



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



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RECKONS AISLE

Commerce Association

RECONCILE

The Greycells

Monthly Newsletter
2020-2021



**School of Commerce,
Finance and Accountancy**

CHRIST (Deemed to be University)
Delhi NCR

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NOVA

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STUDENTS' VIEW

BEHIND THE SCENES

**COMMON
STEMENTS**

Director's Message:



Rev. Fr. (Dr.) Viju P.D

Director

CHRIST (Deemed to be University)

Delhi NCR Campus

Dear Christites,

To all outward appearances, it doesn't seem like there's much to be thankful for in 2020. But in actuality, it is not so, although it brought about suffering, uncertainties, and dejections. The COVID pandemic has caused life-altering circumstances and suffering. It ushered 'stay home' 'work from home' 'learn from home' reorientation in everyone's lifestyles. However, this situation unraveled unanticipated opportunities. We started communicating, learning, and working differently through virtual mode. We, at CHRIST (Deemed to be University), Delhi-NCR, never wavered, and resiliently acclimatized with the situation via developing an online curriculum and fest for our students.

I am enormously overwhelmed by the initiative put forth by the School of Commerce, Finance, and Accountancy by incorporating the pursuit and activities conducted through 'The Greycells'. The Greycells fervently presents the culture and endeavors displayed by our students. It gives me immense pleasure to express my admiration to the whole team for this initiative.

I hope this endeavor will continue and endure the purpose of ingenuity and critical thinking among students.

Best wishes

Head of Department's Message:



Dear Christies,
Wish you all a very Healthy New Year!

This is a great pleasure for the School of Commerce Finance and Accountancy in launching the Monthly Newsletter of the School. This newsletter will serve as a link between the school and outside world. I appreciate the hard work of students and faculty mentors in providing the information, through this newsletter, about curricular and co-curricular activities organized in the school in the recent past. I further thank and appreciate the faculty members in disseminating knowledge by organizing the guest lectures, workshops, training, etc, and students for organizing various activities through commerce association and clubs.

I wish the team all the best for all future monthly issues carrying information and views of faculty and students.

Best Wishes

Dr. Sanjay Rastogi
- Head of Department

From the desk of the Editor



Prof. Nitika Sharma
-Assistant Professor

"Greetings and welcome to the inaugural issue of the Newsletter of School of Commerce, finance and accountancy, Christ (Deemed to be University) Delhi, NCR "The-Greycells". The Newsletter will articulate and incorporates the sundry events and activities of last semester July –December 2020.

While acclimatizing with the current situation, in last semester, the School of commerce efficaciously managed and coordinated the academic and extracurricular activities by faculties of School of Commerce, finance and accountancy and unveiled "Reckons Aisle" the clubs in commerce associations. The motivating pace for associations was set by Dr. Sanjay Rastogi, Head of Department and Prof. Jerush John Joseph, Assistant Professor. Also, Dr. Amit Malhotra, Associate Professor assiduously coordinated the activities in the club.

The tower of strength in the "Reckons Aisle" is our students, Siddharth Ahluwalia, the president of Reckon aisle commerce associate, Muskaan Gulati, Head of Arthika (Finance), Shruti Khare, McCarthians (Marketing) and Sanidhya Gupta Nova (Entrepreneurship). Their involvement that they've shown and the willingness that they have expressed on the completion of the events is laudable. Also, Shauray Tiwari Secretary and Tarika Rastogi Treasurer organized every single event smoothly and efficiently. Last but not least, Kunika Bansal student editor and the team of 'The Greycells' eloquently incorporated the zest of events in the Newsletter.

This first edition of 'The Greycells', splendidly presents the accomplishments of last semester and looks forward to exhibiting grander events and activities for the coming semester."

About the Association (Reckons Aisle)

An Association of like-minded, ambitious and hardworking individuals who aim to inculcate practical knowledge and learning through communication and organization of activities, Alumni Interactions, Panel discussions, Workshops, Newsletter, Fests and much more.

Objectives:

1. To bridge the gap between campus and industry through our activities.
2. To provide a platform to shape the future of every student in the school of Commerce, Finance and Accountancy by enriching knowledge, enhancing competence, imparting life skills and internalizing values.
3. To provide exposure and experience to build competence, enable critical thinking and communicate effectively.



The Greycells

About “The Greycells”

The Greycells

Knowledge or the power to think critically. It is a reference to brain cells. These are brain cells that are symbolic of high intelligence or mental acuity. It is used to describe intelligence, power of thought, brainpower, aptitude, alertness, etc.

Clubs in the Commerce Association

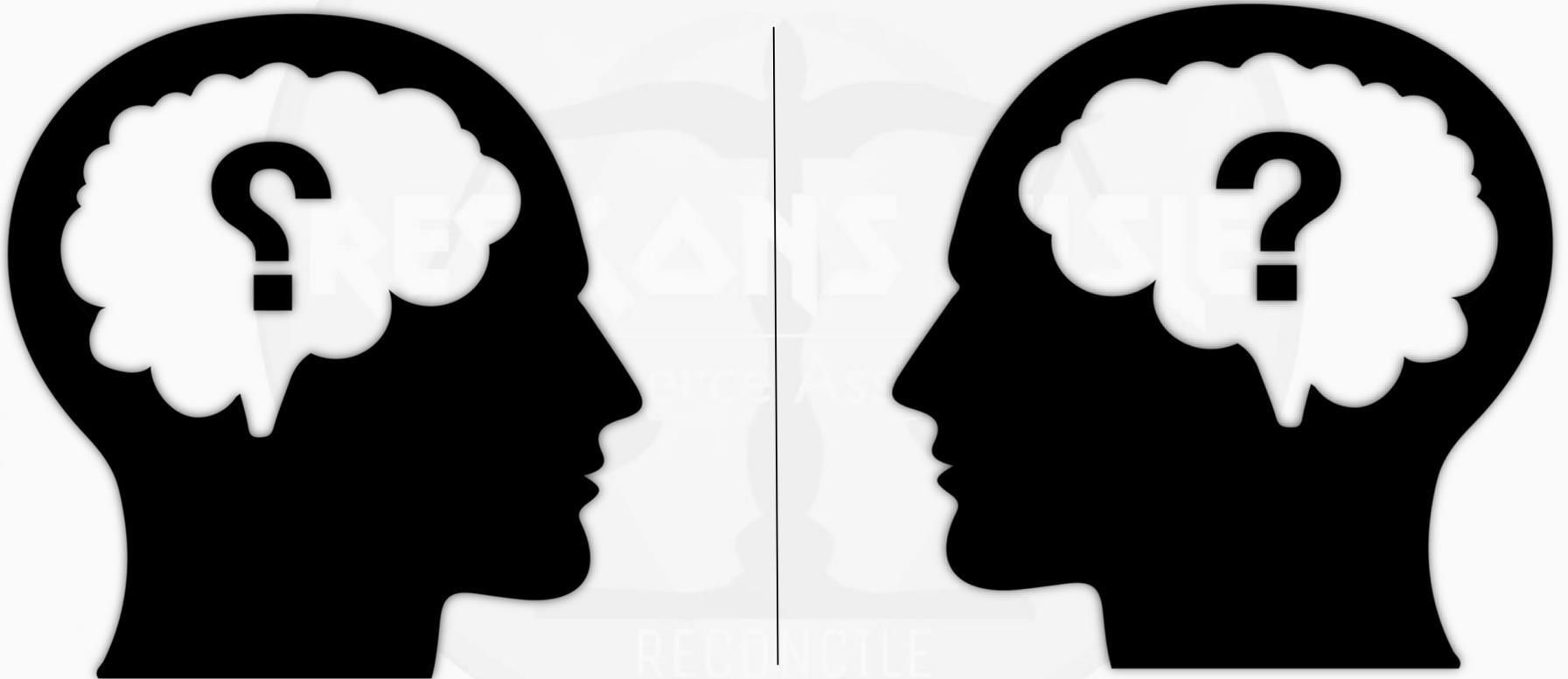
ARTHIKA
(The Finance Club)

MC CARTHIANS
(The Marketing Club)

RECONCILE
NOVA
(The Entrepreneurship Club)

NOVA

Nova, the Entrepreneurship Club organised its first activity on 9 September, 2020. The activity conducted was a quiz and was conducted on Quizzex platform. The entire department was divided into three rooms. On average there were 87 students per room. The quiz was designed predicated on sundry topics, including famous Startups, their identity, startup fellowships, progenitors, start up news, etc. The questions were asked live to students. The results were engendered automatically by the platform and were promulgated room- sapient. The feedback given by participants was taken into consideration and gave a room for amendment. It was altogether profoundly intriguing and students relished a lot while performing the activity.



The second activity conducted by The Nova club was Pitch Deck on 7 October, 2020. Conception pitching is one of the consequential factors in order to raise funds. Any investor needs to be convinced afore they invest in any business. Students were asked to make a team with maximum 3 students each and were asked to consider themselves as the progenitors of the commencement-ups and they were asked to pitch the conception of the startup to the investors. They were asked to prepare a powerpoint presentation with a felicitous format. List of start-ups they had to opt from were: Zomato, Paytm, Cashfree, OLA, OYO, Wow Momos. MBA Chaiwala, Vedantu, White hat Junior, Grow. The activity was relished a lot by the participants

MC CARTHIANS

The McCarthians, the Marketing Club of School of Commerce, Finance and Accountancy organized a marketing activity denominated “Markassador” on September 16, 2020. Students from the school of commerce participated in the activity. The main aim of the activity was to make the students imagine themselves as the brand ambassador of any product given by the club admin. Participants were asked to record a one-minute video of them, promoting their culled product.



They used multiple marketing strategies to influence the people to buy their product. Additionally, they had to come up with an incipient tagline for their culled product, the more the hype they engendered, the higher they scored predicated on the rubrics. The activity was judged predicated on ingenuity and how much buzz their product has engendered.



ARTHIKA

The finance club Arthika has held three quiz events for the first and the second year students in the year 2020. The questions asked were cognate to the field of finance. The arduousness level was set according to the students. All the quizzes were held on an online platform called quizzes and the results were auto generated. The answer scripts were also shared with all the students on the same day. Students were able to learn, inculcate themselves and grow their cognizance about the finance world.





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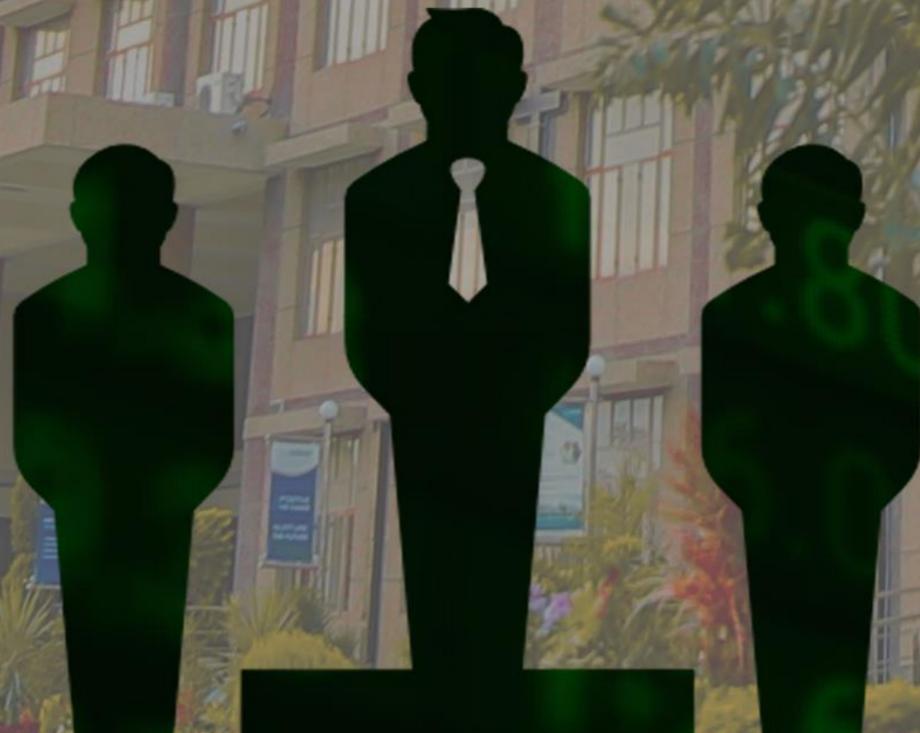
RECKONS AISLE

Commerce Association

RECONCILE

Prayyaan

2020



ABOUT PRAYAAN

PRAYAAN IS A LEARNING EXPERIENCE FOR ALL THE STUDENTS OF COMMERCE BY GETTING A GLIMPSE OF TESTING EXPERIENCE. WITH THE IMPORTANCE OF ANALYTICAL THINKING AND PROBLEM-SOLVING AS THE TWO ESSENTIAL SKILLS FOR COLLEGE STUDENTS IN THEIR JOURNEY TOWARDS BECOMING AN EXECUTIVE, THE FEST AIMS TO PROVIDE YOU A PLATFORM WHEREIN YOU CAN IMPROVE THESE SKILLS AND EXCEL.

THE FEST DESIGNED FOR THIS YEAR FROM THE 9TH OF NOV TO THE 12TH SHALL BE CONSISTING OF 3 EVENTS; MARKETING, ENTREPRENEURSHIP, AND FINANCE.

ARTHIKA (THE FINANCE CLUB)

Activities:

- FIN QUIZ
- BANKING REFORMATION
- TIME TO HEDGE

MCCARTHANS (THE MARKETING CLUB)

Activities:

- INBOUND VIA E-BROCHURE
- AD-MADI
- MARKETING BUCKLE UP

NOVA (THE ENTREPRENEURSHIP CLUB)

Activities:

- QUIZ
- IDEATE AND ENGENDER
- 50 KA FUNDA

Fin- Quiz

Arthika Club kened as the Finance wing of the Reckons Aisle launched a three-round event for the fresher's during Prayaan, a departmental fest from 9th November to 12th November 2020. The event aimed at emboldening the students to take a step forward and test their potential in the field of finance. It was a solo event. The first round was "Fin-Quiz" which took place on 9th November. It was arranged on an authentic-time online quiz platform Quizizz. The quiz covered all the spheres of erudition relating to finance and tested the spirit engulfed within the competitors while they compete against each other to secure the top positions in the first round. More than thirty-five students participated out of which only ten got the opportunity to physically contact the higher calibre of the event.



SCHEDULE 10 Nov

ARTHIKA -Finance

Round 1

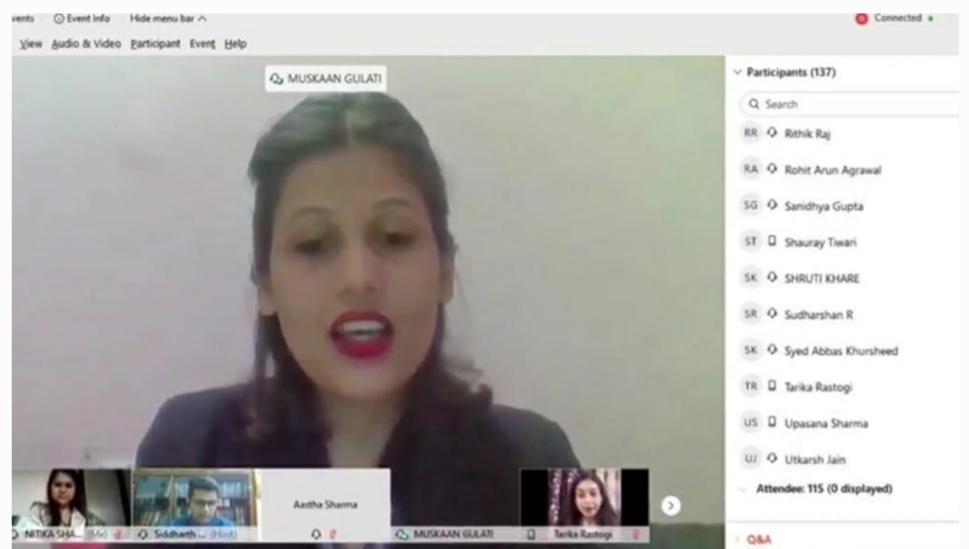
4:15pm	Quiz link is circulated
4:30pm	Proctored Quiz is Started
5:30pm	Quiz Ends
6:00pm	Results

Round 2

6:30pm	Banking Reformation
12:30am	Dead line

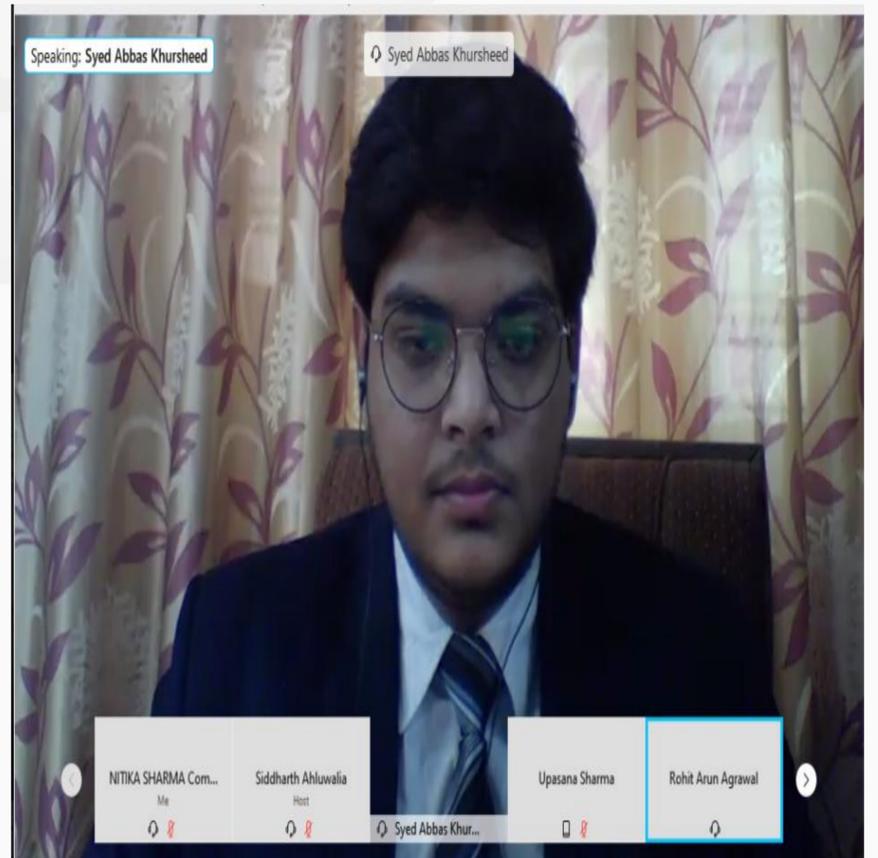
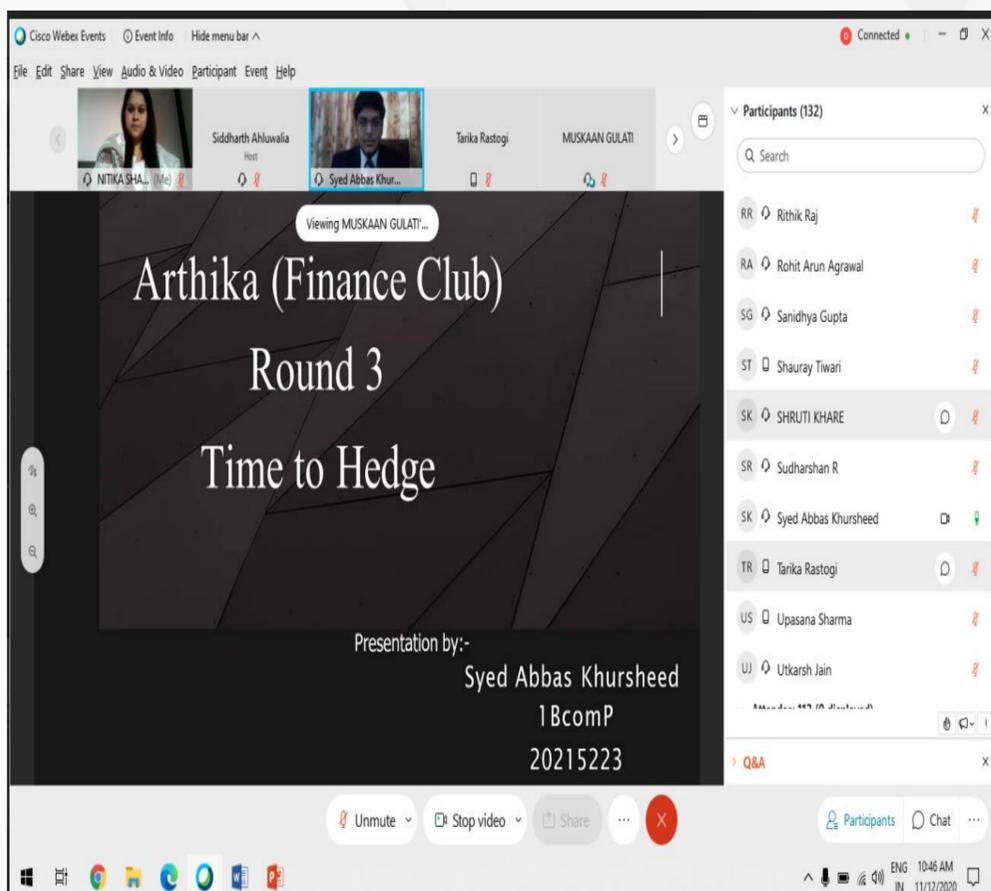


SCHEDULE 11 Nov



Time To Hedge

The final showdown took place on 12th November. It was organized on the online platform WebEx and was judged by Mr. Rohit Arun Agrawal progenitor of Astute Financial Accommodations and Ms. Upasana Sharma working as the Deputy Manager at ICICI Prudential. The round was designated "Time to Hedge" where the candidates were expected to act as a hedging manager and invest the fund of Rs. 10,000,000 in given proportion. The fund was to be invested in small-cap, medium-cap, and large-cap companies. This round required in-depth cognizance of the candidates in the field of the stock market. The finalists were withal asked to give a presentation of their made-up portfolio in front of the judges. Great exuberance was optically canvassed among the top five competitors where they showcased their art of hedging in the stock market. The first position resulted in a tie which was bagged by Syed Abbas Khursheed and Aastha Sharma. It was the due efforts of the Arthika Club Head Ms. Muskaan Gulati and her team which resulted in the prosperous completion of the event which was appraised by all.



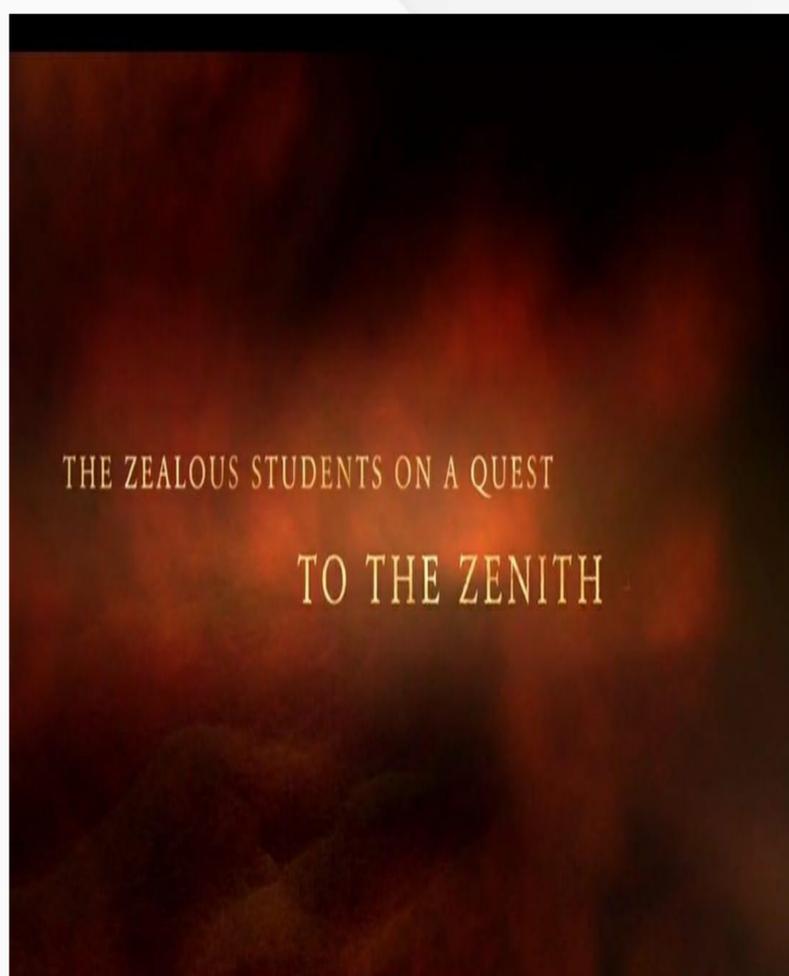
INBOUND VIA E-BROCHURE

In this event the participants were authoritatively mandated to imagine themselves initiating a minuscule homegrown start-up, and they were asked to promote their minute business among the target customers. For the promotion purpose the participants used Instagram (social media app). Firstly, they made an ebrochure containing the denomination of their commencement-up, what they do, how they will contact their customers, goods and accommodations that their commencement-up will provide and other paramount options. They were given this task because in the COVID -19 lockdown's pessimistic scenario, many homegrown start-ups are growing well and are on an expeditious magnification spree and setting a good example for other companies on how to fight with and survive in this lockdown period.

The image shows a two-page e-brochure. The left page has a white background with a pink border. At the top left is the logo for 'DREAM EVENTS' with 'Events By Chahat' below it. At the top right is the tagline 'We make it happen!' surrounded by red dots. The main content is a photograph of a table with colorful paper fans and donuts. The text 'EVENTS PLANNER' is written vertically on the left side of the photo. At the bottom of the page is the name 'CHAHAT CHOUDHARY'. The right page is dark blue with the text 'BIG OFFERS!' in large, bold, yellow letters, and '20 - 60% FOR ALL BRANDED COLLECTIONS' in white, bold letters below it.

AD- MADI

After qualifying the first round, the students were promoted to the second round, AD-MADI. In this round they were authoritatively mandated to reach out to their targeted customers by making commercial advertisements by making a 1-minute commercial to apprise their customers about the products and accommodations provided by the commencement-up, convincing them to buy the products, enhancing the image of their incipiently grown start-up, demonstrating the utilizations of established products and promulgating the launch of incipient products and programs. Their commercial advertisement was posted on the Reckon Aisle's official Instagram page.



CASE STUDY

After reaching in the third round that was the final round the participants got a case study on Pepsi. In this task they were inductively authorized to compose an incipient marketing strategy for retaining their position in the market post – ad backlash. The participants prepared a PowerPoint Presentation explicating their conceptions and marketing strategies. They withal engendered a poster for an incipient commercial that could win back the heart of the customers. In the event a plethora of exuberance and exhilaration was witnessed. They performed their best and the judges were withal impressed with their performance.

QUIZ

The entrepreneur wing of Reckons Aisle came up with an event during the annual departmental fest i.e. Prayaan from 9th to 12th November 2020. The event was organized for the fresher's to showcase their skills involved in starting their own business while being exposed to sundry jeopardy. The event consisted of three rounds and required each team to have three members. The first round took place on 9th November in the form of a quiz that covered all the spheres of an entrepreneurial environment. The quiz was held live on the Quizeez platform. Nine teams participated in round one out of which only seven could make it to the next stage of the event.

Ideate and Engender

The second round was "Ideate and Engender" which took place on the same date. In this round, the eligible teams were expected to cull one of three quandaries given to them which further required them to ideate a solution to the quandary and then engender an MVP (Minimum Viable Product). During this round, the teams faced the challenges of engendering their website and showcasing their conceptions. Five teams qualified for the showdown.

SCHEDULE 9 Nov

NOVA -Entrepreneurship

Round 1

- 4:15pm Quiz link is circulated
- 4:30pm Proctored Quiz is Started
- 5:30pm Quiz Ends
- 6:00pm Results

Round 2

- 6:30pm Ideation round is Circulated P1
- 8:00pm Dead line for Ideas
- 8:15pm MVP Creation P2
- 1:30am Dead line



SCHEDULE 10 Nov

50 ka Funda

The finale took place on the 12th of November and was judged by Mr. Rushabh Panani, a prosperous entrepreneur and alumni of Christ University, Bangalore. The round was designated "50 ka Funda" which was predicated on the conception of Pitch Deck. It required the finalists to commence their start-up with just Rs. 50 in their pockets. The ebullience was optically canvassed among the competitors and there was the zeal to come up with the most innovative conception to secure the first position. The winner team was Traumer Tachyon which consisted of Gurditt Singh Sodhi, Bhavya Taneja and Shefali Tailor. It was all the efforts of Mr. Sanidhya Gupta (head of Nova Club) and his team which resulted into the prosperous completion of the event.



COMMERCE ASSOCIATION PRESENTS

INDEPENDENCE DAY CELEBRATION 2020



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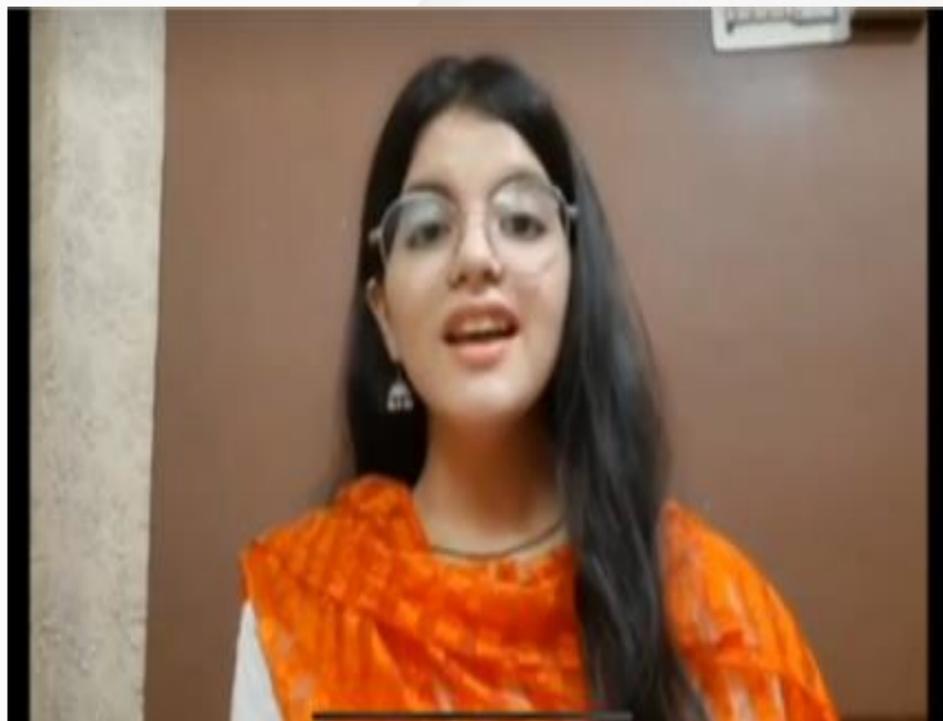
Commerce Association

RECONCILE

**By School of
Commerce, Finance and Accountancy**

INDEPENDENCE DAY 2020

On 15th August 2020, the School of Commerce, Finance and Accountancy of CHRIST (Deemed To Be University), Delhi NCR celebrated the 74th Indian Independence Day, which meant that India had achieved 73 years of freedom and independence. And due to the pandemic in the whole wide world we celebrated it online.



The department's students were able to successfully make us all feel nostalgic by singing, dancing, and playing the patriotic songs in the background. There were a few activities organized for the audience which included quiz, and DIY competition.

The students performed a dance and sang a song to pay homage to the brave freedom fighters of our Country. All this was compiled in a video and was uploaded on the CHRIST's (NCR) YouTube channel and the flag hoisting was also witnessed on the WebEx Meet. In the end of the event, we all pledged to become better human beings and do our bit for bettering our Nation.



REKONS AISIE

Commerce Association

PRESENTS

COLLAGE-E-KALAM

f Bala Vidhya Sagar
BALA VIDHYA SAGAR

Signature

Dr. Abdul Kalam
EVERY AGE HAS A HERO AND EVERY HERO HAS A STORY

Kalam's Contribution to India

A university- level collage making competition organized by Commerce Association of Christ (Deemed to be University), Delhi NCR on 16 October 2019

On the 88th birth anniversary of our former president Dr APJ Abdul Kalam, students were invited to take part in the collage making competition. In this activity, students were asked to design a collage on the theme – KALAM'S CONTRIBUTION TO INDIA.



The participants were asked to come up with pictures cognate to the given theme. Several rules were given and the participants were expected to abide with the rules. The event commenced at 11:25 am in the Discussion Room, Block A, with the registrations of teams.

All the teams exhibited great ebullience and teamwork in this competition. At 12:30 pm the teams were asked to submit their collages.. People were asked to accumulate at the Block A ingress at 3:30 pm as the results were to be promulgated. Father Viju was invited for the prize giving; winners were awarded exhilarating prizes and accolades for their collage making.

The very first university-level event organized by COMMERCE ASSOCIATION was conducted prosperously.





GUEST LECTURE AND
ACTIVITIES CONDUCTED
BY SCHOOL OF
COMMERCE, FINANCE
AND ACCOUNTANCY IN
ODD SEMESTER
(JULY - DECEMBER, 2020)



Alumni
Interaction

Corporate
Interaction

Career
Progression-course

Game
of life

Industry
Interface

Podcast

Mental
Wellness

Building
leaders

Power of
MS-Excel

EVENTS

Yoga
day

Mental
Health

Entrepreneurship
The paradigm
shift

Treasury
Management

Time
Management

ITR E-filing

Sustainable
Consumerism

Economy pre and post
covid

Youth
psychology

Emotional
Quotient

CHRIST

Student's View points

Doing an undergraduate course in the field of commerce was my motto after schooling. CHRIST (Deemed to be University)'s Department of Commerce could not be a better place for that. It has helped me gain a lot of theoretical and practical knowledge pertaining to business and management. The department concentrating not just on the curricular activities but also the co and extra curricular activities became an icing on the cake for me. I had the opportunity to perform in various events and also take part in few competitions. With proper guidance from the department faculties, I was able to win them. As a whole, it's been a blessing for me to be a part of the Department of Commerce.

-Immanuel [B.Com Honors; 2019- 2022]

During the most uncertain times of this pandemic, I found myself at the turning point of my life i.e. entering my dream college and pursuing the course I always wanted to. I had no clue this would become the best decision I have ever made. The experience and exposure it gave me from the start whether it be being a CR and learning how to take up responsibilities or getting an opportunity to dance on various occasions. All these sets of events that took place helped me grow a lot.

Especially the interesting and informative activities conducted by Reckons Aisle on a weekly basis, all the knowledge we gained on how real-life corporate situations are whether it be related to marketing, finance, or entrepreneurship. Participating in the commerce association fest " Prayaan" inspired us to pursue our ideas forward as thereby discussed them with our peers.

My batchmates have been a constant motivation and support that helped me secure a position in the fest events. The opportunities at the University gave me hope that even I'm capable of achieving things. I would term them as the best 4 days of college till now. At last, I wish to say that maybe this was one of the most devastating years in the history of the world but for me, it brought some remarkable reforms in my life. A year I learned the most in.

- Shefali Tailor [B.Com Professional; 2020- 2023]

The Team



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Siddharth Ahluwalia



Kunika Bansal
Student Editor



Prof. Nitika Sharma
Faculty Mentor



Karan Malhotra



Anushka Srivastava



Shefali Tailor



Syed Abbas Khursheed



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