



Strides

From The Principal's Desk



It is indeed a matter of pride to pen down the preamble for the third edition of the annual magazine of the Department of Business Economics, STRIDES. I feel the presence of this department through all the trophies that they've won in various inter-college competitions, displayed in my room.

Our aim is to provide an education that explores and strengthens the potential which is innate in every individual, just awaiting a chance to be expressed. Publishing a magazine is one such endeavour in this direction. Empowered with a strong sense of well-being, we are confident that our students will emerge as responsible global leaders and citizens with strong moral, ethical, and social values.

I congratulate the editorial team and contributors for this initiative and eagerly await the forthcoming editions of STRIDES.

Dr. Promilla Kumar
Principal
Gargi College

Head Of The Department



It gives me immense pleasure to learn that Aaghaz: The Department of Business Economics of Gargi college is releasing the next issue of their annual magazine- STRIDES. This year, I had the opportunity to be witness to the great endeavors that the students of BBE partook in, showing extraordinary performance in societies and competition. Our students have shown equal enthusiasm in stepping off-campus and taking part and bagging multiple prizes in various inter-college competitions. The department magazine is a platform for students to express and deliberate on contemporary issues, and to express their creative side.

Finally, I would like to appreciate the entire team of STRIDES for working so diligently and coming out with this edition and wish them luck for this issue and the other issues to come.

Ms. Manju Khosla
Head of Department (Business Economics)
Gargi College

Strides Team



It's always a great joy to see our students growing leaps and bounds. And the magazine is a testimony to all the hard-work and efforts of our students of BBE- all events they organised, the competitions that they won and made us proud, and the expressions of their opinions- so boldly yet beautifully through words. I wish good luck to the entire team for this edition of Strides.

Ms. Jyotika Bahl
Faculty Advisor, Association and Strides



Hey! Working on this issue of Strides didn't come without a lot of other issues. Learning from business economics to give CREDIT where it's due- being able to come out with this edition couldn't have been possible without the SUPPLY of constant support from our teachers, and the hard-work of the entire team, that the edition DEMANDED. With the blessings of Adam Smith, we hereby present the third edition of STRIDES.

Ayushi Sharma
Editor, Strides

Aaghaz: The Department of Business Economics

B.A. (Honours) Business Economics is one of the interdisciplinary courses offered since its inception in 2007 and the current batch strength stands at 134. It provides an unparalleled opportunity to its students where they can grasp a tighter hold of their professional penchant. Its curriculum is crafted to equip the students with knowledge of diverse fields such as Economics, Mathematics, and Finance. The course aims to develop analytical skills in the students to help them understand the real-life functionality of the business world.

It has been established for more than a decade now and continues to empower its student to develop management expertise and cross-functional perspectives to drive performances across domains, industries, and borders. The course pushes its students to take up initiatives that mold their careers eventually. But it's not all work and no play. From dance, music, art, upstage to PMR, Marketing, and sports, our students not only participate but excel in a variety of extracurricular, bringing laurels for the department and colleges. The department regularly organizes workshops, seminars, industrial visits on a regular basis for the students to learn, and a range of competitions are conducted for the students to give them a platform to showcase their skills. The department takes part in multiple events, perfectly combining theoretical knowledge with practical applications.

The course has turned out to be promising in the long run with some of our alumni being well placed at the big multinational companies like KPMG, Deloitte, S&P, American Express etc and others are pursuing their masters from reputable universities from around the globe. The course has been designed to develop a student's view and outlook on leadership, entrepreneurship, and ethics. The knowledge gained through this course enhances their effectiveness in the current position and imbibes self-confidence which further helps in carving their paths all through their lives.

With this magazine, the BBE department takes you through its endeavors for the academic year 2018-19.

Business Economics- Words' Worth

Our endeavor has always been to develop the analytical skills of our students with respect to the changing times. We present to you, our budding wordsmiths.

'NO GST on Sanitary Pads' Didn't Help in Curbing the Prices of a Necessity Good for Women

Periods are not a choice for us. This makes sanitary pads a necessity for every woman rather than a luxury. According to a report, 12% of India's 355 million women use sanitary napkins. The other 88% is reported to be using wood shavings, cloth, dried leaves and ashes during their menstrual cycle. But what is the main reason for such low figures? Well, 70% of women in India say that they cannot afford sanitary napkins.

A year ago the entire country was in a rage against the government for charging 12% GST on sanitary pads. We all witnessed numerous protests against this move. Finally, the country sighed with relief when the Finance Minister, Mr. Piyush Goyal, announced that sanitary napkins will be fully exempted from GST from July 27, 2018, onwards. But this relief was indeed short-lived. The exemption of GST on sanitary pads was seen by all as a move to make the good cheaper and affordable. However, there seemed to be an anticlimax to the move.

The exemption of GST on pads increased the price of the good. The main reason behind the hike in price was Input Tax Credit (ITC). A manufacturer is required to pay tax on each stage of production as well as on the final product. This was the main reason behind the implementation of GST. By paying GST on the final product that is sold, the manufacturers are able to claim the tax credit. The government refunds the entire tax it had collected on inputs or raw materials, provided tax has been paid on the final product. Due to the exemption of GST the manufacturer will not be able to claim ITC, hence they are more likely to shift the tax burden to the consumers. This shift of burden has increased the price of sanitary pads thereby failing the main objective of tax exemption.

Does the problem just end at increased prices? The answer is No. Due to the exemption of GST on pads, the imported sanitary napkins have proved out to be cheaper than the domestic ones. This is expected to affect the domestic market sharply. There are many women in rural areas who produce sanitary napkins at a smaller scale for their daily income. The price of the product produced by these women was lower than the

imported ones, hence giving them a competitive advantage. But with the NO GST on sanitary pads moves, these small scale enterprises operated mainly by women are expected to witness a hard blow. So how would this necessity become more affordable? Some economists are of the view that rather than exempting sanitary pads from GST, the government should have lowered the burden to 5-6 %. This would have helped reduce the price of the commodity by curbing the problem of ITC.

In my honest view, the government should be more careful while formulating policies and should consider all parameters. Making sanitary pads available to all women is the need of the hour. It is important to make movies about such social issues and make the people aware but, what is more, important is the required action to make India free from such social evils.

Getanjali Bhatia (BBE, 1st Year)

Behavioral Economics – Explaining Economics in Everyday Life

Every single day, we are faced with situations that require us to take various kinds of decisions. A huge part of Economic theory hinges upon the idea of "Homo Economicus", or "Economic Man". This phrase implies that humans are rational beings who make decisions to maximise their utility or profit as consumers or producers, respectively. However an important question to be raised is when thinking about how we weigh out different possibilities presented to us, do we really think rationally? This notion has been challenged in the past in economic and psychological literature. A good example is the book "Nudge: Improving Decisions about Health, Wealth, and Happiness" written by University of Chicago economist Richard H. Thaler and Harvard Law School Professor Cass R. Sunstein. The book has an interesting stance on how the decisions we take are largely influenced by human behaviour, which cannot be generalized. Every individual's decisions are affected by different factors, social interactions, personalities, preferences, behavioural biases, habits, etc. Therefore, when it comes to human behaviour and decision making, I feel that the best space to explore is the merging of Psychology and Economics, a field known as Behavioural Economics.

A simple example to illuminate the aforementioned argument can be seen in a seemingly simple event - the tossing of a coin. If a coin is tossed three times, and "heads" occurs all three times, some people may be inclined to believe that the fourth toss would most likely result in the occurring of "tails". This is despite the fact that the probability of "heads" occurring the fourth time still remains exactly half. This concept

is known as Gambler's Fallacy, which is the mistaken belief that a certain random event is less likely or more likely to happen, given a previous event or a series of events. Other aspects of this deviation from "rational" behaviour can be seen when we are faced with certain alternatives that are framed differently. For example, if we were presented with two options - a product with a five per cent failure rate, or a product with ninety-five per cent effectiveness - which one would we choose? Interestingly, different people choose different alternatives, even though the two options are essentially identical. In fact, people actually put in a fair degree of thought when answering such a question.

We don't necessarily realize it, but every time we see an advertisement, these kinds of "framing effects" are used by advertising agencies to manipulate our thought processes. Similarly, as in the case with Gambler's Fallacy, we often overestimate or underestimate the probability of events occurring, just because they have occurred in the past. Even though conventional economic theory does not always explain economic behaviour when it comes to human beings, Behavioural Economics serves to cast some light on why the decisions we take every day differ to a great extent from person to person. It also elucidates that Economics finds a way to weave into multiple aspects of our lives, almost unobtrusively, every day.

Avika Bhattacharya (BBE, 2nd Year)

My College Experience

Every Friday at 8:40 am sharp,
Whether there's rain, wind or sun,
I make my way up the college steps,
Towards our very own room no. 41.
The black college dog sits at the main
arc,
"Late again, aren't you?" he seems to
say,
Wagging his tail, tongue hanging out,
"You know Jyotika ma'am will make
you pay".

(because that's what I've named our
dog)
And rush up the steps beside the arts
quad,
The usual college bustle clearing my
mind's fog.

And that's what amazes me, every day
No matter the hour, weather, or day,
Gargi is full of life, smiles, and stories,
And suddenly, all my woes are at bay.

I ignore Oreo's ruthless mocks,

Classes continue through the day,

Some paid attention to, some going over
my head,
Promises are made to study the hard
subjects,
And to not spend so much time in bed.

But every promise is forgotten,
When there's a break between classes,
And everybody, somehow
unanimously,
Moves to the canteen in masses.
Buying our favorite delicacies,
Amidst complaints of, "Seat nahi hai
yaar"
We move to the next best hang out spot,
The bleachers, shady, spacious, our star.

We watch the sports team girls toiling
hard,
While talking about college, teachers
and the like,
From the society girls who sing, dance
and draw,
To how in the Nescafe prices, there's
been a hike.

We move back to our classes,
For the day goes on, college waits for
none.
And isn't that what college teaches us
all?
Move on, get to the next class, whether
rain, wind or sun.

My college experience is one full of
learning,

Shivanshi Mahapatra (BBE, 2nd Year)

Yes, learning about Micro, CF and more,
But also about how there are highs and
lows,
But don't let anything get to your core.

I was in Samranjini in my first year,
And we sang our 'ragas' at every fest,
There were many wins and even more
losses,
But strength doesn't show at your best.

College taught me that strength is at my
worst,
And every low grade, every loss, makes
you strong.
College taught me independence (I live
in a PG)
And how to not use it for the wrong.

So, my college experience, you ask?
Starts with greeting Oreo at the main
arc,
And no matter how late I am, he only
wags his tail,
He mocks me but never does he bark.

And isn't that every person in college?
Everyone smiles, maybe some have
pride,
But all these experiences, all these
learnings,
We must take in our Stride(s).

Blending Technology and Climate with Economics:

The Nobel Prize in Economics 2018

The Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel, or simply the Nobel Prize in Economics is the most prestigious award given to honour the outstanding contributions in the field of economics. This Prize has been awarded for several contributions ranging from market prices and mechanisms to welfare; intertemporal choices to behavioural economics; game theory analysis to economic governance, etc.

However, this time, a strikingly unique combination of theories has been awarded the Prize! The Prize was divided equally between William D. Nordhaus "for integrating climate change into long-run macroeconomic analysis" and Paul M. Romer "for integrating technological innovations into the long-run macroeconomic analysis." This transition from the quantitative micro and macroeconomic analysis to taking a dig at the qualitative aspects by incorporating climate change and technological innovations are of great significance for the 21st century. Lord Robbins defined Economics in 1932 in his book 'An Essay on the Nature and Significance of Economic Science, as, "Economics is the science which studies human behaviour as a relationship between ends and scarce means which have alternative uses."

Nordhaus and Romer have broadened the scope of this definition by viewing the interaction of markets with climate change and technological change respectively. Let us have a look at what exactly their respective models convey. Nordhaus' findings deal with interactions between society and nature. Nordhaus decided to work on this topic in the 1970s, as scientists had become increasingly worried about the combustion of fossil fuel resulting in a warmer climate. In the mid-1990s, he became the first person to create an integrated assessment model, i.e. a quantitative model that describes the global interplay between the economy and the climate.

Nordhaus says that as we strive to bring about high growth, we tend to damage our environment, which, in turn, comes back to haunt us and retard future growth. Therefore, all growth policies have to keep this in mind from the point of view of a long-term perspective, as a damaged environment will affect our lives. Nordhaus hence spoke of 'DICE' as the way forward – the 'Dynamic Integrated model for Climate and Economy'. It is used to examine the consequences of climate policy interventions, for example, carbon taxes. Romer demonstrates how knowledge can function as a driver of long-term economic growth. Previous macroeconomic research had emphasised

technological innovation as the primary driver of economic growth but had not modelled how economic decisions and market conditions determine the creation of new technologies. Paul Romer solved this problem by demonstrating how economic forces govern the willingness of firms to produce new ideas and innovations.

Romer's solution, which was published in 1990, laid the foundation of what is now called endogenous growth theory. The theory is both conceptual and practical, as it explains how ideas are different to other goods and require specific conditions to thrive in a market. According to Romer, it is from research efforts by a firm that leads to the creation of new knowledge by other firms. In his model, new knowledge is the ultimate determinant of long-run growth which is determined by investment in research technology. Romer takes investment in research technology as an endogenous factor in terms of the acquisition of new knowledge by rational profit maximisation firms.

Romer's theory has generated vast amounts of new research into the regulations and policies that encourage new ideas and long-term prosperity. What can India Learn from their Pioneering Works? Climate change is probably the greatest externality that the Indian economy suffers from. I can feel breathing a contaminated air whenever I opt to go to college by means of an autorickshaw. When the coal plants generate energy to electrify villages, the smoke diffuses for miles. The best way to eliminate this externality is to internalize it. The question is how and is very well answered by Nordhaus in his work. A carbon tax is required to harness economic incentives to get climate policy right such that the benefits of polluting economic activity balance against the costs of climate damages. The only problem lies in optimization, i.e., creating a balance in these diverse costs and benefits for rich and poor people. According to Romer, technological innovation is non-exclusive i.e., the benefits can be enjoyed by other firms or countries too. He, therefore, talks about the need for R&D subsidy to be given by governments. One should leave it to the market to drive innovation in ideas, as it is intrinsic to the business models that focus on growth. When talking of inclusive growth and creation of jobs, the focus has to be on using innovation in a stylised manner so that the large labour force is gainfully employed. The retail boom witnessed in India is a good example of how new ideas have made a difference.

Thus, the pressing issues of India can be addressed by taking inspirations from the works of these Nobel laureates. A higher economic growth rate with long term ecological benefit achieved by investing in technological innovation is what India needs for sustainable development.

Shreya Gupta (BBE, 2nd Year)

Corporate Social Responsibility in India

Financial Times defines Corporate Social Responsibility as a movement aimed at encouraging companies to be more aware of the impact of their business on the rest of the society, including their own stakeholders and the environment. Corporate Social Responsibility is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits to all stakeholders. It is a self-regulating business model that helps a company maintain social accountability- to itself, its shareholders and the public. By practicing CSR, also called Corporate Citizenship, companies can be cautious of the kind of impact they are having on all aspects of the society, including economic, social and environmental. To engage in CSR means that in the normal course of business, a company is operating in ways that enhance society and the environment, instead of contributing negatively to it.

CSR has evolved since India achieved her independence. Before 1947, the concept of CSR manifested itself through charity that was carried out by businessmen and philanthropists with a strong religious sentiment; post-1947, the Gandhian philosophy of trusteeship was popular. It advocated the role of Public Sector Undertakings as important elements fulfilling the development agenda. Post-1991, began the entry of global players which enhanced the competition in the market. The global standards of CSR motivated the local players to respond to the needs and enhance brand value and meet consumer satisfaction. Post-2000, the global information sharing allowed the Indian government to incorporate the best practices that made India the first country to mandate CSR. The undertone has been focused on partnership and the triple bottom line of engagement and not just on the monetary alliance.

Then came 'The Companies Act, 2013'. The inclusion of CSR is an attempt by the government to engage the businesses with the national development agenda. The CSR activities in India are not to be undertaken in the normal course of business and must be with respect to any of the activities mentioned in schedule VII of the act. The Indian companies in the last two years have invested majorly in education and skill development, healthcare and sanitation, rural development projects and environment after being mandated to allocate a position of their profits towards community development. Though the role and nature of charity and philanthropy are equated to each other, there lies a fundamental difference between both the concepts.

Corporate Philanthropy and CSR are similar concepts that often overlap in practice. Both are positive concepts designed to deliver corporate resources to the community the corporation serves, and the giving may also be aimed towards specific causes. An

efficient CSR strategy requires the company to think very carefully about its business purpose. In this context, when the organization measures business impact, they also have to measure the social impact of the CSR initiatives they are going to undertake. By this approach, they can create a strategically differentiated offering for all stakeholders by adopting CSR initiatives that are in natural alignment and in line with their business expertise.

Hence, the real objective of CSR is to address the wellbeing of all stakeholders, which is built on a strong foundation and philanthropy. Here, philanthropic activities act as a significant component of CSR. An immensely successful initiative was 'Yatra', a joint effort between Big Bazaar and Yashaswini, a self-help group platform. The purpose was to encourage the efforts of underprivileged women traders through establishing a channel for them to sell their products in a profitable manner. The idea was to serve their customers, in an authentic manner, the rich, diverse, traditional cuisine and food items from each geographical region within the state of Maharashtra.

Mahuri Salpekar (BBE, 2nd Year)

A Page From The Diary Of A Metro Girl

Thanks to the Placement cell of the college, I was finally able to get an internship that I've been wanting for months- a research internship. When someone asks me what I want to be there's no particular answer to it, unlike my brother who knows exactly what he wants to be - a physics engineer.

As I was sitting in the room for the internship induction ceremony, I realized there are only girls in the room. Are guys not interested in research and academics? And if they are not, then how is it that the jobs deemed fit for women are dominated majorly by men. Look around yourself, teaching is a profession meant for women and yet managers, principals, Ph.D. scholars, alumni are mostly men. Why is it so? The mentor assigned to our group claimed that the boys are notorious, unlike girls who will work sincerely for this internship program and went on incessantly as to how happy he is to have all girls in his batch since the program started. If boys are so notorious why do the researchers in the world outside are men and in order to be heard, we women, have to either raise our voices and be accused of being a 'feminazi' or take help of our male colleague for our ideas to be heard. And here I thought we girls are sincere towards our work. But what happens to that same sincerity when we reach our womanhood? This

question is quite disturbing even in 2018 where we are moving towards Gen Z and evolving past Millennials.

In the following week, my dad asked me to visit his office and deliver some important papers of his to the office. As I was deboarding the metro, I realized all the eyes (even the aunty whose saree was showing all the belly she's got) were set on me, to say precisely checking me out. This is peculiar Indian habit, see a woman or a girl for that matter anywhere let alone the broad daylight stare her as if she is walking naked and then ask "did I even touch you".

Anyways, ignoring all those eyes, I entered my dad's office and took the lift to the 8th floor. While taking the lift one more realization hit me. Why are there only men in his office? Where are the ladies who probably went to B-schools (apparently IITs and all the engineering stuff is done by guys and girls like us take commerce)? Coming out of the lift, I headed into the office and handed over the precious papers to the colleague who was courteous enough to thank me for the trouble I've gone through. As I was looking through the office, all the small matchbox cubicles were taken by intelligent men who were busy enough to ignore me. And these papers I handed over were research that my dad did for his office.

Let's get back to the internship I am doing. The one where only girls were there and observe the contrast between the college life and the reality of life. Are we women only rubbing our asses to discover that one day all of this hard work will not really pay off because the world is still stuck in Jane Austen's era where men can inherit the fortune and we cannot even earn ours? Even if we do earn, why is it that Kabir taking up the role of 'ki' had to be glorified. Aren't we women taking up the role of 'ka' and yet expect not to be glorified but to be respected. Kabir explains that it does not matter if ki (feminine) takes up the role of ka (masculine), and ka takes up the role of ki. But then why was such a muss fuss was made for hi staying at home? Is the ego of men so gigantic that they need to be satisfied with whatever they do?

What we want is not the UAF and no say in politics or man coming up to rescue the damsel in distress. Because believe me the reason for distress is often these guys. And if you are lucky enough to not face the situations that I've been talking about, remember it's the privilege point of view you've experienced.

Nikita Garg (BBE, 1st Year)

The Economics of Our Childhood Stories

Economics, in the simplest of terms, is the branch of knowledge concerned with the production, consumption, and transfer of wealth. We use our economic knowledge every day in our day-to-day activities, sometimes without even realizing. A question comes to mind here, where do we gain this economic knowledge from? Well, the answer is- everywhere. Everything around us- from bargaining with the Autowalla to getting the best deals at the Sale time on our favorite brands- it's all economics! So much so that the stories that we hear in our childhood also involve some very basic but very important economic lessons!

In the story of The Three Little Pigs, the third pig- who makes his house out of brick, survives the wolf's attack. While the huffs and puffs, and blows away the first two pigs' houses made of sticks, and straws respectively. Here lies a lesson on the importance of long term investment. The third pig's house isn't destroyed because, though it took him much longer to build his house, it was much stronger and safer.

Similarly, the story of The Grasshopper and The Ants where the ants work hard and fast to collect food for the winters, and the story of The Rabbit and The Tortoise where the tortoise makes smaller but continuous efforts all show the benefits of long term planning and investment. We need to be prepared for a hard time that might strike us, we might need something(that we may or may not have planned) in the future for which, we must start making efforts and investments today.

In the story of Snow White And The Seven Dwarves, the dwarves let her stay in their house only when she does all the household chores for them. It's the simple logic of 'You scratch my back, I scratch yours.' Much like in the Barter System, where you give something in return for something you receive.

In the story of The Monkey And The Cats, the clever monkey takes undue advantage of the two cats and eats the entire piece of bread that he had "promised" to split evenly into two halves for the cats because neither of the cats show trust, and keep complaining that the other cat got a larger share. This is much like The Prisoners' Dilemma where both players incur a loss because of the lack of trust between them. Also, it shows us how we need to be cautious in making our investments and whom we trust in handling our assets.

In the story of Hansel and Gretel, again, the old witch makes prior investments- luring and feeding the children with candy and chocolate only to fulfill the ghastly motives of killing them and cooking them.

And the last example- in the story of Cinderella- the stepmother's decision forbidding Cinderella from going to the Grand Ball is although evil, but also a very smart and economic decision. The lesser the options available to choose from at the ball, the higher would be the chances of one of her daughters being picked.

So, these economic ideas have been ingrained into our heads since we were children, for the most part without us even realizing about them! Economics is in everything we do and it's perhaps the simplest to understand because it comes so naturally to us. So as you go on with your life, keep out an eye for these little things around you. After all, everything around us is not what it seems!

Ayushi Sharma (BBE, 3rd Year)





2018-2019



Orientation for Freshers

27th August 2018

A cloudy Monday morning in room no. 41, the BBE department teacher-coordinator, our very own Jyotika ma'am, gave the first-year students of the course (batch 2018-21) their department orientation, which they had all been looking forward to eagerly. Ma'am had prepared a presentation giving every necessary detail about the academic structure as well as the various events the department conducts annually.

The session was all-inclusive, in that first it explored the various subjects the course offered in all 3 years and then moved on to how happening the department was in terms of the various sessions and competitions it held. A detailed account of the course structure included the different Core, Elective and Disciplinary papers BBE offered every year, and what options the college gave for Elective as well as Special and Ability Enhancement Courses. Ma'am mentioned the various GE subjects available - like Commerce, English, Psychology and many more - and introduced the names of some faculty members along with the HOD - Dr. Manju Sahai.

The various events hosted every year by the BBE Association were also given special mention. Some of these included Toastmasters, talks by eminent speakers like Mr. Alex Pykett, Mr. Anupam Kulshreshtha etc., Comicono Crunch, the Research-O-Meter Series and the annual BBE department fest - Advitya, to name a few. The department also holds interactive alumni meets regularly - called Retrace - a great way for students to get to know about placements, the scope of the course and the current market situation from their seniors. Some of the III-year students present during the orientation also mentioned their experiences of being placed in companies like EY, KPMG etc. before even completing graduation.



Ma'am also talked about Strides - the department magazine - and the Yearbook. Strides gives an in-depth recounting of all the department happenings in the year, and the Yearbook - a special feature for the III-year students bidding farewell - acts as a souvenir, having pictures and write-ups by all graduating students

and their teachers. An account was also given of the various projects undertaken by students like Path Finder, Innovation projects, academic-related projects (under SEC) as well as different internships. Finally, the freshers were told about the various achievements of the department, like Best college Award in competitions like Runbhoomi (CVC) and Roisters (Aryabhata), laurels like being placed in renowned companies like NTPC, Naukri.com, Google etc. as well as top academic positions in South Campus under the percentage-result system.



The orientation ended with an interactive question-answer session between Jyotika ma'am, the seniors and the freshers, who seemed a lot more excited to be part of the BBE department now. All in all, the orientation successfully marked the beginning of a fresh year for BBE, Gargi College, wherein many more glories would be added to the department, no doubt.

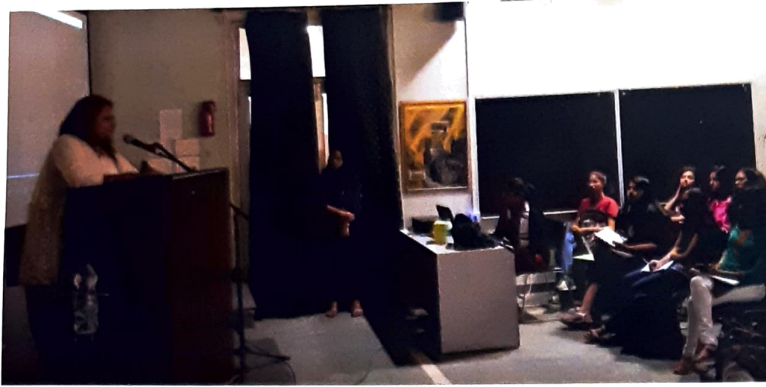
Are Brands Becoming More Responsible?

19th September 2018

The department organized a talk with Dr. Kulveen Trehan, a teacher and renowned figure in the mass communication field, on the topic "Are brands becoming more responsible" on 19th September. Students of the entire department attended the talk, which began with an introduction of the speaker and to the world of brands, advertising



and, mass media by the comperes, followed by a speech by the department head, Dr. Manju Khosla, who extended a heartfelt welcome to Dr. Trehan.



In her talk, Dr Trehan shared not only her own views on advertising and responsible brands today, but also gave the students an opportunity to develop their own ideas and opinions about the topic by sharing clips of several ads that she considered were out of the box – socially sensitive, having a

community outreach, breaking stereotypes etc. However, she also explained how this was a slow trend, and while it's high time that brands took up these responsible roles in their advertising, it's true that only a handful have actually fulfilled this.



Apart from advertising, ma'am also focused on other aspects through which brands can show responsibility. In this part of her speech, she talked about being courageous, building beautiful products, and more about the legal aspects that brands need to focus on like labour laws, child protection laws and the like.

Ma'am's talk was engaging and held the listener's attention throughout. Her presentation was all-inclusive as well, having equal parts theory and different visuals that gave the students an idea about how the definition of 'responsible' for brands kept adapting to changing audiences.



The session was followed by a question-answer round, wherein the students interacted with Dr. Trehan and asked her about the changing scenario of branding in the modern world, about how even bad publicity sometimes helps brands profit more and many more thought-provoking ideas that were appreciated and answered accurately by Dr. Trehan. All in all, the event was a success, one from which students could take away useful lessons about viewing brands, their advertising.



Industrial Visit To The Coca-Cola Happiness Factory

26th October 2018





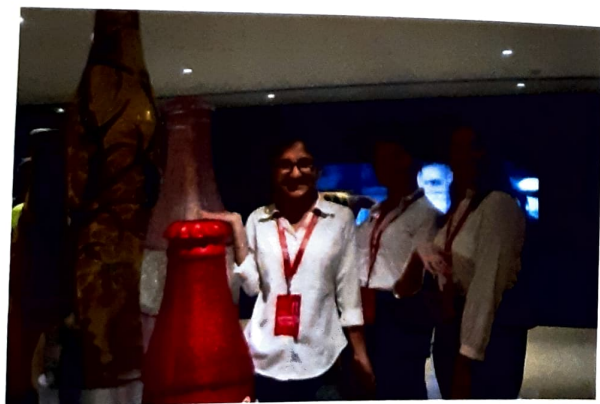
A bus filled with inquisitive third-year students of the BBE department along with the faculty members Mr. Varun Bhandari and Ms. Chandrika Goel, left for the industrial visit to the **MOON BEVERAGES- COCA-COLA HAPPINESS FACTORY** situated in Greater Noida. The visit was marked with a cordial welcome- wherein the students were served a happiness drink of their choice and a short briefing about the instructions and

rules before proceeding. Initiating with the trust of information, the students were given insights with regards to the history of the brand along with its background in India accompanied with the further detailing of the position of the brand in the present. Proceeding further, we were shown an audio visual, entailing all the facts about the brand from across the globe, in a red room crafted for the purpose.

The next point of observation was the wall of advertisements which showcased the advertisements that prevailed in the earlier centuries. Heading towards the focal region - **The Vault**, we learnt the intricacies of the production process of Coca-Cola cans and PET bottles of **Maaza**. The running conveyor belt, the humongous containers, the detecting machines the plant coordinators expounded every minute but fundamental details about the process. Beginning from a preform to a full fledged bottle to a stance where cartons filled with bottles are ready to be dispatched we experienced the first hand formulations of the production process. Moving ahead we were made familiar with the different bottle designs that have been a part of the brand's journey and how the present day bottle came into existence.



In the last segment we took an aimed stroll around the museum gathering information at every nook. Through the museum we were acquainted with the associations that the brand holds with the other organisations, CSR fulfilled through its endeavours and recreational activities maintained. They talked about the association of **Santa** as part of the advertisements and the entry of **Polar Bear** into the Coca-Cola family. Concluding this segment we were given a chance to clear



our queries or any myth upheld against the brand. In the closing section we were given enough time to have in depth inquiry and also to click pictures and have some decorum maintained frolic time. Signing off the trip we returned our badges provided to us before the commencement of the visit. It was an holistic experience of fun and knowledge!

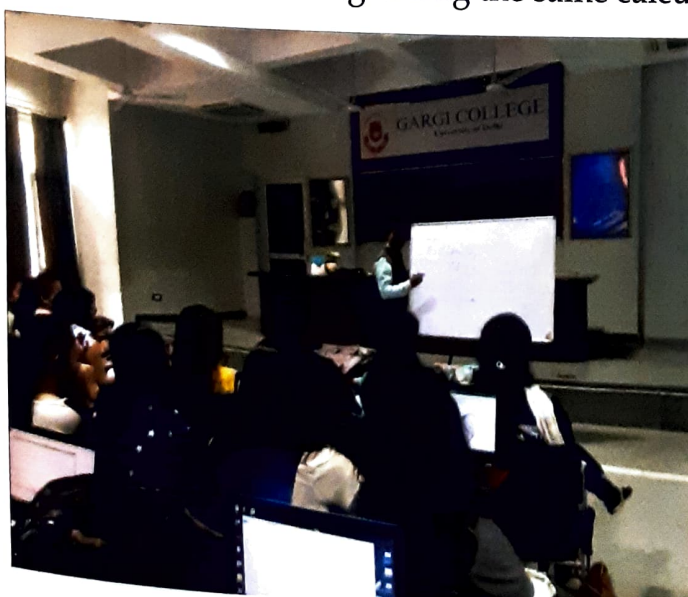


Workshop On MS-Excel

5th November 2018

The BBE department had its workshop on the Excel. Headed by Ms. Manju Khosla, HoD BBE along with the faculty members Ms. Jyotika Behl and Mr. Varun Bhandari, the workshop began with the lead speaker Mr. Harendra Tiwari taking the charge. He initiated with the elaboration of his experience of working with the excel format and been able to have authored motley of books on the same. Taking it forward he talked about the mere basics of excel to muster the attention of the audience and then took the discussion on a higher notch.

As proposed he turned the direction of deliberations towards the fundamental and chosen topic Loan Repayment Formulations using Excel. He initiated with the build-up of the terminologies associated with the process of loan repayment schedule and borrowing the concepts from the fields of mathematics and accountancy provided a profound understanding. Using the same calculations and computations he introduced



a new and a simplified method of calculating the installments given for different time periods and variable interest rates, effortlessly. He provided us with further interesting ways of molding the data using variable formulas getting the desired results with the least efforts. Though it seemed tough grabbing all at once he made it easier for the students by clearing their queries at each step. He

also covered two added minute topics namely Forecasts and Trend. Concluding the workshop the students were given a run through of the concepts discussed added to that a guidance on how we can all brush up our excel skills. He broadcasted the message in the end that practice and exploration are the two key ways in getting your hands well on excel like a pro!

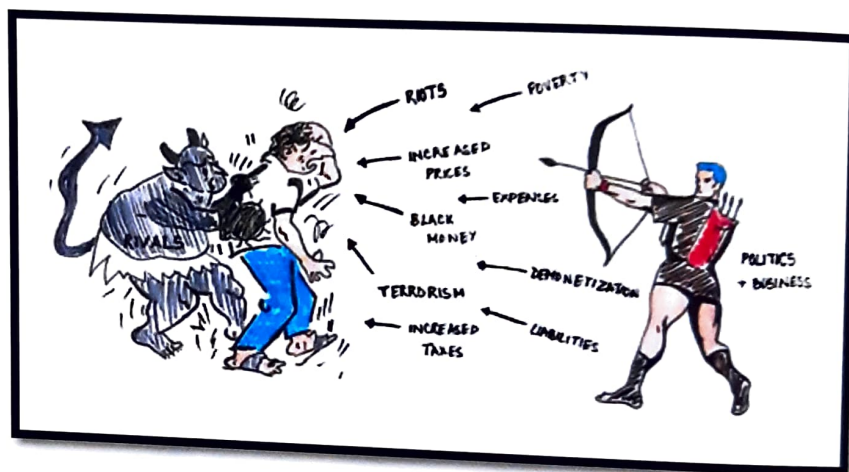
The workshop was a big success with an audience that felt enthralled with the information it received and the interaction helped them with their doubts.

Caricature Making Competition

BBE Department with International Business Council Global Youth organized a Caricature making competition.



First Position- Astha Goyal
(Gateway College of Architecture and Design)



Second Position- Bhavya
(Kasturba Medical College, Manipal)

Third Position-Nishit Mishra
(Sanskriti School)

Roisters

Roister is an annual Inter-college team building event organized by the Department of Business Economics, Aryabhata College, University of Delhi. It is a platform for students of DU to meet, learn and share experiences through the means of sports and various other team building events. Teams of 10 colleges enthusiastically took part in the event that commenced on January 24 and continued on till January 28, 2019. The event started on the 24th



with the opening ceremony which included the march past by different teams and various cultural performances. Athletics events like Short put relay, 70m relay, 70m individual, 70m short put individual along with futsal and team building events displayed the zeal and competitiveness of the players.

On 25th January, players showed their excellent team skills in events which included cricket,

kho-kho, volleyball, futsal and leg cricket along with indoor sports like carom and chess. The next day was marked with the semi-finals of different events along with table tennis and other team building events. On 27th January, teams competed with each other in finals of various events along with Tug of war with full determination and sportsmanship.

The event was a smashing success and ended with the much-awaited prize distribution ceremony in the evening boosting the players' morale and spirit.

Shivaji College, DU bagged the overall Boys Championship trophy while Gargi College, with a total of 53 gold medals and 1 silver medal, received the Overall Girls Championship, and in total 8 events trophies which



helped the team to continue their legacy of winning glorious Overall Winners Trophy in the event.



Our Winners-

Kho-Kho (Gold) <ul style="list-style-type: none"> • Mahima • Sucheta Rout • Amrit kaur • Chitwan Bagga • Kriti Marwah • Navruidh Kaur • Stuti Juneja • Niral Jain • Sheetal Boora • Parul Chauhan • Arundita Yadav 	Tug-of-War (Gold) <ul style="list-style-type: none"> • Sudeepti • Jessica Sachdeva • Yukti • Niral Jain • Mishuta Jain • Srishti Mohika • Arushi Dawar • Vidhu Bhalla 	Leg-Cricket (Gold) <ul style="list-style-type: none"> • Mahima • Riya Bharti • Mishuta Jain • Kriti Marwah • Anaiika Jain • Stuti Sheetal Boora • Arundita Yadav • Niral Jain 	Table Tennis (Gold) <ul style="list-style-type: none"> • Ishita Kirti • Arya Ranjan • Jessica Sachdeva
Carrom (Gold) <ul style="list-style-type: none"> • Riya Bharti • Sheetal Boora • Chhavi Jain 	Volleyball (Gold) <ul style="list-style-type: none"> • Mohika • Ritika • Sakshi Niharika • Chhavi Pragati • Aditi Muskan 	Shotput Relay (Gold) <ul style="list-style-type: none"> • Arushi Dawar • Mishuta Jain • Chhavi Jain • Niral Jain • Sheetal Boora 	70m Relay (Gold) <ul style="list-style-type: none"> • Mishuta • Sheetal • Sucheta • Chitwan
70m Dash (Silver) <ul style="list-style-type: none"> • Sucheta Rout 	Broadjump (Gold) <ul style="list-style-type: none"> • Mishuta Jain 		

Advitya

20th February 2019

The Department of Business Economics, Gargi College, organised its annual cultural fest-'ADVITYA' on 20th February 2019. Though the day had started with a light drizzle, nothing could dampen the students' excitement for the event. The day started off with the lighting of the lamp ceremony, followed by Principal Ma'am's addressal of the gathering. First was an interactive session on 'Trends In Law and Technology' by Mr. Rodney Ryder. He started the session by acknowledging the different cyber problems faced presently compared to the past wherein initially people considered internet as a wonderful utopian tool. The session mainly revolved around the topic 'Rise and Fall of Cyberspace' discussing how countries deal and regulate cyber crime differently. He mentioned the physical, digital, and content related issues encountered in cyberspace with the help of handful real life case studies. He also added the importance of data privacy within a country. The session ended with the question-answer round with students cleared their queries related to frauds by various social media companies like whatsapp etc.



This was followed by the informal events- 'Mind Martians' and 'Brandersnatch'. While Mind Martians had quizzing among other events, Brandersnatch consisted of three rounds- a quiz on brands, logos, and taglines, followed by a treasure hunt, and the top teams qualified for the final round wherein they were supposed to make short ad-films for an assortment of various products.

The department also organised its flagship competition COMICONO CRUNCH 4.0. The competition involved depiction of complex issues through comic strips to make it easy and fun to understand. The topic for this year's edition was "Your Political Party Manifesto". Each team had to explain their own political party manifesto using a comic strip along with a good script. The participants were judged on the basis of the content, organization, delivery, visuals, and overall impact. The teams came up with many interesting names for their parties like Perry Vikas Dal, and Mickey Mouse Club. Their manifestos covered main issues like terrorism, poverty, women's safety and corruption in a very innovative manner. The usage of cartoon characters and comic strips made the manifestos very easy and interesting to understand. The event was very informative and fun.

There were also two online events- 'Tete-A-Tete'- a dialogue writing competition, and 'Make The Cut'- a video making competition. Towards the evening, the results for all online and offline competitions were announced and the winners were felicitated and received exciting cash prizes and goodies. With the hardwork of the organising committee and the teachers-in-charge, the event was a grand success.



Alumni Meet

23rd February 2019

On 23rd February 2019, Shruti Jha and Simran – former Business Economics students – visited the present second-year students of the course to advise them on their DSE – Discipline Specific Elective – subjects for their third year. Both Shruti and Simran had excelled during their undergrad years in the course and are now placed in KPMG and pursuing her MBA respectively.

In their third year in the course, students of BBE get choices for their DSE papers, of which they are supposed to choose two each for the fifth and the sixth semester. On facing a dilemma as to which subjects to

choose, the alumni came to both recount their own experiences in different subjects as well as to guide the second years to make informed choices. Shruti first gave a brief about each of the subjects offered – economic growth and development, industrial economics, investment risk and management, research

methods and the like – whether these subjects involve more of theory or practical application, how relevant they are in today's world and to different post-graduate studies etc. She also narrated her own experiences with subjects like environmental economics, Indian finance, marketing and the like.

Shruti and Simran also addressed the students'

doubts regarding the subjects and mentioned how some of them would get covered in their MBA and other PG courses as well. Simran explained how advertising and marketing is not just an interesting subject but also "an essential life skill". She elucidated that her subjects in college helped her a lot in her MBA and once or twice she herself "gave a lecture on marketing". She reiterated that these subjects that the college was offering would help out a lot later in PG courses.

All in all, it was an eye-opening session for the second-year students, who until then had only a vague idea about what subjects they wanted to choose as their DSE in the fifth and sixth semesters. However, after the enlightening session with their own alumni, they had a much clearer and concrete vision about their choices.



Runbhoomi

28th -31st March 2019



Runbhoomi is the annual sports fest featuring the BBE, BMS and BFIA students hosted by College of Vocational Studies, DU. Students from different colleges and courses enthusiastically participated in the four days event held from March 28 to March 31, 2019. On the 28th March, the competition started with team games of boys and girls which included Football, Volleyball, Futsal, Basketball and Cricket with the opening ceremony and team building events in between. The next two days players showed a rare combination of courage, concentration tested by mental and physical skills with athletics, chess, table tennis, Leg cricket and other team games. The event concluded with the finals of various sports events and the mesmerizing dance performances ending with the most awaited prize distribution ceremony. Gargi got overall of 60 medals and overall trophies for dance, Volleyball, Basketball, Leg cricket helping the college maintain their legacy of grabbing the 'Overall Best College' Trophy for the third consecutive year in a row.



Placements: Batch 2018-2019

Name	Company (Profile)
Aayushi Mullick	Deloitte (Risk Advisory)
Ananya Kumar	Dell (Inside Sales Representative)
Apoorva Malik	KPMG (CDD Analyst)
Arushi Dawar	EY GDS (Tax Analyst)
Bhavya Nagpal	KPMG INDIA (Risk Consulting-GRCS)
Lakshita Arora	Deloitte (Risk Advisory)
Manasvini Bansal	Dell (Inside Sales Representative)
Niharika	KPMG (GRCS)
Pooja Gupta	EY (Tax Analyst)
Simran Kathuria	EY GDS (Tax Analyst)

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