

COMASCENT

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DEPARTMENT OF COMMERCE
GARGI COLLEGE
UNIVERSITY OF DELHI

INSIDE

- FROM THE PRINCIPAL'S DESK
- EDITOR'S NOTE
- CASCADE REPORT
- THINKERS' CORNER
- WINNING ENTRIES
- BOOK AND MOVIE REVIEW
- FRESHERS' COLUMN
- TRIVIA AND CROSSWORD
- DEPARTMENT ACTIVITIES
- ACADEMIC RESULTS
- PLACEMENT REPORT

FROM THE PRINCIPAL'S DESK



It is indeed a matter of pride to pen down the preamble for the 18th edition of the Bi-annual magazine 'Comascent' by the Department of Commerce.

The human race in the desire to conquer everything possible including mother nature has become deaf to the signals that we are receiving in terms of climate change, unprecedented situations like forest fire in Australia, flood in the desert of Saudi Arabia, uncontrollable air and water pollution in India to name a few. Climate change is an environmental challenge antagonising all countries across the globe although the intensity may vary. Across continents, the adverse effects of climate change have been revealed over the years as ozone layer depletion, continental global warming, shower of acid rain, extended fires, melting ice, rise in sea level and other extreme events which are alarming and need urgent action at national and international levels.

The developed countries have experienced the threats of climate change, and they are working tirelessly to mitigate the adverse effects to protect people, plants and planet. However, unfortunately the developing countries are most vulnerable to the climate change and associated environmental disasters as they are not equipped to do much to mitigate these threats because of the domestic challenges such as poverty, terrorism, hunger, diseases to name a few. In view of the above, there is a need to redefine Corporate Social Responsibility (CSR).

The CSR activities should focus on what is done with profits, after they are earned. These activities may relate to poverty alleviation, education, healthcare, environmental sustainability, among others.

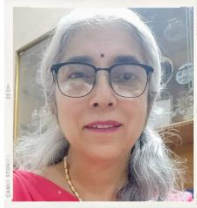
I congratulate the entire editorial team and contributors for the upcoming issue of 'Comascent' and enthusiastically look forward to reading our students' perspective on this subject of great significance.

**Prof. Promila Kumar
Principal (Offg.)**

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EDITORIAL



“We can sit back, do nothing and watch our planet be destroyed. Or we can take action, become advocates and start making lifestyle choices which are kinder to people and the planet.”

~Kira Simpson

I am delighted to share with you the second volume of Comascent for the academic session 2020-21. The magazine is centred around the theme of Cascade; “Addressing the alliance: CSR X Climate Change”.

In this volume, we have elaborated on the relationship between Corporate Social Responsibility and Climate Change. In addition to this, topics like sustainable development goals, effect of the pandemic on climate change, climate change mitigation techniques have also been covered. This issue also has articles on *Vocal for Local*.

The forthcoming sections include book and movie reviews, crossword, trivia along with the department news, Pathfinder Award results for 2019-2020, Placement Report and the Freshers' column. We are delighted to present the exceptional results for the academic year 2019-20 and extend our heartiest congratulations to the achievers.

During the semester, Comascent organized an 18-word story writing competition on the topic, Climate Change. The prize-winning entries have been featured in the magazine. We are grateful to our mentors for their advice and constant support. We thank our dedicated team in bringing out the essence of Comascent through creative articles and extraordinary artwork.

We welcome your valuable suggestions for the forthcoming issues. Write to us at gargi.comascent@gmail.com.

**Happy Reading!
Mehr Arora
Editor**

CASCADE REPORT

DEPARTMENT OF COMMERCE
GARGI COLLEGE
presents

CASCADE
2020-21
on

**ADDRESSING THE ALLIANCE:
CSR X CLIMATE CHANGE**

₹ Prizes worth
2,00,000+

EVENTS

- The Lost Lady
- Twin-Win
- Climate Wars

February 18, 2021 || 11 A.M. Onwards || Cisco Webex

DR. PROMILA KUMAR
Principal, Gargi College

DR. JYOTI K. PARIKH
Executive Director - IRADe

MS. MATHSY KUTTY
Regional Manager - Green Initiatives, Infosys Limited

MR. SHREY SAXENA
Executive Director, Grow Diesel Ventures

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Gifting Partner: Heart & Soul

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Cascade, the annual fest of the Department of Commerce, Gargi College, was held on 18th February 2021 on the topic- "Addressing the alliance: CSR X Climate Change". It was the first virtual event organized by the Commerce Department on such a large scale.

The Chief Guest for the formal event was Dr. Jyoti K. Parikh, Executive Director of Integrated Research and Action for Development (IRADe), New Delhi. The event witnessed the presence of two eminent speakers, Ms. Mathsy Kutty and Mr. Shrey Saxena.

The seminar commenced with the address of Dr. Promila Kumar, Principal of Gargi College, followed by the valuable insights of the Chief Guest and the speakers. The inter-college competitions commenced shortly after the end of the formal event. This section highlights the main events of Cascade 2021.

**Addressing the alliance:
CSR X Climate Change**



SPEAKERS



Dr. Jyoti K. Parikh has served as an energy consultant to organizations like the World Bank, the U.S. Department of Energy etc. and is currently the Executive Director of Integrated Research and Action for Development (IRADe), New Delhi. Ma'am began her address by elucidating how climate change impacts people from all walks of life and how the recent increase in events like cyclones, floods etc., has made it imperative for corporations to address it. She shared how CSR in India dates back to 1852, long before the Companies Act made it a legal obligation. She encouraged everyone to adopt sustainable practices like carpooling, choosing local fuels, waste management, monitoring and reducing our carbon footprint etc. She concluded by reiterating that climate change is the responsibility of citizens as well and it can be tackled only when our efforts complement those of the corporates.

Ms. Mathsy Kutty highlighted how Infosys looked at CSR and climate change together and embarked on its journey to carbon neutrality in 2008. Ma'am started her address by saying that everyone talks about Climate change yet nobody knows what it is about and how she spent the first few years of her career convincing people that it is indeed real. She further elaborated upon Infosys' strategy of identifying and implementing projects in rural India through which they addressed twin objectives: reducing carbon emissions outside their company and creating a positive community impact. By working closely with the community through NGOs and Self Help Groups (SHGs), they were able to help over one lakh families in replacing conventional use of firewood with efficient cooktops and household biogas units. Through such endeavours, they were also able to uplift women in rural areas. She concluded her speech by emphasizing the importance of companies to focus beyond their finances and fulfill their social responsibility towards society and the environment.



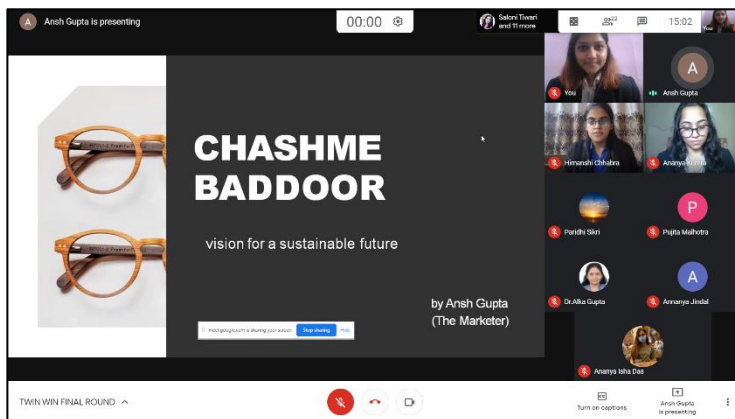
Mr. Shrey Saxena is a second-generation social entrepreneur at Growdiesel. Sir described the journey that led to the organization producing bio-fuels from plant-based sources. He further elaborated on how the organization solves the problem of waste elimination and focuses on bio-fuel generation. Due to such efforts, they have eliminated over 10 million carbon emissions by converting 2.5 lakhs tons of municipal waste into biofuels. The organization had also helped to construct the Sea link in Mumbai using biofuels in place of fossil fuels. He mentioned several innovations fostered by Growdiesel, including an android game called Green Runner for the youth to learn about climate change and have fun simultaneously. They had also designed small kits called 'Green box' that contained recycled items for students. In the end, he explained how one can contribute to a sustainable environment by following small steps like segregating domestic waste, switching to up-cycled products and inspiring others around to do the same.

INTER-COLLEGE COMPETITIONS

"Climate Wars" was an online auction event wherein future change-makers were given the chance to build a resilient future by fighting at the forefront of climate justice, with innovation and creativity. The event was successful enough to attract as many as 91 teams, from over 40 colleges. The competition had two rounds: The Bidding Round where the participants were given a budget and allowed to bid on policies, industries, topics, etc. and the Presentation Round, which witnessed mind-boggling presentations based on elements acquired in the first round. The winning team was *Team Power Trio*, from Lady Shri Ram College for Women, followed by *Team Climate Warriors* and *Team Eco Den*, both from Gargi College, as the first and second runners-up.

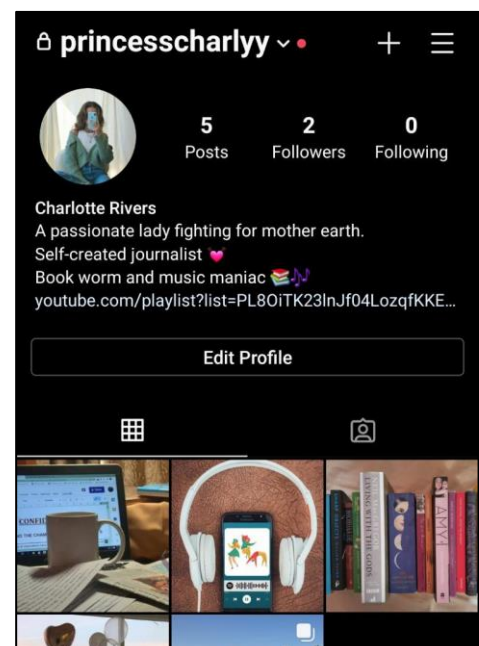


"Twin Win" was an event that put students' marketing skills and knowledge to the test, and required them to be a package of spurt and astuteness. More than 200 participants from over 60 colleges participated in this competition. The spirits of the participants was unlike any other, and the judges seemed equally impressed with the potential of the students. It was a successful competition and it helped impart the changes required for sustainable development. The winner for Twin Win was *Team EnergeX* from Sri Aurobindo College, whereas the first and second runners-up were *Team AIR* and *Team Catastrophe* from Narsee Monjee Institute of Management Studies, Mumbai and Miranda House respectively.



"The Lost Lady" was a mysterious and thrilling online treasure hunt event. The competition had two rounds; in the first one, the participants had to find a code through a picture with clues. The first 24 teams were required to crack the correct code to qualify for the second round. The second round had many hints through which the participants had to find an Instagram ID created by the event team to reach the lost lady. The event was based on the principle of treasure hunt offering brainstorming riddles, puzzles and crosswords.

The winning team was *Team Mystery Solvers* from Shaheed Rajguru College of Applied Science for Women. The first runner-up was *Team Trail Hunters* from Shaheed Rajguru College of Applied Science for Women whereas the second-runner-up was *Team Mystic Mind*, which consisted of participants from various colleges.



THINKERS' CORNER

EARTH'S SURVIVAL: NEED OF THE HOUR

"It is the worst of times, but it is the best of times because we still have a chance."

– *Sylvia Earle*

Ever found yourself wondering how much you contribute to the earth's radical climate change?

Today, climate change has become the biggest threat to human survival. The rapid decline of flora and fauna species indicates that record-breaking heat is leading us towards an uninhabitable planet. The natural resources have been depleting at an exponential rate, with pollution leading to the death of 6.67 million people in 2019 alone (*Source: World Health Organization*). This is a result of continuous environmental exploitation in the name of development and economic prosperity, which is pulling us back even though we advance in other domains.



According to U.S Energy Information Administration, humans are the largest contributors to the harmful emissions in the environment due to the use of fossil fuels. The traces of greenhouse gases have continued to rise over time reaching a record high in 2019. The carbon footprint has in fact never stopped growing and today it is eleven times of what it was in 1961. Sea levels have risen by 20 cm since 1880 and are

expected to rise another 30-122 cm by the end of the century threatening the population residing near oceans and disappearance of earth's ice cap completely. Climate change is also altering the earth's climate cycles in various regions leading to natural calamities, droughts, and massive losses to economies.

The United Nations has primarily focused on combating climate change as one of its core goals. With 2010-19 being the warmest decade on earth ever, Sustainable Development Goal (SDG) 13 has now become a necessity for ensuring humanity's survival in extreme weather conditions. It aims to achieve the following goals by 2030:

- Resolution to strengthen resilience and adaptive capacity to climate related hazards and natural disasters in countries.
- Integration of climate measures into national policies, strategies and planning.
- Mobilization of funds by developed nations to assist the developing countries in mitigating climate change.
- Improvement in education, awareness raising and human and institutional capacity on climate change mitigation.

The current policies and plans however have been partially successful in curbing climate change. While the 2020 pandemic lowered the pollution levels the situation continues to worsen. The carbon emission levels have to be dropped by at least 7.6% every year till 2030 in order to contain the warming well below a worrying 2 degrees Celsius every year as per United Nations Environment Programme (UNEP) report. According to Nature Conservancy, a global environmental organization, we need to reduce our carbon footprints to less than two tons per year by the year 2050.

India has become the third largest greenhouse gas emitter accounting for 6.9% of global emissions and witnessing 1.7 million deaths in 2019 due to pollution. The country is however committed to reduce its emissions by 35% till the year 2030. India has been actively aligning itself with Climate Action plans on international levels and continues to work for the same. However, it can prove to be a long shot for the economy to counter environmental effects of heavy industrialization in the absence of a durable plan.

This seems unachievable at current levels yet very much possible. The Paris Agreement which is a legally binding international treaty on climate change is an important step in the plan, however experts continue to undermine its real effects. The countries are targeting zero emissions by 2050, however their targets for immediate years are not being attained which can disrupt their ultimate timeline for the same. The international organizations working on environment protection plans still lack support from some political forces, which continue to sideline their promises for climate change.

A dire need persists to replace our conventional energy resources with cleaner alternatives on a bigger level. The mobilization of finance and technology coupled with greater emphasis on climate related capacity building will accelerate the impact. The collective partnership between the stakeholders and the beneficiaries will play a significant role in the decades to follow, leading to the setting up of future action plans for sustainability.

**Yaganya Thakur
B. Com (H) 3rd Year**

REVERSING THE CLOCK: THE CLIMATE CHANGE WAVE

Did you know that the past few years have been some of the consistently hottest years on record? In 2020, the earth's temperature was recorded to be 0.98 degrees celsius warmer than what was the average temperature for the 20th century. (Source: "Global Climate Change- statistics and facts, Statista").

Thus, it is evident that climate change is no longer a "bridge to be crossed when we get to it". It has evolved into a global crisis that demands immediate attention, and if ignored, can threaten the existence of the human race and the world as we see it. Standing on the edge of this survival crisis, the world's watchmen or the global populace is looking up to corporate houses and organizations to take action by recognizing the crisis and combating it with the resources available to them.

Corporations, with their outsized influence and power in today's world, have a larger role to play in driving policy changes and rapidly responding to the calamities of climate change. Given how such organizations build themselves from the ground, with the resources that society provides them, they must stand at the forefront in this fight. Thankfully, the silver lining here is that many corporate houses have recognized their social responsibility and their stakeholders' expectations. They have made environmental concerns a priority, and have begun to wholeheartedly pursue climate change mitigation and adaptation.

In the latter part of the year 2020, over 24 Indian companies including Tata, Reliance, Mahindra, and others, signed a declaration wherein they pledged to voluntarily move towards carbon neutrality and achieve the "net zero-emission" goal through nine mitigation measures. These include the promotion of renewable energy, green mobility, enhanced efficiency in terms of energy and water consumption, etc. (Source: *Times of India: "24 Companies, including Tata and RIL, pledge to be 'carbon neutral', Nov 6, 2020*). On the other hand, Japanese companies who have a history of contributing greatly to the fight against climate change, have continued to take active measures at reversing the current situation. Based on the Panasonic Environment Vision 2050, Panasonic is working to develop factories that have nil CO₂ emissions. Similarly, Chiyoda Corporation, an engineering company that focuses on industrial solutions, is working to make hydrogen energy a sustainable option to further the clean-energy agenda. (Source: *Ministry of Foreign Affairs of Japan: "Japan's leading companies in climate change"*)

In Europe, the "We Mean Business" coalition has been formed, wherein numerous small and medium-sized businesses are coming together to make carbon neutrality a possibility, with the twin goals of halving emissions by the year 2030 and achieving zero-net emissions by the year 2050. The movement, which is in partnership with Amazon, also plans to eventually add features and services that can help organizations calculate and reduce their emissions. (Source: *Corporate Leaders Group: "Businesses Taking Climate Action in Europe"*)

In the United States of America, Alphabet Inc, Google's parent company and one of the most powerful tech giants in the game, is steadily working towards climate change mitigation by emphasizing the usage of renewable energy. All offices and company buildings, including their headquarters located in Silicon Valley, are entirely powered by renewable energy, which removes an estimated 5 million tonnes of carbon dioxide each year. (Source: *Earth Institute, Columbia University: "What Five Tech Companies Are Doing About Climate Change" (Mar 4, 2016)*)

What is more encouraging is that many companies are not only taking a step towards solving the climate change conundrum through large-scale corporate endeavours, but have started adopting internal policies as well. For example, the ALCOA Corporation (Aluminium Company of America) is encouraging its employees to be part of local and regional campaigns such as "Smart Trips", to push the prevalence of carpooling and public transportation. (Source: *Deep Blue: "Corporate Strategies for Addressing Climate Change"*)



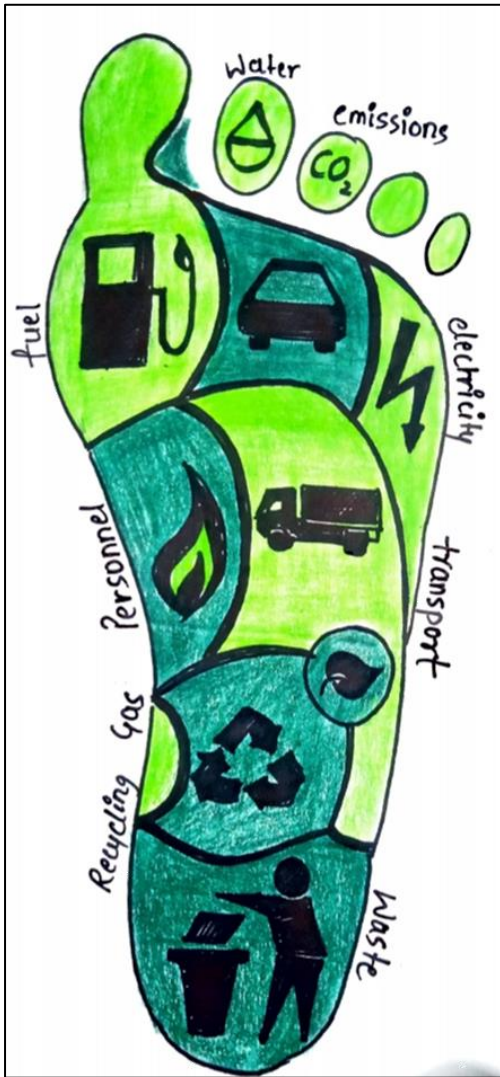
As the world looks up to them to ensure survival as well as secure a fairer future, organizations all over the globe are becoming increasingly conscious about their role in creating a 'climate change-free' future, with numerous companies dedicating large sections of their income and resources towards environmental betterment. Innovation and profits seem to have taken a momentary backseat for many corporate entities, as companies both big and small, work towards making sustainable choices and breathing new life into the earth. But how successful will they be at reversing the clock? Only time will tell.

**Avilasha Borthakur
B. Com (H) 2nd Year**

RETHINKING CORPORATE SOCIAL RESPONSIBILITY IN THE ERA OF CLIMATE CHANGE

Global climate change is one of the most pressing issues of this century. Organisations, companies, NGOs, communities, and citizens have understood the need to redefine their views on Corporate Social Responsibility (CSR) from being a voluntary luxury to a necessity.

Communication plays a key role in crafting a positive corporate image. Indeed, it helps in creating and publicising CSR sustainability-related initiatives within organisations and among their key stakeholders like governments, communities, competitors and employees. CSR can be better understood by understanding the true meaning of responsibility. It means the state, quality, or the fact of being responsible. It is one of the three keywords in CSR and includes being legally or ethically accountable for the care or welfare of another.



How are corporates confronting climate risk?

Climate change is now a fact of political life and is playing a growing role in business competition. It has an immediate and significant impact on the lives of people.

Today, organizations view climate change as a future of insurance and thus shapes the future of multiple industries. Many people are interested in investing their funds in the new green economy.

What Brands are promoting climate change through advertisement?

A lot of behavioural change has occurred after the COVID-19 crisis. Many companies have now changed their outlook towards branding and advertising. Brands have become critical to climate change and therefore communicate with sustainability commitments.

In 2016, The Body Shop undertook 'enrich not exploit' commitment. It aims at running a truly sustainable global business, with an aim of no negative impact on the society and the planet at large, by taking recycling and refill initiatives. The company also claims that almost more than half of their products are vegan, causing no harm to the animals during the testing.

Walmart claims to target zero emissions across its global operations and supply chain by 2040. Since 2017, it has reportedly avoided a total of 230 million metric tons of emissions, through energy, waste, packaging, agriculture, forests and product use and design. According to a report released by CDP, 11 Indian companies including JSW Steel, Godrej Consumer Products and TATA Steel, have received A-Rating for their efforts to address climate change.

What Brands are shifting to Sustainable Products?

Today, more and more people are going eco-friendly. According to Stanford Social Innovation Review, more than 90% of CEOs believe that sustainability is essential to success. 66% of people said that they would happily pay more for products from environmentally friendly businesses as suggested by the Nielsen Global Sustainability Report. A significant shift in customer buying behaviours coupled with a willingness to pay more for products has reinforced the need for brands to make a difference in their branding initiatives. Thus, organisations have to think carefully about how they can embed a commitment to care for the environment into their brand identity.

**Parnika Khattri
B. Com 3rd Year**

FINDING CSR EQUILIBRIUM IN THE LIGHT OF CLIMATE CHANGE AND COVID-19

As the world continues to evolve at an unprecedented rate, so does the role of Corporate Social Responsibility (CSR), which lays the onus on the companies to direct a portion of their vast resources for combating social issues.

The interrelationship between the emerging social concerns and their relative impact on CSR can be attributed to the fact that the social environment influences consumers' behaviour and purchasing decisions. For example, change in consumer patterns during the pandemic adversely impacted the businesses and pushed millions out of jobs, emphasising the need for corporate contribution in restoring normalcy.

In a bid to encourage private participation, the government further amended the CSR norms to accommodate the following three policy changes:

- a) Permitted allocation of CSR funds to pandemic-related activities.**
- b) Made all donations for Covid-related efforts eligible for a 100 per cent tax deduction.**
- c) Allowed offsetting of CSR contributions over and above the minimum prescribed amount against obligations arising in subsequent years if the organisations so desire.**

While this move was deemed necessary by some, it also paved the way for further discussion on whether it is acceptable to re-allocate funds allocated for combating climate change towards COVID-relief activities. The top Indian conglomerates have been indulging in climate-oriented CSR activities for quite some time now. Sudha Murthy led Infosys Foundation has introduced Aarohan Social Innovation Awards to encourage social entrepreneurship amongst youth, besides restoration of water bodies in Karnataka and disaster relief efforts in Tamil Nadu, Karnataka and Kerala.

ITC Ltd. has adopted superior environmental benchmarks in all its operations and invested in renewable energy portfolio accounting among its other initiatives. However, the shift in priorities brought about by the lockdown, collapsing economies, inadequate health infrastructure etc., has initiated a rippling effect leading to the systemic diversion of funds earmarked for sustainable practices and mitigating climate change.

In the Union Budget for the financial year 2020-21, funds allocated to the environment ministry were slashed by a whopping 230 crores and now with the new CSR policy changes in place, the corporates are expected to follow suit. This is highly concerning as many environmentalists have asserted that climate change is a far greater health emergency than COVID-19 and that it has the potential of creating much bigger disasters than the pandemic. Like COVID-19, climate change affects everyone. Hence, instead of prioritising one over the other, there is a need to find the equilibrium. Recent initiatives like the introduction of the voluntary vehicle scrapping policy, in addition to the capital infusion of Rs 1,000 crore to the Solar Energy Corporation of India and Rs 1,500 crore to the Indian Renewable Energy Development Agency by the government, is indeed a step in the right direction (*Source: The Economic Times, 2020*).

The formation of the India Climate Collaborative (ICC) in the year 2020 by the philanthropy arms of top corporates, including the Tatas, Mahindras, Godrejs and Premjis, to minimise the climate change impact is also commendable and noteworthy.

With the new sustainability challenges brought about by the pandemic, more needs to be done. There is an urgent need to initiate, sustain and implement projects that mitigate the drastic rise in plastic waste due to PPE, masks, safety gear etc., through *shared responsibility* between the public and the private. As the world stands at crossroads today, a re-arrangement of preferences is inevitable. Still, we must not lose sight of the fact that climate change action is *urgent and non-negotiable*. It is incumbent that not only our leaders and companies but we, the citizens also step up to prevent it.

Harjas Kaur

B. Com (H) 2nd Year

CLIMATE CHANGE MITIGATION AND ADAPTATION TECHNIQUES FOR ORGANIZATIONS



We know that due to climate change outcomes, many companies are and will be greatly affected in future. Companies that continue in treating climate change solely as a corporate social responsibility issue, rather than a business issue, will face the greatest consequences. The ones that get their strategy right will find vast opportunities to both profit and create social good on a global scale. Climate change is a momentous issue and we are definitely at a defining moment.

Thus, corporate giants should make long-term sustainability as a core facet of their business and investment practices and take leadership positions in sustainable and low-carbon practices. Corporates can take the following actions to do their part in the fight against climate change:

Measure And Analyze Greenhouse Gas Emissions

- **Business leaders need to start treating carbon emissions as costly as well as assess and reduce their vulnerability to climate-related environmental and economic shocks.**
- **Towards this end, there are many private agencies that are carbon footprint certified and can help companies measure their carbon emissions. Once emissions are known, they must analyse and begin to consider solutions to reduce their emissions.**

Reducing Energy Consumption

- **Turning off the lights in the office in the evening, slightly lowering the heating or the air conditioning or taking devices off the plugs when it's not needed are some good actions companies can implement.**

Give Renewable Energies A Go

- **Today, more and more individuals are choosing renewable energy and this is also an interesting solution for companies. Corporates should also introduce policies that incentivize renewable energy and promote energy efficiency to achieve net-zero carbon targets.**

Optimize Employees' Transportation

- **Transportation is one of the largest sectors of greenhouse gas emissions. By encouraging employees to take public transit and carpools with other colleagues, companies can reduce their indirect carbon emissions and therefore their impact on climate change.**
- **Switching fleets to electric vehicles and developing smart systems to integrate distributed EV-charging is also a significant step.**

Reduce Waste And Fight Obsolescence

- **Another way to reduce the climate footprint of a business is to reduce the amount of waste generated. Avoiding disposable cutlery, reducing the number of prints, reusing papers as drafts, sorting waste for recycling, using a mix of post-industrial and post-consumer waste to create the new material are some techniques to reduce wastage.**
- **It is also important to use equipment and devices properly to avoid getting them deteriorated faster and to repair gadgets when they break down instead of replacing them with new ones.**

Choose Sustainable Suppliers

- **Companies should make the effort to choose suppliers who demonstrate they have ecological practices.**
- **Corporates should work with suppliers and clients to find solutions across the supply chain, targeting waste hotspots like weak links and promote investments in deforestation-free supply chains.**

Raise Awareness Among Stakeholders

- **As an economic agent, companies also play a role in raising awareness among their employees, consumers, media and other stakeholders.**
- **Organizing in-house contests, hackathons or campaigns to raise and improve awareness on sustainability issues is a great idea.**

Promote Environmentally Friendly Ways Of Working

- **Companies can embrace video conferencing for meetings and conferences that avoid employees traveling by car for meetings with clients.**

MADE IN INDIA MARKETING

The Liberalization, Privatization and Globalization (LPG) policy introduced in the Indian economy in 1991 significantly increased Foreign Direct Investment (FDI). Global brands gave stiff competition to local Indian manufacturers especially, the Micro, Small and Medium Scale Enterprises (MSME). To give leverage to Indian brands, Prime Minister Mr. Narendra Modi, on May 12, 2020, in an address to the nation, highlighted the importance of local manufacturing in times of the prevalent economic crisis resulting from the COVID-19 pandemic. It was an effort to promote local brands so that India could thrive as a self-reliant economy in the post-COVID 19 era.

As a result, most of the brands are rebuilding their marketing strategies around the 'Vocal for Local' campaign by creatively getting vocal about their Indian roots. Through various media platforms, many renowned brands amplified the Prime Minister's message. Biscuit and candy maker Parle advertised its glucose biscuit Parle-G as *Bharat Ka Apna Biscuit* and called for supporting local businesses on Instagram. Similarly, paints manufacturer Kamdhenu paints launched the campaign *Be Indian Buy Indian* to encourage all citizens to buy Indian products.



Social media was the most used platform with the viral hashtag #VocalForLocal. Brands that participated in this trend made creative use of graphics and catchy phrases, reinforcing their commitment to the country. According to the 'Indian FMCG Report - May 2020' published by India Brand Equity Foundation (IBEF), the FMCG market is

likely to grow at a Compound Annual Growth Rate (CAGR) of 23.15% in India. It was projected to reach US\$ 103.70 billion by FY21 from US\$ 68.38 billion in FY18.

In recent times, people have switched to healthy products like ayurvedic medicines and organic food which has made Indian giant Patanjali rank as the most trusted Fast-Moving Consumer Goods (FMCG) brand in India. Indian companies are re-establishing themselves as Swadeshi brands and floating advertising campaigns highlighting Indian roots, depicting their long association with each family for many generations, using Indian ingredients and purchasing raw material from local farmers/suppliers.

Consequently, 'Made in India' has found a place in retail strategy, giving an undoubted edge to local Indian brands such as Dabur, Mother Dairy, Tata, etc. Most of them are turning to Moment Marketing (delivering the right message at the right time) and redesigning the advertising campaigns around these themes. Despite the economic slowdown caused by the COVID-19 pandemic, the Indian economy is ready to rebuild itself and become a self-reliant nation.

Shikha Poddar
B. Com 2nd Year

लिसिप्रिया कंगुजम

लिसिप्रिया भारत के उत्तर पूर्वी राज्य मणिपुर की रहने वाली हैं। इनका जन्म 2 अक्टूबर, 2011 को मणिपुर में हुआ था। विशेषतः भारत में जलवायु परिवर्तन को लेकर सजग अधिनियम की मांग को आगे रखने में इन्होंने अहम भूमिका निभाई। सन् 2018 से ही लिसिप्रिया इस क्षेत्र में सक्रिय हैं और नियमित रूप से सरकार के समक्ष जलवायु से संबंधित अधिनियमों को बनाने की मांग कर रही हैं।



बहुत छोटी सी उम्र में ही इनकी सूझबूझ और समसामयिक विषयों पर तार्किक विकल्प रखने की क्षमता ने इन्हें विश्व पटल पर एक अमिट पहचान दिलाई है। लिसिप्रिया सन् 2019 में काफी समय तक चर्चा का विषय बनीं रहीं, इसकी मुख्य वजह थी "ग्रेट अक्टूबर मार्च 2019"। इस मार्च के तहत उनके समर्थक हजारों की संख्या में इंडिया गेट पर इकट्ठा हुए और लिसिप्रिया की मांगों को जनता की मांग घोषित किया। लिसिप्रिया पर्यावरण एवं जलवायु को लेकर कहती हैं - "यही हमारी सबसे बड़ी पूंजी है और

भविष्य में आने वाले संकटों के लिए सुरक्षा कवच भी"। सन् 2019 में लिसिप्रिया ने संयुक्त राष्ट्र संघ द्वारा आयोजित _ विश्व स्तरीय जलवायु बदलाव सम्मेलन में भाग लिया, उस समय उनकी उम्र महज 8 साल की थी। इस सम्मेलन में उन्होंने विश्व की बड़ी-बड़ी हस्तियों को अपने भाषण से प्रभावित कर दिया था।

लिसिप्रिया के अलौकिक विचार एवं मानव समस्या संबंधी सजगता उनको मिले सम्मान और पुरस्कार वर्णित करते हैं। इनको बहुत सारे राष्ट्रीय एवं अंतर्राष्ट्रीय सम्मान और पुरस्कारों से भी नवाजा गया है, जिसमें प्रमुख हैं वैश्विक बाल शांति सम्मान, राइजिंग स्टार (अर्थ डे नेटवर्क द्वारा) चंडीगढ़ विश्वविद्यालय पुरस्कार, ग्लोबल चाइल्ड प्रॉडिजी अवार्ड 2020 इत्यादि।



लिसिप्रिया के सजग एवं उचित बदलाव की मांगों से प्रभावित हो कर गुजरात सरकार ने जलवायु परिवर्तन को एक विषय वस्तु का रूप दे, विद्यालयों की पढाई में शामिल कर दिया है। लिसिप्रिया ने एक प्रेस कॉन्फ्रेंस में बताया कि ग्रेटा थनबर्ग इनकी सबसे बड़ी और अहम प्रेरणा स्रोत हैं। इस प्रकार लिसिप्रिया ने विश्व पटल पर जलवायु, पर्यावरण एवं मानव हित के मुद्दे को सक्रिय कर देश के बड़े भाग को प्रभावित किया है।

रचना कुमारी

B. Com 2nd Year

आत्मनिर्भर भारत

वैश्विक महामारी का जब संताप जगा,
एक उत्थान की सौगंध ने संपूर्ण भारत को एक किया।
गांव - शहर - मोहल्ला सबको एक कार्यक्षेत्र दिया,
स्वर्णिम ऐलान से “आत्मनिर्भर भारत” का नाम दिया।

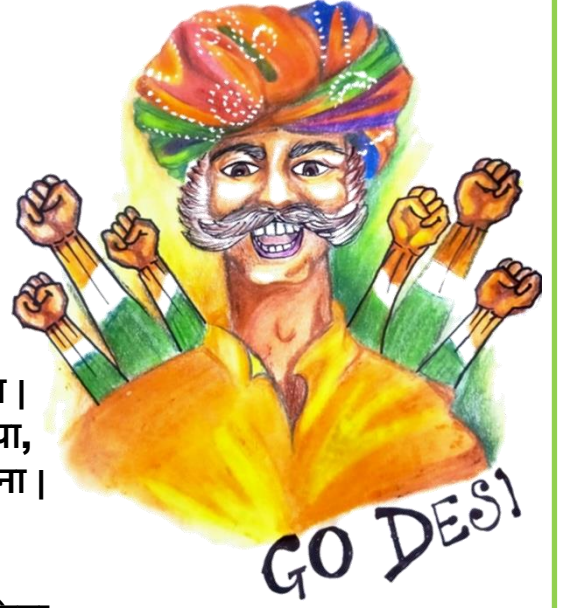
नव निर्माण का एक संकल्प स्वीकार किया,
आत्म केंद्रित हो विश्व पटल पर चलने का विचार किया।
गतिशील जनसांख्यिकी की ऊर्जा का बेहतर प्रयोग हुआ,
संकट के अवसर में नई चेतना का वरदान दिया ।

अर्थव्यवस्था को फिर से हर नागरिक का साथ मिला
स्वर्निर्मित वस्तुओं से बाजार को रोशन इस बार किया ।
प्रोत्साहन का जोश कारीगर से उत्पादक तक दौड़ गया,
विचारों की यह रचना आधुनिक भारत की पहचान बना ।

मांग और आपूर्ति श्रृंखला का संपूर्ण उपयोग किया,
नवभारत अब असीम ऊर्जा का स्रोत बना।
कारखाने से दफ्तर तक के कामों को नया मोड़ दिया,
समय रेखा पर भारत ने एक उत्थान उद्घोष किया ।

सजगता का भाव जब बुद्धि पटल पर आता है,
नव निर्माण का प्रकाश चारों ओर फैल जाता है ।
हर व्यक्ति मे निर्माता का प्रतिबिम्ब दिख जाता है,
एक बिंदु भी क्षमता का अगम्य स्त्रोत बन जाता है ।

- रचना कुमारी
B. Com 2nd Year



WINNING ENTRIES

The Comascent team organized an 18-word story writing competition this semester. The topic for the same was, “**Climate Change**”. We received an overwhelming response from students of all courses and years. The best entries have been featured in this section.

1st

Holiday Destination

Welcome to virtual reality laboratory, wear your electronic uniform for best experience of your favourite extinct holiday destinations.

~Rashmi Joshi

B.El.Ed., 1st Year



2nd

World's Hue

Evolution occurred, homosapiens ensued. 'Wise man' grew. He turned bluest sky to darkest grey to make world 'urbane'.

~Isha Singh

B.A. (Prog.), 3rd Year



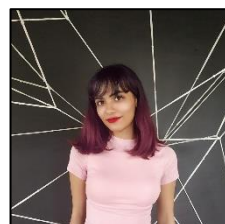
3rd

Stories of the future

When we have tales of how the Earth died, there won't be any paper to write them on.

~Karnika Kapoor

B.A. (Prog.), 3rd Year



Midnight Blues

Dark clouds, gloomy atmosphere, barren lands, no sign of life. Just a dream or a premonition? I wonder.

~Ankita Singh

B.Sc.(H) Microbiology, 2nd Year



BOOK REVIEW

ROMESH GUNESSEKERA'S REEF



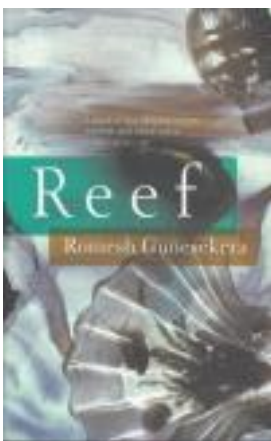
Though you may fail to notice this, humans replicate nature in the most intricate of ways. Look at the creeping roots of a banyan tree, and see how they resemble the veins running through your arm. Fascinating, isn't it? In the same way, the seemingly constant yet ever-changing identity of the sea is a reflection of our lives - which are always eroding and settling, just like the tides.

This is one of the many messages that Romesh Gunasekera conveys to the reader through "Reef", a tantalizing work of fiction that orbits around the life of Triton, a cook, as he grows up with his master Mr. Salgado. A wonderful coming-of-age story, Gunasekera paints a picture of 1960s Sri-Lanka in all its affluence and grit, through the eyes of Triton, as he learns and grows under the shadow of his master.



With a poignancy that you cannot find anywhere else, Reef explores the entwined lives of the protagonist with that of the people around him. The book manages to get into account the fine pleasures of simplicity and zeal while not missing out on metaphorical motifs.

The characters deal with their lives amidst political disintegration, Gunasekera tells a tragic yet comic story of a young man coming to terms with his destiny, and a subtle yet endearing commentary on class and the privilege to be "unbothered" that comes from being educated and affluent. Triton's lyrical prose evokes the sensuous heat of the tropical island and conveys mouth-watering descriptions of his culinary triumphs.



The reef is warm, upbeat, and deals with sensitive topics. But what stands out is Gunasekera's take on the synergies of politics, nature, and personal striving is intriguing.

The book ends on a bitter-sweet note; one that drives home the fact that just like the corals that Mr. Salgado so passionately researched, which seemingly flourished one second and withered the other, human lives are just as volatile and at the end of the day, perhaps all one can do is reminisce about the past and hope for the future.

Avilasha Borthakur, Vanshita Ghoomi
B. Com (H) 2nd Year, B. Com (H) 1st Year

MOVIE REVIEW



THE PURSUIT OF HAPPYNESS

"Don't ever let someone tell you, you can't do something. Not even me. You got a dream, you got to protect it. People can't do something themselves; they want to tell you; you can't do it. You want something, go get it. Period."

Can a man face the hardships of life while experiencing both personal and professional losses? Can a man turn his dream into reality? The Pursuit of Happyness, an American biographical drama film, addresses these questions.

Inspired by a true story, The Pursuit of Happyness takes viewers back to the 1980s. The movie shows the struggle of Chris Gardner, a salesman who is homeless but not hopeless. It recounts how his wife Linda decides to separate from him due to his professional failures when he has only \$22 left, with the responsibility of supporting his 5-year-old son, Christopher, and an unpaid internship in a brokerage firm.

The movie depicts how his optimism acts as a searchlight during the dark days and beautifully picturizes how he clings to his hopes. Despite life putting obstacles at every step, the protagonist keeps his hopes and dreams alive. He proves that you do not need an army to fight poverty, just big smiles, giving the message that nothing worthwhile is achievable without perseverance, will and determination.

This inspiring and touching biopic is a must watch as it is not just any other rags-to-riches story. It captures the bitterness of relationships, the emotional bond between a father and son, and the adversities of life in a nutshell.

The Pursuit of Happyness gives us a clear-cut picture of a man who struggled without losing hope and dared to follow his passion. It is indeed a memorable movie supported by strong and remarkable acting by the cast.

**Tripti Bansal
B. Com 1st Year**

FRESHERS' COLUMN

SHRISHTI DOBHAL
B.A.(PROG.)

On the very first day of the online semester, there was a tingling thought within me as to what extent the so-called craze to be a college student will lead me to and it turned out to be amazing. The entire session proved to be so lively and interactive. Within few days all the classmates were jamming up in online meets, video calls, Instagram etc. Then came society sessions, which were intriguing and fun. Personally, my first online semester turned out to be a phase to learn, grow, come out of my shell and just have fun! This period taught me that it's more of the kind of people that we surround ourselves with that shape our thoughts, moments and eventually our days!

ANANYA SETHI
B.A.(PROG.)

First day jitters were getting a seat at the online Webex orientation before the limit was reached. Interactions with classmates have been based on their voices as the cameras were off and semester 1 has been like a dream, the only problem is I don't know how it started and how it will end. The middle is just blurry. Online college has been a challenge but hoping to step outside the 6-inch computer screen and into the 12-foot college gate.

VINITA
B.SC PHYSICAL
SCIENCE

The day I just took my first class, I felt so appreciative. The first day was a mix of various emotions, happy, nervous and anxious too. Due to the cooperation of my teachers and my classmates, I managed to survive. Slowly and gradually, everything got more sorted for me. I always wanted to have a great time in my college but hope it will be very soon.

TRIPTI BANSAL
B.COM (P)

My virtual life here at Gargi College has been a glorious ride. Though I was really scared on my first-day people here are really great. The teachers are really supportive and seniors always welcome you with a smile. All days here are no less than an adventure. Really hope that I get to see my campus physically too and meet all the lovely souls of Gargi soon.

KRITI CHOUDHARY
B.COM (H)

My experience of joining Gargi college is just astounding ! The crowd of the college is so energetic and striking, I enjoyed interacting with them. Our professors are also so magnificent! Though online, still this semester was so good for me !

NANDINI SHARMA
B.COM (H)

My experience with Gargi College is extremely wow, this college provides every thrill that a college student expects to experience. I am highly satisfied being in Gargi college.

AKRITI SHARMA
B.SC (H) ZOOLOGY

Things have really worked so good when I got my dream college, one of the best colleges that established feminism and individuality among female society since 1967. Due to the pandemic, I haven't visited the college yet, but the faculty is really supportive. I am happy that so many good people together form such an amazing environment even on virtual modes. The semester is going really well. Can't wait to visit my heavenly campus.

TRIVIA

The world's smallest fruit-
Urticle is the size of an ant.



Bananas share 50% of their
DNA with humans.



Albert Einstein was offered
the Israeli presidency.



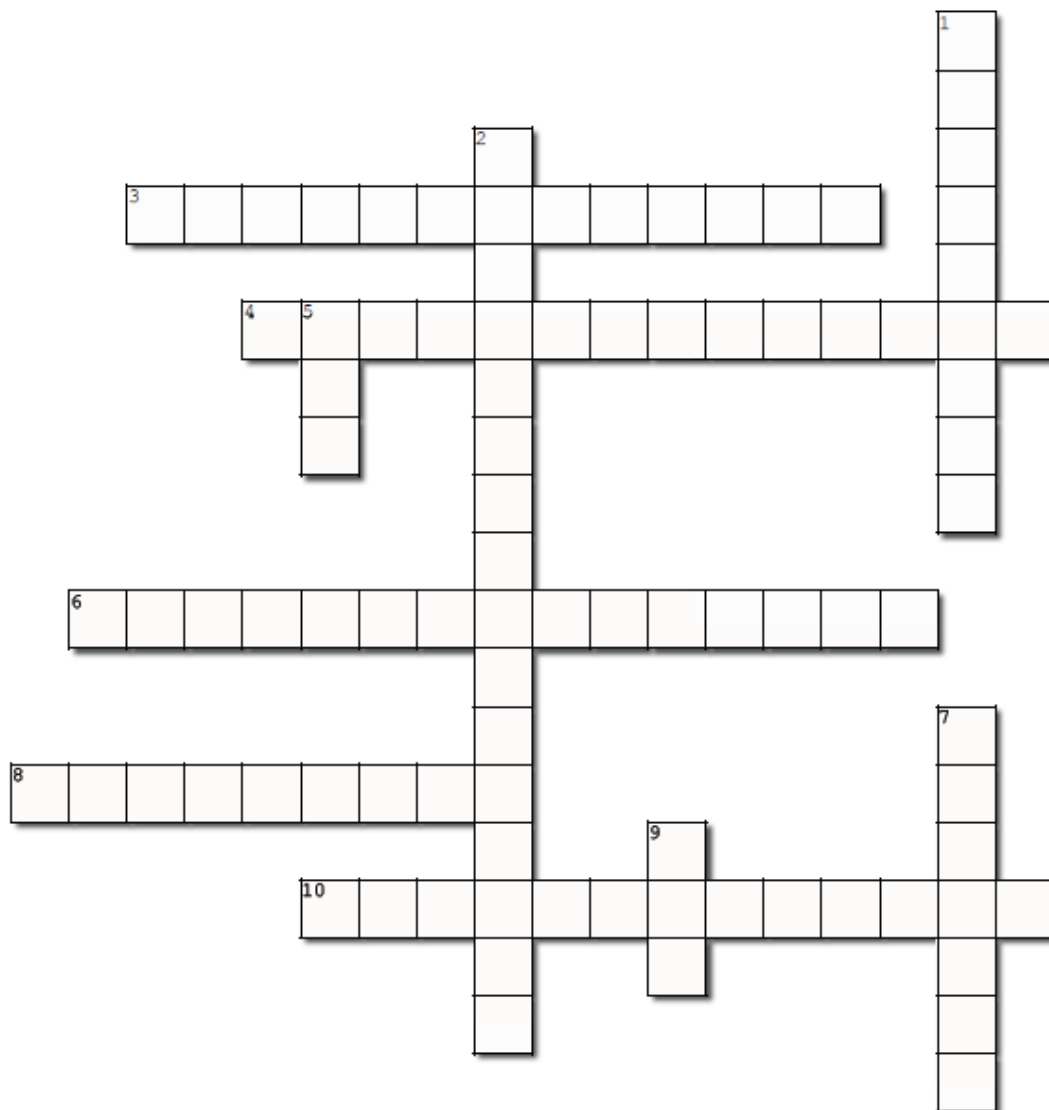
It would take 22.7 years to
eat at every restaurant in
New York City.



No one knew how William
Shakespeare's name was
really spelt, neither did he.



CROSSWORD



Across	Down
3. Richest man in Asia 2021.	1. C.E.O. of Amazon Web Services, will now become C.E.O. of Amazon.
4. Present governor of RBI.	2. Founder and C.E.O. of a social dating app, world's youngest billionaire.
6. Amount of greenhouse gases (GHG) released into atmosphere by a particular human activity.	5. The Outgoing US President Donald Trump pulled a temporary ban to issue new _____ to protect jobs for natives.
8. India received the highest Foreign Direct Investment (FDI) in 2020-2021 from this investment.	7. Least polluted city in India, located in Mizoram.
10. 'Waterman of India', runs an NGO 'Tarun Bharat Sangh'.	9. Which company has the highest stock value in India?

COMMERCE ASSOCIATION 2020-21



**DR. SHEELA
DUBEY**



**MS. CHITRA
KHERIA**



**MS. SUMANT
MEENA**



**MS. AAKRITI
CHAUDHRY**



**DR. VARUN
BHANDARI**



HARGUN KAUR JHAM
PRESIDENT



ARADHANA JOSHI
VICE PRESIDENT



AVILASHA BORTHAKUR
GENERAL SECRETARY



VANDITA GOYAL
JOINT SECRETARY



CHHAVI AGARWAL
CULTURAL SECRETARY



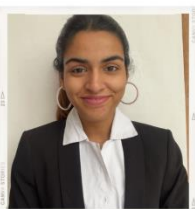
SAKSHI SINGH
TECHNICAL HEAD



JASLEEN KAUR
CREATIVE HEAD



ESHIKA GARG
CREATIVE HEAD



TANVI AGARWAL
REPRESENTATIVE



KASHVI SURI
REPRESENTATIVE



ANANYA KUMRA
REPRESENTATIVE



HIMANSHI CHHABRA
REPRESENTATIVE

DEPARTMENT NEWS

VIRTUAL LAUNCH OF COMASCENT



Taking a cue from its theme 'Embracing the New Normal', the Comascent Editorial Team organised the first-ever virtual launch of the 17th Issue of the Comascent on December 29, 2020, which witnessed participation from the faculty members, students and the Comascent Team.

The guest speakers for the day were the alumnae of the Commerce Department of Gargi College, Ms. Sonia Sahijwani, a legal expert & writer, and Ms. Vani Agarwal, the founder of Thinking Spree. The event commenced with our Principal, Prof. Promila Kumar appreciating and wishing the department the very best on releasing the Commerce Magazine in the online mode. The editor, Mehr Arora, released the magazine and introduced the theme for the current issue. She also apprised the audience with the sections, survey and the new additions to the magazine.



The editorial team provided attendees with an overview of the various sections of the magazine like the external valuables that sought to provide students with a pie of insights and experiences from the lives of our precious alumnae, the winning entries of the comic strip competition conducted by the team, the book reviews and the departmental activities. They

also conveyed the observations from the survey conducted by them to understand how students were coping with the lockdown and online classes. The guest speakers appreciated the relevant theme, insightful articles and intriguing survey. They also reminisced their college memories and thanked the faculty members for their continued support. They congratulated the team on the successful release and encouraged the students to take more such initiatives. The event wrapped up with a vote of thanks delivered by the editor.



The Commerce Association organized "Train to Trade" from 21st to 27th January 2021. It was an online trading simulation competition organized in association with the Dalal Street Investment Journal. The event was a great success as there were approximately 400 participants from Delhi University, IITs and IIMs. The top three winners, *Prateek Gupta from Sri Guru Gobind Singh College of Commerce, Delhi University, Nalin Bansal from Shaheed Sukhdev College of Business Studies and Mohit Surana from Indira Gandhi National Open University, were given an appreciation certificate with goodies and coupons. The top 20 students received a participation certificate with coupons.*

PRESIDENT'S ADDRESS

With the close of the first-ever fully virtual session, I would like to thank all the students of the department for their tremendous engagement in this reinvigorated landscape.

I am truly grateful to have been bestowed the responsibility of representing the department in such a challenging yet exciting session. The department reached new heights as we hosted the online edition of CASCADE 2020-21 along with a plethora of activities, which were a success through and through.

As we are in the midst of a pandemic, another existential threat stands looming large- Climate Crisis. This makes corporate action on climate change not only a responsibility but also a necessity.

Team Comascent deserves all the applause for putting together the issue on 'Addressing the Alliance: CSR X Climate Change'. *The most challenging times bring us the most exciting lessons.*

With this I wish nothing but the best to the upcoming Team Association and hope they carve out an exceptional year for the department.

Hargun Kaur Jham
President
Commerce Association





UNIVERSITY TOPPER



PRIYANSHU CHALANA
B.COM, 3rd Year
BATCH OF 2020

WE EXTEND OUR HEARTIEST CONGRATULATIONS TO YOU FOR SECURING THE UNIVERSITY TOPPER POSITION BY SCORING CGPA 9.227 IN THE FINAL YEAR EXAMINATIONS. YOU MADE US PROUD!



BEST ALL ROUNDER COMMERCE



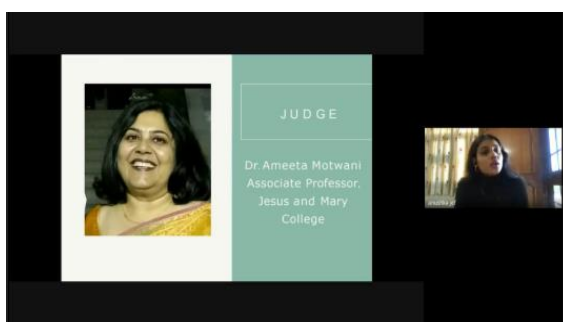
DARSHITA DEVNANI
B.COM (H), 3rd Year
BATCH OF 2020

WE EXTEND OUR HEARTIEST CONGRATULATIONS TO YOU FOR BAGGING SMT. LAJWANTI MALIK MEMORIAL - BEST ALL ROUNDER AWARD COMMERCE. YOU MADE US PROUD!

PATHFINDER REPORT 2019-20

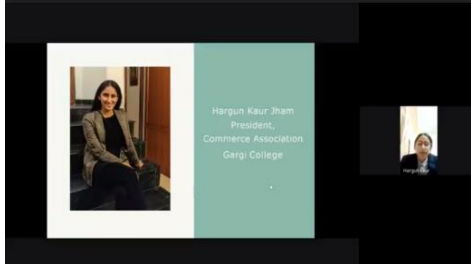
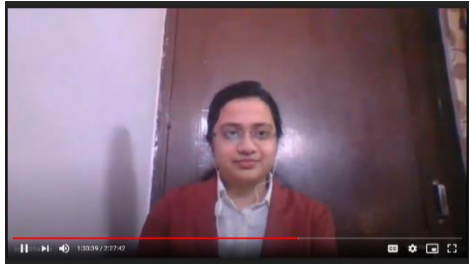
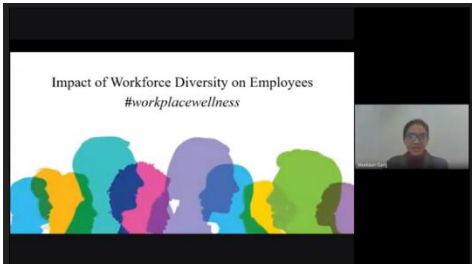
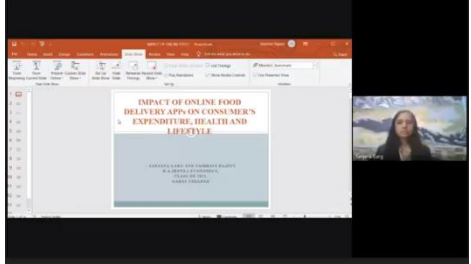
January 12, 2021: The final presentations of Pathfinder Award 2020 of the Commerce Department were organized. Out of 12 teams who submitted their synopsis, 5 teams were shortlisted for the final round. The jury comprised of Dr. Meera Nangia, Associate Professor, College of Vocational Studies, and Dr. Ameeta Motwani, Associate Professor, Jesus and Mary College.

Dr. Meera Ramachandran, Former Principal, Gargi College, who had initiated the Pathfinder Competition in Gargi College in 2008, blessed the event by joining online. Mrs. Kiran Batra, Associate Professor (Retd.), Gargi College, who has also been Convenor of the Pathfinder Committee, was invited as a Special Guest. The topics selected by the teams (tabulated below) were well appreciated by the jury who cited them as contemporary issues which demanded further thought.



S.NO	TOPIC	PARTICIPANTS	MENTORS
1	Impact of Online Food Delivery Apps on Consumer's Expenditure, Health, and Lifestyle	<u>Sanjana Garg</u> <u>Vaibhavi Rajput</u>	Dr. Jyotika Bahl
2	Online Payment Failures and Profit of Commercial Banks under RBI Regulations"	<u>Aditi</u>	Dr. Ganesh Manjhi
3	Impact of Workforce Diversity on Employees	<u>Mehr Arora</u> <u>Muskaan Garg</u>	Dr. Nidhi Gupta Ms. Rupal Arora
4	Future for Growth: Building a Sustainable Growth Index	<u>Varunavi Chauhan</u> <u>Pratishtha Gupta</u> <u>Yamini Dhatwalia</u>	Dr. Mandakini Das and Dr. Payal Jain
5	The Gender Based Wage Inequality in the Private Sector in India	<u>Parnika Khattri</u> <u>Sunistha Rao</u>	Ms. Laxmi Devi

**The first position was bagged by Aditi.
The second position was awarded to Parnika Khattri and Sunistha Rao.
The third position was secured by Mehr Arora and Muskaan.**



PATHFINDER REPORT 2020-21

April 9, 2021: The final presentations of Pathfinder Award 2021 of the Commerce Department were organized. Out of 13 teams who submitted their synopsis, 9 teams were shortlisted for the final round. The jury comprised of Dr. Priti Rai, Associate Professor from Shyama Prasad Mukherji College and Dr. Anita Bajaj, Associate Professor, from P.G.D.A.V College (Eve). The jury was impressed with the topics presented by the teams (tabulated below) as they are relevant in the present era.



JUDGE

Dr. Priti Rai
Associate Professor,
Shyama Prasad Mukherji College,
University of Delhi

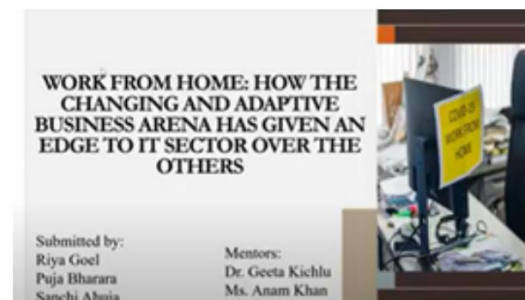


JUDGE

Dr. Anita Bajaj
Associate Professor,
PGDAV College (Evening),
University of Delhi

S.NO	TOPIC	PARTICIPANTS	MENTORS
1	Advertisements on Social Networking Platforms and their Impacts on Consumers' Buying Behaviour	<u>Chhavi Agarwal</u> <u>Pragya Modi</u> <u>Shruti Jain</u>	Dr. Mandakini Das Dr. Payal Jain
2	The Amul Revolution- A Comparative Study of the Cooperative Giant and the Agricultural Sector	<u>Harjas Kaur</u> <u>Sphurti Srivastava</u>	Dr. Jyotika Bahl
3	E-Waste Management in India	<u>Ishanvi Gupta</u> <u>Saavriti Verma</u> <u>Tanya Chauhan</u>	Mr. Siddharth Rathore
4	India's Housing Conundrum	<u>Arpita Saxena</u> <u>Hargun Kaur Jham</u> <u>Karishma Thakur</u>	Dr. Geeta Kichlu and Dr. Sangeeta Jerath
5	The Footprint of Covid-19 on Female Led Ventures	<u>Arushi Chawla</u> <u>Manya Fakey</u>	Dr. Mandakini Das and Ms. Hansika Khurana
6	Work from Home: How the changing and adaptive business arena has given an edge to IT sector over the others	<u>Sanchi Ahuja</u> <u>Riya Goel</u> <u>Puja Bharara</u>	Dr. Geeta Kichlu and Ms. Anam Khan
7	Ratings of Movies to Revenue in Bollywood	<u>Swasti Mishra</u> <u>Shrestha Ria</u>	Mr. Gaurav Bhattacharya
8	Envisioning Economic Growth through Financial Literacy	<u>Radika Agarwal</u>	Mr. Siddharth Rathore
9	Blockchain: Driving the Fourth Industrial Revolution	<u>Getanjali Bhatia</u> <u>Jessica Sachdeva</u>	Mr. Sanatan Tiwari

**The first position was bagged by Chhavi Agarwal, Pragya Modi, and Shruti Jain.
 The second position was a tie between Harjas Kaur and Sphurti Srivastava & Ishanvi Gupta,
 Saavriti Verma, and Tanya Chauhan.
 The third position was secured by Arpita Saxena, Hargun Kaur Jham, and Karishma Thakur.**



ACADEMIC RESULTS

B.COM (H)

FIRST YEAR

College Position	Name	CGPA	University Position
First	Lipika	9.82	III-University I-South Campus
Second	Pranjali Bhatia Shunyam Gupta	9.64	IV-South Campus
Third	Nishu	9.55	

SECOND YEAR

College Position	Name	CGPA	University Position
First	Aastha Sardana	9.71	IV - University IV - South Campus
Second	Aakarshi Singhal	9.57	
Third	Oishika Ghosh Hargun Kaur Jham	9.54	

THIRD YEAR

College Position	Name	CGPA	University Position
First	Alekhya SKK CH	9.270	IV-South Campus
Second	Nandita Taneja	9.243	V-South Campus
Third	Muskan Sikka	9.068	

B.COM

FIRST YEAR

College Position	Name	CGPA	University Position
First	Kajal Garg	9.41	II-University II-South Campus
Second	Tanishka Katariya	9.23	V-University IV-South Campus
Third	Kavita Chakraborty	9.14	

SECOND YEAR

College Position	Name	CGPA	University Position
First	Arushi	9.45	II-University II-South Campus
Second	Anamika Anushka Verma Chandravahini Chaudhary	9.32	IV-University III-South Campus
Third	Aditi	9.23	V-University IV-South Campus

THIRD YEAR

College Position	Name	CGPA	University Position
First	Priyanshu Chalana	9.227	University Topper
Second	Jahnvi Gupta Sakshi Sadana	8.818	V-South Campus
Third	Isha Dhing Nandini Data	8.758	

PLACEMENT REPORT

A total of 80 students have been placed in various companies.
We wish them all the best for their future endeavors.

 **accenture**

Rishika Rastogi



BANK OF AMERICA

Ritika Jangra



CPA GLOBAL

Divisha Sakhua
Khushboo Baktoo

Deloitte.

Aastha Sardana
Anjali Gupta
Aprajita Dogra
Arpita Saxena
Diva Bhutoria
Kshiti gupta
Mahak Nihalchandani
Manya Fakey
Mehr Arora
Muskaan Batra
Pratishtha Gupta
Purvi Jain
Shikha Chaudhary
Smriti Bhasin
Yukti Nagpal



Employment Express

Ameesha kain
Anshita Singhai
Ashna Kumari
Beauti Kumari
Cherry Patwari
Itishree Das
Jyoti

Muskan
Nazia Naz
Rishika Rastogi
Pooja Dass
Pranjal Jain
Rekha Gupta
Vaishnavi Bansal
Vanshika Gupta



Anshika Gupta
Harnavneet kaur
Jasleen Kaur
Karishma Thakur
Mansi
Manu Jain
Nikunj Agarwal
Parnika Khattri
Rimjhim Gupta
Ritika Bharuka
Sachi Maurya
Shejal Gupta
Sunishtha Rao
Yashika Garg



Taniya Bansal
Ritika Jangra

FINEDGE

Sanjana Swain



Anshika Jain
Arunima Singh
Arushi Chawla
Harshita Chindalia
Kajal Mukeriya
Nishtha Taneja



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Amiya Khandpur

TravClan

Andrea Cardoza

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Anshika Gupta
Hargun Kaur Jham
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Ruhani Nagpal



Avni Sharma

