



# STRIDES

2015-16

Annual Magazine of Business Economics



**THE BUSINESS ECONOMICS ASSOCIATION  
2015 - 2016**



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**FACULTY MEMBER**

**Ms. Jyotika Bahl**

## From the Principal's Desk



It gives me immense pleasure to announce that the Department of Business Economics has come forward with its first ever annual magazine – “STRIDES”. I am very happy to see the department venture into new horizons and with that providing a platform to the students to express their thoughts and views.

I am extremely proud to announce that the college is celebrating its Golden Jubilee Year and in pace with the 50 years celebrations the theme of the magazine revolves around different initiatives and achievements of the department along with students view on various subjects.

I congratulate all the members of the Business Economics Department and the Student Association in bringing out the first issue of STRIDES. Looking forward for the forthcoming issue.

**Dr. Shashi Tyagi**  
Principal  
Gargi College

## **FACULTY of the department**



**Dr. Manju Sahai**  
Head of the Department

Our Department is committed to provide a holistic learning environment to the students so as to enable them to meet the challenges and opportunities witnessed by them from corporate world. The course provides opportunities for exposure to the practical world through field trips, industrial trips and internships. The department conducts various talks, seminars, competitions, etc. to provide ample opportunities for students to become leading architects of tomorrow.

I extend my gratitude towards the editorial board of the first issue of STRIDES - Business Economics Magazine for initiating and bringing out the first issue on the occasion of Golden Jubilee Year of Gargi College. The departmental magazine is a forum for students to express and deliberate on contemporary issues before moving on the bigger media. The students have excelled in various academic and extra-curricular activities and brought laurels to the department. I wish them luck for this issue and for other issues to come.



**Ms. Jyotika Bahl**



**Ms. Chandrika Goel**

## **Faculty Profile**

### **Ms. Jyotika Bahl**

She is pursuing PhD. from University of Delhi, a Law graduate from Faculty of Law, University of Delhi, also an M.com from Delhi School of Economics, University of Delhi. She has presented papers on issues such as CSR, Governance, Cultural relativism, human resources, etc. She has an experience of teaching B.com, BBE, BBA and M.com students. Her specializations include Finance, Commercial Law, Human Resources and Marketing.

### **Ms. Chandrika Goel**

She possesses a Master's degree in Economics from Gokhale Institute of Politics and Economics, Pune specializing in Monetary and International Economics. She has taught Microeconomics, Macroeconomics, Statistics, etc.

### **The Business Economics Association**

The association aims to engage and encourage the students to research, discuss debate and voice their opinions on various issues relevant to present times. The association conducts talks, competitions, etc. to enhance the learning process and provide a platform to students to display their talents.

We work towards equipping our students with research tools and techniques so as to enable them to pursue a career as Analyst of markets.

## BUSINESS ECONOMICS DEPARTMENT



This magazine is first of its kind. Business Economics is a small department but there is an earnest attempt to capture the moments of the students. Through this magazine, we have made efforts to capture and present the ethos of this department.

The association has worked tirelessly sifting through the articles, information, reports, talks, photographs to bring out this iconic magazine. We are thankful to our mentors Dr. Manju Sahai, Ms. Jyotika Bahl and Ms. Chandrika Goel who guided the team and helped make this magazine a reality. We would like to thank all the team members preceding us for being a beacon of guidance. Last but not the least, we are thankful to all the contributors for their valuable ideas.

Hope you relish it.

**BUSINESS ECONOMICS ASSOCIATION**

# Comicono Crunch

The Business Economics Department organized Comicono Crunch, a competition that combined the facetiousness of a comic tale with the severity of an economic crisis on 14th October, 2015.

The central idea of the competition was to explain the complex economic crisis that had taken place around the world through a comic tale. Nine teams of four students each, competed to win the coveted prize. Their presentations primarily revolved around some of the major crises of the 21st century, which had serious economic implications on the world economy such as the U.S. Subprime Crisis, Grexit, 2015 Chinese Stock Market Crash, the Great Russian Recession of 2008-09 and the Great Depression of America in 2008. While some teams used children's cartoons like Doraemon, others made use of some popular television sitcoms like Friends and Bollywood and Hollywood celebrities to entertain and enlighten the audience about their chosen crisis. Normally, it is very difficult to understand complex crises, but a competition like Comicono Crunch made it very easy for the students to understand the cause, consequences and the solution for the various economic crisis.



The winning team comprised of Sanchi Seth, Noopur Nagpal, Muskan Joshi and Yukti Joshi, first year BBE students. They came up with an intriguing and action-packed comic tale featuring popular celebrities like Jackie Chan, Akshay Kumar and Anupam Kher to explain the Chinese Stock Market Crash that took place in the year 2015. The team at second place, comprising of Simona Shamim, Sabeel Nisar Sadicote, Shreya Sehgal and Shivani Tuli, again first year students, narrated a compelling story involving time travel, to study the Great Russian Recession. Third place was tied between two teams. One of them explained the US subprime crisis with a comic tale featuring Hollywood celebrity Tom Cruise and his now ex-wife Katie Holmes along with eminent golfer Tiger Woods. This team comprised of Megha Duseja, Arunima Gupta, Aastha Verma and Radhika Sachdeva, second year BBE students. Padmini Ramesh, Deepanjali Kumar, Devansha Aggarwal and Jayati Pargal were the members of the other team that tied for third place. They impressed the judges with their detailed knowledge of the Chinese Stock Market Crash. The event being the first of its kind was a huge success.

The day also saw an alumni interaction with Bhakti Anand, Jyoti Tandon and Shrishti Grover who guided the students about the future prospects and made them familiar with knows and hows of the corporate world. Ms. Bhakti Anand told the students about her blog, Alice in Theory land, where she uses the exact same concept to explain economic terminology. She shared a comic tale that she had developed, explaining Grexit.

## Fun and Learn!

Tell me and I forget. Teach me and I remember. Involve me and I learn. To make students realize the need for biodiversity conservation and to provide them with practical knowledge instead of textbook learning, students were taken on an educational trip to the Aravalli Biodiversity Park and Okhla Bird Sanctuary.

EVS trip to Okhla Bird sanctuary was organized for the batch of 2014 on 28th March'15. Okhla Bird sanctuary, known as a haven for over 300 bird species is located at Okhla barrage over Yamuna River in Noida. The students have Environmental Studies as a subject, this field trip helped them gain perspective on different kind of flora and fauna sustaining in a particular ecosystem and helped them understand the environment better. Students also made project reports pertaining to the visit.



The batch of 2015 was taken to the Aravalli Biodiversity Park on 3rd November, 2015. As part of the new CBCS curriculum the ways of biodiversity conversation were explained to the students by this educational trip.

Students showed a lot of excitement and enthusiasm at all times whether it be the walk for 2Kms to reach the park or getting to see those rare plants and animals. They were guided by experienced park officials. Students witnessed some of the 10,000 species of plants, 190 species of birds, 90 species of butterflies and 24 species of reptiles and over 1,00,000 species of insects. The information provided by the officials regarding the history of the park and the facts related to the usage and medicinal values of the plants present in the park engrossed the students.



The main attraction for students came in the form of a beautiful orchid garden and a mesmerizing butterfly sanctuary. The explanation regarding the life cycle of butterflies and the various facts which were told to the students, were academically very useful. The serene environment not only provided great view for photographs but also relaxed the students.

The trip ended with a video presented by the park officials further highlighting the importance of conserving the environment and constantly working towards the betterment of all the species. The trip not only enlightened the students about various species of living beings around them but also helped them in getting a closer encounter with nature, the meaning of which we all have forgotten. The students were asked to make projects for the visit which helped them in penning down their experience.

## The Nabia Foundation A Young Step Forward by Niharika Garg

The Nabia Foundation - A Young Step Forward is a startup NGO founded by Niharika Garg on 15 August 2015 with the aim to discover the unconventional ways to tackle various issues faced by the society. With a greater involvement of youth, they strive to make a difference in the society – a difference which every youth wants to see and every elder failed to visualize. Presently, the NGO is working for the visually impaired people. It started with 7 members and now comprises of over 350 well-determined youth.



'Help the Blind Campaign' was organized on 12<sup>th</sup> January, 2016. It aimed at providing opportunities to the youth to contribute to the wellbeing of visually impaired people. The campaign kicked off in the college with a successful launch. The NGO got over 450 membership forms, eye donation registration forms and volunteers to write papers for the blind people. Various activities were organized to spread awareness about visual impairment and lifestyle of those affected by it. Blindfolded games were organized such as 'Blind and seek', 'The Maze Runner' and 'Can you draw?' These games involved closing the eyes of the player and asking them to perform a particular task such as walking a distance or picking up a certain object. This made them aware about the problems of visually impaired. The event saw participation of over 1000 people.

# Creative Execution in Indian Advertising

## Dr. Kulveen Trehan

A talk on the topic 'Creative Execution in Indian Advertising' was organized by the Business Economics Department on 15th January, 2016. The distinguished speaker for the event was 'Dr. KulveenTehan', Program Coordinator and Associate Professor, Department of Mass Communication, Indraprastha University. She introduced advertising as the 'Profession of Ideas' which involves making of magical executions to position one brand as different from the others.



She enlightened the students about the various positioning and repositioning strategies, which have been used by significant brands for their momentous campaigns over the years such as Vodafone's use of lovable "Zoozoos" or Coke's memorable tag line, "Thanda Matlab Coca Cola", or Pepsodent's tagline "Dishum Dishum", which means fighting against germs caused by food. She discussed the evolution of the Indian Advertising Industry, how it was introduced and how it embraced a diverse range of unconventional approaches such as ambush and surrogate advertising along with the use of embedded content over the past two decades. She explained this by quoting an example of Jet Airways putting out an outdoor hoarding saying, "We've changed" to which Kingfisher was quick to respond with "We made them change", Go Air said, "We've not changed, we are still the smartest way to fly". Further, advertisements are now being made in a very different way, rather than advertising about their own product, companies take up issues that are relatable by their target audience and advertisements are made for those issues rather than the product, and the audience understands which product is being advertised. A very good example of this is the advertisements made by Kingfisher's liquor company.

An analysis of how modern advertising has both defied and reinforced gender stereotypes that are prevalent in the society was also undertaken by our esteemed speaker. On one hand there are campaigns like 'Dark is Beautiful' and Crafts ville, "Yaad reh Jaaye", which celebrate diversity of Indian women, while on the other hand there was IPL's "Entertainment ka baap" which typecast women as submissive and pregnable.

## Alumni Interaction

The department offers the students elective papers in Finance, Marketing, Economics, Quantitative Techniques, Project Management & Entrepreneurship in semester V and VI. Students are required to choose 2 elective streams each out of the options. To enlighten students on these papers and to assist them in making this crucial decision, Ms. Shefali Saini and Ms. Gauri Singh were invited on 20th January, 2016.



They listed attributes that one should possess in order to excel in a particular paper, a love for working with numbers is essential if one wants to take up Finance whereas a creative and perceptive mind goes a long way in the field of Marketing. They also touched upon the career prospects after each paper, however emphasizing that our choices will not limit us in any way. The students clarified all their doubts about the papers and even received some helpful advice that went beyond the course. The topic of summer internships, interviews and group discussions was also brought up and addressed during the session.

This session played a pivotal role in broadening the understanding of the students and was imperative for their future decision-making.

# ESB Workshop

An Entrepreneurship workshop was organized on 12th February, 2016 to provide a platform for young entrepreneurs to showcase their creative ideas through handmade products and learn different aspects of marketing their product.



**1st Prize-Vidhi Mongia & Parisha Gupta**



**2nd Prize- Niharika Agarwal and Binny Anand**

Some of the experiences of the participants have been mentioned:

## HASTHKALA by Shalvi Mahey



Hasthkala is my venture of selling hand made products mainly made out of natural objects. Having the hidden streak for creativity, Hasthkala helped me let it out. Having a start-up is not an easy task, Market analysis, quality product at lower cost and questions like-how to market the product, how to reach the target audience are some of main concerns that I came across. Also, you can never be sure of the turn up irrespective of any amount of planning done. But it surely taught me that money is not easy to earn and that it takes much efforts for a start-up to even start.

## CHACHE KI DUKAAN by Tanvi Mehta



From the very beginning my mother, who is a teacher, imbibed habits of art and craft work in me and she had the same story in her childhood. Every summer vacations there used to be two things running on the TV, Art Attack and MAD. And that's how my interest in art and craft kicked off. Having this knack of doing creative stuff, I recently found potential in customizing and selling personalized gifts. So I started a Facebook and Instagram handle and displayed all my work, and today I have a Facebook page with 200 likes, about 500 Instagram followers and a few successful orders including one outstation order. The credit for spreading my work goes to all my friends and family. I plan to continue working at my start-up in the future also.

## Parisha Gupta

Putting up my own stall was a great experience. The response was a little slow at first but then within half an hour people started coming in. Our stall was then flooded by people with orders. With this workshop, I have learnt a lot of things regarding marketing and sales of a product. Principal Ma'am also visited our stall and admired a painting which was later bought by a teacher as a gift for her in the ESB Workshop. The cherry on the cake was definitely winning the first prize which has motivated me to further start up something of my own with these products.

# Stratergies for Startup - Marketing and Finance

## Mr. Ajay Chaturvedi

Mr. Ajay Chaturvedi, founder of Harva, a rural BPO employing only women was invited on 11th March, 2016 to deliver a special talk on Financial and Marketing Strategies for Startups.

He not only shared the students strategies for turning ideas into successful ventures but also his journey of leaving high profile jobs to discover himself. He believes that to find a solution you must understand what the problem is, if you lack clarity of what the basic idea is you cannot go on to finding a solution. Further students were acquainted how business model works in India. He emphasized that either we work on faith, work by the production model or try to break the moulds by taking the entrepreneurial road.



Talking about his experience of setting up Harva, he believes that his basic purpose was to find new solution to an existing problem. He shared an incident, where a reporter asked him about the social problems he faced, he went on to emphasize that the communities in rural India are more than friendly and if we open ourselves they will accept us with open arms. The problems that are actually faced, relate to lack of proper infrastructure, power problem and connectivity issues. Such issues which are ignored by us in our urban life were brought out by the eminent speaker. Lastly he pointed out that every person starting up will face some kind of problem but these could be easily solved if they have their philosophy clear. He quoted "Start with a clear strategy and don't fall in the rat race of increasing the valuation of start-up. Profits are important but don't get greedy in terms of money. Also once you've started up don't be eager to step out."

## Farewell Dance

The Commerce and Business Economics Department farewell was held on 17th April 2016 to bid the seniors. BBE students participated enthusiastically both in dance performance as well as anchoring the event. Divyanshi Girotra and Shivangi Nalwa set the stage on fire as they conducted the event with confidence and entertained the audience.



The dance performance was supervised by Ms. Jyotika Bahl and choreographed by Deeksha Bhardwaj and Sneha Saini of first year. After rehearsing tirelessly in between classes for about a month Kanishka Basoiya, Kritika Yadav of first year and Akshita Tulsian and Sonali Kasturia of second year performed with zeal on popular Hollywood and Bollywood tracks. Their performance was received well by the audience who cheered them with a thundering applause.

## Budding Entrepreneur



**Speak Out by Gauri Singh**

Speak Out is a not for profit organization which was set up with an initiative to develop public speaking skills of underprivileged students studying in government or private schools and colleges. The business model works on the principle of a welfare state. We hold the sessions for studying in prosperous schools and colleges, for the ones who can afford to pay for the sessions held by Speak Out. The profit that we make out of these sessions (minus the portion needed for the maintenance of the firm) is diverted to the development and growth of the disadvantaged students.

So far we have gone through 20 schools and colleges across India, especially in Delhi, Gurgaon, Noida, Jaipur, Lucknow and Jaipur.

Our focus is primarily on all girls institutions. This is because such institutions are the source of inspiration for us. Anupama (Co-founder) and I have been active members of the debating circuit in Delhi. The lack of women members in the same got us thinking about the issue. We came to the conclusion that it lies deep within the mindsets of the people. Girls have never been taught to fight for themselves and hence they lack the fire to argue. Number of members in the organization remains small. We are run by two executive members (Anupama and me) and interns.

## Sports The Best Part of College Life

“Gold medals aren't really made of gold. They're made of sweat perseverance and determination.”

College sports day is an event to award excellence in sports and other games that held throughout the year. There are different competitions which are held for the students and teachers. The games played are not just the professional ones like athletics, cricket etc. but other unconventional games such as chase her (popular name for kho-kho), langdi, pithugram, Frisbee, long jump, shot put and many more. Sports as we all know is an important part of our lives as it teaches us important virtues of sportsmen spirit, perseverance team work and discipline that cannot be taught in any classroom.



The department participated in activities like - Chase her, pithugram, long jump, 100m race, vigoro, frisbee, etc and also won in the same events:

- |    |                |   |                                  |   |           |
|----|----------------|---|----------------------------------|---|-----------|
| 1. | Chetna Sagar   | - | Chase Her                        | - | 1st Prize |
|    |                | - | Pitthugram, Long jump, 100m Race | - | 2nd Prize |
| 2. | AkshitaTulsian | - | Chase Her                        | - | 1st Prize |
|    |                | - | Pitthugram, Frisbee              | - | 2nd Prize |
| 3. | Simran Gahlot  | - | Frisbee                          | - | 1st Prize |
|    |                | - | Pitthugram                       | - | 2nd Prize |
|    |                | - | Long jump, Vigoro                | - | 3rd Prize |



4.	Divyanshi Girotra	- Dodge ball, pithugram, vigoro	- 1st prize
5.	SimonaShamim	- Langdhi	- 3rd Prize
6.	NiharikaGarg	- Vigoro	- 3rd Prize
7.	Sabeel N. Sadicote	- Gallery	- 1st Prize
		- Vigoro	- 3rd Prize
8.	Anushka Malhotra	- Gallery	- 1st Prize
		- Vigoro	- 3rd Prize
9.	Tanya Khatreja	- Gallery	- 1st Prize
		- Vigoro	- 3rd Prize
		- Langdhi	- 3rd Prize
10.	ShivaliKhungar	- Gallery	- 1st Prize
11.	Shubhangi Khatri	- Gallery	- 1st Prize
12.	Surbhi Aggrawal	- Frisbee	- 1st Prize
		- Langdhi	- 3rd Prize
		- Vigoro	- 3rd Prize
13.	Sneha Saini	- Frisbee	- 1st Prize
		- Vigoro	- 3rd Prize

The students of the department also took part in the march past competition.

## Runbhoomi

The annual sports fest of CVS is an avenue for aspiring managers to showcase their talent in sports. The fest involves numerous sports events such as athletics, table tennis, chess, etc along with a dance competition on the last day.

Gargi has been winning the award for best Bachelors of Business Economics College for the last two academic years. This year a small contingent of 5 members had participated in Runbhoomi.



But that didn't stop us from striking gold. As Shalvi Mahey of second year won in the very first event - Athletics 100m race to show everyone that success is not defined by numbers but hard work and determination.

## Gargi won 4 out of the 5 events that we had participated in.

SHALVI MAHEY	-	ATHLETICS	-	100M	-	GOLD MEDAL
CHETNA SAGAR	-	ATHLETICS	-	200M	-	GOLD MEDAL
SANCHITA BHATIA	-	SHOT PUT	-		-	GOLD MEDAL
SHREYA SEHGAL	-	CHESS	-		-	SILVER MEDAL
AKSHITA TULSIAN	-	TABLE TENNIS (PARTICIPATED)	-		-	



## Innovation Project



University of Delhi invited proposal for innovation projects focusing on Urban, scientific and technological or social proposals. Gargi College of Delhi University Proposed a project on Swachh Bharat Abhiyan launched by Prime Minister Narendra Modi on 2nd October, 2014, the motive to make India clean by 2019 on 150th birth anniversary of Gandhi.

Four students of BBE 2nd year are currently involved in this project: Divyanshi Girotra, Deepti Yadav, Megha Duseja and Simran Gahlot with 8 other students of Hindi department and 3 mentors.

During the 6 months the students along with their mentors conducted surveys in different colleges of Delhi University to determine the actual hygiene conditions and the knowledge the students bear for this project. The underlying motive is to spread awareness among the youth about the need for cleanliness in our surroundings since the future of our country lies in our hands.

# Mother

The window was cracked. Running her fingers over the crack she felt cold. The cold glass provided her a soothing effect. Closing her eyes she thought about her kids again. They were away from her. Away from these dirty streets. Away from all the trouble. These thoughts perturbed her mind and she looked outside. After a few seconds, she spotted a young lad with a funny cap sitting on the park bench. "A peculiar boy" she thought. "Why is he just staring at those trees? Teenagers now days have no time for parks. Drinking and dancing have become their priority. At least the priority of my kids", she thought. Her thoughts wandered to the days long gone. How easy it was to please Radha and Ramesh. Just buying them a stuff toy or a board game with lots of dies would suffice. Rama could still spot the dirty bear toy near the rack. It belonged to Radha. It was her favorite. Of course until her fondness shifted from adorable cuddly toys to pointed shimmery heels. "What was that she was troubling me for?" Rama tried to concentrate. "Sure, the Gucci's new pink glittering heels collection."

"Ramesh is no less!" she told herself. His desire is to drive a car of his own. A vintage golden Mustang was his dream. Only if my job was mining gold, she sighed with exasperation.

His father aspired to have the same. How wondrous it is to see the similarity between the two. Ramesh never expressed his emotions, just like his father. One can never judge what is going on in his mind. He has a squared jaw, just like his father. The freckles on his cheeks are just like his father. The long fingers and pale nails are just like his father. But he will never leave me, like his father.

A fly came and sat on her nose. Her reverie was shattered. The prospect of such ideas made her hungry. With reluctant steps she walked towards her kitchen. A lonely tomato stared at her. Rama grabbed it with all her might and hurriedly chewed it. "So much for hunger!" she smiled. I hope Radha and Ramesh are fed well. The last time I saw them, they looked fine. Didn't they? This concern crossed her mind at least five times a day. "Of course they did. Round and pink!" she grinned with gratification.

From the kitchen she could see her room. It was fine. It was just fine.

Such holidays were rare for her. She didn't know what to do. The noisy coffee house helped keep her internal cacophony at bay. The only escape she saw was the splintered window.

She decided to sit there yet again. This time she was fast in reaching the window. The closer she got to the window, the better she felt. Wrapping her tattered shawl, she gazed at the mesmerizing sunset. Obscure rain drops fell from the edge of the twigs. And the day passed by once more.

**Gauri Singh**  
Alumni

## Finding Happiness in the Little Things

Those of us that spend our days in the pursuit of happiness know that it is never unremitting. There are always certain moments that define happiness for us. They come and go. What makes a difference is the ability to recognize these moments and savour them when they are happening.

For me one of those moments is when you are in the trial room of a store. It's the moment you put on a dress and look at your reflection in the mirror. Maybe it's the strategically positioned yellow lights there may be the colour of dress or the fact that it fits you so perfectly. It's hard to say, all you know for sure is that you can't stop looking at yourself in that mirror. The size is perfect so is the stitch and cut. For some reason your skin tone and hairstyle too compliment the dress and as you stand there all you see is perfection. All the insecurities you ever had about yourself just vanish even it is for that one fleeting moment.

Even though there is a cruel real world outside this small cubicle, with real problems that a dress won't be able to solve and maybe you know there is no way in hell you can afford it but all of that moment it is just you and you know that you look like a rock star. That is your moment and no one, not your ex-boyfriend, not your wicked boss, not that snoopy next door neighbour, NO ONE can take it away from you!

**Pallavi Kumar**

2<sup>nd</sup> Year

## Life is but an Illusion

One fine evening I took a walk down the street. I started at the T-point choosing one of the two alternatives that stood in front of me. Both seemed fairly similar but the events were yet to unfold. I set my foot on the street and started my journey, a long walk awaited me. It wasn't cold enough but still it was fairly calm. Walking my way observing the vehicles, though rare, run by, suddenly my nerves got strained by a chaotic noise, as it seemed to me then. I followed my sensory inceptions and they lead me to a gathering. A gathering full of merrily dancing couples, musicians playing the happiest tunes known, groups of youngsters who cracked jokes at one or two instance and laughed harder than justified, children playing in the park, teasing a dog around who seemed to be happy being teased by the little ones. It was full of light and sparkle, people were singing, dancing, drinking, eating and laughing. There was a calmness that could be seen on their faces, no regrets for the past and no worries of the future, they were just living the moment merrily, making each second of their togetherness count. Given that I had a long way to go, I pushed my thought process aside and resumed my journey. I felt happy don't know why, if it was the positivity that enveloped me or the hope that good times are meant to be. In the company of my conflicting reasonability I kept walking. It had become fairly dark by the time, street lights were on and kept blinking constantly, I heard a low voice coming from some distant source, I adjusted my vision and realized that the voice was coming from a graveyard, I stopped there for a while thinking whether to put my foot forward or not. I finally decided not to and as I was turning around I felt something held my hand, it sent a jitter down my spine, my foot started freezing then and there, I turned my head around. Regaining my composure I saw a beautiful little girl asking me to follow her and I did as instructed. It seemed to me that she had a part of my soul trapped in her, which seemed to be happy. I felt that I was losing my senses,

suddenly and smoothly it all went dark for a second then a bright light flashed and I felt water droplets on my forehead, I realized that it was growing hot. Clouds were clearing from the sky; I was standing in the middle of a street full of people running helter-skelter. A voice whispered in my ears, she said that she made me walk through death, that several died but I survived. I asked her why was I able to make it? She said, you were full of positivity, that your soul flew like a free bird in the sky, it isn't meant to be caged, it isn't meant to be trapped, it is meant to love, it is meant to live, it is meant to be happy and so here you are on your way back again, discover your happiness and live it because life is but an illusion it has to witness its end someday but what you have to do is be bold, be brave, walk through the ups and downs and make every moment count.

**Shivangi Jain**  
2<sup>nd</sup> Year

## **A Still Day in My Room**

I see a gold medal hanging on the wall by a nail, dead but shining. I have often wondered if it is a noose tying me with the burden of maintaining my academic excellence meant to be worn as a pendant of high achievement. Next to it, stands a canvas, breathing with life and liberation. With no hard boundaries, the colours mix with each other and form new ones, some of them of a hue not tagged with a name by humans. These are the times when my 'chain' of thoughts frees me and makes me enter into a new world, a world much more familiar than the one around me.

A book of Rumi's translated poems sleeps in silence on the table, sitting perpendicular to the wall. The tips of my fingers flip the pages, stopping their movement at the dog-eared page. The book wakes something up in me when I make it come out of its slumber and the links in the chain continue to form. The more I read it, the more I feel that words are just a medium to go beyond words, that language is a tool to discover silence.

**Pragya Gandhi**  
Alumni

# Sparking colors of knowledge



Batch of 2009-12



Batch of 2012-15



Batch of 2014-17



Batch of 2015-18



Education is the most powerful weapon  
which you can use to change the world.

# BBE UNION 2015-16



Things happen when you want them to, they materialize when you work for them to Formation of BBE Department's association has been a real time roller coaster ride for me. Planning and the working of a plan are two entirely different things, and being the President of my Association has taught me that none of the two are less important. Planning is but a crucial part of working. Going with the flow is good, but sometimes you need to redirect yourself to make sure that you don't hit a rock. Taking care of a new born baby is altogether a difficult task and our baby grew so well with a guardian like Jyotika Ma'am and a loving family of all the Association members. Trust me when I say this, multitasking is a very much practical phenomenon and my experience has taught it well to me. It is a privilege for me to be a part of this change and am thankful that it happened.

**SHIVANGI JAIN**

Being the Vice President of the Department Union, I have acquired soft skills and learnt to keep up with the deadlines. It helped me gain interpersonal skills which played a crucial role in my personality enhancement. Department Union not only taught me the value of time but also how ball may not be in your court every time, it's your dedication and will that'll help you turn the game in your favor. It was a great experience and will be cherished forever.

**YUKTI JOSHI**

Being a part of BBE departmental union is always a great thing that every student of BBE aspires. It has been a thriller adventure for me where nothing is predictable. Thanks to Jyotika Ma'am, by following the procedures in right way, we were able to cross every barrier. Being a part of Creative team, we were assigned the task of preparing invites for the workshops and seminars, maintaining notice boards etc. We always worked as a great team, we shared each others work if somebody is burdened with, we advice, take advice and that's how we maintained our bond during this journey. This team has actually taught me the true meaning of cooperation, co-ordination, leadership and friendship. The bond between me and my team members is not only limited to the departmental work, but even after that, we used to chit chat in Nescafe. It has been a great, thrilling and meaningful journey so far that I will cherish for my entire life.

**DEEKSHA BHARDWAJ**

Formation of BBE Association was a game changer. Being Creative team head of my Association taught me how to never miss an opportunity to learn something, how to handle criticism well and how to push through the fears with the simple act of starting trusting that as I worked and the ideas would flow. It feels great when dozen of ideas are knocking at my mind's door, waiting to be implemented. Furthermore, that guidance of our excellent Association advisor Ms. Jyotika Ma'am always provided us the right direction and under her guidance we were able to perform well. Things change and I am glad to be a part of this change.

**DEEPTI YADAV**

Working with the association taught me things that no classroom ever did. We understood the importance of team work, communication and leadership. We realized what it takes to build something from scratch and most importantly to learn from our mistakes.

The amount of exposure one gets from being a part of the Business Economics Association is something that I feel every student should experience, because it helps immensely in the long run.

Also, I would like to add that during the three years of Collage, one should focus on learning new skills and growing holistically.

And to do that, being a part of this association is the perfect opportunity.

**DIVYANSHI GIROTRA**

As an association member, I represent our department at different inter college events. Being a secretary of BBE department, it helped me to grow as a person, enhances my communication and time management skill.

**PALLAVI**

**Limitations live only in our minds. But if we use our imaginations, our possibilities become limitless**

**-JAMIE PAOLINETTI**

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