

# MATA SUNDRI COLLEGE FOR WOMEN

(UNIVERSITY OF DELHI)



## **E-CONVERSE**

integrated forum

THIRD EDITION, November 2018



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# FROM PRINCIPAL'S DESK



This online journal “*e-Converse*” is a laudable effort of the Commerce Department. The articles written by the faculty and students on varied contemporary and relevant issues are a valuable database of the college. The exponential changes and developments in the corporate arena are outlined in the edition. The section containing placement details and alumni connect authenticates the fact that our campus is a vibrant and enjoyable place and encourages creativity of our students through several platforms.

Such academic endeavors not only provide opportunity to the faculty to present their ideas and opinions in a logical sequential manner but also enable the students to unravel their creativity. This magazine provides an opportunity to the students to pen down their thoughts and also, trains them to go into the finer details of publishing like, editing and designing giving an express form to their hidden potential.

The Commerce Society of the college namely, *Invictus* is in forefront conducting activities throughout the year and the present issue outlines the events in a vibrant pictorial manner.

The content and presentation of topics is interesting and thought-provoking. I congratulate the editorial team for their endeavour to bring out another issue of the annual E-journal, “*e-Converse*” through their relentless endeavours.

**Dr. Harpreet Kaur**

Principal

Mata Sundri College For Women

University of Delhi



## FROM HOD'S DESK



Dear Readers,

It gives me immense pleasure to pen down my message for the 3<sup>rd</sup> edition of “E-CONVERSE”.

“E-CONVERSE” is designed to present to its readers the curricular and co-curricular activities undertaken by the commerce society *INVICTUS* and to provide a panoramic view of the fond memories and journey of the department. In addition to the numerous activities of the department the magazine also highlights the achievements of faculty members and students in academics as well as in other fields.

With all the sincere efforts put in by the contributors to this issue, I am sure that this magazine will be informative and resourceful for the readers. I would like to congratulate Ms. Chetan Kaur (Editor-in-Chief) and the entire Editorial Board for their tireless and determined efforts in bringing out the 3<sup>rd</sup> edition of “E-CONVERSE”. I extend my sincere thanks to the students and faculty members who have contributed to this issue.

I would like to conclude with a message for my students in the words of Dr A. P. J. Abdul Kalam *“Never stop fighting until you arrive at your destined place – that is, the unique you. Have an aim in life, continuously acquire knowledge, work hard, and have the perseverance to realize the great life”*.

**Mrs. Parvinder Kaur**  
Teacher-in-charge  
Department of Commerce

## EDITORIAL TEAM



- ♦ **Mrs. Chetan Kaur**  
(Editor-in-Chief)
- ♦ **Ms. Manpreet Kaur**  
(Co-editor)
- ♦ **Ms. Jyotica Singh**  
(Co-editor)
- ♦ **Ms. Prerna Bhatia**  
(Student editor)
- ♦ **Ms. Garima Batra**  
(Student editor)
- ♦ **Ms. Simran Khanna**  
(Student editor)



## FROM EDITOR'S DESK



Hello Dear Readers,

I am glad that the idea with which we started “e-converse” is flourishing. We have been successful in providing a creative platform to faculty as well as students in online publication for sharing their thoughtful write ups.

Ms. Manpreet Kaur and Ms. Jyotica Singh from commerce faculty have proved to be very hardworking and competent team players. A new gain in students editorial team is Ms. Simran who has added a feather to the cap of productive and potent work of Ms. Prerna and Ms. Garima for “e-converse”.

In this edition of e-converse, Dr. Renu Arora's write up on Masala Bonds added a new realm to the concept of bonds. Dr. Harleen's article gave insights on AIC's which intended great information for start-up businesses. Ms. Manjot Kaur's captivating write up provided a cognitive knowledge about marketing strategies.

*E-Converse* enlightens the path of *Invictus* and bridges the gap between their functioning and acknowledgement. Readers will find “*Invictus*” proficient work highlights in this edition also.

I am greatly thankful to our principal Dr. Harpreet Kaur who has motivated us to present this wondrous edition. My sincere thanks to Mrs. Parvinder Kaur, teacher-in-charge for her encouragement and support to be the leader in this Journey one more time. I would like to express my heartfelt gratitude towards my editorial team and wish them good luck for coming editions of “e-converse”.

**Mrs. Chetan Kaur**  
Editor-in -chief

## FROM STUDENT EDITORS' DESK



Everyone has a purpose in life and a unique talent to give to others. And when we blend this unique talent with service to others, we experience the ecstasy and exultation of own spirit, which is the ultimate goal of all goals.

Education is the most powerful weapon which we can use to change the world. We, through this journal, profoundly, level-head the learned gems of the ‘Commerce Department’ of our College. Both the students and the professors possess an ambrosial knowledge and the skill of expression. We congratulate them and offer them our greetings through various columns of the journal. In course of making the journal, we found immense gratification and unleveled learning avenues, for which we consider ourselves fortunate. Our efforts have been well pillared by Mrs. Chetan Kaur (Chief-Editor), Ms. Manpreet Kaur (Assistant Professor) and Ms. Jyotica Singh (Assistant Professor), their support and motivation cannot stand oblique in our journey of completion of this E-journal. We are sincerely thankful to them!

–Ms. Prerna Bhatia, Ms. Garima Batra, Ms. Simran Khanna

# LIST OF FACULTY MEMBERS

- Dr. Kamlesh Jain  
(Associate Professor)
- Dr. Kwarjit Kaur  
(Associate Professor)
- Dr. Kamlesh Kaur  
(Associate Professor)
- Dr. Sharda Garg  
(Associate Professor)
- Mrs. Prabhsharan Kaur  
(Associate Professor)
- Mrs. Rashmi Singh  
(Associate Professor)
- Mrs. Tajinder Kaur  
(Associate Professor)
- Mrs. Harinder J. Singh  
(Associate Professor)
- Mrs. Kanwaljit Kaur  
(Associate Professor)
- Mrs. Parvinder Kaur  
(Associate Professor)

- Dr. Renu Arora  
(Assistant Professor)
- Dr. S. Kalpana Devi  
(Assistant Professor)
- Mrs. Chetan Kaur  
(Assistant Professor)
- Dr. Meenakshi Goenka  
(Assistant Professor)
- Dr. Sapna Dhaliwal  
(Assistant Professor)
- Mrs. Poonam Arora  
(Assistant Professor)
- Dr. Harleen Kaur  
(Assistant Professor)
- Dr. Tanu Dhirga  
(Assistant Professor)
- Ms. Priya  
(Assistant Professor)
- Mrs. Manjot Kaur  
(Assistant Professor)
- Mrs. Gurvinder Kaur  
(Assistant Professor)
- Dr. Jyoti Verma  
(Assistant Professor)

- Ms. Ishpreet Kaur  
(Assistant Professor)
- Ms. Manpreet Kaur  
(Assistant Professor)
- Ms. Puneet Kaur  
Dhirga  
(Assistant Professor)
- Mrs. Kamna Virmani  
(Assistant Professor)
- Ms. Jyotica Singh  
(Assistant Professor)
- Mrs. Naina Kaur  
(Assistant Professor)
- Mrs. Ishleen Kaur  
(Assistant Professor)
- Dr. Harshmeeta Kaur  
Soni  
(Assistant Professor)
- Ms. Jasmeet Kaur  
(Assistant Professor)
- Ms. Rameet Kaur  
(Assistant Professor)
- Ms. Gurpreet Kaur  
(Assistant Professor)



# MASALA BONDS: THE EMERGING TREND IN CORPORATE FINANCE

BY- DR. RENU ARORA

Masala Bonds have revolutionized the corporate debt market with a USP of no foreign exchange risk for the Indian borrower/issuer and high returns for offshore foreign investors. *Masala Bonds are rupee-denominated offshore bonds issued by the Indian resident entities through approvals by the Reserve Bank of India under the Foreign Exchange Management Act, 1999.*

RBI has allowed these bonds since 2015 and the Housing Development Finance Corporation Ltd. (HDFC) was the first Indian business to raise Rupees 3000 crore from these bonds in July–August, 2016. The issue is registered with London Stock Exchange. It was oversubscribed four times.



HDFC Team with their Chairman Deepak Parekh on the day of listing of Masala Bonds on 1st August, 2016 in London Stock Exchange. (Source: [www.lseg.com](http://www.lseg.com)). Masala means Indian spice and the term for corporate bonds was first used by the International Finance Corporation, the World Bank Group, headquartered in the Washington DC (USA). They floated Masala Bonds first in November, 2014 to finance infrastructure projects in India and issued green Masala Bonds in August 2015 for climate change projects in India. Using a country's cultural or a food name in corporate bond market abroad is not a new idea, like Samurai Bonds from Japan or Dim Sum Bonds from China. These bonds are mostly issued in overseas markets to strengthen the domestic currency. The Masala Bonds have steered the Rupee to turn global.

The main features of these bonds are–

- Masala Bonds are Rupee-denominated overseas bonds, where the corporate debt as well as the debt-servicing (interest and repayments) are Rupee denominated though may be released in equivalent foreign currency
- The borrower will have no foreign exchange risk and the investors will have high yields and tax exemptions.
- The bonds may be placed by the Indian resident entities privately on unrelated foreign investors or listed on a foreign stock exchange.
- The maximum cap is \$ 750 million, equivalent to INR with minimum 3 years maturity up to USD 50 million and 5 years maturity above USD 50 million (RBI, 2017)
- Since foreign exchange risk will be borne by the offshore investors, the key factor shall be a stable exchange rate.

The famous Indian corporate/PSU borrowers through Masala Bonds are HDFC, NTPC, HDFC Bank, Yes Bank, Sriram Transport Finance Company, National Highways Authority of India and Indian Railways Finance Corporation among others. Most of these issues are listed in the London Stock Exchange whereas NTPC Masala Bonds are listed in the Singapore Stock Exchange.

These Rupee bonds have diversified the sources of finance for Indian corporate and public sectors. "The non-banking financial institutions (NBFI)s will be active issuers of Masala Bonds over the medium-term, according to rating agency, Fitch, in line with their rising need for diversified funding to support growth. *"Fitch further added that Masala Bonds offer a large investment pool and help the offerors avoid the currency mismatches associated with the international bond issuances denominated in foreign currencies"*(The Hindu, March, 12, 2018).

## ACADEMIC ACHIEVERS



### B.com (Prog)

Year	Name	Position	CGPA / %
Ist	Simran Gera	Ist	8.36
	Varsha	IIInd	8.14
IIInd	Lakshmi	Ist	8.18
	Shivani Gautam	IIInd	8.14
IIIrd	Guneet Kaur	Ist	88.08%
	Kritika Singh	IIInd	84.08%

### B.com (Hons)

Year	Name	Position	CGPA / %
Ist	Paridhi Jain	Ist	8.77
	Diya Rustagi	IIInd	8.59
IIInd	Gunjan Sharma	Ist	8.96
	Mitali Goel	IIInd	8.89
IIIrd	Munsifa Hoor	Ist	86.74%
	Jyoti Pandey	IIInd	83.96%



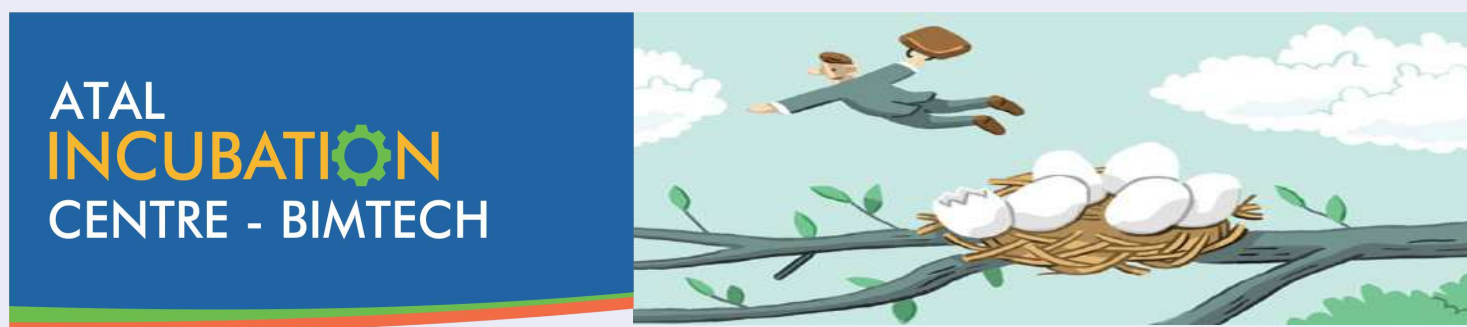
# INCUBATOR SUPPORTED START-UPS VS. OTHER START-UPS

BY- DR. HARLEEN KAUR

Niti Aayog, in its Action plan launched *Atal Incubation Mission* wherein it intends to support the establishment of new incubation centres called *Atal Incubation Centres (AICs)* that would nurture innovative start-up businesses in their pursuit to become scalable and sustainable enterprises.

This project will provide a grant-in-aid of upto Rs. 10 crore for a maximum period of 5 years to cover the capital and operational expenditures to establish the Atal Incubation Centre. Other participating agencies in this project include- Department of Science and Technology, Department of Biotechnology, Ministry of Micro, Small and Medium Enterprises, Department of Higher Education, Department of Industrial Policy and Promotion.

University business incubators are expected to provide the necessary faculty mentoring, early setting up funding, networking with the likeminded people possessing technology. *The general hypothesis is that incubators will produce successful start-ups.*



Ajeet Khurana, who has closely participated in innumerable initiatives taken by accelerators and incubators in India and have also angel invested in and mentored dozens of startups, quoted in one of his blogs *"The idea of accelerators, incubators, and mentors is great in principle, but it largely doesn't seem to be working."*

His analysis revealed the following astounding facts-

- Considering top 10 successful startups in terms of revenues, valuation etc., almost none of them was ever a part of an accelerator / incubator..
- Paradoxically, the top startups from the IITs and IIMs were never part of the business incubators in the same institutions.
- Even start-ups from established incubators have not been able to generate impressive revenues.
- *Purple Square* is one example of a startup founded at IIT Bombay in September 2013 which had shut down its operations in 2016

The **negatives** of incubator supported start-ups also include spoon-feeding them. Start-ups get the habit of *"going for help to mentors"* when in difficulty, which is why, most of the incubator graduated start-ups fail in their first few years of graduation. Incubators provide them with ready solutions to their problems and they don't have to struggle for initial financial support or guidance. In reality, a startup is not market ready unless it has had its share of brawl for survival.

In Adegbite, O. (2001), a study conducted in Nigeria revealed that most of the tenants have refused to move out of the incubator centers with several having stayed for periods in excess of twenty years. Schwartz, M. (2010), in his research also posed this question and analyzed whether incubator based firms have higher survival rate than non-incubator based firms. His findings also indicate insignificant higher survival probabilities for firms located in incubators compared to firms located outside those incubator organizations and, In fact, their results revealed statistically significant lower chances of survival for those start-ups having received support by an incubator.

However, there is some evidence for positive impact of incubators on the performance of startups in the literature e.g. Firms on-incubator perform better and the on-incubator firms evaluate the impact of incubators favorably too (Akçomak, S. and Taymaz, E. , 2004) and Sameer Verma (2004), in his study finds overall positive impact of accelerators on the performance of startups.

While there is mixed opinion in the academic research done so far on the existence and utility of business incubators, an empirical research investing this issue in context with India will be useful for academia and business fraternity.



# WORLD'S LEADING ENTREPRENEURS



Jeff Bezos (U.S.)  
( CEO, Amazon )



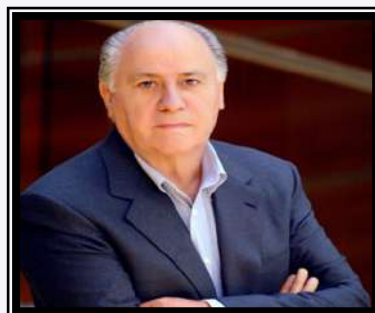
Bill Gates (U.S.)  
(Co-founder, Microsoft)



Warren Buffett (U.S.)  
(CEO, Berkshire Hathaway)



Mark Zuckerberg (U.S.)  
(Co-founder, Chairman and CEO, Facebook )



Amancio Ortega (Spain)  
( Co-founder, Zara )



Carlos Slim Helu & family (Mexico)  
(Honorary Chairman, America Movil)



# PESTER POWER: A HEADACHE FOR PARENTS AND TOOL FOR MARKETERS

BY- MANJOT KAUR BOPARAI

Have you ever seen children and parents arguing in malls?  
Have you ever seen children lying down on floor?  
Have you ever seen children crying at the top of their voice?  
Have you ever seen parents holding child hand to get him/her out of the store?  
If answer to any of the above question is 'yes', you have witnessed pester power.



Pester Power is the nagging ability of child in influencing his/her parents to buy particular product.

Cambridge dictionary defines pester power as "*the ability that children have to make their parents to buy something by asking for it many times until they get it*"

Children are considered as an imperative part affecting the family decision making and have achieved consideration from marketers, academicians, public policy, advertisers etc. During the 1990's awareness was developed about the immense market potential children have. They contribute in three ways– a current market spending their own money in order to satisfy their own needs and wants, an influential market affecting the parent's decision and attracting a substantial amount of parental expenditure and a future market that will eventually constitute all the customers.

Children of various age groups– infants, toddlers, young children or adolescents are an attractive segment for the marketers considering the age-based segmentation. Pester Power has gained attention due to the following reasons :

- ♦ Children in India and across the globe constitute a huge market and population of children is growing tremendously. As per Census 2011, 29.5% of India's population was in the age group of 0–14 years. This makes this segment even more popular.
- ♦ Secondly, children possess large influence on family purchases.

The word '**Pester Power**' is gaining recognition in this ever-changing world. *Pestering means when the children keep asking or keep on nagging their parents for the things that they can't have or their parents otherwise won't buy.*

Owing to the role that the children plays in family decision making, companies and marketers are making conscious efforts in driving the attention of children towards their product by using various strategies. Even the parents are willing to spend more on their kids owing to more disposable income, lack of time, more stress in life and guilt for not spending enough time with their children etc.



Marketers are targeting children not only for the products directly purchased and consumed by them but also for products like automobiles, home appliances, laptops etc. The level of influence the child varies at the different stages of the decision making and also by the product category.



The table below shows some of the tactics used by children to influence their parents.

Pressure tactics	The child makes demand, uses, and threats or intimidates to persuade parents to comply with his/her request.
Upwards appeal	The child seeks to persuade parents, saying that the request was approved or supported by an older member of the family, a teacher or even a family friend.
Exchange tactics	The child makes an explicit or implicit promise to give some sort of service such as washing the car, cleaning the house or taking care of the baby, in return for a favour.
Coalition tactics	The child seeks the aid of others to persuade parents to comply with his/her request or uses the support of others as an agreement to agree with him/her.
Ingratiating tactics	The child seeks to get parents in a good mood to think favorably of him or her before asking them to comply with a request.
Rational persuasion	The child uses logical arguments and factual evidence to persuade parents to agree with his/her request.
Inspirational appeals	The child makes an emotional appeal or proposal that arouses enthusiasm by appealing to parental values and ideals.
Consultation tactics	The child seeks parent's involvement in making a decision.

*Source: "Consumer behaviour: Reference groups and family influences" by Schiffman, Leon G. and Kanuk, L.L.P.361)*

Marketers are aware of the pester power the children possess so they try to influence children through various advertisement and promotional tools. They target their product at children who in turn ask their parents to fulfill their demand and in case their demand is not fulfilled they make use of the special power that they possess known as pester power. Most of the parents succumb to this power and agree to the demands their children make.

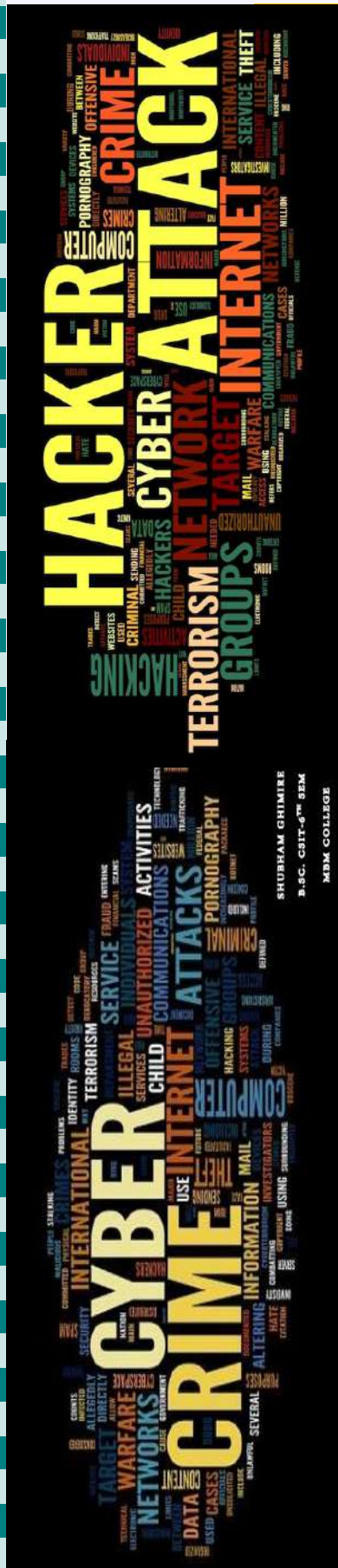


The increasing number of crimes against women in India is a cause of grave concern, and as many of them go unreported and unpunished, it leads to a society where women feel vulnerable and unsafe. With increasing internet usage women have become victims of cybercrime. *Cybercrime is a term for any illegal activity with a criminal motive to intentionally harm the reputation of the victim or cause physical or mental harm to the victim directly or indirectly, using modern telecommunication networks such as Internet.* Women are more vulnerable to the danger of cybercrime as the perpetrator's identity remains anonymous.



Young Girls are likely to fall prey to: **Cyber harassment** a repetitive behaviour intended to disturb or upset a person through use of internet; **Cyber stalking** where an individual willfully and repeatedly targets and harasses their victims via websites, chat rooms, discussion forums, open publishing websites and email which seriously alarms, torments, or terrorizes that person; **Cyber pornography** is another threat to the female netizens as they never know which actions of theirs are being recorded and would later end up on internet, **Cyber defamation** is another common crime against women with the use of net; **Morphing** is another crime where the original picture is morphed with another one usually in compromising position and then women are blackmailed with the threat of releasing the morphed images on the internet.

Cybercrimes against women are on the rise due to laxity in laws and also due to hesitation on part of the victim to report such crimes due to familial and social reasons.



# ACTUARIAL SCIENCE : AS AN EMERGING CAREER OPTION

BY- GARIMA BATRA, B.COM(HONS), 3RD YEAR

Actuarial science is a relatively new career, keeping in mind the age old clichés that are present.

Actuarial science is the discipline that applies mathematical and statistical methods to assess risk in insurance, finance and other industries and professions. Actuaries are professionals who are qualified in this field through intense education and experience.



Well to tell you the truth, I am not very sure how many people would be aware of the course. It is one of the **most sought after courses**; in terms of preparation and in the later on stages- reward. Since the course is mathematical and statistical based so is mostly opted by **commerce students**. Although the course was introduced 2002 India but there are not many takers amongst colleges who teach **Actuarial science**.

It is a science on whose basis future financial expected events can be measured and be quantified. Statistical methods are used to estimate likelihood of future events such as death, retirement, motor accident, movement of stock prices etc., and on that basis the movements (risks) while insuring these events are quantified. Actuarial scientists are required especially in Insurance domain due to statutory requirements. In India for eg only a Fellow Actuary can certify a price of a life or general insurance policy.

In the Indian context, people generally have a habit of recognizing fields and a science field or a commerce field. Actuarial science is a course that relates to both the fields.

I would say it uses science to solve commercial problems! Not many actuarial students realize that they even use physics to solve problems in finance!





Having said that, actuarial science requires the candidate to have:

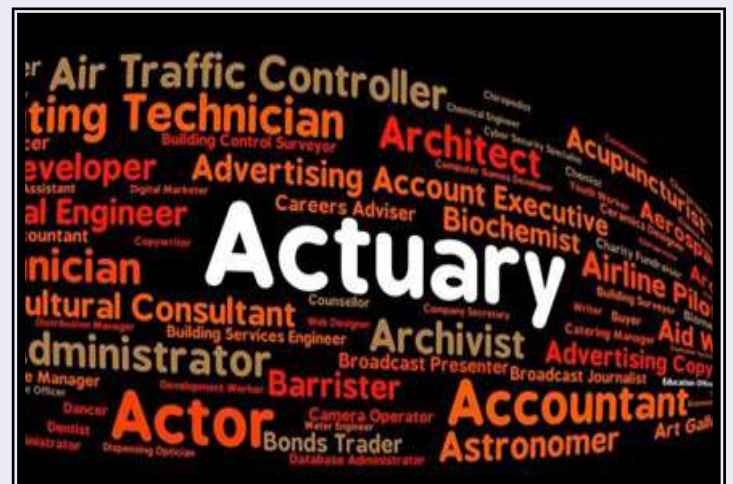
- Good mathematical skills but more importantly one should have a curiosity to learn and dig deep into the concepts.
- Interest to learn different topics like finance, mathematics, economics, statistics etc.
- Perseverance. One may find a few concepts tough to understand. It is important to persevere and believe that you can understand.
- Endurance. It is a very LONG course.



It is one of the emerging career options and is extremely lucrative on the monetary front. However, it is also considered one of the toughest careers, with longer work days than others on average, and a relatively tough academic cycle. It can be an excellent career option if you enjoy numbers, statistics, and data analysis.

An actuary in India typically works in the following fields:

- Life Insurance
- General Insurance
- Health Insurance
- Reinsurance Companies
- Pension Funds
- Consultants
- Investments
- Government
- Academics
- Risk management



The role that an actuary can perform in each of these sectors can be quite varied, such as **product pricing, financial modelling, valuations, risk management, carrying out peer reviews, designing social security schemes, advise on the premium** to be charged etc.

Actuarial Science is going to be the next big thing in India. India is emerging as a huge market for absorbing Actuary professionals. So think beyond CA, Engineering or Medicine and go for one of the six 21<sup>st</sup> century high paying jobs, as per Forbes.

I am also pursuing this course, and the reason why I am doing this is, unlike most of the professional courses, it is not confined to limited opportunities. This profession contributes in almost every sector, be it, Banking, Risk, Finance, Pension, Insurance, Consultancy or Academics. Each Actuarial paper gives you a flavour of all these factors and hence gives you customize your career as per your interest.

**PREMONITION:** Once you enter in this domain, there is no looking back as it has the power to attract people who love maths.

## ***INVICTUS UP-COMING EVENTS....***

JAN'2019- Special Talk for students  
FEB'2019- Marketing and Advertising Event

MARCH'2019— Industrial Visit  
APRIL'2019— Career Counselling Session



# GIRLS ON TOP

BY- ANTIMA CHOUBEY B.COM (HONS), 3rd YEAR

*"Do not chase another human being instead, chase your curiosity. Chase your development and your goals. Chase your passion."*

Above mentioned lines totally fit in, when it comes to two young woman entrepreneur—SHIVANI PODDAR AND TANVI MALIK.

Co-founder Tanvi Malik has former brand management experience for fashion and sports categories at Titan Industries Limited and Shivani Poddar was a former investment banker at Avendus Capital. It was while Shivani and Tanvi were working with 9 to 6 grinds in their corporate jobs that they realise that there were very limited and expensive fashion shopping options for women like them— young, fashionable professionals who live on tight monthly budgets. They conducted a survey with 500 Indian women in the age group of 21 to 25 and 26 to 30 to see if they were on the same boat. The findings emerged was lack of trend centric fashionable brand/shop in India that could keep up global brands and yet remain affordable.

The two 25-year-old realised that India had the next access to global fashion trends at affordable prices. They seek to eliminate this need gap felt by 20-something women like them across India with FabAlley.



Currently employing over 100 young fashion enthusiasts, FabAlley.com is a put label that works on fashion model. The company has more than 2000 styles within clothing alone, with another 500 in accessories.

Fab alley retails through – Myntra, Jabong and Flipkart. On these channels, FabAlley is one of the highest selling western women's wear brands.

When launched, Company get around 1000 visitors a day and now it gets between 20,000 to 90,000 visitors on an average. It earns a profit of more than 1 Crore a month and has become one of India's leading e-Commerce start-ups.

Shivani Poddar, one of the co-founders of FabAlley says; *"Infuse your life with action. Don't wait for it to happen. Make it happen. Make your own future. Make your own hope. Work hard for what you want because it won't come to you without a fight. You have to be strong, courageous and know that you can do anything you put your mind to."*





Shreya Malhotra	President
Richa Malhotra	Vice President
Prerna Bhatia	Secretary
Muskan Khandelwal	Student Coordinator
Mitushi Gupta	Joint Secretary
Anshita Kochar	Treasurer
Mehak Dave	Member
Vidushi Sharma	Member
Yashika Grover	Member
Aakanksha Mohan	Member
Simran Khanna	Member
Sakshi Mohata	Member
Ring Baliyan	Member
Aditi Nangia	Member
Muskan Singhal	Member
Mehakpreet Kaur	Member
Navya Agarwal	Member
Muskan Sandhu	Member
Chanpreet Kaur	Member
Prerna Sharma	Member



# Invictus 2018





# Invictus Insights



## AD-O-MANIA

An Inter-College event organized on 7<sup>th</sup> January 2018 in the college where the confident traits and the marketing skills in the students were triggered to produce an excellent piece of art. The event was a huge success as it received good participation from colleges and was well appreciated by the audience.



## TECHNOPHELIA

'TECHNOPHELIA', an unparalleled talk focusing on "The Impact of IT on Society" was held on 7<sup>th</sup> September, 2018 at Mata Sahib Kaur Auditorium. The talk by Dr. R.K.Singh, Associate Professor, Department of Commerce, Delhi School of Economics, gave the students insights and understanding regarding what 'Information Technology' is and how it impacts our lives in different ways.





## ***COMMFARE***

A welcoming event named, 'Commfare', for all the new members of the Commerce Department was hosted by INVICTUS. The departmental fresher's party was held on 7<sup>th</sup> September 2018 in Mata Sahib Kaur Auditorium. The charismatic divas impersonating various actresses walked on the stage to compete for the title of 'MS. Commerce'.



## ***WOMEN WITH A PLAN(BIZZUP)***

Invictus, the Commerce Society of Mata Sundri College for Women, organised an event "Women with a Plan" (BIZZUP) on 20<sup>th</sup> September 2018 at Mata Gujri Hall. It helped to showcase their entrepreneurial skills.



# ***INDUSTRIAL VISIT TO PARLE, BAHADURGARH***



Invictus, the Commerce Society of Mata Sundri College for Women, organised an Industrial Trip on 29<sup>th</sup> October 2018 to the Parle Factory installed in Bahadurgarh for the students of 3<sup>rd</sup> year of the Commerce Department. The trip started with the students meeting the factory in-charge who gave the students a tour to the factory. The students got live exposure of how machines work and how the production takes place. Major emphasis was given to the packaging section. Most of the production was done through machines and very less manual labour was found. Everything was shown from closed enclosures to entrust hygiene and cleanliness.

After the tour the students were briefed with the history, origin and present working of the Parle Unit with the help of a video. An effort was made to sensitize the students on the importance of sanitation and a clean environment. The Quality Check head of the factory, Mrs Savita interacted with the students and explained the various CSR ventures being undertaken by Parle. She cleared all the doubts of the students. The trip ended on a happy note with Parle giving all the students and teachers some of their products as gifts.





## ***VISIT TO BSE***

Interactive Session at BSE Institutes Ltd. was organized on 26th March, 2018. Fifty students of second and third year accompanied by four teachers went for the visit. The session was hosted by Mr. Harbinder Singh Sokshi and the live trading was shown by Mr. Sandeep Singh. The session was followed by a competition where students were encouraged to compete and prepare a report on what they have learnt from the session.



## ***COMMERCE CONGREGATE***

It was held on the 28th of March 2018 with compound objectives of providing Career Counseling, felicitation of talented achievers and to bid farewell to final year students. Mr. Rishi Taparia, Cost Accountant, enlightened the audience with the scope of CFA, CFP (Certified Financial Planner) CA, MBA and M. Com. Students were felicitated by titles which included titles like Ms. popular and Ms. studious. One of the most captivating and alluring parts of the event was 'THE MISS FAREWELL CONTEST, 2018', where beautifully dressed up divas stepped on the stage to compete for the title.





## ***ALUMNAE MEET***

INVICTUS, the Commerce Society of Mata Sundri College for Women, University of Delhi, hosted its second Alumnae meet on 3rd February, 2018. The event was held in the 'Mata Sahib Kaur Auditorium' at 12 pm. The auditorium was packed with girls dressed as divas. The most captivating and alluring part of the event was 'THE MISS ALUMNA CONTEST, 2018', where all the beautifully dressed up divas stepped on the stage to compete for the tag of Miss Alumna 2k18. Their charming and charismatic rendition held all hearts spell bound. It was a healthy competition to boast the spirits of all the contestants.



## ***PLACEMENT CELL***

The Placement Cell of our college actively gets involved in getting the best companies on campus for the placement of our students. Placement Cell not only gives students the opportunity to grab a job in the market but also boosts and give them confidence to face challenging interviews. Companies like:

- ◆ Wipro
- ◆ Concentrix
- ◆ Maruti Suzuki
- ◆ Tech Mahindra
- ◆ RBS
- ◆ Genpact
- ◆ Zomato
- ◆ ICICI
- ◆ Teach for India



Are few companies to name where our students have been placed.

We look forward to more companies joining our campus this year to add a feather in the cap of our college's laurels.

# ALUMNAE SPEAK

*“Leadership is an action, not a position”*

-SOMYA JAIN and MALVIKA NEGI

Batch 2013-2016

I, Somya Jain, along with Malvika Negi, the Founders of this Commerce Society would like to share an experience with all of our juniors. Okay, so, one fine day, Malvika and I were giving our English presentation and suddenly, Malvika comes to me and say, that we are lacking something in this college and that too something for B.Com students, to which I instantly replied saying that Yeah! You are correct. Even I feel that we need something more interesting to make this college much more fun and happening. That was the very day, we thought of starting our very own commerce society – **INVICTUS**. We took our idea to Kanwaljit Kaur Ma'am, and she was quite impressed with our thoughts.

She asked us to make a proposal of this idea and submit it to her so that she can get it approved from the concerned faculty members. And, the day was not far, when we got to know that our request has been accepted and soon after we realized that we need to hurry up for our Inaugural Event. Yes, that was very quick! Anyways, so, now the society has been accepted. What next? We need a President for it. So, just in a day or two, we opened up the entries for elections for the President post from 3rd year (Yeah, because we both were 2nd year students then, and as the rule says, President can only be appointed from the Final Year batch). So, we got our President and likewise, we made up our entire core team of 6 members.

On the day of The Inaugural event (25th September 2014), we wore our Customized T-shirts that made us like, “yeah, these 2 girls are doing something big”! Post the Inauguration ceremony, there was no stopping. We organized more than 50 events in 2 years, back to back.

I still remember us running here and there for getting permissions, sorting things out. But, as it is said, everything comes to an end. So, was college life for us. **To us, college meant nothing except INVICTUS**. It was a seed planted by us, to be carried forward by our juniors like you. As we look back, we still remember our Alma Mater and deeply miss it from the bottom of our hearts! Our experience at this college has taught us one fundamental thing – life is unpredictable. It might be good, it might be bad, it might be weird, and it might not interest you, but expect anything to happen.

So, one fine day when you see pictures from the college of you and your friends having a good time you'll definitely land up smiling silently. That's the beauty of college life. It stays with you long after you've climbed those ladders of success and forgotten the name of that cute crush you used to drool over.



# IN CONVERSATION WITH: Ms. NIDHI AGARWAL

Batch : 2006–2009

Current Designation : Assistant Professor



**Q. What was your memorable moment as student?**

A. *My memorable moment as student was when I topped in the final year in my section.*

**Q. Describe MSC in three words?**

A. *M- Motivator  
S- Strengtheners  
C- Creator*

**Q. Where are you working now?**

A. *I am working as an Assistant Professor (Ad-hoc) in Keshav Mahavidyalaya, University of Delhi.*

**Q. Do you think your time at MSC helped you pursue this?**

A. *Yes, like every student, I was also facing dilemma which field should I choose as my career and after a lot of counseling and mentoring done by my teachers, in my final year of graduation I decided to choose teaching as my profession. They showed confidence in me and supported me throughout the time without which I cannot see myself where I am right now.*

**Q. Did you ever envisage this while you were at MSC?**

A. *Yes definitely, the kind of knowledge, skills and environment given by the college was apt for me to move ahead in my career. It helped me a lot in making a valuable contribution to my chosen field.*

**Q. Are you still friends with your MSC gang?**

A. *Yes, some of them especially those who are in the teaching profession.*

**Q. What is your lasting impression of MSC?**

A. *One of the most important and interesting thing that I love about MSC is that it is strong in both ACADEMICS and SPIRITUALITY and this is the lasting impression of MSC on me.*

**Q. What changes would you like to see in your Alma Mater?**

A. *One change that I would like to see in MSC is on the infrastructural part. I feel that there is an urgent need of a girl's hostel so that the students don't have to commute daily so far. Moreover the time they will save they can utilize it in some productive work.*



# SKETCH CORNER

BY- Kriti Singla (Batch : 2015-18)



Kirti Singla

# BIZZ BYTES



## What's going on in the market ???

### Commerce Ministry considering incentives for exporters :

The Commerce Ministry is working on a comprehensive strategy and considering incentives for exporters with a view to boost the country's outbound shipments. Director General of Foreign Trade (DGFT) Alok Chaturvedi said that the exports, which recorded about 10 per cent growth in 2017-18 to over USD 300 billion, is expected to reach USD 330-340 billion this fiscal. In the first half of the current fiscal, the exports grew by 12.5 per cent to USD 164 billion. He said the ministry has prepared a matrix of action plans for specific sectors, including engineering, gems and jewellery, chemicals, textiles and pharma, and issues pertaining to these areas are being taken up with the concerned departments. There are some cross-cutting issues such as withdrawal of amendment in the CGST rules, which is being partially resolved.



*"We are thinking of having some kind of incentives, where exporters are at disadvantage with respect to our competing countries where they are having some kind of free trade agreement with common export markets. So, we are trying to finalise a scheme, you can provide incentive to partially compensate for that disadvantage, which our exporters are facing," the DGFT said here at CII's Export Summit.*

The ministry is also working on tax rebates, duties and embedded taxes, besides alternative payment mechanism in potential problem. He said that it is the right of exporters to get rebate on those levies as "those duties and taxes should not be exported. We are working on a pilot scheme".

Further, the DGFT said soon the IT system for exporters will be revamped completely and the ministry will float tenders for the same. Speaking at the summit, Commerce and Industry Minister Suresh Prabhu asked the industry to become more aggressive in exploring export opportunities in new markets such as Africa and Latin America. He said the action plan prepared by the ministry to boost exports will be released soon.

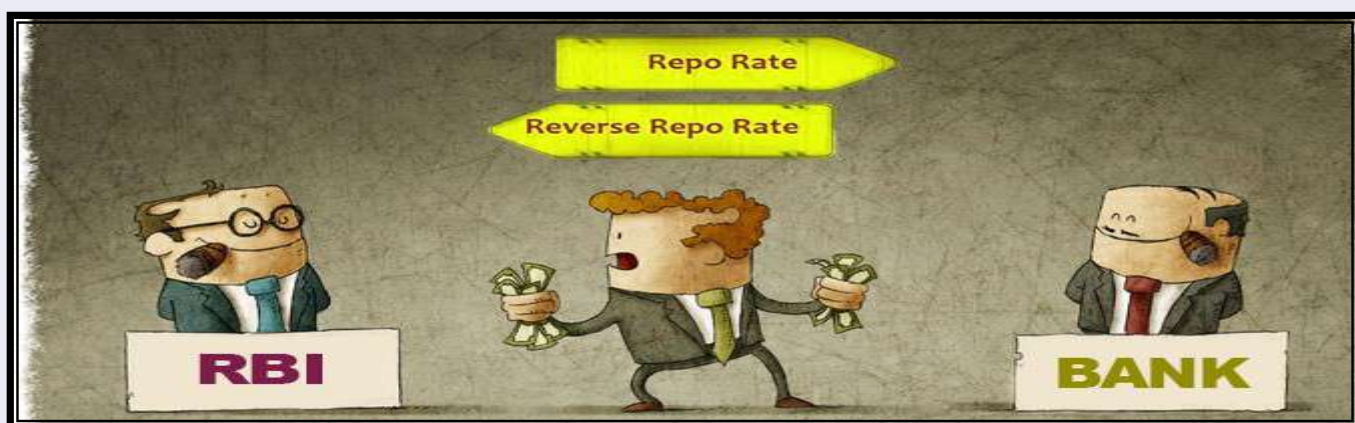
*"There are huge opportunities for exports in SAARC and ASEAN countries," Prabhu said, adding "India is working with the US to resolve all the pending issues to boost bilateral trade."*



# DO YOU KNOW??



- ♦ **SLR:** SLR or statutory liquidity ratio, is a measure of the reserves that commercial banks are required to hold in the form of government bonds, gold, and similar liquid assets.
- ♦ **CRR:** CRR, or cash reserve ratio, is a measure of the reserves that banks need to hold in the form of cash.
- ♦ **LCR:** LCR, or liquidity coverage ratio, is a measure of highly liquid assets which can easily be converted into cash that banks are required to hold.
- ♦ **Repo Rate:** The (fixed) interest rate at which the Reserve Bank provides overnight liquidity to banks against the collateral of government and other approved securities under the liquidity adjustment facility (LAF).
- ♦ **Reverse Repo Rate:** The (fixed) interest rate at which the Reserve Bank absorbs liquidity, on an overnight basis, from banks against the collateral of eligible government securities under the LAF.



- ♦ **Marginal Standing Facility (MSF):** A facility under which scheduled commercial banks can borrow additional amount of overnight money from the Reserve Bank by dipping into their Statutory Liquidity Ratio (SLR) portfolio up to a limit at a penal rate of interest.
- ♦ **Tax to GDP ratio:** It is a ratio of a nation's tax revenue relative to its gross domestic product (GDP). The tax-to-GDP ratio drops, when a country's tax revenues grow at a slower rate than the GDP. As tax revenue grows quicker than the GDP, the ratio will increase. The government's ability to spend on socioeconomic development depends on the tax to GDP ratio.
- ♦ **Tax buoyancy:** It is an indicator to measure efficiency and responsiveness of revenue mobilization in response to growth in the Gross domestic product or National income. A tax is said to be buoyant if the tax revenues increase more than proportionately in response to a rise in national income or output.



# TO THE MASTERS OF EXPRESSION



## OUR TEACHER WRITERS



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Dr. Harleen Kaur (Assistant Professor)



Mrs. Manjot Kaur (Assistant Professor)



## OUR STUDENT WRITERS



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