



**SRI VENKATESWARA COLLEGE
(UNIVERSITY OF DELHI)**

EVENT REPORT

NAME OF THE EVENT: Advocacy Programme of the Competition Commission of India			
DATE	DEPARTMENT	COMMITTEE/SOCIETY	COORDINATORS NAME
23 rd August 2021	Economics	Economics Association	D. Brahma Reddy & Amit Kumar Jha
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor; online/offline/hybrid
3.00 PM to 4.30 PM	Online	157	Online
FINANCIAL SUPPORT/ASSISTANCE (if any):	NA		

BRIEF INFORMATION ABOUT THE ACTIVITY

TOPIC/SUBJECT OF THE ACTIVITY	Advocacy Programme of the Competition Commission of India Topic: The Economics of Competition: An Overview
OBJECTIVES	At the end of the programme the participants will be able to explain 1) Basic Provisions of Competition Law 2) Explain Horizontal and Vertical Agreements 3) Typical Characteristics of Horizontal & Vertical Agreements 4) Role of an Economist in analysing various types of Anti-competitive agreements 5) Case Study of PVR acquisition of DLF Cinemas.
METHODOLOGY	Lecture, Discussion & Case Study
INVITED SPEAKERS WITH AFFILIATION DETAILS (IF ANY)	Shri Mukul Sharma Joint Director Competition Commission of India
OUTCOMES	Application of Microeconomic concepts/theories Understanding of the Competition Law Conduct of case study

PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

1 Notice & Letters ✓	2 Number of Participants & Name of participants ✓	3 Event report ✓	4 Photos ✓	5 Feedback Form & analysis ✓
6 News clip with details	7 Sample Copy of the Certificate ✓	8 Posters/ Invites ✓	9 Event report Attested by Event Coordinator & IQAC Coordinator ✓	10 Any other document Video Clips

IQAC Document No: IQAC/SVC/2021-22/ Economics/01	Criterion No: III & V
Departmental file no: 2021-22/Economics/SOC/1	IQAC file No: 2021-22/SVC

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Mr. D. Brahma Reddy	Mr. D. Brahma Reddy, TiC Mr. Amit K Jha, Faculty Advisor	

For Reference

Criterion I	Curricular Aspects (planning & Implementation)	Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation	Criterion VI	Governance

Criterion III	Research, Innovations & Extension		Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure			

1
Notice & Letters



Department of Economics
Sri Venkateswara College
University of Delhi



18th August 2021

Circular

Sub: Advocacy Programme of the Competition Commission of India on the topic: The Economics Competition: "An Overview"

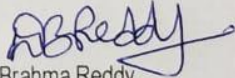
Dear Students,

I am delighted to share with you all that the Competition Commission of India in Collaboration with the Economics Association of Sri Venkateswara College as part of the Azadi Ka Amrit Mahotsav shall conduct the Competition Advocacy Programme, the details of which are provided below.

Topic: The Economics of Competition: An Overview
Speaker: Shri Mukul Sharma, Joint Director (Economics), CCI
Date: Monday, 23rd August 2021
Time 3.00 pm to 4.30 pm

2. The EA members are putting tireless efforts to make it a very big success. This is the first programme we are doing in the AY 2021-22. It's mandatory for all B.A (H) Economics students to attend the programme and we are continuously monitoring the registration in google form created for this purpose and circulated in what's app groups. Any Economics (Hons.) student not enrolling for the above programme shall be viewed seriously. After all we are conducting this event for your benefit. Since limited number of seats available you need to register immediately. A certificate of participation shall be issued to all participants of the programme.
3. The programme shall be conducted on CISCO's Webex platform. You need to download the application in your device in much advance. The link and password shall be emailed/SMS to you Two hours before the start of the event.

Thanking you in advance for your compliance.


D. Brahma Reddy
(Teacher in Charge)

2

Number of Participants & Name of participants

4

Attendance (157)

Sl. No.	Name	Course
1	Arsha T S	B.A (Hons.) Economics
2	Megh Utsav	B.A (Hons.) Economics
3	Simran	B.A (Hons.) Economics
4	Kshitiz Agarwal	B.A (Hons.) Economics
5	Mradul Naroliya	B.A (Hons.) Economics
6	Arjun Sharma	B.A (Hons.) Economics
7	Abhishek Rai	B.A (Hons.) Economics
8	Palanati Ajith Ganesh	B.A (Hons.) Economics
9	Tanishka Yadav	B.A (Hons.) Economics
10	Anubhav Saini	B.A (Hons.) Economics
11	Siddharth Raj Singh	B.A (Hons.) Economics
12	Deeksha Bhatia	B.A (Hons.) Economics
13	Ritika tayal	B.A (Hons.) Economics
14	Isha Soni	B.A (Hons.) Economics
15	Anushka Dhanwani	B.A (Hons.) Economics
16	Mahesh R	B.A (Hons.) Economics
17	Ishita Singh	B.A (Hons.) Economics
18	Suditi Srinivas	B.A (Hons.) Economics
19	Tarun	B.A (Hons.) Economics
20	Rishika Chutani	B.A (Hons.) Economics
21	Yash Khandai	B.A (Hons.) Economics
22	Donna Chandolia	B.A (Hons.) Economics
23	Aryaman Bawa	B.A (Hons.) Economics
24	Himanshi Bhardwaj	B.A (Hons.) Economics
25	Smriti	B.A (Hons.) Economics
26	NEHA DUGGAL	B.A (Hons.) Economics
27	Ruchitha Reddy Goli	B.A (Hons.) Economics
28	Niranjana P	B.A (Hons.) Economics
29	Soumya Panwar	B.A (Hons.) Economics
30	Neha Gupta	B.A (Hons.) Economics
31	Meher Grewal	B.A (Hons.) Economics
32	PRECIOUS PRINCE	B.A (Hons.) Economics
33	Khushi	B.A (Hons.) Economics
34	Harshit Raj	B.A (Hons.) Economics
35	Prerna Singla	B.A (Hons.) Economics
36	Pushpa	B.A (Hons.) Economics
37	Ojas Patidar	B.A (Hons.) Economics
38	Aastha priya	B.A (Hons.) Economics

39	Vanshika	B.A (Hons.) Economics
40	Gautam	B.A (Hons.) Economics
41	Mansi bauddh	B.A (Hons.) Economics
42	Kavya Sethi	B.A (Hons.) Economics
43	Harry Yadav	B.A (Hons.) Economics
44	Yashasvi Jain	B.A (Hons.) Economics
45	Nikunj kumar	B.A (Hons.) Economics
46	Joel Gigy	B.A (Hons.) Economics
47	Luv Badola	B.A (Hons.) Economics
48	H Lalvensanga	B.A (Hons.) Economics
49	Ria Dhamija	B.A (Hons.) Economics
50	Rohit kumar	B.A (Hons.) Economics
51	Navya Jindal	B.A (Hons.) Economics
52	Rashi Bhandari	B.A (Hons.) Economics
53	Vipin kumar	B.A (Hons.) Economics
54	Manya Bassi	B.A (Hons.) Economics
55	Avijit Sharma	B.A (Hons.) Economics
56	Arunima Krishnan	B.A (Hons.) Economics
57	Naman Kapoor	B.A (Hons.) Economics
58	Shagun Rajput	B.A (Hons.) Economics
59	Harish kumar	B.A (Hons.) Economics
60	Yatharth Singh Chaudhary	B.A (Hons.) Economics
61	Kashish Narang	B.A (Hons.) Economics
62	Vikas Yadav	B.A (Hons.) Economics
63	Sanya bhadana	B.A (Hons.) Economics
64	Kunal Rathore	B.A (Hons.) Economics
65	Shilpi Pandey	B.A (Hons.) Economics
66	Rushali Jain	B.A (Hons.) Economics
67	Sachika Khurana	B.A (Hons.) Economics
68	Pranay Goyal	B.A (Hons.) Economics
69	Mallika Chatterjee	B.A (Hons.) Economics
70	Araba Kongbam	B.A (Hons.) Economics
71	Harshita Rao	B.A (Hons.) Economics
72	Vansh Kumar Sharma	B.A (Hons.) Economics
73	Ridhima Ahluwalia	B.A (Hons.) Economics
74	Kanchan Kumari	B.A (Hons.) Economics
75	Ayushi Satrawal	B.A (Hons.) Economics
76	Mahima Malhotra	B.A (Hons.) Economics
77	Shreya Choudhary	B.A (Hons.) Economics
78	Khushpreet Kaur	B.A (Hons.) Economics

79	Urvi Goswami	B.A (Hons.) Economics
80	Suraj Kumar P	B.A (Hons.) Economics
81	Siddhi Sharma	B.A (Hons.) Economics
82	Shikha	B.A (Programme)
83	Anirudh Sudan	B.A (Programme)
84	Muskaan Pawar	B.A (Programme)
85	Jungkyu choi	B.A (Programme)
86	Tannu kumari	B.A (Programme)
87	Kanika Yadav	B.A (Programme)
88	Anshita	B.A (Programme)
89	Trisha	B.A (Programme)
90	Kolluri Ranjith kumar	B.A (Programme)
91	Riya Gupta	B.A (Programme)
92	S Ngaopulou Key	B.A (Programme)
93	SKARMA DZAKHIM DZOM	B.A (Programme)
94	Vimesh Dhari	B.A (Programme)
95	Chinthala jyoshnasri	B.A (Programme)
96	Mitchelle Sam Mujibi	B.A (Programme)
97	Shayani	B.A (Programme)
98	Suhani	B.A (Programme)
99	Shagun Verma	B.A (Programme)
100	A Satvika	B.A (Programme)
101	Harsh kumar kait	B.A (Programme)
102	Tushita Agnihotri	B.A (Programme)
103	Nandini Shankdhar	B.A (Programme)
104	Utsav Rawat	B.A (Programme)
105	Amna Choudhary	B.A (Programme)
106	Soreishang muinao	B.A (Programme)
107	Ravinder	B.A (Programme)
108	Soniya Chaudhary	B.A (Programme)
109	Hazika Bilal	B.A (Programme)
110	Shreya Dave	B.A (Programme)
111	Arushi Parashar	B.A (Programme)
112	Sourav Pant	B.A (Programme)
113	Abhishek Sharma	B.A (Programme)
114	Hussain asghar	B.A (Programme)
115	Jitendra Kumar	B.A (Programme)
116	VIVEK KUMAR GAUTAM	B.A (Programme)
117	Amandeep Kaur	B.A (Programme)
118	Kirti	B.A (Programme)

119	Lakshya yadav	B.A (Programme)
120	Jigmet Oldan	B.A (Programme)
121	Indeera Sharma	B.A. Programme
122	Sonu Thakur	B.Com (Hons.)
123	Sehej Kaur	B.Com (Hons.)
124	Adya Agnihotri	B.Com (Hons.)
125	Harshika Punglia	B.Com (Hons.)
126	Ria Saxena	B.Com (Hons.)
127	Shruti Omar	B.Com (Hons.)
128	Harsh Gupta	B.Com (Hons.)
129	Anushi Arora	B.Com (Hons.)
130	Gavika Taneja	B.Com (Hons.)
131	Vidhi Jain	B.Com (Hons.)
132	Mehak Jain	B.Com (Hons.)
133	Arshita Bizla	B.Com (Hons.)
134	Komaljot Kaur	B.Com (Hons.)
135	Jahnvi Arora	B.Com (Hons.)
136	Eeshita Goel	B.Com (Hons.)
137	Shivangi Chitra	B.Com (Hons.)
138	Shubhanshi Jain	B.Com (Hons.)
139	Chirag Gupta	B.Com (Hons.)
140	Alok khandelwal	B.Com (Hons.)
141	Riya Bindra	B.Com (Hons.)
142	Saloni Dwivedi	B.Com (Hons.)
143	Niyati Vashishtha	B.Com (Hons.)
144	Priya Bhati	B.Com (Hons.)
145	Nikita Tuwani	B. Sc (Hons.) Chemistry
146	Aishwarya Malik	B. Sc (Hons.) Chemistry
147	Kriti Verma	B. Sc (Hons.) Mathematics
148	Aman Kushwaha	B. Sc (Hons.) Mathematics
149	Jahnvi Agarwal	B. Sc (Hons.) Mathematics
150	Aryan Kumar Prasad	B. Sc (Hons.) Mathematics
151	Sahil Shaw	B. Sc (Hons.) Statistics

Report on the Advocacy Program on “The Economics of Competition- an Overview” held in collaboration with Competition Commission of India as part of Azadi Ka Amrit Mahotsav & Dimond Jubilee Celebrations

The first webinar of the new session at the Economics Association, Sri Venkateswara College was an advocacy programme held on 23rd August 2021 at 3.00 pm on the topic “The Economics of Competition- An Overview”. With much enthusiasm and an eagerness to learn something new seen in over 200 participants, the session kicked off.

The Vice President, Ridhima Ahluwalia introduced the Economics Association, which was followed by the teacher in-charges Dr. Brahma Reddy and Amit Jha welcoming the guest speaker and greeting the audience. Next, was a short introduction of the speaker- Shri Mukul Sharma sir, Joint Director (Economics) at the Competitions Commission, India (CCI). Sir did his Masters in Economics from Jamia Millia Islamia and graduated in economics from University of Delhi. Before joining CCI, he was a professor of economics at Amity University. His niche happened to be Macroeconomics and Data Analysis.

Soon after, Mukul sir took over as the host. He brought in light the objective behind the programme and explained the concept of competition, its benefits and disadvantages. He then went ahead with explaining the different types of competitive scenarios and their outcomes through the example of two *lemonade sellers*, describing 3 alternative competitive scenarios.

Case one, they both agree on an agreement that profits both, and mutually set up market prices.

Case two, one of them faces so much competition that he leaves the market, which arises as a result of “competition abuse”. Case three, one of the lemonade sellers ends up buying the other seller’s kiosk, which is a result of “mergers and acquisitions”.

These scenarios are governed under “Anti-Competition Agreements” of the Competition Act (2002), which is a regulatory mechanism to ensure fair play and presence of competition in markets. The two pillars under this act are Horizontal Agreements, Section 3 (3) (Manufacturer to Manufacturer) and Vertical Agreements Section 3(4) (Manufacturer to Retailer). We discussed the various prohibitions and penalties under these two different sections.

An extremely interesting and insightful short topic taken up next was the “Conditions Conducive to Cartelization”, such as few competitors, similar production costs, high entry and exit barriers, active trade associations, etc.

After this came the role of an economist in understanding the competition in the market. It included studying market characteristics, behaviours, patterns, and impacts of agreements in the market. In case of Abuse of Dominance, he can determine relevant markets based on price and intended use of dominance. In case of Mergers, he can assess the market by pre-merger and post-merger prices and competition.

Next up, sir turned to a case study that he quoted to be his “favourite one”, namely, the acquisition of DT Cinemas by PVR.

PVR being the largest multiplier operator in India, decided to acquire 39 screens of DT Cinemas in July 2015 in Delhi-NCR, Chandigarh region. Having filed their request under Section 5 of the Competition Act, they were looking for an approval from the authority to go ahead with the acquisition.

As the CCI set out on its investigation, it found 3 major issues with the venture to find out more about:

1. Relevant Product Market
2. Relevant Geographic Market,
and
3. Calculation of Market Share.

Owing to the several surveys done w.r.t. the first problem, it was found that single screens & multiplexes are very different markets indeed, and many of the Single Screen Halls that PVR listed to be its competitors were not its competitors indeed.

With regards to the geographical market problem, it was established that Delhi NCR wasn't to be studied as a whole market but worked in narrower pockets with varying degrees of clusters of theatres in different regions.

As for the calculation of market share, it was determined after running multiple regressions that there was a positive relationship between prices and screens, while virtually no relationship was found between prices and number of seats in a complex.

Based on these findings, it was called on that no PVRs be set up in Noida & Gurgaon, since there was lack of competition and a possibility of severe dominance in these regions. With this case study that kept the audience totally engrossed, sir came to conclude his presentation.

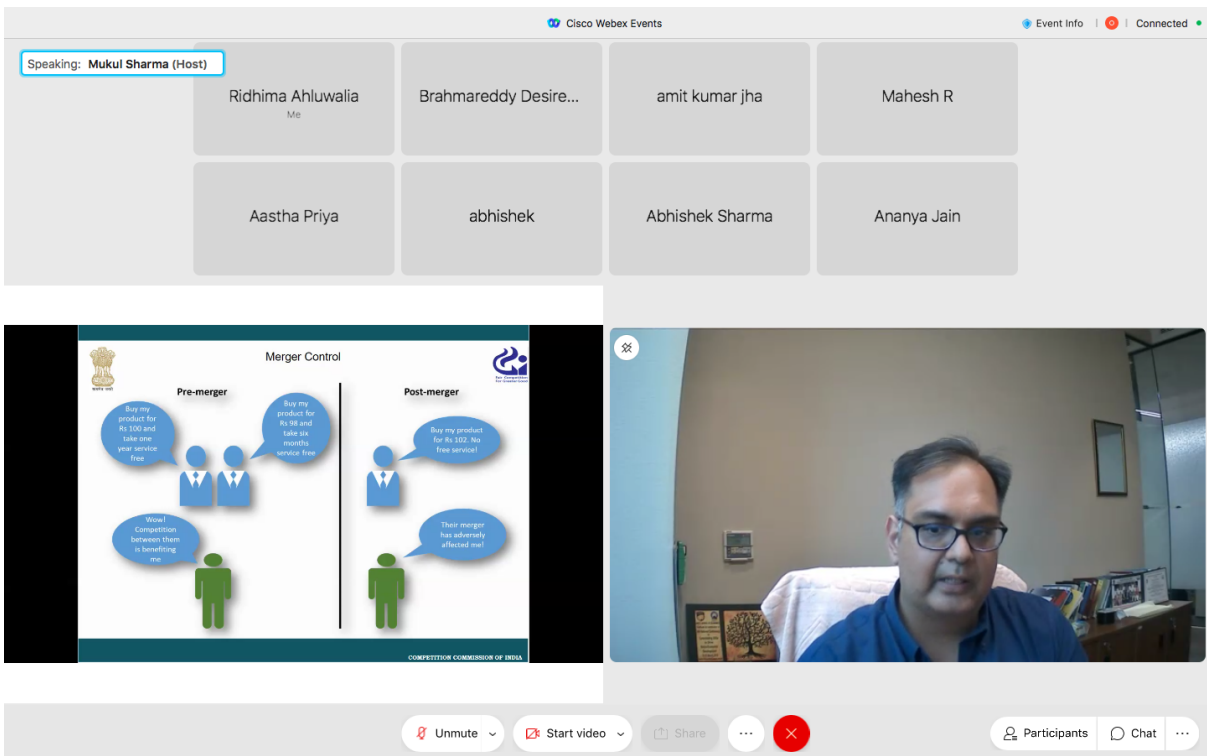
This was followed up by a round of Q&A well engaged in by students and faculty members alike. Here, sir threw more light on the functioning of CCI, what all comes under its purview as a regulatory authority, how mergers and acquisitions are ultimately harmful for competition, and finally encouraged the Economics department faculty as well as students to look at research in CCI as a viable career option. He laid emphasis on the fact that “*numbers never lie*”, and we could not agree more!

Dr. Brahma Reddy delivered a vote of thanks to Shri Mukul Sharma Sir for conducting what happened to be the first webinar of the new academic session on the occasion of *Azadi Ka*

Amrut Mahotsav, and putting in generous efforts by smoothing out such a technical presentation for one and all to understand.

It was a presentation well-received by all, and made the department only more eager for more such enlightening sessions!

4 Photos






Role of an economist

TYPE OF CASE	ROLE
HORIZONTAL AGREEMENT	Study market characteristics and market behaviour / patterns
VERTICAL AGREEMENT	Study market characteristics and impact of agreement on competition in market
ABUSE OF DOMINANCE	Determine relevant market based on price, characteristics and intended use and dominance
MERGERS	Determine relevant market based on price, characteristics and intended use and assess market power. Predict post-merger possibilities of rise in prices

Micro-economics, Industrial Organisation, Econometrics (Correlation, Regression, Diversion Ratios, Upward Pricing Pressure)

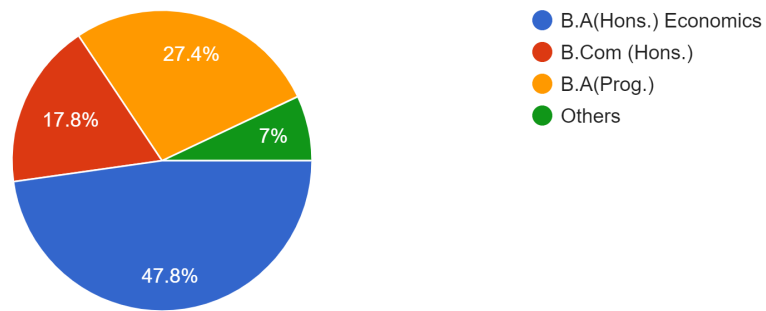
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COMPETITION COMMISSION OF INDIA



Competition Advocacy Programme

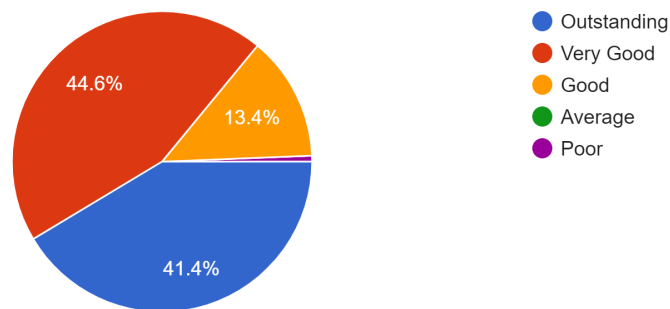
Your Course/Programme of Study

157 responses



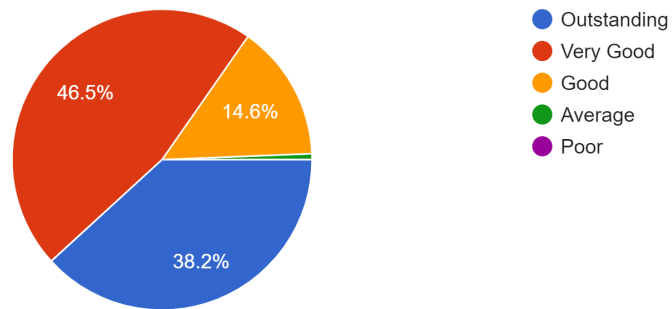
1. Relevance of the Topic to Your Interest/Programme of Study

157 responses



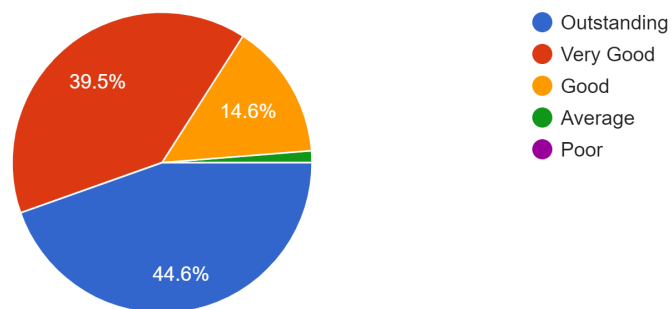
2. Sequencing of the Contents by the Speaker

157 responses



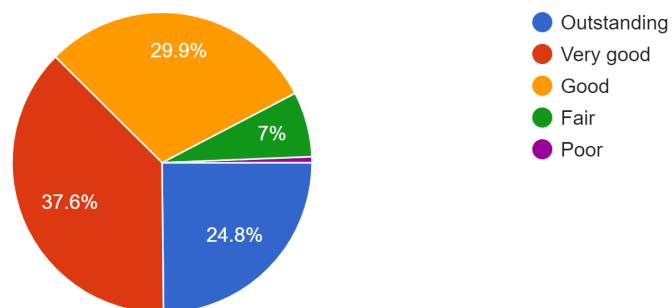
3. Clarity of Concepts of Speaker

157 responses



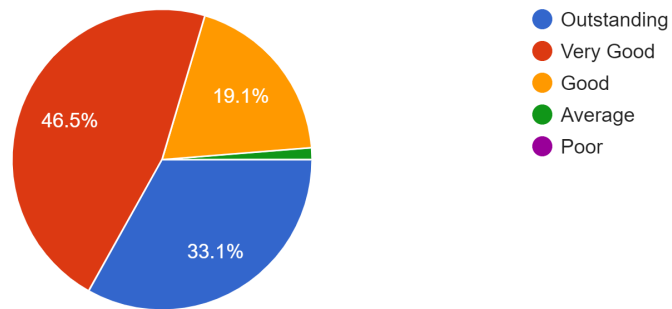
4. Level of Interaction by Speaker

157 responses



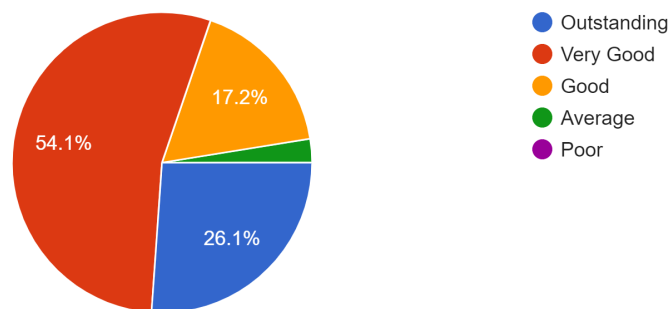
5. Effectiveness of presentation by Speaker

157 responses



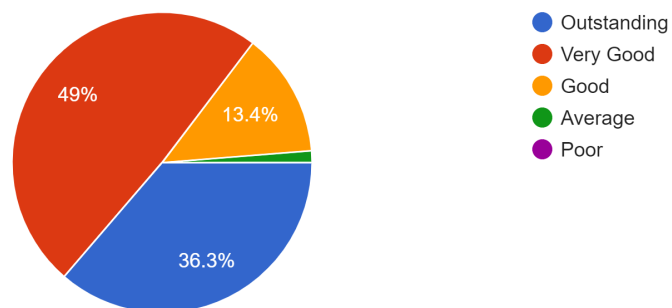
6. Extent to which the objectives set have been achieved?

157 responses



7. Overall Feedback

157 responses



Sample Copy of the Certificate

	SRI VENKATESWARA COLLEGE UNIVERSITY OF DELHI	
CERTIFICATE OF PARTICIPATION		
THIS IS TO CERTIFY THAT		
MR./MS.		
ROLL NO. _____	COURSE _____	
has participated in The Advocacy Programme Webinar on The Economics of Competition: An Overview held in collaboration with THE COMPETITION COMMISSION OF INDIA as a part of celebration of Azadi Ka Amrit Mahotsav held on August 23, 2021.		
_____ D. BRAHMA REDDY Teacher-In-Charge Economics	_____ AMIT KUMAR JHA Faculty Advisor Economics	

Posters/ Invites

	SRI VENKATESWARA COLLEGE UNIVERSITY OF DELHI	
<i>In collaboration with</i>		
THE COMPETITION COMMISSION OF INDIA as a part of celebration of <i>Azadi Ka Amrit Mahotsav</i>		
<i>Invites you to an</i>		
ADVOCACY PROGRAMME		
ON		
THE ECONOMICS OF COMPETITION: AN OVERVIEW		
by Shri Mukul Sharma Joint Director(Economics) Competition Commission of India		
REGISTER NOW https://bit.ly/37QbMGH		
		Certificates will be provided at the end of the Programme
		The goal of the Competition Commission of India is to create and sustain fair competition in the economy that will provide a 'level playing field' to the market players and make the markets work for the welfare of the consumers.
Platform: Webex 23rd August '21 3:00 P.M. - 4:30 P.M. Restricted only to the Students and Faculty of Sri Venkateswara College		
D. Brahma Reddy Teacher-in-Charge (Economics) 9910581367	Navya Jindal President (Economics Association) 9953766525	Amit Kumar Jha Faculty Advisor (Economics) 8826007345



Certificate

This is to certify that the event Advocacy Programme of the Competition Commission of India Topic: The Economics of Competition: An Overview was successfully conducted on 23rd August 2021 at 3.00-4.30 pm by Department of Economics in the online mode and its event report has been submitted to IQAC for records.

C. Sunita Bhatia
Principal

Principal
Sri Venkateswara College
(University of Delhi)
Dhaura Kuan
New Delhi-110 021

Vaishali Khatwani

IQAC Coordinator

Coordinator, IQAC
Sri Venkateswara College
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Dhaura Kuan, New Delhi-110021