



SHILP

COMMERCE E-MAGAZINE

2018-19



SHYAMA PRASAD MUKHERJI COLLEGE FOR WOMEN
UNIVERSITY OF DELHI

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COMMERCE DEPARTMENT

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PRINCIPAL'S MESSAGE



It is my pleasure to congratulate the team that has taken the initiative for publishing this magazine. Such value additions are very much essential for the young people to demonstrate their talents. Besides this overall development of the students is the goal of education and we all have to ensure that there is no stone left unturned to equip them for the challenges of life. For such development a magazine provides the platform to showcase the academic talents and imaginations, which is necessary for the holistic development of every student. Reading this magazine would definitely be an inspiration and motivation for all the students. I extend my best wishes to the students and faculty members for all the success.

Dr. SADHNA SHARMA

PRINCIPAL (OFFICIATING)

SPM COLLEGE

MESSAGE FROM THE HOD



On behalf of our Commerce department, I extend my warm greetings to everyone. I am pleased to inform that our department has recorded consistent performance in both its academic and placement domains. The objective of our department has always been to impart holistic education. We insist on activity based teaching, variety of pedagogy such as lectures, presentations, knowledge based case studies, quizzes, group discussions, debates etc.

We have committed ourselves to add value to the course and provide high quality education. As a result, students are taken to educational excursions including visit to SEBI, Start- up Expo etc. Moreover, opportunities are provided to students to present their views on contemporary issues by way of presentations, declamation competitions. We also conduct interactive sessions and seminars of industry experts to provide professional guidance for our students. Students are encouraged to organize various events, participate in events organized by other colleges, internship fairs and also get involved in activities of social relevance. The department also conducted its very first alumni meet and it was a huge success. It was overwhelming to know that our graduates are working in multinational companies, academic institutions and other services.

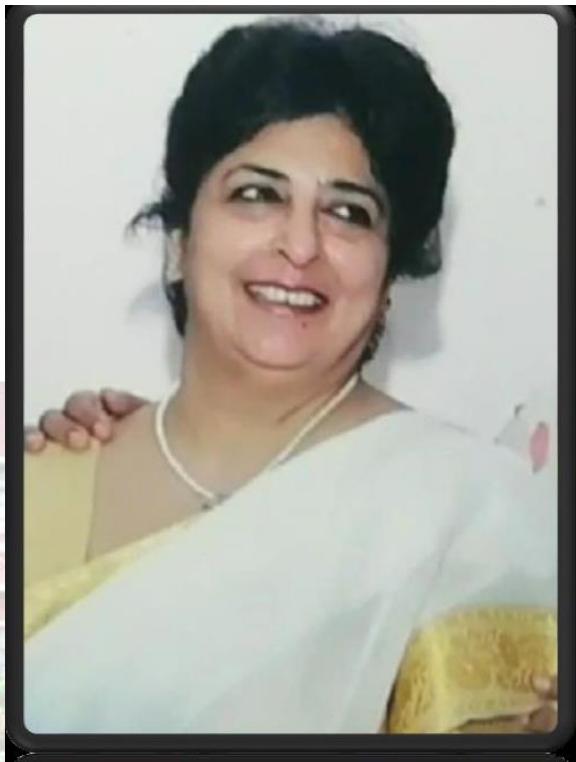
The department is blessed with well qualified and experienced faculties who always keep themselves updated with current developments and continuous learning. All the efforts are ambitiously made to develop the overall personality of the students so as to equip them with sensitive and modern outlook in facing the challenges of this competitive world. With all these inputs one finds our students hardworking, efficient and practical oriented in all the work environments.

With this brief introduction, I welcome you to be a part of our journey. I congratulate to the team of faculty members and the students for their brilliant and original efforts. I wish all the students and faculty a great academic career.

Head of Department
Dr. Prabha Rana

TRIBUTE TO OUR BELOVED MISS

JYOTSANA KANUNGO



IN THE LOVING MEMORY OF

LATE JYOTSANA KANUNGO

Taking a good look around us and acknowledging each other with a nod, a smile, and maybe even a handshake. Paying attention to the range of ages among the folks we see; chances are very bright that someone near or next to you is a person who was associated with our great Late Jyotsana Kanungo.

As we all know, CS Mrs. Jyotsana Kanungo is no more amidst us. She left us all last year for her journey to the heavenly abode. May she rest in peace. We still remember the day when we got the news of her passing, a million thoughts started racing into our heads and we couldn't help but recall the last time we had met or saw her. But as they say, 'the people we love never ever really leave us', and that's why, today, we will together pay her a tribute not only with a heavy heart, but also with a smiling face because the essence of her personality and humbleness shall stay with us forever. We'd consider ourselves proud to step into her shoes and become as good a person like her one day.

Miss Jyotsana's career and the achievements of her lifetime were extraordinary. She was born on June 27th, 1960. She was always a bright one when it came to academics. Graduated from Daulat Ram College, University of Delhi then pursued LLB from the Faculty of Law, University of Delhi. But that was just not the end of her academic career.

SHYAMA PRASAD MUKHERJI COLLEGE FOR WOMEN COMMERCE DEPARTMENT

She was a woman with keen interest in Commerce; especially Law made her opt for Companies Secretary (CS) along with and was conferred with FCS from ICSI. Not only this, she has had the honor of becoming the first woman who was the fellow member of ICSI.

Miss Jyotsana also taught at the IP College, Delhi University before joining Shyama Prasad Mukherji College , Delhi University on 1st December 1983. And in our college itself she could enlighten the students by giving splendid teachings and also by being an active member of societies like Ruchika-the hobby society, General Knowledge society, Debating society, etc. She has had an overwhelming experience of over 40 years and she was the epitome of excellence. Her colleagues always get watery eyes when they remember the spellbound time that they have spent with her as she was capable of moving a person's perception of themselves futher along a positive path. This was not a skill she was trained in, indeed it was an artful display of her golden heart. The smile miss Jyotsana always wore was truly inspirational and she saw something special in each one of us.

Nothing would be as big as her achievement of winning so many hearts and blessings with her simple and ever-so-cheerful nature. We hope you keep on showering your blessings on all of us. We will be forever thankful to you and your teachings. It was a delight getting to know you and learn from you and we will cherish all the moments spent with you for a lifetime. She has definitely nurtured us to become the best of who we are and no amount of Earthly words can do justice to fully explain what she meant to each one of us.

We will miss you!



TOKENS OF LOVE

.... your life was a blessing; your memory is a treasure. You are loved beyond words and missed beyond measures

AMAR HAIN

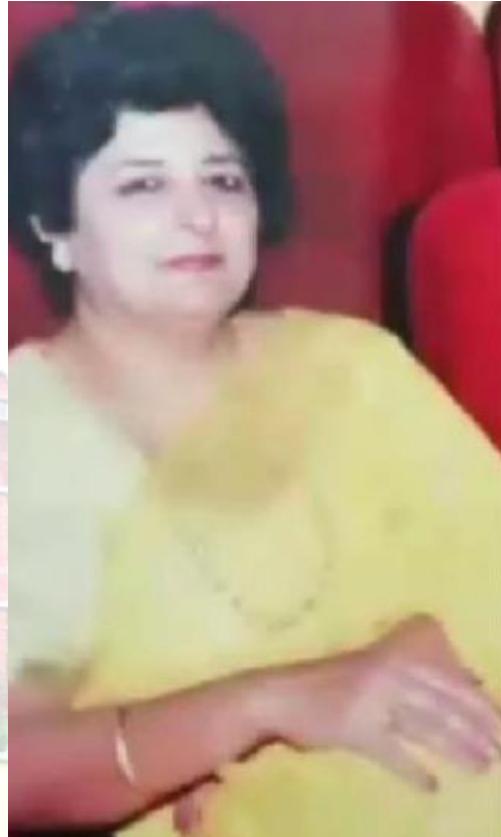
अमर हैं

कभी सामने बैठकर पढ़ाती थीं,
किताबों के पार की भी सैर कराती थीं।
उस अमर आत्मा को भूलना है मुश्किल
जो हमें सफलता के सपने दिखाती थीं।

उनकी आँखें और आँखों की चमक
उनका चेहरा और चेहरे की दमक,
वो करुणा भरी आवाज़,
हमें, उनकी याद दिलाती है आज।

यदि ढूँढने को मन चाहे कभी
तो खोजना उन्हें,
उनका आवास शिक्षा की हर गली में है।

- सनोवर चौरसिया
बी.कॉम (प्रो.) द्वितीय वर्ष



We miss you..

"Teaching is a noble profession and Teacher's are the source of knowledge and wisdom"
In the loving memory of Miss Jyotsana Ma'am, I still remember her kindness towards the students, she used to motivate and inspire us to become a better person in the society by giving her own experience in life. We will miss her as a person who taught us the value for one's life.

**-Jini Jayan
B.com Hons (3rd Year)**

THE EDITORIAL BOARD

TEACHERS



DR. ANJU JAIN
EDITORIAL BOARD

The editorial board is glad to release the current issue of our magazine. Contributions of faculty members and students of commerce department have been continuously helping the magazine in stepwise manner for achieving insurmountable milestones. The magazine provides a perfect platform to highlight the literary and artistic fragments of the commerce department. The objective of this magazine is to unlock the hidden potential and to bring out innovative ideas from the members of this prestigious institution

It gives me immense pleasure to share the SHILP third edition with all of you.

"SHILP- 2019" is an E -magazine by the students-for the readers". Our aim is to promote and motivate students to write their thoughts in form of words, which could be their subject knowledge, experiences etc. While drafting magazine we are not only confined to articles but we also encouraged students to play with words and pen down words in the form of poem. Our main emphasis is to incorporate articles not related to commerce but to cover other fields and aspects as well. I want to thank all the writers who came forward and contributed their articles and poems. It's all your work due to which we are able to have such a wonderful magazine.

In the end, I want to extend my special thanks to my creative team and editorial board for working whole heartedly and giving SHILP 2019 a shape which you all are going to love and cherish forever.



CS RENU YADAV
EDITORIAL BOARD

SHYAMA PRASAD MUKHERJI COLLEGE FOR WOMEN
COMMERCE DEPARTMENT

STUDENTS



PRIYANSHI JAIN
B.COM HONS.
3RD YEAR

“BELIEVE YOU CAN AND YOU ARE A HALF WAY THERE”, Most important lesson I learned. We had a great team. Through all this time working for the magazine I realized that always give yourself a chance, because no one knows what is your hidden talent, so one should always be ready for the new opportunities.



ABHA SIVAN
B.COM HONS.
3RD YEAR

“A wonderful experience collaborating with my fellow teammates. In the journey of your life you come across many moments that teaches you something new and this certainly was an amazing learning experience. This magazine was made possible by the teamwork all of the EDITORIAL BOARD, TEACHERS, COMMERCE ASSOCIATION AND THE ENTIRE COMMERCE DEPARTMENT.”



SANOVER CHAURASIYA
B.COM PROG.
2ND YEAR

Working for the magazine of my department provided me an immense pleasure. Being a commerce student, I heard about team work but after working for the magazine under the guidance of teachers, seniors, and companions, I realised it's multifarious benefits. It was a great opportunity for me through which I have improved my creative as well as communication skills.

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PRAGYA JOSHI
B.COM HONS.
3RD YEAR

The camaraderie that comes with working on something so important to the team makes me grateful to my team and staff. In particular, the unity felt between the staff as we all work towards the same goals and look forward to it being put up on the college website. Joining College Editorial Board for commerce magazine literary magazine was a great way to get involved with other creative individuals. I got the chance to read and talk about the work of others.

I couldn't be more fortunate to work with my fellow students and juniors under the guidance of very cooperative teaching staff.



YASHI AGGARWAL
B.COM HONS.
2ND YEAR

The purpose of shilp magazine is to unlock the hidden potential within each one of us. Our experience from sorting to selecting the articles has been extremely fostering. I hope this exemplifying opportunity further helps me to bring out the best in me every year.
Happy reading!



LAVANYA AHUJA
B.COM HONS.
3RD YEAR

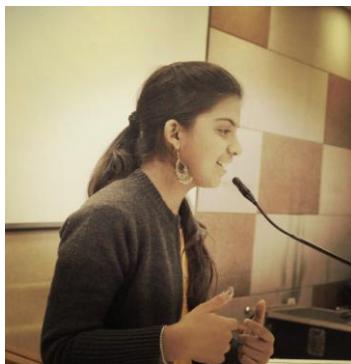
"Hustle until you no longer need to introduce yourself."

I feel privileged to be part of the team and heartiest thanks to the teachers and fellow mates for their guidance and support.

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RITIKA AGGARWAL
B.COM HONS.
3RD YEAR

"None of us is as smart as all of us." - This magazine was the effort of all sharing their wisdom towards perfection.



MADHU SHARMA
B.COM PROG.
2ND YEAR

पत्रिका "शिल्प" के माध्यम से मुझे ये अनुभव हुआ है कि जबतक हम एकजुट होकर अपनी जिम्मेदारी नहीं संभाल लेते तब तक एक टीम के रूप में भी हम काम नहीं कर सकते। सबके बराबर योगदान और पूर्ण सहयोग से ही हर काम संभव है। सबको साथ लेकर चलना एक अच्छे नेतृत्व का गुण है और अच्छा नेतृत्व सफलता का पहला इशारा है।



ASHWARYA RALHAN
B.COM PROG.
3RD YEAR

Any achievement can't be achieved without a team! I thank my teachers and team members for making me a part of the editorial board and sharing all the tasks equally to get astonishing results.

THE COMMERCE ASSOCIATION



COMMERCE ASSOCIATION 2018-19

FROM LEFT TO RIGHT:

- RIDDHI SETHI (JOINT SECRETARY)**
- PRACHI VATS (CULTURAL SECRETARY)**
- KHUSHI GUPTA (PRESIDENT)**
- KAJAL SINGH (GENERAL SECRETARY)**
- ANJALI (TREASURER)**
- SHRUTI INANI (MEMBER OF MANAGEMENT TEAM)**
- KIRTI (MEMBER OF MANAGEMENT TEAM)**
- NANCY JAIN (VICE PRESIDENT)**
- PRABAL KAUR (JOINT CULTURAL SECRETARY)**

FACULTY ACHIEVEMENTS



DR. RENU AGGARWAL

1. Attended faculty development programmed on GST in Shyama Prasad Mukherji College on 22nd November, 2017.
2. Attended a seminar on “**Impact of GST on Economy**” in Gargi College on 1st November, 2017.

DR. NEELAM GOEL

Dr. Neelam Goel attended one common seminar organized by Bhagat Singh College & one FDP on GST organized by Daulat Ram College.

DR. PRITI RAI

1. She has worked with **National Institute of Public Finance and Policy on Health Policy** especially on Mohalla clinics from March 2016 to March 2017.
2. **Published article: Health Infrastructure:** Study of Mohalla Clinics, (International Journal of Research in Economics and Social Sciences) Vol 7, Issue 5, May 2017 pp133-135. ISSNo-2249-7382.

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3.Paper presentation: Health Infrastructure: Study of Mohalla Clinics, National Seminar on National Seminar on Reforms for Transforming India: A road Ahead (Aurobindo College, University of Delhi, 18th Feb 2017.

4.Impact of GST on Economic Growth, Gargi College, University of Delhi, 1St November 2017.

5.**Awarded for National Women's Empowerment and Development Award** by International Association of Educators for World Peace. July 2017.

DR.PRABHA RANA

Published following papers:

1)'Profitability Analysis of scheduled Commercial Banks: A case study of Allahabad Bank' in INSPIRIA- journal of Modern Management and Entrepreneurship (JMME),volume 07,No 02,April 2017.

2)'Profitability Analysis of Private Sector Banks: A case study of Kotak Mahindra Bank Limited' in INSPIRIA-Journal of Commerce, Economics and Computer science (JCECS),volume 03,No 01, January-March,2017.

3)Attended a workshop in Khalsa college organized by TLC on ADVANCED EXCEL.

4)**Presented a paper in International Conference** organized by Food And Technology Department of SPM College **on DIGITAL MARKETING.**

ALPANA BUNTOLIA

1.Attended 2 day workshop on GST, organized by the Kirori Mal college from Oct 27- 28, 2017.

2.National Symposium on '**Dimensions of Quality in Higher Education in Contemporary Times**' Organized by Internal Quality Assurance Cell Shri Ram College of Commerce November 11, 2017.

DR. SWATI GARG

1.**Published paper titled "A Performance Comparison of Exchange Traded Funds in India and Australia"** in International Journal of Applied Financial Management Perspectives, Vol.6, No.2, Apr-Jun 2017, Page 23-34 ISSN no. 2279-0896

2.Attended National Symposium on "Dimensions of quality in higher education in Contemporary Times" organized by SRCC on Nov 11, 2017.

DR. ANJU JAIN

Best teacher of the year 2018-19.

DEPARTMENTAL ACTIVITIES

LIST OF ACTIVITIES HELD DURING 2018-19

<u>YEAR</u>	<u>NAME OF THE ACTIVITY / NUMBER OF ACTIVITIES</u>	<u>RESOURCE PERSON</u>
2018-19 Session (July – December)	1. Freshers	Event organized by Department Of Commerce
	2. Teacher's day	Event organized by Department Of Commerce
	3. Career Counselling Session	Dr. Amit Maheshwari (CEO Mettas Ltd., Motivational Speaker)
	4. Educational Excursion - workshop on financial planning	International College of Financial Planning (ICOFP)
	5. Educational Excursion – Start-Up Expo Event	Pragati Maidan
	6. Educational Excursion – SEBI Visit	Securities and Exchange Board of India
	7. Movie-Screening "Sui Dhaaga"	Event organized by Department of Commerce
	8. Inter-departmental Debate Competition	Event organized by Department Of Commerce
2018-19 Session (January Onwards)	9. Awareness Program On Cyber Security	SBI General Manager
	10. Alumni Meet	Event organized by Department Of Commerce
	11. Declamation Competition On "Role Of Youth In Achieving Sustainable Development Goal 2030"	Event organized by Department Of Commerce
	12. Visit to Start Up Expo at Pragati Maidan	Organized by Entrepreneurship Council of India and IIM Rohtak.
	13. Session on FDI	Dr. Ashwani Mahajan (Renowned Academician, Author, Columnist and Activist)
	14. Visit to NSE	Event organized by Department Of Commerce
	15. Farewell	Event organized by Department Of Commerce

SHYAMA PRASAD MUKHERJI COLLEGE FOR WOMEN
COMMERCE DEPARTMENT

FRESHERS



**CAREER COUNSELLING SESSION- BY DR. AMIT MAHESHWARI HELD ON
3RD OCTOBER, 2018**



SHYAMA PRASAD MUKHERJI COLLEGE FOR WOMEN
COMMERCE DEPARTMENT

VISIT TO "INTERNATIONAL COLLEGE OF FINANCIAL PLANNING" ON 3RD OCTOBER, 2018



VISIT TO START-UP EXPO EVENT ON 6 OCTOBER, 2018



VISIT TO SEBI ON 16 JANUARY 2019



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COMMERCE DEPARTMENT

MOVIE SCREENING "SUI DHAGA "



INTER DEPARTMENTAL DEBATE COMPETITION



SHYAMA PRASAD MUKHERJI COLLEGE FOR WOMEN
COMMERCE DEPARTMENT

AWARENESS PROGRAM ON CYBER SECURITY HELD ON 30 JANUARY 2019



DECLAMATION COMPETITION ON "ROLE OF YOUTH IN ACHIEVING SUSTAINABLE DEVELOPMENT GOAL 2030"
HELD ON 6TH FEBRUARY, 2019



SHYAMA PRASAD MUKHERJI COLLEGE FOR WOMEN
COMMERCE DEPARTMENT

**START-UP EXPO - EDUCATIONAL EXCURSION IN COLLABORATION OF
IIM ROHTAK AND ENTREPRENEURSHIP COUNCIL OF INDIA (23RD FEB.
2019)**



SESSION ON FDI



SHYAMA PRASAD MUKHERJI COLLEGE FOR WOMEN
COMMERCE DEPARTMENT

VISIT TO NSE



**FAREWELL & LAUNCH OF E-MAGAZINE (3RD EDITION)
BY COMMERCE DEPARTMENT**



STUDENTS' CORNER



**B.COM HONS. 3RD YEAR
SECTION - A**



**B.COM HONS. 3RD YEAR
SECTION - B**

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**B.COM PROG. 3RD YEAR
SECTION - A**



**B.COM PROG. 3RD YEAR
SECTION - B**

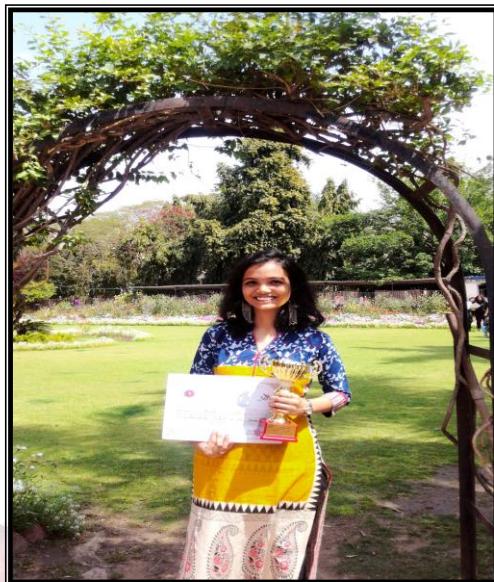
STUDENTS WHO HAVE MADE US PROUD

STUDENT OF THE YEAR OF THE COLLEGE 2018-2019



**PRIYANSHI JAIN
B.COM(HONS.)
3RD YEAR**

- Secured 1st position in B.com hons. In 1st year.
- Secured 2nd position in B.com hons. In 2nd year.
- Management head of SRIJAN 2019.
- Placed in GENPACT, CONCENTRICS, TATA POWER DDL.
- Got 1st position in AD-MAD, TRADE BAZAAR, CORPORATE ROADIES, RANGOLI, INTERDEPARTMENTAL DEBATE.
- Got 2nd position in TALAASH, AD MAD, TECH CHARADES.
- Got 3rd position in INTERDEPARTMENTAL DEBATE by ONGC.
- Participated in UNNATI parliamentary debate.
- Runner up in THROWBALL match.
- Member of CREATIVE BOARD of Commerce Magazine 2018-19.
- Owner of small business on AMAZON.
- Doing research project (AYUSHMAN BHARAT) under the guidance of DR. PRITI RAI

**OUTSTANDING STUDENT OF THE YEAR OF THE COLLEGE
2018-2019**

KHUSHI GUPTA
B.COM(Hons.)
3rd year

- : President of Commerce Association 2018-19.
- : Management head of SRIJAN 2019.
- : Event head of SRIJAN 2018.
- : Joint Cultural Secretary of Commerce Association 2017-18.
- : Joint Secretary of Commerce Association 2016-17.
- : Won various prizes for DEBATE, AD MAD.
- : Organized various events.
- : Placed in GENPACT, CONCENTRIX.
- : Doing research project (AYUSHMAN BHARAT) under the guidance of DR. PRITI RAI.

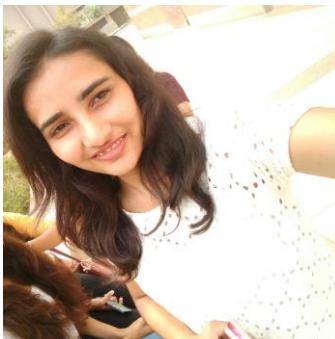
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COMMERCE DEPARTMENT



APARNA
B.COM(Hons.)
3rd year

1. Holding the rank of JUO(JUNIOR UNDER OFFICER) IN NCC 2018-19.

2. Participated in Ek Bharat Shreshta Bharat (West Bengal) and secured 1st position in group dance, group song and volleyball match.
3. Prime Minister Rally 2019 in which NCC cadets showed a dance **performance in front of Hon'ble Prime Minister Shri Narendra Modi.**
4. Participated in CATC and secured best college award and 1st in group song and best coordinator in certificate writing.



PARUL KADIAN
B.COM(Hons.)
3rd year

NSS Coordinator
Participated in MTNL Perfect Health Mela



KANCHAN KUMARI
B.COM(Prog)
3rd year

Best Player of the Match- 7th Padmashree Shyamal Memorial Hockey Tournament 2018



SANOVER CHAURASIYA
B.COM(Prog)
2nd year

Participation in annual magazine committee- THE VOICE OF SPRING in Kirori Mal College

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MUSKAN BANSAL
B.COM(Hons.)
2ND YEAR

Got 1ST prize in TRADE HUSTLE in Keshav Mahavidyalaya college 2018 fest.

Paticipated in inter college fashion show competition in MTNL PERFECT HEALTH MELA, National Youth Fest 2018



YATIKA AND GEETA
B.COM(Hons.)
2nd year

1st position in DEBATE COMPETITION in Maitreyi College



MADHU SHARMA
B.COM(prog.)
2nd year

Third position in the Open Mic Competition at Kirorimal college and first position in The Creative Art at Satyawati college.



ABHA SIVAN
B.COM(HONS.)
3RD YEAR

1. Second position in Inter Departmental Debate
2. Participated in Inter College Debate.
3. Event head in SRIJAN'19.
4. Member of CREATIVE TEAM Commerce Magazine 2018-19.

ALUMNI ACHIEVEMENTS

S.NO.	NAME	BATCH	QUALIFICATION	DESIGNATION	COMPANY/ORGANISATION
1	PRIYANKA YADAV	2001		PILOT	AIR INDIA
2	C.A. DEVIKA	2005	C.A.	ASSISTANT MANAGER	GENPACT
3	DR. SHILPI SINGH	2005	Ph.D.	ASSISTANT PROFESSOR	BHARTI COLLEGE
4	SURBHI SURI	2013		INTERNATIONAL TAXATION LAWYER	BMR LEGAL
5	SHILPI SINGH	2014	M.COM, C.S.	PROBATIONARY OFFICER	CANARA BANK
6	VANSHIKA JAIN	2014		COMMERCIAL PROJECT MANAGER	SIEMENS LTD.
7	ANCHAL JINDAL	2014	C.S., M.COM. , DIPLOMA in IPR	MONITORING & COMPLIANCE OFFICER	ICAI
8	SWEETI MALIK	2014		PO	BANK OF BARODA
9	SHEFALI	2014		PO	CANARA BANK
10	TANU	2015	M.COM	PO	CANARA BANK
11	ASHU PANNU	2015	M.COM, JBT	PRT	KENDRIYA VIDYALAYA
12	POOJA JAJO		C.S. , M.COM, B.ED.	COMPLIANCE OFFICER	DSD & CO.

INTERNSHIP'S VIEW**COMMERCE STUDENTS INTERNSHIP CERTIFICATES FOR THE
YEAR (2016-2019)**

S.No	Name of Intern	Organization	Area	Duration
1	Shristy Garg	<ul style="list-style-type: none"> • Internshala • YEF • RAY 	<ul style="list-style-type: none"> • Human Resource • Finance • Marketing 	<ul style="list-style-type: none"> • 1 Month • 1 Month • 1 Month
2	Muskan Jain	RAY	Marketing	1 Month
3	Pooja Devi	RAY	Marketing	45 Days
4	Yakshita Nagpal	RAY	Marketing	45 Days
5	Dhairyा Taneja	<ul style="list-style-type: none"> • RAY • Cosco • Ramy Infotech 	<ul style="list-style-type: none"> • Marketing • Human Reource • Accounts and Finance 	<ul style="list-style-type: none"> • 1 Month • 1 Month • 50 Days
6	Lavanya	RAY	Marketing	1 Month
7	Priyanshi Jain	<ul style="list-style-type: none"> • BAM • The Indian Economist • FRAPP • TARKIBEN • AWIGN • SWIGGY 	<ul style="list-style-type: none"> • Marketing 	<ul style="list-style-type: none"> • 1 Month • 1 Month • 1 Month • 1 Month • 10 Days • 21 Days
8	Hardeep Kaur	Vskills	Accounting	2 Months
9	Shivani	ARCUS	Human Resource	17 Days
10	Shweta Bansal	RAY	Marketing	1 Month
11	Ishpreet kaur	RAY	Marketing	1 Month
12	Shivani	RITKOM	Marketing	34 Days
13	Shivangi Sethi	RAY	Marketing	1 Month
14	Ridhi Gupta	Campus High	Marketing	1 Month

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15	Nidhi	RAY	Marketing	1 Month
16	Neha	RAY	Marketing	1 Month
17	Ekta Yadav	RAY	Marketing	1 Month
18	Simran	Tredily	Marketing	
19	Gunjan Joshi	Entrance Zone	Content Designing	2 Months
20	Saloni Verma	BHEL	Finance and Accounts	1 Month
21	Tapasya	RAY	Marketing	1 Month
22	Kritika	<ul style="list-style-type: none"> • DU Express • P & G • EHI 	Marketing	<ul style="list-style-type: none"> • 1 Month • 4 Month • 4 Month
23	Ritika Aggarwal	Blackbora.Com	Marketing	1 Month
24	Unnati Sahu	9 Startup Google	Content Writing	100 Days
25	Teena Singhal	YouthVine	Human Resource	1 Month
26	Khushi Gupta	<ul style="list-style-type: none"> • Internshala • Startup google 	<ul style="list-style-type: none"> • Human Resource • Content writing 	<ul style="list-style-type: none"> • 3 Months • 100 days
27	Sanover chaurasiya	Craft buzz	marketing	2 Months
28	Satvinder Kaur	For School of Cinema- ASMS	Management	15 Days



ARTICLES**INTERIM BUDGET 2019- HARBINGER OF “ACCHE DIN”**

The 1st Budget of the Narendra Modi government was hailed as the harbinger of acche din. FM Piyush Goyal announced big cheer for the salaried and middle-class taxpayers. In a huge boost, taxpayers with income up to Rs 5 lakh will get full rebate, standard deduction was raised by Rs 10,000, capital gains benefit for those selling a house property and reinvesting the proceeds, huge jump of Rs 30,000 in the threshold for TDS on bank interest and income from post office investments. Even the TDS threshold on rental income was hiked substantially from Rs 1.8 lakh to Rs 2.4 lakh, thereby giving relief to landlords. The capital gains benefit on house property and TDS threshold will give a boost to the real estate market.

The FM pegged the fiscal deficit at 3.4%, citing the income support to farmers announced in the budget. Piyush Goyal announced an interest subvention scheme for GST registered SMEs taking a loan. A big income support scheme for farmers by the name of Pradhan Mantri Kisan Samman Nidhi, a pension scheme for unorganized workers called Pradhan Mantri Shram Yogi Mandhan, financial support for cos and fisheries are the key highlights of the big budget push towards rural and poor. In his speech in Lok Sabha, finance minister Piyush Goyal announced annual support of Rs 6000 per year for farmers holding land below 2 hectares. The reach out to unorganized workers happened in the form of a pension scheme where the government proposes to provide Rs 3000 per month to workers over the age of 60 with a monthly contribution of Rs 100.

The gratuity limit has been pegged at Rs 30 lakh. There is a 2% interest subvention for farmers engaged in fisheries and animal husbandry. On the jobs front, the finance minister said that a fast-growing economy is creating jobs based on EPFO data and that sectors like solar have created lakhs of jobs. The FM illustrated the achievements of the Narendra Modi led government by specifying gains in mobile connectivity, rural roads, digital infrastructure in villages.

The interim budget of 2019 by modi government can be summarized as follows:

1. Within 2 years, Tax assessment will be done electronically.
2. IT returns processing in just 24 hours.
3. Minimum 14% revenue of GST to states by Central Govt.

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4. Custom duty has abolished from 36 Capital Goods.
5. Recommendations to GST council for reducing GST rates for home buyers.
6. *Full Tax rebate up to 5 lakh annual income after all deductions. *
7. Standard deduction has been increased from 40000 to 50000.
8. Exemption on tax on second self-occupied house.
9. Ceiling Limit of TDS u/s 194A has been increased from 10000 to 40000.
10. Ceiling Limit of TDS u/s 194I has been increased from 180000 to 240000.
11. Capital tax Benefit u/s 54 has been increased from investment in one residential house to two residential houses.
12. Benefit u/s 80IB has been increased to one more year i.e. 2020.
13. Benefit has given to unsold inventory has increased to one year to two years.
14. State share has been increased to 42%.
15. PCA restriction has been abolished from 3 major banks.
16. 2 lakhs seats will increase for the reservation of 10%.
17. 60000 crores for manrega.
18. 7 Lakh crore to ensure food for all.
19. 22nd AIIMS has to be opened in Haryana.
20. Approval has to be given to PM Kisan Yojana.
21. 6000 per annum has to be given to every farmer having upto 2 hectare land. Applicable from Sept 2018. Amount will be transferred in 3 installments.
22. National kamdhenu ayog for cows. Rs. 750 crores for National Gokul Mission.
23. 2% interest subvention for farmers pursuing animal husbandry and also create separate department for fisheries.
24. 2% interest subvention for farmers affected by natural calamities and additional 3% interest subvention for timely payment.
25. Tax free Gratuity limit increased to 20 Lakhs from 10 Lakhs.
26. Bonus will be applicable for workers earning 21000 monthly.
27. The scheme, called Pradhan Mantri Shram Yogi Mandhan, will provide assured monthly pension of Rs. 3,000 with contribution of Rs. 100 per month for workers in unorganized sector after 60 years of age.
28. Our government delivered 6 crores free LPG connections under Ujjawala scheme.
29. 2% interest relief for MSME GST registered person.
30. 26 weeks of Maternity Leaves to empower the women.
31. More than 3 Lakhs crores for defence.
32. One lakh digital villages in next 5 years.
33. Single window for approval of Indian film makers.

With this budget, the government has laid the foundation stone for India's growth and development to the next level by 2030. The focus has been on a pollution-free India with tax reliefs in the field of electric vehicles and renewable energy devices. It too gives a special impetus on digital economy. This budget brings a start to Acche Din and Make in India projects in the nation.

By: Ritika Aggarwal
B.com(H),3rd year

ECONOMY AND ENVIRONMENT: COMPETITORS OR PARTNERS?



The economy vs. environment debate started few decades ago and it has become quite a popular one in today's world where economic growth is associated with environmental degradation. There is a common belief in our society that preserving the environment is somehow linked with compromising on economic terms. This very belief has fueled the economy vs. environment debate. However, the truth is exactly opposite to this perception of ours.

It is generally thought that economy and environment are nothing but two sides of a coin as if we aim to improve economy, environment has to suffer but if we try to save our environment, economy will lack behind. But that is not true. Environment and economic development both are equally important for livelihood. Though nowadays it is more often claimed that humanity can develop without causing damage to nature, there still are strong opposing arguments to this hypothesis. Development assumes economic growth, and economic growth is impossible without industry, which needs energy resources. Currently, the range of goods required by common people has expanded significantly compared to the times before modern industrial technology was employed on a mass scale. People feel the need, not only for primary essentials, such as a slice of bread and a roof over their heads, but also for various facilities and luxuries. Providing humanity with these objects involves the exploitation of natural resources. In turn, the conventional sources of energy we use today cause pollution, so economic growth is almost inevitably associated with environmental damage. As one can see, economic growth is connected to environmental damage, and at the current level of development, humanity can hardly avoid harming nature. This is caused by a number of factors, such as the inaccessibility and costliness of alternative sources of energy. But the most significant reason is that constant economic growth leads to the increase in the rate of industrial production. With the expansion of industry, more conventional resources are needed, and since their usage causes severe pollution, it can be concluded that economic growth is inseparable from the damage inflicted on the environment.

If we have to compromise environment for the development of economy it simply means that we need to change our path from gloom to doom to a win-win solution.

Safety of environment is equally important as economic development. Nowadays we have all the facilities to reach to different parts of the world via various routes. Change is the law of life. We always aim at improving us and so the society needs and does as well but developing one at the cost of other is no development. An efficient development is one in which one targets at its own development without

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making other worse off but this efficiency is not applied while developing society.

There is enough that the planet earth can provide us to satisfy our needs. Our economy can prosper and sustain in the long run without putting undue stress on the natural resources. It is the greed to possess and enjoy as many luxuries as possible that has led to the state in which we find ourselves today.

The path to reach win -win solution is sustainable development. When you ask a school going child the meaning of sustainable development, he has a fixed definition of it- using the resources in such a way to preserve the nation. But what does it actually mean? It doesn't mean to stop usage of resources but to use them in such a way so as to avoid all sorts of wastage. Reducing our consumption at present and harming ourselves is not a solution. Thus conservation is the only need of hour.

The use of green technologies and renewable sources of energy should solve the energy crisis to a great extent without putting any burden on the existing natural resources. It means the economic growth of the country/region in question doesn't get hampered owing to environmental concerns. There is another misconception that conservation efforts require you to spend a lot of money to be successful. In reality, it is the awareness and a bit of effort on our part that can save many trees and animals on this planet. Even a simple act of planting and nurturing a sapling holds great importance in the process of environmental conservation. Such kind of efforts needs to be concentrated in order to bring about a bigger and long-lasting change.

Therefore the economy v/s environment debate ends when all agree to preserve the environment. When economic development is for all, it is the duty of the people to efficiently use the resources so as to preserve them and safeguard our environment.

By:Yatika Khandelwal
Bcom(hons) 2nd year



‘SOCIAL MEDIA’ - A STRONG TOOL FOR E-COMMERCE

How should I market my e-commerce website? Where should I focus? What should be the relevant steps?

So these are some of the questions that come in the mind of a marketer.

Social media plays an important role in attracting buyers to buy the product from different websites. It's not always about having likes on facebook or followers on twitter it is much more than that. It includes direct sales through some networks and it also allows the customers to share products with their friends through a single click.

Here are some of the ways that you can use social media to promote your e-commerce business.

- Engaging the audience- It allows customers to ask different questions relating to the product that they wish to buy through online help centers. It helps the company in building their reputation and brand loyalty. When it comes to the customer care issues it helps in developing a bond with the customers and retaining them.
- Attractive website and providing links on social media - But despite of that if your website is not attractive and the shoppers aren't attracted towards it then there is no point in spending valuable time on crafting new posts. It could be more effective if one could put some icons and links at the bottom of the page. One should add high quality images of the products in order to craft its presence.

In order to increase its customers, it is essential to offer content that is useful and exciting. It is rightly said that ‘the more attractive it is, the more effective it would be’.

- Advertising on social media through pay per click advertising showing discounts- An important way in retaining customers is to reward them with discount offers and pre-order opportunities. Another

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way is to introduce a flash sale on occasions and offer extremely limited offers that would last for a day or two and showing them on different social media platforms so that customers would share them and buy products.

- You tube is the best platform to promote and showcase your products as it is the largest most visited site that can drive massive traffic to the website.

Establishing yourself in a viable force in the world of e - commerce can be a daunting task, so one must look after the strategy and right tools to track the data....

By:Prabal Kaur Deol
Bcom(hons.) 2nd year



DISASTER CAUSED BY TERRORISM



We are living among horrors. This world is becoming a dangerous place to live in. Worldwide terrorist activities have destroyed the peace of the world. We all are equally responsible for the unhealthy atmosphere that we have created by mixing the results we have had. The attack of Pulwama, Uri and Al-Qaida on the World Trade Centre in New York has shaken the World. This is the most horrible face of terrorism.

This is certainly not the first and last act of terrorism. India has been the victim of terrorist activities for the past two decades. What difference does it make? Writing articles, conducting debates, talk shows and tea summits might give us city people something new to talk about but it would make no difference whatsoever to any Kashmiri living in a remote corner of Kashmir breathing in an air filled with terror surrounded by gunshots and overtaken by the fear of getting killed at any moment or would it quench the thirst of those hundreds of terrorists who are waiting like hungry vultures to destroy innocent lives.

Does all this media and political hype in any context do us 'people' any good? The answer is big 'NO'.

No one can understand the plight and misery caused to the family of martyrs. It's very hard to bring them back to normal life. What did they do for which they were killed ruthlessly? Serving your motherland isn't a job or service, it's a lifestyle which few people choose to adopt. Our country has the fourth best army in the world. This shows the courage and strength of our soldiers.

We have 'taken up arms' to fight against terrorism but little do we know that we are moving at a 'snail's pace' to eradicate the evils of terrorism. The government of India has launched an 'all out' war against terrorism. For we have received only a partial success. 'Everything is one big rush, with a packed schedule of engagements and things to do. Rushing around we have little time to think about our own safety'.

Gandhiji showed the world the path of non-violence. The teachings of Gandhi are still relevant today.

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Terrorism and violence serve no purpose. Innocent children, men and women are the worst victims. Brutal force or violence can't solve any problem. We have the UNO and its agencies and we should work for world peace. It's not easy to achieve all the brotherhood needed overnight but we should not 'leave one to sink or swim'. "After all drop by drop ocean is filled". Why do we sit in front of our television sets like 'drug addicts' because we want to 'help', we want to be 'involved', because we want to 'know' but clearly we all know that our contribution towards the betterment of society is zilch. But we can contribute by taking an initiative and soon terrorism would be rooted out from the society.

"Time has arrived to repay
Fierce, timid terror its due
And time has arrived not
To sit in silence and suffer"

By: Bhawna Vashist
1st Year



WOMEN ENTREPRENEURSHIP: THE RISE AND BARRIERS



Gone are those days when women didn't share the same status as men. This present era accounts for the growth in women involvement and rise in every possible scenario, one big part being entrepreneurship. Long back, when the term "Entrepreneur" was used, a picture of a man used to come in everybody's mind, nobody could imagine women as entrepreneurs for they were bound by the stereotypes that often held them back. But now, the picture of an entrepreneur has changed, both men and women are doing excellent in entrepreneurship. The participation of women is comparatively lesser but no doubts, it is rising at a good pace. Take into account some great female entrepreneurs like Sara Blakely (founder of SPANX), Gisele Bundchen (founder of Seja Skincare), Kiran Mazumdar- Shaw (India's first Biotech entrepreneur, founder of BIOCON). Looking at them is itself inspiring, these are the ladies who left all the stereotypes and stood upfront in achieving their dreams. They have proved that women can not only go into entrepreneurship but can also achieve heights, equivalent as men.

Their success stories have been commendable. "An enterprise owned and controlled by a woman having minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women" is a woman enterprise. Today, every month, 260 out of every 100,000 women chooses entrepreneurship. Globally, approx. 37% of the enterprises are led by women. That's a good percentage as against a very low proportion in earlier decades. Clearly, the proportion of women in entrepreneurship has been increasing with the increase in awareness, education and the fact of equality. As per recent Global Entrepreneurship Monitor (GEM), 126 million women were starting or running businesses, 98 million were operating established (over three and a half years) businesses. That means there are 224 million women on a whole impacting the global economy and leading examples for other women like them, provided that survey counted only 67 of the 188 countries over all recognized by the World Bank. A woman starting business in India surely faces more challenges than men since here in India, there are a lot of barriers that women face. Sara Blakely invested her whole life savings in her enterprise that was \$5000. Likewise, there is a need of finance which usually involves great amounts of savings or self generated funds. Relying solely on loans with no fixed anticipated returns becomes risky. Women surely face more challenges in generating finance. Lack of support by people from their families, society in general and staff, not equipped with basic technical or managerial skills are often the reason because of which women in India are often held back and not allowed to develop as a whole. Although there is a growth in the percentage of girls getting education, still there is a huge gap between male and female literacy. . People still, as of now in current scenario want their girls to sit at home and do household chores. Since women have to manage their home and enterprises, they face limited mobility.

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Women often go for jobs or teaching, but when it comes to entrepreneurship, most of the women are laid back. Male Dominated Society affects the growth of women in a lot of aspects. There are a lot of people who still are biased towards women and they feel women can't do better than men and when it comes to higher positions, often men are preferred. A lot of factors, hence affect the decisions taken by women because they have to face a lot of barriers just because of the mind-sets that emerge out due to difference in gender.

SUGGESTIONS:

- Ease in getting finance. Some empowering schemes especially for women can be devised.
- Awareness can create prospects for anything, likewise for women entrepreneurship.
- Women empowerment activities on a larger scale.
- Training and development
- Household helps
- Childcare facilities
- Policies to ensure equal opportunities
- Start-up programs and relaxations
- Tax policies
- Increasing network and reach for women.

CONCLUSION:

There is enough evidence to state the fact that there has been a tremendous growth in the proportion of women entrepreneurship despite many problems that women face in coming up to such levels. There are a lot of influential women to take inspirations from, they have been excelling in their areas and also have been awarded with many prestigious awards. The scenario in the coming decades will show an era of equality in the proportion of both women and men in entrepreneurship

By- Pooja

B.com(hons) 1st year

INDIA NEEDS MORE ENTREPRENEURS



designed by  freepik.com

India need more entrepreneurs than employees. It is important for you to know about Entrepreneur. Entrepreneur is a person who starts his own business, bears risk related to his business in order to earn profit. Entrepreneurs who prove to be successful in taking on the risks of a startup are rewarded with profits, fame and continued growth opportunities. They are their own boss. "Your real boss is the one who walks around under your hat." – Napoleon hill.

Why India need more entrepreneurs? Current India's population is 133.92 crore and it will be 165 crore by 2050. According to the International Labour Organisation (ILO), India's unemployment rate was 3.5% in 2016 and 2017 and India will again see its unemployment rate at 3.5 per cent in 2019 and 2020. According to the latest data, there will be 18.9 million jobless people in India next year a little more than 18.6 million for 2018. It is worth recalling that a recent report by the World Bank (WB) redflagged India asks to create at least 8.1 million jobs a year to match up to the employment rate of the country. India's youth and next generation should be "job creator" not "job seeker". The simple translation is that when you become an entrepreneur, there is one less job seeker in the economy, and then you provide employment for multiple other job seekers. This kind of job creation by new and existing businesses is again one of the basic goals of economic development. The Govt. of India has launched initiatives such as StartupIndia to promote and support new start-ups, and also others like the Make in India initiative to attract foreign companies and their FDI into the Indian economy. This in turn will lead to the creation of large number of job opportunities and will help in augmenting our standard to a global level.

Entrepreneurs mobilize the idle funds which lead to capital formation. The funds which are used by entrepreneurs is a mix of their own fund and borrowed fund. This leads to creation of wealth which is very essential for development of an economy. Effect of increasing employment rate and increase per capita income contribute to better national income in form of higher tax revenue and higher government spending. This revenue can be used by the government to invest in other struggling sectors and human capital. It play a key role in increasing the standard of living of the people by adopting latest innovations in the production of wide variety of goods and services in large scale that too at a lower cost. This enables the people to avail better quality goods at lower prices, which results in the improvement of their standard of

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living. Entrepreneurs help in promoting a country's export-trade, which is an important ingredient of economic development. They produce goods and services in large scale for the purpose of earning huge amount of foreign exchange from export in order to combat the import dues requirement. Hence import substitution and export promotion ensure economic independence and development. Entrepreneurship directly or indirectly contributing so much to the economy of developing countries like India, Argentina, China etc. The Government cannot fix the economy by itself, it needs technology, innovation and entrepreneurs to lead this change.

By- Arjita Bhadauria
B.com prog. 2nd yr.



POPULAR INVESTING APPS THAT LET YOU SMART PLAN YOUR FINANCES



With the growth of online banking users each year the demand for online investment apps has steadily increased and with a span of 3-4 years it might takeover the traditional system of investing in funds via middlemen usually a broker. This concept is becoming more and more popular and at the same time increasingly reliable as budding investors or investors who do not have considerable market knowledge trust these apps as they are simple and easy to use from a layman's point of view and provide a professional approach customizable as per customers.

1: GROWW (Playstore ratings-4.5)

Groww available on google play lets you invest in mutual funds.

Investing at your fingertips -Sign up in minutes, one time KYC process within the app -Buy and sell mutual funds, or start SIP with few taps

Invest in mutual funds online -free -Zero fees , No transaction costs -All direct mutual funds-earn upto 1.5%+returns -Sell anytime -money comes to your bank account directly -Switch to direct funds for free

Mutual funds investing for you -Simple design,built with beginners and experts in mind -Invest in the ready made basket of mutual funds recommended by experts -charts and diagrams help you to analyse the performance of mutual funds -Top mutual funds list for different categories

Groww is safe and secure ,it uses the latest security standards to keep user data safe and encrypted. It uses BSE for transactions. All mutual fund companies (AMCs) are supported on Groww app. All major banks are supported for paperless SIP.

2.INVESTING.COM (Playstore ratings-4.6)

It provides its users with all the latest information and news around the world regarding gold,oil,bonds and prices of financial instruments. -Investing.com offers a set of financial tools covering a wide variety of global and local financial instruments, traded on over 70 global exchanges. -Track major global indices, stocks, bonds, commodities, interest rates, futures and options.

Economic Calender

-Live updates on global economic events customized to your personal interests.

Personalised Portfolio Build your own customized watchlist and keep track of stock quotes, currencies, commodities, indices, ETFs and bonds- all synced with your investing.com account.

Alerts

-Their Alerts system allows you to receive customizable alerts for any instrument, economic event or new analysis articles. -For all 100,000 financial instruments, user can set up notifications for a specific price, change by %, or volume.

News and Analysis

-Breaking news , videos, updates and analysis on global financial markets, as well as technology, politics and business.

3.Moneycontrol (Playstore ratings-4.3)

Moneycontrol is Asia's #1 App for business and finance.

Easy to use

-Easy navigation to all financial data, portfolio , watchlist and message board -Single search bar with voice search for stocks, indices, mutual funds, commodities, news ,etc.

Latest market data -Latest quotes of stock , F&O, mutual funds, commodities and currencies from BSE, NSE, MCX and NCDEX -Latest prices of Sensex, NIFTY, India VIX, etc. -In depth market stats for stocks, futures and options -Interactive and historical charts with Line, Area, Candlestick and OHLC charts types.

Apart from the above features it also provides its users with news related to markets, business and economy, help in monitoring user's portfolio across Stocks, Mutual Funds, ULIPS and Bullion.

There are also other apps like the ET Market app that provide the user with similar array of features .

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4.IIFL Markets (Playstore ratings-4.3)

IIFL Markets is the highest rated and most downloaded share market app in India.

Key Features -Buzz- Get to know latest developments, updates of live markets on a single tap -Options chain for Equity, Index and Currency; comprehensive details of Futures and options -IIFL View- To get expert's view on any stock just swipe and get IIFL's acclaimed research team view about the stock to buy, sell or hold. Check street view,add comments and recommendations for all major stocks -Price alerts - Multiple, customizable watchlists

Other prominent apps that help investors to manage their investments and smart plan their finances are:

KTrack app by Karvy IPRU TOUCH by ICICI Prudential Mutual Fund

Inves Tap by SBI Mutual Fund FinGo by Birla SunLife MF HDFCMFMobile app by HDFC MF EasyApp by Axix Mutual Fund FundsIndia Mobile App



By:Pragya Joshi
Bcom(h) 3rd Year

MA'AM

I am going to tell you about the precious day of my life, when I met a teacher of a Government school.

It was Monday morning. Me and my mom were going to Government girls Sr. Sec school Roop Nagar No.1 for my admission in 11th standard. I really did not want to take admission in a government school. Near about 10.00 AM, we reached the school. I filled the admission form which I get from the school office. After filling the form, me and mom went to the office to submit it. The teacher who was collecting the form asked me, "Are you from a private school?" I replied, "yes, ma'am." Then she said, "you have to hard work to score better in Government school." I again replied "ok ma'am". When we came out of the office, my mother said to me, "Have not you heard, how politely ma'am was saying everything to you"? I said, "yes mumma." When I was coming back to home that teacher's words were bubbling in my mind.

From the very beginning of the school day, I followed her words. I worked hard and score good. Her word's worth was greater than the marks I scored. From that time, I actually started working hard. That teacher is, Respected Mrs. Anita Jindal. This is how some angles enter into our life to bring favourable changes. I really thank her for the love and support that she provides to her students.

By-Sanover Chaurasiya
(B.com (p) -2nd year)

EVEN AND STEVEN



'Men are from earth. Women are from earth Deal with it.' The belief that one gender is superior to the other, especially that men are superior to women exists since ages.

Throughout most of the history, women generally have had fewer legal rights and career opportunities than men. Though today, our Constitution guarantees us a host of freedoms, but how far is that true?

She is not born free. She is neither free inside her house, nor when she steps out of it. She isn't free to pursue the career she wants to or spend whatever she earns in the male-dominated society. She isn't allowed to have, neither express her opinions, for the world is judgemental and decides what is right for her and hence at every thick and think of her life, she must sit, stand, walk, talk and breathe accordingly. Moreover, this has become so common that even women themselves treat the same as if its natural and expect a backseat from the initial phase. They don't realise that the car won't start until they accelerate.

We rarely talk about men being imprisoned by gender stereotypes, but but it's clearly visible that they are and when they are Free, things will change for women as a natural consequence. It's high time for each one of us to change the mindsets as the root and catalyst of equality. Avoid gender specific nouns. Use humankind instead of mankind. Get honest with people about who you are, what you want and how you expect to be treated. Don't smile if you don't want to. Don't shave your body hair if you like them that way. Cook if you want to. Don't cook if you don't want to. Be logical. Also, it's absolutely and equally fine for men to cry and show their emotions or not give them a seat in the public places.

Your wound isn't your fault but your healing is definitely your responsibility. Universe does make everything horrible and impossible while trying to make a change but it's your duty and right to try and not stay in denial. Trust yourself and the process. You don't need to do what everyone else is doing. If you have never stood with the oppressed, there is still time. Be logical and fearless and the rest will follow as history.

You surely want and deserve a better life. So, show up. Speak. Fight.

Give their beliefs a BANG, so that they vanish and BOOM-BOOM is the only thing that lasts. Be you more often.

By- Mohini
Bcom prog.2nd year

STAY DEDICATED WITH LUCK & GET YOUR REAL SHINING PEARL



Dedication ! Dedication ! Dedication ! ...C'mon be Dedicated ...as it's Very important to survive otherwise you will get nothing in today's world of chasers. Even The king of our bollywood says that अगर किसी चीज को पूरी शिद्दत से चाहो तो पूरी कायनात तुम्हें उससे मिलवाने मे लग जाती है... ... (If you want to do something quietly dedicated, then the whole process takes you into trying to match him) on which I agree I agree. And Not even me, the whole fan of Shahrukh khan agrees because they believe in Shahrukh khan or they might have experienced that शिद्दत even the one who is even doesn't like watching Shahrukh...Whatevrrrr.... But have you noticed something that even शिद्दत is also doing the कोशिश accompanied with साजिश (inducement with planning)..it is not giving you the guarantee. So basically, what is Dedication ? Swimmer, Pool, Water, Swimming, Stroke. Some google meaning says that it is the quality of being dedicated or committed to a task or purpose, some says that it is the key to success, and some says it is the thing by which you get the life after the hell of great & poor experiences and many more blahhh blahhh...

But sometimes i think that ¿ is it like the same quality of God that he had decided that I would be creating such a huge and amazing universe ? Oh wow.. I mean it's really great man, I even can't think of it. Obviously I am not the God [what a joke]..LOL.. even if I were have to be the God and very fortunately I am not and even no creature is the GOD whom the self the God has created, otherwise it would be you know more destructive than what the God has given but anyway moving on to the next.

So even sometimes I think that ¿ is it like the Sun's quality where he has decided that it will continuously give his massive heat and incinerator from his inside?

.... It is really Oh My God Factor.... but that is somehow for the betterment of us only. Right to make this world an Utopia? Or maybe. So well, we all have the meanings of dedication in our different point of views and in our देखने का नज़रया (different different perspectives) and obviously on the perspective of our experiences. But also as we all know that every coin has two sides. Dedication maybe for the bad one or maybe for the good one. We all are very well aware that if one person is dedicated to something or someone then he might achieve that object. Yes after so many meanings and so many dictionaries of Dedication, you heard it right that He might achieve that thing, #He MIGHT because I personally believe that there is some point % of Luck. In today's world, everyone is just running after that achievement or success after that person to whom he/she is dedicated but that's okay and actually at some extent its very

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good because its competition...right ?..[Yes right] and if he/she gets that achievement fortunately, he/she says that it is because of his/her hard work based on that dedication, but those who lost, has the same kind of dedication Forest, Path, Mystical, Rocks, Fairytale on same kind of references, they either just blame on oneself that may be they hadn't done to that level or lastly 90% says that it was the winner's Luck. I guess he is also correct.. Luck is definitely there.. {otherwise dedication to Yamraj ki bhi hoti hai jab bure se bure road accidents me logon Ko woh apne saath le jaane ke liye hote hain but luckily and astoundingly kahin na Kahin woh bach jaate hain or tab hum sab yahi kehte hain Ki Yeh toh unki Kismat thi jo itne bure accidents mien bhi Bach gaye warna Yamraj se aaj tak koi bach Paya Hai bhala?} So, On a good point, Dedication is The firm determination of those parents which prevents their children from going on the wrong path and for which they are ready to do anything and they work hard everyday and every second of their life just to give them a good life.

Family, Children, Father, Mother, Beach but if take it in the luck point of view : This is the fate of those parents whose children understands their hard work and do not give their parents an opportunity to complain in their old age. But if this does not happen by mistake, then the same parent says that their LUCK is bad that they have created such children. Old People'S Home, Dementia, Woman, Old So, I end up on my part that success definitely meets of one's Hard work and dedication but it would be absolutely wrong to say that success only meets because of dedication because it is not so as success always comes with fate as well and if it does not , then we would never say that Just Do work hard, leave everything else to The God and who can understand this better than the young people of today? Even right now who is reading it too. [yes, I am talking about you.] But Yes obviously it is true that when one is Dedicated, the God is with him. But Luck still matters because the God is with everyone. No? Whether it is rich or poor they both do so much of hard work, but then all are different. But in the end, the most important thing is that how much we are satisfied with ourselves or with hard work or with our happiness.

सोचती हूं कि कहाँ दिन निकल जाए, मेहनत से मंजिल थोड़ा पास है, सच्चे सपने का मोती तो मैं निकाल लाऊंगी क्योंकि मुझे खुद पर विश्वास है लेकिन अगर चमकता मोती इतना खास है तो पता है.. मुझे उसी चमकते मोती की आस है!

Yes I have made this super line (according to me) because i feel that shining pearl in the form of self satisfaction. Because of self satisfaction, being happy from inside and calm from within itself is like a Bright Pearl which every human has a full hope of achieving at the end of the day. Whether it is by getting the Goal or whether it is going through that path for getting that goal. Even though the goal may not be met, but at least we will not regret that we did not even try to get it. But yeah its true that Whatever the consequences of our destiny ... but our Dedication definitely helps us not to depend on fate.

So #STAY DEDICATED WITH LUCK AND GET YOUR REAL SHINING PEARL

By :- Richa Sharma
Bcom prog 2nd year

BE AWARE AND BEWARE!!! SCAM ALERT

Our India is striving hard to get noticed and leaving a mark on the global economy. Be it our Hon'ble Prime Minister Shri Narendra Modi's recent visits to other countries, other fiscal policies or economic policies.

But we got to give it to some individuals who have been successful in doing so without forming such complicated alliances. Be it a loving wife Chanda Kochhar who just innocently gave thousands of crores to her husband or be it a diamond merchant who is still leading a relaxed and luxurious life overseas with his new business.

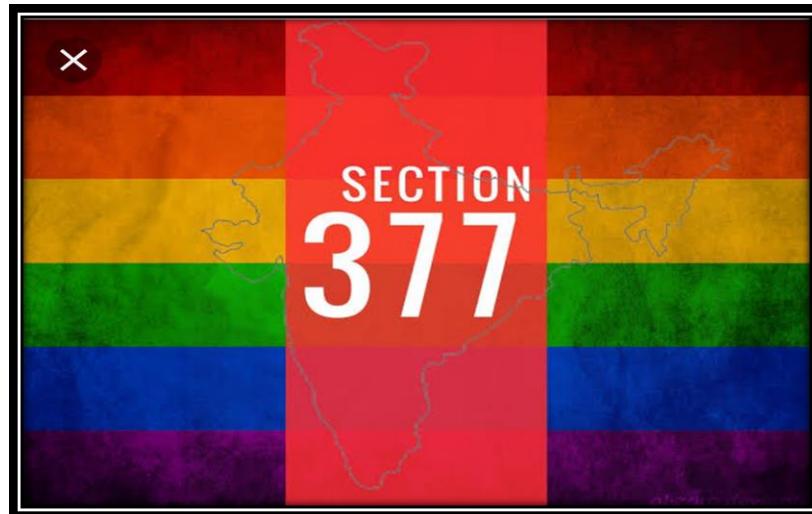
One of the major problem faced by our economy is the accumulated NPAs, and these scams are not helping in any manner. Rs.14000 crore scam in PNB by Nirav Modi is a big slap on the face of banking sector. The ICICI bank's declaration of the Videocon loan as NPA, well it makes NPAs sound casual, doesn't it?

The major scams in India such as Satyam Scam, Harshad Mehta Scam, PNB Scam or the ICICI Scam, who is responsible, the Board of Governors? Or the Auditors? Or the CEOs? CFOs? Or should we just watch from the sidelines their game of well knit lies and see countries seeking extradition while they live like 'All Kings and Queens'?

Who is the ultimate loser here? the investors and the stakeholders of course, who are always kept in the dark. Unfortunately, our human mind is not that evolved to see behind the well kept façade of these evil masterminds and their award winning masterplan of sabotaging the investors' money.

Well the only thing we can do is 'BEWARE OF THESE SCAM GODS'.

BY:Abha Sivan
B. Com. (Hons.) 3rd year

SECTION 377

Supreme court decriminalized section 377 on 6th September 2018 which was last recriminalized in 2013.

But what change with this?

Yes, LGBTQR people will not get arrested for loving someone.

But what next?

Will they be able to lead a normal life?

Wait NORMAL!! How can they lead a normal life when they are abnormal themselves. All these rights n all is a waste. These people need treatment as It's a disease which is needed to be cured. It's a psychological disorder which will spread if appreciated.

Really?? If LGBT is a disorder then do you have one.

Many people may not know that people in the world are categories primarily on the basis

1)GENDER

2)SEXUALITY/SEXUAL INTEREST

There are 3 types of gender currently known:-

Male

Female

Transgender

Also,4 kinds of sexuality: -

1)HETROSEXUAL- having interest in opposite gender

2) HOMOSEXUAL- having interest in same gender

3) BISEXUAL- having interest in both opposite and same gender

4) ASEXUAL- having no sexual interest at all

Heterosexuals are in majority which is the main reason because of which others are suppressed.

We are narrow minded humans we don't accept things which are different from us.

Some people are so inhumane that they get sadistic pleasure in teasing the people of LGBT community.

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Many people have this view that LGBT is a foreign concept and it is spoiling our country. They think that new generation is accepting this because they are influenced by developed countries like America. They are obviously unaware of the Indian history.

The very concept of Transgender in India is not a new concept: they have been recognised in our ancient history as well. They, as a group, have got a strong historical presence in our country in the Hindu mythology and other religious texts. The literature named Kama Sutra the ancient Hindu text in which they have been referred as 'tritiyapakrī' or third gender, it also categorises men who desire other men as a 'third nature'.

Only economic growth or physical liberty will not make us free. We need to be free from our mind and thoughts. One must have an open view for the world to live happily.

Some movies and webseries may help you get the thing better. Like the American movie Love,Simon , ALT balaji's production Romil And Jugal , the "other" love story directed by Roopa Rao,section 377 of the youtube channel creative gypsy and many more

Soch badlo, desh badlo

By: Simran
Bcom prog 3rd year



AMAZON

Amazon is a word which does not need an introduction in this era, It is a revolutionary company which changes the face of e-commerce. Amazon is one of the most valuable company which made Jeff Bezos the richest man in the world. Its last year revenue is \$ 177.866 billion. It is founded by Jeff Bezos as an online book store but over the year it diversifies itself into many areas like video downloads/streaming, audiobook downloads/streaming, electronics, apparel, food, toys, and so on. It also owns companies like Audible Inc., Body Labs, Digital Photography Review, Goodreads, IMDb, Ring, Whole Foods Market, Woot, Zappos. Amazon is the largest e-commerce market and cloud computing platform in the world. It is also the largest Internet company by revenue in the world. And if not the No. 1 in industry, Amazon still manages to rank among the top 5 in every area. In 2015, Amazon surpassed Walmart as the most valuable retailer in the The United States by market capitalization. The cost of success Amazon is rising day by day and gives the best customer services where they treat the customer like a king. This raises the question. what is the cost of Amazon's success? Its workers, yes being the second largest employer in the U.S, many reports have come throughout the years where its employee tell their horror stories about intense work pressure and condition. How they have to work more than stipulated time to meet targets. 'One US worker described an "awful smell" coming from warehouse trash cans, saying coworkers would urinate in them for fear of missing their targets because they took too much time to go to the bathroom' - article on business insider The Internet is filled with more such stories.

Monopoly

Amazon is slowly becoming a monopoly. If a company becomes a monopoly, it can control the market, fix prices, kill competition and in simple words can make its own rule to win.

In the U.S to deal with monopolies, they have Antitrust Law 1890 which is used to break big companies control in the market. But these laws are hard to pose on the technology industry which makes it easy for Amazon to avoid it.

How Amazon creating its monopoly In an interview, Jeff Bezos himself agreed that "Amazon is famously known as an unprofitable company". Now, why Amazon get this title. There is a weird strategy which amazon uses, they lose money in order to gain market share. This strategy is known as Predatory Pricing. It refers to the pricing of goods or services at such a low level that other firms cannot compete and are forced to leave the market. Amazon using this strategy so sharply that there is no way out. A big example is when Amazon wants to buy [diapers.com](#) in 2009. But they refused the offer. Afterward, Amazon made amazon prime free for parents for three months with attractive packages & huge discounts, cut to a few months later [diapers.com](#) became insolvent and sold to Amazon. Another example of how Amazon cuts the competition. Let say a company X is selling its product on [amazon.com](#). If their product demand increases Amazon will know as it got their database. Then Amazon will directly become the partner with

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the product manufacturers and start selling the product themselves cheaper which automatically cut out the company X. So companies cannot avoid amazon retail as it is the platform where everyone shops but then they steal their secret recipe in order to gain market share.

Why Amazon is allowed to rule the market?

Amazon dominates the entire market and one of the reason being that it is allowed to do so because it hasn't broken the cardinal rule of antitrust law " Consumer Welfare" introduced by Robert Bork. According to this rule until you keep the prices low and service great there is no restriction on the size of the company. Amazon is using this law for expanding their business. An unusual fact about Amazon is Amazon retail is never been profitable. Whereas the most profitable unit of Amazon is AWS (Amazon Web Services) with revenue of 17.46 billion in 2017. It is a web server which provides cloud services to its customers which is so dominating that even Netflix uses AWS services for streaming online.

Another point it made is that AWS got the customers' data. Unlike Google and Facebook who steal their customer data for showing relatable content. Amazon can get access to cloud data, find the interest and then suggest it on amazon prime in order to sell it.

At last, it is hard to question Amazon, it provides the best quality & service to its customer and fulfills the business ethics as well but Any hegemony can cost the entire society. The pace in which Amazon is gaining market share in the entire world. It can influence many economies altogether. To protect it from happening new amendments is needed in antitrust law. As the law made in the 1890s cannot be viable enough to control the activities of businesses in this technologically advanced world. The government needs to take a measurement to control its dominance.

By: Kavita Behera
B.com(Hons), 3rd year



RAISINA DIALOGUE



Designed on the lines of Singapore's Shangri-La Dialogue, RAISINA DIALOGUE is a multilateral conference held annually in New Delhi and has emerged as India's flagship conference on geo-economics and geopolitics. This was the fourth edition of Raisina Dialogue which was inaugurated by Prime Minister of Norway H E Ms Erna Solberg in the presence of Prime Minister of India Shri Narendra Modi and External Affairs Minister Smt. Sushma Swaraj. It went on from 08th to 10th January, 2019 with partnership of Ministry of External Affairs and Observer Research Foundation (ORF). The hosts were represented by external affairs minister Sushma Swaraj, foreign secretary Vijay Gokhale, Army chief General Bipin Rawat and former foreign secretary S. Jaishankar. The theme for this year was "A World Reorder: New Geometries; Fluid Partnerships; Uncertain Outcomes". The discussion was on to address issues arising from ongoing global transition triggered by unique leaders, innovative partnerships, new technologies. This dialogue brought 600 delegates from 93 countries, including influential world leaders, business representatives, academics, policy thinkers and makers on one stage to discuss variety of issues in light of ongoing tussle among major countries to become next world power and the consequences thereof. Leaders around the globe were present in order to express their views and concerns about the reordering of world and uncertainty surrounding it. Several ministers including foreign ministers of Spain, Iran, Australia, Mongolia, Nepal, former British Prime Minister Tony Blair, former Italian Prime Minister Paolo Gentiloni, former Canadian Prime Minister Stephan Harper, former Swedish Prime Minister Carl Bildt and former Afghanistan President Hamid Karzai were present whereas Malaysian leader Anwar Ibrahim delivered the valedictory address. A prominent feature of this year's conversation was Europe as this continent is considered as the benchmark of democracy and holds the most power but the growing populism and

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unpredictability is a worry for all. The growing tension between China and Canada as well the the trade war between China and the USA has become a reason for escalation of major powers leading to uncertainty among investors. The rise of non-market economies and the domestic compulsions is a threat to the foundation of free trade and market. One major focus of the event was the need of the sustainable development and how emerging economies are struggling to raise sufficient finance to meet its target. As they discussed on new order of world power , the leaders of these powers are equally significant and are driving forces , hence they are in the limelight and so are their policies affecting billions altogether. Former Afghan President Hamid Karzai spoke on relationship between India and Afghanistan and the role India can play in bringing peace in war torn Afghanistan by engaging with Taliban. Norwegian Prime Minister Erna Solberg in her inaugural speech cautioned that economic rivalry among nations cannot be allowed to dominate the world order and stressed on the need for the global cooperation in solving international problems, and pushed all countries to work towards meeting the Sustainable Development Goals, even though it seems "tough". At last, such occasions provide a platform to host different views and engage in an interactive session and helps in deepening the relationships among states.



By: Swati Goyal
B.com(hons.) 3rd year

PROTECTING YOUR IDENTITY ONLINE



As our lives become increasingly digital, protecting your identity online is more relevant than ever before. We are signing up more accounts and sharing more information online, therefore identity threat and data breaches are becoming greater.

Digital identity theft can have serious impact on an individual's financial and physical health. Hackers and thieves can take over our financial information and stealing digital data and identity can lead to stress, depression and anxiety. In today's cyber world hackers stealing our information can lead to numerous problems such as creating fraudulent accounts and affect our social relationship online as well as offline.

So to protect our digital identity and data, some precautions need to be taken which are as follows-

1. Protecting your identity on social networks- While registering on social networking and dating websites, consider how much information you are sharing for public view. Review your profile and privacy settings from time to time and adjust them to a level you are comfortable with. Beware of the default setting which is often public. Only accept friend request from a person you know and if on a dating site talk with the other person only on the dating platform. Share your number only when you are ready.

2. Protecting your professional identity- Building and managing public online profiles can help potential employers assess candidates and employees but again that involves risk of identity theft. Do not share your phone number, address or any other sensitive information unless asked for it by verified sources. Employers can ask candidates to share their information using a digital identity, This could give confidence to both employers and employees that the information is received from and shared to the right person.

3. Keep track of your online accounts- It is important to keep track of the different online accounts that we have and delete the one which we no longer use. The more online accounts we have, the bigger the risk of identity and personal information being compromised. A password manager is a good way to keep track of the websites we are signed up for. It can list the different accounts we have, login details for and safely store these details for us. A password manager can encrypt and securely save all our passwords offering a more secure way of logging into accounts.

These are just a few ways to keep track of your online presence. It is very important to be careful while sharing any information and we must keep our online life in control rather than letting it control us by giving our information in the wrong hands.

BY:Yashi Agarwal
B.com(hons.), 2nd year

THE WOODS



The calmness of woods, the sound of birds whistling through the sky, the cold breeze of wind flowing right through my heart, the peaceful yet sometimes monstrous nature makes me crave more for it. The beautiful detailed creation of nature swallows my mind and my heart.

The trip to Manali was one for me. It made me greedy and increased my desire for more of it. I sat there for hours looking at the never ending world from the top of the mountain. The wind breeze making my eyes watery yet making it feel calm and the blue sky with the birds reminding me how far I have to go.

The nature is beautiful, worth to enjoy . I was like lost in woods, lost in myself. I was caught up in a swirling vortex of emotions.

Gulping inside yourself these memories is much effective and have more storage than the Google Photos or the hard drive can ever have.

So enjoy nature, respect it and conserve it because world is not a 2 min cup noodle. We have to conserve it for us and for future generation.

By: Akansha nigam
B.com(prog)2nd year

CTRL+S



As soon as I stood at the top of the peak gazing at the never ending beauty, my heart started to get entangled. I wasn't expecting the snow as forecasted by the news, but when the snow flakes falling from the sky came like a bolt from the blue ,touched my skin the cold touch made me forget everything. It was full of people , the place acting like a hotspot yet so peaceful for my mind. Such type of journey is like a gem for my memory.

Exploring places has always been a hobby for me. We all can explore more, crave more, learn more. The world is your oyster.

It has never been clicking photos and saving in mobile rather indulging myself in the scene and ctrl+s in my heart is my cup of tea.

BY:Akansha Nigam
B.com(prog)2nd year

POEMS**THE AUTHENTIC POLITICIAN**

It is with great inspiration
And call on a certain incorporation
Which should prove to be a sensation.

It is with great expatiation
And call on a certain reaction
Which should prove to be a connection.

With all that are exerting concentration
To the great words of my creation
Like wide-eyed sheep to destruction
You follow the visuals of my imagination.

And when you leave this exhibition
It will be with a need for contemplation
On my many words of idealisation
For a world with great skills of organisation.

But if you still have the inner voice of preservation
You will reach to the realisation
That the meaning of my incantation
Is to create in you ... Frustration.

GOD IS A WOMAN

We are diverse

Yes in religion, yes in culture

Yes in gender and that is the juncture

It is a curse on the universe

Some ask why is it that worse?

I say we are diverse

Yes in gender, yes in framework

One is judgemental, one is silenced

One works, the other works

But reimbursed diverse

One is bossy, one is suppressed

One has superiority, other begs equality

Now that you know we are diverse

I say don't be depressed

The Supreme Being is the one

And she knows what and when to be done

With the twinkling of her eye

All the crisis will eventually die.

By -Radhika Gupta

Bcom(hons) 2nd year

WAR AND WAR, SOME MORE WAR

War and War, Some more war,

Wars are happening,

Every decade every century,

Because we human are inherently pernicious,

With time we have developed enough hatred inside,

On the name religion, caste, colour, nation, language, class, natural resources

But these are just tools,

Ego is the core issue,

Human can't be happy,

Because we want more,

Soul of nation, nourished by people,

Their happiness, unhappiness, envy, jealousy,

We bring wars,

War brings destruction.

Loss to economy,

Loss to families,

The whole sky is dying,

It is good that sun shines

Some are immortals,

Some went missing

No one gets anything .

A mother loses her son,

A sister loses her brother,

A father loses his shining star.

Now we want peace,

An end to promises,

Perhaps an end to other us.

War and War some war,

War and War some war,

No one knows,

What it's for.

By:Nisha Garg

Bcom(hons.) 2nd year

WELCOME TO SOCIETY

A WOMAN

A WORD OF 5 LETTERS

But it denies a lot of things altogether
 The wrong beauty ideas of society
 Why we should waxed legs and hands
 Why perfect eyebrows,
 Why perfect waterlines,
 Why we should hide our stretch marks,
 Why upper lips,
 Why we can't have a scar,
 Why we can't flaunt our pimple,
 Why we should hide our stretch marks,
 Why abandon short dresses,
 We are comfortable in what we are,
 Why you have defined rules of our life,
 People judge us for the way we look
 The things they hear about us
 They put labels on us
 And we have to live with those for the rest of life
 Man does not know how it feels like
 But every single girl does
 They say just one word to define you
 And it becomes your job to prove them wrong
 We are human beings too
 Why they tell us to be fake
 We all are created by god
 God made us beautiful in some ways
 We all are free but let us fly too
 We all have dreams but let us chase ours
 We too are battling but let us fight our battles
 We are too waiting for lights at the end of tunnel
 We are too fighting to survive
 Life is hard for all of us.

By:Nisha Garg
Bcom(hons.) 2nd year

TELL ME WHY ?

Why do you see me as an object?
When i catch you staring at me like that.

Why are you so full of lust?
That i am so scared to trust.

I also want to be loved
Without being judged.

Is the word “no” so difficult to understand
That you cant control your hand.

It is always me to be home before time
And you are allowed to roam free , to commit crime.

I hope the scars that you've given me
Will haunt you for the lifetime,
And the shivers run down your spine,
For the tortures that you gave to this body of mine.

By-Anushka Sharma
B.com(prog.)2nd year

GUESS THE PLACE ???

CUT YESTERDAY	CALCUTTA
GATE OF GOD	HARIDWAR
VICTORY CITY	JAIPUR
CLEVER CITY	HOSHIARPUR
EAR CITY	KANPUR
UNMARRIED GIRL	KANYAKUMARI
CITY OF SNAKES	NAGPUR
CITY OF FIRE	AGRA
PORT OF BRAVERY	BAHADURPUR
BOMB UNDER THE CITY	BOMBAY
HOUSE OF CLOUDS	MEGHALAYA
INSIDE THE WATER	JALANDAR
POND FULL OF CHERRY	PONDICHERRY
GONE	GAYA

LOVE AS IN COMMERCE

Love can be called as an intangible asset,
But it is surely a fixed,
But it is also the goodwill of the business firm,
Where firms are the human souls.

It changes it's form
as a capital in the balance sheet
Is the summation of the commitment
And special care
Where the former being assets & latter as liabilities.

It should always be credited as
Net profit,
in the profit & loss account.
should be debited as surplus in
Income and expenditure A/C.

It is not to be considered as position
Statement
But not an income statement.
It's difficult to calculate it's ratio,
But easy in flow statement.

The admission is restricted,
Once retired then it's not possible
To re registered.
If death occurred then executors
Account
Gets over flooded with love,
Like fund from the other existing
Account.

UNFINISHED



I fetch those tears, I fetch 'em everyday, and smeared them on a canvas , the canvas that she made.
I twist gentle strokes of brush and watch the colours play.

I made her a necklace of stones shells and clay.

She wanted to fly free in the night sky with fireflies ,

She wanted to swim with dolphins in the Arabic Sea and run around tangerine tree and gaze marmalade skies with
head lay in green cover beneath.

I bid my final adieu with a letter I wrote with tears.

She left me with a scented kiss on my cheek with a lipstick mark that I wish never fade with the memories i dugged in
my grave.

I wanted her happiness

She wanted her peace

The two coincide and she choose to leave.

We parted ways not because i wanted to but beacuse she said it was what they call destiny.

I waved my hand in the dead air,

She turned to me with a smile that fainted away as she approached the destination unknown to me.

My heart skipped a beat and every beat reminisce those flashbacks from past.

My heart stumbled and knees grew weak,

mind raced as fast as it could thinking of ideas of every possible reunion.

I froze in inferno of desires that overpowered my sensibilities.

I grew selfish for a nano second before realising she was nowhere near my horizon,

And yet again she left me silently.

By:Pragya Joshi
B.com hons. 3rd year

सरस्वती



बिखरे मोती सवार कर,
गुण-अवगुण पहचानकर,
उभरते चरित्र को आकार दिया।
वो ही मेरी सरस्वती हैं
जिन्होंने मुझे ज्ञान दिया।

कभी प्यार से कभी डांटकर,
वर्तमान को भविष्य से बांधकर,
जीवन का सच समझा दिया।
वो ही मेरी सरस्वती हैं जिन्होंने मुझे ज्ञान दिया।

मान की छांव न होती आज कोई,
चलने को राह न होती आज कोई,
पर उसने....
डगर का है निर्माण किया।
वो ही मेरी सरस्वती हैं जिन्होंने मुझे ज्ञान दिया।

- सनोवर चौरसिया
बी.कॉम (प्रो.)
द्वितीय वर्ष

लाल रंग

जन्मी तो मैं भी लाल रंग के साथ थी
 सब खुश थे पर मैं कहाँ शांत थी
 सबको डर था की मैं बेटी थी
 वो रंग लाल था जिस से मैं
 कोख मैं खेली थी ...

बड़ा होने पर कहाँ सपना था मेरा उस लाल रंग की बत्ती का
 पर गाँव था जनाब हिसाब कुछ और ही था मेरी सस्ती सी जिंदगी का
 आखिर लाल रंग मैं भी तो खतरा होता है
 पर जिस लाल रंग से मेरा मन डरता है वो लाल रंग था मेरी बर्बादी का
 अभी तक नहीं समझे हो तो बतादू वो लाल रंग था मेरी शादी का
 पर आखिर गांव है कहाँ सुनेगा जल्द ही लाल रंग मैं लपेट देगा मुझे
 रुको ख्वाइसे मेरी भी हैं खुलके जीना है मुझे, खुलके जीना है मुझे

मधु शर्मा
बी.कॉम (प्रो.)
द्वितीय वर्ष

SOMETIMES I WISH



For a quite sleep,
gradually falling over
from a noisy surface
to a well down in the
depths of earth.
My body numb,
my thoughts frozen,
eyes at peace,
body so rested like
a dead body.

Sometimes I wish
for a fruit that taste
sour and bitter and sweet
like the shades of rainbow,
like the teachings of life,
different and unique
like that of every spice.

Sometimes I wish
to have feathers painted
on my body white, grey,
blue and silver.

In those dreams I swam
and float the golden skies,
across the darkness,
beneath the starry shield.

Sometimes I wish
to wander in the unknown,
perhaps the wild woods,
stare the canopy above my head,
lying in the bed of fallen dead leaves
till I fall asleep.

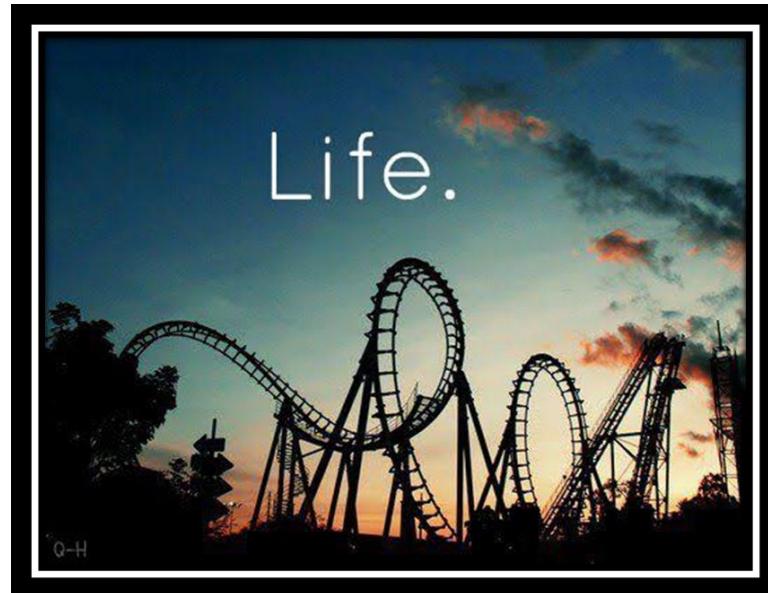
GST- A NEW HOPE



Magic happened at midnight,
Bringing immense light.
Goods and service tax is here,
Other faulty tax disappears.
Reduce taxes, reduce costs,
Implementation is easy, no need to feel exhaust.
One tax, one nation,
It is the key to tackle inflation.
Eliminating cascading effects,
Now, tax evaders cannot neglect.
Bringing us corruption free tax administration,
Go ahead and do your registration.
GST- a tribute to maturity,
And wisdom of India's democracy.
Giving new hopes,
And India a wider scope.

By: Ritika Aggarwal
B.com hons 3rd year

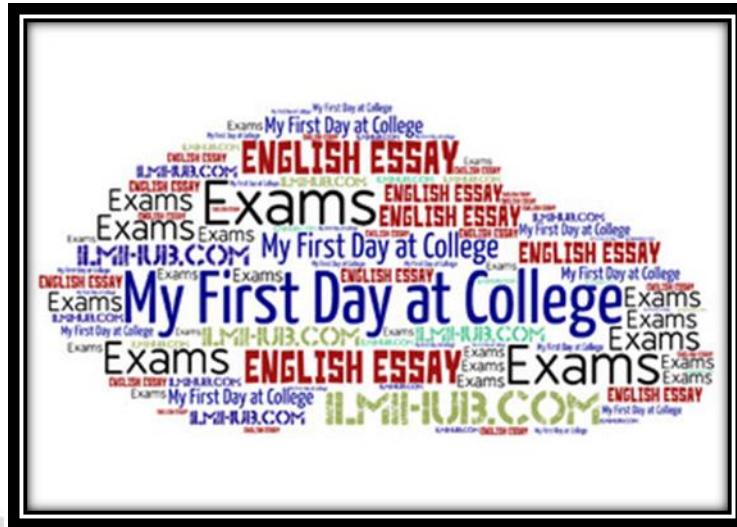
LIFE!



Life is like a roller coaster ride
Sometimes you rise, sometimes you fall,
Sometimes you are thrilled with excitement
Sometimes you are filled with anxiety
Sometimes you end up being sad
Sometimes you end up being happy
Sometimes you go slow
Sometimes you go way fast
No matter what, you have to go through it once you started
Till the time it ends just like a roller coaster ride
Everyone have to go through hardships struggles and pressure
So who is the real winner here?
Maybe that kid who at the end happy anyway, anywhere
May be his innocence helped him enjoy good stuff
And his carefree attitude helped him let go bad stuff
At the end it's our life our choice our way
Either break it or make it.

By:Simran Gupta
B.com prog 3rd year

MY FIRST DAY IN COLLEGE



The school got over and college was about to start.
 All i had was a fast beating heart.
 New people, new crowd
 But the atmosphere and feeling made me proud.
 From bunking the lectures to clicking pictures, i did all the crazy things
 I felt like i bird with flying wings.
 I was scared from accounts, it never let me sleep
 I laughed i cried,
 But at last i tried.
 Met alot of people
 Some of them became my friends
 Friends who made me feel crazy
 And gave me a tag of ALWAYS LAZY;
 Teachers always said not to talk
 But my heart always said why should i stop?
 Now when the college is about to over
 I am a little sad
 The college became my home.
 The feeling of leaving this homes makes me feel bad!
 The college made me today what i am
 Because it is my shayama prasad mukherji fam!

BY:Ashwarya ralhan
Bcom prog 3rd year

छू लूं क्या आसमान



तुम ही बतादो की छू लूं क्या आसमान,
या करने दूं अभी उन तारों को खुद पर गुमान,
रो लूं क्या मै भी रोना की लड़की हूं,
या उड़ जाऊं बनके परिंदा और पा लूं मैं मकान ॥

अरे मां सुनती हो छोड़ दो देना ताने, कि अगले घर जाऊंगी, दिखाने दों मुझे जज्बा गुणगान तुम्हारे गाऊंगी,
ख्वाब आज भी वहीं हैं, तेरे स्वपन पूरे कर जाऊंगी,
पर याद रखना पिता मेरे, बेटी तुम्हारी ही कहलाऊंगी,
तुम ही बतादो की छू लूं क्या आसमान या करने दूं उस चांद को खुद पर गुमान,
मेरी जिंदगी कोई झील नहीं, जो कोई डूबे और खो जाए,
मेरी जिंदगी है यरत है, जो गहराई मैं जाए गर्दिश ही पाए ॥

तुम ही बतादो की छू लूं क्या आसमान, या करने दूं उन बादलों को खुद पर गुमान ॥

महज शायरी कर देने से,
या चार पंक्तिया लिख देने से,
मेरी उड़ान खत्म नहीं हो जाएगी,,
मुझे फक्र है आज भी,
जिनके जान देने से,
जिनके साथ देने से,
जिनका प्यार पाने से,
शुरू हुई मेरी उड़ान,
उनके सम्मान मैं शीश झुकाऊंगी,
उनके सम्मान मैं शीश झुकाऊंगी,
इन्हीं ने बताया कि पाना है ये जहान, ताकि मा, पिता, गुरु
सब कर सकें खुद पर गुमान
सब कर सकें खुद पर गुमान ॥

A SWEET HUG



Your Mother is always with you.....

She's the whisper of the leaves

As you walk down the street.....

She's the cool hand on your brow

When you're not well...

Your mother lives inside your laughter and

She's crystallized in every tear drop.....

She's the place you came from,

Your first home

And...She's the map you follow

With every step you take....

She's your first love and your first heartbreak

And.....Nothing on earth can separate you from her

Not time....Not space....Not even death!!

By: Radhika Nandini
Bcom(Hons.) 1st year

BALANCE SHEET OF LIFE



Dr.A.P.J. Abdul Kalam says , "what hurts you today, makes you stronger tomorrow."
A true success does not come without
falling in the way. The things we achieve without any effort does not remain for long last .

Sometimes , losing in the life race
teaches us big lesson . How far is our goal ,does not matter . How we cover
That distance matter and what we learn during that journey is much important .

The time is like flowing river , it will never come back again.. So, never
regret on past ,see hope in future
And focus on today which will lead to our success..

By:Poonam
B.com(prog)3rd year