanese concepts in Western sustainability marketing, the philosophy becomes diluted when divorced from its cultural context of sufficiency and respect.

The Present Paradox: Eco-Chic or Eco-Click?

Case Study: The Rise of "Green influencers"

Digital ethnography reveals profound

contradictions in contemporary sustainability culture.

A 2023 study by Greenpeace examined the carbon footprints of self-identified sustainability influencers, finding that 62% maintained high environmental impacts through brand collaborations, international travel for content creation, and frequent "hauls" of new eco-products.

Content analysis by Rodriguez and Thompson (2024) reveals how sustainability has become a social performance rather than a consistent practice. Their research documented a direct correlation between engagement metrics and "sustainable aesthetics" regardless of actual environmental impact. The visual language of sustainability, mason jars, plants, and neutral colors has become more important than substantive environmental action.

The Consumption of Consciousness: Modern sustainability often manifests as what Blackwood (2023) terms "conscious consumerism" -the belief that purchasing power alone can drive environmental change. This approach fails to challenge the fundamental problem of overconsumption itself. As his research demonstrates, we now consume the idea of sustainability more than we live it -through likes, shares, and viral content that provide dopamine hits of virtue signaling without substantial

behavioral change.

The environmental scholar Klein (2022) notes that "when sustainability becomes primarily an identity marker rather than a practice, it loses its transformative potential" (p. 83). In this dynamic, the environment becomes a backdrop for personal branding, not the beneficiary of meaningful action.

Relearning the Past: Where Do We Go from Here?

Ancient societies did not have UN reports or carbon calculators to remind them to be sustainable -they lived in ecosystems, not economies. Today, we live increasingly in algorithms, with our environmental values shaped by digital feedback loops rather than direct experience with natural systems. Research by the Global Sustainability Institute suggests that meaningful sustainability requires transcending both performative consumption and algorithmic validation. Their longitudinal study of communities practicing "intentional simplicity" found significantly lower environmental impacts coupled with higher reported life satisfaction. The path forward may require: Reuse is motivated by respect for resources rather than aesthetic presentation. Clothing choices based on durability and utility rather than trending sustainability markers

Community-based sustainability practices that emphasize collective action over individual consumption choices.

Digital detox from sustainability performance metrics. As Henderson (2023) argues in her influential work on post-growth economics, "Perhaps the most radical act in a consumer society is to need less, want less, and find contentment in sufficiency".

Conclusion:

The Wisdom Was Always There

The historical evidence suggests a profound irony: our ancestors practiced sustainability without needing to name it, while we name it incessantly without fully practicing it. The commodification of environmental consciousness has created a sustainability paradox -the more visibly we perform it, often the less effectively we embody it.

Perhaps the most sustainable thing we can do is not invent new solutions, but remember old ones: living quietly, consuming mindfully, and wasting nothing like our ancestors once did, without needing to prove it to an audience. In a world obsessed with likes and engagement, genuine sustainability may require disconnecting from performative metrics and reconnecting with the timeless wisdom that guided human civilization for millennia.

As we face unprecedented environmental challenges, the question becomes not just what new technologies we can develop, but what ancient wisdom we've forgotten. The journey from sacred to superficial can perhaps be reversed if we're willing to value substance over style, practice over performance, and sufficiency over excess.

The Forgotten Indian Wisdom



Do you all remember how, in childhood, we used to keep every torn-out T-shirt or carefully collect polythene bags? Back then, it seemed normal. But as we grew older, we began to think—why not have proper mops or fancy shopping bags for everything? What we didn't realize was that those simple, seemingly outdated habits were quietly solving a much bigger problem: overconsumption.

The Lost Art of Reuse: Lessons from Indian Homes



Esha Gupta
B.Com (H)
III Year

Before the age of fast fashion and disposable culture, Indian households had an unspoken rule: Nothing goes to waste. Old clothes didn't just vanish into garbage bins—they were reborn as dusters, mops, or even patchwork quilts. A grandmother's worn-out saree often found a new purpose as pillow covers or reusable

shopping bags. Every thread had a second, sometimes even a third life.

Plastic bags weren't the villains as they are today because they were never single-use. Stashed neatly in kitchen drawers, they were reused until they fell apart. Glass jars from jams or pickles found their way back into kitchens, holding spices, lentils, or homemade pickles. Newspapers weren't just for reading—they became protective covers for books, cleaning wipes for glass, or even wrapping paper for parcels.

The Shift to a Throwaway Culture

Fast forward to today, and we see an obsession with the new. If a shirt has a loose button, we toss it instead of stitching it back. If a phone's battery weakens, we replace the whole device. Convenience has taken precedence over consciousness, pushing us towards wastefulness.

Corporations encourage this cycle, selling us the idea that newer is always better. But is it? The reality is stark: overflowing landfills, microplastics in our oceans, and an alarming depletion of natural resources.

Reclaiming Our Sustainable Roots

The good news? We can rewrite this story. By bringing back the mindful

habits of our ancestors, we can make a real impact. Instead of discarding clothes, why not upcycle them? Instead of mindlessly tossing plastic bags, let's reuse them like our elders did. Before buying new, ask: Can I fix it? Can I repurpose it?

Sustainability isn't a modern invention—it's a legacy we've forgotten

The answers to overconsumption aren't in expensive eco-friendly products but in the habits our grandmothers practiced effortlessly. Let's turn back to our roots and embrace a way of life that's not just good for the planet but also deeply satisfying. After all, why buy more when you can make more of what you already have?

The Commerce Chronicles



The buzz of the new market place, once the symphony of boundless options, is now interrupted by a rising dissonance: the conflict between our full carts and our increasingly guilty consciences. We are at a crossroads, and we are witnessing the birth of a consumer revolution, where moral purchasing and a steadfast “no” to excess are no longer marginal ideals but the battle cries of a generation that will no longer stand idly by. This piece investigates the emerging “Cart and Conscience” movement, looking at how consumers are taking back



Gaurika Singh
B.Com (P)
II year

control, pushing boundaries, and paving the way towards a more sustainable and equitable future.

Fashion photography is a dynamic form of visual storytelling, capturing the essence of style and design.

Ethical consumerism is choosing products and services that do not harm the planet. It has a long history. Today, it's more important than ever.

Ethical consumerism centers on several aspects. This involves fair trade, caring for the environment, kindness to animals, and workers' rights. Fair trade ensures producers in developing countries receive fair prices. Environmental sustainability means using resources in ways that don't hurt the planet. Animal welfare focuses on treating animals humanely. Labor rights involve safe working conditions and fair wages.

People have been thinking about ethical consumption for a while. Early movements focused on boycotting products made with slave labor. Now, it has grown to cover a wider range of issues. Today, many people want to know where their products come from and how they're made.

More and more people want to buy ethically. One reason is awareness through social media. Documentaries also show us the impact of our buying habits. Many don't trust big companies. Individuals feel they can impact the world through their choices.

Buying too much hurts the environment. We use up resources and create lots of pollution. It's time

to change.

Gen Z and Millennials care about ethical issues. They are driving the ethical consumerism movement. Their buying choices shape the market. Businesses must listen.

The conclusion at the end of the "Cart and Conscience" revolution is more than a fleeting trend; it's a fundamental shift in consumer consciousness. It represents a move away from a culture of mindless accumulation towards one of mindful, values-driven purchasing. While the journey towards a truly sustainable and ethical consumer landscape is ongoing, the momentum is undeniable. The "Cart and Conscience" movement signals a hopeful trajectory, where consumer choices become powerful instruments for positive change. It's a call to action, urging us to reconsider our relationship with consumption and embrace a future where our carts reflect our conscience. As this revolution unfolds, it holds the potential to reshape not only the marketplace but also the very fabric of our society, leading to a more just and sustainable world for all.

Finance Bill 2025: Key Amendments and Implications



The Lok Sabha has passed the Finance Bill 2025, marking a crucial step in shaping the country's financial and economic policies for the coming year. With 35 government amendments incorporated, the Bill now moves to the Rajya Sabha for further deliberation. Among the key amendments, the removal of the 6% equalization levy on online advertisements and the elimination of seven customs tariff rates for industrial goods stand out as significant policy changes.



Monika Singh
B.Com (P)
III year

The Finance Bill is an essential part of the Union Budget, outlining the government's tax proposals and other financial policies for the fiscal year. Once passed by both houses of Parliament, it becomes law, guiding the economic framework of the country

Removal of the 6% Equalization Levy on Online Ads

Introduced as a “Google Tax” in 2016, the equalization levy aimed to tax digital services provided by foreign companies in India. Its removal is expected to reduce the tax burden on digital businesses and advertisers, making online advertising more cost-effective. This move aligns with global tax reforms and India’s ongoing negotiations on international digital taxation.

Elimination of Seven Customs Tariff Rates on Industrial Goods

The Bill also removes certain customs tariffs on industrial goods, which could encourage domestic manufacturing and international trade. By reducing import costs, businesses may benefit from lower raw material expenses, promoting industrial growth.

Potential Impact on Businesses and Consumers

- **Digital Economy Growth:** The removal of the equalization levy could attract more foreign digital companies to India and support the expansion of digital marketing and e-commerce.
- **Industrial Sector Boost:** Lower customs duties may lead to reduced costs for industries, potentially making Indian goods

more competitive in global markets.

- **Consumer Benefits:** If businesses pass on cost savings from tax reductions to consumers, it could lead to lower prices for certain goods and services.

The Finance Bill 2025 will now be reviewed by the Rajya Sabha. Once approved, it will be sent to the President for final assent before becoming law.

The passing of the Finance Bill 2025 reflects the government’s focus on economic reforms and global tax compliance. The amendments, particularly the removal of the equalization levy and the reduction of customs tariffs, indicate a shift towards fostering digital and industrial growth. As the nation awaits further discussions in the Rajya Sabha, these changes could have a lasting impact on businesses, investors, and consumers alike.

From Kirana to Conscious: Tracing Two Decades of Indian Consumerism



*“In the past, people were born royal. Nowadays, royalty comes from what you buy.”
– Karl Lagerfeld*



Deevanshi Rudra
B.Com (H)
III year

In the buzzing alleyways of Delhi in 2005, a kirana shop owner would tell you what detergent to buy, based on what your family had always used. Fast forward to 2025, and your choices are now steered by digital influencers, eco-friendly packaging, and personalized e-commerce ads. The journey of Indian consumerism

is a story of transformation- of not just what we consume, but why and how we do it.

This article traces that story over two decades, unraveling cultural, technological, and economic shifts that shaped Indian consumer behavior from 2004 to 2025.

I. The 2004-2014 Decade: The Great Indian Retail Awakening

The early 2000s, marked the emergence of the Indian middle class with rising disposable incomes, sky-high aspirations, and consumer spending climbing at an average of 8% annually. According to a McKinsey report, over 291 million people were part of India's middle-income segment by 2010. Malls mushroomed in metros, global brands entered with fanfare, and the "consumer is king" mantra echoed from MBA classrooms to marketing boardrooms.

KEY HIGHLIGHTS:

- **The Mall Boom:** With over 250 malls built between 2004 and 2014, consumer behavior shifted from neighborhood stores to experiential shopping. Case in point: DLF Mall of India (Noida) became a symbol of new-age retail.
- **Credit Culture Emerges:** Credit card usage in India grew at a CAGR of 25% during this decade. Banks like ICICI and HDFC pioneered EMI schemes for electronics, fashion, and more.
- **Retail Giants Rise:** Big Bazaar became a household name with its Rs. 99 offers and Great Indian Shopping Festivals.
- **Cultural Consumption:** Brands began to tailor their offerings. McDonald's launched the McAloo Tikki; Levi's introduced "Slim Fit

for India."

II. 2015-2025: From Digital Decade to Conscious Consumption

If the previous decade was about access and aspiration, this one is about awareness and accountability. The arrival of Jio in 2016 brought a digital tsunami. From 252 million internet users in 2014 to over 850 million in 2024, India's digital leap revolutionized consumption.

KEY HIGHLIGHTS:

- **Digital-Native Buying:** According to Bain & Company (2023), over 300 million Indians shop online. India's e-retail market reached \$55 billion in value by 2023. Flipkart's Big Billion Days and Amazon's Great Indian Festival transformed online shopping.
- **Rise of Indian Ethical Brands:** Brands like Bare Necessities, The Better Home, and Vahdam Teas saw 200-400% YoY growth, especially in Tier I and Tier II cities.
- **Minimalism & #NoBuy Movements:** Influencers promote mindful consumption. Gen Z's growing interest in minimalism fueled thrift platforms like Zyod and LuxeUp grow.

III. Dialogues Between the Decades: A Cultural Recalibration

"2008: We lined up for end-of-season sales at Shopper's Stop!"

"2025: We participate in 'Buy Nothing Day' and track our carbon footprint."

What began as consumption for convenience has evolved into consumption as expression-and increasingly, as activism.

V. Looking Ahead: The Rise of the "Sanskari Consumer"

A fascinating fusion is emerging - rooted in Indian culture, but globally aware. We're seeing a revival of "desi" values with a modern twist. Handloom sarees via Instagram, UPI for donations-consumer choices is increasingly about meaning, not just materialism, Indian consumers today represent a new hybrid: aspirational, ethical, and digital-savvy.

"You are what you consume," is no longer a marketing pitch- it's a personal philosophy.

India's marketplace is not merely growing; it's maturing. The consumer has gone from curious to conscious, from passive to powerful. From passive buyers of mass media ads to active advocates of ethical capitalism, consumers today are savvy, emotional, and powerful. And as students of commerce, we are not just studying this shift-we are living it.

You're not just a buyer. You're a catalyst for change. So, choose not just what to buy-but what to believe in.

VI. From Kirana to Conscious - Completing the Circle

The Indian consumer's journey, from picking up handwritten bills at the corner kirana to scanning QR codes for sustainable, cruelty-free products, is not just about evolution in convenience. It's about a deep cultural shift.

In 2004, value meant affordability. In 2025, value means alignment with ethics, with environment, with identity. We've gone from choosing what's available, to demanding what's responsible. From trusting a shopkeeper's word, to researching a brand's carbon footprint. And yet, what makes this journey unique is that it hasn't abandoned its roots -it has redefined them.

The kirana store still thrives, now digitized with UPI and inventory analytics. The traditional is no longer the opposite of modern - it's the starting point of a more intentional, hybrid model of consumption. Consciousness in consumption doesn't reject India's past, it simply elevates it.

This shift from kirana to conscious is not just about progress, it's about awakening. It's about realizing that consumption is no longer transactional. It's transformational.

Because in the new India, to consume is to choose -and to choose is to care.

Quick Commerce, Quicker Consumption: The Psychology of Impulse Buying



Living in the 21st century, we are exposed to more advertisements than ever, surpassing the previous eras. Each one persuades people to want more, buy more, and believe that what they have now is not enough. With products being marketed as one-stop solutions for every problem, brands easily manipulate consumers by creating a need that doesn't really exist. This has created a shift from need-based consumption to desire-driven consumption in the economy.



Priya Varma
B.Com (H)
III year

The shopping activity has undergone a dramatic change—from being a planned household chore done once a month to being an impulse-driven behavior—largely due to the rise of quick commerce platforms. These services have conditioned us to expect everything instantly:

These services have conditioned us to expect everything instantly: groceries in 10 minutes, meals in 20 minutes, at our doorsteps. This “want now” culture has not only reduced our patience but also blurred the line between a need and a want. If something can be delivered in minutes, why wait? Why reflect on whether we truly need it?

Fast commerce thrives on psychology. The thrill of quick delivery triggers dopamine, the brain’s reward chemical, creating a link between shopping and happiness. Additionally, these strategies don’t stop here. Platforms often give incentives to buy something more just to qualify for that free delivery, which is not actually “free.” A simple interaction to order bread and milk quickly snowballs into a cart full of snacks and unnecessary items, all because of an extra Rs. 50 needed to avoid a delivery fee. It is an amazing selling strategy to make spending feel like saving.

The ease of ordering has also led to a rise in hoarding behavior. The Fear Of Missing Out plays a really big role in the psychology of buying, making people act on their impulses. We buy “just in case” rather than “just in time.” The paradox of abundance—i.e., we often end up using less of what we buy, as the constant influx of new products pushes the older

ones to the back of ourselves. In this sense, convenience has made us less efficient.

The impact of quick commerce goes beyond our wallets—it affects the planet. Every rapid delivery involves increased fuel consumption, excessive packaging, and a surge in carbon emissions. Overproduction fueled by overconsumption leads to more resources being extracted and more products ending in landfills, many of them barely used.

Quick commerce has undeniably made life more convenient, but there are two sides to a coin. The ease of instant gratification has fueled impulse-driven consumption, often leaving us with cluttered homes, wasted resources, and a growing environmental burden. The key to breaking. Understanding how these platforms manipulate customer behavior is the first step toward reclaiming control. By shifting from impulsive shopping to intentional consumption, we can not only regain financial and mental clarity but also contribute to a more sustainable future.

Whispers in My Bazaar Story: Saying “NO” to Excess, One Choice at a Time



With a cloth bag and a mindful heart, I walk through the bronzed Indian sun and crowd-packed bazaars. Flamboyant advertisements and colorful lights capture the attention of the careless, but I practice the art of restraint in a world where everyone feeds their impulses. My carefully measured stand against extravagance is carried in overly stuffed bags with daal and spices. Seductive voices of uncontrollable shopping aghast me, but I adore everything bound to home, and softly whispering “no” is



Simran Bisht
B.Com (H)
II year

my way of forming self-discipline. Nobody can change my appreciation towards simplicity, and the way I have devoided myself of the urge to overspend dedicates, with elegance, my outlook towards sophistication in lifestyle.

"EARNING VS. GROWING: The Real Game of Money"



Everyone has heard of the stock market, and most people are familiar with it, yet many still remain unaware of its true potential. It is often said that the stock market is a vast ocean of wealth. But how much of this is fact, and how much is myth? In today's world, people are naturally curious about financial opportunities because, ultimately, money is essential—it fulfills almost every need. It's harsh but truth, in reality: money rules. There is a great saying that “ Money cannot buy happiness”, but in my



Diksha
B.Com (P)
III year

opinion reality is far away from it. There are many ways to earn money. The first option that comes to mind for most is a job, while others aspire to start their own business. Some goes for trading while others use their artistic abilities for the same. The challenge today is not just earning money but multiplying it. And

no, I am not suggesting inventing a machine to print money—though, in a way, people's minds have become like machines, constantly seeking ways to grow their wealth.

After all, money drives everything. And yes, I realize I have repeated the word "money" quite a bit—that's because, in today's world, it is the most common and important term. Now, coming back to the point—the other, and perhaps the most trending, source of wealth creation is the stock market.

Stock market trends in India:

The Indian stock market in 2025 is changing in many ways. More young people are investing using online trading apps making their fortune as industries like technology, electric vehicles, and renewable energy are on a rise. Many new companies are launching IPOs, advanced technology like AI is being used for trading, infact the government and SEBI are making new rules to protect investors, while global events like US economic policies and world politics have their own show .To make the most of these changes, investors should stay informed, invest in different sectors, and focus on long-term growth instead of quick profits. More young investors are entering the stock market through easy-to-use trading apps like Zerodha and Grow. With growing financial awareness, SIP investments in mutual funds are at an all-time high,

showing a shift toward long-term wealth creation.

Investing Vs. trading:

Investing and trading both involve buying stocks, but they are very different. Investing means buying stocks for the long term, usually for years, to build wealth slowly. Investors focus on strong companies that grow over time and often earn profits through dividends. Trading, on the other hand, is about buying and selling stocks quickly, sometimes within days or even minutes, to make fast profits. Traders take advantage of short-term market movements but also face higher risks. While investing is safer and more stable, trading requires skill, quick decisions, and a deep understanding of the market.

Youth and Financial Literacy:

Why Stock Market Knowledge Matters In today's world, financial literacy is as important as any other life skill, especially for the youth. Understanding the stock market helps young people manage money wisely, invest early, and build long-term wealth. Many students rely only on savings, but with proper stock market knowledge, they can make their money grow over time. It also teaches important financial habits like patience, risk management, and decision-making. With rising inflation and uncertainties in the job markets, having investment skills ensures financial security and independence.

Instead of seeing the stock market as risky, young people should view it as a tool to achieve financial freedom when used wisely. The stock market is a great way to earn money and build wealth over time. It not only helps in growing savings but also improves financial knowledge and decision-making skills.

While risks are involved, smart investing with proper research can lead to great returns. Instead of relying only on traditional savings, exploring the stock market can open doors to financial independence. With the right mindset and strategy, you can make the most of market opportunities—so you should definitely dive in!

Thank you.

Is the World Trying to Fool Us?



Overconsumption— a term we often hear in discussions about resource depletion, waste accumulation, financial instability, and widening social inequalities. However, have we ever paused to consider which country overconsumes the most? According to various reports, countries like the United States, Luxembourg, Qatar, and China top the list. Interestingly, many of these nations also boast some of the highest GDPs and per capita incomes.



Aditi Goyal
B.Com (H)
III year

This raises an intriguing question: Is the world trying to fool us? The overconsumption that we criticise a lot looks like a key to success to me. From an economic perspective, overconsumption creates jobs and boosts GDP, making it an attractive prospect. However, while the immediate gains may seem

promising, the long-term consequences are devastating. According to UNICEF, if every individual consumed resources at the same rate as people in Canada, Luxembourg, and the United States, humanity would require at least five Earths to sustain itself. Overconsumption in wealthy countries disproportionately affects poorer nations, forcing them to bear the consequences of resource exploitation and environmental degradation.

The Environmental Toll

The environmental impact of overconsumption is alarming, particularly for children who will suffer the longest but have the least influence over current policies. Some key findings from a UNICEF report include:

- Over 20 million children in high-income countries have elevated levels of lead in their blood, a highly toxic substance.
- Many children breathe toxic air, both indoors and outdoors, leading to long-term health risks.
- Low-income families are the most vulnerable to environmental hazards, with limited means to protect their children from pollution and toxicity.

Overconsumption: An Overlooked Crisis

Despite its severe consequences, overconsumption is rarely addressed as a critical global issue. Instead, it is often viewed as an economic driver. However, as Mahatma Gandhi once said, "It is health that is real wealth and not pieces of gold and silver." It is imperative that we shift our focus toward sustainable consumption before it is too late.

A Call to Action

With rising income levels worldwide, the problem of overconsumption is escalating at an alarming rate. Immediate steps must be taken to mitigate its impact. As individuals, we can contribute by:

- Being mindful of our consumption habits.
- Choosing products that have minimal environmental repercussions.
- Supporting sustainable industries and policies.

By making conscious choices, we can gift our planet and future generations a healthier, more sustainable world. Let us act now to curb overconsumption before the consequences become irreversible.

A Trend or a Necessity?



In a world driven by fast fashion, rapid consumerism, and instant gratification, ethical buying is no longer just a trend—it is a necessity. Consumers are increasingly aware of the environmental and social impacts of their purchases, yet overconsumption remains a pressing issue. As future commerce professionals, understanding the shift towards sustainable consumerism is crucial. Businesses must evolve, and consumers must become more conscious of their purchasing decisions.



Harshita Kansal
B.Com (P)
II Year

The Ethical Consumerism Wave

According to Innova Market Insights, ethical consumerism is becoming a mainstream movement. Consumers now demand more transparency, sustainability, and ethical sourcing from brands. This shift is evident in the food industry, fashion sector, and even financial markets, where ESG

(Environmental, Social, and Governance) investments are gaining popularity.

However, as the Harvard Business Review points out, there is often a gap between consumer intentions and actual behaviour. While many claim to prioritize sustainability, factors like cost, convenience, and brand loyalty often influence purchasing decisions more than ethical concerns. This contradiction is a significant challenge. Businesses must navigate it through smarter, more transparent marketing and a genuine commitment to sustainability.

Overconsumption: The Silent Culprit

While ethical consumerism is on the rise, overconsumption continues to thrive. *The Good Trade* highlights how mass production and excessive purchasing contribute significantly to waste generation, depletion of natural resources, and unfair labour practices. The fast fashion industry alone produces nearly 92 million tons of textile waste annually, proving that mindless consumption has far-reaching consequences.

For businesses, overconsumption is often fueled by aggressive marketing strategies promoting planned obsolescence—designing products with a limited lifespan to encourage repeat purchases. This raises an important question: Can businesses survive while actively discouraging

Overconsumption?

Case Study: Seed & Bean – A Sustainable Chocolate Brand

Chocolate lovers, take note! A successful example of ethical consumerism in action is Seed & Bean, a UK-based organic chocolate brand. The company has positioned itself as an industry leader in sustainability by using 100% compostable packaging and sourcing ingredients ethically. Seed & Bean is one of the few chocolate brands to receive a 100/100 ethical rating from The Good Shopping Guide, proving its dedication to transparency and sustainability.

What sets Seed & Bean apart is its commitment to small-scale, artisanal production rather than mass manufacturing. It sources Fairtrade cocoa, ensuring that farmers receive fair wages and work under ethical conditions. By prioritizing eco-conscious production and ethical trade, the brand has cultivated a loyal consumer base that values sustainability.

The success of Seed & Bean highlights how companies can thrive financially while staying committed to ethical values. It reinforces the idea that businesses do not have to sacrifice profitability to be sustainable—they can succeed by aligning with consumer values

.

Can Businesses Truly Be Ethical?

Many companies market themselves as sustainable, but not all follow through on their promises. Ethical.net explains how some brands engage in “greenwashing” a deceptive practice where companies exaggerate their sustainability efforts to attract conscious buyers. This misleading strategy not only undermines genuine sustainability efforts but also confuses consumers about which brands truly prioritize ethical practices.

To counter this, businesses must embrace a circular economy, where products are designed for reuse, recycling, and longevity. Financial incentives like carbon credits and ethical investment funds are also pushing businesses to integrate sustainability into their core operations. Consumers, on the other hand, need to be more informed and skeptical of brands that claim to be sustainable without proof.

The Role of Students in Ethical Buying

As students, affordability often dictates our buying decisions. Sustainable products tend to be pricier, making ethical consumption challenging. However, small changes such as supporting local businesses, choosing quality over quantity, and participating in second-hand markets can collectively make a

significant impact.

Conclusion: The Future of Ethical Buying

The ethical consumerism movement is here to stay. It is more than a passing trend—it is a necessity for both consumers and businesses. While overconsumption remains a challenge, conscious buying and responsible business practices can lead to a more sustainable future. Ethical commerce is not just about doing well—it is about creating a more balanced and responsible global economy.

The next time you shop, ask yourself: Is this something I truly need? Small decisions today can shape the economy of tomorrow. Will we choose sustainability over convenience?

By aligning business strategies with ethical consumerism, we can drive change—not just in our spending habits, but in the way companies operate. The revolution starts with awareness. The time to act is now.

A Trend Cleansed, Toned... and Convinced? The Skincare Trend That's Fueling Overconsumption



It starts with an innocent scroll. One moment, you're watching a harmless get-ready-with-me video; the next, you're convinced that your skincare routine is inadequate. A beauty influencer with impossibly smooth skin swears by a 2100rs niacinamide serum. Another swears by double cleansing. A third claims you need an entirely separate routine for your "morning skin barrier" and your "nighttime skin barrier." Before you know it, your shopping cart is full, and so is your bathroom shelf.



Shreya Sharma
B.Com (H)
III Year

Social media: where "scroll" equals "spend." Influencer magic has morphed skincare from "wash-and-go" to a wallet-draining, 10-step saga. Young women are diving headfirst into this beauty rabbit hole. Remember when skincare was simple? Now it's a lab experiment with a new miracle potion dropping daily. The more you buy, the deeper

you fall.

But is all of this really necessary? The truth is, most people don't need half the products they own. Skincare has become less about caring for one's skin and more about keeping up with trends. A single Instagram reel can make an obscure product sell out overnight, not because it's revolutionary, but because it's trending. Skincare brands have mastered the art of fear-based marketing, convincing consumers that if they don't invest in anti-aging treatments by the time they're 20, they're doomed. Terms like "poreless," "glass skin," and "anti-pollution" have turned natural skin processes into problems that only an overpriced snail mucin essence can fix. Skincare has evolved far beyond a basic routine—it's now a booming industry, reshaping both consumer habits and business landscapes. Social media has undoubtedly fueled trends, leading to impulsive spending and product overload. But at the same time, it has also driven a positive shift, especially in India's entrepreneurial space. Brands like Aqualogica, Foxtale, DermaCo and Deconstruct have emerged, offering innovative, effective, and reasonably priced skincare solutions. This trend hasn't just changed how we shop; it has also created opportunities, boosting local businesses and redefining the beauty market.

Another undeniable impact of this

skincare wave is the growing awareness around skin health. More people, especially women, are now prioritizing skincare, learning about ingredients, and addressing long-ignored skin concerns like acne, hyperpigmentation, and sensitivity. Social media has also become a space where people can share their struggles and solutions, building communities that support and uplift each other.

The real issue, however, isn't skincare itself—it's overconsumption. The constant cycle of trends, FOMO, and influencer marketing has made skincare feel like a never-ending shopping list. A product like a high-end vitamin C serum, for example, often promises the same glow as a simple, affordable alternative—yet we're convinced that luxury means better results. The problem isn't taking care of our skin; it's the belief that more products equal better results. At the end of the day, skincare should be about consistency, not excess. There's nothing wrong with investing in products that genuinely work for you, but mindless spending on every new trend is where the real issue lies. Choosing quality over quantity, understanding what your skin actually needs, and resisting the pressure of overconsumption can help us strike a balance—one where skincare is a form of self-care, not just another shopping spree. But perhaps the most important step is shifting our

mindset. Instead of constantly seeking the next miracle product, we need to ask ourselves: Do I actually need this? Is this product solving a real problem, or is it just creating one? Am I buying this for my skin, or for the thrill of consumption?

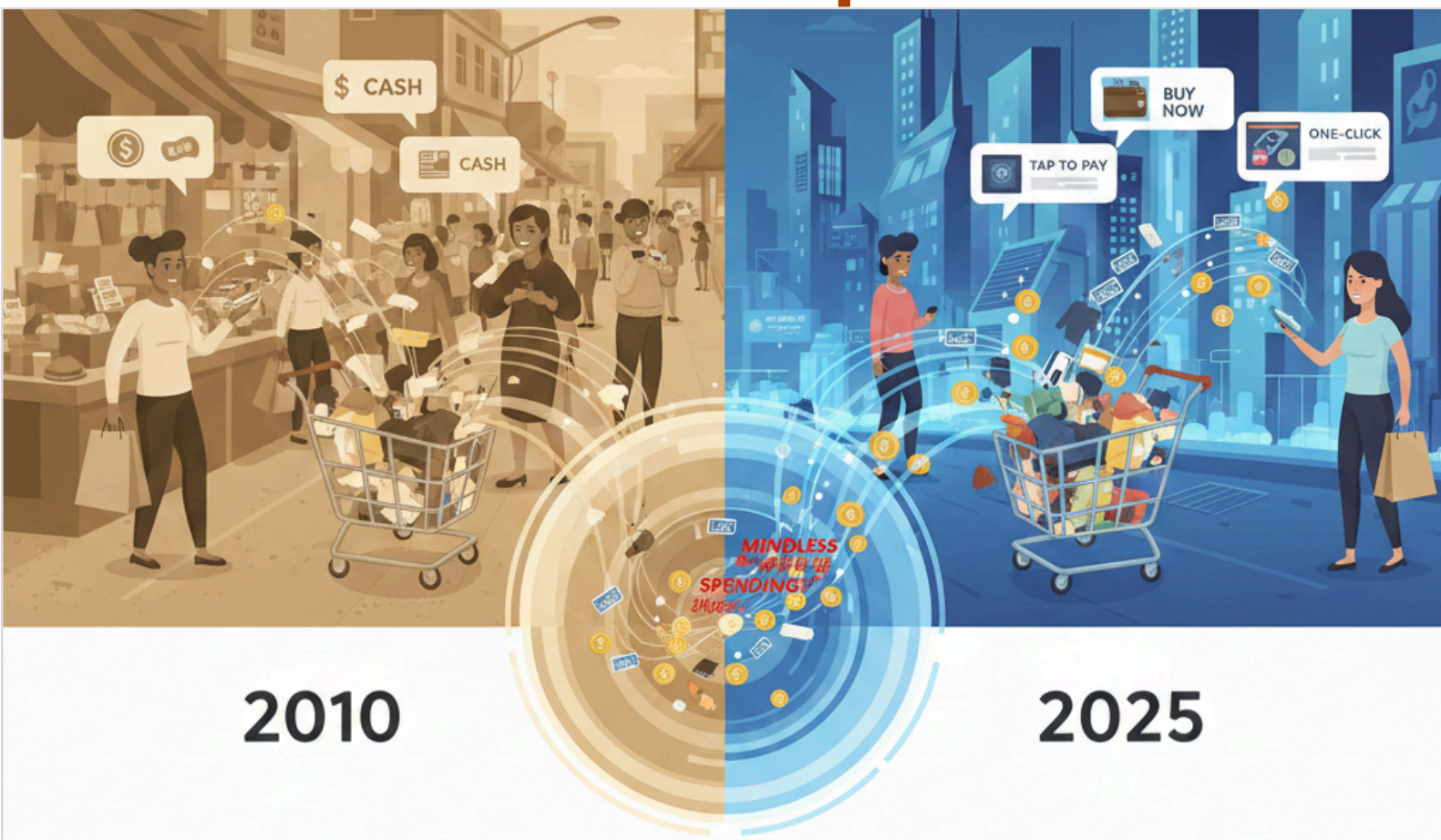
At the end of the day, skincare should be about consistency, not excess. There's nothing wrong with investing in products that genuinely work for you, but mindless spending on every new trend is where the real issue lies. Choosing quality over quantity, understanding what your skin actually needs, and resisting the pressure of overconsumption can help us strike a balance—one where skincare is a form of self-care, not

just another shopping spree.

But perhaps the most important step is shifting our mindset. Instead of constantly seeking the next miracle product, we need to ask ourselves: Do I actually need this? Is this product solving a real problem, or is it just creating one? Am I buying this for my skin, or for the thrill of consumption?

In the end, skincare should be about care—not consumption. It's time to stop letting social media dictate our routines and start listening to what our skin actually needs. Because the best skincare routine isn't the most expensive or the most elaborate—it's the one that works, without the pressure of overconsumption.

Cart and Conscience: The revolution of ethical buying and saying no to overconsumption



What makes the consumer of the year 2010 different from the consumer of year 2025?

There have been major changes between a 2010 consumer and a 2025 consumer, driven by advancements in technology, changing preferences and evolving market trends. A consumer of 2010 was used to prefer in-store shopping, with limited online purchases because that time E-shopping was emerging but not dominant.

The concept of digital payment was



Sneha Yadav
B.Com (P)
I Year

very rare in use. In 2010 consumers mostly depend on cash payment because online payment methods were not as widely available. As a result, consumers at that time were very conscious about they were purchasing, why they were purchasing, and whether they actually need it or not.

However in stark contrast, the consumer of 2025 operates in an era dominated by digital payments, where even the smallest transaction of Rupees like ₹1 or ₹2 are processed digitally rather than cash.

This heavy dependence on digital payment systems has led to a noticeable shift in Consumer Behavior. Unlike their 2010 counterparts, today's consumers exhibit sense of diminished financial awareness, often engaged in impulsive and mindless shopping. The habit of thoroughly evaluating a purchase before making it—once an inherent part of consumer consciousness—has significantly eroded in this digital era.

Cash transaction or Digital transaction—which one is better ?

It is generally true that when a consumer relies more on cash for transaction, they tend to engage less in mindless shopping or overconsumption. On the other hand, when a consumer depends more on digital payment methods, they are more likely to spend impulsively and engage more in overconsumption

What is psychology behind this behavior of consumer?

Lots of psychologists, economists and researchers have studied consumer behavior, shopping behavior and the effects of payment method on shopping habits. Here are few noticeable experts names:

- Richard Thaler
- Daniel Kahneman
- George Loewenstein
- Drazen Prelec and Duncan Simester
- Ofer Zellermyer

Their studies show and help us in understanding the psychology behind this behavior. The studies show that when using cash, consumer physically hand over money, which creates a psychological awareness of spending. Digital payment, however make transaction feel less “real” leading to easier and more frequent purchase than cash transaction, a person can easily track spending by observing the cash left in their wallet. Digital transaction however, may not provide immediate visibility, making it easier for overspend without realizing it.

All these studies show and help us in understanding how digital payment create the problem of overconsumption.

It is a personal choice how much a consumer want to spend, and which transaction he want to use

Yes, it is fair to say that the one who owns the money has the right to spend it however they wish, wherever they wish and through whichever transaction method they prefer.

However if such transaction method contributes to the problem of overconsumption, it is not a positive development.

Why Overconsumption is a problem?

Overconsumption leads to numerous issues, which are as follows, excessive use of credit cards and loans due to easy digital payment leads to financial instability, overconsumption reduces the ability to save for essential expenses like education, emergencies or retirement.

Continuous spending can lead to compulsive buying disorder, where a person cannot control unnecessary purchases, studies show that buying more does not always increase happiness instead it can create stress and dissatisfaction

Now what should we do to Stop Overconsumption?

Shifting to ethical buying is one of the most effective ways to control overconsumption while promoting sustainability and responsible consumerism. Ethical buying means making mindful, responsible and sustainable purchasing decision that prioritize quality, necessity and impact over impulsive, excessive consumption. Before purchasing, ask to yourself, do I really need this or is it just a desire?

instead of buying multiple cheap quality products, invest in durable , sustainable and long-lasting items. Purchase from brands that follow fair-trade, eco-friendly and ethical labor practices, unsubscribe from promotional e-mails and notifications that tempt unnecessary spending.

By consciously choosing ethical buying practices, we can significantly reduce overconsumption, lower environmental impact, and create a financially and socially responsible lifestyle. Ethical consumption is not about spending less, but about spending wisely.

“In the age of digital spending, let’s not lose the wisdom of mindful buying”.

The ECO-Preneur's Journey

An Interaction with Ms. Sakshi Kumari, CEO of Statement Denims

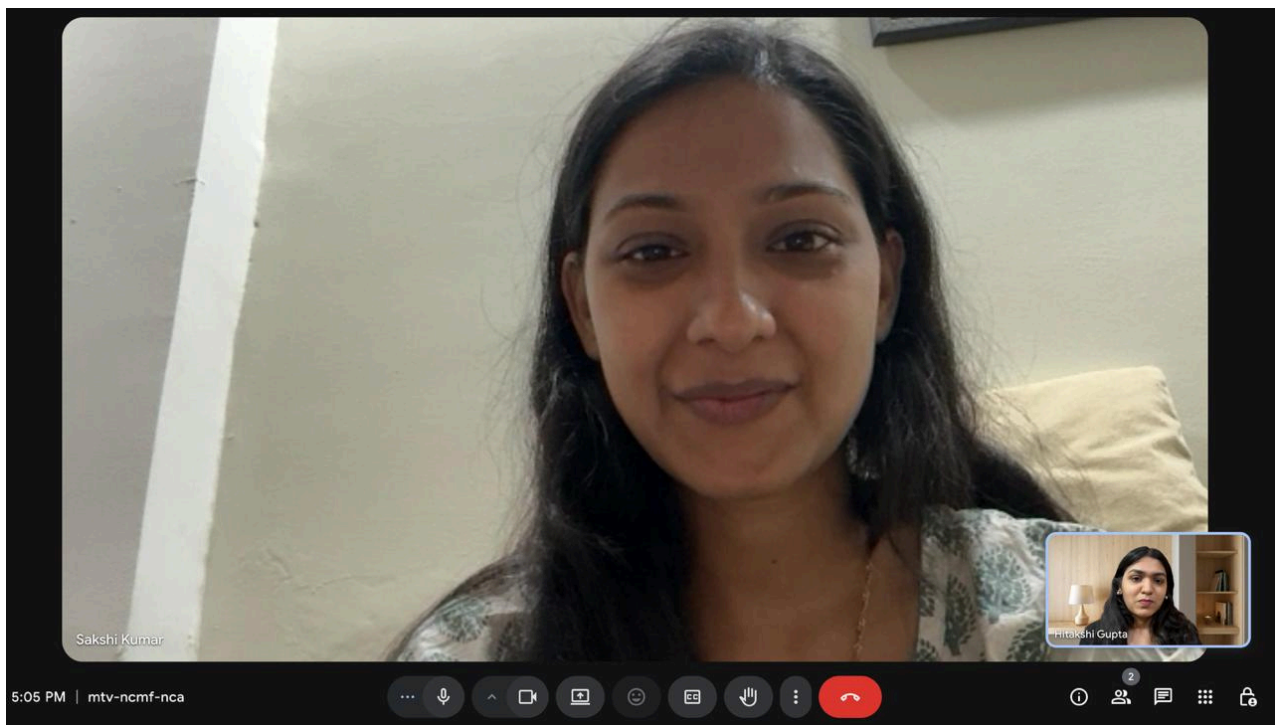
Q1. Before Statement Denim was a brand, it was a dream. What first made you see denim waste differently and move from awareness to action?

This happened before my master's degree. I was working in the denim industry for almost three years. Initially, the first brand I worked on as an intern was Freakins. We built Freakins during my internship, and that was the time when I actually started understanding how a garment is made. I am talking about the period around 2017–18. While working in washing units, there were times when my phone used to give me heat alerts, warning me to move out of that zone because the temperature was extremely high. Most denim industries are located on the outskirts of cities, and these industrial areas are surrounded by homes and water bodies. I saw indigo-coloured water flowing on the streets. Sometimes, even the dogs were stained indigo in colour, and these were the same dogs drinking that contaminated water. We were inhaling indigo and toxic chemicals every day. The workers in the industry were not wearing proper masks or protective clothing. Their hands were completely exposed to air, chemicals, and dust. In the textile industry, dust particles are everywhere. Even during basic processes like converting cotton into yarn, the entire room fills with fine

particles that can be inhaled easily. All of this was extremely alarming for me. I am a very empathetic person, and when I see things like this, it affects me deeply. Being inside this system and witnessing these issues repeatedly made me want to research more. That was the time when I decided that I wanted to work with denim differently. I love denim, but I wanted to make it in a way that is not harmful to everyone involved in the process. Even if I could reduce the damage by 5–10%, I felt that it would still create a huge difference.



Ms. Sakshi Kumari
CEO and Founder, Statement
Denim



Q2. Sustainability today is often seen as a buzzword. What does sustainability mean to you beyond policies and processes?

Honestly, when I hear the word sustainability, I break it down into “sustain” and “ability,” which means the ability of something to last for a longer time. For me, sustainability does not only mean reducing carbon emissions or following government policies. It also includes the entire production process and what happens to the product after it is used.

Sustainability has different aspects such as upcycling, downcycling, and recycling, and this applies to every industry, not just fashion. For example, even in e-waste, sustainability focuses on increasing the life of a product before it reaches the recycling stage. At the end of the lifecycle, recycling is important so that new products do not have to be produced again.

For me, sustainability is also about people. I have seen the conditions of workers and artisans, and I want their lives to sustain for a longer time as well. For example, my weavers in Gandhinagar weave the denim fabric. Earlier, they used to make durries. When I asked them how much they charge per metre, they said ₹140, and when I asked how long it takes to weave one metre, they said two days. This amount is even less than daily wages.

In many industries, people are given more work to reduce production costs, but that is not how I want to work. I want this craft to sustain for a longer time, and that will only happen when artisans are paid fairly and treated with respect. So for me, sustainability includes environmental, social, and human aspects together.



Q3. The fashion industry often finds it difficult to make sustainability both ethical and affordable. What approaches can help bridge this gap?

There are many factors involved in making sustainability affordable. One important factor is how easy it is to recycle a garment. A garment becomes more sustainable when its recycling process is simple. Many garments today have very complex fabric compositions, which makes recycling difficult.

At the end of a garment's life, clothes are often shredded, mainly in places like Panipat. However, many garments cannot be recycled and are sent for incineration because recyclers do not know their exact composition. For example, they do not know how much cotton or elastane is used, or how many zippers, buttons, and rivets are present. Denim rivets and buttons are especially difficult to remove.

Because of these issues, only about 1% of denim is recycled today, and that too mainly when it is made of 100% cotton. The main problem is not difficulty, but lack of transparency. If brands clearly mention how and what they are making, recyclers at the end of the cycle can process garments properly. We are currently working on a Digital Product Passport (DPP) model. Through this, anyone—whether a consumer or a recycler—can scan the garment and get complete information about its composition and journey. This helps in completing the recycling cycle efficiently.

Q4. What have been some of your biggest challenges as a sustainable entrepreneur?

In the beginning, one of the biggest challenges was consumer perception. Many people felt that sustainability was just a marketing concept and believed that sustainable brands overcharge customers. When we offered sustainable denim at an affordable price, it became difficult for them to understand how that was possible.

I work with a very specific segment of denim, and I believe denim is more sustainable than many other fabrics because it lasts longer. Denim is extremely durable, and there are many things you can do with it. If you get bored of basic jeans, you can rebuild them, customise them, convert them into accessories, or revive them with handcraft.

Another challenge was that denim is generally considered one of the most polluting fabrics. However, I do not fully agree with this belief. The positive part is that when people question sustainability, it gives me the opportunity to explain what sustainability actually means. Over time, many people who earlier preferred other fabrics have shifted to denim after understanding its durability and long life.

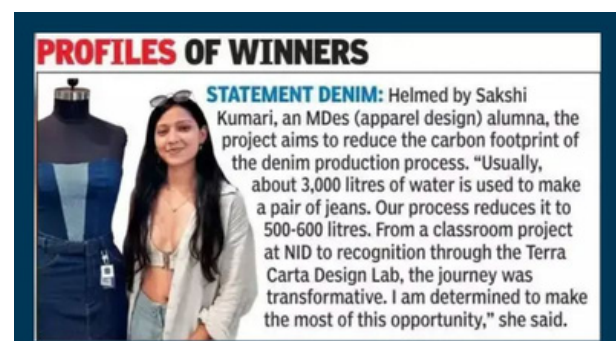
Within the industry, there is always a mix of people. Some are open to working with small, segregated waste quantities, while others are not

interested because it requires separate teams and processes. Even though it is challenging, this has been a great learning experience for me.

Q5. What advice would you give to young entrepreneurs who want to work in sustainability?

My advice would be to first practise sustainability themselves and spend a lot of time on research. If someone wants to work in e-waste, for example, they should go out and see how e-waste management actually works. Data collection and ground-level understanding are very important.

Sustainability is not difficult. In fact, people in India already have sustainable habits in their daily lives. We reuse old clothes as cleaning cloths, reuse wires and strings, and repurpose items instead of throwing them away. Anyone who wants to work in sustainability needs to deeply understand one segment, identify the biggest gap, and then work towards bridging that gap.



Q6. You work closely with women artisans. How has this experience shaped your understanding of empowerment in the fashion industry?

Around 95% of my team consists of women, and this happened very organically. Working with women has been a very powerful experience for me. Women are open, transparent, and confident in sharing their opinions. They are also very good at managing multiple responsibilities.

My team includes women from different regions such as Jaipur, Chandigarh, Bengaluru, Patna, Gujarat, Maharashtra, and tribal communities. Sometimes, it feels like this is their company and I am just learning from them. They manage work, family, children, and household responsibilities together, and still perform their work efficiently. Their strength and dedication constantly inspire me.



Q7. What is one question you wish journalists would ask you more often?

One thing I wish people asked more about is time and patience in entrepreneurship. I had set timelines for myself and my projects, but through my journey, I realised that good things take time. Some things that were supposed to take years happened in months, while others took longer than expected.

There is also a misconception that being an entrepreneur means being your own boss. In reality, you are accountable to everyone—your team, your partners, and the system you create. You take decisions, but you are also an employee of your own company. This has been one of the biggest learnings of my journey so far

The Department of Commerce

The Department of Commerce organized a series of activities during the year 2025 that gave its students an opportunity to demonstrate their potential and utilize their abilities to the fullest. The events are as follows:

● Slogan and Thoughts writing on the theme “Save a Life after Life” was organized by the Department on 13th August 2024 to celebrate **World Organ Donation Day** during the week-long Independence Day celebration. Many students participated at different platforms and appraised people in community about Organ Donation. The event was coordinated by Dr. Subhashree Bose, Teacher-in-Charge and Dr. Shafaq Zareen.

● A **speaker session on “Career Options after Graduation”** was organized on 6th September 2024 by Financiaio, Commerce Society, Vivekananda College. The session was delivered by Mr. Navneet Anand, Business Head, Career Launcher MBA. The session was attended by 168 students of different disciplines. The program was coordinated under the guidance of Teacher-in-Charge Dr. Subhashree Bose, Dr. Deepika Kakkar, Dr. Shafaq Zareen, Ms. Shilpa and Mr. Devender Kumar.

● A **“four-day excursion trip”** from 4th October to 7th October 2024 to **Jim Corbett National Park-Nainital** was organized by the Department for 2nd and 3rd year students. 43 students along with Teacher-in-Charge, Dr. Subhashree Bose, and faculty members, Dr. Shafaq Zareen, Ms. Shilpa, Ms. Shivani Kalra and Ms. Meenu participated in the trip to promote learning through outdoor experiences.

● **“XPLORA- The Annual commerce fest”** was organized on 25th February 2025 by Team Financiaio under the guidance of Teacher-in-Charge, Dr. Subhashree Bose and Teacher Coordinator Mr. Devender. The event aimed to provide students with valuable insights into entrepreneurship and real-world business challenges

● **FAREWELL** was conducted on 6th May, 2025 for third year students of the department under the guidance of Dr. Shivani Kalra and Ms. Rachna Megh.

● A **3 day webinar** was conducted by Financiaio—The Commerce Society on Google Meet, hosting various speakers.

Books/Research Papers Published:

● Ms. Soumya Sharma co-authored a book on Business Analytics: S.K. Sharma and Soumya Sharma. Business Analytics. First Edition (2025). Scholar Tech Press (MKM Publishers Pvt Ltd.). New Delhi

● Ms. Soumya Sharma co-authored a book on Business Statistics: Gurmeet Kaur, Soumya Sharma and Rachan Sareen. Business Statistics. 2025 Edition. Taxmann Publications Pvt. Ltd. New Delhi

● Ms. Soumya Sharma published a research paper as First Author: Sharma, S., Chaudhary, P., & Dawar, V. (2025). The Impact of Executive Pay and Executive Power on Earnings Management in India. NMIMS Management Review. <https://journals.sagepub.com/doi/10.1177/09711023251323399>

● Dr. Deepika Kakkar co-authored the book Sales Promotion with Dr. Manju Sahai and Ms. Shraddha Agrawal, First Edition (2025), published by Galgotia Publications, New Delhi.

● Dr. Preeti Gupta published a research paper on Analysis of Total Factor Productivity of Microfinance Institutions in India. Manthan: The Journal of Commerce and Management, 11(2), July-December 2024

● Ms. Shivani Kalra published a research paper on “Unveiling the Impact of COVID-19 Fear on the Success of Indian IPOs: A Comprehensive Examination” published in MUDRA: Journal of Finance and Accounting, 11(1), Jan - June 2024 <https://doi.org/10.17492/jpi.mudra.v11i1.1112402>

● Ms. Shivani Kalra published a research paper on “IPO Forecasting Using Machine Learning Methodologies: A Systematic Review Apropos Financial Markets in the Digital Era” published in Arthshastra Indian Journal of Economics & Research, 13(2), Apr-June 2024 (10.17010/aijer/2024/v13i2/173502)

Papers Presented in National/International Conference/Seminars:

● Ms. Soumya Sharma presented a research paper titled “The Influence of Executive Pay and Executive Power on Earnings Management in India” in the Technical Session on Governance for Corporates at the 10th Annual International Conference organised by the Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi in collaboration with Deen Dayal Upadhyaya College, University of Delhi during 6th – 7th January 2025.

● Ms. Soumya Sharma presented a research paper titled “Corporate Governance and the Prevalence of Earnings Management: Evidence from India” in the Technical Session on Governance of Corporates at the 10th Annual International Commerce Conference organized by the Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi in collaboration with Deen Dayal Upadhyaya College, University of Delhi during 6th – 7th January 2025.

● Ms. Megha Rawat presented a research paper titled “Understanding Consumers’ Channel Switching Intentions: Using Push-Pull-Mooring Framework” in 75th All India Commerce Conference of Indian Commerce Association on Viksit Bharat @2047 hosted by Govind Guru Tribal University Banswara in Association with Knowledge Partner, Pacific Academy of Higher Education and Research University, Udaipur held on 18th October, 2024-20th October, 2024.

Awards and Distinctions:

● Ms. Soumya Sharma was awarded the Best Research Paper Award for presenting the Research Paper titled “The Influence of Executive Pay and Executive Power on Earnings Management in India” in the Technical Session on Governance of Corporates at the 10th Annual International Commerce Conference organized by the Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi in collaboration with Deen Dayal Upadhyaya College, University of Delhi during 6th – 7th January 2025

Participation in Conferences/Workshops/Faculty Development Programmes

● Ms. Soumya Sharma participated as Resource Person in Workshop on Business Analytics organized by Department of Commerce in collaboration with IQAC, Shyam Lal College Evening, University of Delhi during 16th – 17th January 2025.

● Ms. Soumya Sharma completed One Day FDP on "Understanding latest Changes in Income Tax" organised by Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi in association with Deen Dayal Upadhyaya College, University of Delhi held on 30th August 2024 at Deen Dayal Upadhyaya College, University of Delhi.

● Ms. Megha Rawat attended 75th All India Commerce Conference of Indian Commerce Association on Viksit Bharat @2047 hosted by Govind Guru Tribal University Banswara in Association with Knowledge Partner, Pacific Academy of Higher Education and Research University, Udaipur held on 18th October, 2024-20th October, 2024

● Ms. Megha Rawat completed One Day FDP on "Enhancing Research Excellence: A Faculty Development Program on PLS-SEM" organized by Rukmini Devi Institute of Advanced Studies held on 22nd February, 2025

● Ms. Sakshi Meena completed One Day FDP on "Understanding Latest Changes in Income Tax" organised by Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi in association with Deen Dayal Upadhyaya College, University of Delhi held on 30th August 2024 at Deen Dayal Upadhyaya College, University of Delhi.

● Ms. Sakshi Meena completed One Day FDP on "Enhancing Research Excellence: A Faculty Development Program on PLS-SEM" organized by Rukmini Devi Institute of Advanced Studies held on 22nd February, 2025

● Dr. Deepika Kakkar successfully completed the Guru Dakshta – Faculty Induction Programme(online) under MM-TTP of the UGC organized by MMTTC, Tezpur University From 21/10/2024 to 21/11/2024

● Dr. Deepika Kakkar successfully completed a two – day workshop on "Business Statistics using Spreadsheets", held from July 29 to July 30, 2024, organized by Department of Commerce, Shri Aurobindo College, University of Delhi.

● Ms. Meenu completed online Short-Term Programme on "Business Analytics and Research Methodology" under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by "MM-TTC: Ramanujan College, Delhi" in Collaboration with Sri Aurobindo College, University of Delhi from 19 December, 2024 to 26 December, 2024.

● Ms. Rachna Megh attended One Day National Level Free e-Workshop on “Introduction to Latex: A Powerful Tools for Scientific Writing” on 4th March 2025, organized by A.C.T Academy, Kerala.

● Ms. Rachna Megh attended Two Day National Level Faculty Development Program (Online) titled “Use of ICT in various Types of Assessment and Evaluation” on 21st -22nd February 2025, organized by Rashtriya Arts Commerce and Science College, Nagad, Maharashtra, & A.C.T Academy, Kerala.

● Ms. Rachna Megh attended One Day National Level Faculty e-Workshop on “AI-Enhanced Teaching: Notebook LM, EduAide, and Canva Tools” on 27th February 2025, organized by A.C.T Academy, Kerala

● Ms. Rachna Megh participated in the Nurturing Future Leadership Programme under MMTP for the Senior Faculty Members conducted by Indian Institute of Management Nagpur held during 15th to 19th, 2024

● Dr. Shafaq Zareen attended 75th All India Commerce Conference of Indian Commerce Association on Viksit Bharat @2047 hosted by Govind Guru Tribal University Banswara in Association with Knowledge Partner, Pacific Academy of Higher Education and Research University, Udaipur held on 18th October, 2024-20th October, 2024

● Dr. Shafaq Zareen attended Pre-conference Workshop in College of Business, University of Buraimi, Oman from 25th to 28th January 2025

● Dr. Shafaq Zareen participated in Panel Discussion on “Entrepreneurs as Changemakers for Sustainable Futures” as panelist on 26th February 2025 organized by College of Business, University of Buraimi, Oman

● Dr. Preeti Gupta participated in “Nurturing Future Leadership Programme” Under MMTP Organised by IIM Nagpur from 15th July-19th July, 2024

● Dr. Preeti Gupta participated in one day workshop on “Referencing tool Mendeley” organized by Satyawati College (Eve.) on 13th March 2024

● Dr. Preeti Gupta participated in International FDP on Financial Derivatives and Risk Management organized by Alliance School of Business, Alliance University from 25-29 November, 2024

● Ms. Shivani Kalra participated in Faculty Knowledge Exchange Program with Interactive Agenda of 'Role of AI in Teaching Pedagogy and ' on 19th July 2024 hosted by IBS Information Team-North

● Ms. Shivani Kalra participated in One Day FDP on Understanding latest Changes in Income Tax on 30th August 2024 organized by Department of Commerce, Delhi School of Economics and DDUC, Delhi University.

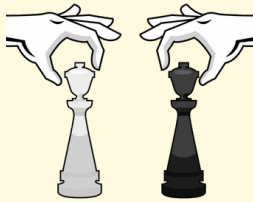
FACTS CHECK



MYTHS



**SUSTAINABILITY
IS TOO
EXPENSIVE**



**ONE PERSON'S
CHOICES DON'T
MAKE A
DIFFERENCE**



**FAST FASHION IS
THE ONLY
AFFORDABLE
OPTION**



**RECYCLING ALONE IS
ENOUGH TO SOLVE
OVERCONSUMPTION**



FACTS

Eco-friendly products may cost more upfront, but they often last longer and save you money in the long run. Plus, thrifting, upcycling, and reusing can be budget-friendly too!

Every small action counts! One person skipping plastic bags can save hundreds from landfills each year. Millions making conscious choices can drive industries toward sustainability.

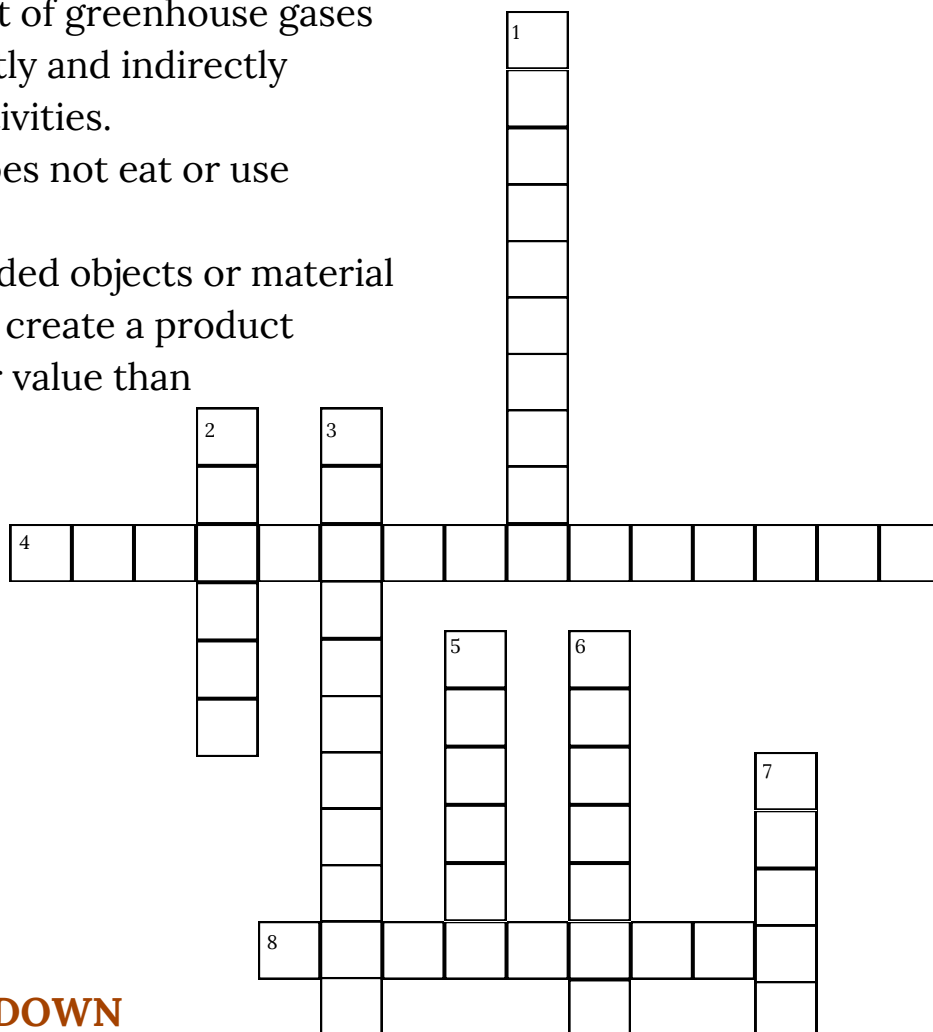
Thrift stores, clothing swaps, and slow fashion brands offer stylish, affordable options. Investing in fewer, high-quality pieces can also save you money in the long run.

Recycling helps, but reducing consumption and reusing items are more effective. Follow the 3R rule: Reduce, Reuse, Recycle, in that order, for a bigger impact.

CROSSWORD PUZZLE

ACROSS

4. Using more resources than necessary.
8. The total amount of greenhouse gases produced to directly and indirectly support human activities.
9. A person who does not eat or use animal products.
10. To reuse discarded objects or material in such a way as to create a product of higher quality or value than the original.



DOWN

1. A style or trend that is characterized by extreme sparseness and simplicity.
2. A chemical element that is the basis of all known life on Earth.
3. The act of using up a resource.
5. The quality of using money and other resources carefully and not wastefully.
6. A system that ensures farmers and workers get a fair price for their products.
7. A way of living that meets current needs without harming future generations.

Scan for answers



RIDDLES

1.

You buy me cheap, you buy me fast,
But in a landfill, I will last.
What am I?



I grow with time, cluttering space,
Yet somehow, I'm hard to erase.
What am I?

2.

3.

I'm made to break, I'm made to sell,
You'll replace me soon—oh well!
What am I?



Less of me means more to share,
A choice that shows you truly care.
What am I?

4.

5.

I say "new season," "limited time,"
Just to make you spend each dime.
What am I?

I'm the habit that helps you see,
That mindful choices can set you free.
What am I?

6.

7.

I make you think you got a deal,
But really, I just make you feel.
What am I?



BATCH PHOTOGRAPH



B.COM (P)- A



B.COM (P)- B



B.COM (H)- A



B.COM (H)- B

Our Editorial Crew



SEATED (Left to Right): Arya Shree Sinha · Hitakshi Gupta
STANDING (Left to Right): Shreya Sharma · Mrs. Radhika Srinivasan ·
Ms. Soumya Sharma · Astha Sharma
MEMBERS NOT PRESENT AT THE TIME OF PHOTOGRAPH: Aashi Singhal ·
Aditi Goyal · Geetika · Niharika Shori · Madhvi Chopra

Buy with care today for a lighter tomorrow