



OPTIMUM

2021-22

STUDENTS' MAGAZINE

Sixth Edition
2021-22

By Kaizen :
The Commerce Society

SHIVAJI COLLEGE

NAAC Accredited Grade "A"
University of Delhi

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Editorial Board



From Left To Right (Row 1)

Ms Rachna Soni, Ms Manisha, Dr. Ramesh Malik, Dr. Kiran Chaudhary,
Ms Vanitha Chadha & Ms Shewta

Form Left To Right (Row 2)

Shivam Narwani, Ruchi Arora, Priya Bhatt, Anshita Biblani, Nishant, Kanishk, Akshat Choudhary

Message from the Principal

It is indeed my pleasure to present to you the sixth edition of the Students' Magazine 'OPTIMUM'.

The magazine inculcates the young minds and imbibes in them habits of thinking and writing by providing a platform to present their creative, productive and innovative ideas and thoughts pertaining to every walk of life.



The field of commerce is dynamic and urges businesses to keep pace with the changing environment constantly. As they say 'need is the mother of invention', corona times has made this cliché even more relevant. From past a decade, Indian Economy has been undertaking innovative changes helping Indian businesses to gain global recognition.

This year's theme — “Industry and business experiencing innovation” focuses on new innovative and integrative ideas being generated by business and how they influence and are influenced by the environment they operate in.

I would like to express my heartfelt congratulations to all the faculty of commerce department for their untiring efforts to make this magazine possible and the student editorial board for working assiduously on this project.

Prof. Shiv Kumar Sahdev
Principal, Shivaji College
University of Delhi

WORDS FROM THE EDITOR-IN-CHIEF

It is our pleasure to present to you the 6th edition of **OPTIMUM** - Commerce Department Students' Magazine. This magazine presents you with impressions of many flavors of Industry and Commerce Experiencing Innovation.

Over a period of time world has adapted many new significant changes. Especially in the covid phase adaptability and urge to learn of consumers toward new innovation have increased. So, by this magazine, we are trying to draw light on some wonderful changes that took place in industry and commerce. This will tell you about what are the changes and how they have affected the growth of the economy.

I would like to thank to principal sir Prof. Shiv Kumar Sahdev for extending great support throughout the journey toward optimum and making it a reality.

I would like to acclaim all the members of the editorial board of this edition for their hard work and great work.

Dr. Kiran Chaudhary
EDITOR-IN-CHIEF



FROM THE EDITOR

With immense pleasure, I put forth the sixth edition of “Optimum-Students' Nagazine” by Kaizen, the Commerce society of Shivaji College. The core of economy lies in various industries and commerce, nurturing creativity and inspiring innovation are the two key elements of being successful. Learning from the past and innovating for improvement is the key for growth.

The magazine would not have been possible without the guidance of our mentors. The Editorial Board expresses heartfelt gratitude to the mentors for their support in the amazing journey of launching the magazine.

We have put in sincere efforts to provide a cognitive experience of intellectual enlightenment to our readers. I sincerely hope that you will enjoy reading this edition and support the editorial board in carrying forward the legacy.

Feedback or any form of suggestions by our readers is most welcome.



“Crisis can be... a catalyst that are on the way — it almost can serve as an accelerant.”

Happy Reading!

Priya Bhatt
(Editorial Head)

INDEX

1.	Data analytics: A revolution to world	5
2.	Digital currency: The need for modernization	9
3.	Startup: Price is what you pay, value is what you get	10
4.	Union budget 2022	12
5.	Digital marketing	15
6.	Connectivity: Breath of tourism	17
7.	Quiz	18
8.	Educational technology: Revolutionising Indian education system	19
9.	E-Rupi: Giving new dimensions to digital governance	20
10.	Securitization	21
11.	Innovation readiness gap	22
12.	Meta verse: Changing the way world socialise	23
13.	Crossword	24
14.	Balance of payment : Country's P&L	25
15.	The financial swindlers - Scams in India and the ABG Shipyard case	27
16.	How can small businesses use business funding for raising capital?	30
17.	Achievers for the Academic Year 2020-21	32
18.	Events organised by department of Commerce	33
19.	Team Department of commerce & Team Kaizen 2021-22	40

DATA ANALYTICS

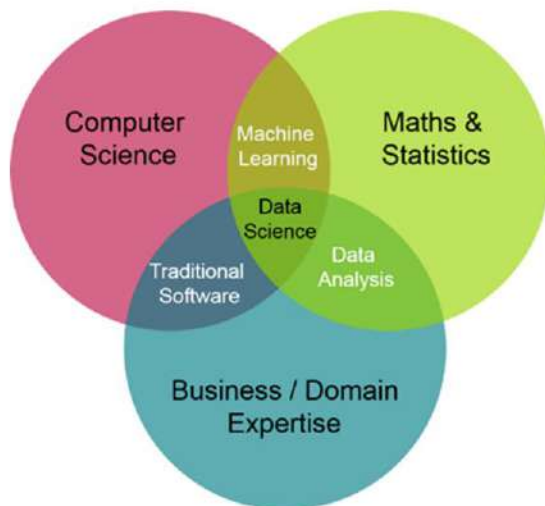
A REVOLUTION TO WORLD

- Ruchi Arora, 1st year B. Com (Hons.)

DATA

Data is a collection of facts, a form of information that is translated in a form to make it more efficient for processing. If we think about it, data is everywhere and we need data to process any information.

"Data is a tool for enhancing intuition" - Hilary mason



DATA ANALYTICS

Data analytics is a very broad term in which data and tools are being used to make business decisions. It basically defines the concept and practice of all activities related to data which includes data scientists, engineers and analysts.

DATA SCIENCE

A field of study that uses raw data to create new ways of modelling and understanding the unknown is known as data science. Data scientists work with business stakeholders to understand their goals. They design data modelling processes, create algorithms and predictive models to extract the data as per the needs.

DATA ANALYSIS

Data analysis is the collection transformation and organization of data in order to draw conclusions, make predictions and drive informed decision-making.

IMPORTANCE OF DATA ANALYTICS IN COMMERCE

"Errors using inadequate data are much less than those using no data" -Charles Babbage

MARKETING

Data analytics can help a business predict consumer behavior, improve decision making, market trends and much more by checking patterns and trends.

FINANCE

Every business needs sound financial planning and forecasting to leverage. Data analysts analyze time-series data, predict return on investment (ROI) and evaluate the risk and reward

HUMAN RESOURCE

Human resource specialists no longer have to depend upon instinct, instead they use data to evaluate performance, determine raises and promotions, control attrition, increase retention, and evaluate employee engagement.

PRODUCTION

Data analytics analyses patterns, measures impact and predicts outcomes which helps in determining the amount of stock required at what period, types of stock to be required, etc.

HOW TO BECOME A DATA ANALYST?



Key technical skill

A data analyst is required to arrange and sort data, so for that data analyst is required to have a good hold on spreadsheet, maths, and statistics. Sometimes data gets so large that it gets difficult to access the data so he/she also needs to be well aware of SQL or Mango DB. After that data needs to be communicated to the stakeholders. So, tools like power BI, tableau comes into

handy and some knowledge of C++, Python, or R comes out to be a great advantage

Key soft skill

Basically, a data analyst is a problem solver and storyteller. So, soft skills such as critical thinking, problem-solving, domain knowledge, presentation skills, and communication skills help data analysts to work on their projects efficiently

“A great storyteller helps people figure out not only what matters in the world, but also why it matters” – Maria Popova

FUTURE OF DATA ANALYTICS

IDC estimates that 6 billion users or 75% of the world's population will be interacting with online data every day. There will be an increasing demand for data scientists and chief data officers. With the rise of data the demand for data scientists will increase and that creates a need for chief data officers



CONCLUSION

Data analytics is turning out to be beneficial for both the business and consumer markets. Businesses are able to predict future prospects more accurately and it saves them a lot of resources and consumers are getting the benefit of the fulfillment of demand. People are getting new employment opportunities.

In short, data have improved various industries and commerce. Data analytics is leading us towards an improved lifestyle.

DIGITAL CURRENCY

THE NEED FOR MODERNIZATION

- Khushi Purohit B. Com(Hons.) 2nd Year

- Nupur Sharma B. Com (Hons.) 2nd Year

21st Century...! During this century, we have witnessed the rarest situations possible and advanced technology beyond anything we could have even imagined two decades ago. There has been a lot of testing done in this era, from life on another planet to AI overpowering human intelligence. Therefore, how could it lag behind when it comes to advancing that most basic of necessities-MONEY.

The term "Digital Currency" encompasses a much broader scope than we hear about most often today, namely cryptocurrencies. Any transaction that is conducted without the presence of tangible assets is considered a virtual transaction, whether it is a credit card, debit card, Google pay, payment or any app we carry with us on our mobile phones. Unlike traditional currencies, digital currency does not depend on the possession of physical forms such as banknotes or coins. With this system, you can now transact for lakhs or even crores of money within a few clicks. Those great minds are to be credited for making our lives so much easier and more convenient.

From people being cynical about digital money to investing in Crypto and NFTs, it has come a long way. Historically, digital money has been around since the invention of the internet. Although it has been difficult to get people to adopt the use of digital money in the early days, as technology becomes more accessible and safer, and as the technology itself becomes more secure, more people are willing to learn about the use of digital money.

Just a decade ago, at the end of the year 2012, Bitcoin was valued at \$13.28. Now, as of February 2022, the value of 1 Bitcoin stands above \$41,000. The way digital assets, digital holdings and digital



currencies are gaining popularity today is proof that they offer some great advantages. Two major advantages are as follows-

- Reduction in transaction cost- the concept of digital currency involves removal of middlemen from the transaction. This removal in return removes the extra payments that have to be made to them. Credit card charges, bank commissions, etc. are eliminated thus reducing total cost of the transactions.
- Faster receipt of funds (reduces transaction time) – the transfer of funds through a traditional system takes a lot of time especially if it involves such transfer to international locations. Through the system of digital currency transfers are usually carried out within a few minutes only. This is majorly due to the fact that these payments are made directly between the transacting parties. They do not have to pass through any clearing house therefore reduces the time of transfers.



Governments worldwide are quickly realizing the inclination of the public towards digital currency and are starting to adopt it. Marshall Islands issued their own cryptocurrency, "sovereign" and gave it the status of legal tender in 2018, making it the first nation to do so. India from the financial year 2023 will have its own digital currency, known by the name of 'digital rupee'. It would be issued by the RBI and would work on the technology of blockchain.

Digital currency is bringing about a revolution in the financial arena. It's evolving quickly and shaping the world around it. It's an innovation that is displaying great potential and no doubt is the future of mankind.

START UP

Price is what you pay. Value is what you get.

- Nishant, B. Com (Prog.)

What is start up?

The term startup refers to a company in the first stages of operations. Startups are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is demand in the market.

Start-up India is a much-needed initiative that was started by Narendra Modi in 2015. We all know India is a land full of talented people. However, the youth does not have many opportunities to fulfil their dreams and ambitions. Thus, this campaign is a great kick-start for the youth to accomplish their goals.



- As per the notification dated February 17, 2017, issued by the Ministry of Commerce and Industry, a startup means.
- Not older than five years.
- Annual turnover does not exceed 25 crore in any preceding year.
- An entity incorporated or registered in India.
- Working towards innovation, development or commercialisation of products/service/ processes driven by technology or IPRs and patents.

According to research the majority of millionaires and billionaires are self-made and have made it through creating or being part of a business. If you have already decided that you want to start a business of that one thing you are very passionate about, then consider the fact that with starting this business you need to understand that businesses take a lot of commitment, dedication, hard work, and constant evaluation in order to flourish. Do not expect to get financially wealthy overnight.

As on June 3, 2021, 50,000 startups across have been recognized as startups by DPIIT, of which 19,896 have been recognized since April 1, 2020.

Recognized startups have now spread across 623 districts. Each State and Union Territories has at least one startup. Maharashtra, Karnataka, Delhi, Uttar Pradesh and Gujarat have the greatest number of startups. Notably, it took only 180 days to add the last 10,000. Startups, as compared to 808 days for the first 10,000 at the beginning of the initiative.

Startup India Scheme

The scheme specifically aims to:

- Trigger an entrepreneurial culture and inculcate entrepreneurial values in the society at large and influence the mindset of people towards entrepreneurship.
- Create awareness about the charms of being an entrepreneur and the process of entrepreneurship, especially among the youth.
- Encourage more dynamic startups by motivating educated youth, scientists and technologists to consider entrepreneurship as a lucrative, preferred and viable career.
- Being incorporated or registered in India for less than seven years and for biotechnology startups up to 10 years from its date of incorporation.
- Annual turnover not exceeding ₹ 25 crores in any of the preceding financial years.
- It is not formed by splitting up or reconstruction of a business already in existence.
- It must obtain certification from the Inter-Ministerial Board setup for such a purpose.



Startup India Initiative (Action Points)

- **Simplification and Hand holding:**
In order to make compliance for startups friendly and flexible, simplifications are announced.
- **Startup India Hub:**
The objective is to create a single point of contact for the entire startup ecosystem and enable knowledge exchange and access to funding.
- **Legal support and Fast tracking Patent Examination:**
The scheme for Startups Intellectual Property Protections (SIPP) is envisaged to facilitate protection of patents, trademarks and designs of innovative and interested startups.
- **Easy exit:**
In the event of a business failure and wind up of operations, procedures are being adopted to reallocate capital and resources towards more productive avenues. This will promote experimentation with new and innovative ideas, without fearing complex and long drawn exit processes.



- Tax exemption:

The profits of startup initiatives are exempted from income tax for a period of three years.

Reasons for Starting a Business

- Reach your Dreams

If you have always wanted to be wildly successful, starting your own business could be a great start.



- Abundance of Resources

With the dominance of the Internet, it's easier than ever to find resources you need, including loans, grants, mentors, and even startup capital.

- Leave an Inheritance

Pass the business down to your children and grandchildren.

Deciding whether to leave an inheritance for your children impacts the amount you save, the retirement plans you choose, and how you take qualified retirement plan distributions.

- Make the World a Better Place

This may seem like an unrealistic goal for you right now, but your business really could make the world a better place. This is often a reference to society, not the physical world. It means improving the lives of people. Making life better and easier for people.

Benefits of Operating a Business

- Rewards

Not everyone defines reward the same way. For some, it might be seeing a new venture grow and succeed.



For others, it may be conquering the unknown and striking out on their own.

- Being Your Own Boss

When you start a business and are self-employed, you are your own boss and ultimately control your own destiny.

- Flexible hours

Owning your own business is hard work and often requires long odd hours.



In some cases, having your own business may allow you to have more flexible hours.

- Income

Whether you view starting a business as an economic necessity or a way to make some additional income, you might find it generates a new source of income.

Creating a Valuable Partnership

Many small businesses such as professional practitioners, retail and service providers are organized as partnerships. A partnership is an agreement between two or more people who have decided to enter into business with the intention of earning profits.



Contents of a Business Partnership Agreement

- Names of the business partners
- Nature and kind of business
- Capital contributed by partners
- Interest on the Capital and Drawings (if it exists)
- Salaries paid to the active partners
- Drawings to be made by the partners
- Duties of the partners

Budgeting the Finances

A budget is a plan that is expressed in quantitative plans. It is prepared prior to a defined period of time and it is pursued during that time for the purpose of attaining given objectives.



Objectives of Budgeting

- Business Structure

A budget is especially useful for giving company guidance regarding the direction in which it is supposed to be going. Thus, it forms the basis for planning what to do next.

- Cash Flow Prediction

A budget is extremely useful in companies that are growing rapidly, that have seasonal sales, or which have irregular sales patterns. These companies have a difficult time estimating how much cash they are likely to have in the near term, which results in periodic cash-related crises.

- Resource Allocation

Businesses use the budgeting process as a tool for deciding where to allocate money to various activities, such as fixed asset purchases.

Though a valid objective, it should be combined with capacity constraint analysis to determine where resources should really be allocated.

Conclusion

Startup companies operate in a world of their own. A bunch of like-minded, creative individuals come together to have fun while also working. Software startups that grow out of a business idea students had over beers are a rare exception in the corporate world, a tiny space within the economy and the society.

Stay hungry and bootstrap.

UNION BUDGET 2022

- Akshat Choudhary B.Com (Prog), 1st Year



The Budget 2022 focused on 'digitalisation and technology' and sectors like infrastructure, health, education and provision of e-services to the masses. This Union Budget laid a foundation and blueprint of the economy over 'Amrit Kal' of the next 25 years – from India at 75 to India at 100.

Direct Taxes – Income Tax

- Income from transfer of digital assets such as crypto to be taxed at 30%. Loss on sale of digital assets cannot be set off against any other income. Gifting of digital assets will also be taxable in the hands of the receiver.
- Corporate surcharge to be reduced from 12% to 7%.

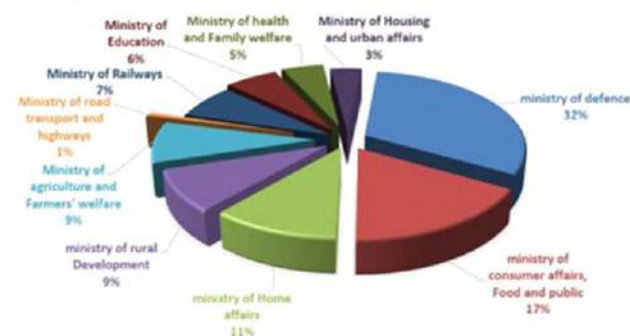


- Alternate Minimum Tax (AMT) to be reduced to 15% for co-operative societies.
- The Finance Ministry proposed to increase the threshold of employers' contribution towards National Pension Scheme (NPS) Tier-I account from 10% to 14%.

Indirect Taxes – GST and Customs

- The record collection of ₹ 1,38,394 crore gross GST revenues in January 2022 was the highest since GST inception.
- Customs duty on imitation jewellery was raised to discourage their imports.
- Customs duty on cut and polished diamonds, gems to be reduced to 5%
- Levying additional excise duty at ₹ 2 per litre on unblended fuel to encourage fuel blending
- Duty concession on import of phone chargers, transformers, etc., enable domestic manufacturing

Budget allocation



Fiscal deficit estimated at 6.9% of GDP.

States to get ₹ 1 lakh crore as 50-year interest-free loans to help fund PM Gati Shakti-related investments.

The government's effective capital expenditure is estimated at ₹ 10.68 lakh crore in 2022-23, about 4.1% of GDP.

The outlay for capital expenditure to be stepped up sharply by 35.4% from ₹ 4.54 lakh crore to ₹ 7.50 lakh crore in 2022-23.

Education

2 lakh Anganwadis to be upgraded for improving child health.

One class, one TV channel' programme of PM eVIDYA will be expanded from 12 to 200 TV channels. This will enable all states to provide

supplementary education in regional languages for classes 1 to 12.

NEP had advocated a 6% of GDP to be directed towards education. While we remain far short, the announcement of tech-based platforms 'One class, One TV channel' program of PM eVIDYA for school children and the establishment of a digital university were the need of the hour.

Agriculture



Fund to be facilitated through NABARD to finance startups for agriculture and rural enterprise, relevant for farm produce value chain. Startups will support FPOs and provide tech to farmers.

₹ 2.37 lakh crore will be the direct payment of MSP value to their accounts.

Government to promote funds for blended finance (government share limited to 20%) for sunrise opportunities such as climate action, agri-tech, etc.

E-Vehicles and energy



FM announces ₹ 19,500 crore allocation in PLI for solar modules.

A battery-swapping policy to be brought out with interoperability standards to boost the EV ecosystem

Internet Connectivity

5G spectrum auction in 2022-23.

Bharatnet project contracts for optical fibre networks will be handed out under the PPP model.

Defence

The Ministry of Defence has been allocated a total budget of ₹ 5.25 lakh crore, which is 13.31 percent of the total budget.



₹ 1,52,369 crore allocated for capital expenditure in 2022-23. Sixty-eight per cent of the capital procurement budget will be earmarked for domestic industry in 2022-23

The Indian navy allocated ₹ 47,590 crore.

An amount of ₹ 1,19,696 crore has been allocated for defence pensions.

E-Passport

The finance minister has said India would start issuing e-passports in 2022-23.



The prototype was tested in a US government identified laboratory. The back cover is expected to have a small silicon chip. The chip will have 64 kilobytes of memory space.

Holder's photograph and fingerprints will be stored in the chip.

Healthcare

Pandemic has brought to the fore the issue of mental health. A national tele-mental health programme will be launched.

Infra, Roadways, Railways, Waterways and Logistics



400 Vande Bharat trains with higher efficiency for passengers will be developed in the next three years.

The Budget focuses on public investment to modernise infrastructure over the medium term, leveraging the tech platform of Gati Shakti via a multi-modal approach.

Four multi-modal national parks contracts will be awarded in FY23.

Housing and basic amenities

80 lakh households will be identified for the affordable household scheme.

60,000 crore allocated for providing access to tap water to 3.8 crore households.



The value of the increase in infra spend is unclear through PM Gati Shakti plan, unlike the clear 34.5% increase last year to ₹ 5.5 lakh crore.

Employment

Production Linked Incentive (PLI) Scheme for achieving Atma Nirbhar Bharat has received an excellent response, potentially creating 60 lakh new jobs and additional production of 30 lakh crore during the next Keycap digit five years.

PLI schemes across 14 sectors have achieved a tremendous response and created 60 lakh job opportunities.

KEY FEATURES

- Increased allocation for the National Highway Authority of India (NHAI) indicates the government infrastructure push.
- No changes in current tax slabs.
- RBI to introduce digital rupee using blockchain technology.
- Surcharge on LTCG (long term capital gains) now capped at 15 %.
- A new provision to allow taxpayers to file an updated ITR.
- 5G spectrum auctions will be held this year.
- Gift of virtual assets will be taxed at the receiver's end.
- E-Passports will be rolled out for convenience in travelling overseas.
- Custom duty on cut and polished diamond reduced to 5 %.
- Battery Swapping Policy will be brought out.
- ₹ 60,000 crore allocated to cover ₹3.8 crore households in 2022-23 under 'Har Ghar, Nal Se Jal' yojna.
- Tax deduction limit for NPS account of state government employees to 14 %.
- Government will issue Sovereign Green Bonds for funding green infrastructure.
- CRYPTO just became legal in India with 30 % tax.

DIGITAL MARKETING

- Naman Kumar Thakur B.Com. (Hons), 3rd Year

The world is becoming digital by the second and this situation isn't going to change any sooner. The digital economy is rooted in every aspect of our lives from buying products online to drooling over those crazy Instagram ads. The umbrella of digital marketing houses many different options like social media marketing, email marketing, content marketing, inbound marketing and so much more providing us an opportunity to leverage the power of analytics and optimization to enhance our business and perform better.



Digital marketing is not a trend, but how marketing will be done going forward. It provides an edge over traditional marketing especially in terms of skill and revenue. It is promoting products or brands over different social platforms to enhance online reputation and existence, and stay far ahead of the competition in this competitive world. The reason why digital marketing is rising at a high pace is that it lets you reach out to millions of customers from your home. It is versatile and creative. In the present scenario, there are numerous tools and platforms one uses to market, be it online or offline. Offline platforms of digital marketing include radio, television, phone marketing, etc. whereas online tools include SEO, SEM, Pay per Click (PPC), affiliate marketing, web development, copywriting and editing, analytics, etc. What's more important is to understand the why behind digital marketing. It is technology-oriented which helps in tracking and targeting the audience, who views the ad, who is buying, and also who likes it.

ASPECTS OF DIGITAL MARKETING

Since the internet is endless, the demand for digital marketers is increasing. A lot of companies are now

looking for digital marketing managers and social media managers to manage and lead their digital marketing teams, update their social media handles, and come up with creative strategies. SEO Executive is a great career opportunity which includes researching keywords, enhancing user experience, using webmaster tools, and coming up with good content. The rate at which technology is evolving is unbelievable and every day brings a new challenge and opportunity. With the rate at which companies and businesses are going digital in all aspects, people need to stay up-to-date. This field is so wide-ranging that the skills needed differ from employer to employer. The industry needs to frequently adapt to new strategies and best practices to move forward.

Businesses that cannot adapt to the new marketing design run the risk of facing extinction sooner rather than later; thus, are choosing to adapt by hiring digital marketers. Anybody interested in pursuing digital marketing does not necessarily need a college degree, but can easily only study the course of the discipline they want to do. The most amazing thing is that one does not need to have a particular background to learn Digital marketing. The average salary of a fresher may range from ₹35,000 to ₹4,00,000 whereas an experienced professional may earn up to ₹40,00,000.

DIGITAL MARKETING

Digital Marketing has not only taken the business world by a storm but also the education sector. The presence of any educational institution on the search engine is instrumental in influencing the decision-making process of the students. Moreover, with the COVID-19 pandemic, digital will not die and every institution has moved to an online-based education.



The importance of digital marketing for students is rising. They have a well-bred platform to make their online presence felt through LinkedIn, blogs, websites, etc. which helps them be prepared for quality jobs and further studies. At present, no business can survive without promotion and marketing and they won't even invest in you if you cannot market yourself digitally.

Gone are the days when students and parents used to flip through magazines and newspapers to know about any educational course. Everyone is well aware of technology and hands down are all dependent on them. A lot of institutions such as Udemy, Digital Garage by Google, MyCaptain by The Climber, Coursera, etc. are offering paid as well as free certified courses in digital marketing. Anybody from anywhere can get certified and take the first step towards their career in digital marketing.

The future is now and it is digital. It is crucial to understand the importance of implementing digital marketing in our strategies. It is not just an efficient marketing channel but an investment into your business, your education, yourself with great results. The usage of digital marketing in every field is not at all surprising now. It offers an integrated approach and is cost-effective. Online marketing also has a higher conversion rate than traditional marketing and is thus a huge step towards growth and improvement. The opportunities here are practically endless in any sector - education or business.

The bottom line here is that the digital age is here. Today's world is all about online visibility. The world today is based on continuous innovation and exploration, so if you cannot create new desires, you can influence the existing requirements in the market.

CONNECTIVITY: BREATH OF TOURISM

- Kanishk Kumar B. Com (Prog.), 1st Year

In India, we have a cultural hotspot of unparalleled richness, a melting pot of languages, beliefs and cultures. Naturally, this is responsible for people from far-off places to feel a deep desire to visit this land. We live in a civilisation that only a person without much mind will not find fascinating. More than 2300 years ago, the Greek traveller Megasthenes became the first foreigner to visit the country. The voyage undertaken by Megasthenes initiated a series of voyages that continues till date. In this article, the focus is on the economic effects that this magnetic desire has had. How does the tourism industry of the country affect our economy?



The tourism industry accounts for almost 9% of India's GDP and 8% of the country's total employment. We need to develop the tourism industry not just because foreign visitors bring foreign investment along with them, but also to accommodate the leisure needs of the middle class of the country, which is growing and becoming better off than before. Since the contribution of the hospitality industry in the country's growth and development is considerable, the Ministry of Tourism was established in 1948 to mine the economic riches of India's cultural wealth, and also to govern educational institutes focused on mining these riches.

Ever since the times of independence, Maharashtra and Uttar Pradesh have been the two states to attract foreign visitors the most. The advent of wide internet connectivity has ensured that previously ignored spots are also noticed by potential tourists.

The village Pochampally in Telangana was selected by the United Nations World Tourism Organisation

as one of the best rural areas for tourists to visit on the entire globe. This was another major boost to the industry, since the state of Telangana has, as of yet, been largely ignored by tourists. All these developments are in compliance with the ancient mantra from the Upanishads of "Atithi Devo Bhava" - You become the one who considers that guests are equivalent to God.

Although the pandemic has discouraged international travel and will continue to have negative effects for some time, it is estimated that international tourist visits are going to grow and reach 30.5 billion per year by the year 2028. Until the time the number of international visitors recovers from the dip, domestic tourists from within the country are expected to drive the growth.



Megasthenes has been dead for over two millennia now, but each day, the road he took gains fresh footprints. This is bound to continue in the future.

QUIZ

Q1: Which of these is the correct full-form of NABARD?

- A. National Bank for Agricultural and Rural Development
- B. National Bank for Authenticity and Regional Diaspora
- C. National Bill for Arithmetic and Remote Diaspora
- D. National Bill for Agriculture and Regional Diaspora

Q2: Who was the first finance minister of independent India?

- A. Liaquat Ali Khan
- B. John Mathai
- C. C. D. Deshmukh
- D. R. K. Shanmukhan Chetty

Q3: What was the first NFT project named?

- A. Etheria
- B. Bitcoin
- C. PayPal
- D. MyMoney

Q4: What is considered the first use of technology for teaching purposes?

- A. EduComp
- B. Mechanical teaching machines from 1920s
- C. Educational films from 1900s
- D. Abacus

Q5: Which is India's largest EdTech startup?

- A. Unacademy
- B. Byju's
- C. Whitehat Jr.
- D. Aakash

Q6: What is the tagline of Start Up India scheme?

- A. Start Up India, Stand Up India
- B. Apna Sapna Money Money
- C. Zero Effect Zero Defect
- D. Make in India

Q7: At the time of the economic reforms of 1991, what alias was P. V. Narasimha Rao given for successful handling of the government despite having a minority government and economic pressure?

- A. Kautilya
- B. Chanakya
- C. Vikramaditya
- D. Akbar

Q8: Who is the current governor of the Reserve Bank of India?

- A. Shaktikanta Das
- B. Nirmala Sitharaman
- C. John Mathai
- D. M. O. Mathai

Q9: Who is the current chairman of State Bank of India?

- A. Dinesh Kumar Khara
- B. MO Mathai
- C. Manmohan Singh
- D. C. D. Deshmukh

Q10: Which is the only Nobel Prize to be established not by Alfred Nobel, but by the Swedish central bank?

- A. Nobel Prize in Medicine
- B. Nobel Prize in Literature
- C. Nobel Prize in Physics
- D. Nobel Prize in Economics

Educational Technology:

Revolutionising Indian Education System

- Anshita Biblani B. Com.(Hons.), 2nd year

INTRODUCTION

“We need technology in every classroom because it is the pen and paper of our time.”

EdTech, the short form of 'educational technology' refers to the process whereby physical educational practices along with various IT tools are being used to create a diverse learning environment for students.

Numerous types of educational technology tools viz. in-classroom tablets, interactive projection screens, whiteboards etc. along with processes like online content delivery through virtual classrooms or web-based training are used to increase the learning outcomes of a student. Students have different learning capabilities. Therefore, the goal of EdTech is to enhance individualised learning plans.



COMPARATIVE ANALYSIS

Technology has deeply penetrated every sector of our economy and every part of our lives. Education too has been immensely impacted by technological advancements, but it's important to consider the positive and negative aspects of EdTech before implementing it.

Positive Aspects:

- **Access to Infinite Information:** EdTech devices make it easier for students to have full access to the classroom in a digital environment. Whether they are at school, at college or at home, if they are connected to the internet, they can complete their assignments or take lectures very conveniently.
- **Customised Learning:** Figuring out the learning needs of each and every student is difficult. Therefore EdTech has provided countless 'adaptive learning platforms'. For example, **Quiklrn**, which tracks students' progress and develops customised effective lesson plans. Also platforms like Udemy, UpGrad provides infinite online courses to skill up oneself.

Negative Aspects:

- **Promotes Inequality:** Not every student has access to technology outside of the classroom. Therefore, taking into consideration India's inequality in access to education, EdTech benefits might not be fully utilised.
- **Loss of Human Connection:** Nothing can replace human instructions. Students need interpersonal skills in addition to digital literacy. Experts have

shown their concerns that over time, students will lose the ability to communicate verbally and fail to learn skills necessary for a fulfilling social life.

GROWTH OF INDIAN EDTECH STARTUPS

The Indian EdTech Industry was valued at US \$750 million in 2020 and is expected to reach US \$4 billion by 2025. This growth is driven by rising demand for 'non-academic courses' and 'the need for personalisation' in the EdTech space.

Previously dominated by the K-12 segment (kindergarten to class 12th), the EdTech sector has now witnessed strong growth in the post-K-12

segment i.e. competitive examinations or non-academic courses.

There are more than 6,950 EdTech startups in India. The COVID-19 pandemic compelled both parents and educational institutions to implement e-learning solutions, making EdTech the most funded sector in the country. Indian EdTech Startups like **Byju's** raised around \$350 million, followed by **Unacademy** \$440 million and **Vedantu** around \$100 million. Therefore, the cherry on the cake is that since 2020, India has got four EdTech **Unicorns** – Unacademy, Upgrad, Eruditus and Vedantu.

Investors are interested in EdTech start-ups as they quickly adapt to advanced technologies and provide higher returns on investment. India has emerged to be among the top three countries in the world after China and the USA to get the most venture capital funding in the EdTech sector by receiving an investment of around \$2.1 billion in 2020-2021.

FUTURE OUTLOOK

EdTech is a huge market for the education sector to leverage and grow and this will strengthen even more. The Government of India is doing its best to promote online learning in the country through initiatives like **SWAYAM** and **DIKSHA** programmes which give access to quality education in 18+ languages. Also, the New Education Policy passed in 2020 focused on four policy parameters to be followed in case of online education mode i.e. Access, Quality, Affordability, and Accountability.

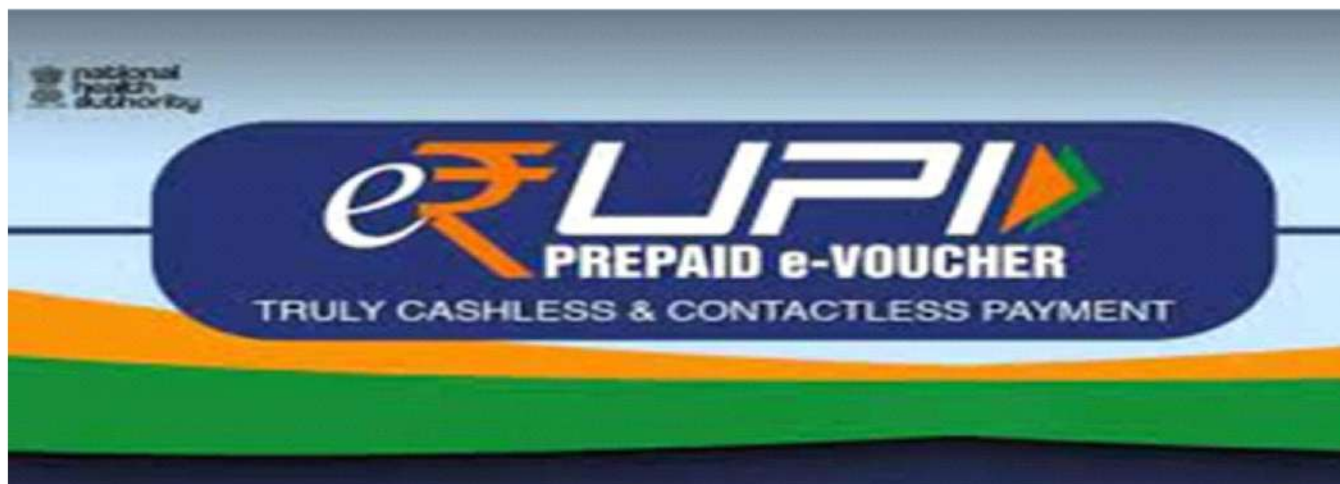
Conclusively it could be said that EdTech is still in the early stages of its development. Several factors including the Covid-19 pandemic have caused a strong demand for online learning content, but it still has a long way to reach its potential particularly in India.

e-RUPI: GIVING NEW DIMENSIONS TO DIGITAL GOVERNANCE

-Vamika Behl B. Com (Hons.) 2nd Year

It is irrefutable to say that India's developing economy has been accelerated majorly by the emergence of Digital India, launched by our Honourable Prime Minister Shri. Narendra Modi. The cashless and contactless systems in India have given a new identity to the economic structure of the country. The development has not stopped yet, instead the pace is increasing to heights with time.

On 2nd August 2021, the launch of a digital payment solution called e-RUPI took place via video conference which was inaugurated by our Honourable Prime Minister. It basically acts as a prepaid voucher in the form of a one-time payment mechanism, which enables users to redeem the voucher in the absence of a card, digital payment app, or internet banking access. This cashless payment solution is developed with the support of DFS (Department of Financial Services) and NHA (National Health Authority) and is powered by the National Payments Corporation of India (NPCI). It is operated in the form of QR code or SMS string-based voucher which transfers the fund within bank accounts but it is to be noted that these are a person and purpose-specific vouchers. A deadly combination of voucher-based and mobile-based factors and features paved a way for the acceptance of digital systems in India.



Introduction of e-RUPI aimed at bridging the digital gap for the unbanked population and providing easy, secure, and quick access to financial, healthcare, and welfare services to each citizen. Moreover, the generation of e-RUPI can be done through partnered banks by government agencies or corporations. There are in total 11 banks that are enabled to perform e-RUPI transactions along with acquiring apps such as Bharat Pe, BHIM Baroda Merchant Pay, Pine Labs, etc. Further, this kind of transaction does not necessarily require smartphones, hence operable on basic cell phones also. However, digital currency and e-RUPI hold a significant distinction in terms of issuing authority, nature of usage, etc. Leak proof delivery of welfare services can be assured by the usage of e-RUPI. Moreover, the government also declared that the private sector can leverage these digital vouchers for the purpose of their employees' welfare and social welfare programmes.

Hurdles that need to be taken up as challenges include the accessibility of mobile networks and affordable devices. In addition to this, an accurate measure of unique subscribers will provide a figure that will participate as an important tool to measure the success of the invention in the marketplace. The operability of the instrument will rely in the hands of product developers. SMS scrubbing i.e. cross-checking of OTPs and SMSs set up by banks, or payment companies with registered templates needs to be implemented properly.

Lastly, effective and efficient implementation of such inventions could give justice to the evolution of the digital era in the country.

SECURITIZATION

- Shruti Nigam B. Com (Hons.), 3rd Year

Securitization in simple words means the sale and purchase by pooling secured assets in one group. It was started in the United States in the year 1970 with the issue of private home loans by open lodging finance enterprises. The organizations observed that they needed to pay a higher premium to draw in transient stores, while rates procured on long haul contract credits were less. This created confusion among resources and liabilities. Therefore its solution was found in the securitization system. Securitization is a deal and acquisition of obligations and receivables i.e. buying and selling of debts and receivables regularly through Asset Reconstruction Company.

Under the securitization system, an issuer plans a marketable and attractive financial instrument by blending or pooling different monetary resources or assets into one group. The issuer then sells this group of repackaged resources or assets to investors. Securitization offers open doors for financial backers and opens up capital for originators, which advance liquidity in the marketplace.

In principle, any monetary resource can be securitized i.e. transformed into a tradable, fungible thing of money-related esteem. Notwithstanding, securitization most frequently happens with credits and different resources that create receivables like various sorts of shopper or business obligations. It can include the pooling of legally binding obligations, for example, automobile advances and Mastercard obligation commitments.

Presently, securitization is utilized in more muddled structures too. There is an unmistakable move towards securitization in the capital market in different resources, for example, protection receivables, business bank advances, commitments of buys to flammable gas makers, future freedoms to sovereignty installments and so on. Significant purchasers of such obligation instruments in the USA are shared assets, insurance agencies, trusts, and corporates with overabundance liquidity. In India, as of now, just common assets and less significantly Banks with excess assets can be the purchasers. Insurance agencies may likewise also be purchasers.

Merits

The course of securitization makes liquidity by letting retail financial backers buy partake in instruments that would regularly be inaccessible to them. For instance, with mortgage-backed security (MBS) a financial backer can purchase bits of home loans and get standard returns as interest and head installments. Without the securitization of home loans, small investors will most likely be unable to stand to become tied up with an enormous pool of home loans.

Unlike various other investment vehicles, most of the loan-based securities are financed by tangible goods. If

an indebted person ceases the loan repayments on, say, his vehicle or his home, then his assets will be seized and exchanged to remunerate those holding an interest in the obligation.

Moreover, as the originator moves their obligation to a securitized portfolio it reduces the amount of liability that is being held on their balance sheet. Therefore because of the decreased liability, they are then able to underwrite the additional loans.

Benefits to the economy

Securitization helps the economy in general by bringing monetary business sectors and capital business sectors together. Monetary resources are made in the monetary business sectors, e.g., banks or home loan financing organizations. These resources are generally renegotiated on-accounting report methods for the financing of the individual banks.

Securitization associates the capital business sectors and monetary business sectors by changing over these monetary resources into capital market wares.

Demerits

Securitization is surely safe but as long as the property holders, whose home loans were pooled, pay their interest and installment on schedule. However, this is not consistently the situation.

One hindrance of securitization is that it might urge banks to credit cash to high-risk individuals. This is on the grounds that, after the securitization, the lender has no money at stake as the risk moves to the financial backers.

Other than this, one such impediment of securities is that it becomes hard for the financial backer to evaluate the risk in the security. Since securitization comprises numerous obligation instruments, similar to contracts, visa obligations, automobile advances, and the sky's the limit from there, it can at times make it difficult for the financial backer to assess the risk appropriately.

Pros

- Securitization turns non-liquid assets into liquid assets.
- It frees up capital for the originator and in a way generates income for the investors or financial backers.
- It also helps small investors play in the market.

Cons

- The financial backer assumes the creditor role.
- There is a risk of default on fundamental loans.
- Early reimbursements may damage the financial backers' or investors' profits.

Innovation Readiness Gap

- Chaitanya Bhatia

Innovation, a term we have heard a lot in the field of science but it's only been a few decades that it has been associated with entrepreneurship. Innovation is nothing more than practical implementation of one's ideas and imagination which will end up helping in production or improvement of goods and services.

As far as innovation sounds beneficial for the business, it's not always attainable. One of the reasons is that the company is simply not ready to undertake innovation. This is not because of higher cost or risk commitment but they have yet to understand and develop the underlying procedures and abilities that push the innovation. This gap in the readiness to achieve innovation is known as the Innovation Readiness Gap. This concept was discussed first by BCG in their April 2021 issue of *The Most Innovative Companies 2021*. The COVID-19 pandemic caused setbacks to the economy, causing innovation to become a dire need for every company. But it isn't easy enough. For a successful innovation, a company needs to make innovation its top priority, commit financial and human resources to it and lastly transform investments into results. Even after setting these priorities, only a handful of companies such as Apple, Pfizer, Alphabet, Amazon, Moderna etc. have achieved successful innovations. This is because they are not committing fully to these priorities. A company can form real value when its innovations are able to convert its priorities and commitments into desirable result

To assess this innovation readiness gap, BCG created an innovation-to-impact benchmarking framework (i2i). The perfect i2i score is 100 and the parameter for readiness is when a company

achieves a score of 80. This metric comprises two major factors: Innovation platform and Innovation practices. Innovation platforms are qualitative decisions that influence innovation while Innovation practices are quantifiable capabilities of a company. Innovation platform includes the following parameters: innovation ambition, innovation domains, innovation governance, performance management and metrics, organization setup and ecosystems, talent and culture and idea to impact process. Innovation practices include portfolio management, project management and funnel management.

As per the research by BCG, focusing on determining ambitions, having market knowledge, expanding talent, building a one team mentality, establishing clear inter-department communications and culture & highlighting on performance and

portfolio management can have the greatest returns and can close the innovation readiness gap. Apart from this, a good CEO leadership and strong collaboration between departments such as research and development & marketing departments is essential to achieve innovation readiness. C-suite executives seize every opportunity to achieve innovation. Apart from that, they implement their plans comparatively quickly along with running business innovation drives, experimenting, enlightening consumers and using ventures to create impact. Achieving innovation readiness opens doors to success. The results are significant, as innovation creates value, resilience, taps more markets and engages with new target audiences. Innovation is a tool necessary for the advancement of knowledge and society. Ultimately, it all leads to meaningful growth.

Explore the Innovation Readiness Gap



META VERSE: CHANGING THE WAY WORLD SOCIALISE

- Shivam Narwani, B. Com (Prog.) 2nd Year

Meaning

Meta is a Greek word that means 'beyond' and the verse stands for 'universe'. Meta -Verse aims to create a virtual world that is similar to the real world but passes restrictions that we face in the real world like travelling anywhere in seconds becoming something that in the real world is impossible. When combined with VR, AR, blockchain and NFTs generates huge possibilities that our future would be far more than we imagined!

Let's understand the concept and why big giants like Facebook (now Meta) are supporting it:

Nowadays most of the advertising happens on Facebook and google because of high retention and conversion rates as compared to traditional methods of ads. Due to this, these dot-com companies are generating billions of dollars from advertising every year. As time passes and the internet grows people are spending most of their time in front of the screen due to their addictive algorithm that results in more retention and more advertising spend hence more revenue for these platforms.

Facebook (meta)'s Role in creating the metaverse

As discussed above, social experiences are the main source of revenue for the company. Now after creating a metaverse that enables people to experience 3D, virtual world enhances their social experience by making more retention on the platform and opening enormous revenue streams for the advertising agencies.

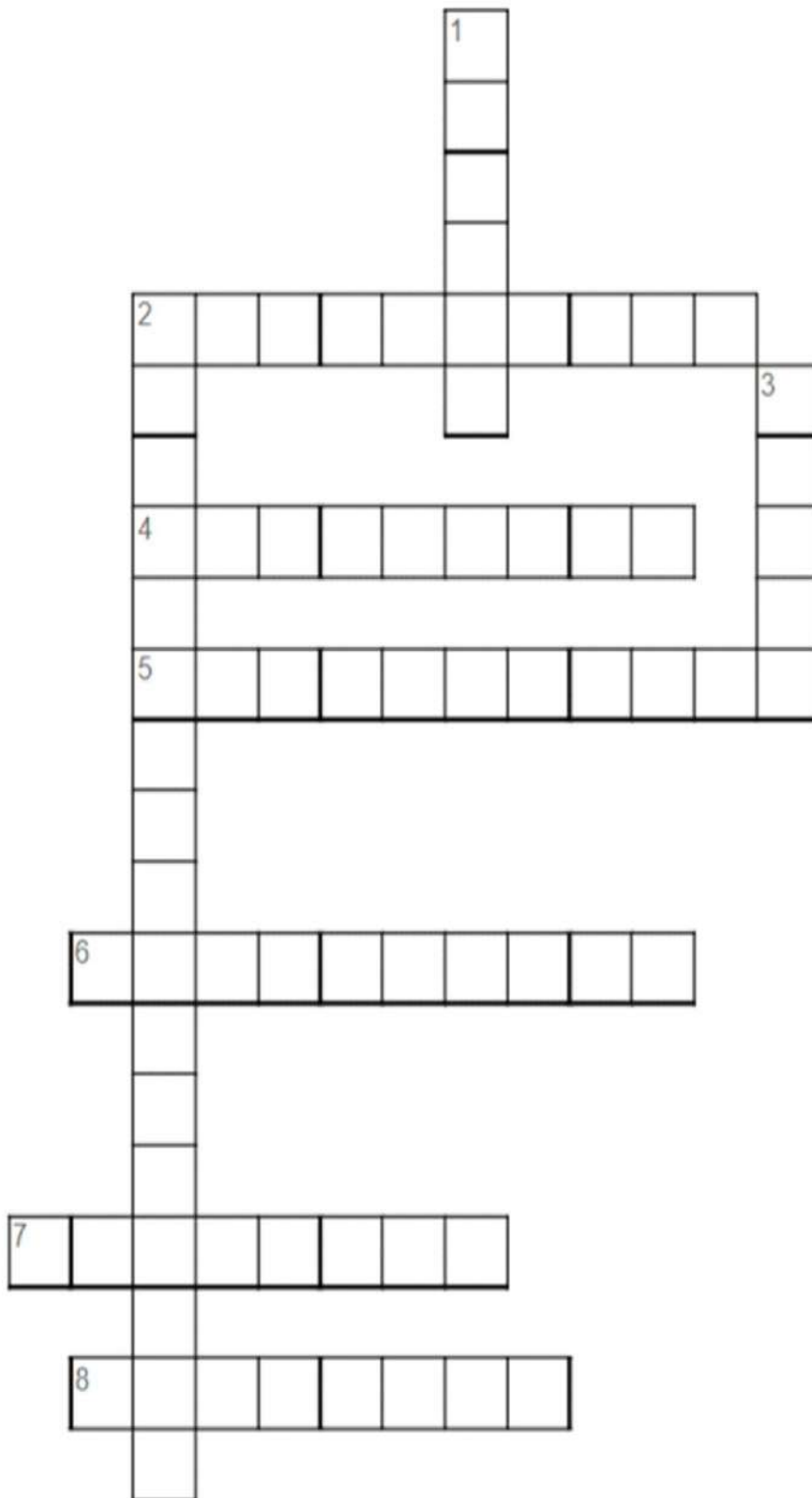
Role of NFTs in Meta Verse

NFTs means 'Non-Fungible Token', these are virtual assets of the virtual world (Meta-verse) that are traded with the help of crypto named Ether (ETH). People can make their own NFTs and can trade them in marketplaces that are significant in the metaverse.

Why Meta Verse and is it a future or just a hype?

Different people have different views over web 3.0 metaverse, blockchain, NFTs, let's see the history of technology once. Till the late 90s mails were the primary mode of communication, telephones entered the market, it revolutionised everything and people shifted from communicating through long texts to voice calls, followed by smartphones and 4G internet shifted us to zoom calls and video conferences. Now what's next, it's the time to communicate through virtual meetings in virtual worlds and experience the internet that people had never thought of before. Meta has invested last year more than \$10 billion in making metaverse showing the seriousness and commitment of the giant in upcoming web 3.0 i.e. metaverse with blockchain security.

CROSSWORD PUZZLE



Down

- 1 WHICH IS THE FIRST ONLINE PAYMENT APP?
- 2 PRESENTING DATA IN FORM OF GRAPHS DASHBOARDS AND PIE CHARTS IS CALLED _____
- 3 WHICH STATE REPLACED THE RENOWNED STARTUP CAPITAL OF INDIA, BENGALURU?

Across

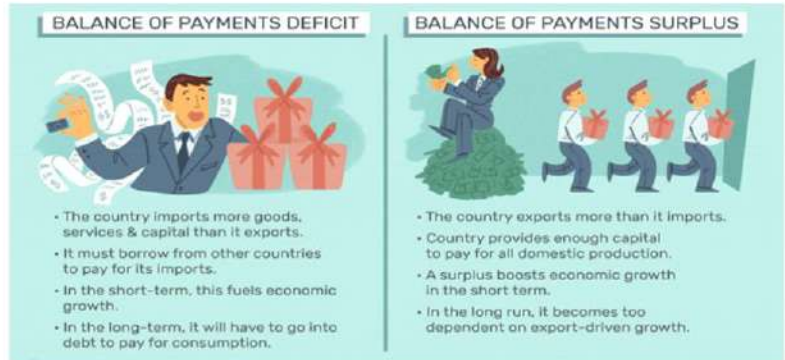
- 2 ART THAT IS PRESENTED DIGITALLY IS CALLED _____
- 4 POKEMON GO IS AN EXAMPLE OF _____ REALITY
- 5 WHO WAS THE FIRST WOMEN TO PRESENT THE BUDGET
- 6 WHAT IS A DIGITALLY DISTRIBUTED, DECENTRALIZED PUBLIC LEDGER THAT EXIST ACROSS A NETWORK?
- 7 WHAT IS THE SECOND OLDEST CRYPTO CURRENCY
- 8 WHAT DEALS WITH BUYING AND SELLING ESPECIALLY ON LARGE SCALE

BALANCE OF PAYMENT: A COUNTRY'S P&L

- Priya Bhatt, B. Com.(Hons), 3rd year

BALANCE OF PAYMENT

In the era of globalization where every business wants to go beyond the boundaries, each and every transaction of an individual has a huge impact on the country's payment accounts often referred to as the balance of payments (BOP). It summarizes all transactions that take place among various sectors of country's economy outside the country. For a better understanding of the transactions, we divide the BOP account into capital account (dealing with capital inflow and outflows), financial account (concerned with flow due to bonds, stocks real estate), and current account (focuses on transactions for goods and services).



IDEAL SITUATION

The balance could be a negative figure indicating a trade debt on the nation or a positive figure but ideally, BOP is designed that there is a zero-sum game among outflow of current account and inflow of capital account or vice versa

In other terms, we can also state that,

current account + capital account + financial account + balancing item = 0. This definition is used by the IMF to define the balance of payment but this concept is rarely applicable to real life since there are many fluctuations in the market which continuously affect the amount of borrowing. Hence BOP discrepancies are affected by fluctuating exchange rates, inflation in the country, exchange reserves, etc.

TRADE DEFICIT WIDENS



INDIA'S POSITION

	Trade Account Balance (1)	Invisibles Account Balance (2)	Current Account Balance (1+2)	Net Capital Inflows (3)	Annual Reserve Accretion (1+2+3)	Foreign Exchange Reserves End-March
2001-02	-11574	14974	3400	8357	11757	54106
2002-03	-10690	17035	6345	10640	16985	76100
2003-04	-13718	27801	14083	17338	31421	112959
2004-05	-33702	31232	-2470	28629	26159	141514
2005-06	-51904	42002	-9902	24954	15052	151622
2006-07	-61782	52217	-9565	46171	36606	199179
2007-08	-91468	75730	-15738	107902	92164	309723
2008-09	-119520	91604	-27916	7835	-20081	251985
2009-10	-118203	80022	-38181	51622	13441	279057
2010-11	-127322	79269	-48053	61103	13050	304818
2011-12	-189759	111604	-78155	65324	-12831	294398
2012-13	-195656	107493	-88163	91989	3826	292046
2013-14	-147609	115313	-32296	47804	15508	304223
2014-15	-144940	118081	-26859	88265	61406	341638
2015-16	-130079	107928	-22151	40055	17904	360176
2016-17	-112442	97147	-15295	36846	21551	369955
2017-18	-160036	111319	-48717	92292	43575	424545

Source: RBI

Being a developing nation it is quite obvious for a country like India to have a trade deficit. Since we need to import technologies and other resources. Over the years since 1991, the trade deficits are still existing but the situation of forex reserves has helped to bring the economy back on its track.

The BOP crises of 1991 were majorly a result of extreme government spending, high imports, increase crude prices due to the gulf war and insufficient forex reserves, and high inflation rates which had a high impact on the Indian economy. This crisis was effectively dealt with under the leadership of Dr. Manmohan Singh (then finance minister) under a phased implementation of

- Industrial Policy Reforms
- Trade Policy Reforms
- Public Sector Reforms
- Fiscal Correction

As per the data released by RBI

- India's current account balance recorded a surplus of US\$ 6.5 billion (0.9 percent of GDP) in Q1:2021-22 as against a deficit of US\$ 8.1 billion (1.0 percent of GDP) in Q4:2020-21 and a surplus of US\$ 19.1 billion (3.7 percent of GDP) a year ago [i.e. Q1:2020-21].
- In Q1:2021-22 There was an accretion of US\$ 31.9 billion to the foreign exchange reserves (on a BOP basis) as compared with that of US\$ 19.8 billion in Q1:2020-21 (Table 1).

Table 1: Major Items of India's Balance of Payments

(US\$ Billion)

	April-June 2021 P			April-June 2020		
	Credit	Debit	Net	Credit	Debit	Net
A. Current Account	180.0	173.5	6.5	122.4	103.3	19.1
1. Goods Of which:	97.4	128.1	-30.7	52.2	63.2	-11.0
POL	13.0	31.0	-18.0	4.8	13.2	-8.3
2. Services	56.2	30.4	25.8	47.0	26.2	20.8
3. Primary Income	5.4	13.0	-7.5	5.0	12.7	-7.7
4. Secondary Income	20.9	1.9	19.0	18.2	1.2	17.0
B. Capital Account and Financial Account Of which:	155.3	161.4-	6.1	120.2	138.6	-18.5
Change in Reserves [Increase (-)/Decrease (+)]	0.0	31.9	-31.9	0.0	19.8	-19.8
C. Errors & Omissions (-) (A+B)		0.4	-0.4		0.6	-0.6
P: Preliminary						

Note: Total of subcomponents may not tally with aggregate due to rounding off.

RUSSIA UKRAINE CRISIS ON BOP

The Russia Ukraine crisis has globally affected the economy of the world in several ways. At this phase, India has raised its oil imports from Russia leading to high dependency and increased balanced deficits. As per reports 2.8% of total imports are from Russia in the financial year 2022 however the exports are still limited.

India's merchandise trade position with Russia, Ukraine

2.8% of our total imports are imported from Russia in FY22 so far (Figures in Rs crore)

India's trade with		Russia	Ukraine
Exports	\$ million	2,547	372
	% share	0.8	0.1
Imports	\$ million	6,894	1,980
	% share	1.6	0.5
Total trade	\$ million	9,440	2,352
	% share	1.3	0.3
Trade balance	\$ million	-4,347	-1,608

THE FINANCIAL SWINDLERS - SCAMS IN INDIA & THE ABG SHIPYARD CASE

- Sejal Munjal B. Com (Hons.), 3rd Year

With a growing population of 140.52 crores people, India has attained all miles of triumphs, be it in Olympics, the United Nations, foreign trade, GDP growth, fiscal stability, national growth, producing world-class professionals, or sportsmen. The country with the highest growth potential and with trained minds supplying both humans as well as physical resources to the whole world, India has achieved an epitome in the world. The advantage of a vast variety also comes with the disadvantage of more competition and rigorous scandals. India and its narrative of scams and banking frauds have resulted in its stature being an object of scorn for the globe.

The Coalgate Scam, BROFORS Scam, Commonwealth Scam, 2G Spectrum Scandal, 1992 Scam, Satyam Scam, and the world-famous political Hawala scam are the diminutive examples of the shams that brought dishonour to the nation and shook the citizens from the core.

“Indian Gang Used Bill Gates Quotes to pull off a \$2 Million Cryptocurrency Scam”, proclaimed the headline of leading news sites all over the nation. The crux of this scandal was to select a financial trend and induce the less educated people to hurl in money for that. Where does the flaw stay?... The youth has been led to the immoral side of cultivating a livelihood. Such deceiving activities can be a peril to the nation, where coning individuals can be so effortless.

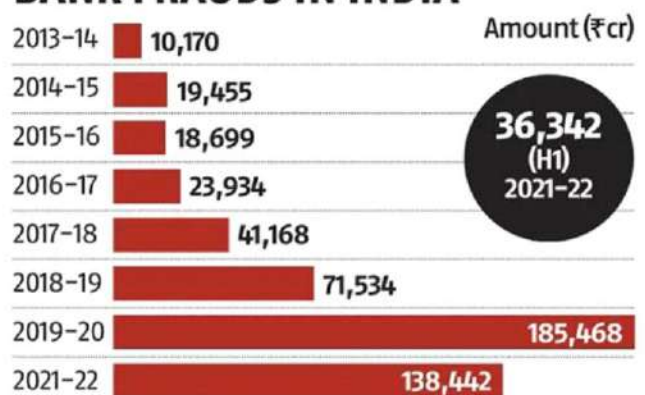
India has been ranked 85th in the Corruption Perception index in 2021, including all types of scams in India, including political, social, and financial. One of the main reasons for the spurting level of fraud is illiteracy and the abundance of competition with the rising population. The lack of knowledge among novice investors and ignorant citizens has boosted the conscience of the offenders.

Also with massive urbanization and the advancement of technology, defrauding people has been easier, that too, at a global level. Triumphant people's trust has been slightly easier due to the lack of personal contact and imprudence on part of innocent people.

As per the Reserve Bank of India (RBI), India's banking sector is sufficiently funded and adequately supervised. Credit, market, and liquidity risk analyses indicate that Indian banks are typically adaptable and have defied the international downturn sufficiently. It is often quoted that, “Good banking is produced not by good laws, but by good bankers.” The answerability of the custodians of the nation's money is crucial for the growth factors and essentially, for the common man's belief.

From Nirav Modi's PNB agenda to Chanda Kochhar's Videocon irregularities, Banking Industry has witnessed many incidents that are prominent enough to question the accountability of the humans and their conscience, for the management of banks and the mainstream finance in India. Such subterfuge with the common man's money is not what the media rests off readily.

BANK FRAUDS IN INDIA



A jump in irregular loan advancing and non-performing assets (NPA) has been a threat to the naive middle-class depositors. An NPA is a loan for which the principal or interest payment remained

outstanding for a duration of 90 days. Banks classify NPAs further into Substandard, Doubtful, and Loss assets.

Substandard Assets are those that remained NPA for a period less than or equal to 12 months. After the span of 12 months as being substandard, it is declared doubtful.

Loss Asset is uncollectible and of little value. Its validity as a bankable asset is not authenticated, although there may be some recovery value.

As of 2021, Indian banks wholly owned approximately ₹ 6.18 trillion as NPAs, including the capital that has been swindled by the famous defrauders like Kingfisher, Rotomac, Siddhi Vinayak logistics, and the latest, ABG Shipyard Ltd.

The most significant bank fraud came into the limelight in mid-February 2022, when the CBI registered a case against ABG Shipyard Ltd. along with the employees of the same, accusing them of defrauding banks for ₹ 22,842 crores. The accusation was made for allegedly swindling a consortium of 28 banks and financial institutions that was led by the ICICI Bank.

A consortium refers to several lending institutions that come together to jointly fund a single borrower. These multiple banking arrangements are very similar to loan syndication, although there are structural and operational differences between the two.

ABG Shipyard Ltd. is one of the largest private-sector shipping companies in the country, and by this fraud coming into the limelight, the impact has been nationwide. The scam depicted the weaknesses and the possible loopholes of our system and demonstrated how fragile it is. The confidence in the spoof-free banking industry is being violated by such cons, surpassing the amount of loss to banks, year after year.

The CBI probe lodged an FIR against the Chairman-cum-Managing Director of ABG Shipyard, Mr. Rishi Kamlesh Agarwal along with its executive directors and three other directors, under criminal conspiracy, cheating, and Prevention of Corruption Act, 1988.

Coming to the bigger and overall scenario, ABG Shipyard Ltd. is a subsidiary company of ABG Group which is engaged in the business of shipbuilding and ship repair and was seen as a major player in the Indian Shipbuilding Industry. It has

yards located in Dahej and Surat in Gujarat. The company was well recognized across the nation and has contributed to the construction of over 165 vessels including 46 for export purposes in the last 16 years. The company has also built ships for the Indian Navy as well as the Coast Guard.

Back in 2016, the company started facing financial troubles that triggered a default on its loan repayments. Consequently, it was also directed to the Capital Debt Restructuring Scheme. Due to the downfall in the shipping industry in 2015, the restructuring milestones achieved were too far from what was expected and the overall restructure was predicted to be having a negative slope. Lenders also tried to convert their debt into equity under the scheme.

Finally in August 2017, after an appeal by ICICI bank to the National Corporate Law Tribunal (NCLT), the Ahmedabad bench admitted the application of insolvency resolution of ABG Shipyard Ltd. Professionals were appointed to eventually decide on whether to revive the company or to turn it into liquidation and after various efforts and planning, the company eventually went towards liquidation.

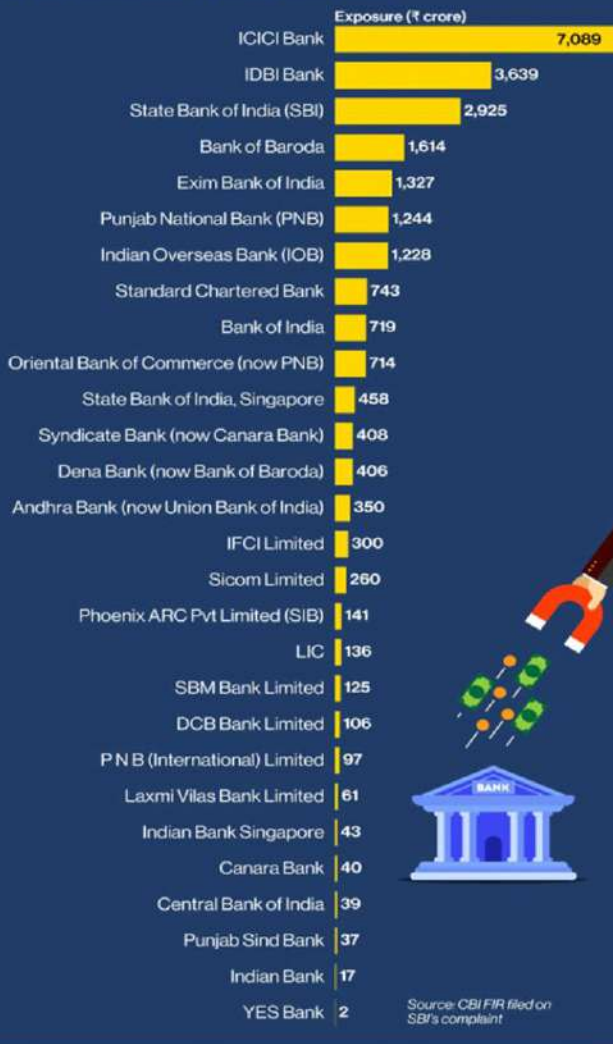
“The entire system has forgotten that people do matter.” As per the general code of conduct of liquidation of any entity, the first preference for payments is towards preferential creditors and workers' dues for the past two years, but workers continuously complained about not receiving any salary between 14-17 months back in August 2017.

Many employees were not paid since June 2016 and were told to come to work by many lenders with fake promises of being paid gradually along with time, which never occurred. Many employees also complained that the liquidators and resolution panel were selling the sets, receiving funds, and delivering projects, but the employees never got paid.

The current situation of employees depicts how most individuals across the nation are concerned with the losses incurred by banks and whether their dues would be recoverable over time, but the grievances of employees and their dues are something that is not being brought into the limelight and thus is something no one is addressing at a larger level. Numerous employees claimed to knock on doors of various chords but all their efforts went in vain.

BANKS AFFECTED BY ABG SHIPYARD LOAN FRAUD

5 years, 28 banks, ₹22,842 crore debt



As per the latest reports, the unpaid dues stand at ₹ 104.23 crores- ₹ 33.29 crore during the period of restructuring and further tax deductions which were never deposited by the company.

The employees didn't even receive their provident fund contributions and nor did the company deposit their part of the same. Many employees were forced to spend out of their pockets for the expenses on the work they were required to perform, apart from their general salaries and travel expenses. Furthermore, many workers never received their salary certificates and experience certificates which had severely impacted them in looking for new jobs and opportunities.

According to the complaint filed by the SBI, ABG owes the highest amount, i.e. ₹ 7,089 crores to the ICICI Bank, ₹ 3,639 crores to IDBI Bank, and ₹ 2,925 crore to PNB. In pursuance of the case and complaint filed, CBI conducted searches on 13

premises of accused individuals in places including Surat, Bharuch, and Mumbai.

The fraud was majorly highlighted back in 2017 when Ernst & Young during the forensic audit, depicted conspiracy and illegal activities committed by employees and overall diversion of funds, misappropriation, and criminal breach of trust. The Striking feature of the Investigation via forensic audit conducted by Ernst & Young was the intricacies of the working of ABG Shipyard. The Fraud was declared after a detailed interrogation of the everyday affairs of the company. It examined a way to stem up evidence that can be used in a legal proceeding or court of law.

Back in 2016, after numerous defaults by banks, majorly since November 2013, the account was declared as a non-performing asset, and later on, in June 2019 was declared as a fraud account under the complaint lodged by banks.

As per CBI Reports, the funds were allegedly used for assumed purposes, investments were made through a Singapore based subsidiary and these were used to fund payouts of hundreds of crores to various related parties. Properties were also acquired by the loan funds and the auditor also detected evidence of circular transactions. Further, the security amount against the loans was just around ₹ 8,608.35 crores, which is mostly regarded as fictitious or of notional value.

One shocking element, in this case, is back from 2006 to 2010, the net profit of the company was not at a very impressive level, generally between 130 and 150 crores, but the company ₹ 1000 crores, out of which some were backed by the company's securities and some were backed by the personal guarantee of the promoters. These loans were lent by majorly ICICI bank. This adds another outlook to the story by linking the same to Chanda Kochhar's case as most of the loans were given during her tenure at ICICI, and thus, a new theory connecting these dots has emerged.

Another interesting fact depicted in the case is irrespective of profits between ₹ 130 and ₹ 150 crores between 2006 and 2010, the cash flow from operating activities for the company was always negative. Another question that arises in the case is the total fixed assets of the company were never beyond the valuation of ₹ 1000 crores, but irrespective of that they were sanctioned numerous loans.

How Can Small Businesses Use Business Funding for Raising Capital?

- Twinkle Aggarwal B.Com (Hons.), 3rd Year

Whether you are planning to start, expand, or invest in a business, comes with opportunities, risks and obstacles. Small businesses' main concern pertains to raising enough money to run their businesses successfully. The first phase of any business is crucial and in order for it to continue and gain that momentum in the market, it needs immediate business support. The interest rates on these loans depend on various factors such as the type of lending institution, market trends, the kind of business, the credit rating, and the amount of loan the business is planning to borrow. These loans range from short to long term and can be repaid over a period of time. And if the entity is able to repay the amount within the prescribed time limit, the loan can be renewed as well. The aforementioned are some of the financing options for small businesses.

- **Angel Investing**

Angel investing is a form of private equity investment, wherein wealthy and high profile investors attempt to grab upon high returns by exposing themselves to a high-risk environment. Such aggressive investors channelise their funds into startups, expecting their risk to pay them off well.

Sometimes, these businesses may not have customers or are even into losses. But, they may only have a solid business plan, appropriate market variability test or a well built functional product. Funds from angelic investors are often used for research and development, to help a company with its product and service delivery, to design a business strategy or to identify the targeted market.

As a business grows, balances its production and enters the expansion phase of the product life cycle, Venture Capital often come into the picture to offer the next round of funding.

There is no set minimum investment or size for an angel investor. The value could be \$ 6000, or it could rise to millions of dollars. It's just financial support with which the startup is incubated. To grab the attention of angel investors, a certain number of shares or the right to buy shares in the future, in exchange for a large investment, is often offered by the startups.

An angel investor may be able to support one-time investment initiatives or ongoing financial contributions, depending on the financial needs of the company.

- **Working Capital Loan**

These loans are available to small businesses to meet their routine cash needs. When there is a limitation of cash needed for day-to-day operations, a working capital loan can be a very strong and powerful instrument.

The most prominent advantage of a working capital loan is that it's comparatively easy to get and allows entrepreneurs to effectively tackle any discrepancies in meeting operating costs. Another significant benefit is that it is a form of financing that does not require equity transactions, which means that the business owner can retain the upper hand without diluting his control, even when the business is in dire need of funds.

Some working capital loans are collateral-free. Such are the cases when the business does not have to stake self-owned assets as a security against the loan. However, not everyone is eligible for such loans. High market credibility and ratings are the two parameters against which a business is judged for sanctioning such loans. In its initial phase, businesses should opt for getting a loan.

- **Term Loan**

The term loan is usually intended for capital expenditures, investments in real estate, or working capital payments. MSMEs often use term loans for buying immovable property, such as machinery or a new building to carry out their production processes. To help businesses in meeting their operating expenses, many financial institutions have even established term loan schemes for the convenience of such companies.

In a term loan, the lender provides the borrower with a lump sum amount for getting specific lending rights. Lendee agrees to pay back their creditors a fixed amount over a fixed repayment rate at a fixed or floating interest rate. Such loans are used by small businesses to buy immovable property, such as machinery or new buildings. The flexibility of these loans in terms of repayment is what attracts the borrowers.

Lenders generally prefer long-term loans because they offer more flexibility and lower interest rates. Also, short-term and medium-term loans are subject to

balloon payments whereas, term loans are associated with fixed payments.

- **Equipment and Invoice Loans**

Equipment loans are specially devised for businesses that deal with manufacturing. Banks offer special funds for small businesses to make capital investments and expensive tools reaching up to ₹ 25 Crore. Some banks also make humongous offers of up to ₹100 crores, in businesses wherein they see potential to grow. The interest rates steep down for such loans when they are against collateral security, with a duration of about 4-5 years.

Invoice loans are generally considered a cash growth tool because of the time difference between invoicing and payment. Such loans are offered by the financial institutions for 80% of the actual invoice amount and the rest is required once the invoice has been paid in full. Such loans have comparatively minimal processing costs and low-interest rates.

Some of the benefits of this type of financing are:

1. Quick Approval: Some basic documents and meeting the eligibility criteria facilitate loan approval in less than 24 hours.
2. Flexible tenor: Such loans offer flexible repayment schedules and ensure financing free from hassles.
3. Online loan tracking: Such loans can be tracked easily sitting at your home by logging into your customer portal.

- **Crowdfunding**

Crowdfunding is all about pooling small amounts of money from a large number of wealthy investors to induce a new venture with finances. It facilitates quick and easy access to large social networks through social media and crowdfunding web pages and sites. This helps in connecting investors with the potential to grow businesses by enlarging the group of investors beyond the regular circle of owners, business capitalists and relatives.

The restrictions apply to those who are willing to fund a new business and by what quantum of amount.

It provides investors with a wide variety of options to invest in and to invest as little as \$20.

Crowdfunding platforms monetise the percentage of total revenue collected.

The Securities Exchange Commission regulates equity-based crowdfunding ventures in the USA.

Kickstarter, GoFundMe, and Indiegogo are some of the most commonly used platforms for crowdfunding.

- **Venture Capital**

Venture capital investments (VCI) are private equity investments that fund companies with enormous survival, growth and expansion potential in exchange for equity ownership. This could be the funding of new business ventures or MSMEs that aspire to expand but lack access to capital markets.

Features of Venture Capital:

- A venture capitalist (VC) channelised funds in infant companies in exchange for an equity stake.
- Many companies in their initial stages often opt to turn in VCs to fund their commercial products and to scale their operations.
- Because of the risks involved in investing in unproven businesses, venture capitalists have a high failure rate. The returns, on the other hand, are enormous for those investments that pay off. Jim Breyer, an early investor in Facebook, and Peter Fenton, an investor in Twitter, are two of the most well-known venture investors.

- **Government schemes and bank loans:**

The Indian economy's heart is the MSME (micro, small, and medium enterprise) sector. The sector is noted for being India's largest job creator, contributing about 30% of the country's GDP. Given the importance of the MSME sector and the role it plays in India's economy, the government of India offers a variety of financing packages to help the sector grow.

Government-backed business loans provide MSMEs with the necessary financial resources to support their current operations and expand. In addition, the Indian government's start-up business loan provides simple access to cash for turning bankable business concepts into lucrative companies.

Conclusion

When it comes to raising finances for ones' business, it's critical for the owner to understand how each method of fundraising works and what the primary benefits and drawbacks are. However, borrowing money through specific methods, such as machinery or a company loan, can lead to debt accumulation.

As a result, one should be exceedingly cautious when choosing a financing partner for ones' voyage. However, it should be noted that business loans are only available to people who have a well-established firm and meet certain conditions. If one is starting from scratch, he/she could wish to invest his/her own money in the beginning and then use one of the strategies outlined above to get more money for expansion.

ACHIEVERS FOR THE ACADEMIC YEAR 2020-21

B. Com. (Hons)



TANISHKA PACHOURI
1ST YEAR



TWINKLE AGGARWAL
2ND YEAR



UJJWAL GUPTA
3RD YEAR

B. Com. (Prog.)



RAUNAK GUPTA
1ST YEAR



SHUBHAM KUMAR
2ND YEAR



SHEFALI
2ND YEAR



POOJA
2ND YEAR



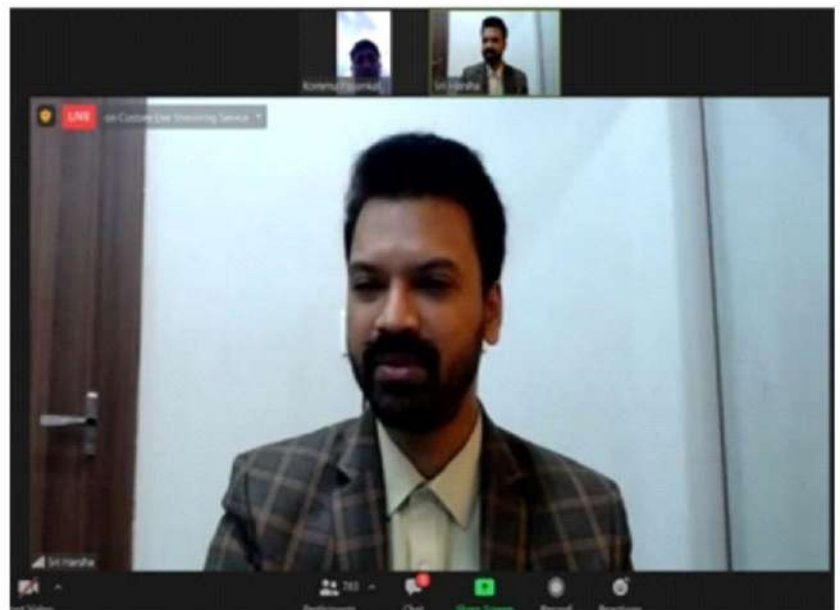
CHARUL AHUJA
3RD YEAR

EVENTS ORGANISED BY COMMERCE DEPARTMENT

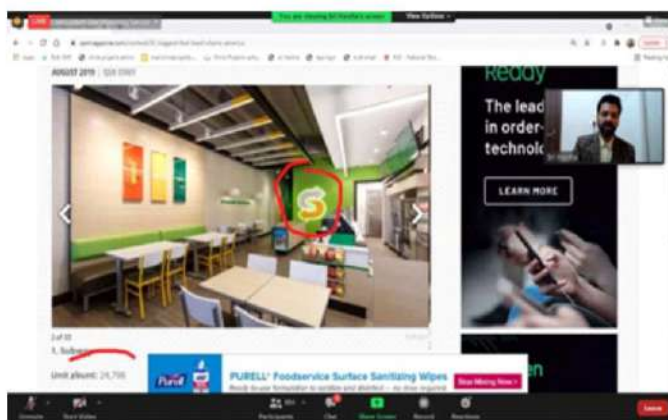
Webinar: 29th June, 2021

Topic: STOCK MARKETS

The Department of Commerce, Shivaji College, University of Delhi, in collaboration with Shine Projects, organized a webinar on STOCK MARKETS on 29th June, 2021 at 11:30 a.m. The webinar was based on the importance of accurate analysis of stock markets.



Mr. Harsha, MD-Shine Projects, Certified stock market analyst and macro-economics expert was the resource person for the webinar. He began his address by narrating his own experience in the field of investing in stock markets. He further laid stress on the importance of analyzing the correct and profitable stocks to invest in, in order to gain profits.



The session concluded with a fun and interactive quiz session with questions related to the webinar. The Webinar indeed proved to be fruitful and enriching for all the participants.

Webinar: 29th July, 2021

'BLOCKCHAIN TECHNOLOGY AND ITS APPLICATION IN CRYPTOCURRENCY'

The Department of Commerce, Shivaji College, University of Delhi organized a webinar on BLOCKCHAIN TECHNOLOGY AND ITS APPLICATION IN CRYPTOCURRENCIES on 29th July, 2021 at 11 am. The webinar was based on the emergence of blockchain as a digital and secure transaction.

SHIVAJI COLLEGE
Accredited by AACSB with 'A' Grade
(University of Delhi)

DEPARTMENT OF COMMERCE
presents
WEBINAR ON
BLOCKCHAIN TECHNOLOGY AND ITS APPLICATION IN CRYPTOCURRENCIES

29th July 2021

SPEAKER **DR. AJAY BANDI**
Associate Professor
School of Computer Science and Information Systems
Northwest Missouri State University
Maryville, Missouri, USA
ajay@nwmissouri.edu

CONVENOR **Dr. Kiran Chaudhary**

CO-CONVENOR **Dr. Ramesh Kumar Malik**

PATRON **Prof. Shiv Kumar Sehdev**

Registers here

IIAM ZOOM

Blockchain Technology and its Application In Cryptocurrencies

Ajay Bandi
Associate Professor
School of Computer Science and Information Systems
Northwest Missouri State University
Maryville, Missouri, USA
ajay@nwmissouri.edu

Virtual Webinar
The Department of Commerce, Shivaji College
University of Delhi
July, 29 2021

Dr. Ajay Bandi, Associate Professor, School of Computer Science and Information System, Northwest Missouri State University, Maryville, Missouri, USA was the resource person for the webinar. He began his address by highlighting what Blockchain actually is through various engaging illustrations. He further laid stress on the different components of blockchain and its increasing importance in the market.

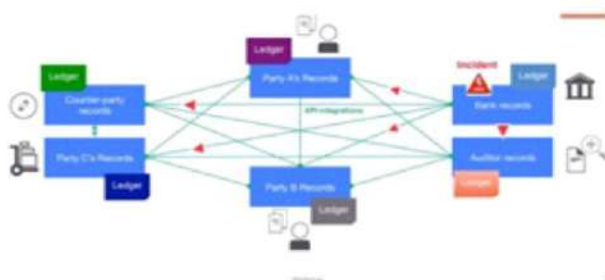
What is blockchain? (Cont...)

• Key difference between database and blockchain

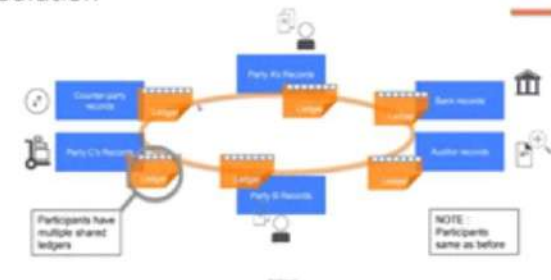
Dr. Bandi proceeded by explaining the different process involved in the transaction of Bitcoin and the connection between Bitcoin and blockchain. He further analysed the easiness and swiftness that blockchain provides as compared to other traditional process with the help of illustrations and diagrams.

The Webinar indeed proved to be fruitful and enriching for all the participants.

Traditional process



Solution



Webinar: 17th August, 2021

'CAREER OPPORTUNITIES IN MANAGEMENT AFTER GRADUATION'

The Department of Commerce, Shivaji College, University of Delhi in collaboration with IBS Business School organized a webinar on CAREER OPPORTUNITIES IN MANAGEMENT AFTER GRADUATION on 17th August, 2021 at 12 noon. The webinar focused on familiarizing students with the vast area of career opportunities available in the corporate world.

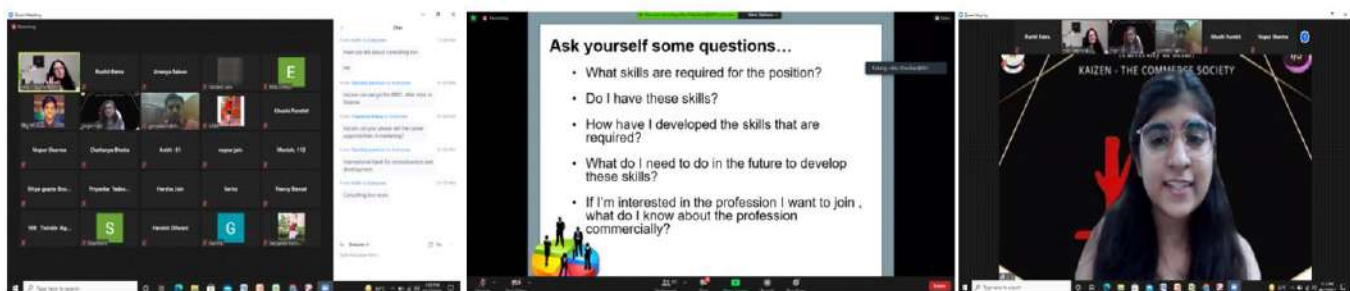
Speaker of the session was Dr. Ekta Rani Chauhan. Webinar commenced with a brief introduction about the speaker and was followed by ice breaker questions to interact with the students. Proceeding further with the event Dr. Ekta talked about MBA as a wonderful option for further opportunities in corporate career.

She undertook the task of asking students to perform a SWOT analysis of themselves and decide what career suits best to them. The important qualities required in an effective employee like innovation were discussed. She used graphs and charts to display the hiring percentages in various sectors and also used Indian Skill Report Data to clarify more regarding these career options.



Towards the end an interaction Question and Answer session was conducted where every doubt was cleared with perfection and precision.

To conclude the session, Ishita, President of Kaizen, Commerce society of the Shivaji College gave vote of thanks. Webinar proved fruitful and a great success.



Solutions For Crossword Puzzle

Down

1. Paypal
2. Datavisualization
3. Delhi

Across

2. Digital Art
4. Augmented
5. Indra Gandhi
6. Blockchain
7. Litecoin
8. Commerce

Webinar: 1st September, 2021

'Future of Hospitality and Tourism Management'

The Department of Commerce, Shivaji College, University of organized a webinar on Future of Hospitality and Tourism Management on 1st September, 2021 at 12 noon. The webinar focused on familiarizing students with the vast opportunities in the hospitality and tourism industry. The speaker for the session was Professor Marco Valeri, Senior Lecturer, Knowledge Management and Tourism Management, Faculty of Economics, Niccolo' Cusano University, Rome, Italy.

Professor Marco talked about the advantages of adoption of blockchain technologies in tourism management. Sir explained about how blockchain technologies revolution the business and economics of every kind of industry. He believes that blockchain technology will grow very fast in the coming years and educational systems should adopt this topic. He continued with hospitality and tourism, its advantages and capacity, and how this industry has extreme opportunities and significance in the world economics.

Towards the end an interactive Question and Answer session was conducted where every doubt was cleared with perfection and precision.



Webinar: 4th October 2021

WEBINAR ON National Education Policy 2020: Transforming the vision for education in India

The Department of Commerce in collaboration with the Department of Physics and Department of Mathematics at Shivaji College organized a webinar on National Education Policy 2020: Transforming the vision for education in India on 4th October 2021 at 1 pm.

The event was graced by the presence of the Guest of Honour, Prof. Sanjay Kumar, Vice Chancellor at Amity University Kolkata. The key note speaker for the webinar was Prof. Pavnesh Kumar.



Prof. Sanjay Kumar started the session with the history of National Economic Policy and explained all the important improvisations made over the years. He believes that India will become a great Knowledge Economy but for that we have to take some important steps which were explained by him like incrossation in education economy, development of multi-disciplinary institutes, development of virtual and e-labs. Sir was very excited about the integration of arts, commerce and humanities streams, Prof. Sanjay Kumar believes that mentors, teachers are the backbone of any institution and if the professors are focused then the students can succeed with flying colours in life. This NEP carries a lot of economic and career opportunities and incentives for students as well as the professors

His words were continued a short question-answer session which led us to our other guest Professor Pavnesh Kumar. He explained the details of NEP from the primary to the secondary points in a brief way.

The meet concluded with a vote of thanks by Dr. Divya, Assistant professor at Shivaji College. Webinar proved fruitful and a great success.




ALUMNI MEET - 22nd September, 2021

The Department of Commerce at Shivaji College organized “ALUMNI MEET 2021” – a program to facilitate, consolidate and coordinate Alumni activities on 22nd September, 2021. Key note speakers of the session were honourable Shri Padam Singh and Professor Hem Chand Jain.

His marvellous experiences gave us a different agenda to look at life. The key learning's from the session were -


- Believe in patience, perseverance, and dedication and make it a part of life.
- Always believe in consistency and take blessings from your family. Success is a way long journey.
- To have a hobby is a must in life. Always try new and different things in order to live a happy life.





SHRI PADAM SINGH

Shri Padam Singh Sir has been designated as Additional Commissioner Income Tax, Income tax Department, Government of India. He completed his graduation in B.Com Hons from Shivaji College in 1980.



PROF. HEM CHAND JAIN

- Further, he completed his M.Com and M.Phil from the Department of Commerce, Delhi School of Economics University of Delhi. He also holds a degree of Ph.D from University of Rajasthan and a degree of ACMA.
- His areas of interest include taxation, marketing, cost and management accounting, computerized accounting system and computer applications in business. He also has a number of books and research papers published with renowned publishers.

Professor Hem Chand Jain took over the session. His way of addressing the gathering was remarkable. The entire audience was overwhelmed by his astonishing words and experiences. Key learning's were:-

- There are different categories of people. The first one's focus on problems, the second one's focus on solutions followed by the ones who are not interested at all. It is on us to decide what kind of person we want to be.
- Always focus on solutions rather than problems.
- Believe in honesty and hard work.
- Work for the nation and your organization. Doing this, the Individual goals will be met naturally.
- Always be yourself and sincerely do your things. People will start recognizing you when you put your best work.

The meet proceeded further by a beautiful song sung by Vidhi Saxena in her melodious voice.

One of the Alumni's, Mr. Atul Bhardwaj presented a beautiful quote that said –

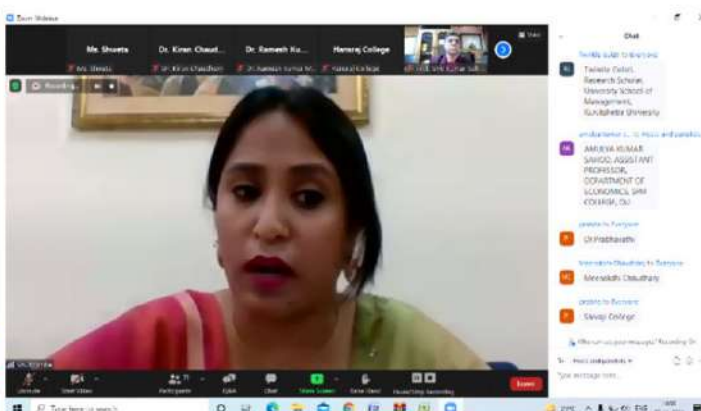
Later on, Alumni's Mr. Mandeep, Mr. Manav Kapoor, Ms. Priyanshi Garg, Mr. Bhushit Munjal, Ms. Preeti, Mr. Lakshay Kapoor, Mr. Sanjeev Gupta, Ms. Ashima and Ms. Chhavi Luthra shared their life time college experiences.

The meet concluded with a vote of thanks by Dr. Anubha, Associate professor at Shivaji College.



FACULTY DEVELOPMENT PROGRAM

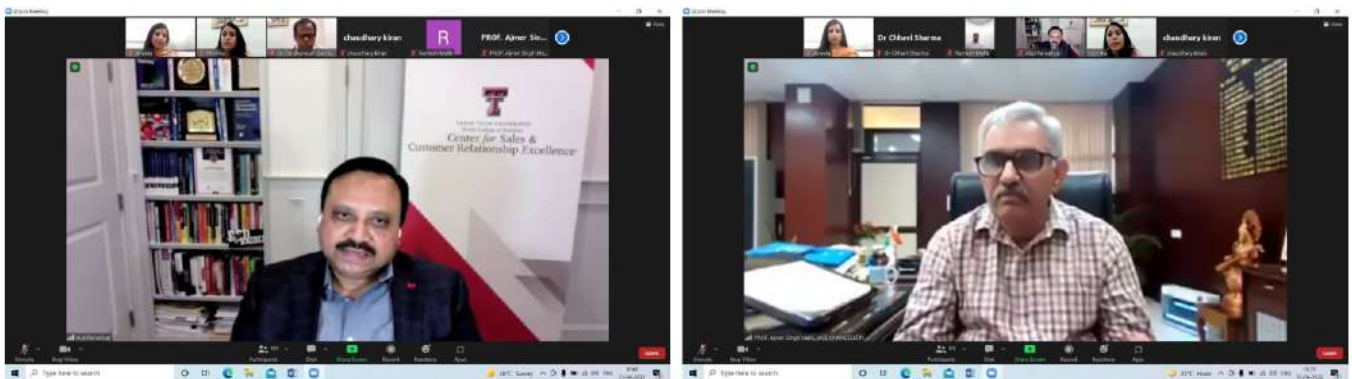
NOV 27, 2021- DEC 3, 2021



The inaugural event of the FDP was graced by Prof. Alok Kumar Chakrawal, Vice-Chancellor of Guru Ghasidas Central University (GGCU), Bilaspur, as Chief Guest virtually. After the Inaugural Session, the technical session was taken by Dr. Ramesh Kumar Malik, Associate Professor, Shivaji College, University of Delhi, on the topic "Descriptive Analytics". On Day 3, in Session I, Dr. Satish Kumar Mittal, Assistant Professor, Gautam Budha University enlightened the audience on the topic "Data Structure" and in Session II, Dr. Satish Kumar Mittal explained about "Inferential Analytics". On Day 4, Professor Gyan Prakash Singh, Professor, Banaras Hindu University enlightened the audience on the topic 'Inferential Analytics' in Session I and 'Regression Modeling and Correlation' in Session II.

On Day 5, Dr. Ashulekha Gupta, Associate Professor, Department of Management & Business Studies, Uttaranchal University, Dehradun enlightened the audience on the topic 'Factor Analysis' in session I. Session II was taken by Dr. Ajay Chauhan, Co-founder & Chief Consultant, Research Shiksha on the topic 'Structural Equation Modeling'. On the sixth day, in session I, Dr. H K Dangi enlightened the audience on the topic 'Structural Equation Modeling'. In Session II, Dr. Dangi explained 'Working with AMOS, where he explained how to use AMOS and Smart PLS software for analysis of data using Structural Equation Modelling. On the seventh i.e. last day, Session I was taken by Resource Person, Prof. Madan Lal, Department of Commerce Delhi School of Economics University of Delhi on the Topic "Research Ethics".

INTERNATIONAL CONFERENCE ON, “DATA ANALYTICS IN BUSINESS AND MARKETING



The Department of Commerce of Shivaji College, University of Delhi has organised Two Days International Conference on, “**Data Analytics in Business and Marketing**” on 21st and 22nd April 2022 in online mode. The inaugural ceremony of the conference was successfully completed with the presence of Chief Guest, **Professor Ajmer Singh Malik, Vice Chancellor, Chaudhary Devi Lal University, (Haryana), Guest of Honour, Professor Atul Parvatiyar, Rawls College of Business USA, Principal of Shivaji College- Prof. Shiv Kumar Sahdev, Conference Convener - Dr. Kiran Chaudhary, and Conference co-convenor- Dr. Ramesh Kumar Malik.** This conference is organised to bring together an impressive array of industry leaders and influencers to create a one-of-a-kind experience. All registered and accepted papers will be published in edited book by Taylor and Francis [Indexing: SCOPUS and extended selected papers will be published in the [SCIE/SCOPUS] indexed Journals. Various International and national Renowned Invited Speakers covered a wide range of topics in the two days conference. Prof.(Dr.)Shailendra Singh from IIM Lucknow, DR. XIUFENG LIU from Department of Technology, Management and Economics Technical University of Denmark, Prof. Vijay Kumar Shrotiya from Delhi School Economics, University of Delhi, Prof. Arpan Kumar Kar from IIT Delhi, Prof. Purnima Kumar from Ohio State University, USA, Prof Alok Pandey Dean, School of Management GD Goenka University were the speakers in different technical sessions. Research Scholars from all over India presented their research Papers according to their tracks. Session Chairs in each track were renowned academicians from universities all over India. Conference came to end successfully with Valedictory session. The chief guest for valedictory session was Prof Ganga Prasad Prasain, Vice Chancellor, Central University, Tripura. Concluding remarks were given by Convenor Dr. Kiran Chaudhary and Dr. Ramesh Malik, Co-convenor of the conference presented formal vote of thanks.

Solutions for quiz: A-D-A-C-B-A-B-A-A-D

Department of commerce



From left to right: Ms. Manisha, Ms. Harmanpreet Kaur, Ms. Vanitha Chadha, Ms. Monika, Ms. Shweta, Mr. Rajesh Kumar, Dr. Ramesh malik, Prof. Shiv Kumar Sahdev (Principal), Dr. Kiran Chaudhary, Dr. Rabinarayan Samantara, Dr. Anubha, Ms. Manisha Rani, Ms. Supriya Kamna, Ms. Rachna Soni, Ms. Ritu

TEAM KAIZEN 2021-22



Sitting row (from left to right):

Deeya, Deepanshi, Shruti, Yashyashvi, Nishtha, Tushita, Chaitanya, Sahil

Chair row (from left to right):

Naman, Rushil, Angel, Dr. Ramesh Malik (Faculty), Ishita, Hardik, Nupur Sharma, Nupur Jain

First standing row (from left to right):

Anshika, Tanishka, Gayatri, Arya, Kanika, Chhavi, Shruti, Sneha, Yashika, Ashita, Riya Garg, Mokshita, Bhavya Advani, Sanya

Second standing row (from left to right):

Hitesh, Ketan, Aadit Goel, Ishita Goel, Ashutosh, Supriya, Shreya, Divya



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