



CHRIST
(DEEMED TO BE UNIVERSITY)
DELHI-NCR, INDIA

THE GREYCELLS

NEWSLETTER

VOLUME-I ISSUE 5 / APRIL 2021

MESSAGE FROM EDITOR'S DESK

Greetings and Welcome to the fifth 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 the sundry events and activities of April 2021.

In the current unpredictable situation of covid-19, SOCFA attempted to organize an intercollegiate fest 'Elysian-2021' on the theme Bollywood. The multihued assemblage of young minds, who actively represented their respective colleges in Business and Cultural fest with flair and brilliance were appreciated and awarded.

Also, to nurture the seed of innovation and creativity Christ Innovation and Incubation Centre organized the Talk series 'STARTUPVOX' S1:E3 for the student to interact with leading entrepreneurs.

In this issue again, The Greycells reflects the positivity embodied by our students and faculties. A glimpse of students' and faculties' achievement have been featured in the issue.

Warmest Regards,
Nitika Sharma

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1. ELYSIAN
2. Activities
3. FACULTY ACHIEVEMENTS.

ELYSIAN

The School of Commerce Finance and Accountancy of CHRIST (DEEMED TO BE UNIVERSITY), DELHI NCR organized an intercollegiate Business and Cultural Fest, ELYSIAN. The fest was a 4-day (25 April 2021 - 28 April 2021) event and its theme was 'Bollywood'. The function aimed at providing the participants with a fun learning experience with an interesting blend of cultural events. The Bollywood fusion-fest had a total of four events, namely Fin-Fare (Finance), Mac-Gala (Marketing), Bollywiz (Entrepreneurship) and Talent Hunt (Cultural) where more than 150 participants from 32 colleges participated.

OPENING CEREMONY

The registration link of ELYSIAN 2021 closed at 5:00 pm on 23 April 2021. An informal meeting with the participants was organized on 23 and 24 April. The meeting was to welcome them and give a brief about the competitions and events.

On 25 April 2021, ELYSIAN's official opening ceremony started at 11:00 pm with a prayer and a welcome note by Siddharth. The Head of Department of The SOCFA of CHRIST (DEEMED TO BE UNIVERSITY), DELHI NCR; Dr Sanjay Rastogi addressed the participants and encouraged them to do well. The participants were also addressed by the CEO of HoverRobotix and VP Star Sports, who invigorated the students with their warm words. The ceremony concluded with a classical dance performance and closing words by the emcee.

25 April - ACTIVITIES

The day of 25 April from 1:00 pm to 9:30 pm passed in a flurry of activities. Round 1 (quiz) and Round 2 (email) of 'Bollywiz' was conducted along with Round 1 (email) submissions of the Fin-Fare. A google meet was conducted before each round of every event to briefly explain the rules and clear doubts and issues faced by the participants.

26 April - ACTIVITIES

The events started from early morning 3:30 pm on 26 April. Almost all rounds of most of the events were conducted, including Bollywiz, Mac-Gala and Fin-Fare. A google meet was conducted before each round of every event to provide a brief explanation to the participants. The 'Grievance Redressal Lounge' was open throughout the events to help participants if they face any issues.

27 April - ACTIVITIES

The warm sunny day was perfect encouragement to participants who had to participate in the Talent-Hunt Competition. All rounds of the cultural event were conducted on 27 April, along with the last rounds of Fin-Fare and Bollywiz. The events began at 8:00 am and ended at 8:00 pm. The 'Grievance Redressal Lounge' was open throughout the events to help participants if they face any issues.

Closing Ceremony- Elysian'21

The 4 days carnival comprising of several competitions among some of the best students across the country came to its final stage and ended with the closing ceremony on 28 April 2021. The event started with a welcome note delivered by the president of the Reckons Aisle, Siddharth Ahluwalia, post which a compilation video of the Elysian'21 was displayed covering the entire journey of our first ever inter-collegiate fest from the opening ceremony to the feedback of the students who were a part of this mega event. After the mesmerizing throwback video, the results for Bollywiz, the Entrepreneurship Club were announced. The first position was backed by Darpan Sunil and the team from Christ Bangalore, the second position was secured by Muskan Kalani and team representing St. Xavier's College, Kolkata, Shrijeet Shandilya and a team of Christ University, Lavasa backed the third position. Thereafter a euphonic melody was presented by the students of our college.

Following the musical delight were the results for Fin-Fare, the Finance club. In this event, Fintoosh, the group from IIM Indore secured the first position, Carpe Diem from Christ University, Bangalore stood second followed by Trailblazers, the group representing Techno India University. Post the results for finance club was an astounding mono act based on the theme of competition faced by students for getting admission in the prestigious colleges. The fine performance left everyone awestruck.

Subsequently the results for Mac Gala, the Marketing Club were announced. Team Tamasha, from Christ University Lavasa stood first, followed by team Sapno ke Saudagar, Christ University Lavasa and team Hera Pheri, Christ University Bangalore.

Post the results an enthralling dance performance was displayed by the extremely talented students of our college following which the gathering was addressed by Aryan Wadhwa, the head of Cultural Team, Prawah. One of the top videos from the talent hunt was displayed for the audience which was indeed spellbinding and enchanted the audience. After this, the results for Talent hunt were announced in which the first position was backed by Funk In Motion (MAIT, Delhi), the second position was secured by Dev Khanduja (NIT, Hamirpur) followed by Savnee Savarkar and Mayank Pethkar from St. Thomas College, Bhillai.

The event ended with the vote of thanks proposed by Nitika Ma'am, Assistant Professor (School of Commerce, Finance and Accountancy) and Faculty Coordinator OF Elysian'21. Later, on special demand of the audience, other videos of Talent Hunt including the hypnotic magic show, a melodious song and an intriguing beatbox were displayed which were thoroughly enjoyed by everyone.

Finally, the four days of Bollywood extravaganza and uncountable days of hard work and diligence came to the climax.



FIN-FARE

[FINANCE - ARTHIKA]

The School of Commerce, Finance and Accountancy believe in developing global competencies in students through research and continuous innovation. Fin-Fare is an event where participants can experience and learn the tactics of the corporate world with an interesting blend of cultural events as the theme for this year is BOLLYWOOD.

ROUND - 1

"In the stock market what is comfortable is rarely profitable."

Round 1 of Fin-Fare was the 'STOCK-MARKET CHARADE', where the participants were provided with a list of top 25 companies (with their purchasing price) of Nifty50 and an investment amount of Rs. 10,00,000. The participant had to choose 5 - 8 companies that could yield high profits intraday normal buy/sell order and then had to conduct a fundamental, technical and financial analysis of the companies in an excel sheet.

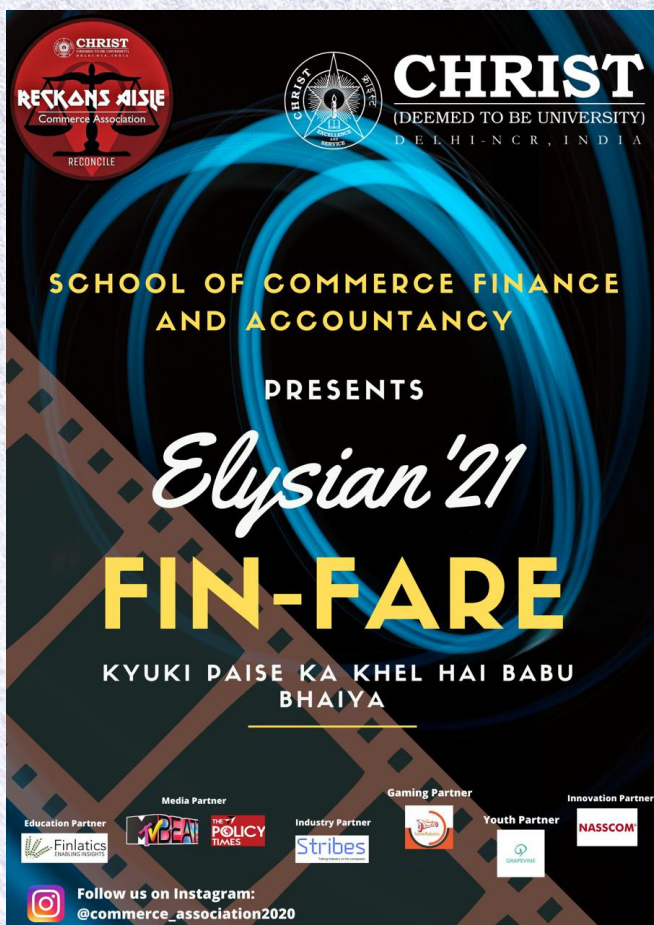
ROUND - 2

The participants had to imagine themselves to be the financial advisor of Mr Jivesh Khanna, a famous director in the Bollywood industry who was among the first to reach the Rs. 100 crore box office collection mark. He started Adhbhut Production House, and was able to raise Rs. 100 crores of investment on basis of his goodwill but had currently lost between 50% to 80% of their market caps due to recession, because of which people were being terminated from their jobs and the major revenue generators of the entertainment industry became cash strapped.

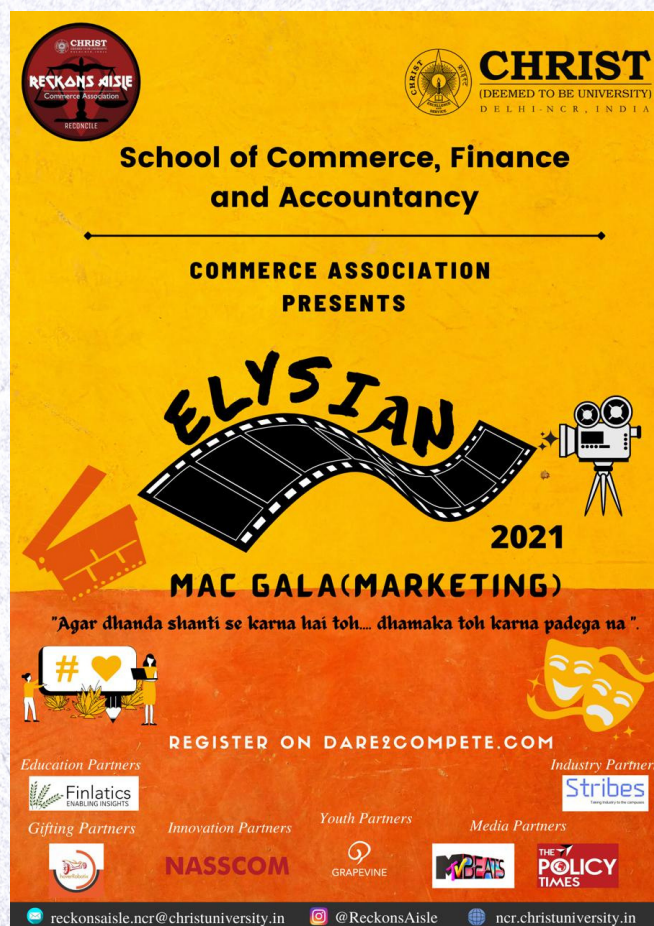
The participant, as Mr Jivesh Khanna, had to write a report, not exceeding 3 pages, in 6th edition APA format. They also had to create a presentation with a maximum of 7 slides regarding the same.

ROUND - 3

In Round - 3 the participant had to re-enact the role of the financial advisory of Mr Jivesh Khanna. After successfully reviving Adhbhut Production House from recession crisis, the participant had to present a presentation of maximum of 10 slides, stating the benefits and showing the proper disposal of funds to the potential investor [Netflix], of Mr Jivesh Khanna's new movie.



Mac Gala



The Marketing Club of School of Commerce, Finance and Accountancy named their fest Mac Gala and designed several intriguing and action-packed rounds in accordance with the theme of Elysian'21, Bollywood. The rounds were planned in a way that tested the marketing skills of the participants as well as contained an element of fun and entertainment. The entire event was divided into three rounds namely Jisne Becha Wahi Sikander, Ad Wale Reward le Jaayenge and Elysian's Award Night. The participants were marked on the pattern of cumulative marking scheme and the marks of the first round were carried forward to the other rounds as well ensuring fair and accurate analysis of their time and effort.

- Jisne Becha Wahi Sikander- This round was based on the famous Bollywood theme of three idiots where the participating teams were provided with a product line and they were required to create an Instagram page for their brand where they had to post regular feeds in order to promote their product line and boost that page. The objective of this round was to teach the participants how to strengthen engagement strategies to increase brand loyalty and customer satisfaction and how to maintain a positive brand perception
- Ad Wale Reward le Jaayenge- This was the second round where the selected teams were asked to come up with an imaginary brand and the respective teams had to promote their brand by scheming a spoof of their competitive (pre-existing) brand. The teams were not allowed to take the name of the original brand in any case. This round aimed at developing community management of the participants through strategic planning and optimum utilization of the content and technology.
- Elysian's Award Night- In this final and deciding round, the qualified teams had to consider themselves as a brand. A combination of the brand and a movie were allotted to them by the organizing team and they were expected to come up with a new campaign in accordance with the movie allotted. The objective of this round was to provide the participants with an opportunity to learn the diversification of their products in collaborations with various new ideas and concepts.

Bollywiz.

Bollywiz was the Entrepreneurship event at Elysian 2021. Organised by NOVA, the entrepreneurship club of Reckons Aisle, Bollywiz initially had 24 participants registered with it. The participants were from different colleges from various parts of the country.

Round-1

The event started with a quiz on 25 April 2021. The quiz was hosted on a very user-friendly online platform Quizizz. The quiz had 30 questions from the start-up ecosystem and Bollywood. The quiz master for the round was Sanidhya Gupta. After an hour-long quiz with the participants, the results were announced and only 10 teams could make it to round 2. The quiz was organised so as to assess participants on their awareness about the Indian Startup Ecosystem and Bollywood and the strong connection between the two.

Round-2

As soon as results were announced participants were given the instruction for Round 2, which was designed to assess the perspectives of the teams toward various startups and present that perspective with a twist. The participants were given 4 hours to come up with a 30-sec small video to present the idea of, "What if a given startup would have been another startup". The videos then were uploaded on Reckons Aisle official Instagram Page and participants were to market their reels so as to have maximum engagement on them as it was one of the criteria of judgement. All the ten teams came up with their amazing content out of which only 5 teams could make it to the final round. The round was judged by Dr Munish Jindal, CEO founder Hover Robotics and Dr Vaibhav Tripathi, faculty of entrepreneurship at School of Business and Management, CHRIST (Deemed to be University), Delhi NCR.


Round-3


The final round was the flagship round. The round was a complete overnighter where participants were given tasks at 10 PM on 26 April 2021 and they had to give submissions by 8 AM on 27th. The round was designed to assess the participant to seek opportunity as an entrepreneur. Revolving around the theme of Bollywood, The participants were given to choose a movie from a given list of movies and get inspired from it to create a business idea. The participants presented their ideas in front of judges from 6 PM on 27 April 2021. The participants were given 10 mins to present their idea and 5 mins for rebuttal. The judges for the rounds were Dr Munish Jindal, CEO founder Hover Robotics and Dr Vaibhav Tripathi, faculty of entrepreneurship at School of Business and Management, CHRIST (Deemed to be University), Delhi NCR. After a 2 hour long presentation and rebuttal rounds, judges shared their experience and kind words with us.

What participants had to say; "The Bollywiz was an amazing experience, a great learning platform where every round I learned something new." said Darpan Sunil from CHRIST Bangalore. "This really helped me to break out of my comfort zone." He added; "Initially we thought overnight festing will be tough but it was spectacularly fun," said Kaushika from CHRIST, Bangalore.

Anubhav Gang from CHRIST, Lavasa wrote to us, "Thank you for such an amazing experience with Bollywiz, it was really insightful and something new for all of us. Though we did not make it to the finale, we enjoyed the journey."

Team Nova is thankful to the University for providing us with resources to organise the event and we are thankful to the Reckons Aisle, the commerce association for their extended help and support in bringing this event to reality. Finally, we would like to thank our mentor Dr Nitika Sharma Ma'am for her constant support and motivation.

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DELHI NCR, INDIA


RECKONS AISLE
Commerce Association


SCHOOL OF COMMERCE FINANCE AND
ACCOUNTANCY PRESENTS


Elysian '21
BOLLYWIZ
(ENTREPRENEURSHIP EVENT)


LET'S BUCKLE UP TO TAKE RISK
KUKI RISK H TOH ISHQ H LALA


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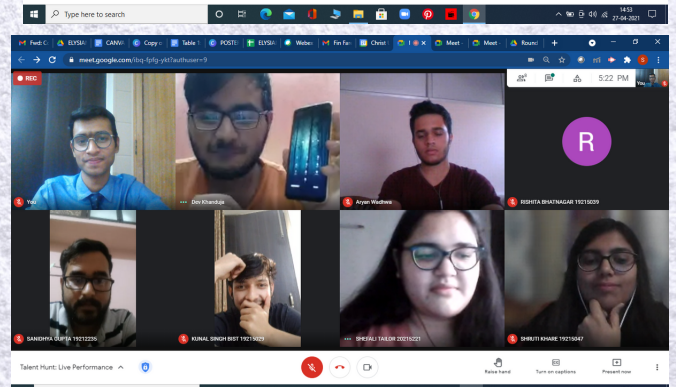
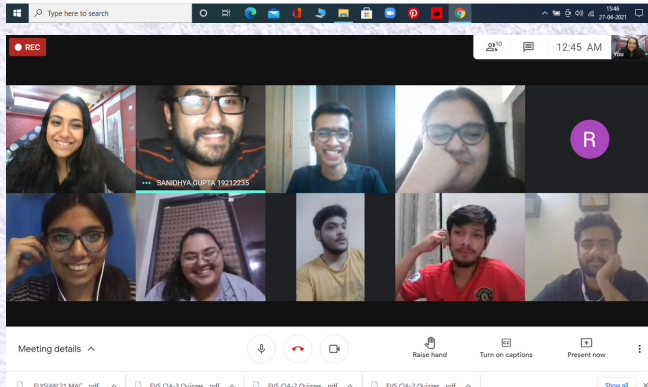
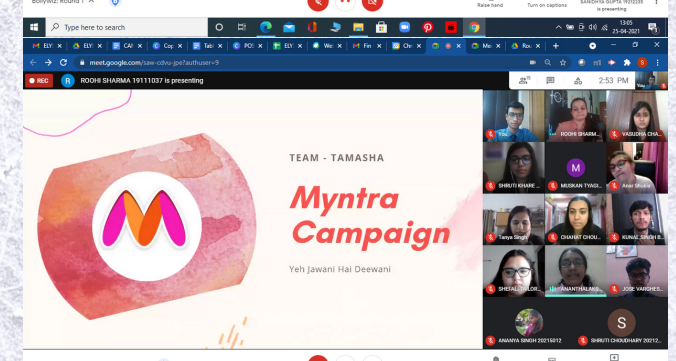
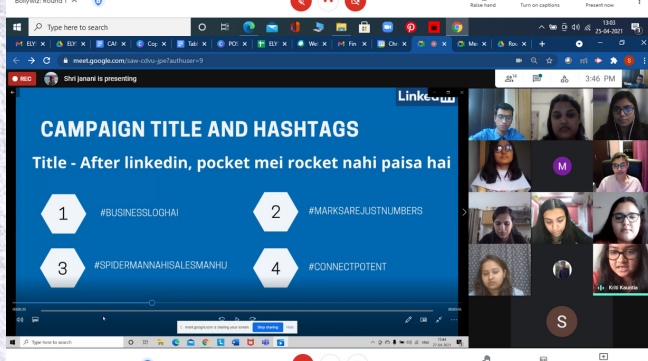
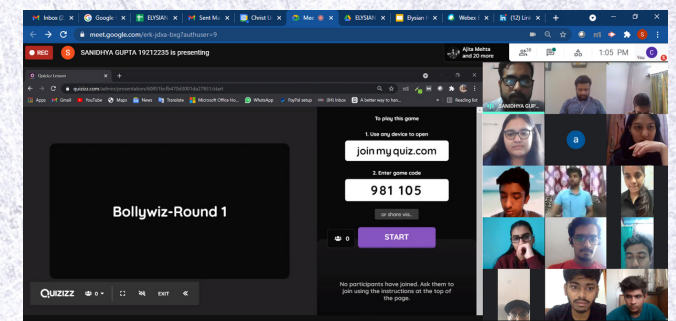
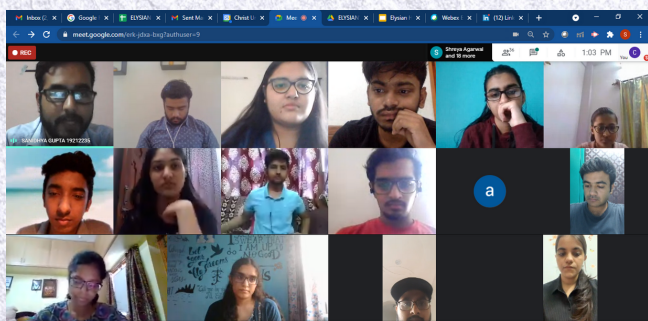
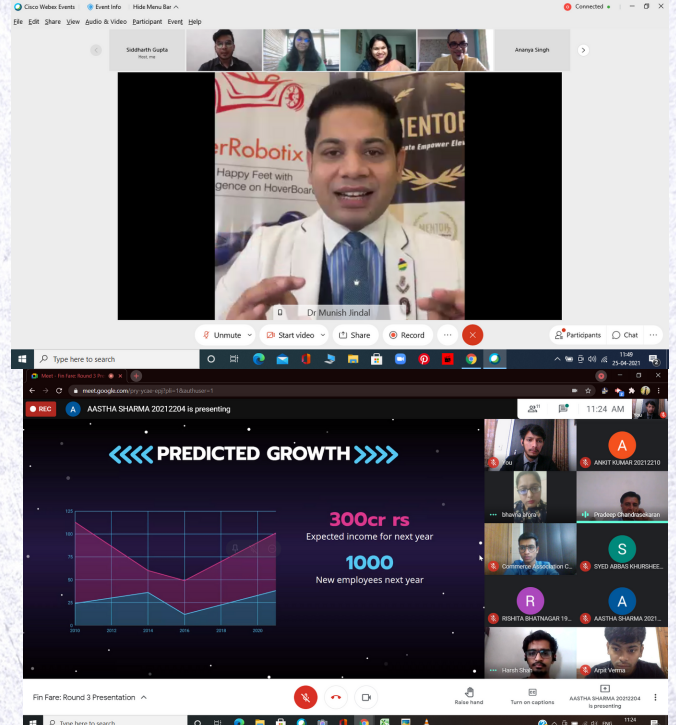
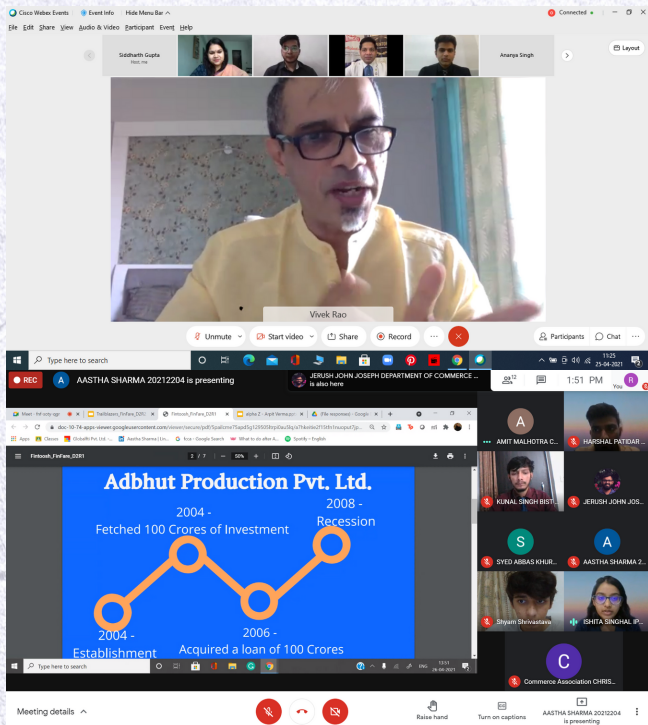
@reckonsaisle.ncr@christuniversity.in @reckonsaisle ncr.christuniversity.in

Faculty Achievements

Delivered an Invited
Lecture on
"Conflicts: A
Panoramic View"
on 30th December
2020 at the Winter
School Program of
UGC - Human
Resource
Development
Center, Kumaun
University, Nainital.



Elysian Picture Gallery



KICKSTART.

CUSBMA Entrepreneurship Club of School of Business and Management and Christ Innovation and Incubation Centre, Christ (Deemed to be) University, Delhi NCR Campus organized 'KICK START', a business modelling competition. Kick Start was an opportunity for the students to showcase and explore their entrepreneurial talent. Students can participate in teams of two. It was a hybrid event and we made sure that all the COVID-19 precautions were taken on the campus. There were two rounds as follows:

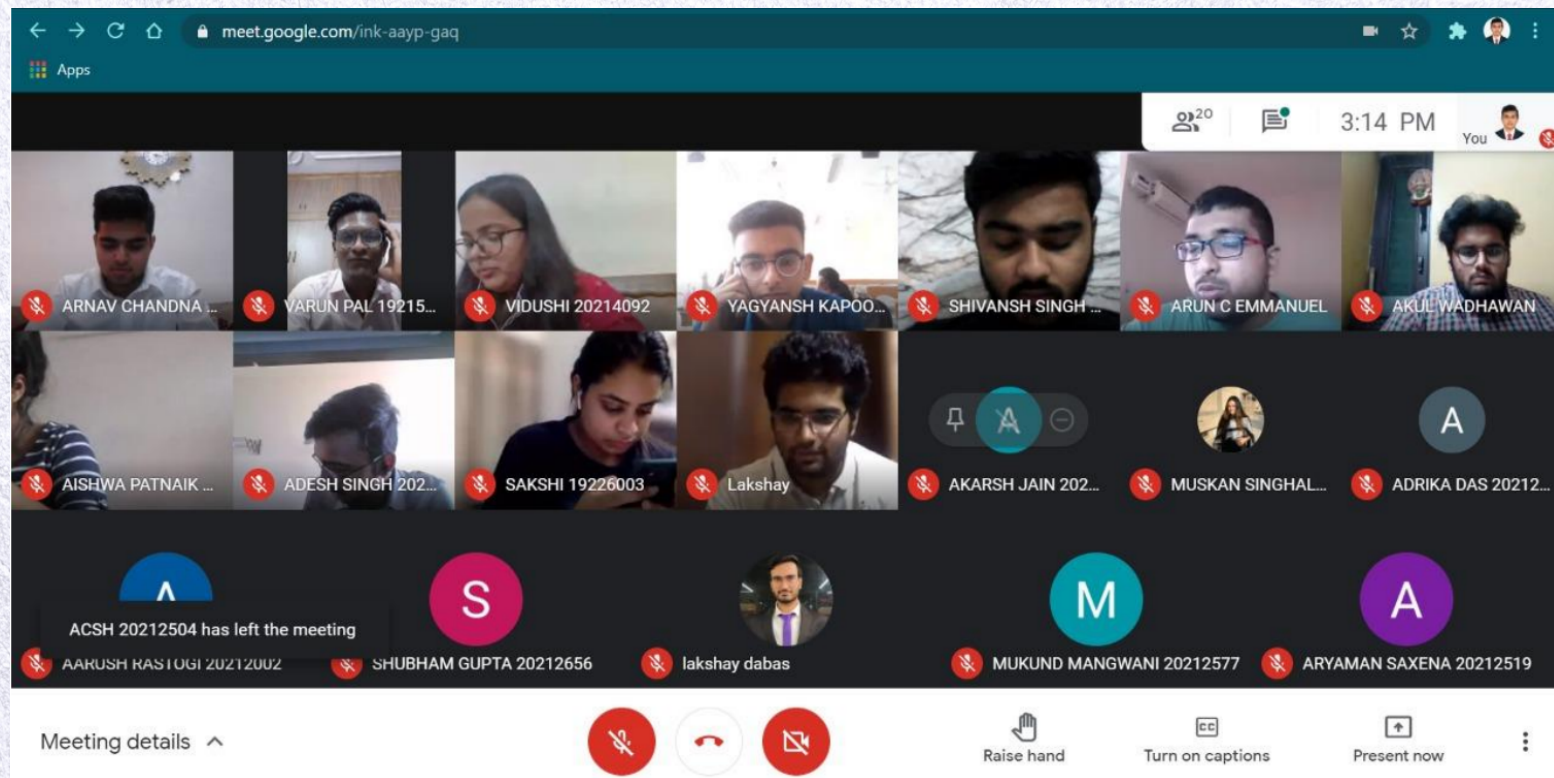
ROUND 1

Each member was needed to fill canvas contents according to the given product. Venue- Google Meet.

ROUND 2

After clearing Round 1, top 5 teams were eligible to present their business model canvas in Round 2 Venue- WebEx.

SCHEDULE OF THE EVENT: 7 April 2021, 2:45 PM.



ACTIVITIES CONDUCTED IN THE MONTH OF APRIL :-

• GUESSO.

A fun individual activity was conducted by the Reckons Aisle, to help the students forget about studies and focus on Bollywood songs. Participants were to use their knowledge in Bollywood and guess the songs using the emoji given as clues, to win the attendance for the period.

• MEME TO MARKET

An activity to expose students to one of the most powerful marketing techniques was conducted. In this activity, students had to form a group of 2-3 members and had to make an advertisement poster using some of the latest trending memes (not less than 30-50 words). A small description about the meme had to be added on the poster. A time duration of 2 hours was provided to all the contestants.

TEAM:

Dr. Nitika Sharma (Faculty Coordinator)

Kunika Bansal

Flevin Geejo

Ananya Singh

Shefali Tailor

Syed Abbas

Vaishnavi Vinay