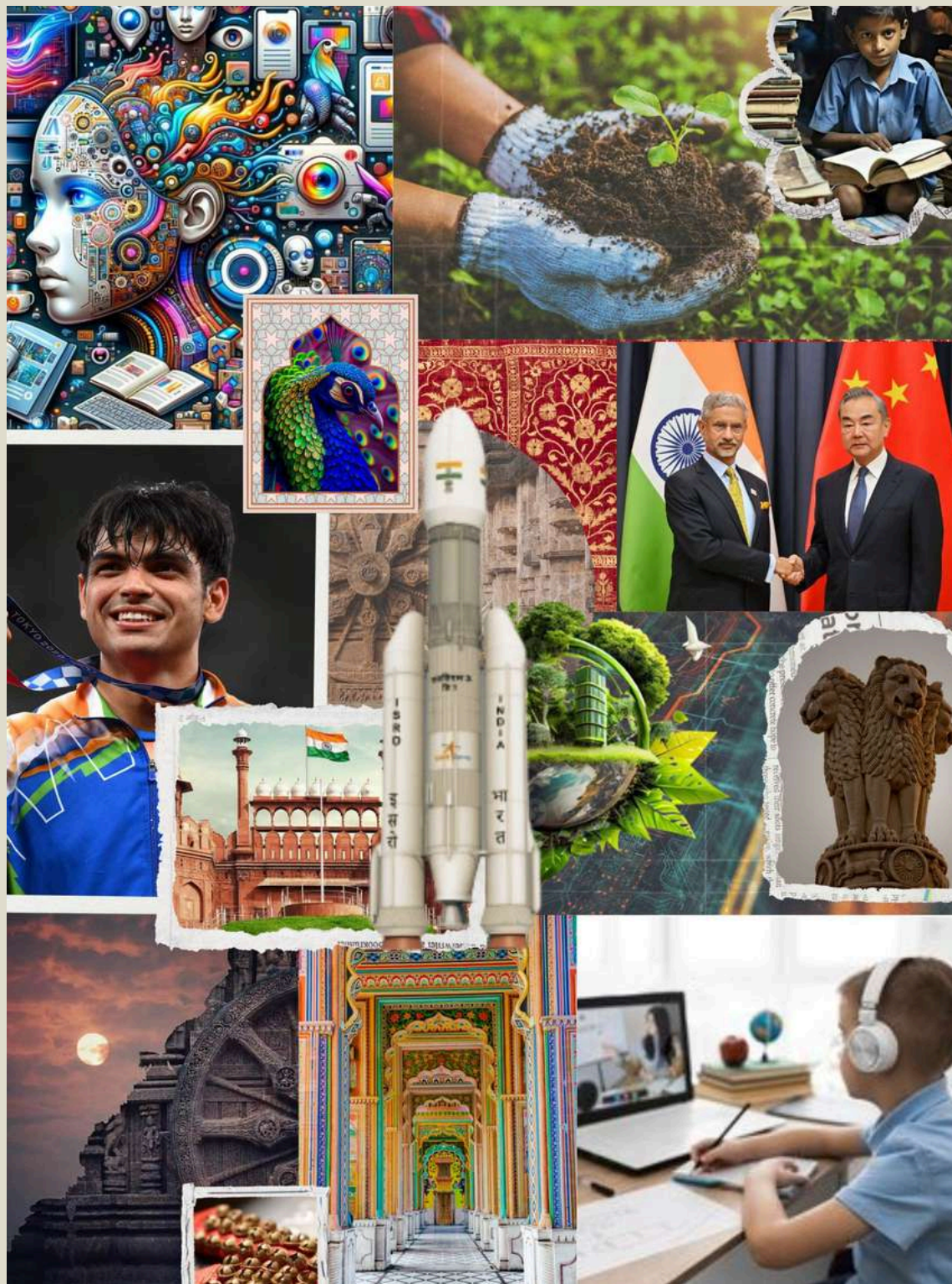


COMASCENT

VOLUME 1, ISSUE 25, 2024-2025

India as Vishwabandhu and Vishwaguru in the Global Arena



DEPARTMENT OF COMMERCE
GARGI COLLEGE
UNIVERSITY OF DELHI



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FROM THE PRINCIPAL'S DESK

Dear Students,

India has experienced remarkable growth across various sectors in recent years, marking its position as a global leader in key areas like technology, finance, sustainable development, culture, and policy-making. India's technology sector has been one of the main drivers of its economic growth.



The country has emerged as a global hub for IT services, software development, and digital innovation. Major cities like Bengaluru, Hyderabad, and Pune have become global IT centres, hosting both local and multinational firms. India is also witnessing rapid growth in the startup ecosystem, particularly in fintech, e-commerce, artificial intelligence, and biotechnology. The Digital India initiative has accelerated the adoption of digital technologies across rural and urban regions, boosting internet penetration, digital payments, and e-governance. India is committed to achieving the United Nations' 2030 Agenda for Sustainable Development and has made significant progress in several areas of the SDGs. The country's focus on renewable energy is a standout example, with India being one of the world's leaders in solar energy production. Initiatives like the International Solar Alliance (ISA) and the ambitious target of achieving 500 GW of non-fossil fuel-based energy capacity by 2030 highlight India's dedication to climate action (SDG 13).

Additionally, India's soft power through yoga, ayurveda, cuisine, and traditional crafts has grown, increasing its influence globally. Festivals like Diwali, Holi, and the Kumbh Mela, along with initiatives such as Incredible India, have promoted tourism and cultural exchange. India's growth across technology, finance, sustainable development, culture, and policy-making reflects a nation on a dynamic trajectory toward becoming a global powerhouse. Despite challenges, India's efforts in reforming key sectors, leveraging its demographic dividend, and positioning itself in the global arena suggest that its growth story is far from reaching its full potential.

I am hopeful that the youth of Gargi will make us proud from the learnings that this wonderful institution has imparted to them and will continue to contribute towards our nation's growth by ensuring Bharat's journey of being a Vishwabhandu and Vishwaguru in the global arena.

Best wishes, always

Prof. (Dr.) Sangeeta Bhatia
Principal (Offg.)
Gargi College
University of Delhi

EDITORS' NOTE

Dear Readers

On behalf of Team Comascent, we are delighted to present to you Comascent Issue 25, Volume 1 for the academic year 2024-25. Themed "India as Vishwabandhu and Vishwaguru in the Global Arena." As India emerges as a key player on the world stage, we see the nation embodying Vishwabandhu—a friend to the world—promoting peace, cooperation, and shared growth. From vaccine diplomacy to global initiatives like the International Solar Alliance, India is making its mark as a reliable global partner.



Simultaneously, as Vishwaguru, India leads through knowledge and innovation. Whether in technology, education, or sustainable development, India's contributions are shaping the global future. Within this magazine, we present a collection of insightful articles, highlighting not only the evolving global role of India but also the activities and achievements within our department. From engaging interviews with our esteemed faculty and accomplished alumni to reports on departmental events and student initiatives, this edition reflects our own commitment to learning, collaboration, and excellence.

As we journey through the pages, we hope to inspire our readers to think deeply about India's future on the global stage and how each of us can contribute to this vision. Let this magazine be a source of pride, reflection, and forward-thinking as we contemplate India's path as both a friend and teacher to the world.

आप सभी का हमारे कॉमेसेंट के इस विशेष अंक में स्वागत है। हम आपको यह पत्रिका उत्साह और गर्व के साथ प्रस्तुत कर रहे हैं, जो हमारी पूरी टीम की कड़ी मेहनत और समर्पण का परिणाम है। इस अंक में हमने भारत : विश्वबंदु से विश्वगुरु तक की यात्रा को दर्शाते हुए कुछ लेख व कविताएं प्रस्तुत की हैं, और साथ ही कुछ नई और विचारोत्तेजक सर्वेक्षण, बाणिज्य विभाग के रोमांचक कार्यक्रमों को भी शामिल किया है, जो आपको प्रेरित करने का काम करेंगी। इस बार हमने उन विषयों पर गहराई से प्रकाश डाला है, जो हमारे समाज और देश की प्रगति में महत्वपूर्ण भूमिका निभाते हैं। इस बार हम अन्य विभागों से भी लेख आमंत्रित करके न केवल आपके विचारों को व्यापक बनाना चाहते थे, बल्कि आपको एक ऐसा मंच प्रदान करना चाहते थे जहाँ आप अपने अनुभवों और विचारों को खुलकर साझा कर सकें।

आपके साथ इस यात्रा को साझा करना हमारे लिए अत्यंत गर्व की बात है। आशा है कि यह पत्रिका आपको उतनी ही पसंद आएगी, जितना हमें इसे तैयार करने में आनंद आया है।

धन्यवाद और शुभकामनाएँ।
Bhavya Ahluwalia & संचिता सिंह
संपादक (Editors') 2024-25
Comascent



SMALL STEPS, BIG IMPACT: India's Journey Towards Sustainable Cities



The greatest threat to our planet is the belief that someone else will save it.

The line sums up the beliefs of the majority if not all. We in our daily lives tend to ignore the small steps that we can take to save the environment with the thought “Isse toh kya hi hoga”. Not any more, the planet is ours to stay and ours to save. Just because something is small does not mean that it is not meaningful. Problems like climate change, carbon footprint, global warming, biodiversity loss and air pollution have long term solutions with countries making detailed agendas to combat it.

The 17 Sustainable Development Goals (SDGs) adopted by the United Nations members in 2015 provide to this very effect. They encompass the three pillars of sustainability: environmental sustainability, social inclusion, and economic development. The SDGs are an all inclusive effort in which development goes hand in hand with sustainability and the poor are benefitted as much as the rich. The SDGs broadly classify the areas of actions and unify efforts in this direction by all countries- developed or developing.

However, it is important to understand that efforts beyond institutional initiatives can also make a significant difference. It is our responsibility to contribute towards sustainability in whatever way possible. While small efforts lead to change, institutional agendas provide a much required direction to these efforts. Small initiatives can translate into community wide actions leading to changes on a global level.

Sustainability is an even greater challenge for countries like India which have a rapidly growing population. Targeted campaigns inline with the SDGs are required to address the problem of achieving sustainability while meeting the rapidly growing demands of the population. Initiatives by the Government such as Pradhan Mantri Awas Yojana, Ujjwala, Swachh Bharat, Jan Dhan, Ayushman Bharat-PMJAY, Ayushman Arogya Mandir, PM-Mudra Yojana, Saubhgya and Start-up India have helped us move towards some of the SDGs.

The key SDGs where progress has been seen in the past few years are Goals 1: No Poverty, 2: Zero Hunger, 3: Good Health and Well-being, 6: Clean Water and Sanitation, 7: Affordable and Clean Energy, 9: Industry, Innovation and Infrastructure and 11: Sustainable Cities and Communities. The United Nations Population Division, World Urbanization Prospects: 2023 states that 36% of India's population resides in urban cities.

This steady and gradual increase in urban population is accompanied with rising levels of pollution and waste generation, making these magnificent metropolitans harmful for us as well as the environment. SDG 11: Sustainable Cities and Communities aims at making cities and human settlements inclusive, safe, resilient and sustainable and is a step towards making these metropolitans truly magnificent.

Sustainable cities promote sustainable consumption and production patterns in accordance with their own territorial, geographical, social, economic and cultural conditions thereby reducing environmental impact through their activities. An ideal sustainable city would be one which is self-sufficient in energy, manages waste to produce energy, has sustainable transport, maintains green spaces and manages and uses its natural resources wisely. Cities across India are moving towards sustainability through their own customised approaches.

Key strategies adopted by various cities:

- **Ahmedabad: The Bus Rapid Transit System (BRTS) called "Janmarg" provides an efficient public transport system, reducing traffic congestion and pollution.**
- **Hubbali and Dharwad: These twin cities have a green mobility corridor along the 8.5 km drainage channel, the Unkal Nala.**
- **Surat: The city converts its wastelands into attractive biodiversity parks.**
- **Gujarat: The state, with cities like Gandhinagar and Ahmedabad, has implemented large-scale solar projects and wind energy farms.**
- **Pune: The city has several green building projects certified by the Indian Green Building Council (IGBC) that promote energy efficiency and sustainability in housing.**
- **Delhi: The Delhi Metro is one of the largest metro networks in the country, offering an extensive public transport option that reduces reliance on personal vehicles.**
- **New Town, Kolkata: The New Town area has been developed with a focus on sustainable urban planning, including green buildings, water management, and energy-efficient systems.**
- **Chandigarh: Known for its planned urban layout, Chandigarh incorporates green spaces, efficient public transport, and sustainable infrastructure.**
- **Chennai: The Chennai City Traffic Police have implemented various measures under the Vision Zero initiative, such as creating exclusive pedestrian zones in places like Pondy Bazaar and redesigning accident-prone junctions.**

- **Indore:** Indore has implemented a comprehensive waste management program, including door-to-door collection, waste segregation at source, and processing facilities for organic and inorganic waste. The city has bagged the first position in the Swachh Survekshan Awards for seven consecutive years

These pioneering endeavours in various fields have had a positive impact on India's sustainability standing. The Sustainable Development Goal (SDG) Index released by NITI Ayog in July 2024 rates the national score at 71 for 2023-24 which is up from 66 for 2020-21, showing significant progress. Small steps at the grassroots level have a synergic effect on sustainable efforts.

Aggregating effort of citizens and robust strides at National level will accomplish the vision for Viksit Bharat 2047. Remembering the wise words of the Father of our nation:

“Be the change you wish to see in the world”
- Mohandas Karamchand Gandhi

Jasreen Kaur Multani
B.Com. (Hons.), 2nd Year



INDIA'S SPACE ODYSSEY: Journey to Self-Reliance and Global Leadership

The Indian space program has grown into a vibrant and self-reliant ecosystem in terms of pervasive participation, state-of-the-art research, and technologies. At the heart of this transition is the Indian Space Research Organisation (ISRO), which positions India as a global space power.

Dr. Vikram Ambalal Sarabhai envisioned the Indian National Committee for Space Research (INCOSPAR) which was set up by the Government of India in 1962. Subsequently ISRO was established on August 15, 1969 in place of INCOSPAR with an expanded role to harness space technology. The Department of Space (DOS) was set up and ISRO was brought under DOS in 1972. From 1969 to 2024, it has been a source of pride for India. With 124 spacecraft missions and 94 launches, it is one of the elite space organizations in the world. Some of the success stories of ISRO are as follows:-

- In 1975, the Aryabhata satellite, named after the great Indian astronomer Aryabhata, was India's first satellite. It was designed, and built in India. The satellite was launched by a Soviet Kosmos-3M rocket from Russia's Volgograd Launch Station on April 19, 1975. It opened the path for many successful missions to follow.
- In 1980, ISRO launched the RS-1 satellite on the SLV-3, making India the seventh country in the world to achieve orbital launch capabilities. The ASLV was followed by a series of medium-lift launch vehicles, rocket engines, and satellites.
- Indian National Satellite System (INSAT) Series, 1983, revolutionized India's telecommunications market. The Indian National Satellite (INSAT) system has nine active communication satellites in geostationary orbit, making it one of the largest domestic communication satellite systems in Asia-Pacific.
- GSAT (Geosynchronous Satellite) satellites are manufactured in India. These satellites are used primarily for digital audio, data, and video transmission. ISRO has launched many GSAT spacecraft, and 18 of them are still functioning.
- In 2008, Chandrayaan-1 was India's first mission to the moon. It proved to be one of the most significant scientific triumphs, as the craft detected the presence of water molecules on the lunar surface.
- On November 5, 2013, ISRO launched the Mars Orbiter Mission (MOM), better known as Mangalyaan. It is a space probe orbiting Mars since September 24, 2014. It was India's first interplanetary mission, and ISRO became the fourth space agency to reach Mars orbit, after Roscosmos, NASA, and the European Space Agency. It made India the first Asian country to enter Martian orbit, as well as the first country in the world to do it on its first attempt.

- In 2023, Chandrayaan-3, the mission after Chandrayaan-2, seeks to safely land and investigate the moon's surface. With its triumph, India joins NASA, CNSA, and Roscosmos as one of just four elite nations to have landed on the Moon. India has become the first nation to successfully land on the Moon's South Pole.

The Indian space industry in 2020 contributed \$9.6 billion which is 2-3 percent of the worldwide space economy. The same sector is likely to grow up to \$13 billion by 2025 and targets capturing 10 percent of the international market by 2030. No doubt, ISRO has played a significant role in trying to achieve growth. However, the reality of India's space success goes beyond ISRO itself.

PSUs like BHEL, HAL, and BEL have played a vital role in the development of components and infrastructure related to space missions. It is through their contribution that India could establish self-reliance in space technology.

Private enterprises and start-ups like as Pixxel, Agnikul Cosmos, Dhruva Space, Bellatrix Aerospace, and Skyroot Aerospace have made significant contributions to India's space sector in recent years. These companies have displayed excellent ingenuity and entrepreneurial spirit that has been at the forefront of satellite technology, launch services, and ground infrastructure. Their contribution has not only augmented the scope of the space industry in India but also increased its global competitiveness.

To make India a worldwide leader or vishwa guru, the Indian Council of Historical Research (ICHR) and the Indian Space Research Organisation (ISRO) signed a Memorandum of Understanding in November 2022 to collaborate on a project dubbed "History of Indian Science and Technology." This Rs. 1.5 crore effort will promote India as a "Vishwaguru" in a variety of scientific domains. It is proposed to be six volumes, from ancient to medieval and modern periods when the contributions of India toward astronomy, astrology, and mathematics are assessed. This collaborative work will place the understanding of the scientific heritage from India in its proper perspective and repair an historical narrative that has been all too often Euro-centric.

Many of the programs by ISRO have contributed immensely toward the socioeconomic development of India, serving military persons and civilians alike in areas like disaster management, telemedicine, navigation, and reconnaissance. Besides, there are a number of breakthroughs in technology and medicine like Silica Cloth (ISROSIL), Left ventricular assist device, Distress Alert Transmitter, Automatic Weather Station, Fire Extinguishing Powders etc. are propagated by the spin-off technologies from ISRO.

The Indian Space Research Organisation has taken India to new heights in space exploration and technology with its contributions from both public and private sectors. From building visions of self-reliance to global leadership in the space industry, India has launched its first satellite, moved on to land successfully on the moon, and explored Mars, which epitomizes India's enormous achievements in extending the frontiers of space exploration.

Sanchita Singh
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TRANSFORMING DIPLOMACY: India's Rise to a Global Leader

“India’s Foreign policy is not just about building bridges with the world, it’s also about bringing the world closer to India.” - Dr. S. Jaishankar

India’s foreign policy is the strategic approach the country has taken to manage its international relations and national interests. Designed to promote India’s sovereignty, security and economic development, the policy is shaped by a combination of several historical principles, contemporary challenges, and strategic goals, that reflect India’s evolving role on the global stage.

The Indian foreign policy is formed on several principles that have guided its approach to international relations since 1947. The “Five Principles of Peaceful Coexistence”, also known as “Panchsheel”, established in 1954, remain the cornerstone of India’s foreign policy. These principles emphasise on respect and cooperation among nations, mutual respect for sovereignty and integrity, mutual non- interference in internal affairs, equality and mutual benefit, and peaceful coexistence. India maintains its independence in foreign policy decisions, ensuring that its actions align with the nation’s interests rather than be influenced by any external forces. This principle of strategic autonomy allows India to navigate complex global dynamics while safeguarding its sovereignty. India’s active participation in various international organisations, meetings, and forums, advocates for a polycentric world order. Their commitment towards multilateralism reflects India's belief in collaborative decision-making and cooperation to address global challenges in pursuit of common goals.

Central to India’s foreign policy are economic growth and development emphasising on expanding trade, attracting foreign investment and promoting technological collaborations to boost India's economic prospects. Furthermore, India focuses on resolving conflicts and disputes through negotiations and dialogue rather than using force, reflecting India’s preference for peaceful solutions and diplomacy. In addition to this, India engages with energy-rich regions such as the Middle East, Central Asia, and Africa, to secure its energy needs, while promoting sustainable development and investing in renewable energy sources. India’s active participation in various international organisations showcases its ambition to achieve global leadership.

In recent years, India’s foreign policy has undergone some significant shifts. The “Neighbourhood First Policy” is a key pillar of this new direction, placing a strong emphasis on nurturing and fostering relationships with neighbouring countries. By participating in and promoting initiatives like the SAARC (South Asian Association for Regional Cooperation) and BIMSTEC (The Bay of Bengal Initiative for Multi- Sectoral Technical and Economic Cooperation) , India is

developing closer ties in South Asia, and ensuring regional stability and economic integration. Built on the “Look East policy”, “The Act East Policy” focuses on strengthening strategic, economic, and cultural ties with Southeast Asia and underscores India's commitment in playing a significant role in the Asia-Pacific region. At the same time, India has developed strong strategic partnerships with the major global powers, such as the U.S., Russia, Japan, and the European Union.

India’s journey of being a Vishwabandhu and Vishwaguru involves blending its rich cultural heritage, democratic values, and economic potential to offer leadership on global issues. Promoting its cultural heritage and values through initiatives like the International Yoga Day, cultural exchanges, and educational programs enhances India’s soft power and promotes global appreciation of its rich traditions. Additionally, India's advancements in technology, space sector and digital innovation are positioning it as the emerging world leader. These projects and initiatives highlight India's role in shaping the future. India also extends aid and assistance to countries in need, including initiatives like providing vaccines and medical supplies during the Covid - 19 pandemic proves India's commitment to global well-being. Additionally, India offers innovative solutions and advocates for global key issues such as Climate Change, Sustainable Development and Counter-Terrorism. India’s foreign policy is a fine balance of maintaining relationships at a global level, balancing strategic interests, and forging economic alliances.

Built on its foundational principles and strengths the Indian foreign policy will likely continue to emphasise on India’s strategic autonomy, economic development, and active participation on multilateral forums. As the nation rises on the global arena, it aims to guide and help the world achieve peace and mutual cooperation. Looking ahead India is all set to achieve its vision of becoming a Vishwa Bandhu and a Vishwa Guru.

Saloni Saini
B.Com. (Hons.), 2nd Year



जय जय हिंदुस्तान कहो

धन्य धरा, दीपित भू पर,
हिम शिखरों से गुंजायमान कहो
नदियों की कल कल में बहता,
स्वाध्याय, धर्म, स्वाभिमान कहो
वीरों की जननी, स्वाधीनता का यशगान कहो
तुम नारों से गुंजनगान करो, तुम जय जय हिंदुस्तान कहो।

आर्यावर्त, भरतवंश, नचिकेत की जिज्ञासा का प्रमाण
योग सूत्र में छिपा आत्मज्ञान
दर्शन की अपरिमित सीमा
ओंकार का विश्वास यही
सपनों की धरती, संकल्पों का आकाश यही,
सदियों से रहता आया, मानवता का इतिहास यहीं।
गंगा की धारा, यमुना का पावन नाद कहो,
कान्हा की बंसी, रघुराई का संवाद कहो।
अखंडता की मूरत, एकता से जीता संग्राम यहां ,
हर दिल में गुंजित होता, भारत माँ का सच्चा नाम यहां।
उठो, विश्व में परचम लहरा दो
अब ना तुम किसी डायर का अभिमान सहो
फौलादी कंधों को नमन करो, तुम जय जय हिंदुस्तान कहो।

तुम गाओ प्रेम का गीत, शांति का संदेश कहो,
मगर उठाए नज़र कोई निशाचर
विरोध करो, संग्राम लड़ो
तुम ही राणा, छत्रपति तुम हो
गर मां के दामन पर दाग लगे
तुम रण चंडी बन, मृत्यु का शंखनाद करो
जागो, पहचानो, अब ना तुम देशहित विरोधी विवाद सहो
सीमा नहीं अब संकल्पों की,
अपना है अब आसमान कहो
करो नमन इस मातृभूमि को,
और फिर जय जय हिंदुस्तान कहो।

सदियों, सदियां गुलाम रही,
नित नित सहती, त्रास आवाम रही
जेलों में बंद आज़ादी की वीणा,
अब स्वतंत्र, फिर भी मौन पड़ी
भगत सिंह के वंशज को क्यों घुटती माता अब दिखती नहीं
जल जाने को होली में क्यों विदेशी हुकूमत अब बिकती नहीं
लड़ी तलवारे जो सत्तावन में, नारी का आंचल अब सिलपाती नहीं
खामोश हो गई आवाज़ें, अब सेलुलर खटखटाती नहीं
बनो गोविंद, द्रोपदी का मान बचाओ, शब्दों में गांडीव बाण कहो
वक्तव्य से युद्ध लड़ो, फिर तुम भी जय जय हिंदुस्तान कहो।



महक बजाज संग संचिता सिंह
वाणिज्य (स्नातक), तृतीय वर्ष

भारत की सांस्कृतिक धरोहर :

एक यात्रा



हिम शिखरों के संकल्पों से हिंद महासागर की कल-कल तक, ज्ञान पीठिकाओं से शास्त्रार्थ की परंपराओं तक, और नृत्य, गीत, संगीत, कला से शस्त्रागारों तक, विचारों की सीमाओं को हर मोड़ पर मिलती चुनौती का नाम है भारत ।

‘भ’ अर्थात् ज्ञान, रत अर्थात् लिप्त, अतः भारत वह जो निरंतर ज्ञान की खोज में लिप्त है । भारतीय सांस्कृतिक विरासत सदियों से पीढ़ी दर पीढ़ी सहेजे जाने वाली भारतीयों की वह धरोहर है जिसके लिए इस भूमि के वीरों और वीरांगनाओं ने अपना सर्वस्व समर्पित कर दिया।

भारत की संस्कृति और इसके इतिहास में गहरा संबंध है, प्राचीन काल से भारत की कला, शिल्पकारी, संरचना, नक्काशी, गीत, नृत्य आदि मध्यकालीन एवं आधुनिक भारत से अलग तो हैं ही, वरन प्रत्येक काल के यह चिन्ह, उस समय की विचारधाराओं एवं संघर्षों के प्रतीक भी है । यह देश सदैव से ही ज्ञान एवं योग साधनाओं का केंद्र रहा है, स्वामी विवेकानंद, गुरु राम कृष्ण परमहंस, आदि गुरु शंकराचार्य, आदि अनेक चेतन्य उपासकों ने भारतीय मनीषा की पताका विश्व भर में फहराई है । योग जिसे आज समस्त संसार खुले मन से स्वीकार रहा है, वह इस माटी के कण-कण में युगों-युगों से विद्यमान है । भारतीय धरोहर का अहम स्तंभ योग, केवल शारीरिक कुशल-शेम का उपाय नहीं अपितु अपनी चेतना के चेतन्य भाव को स्वीकार करने की क्षमता है।

मार्टिन लूथर किंग (जूनियर) जब कहते हैं " अन्य देशों में, मैं एक पर्यटक के रूप में जा सकता हूं, लेकिन भारत में, मैं एक तीर्थयात्री के रूप में आता हूं", तब उनका ईशारा, यदि अनेकानेक अविस्मरणीय मंदिरों, मज्जिदों, गुरु द्वारों और गिरजाघरों, की ओर किया जाए, तो यह कहना अतिशयोक्ति नहीं होगा की प्रत्येक धर्म के अनुयायी के लिए भारत एक तीर्थ ही है । इसके वातावरण में आत्मा की खोज के ऐसे सूत्र छिपे हुए हैं, कि, मार्टिन लूथर की ही तरह हम भी इसकी दिव्यता के सहज अनुयायी हो जाते हैं ।

"अतिथी देवो भव:", आज के समय में शायद ही कोई ऐसा बड़ा देश शेष होगा, जो अब भी इस से अनभिग्य हो। अरुंधति रॉय की मानें तो, "भारत एक ही समय में कई शताब्दियों में रहता है ", तथा जी – 20 की बैठक भी इसका प्रमाण देती है । आधुनिक भारत द्वारा आयोजित एवं प्राचीन मूल्यों द्वारा सुशोभित, वह सम्मेलन, विश्व के विकास पर भारत के हस्ताक्षर है ।

विष्व की प्राचीनतम सभ्यता की जननी भी यही भूमि है तथा दुनिया को शून्य और दशमलव देने वाला भी यही देश है। यहाँ आज 780 भाषाएँ बोली जाती है, कोस-कोस पर बोली, वेश-भूषा, खाना एवं रहन-सहन बदल जाता है।

आज के दौर में हमारा संगीत, पुरी दुनिया में अपनी छाप छोड़ रहा है। यहाँ का शास्त्रीय संगीत दो मुख्य भागों में बांटा गया है, हिंदुस्तानी तथा कर्नाटक, इसके अतिरिक्त हमारे यहाँ संगीत के छे घराने हैं तथा नो प्रकार के पारंपरिक नृत्य है और लोक कलाओं एवं कथाओं की तो गिनती भी मुश्किल है ।

संस्कृति पर चर्चा, साहित्य पर प्रकाश डाले बिना पुरी हो जाए, यह तो संभव ही नहीं। साहित्य ही एक मात्र वह संदूक है, जिसमें संस्कृति की अहम निधियाँ छिपाकर रखी जाती है । रामधारी सिंह दिनकर, मैथिली शरण गुप्त, निराला, रसखान, तुलसीदास, कालिदास, मीराबाई, महादेवी वर्मा, गुरुदेव रबींद्रनाथ ठाकुर, बंकिम चंद्र चट्टोपाध्याय, मुन्शी प्रेमचंद और यह सूची असीम को चुनौती देने की क्षमता रखती है।

भारत सहनशील है, बुद्ध का देश है, किंतु आँख उठाकर देखे जाने पर, हल्दीघाटी में विश्राम करते महाराणा को जगाने में तनिक भी देर नहीं लगाएगा ।

वह पीढ़ी जो अपने इतिहास को ठोकर मारती हो, संस्कृति को भुला देती हो, वह दृष्टिभ्रमित और दिशा हीन युवा वर्ग, संसार का मार्गदर्शक नहीं बन सकता ।

आज के समय में समस्त विश्व, भारत की ओर आशा से देख रहा है, इस दौर में, यदि विश्वभर में शांति का सूचक किसी को माना जा रहा है, तो वह हमारा देश ही है। यह सब इस माटी की सांस्कृतिक विरासत का ही प्रतिरूप है । जहां एक ओर, दो देशों के मध्य युद्ध चल रहा होता है, तब भी तिरंगे के सहारे भारत और पड़ोसी देश के बच्चे सुरक्षित लौट आते हैं, यह प्रमाण है हमारी बढ़ती महत्ता का।

यहां की संस्कृति, हर मुश्किल से लड़ना सिखाती है। हर्ष - विषाद, जीवन का अभिन्न अंग है, किंतु विफलता को सफलता की सीढ़ी कैसे बनाना है, यह हम अच्छे से समझते हैं। जब चंद्रयान किसी कारणवश चांद पर नहीं उतर पाया था, समूचा देश शोकाकुल था, किंतु भारत फिर उठा, मेहनत करी और चांद के दक्षिण भाग पर पहुंचने वाला पहला देश बना। कर दिखाने का यही जज़्बा, इस अनूठे वतन को मार्गदर्शक बनाता है। अनेकानेक आचार्यों, ऋषियों और महान विभूतियों की यह जननी, ही वह स्थान है जहां विश्व की पहली पुस्तक 'ऋग्वेद' का जन्म हुआ । आज संसार भी वेदों का तथा हमारे विद्वान एवं विदुषियों का लोहा मानने लगा है, ' माधव लेबनीस सीरीज़' इसी बात का प्रमाण है।

वहनीय विकास, जिस पर वर्तमान समय में सर्वाधिक चर्चा की जा रही है, वह हिंदुस्तान की रगों में दौड़ता है, ' वैसुधेव कुटुंबकम्' केवल मनुष्यों तक ही सीमित नहीं, अपितु वन - वनस्पति, पशु - पक्षी सभी की कुशल क्षेम का अभिप्राय है।

भारत को विश्व गुरु बनाने के सुनहरे लक्ष्य को सत्य में रूपांतरित करने का, प्रयास है भारत की सांस्कृतिक चेतना को जगाना व उसमें देशवासियों का विश्वास एवं रुचि पैदा करना । हमारा इतिहास 5000 वर्ष पुराना है, 'अखंड भारत' की सीमाओं से उद्घोषित वर्तमान समय में 28 राज्यों, 8 केंद्र शासित प्रदेशों, 400 से अधिक नदियों और अनेकानेक सभ्यताओं, परंपराओं, मान्यताओं का समावेश, यह देश अब सज हो रहा है कि अखिल भुवन के मार्गदर्शन का बीड़ा उठा सके ।

भारतीय संस्कृति, जिसने न जानें कितने ही आक्रांताओं की कुदृष्टि का डट कर सामना किया है, जिस पर संसार के हर भाग ने विनाशकारी हमले किए हैं, आज भी निडर खड़ी है और इसके वंशजों में इतना सामर्थ्य है की शून्य से शुरू हुई इसकी यात्रा असीम तक अवश्य पहुंचेगी।

उठो भारत के वीरों, दुश्मन खड़ा घात लगाए
बहुत खेल ली वंशी, अब मां का आंचल छिन न पाए
शौर्य मिला विरासत में, मिला चुप ना रहने का दायित्व तुम्हें
ज्ञानी हो बुद्धि का प्रयोग करो, व्यापारी कर ना जाए फिर रिक्त तुम्हें
बंधु तुम्हीं, विश्व सखा हो तुम
अपने भीतर का रणकौशल जगाओ तुम
संस्कृति की रक्षा कर, अब विश्वगुरु बनना होगा
प्रगति की लगाम थाम
अशांति विरुद्ध, संसार सारथी बन, संग्राम हमें अब शुरू करना होगा ॥



महक बजाज
वाणिज्य (स्नातक), तृतीय वर्ष

SURVEY

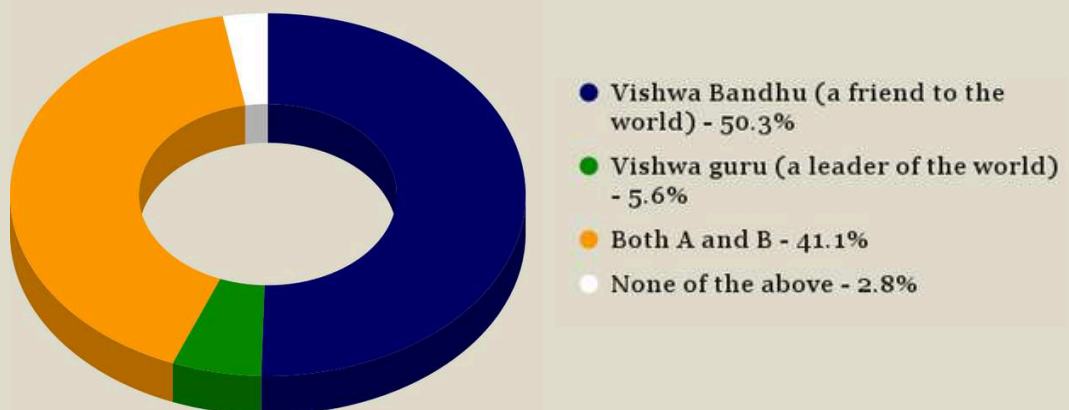
The Comascent team has conducted a survey amongst the students of the Department of Commerce of Gargi College, University of Delhi. The aim of this survey is to gather insights on education, technology, economic development, cultural influence, and other key areas that will shape our nation's future.

The survey is divided into four sections. Section 1 focused on general awareness, the second on educational development, the third on technological development, and fourth on economic development. The survey is based on the responses received from 143 respondents. The central theme explored how India is emerging as a true "Vishwa Guru" on the world stage.

Section - 1 : General Awareness

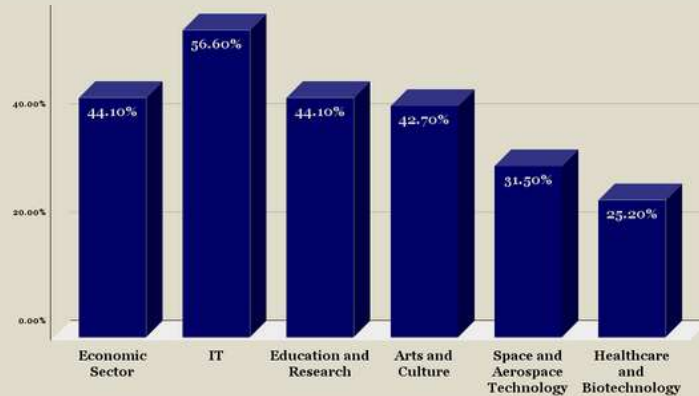
The section aims to capture students' perceptions of India's current and future role on the global stage. The responses reveal a strong sense of national pride, with many students viewing India as both a friend and a leader to the world, although there are clear concerns about internal challenges that could hinder its global ambitions. Let's delve deeper into the insights gathered from this section.

1. How do you as a college student perceive India's role on the global stage?



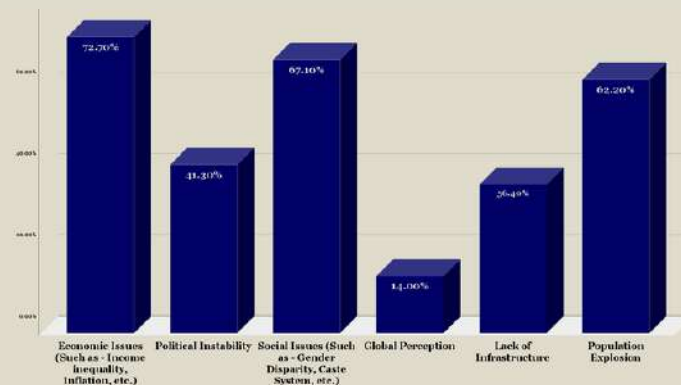
50.3% view India as a Vishwa Bandhu. In line with this, Hon'ble Prime Minister Mr. Narendra Modi said, "India does not dream of its own rise at the cost of others. We are the people who seek peace for all." This also reflects how students view India's balance between friendship and leadership as 41.3% respondents view India as both a Vishwa Bandhu and a Vishwa Guru (a leader).

2. Which sector do you think will most likely shape India's Future as a Vishwa Guru?



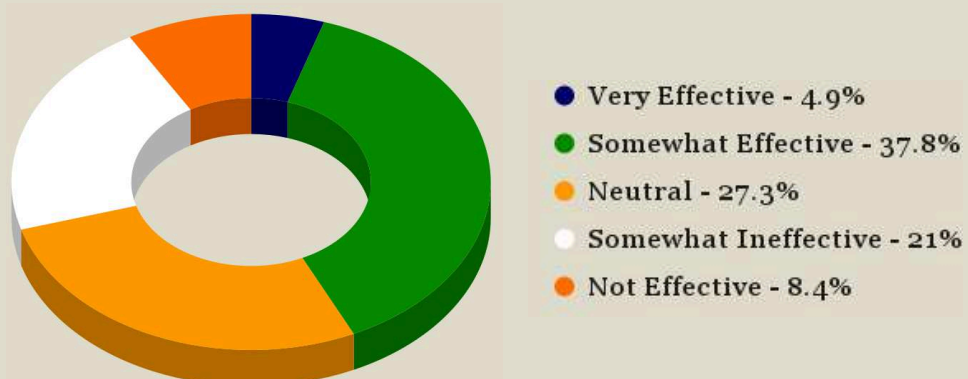
With 56.6% of respondents favoring the IT sector, it's evident that technology is seen as a key driver for India's global leadership. Economic sector and Education & Research rank second at 44.1 % followed by Arts and Culture at 42.7%, with Space and Healthcare lagging behind.

3. What do you think is the biggest challenge for India to become a world leader?



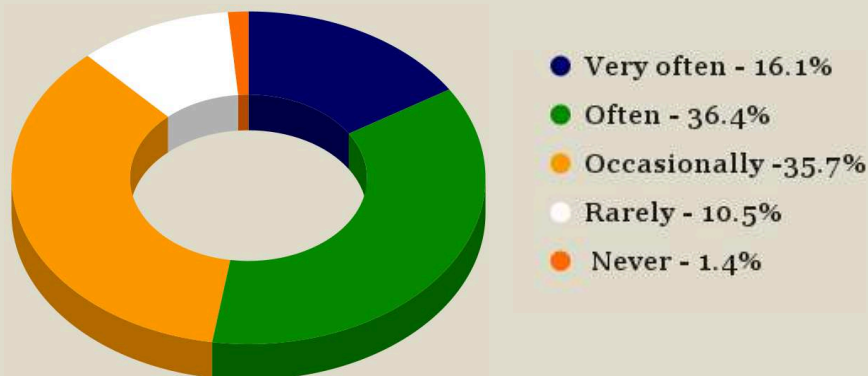
Economic Issues (72.7%), Social Issues (67.1%) and Population Explosion (62.2%) were highlighted as major barriers in the path of India becoming the world leader. The respondents believe that these challenges must be overcome before India can lead globally.

4. How effective are the government programs for women's empowerment?



Only 4.9% respondents felt these programs are Very Effective, with the majority 37.8% perceiving them as Somewhat Effective. This indicates a recognition of progress, but with room for substantial improvement.

5. How often do you engage with India's cultural exports (e.g. Yoga, Bollywood, Cuisine) as a student?

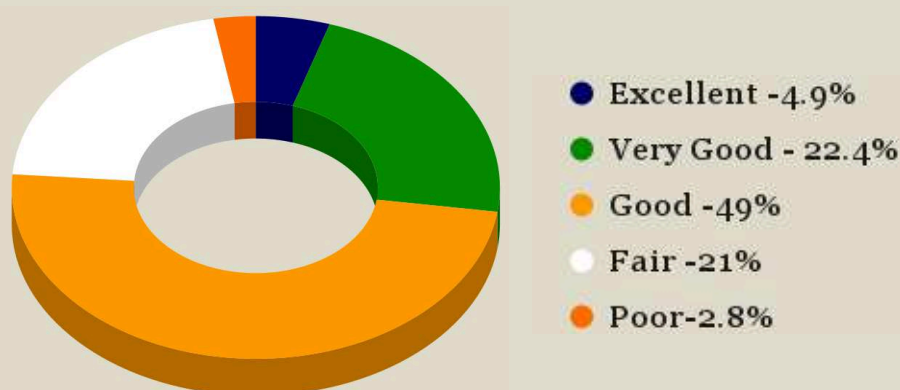


Indian culture is recognized globally, and it's a source of pride for us. This statement mirrors the engagement of students with India's cultural influence as 52.5% of respondents engage either very often or often with India's cultural exports while 35.7% engage occasionally.

Section - 2 : Educational Development

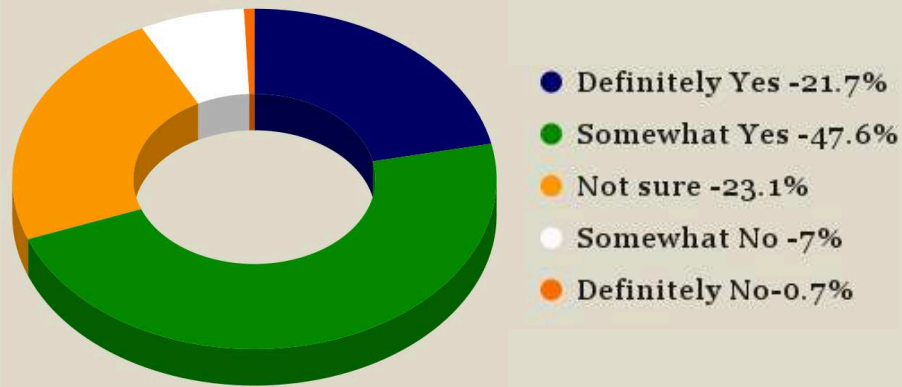
Education plays a fundamental role in shaping any nation's global standing. This section of the survey focuses on the perception of India's education system, literacy, and also highlights the need for further reforms and innovation to position India as a leader.

1. How do you rate India's current educational, innovation and research contributions to the world?



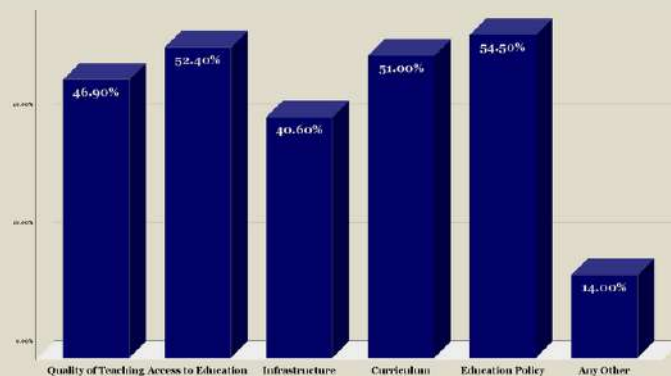
Dr. APJ Abdul Kalam, India's former President, once said, "Education is the most powerful weapon which you can use to change the world." This quote underscores the crucial role education plays in shaping India's global image. A total of 76.3% respondents rate India's contributions as Excellent, Very Good and Good. However, there is a clear need for more significant progress.

2. Do you think India's literacy rate is improving ?



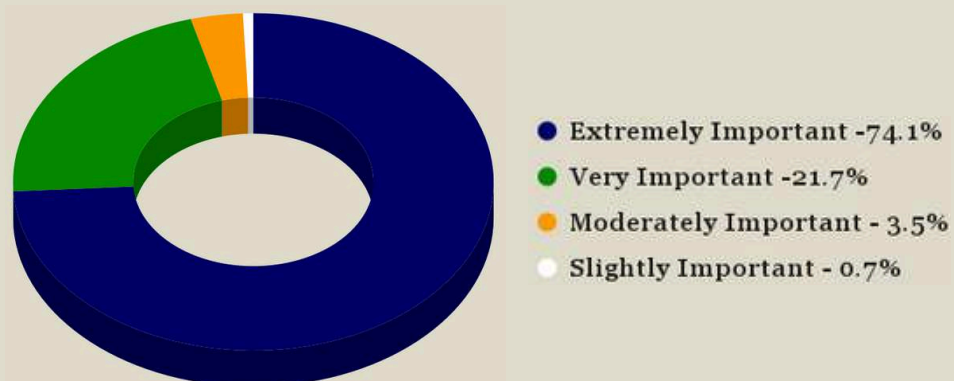
69.3% of the respondents felt that India's literacy rate is Improving. However, the 23.1% who are Not Sure indicate a lack of awareness or visibility regarding literacy initiatives.

3. What is the biggest challenge in India's Education System?



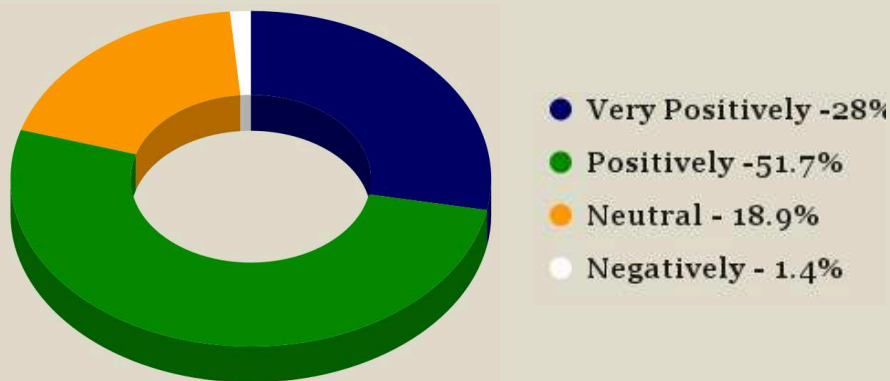
Education Policy (54.5%) and Access to Education (52.4%) emerged as the top challenges, pointing towards the need for systemic reforms followed by Curriculum at 51% and Quality of Teaching at 46.9%.

4. How important do you think educational development is for India's role as a leading global leader?



India's future will be determined by the skills and education of its youth. This sentiment is echoed by the respondents who view education as central to India's global aspirations. An overwhelming 95.8% of the respondents rated educational development as Extremely Important and Very Important.

5. How do you think digital education can position India as a leader in global education?

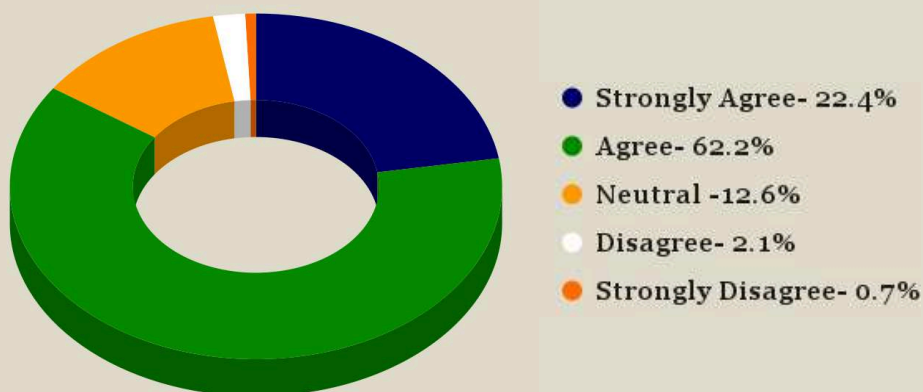


79.7% of the respondents believe that digital education will very positively and positively impact India's global educational standing. Satya Nadella, CEO of Microsoft, stated, "Technology empowers education by bridging gaps and opening up new possibilities." This view mirrors the respondents' belief in the transformative power of digital education.

Section – 3 : Technological Development

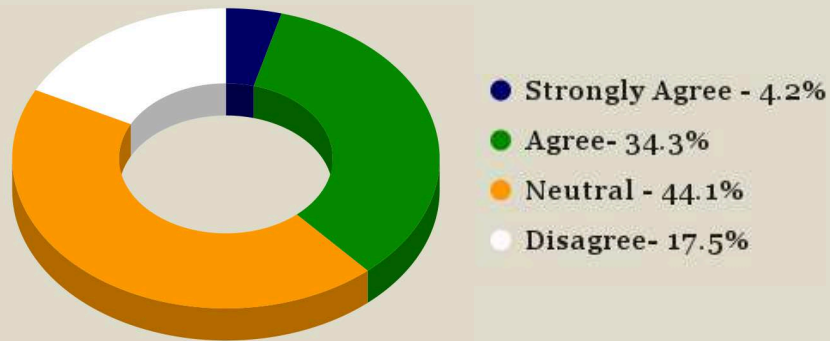
Technology is vital to India's future economic and geopolitical success. This section explores students' views on how advancements in technology are influencing India's global role.

1. Do you agree that India's technological advancements are attracting foreign investment ?



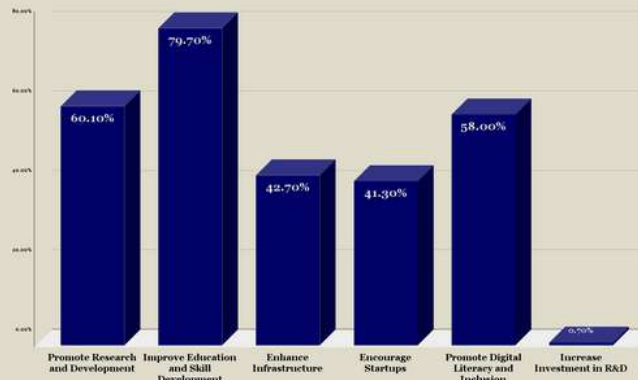
84.6% of the respondents Strongly Agree and Agree that India's tech growth is drawing foreign investment, while 12.6% of the respondents remain Neutral.

2. Do you agree that India is investing enough in artificial intelligence?



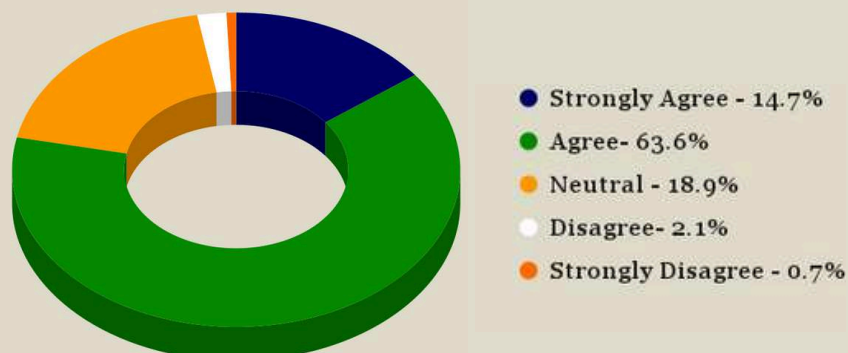
India needs to invest more in AI if it wants to stay ahead in the global tech race. 38.5% of the respondents Strongly Agree and Agree that India is investing enough in artificial intelligence. However, 44.1% of the respondents remain Neutral and 17.5% Disagree with the statement. This reflects the mixed sentiments among the respondents about India's current efforts in AI.

3. What steps do you think India should take to ensure sustainable and inclusive technological growth?



The top recommendation to ensure sustainable and inclusive technological growth was to Improve Education and Skill Development (79.7%), followed by Promoting R&D (60.1%) and Promoting Digital Literacy and Inclusion (58%). This suggests a clear call for better educational infrastructure to support tech advancements.

4. Do you agree that India's technological advancement has influenced its geopolitical relationships?

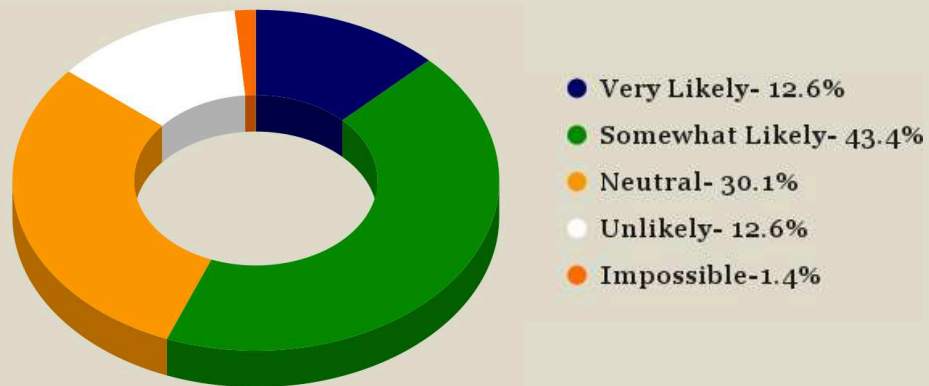


Many of the respondents believe that technology is a new frontier in India's geopolitical strategy as 78.3% of the respondents Strongly Agree and Agree that India's technological advancement has influenced its geopolitical relationship while 18.9% remain Neutral.

Section - 4 : Economic Development

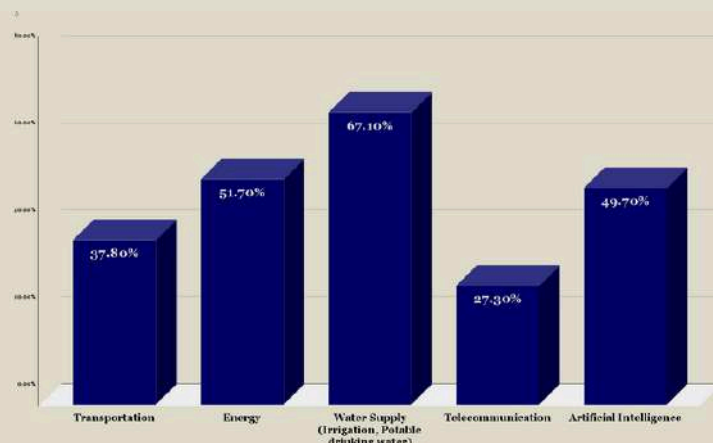
India's economic growth is a focal point of its global ambitions. The responses from the respondents reveal cautious optimism about the country's economic future and highlight critical areas for improvement, such as infrastructure and economic policy.

1. Do you think India will become a \$5 trillion economy by 2027?



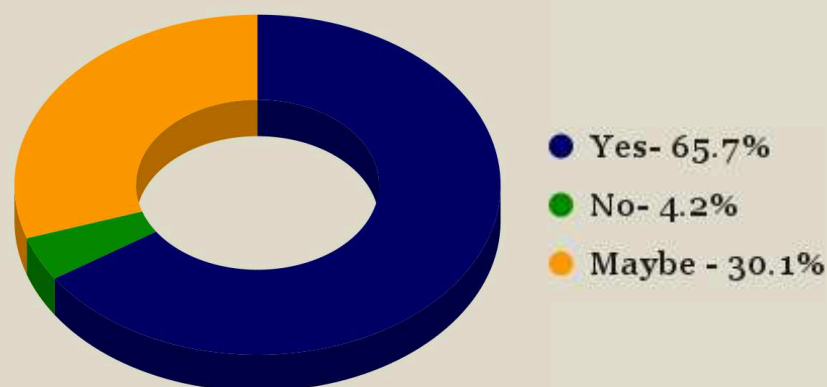
The Deputy Managing Director of the International Monetary Fund (IMF), Dr. Gita Gopinath, expressed that she is hopeful of India becoming the third-largest economy by 2027. 56% of the respondents believe it's Very Likely and Somewhat Likely for India to become a \$5 trillion economy by 2027, but 30.1% of the respondents remain Neutral.

2. Which area of infrastructure needs the most improvement in India?



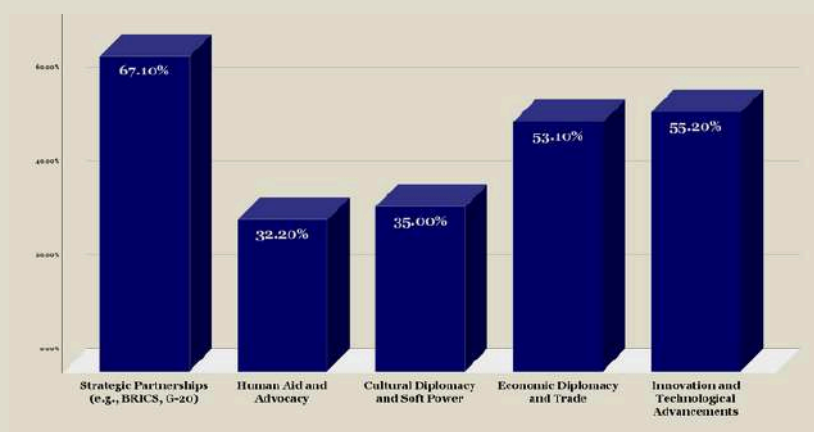
67.1% of the respondents feel that the area of Water Supply is in the dire need of improvement followed by Energy, Artificial Intelligence, Transportation and Telecommunication at 51.7 %, 49.7%, 37.8% and 27.3% respectively. This emphasizes the importance of addressing basic infrastructure challenges as a foundation for economic growth.

3. Are India's diplomatic relations with major global powers improving?



Dr. S. Jaishankar, India's External Affairs Minister, said, "India is reshaping its diplomatic ties in alignment with its rising global stature." This belief is shared by 65.7% of the respondents, who see India's diplomatic efforts as critical to its global leadership, while 30.1% of the respondents remain uncertain.

4. Which aspect of the Indian Economic Policy do you believe is the most effective in promoting India's image as a Vishwa guru?



Strategic Partnerships like BRICS and G-20 (67.1%) emerged as the most effective policy in promoting India's image as a Vishwa Guru, while Innovation and Technological Advancements and Economic Diplomacy and Trade follow closely with 55.2% and 53.1% respectively.

Saloni Saini and Harshita Lohiya
B.Com. (Hons.), 2nd Year

Highlights of the Survey

India's Global Perception:

As per the survey majority of the respondents perceive India as a "Vishwa Bandhu" (friend to the world) or both a Vishwa Bandhu and a Vishwa Guru (a leader).

Key Growth Sectors :

The IT sector is viewed as the primary driver for India's global leadership, followed by the Economic sector and Education & Research sector.

Challenges to Leadership:

Economic Issues, Social Issues and Population Explosion are seen as the top challenges for India to become a world leader.

Educational Development:

An overwhelming majority of the respondents rated Educational Development as Extremely Important and Very Important for India to become a world leader.

Technological Advancements:

Improvement in Education and Skill Development, Promoting R&D and Promoting Digital Literacy and Inclusion are seen as the top recommendations to ensure sustainable and inclusive technological growth.

Infrastructure Concerns:

Water Supply, Energy and Artificial Intelligence are viewed as the most urgent areas for infrastructure improvement.

Economic Strategy:

Strategic Partnerships are considered the most impactful aspect of India's economic policy for enhancing its global image.

Best Article : Evolution and Transformation of India in Finance and Economics



Comascent invited articles from students of all the departments to feature in this issue for the first time ever. It was an initiative for students from different courses to engage with the magazine and the editorial team. We received over 25 article submissions around the theme: Evolution and Transformation of India in Finance and Economics.

Winners:

1st Position: Riya Singh, B. Com. (Hons.), 2nd year

2nd Position: Ravmeet Kaur, B.A. English (Hons.), 1st year

3rd Postition: Sachi Arora, B.A. (Prog.) , 1st year



The dawn of Indus Valley civilization marked the beginning of the Indian economy, which flourished between 3500 BC to 1800 BC and depended significantly on trade. For next 1500 years, India produced its classical civilizations which generated wealth in huge amounts. India is estimated to have had the largest economy of the ancient and medieval world between 1st and 17th centuries AD, controlling between 1/3rd and 1/4th of the world's wealth. All this sounds elating! right? India being at the apex of trade, financial and economic prosperity. But this utopian image was ruined with the advent of the British.

The pre-independence history of Indian economy and finance can be broadly categorised into eons of glory and centuries of exploitation. “To build may have to be the slow and laborious task of years. To destroy can be the thoughtless task of a single day” holds true for India.

India was deprived & drained of its thousands of years of prosperity in just 2 centuries of ruthless British exploitation which undermined not just financial and economic stability, but also the unanimity of the subcontinent as a whole.

After emancipation (15th August,1947), India had umpteen number of socio-economic challenges to address. India started its journey as a poverty-stricken agrarian nation, victim of more than 200 years of colonial exacerbation, the aftermath of which was 55% of the population living below poverty line, 90% in rural areas, rising illiteracy rates, malnutrition, rampant air & water borne diseases, 32 years average life expectancy in 1947 (one of the world's lowest), India transitioning into an exporter of raw materials and a buyer of manufactured goods from exporter of processed goods. India was transformed into a plantation economy producing raw materials for British processing and re-export, it was deindustrialized by limited investment in the sector (e.g. handloom industry's yarn output declined from 419 million pounds in 1850 to 240 million pounds in 1900). Large amount of capital was transferred from India to England. As per British economist, Angus Maddison, the share of India in world income declined to 3% in 1950 as compared to 27% in 1700 AD.

Post independence (before 1991), to tackle the crisis, wide ranging measures were taken. Taking inspiration from the USSR, our PM Jawahar Lal Nehru & other leaders chose a socialist system with a strong public sector accompanied by private property and democracy, & 5 year centralised plan as a tool for development. So, the era of 5 year plans began. It emphasised the active role of govt. in all sectors. Efforts to reform the agricultural sector were undertaken on which the majority workforce relied plus; India was facing a major scarcity of food. Investments were made to create irrigation facilities, construct dams and lay infrastructure.

Due importance was given to establishment of modern industries, science and tech-based institutes, development of nuclear and space programmes, defence sector. Industries (regulation and development) Act led to permit licence raj, which along with protection of the nascent Indian industry from imports hampered growth. Large scale nationalisation was undertaken.

The second 5 year plan focused on rapid industrialization, a vision carried forward by Dr V. Krishnamurthy (father of Indian PSUs). Over the years nationalisation of banks, agriculture, coal mines (Coal India Ltd.), textile, insurance (LIC), steel (Hindustan steel), air transport (Air India) & railways led to govt's domination in almost all sectors of the economy by late 1970s.

In 1970 India's status changed from a food deficient country to one of the world's leading agricultural nations owing to green revolution ideated by MS Swaminathan. However, despite all efforts on economic front inflation, unemployment, economic stagnation, and food crises were still a reality. India didn't develop at rapid pace largely due to lack of capital formation, cold war politics, defence expenditure, rise in population and inadequate infrastructure. Till 1979, the average economic growth rate stood at 3.1% a year, industry: average rate of 4.5%/year, compared with average of 3.0%/year for agriculture. The rate of growth improved in the 1980s to an annual rate of 5.5%, with Industry- 6.6%/year and agriculture 3.6%/year.

High investment rate (19% of GDP in 1970s to 25%) was a vital factor for growth improvement. But then came a balance of payments crisis in 1990; in order to receive new loans, the the government had no other alternative but to accept economic liberalization.

1991- Today: Finance Minister Manmohan Singh said as he tabled his first budget (1991), “No power on earth can stop an idea whose time has come. The emergence of India as a major economic power in the world happens to be one such idea”. To receive a bailout package from the IMF, he had to introduce a series of policy changes that reduced government control over the economy and led to its liberalization. Abolished License Raj, industries deregulation, financial sector, tax and foreign exchange reforms, industrialization, expansion in the role of private and foreign investment (pre-approved investments up to 51% foreign equity participation), and free market system were introduced. India today is a product of drastic reforms of 1991.

Since then, our economy is one of the fastest growing in the world, with rising income and savings levels, investment opportunities, huge domestic consumption and younger population to ensure growth for decades to come. We progressed immensely with GDP progressing at an average rate of 6-8%/annum. The GDP (nominal) has grown from US\$ 267.52 billion in 1992 to US\$ \$3,737 billion in 2023. India’s developing mixed economy is the world's 5th largest by nominal GDP (\$3.7 trillion) and 3rd largest by purchasing power parity (PPP), a preferred FDI destination. India’s foreign trade reached US\$ 785 billion in 2012. India's Balance of Payments has a \$5.7 billion surplus in the current account (Mar 2023). India’s major industries include information technology, telecommunications, cement, machinery, food processing, steel, transportation equipment, engineering goods, textiles, mining, petroleum, chemicals, software etc.

We have a robust financial sector. A noticeable decline in poverty came after economic liberalization. In the seven years between 2004-5 and 2011-12, no less than 138 million Indians rose above the poverty line and other HDI indicators also improved. But hardships continue to loom. The World Bank's 2016 Doing Business report put India at 130th rank in ease of doing business. Poverty, inflation and unemployment is once again grappling India and skill shortage is worsening. Agriculture sector still employs the largest chunk of the workforce, but contributes the least towards GDP, as the industry sector could not create enough jobs to absorb excess manpower there. This is one of the biggest failures of 1991 reforms.

Overall, India’s upward growth trajectory from an ailing impoverished nation at independence to being the 5th largest in the world today has been impressive and commendable. The Indian economy evolved in 3 stages: Pre- independence, post-independence-1991, 1991-Today. We have the largest youth population in the world which is a powerhouse that India needs to invest in and use judiciously to fuel its journey to reach the summit of becoming the largest economy in the world supported by a resilient and sturdy financial sector and reclaim our lost glory as the golden bird.

**Riya Singh
B.Com. (Hons.), 2nd Year**



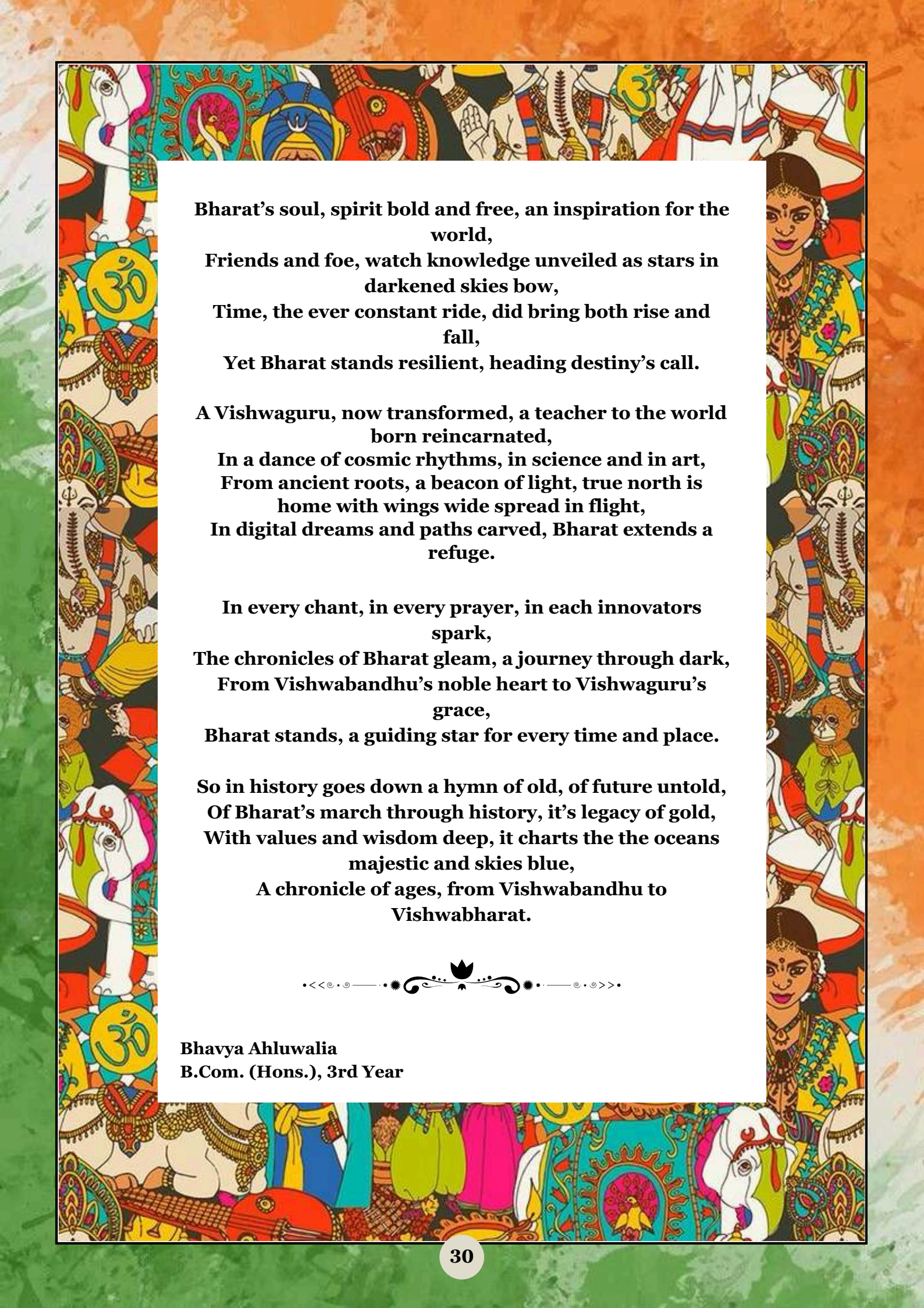
CHRONICLES OF BHARAT

**In the land of Mahabharata and Ramayna, where
rivers sing and mountains touch skies,
A tale unfolds, rich in love, with colorful lands spread
vast and wide,
Pilgrims, seekers, scholars so wise, who walked on
Bharat's streets,
Ancient winds whisper stories of this Vishwabandu to
Vishwaguru's journey.**

**From Nalanda's hallowed halls to Takshila's might,
The flame of learning ever burnt pure and guiding
light,
From the ashes of the past, a phoenix soared to view,
The world once more looked up in awe, an emerging
leader's voice it knew.**

**Vishwabandhu. The world's friend, a beacon shines
bright,
In knowledge, science, religion, diversity, sacred rites
and illuminating lights,
Nurturing a feeling of affinity, thread of unity,
A land of myriad hues and creed all hugged in a
community.**

**The Veda's echoed wisdom deep, the Upanishads
silent song,
In every hear, in every soul, the truth they spread
along,
In Ayurveda's healing touch, in yoga's tranquil flow,
Another dawn in the land of greatness, brings a saga
anew.**



**Bharat's soul, spirit bold and free, an inspiration for the
world,
Friends and foe, watch knowledge unveiled as stars in
darkened skies bow,
Time, the ever constant ride, did bring both rise and
fall,
Yet Bharat stands resilient, heading destiny's call.**

**A Vishwaguru, now transformed, a teacher to the world
born reincarnated,
In a dance of cosmic rhythms, in science and in art,
From ancient roots, a beacon of light, true north is
home with wings wide spread in flight,
In digital dreams and paths carved, Bharat extends a
refuge.**

**In every chant, in every prayer, in each innovators
spark,
The chronicles of Bharat gleam, a journey through dark,
From Vishwabandhu's noble heart to Vishwaguru's
grace,
Bharat stands, a guiding star for every time and place.**

**So in history goes down a hymn of old, of future untold,
Of Bharat's march through history, it's legacy of gold,
With values and wisdom deep, it charts the the oceans
majestic and skies blue,
A chronicle of ages, from Vishwabandhu to
Vishwabharat.**



**Bhavya Ahluwalia
B.Com. (Hons.), 3rd Year**

Interview with Dr. Sangeeta Jerath

Could you share what inspired you to join the teaching profession and how your academic background influenced your path?

Growing up at home with my parents and two sisters, my parents wanted me to work, and be independent but only as a teacher. My parents during the partition had come from Pakistan, lived in a refugee camp in India and worked extremely hard to make a life. They had worked with determination to provide us with the best education, which of course was neither easy nor cheap.

Talking about teaching, the profession has been extremely fulfilling and I have enjoyed it thoroughly. I did my Bachelor in Commerce from LSR, an M.Com from South campus and an M.Phil and PhD from the University of Delhi. I studied in a girls' school and did my bachelor's from a girls' college and ended up teaching in a girls' college as well. I joined Gargi

College back in 1986 while I was 23 years old and it is beyond a shadow of a doubt I never looked back.



Over the years the field of education has undergone significant changes. How did it impact your teaching pedagogy?

You see if you look at life, life is a learning, and learning never stops especially in our profession. One has to keep learning throughout, and even if you have studied the paper, if we want to teach, we need to continue learning and keep ourselves up to date. The first paper I taught on joining Gargi was Entrepreneurship and Small Business which was being offered by the Commerce Department to BA Prog students and it was in all the three years, And I was teaching different components of the subject for all the three years. And it was a mixed medium section throughout. Now as someone who had never studied the papers of commerce in hindi, so this experience was challenging and a huge learning for me. I enjoyed teaching the subject very much, first in english and then in hindi to the class. I'm glad that I got to start my teaching journey with this specific paper, it taught me a lot of things and prepared me well for the future challenges.

Many of your students have undoubtedly achieved great success. Could you share any such inspirational alumni stories ?

I've been teaching since 1986, that is about 38 years and more than 40 batches of students that I've interacted with and taught. To share a couple stories would not be fit to the hundreds of other kids that I've taught, but I can proudly say that it was a pleasure to teach every single one of them. Some of them started their own businesses, some went for social services, while others in various commerce and non commerce fields. Each one of them has ventured far and away and every interaction with them has always been a learning experience for me.

The credit goes to them, the students, for the challenges they have taken up, obstacles they have overcome and for what they have achieved in life. And you know when these student's come back and tell us about their achievements and successes, it is very fulfilling.

What will you miss the most about Gargi College?

Gargi as a college has been home to thousands of young women over the years. It's an Institution which is bigger than each one of us. It is the Individuals who build the institution. It has been built over the years with lots of love and effort.

It is the simple things that we miss the most, even though we have gone through them a number of times. Like being greeted by the guard first thing on entering the beautiful green campus filled with students, lovely smiles of dear friends and colleagues and the vibrant hustle bustle of the college.

Gargi is an integral part of my Being and will be cherished always!

Reflecting on your time at Gargi, could you highlight some key milestones that have been particularly meaningful to you?

- The first paper that I taught was Entrepreneurship and Small Business. At a point in time, the term Entrepreneurship was associated with me. For certain years, Sangeeta ma'am and ESB were synonymous.
- When I started teaching cost analysis and financial management. I loved these papers and enjoyed teaching them.
- Being the Teacher In Charge of the Commerce Department.
- Over the years, from time to time, the students come back to us and share their notes of appreciation. The only reward in teaching is if your students are satisfied and they come back and share with you and others their learnings that have taken place during their time in the college.
- Comascent, Geeta ma'am had originally started it and later on, I joined as an advisor, has been one thing I've kept very close to my heart.
- A major milestone was AIKYAM. Many efforts were made over the years to create a connection between our alumni who have been doing such wonderful things in life and our current students.

“

One Advice

You will enjoy something only if you're doing it with love. Otherwise, it will seem difficult. My motto, if you are in a situation, you might as well make the most out of it, enjoy it and do it. And when we do it with love, there is so much learning that happens. You see that you are at ease and work is not burdensome.

”

If you could deliver a final message to your students, what important thought or advice would you like to leave them with?

One thing I always say is, one should work hard, there are no shortcuts! Each one of us has the potential, it is just that we need to work persistently. You just need to water the plant. We are the plant, and one has to patiently understand when and how to nourish the plant.

In addition to this, one must spend time on themselves. Specially on things they find difficult.



If you could deliver a final message to your students, what important thought or advice would you like to leave them with?

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A quote or philosophy?

Long time back I came across a part of the following quote on a school board. Out of curiosity I searched for the complete quote and it's writer.

This beautiful quote changed my perception towards life and I would say that it lucidly marked the beginning of a beautiful journey to reflect. Sharing the complete quote by **Khalil Gibran**:

“Your children are not your children.

They are the sons and daughters of life's longing for itself.

They came through you, not from you and though they are with you, yet they belong not to you.”

Bhavya Ahluwalia

B.Com. (Hons.), 3rd Year

The Commerce Association 2024-2025



STUDENT BODY

President	: <i>Sanya Agrawal</i>
Vice-President	: <i>Himanshi Kapoor</i>
General Secretary	: <i>Saachi Nagpal</i>
Treasurer	: <i>Riya Singh</i>
Operations Convenor	: <i>Shivangi Mahajan</i>
Operations Co- Convenor	: <i>Kavya Dasari</i>
Corporate Convenor	: <i>Aakshi</i>
Design & Technical Convenor	: <i>Gauri Yadav</i>
Design & Technical Co- Convenor	: <i>Mehak Sharma</i>

Senior Members

Corporate	: <i>Diya Saini, Manvi Gupta, Vandana Vaishnav</i> <i>Anushka Dalpat, Bhumi Agarwal, Kanika Garg,</i>
Operation	: <i>Saumya Mittal</i>
Design & Tech	: <i>Hiya, Ishika Jha, Madhushree, Suhani Vaid</i>

Junior Members

Corporate	: <i>Drishhti Pal, Esha Khattar, Ira Garg, Neelima,</i> <i>Samriddhi Sharma, Shriyanshi Agarwal, Sneha Chugh</i>
Operations	: <i>Aashi Rao, Adit Sharma, Kritisha Batra, Pranya Sadh,</i> <i>Riddhima Jindal, Shivani Agarwal, Snigdha Jain, Swati Choudhary</i>
Design & Tech	: <i>Amolika, Ishita Jain, Navya Tandon, Sanya Yadav,</i> <i>Srividya</i>

Faculty Advisors

Ms. Chitra Kheria, Dr. Payal Jain, Prof. Geeta Siddarth, Dr. Amit Rohilla, Ms. Anam Khan, Ms. Sunita Kumari, Ms. Iti Verma, Dr. Karishma Gulati Tehran, Mr. Sushil Kumar

The Commerce Association

PRESIDENT'S MESSAGE

Greetings, Commerce Enthusiasts!

As we stand at a thrilling juncture in my tenure as President of The Commerce Association, I can't help but reflect on the rollercoaster ride it's been. Challenges? Absolutely. Exhilaration? Without a doubt! And through it all, one lesson has emerged as crystal clear: Communication is the key.

This year, we've embarked on an exciting adventure, venturing into new horizons and organising events that foster the holistic development of our fellow students in The Department of Commerce. Our Annual Theme revolves around navigating sustainability is timely, especially with the government's bold Net Zero Goals on the horizon.



It's a perfect opportunity for us to not just revisit, but to re-explore this vital field. There's a world of knowledge waiting for us to discover, unlearn, and relearn! Our aim is simple yet profound: to equip students with insights into the unexplored realms of entrepreneurship, shedding light on norms and practices that could shape their futures.

Now, introducing our upcoming event, E-Conclave! This isn't just any event—it's a thrilling exploration of fresh ideas that align with our sustainability theme. Expect engaging competitions, enlightening discussions, and, of course, plenty of fun! We're on a quest for knowledge, and I promise, you won't want to miss this journey.

Apart from this, I'd like to extend my heartfelt gratitude to our esteemed Principal, the dedicated teacher convenors, and the unwavering faculty advisors of TCA for their relentless support. And a huge shoutout to my phenomenal team—your hard work and collaboration have made all of this possible!

Let's not forget to raise a toast to the entire Comascent team for their first publication this session! Your efforts have created a brilliant platform for students to share their voices and insights.

I'm eagerly looking forward to the remarkable journey ahead, filled with learning, laughter, and a touch of wit! Let's make this year unforgettable!

**Sanya Agrawal
President**



DEPARTMENT ORIENTATION

The Department of Commerce, home to over 1,000 students, is committed to providing a well-rounded educational experience that combines academic excellence with enriching co-curricular activities. Dedicated to empowering students to excel in commerce, the department continuously inspires them to reach new heights. Reflecting this vision, the Commerce Association of Gargi College organized the Freshers' Orientation on August 29th, 2024, warmly welcoming the newest members of our community.

The session began with a warm and welcoming introduction by Ms. Chitra Kheria and Dr. Payal Jain, convenor of The Commerce Association, who offered the students valuable insights into their academic journey ahead. They covered essential topics such as subject details, attendance requirements, awards, and recognition opportunities. The importance of adhering to general guidelines, including a strict anti ragging policy, was emphasized to ensure a safe and supportive environment for all.

The students were also informed about the college's impressive placement records, with top companies like McKinsey, Deloitte, KPMG, and Amazon recruiting from the campus. This was followed by an overview of the major events organized by the Commerce Department, such as the much-anticipated Cascade, which provides students with opportunities to showcase their talents and engage with industry professionals.

To keep everyone connected and informed, the department's social media handles were shared. A department video was then played, highlighting the vibrant academic and extracurricular life within the college.

The session concluded on a positive note with refreshments being distributed to the students. Afterwards, members of the TCA took the new students on a comprehensive tour of the campus, ensuring they were familiarized with the facilities and felt at home in their new environment.



TEACHER'S DAY CELEBRATION



Teachers have a unique ability to shape lives by offering the perfect balance of wisdom, support, and challenges. Their influence inspires students to grow into knowledgeable and compassionate individuals, guiding them through every step of their journey.

To honor their contribution, The Commerce Association celebrated Teacher's Day as a heartfelt tribute to the dedication and commitment of educators. The event recognized their vital role in shaping the minds and futures of their students.

Following a heartfelt address by the members of the Commerce Association, teachers were presented with thoughtful gifts as a token of appreciation for their tireless efforts in fostering the growth and development of students throughout the year.



Each gift was accompanied by beautifully written messages, expressing sincere gratitude for the dedication, guidance, and support teachers consistently offer.

With immense love and respect, each member personally presented a gift to their teacher, creating a moment of genuine connection and appreciation. The event was filled with warmth and joy, with several pictures taken to capture the special memories shared between students and teachers.

With the dedicated efforts of the Commerce Association and the constant support from the faculty advisors, the event became a remarkable success, creating lasting memories for all who participated.



DEPARTMENT SOCIETY ORIENTATION

The Department of Commerce, with over 1,000 students, fosters a well-rounded education that combines academic excellence with dynamic co-curricular activities. It encourages students to push boundaries and excel in the diverse field of commerce. Reflecting this vision, the Commerce Association of Gargi College proudly hosted the freshers' orientation on 10th September, 2024, welcoming the next generation of commerce leaders.

All faculty members were present as the event began with a warm welcome from the team. Information was shared about Student Council, Aikyam -Alumnae association and Comascent: the Bi-annual magazine including their activities, student body roles, responsibilities, and recruitment processes. Details about the Gargi Pathfinder Award were also discussed, focusing on its objectives and various stages. The President and Vice President of TCA then presented a roadmap for the Commerce Association, outlining key events such as E-Conclave and Cascade, with emphasis on the holistic development of students through seminars, workshops, and skill enhancement sessions.



Available positions within the association and their recruitment process were explained. The session also covered opportunities for volunteering, participation in competitions, and attendance at workshops. A department video was showcased, followed by information about class representatives and social media handles.

The orientation concluded with a question-and-answer session to address any doubts, and a vote of thanks delivered by the President. With the hard work of the Commerce Association, along with the continuous support of the faculty advisors, the event turned into a great success, creating a beautiful memory for all.

INDUSTRIAL VISIT TO HMSI



On September 14, 2024, The Commerce Association of Gargi College, scheduled an industrial visit to Honda Motorcycle & Scooter India Ltd. (HMSI), Manesar plant to provide commerce students with valuable exposure to large-scale manufacturing operations. Thirty students were chosen to participate in this visit, which aimed to connect theoretical concepts with practical applications. Students interacted with senior management and learned about key areas such as production, finance, operations, and marketing in a real-world business setting.

During the visit, the group toured the manufacturing facility, which produces over 4,300 motorcycles daily, and gained insights into Honda's commitment to quality, innovation, and environmental sustainability. HMSI sources 96% of its materials locally, with future plans to reduce imports further as India develops its semiconductor production capabilities. Notably, HMSI is planning a major shift towards electric vehicles, aiming for 30% of its production to be EVs by 2030. The company's financial strategy, including cost management, competitive pricing, and a focus on short ROI periods, was explained in detail.



Students also explored human resources practices, learning about the company's efforts to increase gender diversity, enhance workplace safety, and promote employee well-being through health initiatives and stress management programs. The plant's commitment to sustainability was highlighted by its zero liquid discharge system and responsible waste management practices.

Feedback from students emphasized the value of the visit in reinforcing theoretical knowledge with practical examples. They appreciated learning about Honda's advanced production techniques, the company's commitment to quality, and the opportunity to interact with senior management. Suggestions for future visits included longer tours, access to research and development areas, and more interactive elements.

Overall, the visit was a rewarding experience that provided valuable insights into large-scale operations, financial management, and corporate culture. It enriched the students' understanding of the complexities involved in running a successful manufacturing company and demonstrated the real-world relevance of their studies.

WORKSHOP ON ARTIFICIAL INTELLIGENCE



On 24th September, 2024, The Commerce Association of Gargi College organized an insightful workshop on the topic of Artificial Intelligence (AI) for its students. The workshop was led by two distinguished guests: Mr. Akash Gogri, Associate Director, and Mr. Mohit from the Growth and Expansion team at IIDE, India's leading digital marketing institute.

The workshop allowed participants to delve deeper into AI-related topics, offering them the opportunity to understand how AI is transforming the future. It not only sparked curiosity but also instilled a sense of accomplishment among students, as this was a widely recognized and highly regarded initiative by the academic community.

Following the presentation, an interactive Q&A session was held. During this session, the history of the AI field, along with previous advancements and innovations, was discussed to give students a clearer understanding of how AI has evolved over time and its future potential.

The event concluded with a vote of thanks, expressing gratitude to the Commerce Association for organizing the event and to the faculty advisors for their continuous support. The workshop was a resounding success, leaving participants with valuable insights and a fresh perspective on AI.



ARTH NIRMITI : PREVENTION FROM FINANCIAL FRAUD



Financial fraud has become increasingly sophisticated in today's digital age. Preventing such fraud requires heightened vigilance, proactive security measures, and a comprehensive understanding of the evolving techniques employed by criminals. To promote awareness among students, The Commerce Association of Gargi College, in collaboration with Arth Nirmiti, organized a workshop on the 'Prevention of Financial Fraud' on 7th October, 2024.

The event commenced with a warm welcome for the guest speaker, Mr. Saleem Khan, Assistant Vice President at Arth Nirmiti SPWF, Mumbai. Mr. Khan began the session by referencing the Bhagavad Gita, emphasizing the quote, "Self-help is the best help." The primary aim of the workshop was to equip students with essential financial skills, focusing on the topics such as fraud prevention, personal financial management, and career opportunities within the financial sector. Following the presentation, a lively question-and-answer session allowed students to engage directly with the speaker, addressing their queries, all of which were thoroughly answered.



The workshop concluded with a vote of thanks delivered by the President of The Commerce Association, Sanya Agrawal. The event was deemed a success, owing to the dedicated efforts of the Commerce Department and the continued support of faculty advisors, leaving attendees with valuable insights and practical knowledge.

AIKYAM TEAM 2024-2025



STUDENT BODY

Convenor	: <i>Manya Chawla</i>
Co-Convenor	: <i>Radhika Arora, Pratibha Bisht</i>
General Secretary	: <i>Pramiti Saxena</i>
Technical Head	: <i>Vanshika</i>
Operations Head	: <i>Manya Singh</i>
Communications Head	: <i>Ishita Shekhawat</i>
Technical Team	: <i>Tanishka, Pratishtha Negi, Shreya Chaurasia, Trisha Gautam</i>
Communications Team	: <i>Shivani Agarwal, Snigdha Jain, Varsha Singh, Darshika Tyagi</i>
Operations Team	: <i>Saamya Mittal, Shubhi Chaturvedi, Princy Vishnoi, Aayushi Kaushal</i>

FACULTY ADVISORS

*Prof. Sonali Ahuja Dua
Dr. Mandakini Das
Dr. Sumant Meena
Ms. Aakriti Chaudhry
Dr. Payal Jain
Ms. Nupur Tyagi
Dr. Anjali Siwal*

Aikyam- The Alumnae Association

CONVENOR'S NOTE

Greetings!

It fills me with immense pride to address you as the Convenor of Aikyam, the Alumnae Association of the Department of Commerce. From serving as the Communications Head last year to now leading this incredible team, my journey with Aikyam has been a transformative experience.



Aikyam stands as a beacon of connection, bringing together the past, present, and future of the Gargi Commerce Community through our flagship series ComConnect Insights.

Through this platform, we have created a vibrant space for alumnae to share their stories from various fields—whether it's Corporate, Consulting, Civil Services, Entrepreneurship, or Fashion Designing.

These sessions have not just been about professional advice but have become a powerful dialogue between experience and aspiration, between the challenges faced and the triumphs achieved.

My role as Convenor has offered me a front-row seat to witnessing how deeply these connections resonate. It's more than just an association—it's a legacy of empowerment, mutual support, and growth that we continue to nurture with each new initiative. As we dive into this edition's theme, India: Vishwabandhu to Vishwaguru, we reflect on how India has transitioned from a global well-wisher to a global leader. This evolution mirrors the journey many of our alumnae have taken, rising from humble beginnings to becoming leaders in their respective fields. At Aikyam, we take inspiration from this transformation, constantly striving to grow and lead by example, creating a space where the lessons of the past propel the visions of tomorrow.

I am deeply grateful to the editorial team for their continued efforts in amplifying the voice of Aikyam. Together, we have built something that transcends individual journeys and touches the collective spirit of what it means to be part of this illustrious community.

Here's to a year filled with more opportunities, stronger connections, and the continued rise of both our alumnae and Aikyam as a whole.

**All the best,
Manya Chawla
Convenor**



AIKYAM COMCONNECT SERIES

The first session of Aikyam's ComConnect Insight series was held on September 15, 2024, via Zoom. Ms. Tanya Bajaj, a college alumna from 2015 with over 7 years of experience in various branches of the finance industry, spoke during the session. Prof. Sunali Ahuja Dua, Convener Aikyam, began the session by welcoming the guests.

Ms. Tanya Bajaj began by providing a brief overview of her career path, noting that she has previously worked as a consultant and investment banker and is now employed as an equity researcher at Makrana Capital. She then delved deeper into the industry's complexities, explaining the distinctions between Mutual Funds and Hedge Funds, as well as the roles of sell- and buy-side employees.

She also advised students who wanted to work in the industry by outlining the skills they needed to develop and providing a detailed step-by-step plan to help them achieve this. She also identified Wall Street Oasis and Bloomberg as two websites that can be used to develop financial skills. The speaker agreed that, like a double-edged sword, the finance industry has both advantages and disadvantages.

While it requires long working hours, it also provides a higher level of financial independence, ensuring returns during periods of unemployment. Another advantage of the industry is that the hard skills acquired here can be easily transferred to other industries.

Finally, Ms. Bajaj emphasised the importance of loving what you do and urged the students to make well-thought-out career decisions. Manya Chawla, Student convener, Aikyam, then delivered the vote of thanks, thanking the speaker for the insightful session



In Conversation with Ms. Tanya Bajaj

What is it like being a hedge fund strategist? What has your experience in the field been like? And how would you say that your time at Gargi College and the University of Rochester?

I enjoy being a hedge fund strategist and financial analyst. Sure, I've had moments where I questioned the kind of work I'm doing. One of the previous companies I worked for focused solely on a long-only strategy, which I found less challenging. For starters, the fund managers didn't need to go out and raise money, and the positions there felt very monotonous.

In contrast, working in a hedge fund—where you operate on the long/short side—keeps you on your toes, especially regarding the companies you're covering. I find that very interesting because when you get your shorts right, which is often much harder, it gives you conviction even in your losses. You feel more confident in your decisions.

Regarding my education, I was not very aware of finance in the beginning, though it has always been an attractive and lucrative field. While in college and during my master's, I took courses and worked on business models. After trying various career options, including investment banking, I ultimately settled on hedge funds. A major reason for this was the guidance from mentors in the organizations I worked with; they helped me understand what I liked and what I didn't, putting everything into perspective for me.

What is something you would recommend for students who want to explore the field of finance and Hedge Funding?

Students interested in finance and hedge funds should consider enrolling in practical courses that focus on finance, investment strategies, and risk management, ideally with case studies and financial modelling. Self-testing by analyzing balance sheets and financial reports of companies can help them learn to extract valuable insights from data. Additionally, participating in stock market simulations allows them to apply their knowledge in a risk-free environment. Networking and seeking mentorship are also crucial, as building relationships with professionals can provide valuable guidance. Finally, staying informed by regularly reading finance-related news and research reports will help them keep up with market trends and developments.

One professional advice for the students of Gargi?

Don't stay in a job for too long if you don't love it. Gain experience, but be willing to move on to find opportunities where you can grow and truly enjoy what you do. Seek out good mentors along the way; their guidance can be invaluable in helping you navigate your career.



Bhavya Ahluwalia
B.Com. (Hons.), 3rd Year



PATHFINDER REPORT



Pathfinder Competition 2023-24, organised by the Department of Commerce, Gargi College, was held on 10th April 2024 to award research projects in the domain of commerce and allied subjects. Dr. Rajni Jagota, Associate Professor, PGDAV College, and Dr. Varun Bhandari, Assistant Professor, Shyam Lal College, judged the research projects that were presented by the team members on the day. The Pathfinder Committee, comprising Dr. Manju Sahai, Prof. (Dr.) Sonali Ahuja Dua, Dr. Payal Jain and Ms. Iti Verma coordinated the event. 11 teams had registered for the competition and 10 teams participated in the final round by making an 8-minute presentation on their topics.

S.NO.	TOPIC	PARTICIPANTS	COURSE	MENTORS
1	Psychological and Economic Implications of Lay-Offs and Plausible Alternatives	Riya Aswani	B.com (Hons) , 3rd Year	Prof. (Dr.) Nidhi
		Tamana Gupta		Ms. Rupal Arora
2	Navigating the Retail Revolution Through Omni-Channels	Diya Gupta	B.com (Hons) , 2nd Year	Dr. Mandakini Das
		Gunika Katyal		Ms. Aakriti Chaudhry
3	From Deceptive Labels to Holistic Lifestyle: Analysis of Food Labeling in India and Its Implications on Gen Z	Jiya	B.com(H), 3rd Year	Prof. (Dr.) Geeta Sidharth
		Ayushi Arora		
4	Navigating A Change: An In-Depth Analysis of the National Education Policy's Impact on Learning and Development	Sandra Satheesh	B.com (Hons) , 3rd Year	Prof. (Dr.) Nidhi
		Stuti Mehra		Ms. Rupal Arora
		Ujjvala Kanungo		
5	The Awareness About The Cibil Scores Among The Commercial Banks Customers in Delhi	Samiksha	B.com (Hons) , 3rd Year	Dr. Anjali Siwal
		Smriti Kashyap		
		Priyadharshini Anupuram		



S.NO.	TOPIC	PARTICIPANTS	COURSE	MENTORS
6	Investigating the Impact of the Single-use Plastic Prohibition on Local Enterprises and Consumers: Discrepancy between Intention and Behaviour within the Context of Circular Economy and the 5R's	Avani	B.com,3rd Year	Prof. (Dr.) Geeta Sidharth
7	Online Purchase Return Processing: Getting Through the Maze	Shambhavi Singh	B.com, 3rd Year	Dr. Sangeeta Jerath
		Tisha Gulati		Ms. Aakriti Chaudhry
		Vaishnavi Pachauri		
8	Microfinance Industry: Its Progress and Challenges	Bhavya Ahluwalia	B.com (Hons), 2nd Year	Dr. Sangeeta Jerath
		Angaja		
9	Green Finance in India: Unveiling Transparency for Sustainable Investments and Innovations	Ruchika Kothari	B.com (Hons), 2nd Year	Dr. Anjali Siwal
		Talisha Mittal	B.com (Hons), 3rd Year	
		Varsha	B.com (Hons), 3rd Year	
10	A Survey on Cybercrime Awareness and Its Impact on Students of Delhi University	Navya Goyal	B.com (Hons), 3rd Year	Dr. Anjali Siwal.
		Priyanshi Tiwari		
		Rajvi Dambhale		



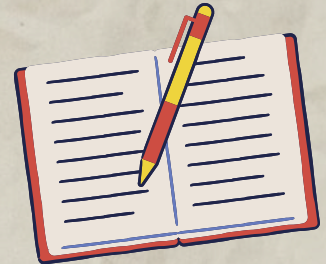


WINNERS



Investigating the Impact of the Single-use Plastic Prohibition on Local Enterprises and Consumers: Discrepancy between Intention and Behaviour within the Context of Circular Economy and the 5R's

Avani
B. Com. , III Year
Prof. (Dr.) Geeta Sidharth



From Deceptive Labels to Holistic Lifestyle: Analysis of Food Labeling in India and Its Implications on Gen Z

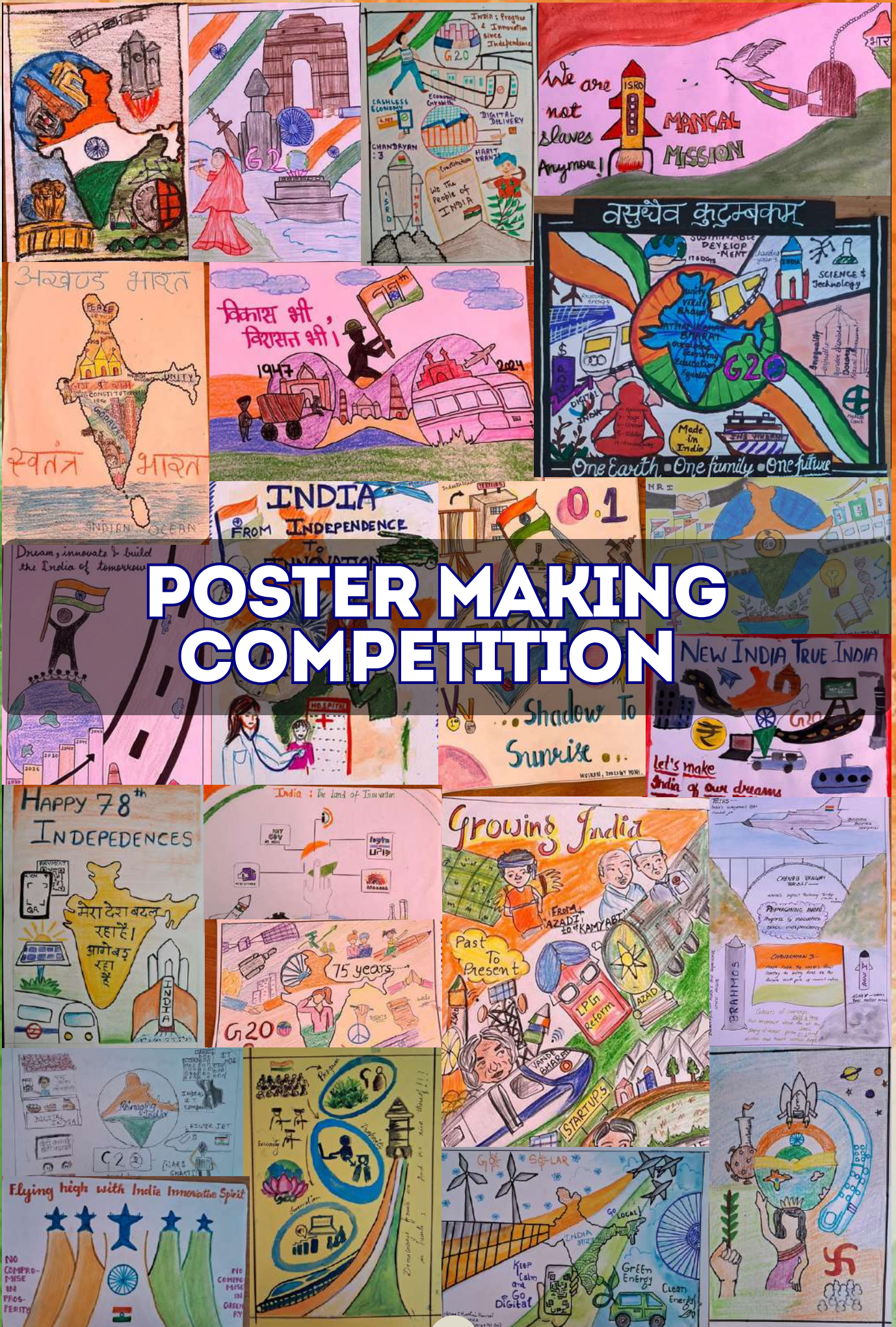
Jiya, Ayushi Arora
B. Com. (Hons.), III Year
Prof. (Dr.) Geeta Sidharth



Navigating The Retail Revolution Through Omni-Channels

Diya Gupta, Gunika Katyal
B. Com. (Hons.), III Year
Dr. Mandakini Das
Ms. Aakriti Chaudhry





POSTER MAKING COMPETITION

On 13th August, 2024, Comascent: The Bi-Annual Magazine of the Department of Commerce organised a poster making competition themed "Reimagining India: Progress and Innovation Since Independence" to commemorate the 78th Independence Day of India. The competition invited contributions from students across various courses.

Students from different streams participated enthusiastically in the competition, showcasing their vision of a developing India using unique approaches. The subject was chosen to highlight how India has transformed itself over time, embracing change and evolving as a global player while preserving its cultural legacy and diversity. A total of 23 enthusiastic participants were given 45 minutes to design their posters, and they exquisitely demonstrated an impressive balance between planning and execution, well within the time limit.



**COMASCENT: THE BI-ANNUAL
MAGAZINE OF THE DEPARTMENT OF
COMMERCE**

PRESENTS

POSTER MAKING COMPETITION

(The Competition Is Open To All Streams)

Theme: Reimagining India: Progress and Innovation since Independence

Date: 13th August 2024 (Tuesday)

Time: 12:10pm -12:55pm (ECA Break)

Venue: Room number-69

SCAN HERE
TO REGISTER



ATTRACTION CASH
PRIZES AWAIT THE
WINNERS

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Bhavya Ahluwalia: +91 9818589114

Prachi Lakhera
B.A.(Hons.) Political Science
IIIrd year



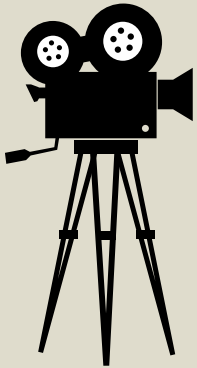
Pragya
B.Com.(Hons.)
IInd year



Nidhi
Zoology (Hons.)
IInd year



MOVIE REVIEW



Name - AIR
Director: Ben Affleck
Cast: Matt Damon, Chris Tucker,
Jason Bateman, Ben Affleck and
Viola Davis
Genre: Drama, Sports
Runtime: 1h 52m
Distributor: Amazon Prime
Review: Highly recommended



"A shoe is just a shoe until someone steps into it."
- Sonny Vaccaro

AIR Jordans changed the sportswear game, selling \$126 million in the first year of their launch. They became iconic not just for their design or their comfort but because of the player who wore them - the basketball legend Michael Jordan. The shoe transcended being a mere physical object; it became an emotion, a feeling experienced by its wearer. They also marked a major deviation from the usual industry practice by allowing the player a share in the revenue from shoe sales.

In 1984, Nike was nowhere in the basketball scenario which was dominated by Adidas and Converse. The basketball division of the company being on the brink of shutting down. They desperately needed a lifeline, it was then that one of the talent scouts of the company Sonny Vaccaro discovered Michael and saw in him the potential to be the greatest player the sport had ever seen. However, the vision was far from being turned into reality as Michael wanted to sign with Adidas (the 'cool' brand) and Nike did not have the funds to invest solely in Michael. Sonny however was not swayed, he believed in Michael and was ready to do whatever it took to see this through even if it meant risking his career in the process. He went as far as visiting Michael's parents even though it was forbidden by the industrial norms which required one to go through the player's agent. Even so, he wasn't the only one facing the brunt of his actions as the entire basketball division of Nike faced the risk of shutting down if this did not work because - A) Michael was only a rookie and yet to prove himself in the NBA. B) They spent the entire fund available on one player rather than four as originally planned. C) Michael might refuse to sign with them.

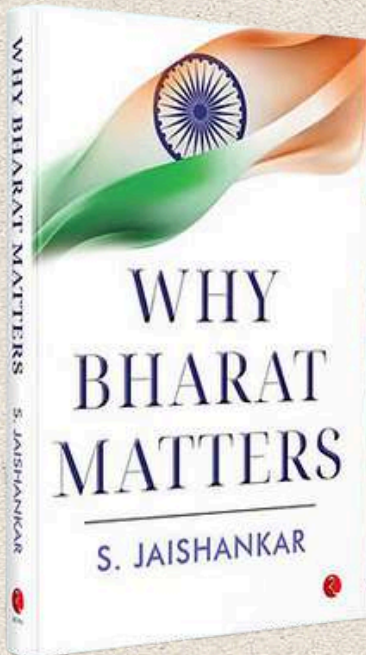
The beauty of AIR is not in the outcome that we all know, but rather in the journey, i.e. the relentless pursuit undertaken by Sonny, played by Matt Damon, to convince Micheal Jordan to sign with Nike. The movie also highlights one of the most famous business ideas 'Higher the risk, higher the return'. Additionally, another key takeaway from the movie is that one should never be scared to do something different, just because it hasn't been done before doesn't mean it can't be done. Just do it.

"You are remembered for the rules you break."
Phil Knight, Founder of Nike

Jasreen Kaur Multani
B.Com. (Hons.), 2nd Year



BOOK REVIEW



“

A major rising power, however, needs more than just an accurate landscape analysis and the ability to act on it. It must, first of all, be confident of its own values and beliefs and base its policies on those convictions. These will draw from the totality of its culture, heritage and traditions. That is why India can only rise when it is truly Bharat.

~ Dr.S Jaishankar, Why Bharat matters

Why Bharat Matters is a cogent account of India's story, through the lens of external affairs and detailing the journey of India from being a passive nation to forerunner of peace at the global level. This book, authored by Dr. S. Jaishankar, is a vivid expression of how leadership moves the world's opinion. The book exquisitely mentions India's significant missions such as the evacuation of students from Ukraine amidst the war; this pursuit truly exemplified the philosophy of Vasudhaiva Kutumbakam. We Indians not only brought our citizens home, but also helped our neighbors reach their motherland safely. It also cites important events and happenings from Operation Ganga, COVID Pandemic, Indo-China relations, Indo-Pacific and India's rising importance in the global south. Policy initiatives such as Neighbourhood First reflect our country's commitment to a Vishwa Bandhu Bharat. It also portrays our commitment to safeguarding sovereignty and independence while partnering with others in their endeavors. Dr. S. Jaishankar, in his book, counterbalanced both aspects of external affairs, not only brought forward its role in upholding a country's esteem at the global pedestal but also what foreign affairs hold for the general masses, how it affects their lives and decisions. He also does not hesitate in talking profoundly about Indian culture, its epics and their teachings. Along with drawing parallels between past and present, he articulates perfectly what future holds for India, the foreseeable challenges and opportunities, this account is a sure shot way to make readers fall in awe of the inspiring world of international relations.

This literary venture is not just a foreign service officer's memoir, or an external affair's minister's advocacy of his country but it represents a country man's dedication to his nation and its inspirational journey toward success.

Mehak Bajaj
B.Com. (Hons.), 3rd year

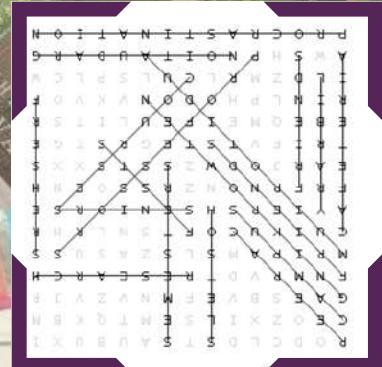


WORD SEARCH

R O D C L D S T S A U B U X I
 C E O Z X I L S E M T Q K B M
 G A E S B V E F M N V Z V J R
 F N M R V D T R E S E A R C H
 M R I P A M S L S Z A S U S S
 C U I K U C O F T S N L R H R
 A Y I E R S H S E N I O R S E
 F R F R N O N Z R S S O E N H
 E A R J O D W Z S S T S X X S
 T R I F V T S T E G R S T G E
 E B E Q M E I F E U L I T S R
 R I N L P H O D O N V K V O F
 I L D Z M R L C U L S P L C W
 A W S H P N O I T A U D A R G
 P R O C R A S T I N A T I O N

Auditorium
 Hostels
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 Networking
 Procrastination
 Professors
 Research
 Semesters
 Seniors

Cafeteria
 Campus
 Career
 Courses
 Fests
 Freshers
 Friends
 Graduation





SCAN HERE!



**SCAN AND
PLAY**



**SCAN TO
KNOW**

