

THE GREYCELLS

BY SCHOOL OF COMMERCE, FINANCE AND ACCOUNTANCY



MESSAGE FROM EDITOR'S DESK

Greetings and Welcome to the seventh issue of the Newsletter of School of Commerce, Finance and Accountancy, Christ (Deemed to be University) Delhi, NCR- "The-Greycells". The Newsletter is articulate and incorporates important dates in the month of June-2021.



As per economics, the consumption pattern juggles limited resources and unlimited wants. Whereas manufacturers attempt to provide the "freedom of choice" to satisfy the customers' wants. Hence, it is important for manufacturers, policymakers and government to utilize the limited resources through an eclectic approach to satisfy the consumers' wants, both of individuals and industry, even by achieving the selling organization's objectives. Hence it is very important for marketers and society to understand the reasons for environmental and social challenges and acknowledge for us to celebrate important dates like World Day against Child Labour, Environment Day and Autistic Pride Day.

This issue will help in understanding the importance of these events to discuss and provide an insight into its solution.

Warmest Regards

IN THIS ISSUE:

01. Corporate environmental Action.
02. End Semester Examination.
03. World Day against Child Labour.
04. Faculty Achievements.
05. Quality Improvement Programme.
06. Faculty Development Programme.
07. Autistic Pride Day.
08. World Fathers' Day.

Team

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Corporate Environmental Action

By SUDHARSHAN R

World Environment Day is a famous day for environmental action. Since 1974, it has been celebrated once a year on June 5th, engaging governments, businesses, celebrities and citizens to focus their efforts on a pressing environmental issue. A healthy environment is vital for the well-being of society, people and business, and is the foundation for a sustainable and powerful economy. We should recognize that diverse, healthy natural resources – freshwater, oceans, air, forests, grasslands and agro-systems – are a critical component of our society and economy.

Technological and market innovation, driven in large part by the private sector working joined with the public sector, is central to the positive process and environmental progress. Innovation will still play a critical role in solving societal challenges, including those regarding the environment. From advancements in clean technology to resource efficiency and so the shared, connected economy, innovation can accelerate the transition to a low-carbon economy and sustainable future while creating new jobs and greater economic prosperity. We should take seriously our responsibility for environmental stewardship and believe that as global citizens we must play a constructive role in helping to handle environmental challenges.



To end, as an upcoming generation as entrepreneurs, businessmen/women, employees we must always ensure that our people, capital and ideas are used to help find innovative and effective market-based solutions to handle global climate change, ecosystem degradation and other critical environmental issues, which we must always seek to create new business opportunities that benefit the environment. In pursuing these objectives, we'll not stray from our central business objective of constructing long-term value for our shareholders and serving the long-term interests of our clients but also providing an improved environment for the next-next generations.

End Semester Examination (21 June, 2021 to 5 July, 2021)

By POULAMI BOSE

The grand conclusion of our year-long endeavours was marked by the end semester exams. After the portions of all subjects were covered by their respective teachers, we had almost a month-long break to prepare for the exams. Our teachers had encouraged us to reach out to them for any queries or difficulties we had. With the time and the support from our teachers, we felt empowered to give the end semester exams our very best. On the D-day, while we were nervous due to the newer exam systems that were introduced to us, we attempted for the exam in good spirits. The new technology incorporated within our exams made for the smooth functioning of the server. We were impressed at the use of AI technology to randomize the questions. The efficiency of the exam pattern was also a breath of fresh air, as it made sure that we utilized our time correctly to write short, accurate answers. It kept us at the edge of our seats and taught us a great deal about efficiently managing our time. Every day before the commencement of the exam, the subject teacher would wish us luck, which served as encouragement to give it our best. All in all, the end semester examinations were a rollercoaster ride that tested our wits and our ability to retain knowledge. The newer technology introduced within the Mettl platform increased our ability to perform under stressful situations without being too imposing. Our teachers had been a constant source of support and reassurance and had guided us throughout not only the course of the semester but also throughout the end semester examinations.

World Day Against Child Labour

By ANANYA SINGH

Children are the building blocks of any society, organization or nation as a whole. Meeting their needs and providing them with a secured future should be the utmost concern of any community.

Child labour is one such practice that alienates children from their basic rights. It includes engaging young children in such works that have nothing to do with their social or educational development and compromise their mental and physical well-being. Some of these works are unpaid bonded labour, prostitution, slavery or such hazardous activities that put their life at risk.

In order to combat this deadly practice and spread awareness among the masses, the International Labour Organization declared June 12 as the World Day Against Child Labour. This day is celebrated to bring together people from different walks of life who can work together to eradicate this evil from the entire world.

During the current year's World Day, "A Week of Action" will be dispatched around 12 June, beginning with the dispatch of the new worldwide assessments on child labour. The occasions and exercises completed during this week will be a chance for accomplices to grandstand progress in doing their "2021 Action Pledges." All vows made by provincial, public and hierarchical partners and people will be highlighted on the site for the 2021 International Year in April.

World Father's Day

By Anushka Srivastava

In 1966, former US president Lyndon B Johnson declared the third Sunday of June as Father's Day. It became a national holiday in the US in 1972 after being officially recognized by Richard Nixon's administration.

The third Sunday of June is designated as Father's Day in most countries. This year it was on 20th June.

The occasion pays tribute to fathers or father figures as they play a vital role in nurturing children. In the attempt to appreciate this paternal bond, and share this universal feeling of gratitude towards fatherhood, the day is observed with great enthusiasm and love.

The basic premise from which Father's Day draws its significance is that paternal love is as important, needed as maternal love. It is celebrated all over the globe to emphasize the critical role of fathers, and revisit fond memories and express gratitude for their sacrifices, dedication, and love.

Fatherhood is a crucial component in the scheme of creating responsible individuals in society. Fathers' contributions and efforts are universally acknowledged and admired by the world through this particular celebratory day.

Faculty Achievements

Dr. Anjim Sabiha:

Dr. Anjim Sabiha had an opportunity to participate in a conference organized by the Indian Institute of Management, Indore where she presented a paper titled "An Analysis into the Insinuating Abnormal Returns through Acquisitions" in the 11th Edition of the Conference on Excellence in Research and Education (CERE), held during 18-20th June 2021 at IIM Indore



Dr. Chabi Gupta:

Dr. Chabi Gupta presented a research on 'Understanding Behavioural Aspects of Financial Planning and Investing During a Crisis' in an international conference in Bangkok, Thailand jointly organized by Management Institute, Warsaw University of Life Science SGGW, Poland. Research Culture Society. & Sponsored by : Scientific Research Association.



Dr Nitika Sharma

Dr Nitika Sharma has published a paper titled "Government is trying but consumers are not buying: A barrier analysis for electric vehicle sales in India" in Sustainable Production and Consumption journal.

Also, her paper titled "I Can Live Without Banks, but Not Without Banking": Role of Trust on Loyalty and Evangelism" in International Journal of Electronic Government Research (IJEGR)



Quality Improvement Programme (QIP)

The School of Commerce, Finance and Accountancy, Department of Languages and Department of Economics of CHRIST (Deemed to be University), Delhi-NCR had organized an online Quality Improvement Programme from 07th to 13th June 2021 on the following themes:

1. Revised Bloom's Taxonomy
2. Intellectual Property Rights Law and its application.

The QIP was graced by a number of eminent experts in the field who addressed the sessions on the following subjects:

1. Dr Anil Kumar Nayak, Assistant Professor, Department of Languages, CHRIST (Deemed to be University), Delhi-NCR: "Revised Bloom's Taxonomy", 07-08 June 2021, 10 AM-1 PM, followed by asynchronous activity from 2 PM-4 PM.
2. Mr Parvez Kudrolli, Principal Associate, Khurana and Khurana, I.P. Attorneys, Mumbai: "Intellectual Property Rights Law and its application", 09-10 June 2021, 10 AM-1 PM, followed by asynchronous activity from 2 PM-4 PM
3. Mr Govind Sharma, I.P.R. Consultant and Trainer, Ex-Chief, National Research Development Corporation: "Intellectual Property and Patent Rights", 11-12 June 2021, 10 AM-1 PM, followed by asynchronous activity from 2 PM-4 PM

The event was very well attended, engrossing, its timings were extended beyond its scheduled time to 1:30 PM on some days on account of the lively interaction during the Q & A Session between the speakers and the attendees across three departments (40 participants approx.). On the last day of the QIP, i.e. 13.06.2021 (Sunday), asynchronous tasks were assigned to the Participants. E-certificates were awarded to the participants upon successful completion of the programme.



Faculty Development Programme (FDP)

The Faculty Development Programme on Envisioning Servant Leadership in Higher Education was conducted from 31 May 2021 to 6 June 2021 and was a continuation of FDP 1 on Servant leadership organized last academic year. Our attempt-1 (FDP- 1), held at the beginning of the last academic year introduces the servant leadership envisioned by the University Leadership for adopting as our culture. The current FDP was focused on working towards creating a robust plan of implementation to be put in place by a committee of faculty members at NCR campus under the able guidance of the director. The present FDP programme was a weeklong session and reflected on developing concrete action plans towards the implementation of servant leadership at the campus. It adopted a collaborative framework wherein faculty will reflect and engage in designing robust action plans through presentations, reflections, offline activities and discussion. The expected outcomes were for each participant to develop a blueprint for the e-content Module and Identify and design course plans and transactions to increase student social presence. The programme was conducted and facilitated by various experts across relevant domains from within the University.

