

KAROBAAAR



|| THE COMMERCE GAZETTE || DEPARTMENT OF COMMERCE ||

THIRD EDITION, 2024-25

|| SRI VENKATESWARA COLLEGE || UNIVERSITY OF DELHI ||



Department Store, Amrita Sher-Gil, 1933 || From the collection of: National Gallery of Modern Art

KAROBAAAR

Third Edition

Annual Departmental Magazine Issue

Department of Commerce

2024-25

THE COMMERCE GAZETTE

Sri Venkateswara College

Benito Juarez Road, Dhaula Kuan, New Delhi

University of Delhi

TEACHER-IN-CHARGE

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DESIGN EDITOR

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THE COMMERCE GAZETTE IS THE
MAGAZINE COMMITTEE OF THE
DEPARTMENT OF COMMERCE,
SRI VENKATESWARA COLLEGE
INSTITUTED THE PUBLICATION
OF THE ANNUAL DEPARTMENTAL
MAGAZINE AND QUARTERLY
NEWSLETTER. WE HAVE
ESTABLISHED A NIMBLE
COMMUNITY OF WRITERS,
READERS, MARKETERS, AND
LEARNERS.

WE ARE THE MEDIA CHANNEL OF
OUR DEPARTMENT, SQUARELY
FACILITATING COMMUNICATION
WITH THE INTERNAL AND
EXTERNAL STAKEHOLDERS.

THE COMMERCE GAZETTE
|| SRI VENKATESWARA COLLEGE, UNIVERSITY OF DELHI ||



DEPARTMENT OVERVIEW

The Commerce Department at Sri Venkateswara College, University of Delhi is known for its rigorous academic curriculum, distinguished faculty, and a dynamic range of student-driven activities that foster intellectual and professional development.

The professors not only impart academic knowledge but also mentor students through various co-curricular activities, workshops, and industry interactions.

Together, the academic rigor, faculty support, diverse extracurricular activities, and student-led societies make the Commerce Department at Sri Venkateswara College a well-rounded environment for students to thrive academically and professionally. The department's focus on holistic development prepares students to excel in both the corporate world and entrepreneurial ventures.

THE COMMERCE GAZETTE
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OUR FACULTY



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PRINCIPAL SIR'S NOTE

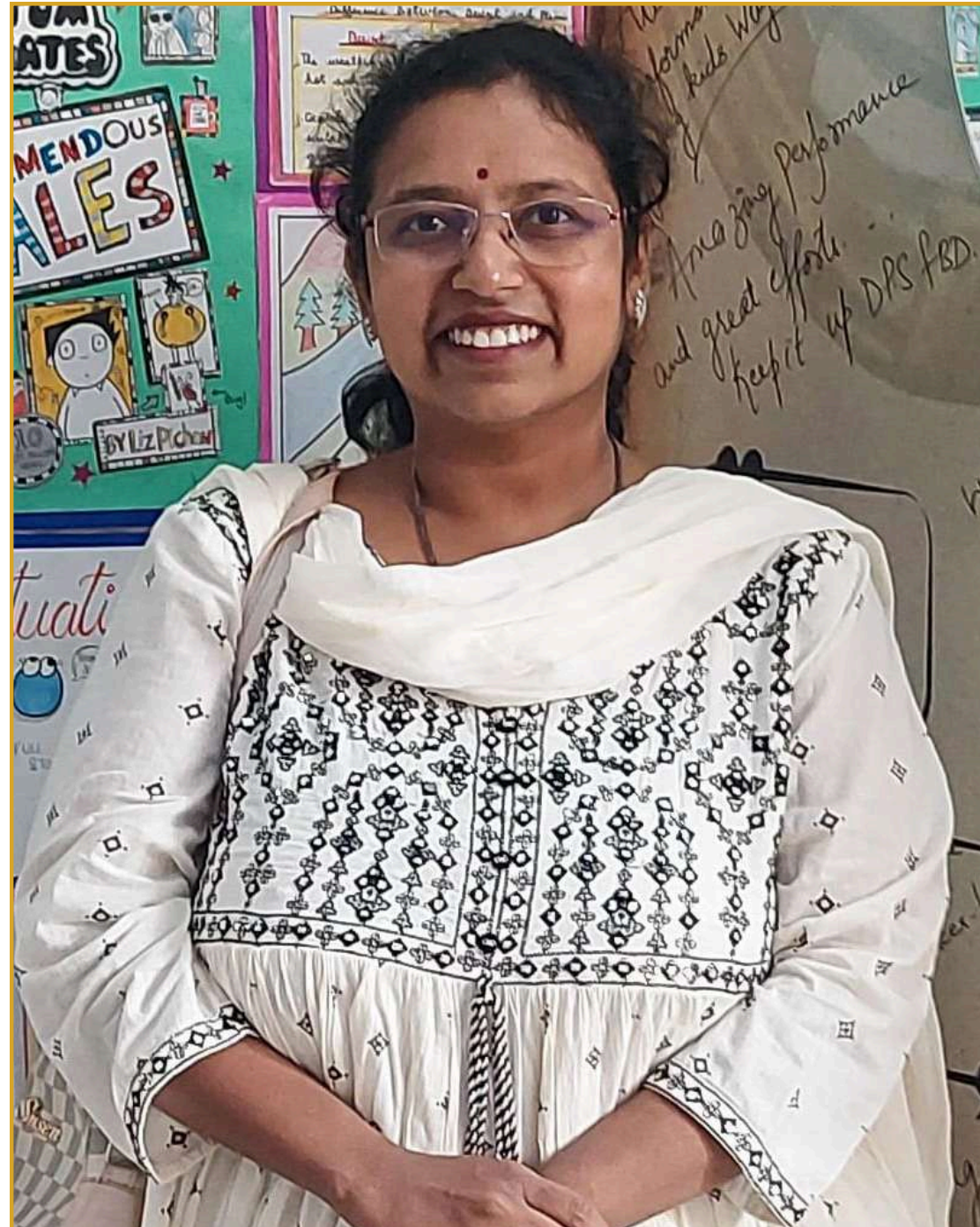


"I would like to acknowledge the efforts behind the publication of the Commerce Department's Annual Magazine, Karobaar. I truly appreciate the way this publication reflects the academic and intellectual spirit of the student community and faculty of the department.

In today's dynamic global economy, Commerce education is swiftly playing a pivotal role in shaping individuals who are not only skilled professionals but also responsible members of society. I am pleased to see how Karobaar, thoughtfully highlights these dimensions through its diverse content. I also take pride in witnessing our students actively engaging in research, entrepreneurship, and community outreach—making meaningful contributions beyond the confines of the classroom. I congratulate the teacher in charge, convenor, faculty members, and the editorial team of the committee for bringing forth the publication."

-Prof. Vajala Ravi

TEACHER-IN-CHARGE'S NOTE



“I would like to extend my warm wishes to the editorial team and convenor of the committee for being able to bring forth the third edition of Karobaar. I am happy to acknowledge how the discourse of “commerce” unfolds in this publication.

Commerce, as a field, is deeply interwoven with the fabric of daily life. It influences how we make decisions, build relationships, and envision progress. I am proud of the initiative, effort, and enthusiasm that our students and editorial team have demonstrated in presenting this idea. I hope this edition of Karobaar inspires readers to view commerce not just as a subject, but as a way of understanding and engaging with the world.”

-Dr. Shruti Mathur

CONVENOR'S NOTE



“It gives me immense pleasure to present the third edition of Karobaar, the Annual Magazine of the Department of Commerce. This publication is the culmination of thoughtful contributions and creative energy from the student community of the Department of Commerce.

The pages that follow explore the wide spectrum of commerce—not as a confined discipline, but as a force that somehow governs us. From everyday decisions and social interactions to innovation, policy, and enterprise, commerce shapes the way we think, act, and grow as a society.

Through this edition, we aim to offer a perspective that goes beyond textbooks, inviting readers to engage with commerce as a part of our living.

My sincere thanks to the commerce department, teacher in charge, faculty members, and editorial team for their dedication and hard work. I hope Karobaar encourages reflection and inspires curiosity.”

-Ms. Angel Josy Lakra

EDITOR-IN-CHIEF'S NOTE



“Karobaar’s third edition attempts to navigate commerce’s many facets as a discipline. Moreover, instead of setting one particular theme, we invite readers to engage in critical analysis of the work with multiple lenses.

The focus of the issue is to highlight how our life around capital and progress overlaps with our social identity and collective responsibility. We have worked to bring forth the dissonance between our experiences —on one hand as seekers and on the other as contributors. We have also sought to reflect on the role of commerce in shaping the material realities of people and how this economic influence is embedded in the structures of our society.

I wish that this edition stimulates reasoning and offers meaning to the readers.”

~ Diya Juyal

DESIGN EDITOR'S NOTE



“In this third edition of Karobaar, the visual language of the magazine has been shaped with the same care and thoughtfulness that define its written content. As designers, we do more than arrange words and images—we build a space where meaning meets experience.

This edition challenges singular narratives, and so the design, too, resists uniformity. Each page is crafted to reflect the multiplicity of perspectives that commerce invites—through contrast, flow, and structure. We have embraced subtle tensions in layout, typography, and imagery to echo the deeper themes of conflict and convergence explored in the articles.

Our design philosophy this time was not just to make the magazine aesthetically pleasing but to make it visually thoughtful. We hope that every spread engages the reader—not only intellectually but sensorially—prompting reflection at every turn.

May the design of Karobaar guide you not just through content, but into conversation.”

~ Harshit Kumar

CONTENT EDITOR'S NOTE



"It is with immense pride and heartfelt joy that I present to you the third edition of Karobaar, the annual magazine of the Commerce Department. This edition is not just a showcase of content or publication—it is a culmination of countless hours of thought, collaboration, and creativity. Every article, editorial, and visual has been shaped not merely to inform, but to resonate. It is an unwavering commitment to quality.

Here, content is not what fills the pages—it is the very fabric that binds experience with expression and memory with meaning. It is the voice of a department that is dynamic, diverse, and deeply human. Some pieces will provoke, others will comfort. Some will spark thought, while others will hold memories. Together, they reflect the non-linear, evolving journey of our community—because commerce, like conversation, rarely follows a straight path.

Serving as the content head has been a journey of navigating multiple voices, managing creative chaos, and finding meaning through meticulous craft. It wasn't about chasing perfection but about being present—capturing events, lived experiences, and honest reflections. Karobaar stands as a mirror to our shared experiences and a platform for perspective. I hope you find not just words in these pages, but echoes of the passion and dedication that brought them to life."

~ Paavni Aggarwal

CONTENT EDITOR'S NOTE



My tenure as the Commerce Gazette Content Head was an enriching and life-changing experience. It allowed me to develop several facets of my leadership skills, right from handling the content and coordinating with the team members to decision-making at short notice. This stint at the Commerce Gazette was much more dynamic, engaging, and interactive than the previous one.

Working in conjunction with an able and committed team, I understood the significance of communication, teamwork, and consistency. From conceptualizing article topics to editing drafts and meeting deadlines for submission, each step was a learning experience. With the kind guidance of our president, who kept challenging us to move beyond and think independently at all times, the learning never stopped.

Overall, the experience was beneficial to me both personally and professionally, teaching me to appreciate the significance of teamwork, editorial diligence, and the influence of well-thought-out content. It was an enriching experience, and I feel privileged to have served the society meaningfully.

~ Bhakti Gupta

LOGISTICS HEAD'S NOTE



Logistics may not always steal the spotlight, but it sure builds the stage.

As the logistics head of Commerce Gazette, my job has been equal parts planner, problem-solver, and professional reminder-sender. From making sure deadlines didn't turn into "dead ends" to keeping our creative chaos on track—I've lived on spreadsheets, schedules, and an unhealthy amount of coffee.

But the real magic? It wasn't just in coordinating print runs or organizing team meetings. It was in witnessing how ideas turned into articles, drafts transformed into designs, and how a group of passionate individuals came together to create something that truly speaks.

To the entire Gazette team—thank you. For every brainstorm, every late-night discussion, and every "we've got this" moment. You made this journey not just possible, but memorable.

This edition isn't just a magazine—it's a manifestation of our madness, management, and, most importantly, teamwork.

"Behind every seamless story is a team that turned clutter into clarity—and chaos into creation."

~ Gunnika Gosani

SOCIAL MEDIA HEAD'S NOTE



Being the social media head of the Commerce Department has been a truly enriching experience. Throughout the year, I got the opportunity to manage and create content that represented the spirit, achievements, and events of our department. From designing posters and writing captions to handling event promotions and engaging with students online—every task helped me grow creatively and professionally.

This role taught me the importance of teamwork, consistency, and communication. It was rewarding to see our efforts being appreciated and to witness how social media can bring a community together. I'm grateful for the trust and support of the team and faculty, and I look forward to seeing the department continue to grow and shine.

~ Deepali Agrawal



As we bring you The Commerce Gazette 2025, I feel immense pride in the journey this magazine has taken—from being a space for expression to becoming a powerful platform that captures the voice, vision, and vitality of the Commerce Department. This year's edition is a testament to the hard work, creativity, and collaborative spirit of an incredibly dedicated team that made every article, layout, and post come alive.

My experience as the social media head has been incredibly rewarding. Managing the Gazette's online presence taught me the value of consistency, creativity, and connection. It's been a joy to engage with our readers, build a digital identity for the magazine, and watch our content resonate with the student community.

As I look back, I feel grateful to have been a part of a team that turned ideas into impact. The Commerce Gazette has not only been a publication—it's been a journey of growth, teamwork, and expression. Here's to continuing the legacy and inspiring many more voices in the years to come.

Bhavya Khatri



ACKNOWLEDGMENT

With immense gratitude, we extend our heartfelt appreciation to all those who have contributed to the creation of this edition of ComPress. This publication is a testament to the dedication, creativity, and collaborative spirit of a dynamic team that worked tirelessly to bring each page to life.

We express our deepest gratitude to Prof. Vajala Ravi, Principal, for his steadfast support and encouragement, which continue to inspire us in our academic and creative pursuits. His vision and guidance provide the foundation upon which initiatives like this thrive.

A special appreciation to Dr. Shruti Mathur, Teacher-in-Charge, whose unwavering mentorship and insightful leadership have been instrumental in shaping this edition. Her dedication to fostering intellectual and creative expression has been invaluable to our journey.

We extend our sincere thanks to Ms. Angel Josy Lakra, Convenor, for her continuous guidance and meticulous oversight, ensuring the seamless execution of this newsletter. Her commitment and enthusiasm have been vital in steering this initiative toward excellence.

We are also thankful to our faculty member Dr. Mamta Arora for providing her valuable insight throughout the editorial work, along with Mr. Aashish Jain, whose guidance was significant for our team.

This edition would not have been possible without the collective efforts of our content creators, designers, social media strategists, and logistics team, who have poured their passion, creativity, and expertise into every aspect of this publication. Their dedication to producing meaningful and visually compelling content has been the driving force behind ComPress.

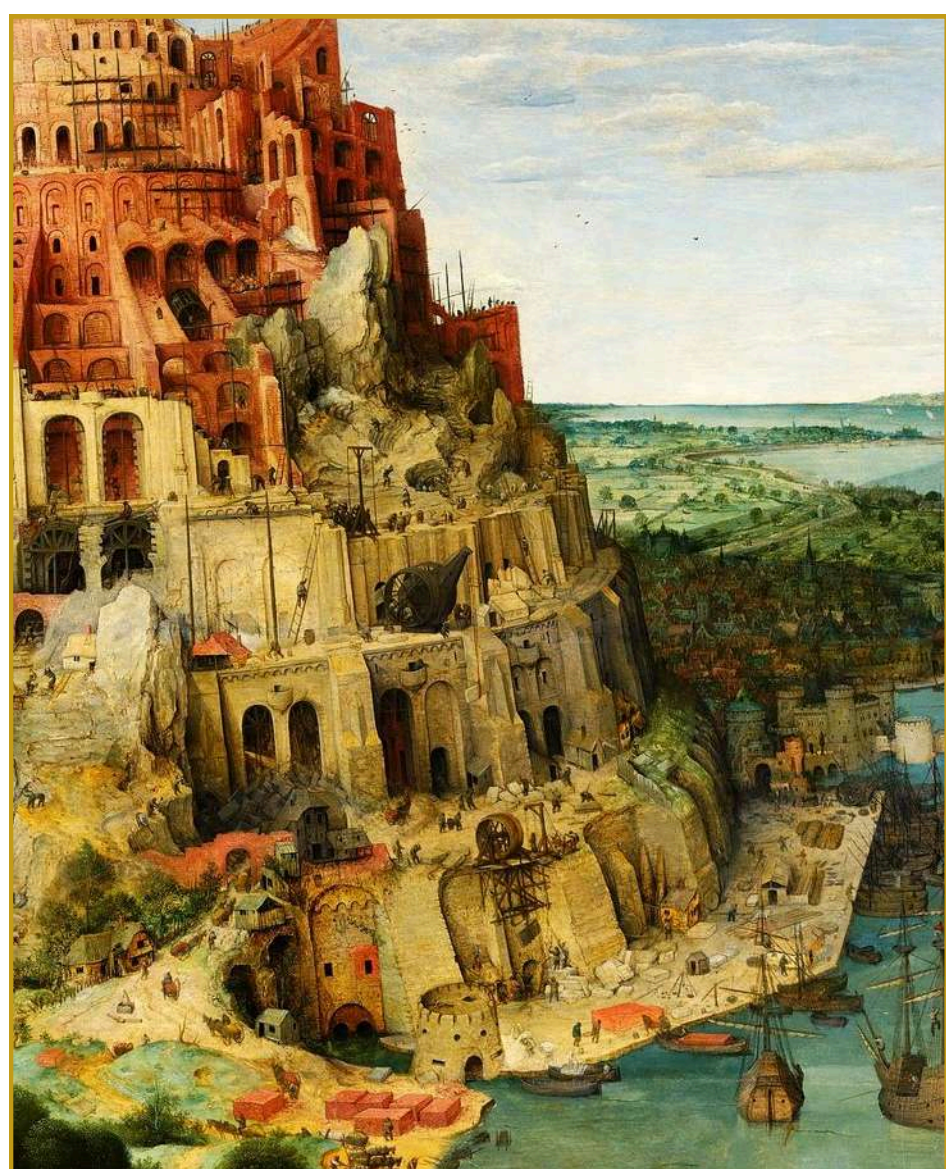
Finally, we extend our appreciation to our readers and well-wishers, whose engagement and encouragement fuel our motivation to innovate and improve with each edition. This newsletter is a reflection of our shared commitment to insightful discourse, creative expression, and academic excellence.

THE COMMERCE GAZETTE
|| SRI VENKATESWARA COLLEGE, UNIVERSITY OF DELHI ||





INDEX



-"The Tower of Babel" by Pieter Bruegel the Elder (1563)

1. DOSSIER

1. General Body Meeting Sparks Dialogue, Solutions, and Unity in the Commerce Department
2. Workshop on Financial Planning for Faculty and Staff – Investor Awareness Program.
3. Beyond Books: A Journey of Learning, Exploration, and Growth

THE COMMERCE ASSOCIATION

1. Charting Commerce Differently: Highlights from Consortium '25
2. Scribble Day

THE BLUE CHIP FINANCE AND INVESTMENT CELL

1. The Financial Showdown: ArthKumbh'25 Tests Wit, Strategy & Skill
2. Profile Building and Masters Abroad
3. Nivesh'25: Where Strategy Meets Sorcery

ASCEND: THE ENTREPRENEURSHIP CELL

1. Ascend Unleashed: Igniting Ideas, Empowering Entrepreneurs

THE MARKETING CLUB

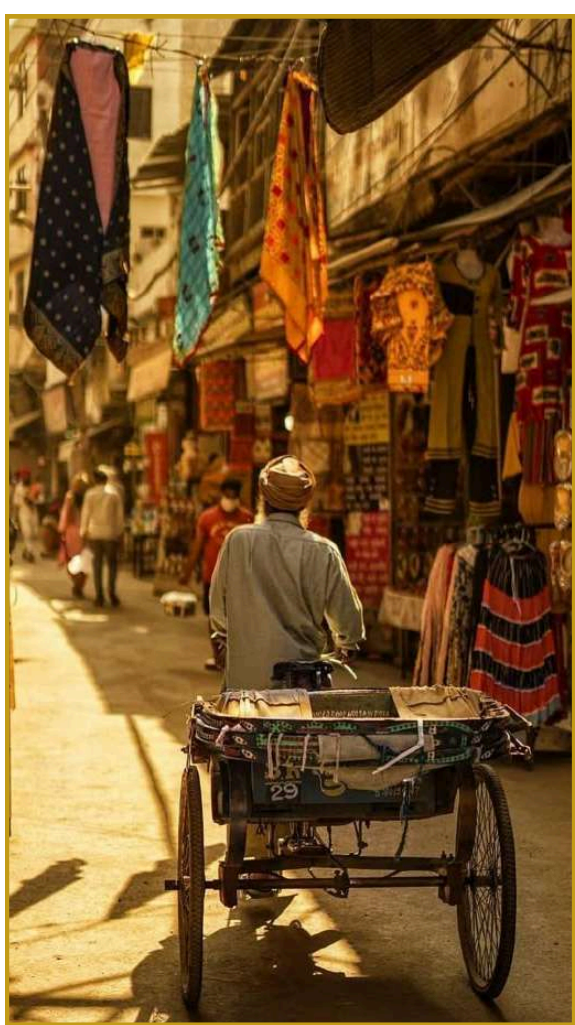
1. Zeal'25: Forgiung Minds, Fueling Marketing Marvels

EXTENSION SOCIETY

1. Nirvana'25: Where Compassion Drives, Conversations Thrive & Purpose Comes Alive!

THE COMMERCE ALUMNI CONNECT

1. Alumverse 2025: Where Legacies Return & Futures Ignite

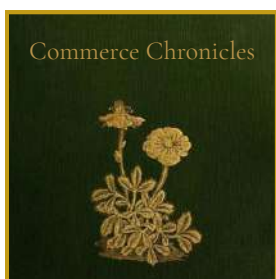


2. MARKET IN MOTION

1. Midnight bazaar: A Symphony of Light and Life
2. Sun-Drenched Market and Sidewalk Stories
3. The Bustling Street
4. Watched by the Goddess
5. Hands Have Names, but We Never Ask
6. Mussoorie Magic: Where Every Step is a Story
7. Blooming Chaos: The Vibrant Soul of the Indian Bazaar
8. The Weight of the Everyday
9. Shondhya Bazaar
10. The Moving Stall
11. Midnight bazaar: A Symphony of Light and Life
12. Through the Fog, Life Moves—A Morning in Old Delhi
13. The Green Wave: A Symphony of Motion
14. The Divine Path

3. COMMERCE CHRONICLES 4TH EDITION

1. Artificial Intelligence and the Indian Job Market: Disruption or Opportunity?—By Tejas Bhaskar
2. Metal Refurbishing: The Hidden Gem of India's Circular Economy—By Manya Sumit Sabharwal
3. Post 1991: Growth or Disparity? - By Sehba Singhl



4. STUDENT ENTREPRENEUR

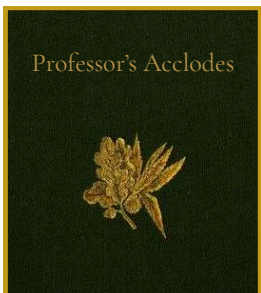
1. From Lecture Halls to Boardrooms: The Student Entrepreneurs Behind

~ Motion



5. PROFESSOR'S ACCOLADES

- | | |
|-------------------------|--------------------------|
| 1. Dr. Shruti Mathur | 6. Dr. Devendra Malapati |
| 2. Dr. Vinod Kumar | 7. Dr. Neha Singhal |
| 3. Ms. Angel Josy Lakra | 8. Mr. Ajit Singh |
| 4. Mr. Aashish Jain | 9. Ms. Mohini Yadav |
| 5. Dr. Antima Sharma | 10. Dr. P. Chengalrayulu |



6. COLLEGE DIARIES

This section brings together heartfelt notes and reflections from students as they share their unique college experiences. From unforgettable friendships and academic challenges to personal growth and memorable moments, these stories capture the spirit of our campus life and the journeys that have shaped who we are today.

DOSSIER

A curated roundup of society events from the past year — capturing every celebration, achievement, and memorable moment. Relive the highlights that defined our vibrant community.





General Body Meeting Sparks Dialogue, Solutions, and Unity in the Commerce Department

The Commerce Department's General Body Meeting, held on October 23rd, 2024, at 11:45 AM in Room 301, turned out to be more than just a formal gathering—it became a powerful space for open conversation, collective concerns, and community-driven solutions. With over 70 students and 14 faculty members in attendance, the meeting was held under the aegis of the department's teacher-in-charge, Dr. Shruti Mathur, and the convener of the General Body Meeting Committee, Dr. Arpita Kaul.

Key discussions included the streamlining of timetables to address gaps between classes and the reinforcement of the mentor-mentee program as a pillar of academic and personal support. Queries regarding limitations on departmental societies were also clarified, with faculty emphasizing the intent to align extracurricular engagement with broader academic goals.

What truly distinguished the meeting was its atmosphere of openness and mutual respect. It marked a significant stride toward fostering a more inclusive, communicative, and student-oriented departmental environment.





Workshop on Financial Planning for Faculty and Staff – Investor Awareness Program.

On 21st February 2025 (Friday), Sri Venkateswara College, University of Delhi, organized a workshop on financial planning for faculty and staff—Investor Awareness Program. Held from 11:30 AM to 1:00 PM in the Seminar Hall, the event was expertly steered by Dr. Arpita Kaul, Event Coordinator and Convenor from IQAC, Criteria VI.

This engaging session was designed to equip faculty, staff, and students with essential financial literacy, focusing on smarter money management, secure investment avenues, and the benefits of government-backed schemes.

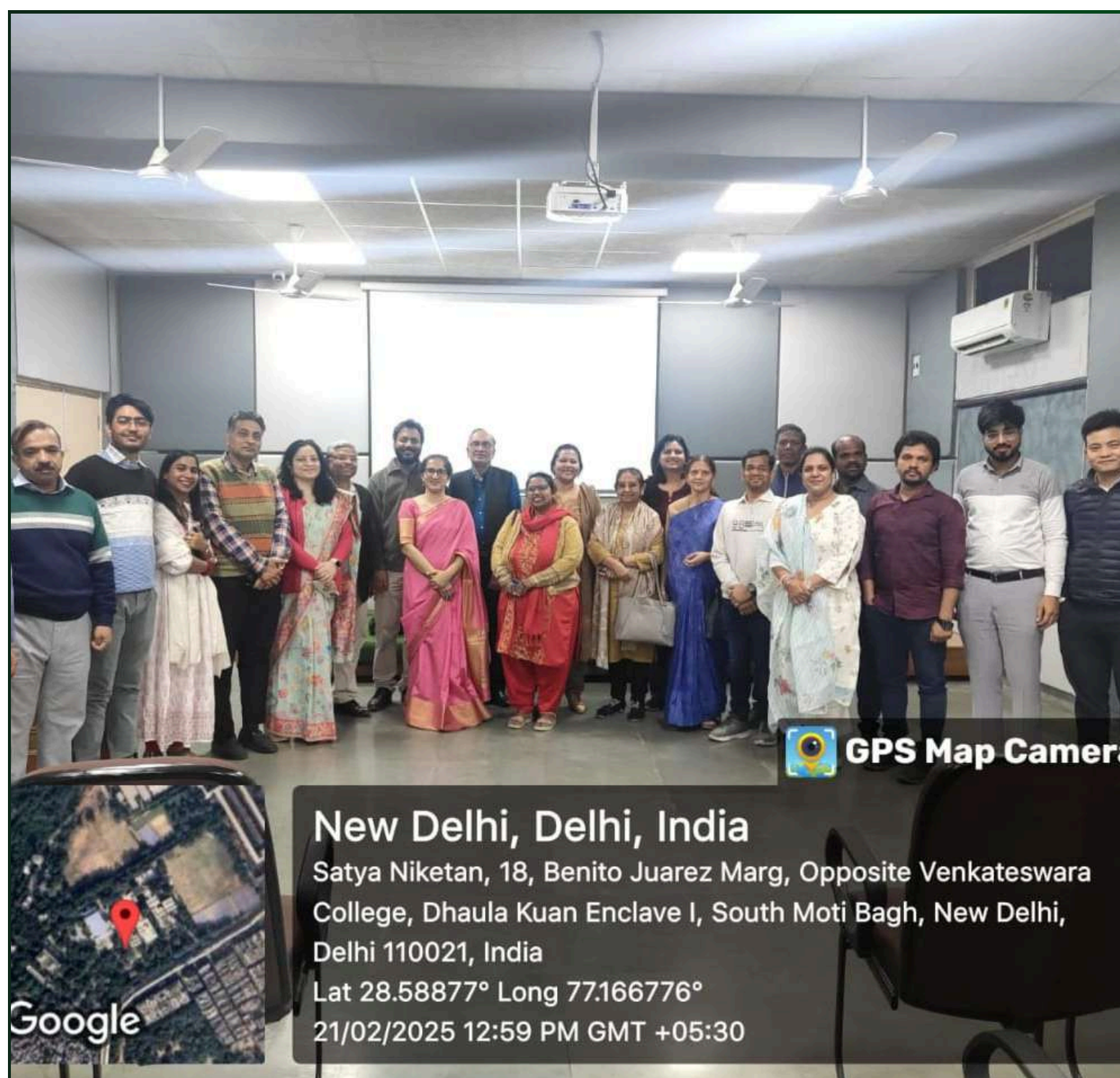
The workshop featured two dynamic experts who brought real-world wisdom to the room:

Prof. Amit Kumar Singh (University of Delhi) provided insights into trusted government schemes like Sukanya Samriddhi Yojana and PPF, and educated participants on identifying and avoiding Ponzi schemes and other financial traps.

Mr. Suryakant Sharma (Senior Consultant, AMFI) discussed the value of life

and health insurance, urging everyone to think long-term when it comes to investing—and not to let their money sit idle.

Participants gained a deep understanding of the importance of early financial planning and how reliable government-backed schemes can be used for long-term savings. They learned to be cautious of high-return frauds and misleading investment opportunities, and recognized the necessity of insurance as a form of financial protection. The workshop also helped attendees appreciate the benefits of disciplined and strategic investment over time, rather than letting money sit idle. Overall, with 166 attendees, the session proved to be highly engaging and educational, equipping participants with practical knowledge for making smarter, safer financial decisions.



Beyond Books:

A Journey of Learning, Exploration, and Growth

From March 23 to 27, 2025, the final-year students of the Commerce Department, both B.Com (Hons) and B.Com (Prog), embarked on an enriching expedition to McLeodganj, Dharamshala, and the iconic Triund trek. Under the guidance of faculty member Dr. Vinod Kumar, 31 students set out on this experiential learning trip that blended education with adventure, business insights with cultural immersion, and camaraderie with self-discovery.

The journey kicked off in the colorful lanes of McLeodganj, where students explored local markets, interacted with small business owners, and witnessed the spirit of grassroots entrepreneurship. Cultural visits to monasteries, temples, and the iconic Dharamshala Cricket Stadium added depth to their learning experience.

The adventure peaked with the Triund trek. Majestic views met mindful reflections, and amidst campfires and conversations, students saw the synergy between sustainable tourism and local livelihoods. The trip's final leg took them through the buzzing bazaars of Dharamkot and Dharamshala, tying real-world observations to theories of consumer behaviour and market dynamics.

What began as a trip turned into an expedition of ideas, friendships, and perspectives, where the hills became their classroom and every step was a lesson in commerce, culture, and courage.





THE COMMERCE ASSOCIATION

ANNUAL REPORTING

2024-25



DOSSIER

I

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Charting Commerce Differently: Highlights from Consortium '25

Under the esteemed guidance of Dr. Vinod Kumar, Convenor of the Commerce Association, ComSoc, Sri Venkateswara College hosted Consortium'25. This electrifying two-day fest reimaged academic exploration through innovation and intellect. Held on 28th February and 1st March 2025, the event welcomed 464 participants into a dynamic offline experience pulsating with stimulating competitions and thought-provoking discourse.

The festivities began with an engaging speaker session by Dr. Anup Wadhawan, former Commerce Secretary of India. His illuminating address on “The Evolution of Global Trade and Investment Framework and Current Challenges” gave students a sweeping perspective on global trade, unpacking its complexities through economic, geopolitical, and historical dimensions.



What followed was a series of intellectually charged events designed to challenge analytical minds and ignite creative problem-solving. The IPL Auction merged the thrill of cricket with financial strategy, while Vault Heist immersed participants in a fast-paced simulation of quizzes, negotiation, and portfolio tactics. Revive & Thrive 2.0, a business revival challenge, demanded teams devise innovative marketing and operational strategies for struggling brands.

Each event was a testament to the department's commitment to hands-on learning—cultivating strategic thinking, adaptability, and collaborative spirit. The seamless orchestration of Consortium 25 reflected the dedication and synergy of the coordinators, volunteers, and student leaders behind the scenes.

More than just a fest, Consortium '25 was a vibrant celebration of commerce in action—where concepts came alive, challenges inspired growth, and leadership found its voice.





SCRIBBLE DAY



The Commerce Association of Sri Venkateswara College had the pleasure of hosting a memorable event for the final-year students of the Commerce Department on 16th April at 11:45 AM. The occasion began with the Annual Department Batch Photograph session, where students from across the department gathered to capture a moment that symbolizes years of shared experiences, academic growth, and lasting friendships. The photographs served as a visual reminder of the journey undertaken by the Class of 2025 and the bond they cultivated over the past three years.

Following the photo session, the celebrations continued with the much-anticipated Scribble Day, a tradition that holds a special place in every graduating student's heart. The atmosphere quickly transformed into unfiltered joy and nostalgia, as students turned their white shirts into colorful canvases, covered in thoughtful messages, spontaneous doodles, inside jokes, and memories only this batch could understand. A highlight of the day was the vibrant display of unity as students pressed their painted handprints onto a shared canvas—each imprint, shared memories, and the lasting bond they leave behind.

To the Class of 2025, as this chapter comes to a close, the memories you've created and the connections you've formed will continue to shape your journey ahead. The Commerce Association extends its heartfelt congratulations and best wishes for your future endeavors.



THE BLUE CHIP FINANCE AND INVESTMENT CELL

ANNUAL REPORTING

2024-25



DOSSIER

IV

The Financial Showdown: ArthKumbh'25 Tests Wit, Strategy & Skill

On the 12th of February, the annual fest of the Finance and Investment Cell, Bluechip, Arthkumbh'25, kicked off with its two competitions, the Forensic Case Competition and Finopoly: The Ultimate Financial Chase, each designed to challenge and hone the analytical and financial problem-solving abilities of budding finance enthusiasts. With the enthusiastic participation of over 70 students, the indoor event unfolded across Room No. 301, T-14, transforming into a hub of strategy, intellect, and financial intrigue.

The Forensic Case Competition thrust participants into a simulated financial scandal involving a fictional company. Teams were tasked with dissecting the fraudulent intricacies of the case and presenting their forensic analysis before a judging panel. Team Case Catalysts from Jesus and Mary College emerged as champions, with BNY Research from SRCC securing the runner-up position.

Finopoly, inspired by the classic board game Monopoly, was an innovative treasure hunt. Participants navigated the campus, solving finance-based riddles and tackling interactive elements like Jail, Chance, and Community Chest. Team MS Monopoly from JMC clinched the winning spot, followed by Team Forsaken from FORE School of Management as runners-up.

ArthKumbh'25 proved to be a resounding success, offering a unique blend of education and excitement and reinforcing the Blue Chip Cell's commitment to experiential learning in the financial domain.





With his rich experience in overseas admissions, Mr. Bhalla broke down the complexities of profile building and highlighted the importance of academic consistency, relevant work experience, extracurricular involvement, and competitive test scores.

Profile Building and Masters Abroad

On 9th April 2025 (Wednesday), Sri Venkateswara College, University of Delhi, opened its doors to a vibrant and enriching session titled "Profile Building and Masters Abroad," organized by The Blue Chip—Finance and Investment Cell of the Commerce Department. Held from 11:45 AM to 12:45 PM in Room 322, the seminar was thoughtfully coordinated by Dr. Mamta Arora, the event convenor and faculty coordinator.

This impactful session aimed to empower students with the knowledge and strategies required to pursue master's programs at top international universities. It provided a roadmap for building a strong academic and professional profile while also offering expert insights into the application journey.

The seminar was led by Mr. Vikram Bhalla, an alumnus of Lancaster University, UK, and Head of Management Admission Services at Jamboree Education.

He also offered guidance on how to select the right country and university based on personal goals and career aspirations. The session concluded with an engaging Q&A round, where students received personalized advice and clarity on their academic journeys abroad.

With 75 enthusiastic participants, the seminar was an eye-opening experience that blended expert advice with interactive dialogue. Students left the room inspired, better informed, and ready to take confident steps toward unlocking global academic opportunities.



NIVESH'25:

Where Strategy Meets Sorcery

On 12th February 2025, the Finance and Investment Cell of Sri Venkateswara College, The Blue Chip, organized its much-anticipated annual fest, NIVESH'25, a dynamic confluence of financial intellect and imaginative design. Held within the college premises, the event drew over 250 participants and witnessed a stimulating display of strategy, wit, and investment prowess.



The fest featured two flagship competitions—Strategic Investment Challenge: Harry Potter Edition and Mock Stock: Profit Over People 3.0.

The Strategic Investment Challenge was a unique portfolio-building experience inspired by the magical world of Harry Potter. Participants navigated through intricate rounds, from unlocking wizarding vaults through financial riddles to trading assets in a recreated Diagon Alley marketplace. Each decision tested their market intuition and problem-solving ability. After an intense battle of brains, Team Genuine from SGTB Khalsa secured the winner's title, followed by Team Presence Cooker from SRCC as the first runner-up.

The Mock Stock competition transported participants into a high-volatility simulation where capital was allocated based on market rumors and speculative insights. With 200+ teams strategizing across multiple rounds, participants were evaluated on their analytical skills and logical reasoning. Team Bull Runners emerged triumphant, with Team Quirky claiming the runner-up position.

Both events exemplified the Cell's commitment to delivering experiential learning through immersive, theme-driven modules. NIVESH'25 was not merely a celebration of finance—it was a testament to how creativity, strategy, and engagement can transform learning into an unforgettable journey.



ASCEND: THE ENTREPRENEURSHIP CELL

ANNUAL REPORTING

2024-25



DOSSIER

II



Ascend Unleashed:

Igniting Ideas, Empowering Entrepreneurs



On 28th February and 1st March 2025, the Seminar Hall of Sri Venkateswara College pulsed with innovation, intellect, and entrepreneurial zeal as Comfiesta'25, the annual commerce fest of the department, unfolded in full swing. At the heart of it all stood Ascend—The Entrepreneurship Cell, led by its visionary convenor, Mr. Ajit Singh, curating experiences that merged the pulse of global economics with the passion of young changemakers.

The spotlight of the celebration was an enlightening e-talk hosted by Ascend, featuring the esteemed Mr. Anup Wadhawan, former Commerce Secretary of India. With a deep dive into the evolution of global trade and investment frameworks, Mr. Wadhawan unpacked a spectrum of ideas—from shifting trade paradigms and emerging protectionist trends to the influence of technological disruption and sustainable development. His lucid insights on global institutions like the WTO, IMF, and World Bank added gravitas to the session, culminating in a lively Q&A where students raised compelling, forward-thinking questions.

Beyond the speaker session, Ascend—The Entrepreneurship Cell fueled the

entrepreneurial flame through two electrifying competitions. Day 1 featured “Entrelife,” a three-tiered challenge designed to test creativity, adaptability, and crisis navigation. Day 2 came alive with “Bid and Build,” a dynamic strategy-based event where analytical thinking and business instincts were put to the ultimate test, leaving the Seminar Hall buzzing with ideas and applause.

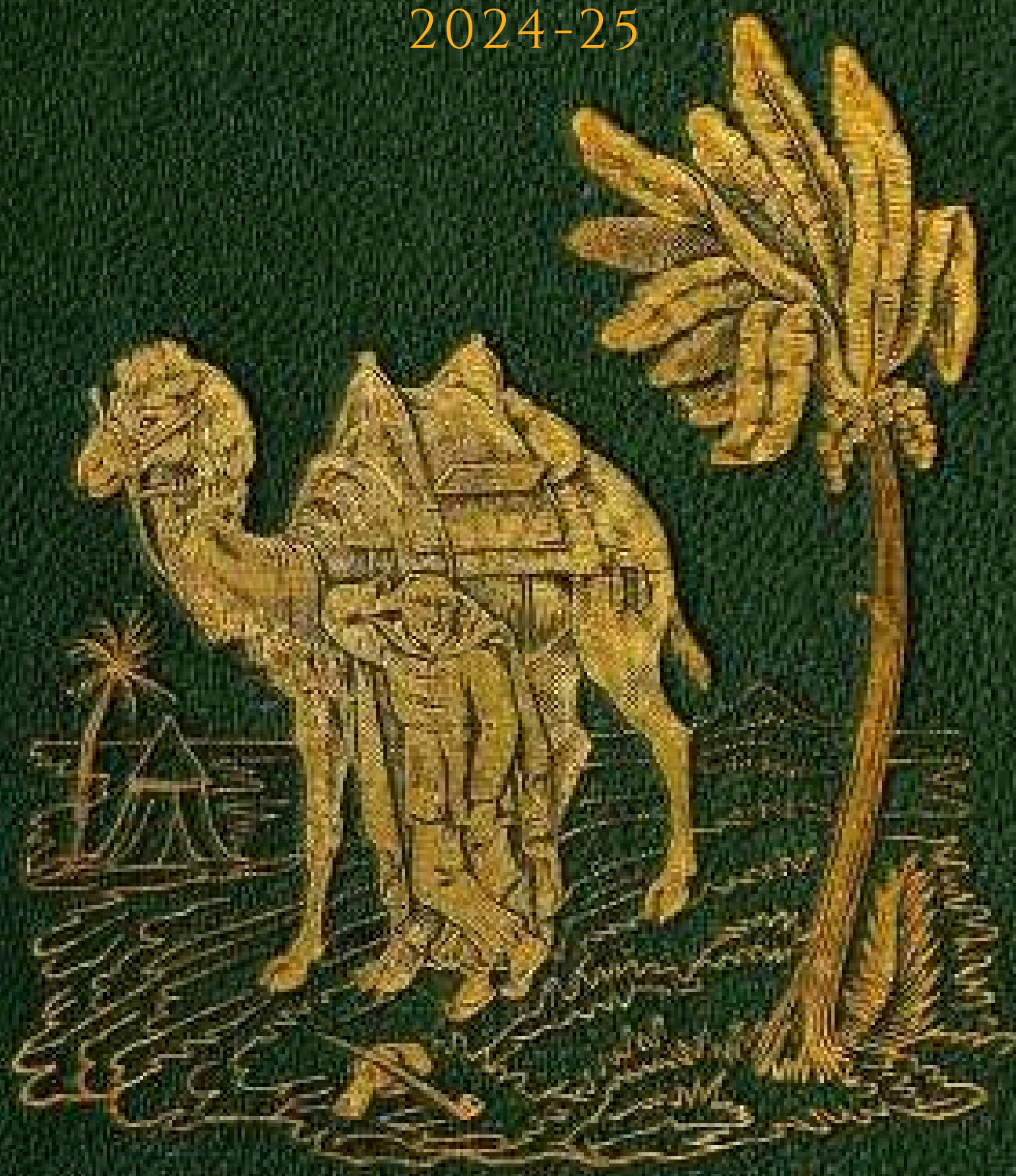
With over 150 participants and a cross-college convergence of ambition and action, Ascend proved that entrepreneurship isn't just a career path—it's a mindset. It wasn't merely an event; it was a launchpad where ideas took flight and futures were forged.



THE MARKETING CLUB

ANNUAL REPORTING

2024-25



DOSSIER

III

ZEAL'25:

Forging Minds, Fueling Marketing Marvels



Zeal'25, the annual flagship fest of the Marketing Club at Sri Venkateswara College, unfolded on the 28th of February and 1st of March 2025, radiating intellectual vibrance and strategic dynamism. Spearheaded by Convenor Ms. Sunita Chhabra, the two-day carnival of cerebral challenges and marketing mastery captivated participants across DU with its immersive blend of business acumen, critical thinking, and storytelling.

Day one introduced “Trial of Souls,” a uniquely crafted informal competition where strategy met sin and morality danced with marketing. Teams navigated a gamified board inspired by the seven deadly sins, encountering time-bound dilemmas that earned either Virtue Points or Sin Points. With a clever fusion of theatrics and corporate wit, the challenge culminated in a climactic “Judgment Day,” crowning both virtue and vice.

Day two elevated the stakes with “The Final Offer,” a formal, multi-round competition judged by esteemed alumna Ms. Swasti Mishra. Participants bid on brands in a live auction, architected strategic expansions, and entered an intense negotiation arena, defending against hostile takeovers while forming powerful alliances. The finale was a spectacle of sharp intellect, collaborative genius, and marketing ingenuity.

Zeal'25 was more than a fest—it was a battlefield of branding, a stage for strategic storytelling, and a celebration of marketing in motion. It enriched the participants' tactical fluency and ignited a zeal for innovation that will resonate far beyond the classroom.

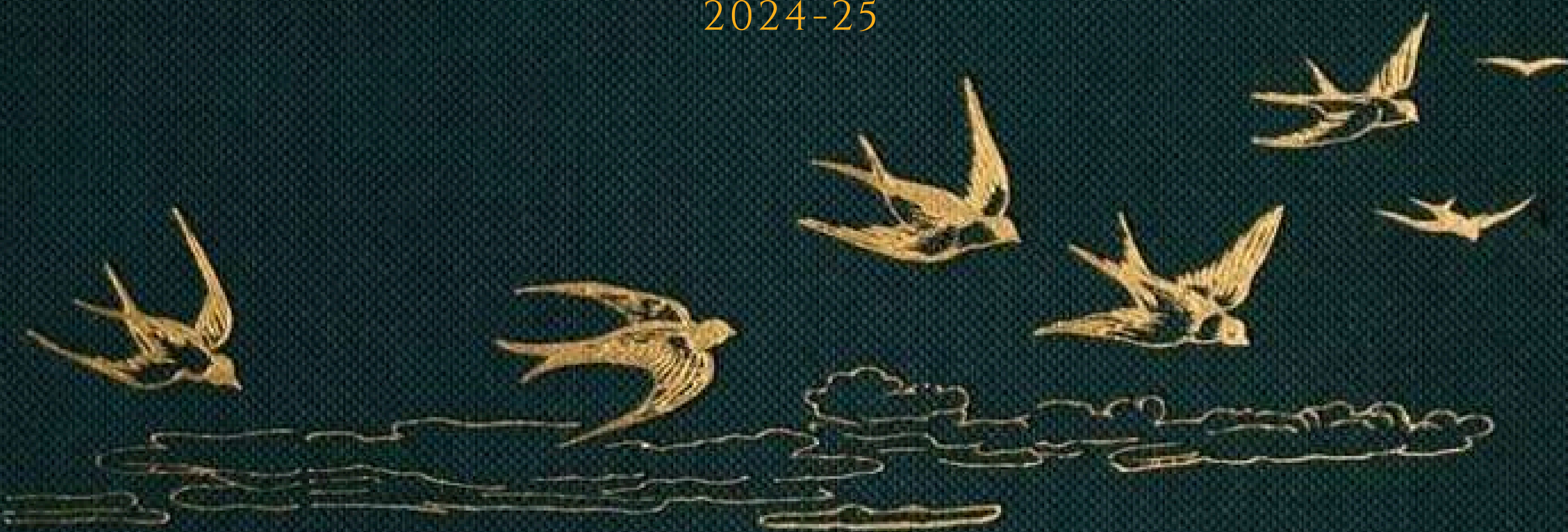




EXTENSION SOCIETY

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2024-25



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NIRVANA'25:

Where Compassion Drives, Conversations Thrive & Purpose Comes Alive!

A soulful celebration by The Extension Society blending service, spirit, and social change.

On 28th February and 1st March 2025, the spirit of service and scholarship came alive within the walls of Rooms 201 and 202 of Sri Venkateswara College, as the Extension Society of the Department of Commerce hosted its highly anticipated annual fest—Nirvana'25. Under the visionary leadership of Dr. Sindhumani Bag, the event proved to be a harmonious blend of intellectual awakening, compassion-driven action, and youthful exuberance.

A key highlight was an insightful speaker session that focused on India's Foreign Trade Policy—exploring critical aspects such as import-export regulations, global trade barriers, and India's evolving presence in the international economic arena. The session not only educated but also engaged over 100 students, stirring thoughtful

Beyond the walls of discourse, Nirvana'25 reached out into the heart of the community. The society organised a Bhandara Drive, where members came together to prepare and serve wholesome meals to the underprivileged. It wasn't just food that was shared but warmth, dignity, and a powerful message of unity.

In parallel, a Pad Distribution Drive was conducted to promote menstrual hygiene and awareness. The drive targeted communities where access to basic health resources remains scarce, empowering women and young girls with both essentials and education.

Another deeply moving initiative was the Old Age Home Visit, where members of the society spent quality time with elderly residents.





Through conversations, shared stories, and small acts of kindness, the visit reminded everyone that sometimes, the greatest gift we can offer is simply our presence.

Adding vibrancy to the social spirit, the fest also featured informal competitions that invited laughter, camaraderie, and creativity, giving students a chance to unwind and connect.

Nirvana'25 was more than just an event; it was an embodiment of society's values—of giving back, speaking up, and standing tall for causes that matter. Through every session, drive, and gesture, the Extension Society once again proved that commerce, when fused with conscience, becomes a force for meaningful change.



THE COMMERCE ALUMNI CONNECT
ANNUAL REPORTING

2024-25



DOSSIER
VI



ALUMVERSE 2025:

Where Legacies Return & Futures Ignite

On the bright morning of 28th February 2025 at 11:30 AM, the Seminar Hall of Sri Venkateswara College witnessed a heartwarming and intellectually stimulating reunion—Alumverse 2025. Organised by the Commerce Alumni Connect under the able convenorship of Mr. Aashish Jain, this offline indoor event brought together 130 students and alumni in an unforgettable exchange of stories, strategies, and aspirations.

The event aimed to bridge the academic world with professional realities. It featured an engaging alumni talk designed to empower students with insights into financial literacy, career planning, and personal growth.

Two illustrious alumni—Ms. Eesha Gupta, founder of Gulaq, and Mr. Riyaan Bhola, an accomplished lawyer—dominated the session, transforming the space into a hub of wisdom and motivation.



The discussion spanned essential topics like saving and investing smartly, navigating the maze of insurance policies, and mastering the unwritten rules of money management. Its dynamic methodology made the session shine: a lively panel discussion, compelling success stories, and an open Q&A that invited unfiltered curiosity from the student audience.



Students posed sharp, thoughtful questions on everything from the future of finance to navigating life after college. The alumni, in turn, responded with honesty, encouragement, and a touch of nostalgia, making the dialogue deeply personal and profoundly valuable.

In essence, Alumverse 2025 was not just an event—it was a celebration of shared roots and rising stars. A day where yesterday's students returned as today's mentors, and the journey from classroom to career felt just a little less daunting.





THE COMMERCE GAZETTE

OUR CONTRIBUTION: BEYOND THE PAGES



2024-25

SNAPSHOTS, STORIES AND STARTUPS

Commerce Gazette year in motion

This tenure at Commerce Gazette has been marked by creativity, collaboration, and a dedicated effort to showcase the voices and talents within the department. With each initiative, our goal has been to inform, inspire, and engage the audience effectively.

For the third edition of the Annual Magazine, we organised "Market in Motion," a photography competition that invited students to capture the essence of market life and economic activity through their lenses. It received enthusiastic participation and brought a visual vibrancy to our content. Building on that momentum, we released the 4th edition of Commerce Gazette's flagship magazine—"Commerce Chronicles"—a "curated collection of articles, interviews, and perspectives from students and faculty. To encourage wider participation, we also organised an article-writing competition, which brought fresh insights and critical perspectives to the forefront.

A standout feature of this edition is a special segment on DU Entrepreneurs, where we celebrated the spirit of innovation and resilience among student founders across the University of Delhi.

MARKET IN MOTION

Pictures Sourced Through Photography Competition

MARKET IN MOTION WAS AN
ONLINE PHOTOGRAPHY
COMPETITION ORGANISED BY
THE COMMERCE GAZETTE WITH
THE IDEA TO REFLECT ON THE
MARKET AS A DYNAMIC SPACE
OF ECONOMIC EXCHANGE AND
COMMUNITY LIFE. BEYOND
COMPETITION, MARKET IN
MOTION IS AN INITIATIVE THAT
SEEKS TO HIGHLIGHT THE
ECONOMIC PARTICIPATION OF
LOCAL MARKETS AND EXTEND
VISIBILITY TO MARKETPLACES
OF INDIA.



“Sun-Drenched Market and Sidewalk Stories”

- By: Kunal Singh || Indian Institute of Technology Bhubaneswar

Visual Details

Location: Indira Gandhi Market, Bhubaneswar, Odisha
Date and Time: 2nd March, 2025, 1:15 PM



“The Bustling Street”

- By: Roshan Kumar || Shaheed Bhagat Singh College, University of Delhi

Visual Details

Location: Gauri Shankar Market, Chandni Chowk, Delhi
Date and Time: 12th March, 2025, 5:23 PM



“Watched by the Goddess”

- By: Bapi Kundu || Asansol Engineering College (AEC), West Bengal

Visual Details

Location: Asansol Wholesale Market, Asansol, West Bengal

Date and Time: 27th Oct, 2024, 5:20 PM



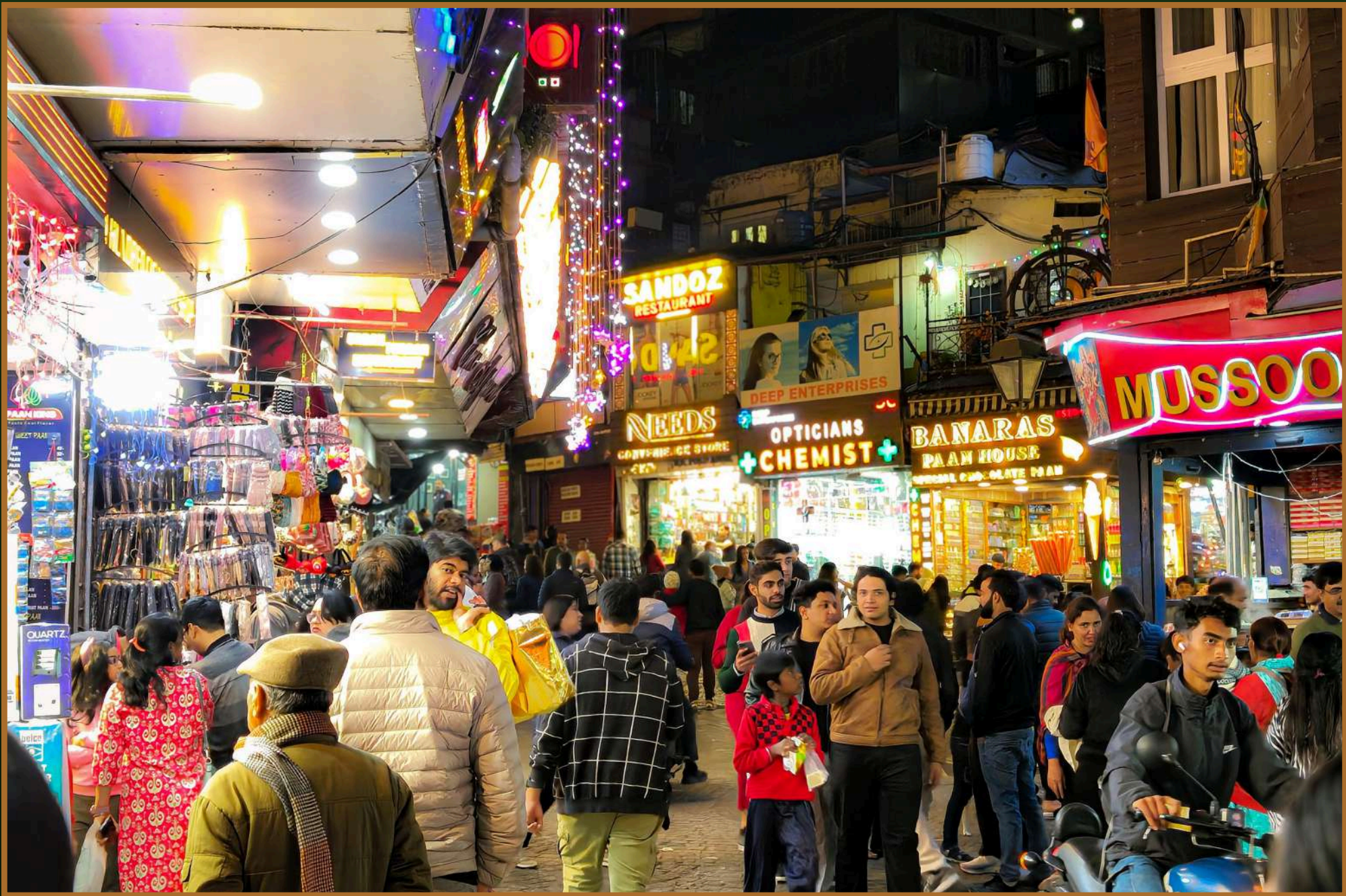
“Hands Have Names, but We Never Ask”

-By: Parth Mendiratta || Ramjas college, University of Delhi

Visual Details

Location: Chandni Chowk, Delhi

Date and Time: 10th Nov, 2024, 11:39 AM



“Mussoorie Magic: Where Every Step is a Story”

-By: Priyanshu Tiwari || Lloyd Institute of Engineering and Technology, Greater Noida

Visual Details

Location: Mall Road Market, Mussoorie, Uttarakhand
Date and Time: 2nd Nov, 2024, 6:42 PM



“Blooming Chaos: The Vibrant Soul of the Indian Bazaar”

- By: Arghyadeep Biswas || Ramakrishna Mission Residential College (Autonomous), Narendrapur, West Bengal

Visual Details

Location: Mullik Ghat Flower Market, Kolkata, West Bengal
Date and Time: 13th April, 2024, 4:23 PM



“The Weight of the Everyday”

-By: Swastika Sinha || The Heritage Academy, West Bengal

Visual Details

Location: Maniktala Market, Kolkata, West Bengal

Date and Time: 8th April, 2025, 12:30 PM

“The Moving Stall”

- By: Debayan Bag || MCKV Institute of Engineering, West Bengal

Visual Details

Location: Mullick Ghat Flower Market, Kolkata, West Bengal

Date and Time: 18th Aug, 2024, 6:50 AM





“Midnight bazaar: A Symphony of Light and Life”

- By: Prince // Atma Ram Sanatan Dharma College, University of Delhi

Visual Details

Location: Golden Temple Market, Amritsar, Punjab

Date and Time: 15th Oct, 2025, 8:56 PM

“Through the Fog, Life Moves-A Morning in Old Delhi”

- By: Aryan Katre // Rajdhani College, University of Delhi

Visual Details

Location: Chandni Chowk Market, Old Delhi

Date and Time: 17th Nov, 2025, 10:04 AM





“The Green Wave: A Symphony of Motion”

-By: Sutharsan || Mepco Schlenk Engineering College (MSEC),
Sivakasi, Tamil Nadu

Visual Details

Location: Rukmanipalayam Banana Market, Madurai,
Tamil Nadu, India

Date and Time: 8th August 2024, 11:47 AM

“The Divine Path”

- By: Mohit Kumar || Rajiv Gandhi Institute of Petroleum Technology
Jais, Uttar Pradesh

Visual Details

Location: Moti Bazaar, Haridwar, Uttarakhand

Date and Time: 12th March, 2025, 12:10 PM



Commerce Chronicles

4th Edition



We are delighted to showcase the winning articles selected from each topic

Artificial Intelligence and the Indian Job Market: Disruption or Opportunity?

- By Tejas Bhaskar

BK Shroff College Of Arts and MH Shroff College Of Commerce (Autonomous), Mumbai, Maharashtra

AI and the Indian Work Market:

A Coming Revolution or A Route to Adaptability?

Imagine entering a workplace in 2035 where traditional workstations have been replaced by virtual reality and human staff members are working alongside AI helpers. Does that sound unrealistic? This future is closer than we realize in India. However, the route there will determine whether millions of people fall behind or discover new meaning. (AI Impact on Job Creation in India, 2025)

Artificial intelligence (AI) is transforming industries worldwide, and India, with its vast workforce and burgeoning tech sector, stands at the forefront of this revolution. The integration of AI into the Indian economy presents both challenges and opportunities, reshaping traditional employment paradigms while creating new avenues for growth. This article explores whether AI represents a disruptive force or an opportunity for the Indian job market. (AI Impact on Job Creation in India, 2025)

Changes to Conventional Job Roles Due to AI-Driven Automation:

AI-driven automation is profoundly reshaping traditional employment roles across industries. In sectors like manufacturing, customer service, and logistics, AI substitutes machine efficiency for repetitive tasks, reducing reliance on manual labour. For instance, AI-powered predictive maintenance and inventory management streamline manufacturing processes, while chatbots and virtual assistants handle routine customer inquiries. Similarly, robotic systems and driverless vehicles simplify supply chain operations, affecting low

skilled employment. These changes underscore the need for workers to reskill and adapt to emerging roles in AI development and management.

The Secret to Adaptation: Reskilling

The workforce's capacity for adaptation is a key determinant of whether AI disrupts or improves the Indian labour market. To close the skills gap between present and future demands, ongoing reskilling and upskilling are crucial. The "Future of Skills Landscape 2024" research states that 82% of Indian workers are worried that their jobs may become obsolete as a result of technological advancements. By encouraging digital literacy and training in AI-related technologies, initiatives such as the government's Skill India mission and NASSCOM's skill competence programs seek to solve this issue. Additionally, industry-academia cooperation is essential for training workers for new jobs. (Ali, 2024)

A question arises! What part do government programs play in reducing job losses brought on by AI?

Through the implementation of policies and programs that address workforce disruptions, assist reskilling, and foster equitable economic transitions, government initiatives play a crucial role in mitigating AI-related job losses. These initiatives play the following important roles: By providing money for training and education programs tailored to AI-driven companies, governments may help prevent job displacement. Workers are prepared for prospects in AI through apprenticeships and sector-based training, which provide them with the skills they need to thrive in the evolving labour market. For example, registered apprenticeships provide an

earn-while-you-learn paradigm that helps people progress into highly sought-after AI-related jobs.

Social safety nets need to be reinforced for workers who are facing temporary or permanent job loss due to AI-induced disruptions. Governments can improve wage insurance, expand unemployment insurance coverage, and offer financial assistance to displaced workers. These actions provide workers with financial stability throughout periods of transition, allowing them to focus on obtaining new certifications or exploring alternative career paths.

Governments can encourage businesses to adopt moral business practices that prevent job displacement by utilising AI technologies. Tax incentives for companies that provide apprenticeships or reskilling programs may incentivise enterprises to invest in their workforce rather than relying solely on technology. Additionally, regulations that encourage short-term pay, frequently referred to as job-sharing, allow employers to keep employees during reduced work hours while providing partial unemployment benefits.

Governments might take proactive measures by looking at labour market trends and developing laws that anticipate future AI disruptions. This entails creating frameworks for assessing how AI will affect particular businesses and professions in order to facilitate targeted responses before broad displacement.

Government action is essential to maximizing AI's economic gains and managing the challenges posed by job losses. Through the implementation of reskilling programs, robust social safety nets, adjustment aid legislation, and collaborative initiatives with industry participants, governments may assist their workers in navigating this disruptive era in a responsible

and equitable manner. By prioritizing inclusive growth and worker well-being, these actions help ensure that the transition to an AI-driven economy benefits society as a whole rather than increasing inequality or displacing workers without recourse.

Issues Precluding the Adoption of AI

Despite its potential benefits, India faces several challenges in using AI:

Lack of Skills: There is a significant gap between supply and demand for critical positions such as machine learning engineers and data scientists. As of August 2023, India has 4.16 lakh AI specialists, but by 2026, the country will need one million.

Infrastructure Restrictions: In many places, there is a shortage of the technological infrastructure needed to support the widespread use of AI.

The dangers of inequality: It can be challenging for developing markets like India to fully benefit from AI due to disparities in access to resources and expertise. (Ali, How AI is anticipated to create 12 Million jobs by 2025; defying unemployment fears, 2024)

Prospects for the Future

Even though there are still difficulties, AI offers countless prospects. Over the next five years, it is anticipated that the Indian labour market will expand by 22%, primarily due to positions in data analytics, AI, and machine learning. As businesses look for creative applications for tools like ChatGPT, prompt engineering—a new professional path resulting from AI chatbot technologies—is becoming more and more popular.

Additionally, it is anticipated that digital interventions would result in a notable increase in employment in industries like agriculture and education. For instance, employment in the education sector may expand by 10% by 2027, whereas employment in agriculture may increase by 15% to 30%. (Sharma, 2023)

Key Takeaways

For the Indian labour market, artificial intelligence offers both opportunities and disruptions. Automation opens up new career possibilities that call for advanced abilities, even while it may displace some jobs. How well India handles issues like skill shortages and infrastructure deficits will have a significant impact on AI's overall effects.

Government agencies, business executives, and academic institutions must work together on reskilling programs and technology developments to make sure AI turns into an advantage rather than a danger. India can establish itself as a global leader in using AI to boost economic growth and protect the future of its workers by embracing change head-on.

The introduction of artificial intelligence (AI) into the Indian labour market creates a dichotomy of opportunity and disruption, necessitating a careful strategy to maximize its benefits and minimise its drawbacks. AI's revolutionary potential presents a "pall of uncertainty" for jobs across skill levels, but it also presents India with a singular opportunity to reshape its economic course. The secret is proactive adaptation, which includes retraining workers, encouraging creativity, and coordinating technology improvements with the general good. Artificial intelligence is really a call to action for workforce development innovation rather than merely a technological revolution.

Metal Refurbishing:

The Hidden Gem of India's Circular Economy

- By Manya Sumit Sabharwal

Indian Institute of Management, Jammu

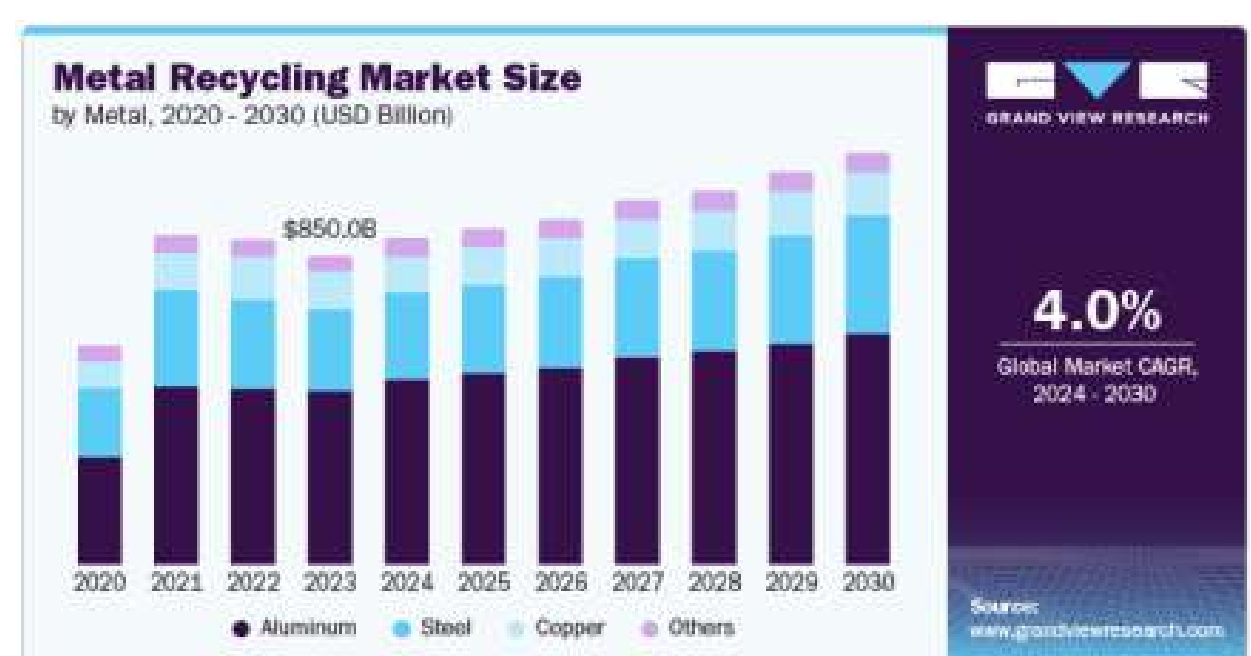
"We do not inherit the Earth from our ancestors; we borrow it from our children."

This old saying holds new meaning in today's India. As the nation races towards its industrial dream, it remains delicately balanced on the brink of an ecological tipping point. Visit the countryside of Jamshedpur, and you will find rusting iron towers. These are not mere artifacts but possibilities waiting to be explored. In the scrap yards of New Delhi, mangled copper wires glisten in the sunlight as they prepare for what could be their second act. Away from public consumption, India is quietly powering a green revolution, not through the innovative technology of the future, but through the once revered and now forgotten metal. The revolution pertains not solely to recycling but involves reimagining waste metal as wealth. While the world is abuzz with talks about electric vehicles and solar energy, India is sitting on an often-ignored goldmine: metal scrap. This isn't junk. It's the hidden backbone of a greener, circular economy

Importance of Metals in India's Journey Towards Sustainable Development

India's steel and construction sectors are rapidly expanding. While they provide an impetus to economic growth, they also generate vast amounts of metal waste. This not only accentuates the problem of environmental pollution but also has significant economic implications. Commonplace metals like steel, aluminum, and copper are vital industrial inputs and durable assets with infinite recyclability. They continue to retain their quality across cycles, a property that makes them even more valuable.

From an economic standpoint, refurbishing metal marks a turning point in resource efficiency. Recycling consumes 60-70% less energy than virgin metal ores extraction.



Source: Grand View Research—Metal Recycling Market Report (www.grandviewresearch.com)

This not only significantly reduces production costs and conserves natural resources but also aids in reducing carbon emissions. By transitioning to a circular economy, India has a chance to rewrite its growth story. It would enhance resource productivity and also enable sustainable development. Moreover, adopting this approach opens up significant employment opportunities in India's emerging green sectors.

The Potential for Metal Recycling in India and the Government's Role

Even with a strong industrial potential, India's metallurgical recycling rates are just 30%. There is a sizable gap compared to countries leading in this area, where 60-70% of metal production is made from recycled scrap. This stark difference indicates a tremendous economic and environmental opportunity that remains untapped. To address this difference, the Ministry of Steel introduced the Steel Scrap Recycling Policy in 2019. It is intended to support three broad outcomes: sustainable development, reduced reliance on imports, and efficient resource utilization. With the proper infrastructure and incentives, India is ready to unlock this dormant opportunity and help conjoin its global leadership in circular economy management with best practices.

Metal Refurbishing: More Than Recycling

Beyond the simplistic recycling process, metal refurbishing takes it a step further. It encompasses multiple activities like repairing, reusing, and upgrading products made from metal. It involves a retransformation of old, worn-out components to create value. It has several advantages. It saves landfill space and strengthens local economies by supporting small enterprises and skilled workers who provide a key service in India's informal repair economy. Metal refurbishing extends the useful life of auto parts and reconditions industrial machinery, creating more value with less environmental impact. In economic terms, refurbishing is a high-impact, low-cost solution for inclusive growth and sustainable industrialization.

Start-ups, Innovation, and Smart Waste Management

In recent years, a new cohort of start-ups in India has emerged that are embracing technology to reimagine the concept of waste management. They are supplementing India's journey towards a circular economy. In particular, start-ups in metal refurbishing are employing advanced forms of technology, including AI-enabled waste sorting systems and IoT-enabled smart systems for the collection of scrap, to improve the efficiency of the supply chain and enhance the potential for material recovery. We also witness

the emergence of digital marketplaces that link individual scrap sellers with refurbishers. These systems promote a transparent and market-driven ecosystem that facilitates more efficient price discovery and reduces friction in trading. These technology-enabled economic models yield increased efficiency in operations, lower input costs for manufacturers, and new revenue-generating opportunities. In combination with a growing global market for metal recycling, with an estimated growth from USD 229.6 billion in 2021 to USD 384 billion by 2030, India can engage in this quickly evolving market for significant economic benefit. Other potential drivers of this transition include financial incentives from the government (e.g., tax incentives and grants for green start-ups, and compliance for green start-ups in the sector could be less stringent). Ultimately, innovative management becomes both a sustainability goal and an economic imperative.

Challenges that Need to be Overcome

India has an opportunity to adopt metal refurbishment fast. However, it faces systemic challenges that continue to impede progress. The first roadblock is that consumers are unaware of the practice and benefits of sorting metal waste. This leads to a substantial loss of recoverable metals and causes valuable scrap to be contaminated. Moreover, the infrastructure is inadequate. In most cities, there is no formal collection system for metal waste. There is no organised refurbishment or recycling centre.

Hence, the ecosystem is scattered and inefficient. Further compounding these issues, India lacks a regulatory structure and does not incentivise industrial behaviour or compliance. To reap the economic and environmental benefits of metal refurbishing, India must invest its financial resources into awareness campaigns, create a proper waste collection network, and impose a regulatory structure that incentivises sustainability within industrial practice. Without addressing these areas, the opportunity for a circular economy may never fully materialise.

The Road Ahead—A Circular Future

India is the second-largest steel producer globally and has the opportunity to lead the way toward a circular economy. The transition to scrap-based metal production can dramatically reduce greenhouse gas emissions and stimulate growth in the industrial sector, which aligns with climate commitments. Urbanization and industrialization will cause a massive increase in demand for metals. Refurbishing is a key tool for lowering the national carbon footprint and conserving natural resources. To realize this ambition, India needs to invest in large-scale awareness campaigns to promote sustainable consumption of materials while developing strong public-private partnerships to create infrastructure, innovation, and capacity. A circular future is vital to planetary health and an economic opportunity that India cannot afford to miss.

Conclusion: A Call to Action

India's circular economy journey will not be determined by smart technology or policy alone. It will also include participation by citizens, awareness, and a changed outlook. The old aluminum gate of your building, those rusted car parts, and the unused copper wires lying idle in the corner of a construction site are not simply waste but latent assets with economic potential. These are the inputs to innovation, the new materials for a green industry, and the root of our economic future. As we pursue industrial growth, we must also embrace responsibility for what we can discard now. What we throw away today could fuel the factories, homes, and jobs of the future. We must rethink waste as not the end but the genesis of a cleaner, more innovative, and more sustainable India.

"Rust may cover the surface, but beneath it lies India's green gold."

India's Green Economy
in Action

CIRCULAR ECONOMY
IN INDIA

The Influence of Metal
Recycling in India's
Circular Economy

Turning Waste Metal Into Economic Opportunity &
Environmental Responsibility

Metal recycling saves up to 95%
of energy compared to primary
metal production.

India recycles only 30% of its metal
scrap — far behind the global average
of 60-70%.
Scaling metal refurbishing can generate
employment, reduce imports, and cut
carbon emissions.





STUDENT ਏਂਟਰਪ੍ਰੇਨੀਅਰ

In the quiet buzz of college corridors, ideas are born.
Here, ambition meets action — where student minds spark movements, and side hustles shape the future.

From Lecture Halls to Boardrooms:

The Student Entrepreneurs Behind

MOTION



This is the journey of Akash Maurya (founder), Abhinav Jangra, Kirti Dalal, Diya Bansal, and Iksha (co-founders), who instituted the Motion Marketing and Advertising firm in the year 2024.

Check out the story of five young minds who turned their college campus hustle into a profitable business!

Our team organised an online interview with the co-founder, Iksha, to delve into the depth of her team's vision and the dual roles played by them of a full-time entrepreneur as well as a committed student.

Q-1 How did you come up with your business idea?

As students of the University of Delhi, we were always involved in college fests, clubs, and creative projects. We saw firsthand how brands struggled to truly connect with students and how most college societies lacked structured ways to approach sponsorships and marketing. That's when the idea hit us—what if we became the bridge between brands and campuses? What if we made the whole process more organised and impactful? That's how Motion started—right from ground zero, with nothing but an idea and a group of people crazy enough to believe in it.

Q-2 What made you believe in this business idea?

At first, it was just us experimenting, helping out societies with sponsorships, and curating creative campaigns. But once we saw the impact, we realised this was bigger than just college work. We weren't just helping clubs—we were introducing the idea of structured budget making to societies, especially in colleges across South India, where such systems were missing. Our campaigns were connecting campuses and building a network. That's when we knew—it's not just an idea anymore; it's a business with purpose.

Q-3 How did you mobilise resources to make your first sale?

We had no funding, no office, and no formal setup. What we had was trust, determination, and sleepless nights. We used our own networks and social circles to pitch ideas. Our first breakthrough came when we used sponsorship not just as a fundraising method but as a strategic tool to connect brands with the student audience. We created pitch decks, wrote cold emails, and showed brands the potential in campuses. Our first sale came from this hustle, and from that moment, we never looked back.

Q-4 What is it like for you and your team to be a “student entrepreneur”?

Being student entrepreneurs meant wearing multiple hats at once—marketers, negotiators, designers, and sometimes, even peacemakers. We didn’t just work for the student community—we were the student community. That made everything we built feel more authentic. Our schedules were chaotic, juggling team calls between classes and travelling for meetings right after submitting assignments. But all of it made us resilient, real, and deeply connected with the problem we were solving.

Q-5 If you were to describe your experience as a “student entrepreneur” in a few lines, how will You do it?

It’s been chaotic, beautiful, overwhelming, and full of growth. From attending lectures in the day From negotiating collaborations at night, we’ve truly lived the student entrepreneur life. We’re still figuring it out—but we’ve come a long way from where we started. Motion is our baby, and we’re building it one step at a time.

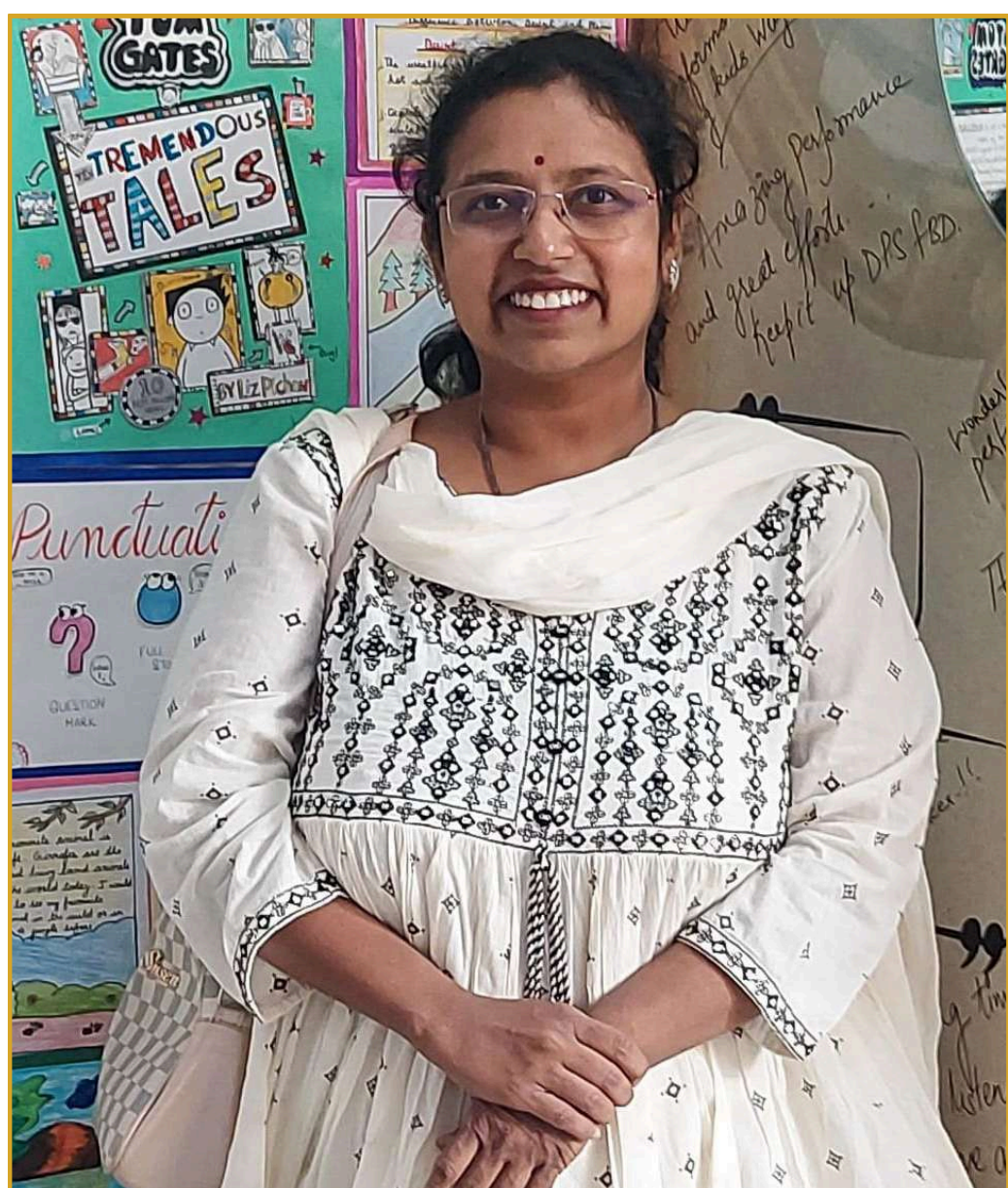
Q-6. If you were to advise those aspiring to join this path, what would it be?

Start. Just start. Don’t wait for a perfect logo or a 5-year plan. Build something real, be consistent, and surround yourself with people who believe in the idea as much as you do. It’s not easy—you’ll have your fair share of flops and breakdowns. But every late-night call, every failed pitch, every “yes” after a dozen “no’s”—it’s all worth it. And remember, starting small doesn’t mean thinking small.

Professor's Accolades



Celebrating the outstanding achievements, innovations, and recognitions of our distinguished faculty
— where excellence meets impact —



Dr. Shruti Mathur

Journal Publication:

1. Author of paper titled 'Price Unfairness Perception: A Conceptual Model' published in International Research Journal of Management, Sociology and Humanities, volume 15 (11), 125-136, 2024.



Dr. Vinod Kumar

Conferences:

1. Presented paper titled "Charting the Nexus: A Bibliometric Analysis of Leadership Roles in Climate Change and Sustainability" at the 75th All India Commerce Conference 2024 held in Udaipur during 18- 20th October 2024, organized by Govind Guru Tribal University, Banswara, Rajasthan & Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan.
2. Presented paper titled " A Depth Analysis of Cryptocurrency's Role and Risks in Modern Finance: In respective of security aspects" as co-author with Dr. Pooja Devi, Himanshu Nain, and Dr. Jaiprakash in the International Conference on General Communication and Information Processing (INCIP-2025) held

in Bengaluru during 23rd-24th January 2025, organized by Manipal Institute of Technology Bengaluru, in association with Manipal Institute of Technology, Manipal, and Manipal University, Jaipur



Ms. Angel Josy Lakra

Book Chapter Published:

1. Co-authored "Entrepreneurship Ecosystem for Viksit Bharat: Empirical Study of Entrepreneurship Exposure and Engagement of Youth in India" in the edited book: Viksit Bharat @ 2047: Transformative Role of Commerce Management and Technology (Edition II), ISBN: 978-81-981913-3-5, Publication date: 30.01.2025, DOI: 10.62823/MGM/2025/9788198191335

Conferences:

1. Presented paper titled "Harnessing Skills in Youth - Indexing and Gap Analysis of The Entrepreneurship Skills In India" in International Conference on "Fostering Global Perspectives: Entrepreneurship, Inclusion, and Innovation for Sustainable Futures," held on 12th-13th February, 2025, jointly organized by

Vivekananda College, University of Delhi; College of Business, University of Buraimi, Oman; and DME Management School, GGS Indraprastha University, Delhi.

2. Presented paper titled "Entrepreneurship Skills For Atamnirbhar Bharat—An Empirical Study of Entrepreneurship Ecosystem Engagement and Skills Gap in India" at 2nd National Conference on Skill Enhancement: A Roadmap to Atmanirbhar Bharat, November 12-13, 2024, organized by Gargi College, University of Delhi, and sponsored by Indian Council of Social Sciences Research



Mr. Aashish Jain

Book Publication:

1. Business Research Methodology, Scholar Tech Publications, ISBN: 978-93-91720-56-8



Dr. Antima Sharma

Journal Publications:

Sharma, A., & Soral, G. (n.d.). Impact of auditor selection on fair valuation of investment property: Evidence from Indian Companies | Volume 24, Issue 1, January 2025 | Journals | Books and articles. Iup. <https://iupindia.in/ViewArticleDetails.asp?ArticleID=7651>



Dr. Devendra Malapati

Journal Publications:

1. Co-authored by K. Abraham, Devendra Malapati, Repalle Giddaiah, and Ramesh Muthangi. (2024). Does the Influencing Factors of Low-Income Consumer Change based on Their Location? A Comparative Study Between YSR Kadapa and Chittoor Districts of Andhra Pradesh in India. European Economic Letters (EEL), 14(2), 3369–3376. Retrieved from <https://eelet.org.uk/index.php/journal/article/view/1703>

2. Co-authored Abraham, N. K. (2024b). Priority of Low-Income consumer behaviour in visiting market places. Deleted Journal, 31(5s), 18–24. <https://doi.org/10.52783/cana.v31.996>

3. Co-authored Abraham, N. K. (2024). “Are All Low-Income

Consumers are Stereotype in Respect of Their Consumption Expenditure on Various Items?” A Comparative Study. Deleted Journal, 31(5s), 12–17. <https://doi.org/10.52783/cana.v31.995>

4. Co-authored Dr. A. (2024). GOODS AND MARKET PREFERENCE OF THE LOW-INCOME CONSUMERS IN SELECTED AREA: A COMPARATIVE STUDY. Journal of Digital Economy, 3(2), 105–114. <https://journalofdigitaleconomy.org/index.php/JDE/article/view/59>

Conferences:

1. Presented a paper titled “Leveraging the Innovation Index in India: An Innovation-centric Measurement Approach” at the two-day National Conference on Viksit Bharat 2047: Reimagining Management and Business Practices in the Age of Artificial Intelligence, organized by the Department of Commerce, Maitreyi College, University of Delhi, held on 20th and 21st March 2025.



Dr. Neha Singhal

Book Publications:

1. Auditing, Scholar Tech Publications, ISBN: 978-93-91720-99-5
2. Corporate Governance, Scholar Tech Publications, ISBN: 978-93-91720-67-4
3. Business Organization and Management, Scholar Tech Publications, ISBN: 978-93-87273-57-
4. Business Research Methodology, Scholar Tech Publications, ISBN: 978-93-91720-56-8



Mr. Ajit Singh

Journal Publications:

1. Co-authored "Unethical Practices in Convenience Food Segment in India" with Aman Sharma in International Journal of Advance Studies and Growth Evaluation, Volume: 4, Issue: 1, pages: 31-39, year: 2025, E-ISSN: 2583-6528

Conferences:

1. Presented paper titled "Neuromarketing: A comparative Analysis between two chocolate brands' advertising Strategies" in the Third International Conference on Recent Advances in Social Sciences, Humanities, Management, and Scientific Research 2024 (RAMSAM 3.0), held in New Castle, USA, during 23rd-24th July 2024, organized by Eudoxia Research University, New Castle, USA, and Eudoxia Research Centre, India
 2. Presented paper titled "Effects of Neuromarketing on consumer purchasing decisions through advertising" in the 8th International Conference on Digital Transformation in Business: AI, Sustainability, and Economic Resilience, held in Greater Noida during 18th-19th October 2024, organized by GL Bajaj Institute of Management & Research, Greater Noida
 3. Presented paper titled "Psychology behind consumer behaviour in recurring fashion: Factors driving purchase decisions" in the 4th Pritam Singh Memorial (PRISM) Conference on Workplace Disruption: Leadership Challenges & Organizational Sustainability held in Faridabad during 19th-21st November 2024, organized by School of Leadership and Management, Manav Rachna International Institute of Research and Studies, Faridabad
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Ms. Mohini Yadav

Journal Publications:

1. Thakur, M., & Yadav, M. (2025). Unraveling the Drivers of Post-Merger Identification in Facilitating Organizational Changes during M&As. *Journal of Change Management*, 1–24. <https://doi.org/10.1080/14697017.2025.2467063>. Scopus Indexed, ABDC-C, IF-3.00
2. Yadav, M., & Mitali, S. (2025). Unveiling HR roles: Fostering employee gratitude amidst a pandemic like Covid-19. *Journal of Management Research and Analysis*, 11(4), 209-214. <https://doi.org/10.18231/j.jmra.2024.036>

Conferences:

1. Presented paper titled “Charting the Nexus: A Bibliometric Analysis of Leadership Roles in Climate Change and Sustainability” in the 75th All India Commerce Conference 2024 held in Udaipur during 18-20th October 2024, organized by Govind Guru Tribal University, Banswara, Rajasthan & Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan
2. Presented a paper titled “Unravelling the Role of Post-Merger Identification in Facilitating M&A Success” Participated in the 84th Annual Meeting of the Academy of Management (AOM) 2024 held in Chicago, IL, USA, during 9-13th August 2024. <https://doi.org/10.5465/AMPROC.2024.16485abstract>



Dr. P. Chengalrayulu

Journal Publications:

1. Problems of Handloom Weavers in Andhra Pradesh: A Special Reference to Rayalaseema Region, *Technische*, 2025, January, Vol. 25, Issue 1, pp. 153-169. DOI:22.8342.TSJ.2025.V25.1.0178458

COLLEGE DiARIES

Page 1



Uditi Bajaj- Studying at Sri Venkateswara College has been an incredible experience. I've learned so much, made amazing friends, and grown. It's been a journey of ups and downs, from late-night study sessions to fun times with friends. But it's taught me to be strong, responsible, and appreciative of the people around me. I'm grateful for the lessons and memories that have shaped me into a more confident person.



Ojaswini Arora- I'd say these were the best three years of my life. I've had the pleasure of being with the best creatures God could create. I've laughed with them, ranted with them, learned with them, and above all, loved them with all my heart. Now it hurts a bit as the magic comes to an end. I'd not trade even the memories I hold for anything in the world.



Siddhant Bisht- My college experience was like one of those rare moments you know will never come again. Meeting people from different places with different aspirations—it was truly amazing. Now, the time has come to say goodbye. It feels bittersweet, as this marks a big change, much like the one I felt when I first stepped into college. But the memories I've made—I'll always cherish them.



Anshika Vats- College was honestly one of the best parts of my life. It gave me everything I had hoped for—a true DU experience filled with fun, friends, and so many memories. From joining college societies to dancing at fests, I lived it all. I started as an excited fresher and somehow ended up becoming the president of our marketing society, MAC, which became such a big part of my journey. It taught me how

to plan events, lead a team, and, most importantly, enjoy every moment. The friends I made grew with me, laughed with me, and made it all feel special. Some of my favorite memories are of us bunking classes just to chill on the college grounds, play UNO, or visit cafés in Satya. It all went by so fast, but I'll hold onto these memories for life. My advice to everyone reading this is, don't shy away from any experience. This is exactly the place where you can explore, learn, and grow.



Mehak Chopra- Professors from the Commerce Department are more like mentors. They help us academically, but they do support us emotionally as well; they are considerate of the fact that we are away from home. They taught me how to become a better person.

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page 2



Tanvi Singh- For me, college was an outdoor to experience endless things, including challenges, people, culture, memories, and many more. A girl from a small village in Varanasi came to Delhi to be with Venky, having a hopeful future, and college never disappointed. I had learned to keep pace with people, practised excellence in academics,

made new friends, learned a lot from all of them, and had an opportunity to have amazing professors who guided me with their vast knowledge regarding not only subjects but also about how to be ahead in this competitive era. I had attended the wonderful fests of the college along with maintaining full attendance in all the semesters. Yeah, the college could be said as a mixture of sweet and sour things, like being anxious about internals, assignments,

presentations, and exams, along with having so much fun with the classmates in class. The college gave a reason to laugh and cry every day. As I am summing up all my experiences in this college, the only thing that's coming to my mind is that now I have to leave this beautiful journey, but with a lot of happy moments and memories. P.S.: Loved the college.



Anika Gupta- College was a whole new world—an experience unlike anything before. It opened up a world of new and unparalleled experiences. It gave me the chance to discover who I truly am, to start fresh, spread my wings, and grow into a person I'm proud of today. Between hectic lectures, all-night assignments, canteen hangouts, and Satya's cafe explorations, I made incredible friends and memories

I'll never forget. From nervous beginnings to becoming the president of Constellation—The HR Cell, the journey was nothing short of magical. Gossiping at Maggi Point, playing badminton, studying in the library, running endless circles around the admin block, and doing creative work in the Audi—these are just a few of the countless memories I'll always come back to with a smile. This journey had its fair share of ups and downs, but every moment taught me

something valuable. I had the chance to network, bond with seniors and batchmates, and even professors who left a lasting impact. It wasn't always perfect, but it was real—and full of stories I'll cherish forever. So, to anyone reading this, this is your time. Be bold, be curious, be you. Spread your wings and fly—you're going to do great.



Aayan Ahmed- Well, one of the most difficult things in the world is to say Goodbye, and the time to do just that has arrived. 3 years in this beautiful place have been nothing short of life-changing. To think that I wasn't sure that I would be able to make new friends in my first year, to having made the best group of friends anyone could have, it's a journey that I will always cherish and will remain dear to my heart. This college has given me everything that I had asked for in my graduation dreams, and I can't be more grateful. The faculty, the food, everything in this college will always be memorable. Venky, you will always have a special place in my heart!.

page 3



Geshu Anand-It wasn't the college I had dreamt of, but it turned out to be exactly what I needed—just perfect, not a pinch more, not a pinch less. Venky gave me everything I had silently wished for on the first day: a couple of close friends, a touch of affection, a job offer, a stronger personality, and countless unforgettable fests.

Venky, for me, has been no less than a temple—sacred, grounding, and wish-fulfilling. Among its many treasures, the canteen and the college ground will always be my favorite spots. I never chased attendance; to me, attendance should be like makeup—not too much to be noticeable, nor too little to fade away—just enough to make things work smoothly. Our college has an undeniable charm—its energy, its culture, and the people who bring it all together. From students to professors, there is an effortless vibrance that adds to Venky's beauty.

Reflecting year by year, the first year was filled with badminton, fests, and the endless charm of Satya Niketan—my second home, filled with unforgettable memories and laughter. The second year was more focused: societies, debates, internships, courses, a bit of studying, and the buzz of inter-college events. The third year passed like a gust of wind. Before I could grasp the fact that these were my final golden days, they were already slipping away. It is in the third year that one truly begins to appreciate the resources, the mentors, and the legacy this college offers. To sum it all up in one line - "Hamare baad bhi afsaane bayaan honge, mehfil humein dhoondhegi, na jaane hum kahan honge."



Kriti Garg- My journey at this college is a collection of unforgettable memories, meaningful connections, and moments of pure joy. I was blessed with some of the best college mates—always supportive, full of energy, and ready to make every day count. They truly made the college experience vibrant and worthwhile. Maggie Point was our go-to spot—the ultimate savior during hectic schedules and unexpected hunger strikes. It wasn't just a food place, it was a corner where friendships

deepened, laughter echoed, and ideas sparked. One of the absolute highlights of college life was our annual fest, Nexus. It was nothing short of a blockbuster—days filled with excitement, colors, music, dance, and unstoppable energy. Those were the best days, when enjoyment knew no bounds and everyone came together to celebrate in style. Our teachers added another layer of warmth to this experience. Their friendly and approachable nature made learning easy, and their constant encouragement pushed us to do better. They were more than just faculty—they were guides, mentors, and true supporters. And of course, the temple within the campus—serene and divine—offered a peaceful escape amidst the chaos, reminding us to pause and be grateful. This college wasn't just a place to study — it was a place to live, laugh, and grow. These memories will always stay close to my heart.



Ishita Mittal- It has truly been a roller coaster ride with lessons learned and amazing experiences. From the nervous excitement of the first day to the bittersweet feeling of saying goodbye, every moment has shaped me into who I am today. I have discovered good friendships, grown through challenges, and found joy in the little things, be it a shared laugh in the canteen, last-minute exam preps, or heartfelt conversations after lectures. The support of mentors, the warmth of classmates, and the memories

created within these walls have left a lifelong impression. With each semester, I not only gained knowledge but also learned perseverance, patience, and the value of togetherness. This college journey will always hold a special place in my heart.

page 4



Tushar Choudhary- I can't believe how quickly my college years flew by. I still vividly remember feeling disappointed for not getting into my dream college and how gloomy everything felt at the beginning. But that all changed thanks to the amazing people I met here—the friends who became my support system and who taught me so much.

The professors, too, have been incredible, guiding us with patience, wisdom, and genuine care. Saying I've met some of the best people in my life wouldn't be an overstatement. I'm incredibly grateful and overjoyed to have shared such unforgettable moments with such wonderful souls.



Paavni Aggarwal- Stepping into the bustling heart of Delhi from a quiet small town, I had little idea that amidst the crowd, confusion, and constant motion, I would find a second home. From quietly figuring things out to becoming the “unofficial CR”—the one everyone turned to for updates, reminders, and last-minute rescues—I slowly found my voice and place. In a whirlwind of professors who became family, friends who became home, and committees that shaped my voice, I found myself louder, braver, and fuller. From late-night laughs and Satya strolls to biryani rituals

and magazine edits, each moment stitched itself into a story I'll forever carry. This chapter wasn't just about academics—it was about becoming, belonging, and blooming. And as I turn this page, I won't say goodbye—just a soft “see you” in memories, reunions, and all things warm.



Rajeeb Kumar Biswal- From a confused fresher to becoming the President of Brainiacs, the journey has been full of so many memories. Countless moments were rushing to get event permissions from the admin, then in between somehow becoming a CR, which was a mix of both the worst and best things, but for me, it was the best. I had the chance to bond with every batchmate, and it felt amazing to be known by the teachers, but behind the scenes, it was not that easy dealing with cancelled classes, assignment chaos, late-night messages, admin work, and constant teacher

announcements; it was full of chaos. Then, there were the moments I spent with my friends, ranting about the college system and the management while still finding time to laugh and make fun of it all. And then the best part, ironically dancing in the college programs we used to complain about! But that's what made it all the more special. The journey is now coming to an end, but these memories will stay with me forever.

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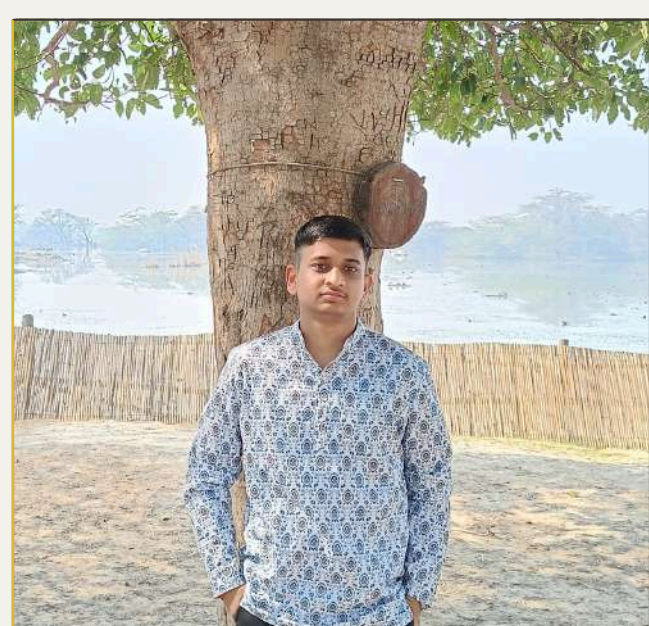
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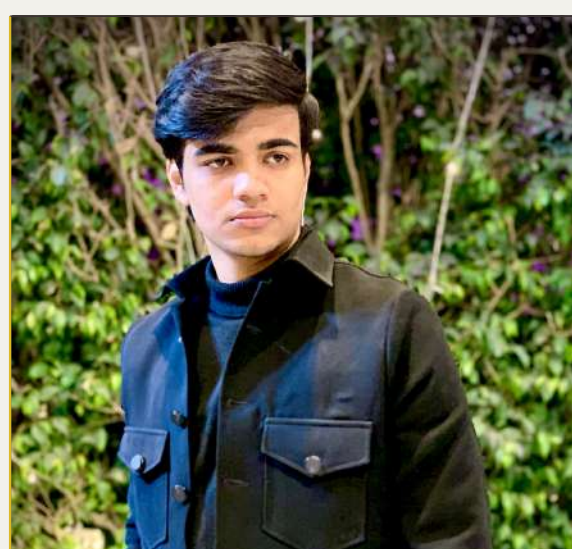
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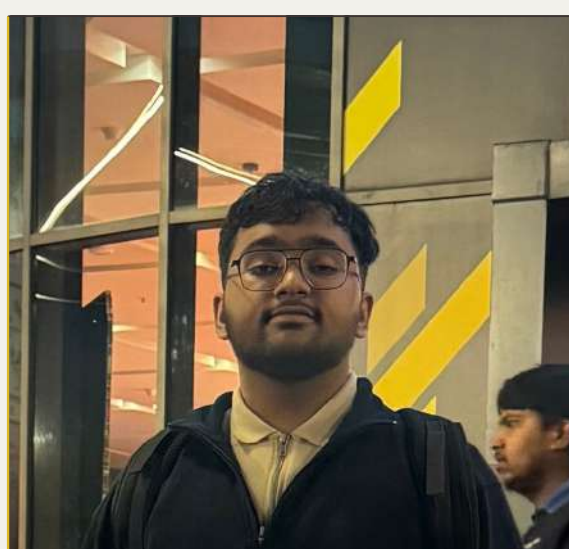
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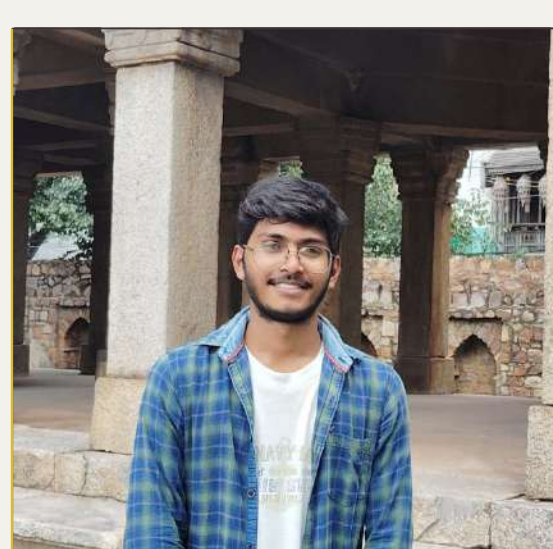
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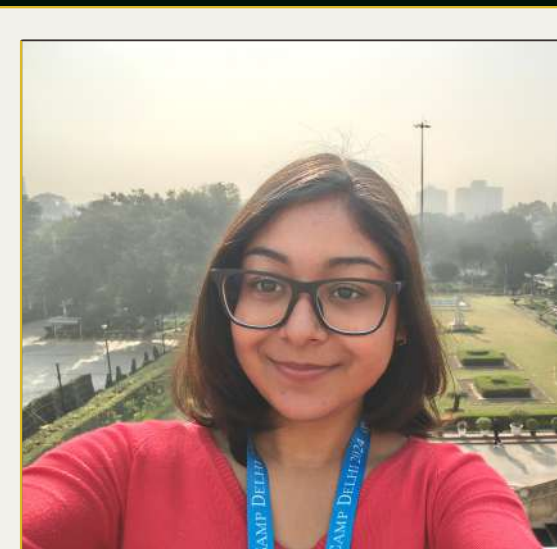
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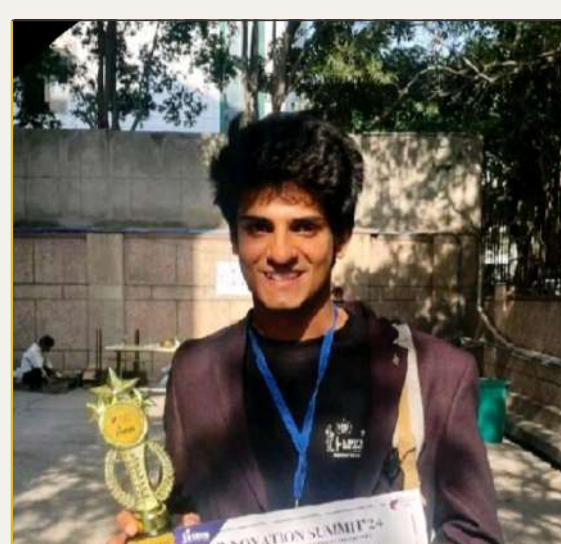
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