

MATA SUNDRI COLLEGE FOR WOMEN

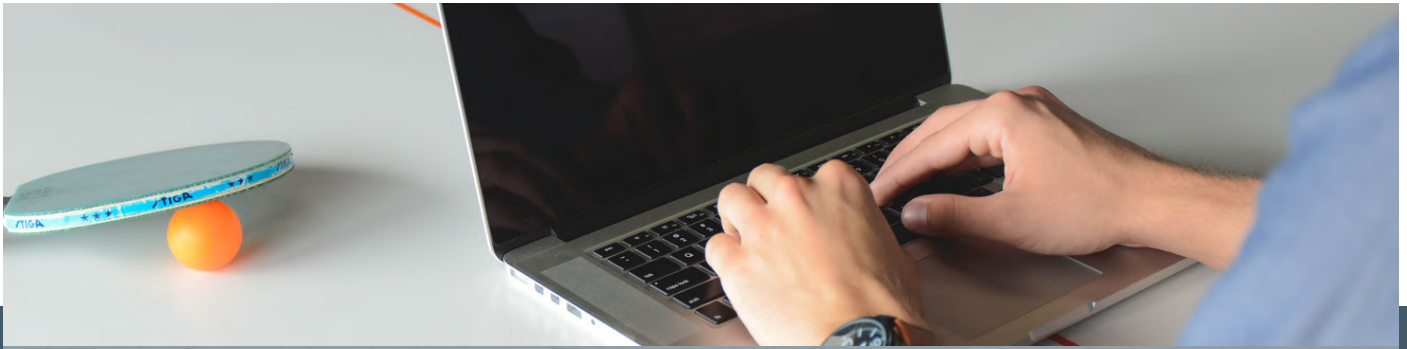
PRESENTS

# E-CONVERSE 2021

VOLUME 6

ANNUAL E-NEWSLETTER  
of  
DEPARTMENT OF COMMERCE

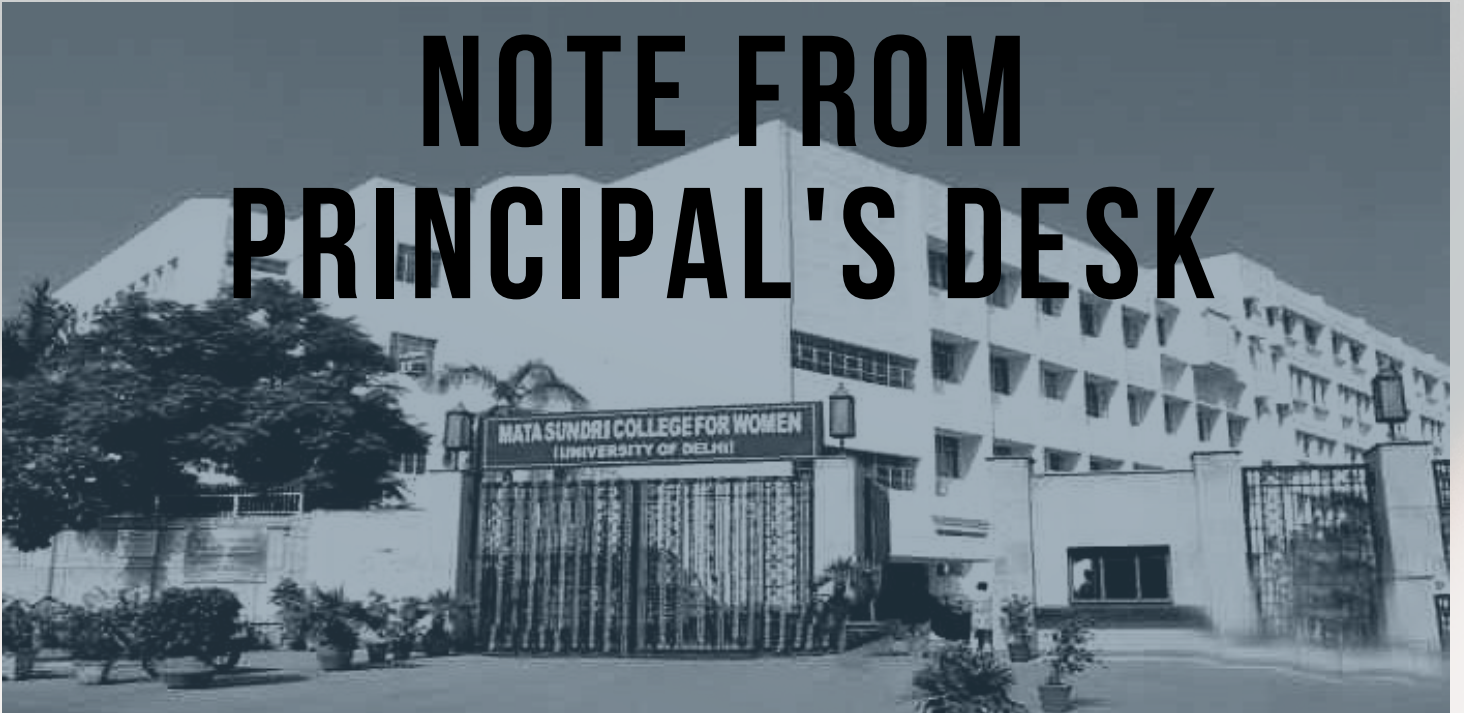




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# NOTE FROM PRINCIPAL'S DESK



**PROF. HARPREET KAUR**

*Principal*

*Mata Sundri College for Women*

*University of Delhi*

**Warm Greetings!!**

It gives me immense pleasure to announce the 6th edition of "*E-converse*" - The annual e-newsletter of Department of Commerce. This edition is a reservoir of valuable articles, poems, book review and artistic work of the commerce faculty as well as students on varied prevalent business topics. "*INVICTUS*", the commerce society of the college conducts various academic and non-academic events throughout the year and this issue highlights all the extra-curricular activities which took place during the year. This edition is an open window which exhibits the panoramic view of our students' achievements on academic as well as non-academic fronts.

I Congratulate the editorial members for the present issue that exhibits their hard work, persistent efforts, ebullience and determination. The faculty of Department of Commerce is appreciated for continuously motivating and guiding the students to come up with penetrating ideas and persuasive viewpoints.

# WORD FROM HOD'S DESK



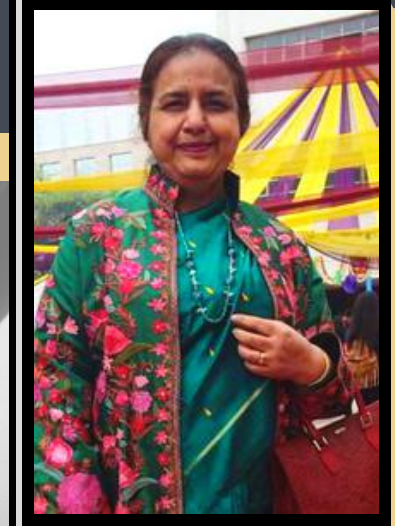
**Ms. Jaspal Kaur Sahni**  
*(Teacher-in-charge)*  
*Department of Commerce*

It gives me immense pleasure to write this message for the sixth edition of our newsletter, E-Converse. This academic endeavour provides an opportunity for the faculty and students to unravel their creativity and present their ideas and thoughts on relevant contemporary topics. I am thankful to our Principal Madam, Prof. (Dr.) Harpreet Kaur for her constant support and guidance. I congratulate the diligent team of Dr Renu Arora, Manpreet Kaur and Rameet Kaur for having edited meticulously this volume. I appreciate efforts of student editors, and that of the faculty and student contributors.

E-Converse is a platform to share accomplishments of the last academic session. However, this volume carries a bouquet of emotions. The volume at the outset shares with its readers a huge loss to the department; losing our dear colleague, Ms Chetan Kaur. I pay my homage to the departed soul. Further, the volume reports the accomplishments of the students. It also bids farewell of Ms. Kanwaljit Kaur. I congratulate students and I wish Ms. Kanwaljit Kaur a happy new chapter of her life.

I hope that this issue proves to be value to the readers.

# NOTE FROM EDITOR-IN-CHIEF



**Dr. Renu Arora**  
*(Editor-in-Chief)*

It gives me immense pleasure to present before you all the 6th Edition of the newsletter of Department of Commerce, *E-converse 2021*. This year has seen some of the most unprecedented events, mankind has ever witnessed. But the silver lining is how the education sector has reacted and responded to these unexpected times. Following the same path this edition is a reservoir of articles related to the current business scenario, achievements of students and the Invictus Team.

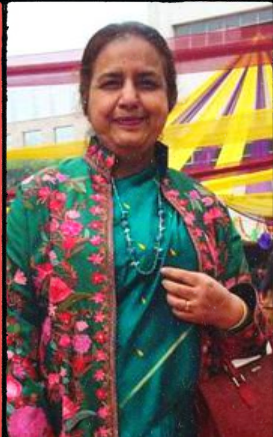
Invictus, the Commerce Society had been very functional and organized various events to enrich the students with multi-skills like a workshop on Tally Prime for GST, webinar on Old and New Tax Regime and Quantitative Aptitude and Logical Reasoning, Opportunities to study in Canada, MSCpreneur-21, Freshers and Farewell events and also department alumnae meet, all online. I congratulate all contributors for their insightful and thought provoking articles and creative work. Unknown businesses of celebrities and book review on 'Rich Dad Poor Dad' are very interesting. The artwork by our faculty Ms. Prabhsharan Kaur, Dr. Jyoti Verma, Ms. Kamna Virmani, and by students, Ms. Simran Kaur and Ms. Bhavana Baid have such fineness and perfection. The student's academic achievements are also par excellence.

In 2021, we bid farewell to our dear colleague, Ms. Kanwaljit Kaur on her superannuation and we wish her a blissful post-retirement life. As rightly said, *'Goodbyes are never easy but some goodbyes are heartbreaking.'* Last year, we lost our very talented and charming colleague, Ms. Chetan Kaur to Covid. She will always be remembered and may almighty give strength to her family to bear this irreparable loss.

With all the gratitude, the present edition of *E-converse* will be a good read. This has been made possible only under the able guidance and motivation from our Principal, Prof. Harpreet Kaur and Teacher-in-charge, Ms. Jaspal Kaur Sahni, and continuous dedication and focused hard work of two teacher editors, Ms. Manpreet Kaur and Ms. Rameet Kaur; and the student editors, Ms. Saumya Jain, Ms. Sanya Sehgal, and Ms. Tanisha Tiwari.

**Best Wishes!**

**Dr. Renu Arora** ▶  
(Associate Professor)  
*(Editor-in-chief)*



**Manpreet Kaur** ▶  
(Assistant Professor)



**Rameet Kaur** ▶  
(Assistant Professor)



# *Editorial Board*



◀ **Saumya Jain**  
Bcom (P)  
3rd Year  
*(Student editor)*



◀ **Sanya Sehgal**  
Bcom (P)  
2nd Year  
*(Student editor)*



◀ **Tanisha Tiwari**  
Bcom (H)  
2nd Year  
*(Student editor)*



**Saumya Jain**



**Sanya Sehgal**



**Tanisha Tiwari**

Alone we can do so little; together we can do so much.  
- Helen Keller

## Student editor's note

E-converse is a forum for our college's commerce students to exhibit their various skills, be it literary, artistic, or academics and acknowledge all our achievers. We exhibit the full potential of commerce students of the MSCW family. Team E-converse embarks on this annual journey to give a rundown of the subsequent year in the form of this newsletter. Students and Teachers, alike bring their special spin to the table to bring forth an edition rich in creativity and insight. It has taught us the value of thinking on our toes and working as a team, even if it's through google meet.

E-converse is an experience and an opportunity for each student in the college and it was a privilege for us to be a part of the same. With this we would like to acknowledge and thank Dr. Renu Arora, Ms. Manpreet Kaur, Ms. Rameet Kaur. They have been our guiding light in this journey. We would like to take this opportunity to thank all the students who have made this edition possible. We have attempted to unlock this treasure to give an insight into the indefatigable spirit of each student of our college. With the help of our Principal and teachers we proudly present to you "E-converse 2021".

# OUR FACULTY



Dr Kamlesh Kaur  
(Associate Professor)



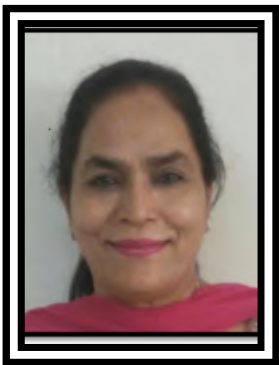
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(Associate Professor)



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(Associate Professor)



Ms. Rashmi Singh  
(Associate Professor)



Ms. Tajinder Kaur  
(Associate Professor)



Ms. Harinder J. Singh  
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(Associate Professor)



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(Associate Professor)



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(Associate Professor)



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(Associate Professor)



Dr. Sapna Dhaliwal  
(Associate Professor)



Dr. Tanu Dhingra  
(Associate Professor)





Ms. Poonam Arora  
(Associate Professor)



Dr. Harleen Kaur  
(Associate Professor)



Ms. Priya  
(Assistant Professor  
Selection Grade)



Dr. Manjot Kaur  
(Assistant Professor)



Dr. Ishpreet Viridi  
(Assistant Professor)



Ms. Gurvinder Kaur  
(Assistant Professor)



Ms. Manpreet Kaur  
(Assistant Professor)



Ms. Kamna Virmani  
(Assistant Professor)



Dr. Harshmeeta Kaur  
(Assistant Professor)



Ms. Rameet Kaur  
(Assistant Professor)



Ms. Gurpreet Kaur  
(Assistant Professor)



Ms. Ishleen Kaur  
(Assistant Professor)



Ms. Jasmeet Kaur  
(Assistant Professor)



Dr. Jyoti Verma  
(Assistant Professor)

# INVICTUS

## *The Commerce Society*



The Commerce Society offers a platform for the students to exhibit their talents in various commerce-oriented events and also help them to enhance their analytical and decision-making skills. The events which we offer extend a platform to grasp teamwork, critical thinking, creative learning, and also to build self-confidence. The mission of the society is to enhance the college experience of the students by fostering a broader learning environment representing student interests and providing opportunities to them to pursue their passion.



PALAK MANGTANI

**PRESIDENT**



KINJAL KHANDELWAL

**VICE-PRESIDENT**



DRISHTI KALRA

**STUDENT  
COORDINATOR**



AA YUSHI SHARMA

**SECRETARY**



YASHIKA SWAMI

**JOINT  
SECRETARY**



DIVYANGANA KHANNA

**TREASURER**

# Core Team 2021-22



**Muskan Bhagra**



**Unaiza Khan**



**Mahikaa Uppal**



**Tanisha Tiwari**



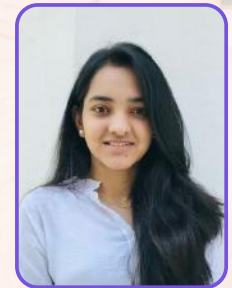
**Navisha Magan**



**Vaidehi Khanna**



**Richa Chhabra**



**Perna Garg**



**Muskan Kaushik**



**Diya Aggarwal**



**Sanchee Bhatia**



**Aanchal Goel**



**Anannya Warraich**



**Arshita Aneja**



**Chestha Virmani**



**Gurdit Kaur**



**Sahira Malhotra**



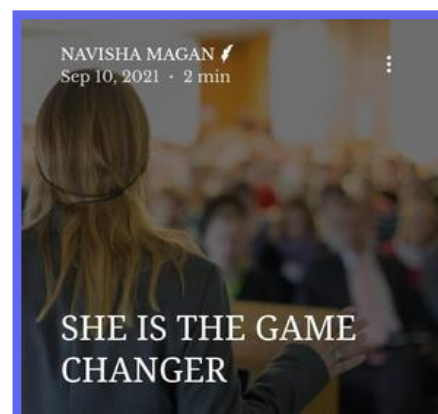
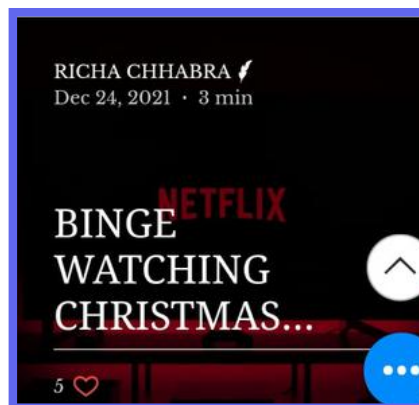
**Shraddha Gahlawat**

# INVICTUS ARC



*"Where idea becomes reality"*

**The Invictus Arc is an educational blogsite which is initiated by Invictus- The Commerce Society of Mata Sundri College for Women which aims at imparting a great deal of knowledge about finance, economics and business world turning ideas into reality .The Invictus Arc promises achievement and support high value ideals. The Invictus Arc holds strong morals and encourages the readers to become better readers and writers.**



# ENDEAVOURS BY INVICTUS

## ACCOUNTING GST WITH TALLY PRIME

(20th MARCH, 2021)

A one day virtual workshop was organised on accounting GST with Tally Prime in collaboration with NIIT foundation (Tally education partner) on 20 March 2021. The speaker for the knowledgeable session was Mr. Salik Khan.



## THE CANDID SHOW

(23rd APRIL, 2021)

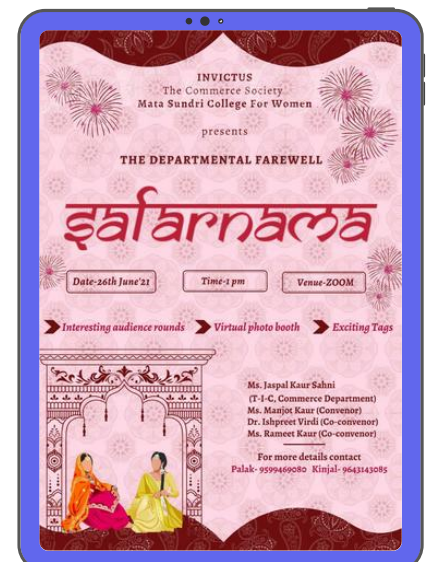
Invictus organized 'The Candid Show-Great Stories begin here', a three day event wherein the alumni of the college were invited to share their college adventures and success stories. Amongst us we had people like Aastha Maheshwari, Ms. Prabhleen Kaur and Shivansh Bharadwaj.



## SAFARNAMA

THE DEPARTMENTAL FAREWELL  
(26th JUNE, 2021)

This event was an opportunity for the final year students of 2021 to once again connect to their friends and enjoy the most important event of college life that is the farewell via an online platform in the form of healthy competition. The students got an opportunity to dress up in their favorite ethnic attire and showcase their talents.





# THE QUIZZARD OF MASTERMINDS

(17th JULY, 2021)

The Quizzard of Masterminds - You Come, You Play, You Conquer! An intercollege quiz competition, inviting students from across all colleges. Top ten teams were selected on the basis of a prelims round conducted on 15th July, 2021 through google forms which tested the participants' general knowledge, mathematics & logical skills and business understanding.

# MSCPRENURE '21

(4th SEPTEMBER, 2021)

An entrepreneurship conclave was organised by Uddhaam the e-cell in collaboration with Department of Commerce. It was organized with a view to highlight the challenges of an entrepreneur, the journey from ideation to success, and planning to execution. The conclave was held for two consecutive days.



# RETHINKING MARKETING FOR THE NEW NORMAL

(18th SEPTEMBER, 2021)

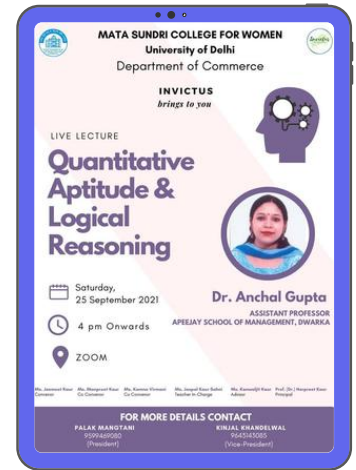
Two ardent believers and masters of marketing from esteemed institutions like IIFT and Amity university, adored for their ceaseless engagement with students, mentors were invited to display their experience and knowledge. The speakers were Dr. Preeti Tak and Ms. Sonam Mahajan.



# QUANTITATIVE APTITUDE AND LOGICAL REASONING LIVE LECTURE

(25TH SEPTEMBER 2021)

Aptitude tests help you understand which type of career will be best suited for you according to your potential. In today's time if the students want to attain competitive edge they should know about QA & LR. Among us we had the erudite speaker Dr. Anchal Gupta.



# FINANCIAL INVESTMENT OPPORTUNITIES @2022

(23rd OCTOBER, 2021)

This live lecture was open for all the colleges and all the departments. The lecture was conducted with a view of making the young enthusiastic students aware about various financial investment opportunities in future.

# OLD OR NEW TAX REGIME

(30th OCTOBER, 2021)

This live lecture was organized with the aim of making students aware of both the new and old tax regime. The live lecture would cater to questions like what's the correct analogy of the design of the tax system of our nation? Old or new regime? Which one you should opt for?



# SCOPE OF STUDYING IN CANADA FOR INDIAN STUDENTS

(27th NOVEMBER, 2021)

This was a live lecture organized by Invictus to create awareness about the best courses and universities in Canada. The speaker Dr. Maina Chawla Singh had a realistic conversation about studying in Canada and its eligibility and overall scope.





# COURSES



## DIGITAL TRANSFORMATION AND CYBER SECURITY

Mata Sundri College For Women  
University Of Delhi  
Department Of Commerce

NIIT FOUNDATION

Short Term Course On  
**DIGITAL TRANSFORMATION & CYBER SECURITY**

in collaboration with  
NIIT FOUNDATION  
Certified By CISCO

3 PM - 5 PM

23RD AUGUST'21 TO 28TH AUGUST'21

- 35 HOURS + 12 HOUR TRAINING PROVIDED BY NIIT.
- CERTIFICATES WILL BE AWARDED AFTER EVALUATION.
- FREE OF COST FOR ALL MSC STUDENTS.

Dr. Supna Dhillon CO-CONVENER  
Ms. Neha Kaur CO-CONVENER  
Ms. Bhavni Kaur Sainani CO-CONVENER  
Ms. Jyoti Kaur Sekul TEACHER IN CHARGE  
Ms. Kamrajit Kaur ADVISOR  
Prof. (Dr.) Harpreet Kaur PRINCIPAL

Student Coordinators  
Palak Mangani  
Kajal Khandewal

the short term course was organised on "Digital Transformation and Cyber Security" in collaboration with NIIT certified by CISCO. This course was free of cost and was provided to the students with the objective of making them aware about the Internet of Things and how it is useful in today's times.

## MICROSOFT 365 SUITE

Invictus organised a short term skill development online course 'Microsoft 365 suite' for all the students of the college. The aim of the course was to make students understand the computer applications very well and hence make themselves job ready. It enabled the students to enhance their technological skills and gain practical skills in various fields. The skill development course received an overwhelming response.

DEPT OF COMMERCE  
MATA SUNDRI COLLEGE FOR WOMEN

IN COLLABORATION WITH  
9LEDGEPRO PRESENTS

SHORT TERM ONLINE SKILL DEVELOPMENT PROGRAM ON  
**MICROSOFT 365 SUITE**

PATRON  
PROF. HARPREET KAUR  
PRINCIPAL (MSCFW)

TEACHER-IN-CHARGE  
MS. JASPAL KAUR SAHNI  
COURSE COORDINATOR  
DR. S. KALPANA DEVI  
ADVISOR  
MS. KANWALJIT KAUR  
INSTRUCTOR  
MR. PARTH SHUKLA  
MICROSOFT CERTIFIED TRAINER

COURSE DURATION : 30 HOURS

COURSE DATE : 23 JAN ONWARDS

Microsoft Partner Network



# Unknown Businesses of Known Personalities

**NUEVA** CHISEL

stepathlon  
KIDS

conve

We all love the celebrities because of their stardom and extensive media presence.



WROGN

**VIRAT KOHLI**

**FRONTROW**



but lets now look at various business ventures our favourite celebs have invested into.

all about you  
with DEEPIKA PADUKONE



**epigamia**

**BLU**  
SMART MOBILITY

**DEEPIKA PADUKONE**

**FAU-G**  
FEARLESS AND UNITED GUARDS

GOQII



**KHALSA WARRIORS**

**AKSHAY KUMAR**



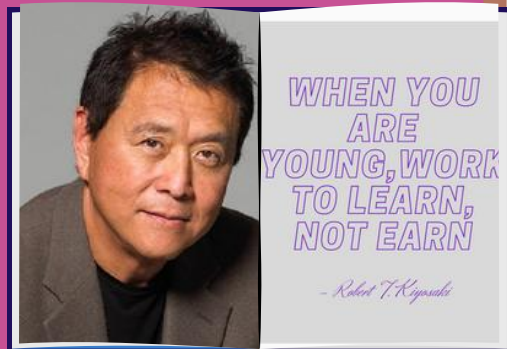
- Student editorial team

**HARI OM**  
entertainment co.

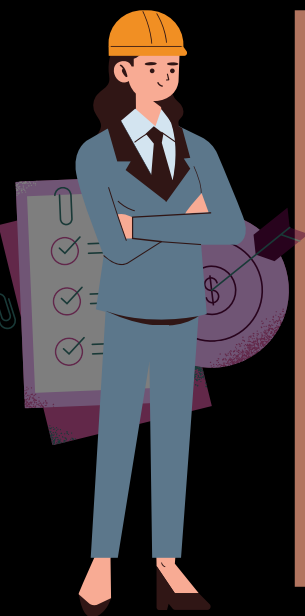
## BOOK REVIEW

# Rich Dad, Poor Dad

'Rich Dad Poor Dad' is a piece on financial literacy which talks about the importance of understanding money as a commodity and an instrument in the economy. It is written by Robert T. Kiyosaki and Sharon Letcher and follows the narrative of Robert's upbringing. The book was self-published in 1997 and was the stepping stone for the 'Rich Dad' franchise, a brand committed to increasing financial literacy amongst the youth.



Robert shares his life experiences to explain his views on accumulating wealth and thriving in business. He shares the lessons taught to him by his rich dad, his friend, Mike's father and compares it to the traditional beliefs of his poor dad, his actual father. He explains the importance of entrepreneurship to Robert and Mike at a very young age. One of the most prominent themes of the book revolves around the concept of 'poor and middle class work for money, while the rich have their money work for them.' The book elaborates on how by using creativity and taking risks a person can earn a way higher reward as compared to what they can earn at a regular paying job.



Kiyosaki explains the basics of commerce in a different and candid way. Concepts like taxes, investments, assets, liabilities and cash flow are explained to the reader as instruments, which fluctuate and create income in our daily lives instead of mere terms one learns in the commerce stream. The book takes a very unconventional approach to understanding money and there's no telling how feasible the advice actually is for people coming from different walks of life and has received criticism for the same. Yet, it remains to be a worldwide bestseller today and has become the first step towards financial literacy for many.

# Social Media- An Emerging Platform for Marketing

Social Media has become an extremely prominent part of our daily lives. Everyone from a 5 year old kid to 50 year old adult has a social media presence. One of the possible reasons why social media is a booming platform can be the easy and free access to it. Now that the masses are connected through the internet there has been a huge explosion in social media marketing, marketers use it to engage effectively with consumers and for doing promotions of goods and services. The use of social media has created opportunities for online marketers to engage with customers whom they wouldn't otherwise have been able to reach using traditional marketing methods.

It is perhaps not surprising why businesses across the world are investing in this new form of communication to reach their consumers and stakeholders. Expenditure on social media by businesses is on the rise. A recent study by the IAB (Internet Advertising Bureau) shows that in the first half of 2014 in the UK alone, there has been a rise of 53% in the spend on social media by businesses, with a total contribution of £242.5 million (Somerville, 2014). Now let's take consumer choice and motivation into consideration, a research study conducted by Mass Relevance that provides a social media curation platform to clients found that 59% of consumers will more likely trust a brand that has presence in social media and 64% of the consumers interviewed have already made purchases based on social media presence and reviews.

From this we can clearly make out the power of social media marketing. The rapid development of technology, and the reach of such technologies at affordable costs, have revolutionized the ways in which businesses operate today. Indeed, more and more of such new innovative methods will come up to facilitate ease in doing and growing business.

TANISHA TIWARI  
B.COM (H)  
SECOND YEAR

# Beyond Pajamas:

Has Covid-19 forced many shoppers to make their first online purchases? In the current scenario, the Covid -19 Pandemic has accelerated the shift towards a more digital world and triggered changes in online shopping behaviors that are likely to have lasting effects. According to the survey conducted on 3700 consumers in nine emerging and developed economies - the pandemic has forever changed the shopping behavior pattern among the consumers. The survey showed that online purchases have increased whereas consumer spending has decreased.

Covid-19 has forced all the working professionals to shift from office to home a year ago and when the working professionals were shifting the prediction regarding consumers choices were made that the people now won't be needing tight uncomfortable pants rather they would search for pajamas and athleisure wear as it is among one of the few things we can have comfort in during this enduring pandemic. The sale of pajamas more than doubled in 2020 as compared to 2019 leading the fastest growth in clothing categories, leading to a fall in sales of suits and dresses, as these are warm and comfortable clothes to sleep or lounge for all the time we are spending at home.

It can be seen that customers are accustomed to online shopping and this is profitable to retailers. While the pandemic is still dwindling around, this preliminary evidence suggests that these new customers are turning out to be valuable consumers for online retailers. In the end, companies should use these insights to deepen their relationships with these new customers—and more newcomers on the way—and gratify them with good service and product selection.

**YASHIKA ARORA**  
**BCOM (H)**  
**SECOND YEAR**

Sizing up the Pandemic Shopper

# Impact of Coronavirus on Indian economy.

March 2020, A month that changed our lives forever beyond our wildest imaginations, whether it be physically, mentally, socially, or economically.

Ever since the economy has been trying to overcome the damage left behind. Indian equity investors have been the worst hit across the world. According to the RBI annual report for 2020-21, Gross capital formation fell to -12.9% and GDP to -8.0%. As a result, the central bank has reduced its interest rates to encourage borrowings which help them to spend more and serve the economy.

India's import container saw a decline of 16 percent during the March 1-19 period mainly driven by decreased imports of precious & semi-precious stones, gold, and a sharp drop in crude oil prices. India's exports leaped by a record 34.57% in March 2020 due to a fall in shipments of leather, jewellery, and petroleum products, steeling the total exports in 2020 reduced to USD 314.31 billion. There is a huge fall in consumer spending as people are avoiding going shopping to reduce the spread of covid-19.

Spending was reduced all over the industries, as lockdown measures had cramped what we can spend money on, due to restaurants and shops being shut and air travel being dropped. The cooperation of the Public and private sectors has led to things returning to normal. Their relationship has ensured humankind growing and thriving Private and public companies both play a crucial role in the working economy. The pandemic has shown that these can't be neglected. They both need each other to run and reserve the economy.

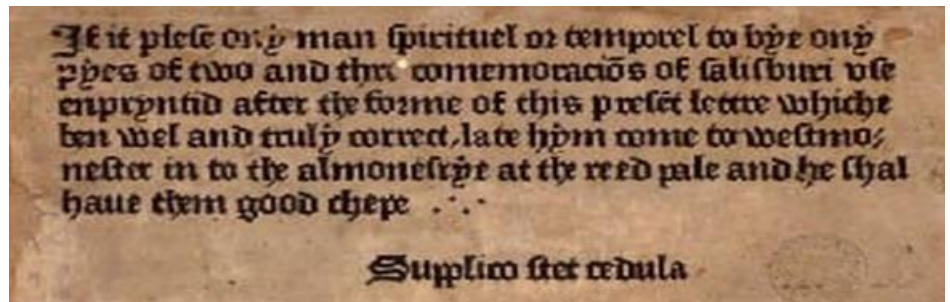
# The Amazing World of Advertisement

- Dr. Manjot Kaur  
(Assistant Professor)

An advertisement (often shortened to advert or ad) is the promotion of a product, brand, or service to a viewership to attract interest, engagement, and sales. Advertisements come in many forms, from copy to interactive video, and have evolved to become a crucial feature of the app marketplace. As per the Advertising Association of the UK. "Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them."

## First Printed Advertisement

One of the first English printed advertisements was a handbill created in 1477 by an English merchant, diplomat, and writer, named William Caxton. This small broadside was intended to be displayed in the neighborhood outside his shop in Westminster Abbey.

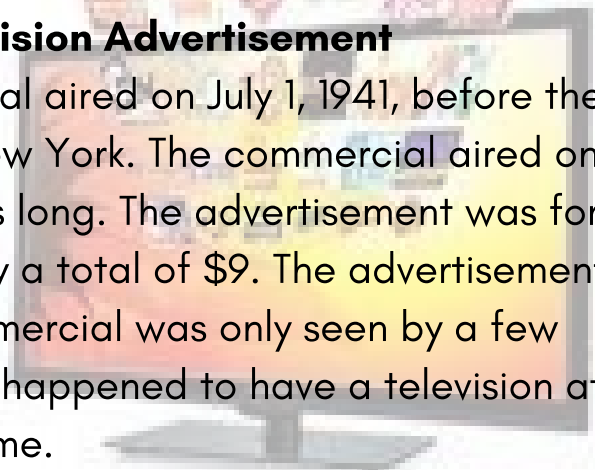


## From all text advertisement to little or no text

It took more than 500 years to reach this point. In a time when reading a couple of words shouldn't be a problem, some of the most creative print ads are those that have little to no copy.

## The World's First Television Advertisement

The world's first television commercial aired on July 1, 1941, before the beginning of a baseball game in New York. The commercial aired on NBC's WNBT-TV was only 10 seconds long. The advertisement was for Bulova watches. It cost the company a total of \$9. The advertisement was simple. It's believed the commercial was only seen by a few thousand people in the market who happened to have a television at the time.



## Impact of Covid-19 on Advertising Industry

The COVID-19 crisis affected everyone, and every business is dealing with or at least trying its best to deal with it. The advertising sector was one of the first to be affected by the coronavirus crisis, as advertising investments were cut back. The coronavirus pandemic had caused a considerable drop in advertising spending. The coronavirus crisis had put a brutal halt to advertising investments, whatever the medium. The drop in advertising revenue ranges from 50% (television, radio) to 99% (billboard) during the weeks of confinement. According to Statista, the advertising industry is looking at a \$26 billion loss in revenue as of early March 2020 due to the coronavirus outbreak.

In the absence of economic activity, advertising content had to be adapted. The brands that continued to advertise, therefore, reoriented their messages to give them meaning in a particular context.

### 5 trends in advertising messages:

1. saying thank you to employees
2. say thank you to the customers
3. say thank you to the nursing staff
4. show concern for the health of customers and employees
5. adaptation of the message of existing campaigns



### COVID-19 is changing consumer behavior - and therefore advertising

- Whenever consumer behavior has shifted, advertising has adjusted in response.
- It makes little sense for advertisers to spend on media that have no audience.
- As confinement measures were introduced around the world, out-of-home and cinema advertising shrank almost instantly; print advertising also fell.
- Meanwhile, in-home media usage went up. TV viewership has climbed, but digital consumption has increased even more.
- Use of social platforms and streaming services have risen almost everywhere.
- Advertisers have adapted by following consumers, which means prioritizing digital advertising.

**IF YOU EVER DREAMED OF PLAYING  
FOR MILLIONS AROUND THE WORLD,**

**NOW IS YOUR CHANCE.**

Play inside, play for the world.



# Top 3 Startups of 2021



## UNACADEMY

Unacademy is an Indian educational technology company, based in Bangalore. The company has a network of over 5,00,000 registered educators, and offers preparation material for several professional and educational entrance exams. The start-up focuses on courses for multiple tests like UPSC, SSC, CAT, IIT JEE and many more. It has billed itself as the "Netflix of education" and has seen its valuation rise to \$3.44 billion with eyes on new courses like upskilling and creator.



## UDAAN

An internet portal founded in Bengaluru in 2016, Udaan enables B2B trading for small and medium businesses in India. A network-centric platform, Udaan has a roster of three million retailers, 30,000 sellers in over 900 cities! It has operations across categories including lifestyle, electronics, home & kitchen, staples, fruits and vegetables, FMCG, pharma, toys and general merchandise. According to the LinkedIn research, it has cornered 80 per cent of India's B2B e-commerce market. Udaan is currently valued at over \$3 billion.



## MEESHO

A brand that took over the hearts of people who wanted to shop in budget. Headquartered in Bengaluru, Meesho is a social e-commerce company founded by IIT Delhi graduates in 2015.

Essentially, Meesho allows small businesses and individuals to start their online stores via social networking platforms like WhatsApp, Facebook and Instagram.

- Student editorial team



# Business

## Head Scratchers

### Honest.com

E-commerce business is today seen as the least corrupt business sector. Owing to the highly technologically advanced model, e-commerce businesses account for only 0.8% of fraudulent activities.

### Unfortunate Stock

Apple had a third founder, Ronald Wayne, who had a 10% stake in the company. He left the fledgling company after 12 days and forfeited his shares for \$2,300.

### Girl Power

Women first worked on the New York Stock Exchange in 1943 due to a shortage of male workers during World War II.

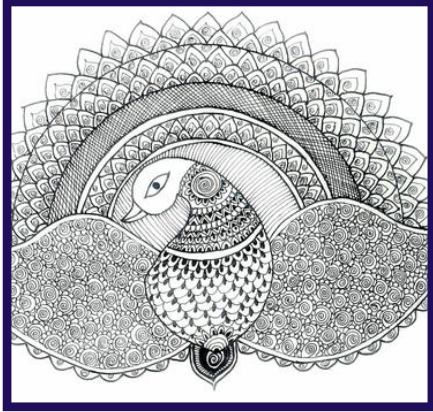
### Colour Counts

Facebook is primarily blue because Mark Zuckerberg suffers from red-green color blindness.

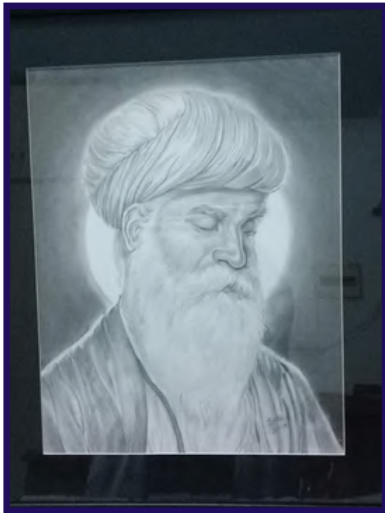
### Suit Up

The New York Stock Exchange is considered to be the most traditional as traders cannot enter the floor of the exchange if they are not wearing a suit and tie.

# Teachers' Artistic Corner



**MS. PRABHSHARAN  
KAUR**



**DR. JYOTI  
VERMA**



**MS. KAMNA  
VIRMANI**



# Students' Artistic Corner



**SIMRAN  
KAUR**  
B.COM (H)  
2ND YEAR



**BHAVANA  
BAID**  
B.COM (P)  
1ST YEAR



# Academic Achievers



## B.Com (H)

Year	Position	Name	CGPA
1st year	I	Kanika Thakur	9.09
	II	Sejal	8.77
	III	Priyanshi Garg	8.5
2nd year	I	Yashika Adlakha	9.25
	II	Palak Bhatia	9.18
	II	Nithya Mohan	9.18
3rd year	I	Simranjeet Kaur	9.284
	II	Neha Vohra	8.622
	III	Khushneet Kaur	8.608



# B.Com



Year	Position	Name	CGPA
1st year	I	Shivangi Rana	8.73
	I	Ritika Tuli	8.73
	II	Simran Mehta	8.64
	III	Madhuri Bansal	8.55
2nd year	I	Tuba Begum	9.32
	II	Priyal Jain	8.73
	III	Vinisha Chawla	8.59
3rd year	I	Muskan Oberoi	8.83
	II	Akshita Arora	8.53
	III	Ankita Raj	8.48



# Paper Presentation in National Conferences



*Mehak Sehra  
B. Com(FH)*



*Vaidehi Khanna  
B. Com(FH)*

# Jhanvi Arora

## B. Com(H)



**Best paper award in  
International  
Interdisciplinary  
e-Conference**



**First position in  
Debate Competition**



**Second position in  
Debate Competition**





*Guneet Kaur  
B.Com(P)*



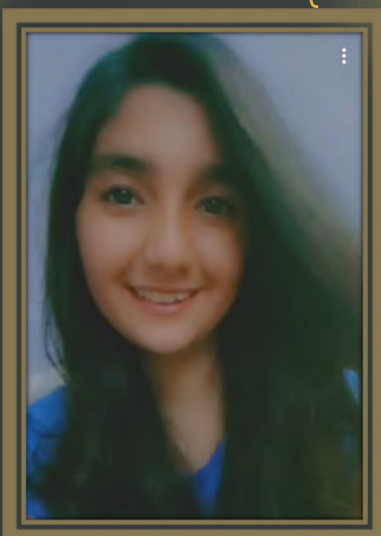
**Gold Medal in  
Gatka Competition**



*Kritneet Kaur  
B.Com(H)*



**Bronze Medal in  
Gatka Competition**



*Vaidehi Khanna  
B.Com(H)*



**First position in Aao Baniye  
Gursikh Pyara Essay Competition**





**Gold medal for District and State Kickboxing Championship**



**Certificate of Excellence for E-quiz of Accounting**



*Jeevanjot Kaur  
B. Com(P)*



**Feature in Kenya Times for Writeups**



**Bronze position in Pro-national Kickboxing League**

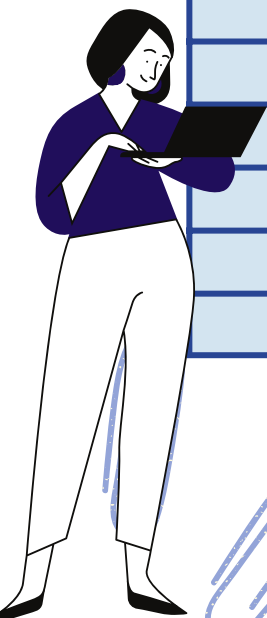


**Feature in Newspaper for Pro-national Kickboxing League**

# Placements & Internships

Name	Course	Company Name
Aditi Nangia	B.com(hons)	Planetspark
Aditi Thakur	B.com(H)	Travclan
AvleenKaur	B.com	Travclan
Guransh Kaur Chawla	B.com	ISA Global
Guransh Kaur Chawla	B.com(H)	ISA Global
Gurleen Kaur	B.com(H)	Coral Knowledge
Harleen Kaur	B.com(H)	Coral Knowledge
Iknoor Kaur	B.com(H)	Coral Knowledge
Iknoor Kaur	B.com(H)	Ricoz
Jasleen	B.com(H)	ICICI Bank
Jasleen Kaur	B.com(H)	Planetspark
Jaspreet Kaur	B.com	Planetspark
Manika Berry	B.com(H)	Planetspark
Manmeet kaur	B.com(H)	Planetspark
Muskan Sandhu	B.com(H)	Planetspark
Neha Singh	B.com	Elements HR Services
Palak Bhatia	B.com(H)	UOLO Edtech Pvt Ltd
Pranjal Ahuja	B.com(H)	SIS Prosegur
Pranjal Ahuja	B.com(H)	BATA
Radhika Mittal	B.com(H)	BATA
Sanya Pawha	B.com	Appsiera Solutions
Shimoun Chawla	B.com(H)	Adzealous Media
Shimoun Chawla	B.com	Sunstone Eduversity
Tanisha Babbar	B.com	Sunstone Eduversity

P  
L  
A  
C  
E  
M  
E  
N  
T  
S



Name	Course	Company Name
Aastha Katyal	B.com (H)	TCR Innovation, Marketing
Aditi Agarwal	B.com (H)	TCR Innovation, Marketing
Amarpreet Kaur	B.Com (H)	Market research consultant, Marketing and Business Development Intern
Anjali Srivastava	B.com	Unschool, Vibexus
Avni Bansal	B.com (H)	Social Parindee, Universal Tribes, RSVI
Chetna Batra	B.com (H)	Prep Junction, People First
Divyanshi Jain	B.com	RSVI, Fresh Vatika
Gurleen Kaur	B.Com (H)	Voice Artist, Human Resource, Prep Junction, HR Intern
Japleen Kaur	B.Com (H)	Voice Artist, Social Media Management
Japneet Kaur	B.com (H)	Human Resource, Marketing
Jasleen kaur	B.Com (H)	Fundraising and Communication, ILP Overseas
Juhi Lall	B.com	RSVI, Zuv Foundation
Kajal Jain	B.Com (H)	Content Creation, HR Intern, Recruit Kart
Kanishka Jain	B.com	Peacock Solar, DU Connect, Voice Artist
Kinjal Khandelwala	B.com (H)	Marketing, Human Resource
Kunishka Sachdeva	B.Com	Unschool, Prep Junction, People First
Manmeet Kaur	B.com	Zuv Foundation, Unschool
Muskan Juneja	B.com (H)	Human Resource, Business Development
Naina Rastogi	B.com	RSVI, Vibexus, Egiyok
Priyanshi Garg	B.Com (H)	Unschool, Business Development, HR Intern
Rishita Raheja	B.Com	RSVI, Unschool, MissionEd, Recruit Kart
Sakshi	B.Com (H)	Fundraising & Development Intern, Fundraising, Recruit Kart
Sneha Aggarwal	B.Com (H)	Research and Ideation, Social Media Marketing, Business Development
Tarika Jain	B.com	ZUV Foundation, I-Smart Solar, TAC
Tisha Kapoor	B.com	ZUV Foundation, Recruit Kart
Urvi Singh	B.com (H)	Fundraising and Communication, Graphic Design

# BATCH 2018-2021



**JASNEET KAUR**  
**BCOM (H)**

*"The more we can break the rules, the better off we are going to be."*

In a largely male-dominated world, women are finally braving their feet to celebrate entrepreneurial ideas and pacing their way up to become successful businesswomen and setting examples like Falguni Nayar, Kiran Mazumdar Shaw and many more. Why should we stop women from power, who continue to face more challenges than men as an added societal pressure of maintaining a work-life balance falls heavy on their shoulders? A woman is expected to play many roles and excel at them. For women, running a business is not enough; it means excelling in their domestic roles just as much.

Mata Sundri College has played a major role in making me one of the most entitled young entrepreneurs in my field.



**AMITOJ KAUR**  
**BCOM (H)**

As a part of NSS and Kala, the art society, one thing I can say for sure is that the best type of experience comes from the right balance of academic and extracurricular. It was an exciting experience to work with different people, share skills and build some unexpected friendships. Moreover, one thing I cannot emphasize enough on, is that the commerce department elevated the overall college experience for me, be it the lecturers, the society, the fests, the sheer efforts put into everything got me amazed. Thanks for the most amazing 3 years of my life.



**TARAN KAUR**  
**BCOM**

From standing in line for admissions to standing in line for my final transcript, my college life unfolded so beautifully that it's an experience I'll hold dear to myself for my entire life. MSC has taught me how, with perseverance and teamwork. Be it inside classes or co-curricular activities, all my professors have always been there to guide and support me to reach a higher benchmark. As I take farewell from this college and take a step further into the world, I yearn to break through glass ceilings and take the college's name higher.



**PRIYAL JAIN**  
**BCOM**

My journey in Mata sundri college started as an enthusiastic girl with loads of dreams in her eyes. This place has provided me a vibrant atmosphere, allowing a universal growth not only in educational field but as a beneficent human too.

I'm grateful to this quintessential institution and will always adore my teachers for helping me in becoming a women with vision.



**ARSHLEEN KAUR.**  
**BCOM**

Achievements , Applauds and Opportunities this is what I've gained from Mata Sundri College for Women. Throughout this journey, so many doors were opened for our personal and academic development. The teachers here not only focuses on their particular subjects but also aims at enhancing our knowledge, skills and development as an individual. I got infinite love from my teachers. My experience here have been amazing. I got so many lessons of life which will help me to grow in future. I'm grateful to this college.

# ***A Message from Our Retired Faculty***

Looking back with gratitude, I entered a profession dedicated to assisting young people to achieve their potential and finding their best selves. I joined Mata Sundri college as a lecturer in the Department of Commerce way back in 1984. Right from the day I stepped in this college named after a great warrior woman "Mata Sundri Ji," I could feel the divine aura around me, which kept guiding me throughout my career. It played a significant role in shaping my personality and making me a confident teacher. Being part of my workplace was indeed a blessing for me. In the long career of forty years, I have instructed a number of young women, who have gone to benefit society in many ways. This truly makes me feel accomplished. I have been fortunate enough to be influenced by many worthy colleagues and at the same time by diligent and obedient students.



**Ms. Kanwaljit Kaur**

They have touched my life in several ways and have taught me how to teach lessons; academic and of life. They made me realize that true teaching is a special partnership. It only works when students are allowed to speak up their minds. They also helped me bridge the gap between what I thought I needed to teach and what the students actually needed to learn. I have been asked many times, what I am going to do after my retirement. It is rightly said, *"Once a teacher, always a teacher."* I too feel that a teacher never retires in a real sense. It is an exciting and an ongoing journey. I am still working on finding the best in me. The trust that my friends, colleagues and students have bestowed in me have made me more positive and enthusiastic. I am ready to enjoy the next phase of life with a new sense of purpose. Once again my heartfelt gratitude to each and every person from whom I have learnt and spent the most fulfilling years of my life.



# In Memoriam



**Mrs. Chetan Jassal**

**Gone too soon..... You will always be missed**

What an irony to give tribute to Chetan in E-converse which was nurtured by her effort and dedication. She was young, charming, ambitious, full of life, and always ready to take things head-on. We shall remember her always as one who brought a spark to all that she did. Chetan was an excellent teacher, colleague, and amazing human being. Her contribution to our department and college shall never be forgotten. Her fond memories shall always remain close to our hearts.

- Ms. Jaspal Kaur Sahni

A lively person, wearing a smile on her face, ready to lend a helping hand, and never learned to say NO. This was Chetan. Miss you.

- Ms. Parvinder Kaur

Chetan was among the youngest members of our Commerce Department. She was always smiling, willing to help, full of enthusiasm to do anything, be it on the cultural side or handling the computer department. She was a noble and blessed person. She was very popular among students as she would be standing with them for hours during their Gidda and Bhangra sessions. Always chirping like a bird, and loved not only by the Commerce Department but by the entire College.

- Ms. Harinder J. Singh

Dear Chetan was a capable and ambitious faculty. Just a few days before her submission of Ph.D. thesis and award of promotion as Associate Professor, She left us for her heavenly abode. A hardworking person till her last breath. You and your family have a special place in our lives. This space will ever remain for you.

Love you to the core.

- Dr. Renu Arora

We miss you Chetan , a divine soul , always smiling , very understanding. Never saw her in foul mood. Very accommodating. One could count on her for anything. Always ready to take up any responsibility.

Gem of a person .....Love you and miss you

- Ms. Tajinder Kaur

"Goodbyes hurt the most when the story was not finished." It is hard to believe that our wonderful colleague and dear friend, Chetan is no more with us. She was charming, caring, ever-smiling, full of positivity, and above all a dedicated teacher. Her thoughts, vision, everlasting memories, compassion, devotion towards work, dynamism, and love continue to bring inspiration for all members of the commerce department. She will always be with all of us - unseen, unheard and still so near. May God always keep her in his loving care.

- Ms. Kanwajit Kaur

Dear Chetan,  
I know you are no more with us but still you will always be in my heart and memories and no one can ever replace you.

-Dr. Sapna Dhaliwal

Your cheerful voice and laughter still resounds in my ears. Chetan ma'am, the beautiful time we spent together is etched in my heart forever. Blessed soul like you is hard to find. Miss you so much.

-Ms. Ishleen Kaur

A person like you is hard to find. Your ever smiling face is unforgettable, your sweet voice still rings in my head. You were such a warm, energetic and fun loving person. Working with you for E-converse gave me the chance to know you very closely. Mam you were a gem and the void created by your sudden demise can never be filled.

We all love you and miss you.

- Ms. Manpreet Kaur

Chetan mam was such a lovely and bubbly person. She was ever smiling person who would always dress up so elegantly in all the events. She managed cultural and other events so flawlessly. Losing such a gem has created a permanent void in our lives. Will always miss you ma'am. I lost my Punjabi partner who would always talk about our university and hostel days..

- Dr. Manjot Kaur

# To Dear Chetan Kaur



*The time spent with you makes a memory....  
and missing you is a moment that reminds all past memories....*

# Masters of articulation



**Ms. Prabhsharan Kaur**



**Ms. Kamna Virmani**



**Dr. Manjot Kaur**



**Dr. Jyoti Verma**



**Yashika Arora**  
Bcom (H) - I



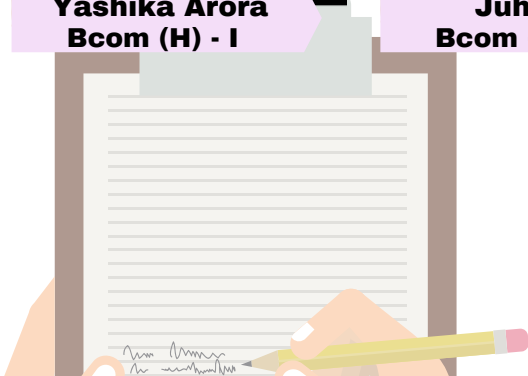
**Juhi Lal**  
Bcom (P) - II



**Bhavana Baid**  
Bcom (H) - I

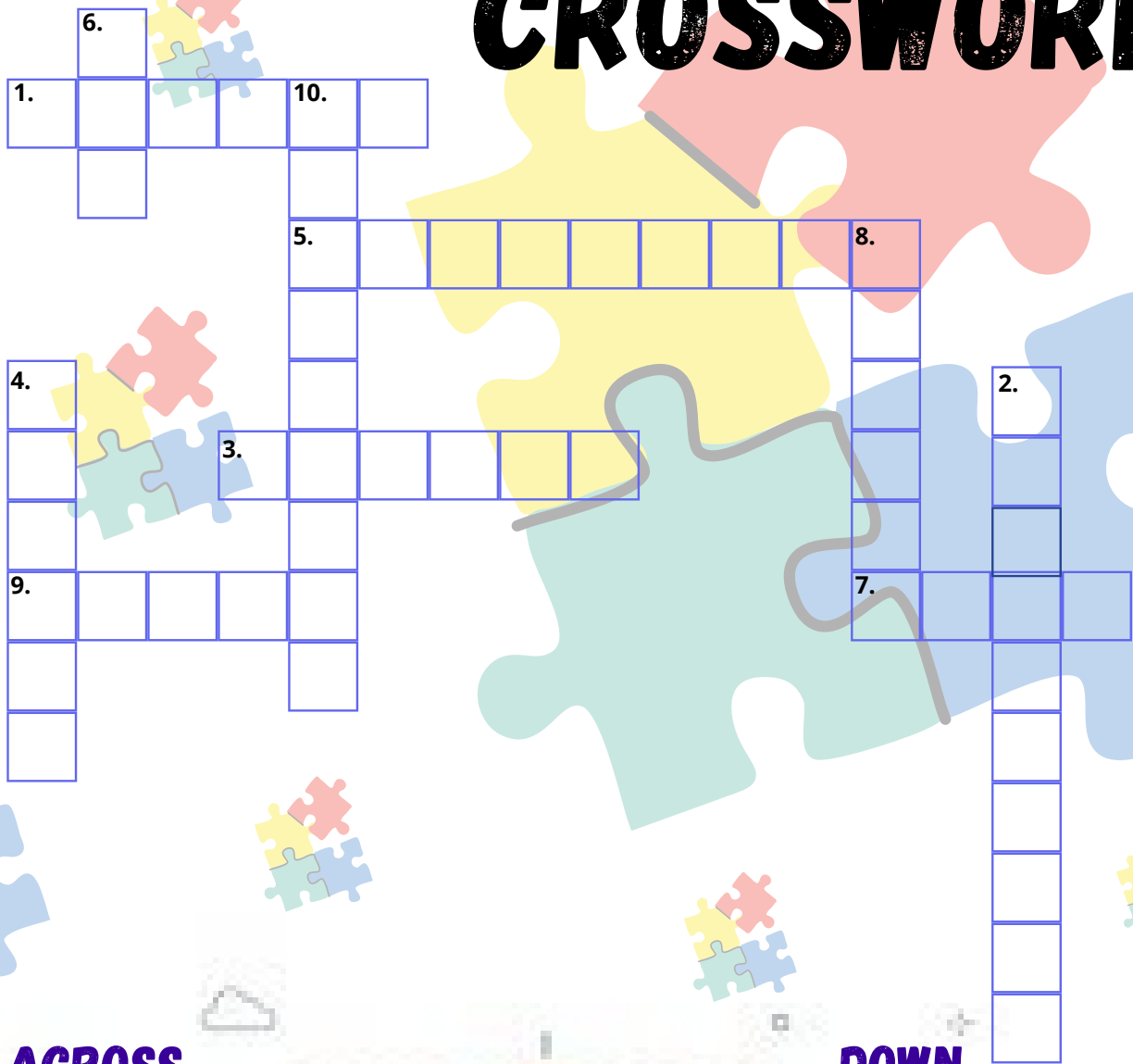


**Simran Kaur**  
Bcom (H) - II





# CROSSWORD



## ACROSS

1. This product is the second largest advertiser on television today.
3. This production house owned the rights to the word "zombie".
5. This bistro place specifically created round tables so customers would feel less alone.
7. This brand was named after the Greek Goddess of Victory.
9. This luxury brand holds the world record for most expensive jeans.

## DOWN

2. This car company owns Bentley, Bugatti, Lamborghini, Audi, Ducati, and Porsche.
4. 'Backrub' was the original name for this multinational company.
6. This is the costliest share in the Indian Market.
8. This electronics company was once renowned for selling dried fish.
10. This continent has had the best performing share market in the world from 1900 to 2009.

ANSWERS- 10. Australia 9. Gucci 8. Samsung 7. Nike 6. MRF 5. Starbucks 4. Google 3. Marvel 2. Volkswagen 1. Cereal

# **E-CONVERSE 2021**

## **VOLUME 6**

writing, sharing, expressing...



***Reach Out To Us***



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**@invictussocietymsc**



**@invictussocietymsc**



**commerce.writeups@gmail.com**