

COMASCENT

VOLUME II, ISSUE 12, 2017-18



DEPARTMENT OF COMMERCE

GARGI COLLEGE

UNIVERSITY OF DELHI

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From The Principal's Desk...



It is indeed a matter of pride to be at the helm of an institute where students and faculty are always enthusiastic to acquaint themselves with latest trends and technology. Digitalisation which is pervasive these days has some limitations, along with transparency and convenience as its strengths. These conflicting attributes makes it debatable. The theme of the magazine this time is '**The Digital Era- Fast and Furious**', which I am sure will ensure brain storming of the editors as well as contributors.

The Department is committed to enrich the intellectual and emotional development of students in an atmosphere that is vigorous, happy and nurturing. Their aim is to provide an education which explores and strengthens the potential which is innate in every individual but awaiting expression. Publishing a magazine is one such endeavour in this direction.

I congratulate the entire editorial team & contributors for the upcoming issue of '**Comascent**' and enthusiastically look forward to reading our students' perspective on the current theme.

Dr. Promila Kumar
Principal (Officiating)

Editor's Note

Dear Readers

I am pleased to release the second edition of Comascent 2017-18. As I write the Editor's note for the last time, I deliberate over the growth the magazine underwent since I joined it as a Reporter three years ago. Over the years, it has become customary for the editorial team to center the themes around relevant topics trending in the social and business environment. The team works with a vision to uphold the quality standards of the content which would apprise the readers of the latest happenings after flipping through the pages of the magazine. Continuing with the tradition, the magazine has been aptly themed this time as 'The Digital Era: Fast and Furious'.



Ever since the Digital India campaign launched by the Government of India surfaced in 2015, digitalisation spread like wildfire in the country. Major services provided by the government such as healthcare, education, banking, agriculture based information and soil health after getting linked to the unique identity Aadhaar, have migrated to the electronic platform. This has enabled convenience in delivery of services and transparency, to walk hand in hand. These entailing benefits also happen to be driving forces behind the digital campaign. Subsequently arising from these, eliminating black economy is one of the primary goals of the campaign. Linking Aadhaar to the services especially for availing direct benefit transfers, would further stamp out the ghost identities of the unintended beneficiaries, in turn saving huge revenue losses of the government. Thus, several brownie points would accrue to the Digital India campaign for getting the economy on the right track.

Notwithstanding these benefits, digitalisation by virtue of being digital and open to foreign intervention, is frequently susceptible to cyber-attacks. The ransomware attack in 2017 which spread through the computer networks and attacked confidential data for a ransom, or, the phishing attack of Union Bank's \$171million hack in 2016 where debit card accounts of millions of users had to be blocked for transactions after the bank officials only opened a foreign email, remind us of the perils of digitalisation. As students who are concerned about such a revolutionary and remarkable wave which has immense power to turn the economy over a new leaf if arrested wisely, or, act as a destructive force, we deemed the topic fit for the current edition to invite students' views on. We also conducted an online survey on social media to gauge its perception among various age groups, the results of which have been collated in the subsequent pages.

Apart from the focus on the theme, the magazine throws light on the happenings in the Commerce Department, placement record and students' academic result. An Alumni Corner has been incorporated on the auspicious occasion of Golden Jubilee of the college where the founding team and ex-editors of Comascent share their experiences. A light corner also features a crossword puzzle to get the readers' intellect into action. The art editor, Juhi has added several relevant illustrations to the content to make it visually appealing. I hope you appreciate the effort of the editorial team. Your feedback is welcome and you can write to us at comascent201617@gmail.com. Hope you have a good time surfing through the magazine.

Thank you
Editor
Ruchika Bhatia

CASCADE 2017 REPORT



Cascade, the annual national level seminar of Department of Commerce, Gargi College was held on 01 November 2017 titled: 'GST: An Epoch Making Revolution'. It was thoughtfully themed on Goods and Services Tax, which is the current talking point in India, regarded as a revolutionary step in the indirect taxation regime. In pursuit of the theme, the fest was structured into formal seminar and informal events.

The formal event was graced by Mr. Sachin Jain, Additional Commissioner, GST South Delhi Zone as the Chief Guest and four panelists: Mr. Ram Singh, Professor of Economics, Delhi School of Economics, Mr. Amit Bhagat, Partner in Tax and Regulatory Services, PWC India, Dr. Sanjiv Agarwal, FCA, FCS, ACIS(UK) and Managing Partner in Aggarwal Sanjay Co., Mr. Vikash Dugar, Chief Financial Officer at Ashiana Housing Ltd., and CA Vivek Gaba who moderated the discussion.

The formal event commenced with felicitation of the speakers by the Commerce Association team followed by the release of Comascent magazine. Carrying the event forward, Mr. Sachin Jain addressed the audience with a presentation on GST and gave glimpses of key areas of changes in the indirect taxation law post the implementation of GST. The panelists engrossed the audience with an impactful discussion. They delved on the impact of GST on economic growth, profits and gains of business houses and real estate sector. Further, a comparison between GST and pre- GST indirect taxation law was also brought to the table. The discussion drew important questions from the audience on the lines of anti- profiteering law, inclusion of petrol and diesel under GST's ambit and impact of GST on the education sector.

The informal event consisted of four interesting competitions: 1. *Make it or Break it*: the participants were required to formulate marketing strategies for a new product after a merger, 2. *Managers of Mayhem*: the participants had to devise management strategies based on the challenges in the dynamic business environment, 3. *Think Tank*: this was an impromptu round wherein both the teams had a face off challenge based on a complex business situation and 4. *Mind in Motion*: the participants had to solve riddles and guess business terms. The procedure of selection of teams comprised of an online preliminary round where 80 teams had registered out of which 14 teams were shortlisted for the on- campus rounds. The teams were judged by the alumnae of Gargi College. The competitions were collectively tagged with attractive prizes worth Rs. 1, 10, 000 and certificates. An overwhelming participation was witnessed across various colleges of Delhi University as well as other institutes such as Symbiosis, Noida. Cascade 2017 was highly appreciated by the

participating students and faculty members representing different colleges of Delhi University, for acting as a thorough knowledge sharing platform and organizing exciting competitions for the students.

The Comascent team brings you the highlights of an insightful discussion on GST from the seminar, of each panelist.



Mr. Sachin Jain delivered the key note address, recounting the basic principles of the Goods and Services Tax. He explained how GST was inherently more inclusive, because small businesses with an aggregate turnover of less than 20 lakhs were exempt from the payment of GST. Mr. Jain further explained the 'Reverse Charge Mechanism' and how it shifted the tax liability onto the recipient of goods and services. Sir left the audience with a broader understanding of the basic principles governing the working of the Goods and Services Tax in India and set the tone for the discussion that followed.



Prof. Ram Singh, deliberated on various GST related issues and its impact on different sectors of the economy. For further simplification of the tax structure under GST, he displayed a presentation which evinced advantages and problems that still prevailed under the GST regime. Mr. Singh went on to say that GST would be favorable for the formal sector than for informal.



Mr. Sanjiv Agarwal enlightened the audience with his vast knowledge of indirect taxes. He gave the audience a broad picture of the impacts GST would have on various sectors such as logistics and education and coaching institutes which was very informative.



Mr. Amit Bhagat made the structure of indirect taxation under GST simpler to understand for the audience. He briefly went on to compare the indirect taxation under pre- GST regime with the post- GST taxation, further sharing about goods such as petrol and alcohol which were still exceptions to GST.

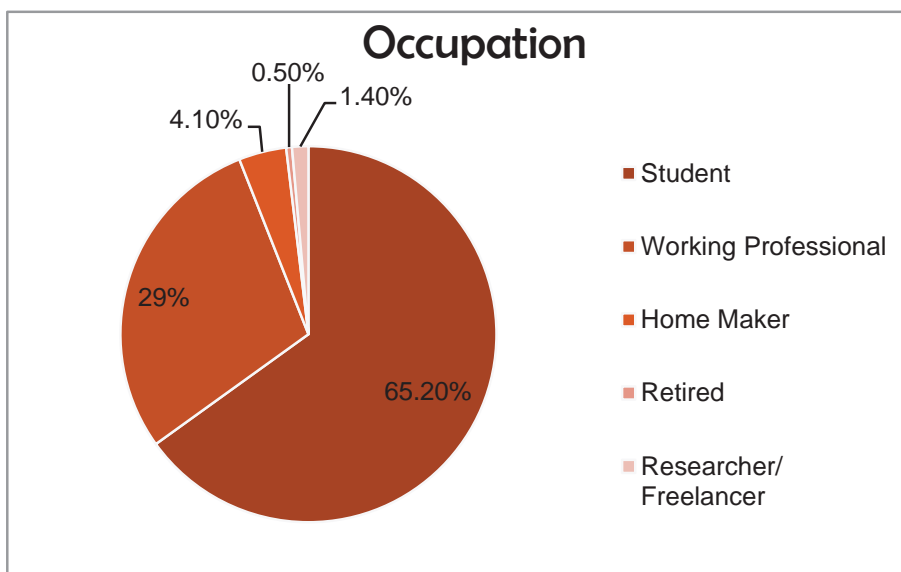
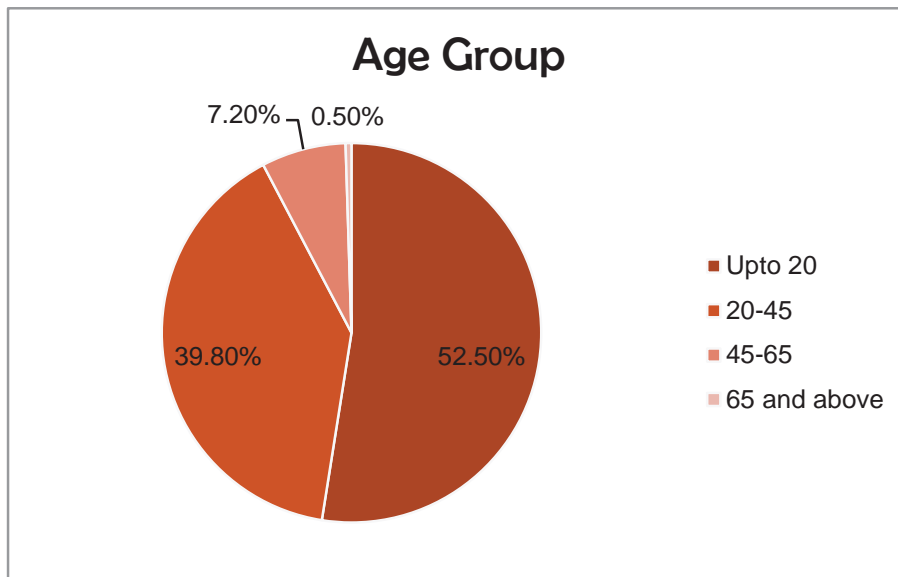


Mr. Vikash Dugar delved onto the impact of GST on the real estate sector. Answering many questions raised by the audience, Mr. Dugar cleared much doubts around speculation of rise in the prices of property post GST.

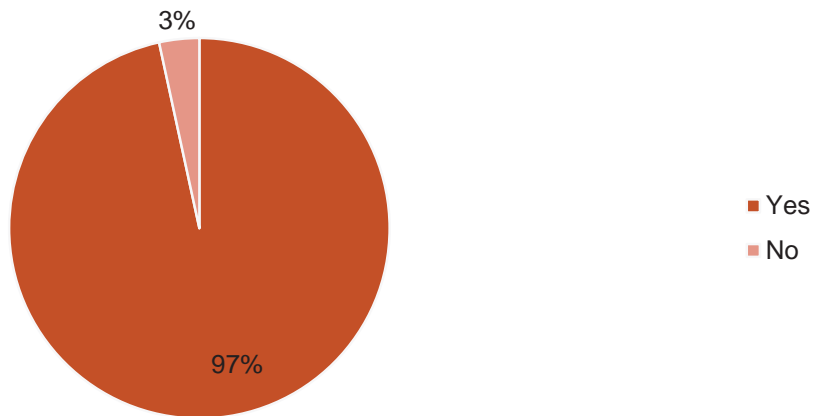
SURVEY ON SOCIAL MEDIA



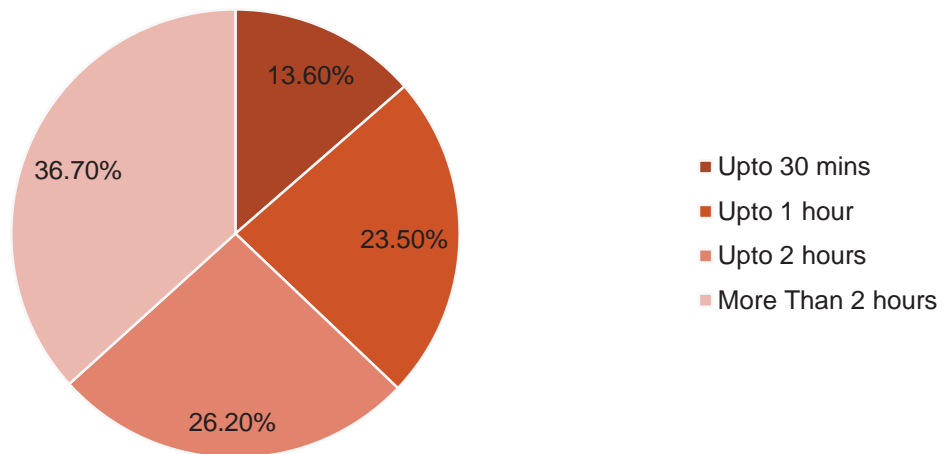
The Comascent Team conducted an online survey via circulation of Google forms to study the usage pattern and perception of social media upon different age groups. The targeted sample size of the survey was 250 out of which 221 responses were received. Thus, the response rate was approximately 88% which indicated a high level of concern of the respondents towards the topic of the survey. A social media survey was conducted in the year 2012 by the then Comascent team with a sample size of 60 respondents. Certainly, the higher sample size of the current edition has been made plausible by an ever expanding social media network and user base, owing to which the survey could find swift responses. The following are the results from the survey.



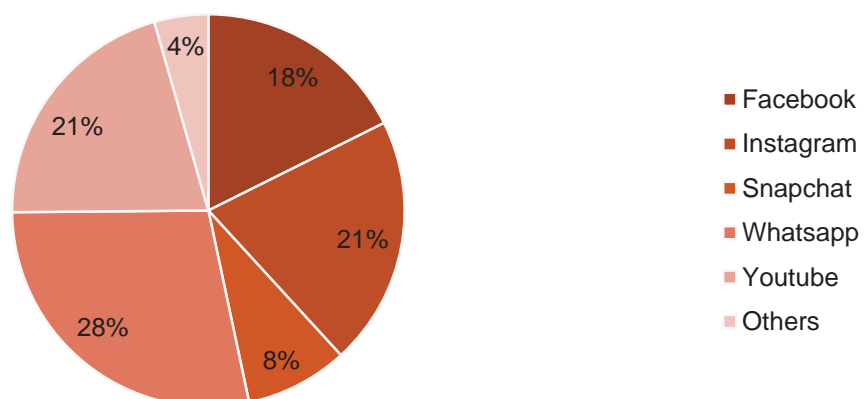
Do You Use Social Media?



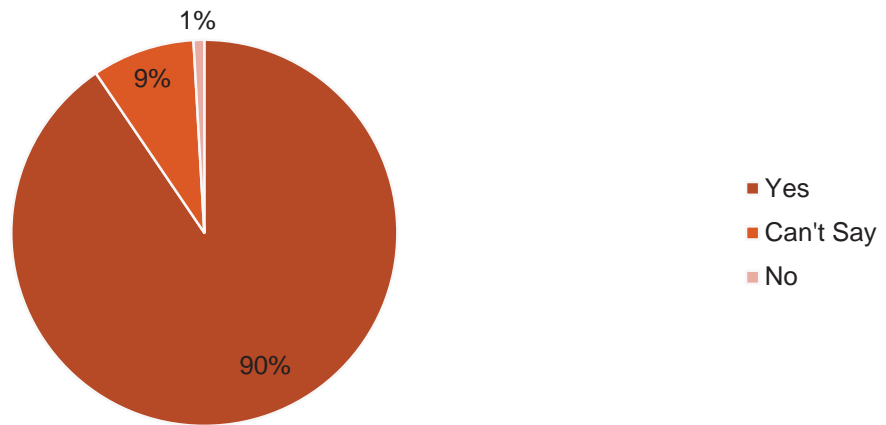
Average Time Spent on Social Media site/s



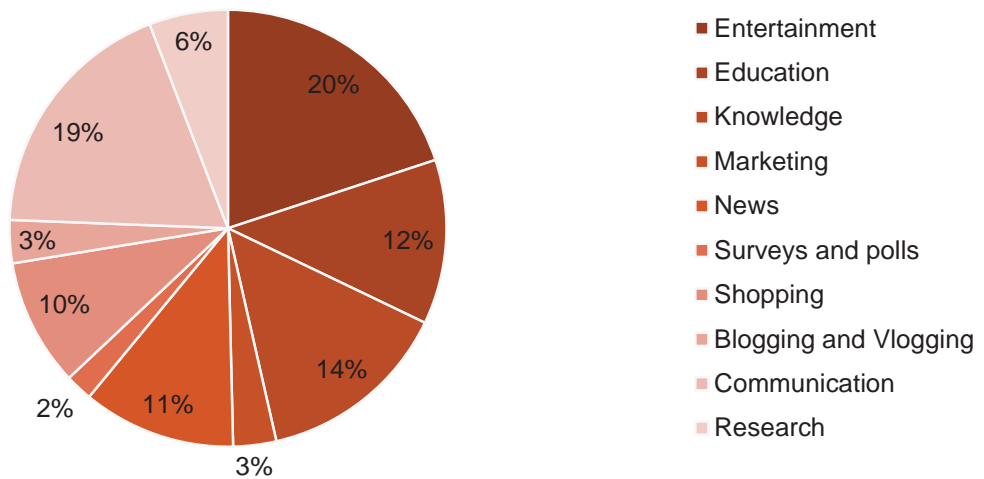
Frequently Used Social Media Site/s and Application/s



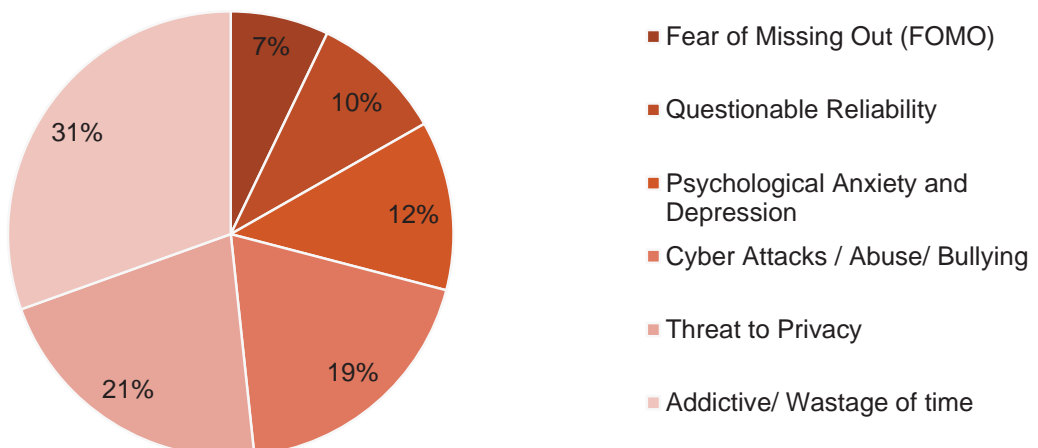
Is Social Media Beneficial?



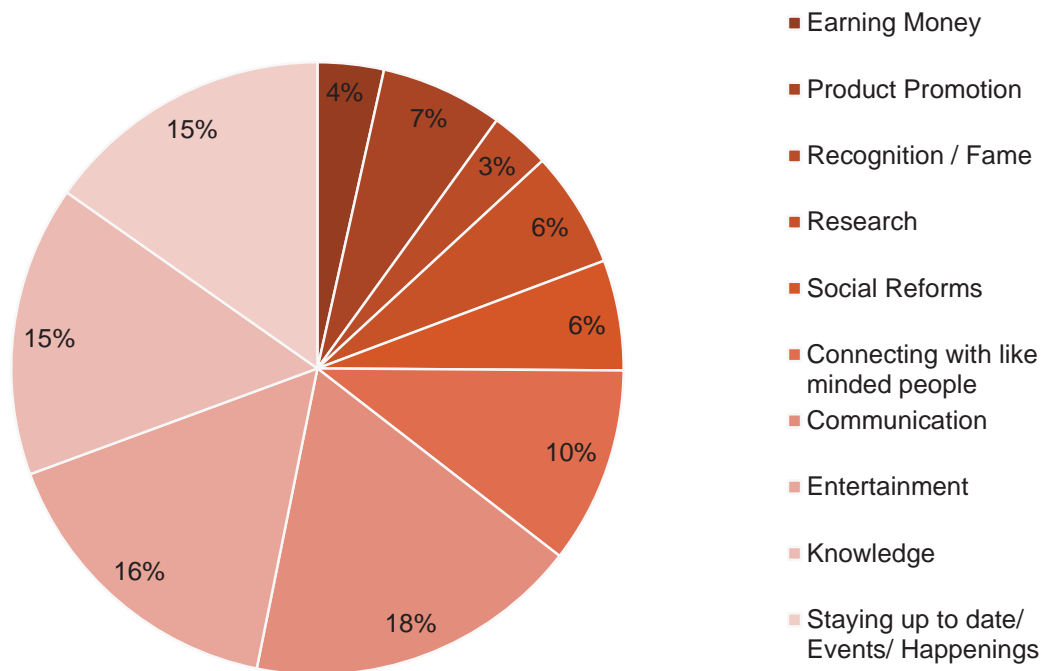
Purposes for Using Social Media



How Is Social Media Not Beneficial?



How Is Social Media Beneficial?



The survey paints a true picture of the perception of social media in today's time. A clear majority of the respondents to the tune of 97 per cent used social media websites and applications and usually spent more than an hour over these. The frequently visited social media application turned out to be Whatsapp followed by other sites namely-Facebook, Instagram and Youtube. A large number of respondents used social media for the purpose of communication, entertainment, education, knowledge and online shopping.

Around 90 per cent of the respondents believed that social media is beneficial, further stating communication, entertainment, knowledge and staying up to date with events, as the primary benefits. However, most of the respondents cited addictive nature of social media and threat to privacy, as a fly in the ointment.

In the final analysis, the survey delivered realistic results. When compared to the previous survey, the user base of social media certainly expanded over the years as only 66 per cent of the respondents signed up for social media websites in the previous survey. However, the preference of the social media websites and applications seems shifted. Facebook, Google + and Twitter dominated the social media space in 2012, contrary to Whatsapp, which emerged as the clear winner of the social platform in the survey. However, the purpose for using social media sites and applications turned out to be overlapping for both the surveys, as communication.

Thinker's Corner

This section includes theme based as well as off the theme articles by the students.

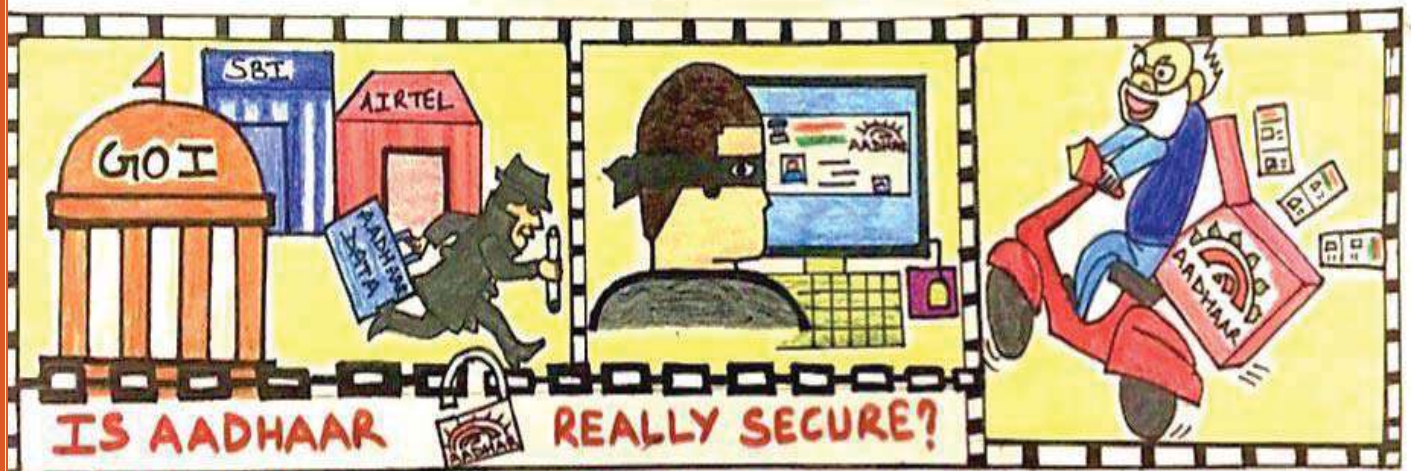
DIGITAL INDIA-WAY TO GO

In 2015, the Government of India took a huge leap towards the digital space with a view to reap the benefits of electronic migration, in provision of the multitude of services offered by it, such as transparency, speedy and convenient transactions, elimination of ghost identification and better monitoring of the direct benefit transfers to the intended beneficiaries. It envisioned to mobilize and retain every citizen of India, especially the rural areas, which lag behind under the vast spanning umbrella of internet connectivity. This led to the introduction of Digital India campaign which ensued various online services and mobile applications such as: Aadhaar for availing direct benefit transfers, Digi Locker for storing official documents in a cloud such as bank details and passport, UMANG app for availing various government services, BHIM(Bharat Interface for Money)for carrying out cashless transactions, and the list goes on to include a myriad number of other services brought under the digital ambit. Remarkable efforts have been made to spread the internet connectivity by laying massive infrastructure for National Optic Fibre Network (NOFN) and broadband highways under Bharatnet initiative, targeted towards a vast strata of rural people.

Amidst such glorious undertakings, even though India marches ahead with promising benefits of going digital, some serious concerns lurk around the hyped campaign. As of 2017, Ookla Speedtest Global Index ranked India 109 out of 122 countries in the world in terms of mobile data internet speed. The average data speed hovered around 8.80 mbps in India as compared to 62.66 mbps, which was reported as the highest in Norway. It stands to reason that a humungous lag has to be bridged in internet connectivity in the country in order to make Bharatnet a success. Coupled with low speed data, digital literacy is another hurdle which has to be combatted to multiply the user base. At present, awareness vans scour the villages to promote digitalisation but the impact has to be closely monitored as implementation might be a reason to crumble their goal. In addition, Gram Panchayats have to make 200-300 people digitally literate after a slew of follow up procedures and subsequently after the enrolled people pass the tests, they are awarded certificates. Training centers which provide digital literacy certificates are not examined closely and the instructors end up doing most of the formalities themselves. Thus, the status of the digital certificate holders becomes questionable. According to National Sample Survey Organisation's 71st round report, only 8.8% of the rural population in India had computing ability which refers to the ability to operate computers and other gadgets such as smartphones, tablets, notebooks and laptops. This fact paints a dismal picture of the awareness level and current impact of digitalisation in the rural strata of the country.

The Digital India campaign was directed at empowering the citizens of the country. For it to succeed and take the economy to new heights, it is imperative that every citizen is equipped with computing ability. Far reaching rural areas have to be tapped. Digital literacy will only be able to harness the services of the initiatives which will further contribute to the targeted benefits of the campaign as a whole such as transparency, convenience and delivery of direct benefit transfer to the intended beneficiaries. The initiatives that the government has embarked on towards the digital journey will bear fruitful results only if the implementation is effective and awareness is at its peak.

Ruchika Bhatia, B. Com. (H)- 3rd year



THE DARKER SIDE OF DIGITAL MEDIA

Digital media is growing by leaps and bounds with its innumerable benefits to humankind in the 21st century. It is considered as one of the greatest innovation made till date. The term is inclusive of software, digital images, digital videos, video games, web pages and websites which further gets segregated into social media, data and databases, digital audio, such as MP3 and electronic books.

Some of the major utilities that digital media has assisted people with consist of: ease of doing business, effective communication throughout the globe, educational benefits, entertainment and health care. Business houses use digital media tools to increase their sales, advertise and promote their products and services and subsequently, expand their consumer base. Most of the Fast Moving Consumer Goods companies and service providers make frequent use of online advertisements and conduct studies and surveys for database to stay updated with the consumer tastes and preferences.

Unfortunately, there is always a hitch to every great innovation. As digital media requires the use of internet, the opportunity cost for making use of the same is high in terms of the risk associated with it. With internet making accessibility easier than ever and majority of the people owning some or the other gadgets like smartphones, laptops, computers or tablets, employing digital media to carry out the intended tasks online has become easy. The downside of digital media is also evident and the problems so caused cannot be neglected. Neither the service provider/business house nor the consumers making use of various tools of digital media are safe. There is a constant threat of information getting misused, mutilated and manipulated. Fraud on the internet is common and consumers often get cheated. The loss incurred may be monetary or loss of confidential information. The latest case: Unit Trust of India(UTI) fraud took place in Ahmedabad, Gujarat. The fraudster created a similar Uniform Resource Locator as that of UTI's, leading to an exact website which asked the users to provide their user ids and passwords. Such mishappenings make organisations lose their customers as they fear the consequences of such frauds in the future.

Lack of privacy is yet another concern. The information provided by a user can be misused by the malefactors for disgracing the person, making fake social media accounts, theft of money and conducting fraudulent activities. A July 2016 survey of the United States' online users about online harassment revealed that 5% of internet users in the United States had to suffer, owing to the exposure of sensitive information. Problems like copyright infringement and theft of trademark have also been witnessed. At times, consumers illegally copy the original work posing threat to the original makers. Similarly, business houses too steal ideas from the original developers and sell the product or service under their own name.

Another major issue is cyber bullying, which includes sending, posting, or sharing negative, harmful, false content about someone over internet. The information so shared can cause embarrassment or humiliation to the concerned person which in turn can affect their mental health too. According to a report published by McAfee in 2014, 87% of the youth has witnessed cyber bullying in the United States of America. This is pretty much likely in India as well where such cases are seen to be rising.

Digital media has its own boons and banes. Though the misuse of digital media cannot be completely stopped, solutions protecting the users have to be constantly developed and updated to secure users on the internet at all times. For instance, in the Silicon Valley, information technology houses are working in collaboration with the federal government to develop a software that can reduce cyber threats. Also, at Stanford University a group of students and researchers have been working to create 'Hacking for Defense'. Even though much research and work is underway, there is still a long way to go to reduce manipulation of digital media tools. Awareness at the individual level needs to be pervaded to address copyright and plagiarism issues. Collective effort of the users and developers can help the digital media become a powerful tool to develop in the coming years.

Ishaa Uttam, B.Com. (H)- 2nd year

DIGITAL ACTIVISM

Digital Activism envisions an improved social security platform, wherein democracy prevails in the sense that the digital platform is thus used, run and owned by the people, in contrast with the government or corporate-run infrastructure. Such open-source software are freely available and accessible to everyone, and hence, can be further shared and rebuilt to adapt to different purposes. Likewise, it may also potentially furnish as an alternative form of production that tries to address some of the failures and inequalities of capitalism.

The internet has always served as a battlefield, allowing people to form new communities and interchange resources. Evidently, these groups have now transformed into a set of ideological and practical tools, paving a path towards creation of cooperative platforms to bring about a social change. Political protests have witnessed a whole new dimension in the last two decades, owing to the onset of digital activism which was indeed helpful in mobilising thousands of new supporters to a diverse range of causes. Hence, bypassing the existing world of politics, social movements and campaigning. Online Activism has been very intrinsically structured to force change by means of putting political pressure on leaders and other powerful groups in the real world. This quiet activism is what makes Digital Activism a non-violent form of protest towards the underlying causes.

Facebook and Twitter are seen to have been dominating global activism. It may sound questionable, but there have been certain projects out there that are putting forth the awareness message in an unconventional way, aiding the awareness to go international. Right implementation of the campaigns being run for a good cause shall give a stronger voice to the subject. For instance, Tanti- corruption movement gained much momentum when Aam Aadmi Party headed by Arvind Kejriwal took to online campaigns, thus leaving behind a consciousness. In this context, collective intelligence urged the people to engage in political discussions online. This led the party which was at an infant stage to overthrow the two major parties in the elections from their once loyal constituencies and win with an unsurprising majority. Therefore, social messages should not only be considered as 140 characters long, rather they should be viewed as a window to the entire world!

Shivika Katyal, B.Com.- 2nd year

CYBER BULLYING AND MENTAL HEALTH

Cyber bullying is a torment over social media which is witnessed through sending and sharing offensive messages, images and information on various social media applications with a view to malign the image and self-esteem of the intended victim. Cyber bullying comes in many different forms such as flaming which refers to the transmission of angry messages, harassment which involves sending insulting messages, cyber stalking which corresponds to the threat of harming and catfishing by pretending to be someone else and damaging the reputation of the victim. It is unlike traditional bullying, as the bully might never be caught because of anonymity over these platforms. These activities can sometimes reach limitless heights and become unlawful. Cyber bullying has adverse effects on the mind of the victim and can lead to various mental health issues.

Cyber bullying is more prevalent among the younger generation than other age groups. According to a study published by Oxford University on cyber bullying among school goers and teenagers (9-16 years), it was stated that 6% of them had been bullied, out of which only 3% confessed of such bullying, concluding henceforth, that 50% of these victims kept such acts to themselves which led to mental problems caused by bottling up the embarrassment in regard to the offensive messages and images shared on social media.

Cyber bullying aggravates mental health issues as a person may get chronically depressed and anxious by virtue of loss of self-esteem as the harm intending messages can be viewed by a large public on social media. Usually, cyber bullies target a person due to his or her emotional imbalance and mental vulnerability. Apart from depression and anxiety, the victim may endure extreme suicidal thoughts, accompanied by a low self-esteem. Cyber bullying has led to many suicidal cases in the recent past. To name a few cases, Brandy Vela, a teenager in the United States was cyber bullied for her weight and subsequently shot herself to death in 2016. Other disturbing cases were of Ashley Cardona and Jessica Laney who were found hanging dead after being cyber bullied for their appearance and prompted frequently with messages for succumbing to death by the bullies on social media sites.

Cyber bullying is a dark side of the social media and chat applications. Undeniably, no individual deserves mental harassment. Cyber Bullying needs to be confronted sternly with a deterring law for the bullies and protection for the victims. The first step has to be on the part of the individual users of social media. Since cyber bullying is majorly observed among school goers and teenagers, sharing such instances with guardians is a must. The guardians should educate the young social media users of such crimes and teach them to not share personal information and intimate images even if coaxed to do so. It is important to build the self-esteem of individuals so that they do not fall prey to the bullies and their actions. The educational institutions like schools and colleges, should also hold awareness sessions for students on cyber bullying and its repercussions, and further appoint counselors to deal with the students facing such issues. Helpline numbers should be created by the government where the victims can complain about the bullies without hesitation and confidentially take counseling for the mental trauma. Lastly, Social Media is an open platform for one and all to use and no individual should be subjected to mental trauma on it.

Kritika Baluja
B.Com.(H)- 2nd year

REGULATION OF SOCIAL MEDIA

Social Media has taken the world by a storm in a minimal amount of time and has something to offer for everyone. It has changed the way information is gathered, conversations are held and feedback is posted. With the advent of social media applications, one not only gets in touch with people but creates a sense of belongingness as well. Social media has also been an active medium to influence the public by the ideologies of the political parties. However, as social media's reach expands rapidly, it is extremely prone to misuse and manipulation. Thus, regulation of social media is a need of the hour.

With many fraudulent accounts and no foundational system to prove the identity, reputation of a targeted user tends to be at stake. Thus, it has become important to protect the interest of the users. Yet, there are arguments suggesting that regulation would be inappropriate and unnecessary. By regulating social media, there exists a threat of misuse of information and identity theft by the developers of social media applications. Thus, the regulation move is considered to be possible but not practical since the fake news in circulation arises out of the web links and then spreads through social media.

Moreover, regulating social media doesn't only require time but resources as well which is still a cumbersome process. Hence, existing laws for protecting the interest of the users should be enforced in a better way instead of introducing regulation. The idea of regulation is not good for democracy as people will have to struggle for their right to express opinions. Further, it will reduce competition, innovation and threaten the free flow of ideas which will hamper the working of social media. Thus, social media has its own pros and cons. Its regulation will be a threat to freedom of expression where the others tend to decide what is healthy for us. We need to reflect upon how social media could be utilised to serve common good by holding a control on the flow of information.

Mohammadi Mateen

B. Com.- 2nd year



CHANGING DYNAMICS OF MARKETING IN THE DIGITAL AGE

The concept of marketing was first introduced in the 1950s as a discipline by Philip Kotler. Since then, it has completely revolutionized the end process for both creators and consumers. Today the information available about products is almost limitless. With an umpteen number of options to choose from, customer reviews and blogs, the ultimate power lies in the hands of consumers. Earlier promotional gifts were one of the most cost-effective ways to make a lasting impression on a potential customer. A mailing list has been one of the most reliable sources of revenue for some firms in the context of e mail marketing campaigns. The power of jingles, slogans and pitches hasn't degraded much over time since they rely on human psychology.

With the advent of a digital platform, alternate means of marketing became popular. For instance, Search Engine Optimization refers to increasing visitors to a website, to bring organic traffic for business. FedEx, the shipping giant used this strategy to increase traffic for its platform which resulted in a 50% boost in organic traffic. Content creation, another digital marketing technique, aims at pressing information in different formats such as blogs, how to pages, forums, podcasts or webinars. Let's look at the luxury watch brand- Rolex, which provides highly curated content to its customers keeping in mind its minimalistic approach. These days, firms best know how important it is to accommodate the use of social media within their business. From having customer redressal mechanisms online to Facebook pages, they want customers to know everything about them. This aims to garner more publicity for their brands while engaging on social media platforms. Marketing techniques lately have become more customer oriented. It is not only about providing utility in a product but also a meaningful experience to end users. Gone are the days of calling a toll-free help line and being placed on hold forever. With Twitter and Facebook, users want immediate attention. And if not, they will get the attention of plenty of others about their queries. It has become more about providing value to customers. If one presents their target audience with a token of value—may be a free item, a piece of information, or even an interesting or funny video, they will be more likely to connect with them.

For example, P&G identified the story behind the Olympic athletes -- the stories of their supportive mothers who pushed these world-class athletes throughout their entire lives leading up to that crowning moment. And yes, who probably had to do a lot along the way, including laundry and clean-up presumably using P&G products.

Traditional marketing has now largely become passé with the arrival of digital technology and smart gadgets. Now, there are companies which study consumer behaviour and patterns digitally to market their products to their target audience. Jay Baer, an eminent author has accurately suggested firms to make their marketing so useful that people would pay for it.

Shubhangi Srivastava
B. Com.- 1st year

DIGITAL MEDIA MANIPULATION

Digital media manipulation is a technique used for distorting information, altering views, psychological manipulation and creating propaganda, with the assistance of digital tools, primarily digital images and videos. Growing access to digital markets and high level of interconnectivity has further boosted the process in recent times. A major chunk of it is concerned with suppressing the

view point of people by overcrowding them or by diverting the focus of concerned people towards something irrelevant.

Digital media was considered a reliable source of information, but, lately it has started to offer information that people want to hear rather than what is true. Hence, the information gets easily distorted. The focus has shifted to inducing people towards thinking in a particular direction by spreading fake news or hoax, which ultimately leads to a changed point of view among the masses. Social media plays a significant role in tampering people's opinion, which was clearly evident in the elections held in the United States in 2016. A massive number of manipulated messages were seen to have been disseminated through various social media platforms that helped Donald Trump win the elections. Instead of showing a true picture about the candidates, false news about Hillary Clinton was widely spread, thus tricking the people into voting for Trump.

Digital media today has become all about generating buzz regarding anything and everything, which lures people into believing it. For instance, trolling is used to instigate responses in a definite direction, keeping in mind the pre-defined targets to be reached, by manipulating specific individuals and like-minded people. Memes and bots are another example of techniques used for galvanizing people. Likewise, Socialbot is another software used for creating unethical content which increases the followers or spreads propaganda and even false information.

Owing to the manipulation and distortion of data, the authenticity of the matter available on digital media is at an alarming stake, so much so that it has become a real task to actually figure out what is true. Providing right information rather than being the first one to disseminate the same to the public shall serve as a possible solution to the manipulation of digital media.

Akshita Katyal
B. Com. (H)- 2nd year

FACEBOOK- BREACH OF PRIVACY

Facebook is now the unbeatable social media giant. It enjoys a user base of billions of individuals around the world such that it is now an inseparable part of many peoples' lives. The users fearlessly post and exchange information on the frequently used website. However, their worst nightmare might have come alive when they would have got to know that their data and personal information is at a threat. The news of Facebook's breach of privacy only accelerated the fear by violating its own privacy rules as claimed by its investors.



The social media ruler has been hit by one of the largest data leaks after the information of 50 million users was passed on to a British research company, Cambridge Analytica which collects and analyses consumer data further connecting it to behavioral science to target people with marketing content. This privacy leak started with Facebook exposing data of its users to an employee of the company who was connected to the election campaign of Donald Trump, as propounded by Christopher Wylie, the co-founder of Cambridge Analytica.

Cambridge Analytica got its hands over the data with the help of a researcher Aleksandr Kogan who worked in the University of Cambridge and created an application on Facebook known as 'thisismydigitallife'. The application was in the form of a quiz which collected data from the application users and the friends of the quiz taker as well, which was eventually passed on to Cambridge Analytica. Though the security team of Facebook was aware of the information leak, they did not inform the users about the same. Facebook claimed to take care of the security issues

which were generated over time. Post the privacy breach, Mark Zuckerberg, the CEO of Facebook stated that the 50 million users whose information had been exposed would be informed. Further, it was reported that the company planned to work on the protection of users' personal data by the introduction of an application that would require Facebook's approval for procuring personal information except the name, email address and profile picture.

Added to this, the security team has come up with various measures to bring an end to the threats that the users might be exposed to, while using the site. Security safeguards is one such step which would ensure the privacy of the users information by implementing better security measures. Further, the users would be requested for their consent as to whether or not, share their information apart from basic information such as name, email address and photo. Next in line is a reward policy which would be initiated for people who would identify vulnerabilities in the site through for a possible data breach through their bug bounty program. Facebook would also undertake a full audit of the applications which have led to suspicious activities. Moreover, if the applications which are connected to a user's account are not used for three months, then, the application developer would be stopped to access the data procured from such users. Any detailed information would require the developer to sign a contract. A tool in the news feed would also show the used applications and the data collected by them, the users would be able to regulate the permission for the same.

Thus, the Facebook scandal is an eye opener towards the threats associated with social media and calls for vigilance when sharing information online. The information that the users post on social media sites can always be passed on and misused. Therefore, posts where users share their sensitive personal information should be avoided as they and their activities could be easily tracked to use and misuse such information against them.

Kritika Baluja
B. Com. (H)- 2nd year

GREEN INVESTMENT

Green Investments are investment activities that focus on companies or projects that are committed to conserve natural resources, produce and discover alternative energy resources. It involves socially conscious investment like the implementation of several projects to combat air pollution, water contamination and other environmentally conscious business practices. Historically, green investment was concerned only with environmental sustainability. However, over the recent years, it has widened its scope to also include social and corporate governance.



Green investment relates to investing in green assets, whether they are funds, companies, infrastructure, projects and so on. To indulge in green investment, one need not be a financial expert. A simple way is to move the savings and investments to a bank with a green approach or to invest directly in a green company itself. Some of the options available to an investor, if he/she wants to build a green portfolio, are securities, Exchange- Traded Funds, bonds and mutual funds. Prominent examples of green mutual funds are: TIAA-CREF Social Choice Equity Fund (TICRX), Portfolio 21 Global Equity Fund Class R (PORTX) 21 and the Green Century Balanced

Fund(GCBLX). Green Bonds can sometimes be offered by government, and generate revenue for funding projects or businesses, which can also be tax free.

Green investing does not necessarily mean that it is a safer option to invest. Moreover, it can be a riskier option as it requires the investor to invest in comparatively newer companies which are at the development stage with low revenues and high earning valuations. However, if an investor is concerned to encourage eco-friendly methods of doing business, green investment is considered to be an attractive way of putting their money to work. This concept has been on a rise in India. Some of the popular green companies are: LG, which has launched an LED E60 and E90 which consumes 40% less energy, uses no halogen or mercury; HCL, which has launched HCL ME 40 Notebooks that do not use PVC material; and TCS, which has created agricultural technology.

According to the reports of International Finance Corporation, India offers a potential of green investment of USD 3 trillion between 2018 and 2030. India's efforts to fulfill its commitment to low carbon growth would require large investments in diverse fields such as agriculture, energy, infrastructure and transport. Though green assets cannot bag the full faith of investors initially owing to the risk element involved, but investors should make an effort to learn about such investment and experiment with small amounts. This can be a crucial step towards contributing to sustainable development, which is the need of the hour.

Sikta Pandit
B. Com. (H)- 2nd year

EUTHANASIA-THE TALK OF THE HOUR

Euthanasia refers to the painless killing of a patient suffering from an incurable and painful disease. It is often termed as mercy killing or assisted suicide. It is broadly classified into active euthanasia and passive euthanasia. Active euthanasia is an intentional act of causing death to a chronically ill patient whereas, passive euthanasia is defined as the act of withdrawing or stopping medical support from a patient.

Active euthanasia is not legal in India whereas passive euthanasia has been accepted as a part of Right to Life, as the 'Right to Die with Dignity'. The leading case of passive euthanasia was of Aruna Shanbaug who remained in a vegetative state for 42 long years. Seeing her state, her friend Pinki Virani filed a plea in the Supreme Court for allowing euthanasia to Aruna. The court however rejected her plea but in its landmark opinion allowed passive euthanasia in India. This was the first time in Indian history that passive euthanasia was legalised. Aruna later died at the age of 66 while suffering from pneumonia. Justice D.Y. Chandrachud opined that to deprive a person of dignity at the end of life is to deprive him of a meaningful existence. According to the court's order, the decision of passive euthanasia can be taken by any adult with a sound and healthy mind and should be executed voluntarily based on the consent of the patient by the concerned doctor after making sure that the person's recovery would be impossible. A person has the option of making a 'living will', a practice in which he/she with a competent mind leaves a written instruction on the kind of medical treatment that should or should not be administered in the event of his/her reaching a stage of terminal illness.

Thus, active euthanasia is a debatable topic in the country. It is argued that active euthanasia is an act where a doctor causes the death and it is not natural. Hence, it should not be practiced on ethical grounds. However, passive euthanasia as a part of Right to Life is applaudable as it frees the terminally-ill patients from chronic suffering. The guilt on the part of the doctor and near and dear ones of the patient is also lessened as they do not cause the death of the patient directly.

It is inhumane to force a person to live on a life support incessantly and at the same time torture for the family to see their closed ones in a vegetative condition. The Court is still thinking of making the provisions on mercy killing clearer and as precise as they can be made, so as to ensure that the right to die with dignity is not misused.

Ishaa Uttam
B.Com. (H)- 2nd year

THE BLUE AVALANCHE IN THE CYBER WORLD

Blue Whale game is a deadly game which was invented in Russia in 2013 by Philipp Budeikin, a psychology student who was expelled from the university he was enrolled in. The game, which was played majorly by the youth, led to over 130 suicides in Russia and more in other parts of the world. The game was an epitome of the cyber crimes that people were exposed to whilst using the World Wide Web. According to a report, a student who was on the last stage of the game, was too scared to share his feelings, wrote all the things in his answer sheet during the exam.

This game required the execution of tasks by the players, in accordance with the instructions given by the curator, by chatting with the players. Usually, the players were assigned a performance of fifty tasks, one task a day, such as listening to weird genres of music, watching a horror movie all by themselves at night or even slitting the arm, forming a design of a whale. The secondary sources revealed that the admin was seen to be torturing the players into playing the game, failing which, they were sent threats, stating that the players' families would be hurt. Thus, making them succumb to suicide. The maker of the game claimed that the main motive behind the whole idea was to refine the society of the biological waste, in terms of people who were seemingly of no use to the society.

Blue Whale game posed a serious threat to the extremely vulnerable minds of the youngsters, triggering them to give in to what they are being asked to do, even without realizing as to how disastrous or devastating it might turn out to be for them. Such games must be cautiously monitored and handled, failing which, the consequences could be lethal. Parents can act as catalysts, stimulating their children to talk about their problems by keeping a tab on them. Effective communication shall help the victims combat the vices of seclusion and isolation. The government authorities must also actively participate in working on fixing this problem by creating helpline numbers, which shall allow the dejected and alienated people to confidentially talk about their problems and seek solutions. The government must impose bans on such sites and applications from the web. Lastly, the creators of such websites must work on tapping the positive aspect of the internet, rather than using it in a way which shall risk the lives of the people.

Kritika Baluja
B.Com. (H)- 2nd year



Poet's Corner

I, ME AND MYSELF

I, me, myself
hooked to my phone all day
with my head hunched forward and brain
plugged in
running my fingers across the screen
as I've been away from creen
detached from reality
in this big world of superficiality
I, me, myself.
On my birthday, I anxiously wait for a call
but receive none at all
no flowers on my doorstep
or friends in my backyard for a party prep?
but a minor notification, reminds my virtual
friends
to spare a thought
And keep up the trend!
And then come the quintessential wishes
For my birthday, with my selfie, the selfie feet
on my cell
Ah! I, me and myself.
I in fact, *we* reach for our phones, for
whatever we need
our companion at the dinner table
passing time in metro, reading a fable
we create a moment for a post, be it concern
or a toast
Life's about social networking now, likes and
shares, Oh! Wow
Will I ever have a friend to accompany me in
pain?
Looks like all of it would go in vain!
Ah! This I, me and myself
My selfie, My selfie feet and my cell
Urge to make it – We, us and ourselves.....
Together and happy
Not just pictures on the shelves!

Shubhangi Srivastava
B.Com.- 1st year



TO THE NEW YOU

I walk a busy road, the one that I have never
known.
Should I go straight or take a left?
Should I be proud of being independent or
should I feel scared?
The feeling is really weird.
Someone first asked me, if there was a
market nearby
What can I say, there are more people like
me here.
But, are they too living in apprehensions and
fears?
Digging deep here, I'll fix my roots.
But the process should not mess up my boots.
I'll do the best on everything I can,
Because I do not know where next year I'll
land.

Ishaa Uttam
B.Com. (H)- 2nd year



OUR ACHEIVERS

We are proud of our Alumnae from the Department of Commerce, Gargi



Shelley Saha
Communications Executive
IEDEA, Dubai



Aditi Jain
Director
Brand Strategy, Leo Burnett, Mumbai



Ira Rajeev
India Operations Manager
Khan Academy



Garima Uniyal
Deputy Manager
SBI, Rajasthan



Shivna Jain
Senior Consultant
Deloitte, AERS



Nupur Sarda
Head, Marketing
Vahdam, Teas



Pallavi Gurtoo
Senior Consultant, EY



Chandni Goyal
Head of Dept.
Makeup Blossom Kochhar



Jaishree Bahl
HR Personnel
World Bank



Alisha Bhartia
Business Marketing Manager
JKVP, Jugal Group, KPMG



CA Sonam Mahla
Head, Finance,
Wadi.com Co., Dubai



CA Radhika Singal
Associate, Corporate Finance,
Capital Bank of Jordan



CA Nidhi Nagpal
Proprietor
M/s Nidhi Nagpal & Associates



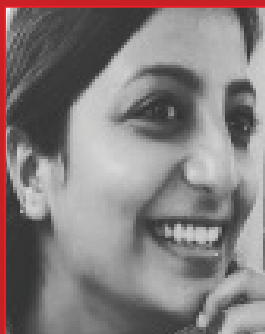
CA Jyoti Singhal
Partner
M/s Shyam Sunder Singhal & Co.

OUR PRIDE

College who have carved their niche in diverse fields after graduation



CA Heena Chhabra
Assistant Manager
HSBC, Delhi



Shweta Mittal
Lawyer & Professional Social Worker



Sonia Sahiwani
Law Officer
Indian Oil Corp. Ltd., Chandigarh



Surbhi Goyal
Judicial Assistant
Supreme Court of India



CA Anushree Jindal
Co-Founder
Conscious Co.in, Delhi



CA Shaily Gupta
Senior Associate
Vaish Associates Advocates, Delhi



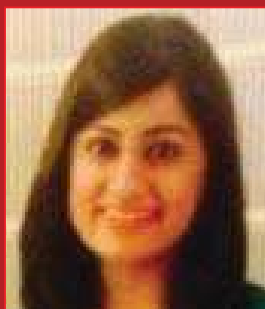
CA Anshum Mahajan
Internal Auditor
PWC, Dubai



Yashbir Mehmi
Anti Money Laundering Specialist
Fidelity International



Parul Madan
Senior Associate, Actuarial
IDBI Federal Life Insurance



Nancy Juneja
Author & Motivational Speaker



Janvi Anand
Director
Crescendo Institute of Music



Prerna Bhatia
Motivational Speaker
Founder, STRII Empowering Women



CA Shweta Goel
Manager
PWC, Pvt. Ltd. Tax & Regulatory Services



CA Dimple Mehrotra
Associate Director
KPMG

Former Editors' Speak



With great pleasure, we trace the journey of a few of our alumnae who were behind the inception of Comascent and had led the magazine as Editors.

Nancy Juneja, Co- Founder of Comascent



An ode to every girl whose quest for self-identity has risen than ever before. She's the change in making. She's making the change. Here's to us- the unstoppable Gargi girls! As I recall my days at Gargi College, fresh energy and enthusiasm usher through me. Down the memory lane, I see myself rushing through the corridors towards the staff room, discussing how to give the Commerce Department a boost and there pops an idea to launch a magazine exclusively for the department- Comascent. Nostalgic, the name says it all. We had great time gathering articles and interviewing who's who of the Commerce Department. Years after, I extend my gratitude to my teachers and my peers for an impeccable experience in compiling Comascent. Though at present, I am a content writer with leading international websites, I owe it to Comascent for keeping my love for writing alive. Truly said 'Not just the destination, enjoy the journey!' and we did every bit of it. It feels proud to pen something down for Comascent again. Cheers!

Sonia Sahijwani, Co- Founder and Ex- Editor



I still recall the year, 2003, the year I had joined Gargi College's batch of B.Com.(Hons). Within a month of joining, I realized that this was an institution which gave us a plethora of options to express and groom ourselves into better human beings. One factor which we observed was that the Commerce Department did not have its own in-house magazine. Since I had a proclivity for writing and a dream of venturing into journalism, the idea to start our very own magazine in the Commerce Department was entrenched in my mind within a few months of joining the college. I recollect, I had discussed this idea with Geeta Kichlu Ma'am, who had been very supportive and fostering towards this initiative, and gave us a heads up after discussing it with other teachers and TIC of the Commerce Department. The name COMASCENT was then coined by a group of students including Vani, Nancy, Dimple and Aditi. Soon we became the first batch of editors for the magazine. It used to be a newsletter released every term, wherein, contributions and articles from batchmates were encouraged. COMASCENT remains very close to my heart and it gives me immense pleasure to know that this magazine is progressing by leaps and bounds today. With each edition, our endeavor was to improve the content by making it captivating, as well as, informative. We had not just limited the contents to college activities, but to other germane issues as well. I fondly recall the sessions where we discussed the theme of the monthly edition, articles to be published, what innovative cartoons our artist Dimple could sketch and the discussions with the printer regarding the format of the magazine. These memories still remain fresh till this day. I am truly glad that I was a part of this initiative called COMASCENT and hope to be associated for as long as I can. Finally, I wish the budding editorial team best of luck. I hope they infuse more life in our magazine and make it a great success.

Akansha Batra, Ex- Editor



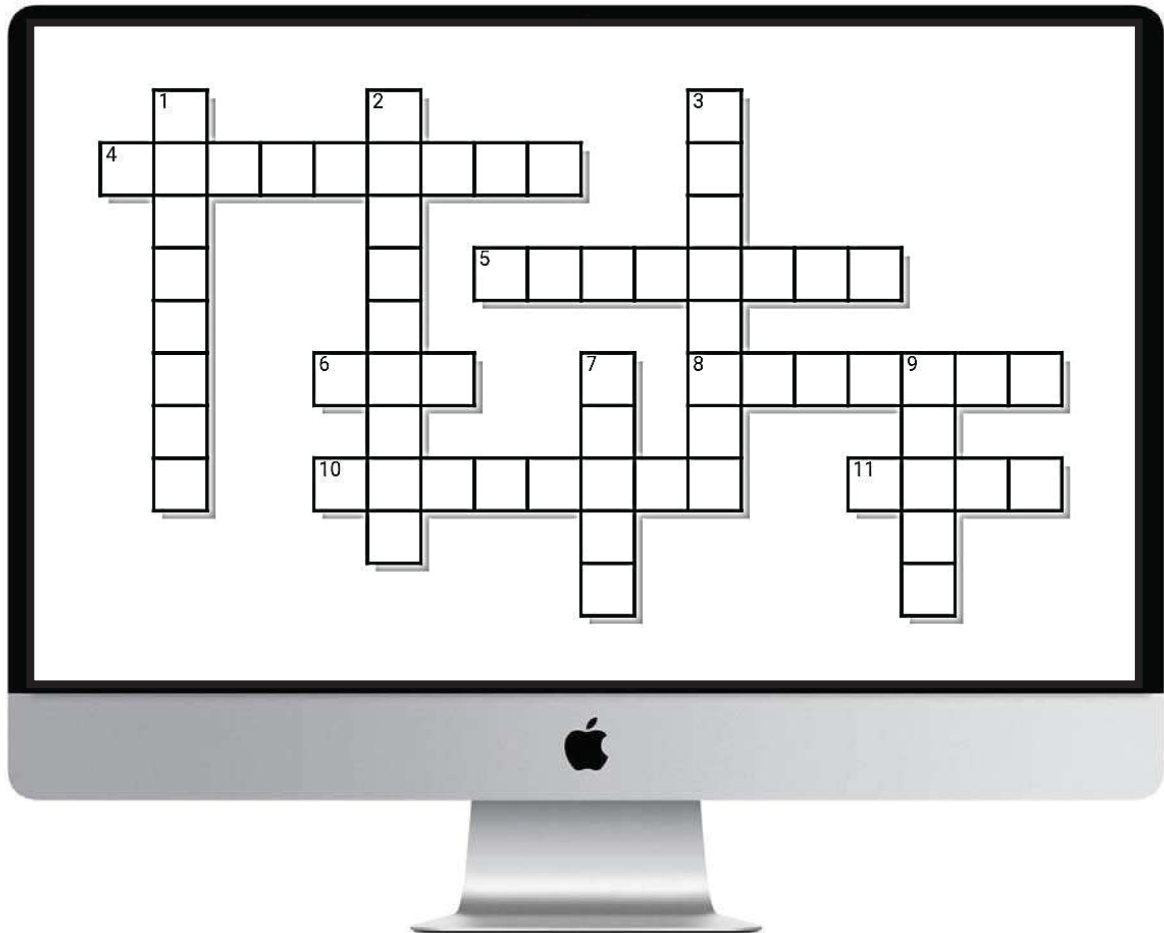
“Why aren’t you in your class?”, someone asked me while I was walking down the halls of Boston University during my recent visits. Just for a moment I felt like a student again and the whole 3 years spent at Gargi College just flashed in front of my eyes in a split second. “I’m sorry, but I’m not a student here”, I replied and thought to myself, if I could just go back to college that very moment and sit on those college stairs again with a Nescafe stand muffin in my hand. Nostalgia is a funny emotion. Makes you happy that you lived that moment and sad to have seen it pass. Today, when I sit to write, I am overwhelmed with memories of my days at Gargi. Some so special that they never get old and Comascent is one of those very many. A truly talented team, along with the support of the finest teachers like Sangeeta Ma’am, Geeta Ma’am and Manju Ma’am, made every issue of Comascent an experience in itself. The whole team of Comascent worked hard perfecting every draft before the issue to get exactly what they imagined and conceptualized before the final release. The team worked relentlessly to put together the inputs and thread it to form an issue that one could enjoy. Working in a team and organizing were some of the handy skills that Comascent trained me well at, which even after a decade help me every day. After college I did my MBA and worked with JP Morgan Chase. I’m happily married and live in Texas with my loving family. I still love my muffin and tea. Time flies but once a Gargi-ite, always a Gargi-ite!!

Priya Obhrai, Ex- Editor



It is an overwhelming and nostalgic feeling to be writing as a former Editor of Comascent. While I have clear memories as though it was only yesterday that we came out with articles for the 2010-11 and 2011-12 editions, but factually it’s been 6 years since. I still can recall the discussions we had on every article and the sense of pride we felt when the magazine was finally in print. I have dabbled working with the corporate world at Ernst and Young and more recently the education landscape. Throughout this journey, the learning and experiences I gained at my alma mater have definitely served me in good stead, for which I am ever grateful. The exposure we got - be it organising events, starting new initiatives, writing articles, printing the magazine, doing project oriented presentations & most importantly, working successfully together as a team, has ensured I felt comfortable to lead at all times. The hunger to learn more, search for the right answers and share the knowledge has been so well engrained by the alma mater, its teachers and its societies that I have been immersed as a teacher - having got the opportunity to experience both school and college level classrooms. Teaching at Gargi College was a humbling experience which cannot be expressed in words! Having organized Cascade first as a member of the Commerce Association and then a few years later, as a faculty member, has given me some lifelong memories to cherish. More recently, I proudly carry the Gargi flag as I now teach & inspire the next generation at my previous Alma mater, Delhi Public School, R.K. Puram. Looking forward to staying connected with Comascent always...

Crossword- Knowledge is Power!



Across

4. Permanent link for items regularly updated on web page.
5. Sending fraudulent mails in name of reputed companies to get personal information of individuals.
6. Format of sending moving images.
8. A collection of historical documents about various places, intuitions and people.
10. Program designed to simulate conversation with humans over internet.
11. Unwanted emails.

Down

1. Organisations connecting themselves with trending news to increase sales.
2. Set of rules for solving problems.
3. Symbol used on social media platforms to identify messages on specific topics.
7. Making of multiple identical copies.
9. Process of entering data into computer.

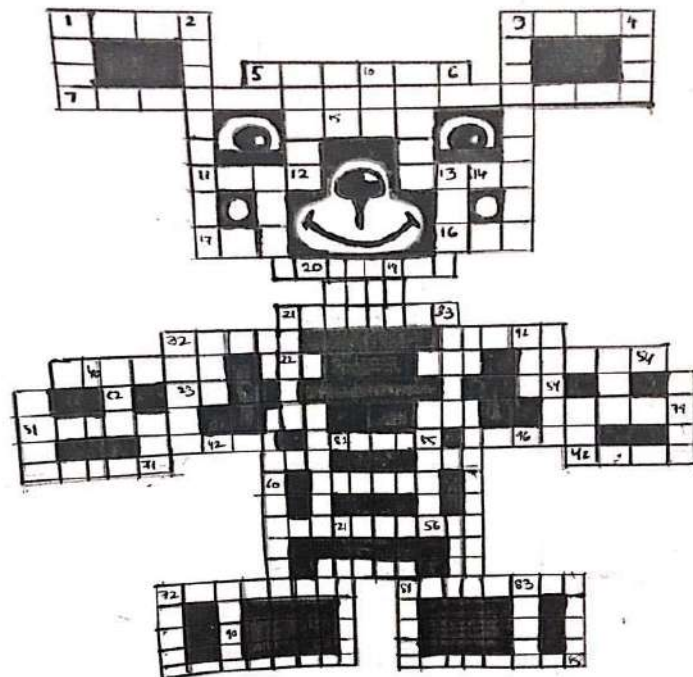
#THE CHANGE

WINNER'S CRYPTIC CROSSWORD ENTRY

(This is the winner's write up from the second round of Cryptic Crossword competition which was held following a tie between many entries for cracking the puzzle. The shortlisted participants were then instructed to formulate a creative piece of writing as a short paragraph using the answer key of the crossword.)

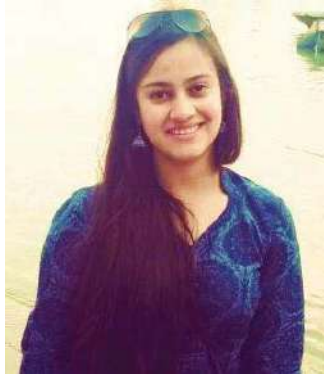
Emergence of **chatbot**s have drastically transformed people's life. Conversations are now less of words and more of **hashtag**s and **GIF**s. The **algorithm** of people's life to earn now comprises of means like **phishing**, hacking than earlier being hardwork and productive **input**. Innovation has adopted a different meaning of plagiarism and **clone** culture. A new uninvited friend named **spam** has entered people's life.

- Pratistha Mittal, B.Com (H) 2nd year



NEWS FROM THE DEPARTMENT

PRESIDENT' SPEAK



It is good to have an end to a journey; but it is the journey that ultimately matters in the end. As I complete my tenure as the President of The Commerce Association 2017-18, I fondly reminisce on all that our department has achieved over the year. To mention a few milestones, we organized Cascade at the National level and to commemorate the Golden Jubilee of the college, a panel discussion was also hosted. Apart from these, students of our department participated in various departmental activities, while some of them got a chance to represent our college at the national level and won several laurels and accolades.

An inter-college business quiz was organized which witnessed tremendous participation from various colleges of Delhi and NCR. Numerous events on diverse topics were also organized in partnership with various institutions for the holistic development of students.

As we get ready to welcome the new association, I would like to conclude by wishing them good luck. I hope that they lead the department to many more glories in the future.

Mehak Mehrotra
President
Commerce Association 2017-18

Motivational Seminar

09 November 2017: Consilium, the Business Society of Gargi College, organized a motivational talk on the topic- 'Executing Excellence: Key to Success in Life'. Ms. Nancy Juneja, a professional life skills coach and an alumna of Gargi College, was at the helm of the talk. She enumerated the path to success by identifying three, simple, action items- keeping the spark alive, making robust goals from time to time and insightfully reflecting on past events. Through numerous anecdotes, she emphasized the need to work hard to ensure success. Whilst interacting with her audience, she pointed out how 'success' could be different for different people and the inherent subjectivity in its origin. She left the audience with tips and tricks on how to stand out in



the recruitment process through effective 'self- branding' strategies. But, more importantly, she made her audience introspect as to what success meant to them and how they could work towards achieving that.

Seminar on Effective Risk Management

03 November 2017: The Commerce Association organized a Post-Cascade Seminar on Effective Risk Management by Mr. D J Mathews, which was open for all courses and years. The guest speaker served as a Senior Financial Professional with over 16 years' experience with PepsiCo having held diverse roles. Mr. Mathews defined risk management in an organization along with its varying types. The speaker then stressed on why it is essential to talk about risk management in any economy. The speaker spoke about the risk management framework at PepsiCo and shed light on the scope of risk management as a career option. He ended the discussion by explaining the rationale of risk management in our lives.



Seminar on Corporate Finance: Bond Accounting

09 February 2018: A seminar on 'Corporate Finance: Bond Accounting' was organised by Department of Commerce where Ms. Sucheta Kalra an alumna of Hansraj College and a professional CPA Introduced the students about the scope of CMA (USA) certification in India and worldwide which focuses on Cost Accounting and Management. She delivered a brief description on its career prospects and also informed students about its growing recognition in corporate world. The session attracted large number of participation where students clarified their queries and were motivated to work hard in their respective fields to attain their goals.



Golden Jubilee Celebration

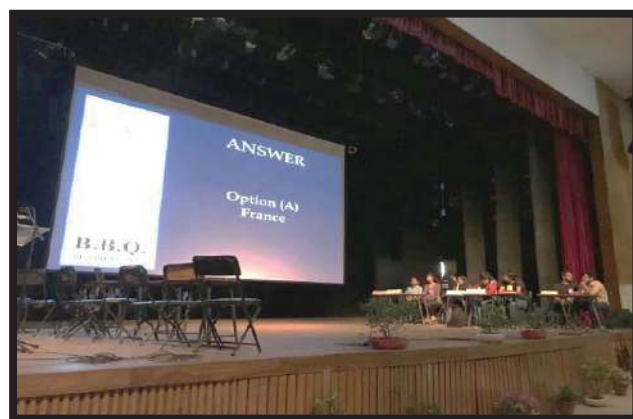
15 February 2018: The Golden Jubilee Celebration of Gargi College was graced by the 13th President of India, Mr. Pranab Mukherjee as the Chief Guest accompanied by Professor Yogesh Kumar Tyagi, the Vice Chancellor of University of Delhi. Among the other guests were; Professor. Pradeep Kumar Verma, the Chairperson of the governing body of Gargi College, Mr. Atul Kotra, Dr. Promila Kumar and Dr. Shashi Tyagi. The Honorable Chief Guest, Mr. Pranab Mukherjee shared a few words of wisdom with the audience and thanked the college for inviting him. He praised the college's journey since its inception when it started as an institute with only 200 students and less than 20 teachers to grow into its present state. He shared how



he too started his career as a teacher but a thought of the reality of the Indian educational institutes always troubled him. Every year 6 lakh students left India as the current education system failed to satisfy and fulfill their aspirations. According to him, it was a saddening fact that no Indian institute could secure a position among the top 200 universities of the world. An economy needs to be driven by research and innovation. He added that if India wanted to sit on a high chair, GDP alone would not help but the quality of education would have to be ameliorated. Lastly, he spoke highly of Gargi, the lady after whom the college was named and remarked that she was an inquisitive student who used to question her teachers in open debates and discourses. He received a round of applause from the audience for the enlightening and delightful speech.

B. B. Q. Quiz

12 March 2018: The Department of Commerce organised an inter-college Business Quiz. A total of twenty five teams appeared for the prelims which was a pen and paper round. Nine teams qualified for the second which was a bidding round. The highest 5 bidders cleared for the third round. The third and the last round were further sub-divided into two parts. The participants had to identify pictures and audio played on the screen. The final round was a buzzer round where the top three winners were declared as follows: Aditya and Apratim bagged the 1st position, Ankit and Mohit Verma were 1st runners up, and, Manan Takkar and Dhawan were 2nd runners up.



Cryptic Crossword and Dialogue Writing Competition

16 March 2018: Comascent organised two competitions: Cryptic Crossword and Dialogue Writing. Students from the Commerce Department actively participated in these with sixteen participations in Cryptic Crossword and five in the Dialogue Writing. The Crossword was themed on the social media where students had to crack various terms frequently used on social media. In Dialogue Writing, two stills were shown on the screen- from the movie Kite Runner and popular TV Series F.R.I.E.N.D.S, respectively. The criterion for judgment was creativity. The responses were well appreciated by the faculty judges from the Comascent team. Pratistha Mittal was declared as the winner for Cryptic crossword and Anushka Arora for Dialogue Writing respectively. The winners bagged a cash prize of Rs. 700/- each.



IMA Case Study Competition

17 March 2018: IMA Institute organised a case study competition where a total of 60 teams participated. They were required to undergo two rounds; Round 1 being the formation of a powerpoint presentation and Round 2 involving the presentation of the same. Eight teams made it to the second round which took place in Pune, Maharashtra. Judges evaluated the teams based on the technical content, presentation skills and style of analysis. Navya Wadhwa, Mahima Chopra, Rashi Kabra, Nidhi Sharma, mentored by the commerce faculty member Ms. Hansika Khurana, were awarded with the second runners up position, along with a cash prize of USD 500.



Trip to Jodhpur And Jaisalmer



02 March-07 March 2018: The Department organized an educational cum leisure trip to Jodhpur and Jaisalmer during the mid-semester break. Around 81 students were accompanied by the following teachers: Dr. Mandakini Das, Ms. Alka Gupta, Ms. Shikha Mahajan, Ms. Aakriti Chaudhry, Ms. Hansika Khurana, Ms. Rupal Arora and Ms. Anjali Siwal. Various landmarks like Mehrangarh Fort, Jaisalmer Fort, Patwon Ki Haveli and Gadhisar Lake were visited during the trip. Students and teachers also indulged in fun activities like the camel and jeep safari at the sand dunes of Jaisalmer. The trip was very enjoyable and a memorable experience for everybody.

PATHFINDER REPORT 2017-18

26 March 2018: The final presentations of Pathfinder Award 2018 of the Commerce Department were organized. Out of 31 teams who presented their synopsis, 12 teams were shortlisted for the final round. The jury comprised of Dr. Rekha Dayal and Dr. Ameeta Motwani from Jesus and Mary College. 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	Impacts of Social Media on Youth Psychology #timetologout	Samreen Danish Pushpa Yadav Surbhi Aggarwal	Dr. Sangeeta Jerath Ms. Shikha Mahajan
2	Menstruation leave as a HR Policy - Impact and Solutions	Meghna Jain Ishaa Uttam Mallika Raj	Dr. Mandakini Das Ms. Aakriti Chaudhry
3	Evaluation of Aptitude Level and Social Intelligence among students of different courses	Kanika Ahuja Komal Yadav	Ms. Jyotika Bahl Ms. Dimpay Handa
4	Why Startups Fail?	Muskan Goel Anamika Pandey Ananya Chhabra	Dr. Mandakini Das Ms. Aakriti Chaudhry
5	Waste: An Opportunity or a Threat?	Akanksha Kumari C.H.S.K.K. Alekhya Bhavya	Dr. Geeta Kichlu
6	Protecting Youth from Depression: The Need of the Hour	Aarushi Gupta Mehak Mehrotra Chitrali Daw	Dr. Geeta Kichlu Dr. Sangeeta Jerath
7	School to Work Transition	Shreya Kohli Niharika Rastogi Aastha Narang	Mr. Amit Rohilla Ms. Chitra Kheria
8	Commercial Viability of Sound Energy	Sweta Rani	Dr. Payal Jain
9	Challenges behind Digitizing Banking Sector	Richa Upadhyaya Meghna Mridula Gupta	Dr. Varun Bhandari
10	Sneak Peek in the Paying Guests Business	Gargie Mahajan Aparna Mehrotra Avnika Lohani	Ms. Sumant Meena
11	Accommodation Struggle for Outstation Students in Delhi	Twinkle Dawar Kratika Mittal	Ms. Hansika Khurana
12	The Impact of Artificial Intelligence and Automation on the Job Market	Ria Chaudhary Priyanka Chhabra Ria Nagpal	Dr. Payal Jain

The first position was bagged by two teams: Aarushi Gupta, Chitrali Daw and Mehak Mehrotra, and, Ishaa Uttam, Mallika Raj and Meghna Jain. The second position was secured by Ria Nagpal, Ria Chaudhary and Priyanka Chhabra. The third position went to Pushpa Yadav and Samreen Danish.

PATHFINDER TEAMS WITH FACULTY MENTORS AND JUDGES



ACADEMIC RESULT 2017-18

B. COM. (H)

SEMESTER III

POSITION	NAME OF STUDENT	SGPA
I	Sikta Pandit	10.00
II	Pooja Bhardwaj	9.36
III	Muskan Goel	9.21

B. COM.

SEMESTER III

POSITION	NAME OF STUDENT	SGPA
I	Deergha Verma	9.82
II	Bhoomika Arora	9.27
III	Fauzia Nishat	9.18

SEMESTER V

POSITION	NAME OF STUDENT	SGPA
I	Chitrali Daw	10.00
II	Deepanshi Arora	9.75
III	Aayushi Mittal Ananya Agrawal	9.25

SEMESTER V

POSITION	NAME OF STUDENT	SGPA
I	Sakshi Goyal	9.27
II	Shubhangi Ojha Deekshita Jain	9.00
III	Ankita Bindal Ritu Sushma Yadav	8.91

Plot: One of the boys, got a book which he found at his home. The book is of his uncle who came from the city to meet them. The boys belong to a beautiful village. The plot pictures illiteracy in villages in India with the crisp of childhood. Children in the villages are fascinated by the idea of big cities but have a poor knowledge of what is happening around the world.

**WINNER'S
DIALOGUE
WRITING
ENTRY**

Sameer(S): The one holding the book

Mihir(M): The one sitting with him

S(excited): Hey! Look, what I've bought!

M: What is this? A box?

S: People call this thing a 'book'.

M: Book?

S: From this, people in big cities an earn money.

M: Earn money? (Astonished) By reading this, they earn money?

S: Yes, my uncle told me that if you want to become something, then you have to study and after that you will earn money and get a chance to live in the city with big people.

M: Oh! (amazed) Open this, open this!

S: Wait!

M: What is this, it seems like many small insects are moving in a line (looking at the content written in the book).

S: (chuckles) You are mad! Look at this, it is a, remember master ji made us study last week. A, b, c, d...

M: (Giving forgetful expression) Yes! A- apple, b for ball...

S: Come let's read (staring at the book)!

M: Read? (Surprised) Are you sure you can read this?

S: Yes of course, aiarbhut, jaabu, blah, blah...

(Unable to read, he makes different sounds to show off as if he is able to read.)

M: Wow! You know everything (staring at the book confusedly) Can you make me understand what does that mean?

S: Yes, why not (bit nervous)! It is written, look at this apple, it is red in colour, round in shape...(looking at the apple in the book).

M: And?

S: (Fumbling) And, and..... This apple is big and.....

Sameer's mom calls him-Sameer, Sameer...

S: Look Maa is calling, I'm going.

M: (Confused) Okay.. Bye!

- Anushka Arora



PLACEMENT REPORT

We congratulate the following students who have been placed with reputed companies who visited the campus. We wish them all the success for their future endeavors!



KPMG Audit

Bhavya Dhankani

Akansha Karira

Aarushi Gupta

Palak Arya

Charu Jain

Chitrali Daw

Deepanshi Arora



Divanshi Goyal

Cheshta Kamran

Alishba Khan

Ishani Tandon

Saisha Kaul

Bhavya Dhankani

Kajal Verma

Muskan Sodhi

Kratika Mittal

Neeru Jain

Purvi Soni



Tanya Gera

Vibhuti Manchanda

Ritica Maheshwari

Ananya Agarwal

Ritu Kalani

Ayushi Mittal

Ruchika Kaushik

Divya Marwah



Shreshtha Mittal

Kashish Goel

Mansi Awasthi

Twinkle Dawar

KPMG Risk

Ankita Bindal

Padmini Ramesh



Apoorva



Priyanka Chhabra

Avni Kathpalia

Surbhi Agarwal

Shriya Mathur

Garima Arora

Susmita Kumari

Mehak Mehrotra

Neelam Ramnani



KPMG Tax

Nishita Rai

Preksha Sipani

Shreya Kohli

Priya Srivastav

Runjhun Gupta

Sanchi Mendiratta

Suchi Goenka

Surbhi Mantri

Trishla Gupta

Sithara Gopinath

Kajal Dhamija

Sakshi Goyal

Shreya Jolly



THE COMASCENT EDITORIAL TEAM 2017-18

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