



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



THE GREYCELLS NEWSLETTER

MESSAGE FROM EDITOR'S DESK

Greetings and Welcome to the fourth 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 March 2021.

Today and every day, we celebrate the spirit of womanhood. CHRIST (Deemed to be University) has supported and build a strong community to empower women at all level. To cherish the spirit, School of Commerce, Finance and Accountancy and School of Social Sciences and Humanities organized 'Women's Leadership Summit 2021' on the topic 'Celebrating-Women with a Purpose'. Also, the celebration continued for everyone in the department when School of Commerce, Finance and Accountancy, School of Sciences and School of Law went for Recreational Activity.

Further, the ripple effect owing to this novel COVID-19 didn't stop SOCFA from learning as the department organized virtual industrial tour and webinars for our students 'Industrial Interface'. Also, to nurture the seed of innovation and creativity Christ Innovation and Incubation Centre organized the Talk series 'STARTUPVOX' 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



Inside this Issue:

- 1. Digital Transformation Through Personalization at Scale**
- 2. Prize distribution ceremony for Blossoms**
- 3. Virtual Industrial Tour**
- 4. Women's Leadership Summit 2021**
- 5. Faculty & Students Achievement**



“DIGITAL TRANSFORMATION THROUGH PERSONALIZATION AT SCALE”

Mr. Sahil Jain, Adobe

Since we live in the modern era, technology has virtually surpassed all to demonstrate how much effort or time humans can save, as well as offer products that are personalised according to each individual's preferences. People have never been disappointed by technology, and it has come a long way in the last few years. On March 25, 2021, from 10:00 a.m. to 1:00 p.m., a specialised session on "Digital Transition by Personalization at Scale" was conducted for students of the School of Business, Finance, and Accountancy. Mr. Sahil Jain, Senior Enterprise Architect & Technology Distribution Bellwether at Adobe, was the main speaker for the session. The session offered an outstanding opportunity to hear about the Adobe Experience Platform and how it is used to personalise technical goods accessible for the magnification of companies and companies offering to customers in order to get the best out of the customised product. The session also addressed the history of digital marketing from the last century to the present day, as well as a number of businesses that use the Adobe Experience Tool to offer customised accommodations to their clients, such as Heathrow Airport in London, Coca-Cola, Ryan-Air, Indigo, Samsung Electronics, Apple Inc., among others that were discussed on how personalization of products was done by these companies for its customers to make them better connected with the brand. Other Adobe goods and their workings for digital selling and marketing were also covered, with the session concluding with a few intriguing questions from the students as well as the educators in attendance.

Faculty Coordinators-

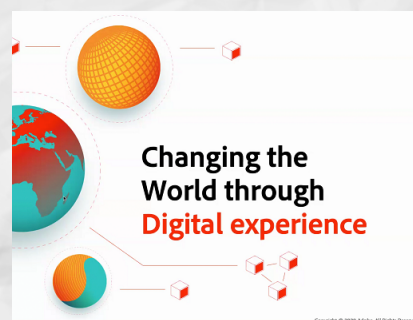
Dr Nitika Sharma

PRIZE DISTRIBUTION CEREMONY FOR BLOSSOMS

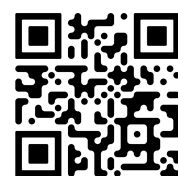
The award allocation ceremony was held on March 5 2021, by the "Orchid Cluster," i.e., the School of Commerce, Finance and Accountancy Christ University, Delhi NCR. The event lasted one hour at Block A's auditorium. The event started with an exordial verbalization by the HOD, Dr Sanjay Rastogi, which elicited a positive response from the audience. Following that, the award awarding ceremony took place, with the winners of different competitions earning their certificates. Students of SOCFA showed ecstatically participated in the Blossom event. Further, Immanuel K Shaji and Blesson Joban gave a mesmerising musical rendition after handing out the certificates. Prof. Shreya Sunil Nair presented a vote of thanks to marking the end of the event, thanking each and every member of the team for their unwavering commitment and involvement, which helped to make the event a huge success. Finally, everyone stood for the Christ Anthem to pay tribute to the university.

Faculty Coordinators-

Prof. Shreya Nair & Dr S. Pramila



***Congratulations! Winner for Crossword
Gurditt Singh Sodhi of 2 B.Com P.***



SCAN ME

**Use the QR
code to
check the
latest
crossword.**

VIRTUAL TOUR OF YAKULT DANONE INDIA PVT. LTD. , SONIPAT



A virtual tour of the Yakult Danone India Pvt. Ltd plant in Rai Industrial Area, Sonipat was arranged by the School of Commerce, Finance & Accountancy. On March 9, 2021, during the operation hour, a virtual tour was planned. The business is an equal joint venture between Japan's Yakult Honsha and France's Group Danone. This is Yakult-only Danone's manufacturing facility in India, and it produces two types of Yakult Probiotic Drink: Conventional Pack and Yakult Light. Yakult is a well-known probiotic drink company. Each pack of Yakult contains 6.5 billion Lactobacillus casei, a type of probiotic." Shiota (additionally called the "Shiota strain"). This Probiotics improve our digestion by including a concentrated dose of healthy, living bacteria. Yakult probiotic drink bacteria are immune to gastric juice and bile, so they enter the intestine alive to help digestion and improve overall immunity. The drink is suggested to be consumed on a regular basis. Dr Minoru Shiota, a Japanese scientist, was the first to isolate and develop a probiotic strain that entered the intestines alive in astronomically high quantities and offered health benefits to the patient in 1930. He used this strain to make Yakult, a fermented milk drink that is common in Japan. Yakult was first introduced in Japan in 1935, and it is now a probiotic beverages industry ecumenical bellwether of a wide variety of probiotic products. Mrm Ajay, the company's PR Executive, led the interactive tour with a multimedia demonstration. The students in attendance were seen and explained the large number of good bacteria that the food contains, as well as how they work to keep our intestines clean. A video was used to illustrate the engendering procedure. The various computers and machinery used by various operations painted a perfect image of how the business operates. The video discussed everything from the product's composition to how it is dispatched, providing audiences with an understanding of the processes related to production, consistency, protection, and packaging. The tour came to a close with a Q& A session, during which students' questions were answered in a clear and concise manner. Mr Aadish, the Enge's PR Manager, was in charge of organising the Virtual Tour. We thank Mr Aadish and Mr Ajay for their assistance in making the virtual tour possible.

Faculty Coodinator- Dr. Amit Malhotra

Women's leadership Summit 2021

The event was named "Celebrating-Women with a Reason," and it took the form of a dialogue and exchange of perspectives showcasing phrenic conceptions as a women bellwether, encouraging puerile brains, including Christ University students, staff, and faculty members. The idea was to bring together female trailblazers to share their experiences and struggles with the community in order to inspire thought in the audience. There were women from different fields attending, and their backgrounds gave a valuable viewpoint. The esteemed panellists for the forum were:

Noha Hefny - Founder & CEO, People of Impact, United Arab Emirates

Divya Bajaj - Vice President, London & Partners

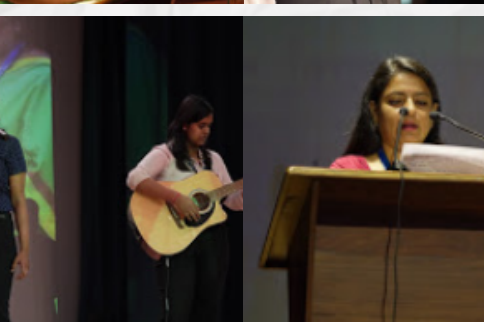
Gauri Das - Vice President and Head HR, India Factoring and Finance Solutions (A member of FIMBank Group)

Dr Niru Kumar - Padmashree awardee 2021, D&I Consultant, Founder-Ask Insights

Haneet Bhasin Vohra- Director Marketing-KSB Designs

Both panellists enjoyed the casual dialogue that preceded the program's conclusion because it offered a new viewpoint on how they spend their spare time. The session was thoroughly enjoyed by all involved, and the feedback was mostly favourable.

Faculty Coordinator (SOCFA)- Dr. Chabi Gupta



STARTUPVOX- S1:E1

Students and staff members attended the talk series organised by CIIC online and offline. Ms Kaavya Ramani, a student from the School of Commerce, Finance, and Accountancy, greeted the guest warmly. She introduced Mr Bhat as an innovator at heart and is instrumental in developing and creating the groundbreaking Upcycling Waste Plastic into Sustainable Fabric method. The session was very engaging, and the students enthusiastically participated. Mr Nandan started by providing an exordium on various forms of plastic and upcycling waste products such as plastic bags and chips packets. He also spoke about his future aspirations, stating that they intend to upcycle 1000kg of waste per month, employing 50k artisans, and produce 10 lakh plastic bags per month. He successfully replied to each and every question posed by students and faculty members with a thorough explanation, as well as offering some personal advice and encouragement to budding entrepreneurs.

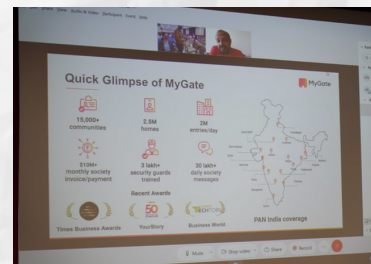
Faculty Coordinator (SOCFA)- Dr Nitika Sharma



STARTUPVOX- S1:E2

Students and staff members attended the talk series organised by CIIC online and offline. Ms Suchishimita, a student from the School of Sciences, warmly welcomed the guest. The Speaker (guest) Mr Abhishek Kumar is the Co-Founder and Chief Operating Officer of MyGate. Prior to founding MyGate, Abhishek worked for six years as a Vice President at Goldman Sachs, where he held numerous senior positions in operations for large companies. MyGate is a cutting-edge technological approach for gated communities that is now improving protection and housing for over 2.5 million Indian families. The class was very engaging, and the students enthusiastically participated. Mr Abhishek Kumar started by explaining how critical security is in a gated community. Many questions remain unanswered due to authenticity. After that, he spoke briefly about how *Security is important for gated communities. The gated communities get a lot of outside traffic.

Faculty Coordinator (SOCFA)- Dr Nitika Sharma



Faculty OBT

On March 10, 2021, a recreational programme was planned for the faculty of the Department of Commerce, Law, and Sciences. Everyone departed at 7:30 a.m. and arrived at 10:30 a.m. at Pratapgarh Farms and Spa. Pratapgarh Farms and Resorts is a farm and resort in Pratapgarh, Rajasthan. Pratapgarh farms are situated in Haryana and are modelled after a traditional ethnic community, providing a special vacation experience. The resort provides delectable vegetarian and non-vegetarian fare, live entertainment in the form of folk music and dance, local handicrafts by artisans, sports and adventure events, all set against a beautiful green backdrop of lush green trees and flowers. Pratapgarh Farm House is a picnic spot for those looking for a rural experience with adventure sports. Camels, pottery, a bullock cart journey, archery, and air guns were among the most common activities. Faculties experienced experiential learning through team building and leadership games and activities organized by faculty coordinators. It was a frolicsome experience.

Faculty Coordinator (SOCFA)- Dr Nitika Sharma



Faculty Achievements



Dr. Anjim Sabiha:

Her research paper, "Cross Border Acquisitions and Shareholders' Wealth: Evidence from Indian Pharmaceuticals Sector" won the 2nd best article at the recent 'International E-Conference on Advances in Business and Management' organized by Shaheed Bhagat Singh college of Delhi University.



Dr. Chabi Gupta:

She is the Co-inventor and her 'Indian Govt Patent number 202141012686' has been published on the topic 'Development Of IOT Based Household Health Safety System'.



Dr. S. Pramilla:

Her research paper titled "The Effect of Merger, Acquisition and Covid-19 on Customers Service of Union Bank of India Delhi" has been published in the 'Journal Of Psychology And Education'.



Dr Nitika Sharma:

She successfully defended the topic "Intentional Amnesia: Motivated forgetting of green buying behavior" in the PhD viva of the Department of Commerce Delhi University. Moreover, her research paper titled "Moral Disengagement: A Guilt-Free Mechanism For Non-Green Buying Behavior" has been published in the 'Journal of Cleaner Production'.



Prof. Nitin Kulshrestha:

His research paper titled "Do Bulls and Bears Understand Exchange Rate Dynamics? Evidence from Global Scenario" has been published in Journal of Contemporary Issues in Business and Government.

Students Achievements

III Examinations

(Insurance Institute of India)

Licentiates 2020

- a. Shreyash 1B. Com P
- b. Aastha 1BBA F&A
- c. Aryaman 3BBA F&A
- d. Jeffin 3B. Com P
- e. Johance 3B. Com P
- f. Kunika 3B. Com P
- g. Siddharth 3 B.Com P

Licentiates 2021

- a. Anirban 2 B. Com P
- b. Saroj 2 BBA F&A
- c. Jerin 2 BBA F&A
- d. Shruti 2 BBA F&A
- e. Vaibhav 2 BBA F&A
- f. Muskan 2 BBA F&A
- g. Glory 4 B.Com P

CSEET- November 2020

- | | |
|----------------------|-------------------|
| a. Gaurav Lalwani | j. Mohit Kumar |
| b. Shaurya Garg | k. Pratyush kumar |
| c. Ashish Patidar | l. Jayanta Dhibar |
| d. Priyanshu kashyap | m. Ann Mary Ashis |
| e. Pranjal Chaudhary | n. Trisha Reddy |
| f. Ankita Nair | o. Riya Malik |
| g. Ritik Kumar jain | p. Sanidhya Gupta |
| h. Srishti Mishra | |
| i. Kunal Gupta | |

CIMA (Chartered Institute of management Accounting)

1. BA2 Level

- | | |
|-------------------|------------------------|
| a. Jeffin Binu | c. Siddharth Ahluwalia |
| b. Johance Daniel | d. Kunika Bansal |

2. Operational Case Study Level

- | | |
|-------------------|------------------------|
| a. Jeffin Binu | c. Siddharth Ahluwalia |
| b. Johance Daniel | d. Kunika Bansal |

Team:

Dr Nitika Sharma (Faculty Coordinator)
Kunika Bansal
Flevin Geejo
Shefali Tailor
Syed Abbas
Vaishnavi Vinay