



Roisters



college's cappuccino

GO GARGI



SEC
ECO
MATHS

BIBE

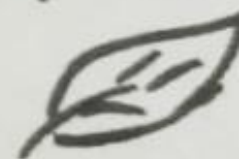
STRIDES

2019-20

Jb



runbhoomi



mass
bunk

ADVITYA

Room No. 41

COMMERCE??

ARTS??

NO BBE

REVERIE



SMALL FAMILY

Zistatva

From the Principal's Desk



It is indeed a matter of pride to pen down the preamble for the fourth 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 have 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. Promila 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 endeavours 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 other issues to come.

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

Teacher Editor



I appreciate the overwhelming response from the students in terms of their contribution to STRIDES which includes themes in Business (ease of doing business), Economics, Education (unconventional methods), Literary pieces including poems, Book reviews and so on. The enthusiasm of students in this academic year is reflected in the activities in which they participated and organised for their overall growth. This magazine captures all those extracurricular events which form the stepping stone in overall development of our students.

I congratulate team STRIDES for their hard work in the launch of the fourth edition which provides a record of the Departmental activities of the academic session 2019-20. I appreciate the coordination of team strides in this time of pandemic when we all worked individually at home but collectively in spirit to bring this edition for the Department. My special gratitude to all the Departmental members involved in STRIDES.

Ms. Jyotika Bahl
Teacher Editor, Strides
Gargi College

Student Editors



It has been a privilege to traverse the journey of conceiving, collating, and drafting the fourth edition of Strides. The following pages contain an assemblage of our students' thoughts, ideas and opinions. We aim to walk you through our experiences during the academic year 2019 - 2020. I am indeed grateful for the constant support and direction provided by our Teacher Convenor - Ms. Jyotika Bahl, my friends and peers, and the concerted effort of the entire Strides team without whom presenting this magazine would have been an uphill task.

Avika Bhattacharya
Editor, Strides (2019 – 20)



Greetings!

Thinking about STRIDES brings in a picture of intellectualism all at one place. The cherished souls of the BBE Department brought in lot of intelligence home this session, hereby showcased in the FOURTH edition of Strides. It is not only a place of our glory but the state of mind as well. Happily making people happy is what we do as Keynes found the science of public happiness in Economics.

Aastha Singhal
Sub-editor, Strides (2019 - 2020)

STRIDES TEAM

2019-20

L-R

***Avika Bhattacharya,
Aastha Singhal,
Sheetal Boora, Paavani Gupta,
Srishti Bhatia, Yukti Kukreja***



Strides Team 2019 - 20

The Strides Team of the Department of Business Economics has worked hard throughout the year to present this magazine to you. We have tried to compile a variety of articles, ranging from the journey of a student at Gargi College to the complex problems in business economics. We have also documented all the events organized by the Department during the year, so that the readers can get a glimpse into the different experiences enjoyed by a student of our Department. The Team sincerely hopes that you enjoy this magazine!

Business Economics Faculty

NAME	E-MAIL ID
Ms. Jyotika Bahl (Teacher Convenor),	submittojyotika@gmail.com
Dr. Varun Bhandari (Association Member)	varunbhandari88@gmail.com
Ms. Chandrika Goel (Association Member)	chandrika.goel@gmail.com
Ms. Gunjit Kaur (Association Member)	gunjit6@gmail.com



Ms. Jyotika Bahl



Dr. Varun Bhandari



Ms. Chandrika Goel



Ms. Gunjit Kaur

Aaghaz: The Department of Business Economics

Gargi College is one of the few colleges in the University of Delhi which offers the Bachelor of Arts (Honours) Business Economics course. The three-year programme provides an unrivalled opportunity to students to hone their professional, technical, and managerial skills across the fields of Economics, Business, Finance, and Mathematics. The course trains students to have an analytical thinking-process and equips them with an understanding of real-world and practical situations across all sectors.

For over a decade, this course has continued to empower its students and made them independent individuals with multifaceted perspectives which has helped them surpass boundaries across industries, domains, and geographies. That being said, the students in our department have demonstrated success not only in their career paths and academically, but also performed exceptionally well in various extracurricular and cocurricular activities in as well as outside of college. Whether it is in the field of Art, Creative Writing, Music, Dance, Sports, Media, or Acting, our students have demonstrated continued success across all disciplines.

The course also allows students to develop skills such as entrepreneurship, research, leadership, ethics, public speaking, et cetera. It is for this reason that post their graduation from this course, students have enrolled in reputed Masters programmes across the globe, and others have been placed with companies such as EY, Deloitte, Bain & Co., Genpact, KPMG and The D.E. Shaw Group amongst many others. Students have been taught values and skills that have enabled them to succeed not only in the years following their graduation, but for many years beyond.

Through the pages of this magazine, the Department of Business Economics endeavours to take you through the achievements, aspirations, and creative flair of the students for the academic year 2019 – 2020.



From L to R: Anshieka Chaturvedi (Class Representative, 1st Year), Mishita Jain (Class Representative, 2nd Year), Priya Punia (Cultural Secretary), Navnidh Kaur (Class Representative, 3rd Year), Sheetal Boora (Class Representative, 2nd Year), Pragya Thakur (Class Representative, 3rd Year), Tanishta Chhabra (General Secretary), Sucheta Rout (Treasurer), Aarushi Sharma (Class Representative, 2nd Year; Technical Head), Aastha Singhal (Vice President), Anaika Mishra (President)

BBE Department Students' Union

The Union is responsible for representation of the students and coordinates all activities of the Department. It also handles budgeting, maintaining records, organizing cultural activities, resource allocation, and all creative and technical aspects required for the department's functioning. They put in endless hours of effort every day to ensure that the activities of the department run smoothly and no student faces any difficulty. The Student's Union also serves as a vital link between the faculty members and students of the department.



Through various platforms like Facebook and Instagram, the Social Media Team of the Department works tirelessly to provide a diverse set of information for students of the department, alumni, and for students from other colleges. Regular updates regarding the Department, it's activities, competitions, and events are published by the team. The content also includes succinct pictorial representations of current affairs relating to Economics and Business, interesting articles on contemporary issues such as "Resources, Rationing, and Quarantine", "Economic Impact of the Pandemic on Women", and also contains useful content for students such as book recommendations for MBA Aspirants and A Focussed Approach on Solving Guesstimates.

In addition to the above, the social media pages also serve as an outlet for students of the department to express and publish their thoughts, memories, and photographs.

Literary Chronicles: A Collection of Ideas from our Students

Students of the Department have always been encouraged to have a voice and express their opinion on a wide range of subjects. This section aims to take you through some of the informative & creative pieces the students have worked on in the form of articles, poetry and, memoirs. It includes themes that explore areas both inside and outside of the classroom.

My learning experience at Gargi

Anaika Mishra, 3rd Year

As the last year of my course began, I had a lot of mixed feelings. I felt happy about all the placements (and all the yummy sandwich and coffee treats they entailed), and was excited to work with our new juniors. Yet somehow, I was also trying to accept the fact that these were the last of my firsts at Gargi. It was going to be my last Advitya, my last Zistatva and my last Reverie. However, amongst all these overwhelming feelings, nostalgia stood out the most. The competitions we participated in, the food we ate, all our meetings, and our super fun classes kept coming back to me.

Having a science background, I was initially a little apprehensive about pursuing Business Economics as my undergraduate degree. Little did I know that Gargi would not only help me cover up my knowledge gap, but also teach me to have faith in myself and face the world with confidence. Our amazing faculty supported all of us throughout the course with all the help we needed. In our very first semester, when Dr Nidhi Tewathia taught us microeconomics, there were a few science students who had not done economics in school. She gave us advice on how to catch up with the subject at a senior secondary level, and then took extra classes to revisit the important topics. Ma'am gave us the liberty of a doubt class at the end of each topic, and before each test. Her dedication towards us was really inspiring, and it pushed me to work harder. She even made the process of internal evaluation for us really enriching and fun! We

were all asked to research on economic impacts of social issues, and then present them individually in class. We worked on topics like the economic impact of Minimum Support Price on farmers and their conditions and the impact of women in a workplace. Whilst researching for this activity, I realised that all issues have multiple facets, and that I would have perhaps not gained such a comprehensive perspective about the issue by just reading the newspaper. The aftermath of these presentations saw the initiation of much needed conversation about these social issues, both inside and outside class. During these conversations, a few facts and stories stuck with me.

Only later, during an internship, did I comprehend how imperative initiating those conversations had been. I wrote a report on the importance of dialogue amongst the youth in India and how it can help the country realize its demographic dividend. Thus, whilst my academic knowledge on the subject came handy, it was insightful sessions like these that gave me perspective and confidence. I realized then, that even if I stop coming to college, I will always have a small part of Gargi in me. I'm always going to carry everything that I've learnt here, from the theories and concepts of economics and finance, to the heartfelt discussions and debates about current issues.

So now, as I take a sip of what might be one of my last coffees from the college Nescafé, I hope that the journey I embark upon after college teaches me half of what these red walls have taught me in these past three years.

Ease of business or life? Why not both?

Shambhavi Sharma (CIC Student, Sem 4 and 5)

In today's times, it is usually easy to predict the category of the headline-making news - economy, politicisation of economy or socialisation of economy. So, when the news of India jumping 14 spots in 'Ease of Doing Business 2020' rankings came out, it was rightly hailed as a step in the right direction. Today, India stands at the 63rd rank out of 190 nations, inching towards the government's target of coming within the top 50. This is an indication of a flourishing sector with enterprises functioning freely, accelerating the growth of the nation. This contributes towards India's goal of becoming a superpower within the coming decade.

What are the centres of this flourishing sector? Is it a pan India phenomenon? Who really benefits from "the step in the right direction"? These are some of the questions one tends to ask considering the social and economic status of our nation.†

Despite lifting 271 million people out of poverty between 2005-15, India is still home to 28% of the world's poor. What is even more worrisome is the changing nature of inequality in today's world. Earlier, inequality was majorly about access to healthcare, education etc. However, according to the Human Development Index report 2019, the next generation's inequality will be about technology, education and climate. It won't be wrong to say that we may be under equipped to tackle this crisis.

So, what have these glittering centres of 'growth' really achieved? The juggernaut of rapid urbanisation has been so overwhelming that law and order have still not caught up. Centres like Delhi, Mumbai and Kolkata see a huge influx of migrants seeking a better life. 'Better life' here primarily implies more rewarding working opportunities. These migrants do not even achieve the physiological needs which Maslow famously stated, leave alone social security or any other need.

The recent fire at Anaj Mandi, Delhi on 8th December 2019 which led to death of 43 workers due to asphyxiation mirrors the grim reality of the working conditions of the "uplifted". These are the underpaid migrant workers working round the clock to keep businesses alive and thriving. The conditions they work in are often unregulated and gruesome. Ironically, the 'illegality' of these units exempts them from checks of the authorities. Many such incidents have happened in the past and continue happening to this date.

In the cacophony of political noises, the talk about the need of the hour lost its vigour. What is needed is a wholesome method of evaluation of the true 'wellbeing' of citizens. Growth can never have such a one-dimensional definition. When the Prime Minister of India says, "all this is important, not just for doing business but also for ease of life of our people", it becomes imperative to take the results of such indices with a pinch of salt. Ease of doing business might seem like an important growth sign but its value is negated if it doesn't uplift the society as a whole. Instead, it spirals the people involved into a never-ending saga of glorified resilience and leads to an unequal world, not just in monetary terms but otherwise too.

Unconventional Teaching Methods: Business Economics

The course B.A. (Honours) Business Economics involves an exceptional blend of theoretical and practical aspects, and our faculty members have constantly adopted unconventional and engaging methods of teaching the students. The following three articles have been written by some of the students from our department to illustrate the unique methods used in the classroom.

Conceiving the Unconventional

Teacher: Ms. Jyotika Bahl

Chitrakshi Kashyap, 3rd Year

“Education is not about learning the facts, but training the mind to think”

~ Albert Einstein

Taking the thoughts of this revolutionary man forward, education today is the most inexhaustible resource available to mankind and innovating it the most important challenge faced by those practicing the art of imparting education. We at the Department of Business Economics, Gargi College are fortunate to have extremely enriching and interactive classroom sessions wherein rote learning is discouraged and understanding through practical application is encouraged.

One such enriching classroom has been the Marketing Management classroom in the 4th semester where we transcended beyond the chalk and duster and learnt concepts via real life examples, case studies and presentations. Reading the definition of a word and understanding what it means are two very different concepts. In this classroom through interactive presentations and discussions we not only read but understood what marketing is.

We didn't just read the theory of social marketing but watched videos of social advertisement campaigns by brands like Vicks with their touch of love campaign, engaging our sensory systems to imbibe the concept effectively.

Kotler's 4Ps of marketing weren't learnt but understood through examples of the marketing mix employed by brands like coca cola.

The promotion mix wasn't crammed into the brain but absorbed by watching and understanding various real product case studies like that of Jio and their unique promotion strategy and the

perfect and imperfect advertisement campaigns by brands were debated upon by bringing up examples like MTS and their fastest internet campaign and Vodafone with its “Zoo Zoos” campaign.

Taglines like "Thanda Matlab Coca Cola" were recalled to understand product positioning.

The product life cycle wasn't read but traversed step by step with the life of Bajaj chetak to understand each stage.

The nuance of the subject was grasped. Just like Holistic marketing, holistic teaching ensures maximum attention and maximum retention for maximum results via engaging the students' mind. In this classroom our minds were trained to think, to form opinions, to unleash our creativity and to make sure knowledge is gained and not just exams cleared.

Unconventional Teaching Methods

Teacher: Dr. Ganesh Manjhi

Mahuri Salpekar, 3rd Year

“Tell me, I forget. Show me, I remember. Involve me, I understand”.

This Chinese proverb fits the description of the teaching methods used by Dr Ganesh Manjhi, our teacher of Macroeconomics I and Basic Econometrics.

I have attempted to list the methods that stood out and helped the class gain perspective and evolve as we studied Economics.

1) Learning to write a Research Paper

The students (in groups of not more than two people) were asked to prepare a research paper involving any one of the major sectors of the Indian economy. The students were given full freedom in respect of how they wanted to approach the project.

After picking a topic, we were made familiar with the various components of a research paper; we were also shown samples of well-received research papers. We were then given deadlines to prepare and submit the drafts of these paper and once submitted, we would receive feedback which told us how well the task was carried out and where it needed work. The class picked a plethora of diverse topics ranging from ‘Electric Vehicles in India’ to ‘The Untapped Market of Cryptocurrency’.

2) Detours taken to understand Economics better

Because Macroeconomics was a fairly unexplored territory for us, we took a number of detours from the syllabus that helped us gain clarity about how one could expect macro variables to respond to shocks. An example of this is us studying ‘The Ten Principles of Economics’ and regularly coming back to see how they are employed.

3) Employment of Examples from the Indian economy.

To support the macroeconomic theory studied, we would often be taught with the help of an example which would be in confirmation with the theory. For example, while studying about IS-LM equations (The Goods market and the Money market in an economy), we were explained how demonetization of the Rs 500 and Rs 1000 currency notes would affect these two markets. We were later quizzed on the same and perspectives apart from the one taught in class were appreciated.

All in all, we felt that both the subjects were taught effectively and efficiently. Apart from these out of the box methods, conventional methods were also employed. Regular testing of the concepts taught was a staple in both the courses, and saying that it had a positive cumulative effect while preparing for exams would be a gross understatement.

We are thus extremely thankful that we were introduced to unconventional ways of learning and are certain that they have contributed to helping us understand what Economics is all about.

Contemporary Means to Interactive Classrooms

Teacher: Ms. Jyotika Bahl

Vidhi Bhalla, BBE 3rd Year

In a paper like Organisational Behaviour that necessitates us to explore the organisations as a *micro-social system*, moving away from the traditional lecture methods is a crucial prerequisite. Numerous in-class engaging activities were performed, to demonstrate the application of all the theoretical concepts in real time situations, and it helped us form an opinion, and take a stand on various behavioural subjects, thus widening the scope of our understanding.

The *Human Knot* activity was a team brain teaser, that showcased how well everyone works together. The participants had to try to untangle themselves from a structure without breaking the chain. This illustrated great problem solving and effective communication skills amongst team members.



A fun variation to this activity was the *Handcuffed Exercise*, that tested out-of-box innovative thinking for problem solving. Two persons were handcuffed together and the task was not to take off handcuffs, but to disconnect two persons. It was intriguing to see how all complicated solutions weren't even necessary, and an inventive approach was required.



A memory-based leadership activity, *Build the Structure*, illustrated leadership styles while testing group dynamics. One leader was elected from all the groups, and they were asked to help their teams build a replica of a structure, seen only by them, using newspaper and tape. This indicated planning and teamwork, and portrayed leaders as being democratic, autocratic or participate.



The same concepts of leadership and group dynamics were depicted in a very innovative manner by another group. They gave out several chits that formed a part of a larger *reasoning-based problem-solving question*. All the chits were required to find out the solutions. Despite the deliberate lack of proper directions by the facilitators, some natural leaders came forward, took charge, and showcased how immense confusion could turn into structured solutions, via group formation.



A *Word Search Puzzle* based on Maslow's Need Hierarchy Theory was also used, that tested what a person aspires the most in the motivation chain, based on the first word they find in the puzzle. All the words were related to motivation and had a different implication, and everyone in the classroom ended up finding a different word.



All these collaborative and entertaining activities proved that both, the educator and students, need a brief departure from everyday ordinary lecture routine. Thus, practical activities in a flipped classroom setup play a critical role towards conceptual understanding of behavioural concepts.

Pen-It-Down

During the mid-semester break and the period following after, the Department conducted a Creative Writing competition called 'Pen-It-Down' for the students of the department. Students were invited to express their artistry through articles, poems, stories, or any other form on any topic they wished to write about. Several worthy entries were received, however, the first, second, and third positions were secured by Garvita Suneja, Unnati Soni, and Sucheta Rout respectively.

Reasserting Human Values: A Reading of Amitav Ghosh's Gun Island

Garvita Suneja (2nd Year)

It cannot be denied that today individual is of chief concern but the relational character of the man cannot be overlooked either. One cannot seem to exist on own devices, especially in the modern age of technology where the distances have been minimised. So, it is sound to say that we humans are morally yoked together, and these philanthropic values are universal and intrinsic to man.

What escape the compass of the spatio-temporal are the ever-enduring ideas of love, empathy, selflessness and kindness. Such ideas embrace humans in their universality and bind them across ages and geographical boundaries.

Progress of civilization furthers man's potential which can be intellectual, critical or creative. However, with this progress, one has to gain cognizance of the uncertainty that lies in the continuance of human values. Social scenarios (circumstances?) alter man's external nature but they cannot alter the organic essence of man which is constituted by values of love, compassion, empathy and tolerance. It is love, sympathy, empathy, and forgiveness, enmeshed with anger, greed, and envy, that forms the very fabric of human reality. The true spirit of being human lies in going beyond this categorization of what is virtuous and unrighteous, and confronting the in-between spaces.

Such events restore our faith in humanity and exhibit how it transcends blood ties. If not blood, what is it that unites them? It is perhaps through Eliot's message of "Datta" that one can attempt answer this ontological question. The term does not necessarily mean giving alms to the poor but giving a part of oneself by stepping outside the individual manifestations and

thinking of the collective- “by this, and this only, we have existed”. The key is to recognise other’s suffering, willingness to help one another and to surpass one’s egotism to mitigate pain. It is in the last part of the novel that all the characters come together, looking forward to the arrival of the Blue Boat, and standing against the anti-refugee group. By recognizing common humanity and solidarity Ghosh asserts that human relationships efface the faculties of time, geographical locations, class and race. To quote Tagore, “It would be dangerous to ignore that man’s world is a moral world”. When the human race is deprived of its humanity, it yields cataclysmic consequences. What is important to realise is that responsibility of reality should be taken in order to inflict change. The mere recognition of complexity produces a possible state of complacency which can only be surpassed when one takes charge. However, the rationalist concept of progress is by no means incompatible with the universal and fundamental nature of human values. Human behaviour exists along a continuum. Although the ways of living life have evolved over centuries and still continue to evolve every day, what remains at the core of human existence are the elemental human values. It becomes the responsibility of art to excavate social reality and to excavate reality is to also realise the moral impulse which forms the fabric of reality.

Escape Is Partial

Unnati Soni (2nd Year)

Some of you will read your favourite books

The Kite Runner, Sapiens, The Alchemist

With hot coffee, a chair in the balcony or your garden or your comfy bed

You will travel worlds in those pages

And hence, you will be privileged having escaped this ongoing tragic reality

Some of you will subscribe to Netflix, or Hotstar or even Amazon Prime

And binge watch your favourite shows

FRIENDS, Sex Education, The Descendants of the Sun

You wish in a blink

And you have your wish fulfilled in the next

And hence, you will be privileged having escaped this ongoing tragic reality

Some of you will be scrolling down or swiping your sources of humorous laughter
Either on Instagram or Snapchat or Facebook
You will recharge your phone in a minute
With a huge package
And will be laughing the next minute
And hence, you will be privileged having escaped this ongoing tragic reality

Some of you will look for delicious recipes on YouTube
Or will have fun learning from your Mom
You will use all those nutritious and expensive fruits and vegetables
Be it broccoli or avocados or wasabi root
And you will enjoy the delish cuisine
With no worry about the next meal
And hence, you will be privileged having escaped this ongoing tragic reality

And then there's a majority
Having nothing to hold onto
Bereft of anything to do except mourn
Mourning of the fate they came across
Of their families who are dying of starvation
More than by the ongoing tragic reality
They cannot sell their tea
And earn even a single penny out of that
They cannot drive that rickshaw
So that they could afford an ounce of bread, a day
Alas! They can't even beg!
They sit back in their houses
Or on the roads with holes and stagnant water
With breeding mosquitoes and filthy leeches
A Mom among such miserable ones
Look at her son
And wish for him to die immediately

Rather than with the dreadful starvation
The material things are on one side
The other side is their terrible poverty in will to live
They go from one day to another
With their hope for food, again shattered
And nothing to do but sleep
Sleep from the exhaustion of believing that things will get better
When they never do
Sleep from the exhaustion of waiting for food
Which never comes
Sleep in the dirty slums and sleep on the downtrodden roads
Unfortunately, they are underprivileged, encountering an even more tragic reality along with the ongoing one.

Investment V/S Return: Theories of BBE

Sucheta Rout (2nd Year)

It is a big question, especially for an economics student, but for a commerce girl, it's an even bigger one. And when a student pursues a course which is an amalgamation of both of the former courses, it turns out to be the biggest. And so is it for every BBE student-The biggest confusion.

And trust me, over the years I have realized, Return is not always in nominal terms; that is the main reason why I can proudly say that the return of BBE has a steep slope: If Investment is kept on the horizontal axis as an independent variable.

BBE being a self-financed course is no doubt not cost effective in the short-run. But over the years a package of close to 8 Lacs can compensate for the same by surpassing the cost price with a massive profit margin. Yes, we do have seniors who literally earn in such numbers just after Graduation. Reason-They had invested in a Professional Course 3 years ago. So, after the Lock-in Period, the ROI is much higher than expected. Though we do have news of the situation not being the same in other colleges as ours but being in Gargi also has some added advantage, right? So economic lesson learnt- "Always invest in companies which have higher goodwill."

Since BBE has a role to play in both commerce and arts, students face double core papers in all semesters - one from each branch. So, to some, it may feel like *jack of all trades master of none*, but here also a commerce theory wins again which states, “Diversification is necessary while investing” So, the wider the choices are, the safer it is in future. Any BBE student hence can either pursue masters in Economics or in Business Administration, as well apply for jobs as a risk analyst, tax analyst, content writer, etc. The other option available is the obvious one of applying for government jobs through competitive exams like SSC, hence proving the Theory of Diversification.

But in every research, we perform forecasting after testing of hypothesis. So, it's genuine to forecast the future of BBE in India. People hardly know that this rarely known course has been in India for more than 2 decades now and are really surprised when they realize its difference from any ordinary honours course as it is considered as a professional course whenever we apply for any competition (similar to B.Ed. and LLBs).

BBE is the baby step towards Applied Economy. Through my research in finding the prospective options post Business Economics, I don't think we can prove its importance better any other time, than today. Looking at the sinking economy, it is the business economists who can save millions of businesses keeping the economy in consideration. The world is now in dire need of these minds who already have an interdisciplinary view of the economy at macro level and business administration at micro level.

So, these metaphorical theories are stark proof of the returns earned with a heavy profit margin by pursuing BBE in comparison to investment. Hence the thesis stands correct and is proved.

EVENTS: 2019 - 2020

Research-O-Meter

Srishti Bhatia, 2nd Year

Albert Szent-Gyorgyi has rightly quoted “Research is to see what everybody else has seen, and to think what nobody else has thought.”

In order to provide our students with professional guidance about research, a session named RESEARCH-O-METER was organised on 24th September, 2019. The theme of the session was ANALYSING METHODOLOGIES IN CAMPAIGN RESEARCH. The Department was honoured to have Dr. Kulveen Trehan as the speaker for the session.



The session was very insightful and extremely enriching for the students. The speaker made the session interesting and indulging by using lots of real-life examples. The session concluded with an interactive question and answer round. At the end the speaker was presented with a token of thanks.

Orientation Programme

Aarushi Sharma, 1st Year

The Department events usually begin with an Orientation session for the students newly admitted to the course. The orientation session was held on 5th November 2019 with the objective of providing an introduction to the department, contents of the course, semester system, association and strides.





Ms Jyotika Bahl, the teacher Convenor of the department, addressed the freshers. She briefed the students about the course structure, academic activities including seminars, talks, competitions conducted by the association to provide holistic development for the students. She provided details of the past seminars and talks, the speakers invited and the competitions hosted with the help of a detailed presentation. Students were also enlightened about the two main competitions -

Roister and Runbhoomi in which the department participates and has consistently been winning 'Best College' award.

She also provided an account of the alumni and their achievements. The orientation was followed by a short introduction of the Business Economics Association for the academic year 2019-20 and some students also shared their personal experiences relating to the departmental activities.

Finally, a vote of thanks was delivered by Priya Punia, the Cultural Secretary.

Roister

Jessica Sachdeva, 2nd Year

Roister is an annual sports fest which was organised by Aryabhata College exclusively for B.A. (Honours) Business Economics students of University of Delhi from 16th to 19th January'20. It includes numerous sports like table-tennis, badminton, leg-cricket, kho-kho, badminton, relay, athletics, volleyball, carom, chess, basketball, leg cricket, futsal, shot-put. This event helps the students to establish interpersonal relationships with their department peers, seniors, students from the Business Economics Department across other colleges, and learning team work, growing and broadening their circles. There are 22 colleges across University of Delhi which participate in Roister. On the first day of Roister, 16th January'20, there was an opening ceremony at 9:30 A.M. where students of all the colleges were holding their college flags and marched towards the ground where the Principal of Aryabhata college,



Dr. Manoj Sinha, gave an astounding speech where he welcomed all the 22 colleges and commenced the event by hoisting the flag. The event started off with athletics and leg-cricket. As days went by Gargi came closer to victory. Like every year, outshining all the other

colleges, Gargi stood first in almost all the events and was awarded the best BBE college award across DU in Roister. It was like history repeating itself just with a different bunch of people.



Workshop on E-Filing

Aastha Singhal, 2nd Year

The Department conducted a workshop on E-filing on 24th January 2020 which was delivered by CS Vidhi Chaudhary.



This workshop informed the students about the basics of what E-filing is and also covered some really important and interesting things about it. Electronic filing is submitting your income tax returns online rather than the traditional way. There is proper software to do so. She surprised us by telling us that tax evasions are no longer easy with this online entry system as there are huge penalties to be imposed on the defaulters. She told us that the Ministry of Corporate Affairs is a medium between Government and public for

the same. Multiple forms like the form-16S are available to ensure transparency.

Nowadays, it is important for people to gain awareness about this system and ensure timely filing of tax returns. A few catch points while filling the form are - to avoid filling temporary residence addresses, adding faulty information et cetera. Every student present thoroughly enjoyed this informative workshop and got the opportunity to take away important and useful information with them.



Seminar by Career Launcher

Sheetal Boora, 2nd Year

A Career Development seminar was conducted on January 29, 2020 on the topic “Soft Skills Required for Personality Skill Set” by Career Launcher, Asia's leading education service company offering test preparation for exams like CAT, CLAT, CSAT and JEE. Dr. Meenakshi



Aggrawal, speaker of the session is a soft skills and campus recruitment trainer and an English language instructor with more than eight years of experience in training people preparing for management exams. The session was attended by around 80 students. The session started with students brainstorming and evaluating

their knowledge about how to ace group discussions and personal interview rounds. The speaker of the session shared her insights about the importance of understanding and inculcating the right soft skills that should be portrayed by the candidate. This must be matched with the attitudinal expectations of the interviewer. She followed this with constructive suggestions on applying for professional courses, internships, and taking up extracurricular activities. The students found the session very informative and motivating.

Entrepreneurship workshop

Aastha Singhal, 2nd Year



The Department of Business Economics in collaboration with the Commerce Department organised a three-day Entrepreneurship workshop during Reverie - The Annual College Festival. It was organized for the first time on 5th Feb 2020 for students studying 'Dynamics of New Ventures' as their General Elective under BBE. The convenor and co-convenor of the event were Ms. Usha Vaish and Ms. Jyotika Bahl respectively. Through this workshop students were given a platform to show their creativity in products / services and marketing them. The workshop saw participation from all students as it

provided them exposure to the kind of functions performed by entrepreneurs like searching for an idea, feasibility of the idea, financing, etc. The students offered diverse products / services including interesting fusion golgapas, handmade items, brownies, cakes and exciting games. These upcoming young entrepreneurs were able to cover the cost and earn profits and prizes

were distributed to students on the basis of creativity displayed in product / service, marketing and profits earned.



Academic Visit To ISBF

Srishty Bhatia, 2nd Year

It is true that *“The Sky is the Limit”*, and it correctly fits in today’s scenario of career choices. In order to expand the career horizon of our students, The Department organised an academic visit to the Indian School of Business and Finance (ISBF) which is affiliated with the London School of Economics on 18th February 2020.

On reaching the institute, students were given a tour of ISBF and the courses offered by it. The hosts organised an extremely interesting and indulging game for the students. The game was structured around trade and helped students understand the significance of resources of a country, comparative advantage, international trade, the ways of outsourcing the resources, availability of knowledge and variations in countries income. The execution was done by grouping students into teams by assigning them various countries that were categorized as developed, developing and under-developed. The countries were made to compete against each other to 'manufacture' paper shapes (circles, triangles, rectangles, etc.) and sell them to an international commodity market trader at posted prices, which vary with supply and demand. The objective for each country was to make as much money as possible.

The session was very enriching and insightful in understanding some concepts of international business and economics.

Seminar on The Vedica Scholars Programme for Women

Avika Bhattacharya, 3rd Year

An informative session by Vedica Scholars Programme for Women (VSPW) was conducted on 28th February, 2020. Karan Tuli, a Senior Manager at The Vedica Scholars Programme for



Women spoke to final and penultimate year Business Economics students about *women in the workplace* and why India's statistics on women's participation in the workforce are so poor. Issues about these poor statistics and diminishing participation of women in the workforce were addressed, and students were provided with insights about why this narrative exists. This was also complemented with talking about Vedica and its efforts to pave a brighter path ahead for women in India. One of

the main reasons behind this gender disparity has been the persistent discrimination against women in all fields and walks of life.

It also helped to raise awareness amongst students about the programme and its unique multidisciplinary curriculum that has been carefully crafted to the expectations of employers today. The programme was an unparalleled opportunity for students to pursue a degree which delivers a cutting-edge management education with an equal emphasis on leadership, liberal arts and the essentials for the new-age professional, i.e., critical thinking and communication. The students were highly motivated after the seminar as it was not only an eye-opening



Advitya 2020

Advitya, the annual fest of Business Economics department is organised with a lot of enthusiasm and vigour every year. This year, due to the sudden and unpleasant outbreak of the world pandemic 'Covid-19' the competitions earlier set to happen on campus had to be conducted online. The organizing teams of Mind Martians, CEO for a Day, and Econundrum revised the entire structure of competitions to an online compatible medium using different websites and social media. All three events were successfully conducted and left all participants happy. A cultural competition was also conceived and prepared by a team of students led by Tanya Kalonia (3rd Year), however, due to social distancing regulations it could not be held in college.

session on stark gender disparities in the Indian workforce, but it also gave students the option to apply for the VSPW after their graduation.



Entry by Chhavi Jain and Aditi Gupta

Bokeh-Mode

Aastha Singhal, 2nd Year

The department organised a photography competition on 4th March during the ECA in the Arts' Squad. This competition was a Pre-jitter for Advitya-2020. Participants were filled with enthusiasm to take this very interesting challenge and portray their creativity. The

theme for the competition was 'There is more than what the eye can see'.

Students from various courses participated individually or in teams of 2 people. Participants were asked to click 3 to 5 pictures depicting a story line. Any medium for clicking pictures was allowed. Most of the participants used very aesthetic ways to click pictures which raised the level of the competition. They were judged on the basis of their pictures and their story's originality. A variety of stories were depicted by the students and the judges were astounded by the entries. Chhavi Jain and Aditi Gupta secured the first position, and Mohika Kundra secured the second position.



Entries for *Bokeh Mode*
by *Niral Jain and Pretty Srivastava* (Left) and
Mohika (Right)



CEO for a Day

Paavani Gupta, 1st Year

“CEO for a Day” was a business simulation of the corporate world organized by the Department as part of Advitya 2020. The event was organized by a team of 9 students with Vidhi Bhalla (3rd Year) as the Event Head. Teams of two from various colleges from within and outside Delhi University participated in the Preliminary Quiz Round. The 15 teams shortlisted from this round were invited to be a part of the “Battle Ground”, which involved a test measuring their speed and accuracy. Participants had to solve 10 questions in a time span of 12 minutes, on 22nd March 2020. Based on their performance, 10 teams successfully proceeded to the next and final round of the competition which was held on 24th March 2020. The teams were presented with a list of companies, along with the background information of each condensed in a factsheet. In the order of their scores from the previous round, the teams had to pick one company each with the goal of solving a unique crisis faced by their respective company. The teams were also given the opportunity to lobby, negotiate and merge with the other companies. As a surprise, they were given an overall crisis which affected all the companies. They had to solve their individual crisis keeping this problem in mind. The participants came up with interesting mergers and solved the crises with innovative solutions, which they submitted in a final proposal in the form of a PowerPoint presentation.

The winners were:

First Position – Niral Jain & Pretty Srivastava (Gargi College)

Second Position – Vanshika Agarwal & Tarang Chauhan (Gargi College)

Third Position – Shivin Sharma & Ashita Singhal (College of Vocational Studies)

Econundrum

Purva Jaiswal, 2nd Year

"To become an academic expert takes years of studying. Academic experts are experts in how and what others have done. They use case studies and observation to understand a subject." ~ Simon Sinek

A case study tells us what happens in a business, non-profit organization, or industry, over time. Case studies allow you to learn about real-world organizational problems and how they can be addressed. They challenge and develop your problem-solving abilities.

Being from the Department of Business Economics, Gargi College, we felt that there could be no better way to show that Economics can be fun as well as interesting than organizing a case study competition for our annual departmental fest, 'ADVITYA 2019-2020'. The competition was named 'Econundrum' and designed to have three online rounds. It was organized by a team of 10 students with Avika Bhattacharya (3rd Year) as the Event Head. The preliminary round was a test with short case studies based on logical reasoning and basic Economics. To make the competition more fun, we organized the second round as a simulation on Game Theory. The teams were required to participate in a classic game theory problem on "Herd Immunity". The response from the participants for this round was overwhelming. The third and the final round was a detailed case study round that was made by the Econundrum team after going through multiple case studies and combining our ideas for a hypothetical company with 4 subsidiaries with the backdrop of a hypothetical economy slipping into a recession. The answers that we received for the third round's case study were very informative and contained innovative solutions to our case question. The teams worked hard and submitted their best answers. The competition was a great success.

The winners were:

First Position: Yash Rathi (Sri Guru Gobind College of Commerce) and Nitya Nasa (Delhi College of Arts and Commerce)

Second Position: Arushi Singh and Gautam Rana (Sri Guru Gobind College of Commerce)

Mind Martians 2.0

Yukti Kukreja, 2nd Year

The department organised its event **Mind Martians 2.0** led by Anmol (3rd Year) and a team of 8 Volunteers. The competition took place in two rounds. The first round was a general quiz and 10 teams out of 27 teams were shortlisted after that. A list of resources was provided for the next round. The number and quality of resources was decided by the rank of the respective teams in the first round.

The second round was a case study competition. Each team was given a different company (Netflix, Zomato etc.) and a separate case study was designed for each team. The participants had to use the resources allocated to them and present a solution for the problem. The

presentation was judged on a number of parameters like uniqueness of the idea, utilisation of resources etc.

The winners were:

First Position – Siddharth Gauba and Hargun Chhabra (Shaheed Bhagat Singh College)

Second Position – Ayush Mittal and Akshat Jain (Aryabhata College)

Third Position – Niraj Jain and Pretty Srivastava (Gargi College)

Placements: Batch of 2020

Name	Company	Profile
Avika Bhattacharya	Bain & Co. The D.E. Shaw Group	Junior Knowledge Associate Associate (Operations and Recruitment)
Chitrakshi Kashyap	Genpact	Senior Associate
Kanika Aggarwal	EY GDS	Tax Analyst
Kanika Jain	Quality Council of India Genpact	Junior Analyst Senior Associate
Pragya Bhargava	NIIT	Content Developer
Shivanshi Mahapatra	Deloitte India	Analyst (Risk Advisory)
Shreya Gupta	BYJU'S	Content Development Associate
Somya Rustagi	EY GDS	Tax Analyst
Stuti Juneja	EY GDS	Tax Analyst
Sweta Rani	Decathlon	Sales and Marketing
T. Sai Nityanandini	EY GDS	Tax Analyst
Tanishta Chhabra	Deloitte India	Analyst (Risk Advisory)
Vidhi Bhalla	EY GDS	Tax Analyst

Cover Page Credits: Chhavi Jain

Reporters: Jessica Sachdeva, Lavanya, Purva Jaiswal, Yukti Kukreja, Sheetal Boora, Paavani Gupta, Srishti Bhatia, Aarushi Sharma



*Batch of
2020*

*Batch of
2021*



*Batch of
2022*