

SHILP

(COMMERCE MAGAZINE)

2K16-17



COMMERCE ASSOCIATION
SHYAMA PRASAD MUKHERJI COLLEGE
UNIVERSITY OF DELHI

Editorial Board

Teacher Convener:



DR. PRABHA



CS RENU YADAV

Student Convener:



MRIDU SACHDEVA
GARG



KHUSHBOO GARG



HARSHA

PRINCIPAL'S MESSAGE



I am delighted to learn that the Commerce Department of SPM College is launching a departmental magazine. The highly talented students and faculty of Commerce department definitely need a medium to express their ideas, views, and creativity beyond the classroom. The departmental magazine will also undoubtedly give a fillip to activities by making it easy to circulate information, and will bond the department more closely.

You have my best wishes and constant support always! The college has great hopes from you. Get top results and do outstanding work in all possible areas of co-curricular activity. Let this magazine become an instrument of high quality work and a source of encouragement to all in the Department of Commerce. Cheerio!

Dr. Nita N. Kumar

Principal

HOD'S MESSAGE



Hello to all readers,

The idea of commerce magazine is very exciting and making it online is the best way to save lot of cost in publishing and important resource of present time i.e. paper. Our objective is to excel in the area of teaching with latest techniques. The whole concept of commerce is advancing with technology. Technology is embedded now in every aspects of commerce whether Accounting, Financing, Management, Income Tax, Marketing, etc. with changing time, there is need to adapt new technology. Our belief about technology is that it is just the mean to achieve the overall development of the students. The faculty focuses on academic activities and promotes extracurricular activities. The innovation is always encouraged by the department. The department follows the practice of forming commerce association of all current students and through election process selects the representatives who help in co-coordinating, integrating the various activities of the department. For this new beginning I feel glad and grateful to the editorial board.

Thanks to the team for their efforts.

Mrs. Rachna Bhoria

Head of Commerce Department

INDEX

S.NO.	TOPIC	PAGE NO.
1.	Faculty Profile	6
2.	Commerce Association	7
3.	Achievers	8-10
4.	Other Achievements	11-12
5.	All She Ever Wanted - <i>Aastha Kataria</i>	13-14
6.	Advertisement A Waste Or Necessity - <i>Nikita Kuhar</i>	14-16
7.	Asset Allocation - <i>Varsha Aggarwal</i>	16-17
8.	Foreign Exchange - <i>Harsha Garg</i>	17- 19
9.	Best Selling: The Best Marketing Technique – <i>Khushboo Garg</i>	19
10	Hashtag In Social Media Marketing – <i>Kanika Battu</i>	20-21
11.	Innovative Business Schemes - <i>Chandni Grover</i>	21-23
12.	Marketing Trends In Film Industry – <i>Aastha Kataria</i>	23-26
13.	Stock Market - <i>Megha Kumar</i>	26-27
14.	Societies Initiated By Our Department Student	28
15.	Extra-Curricular Activities	29
16.	Fresher"s	30
17.	Farewell	31
18.	Internships	32
19.	Alumni Details	33-34

FACULTY PROFILE



1. Dr. S.L. Gupta
2. Dr. Nirmala Tiwari
3. Dr. Renu Gupta
4. Dr. Kamlesh Manwani
5. Dr. Renu Aggarwal
6. Ms. Jyotsana Kanumgo
7. Dr. Manjula Grover
8. Dr. Nisha Arora
9. Dr. Anju Jain
10. Dr. Preeti Rai
11. Dr. Neelam Goel
12. Mrs. Rachna Bohria , HOD
13. Mrs. Mandeep Kaur
14. Dr. Prabha Rani
15. Ms. Alpana
16. CS Renu Yadav

COMMERCE ASSOCIATION

The aim of the society is to co-ordinate the commerce department and its events. All the students of the association are its members. Some out of all form the council members. The council members act as a linking pin between the students and the teachers. They organize all the events like fresher's day, academic events, etc.



ACHIEVERS

S.NO	ROLL NO	NAME	SEMESTER	SUBJECT CODE	SUBJECT	MARKS
1	12075204003	Amandeep Kaur	V	241501	Management Accounting	100
2	12075204012	Bhawna Arora	V	241501	Management Accounting	100
3	12075204069	Sonia	V	241501	Management Accounting	100
4	12075204023	Jigyyasa Arora	V	241502	Financial Management	99
5	12075204007	Ashima Goel	V	241503	Auditing And E-Commerce	78
6	12075204078	Tanya Gupta	V	241510	Advertising& Personal Selling	94
7	12075204085	Versha Gupta	VI	241601	International Business	93
8	12075204007	Ashima Goel	VI	241602	Governance, Ethics & Social Responsibility Of Business	94
9	12075204063	Ashima Goel	VI	241603	Business Communication	85
10	12075204069	Sonia	VI	241606		98

B.COM. (H) FYUP 2014 BATCH

S.NO.	ROLL NO.	NAME	SEMESTER	SUBJECT CODE	SUBJECT	MARKS
1.	4175460017	Anushree Ganguly	III	2272501	Micro Economics- Theory & Policy	99
2.	4175460163	Varsha Aggarwal	III	2411301	Corporate Law	97
3.	4175460062	Kritika Kuhar	III	2411302	Principles of Marketing	90
4.	4175460123	Sanjana	III	2411302	Principles of Marketing	90
5.	417560163	Varsha Aggarwal	III	2411303	Corporate Accounting	98
6.	4175460062	Kritika Kuhar	IV	2272701	Indian Economy	87
7.	4175460062	Kritika Kuhar	IV	2411401	Cost Accounting	100
8.	4175460034	Dimple Verma	IV	2411401	Cost Accounting	100
9.	4175460062	Kritika Kuhar	IV	2411402	Business Economics	99
10.	4175460084	Monika Moont	IV	2411402	Business Economics	99
11.	417560163	Varsha Aggarwal	IV	2411403	Corporate Governance & Social Responsibility	98

B.COM. (P) 2015 BATCH

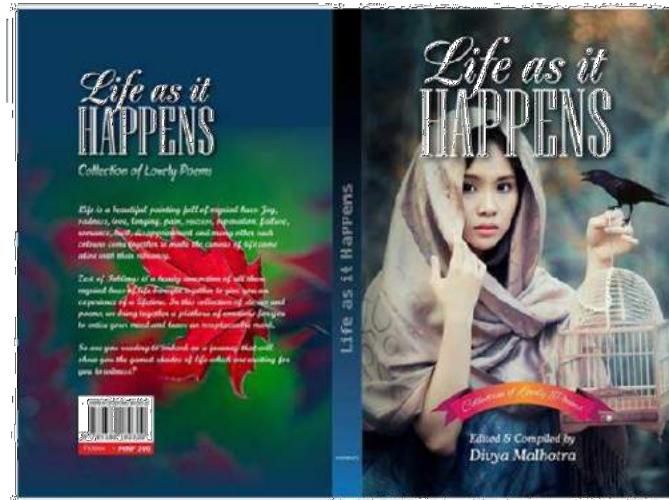
S.NO.	ROLL NO.	NAME	SEMESTER	SUBJECT CODE	SUBJECT
1.	14075203042	Kavita	I	205181	Hindi A
2.	14075203084	Sneha Tyagi	I	205182	Hindi B
3.	14075203014	Ankita Choudhary	I	227181	Principles of Micro Economics
4.	14075203117	Bindu Sharma	I	241181	BOM
5.	14075203022	Chahat Jain	I	241182	Financial Accounting
6.	14075203055	Nutan	II	241284	Corporate Accounting
7.	14075203029	Garima Jangir	II	241283	Business & Industrial Law
8.	14075203052	Meenu Jain	II	241283	Business & Industrial Law
9.	14075203117	Bindu Sharma	II	227282	Macro Economics
10.	14075203006	Anchal Karanwal	II	203281	English
11.	14075203108	Vibhuti Chaudhary	III	203381	English
12.	14075203006	Anchal Karanwal	III	227383	Economic Development & policy in India
13.	14075203116	Eati Goel	III	241385	Business Mathematics & Statistics
14.	14075203090	Sanchi	III	241386	Company Law

OTHER ACHIEVEMENTS

Our student's talent isn't just limited to the gates of the college but instead they have showcased their talent all around in different areas.



Mridu Sachdeva, student of B.Com (hons.) Final Year, won an online competition and bagging a scholarship of a one year certificate course. She also got her paintings exhibited at Lalit Kala Academy, Lodhi Road.



Aastha Kataria, student of B Com (hons.) Final Year, got her poems published in an Anthology, Life as it happens, which will be out in market by 1st August 2016.



Nidhi, student of B

Com (hons.)

Second year, won an art competition

Tanya Sahani, student of FYUP batch have numerous number of achievements.

ALL SHE EVER WANTED

She was in a crowd

Had a normal life just like others

Daily routine of happy and sad events occurring parallel

She was fine

Fine and happy like everyone else

Days were normal

But nights haunting her

Each night all she wanted was a good sleep

But all she had were tears,

She wept

She felt empty

Empty from inside

She missed something, something badly

And then the realization dawned

She needed a direction

A direction to move in

She had always moved as per the world

Never heard what her heart called

It was time for her to know her own feelings

To know what she wanted

But she failed in it

She failed each time
The curbed feelings had vanished by now.
All she wanted was a direction which could fill in the emptiness
And bring a smile
But all she had were tears in her eyes.

AASTHA KATARIA

B.COM. (H) SEC-B

II Year

Advertisement - a waste or necessity?

Advertising is the art of drawing the attention of people to promote the sale of a product by using attractive pictures, slogans, or by demonstrations etc.

The art of advertising was perfected in the industrial revolution of the last century. Today we have different mediums of advertising that is through television, radio, hoarding, press advertisement, glow signs and leaflets.

What a progress from the ancient announcements at the beat of drum to the mind boggling ways available now!

Advertisement has significantly developed over time and has become the lifeblood of business. Companies, today, need to advertise, not only to launch new products or increase their market share, but also to maintain their presence in the market. It enables a company to promote its product to the general public. Companies need to tell us about their products so we can buy them!

Advertising is beneficial and crucial to our economy in more ways than one. It provides jobs. People who design the ads make an income, and job offerings are

made through advertisements. It allows the people to choose what they want to buy and want to scorn at. It provides a source of entertainment and helps circulate money to the society.

The television and radio scream brand new products and technology, and mobile phone companies send you a message or two regarding promos and rebates. Buses and Jeeps have ads painted or pasted on them. A pop up appears when you click a link, and a mail or two in your inbox may contain promotional messages.

This makes it very clear that advertisement industry has missed nothing anywhere. But like two sides of the same coin, Advertisement too has its downsides. It has invaded every aspect of our life and impinged upon our privacy. Advertising does annoy us, especially since it has gotten so invasive. We are specifically and constantly targeted.

Absurd and silly advertisements are a frequent phenomenon. An old toothless man sucking a polo; a candy with a hole in it; children drumming for a certain eatables, an actor jumping like Tarzan over cars or swinging like the Spiderman from an impossible height to bring a cold drink for the tantalizing lady love, scantily clad beauties promoting sales of certain useless things are not only silly but offer impossible scenarios to the consumer.

It is a fact that the more useless an article is, the more it is advertised!

The most important argument against criticism is that it promotes Consumerism. In this sense, consumerism expresses the idea not of "one man, one voice", but of "one dollar, one voice", which may or may not reflect the contribution of people to society.

Consumerism itself is no evil, for it directly helps in raising the standard of living of the people by accelerating economic growth and development. So, it would be wrong to say that advertising is becoming a nuisance.

It is only its improper use, for questionable short-term gains, that is giving it a bad name. It is poised to break new grounds in the future, by evolving new mediums of advertising for our growth and prosperity.

So we can conclude by saying that:

Advertising, like sunshine, can be a friend or a foe, a blessing or a curse, a dawn or dusk. It's a tool to be used with caution

NIKITA KUHAR

B.COM. (H) SEC-A

I Year

ASSET ALLOCATION: Different Assets, Different Risks

For a cricket-frenzied nation, the role of captain, bowler, wicket keeper and all-rounder is pretty much well understood. After all, a winning team has the right set of players who perform their jobs most effectively in a manner that their team wins. Now, replace the team with your finances and the team players with different assets and you will have your investment portfolio.

There are a number of different asset classes that you can invest in and each of them comes with their own risks.

CASH: Yes, cash is the least risky of the lot, but it does not add any value to your money's worth when left idle. In fact, cash in the wallet for a year only goes down in value, in times of high inflation.

BONDS: A step higher than cash on the risk ladder, fixed deposits or government backed securities or corporate bonds, pay out a fixed return. The risks associated with these are low, but they are not completely without risks.

EQUITIES: Shares in companies or units in equity mutual funds are seen as the most risky asset class, as stock markets can be highly unpredictable.

REAL ESTATE: Investing in property, such as house or commercial spaces can grow your money through rental income and growth in the value of the property you own. However, the risk is more on liquidity.

To arrive at the ideal asset allocation that is tailored to suit individuals, the investment risk associated with the asset class has to be ascertained and matched to an investor's comfort with risk. The role of these assets will vary in your portfolio at different times in your life.

Asset allocation is not a one-time process but it is a dynamic process which should be maintained periodically because market movements can dramatically alter your asset allocation over time.

VARSHA AGGARWAL

B.COM. (H)

III Year

FOREIGN EXCHANGE

Exchanges are done on regularly basis as it is necessary. When the exchanges are done with other countries then the term "Foreign Exchange" is used. It adjusts the payment of Debts between two nations that employ different currency systems. The rate determines the price by which local currency is exchanged by one unit of Foreign Exchange. Relative demand and supply affects the foreign exchange market. There is huge impact on **Balance of Payments** by Foreign Exchange.

It is important to know the **History of “FOREIGN EXCHANGE” or “FOREX”** as it should be kept in mind why there is a need of Foreign Exchange Market. In 1875 this system was launched, it created the most important event in the history of “FOREX”. The main idea behind this system was the conversion of currency by the amount of gold. The difference in price of gold between two currencies became the exchange rate for two currencies.

Foreign Exchange Markets are the markets which includes the buying, selling, exchange and speculation of currencies. It is considered as the largest financial markets which is made up of central banks, commercial banks, investment funds and retail Forex brokers. It not only run by single market exchange as it connects with number of computers and brokers from around the world. The markets run five days a week and works 24 hours a day. There is no central exchange in the Forex market because it is a network of computers which connects brokers, traders, and banks from all around the world.

The reserves which make the exchange process possible are **Foreign Exchange Reserves**. It includes only foreign bank notes, foreign bank deposits, foreign treasury bills, and short and long term foreign government securities. These reserves are mainly held by RESERVE BANK OF INDIA or other monetary authorities. These are mainly known as Reserve assets in the **BALANCE OF PAYMENTS** and are included in the Capital account. Forex affects the international investment position of a country. Being the financial assets of RBI these are held in reserve countries.

Special act is amended which regulates the functions of foreign exchange which is also known as **Foreign Exchange Management Act (FEMA)**. ITIS the act which amends the law relating to foreign exchange with the objective of facilitating external trade and payments and for promoting the orderly development and maintenance of foreign exchange market in India. Parliament passed this act in 1999 by replacing the **Foreign Exchange Regulation Act (FERA)**. FEMA is applicable to all parts of India. It also applicable to all the branches, offices and agencies outside India which further is controlled by a person or resident of India.

Foreign exchange market daily trades more than USD 1 trillion. This market is about 5 to 10 times the daily volume of international trade in goods and services.

The foreign exchange market provides “hedging” function for transferring foreign exchange risk to other.

HARSHA GARG

B.COM. (H) SEC-B

II Year

BEST SELLING - The Best Marketing Technique

The problem with the best-selling is we consume nothing but the most popular one. Most people purchase only the bestselling or top listed or the trendy product. That's the thing what makes them bestselling after all.

The web keeps on pushing the top 40s or 50s on us. It by default 'sort by popular', surfacing the hits, over and over.

When we only consume the popular ones, we'll tend to appreciate or refer them only. As we all know 'Word Of Mouth' is other the best techniques of marketing.

Mass markets and math being what they are, it's likely that many of the ideas and products we consume in our life, consumed because they are the most popular ones. It takes a conscious effort to seek out the thing that's a little less obvious, the choice that's a little more risky.

Popular is not the same as important, or often, not the same as good.

KHUSHBOO GARG

B.COM. (H) SEC-B

II Year

HASHTAGS IN SOCIAL MEDIA MARKETING

"#Mkt.boostsup....;#Flipkartsalesdown....;#Trending....;#likeifuagree....;#IPL....;#NaMo.....####

....."

So, everyone's familiar with these "hash tags". After all, we live in the era of advanced technology where a single thing takes less than a single second to spread all over the Internet & ultimately, reach us.

In this totally computerized or say digitalized environment, it has therefore become very necessary for the businessmen & entrepreneurs to move their focus from real world to visual reality. From starting online start-ups we've reached a platform where #hash tags are being adopted as a marketing tactic especially in social media. An analysis of the Inter-brand 100 list and their activities reveals that the world's top brands have adopted the use of hash tags almost completely. 97% of the brands posted at least one story that included a hash tag!

Hash tags are proving very successful weapon for marketing as it has the power to engage more traffic & including a wide range of links which tie activities from across the globe. All a good marketer needs to do is create a story that relates to his/her product that is either generally popular, themed, branding or accounts to financial services. And voila!! You are good to go & check your results and followers

Basically, #hash tags are critical for 3 reasons - It dramatically increases the reach for your posts, which means more followers. It helps you find people with similar interest as you and thirdly, it helps you do market research to learn about your competitors. So, does a market business need?

Anything else? Well yes, it does require proper and appropriate use of tags as #too #much #of #hash tags#may #make #lose #interested #also #you #your #customers' #successfullly.
! Therefore, make your #hash tags branded so that your market runs # successfully.
^ ^
—

KANIKA BATTU

B.COM. (H)

I Year

INNOVATIVE BUSINESS SCHEMES

Rising population, growing demands of individuals, improvement in lifestyle, technological development, emergence of new trends, etc. has led to the profusion of competition in business world. Adopting ultra-modern techniques is necessary to confront this dynamic environment, surviving in market, achieving the objectives and standing out from the crowd.

Nowadays, the objectives are not only constrained to achieve organization's goal but has expanded to fulfill environmental desires too. Institutions can use an old 3 R's technique, Recycle, Reuse and Reduce in a contemporary way to save natural resources, energy and money. This can be done by separating the biodegradable and non-biodegradable wastes, avoiding over packaging orders, using rechargeable batteries and laser printer cartridges. Repair or clean products, giving transportation facilities to the employees (mini bus for different areas). Installation

of solar panel cells by large organizations, rewarding customers a rebate on returning the grocery bags, containers for bulk items, coffee mugs, soda cups, purchasing recycled products (stationery, tissue, toilet paper, packaging material).

As quoted by Mr. Jeff Bezos, “We see our customers as invited guests to a party, and we are the hosts, it’s our job every day to make every important aspect of the customer experience a little better.” Therefore, „Customers“ play a crucial role in making a business grow and hence, fulfilling the desires of customers is more important. A company should add a personal touch while interacting with its customers through social media or other sources; it should make them realize „WOW! A COMPANY LIKE NO OTHER“ by valuing their feedback, acting according to their needs, supplying the best quality of customer care services, being loyal and transparent towards the goods or services. It is also essential to organize social events, keeping them up to date with the new products, offering special discounts and prizes to the regular customers. Providing a home like feeling in the stores (pleasing music, sitting arrangement for old age people, hygienic drinking water). Imparting free education in rural areas by the employees for which they“d get paid, donation of old clothes by the organization to poor people, giving additional food left in restaurants or canteens to the people who can“t afford a single meal, extending free medical facilities to the backward areas etc. will help in achieving social goals.

Customers will never get deep affection with the firm unless employees get attached to it. They are the ones who will take the company at the highest level. Appreciating their opinions, organizing prize distribution ceremonies for motivating them, valuing their complaints and immediate action taken on such will make them feel special, reducing their burden by organizing various games in the premises as it will improve the team spirit and a sense of belongingness. Providing hygienic environment, rendering free internet access, a source of relaxation like gym, swimming pool, video games etc. at a separate place for the people who work for extra hours. Conducting seminars and workshops for their development, arranging festival functions, organizing cricket matches, giving free movie tickets or holiday package to the person who“ll accomplish its target in less time.

Besides, promotion of product or services is essential to make people aware. This can be done by analyzing the targeted customers like a cloth company producing clothes for all age groups will advertise through social media (INSTAGRAM, FACEBOOK, TWITTER, YOU TUBE) for youngsters; Television, Newspapers, and Magazines for adults; Radio for old age people. Using info graphics makes customers realize why the company is better than the rest. Changing product designs frequently will compel them to use the product once. Conducting small contests, adding creativity to the interiors of stores also attract a lot of buyers.

Keeping in touch with these schemes is indispensable for any business concern as it not only fulfills its environmental, social or personal objectives but also makes its self-made public image and contributes in economic development too.

CHANDNI GROVER

B.COM. (H) SEC-A

I Year

MARKETING TRENDS OF INDIAN FILM INDUSTRY

Indian film industry, popularly known as Bollywood is the largest contributor to the entertainment industry's revenue. The Oxford English Dictionary included the term Bollywood in 2003

With 1000 films produced annually (about double Hollywood's output), Bollywood is the world's most prolific cinema.

Marketing has a great effect on success and failure of a product, the same is implied on the movies. Success of the movies is derived from the box office collections of the movies.

Marketing of the films are now considered as important as the film making.

MARKETING AND PROMOTION TECHNIQUES - THEN AND NOW:

Promotion of the movies has been done from the very beginning itself. But the techniques are changing rapidly with the rapidly change environment. The first Bollywood movie, Raja Harish Chandra was promoted by way of newspaper advertisements. Soon after this was a period of emergence of posters. The posters of the movies were the way to catch the people's eye.

Later with the emergence of television, movies promos were shown in advertisements. Now, the movies are promoted through different reality shows, etc. Internet too has changed or rather improved the ways of promotions.

Traditionally, marketing and promotion represented merely 5%-10% success of a movie but now it represents almost 50%.

So, here is how the film industries market its movies:

1. Promotion through websites:

Almost all the movies have their official website. The cost of getting a website made is really low. This website provides different interviews of the star cast, the wallpapers related to the movie, etc.

A small budget movie, *Jaanetuyaajaanena* (2008), targeted the youth through the website. The homepage, www.jaanetu.com, had appealing graphics which in turn attracted the youth to the cinema halls.

2. Blogs:

This is a personalized way to promote the movies. This was brought into fashion by the perfectionist of the Bollywood, Amir Khan, who promoted his movie *Taare Zameen Par* through it.

3. Social Networking sites:

Now a day it's a trend to promote anything and everything through the social networking sites. The actors promote their movies through these sites. Actors like Shahrukh Khan, etc. keep a touch with their fans and posts stuff related to movies to create a buzz amongst the audience.

4. Games:

Many movies launch their games online and toys to attract the kids and teens.

Ra One was one such movie which launched its games and toys. The movie, which featured a super hero, was made to tap kids and teens attention. The character G one was made with the similar face of SRK as in the movie itself.

5. Television interviews and appearances in reality shows:

The actors give appearances in many reality shows and even in daily soaps. There are talk shows like the *Kapil Sharma show* where the audiences even get a chance

to interact with stars. The movies are promoted to masses through these interviews and television appearances.

6. Promotional tours:

The star casts go on to promotional tours to different states interacts with the audiences. The movies Happy New Year was promoted where the star cast had a tour in US; this created a lot of buzz.

Basically, now a days there is no bar between superstar and the audiences. Actors directly come in touch to the audiences to promote movies. Aamir Khan himself turned into a barber, het set hairstyles of fans, the same way he had in the movie. Since the promotion plays an important role in the success of the movies so a lot of emphasis is laid upon the same.

AASTHA KATARIA

B.COM. (H) SEC-B

II Year

STOCK MARKET

Wouldn't you love to be a business owner without ever having to show up at work? Imagine if you could sit back, watch your company grow, and collect the dividend checks as the money rolls in! This situation might sound like a pipe dream, but it's closer to reality than you might think.

Yes!! I am talking about stock market. This fabulous category of financial instruments is the greatest tool ever invented for building wealth. When you start on your road to financial freedom, you need to have a solid understanding of stocks and how they trade on the stock market.

What is the 'Stock Market'?

The stock market is the market in which shares of publicly held companies are issued and traded either through exchanges or over-the-counter markets. Also known as the equity market, the stock market is one of the most vital components of a free-market economy, as it provides companies with access to capital in exchange for giving investors a slice of ownership in the company. The stock market makes it possible to grow small initial sums of money into large ones, and to become wealthy without taking the risk of starting a business or making the sacrifices that often accompany a high-paying career.

The stock market lets investors participate in the financial achievements of the companies whose shares they hold. When companies are profitable, stock market investors make money through the dividends the companies pay out and by selling appreciated stocks at a profit called a capital gain. The downside is that investors can lose money if the companies whose stocks they hold lose money, the stocks' prices go down and the investor sells the stocks at a loss.

The stock market can be split into two main sections: the primary market and the secondary market.

The primary market is where new issues are first sold through initial public offerings and secondary market where participants include both institutional and individual investors.

MEGHNA KUMAR

B.Com. (H) SEC-B

II Year

SOCIETIES INITIATED BY OUR DEPARTMENT STUDENTS



TARAASH, Carve the diamond in you

Aastha Kataria, Student of final year started Personality development society in the College in the previous year. The motive is to bring about a change in the thought process and attitude of the girls for she believes the thoughts and attitude of a person are pillars of a personality.



ARTISTRY, the creative society

A team of three, KhushbooGarg, MriduSachdeva, and KritiGoel, formed the creative society in the college in the previous year. The team is out to work and promote the creative skills of the students. They contributed largely in decorating the college in fest.

EXTRA CURRICULAR ACTIVITIES

1. Industrial Visit to Maruti

Suzuki:

Students of second year B.com (h), along with teachers went on an industrial visit to MARUTI SUZUKI.

The visit provided knowledge of Maruti's working, how such a big company deals with its resources.



2. Corporate Social Responsibility

The event was held on CSR. The respective guests were Mrs. Alka Kapoor, Joint Secretary in the Institute of Company Secretaries of India and Prof. R P TULSIAN, Member of Indian Accounting Association.



3. A Personality Development session with TARAASH Society

A personality development session was held with the Taraash society in june2016. Mr. Vikas Singh, Associate Dean of Asian School of Media Studies was invited to take the session.



FRESHERS 2014



FAREWELL 2015



INTERNSHIPS:

Various students of the department actively did internships in the break in various organizations/institutes like Asian School of Media Studies, Poddar Global Pvt. Ltd., etc.



ALUMUNI DETAILS

YEAR OF PASSING 2015

NO.	NAME	COURSE	CURRENT STATUS
1	Varsha	B.Com. (H)	Audit Analyst KPMG; Pursuing M.Com
2	Somanjali Roy	B.Com. (H)	American Express
3	Ayushi Vaishist	B.Com. (H)	Content Writer –Thynkweed
4	Shishti Jain	B.Com. (H)	HDFC
5	Sonia Amba	B.Com. (H)	M.Com from DU
6	Ashima Goel	B.Com. (H)	M.Com from DU
7	Gouravi Sharma	B.Com. (H)	Working in Genpact
8	Shreya Sapra	B.Com. (H)	Working in Genpact
9	Varsha Sharma	B.Com. (H)	Working in KPMG
10	Kanika Saluja	B.Com. (H)	Student at Goa Institute of Management
11	Divya Bindlish	B.Com. (H)	MBA; IMT University
12	Maneesha	B.Com. (H)	Process Analyst Genpact
13	Preeti Salaria	B.Com. (H)	Advisor LIC
14	Manika Gupta	B.Com. (H)	MBA from GGSIPU
15	Deepali Garg	B.Com. (H)	M.Com from IGNOU
16	Tamana	B.Com. (H)	M.Com from IGNOU
17	Poonam	B.Com. (H)	M.Com from IGNOU
18	Pooja	B.Com. (H)	M.Com from IGNOU
19	Supriya	B.Com. (H)	MBA from GGSIPU
20	Tanuja	B.Com. (H)	M.Com from IGNOU
21	Priya kalra	B.Com. (H)	MBA from GGSIPU
22	Tanu	B.Com. (H)	M.Com from DU
23	Chandni Arora	B.Com. (H)	Pursuing MBA from IP
24	Mahima Sharma	B.Com. (H)	Pursuing M.Com from Agra University
25	Rakhi	B.Com. (H)	M.Com from IGNOU
26	Bhavna Behl	B.Com. (H)	Pursuing MBA from IP
27	Garima Tandon	B.Com. (H)	MBA from IP University
28	Kratika Prashar	B.Com. (H)	Internship at IPAL (NGO)
29	Pooja	B.Com. (H)	Pursuing CA
30	Bhavna Arora	B.Com. (H)	Pursuing CS
31	Shonali Bhist	B.Com. (H)	Working in a private firm
32	Tanvi Gupta	B.Com. (H)	Pursuing M.com from Jamia Millia University
33	Surbhi Grover	B.Com. (H)	Preparing for CFA
34	Shivali Yadav	B.Com. (H)	Pursuing MBA from Bhartiya Vidyapeeth
35	Nishita Garg	B.Com. (H)	Pursuing from MBA IP
36	Jigayasa	B.Com. (H)	Pursuing CS
37	Anamika	B.Com. (H)	Working in Concentrix
38	Simridhi Sukhani	B.Com. (P)	Scholarship to study Chinese Language, working as interpreter
39	Divya Kalra	B.Com. (P)	Pursuing M.com from IGNOU

40	Akansha Kapoor	B.Com. (P)	PG Dip. In Financial Management; YMCA
41	Mitali	B.Com. (P)	Audit Associate – Ernst & Young
42	Puneeta	B.Com. (P)	Undergoing Accountant
43	Deepali Garg	B.Com. (P)	Pursuing from IGNOU
44	Poonam	B.Com. (P)	Pursuing from IGNOU
45	Bindu	B.Com. (P)	Pursuing from IGNOU
46	Sparsh	B.Com. (P)	MBA from IBS Gurgaon
47	Kriti	B.Com. (P)	M.Com
48	Pooja Sharma	B.Com. (P)	M.Com from IGNOU
49	Monika	B.Com. (P)	MBA from IP University