



---

# THE GREYCELLS

---

BY SCHOOL OF COMMERCE, FINANCE  
AND ACCOUNTANCY

---



---

## In this Issue:

01. Covid-19 Pandemic: Opportunities and Challenges for Start-ups.
02. Orientation of Christ Incubation and Innovation Center (CIIC).
03. Virtual Tour of YAKULT DANONE INDIA.
04. Introduction to Insurance.
05. Webinar on "Introduction to Stock Markets".
06. Capacity Building Program on "Understanding the Business Problem"
07. Faculty Achievements.

---

## Message from Editor's desk

Greetings and welcome to Volume II issue 3 of the Newsletter of School of Commerce, finance and accountancy, Christ (Deemed to be University) Delhi, NCR- "The-Greycells". Volume II articulates the double enthusiasm and determination of students and faculty in the SCFA.

This month we focused on fostering the entrepreneurial mindsets of students by organizing a panel discussion on " Covid-19 Pandemic: Opportunities and Challenges for Start-ups", and Capacity Development Program on "Understanding the Business Problem" in collaboration with Christ Innovation and Incubation Centre. In addition, to motivate young minds Reckons Aisle conducted CIIC orientation and Introduction to Insurance. Further, to make students understand the functioning of stock markets a webinar was organized on "Introduction to Stock Markets" jointly with NSDL & NSE. SCFA also believe in experiential learning and to encourage practical learning, the Virtual Tour of YAKULT DANONE INDIA had been arranged for the students.

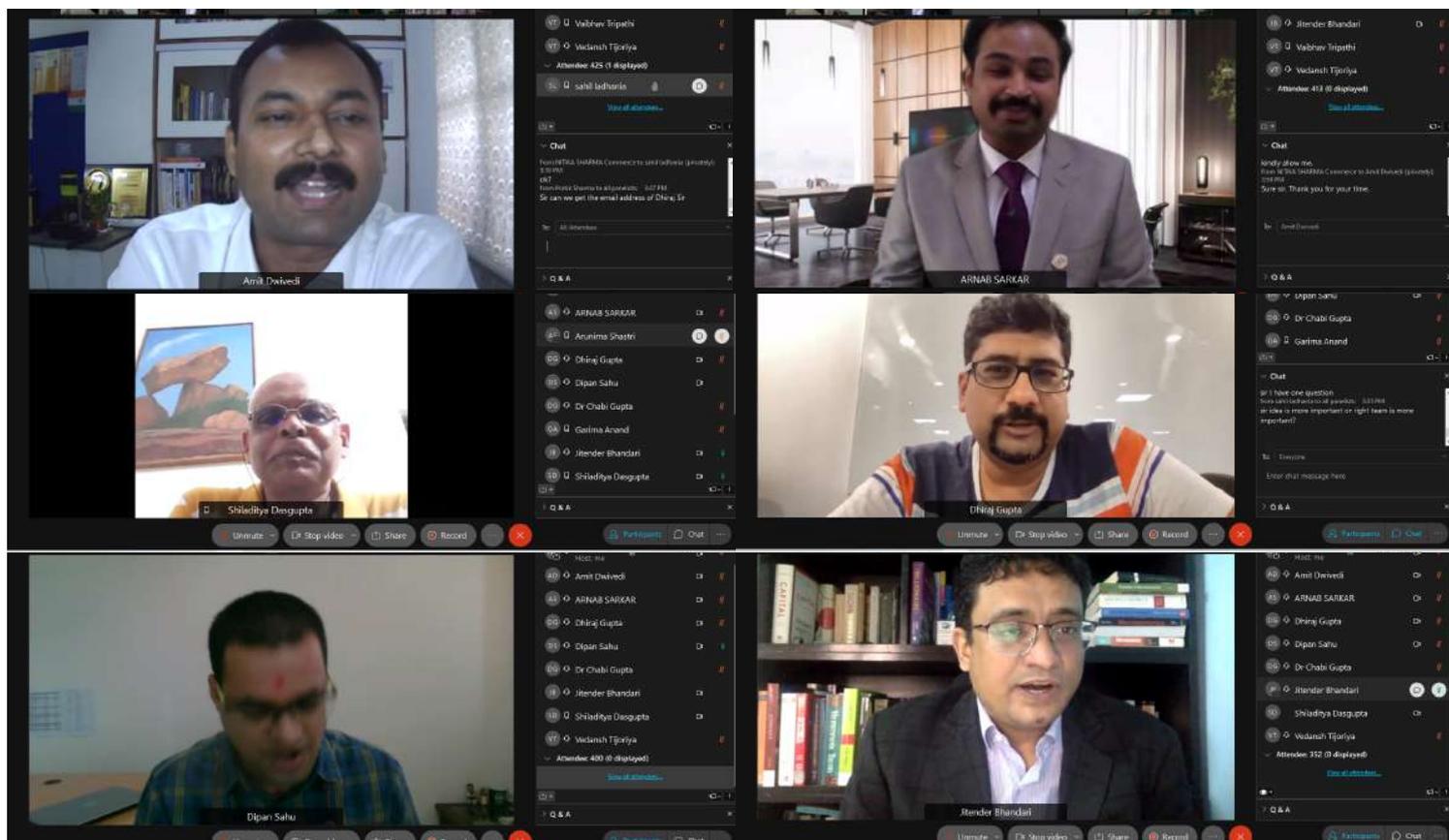
In this issue, The Greycells reflects the positivity embodied by our students and faculty. A glimpse of faculties' achievement has been featured in the issue.

Warmest Regards,  
Dr Nitika Sharma

---

# CHRIST Innovation and Incubation Centre (CIIC) Covid-19 Pandemic: Opportunities and Challenges for Start-ups

On 17 September 2021, CHRIST Innovation and Incubation Centre (CIIC) organized a Panel Discussion on the topic ‘Covid-19 Pandemic: Opportunities and Challenges for Start-ups’. The discussion aimed to understand the requirement of agility and resilience in Startups in the doomed pandemic situation. The session was moderated by Dr Jitender Bhandari, Associate Professor, Academic Coordinator, Department of Economics, School of Humanities and Social Sciences, CHRIST (Deemed to be University) Delhi NCR. The Panel elucidated the impact of the COVID-19 pandemic on startups and incubation culture. Mr. Dipan Sahu, Asst. Innovation Director, Ministry of Education's Innovation Cell drew a contrast between the efficiency of the startups’ pre and post-pandemic. Whereas, Dr. Shiladitya Dasgupta, Adjunct Faculty, Indian Institute of Foreign Trade (IIFT), Author of “India a Billion Dreams Rise from the Dust”, elaborated on the challenges faced by startups with an emphasis on the digital business model. Mr. Dhiraj Gupta, Entrepreneur, mFilterIT enlisted the opportunities bestowed by the pandemic on the germinating startups in India. Though, Mr. Amit Dwivedi, Associate Professor & In-charge Department of Policy Advocacy, Knowledge and Research, Entrepreneurship Development Institute of India [EDII] had an emphatic eye towards the pains of startups during the unprecedented situation. Whereas, Mr. Arnab Sarkar, Branch Head, SME Kumbalagodu Branch, Canara Bank elucidated the importance and boom of Teach startups in the present world scenario. The diverse discussions stimulated a desire to learn the entrepreneurial skillset. However, the individualistic concerns which the participants had were answered in the open question-answer session which was followed by the discussion. The expert mentorship indeed helped the participants to develop a critical eye towards the present day scenario. Overall, the panel discussion was concluded on the note that initiatives like such shall be the starting point for the work that must be done to envisage the current situation and usher solutions in the present-day challenges.



## Introduction to Insurance.

By - Cufflinksia Club

On September 14 2021, the Cufflinksia (Insurance) Club under Reckons Aisle, our club got an opportunity to conduct the weekly activity. In the event the associate member along with the leader made sure that the students get the basic idea of insurance through watching a brief video about the Financial Process of Insurance Industry on YouTube and following a Google form was circulated, consisting of some simple insurance-related questions for the students' better understanding. Almost everyone in the commerce department completed it in time. 33 of the participants got full marks in the MCQ.

It was a very engaging activity that involves students understanding of Insurance.

The activity's main focus was to draw the attention of students towards the Insurance Industry and by taking feedback from students it was very well executed in terms of getting students equipped with the knowledge that we wanted to impart among them.

## Orientation of Christ Incubation and Innovation Center (CIIC).

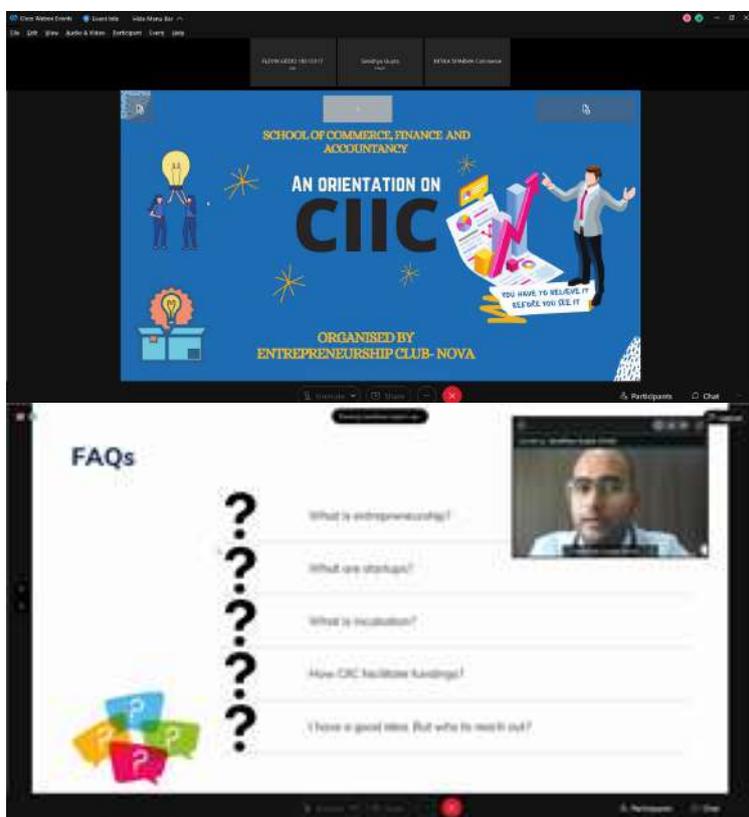
By- Nova club of Reckons Aisle

Orientation of CIIC was organized by Nova Club on 21 September at 12:30 pm. It was inaugurated by the Head of Nova Club, Sanidhya Gupta. Nova club has invited all the students from the School of Commerce & School of Management. The whole event was crowded and a great enthusiasm could be seen among the students. We put our best to drive the success of this event. The main purpose of this event was to create, foster and engender sustainable start-ups ecosystems that nurture creativity, innovation and socially conscious entrepreneurs.

The program was started with the introduction of Christ incubation and innovation center which stands for its systematically nurturing the students' ideas via providing them with a culture of creativity and innovation and also, by supporting them financially and emotionally in turning their dreams into reality. Then there was a PowerPoint presentation and a panel discussion on how to nurture a startup and how CIIC will help them in the building of the empire with the help of mental support as well as financial support.

Then we continued our discussion on the projects of last year CIIC projects which are STARTUP VOX, KICK START & the Research project of GOI. After this, we have announced the Activities which were held in this year i.e. Imprenditore Fest, Pre Incubatory Workshops And CBPs, Other activities which lead to the all-round development of entrepreneurship.

There was also a FAQ session where several students came up with some great questions. We had also discussed some past and future projects of Sanidhya. In the end, Sanidhya Gupta gave a speech thanking all the students for attending the program and share the contact details for reaching the CIIC and Nova clubs members.



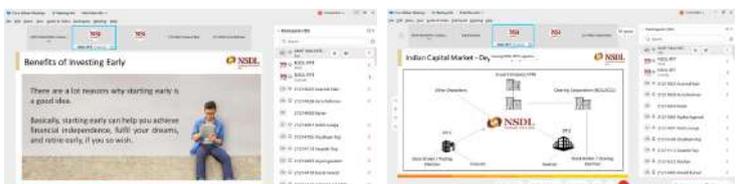
## Webinar on "Introduction to Stock Markets" by NSDL & NSE.

School of Commerce, Finance & Accountancy organized a Webinar on "Introduction to Stock Markets" on 23rd September 2021. The Webinar was jointly conducted by National Securities Depository Limited (NSDL) & National Stock Exchange (NSE).

Resource Persons for the Webinar were Mr. Aditya Bhoite, Senior Manager, Investor Education, NSDL and Mr. Praveen Kumar Jain, Center Head, Dehradun, NSE. Dr. Amit Malhotra acted as the Faculty Coordinator of the Webinar.

Mr. Aditya Bhoite in his address apprised the participants NSDL is one of the largest depositories of the world. It is situated in Mumbai and is regulated by the Securities and Exchange Board of India. Mr. Aditya explained how investing in stock market helps us grow our money even though there are risks. At the same time, he emphasized the need for undertaking adequate research before investing in the stock market. He advised that a common investor should participate in the Stock Market through Mutual Funds. The participants were also apprised about the opening and the operation of the Demat Account.

Mr. Praveen Kumar Jain in his address emphasized the need to start saving and investing early in life, he explained about the scope of growth of investment through compounding over a long period of time. He also advised the participants to invest safely and the ways in which they can ensure safety of investments. The webinar concluded with a Q&A session.



## Capacity Building Program on "Understanding the Business Problem"

On 23 September 2021, CHRIST Innovation and Incubation Centre (CIIC) organized a Capacity Building Program on the topic Understanding the Business Problem. The hybrid program is aimed at developing skills to realize the various problems around people. The session was moderated by Dr Vaibhav Tripathi, Associate Professor, Academic Coordinator,, School of Management, CHRIST (Deemed to be University) Delhi NCR. His discussion was based on "Problems are hard to see and their solutions nearly invisible". Problem has its own characteristics. He generated the interest of students with the help of daily activity and climatic programmes like the greenhouse gases problem, where it started like the industrial revolution. Programme had an engaging approach with attendees. The diverse activities stimulated a desire to learn the entrepreneurial skill set. Practical activity included drawing some smileys on a piece of paper. Students got enlightened on ethnography and the importance of it with the help of examples. Students got deep insights of design thinking and conceptual thinking. Entrepreneurs should be knowing the importance and concept of visualization and history by giving a surrounding example where every attendee, either online or offline, has a different perspective due to visualization. Problem approach of students was changed as post visualization, they could analyze problems and present their imagination on a piece of paper. It gave them a professional approach to solve any problem by look, observe, imagine, analyze and then take action. The expert mentorship indeed helped the participants to develop a critical eye towards the present day scenario and problem solving. In the end Nikita ma'am gave a vote of thanks to, Rev. Father Viju, Father Sunny, Dr. Vaibhav Tripathi and student coordinators of CIIC.

## Virtual Tour of YAKULT DANONE INDIA

School of Commerce, Finance & Accountancy (SCFA) organized a virtual tour of the manufacturing facility of Yakult Danone India Pvt. Ltd located at Rai Industrial Area, Sonipat , on 07th September 2021. The virtual tour was attended by First Semester students of all courses of SCFA.

The company is an equal joint venture between Yakult Honsha of Japan and Group Danone of France. Yakult is a renowned brand of probiotic drink. Each pack of Yakult drink contains 6.5 billion unique probiotics called "Lactobacillus casei" Shirota (also called the "Shirota strain"). These Probiotics improve our digestion process through a highly concentrated potion of healthy and alive bacteria.

Discovery of this probiotic strain and its mass production was pioneered in 1930 by Dr. Minoru Shirota, a Japanese Scientist. Yakult was first launched in Japan in 1935 and currently it is a global leader in the probiotic drinks market with the wide range of probiotic products.

The production process was demonstrated through a video. The different machines and equipment used for various processes provided a clear picture regarding how the company functions. The tour concluded with a Q&A Session wherein questions posed by the students were answered in a convincing manner. The Virtual Tour was organized by Dr. Amit Malhotra Associate Professor, SCFA and was conducted through visual presentations by Mr. Tushar, PR Executive and by Mr. Aadish, PR Manager of the Production Facility at Sonipat.



## Faculty Achievements



Dr. Nitika Sharma

Dr. Nitika Sharma, was invited to Satyawati College(M), University of Delhi for a webinar on "The art of Servant Leadership"



Dr. Amrita Chaurasia

Participated for the webinar on Business Responsibility and Sustainability Reporting jointly organized by Birla School of Commerce and ICAI, Bhubaneswar



Prof. Nitin Kulshrestha

Participated and completed successfully AICTE training & learning (ATAL) Academy Online Advanced FDP on Financial Derivatives and Strategies.



Dr. Amit Malhotra

Dr. Amit Malhotra, conducted a session on 16th September 2021 on the theme "Cloud Accounting" at the Refresher Course on 'Recent Trends in Commerce' , organized by the University Grants Commission-Human Resource Development Centre, Kumaun University, Nainital



Dr. Pramila S

Dr. Pramila S was invited to Rabiammal Ahaamed Maiden College for Women for webinar on "Nurturing & grooming young leaders" and to National College (Autonomous) Accounting Techniques in Business Process

## Team

Dr. Nitika Sharma (Faculty Coordinator)

Kunika Bansal

Flevin Geejo

Vaishnavi Vinay

Arjun Bakshi