

SHYAMA PRASAD MUKHERJI COLLEGE  
FOR WOMEN



SHILP

(DEPARTMENT OF COMMERCE)

2017-2018

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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 H.O.D.**



One year has passed since the successful completion of our commerce magazine 'Shilp' and with great pride and honour I am once again conveying this message to our students and all. 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. With all that has to be achieved in the coming years, let us strive to bring new ideas and accolades to not only this solid foundation called commerce but to the progression of this college and all so fondly attached to it.

**MRS. RACHNA BOHRA**

## **THE EDITORIAL BOARD**

### **Teacher convenors**



Dr. PRABHA RANA



MRS. RACHNA BOHRA

### **Student convenors**

NIDHI SUMAN, PRACHI VATS, ASHANA MEHTA, GARGI VERMA, AAKRITI GUPTA, MADHURI MISHRA

## **THE COMMERCE ASSOCIATION**



THE COMMERCE ASSOCIATION: Nikita Kuhar (President), Kirti (Vice president), Ashana Mehta (General Secretary), Kajal Singh(Cultural Secretary), Khushi Gupta (Joint cultural secretary), Komal Rana (Treasurer), Nancy Jain(Joint secretary)

The Commerce department is the biggest department of the college. It not only provides academic knowledge but also makes the students excel in the overall development of their personality. The department has a commerce association consisting of seven nominated student representatives with Dr. Rachna Bhoria as the head of the department. The association has always been active in providing exposure and opportunities to the students to indulge themselves in various departmental events. The association also organizes fresher's party and the annual commerce fest which enable the students to showcase their talents. We also put up stalls of games and fun events in the fest. Besides these, various seminars and workshops are also conducted. It will always be our endeavor to boost the potential of students and make the department reach superior heights.

Regards,

### **COMMERCE ASSOCIATION**

### **DEPARTMENTAL ACTIVITIES**

### **FOR THE ACADEMIC YEAR 2017-18**

The department makes continuous efforts in organizing activities for the personality development and skill enhancement of the students, with an aim to increase students' participation in different events. The following events were organized by the department of commerce throughout the year:-

**DEPARTMENT ORIENTATION:** Orientation Programme for the first year students was organized on 20<sup>th</sup> July 2017, where the new batch was made aware about the department, faculty, library, college structure, working and regulations.

**FORMATION OF THE COMMERCE ASSOCIATION:** The commerce association was formed on 6th August, 2017 consisting of 7 posts namely President, Vice President, Treasurer, Cultural Secretary, Joint cultural secretary, General Secretary and Joint Secretary in a democratic manner through interview and group discussion rounds.

**BUSINESS QUIZ:**

An intra-department business quiz was conducted on 25<sup>Th</sup> August, 2017 in which teams from both the courses B.com (H) and B.com (P) participated in a pair of 2 students in each team. The total teams formed were 14. The winner teams were awarded with cash prizes and Certificates by the Principal Mam Dr. Nita Kumar.

**FRESHER'S PARTY:** Fresher's party was organized on 30<sup>th</sup> August, 2017 for the 1<sup>st</sup> year students. Various fun filled games and the "Miss B.Com" contest was organized.



**WORKSHOP AT ICOFP:** Students attended a finance workshop conducted at the ICOFP (International Council of financial planning) on 10<sup>th</sup> November, 2017.



**SEMINAR ON INVESTMENT IN STOCK MARKET:** A seminar on Investing in Stock market was organized on 18th September, 2017. The technical session was conducted by Mr. Varun Malhotra, Director, Edge Institute of Financial Studies Pvt. Ltd. and Mr. Naresh Pandey, Vice President of Sales and BD, Share India Securities Ltd.



**FACULTY DEVELOPMENT PROGRAMME:** A faculty development programme was organized on 22nd November, 2017 on the topic GST where the renowned CAs and members from the Institute of Chartered Accountants of India were invited to hold an interactive session on GST, the speaker included Mr. Ravinder Arora and Mr. Gaurav Gupta.



**GUEST LECTURE**

Dr. Anil Kumar, Assistant Professor, Department of Commerce, Shri Ram College of Commerce, University of Delhi came on 12<sup>TH</sup> April, 2018 to deliver a lecture on corporate governance and scams around the world. He gave an overview of the "Satyam scam" to the students of final year. He also told us about different committees, such as the 'Cadbury committee', 'Greenbury committee' and 'Hampel committee' which were formed and various financial reporting standards and code of best practices, such as OECD(Organization for Economic Corporation and Development) which were introduced to avoid such scams in future.

**FELICITATION AND AWARD CEREMONY:** Felicitation and award ceremony was organized on 25th April, 2017 on the occasion of farewell of final year students. The programme was marked with embracing and recognizing the achievements of the students. The department presented the subject toppers of B.Com (H) and B.Com papers with academic excellence awards and certificates. The office bearers of commerce association were also awarded with trophies and certificates for their outstanding contribution and efforts in the departmental work.



Subject toppers awarded at the felicitation ceremony



Commerce association members of the previous year awarded at the felicitation ceremony for their hard work throughout the year

## **FACULTY ACHIEVEMENTS**



### **THE FACULTY OF THE DEPARTMENT OF COMMERCE**

**Standing from the left:** Dr. Prabha Rana, Dr. Priti Rai, Ms Alpana, Mrs. Renu Yadav, Dr. Neelam Goel, Mrs. Rachna Bhoria, Dr. Nisha Arora, Mrs. Mandeep Kaur, Dr. Anju Jain.

**Sitting from the left:** Dr. Renu Aggarwal, Dr. Manjula Grover, Dr. Nirmala Tiwari, Mrs. Renu Gupta, Dr. Kamlesh Manwan, Dr. Sneh Lata Gupta (Retired), Mrs. Jyotsna Kanungo, Dr. Swati Garg, Mrs. Nisha Nasa

### **Dr. Renu Aggarwal**

1. Attended faculty development programme on GST in Shyama Prasad Mukherji College on 22<sup>nd</sup> November, 2017.
2. Attended a seminar on “Impact of GST on Economy” in Gargi College on 1<sup>st</sup> November, 2017.

**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.
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, 1<sup>st</sup> 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.

## **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.

## **STUDENTS' CORNER**

*Adieu!*

The final year batches are all set to leave SPM with lots of college memories as well as hopes.

We wish them all the best for their future endeavors!



**B.com (Hons.),  
final year,  
Section “A”**



**B.com (Hons.),  
final year,  
Section “B”**



**B.com (Prog.),  
final year,  
Section “A”**



**B.com (Prog),  
final year,  
Section "B"**

## **TOP ACADEMIC PERFORMERS** **(SUBJECT-WISE)**

<b>SUBJECT NAME</b>	<b>STUDENT'S NAME</b>
<b>1<sup>ST</sup> YEAR PROG</b>	
Financial Accounting	KAJAL BANGLA RUKHSAR
Business Organisation And Management	KAJAL BANGLA
Business Law	KAJAL BANGLA

Business Mathematics And Statistics	KAJAL BANGLA SANA
<b>1<sup>ST</sup> YEAR HONOURS</b>	
Financial Accounting	PRIYANSHI JAIN
Business Law	RITIKA AGGARWAL
Corporate Accounting	KAVITA BEHERA ABHA SIVAN
Corporate Law	SHIVANI
<b>2<sup>ND</sup> YEAR PROG.</b>	
Computer Application In Business	JYOTI NISHA SHIKHA ANSHIKA ASMITA LAKSHITA RATHEE PREETI SHARMA RENUKA SHIVANI PATIYAL SANDEEP SHARMA SONAKSHI MANDHAN POOJA YADAV
Company Law	SONAKSHI MANDHAN
Income Tax	ASMITA ANNU DALAL
E-Commerce	RENUKA
Investing In Stock Market	ANSHIKA SONAKSHI MANDHAN AARTI
Corporate Accounting	ANNU DALAL LATA PREETI SHARMA
Cost Accounting	AASTHA PANDOVE AKANKSHA MURARKA

MUSKAN
NISHA
ANSHIKA
PREETI SHARMA
NANDINI VARSHNEY
SHIVANI PATIYAL
SANGEETA SHARMA
SONAKSHI MANDHAN
SANDHYA
KOMAL

**2<sup>ND</sup> YEAR HONOURS**

Human Resource Management	SHIKHA GOEL
Income Tax Law & Practices	ANISHA GUPTA
E-Marketing	KANCHAN TYAGI NIKITA KUHAR
Management Principles & Application	SHIKHA GOEL
E-Commerce	DIVJOT KAUR SHIKHA GOEL ANNU PANCHAL
Cost Accounting	SHIKHA GOEL
Business Mathematics	LAXMI
Computer Application In Business	ANNU PANCHAL VARSHA DIVJOT KAUR LAXMI PRIYA MITTAL
Entrepreneurship	JUHI VOHRA NIKITA KUHAR SHIKHA GOEL
E-filing Of Returns	ANISHA GUPTA DIVJOT KAUR

**3<sup>RD</sup> YEAR PROG.**

Computer Application In Business	SAKSHI GUPTA
Financial Management	NUTAN
Corporate Governance, Business Ethics & CSR	NIMISHA
Marketing Management	SIMRAN KAUR
Business Environment	NIMISHA
Human Resource Management	PRIYA MITTAL
<b>3<sup>RD</sup> YEAR HONOURS</b>	
Management Accounting	LAXMI NIKITA GOYAL POUSHALI BANERJEE SONIA GUPTA MANSI VINOD
Financial Management	NIKITA GOYAL
Auditing	NIKITA GOYAL
Advertisement	SHREYA SINGH
Corporate Planning	AKANKSHA GOEL NIKITA GOYAL
International Business	SONIA GUPTA
Governance, Ethics & Social Responsibility	SONIA GUPTA NEHA RANI HIMANSHI VERMA
Entrepreneurship	SHREYA SINGH
Fundamental Of Investment	DIVYA PATHAK NIKITA GOYAL NUTAN SHARMA

## **STUDENTS WHO HAVE MADE US PROUD:**

### **(ACHIEVERS IN EXTRACURRICULAR ACTIVITIES)**



**NIDHI SUMAN**  
**(HONS., 3<sup>RD</sup> YEAR)**

Won 1st position with team member Muskan Jain (from 2nd year, Maths hons.) in a mystery solving game at the economics fest of SPM.

**NIKITA KUHAR**  
**(HONS., 3<sup>RD</sup> YEAR)**

Won the “outstanding student of the year” trophy.



**ASHANA MEHTA**  
**(HONS., 3<sup>RD</sup> YEAR)**

Won 1st prize in Brand Tambola competition in the annual fest of the Department of Commerce.

Won 2nd prize in intra college throwball match.

**NANCY JAIN(HONS., 1ST YEAR):**

Won 1st place in Ad-mad event at Kalindi College

**NEERU, SHWETA  
AND JUHI VOHRA**

Won 2<sup>nd</sup> position in  
intra college economics  
quiz





**NEERU AND MEHAK  
(HONS, 3<sup>RD</sup> YEAR)**

Won 1st position in  
business quiz



**JUHI AND POOJA  
(HONS, 3<sup>RD</sup> YEAR)**

Won 2nd prize in business  
quiz



**SHWETA AND SHRISTI  
MANGAL( HONS, 3<sup>RD</sup> YEAR)**

Won 3RD Position in intra college business quiz



**RITIKA AGGARWAL  
(HONS., 2ND YEAR)**

Won 1st prize in rangoli making, 2nd prize in collab parody, 1st prize in groupie, 2nd prize in case study competition and 1st prize in poster making competition of the economics department.

**GARGI ( PROG, 3RD  
YEAR)**

Won the "best student" award for a computer literacy program in SPM.



## **ALUMNI ACHIEVEMENTS**

Success isn't just about what you accomplish in your life, it's about what you inspire others to do.



### **Mrs. Shilpi Sahi**

Ms. Shilpi Sahi has done B.Com. (H), M. Com., M. Phil., and pursuing Ph.D. from University of Delhi. She has passion for teaching and research. She has about ten years of teaching experience. Before joining Bharti College she has taught in Satyawati College (M), Hans Raj College, and Department of Commerce, Delhi School of Economics, University of Delhi. She is the recipient of Best Business Academic of the Year Award (Gold Medal) 2011 conferred by Indian Commerce Association, Best Paper Award in Annual Commerce Convention on "Leveraging Business Emerging New Horizons" held at Department of Commerce, Delhi School of Economics in 2014, overall 2<sup>nd</sup> Best paper award in International Conference organized by IMS Ghaziabad held in 2017, and first prize in ICA Research Scholar Award Session of 70<sup>th</sup> All India Commerce Conference of Indian Commerce Association.

She has presented papers in seven national and four international conferences. She has to her credit eleven research papers published in peer reviewed journals and conference proceedings. She is a life member of Indian Commerce Association and National HRD network.

## **Mrs. Madhu Sehrawat**



Madhu Sherawat has done B.Com (H), M.Com. , M.Phil. , Ph.D from Delhi School of Economics, University of Delhi. She is working as Assistant Professor in Dayal Singh (morning) College since October 2005 on permanent basis.

She is the holder of state as well as National Scholarship in Matriculation Exam, 74<sup>th</sup> rank amongst the National Scholar, holder of Delhi University's post graduate scholarship for two years and she has secured 4<sup>th</sup> position in M.Com. , University of Delhi.

She has published articles in entitled as "Economic Value Added and Corporate Performance" in management accountant July 2001 and "Economic Value Added and Traditional Performance measures: Some Empirical Evidence." In Indian Journal of Commerce, April-June, 2004. She has also published her book entitled as "EVA and Performance Measurement: Test and Case Studies of Indian Companies." By Deep & Deep Publications Pvt. Lt. in 2009.

## **Aastha Kataria:**

“The 3 years in SPM completely changed my life. It took away my stage fear and taught me how to perform. SPM gave me a lot.”



Currently working in marketing and business development and also on a startup called “Taraash” which works in the field of personality development with school and college students.

**Tanisha Badhwar:** “Life isn’t just about going with cliché profession like Doctor, MBA, CA, etc. It’s about choosing what you like and taking all the pride to carry it.”



Currently working as a makeup artist

**Mridu:**

"After SPM, admission into a fashion college changed my life."



Currently pursuing MSc in Fashion Management Marketing.

**Aashima Bajaj:**

"Make the most of any opportunity that comes your way."

Currently working at Tata Power DDL

# ***ARTICLES BY STUDENTS OF DEPARTMENT OF COMMERCE***

## BANKING SECTOR AND NON PERFORMING ASSETS



Banking Industry is the binding force of any economy as they perform various functions such as taking deposits, lending money in the form of loans (short and long term both) , making investments in developmental projects , etc. In Indian economy where government is giving boost to industries by encouraging them to come up with innovative ideas and providing them funds to initiate those ideas, the role of banking sector becomes really important.

Banks provides funds to small scale and large scale industries depending upon their credit worthiness and the profit making ability of projects they want to initiate. In return these industries keep mortgage with the banks and repay the principle amount in installments with some interest on it. With this whole procedure banks make their earnings and industries carry on their operation. But it is not always possible for the firms / companies to return loans on time as it depends upon the various situations such as recent market condition, hence this non-payment of loan amount results in non-performing assets.

These NPA's (non-performing assets) is a burden on banks as now it's their responsibility to recover the lost asset. India is badly affected by the rising NPA's of public sector banks (PSB) . According to the research report released by credit rating agency CARE Rating India ranks 5<sup>th</sup> in a list of countries with the worst NPA ratios while Portugal, Italy, Ireland and Greece are the only four of the countries with higher stressed loans than India. These growing NPA's is a major concern for Indian economy as it has reduced the capacities of public banks to lend for long term projects.

Now we also need to raise the issue of defaulters and what all needs to be done against such defaulters. There are many reasons for the inability to repay the loan amount but one major concern is “WILLFUL DEFALTERS” as they are not willing to repay the amount despite of having sufficient funds. According to the reports 14% of the bad loans in PSB’s are due to

willful defaulters. Now recovery from such accounts is difficult as in many cases the money is waived off from the books illegally. There are many such cases where loan amount is unable to recover and hence these cases are now being fought in court, some very known examples are KINGFISHER AIRLINES, WINSOME DIAMONDS & JEWELLERY LTD. , FOREVER PRECIOUS JEWELLERY & DIAMONDS LTD. , REI AGRO and the list goes on.

So now what we can conclude is that there is an immediate need to restructure our public banking system to overcome the loopholes as most of the times there is someone from inside the system itself who help these willful defaulters to loot the nation's money and then run away easily. A strict punishment and heavy fine needs to be imposed on such firms or companies and to all the partners in crime so that a tough message reaches to all those who deliberately try to destabilizes the banking structure. Other than this a fair and regular monitoring system is the need of the hour so that no one is able to break the rules.

BY : SWATI GOYAL  
B.COM(HONS),2<sup>ND</sup>YEAR

## DEVELOPING COUNTRIES NEED TRADE, NOT AID



“Give a man a fish and you feed him for a day ; teach a man to fish and you will feed him for a lifetime”. A very famous quote.

According to a report, the world's wealthiest countries today promote development abroad in a way that is relatively new. For centuries, some of the countries colonized the developing world. As former colonies gained independence, they were caught in the international power struggle of the cold war, often led by dictators who found it in their interest to serve as pawns in great power proxy conflicts. Promoting development became a matter of self-interest for wealthy states.

Trade is opportunity for growth. Liberates economy. It earns on assets and will make country self sufficient and pave way to explore their potential. It is important to note that 'if developing countries hanker after developed countries today for aid then somehow in the coming future, they would be dominated by them. Developing countries like India, China, Brazil, etc are in need of products and services and the demand is increasing day by day. In the era of Globalisation, purchasing power of people has increased. So, any new products or services launched will be in high demand in developing nations.

Aid has often come with a price of its own for the developing nations. It is often wasted on conditions that the recipient must use over priced goods and services from donor countries. Most aids do not actually go to the poorest who needs it the most.

Though, we cannot deny the necessity of aid in terms of crises, but otherwise, countries should focus on achieving self sufficiency and development through trade.

For transition from developing to developed countries, we need education, growth in business, employment opportunities, latest technology and healthy environment which is without any doubt is achieved through trade.

Developing countries play a vital role in the trade market, it is beneficial in all means but opting for aid is not a beneficial thought, but trade is the only means and way of making a country successful in future.

**BY: TWINKLE VERMA**

**B.COM(PROG), 3<sup>RD</sup> YEAR**

## CRYPTOCURRENCY- THE RULER



Crypto currency is a digital currency in which encryption techniques are used to regulate the generation of units and verify the transfer of funds operating independently of a central bank.

Bitcoin created in 2009 was the first decentralized crypto currency. Bitcoin wallets and transaction services, including to and fro conversion to Indian currency are offered by number of Bitcoin trading platforms in India like Zebpay, Coinsecure and Unocoin.

Growing acceptance of Bitcoin as one of the most popular emerging asset class has led Bitcoin to become more popular in India as well. Volumes of rupee trading in Bitcoin have exploded over 2500 Indians trade Bitcoin daily, in 2017. Even the 1BTC traded over \$1000 in the starting of 2017 to the end by \$19850 in mid-december, but then tumbled rapidly falling to below \$12000 in Jan 2018. Moreover, now the fast food restaurant KFC has introduced 'The Bitcoin Bucket', scheme allowing its customers to buy chicken using cryptocurrency.

After Burger King, Kodak, Telegram, KFC, India's fourth-largest telecom giant Reliance Jio, a wholly-owned subsidiary of Mukesh Ambani led Reliance group, is now set to launch its own cryptocurrency or cryptotoken dubbed as Jiocoin. According to a report, Reliance plans to hire 50 young professionals to work on block chain technology. The company's new venture will be headed by Mukesh Ambani's son Akash Ambani.

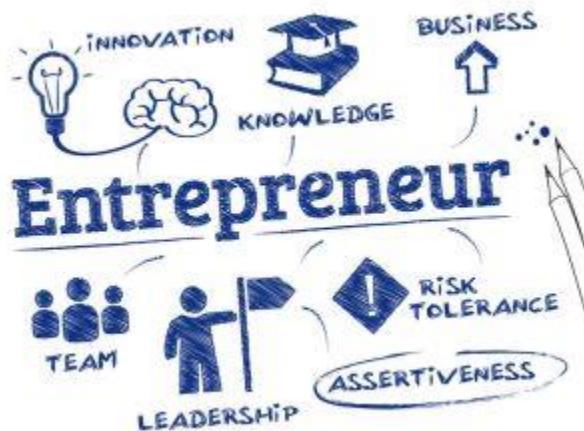
For Bitcoin, Jiocoin can be the threat as Reliance is always one of the most reliable companies. This can create a war between Jiocoin and Bitcoin and can affect market at high level.

However, the Finance Minister, Arun Jaitley informed that Cryptocurrency is not a legal tender in India. The RBI says that it has not given any license/authorization to any entity/company to operate with Bitcoin or any virtual currency.

**BY: PRIYA MITTAL**

**B.COM(HONS),3<sup>RD</sup> YEAR**

## BEING AN ENTREPRENEUR



Not all people are born with a golden spoon, entrepreneurs are the ones who build dollars with an insane level of positive energy and enthusiasm. They are capable of taking every possible risk which lead them on the path of success, irrespective of the ups and downs and embracing the near win. Here success isn't a one-way street with a clear path to move on, it's a continuous journey, full with uncertainties and opportunities with no end to it. Managing money is a big task for many, entrepreneurs are those skilled investors and innovators who know how to utilise that money to its best. Entrepreneurs play a key role in any economy by utilising their skills and taking necessary initiative to anticipate current and future needs and bring good new ideas to market. Nowadays there's a wind of start-up, it is nothing but an entrepreneurial venture which is typically a newly emerged, fast growing business that aims to meet a marketplace need. Unlike traditional professions, the road to entrepreneurship is mystifying to most. What works for one entrepreneur might not work for the next and vice versa, it's just what you need is an idea with a motive to resolve the problems of the people. Perspective matters a lot and for developing that kind of perspective, one needs to work on his mind-set which comes from sitting with people who are winners, visionaries and are successful in their lives. Every day is full of possibilities and learning and if it is a bad day, it's not bad actually but an opportunity to learn from the situations.

There's a famous quote by Henry Ford "When everything seems to be going against you, remember that the airplane takes off against the wind, not with it." .

Entrepreneurs are expected to break new ground, be innovative, start something new. In short, if you stand out in a crowd with a unique perspective that no one can think of, you are an entrepreneur.

**BY: NIDHI AGARWAL**

**B.COM(HONS),2<sup>ND</sup> YEAR**

## MEN VS WOMEN ENTREPRENEURS



My article just tries to tell about the significant differences between the approach and rationale for running ventures, used or followed by men & women entrepreneurs.

**WOMEN** start companies to balance their work and family

Lives, creating wealth, more & more profit is not their primary focus.

**MALE** entrepreneurs are more likely to start a business to make money.

Female-owned companies tend to offer family-Friendly benefits. Being a woman, having basic attributes of woman, she applies a female touch approach in her work style. These include perks, job sharing, work from home, parental Leave and telecommuting etc. They believe that more worker-friendly policies boost morale of workers,leads to less turnover,less absenteeism.

Male entrepreneurs seek investors much more often than women:may be this is due to a male affinity of technologically intensive businesses .

Female entrepreneurs say that some women want financing but can't readily get it because of discrimination by banks and ventures capitalists.Women have more difficulty in delegating tasks: women are used to doing everything themselves. they are not easily delegating their tasks,do their housework at the same time,try to maintain balance .

Men might hire a housekeeper without guilt,delegate their tasks more easily than women.

**CONCULSION:**If one is different than another it doesn't mean that One is Superior than another.

**BY: JYOTIKA SHARMA**

## USE OF E-COMMERCE IN OUR DAILY LIFE



E-commerce as we all know is very common term used by everyone nowadays. Our business life is incomplete without it. It has replaced traditional business norms with the paperless transactions. When we use internet means for trade purposes it is known as E-commerce. Earlier we all were dependent upon the traditional business practices but now in this era we are supposed to use technologies, innovation, new techniques for the same work, paperless transactions and many other things. We are living in the country India which is still developing and it needs new and innovative techniques to become developed from developing.

Even if we want to buy or sell little things in the markets we need many things to explore our market and we can now do this with the help of E-commerce just by the use of a single click. People used to think that E-commerce is very difficult to use but now even a semi-literate person can use this. E-commerce has given platform to every supplier or producer to sell their products in the markets and it has also given great choices to the buyers also from that they can choose the product they want to buy from their home itself. But it is not free from competition as everyone is moving towards E-commerce it is very difficult for the suppliers to gather customers support. For this they use various techniques like they design their websites in such a way that it looks more attractive than other supplier and the buyer visits their sites just by looking their websites.

There are many services offered by E-commerce like online education, online shopping, job research, customer support services and many other things. But it is not free from disadvantages. It's very famous disadvantage is that there is no any personal contact between

two parties of trade that's why there are still many people in the country which do not believe in electronic commerce. But according to me, using of such services is something which can help the country to become advanced in technologies. Digital India is a project started by Prime Minister of India which was also in support of such services. We should encourage these services and use it in a proper way only then a nation is called advanced and developed.

**BY: SHIVANI**

**B.COM(HONS),2<sup>ND</sup> YEAR**

## **RESUME THAT EXCLAIMS – HIRE ME !**

Elegantly presenting your talents is the foremost thing that tempts an employer to choose one above all. Certain points should be kept in mind while preparing a resume.

A Resume is a summary document highlighting an individual's education qualification, skills acquired, achievements and work experience. The first recorded resume was written in the form of a letter by Leonardo Da Vinci to a potential employer.

Resumes can be of different types:-

Functional Resume:-A resume which focuses more on skills.

Chronological Resume:-When resume focuses on chronological work experience of a person.

Combined Resume:-It is a blend of both functional resume and chronological resume.

Curriculum Vitae:- CV is prepared when job description demands more descriptive and long explanation on one's profile.

Resume building is a very tedious task since one has to warily express himself and his entire life in just one single document. Students often face difficulty while preparing a resume as they are the pioneers. They mingle their words, use informal language or even mess up the format.

A Good Resume should comply with the following points:-

**HEADINGS:-**

Heads under which the content is organized must be in relation to the job description which can pave a way for a good impression on the employer. *Objectives, educational qualification, work experience, skills, awards and achievements* are some heading titles which are generally used and are mostly found ingrained in templates which are easily available on internet.

To have an edge over conventional resumes, creativity should be used. One can use modern English words to make it impressive.

### BULLET POINTS:-

Bullet points can be used to make a resume more compact, brief and easily scan able. To start a bullet point action verbs can be used. For example – achieved, acquired, collected, completed, practiced etc.

Use of vague bullet points or superfluous material should be avoided so as to make resume informative. For example- Award received for cooking competition has no relevance for an accounts job.

No false facts and figures should be written as it can make you pay a heavy cost.

### FORMAT:-

Margins can be adjusted according to the text but should be between 0.5 and 1 inch. On the top personal details like name, address, contact number, email id and LinkedIn profile can be mentioned at the centre or left alignment. Font should be between 11pts-12pts using classic font face like Arial, New Roman etc. Every heading must be at left alignment with bold text having font size between 11pts-13pts. Headings can be made bold and underlined too. Bullet points should be used consistently in a line. No further sub-points should be added under bullet points.

A resume usually consists of one page but if it exceeds then it should be due to your vast profile rather than mere boasting.

**BY: GARGI VERMA  
B.COM (PROG), 3<sup>RD</sup> YEAR**

## THE MODICARE



“February 1, 2018, the government unveiled mega healthcare project, extending the healthcare

insurance to 100 million families and raising insurance ceiling to ₹5 lakh per family.....”

You think that's what am I talking about?

No, absolutely not! Let's get the hot potato in plate-The Nirav Modi Scam, you guys! The man responsible for countries valentines' day into the April fools day.

On February 14, 2018, came to light the biggest scam in the history of the banking system in India. Punjab National Bank – India's second largest state-run bank discovered fraudulent

and unauthorised transactions worth ₹11400 crores- one-third of banks entire capitalization at the time accusing Modi, his firms Solar Exports, Stellar Diamonds and Diamonds R US along with his uncle cum partner in crime Mehul Choksi, chairman of the Gitanjali group. Wondering how he managed to pull that off? Well, the answer is by issuing fake Letter of Understanding or LoU. With help of two employees from the bank, Nirav Modi and company issued fake LoUs and communicated to the overseas banks to grant credits to his firms using SWIFT instructions WITHOUT making a corresponding entry in PNB's Core Banking Systems.

So what really happened, in this case, was that PNB guaranteed the overseas banks to pay the loans Nirav and the firms are taking if they fail to do so, without actually knowing that it did\*face palm\*. It was reported that as many as 150 such fake LoUs were issued over a period of seven years. Basically, the whole banking system was mocked right under their noses.

Don't mistake me for the devil's advocate here but isn't this GENIUS?! And PNB, there's a saying fool me once shame on you, fool me twice shame on me!! So no excuses guys. By the way, doesn't this story remind you of something??

Yes not long ago, A businessman named Vijay Mallya fooled the Indian banking system and left the country just like Mr Modi leaving the economy under the burden of ₹9000 crores. Just heard through the grapevine that uncle Mallya has been giving private lessons to Modiji and that too free! Shhh....!

Who's fault?

Well, of course, Mr Modi but people it takes two to tango and trust me there were more.

- The employees of the bank who did the transactions without letting the bank know.
- The Bank itself and its top management. What were you people doing? Sleeping? I mean sure you are a victim but of your own negligence. Sorry no cuts, no buts, no coconuts!
- The foreign banks. I mean sure trust is one thing but the least you could have done was to check whether the money you were paying for was actually resulting in some kind of shipment or other. Reports suggest that the money was either moved or was used to pay the accrued interest.
- The Auditors. Well either you people are corrupt yourself or you suck at the only job you were paid to do.
- The RBI. Okay you issued guideline but again it is your duty to check whether these are implemented or not. According to RBI guidelines such kind of credits are issued for not more than 90 days but in this case it was extended beyond normal.
- The governments. Well no one's innocent here neither BJP nor the Congress government. Two whistle-blowers tried to divert government's attention on the ongoing scam but to no avail.

### The Aftermath

Before everyone came to their senses Elvis had left the building along with his family. He is now a fugitive. Total of three arrests have been made in the present case, the two employees of the bank and Hemant Bhat- the authorised signatory of the firms. The whole banking system is under scan. Meanwhile, the present value of scam has increased to ₹13000 crores thus increasing the pressure on the economy. Recovering this amount would be like catching the rainbow. Instead of involving their best resources on increasing its geographical footprint to 100% in the country, the NaMo government should focus on Finding NiMo before others get encouraged and join the bandwagon.

**BY: ANJALI MALIK**

**B.COM(HONS), 2<sup>ND</sup> YEAR**

## **STARTUP INDIA STANDUP INDIA**



India is a country of many great legends that were famous all over the world because of their works, sharp mind and high skills. However our country is still on the developing track because of lack of some solid support and ways to work in right direction. To bring things in the right direction, Prime Minister Narendra Modi initiated a plan on 16<sup>th</sup> of January 2016 named as start up India stand up India. This program was a gift of the year 2016 to the young people by the Indian government. It will help them to set up their new businesses or

innovative projects. In this way, almost all the youths of country will be encouraged and use their respective talents.

After this program India has witnessed a significant growth in its startup eco-system. These startups are making their presence felt both domestically and internationally.

“They had an idea in mind which could make an impact. They left their jobs, worked hard and created history”. We have numerous successfully running startups in India which are having their branches spread all over the world.

Startups like Flipkart, Paytm and OLA Cabs have achieved massive success a few years back.

On one hand Flipkart is India’s leading e-commerce marketplace offering over 30 million products cross 70+ categories of products and on the other hand Paytm is India’s largest mobile payment services platform.

The main aim of this scheme is to promote bank financing which was a major drawback in the field of startups before this plan came into light. The most important point about this campaign is that it involves youths of the country as they have fresh mind, innovative ideas, required strength, energy, skill and new thinking to lead business. Countries like India can give more successful startups to the world with the help of its talented and skillful youth force.

**BY: Urvashi Arora**

**B.COM(HONS),1<sup>ST</sup> YEAR**

## STARTUP AND EMPLOYMENT OPPORTUNITIES



What is start up? Everyone knows about it, right. Start up means an initiative taken using technology to improve something or to solve a common problem. It requires minimum funding but not a specific place to work on. Start-up provides self-employment which means that the person who do this does not have work for other. It provides satisfaction to the entrepreneur.

Start-up provides employment opportunities. With growing population and decreasing vacancies, start up act as a boom for employments. When entrepreneurs start their own business instead of running for jobs, they not only create job for themselves but for others as well. In today's time competition has increased and lakhs of students pass out every year without jobs.

Now a days even competitions are conducted to award the best start up. The winner receives cash prize which solves funding issues, along with money they also receive non- monetary benefits like learning more about their ideas, programming, coding etc., whatever is needed for their start-ups.

Start-up does not only means idea, it involves a long process to reach the desired goal. Sometimes start-ups fail because when entrepreneurs take initiative they face many hurdles. First that is very common is fund, second is not giving enough time, third giving up if result is not achieved in short span of time. As said above it is a long process and will take time, so entrepreneurs have to be patient. Patience will accrue fruitful result.

Some instances are Mark Zuckerberg started FACEBOOK in his college dorm room to connect others. Larry Page and Sergey Brin started search engine GOOGLE, but it was not successful in the beginning and they tried to sell it. Since they found no buyers so they decided to work on it and today it is successful. MICROSOFT by Bill Gates, APPLE by Steve Jobs etc., are other examples.

Binny Bansal and Sachin Bansal started FLIPKART from their home. ZIVAME by RICHA, VLCC by Vandana Luthra etc.

URBAN CLAP is a start-up that provides services asked by getting quotations from all service providers. Sulekha is one such start up.

The examples mentioned above are not only successful but generate employments as well. It takes some time to achieve the goal but once achieved it benefits everyone.

Most funded start-ups of 2017 are OLA, PAYTM, SWIGGY, DELHIVERY, FLIPKART etc.

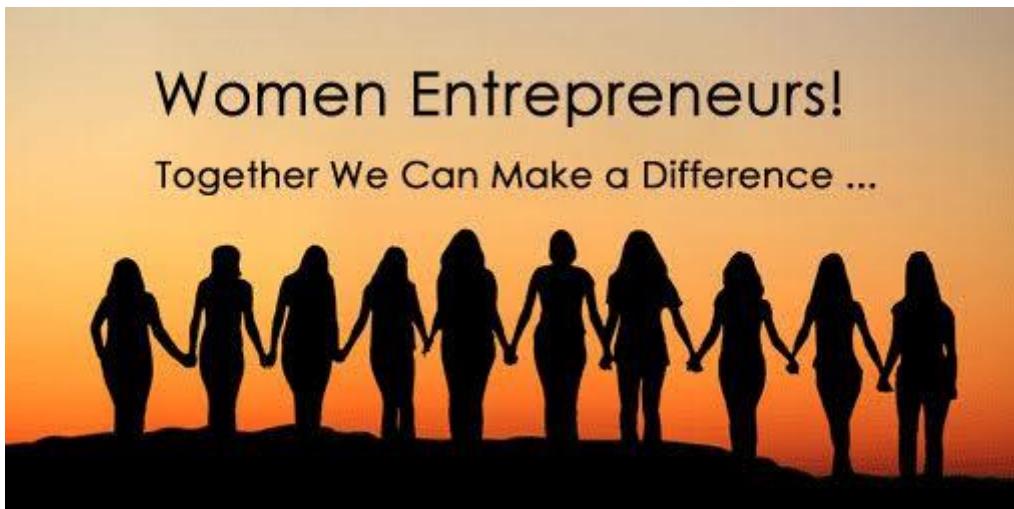
The end of the story is start-ups generate employment opportunities, helps in developing economy, solve common problems. Employment can be provided to illiterate section of the society through start-ups. Education should not only be provided within the walls but outside as well to give knowledge of vocational studies as well. Then only new ideas can be generated. Start-ups should be encouraged among youths.

More start-ups, more job opportunities, more development of the country.

**BY: UNNATI SAHU**

## IT'S THE WOMEN ERA

### RISE OF WOMEN AS BUSINESS ENTREPRENEURS IN THE PRESENT ERA



Singer James Brown rightly sang, "this is a man's world but it would be nothing, nothing without a woman or a girl".

Women are believed to be the most beautiful of God's creations. It is difficult to imagine a world without them. They are the epitome of hard work and sacrifice. They are not only the bread maker but also the bread earner of the family. They aptly fulfill the role of a mother, a daughter, a wife, a sister, a lover and undoubtedly the role of entrepreneurs, CEOs, chairpersons and directors too. In the age of globalization, our world has come a long way and so has the women. Gone are the days when they sat back at home doing all household chores and depended on their husbands for financial stability. Today is the era of women who are leading from the forefront. They are playing an active role in the society and indeed are turning out to be super role models in the corporate world. The field of business which was male dominated in the past has now been taken over by women entrepreneurs of all ages. Many women have started their own businesses with thousands of employees working under them.

Globalization and liberalization has integrated the world economy and our world is turning into a global village. This has encouraged many women to come forward as entrepreneurs and amazingly many of them have turned out to be successful businesswomen. The reason behind their success is their innovative spirit, leadership skills, fresh ideas for new products in the market and also the ability to keep their employees happy, satisfied and provide them a comfortable working environment. Women of all classes and economic backgrounds are coming in this field to create a name for them, be it illiterate women who have created their own self-help groups or the young entrepreneurs working in big companies like Reliance, Infosys, etc.

When talking about the most famous and successful entrepreneur of India, Indra Krishnamurthy Nooyi tops the list. Born and brought up in Chennai, she graduated from IIM and presently holds the position of chairwoman and Chief Executive Officer of PepsiCo, which is the second largest food and beverage business in the world. She is an inspiration to many and has motivated people to have big hopes and dreams for themselves. She believes that "just because you are CEO, don't think you have landed. You must continually increase your learning, the way you think, and the way you approach the organization. I've never forgotten that". For her immense contribution in the corporate leadership she was awarded the prestigious Padma Bhushan in the year 2007.

Another famous businesswoman, Simone Tata's name flashes one's mind when thinking about brilliant female leadership. She is a Swiss born Indian businesswoman belonging to the TATA family. Simone Tata joined the Lakme Board in 1962 when it was a minor subsidiary of Tata Oil Mills. She rose to become its chairperson in 1982 and served as Non-Executive Chairman of Trent Ltd. until October 30, 2006. Lakme, a popular brand storming the Indian market, is the product of her ordeal. Her contribution towards the cosmetic market in India is noteworthy. As she was born and brought up in Switzerland, Simone initially found it difficult to mix in the Indian corporate world but ultimately she overcame the cultural obstacles and turned out to be a shining star in the Indian corporate scene.

India, which is one of the most famous fashion centric country, has seen the growth of many fashion designers with their unbeatable talent. Due to her intricate knowledge of design and business, Ritu Beri went on to become the foremost Asian designer to lead the French fashion brand, Jean-Louis Scherrer. Recognized by the French for her excellence in garment construction, she received the prestigious French honor *Chevaliere des art et des Lettres* award. Her success story is still a dream for millions. Her talent and hard work is an inspiration to upcoming fashion designers.

The story of Shahnaz Husain is hallmark of the spirit of true entrepreneurship. Whenever we think of herbal products her name comes to our mind. She was awarded "World's Greatest Woman Entrepreneur" in 1996 by Success Magazine. She is the CEO of Shahnaz Herbals Inc., which manufactures herbal cosmetics. In 2006 she was awarded the prestigious Padma Shri by the Government of India for her contribution to the Indian cosmetology market. Her products are in great demand in the Indian market as well as in foreign countries.

Corporate world provides opportunities to people for turning their dreams into realities. Micro small and medium enterprises provide entrepreneurs a better platform to showcase their talent and skills. A business needs funding and requires every entrepreneur to undertake risks to fulfill their dream. However, the problem for young entrepreneurs and their start-ups is that most lending institutions are not willing to provide them with financial securities as they are amateurs in this field. For women, the problem becomes threefold as they not only have to battle the financial technicalities but also familial expectations and social stereotypes to enter the corporate scene. In a world which is habitual of looking at women as mothers and homemakers, women entrepreneurs have to put in extra work first to transcend the domestic boundaries and then to establish themselves in the competitive world of business

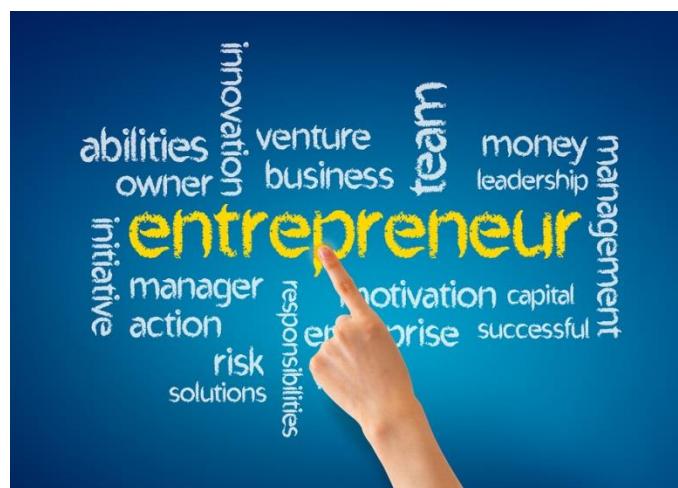
and trade. Therefore, the government should provide resources and initiatives to help bridge the gender gap in the corporate world and afford equal opportunities to both genders so that they can fulfill their dreams.

Looking at these stories of the female entrepreneurs one gets truly inspired and motivated. The feats of these women paved way for other women to get out of their domestic sphere and realize their full potential. They established that there is no such thing as a man's job and helped overcome all kinds of stereotypes related to gender in the society. Thereby proving that there is nothing that a woman can't do.

**BY: YASHI AGARWAL**

**B.COM (HONS), 1<sup>ST</sup> YEAR**

## QUALITIES OF A SUCCESSFUL ENTREPRENEUR



A successful entrepreneur is usually thought of as the one who possesses an innovative idea and effective execution strategy. He is not only an exceptional leader but also a responsible businessman. But there are several other qualities that count on to his success story.

Some of them are follows:-

1) Discipline

One of the most important qualities of a successful entrepreneur is discipline, both in personal life as well as business. He should be punctual and responsible towards his commitments to clients as well as employees. Also, the work environment of the venture should incorporate punctuality in every possible way.

2) Leadership

A successful entrepreneur is also a commendable leader. He not only focuses on his goals but also acts a mentor for his employees. He acts as a team player and constantly appreciates and motivates his co-workers.

3) Believes in action

An entrepreneur should be a doer, not just a dreamer. He should focus more on putting his words into action rather than dreaming about them.

4) Ready for criticisms

No man is born perfect. Every entrepreneur makes mistake in their early stages. But a successful entrepreneur is the one who learns from them. He accepts criticisms positively and works on improving them.

5) Curious

Curiosity is the seed of research. And without research and innovation, any business cannot prosper. Therefore, an entrepreneur must be curious and always ready to innovate so that he is a step ahead of his competitors.

6) Hard working

Needless to say, hard work is the key to success. An entrepreneur may have all the resources at his disposal, but without his hard work and devotion, he cannot succeed.

These are some of the important qualities that a successful entrepreneur possesses. But the most important of all is his motivation and constant determination to succeed and achieve his goals.

**BY: KUSHI GUPTA  
B.COM(HONS), 2<sup>ND</sup> YEAR**

## **IMPLEMENTATION IS A PROBLEM AND NOT SCHEMES**

**"IDEAS ARE EASY, IMPLEMENTATION IS HARD"**

World Bank and IMF, both are optimistic about Indian growth as their forecast is between 7.5 to 7.9 percent. Modi government has launched various schemes and policies such as Digital India, Make in India etc. This is not the first time where any government is trying to make India more prosperous, but they fail when it comes to implementation of the scheme and distribution of benefits to people equally. In a diverse country like India, government

machinery is not capable to full extent. Despite the presence of development schemes, India is far behind in creating a harmonious society.

Implementation is problem mainly due to two factors : Firstly , Inefficiency of government as government plans to provide assistance to poor but eventually fails in doing so . This is because of corruption , improper monitoring and lack of finance. Secondly, The government is not fully aware of ground reality and they do not have proper mechanism to reach beneficiaries. Making a policy and its implementation are two different things.

The recent example of this can be Demonetisation . This was a great scheme and Indians were ready and very supportive to government but government failed in providing new currency to people immediately after announcement and this lead to a lot of chaos and imbalance. Government should have taken appropriate measures for such a situation and currency should have been easily available and not just that , their focus shifted from Demonetisation to cash less economy which lead to more problem for the people .

There are few ways in which government can eradicate these problems : Firstly , Focusing on bigger schemes than smaller ones. 90% of the resources are soaked by small schemes which creates problem in bigger schemes . So , Government should try to remove smaller schemes in order to focus on bigger ones. Secondly, The schemes should be tailored as per local conditions. This way better coordination will take place.

In order to improve the transparency, quality and effectiveness of a policy or scheme, government should try to coordinate with NGO's and other sectors economy.

**BY: NAVYA AGGARWAL**

**B.COM(PROG), 3<sup>RD</sup> YEAR**

## 5 HINTS FOR MAXIMISED E-COMMERCE SUCCESS



Now a days e-commerce is very popular. Almost everyone likes it and want to make their transaction through it. It is limited to exchange of goods and services or commercial transactions only which help someone to earn money. The basic words to explain e-commerce are online networking, earning money, exchange of goods and services. Today almost every business has its online presence also to enable e-commerce. This results in high competition to attract customers. Thus, I suggest few but very important hints to maximise success of e-commerce.

### 1) First impression should be best as it always counts.

Most of Customers come to your shop through brower or google search. Thus one should make its brand well known online as well as offline. This can be done by best marketing so that google list your website and show it at top 10 websites to the customers. The entreprise should design easy and rememberable keywords to type on google search. You should update your website time to time to avoid hang or time consuming loading.

### 2) Customer's trust.

When you have successfully established your brand in online world, more and more people visit your site. But to retain them you should build up their trust towards product or services you are offerring. It can be done by providing quality product, contact information, terms and conditions well defined.

### 3) Provide customers with desired product.

It can be done by providing search box which is sufficiently large on upper part of website. Provide filters to your page so that customers can easily search what they want. Use icons which are universally accepted so that they does not confuse. In search box use java script for previously defined text so that it disappears when click and not to demand manual elimination. Provide references and suggestions to customers according to their search. Provide them customisation option for their product.

#### 4) Purchase decision.

Here we are going to accelerate their purchase decision. Here our motive is to convert visitors into customers. For this you should give different offers and discount etc. Provide same product with different quality and sizes so that everyone can purchase it according to their budget.

#### 5) Create perfect e-commerce product data stream.

Fill up all rooms for optimisation in the product to make it complete and fully desirable for customers.

Conclusion:- The e-commerce is a big place at big level which can provide a boom to your business over and above the offline business. But the only condition is that one should know how to use it.

**BY: SHELLY GARG**

## **STEVE JOBS : EXTRAODINARY CAREER**



"we started out to get a computer in the hands of everyday people, and we succeeded beyond our wildest dream" - steve jobs

Rise from the ashes, goes well for Steve Jobs. Before starting, he never thought that he will reach the heights and his vision of 'computer for everyone' initiated pc revolution but sadly he was ousted from the company he started, some say this happened because of his ego but the fact that should be enlighten here is without him shares and profit of company deflated. After suffering huge losses board of directors invited the founder back after 10 years.

At the age of 20 he started apple with steve Wozniak and had capital of \$1350. There first venture APPLE I did not work so good but it helped them by providing enough finance to innovate and improve their design. In 1971, they introduced APPLE II, it was a tremendous success. First year sales topped \$3 million. Two years later, sales ballooned to \$200 million. Then by 1980 they faced competition and sales declined. Jobs introduced

APPLE MACINTOSH in 1984 (having graphic user and mouse) , but it was way too expensive for consumers. For jobs, this turn of events spelled serious trouble. Due to which he had a say with board of directors and was thrown out of the company and in 1985 he sold all the shares of apple. Job launched next computer financed from stock sales, priced \$9,950 and was too costly. Later, he started working with Disney and created first ever computer-animated. "Toy Story" was a certified smash hit when it was released in nov 1995.

Fueled by this success, Jobs took Pixar public in 1996, and by the end of the first day of trading, his 80 percent share of the company was worth \$1 billion. After nearly 10 years of struggling, Jobs had finally hit it big. But the best was yet to come. Apple bought NeXT for \$400 million and re-appointed Jobs to Apple's board of directors as an advisor to Apple chairman and CEO Gilbert F. Amelio. It was an act of desperation on Apple's part. Because they had failed to develop a next-generation Macintosh operating system, the firm's share of the PC market had dropped to just 5.3 percent, and they hoped that Jobs could help turn the company around. Once again in charge of Apple, Jobs struck a deal with Microsoft to help ensure Apple's survival. Under the arrangement, Microsoft invested \$150 million for a non voting minority stake in Apple, and the companies agreed to "cooperate on several sales and technology fronts."

Against all odds, Steve Jobs pulled the company he founded and loved back from the brink. Apple once again was healthy and churning out the kind of breakthrough products that made the Apple name synonymous with innovation.

But Apple's innovations were just getting started. Over the next decade, the company rolled out a series of revolutionary products, including the iPod portable digital audio player in 2001, an online marketplace called the Apple iTunes Store in 2003, the iPhone Handset in 2007 and the iPad tablet computer in 2010. The design and functionality of these devices resonated with users worldwide.

"People with passion can change the world."

**BY: RITIKA RUHIL**

**B.COM(HONS),2<sup>ND</sup> YEAR**

## SELF BELIEF, POWER OF AN ENTREPRENEUR



Imagine The Scenario-A Great Nation on the verge of defeat to the hands of it's opponents carves out victory saga because of these words of general of their army- "It's is not how many times you knocked down that Count, but it's is how many times you get backup." The man George A Custer of U.S Army. He possessed the rare and elusive quality, A gift of Nature-Self Belief.

Self belief helps one to get up pummel the opponent and turns a mediocre into good and good into great. To do the impossible, you need to see the invisible and self belief pushes you forward. In your moments of crisis, you need to bring forth an amalgam of undaunted daring and intrepid fearlessness.

Whenever you stare down the barrel, you need to back yourself up to say yourself that you will be able to cover the distance no matter how tedious it's is because you need to expect things of yourself before you can do them.

And yes, if you believe that you are true and right, then persist on to what you are doing. The big question is that till when should you try to stick and wait? And, the double greatest Mohammad Ali answers from heaven, "Do till you die."

**BY: SHRUTI SAHU**

**B.COM(HONS), 2<sup>ND</sup> YEAR**

## ENTREPRENEURSHIP



"I am convinced that about half of what separates the successful entrepreneurs from non successful ones is pure perseverance" by Steve Jobs

With this quote of Steve Jobs which has lot of concernment in today's competitive world when I talk about Entrepreneurship. In my opinion economic growth depends on the rate of innovation in the economic field. As a consequence, we need quality of entrepreneurs in the society.

Entrepreneurship has evolved through centuries and it has been viewed differently according to conditions prevailing in the world economy.

An entrepreneur is a person who converts ideas into reality and situation into opportunity. He/she searches for change. In my point of view they are catalytic agent of change and skill for innovation who looks for high achievements and above all entrepreneurship is all about passion and commercial risks.

A real entrepreneur uses not only his/her five sense but six/seven. Six to nine do not really exists but she/he develops through exposure, experiences and failure.

The question arises!

Are these people entrepreneurs.?

Vegetable vendors and newspaper distributors!

To a extent they are also risk takers. They may not be creative and innovative but they take risks upto their own level.

Entrepreneurship involves excitement and adventures.

For example: When Steve Jobs left his position in Apple.Inc and started pix which later turned out to be a successful venture.

Entrepreneur is an agent of progress in the society. It is a life line of nation.

It provides innovation, new ideas and vision to the enterprise.

For example: Cherry shoe polish originally started with a wax tin, then they came up with an idea of liquid shoe polish and then a shoe shiner with Sponge and finally shoe shiner with brush.

Through the entrepreneurship profits can be increased in any enterprise by increasing the sales revenue or reducing costs. On the other hand it provides employment opportunities in entrepreneurial activities.

My aim of writing this article is to provide basic concepts of entrepreneurship, equipping the people with entrepreneurial skills, values, attitudes and competencies so that they can pursue a career that calls for creativity and innovation.

To accelerate the pace of development of our economy, we need more entrepreneurs who can generate wealth and job opportunities for the country.

"The best way to predict the future is to create it. " \_Peter Drucker

**BY: NILOFER SHAHEEN**

**B.A.(PROG), 2<sup>ND</sup> YEAR**

## **T.E.D.**



"What's happened to our pace of learning as the world has accelerated? The pace of change overtakes that of learning." – EDDIE OBENG (British Educator)

This article talks about T.E.D .i.e., Technology, Entertainment and Design. It is a media organization which post talks online for free distribution under the slogan ' ideas worth spreading'. Language is considered the best medium to communicate as it delivers one's ideas, thoughts, experiences, creativity etc. TED is a small contribution in developing, motivating and inspiring todays' youth to bring innovation whether it is related to technology, entertainment, design or any other area.

TED was founded in February 1984 as a conference which has been held annually since 1990. TED's early emphasis was technology and design but it has since broadened its focus to include talks on many scientific/ cultural/ academic topics. Earlier it used to be 800 people getting together once a year, now it's about a million people a day watching TED talks online. It is rightly said for entrepreneurs or every businessman, that starting low gives greater chances to set high goals and give more to the people they are serving for.

Most of the people get confused between TED and TEDx events. To clear that confusion, a TEDx event is a local gathering where live TED-like talks and videos previously recorded at TED conferences are shared with the community. The TEDx program is designed to help communities, organization and individuals to spark conversation and connection through local TED-like experience. These events are planned and coordinated independently under a free license granted by TED. The recent popular TEDx event in India was the one hosted by ShahRukh Khan streamed on Star Plus© channel.

The era is changing at a very fast pace as pointed out at the beginning of this article. But are we moving ahead in the right direction? Increasing rate of unemployment, poor education system, corruption, politics, rape/ sexual abuse and harassment, hunger, farmers' death, protests etc. - the list doesn't seem to end. The need of the hour is to bring TED like talks to be listened and understood iff( if and only if) we wish to change the world for good. I will not end this article on a positive note because hey, no one cares! Dear readers, you are the shapers of this world. Do not sit and complaint if you yourself do not stand, unite and do something for your own self first and then for the world. Until then, keep watching TED videos for more boosting sessions.

**BY: KANIKA BATTU**

**B.COM(PROG),3<sup>RD</sup> YEAR**

## INDIAN LABOUR LAWS



Indian Labour Laws refers to laws regulating labour in India. These laws were made to protect the rights and interests of labours because being a weaker section they can easily harassed by employers. But it can be seem that these laws are not only fail to protect labours but also having bad and harmful effects on business. There are 200 labour laws in India, among these laws many laws are too old and many laws are contradictious with each other. All this creating problems for entrepreneurs and small scale business. Labour laws like INDUSTRIAL DISPUTES ACT , 1947 makes impossible for owners of company with 100 or more labours to lay off workers , TRADE UNION ACT , 1926 allowed 10% of workforce or 100 workers to form trade union , and many OTHER LABOUR LAWS . Due to these laws no small scale business owner wants to conduct business activities on a larger scale for it will need more labours which means application of a lot of labour laws on them, because of all this employmenent is also affecting because no business means no jobs, it is also declining investment and affecting economic growth of India, because when there will no job then how will people earn money and invest, it is affecting standard of living too. Even after so many problems this situation can be improve and also can change. There is just need to improve and change these laws, need to bring some major steps by the side of government. There are so many labour laws which are too old these laws are there since a long time approximately 100 years, there is strong need to remove all these old laws because now the time has changed and so many changes took place in these years, people has changed, technologies too and need to do amendments in other laws because of all changes, it will help to improve the situation and it is necessary too because of various changes and changing business environment . Even after this government had not take any major step to improve the situation to avoid conflicts, government has made some efforts but they were not effective so

there is still wait for a major step by the side of government to change labour laws. It will also help in economic growth because now entrepreneurs can easily start business without any fear by the side of labour laws and small scale business can conduct at large one, these changes must take place as soon as possible.

BY: MEGHA GARG

B.COM(HONS),2ND YEAR

## COMMERCE EDUCATION



As we all know, education is very important in our life. In such a competitive world it is important for all to have good education. Education means a lot in everyone's life as it facilitates our learning, knowledge and skills. True education is not knowledge of facts, but of values. Commerce education plays a very important role in the changing business world. It is the most important key, which leads to success in all sectors of economy. The world is changing very fast. The pace of LPG (liberalisation, privatisation and globalisation) has influenced the various dimensions of commerce education. Most of the people think that commerce courses were not able to meet the different types of challenges posed by industry and business and didn't lead to develop skills and qualities of young generation to face the work situation. It is not so but commerce education, is exposed to the environment of the business world. If a simple mistake is committed or an entrepreneur in his business affairs take a slightly wrong decision, then it would lead to the doom of the enterprise, which has been developed so far. Commerce education helps the students for preparing them to self-employment and developing in them the entrepreneurial abilities and inculcates practice orientation among the students. It teaches them to face the market situation to adapt themselves to the present circumstances and helps them to meet the global competition. Commerce education can be understood

through its nature. It is a social behavioral science which studies the human behaviour with conduct of business activities. But now the students are pressurized only for bookish knowledge. Commerce education must be practical and theoretical both. It must not be forgotten that Real education is one which provides freedom of thought and judgement and liberation from dogmas. It trains not only in technical aspects of the business but also teaches moral and ethics. So the role played by the commerce education is very important and sufficient in the changing business world.

**BY:NIDHI KATHURIA**

**B.COM( HONS) 2ND YEAR**

## **AND YOU THOUGHT BITCOIN IS A CURRENCY!**



Money has taken many forms since the birth of trade and commerce. Over the last 10,000 years, the material form, that money has taken, has evolved considerably from cattle and cowry shells to today's electronic currency. As a result, such evolution in the field of Currency R&D and global boost of information technology in the beginning of 21<sup>st</sup> century has given birth to the crypto-currency called Bit coin on 1-1-09, discovered under Japanese pseudonym Satoshi Nakamoto.

Bit coin, in laymen terminology, is a virtual currency mined by technically equipped miners (also known as transaction intermediaries) by cracking and securing cryptic codes in the form

of bit coin currency units. Bit coins can be obtained by a person by way of self-mining, entering into regular market transactions against bit coin or from bit coin exchange, in a wallet that can be downloaded from internet. Once the bit coin wallet has bit coin units received under any of the modes, one is good to go with any those bit coins.

The bit coin transaction works like your online debit or credit card transactions, in which bit coin miners work just like a bank in order to confirm the transaction and ensure its authenticity. Bit coin software is designed to keep itself updated with transactions taking place throughout the world by making a ledger record called Block-chain.

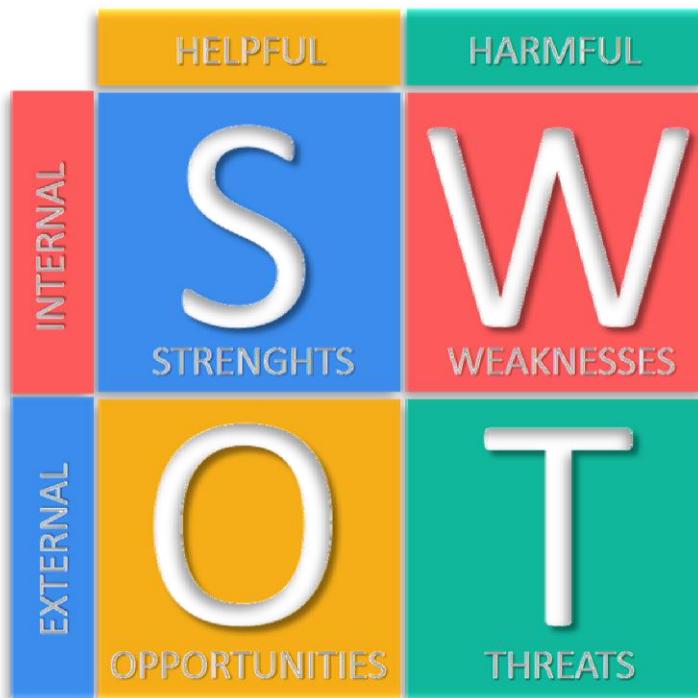
Use of bit coin as a currency is not widely practiced as people are getting more maniacal about its highly sensitive short term price fluctuations, leading to speculation over it. The bit coin software is designed to mine a maximum of 2,10,00,000 bit coins, which leads to its high demand among people. More than 1,46,50,000 bit coins are already mined. It is expected that at the current tradition of mining, all the bit coins will be mined by the year 2040.

One of the most important features of this crypto currency is being decentralized, i.e. it has no legalised measure of control imposed by the governments around the world making governments around the world wary of making it legal tender. Major drawbacks of this currency are that it is subject to the dangers of hacking, malwares, and use in criminal activities and money laundering. Although, the bit coin transactions use military grade encodings to secure itself from unwanted interference of hackers and malwares, it has no guaranteed protection. The rise of decentralized crypto-currencies, like bitcoin, has increased the threat towards domestic currencies and uneven and high price fluctuation has led to its increased speculative demand as a form of investment.

The feasibility of crypto currency thus remains uncertain and undecided.

- BY:GARGI VERMA

## SWOT ANALYSIS



A business is successful only when you analyse situations and choose to react upon them .so when a business starts there are few tools that are essential that is **SWOT ANALYSIS**. It stands for strength, weakness, opportunities and threats .It is the planning process that a company go through and try to overcome challenges and determine their position in the market.

The primary objective of swot analysis is to help organisations develop a full awareness of all the factors involved in a decision .After knowing the positive and negative elements from swot analysis the companies work more effectively by knowing what parts of plan need to be recognised .

The first two letters that is **S** AND **W** represents the internal factors which means the resources and experiences available to a company .For eg....physical resources like location , equipment etc.

External factors are those factors which are not under the control of business .these are new products and technology, political regulations..

The swot analysis is a simple, comprehensive strategy for identifying not only the weaknesses and threats to a plan but also the strength and opportunities of a plan to make it possible.

SWOT also prompt businesses to examine strategies and it plays a very important role in a business's boom or slump phase ...

BY: PRABAL KAUR

B.COM(HONS),1<sup>ST</sup> YEAR

## GOODS AND SERVICE TAX



Goods and service tax is an indirect tax levied on products and services. It came into effect from July 2017 and multiple indirect taxes (Service Tax, VAT, Purchase Tax etc.) levied by the Central and State Government were replaced by GST. It is levied on value added at each stage. For transactions taking place in the State there will be two types of GST- Central GST(CGST) and State GST(SGST) and for Inter-State transactions- only Centre would levy the tax. There are four tax slabs applicable to commodities- 5%, 12%, 18%, 28%.

GST has reduced the burden that was there for other taxes. Each and every manufacturer, trader, wholesaler and retailer has been allotted a GST No. i.e. GSTN. Introduction of GST has reduced the number of taxes and in turn people are benefitted as it has reduced the price of every single commodity. It was established with an idea to reduce red tapism and to pave the way for indirect tax regime. GST is likely to improve the overall investment and there will be uniformity in laws. GST is an indirect tax on the purchase of goods and services, so whether you earn or not you will have to pay the tax. GST could increase the inflation in coming years but otherwise it will reduce the overall GDP. GST can enhance the ease of doing business. GST would affect each and every person. For some it depends upon the Government and their intervention to control the prices. Whereas, on the other hand it has made the entire structure very complicated and would involve troubles in learning the entire system.

Concluding this, GST is a half-hearted attempt for indirect tax structure. Till the time consensus is reached, the Government should resist implementing it because it will be a failure. It is likely to succeed only when the country has a strong IT network.

BY: DHAIRYA TANEJA

## Securities and Exchange Board of India (SEBI)



SEBI is established in 1988 to promote securities market and to provide protection to investors so that they can invest freely without the risk of fraud. Nowadays frauds or fraudulent practices are very common in each and every section of society. Therefore, government has established this body to prevent market from such practices.

Such body ensures the secured transfer of securities and prevent interests of the parties included in the transactional events. This body has numerous functions which it plays to ensure the security. Its present chairman is Ajay Tyagi. It involves paperless transaction which makes it more quick and less time consuming process. It not only secure the transactions but it also compels different companies to list their shares in such exchanges. It has 20 departments in India each handling functions relating to securities.

In short, it controls and regulates stock markets with the main motive to prevent the traders from trading malpractices. It has its headquarters in Mumbai, Maharashtra from where it controls all the market.

By: SHIVANI  
BCOM (HONS)

## EFFECTIVE CITIZENS ARE THOSE.....



Effective citizens are those  
 Who lend a helping hand in the development process  
 And bring the nation  
 One step closer to progress

The duty of an effective citizen  
 Lies on each and every shoulder  
 To stand for the right  
 And oppose the wrong even bolder

Effective citizens are those  
 With sensible behavior and great civic sense  
 Who conserve culture and heritage  
 For they have historical significance

Effective citizens are those  
 With exceptional charismatic personality  
 They have the feeling of brotherhood instilled in them  
 Both at the time of joy and tragedy

Effective citizens are those  
 Who are responsible and civilized  
 They must be optimistic  
 To make the society a paradise

Effective citizens are those  
 Who add moral values to society  
 They are appreciated by all  
 And blessed from the heaven of Almighty

Effective citizens are those  
 Who are important to the country economically  
 They prove themselves to be a leader  
 And help in governance politically

Effective citizens must  
 Whole heartedly fulfill their responsibilities  
 And perform their duties  
 To the best of their abilities

Effective citizens are those  
 Who move forward but do not torture  
 And respect everything and being  
 That is a creation of Mother Nature

Effective citizens are those  
 Who don't just receive education  
 But are holistically developed  
 And help in building the nation

Effective citizens are the ones  
 Who are perfectly incomplete  
 But grow and flourish  
 To turn into one beautiful masterpiece

Effective citizens are those  
 Who carry everybody along  
 For they are the creations  
 Of that one God

Behind every successful man  
 There is a woman  
 And behind every successful nation  
 There are its citizens

So be the one to serve your nation  
 Until the last breath left in your body  
 You will lead by an example  
 And prove to be worthy for the praise by everybody.

**BY- PRACHI VATS**

**B.COM HONS., FIRST YEAR**

## FACEBOOK



A virtual world with real feelings,  
A pc on the table with a fan on the ceiling,  
facebook is like our second home....  
forgeting the places we used to roam...  
where unknown are more and known are less...  
day after day ,there's something to confess..

the whole world gathered at single place,  
we can talk to anyone without showing our face ,  
kids are also getting attached ...  
studies and family somehow detached.  
they don't know the story of tortoise and hare....  
but they'll know how to chat and where..

FB is something a wastage of time..  
 but still we enjoy it with water and lime...  
 updating status with emotions ,  
 talking about glamour and youth icons...  
 we somehow getting addicted...  
 this overuse should be restricted ...

facebook is for connecting people,  
 it shouldn't be given in the hands of the little...

**BY:SHIVANI RATHORE**  
**B.COM(HONS),2ND YEAR**

## ENVIRONMENT

Upon a superhot morning,  
 maybe a cause of global warming?  
 The flowers seem to be withered,  
 hardly any snow blizzard.  
 The sparrows concealed,  
 can the mother earth be healed?  
 The snow caps melting swiftly,  
 ain't the man's deeds silly?  
 It's the time to overcome the situation,  
 within a short duration.  
 It's the time to cure  
 and make it pure.  
 Our planet is precious, it can't be replaced.  
 We need to act now otherwise human race will be erased.

Hand of Save the Earth



**- BY:CHARU GAKHAR**  
**B.EL.ED, 1<sup>ST</sup> YEAR**

# INTERNATIONAL BUSINESS



International Business isn't a newer concept when we talk of its emergence in India. New Economy Policy of LPG 1991 had opened the gateways for companies to go global. Companies approached new markets for increased profitability, growth, diversification, opportunities for and challenge to domestic business & much more. Indian companies that are most global are Tata Steels, HCL Technology, Tata Motors, Tata Communications, Tibilant Life Sciences, Tata Consultancy Service, Infosys etc.

Side by side, Globalization has contributed to worsening inequality and rising social tensions. Though globalization has succeeded in lifting millions of people out of poverty, the combination of inflationary growth, falling living standards, and the transfer of wealth to the top from the bottom has resulted in the process benefiting the few at the expense of the many.

An accelerating trend among Indian Business is the fight over remaining resources of the world. Despite of different political, social, economic and geographical factors in other countries; India's International trade account for 54% of its GDP and it is the 9<sup>th</sup> largest commercial importer. Manufacturing, banking, IT, real estate, retail tourism are the potential sectors of India that can help to contribute more to India's growth globally. Overall, International Business will prove to be a stepping stone towards the new era of 'Developed India' regardless of the ongoing Economic crisis of 2008.

BY:NITU DALAL

B.COM(PROG)

## EDUCATION IN INDIA SHOULD BE....



Education in India should be

Yes, education in India should be equal and not gender biased

For every little kid wants to be the one

He has ever dreamt

Education in India should be for all and not only the privileged

It must be imparted to everyone who needs it

Not-so privileged are part of the country as well

Let's not make their lives like that in a hell

Education is a gift of God

That leads the divine path to his abode

For Him, he created humans on the same pair of scales

And so, we must look up and follow his this divine path without fail

Education should not be discriminated upon

If that is the case, let's get to mourn

Education in India should emphasize on holistic development

For the youth is losing its empathy and sentiments

The values are at constant decline

While humanity is shaking along the fault lines

December 16 is not a date to forget

That filled the nation with guilt, remorse and regret

Had education taught them

To be men

We surely would not have seen

Humans turned into demons

Education in India should offer

Knowledge and satisfaction

To the future human resource

And bring them a step closer in the right direction

Education should have a positive impact

On the mind of the young scholars

That teaches them to be

Leaders and not followers

Education in India should be

Focused on intellectual learning

And encourage being independent

To earn for a living

At last, Education in India should be  
 Innovative, out of the box and creative  
 That that brings about a significant change to the mindset of the people  
 To act rational and improves their perspective

Education is our right and receiving it with utmost sincerity our duty  
 Inculcate it in habits and introspect, to see its majestic beauty  
 Just don't sit at home with your hands tied up like a fool  
 Claim your right and pick up the bag with a smile and enjoy going to school

BY- **PRACHI VATS**

**B.COM(HONS.)**

**FIRST YEAR**

कविता - ' हवा '



कोई हवा-सी बहती है,

जो आज मुझसे कहती है  
 क्यों रूकते हो तुम , क्यों थकते हो तुम  
 क्यों रूठे हो तुम , क्यों टूटे हो तुम  
 क्यों सपने सँजोते नहीं , क्यों किसी से कुछ कहते नहीं  
 क्यों समय से डरकर रोक लेते हो कदम  
 क्यों रोशनी से डरकर अंधेरे मे छिप जाते हो तुम ,  
 क्यों पीछे मुड़कर देखते हो तुम  
 क्यों जिंदगी के आगे अपने घुटने टेकते हो तुम ,  
 क्यों मेरे जैसे बहते नहीं ,  
 कोई बात किसी से कहते नहीं ,  
 आओ कुछ पल जी ले,  
 दुखो के कुछ घुट पी ले,  
 कोई हवा-सी चल जाती है  
 जो आज मुझे ये सीखला जाती है ॥

नाम : कृति खननावालिया

कक्षा : बी-काँूम (तृतीय वर्ष)

नोन काँलेजट , एस.पी.एम

## **STAR PERFORMERS OF COMMERCE** **DEPARTMENT**



**Subject toppers receiving trophies from Principal and faculty on  
Farewell party on 26 april 2018.**



**Corporate rangoli event winners on 5<sup>th</sup> April 2018.**



**Intercollege participation in Tele Exhibit of Commerce fest 2018, 5<sup>th</sup> April.**



**Business quiz winners receiving cash prize and certificates from Principal ma'am Dr.Nita Kumar on 30 august 2017, fresher's party.**



**Students participated in business quiz at Commerce Fest 5<sup>th</sup> April 2018 from other colleges also.**

**COMMERCE ASSOCIATION 2017-18.**