

**Department of Commerce**  
**Kalindi College, University of Delhi**

**Report on the Webinar conducted on Business Ethics – A Dire need of the hour**

The Department of Commerce, Kalindi College, University of Delhi organized a webinar on the topic, “Business Ethics – A Dire need of the Hour” on 4<sup>th</sup> September, 2020 at 11 AM. The Convenor of the event was Ms. Gunjan Verma. The Organizing Committee Members were Dr. Alka Chaturvedi, Dr. Nidhi Kapoor and Ms. Sonia Kamboj. The technical committee included Ms. Komal Mittal, Ms. Parthivi Khurana, Ms. Shivali Veen and Ms. Subathra V. The students were from B.Com and B.Com (Hons), 2<sup>nd</sup> and 3<sup>rd</sup> Year and registrations received for the webinar was 209.

The Guest Speaker for the session was Dr. Surjeet Gandhi from B.S.M (P.G.) College, Roorkee. Dr. Gandhi is a great academician with a strong experience in teaching and research. He has successfully published 17 Research Articles in different journals and is also the sole author of a book in Macro Economics. He has worked on many research projects sponsored by UGC and the Uttarakhand Government. He has a keen interest in Business Ethics and Macro Economics.

The session began officially by invoking a spiritual feeling through the Saraswati Vandana slogan. The speaker and the participants were welcomed by our honourable Principal Madam, Dr. Anjula Bansal. The topic for the session was opened by our Principal. She emphasized the importance of Business Ethics for students who will be soon entering the business world with different job roles. She ascertained the fact that maintaining ethical status of an organization or institution is one of the pervasive and complex problems faced by managers while representing organizations. She briefly introduced the Descriptive and Normative part of ethics before the session was handed over to the speaker. Dr. Nidhi Kapoor then officially handed over the session to the Guest Speaker to start the webinar.

The Speaker began with a thought on why is business ethics the dire need of the hour. He introduced the topic by raising an important concern that the production processes and other activities in businesses in this new generation overlooks business ethics. The two main features of ethics namely Morality and Ethics was defined and spoken about in detail with real-life examples and case studies throughout the session. It was indicated that morality is a part of ethics which is a broader concept. Ethics can be defined as the understanding and

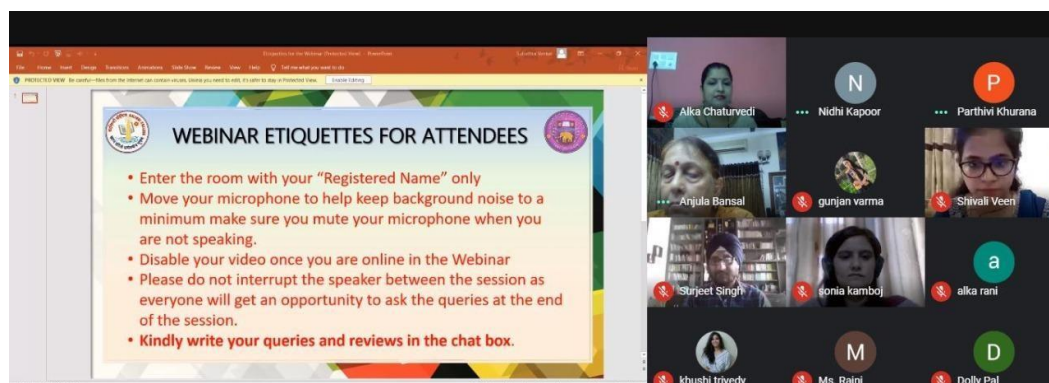
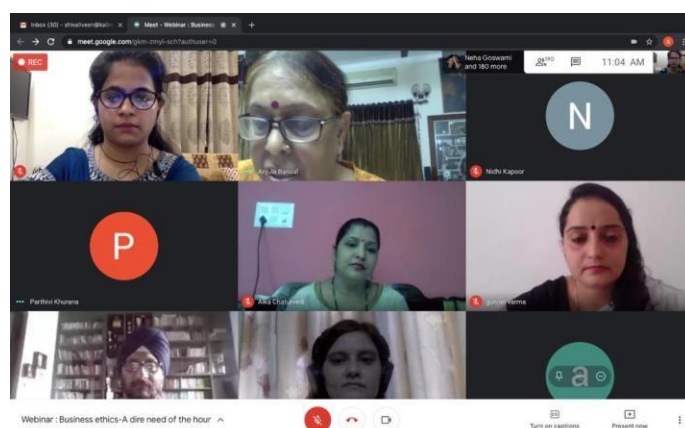
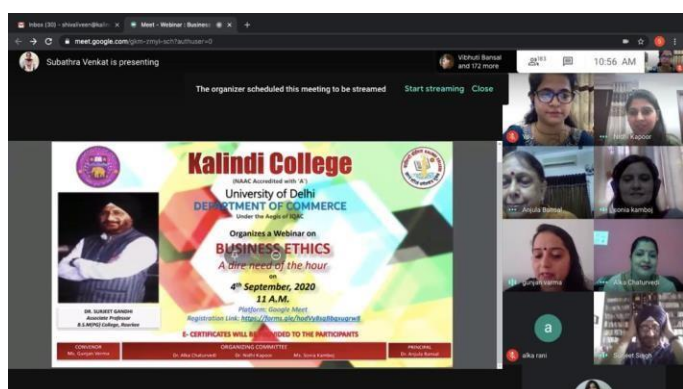
differentiation of what is right and what is wrong. The speaker very beautifully explained the day- to- day ethical dilemma that individuals face and how there is no one clear solution for these ethical choices. The reason for such differences while making ethical choices is also because individuals are not mentally prepared with what choices need to be made. This leads to the core of the problem which is the study pattern and the learning that individuals possess since childhood. The demerits and merits of descriptive pattern of study and normative pattern of study was discussed in detail. The speaker commented that descriptive study pattern includes no practical learning and follows a one-way theoretical approach which tends to create impulsive and aggressive behaviour among individuals. He suggested that normative study patterns are most preferable for effective communication and to make ethical choices. He also mentioned that ethical dilemmas and unethical issues arise due to the fear associated with success and desperation to succeed in everything. Three important values were discussed namely, Integrity, Honesty and Discipline. The degree of importance of these values were discussed in detail with real life examples. It was reflected that integrity is an highly important quality and is extremely helpful in making rational decisions in an organization. It was also emphasized that rational decisions can be made only when all the stakeholders participate actively and contribute to the decision making process which leads to the benefit of the organization and society at large.

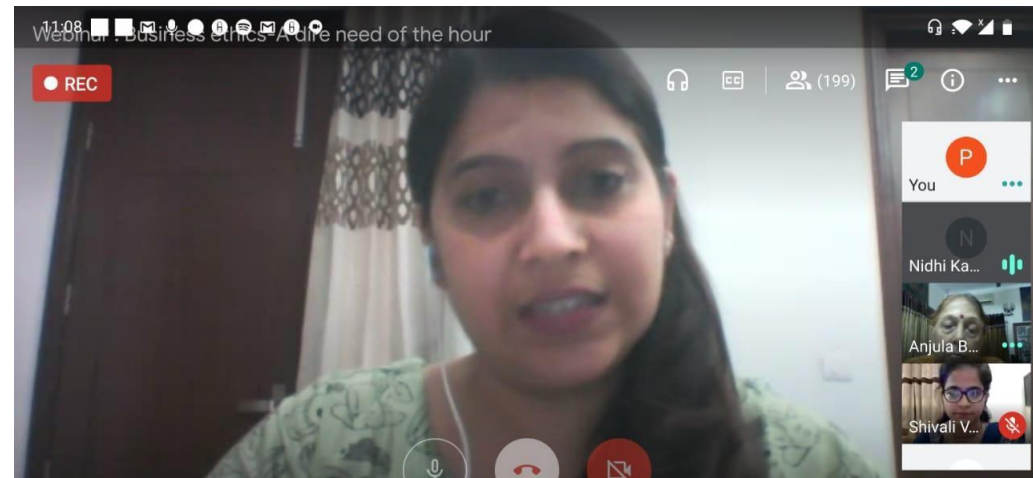
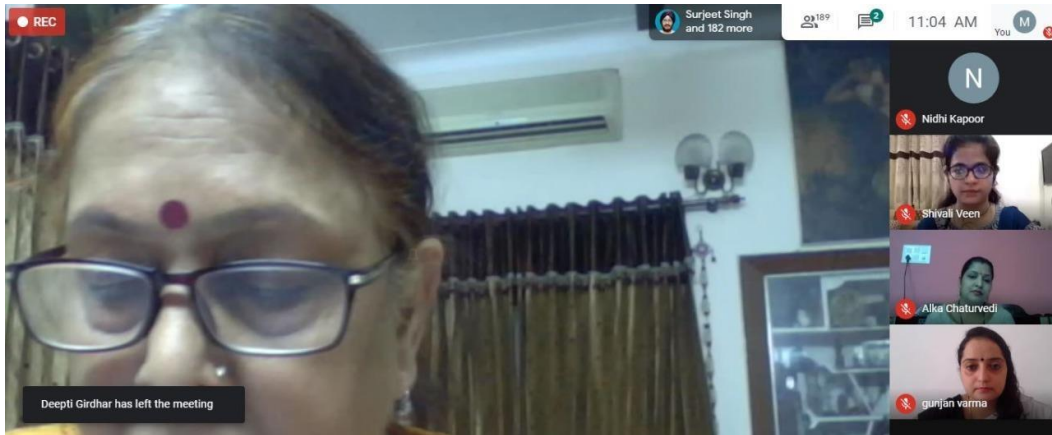
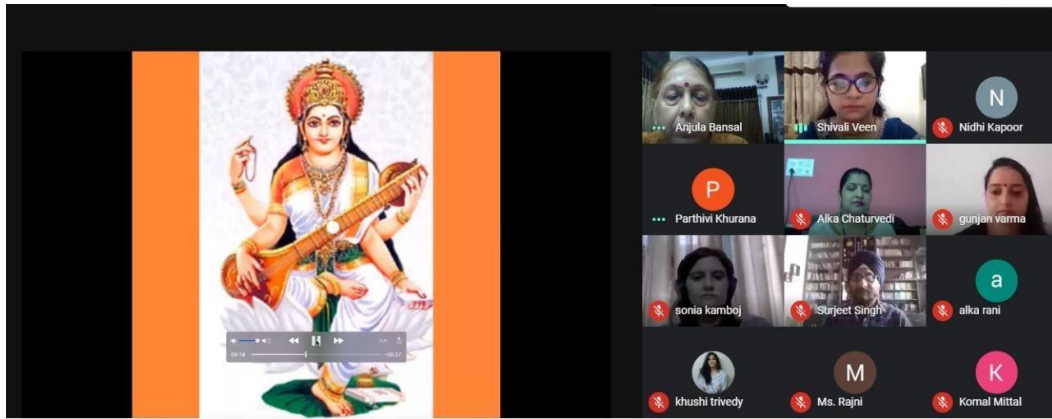
The next part of the session was based on equality with respect to job roles in the industry and discussion on the current female participation in business. The discussion raised questions on who is responsible for the disparity in gender roles in business. It was categorically explained that there is lack of active participation from the female gender with respect to the business sector. The speaker strongly stressed and encouraged the participants that it is important for females to take initiative to change the perception of women in the society and to change the mindset it was important that women come up in the front side. It was mentioned that organizations are expanding their product lines rapidly and employee contribution is important for the same. Likewise, an individual should also expand his/her career. The speaker concluded the session with a positive reinforcement that individuals should refine their numerous thoughts and get clarity on what they should do in life keeping in consideration the moral and ethical consequences in the picture. The speaker also emphasized that there is no clear equilibrium between ethics and morality, it depends primarily on the situation on what side to be taken.

Ms. Parthivi Khurana took over the charge of the session and proceeded to the Questions and Answers section. The participants were enthusiastic and posted numerous questions in the chat box. Some of the questions included thoughts like how ethics can be integrated with the corporate strategy of the organization, will ethics and following the ethical code strictly lead the organization to compromise on profits, has there been a shift in ethical codes and compliances because of the pandemic and the apprehensions prevailing in the society and many more related to female participation in business and what could be done to bridge the gap. The speaker very patiently answered all the participants queries.

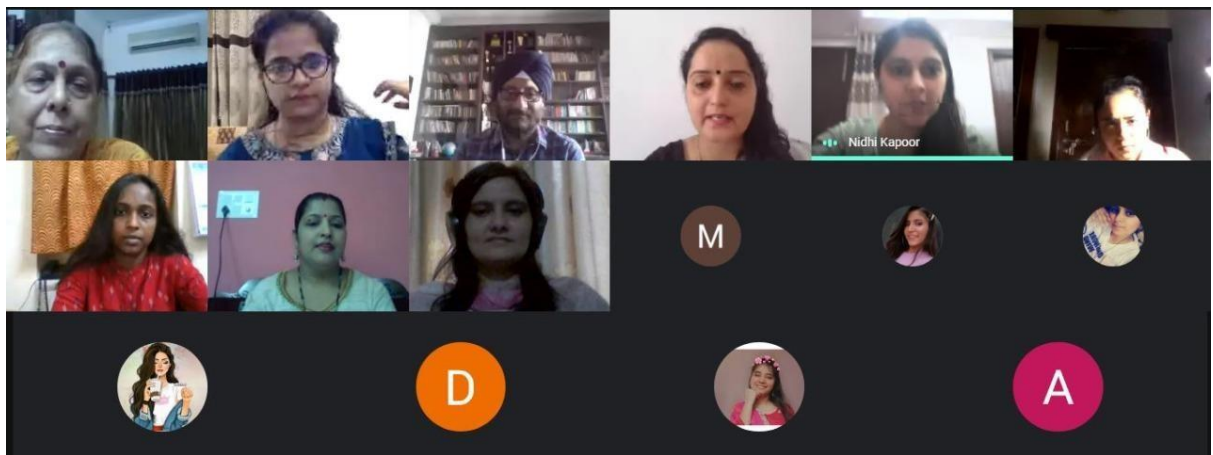
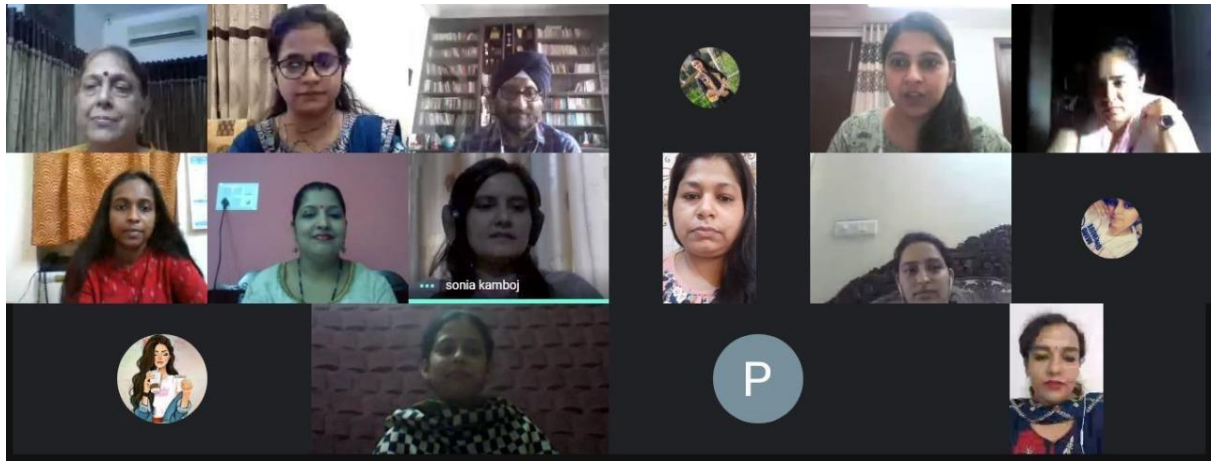
The session was then proceeded for the vote of thanks and closing remarks from the Convenor of the Webinar and Teacher-In-Charge of the Department, Ms. Gunjan Verma. The speaker was thanked for his valuable time and the numerous interesting stories and case studies that he shared with the participants. Ms. Gunjan expressed her immense gratitude on behalf of the organizing and technical committee members to Principal Madam for her encouragement and support throughout. The session was closed with the National Anthem.

### **A SMALL GLIMPSE OF THE WEBINAR**









**Department of Journalism & Department of Commerce**

**Kalindi College, University of Delhi**

**Webinar Report: “Bollywood Business: The Commerce of Box-Office Collection”**

The International Webinar on “Bollywood Business: The Commerce of Box-Office Collection” was organized by the Department of Journalism in collaboration with the Department of Commerce, Kalindi College, University of Delhi on 2<sup>nd</sup> November 2020 from 11 AM to 1 PM. The convenors for the event were Dr. Meena Charanda, Dr. Rakhee Chauhan, Dr. Manisha from the Department of Journalism and Dr. Punam Sachdeva and Ms. Gunjan Verma from the Department of Commerce, Kalindi College.

The event was started by Ms. Parthivi Khurana, Assistant Professor, Department of Commerce, Kalindi College by welcoming the attendees, the faculty members and the guest speakers. Ms. Parthivi welcomed Dr. Punam Sachdeva, one of our senior most faculty members, Associate Professor from the Department of Commerce, Kalindi College to welcome the guest speakers and declare the event open. Dr. Punam mentioned the brief history of the college and extended her warm welcome to the guests of honour.

The session was then handed over to Dr. Manisha, Assistant Professor, Department of Journalism, Kalindi College. She welcomed our first guest for the event, Dr. Vikrant Kishore. Dr. Vikrant Kishore is an academician, filmmaker, photographer, author and a journalist. He has more than 25 documentaries and corporate films to his credit. He is currently working at Deakin University, Australia as Course Director for Film, Television and Animation. He has organized various International Conferences, film festivals and seminars on Indian cinema. Dr Kishore has been actively working for the safeguard and preservation of the cultural heritage of Eastern India; especially Chhau dance. Dr Kishore is an active member of International Dance Council (CID-UNESCO) and Association Nationale Cultures and Tradition (ANCT, France). He has been a jury member in various film festivals, such as ATOM Awards (Australia), Real Film Festival (Newcastle) and Doordarshan National Awards (India). He was a pre-jury member for The Australian Academy of Cinema and Television Arts Awards (AACTA) Awards (2018). Dr Kishore is the producer of An Australian Film Initiative’s Australian Film Festival of India. Dr Kishore’s areas of research are Asian and Indian Cinema, Indian folk and popular culture, reality television programmes and caste politics in India. He is recipient of prestigious IPRS Scholarship by Australian Government, and received fellowship at Heidelberg University, Germany. Dr Kishore is the author of the book “From Real to Reel: Folk Dances of India in Bollywood Cinema”, published by UNESCO-Apnieve, and he has co-edited three books - “Bollywood and its Other(s)” (published by Palgrave Macmillan), Salaam Bollywood (published by Routledge) and Indian Cinema – Filmic Content, Social Interface and New Technologies (published by Kanishka).

The speaker started with the relevance of the topic for both journalism and commerce students. His presentation was based on certain statistics that made the topic much relevant and easy to understand box office in Bollywood. The Speaker gave a research perspective on Indian Cinema. Some of the factual information that was indicated by the speaker was that the Indian film industry is ranked the 2<sup>nd</sup> largest globally after China. The Indian movie “Dangal” is the highest Internationally grossing movie with a value of 183 billion INR and the Indian film with the highest production value is Robot 2.0. The speaker emphasized that China is a place where Indian film makers could make money at the box-office. Box-Office is simply defined as the office of a theatre, stadium or the like at which tickets are sold. It is the return or profitability a movie makes in the industry. Sir indicated that Bollywood is the brand for Indian films and it is used synonymously with the phrase Indian Cinema. It was also mentioned that the Tamil and Telegu cinema industry are considered as a part of transnational cinema. It was reflected throughout the session that numbers and statistics do make real sense and position of the Indian

cinema industry. The statistics indicated that the number of films produced in India from 2007 to 2018 was 1813 placing India in the 1<sup>st</sup> position. India is in the 2<sup>nd</sup> position leading in terms of the number of tickets sold which amounted to approximately 1.514 billion. However, India ranks low in the revenue side. The distribution of Indian box-office in 2019 was led by Hindi films with the highest share of 44%, followed by Hollywood movies and then Tamil movies. The data for 2020 box-office cannot be anticipated because of the corona virus pandemic. The significance of the industry was emphasized with the fact that the industry has generated up to 44800 employment opportunities in India. The creative aspects of the Bollywood industry was also spoken about in detail. It was indicated that creative industries are about experiences and are new growth industries of the 21<sup>st</sup> century as they add value to the economy as whole. The industry also offers new business opportunities for young entrepreneurs, creators, designers and small and medium enterprises and creates a new source of employment opportunities. It was pointed out that the corona virus pandemic has paved way for new ways of storytelling and other OTT platforms. It was proudly pointed out that no where in the world the film and the music industry work together such efficiently. Bollywood also offers a multi-platform link. The business of film making helps us understand the corporate structure of Bollywood. Some of the key phrases that are commonly relevant in the Bollywood industry include: Domestic, International, Theatrical, Pay TV, Home Entertainment, Free TV, Video on Demand, etc. The last part of the session was focused on ways to know if the film has made money or not with respect to its budget. It was indicated that this can be known by analysing the expenses at each stage of the film making process which were development, pre-production, production and post production. Apart from these production costs and expenses there are marketing costs, print costs, residual costs, financing costs and overhead costs. The speaker closed the session with the statement that numbers run the industry apart from glamour and the industry is hoping to recover atleast by 2022 although the digital platforms appear to be seemingly profitable to sustain.

Ms. Parthivi then invited Ms. Gunjan Verma, Assistant Professor and Teacher-In-Charge, Department of Commerce, Kalindi College to welcome the next guest speaker of the webinar. Dr. Abhishek Kumar Singh, Associate Professor & Chief Coordinator – Media Research, Department of Journalism and Mass Communications, Manav Rachna International Institute of Research & Studies (Deemed to be University) Faridabad. Dr. Singh completed his Ph.D from Assam Central University and has a brilliant academic career and has been a University topper with more than 15 years of successful University teaching experience in top Academic establishments like GGSIPU and Amity University India and as Senior Academician in the Ministry of Higher Education, Oman and Purdue University Northwest, USA with specializations in Visual Communication and Persuasive Media. He has held the position of HOD, Media Coordinator and member of various University Academic Committees. His areas of interest include Media Research & Cinema, Culture and Society. He has also written 2 books and 60 plus academic papers/articles in National & International Journals and chapters in edited books.

The speaker spoke about the reachability of films and Bollywood to the consumers. The session focused on the penetration power of movies. The session was centred around the understanding of cinema budget. It was emphasized that the overall concept of cinema is based on the practicality and production process. Contrary to the previous speaker who emphasized that numbers rule the industry, this session took an alternative perspective that content is the most important factor in cinema. The speaker explained this concept categorically with an example of the movie “Newton”, which on the 1<sup>st</sup> day generated only 40 lakhs but on the 2<sup>nd</sup> day generated approximately 2.5 Crores merely because of the reviews and the content of the movie and the strong story line. The film did well also because the movie was also an Oscar entry. It was very strongly emphasized that the movie trade or movie business very much depends on

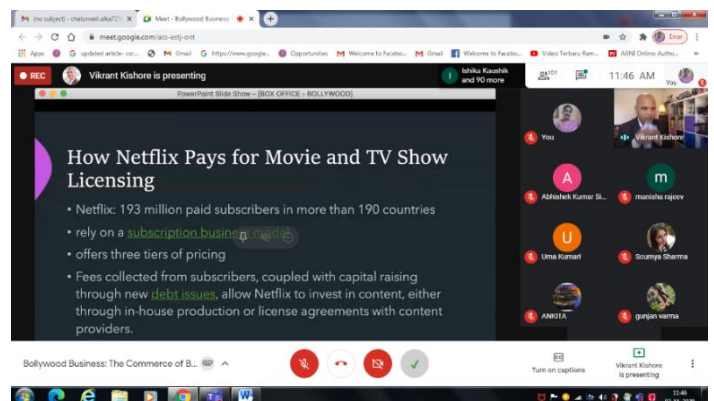
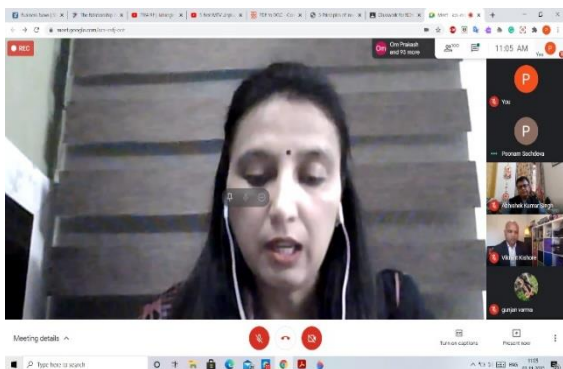
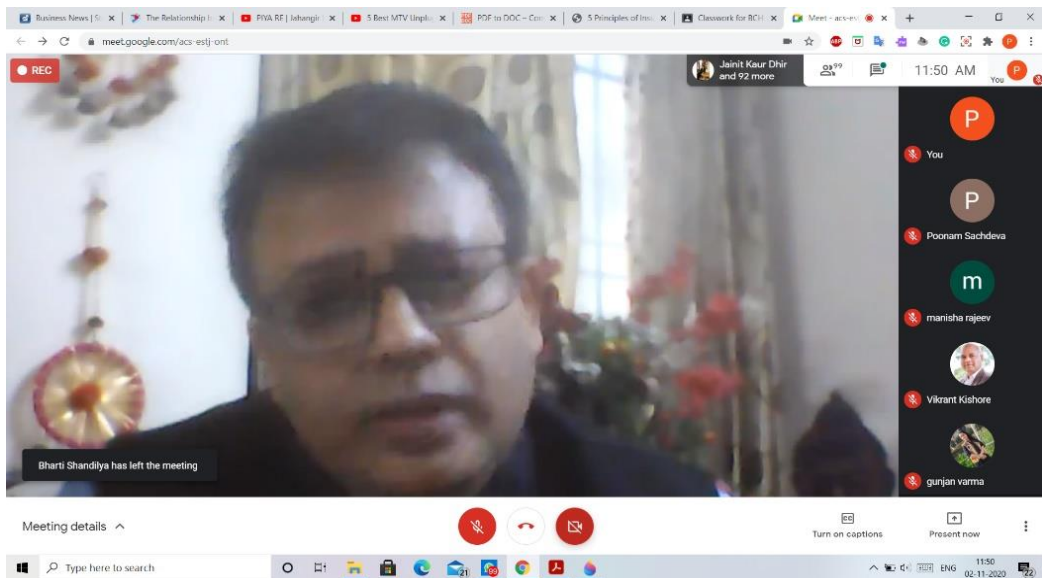
content and if content is clear it is easy to promote the film and popularise it. Another aspect that was discussed in detail throughout the session was the significance of media management. Marketing and promoting the movies made is also considered as the most important activity to generate more revenue from the movies. It was also mentioned that the marketing activities must necessarily begin from the 1<sup>st</sup> day of shooting or during the pre-production process. The speaker compared the revenues of movies that were produced with a low budget but yet made a great business in the industry. The commerce behind the calculation of the revenue generated by the Bollywood business was spoken about in detail with real-life examples. The speaker explained to the students certain important box-office terminology such as: Cost of film which is the sum of budget and promotional and advertisement expenses, Non-Theatrical revenues which include the sum of satellite right, music rights, overseas rights, etc. Footfalls which are the total number of tickets sold, Gross collections which include the total money collected from ticket sales and Net collections which is gross collections after deductions like entertainment tax and other taxes. The distributor share is generally calculated with respect to the multiplex and single screen running of the movie. The profit/loss of the distributor is simply the difference between the amount at which the film was bought and the distributor share. It was indicated that producers are taking up the role of the distributors. The “Dangal” movie was explained as a case study itself. It was mentioned that the entire business that the movie made was majorly because of its strong distribution within the country as well as outside the country. The revenue model was based on a commission based popularisation of the movie. The session was concluded with the closing remarks that the box-office is not the only part of earning, the other parts include digital right, satellite rights and other online platform rights.

Ms. Parthivi invited Ms. Ritika, Assistant Professor, Department of Journalism, Kalindi College to proceed with the Q&A session. Some of the questions raised by the participants include the impact of media film reviews on box-office collection of a film, how has the business models for the industry changed after the advent of multiplexes, the impact of OTT platforms on cinema viewing audience, the mechanism of calculating the gross collection of a film including India and abroad, the difference between film criticism and film reviews and many more. The questions were answered by both the speakers collectively. It was indicated that social media is an important factor with respect to film reviews although nowadays there are paid reviews prevalent in social media. While discussing about OTT platforms it was rightly pointed out that although the cinematic experience is missing in OTT platforms the corona virus pandemic has made these platforms gain their respective space. The concept of home entertainment was also discussed as the bigger the screen the more cinematic experience can be achieved even at home. The difference between film criticism and film reviews was also discussed in a simplified manner. Film criticism is the unpacking of films like how research scholars do, films will be analysed and certain things will be looked upon in detail including colour, songs, style, etc. Film reviews are however for the audience, the takeaways that make a film watchable. Film reviews are opinion based and film criticism is fact based. The arrival of multiplexes was considered as a platform for niche cinema and elite people whereas single screen cinema is PAN India cinema which won't be relevant in metropolitan cities. The Q&A session was closed with remarks that blockbuster films can be successful only if there is a good approach that has been followed along with a great story and efficient media management. The pandemic has also created innovated opportunities for storytelling even via social media.

Ms. Parthivi invited Dr. Rakhee Chauhan, Assistant Professor, Department of Journalism, Kalindi College to give the vote of thanks. Dr. Rakhee thanked the eminent guests for the event, the Principal for her encouragement and support and the organizing and technical team for all the hard work in organizing the webinar and all the students and faculty who have participated actively in the event.



## A Glimpse of the Event



Meet - acs-estj-ont

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REC

Subathra Venkat and 54 more

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You

Grid of participants (names and avatars):

- You
- Vikrant Kishore
- Ritika Pant
- Abhishek Kumar
- manisha rajeev
- gunjan varma
- Ms. Mamta
- Sourmya Sharma
- ANKITA
- Gaurav Kumar
- swagatika sahu
- Hetal Pokhriyal
- Yashika Zutshi
- Tanve
- Sakshi Chowdhary
- Bharti Shandilya
- Om Prakash
- Aarzo Kumar
- Simnu Bhatia
- yachana verma
- Ishani Trehan
- Shrishti Jaggi
- Kriti Joshi
- Taniya Murmu
- Simran Bhati
- SANJULI agarwal
- Moni Roy
- Khushboo Singh
- Kanishka khandel...
- shreya sharma
- Pooja
- Aditi Raj
- Kajal Gupta
- Somya Dhawan
- Punita Sinha
- Sweta pradhan
- Prachi Dhawan
- Kanika Dua
- mehak verma
- Harshida Singh
- Anjali Kumari
- Poonam Sachdeva

Meeting details

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Meet - Bollywood Business

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REC

Abhishek Kumar Singh is presenting

AYISHI PAL and 89 more

11:51 AM

You

Abhishek Kumar Singh

Diagram illustrating the movie production process:

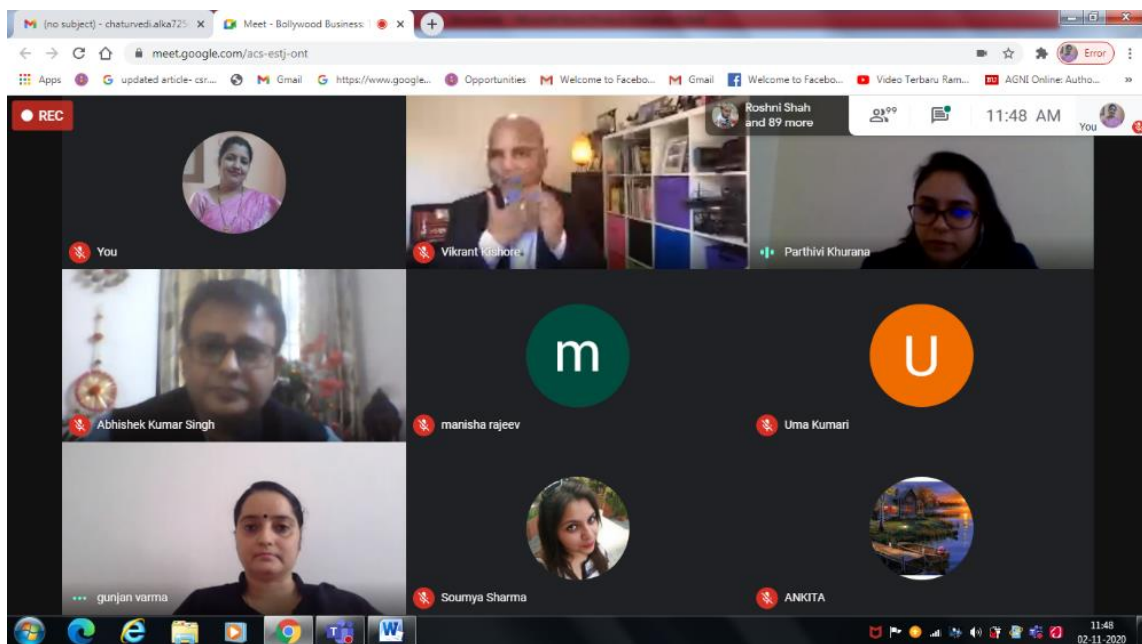
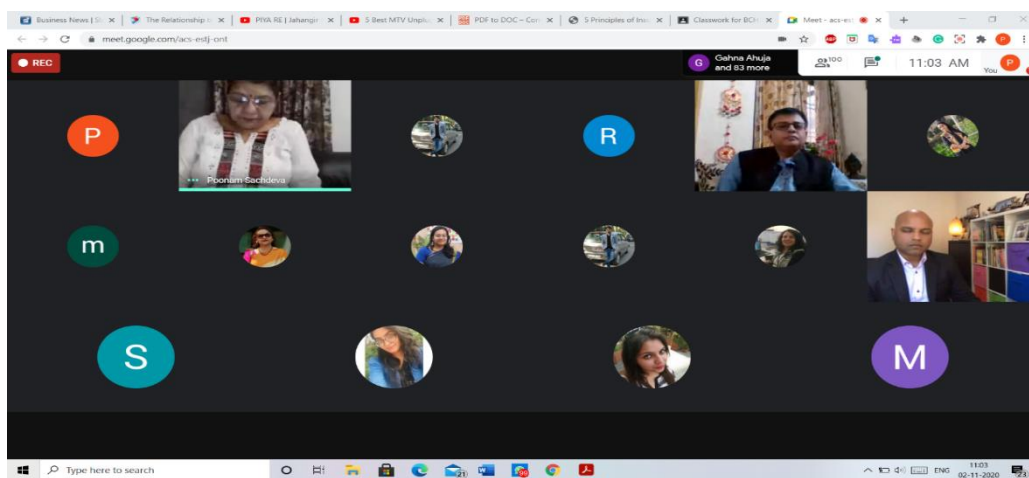
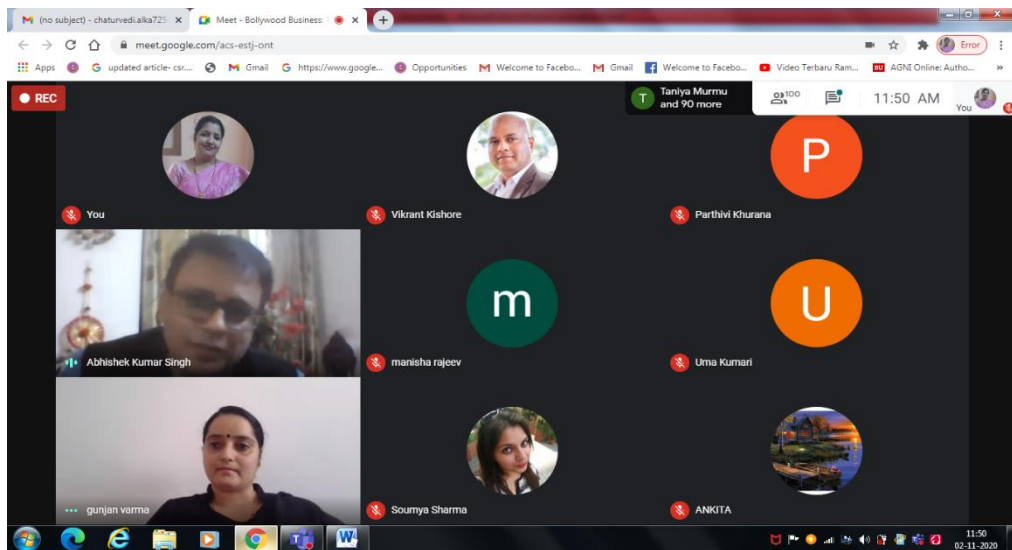
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graph LR; A[Cinema Budget] --> B[Pre Production]; B --> C[Production]; C --> D[Post Production]; E[Movie Content] --- C
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Background text: Bollywood Office Collection

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Grid of participants (names and avatars):

- You
- gunjan varma
- Parthivi Khurana
- Vikrant Kishore
- manisha rajeev
- Gaurav Kumar
- Sourmya Sharma
- ANKITA





**Department of Commerce Kalindi College, University of Delhi**  
**Report: “Career Opportunities Post Covid Era and**  
**Corporate Expectations”**

The Webinar on “Career Opportunities Post Covid Era and Corporate Expectations” was Was organised by department of Commerce Kalindi College University of Delhi on 28th November 2020 from 11 a.m. to 1 p.m. the convenors for the event were Dr Poonam Sachdeva and miles Gunjan Verma from department of Commerce Kalindi College

The event was started by Ms Subrata Venkat assistant professor department of Commerce Kalindi College by welcoming the attendees, the faculty members and the guest speaker. Miss Subrata Welcome Dr Punam Sachdeva one of the conveners of the webinar, associate professor from the department of Commerce Kalindi College to welcome the guest speakers and declare the event open. Dr Sachdeva extended her warm welcome to to the speaker of the event.

The session was then and handed over to the speaker Mr. Vaibhav Mendiratta. Mr Vaibhav is having a 13 year of experience in Training and Business Consulting (Education and Banking- Financial Service sectors. He act as resource person in various training programs in the fields like **Behavioural Finance (Value Investing & Risk Management)**, Product Trainings (Banking Products & Operations); **Mutual Funds**, Stock Trading, **Wealth & Portfolio Management**, Credit Cards, Loans, Deposits – FD, RD, Insurance Trainings(Regulations, Financial Ratios & Underwriting), **Digital Marketing**, National Pension Scheme, **PPF, EPF, PFRDA**, Commodities and **Loans**- Gold/Car/Home/Personal ) , **Channel Sales Programs, Sales Trainings**, Data Analytics, Employee Orientation and Induction Programs, Soft Skill Training, Dealer Training, Goods & Service Tax Training, Financial Advisors programs( IFAs), Teachers Training Programs, Faculty Development Program for Asst & Associate Professors.

He also actively involved in in various MDPs for Corporates and Professor on Wealth Management, Asset Management, Retail Banking, Mutual Fund Investments, Life and Health Insurance, Equity Research and Advisory.

He addressed more than 1.2 lakh students and trained more than 8000+ Professionals in over 550 + workshops/ interventions in in last 6 years. he conducted training programs for clients, Advisors and employee of- i) asset management companies (AMC): Deutsche Asset Management (IN), ICICI Prudential Mutual Funds, HDFC Asset Management Company, Axis Mutual Funds, UTI Asset Management Company, Birla Sun life Asset Management Company, Mahindra Asset Management Company, India Bulls Asset Management etc. ii) In Retail &

Automobile Companies he had done Sales & Behavioral Training programs for employees, agents & channel partners of companies like TAFE Tractors, India Bulls Loans, Rentomojo.com, Reliance Retail (Fresh, Digital, & Trends), Future Group, Zoomcar.com, Avis Rentals etc. while in Banks & Securities Companies he conducted programmes like- YES Bank (Wealth Management Programs), IFCI & Stockholdings Ltd (Wealth Management & Life Insurance Programs), Axis Bank (Mutual Funds & Wealth Programs), HDFC Securities (Induction Programs & Trading Programs), HDFC Bank (Induction Programs & Operations & Tele Sales Programs), ICICI Bank on behalf of ICICI AMC (IFA, ND/RD & Dealer Trainings), Union Bank of India on behalf of Union KBC MF, IDFC FIRST Bank (Induction, Retail Sales, Banking Programs). He also deals in Insurance Companies Reliance Life Insurance, Bharti AXA, Cigna TTK, Apollo Munich Health Insurance, ICICI Prudential Life Insurance, Life Insurance Corporation of India and many more with his programmes and sessions. The field of IT & ITES Companies is not even an exception and he contributes to Employees of - Infosys, Accenture, Tata Consulting Services, Cognizant, Tech Mahindra, Wipro, HCL Technologies etc. and acts as a resource person in Investor Awareness Programs. He is having 7+ Years' experience as Corporate Trainer at Impact Training & Consulting, New Delhi and 5 Yrs as Manager in Sales & Distribution, at ICICI Pru Mutual Funds in Zonal Office, Connaught Place, Delhi.

The speaker started with the relevance of the topic for both Teachers and commerce students. He starts with his brief introduction and elaborates that nowadays India is in a slow down where there seems to be cuttings in employment opportunities because of the economic slowdown in this era of covid pandemic. But he also clarifies that there is ample scope in Banks, insurance, trading and IT companies. He states that the students should make themselves capable to have placements in Wipro, TCS, Walmart, Infosys and Reliance etc. To know about the career orientation of the participants he probed the question "what is your goal" and provided two options for the response: the first one is create your own company whereas the second one is join a good company. He said starting a new company is not that easy as it requires different types of skills and capabilities. To clarify the second option of a career in future that is joining a good company, he showed a list of companies to students and told them that he was associated with these companies and tried to define what these companies require from their prospective HR and what probable questions might be asked at the time of interviews and placements. He asked the student what is the reason for having different pay packages for the class of candidates/applicants in the same company. The student responded in the chat box about their thinking relating to a particular question asked by Mr Vaibhav. He



acknowledged all the answers and said if a candidate is in alignment with the company's vision/mission then he gets a good salary package as compared to other candidates. In order to make the session interactive and in furtherance of the discussion he again asked a question from the student “ if Deloitte company ask from interviewer why Microsoft and Facebook invest in Reliance jio” what is their answer as interviewees? Students answer like Reliance has more contribution in GDP; they have innovative ideas; they share leading position in the competitive market etc. he again asked the question “ during the term of 6 year work of BJP government which startup company became Giant? Points to this question are Reliance & Tata etc. but he gave the name of Adani group which became giant from its very nature of a small startup company.

He added that this type of general knowledge is the reason for having a pay package of 20 lacs Rupees as salary. He motivated the students to have updated knowledge about their own country. in furtherance to the discussion he asked another question “ which newspaper students would like to read to know their country more” e after considering the answers given by the participants he said students need to spend daily 2 minutes on reading the file headlines given in Economic Times/ Business Standard/ Financial Times/ Mint.

In order to know the reading habits of students he asked “ how many of you read Economic Times/ Business Standard/ Financial Times/ Mint” Daily. to motivate the students to read the above newspapers he said every year 60 lakh students become graduates and only 3 lakhs of them get jobs. He assigned an activity to spend 2 minutes reading 5 headlines a day for 90 days to the participants. From participants how many are not able to do that because of laziness and other reasons ? He motivates the student to read the headlines on a daily basis for the said time period and can contact him to help them. He said that if the students are sincere in following this practice of reading the said newspapers they will become successful employees and entrepreneurs.

He assign another activity 2 participants by asking the question “ how many of the present participants are using Facebook/ Instagram /WhatsApp” after considering the responses from the participant he advise to maintain a profile on LinkedIn and follow write professional of their choice he direct to follow CEO, National and international HR manager of companies shown by him in his slide.

For the students who want to start their business he shares the number of startups and say now the startups becomes unicorns because of their innovative ideas and products or services. he asked from the students what actually is the problem they face while they thought of starting a business either it is idea or the shortage of funds? he clarified that there is no seal

like funds are not available in our economy in this pandemic too. He invites students with new ideas and assures them to provide funds for the business ideas which are novel in nature.

To make the session lively, ask a question from the participants “from where the idea came to start a particular business”? The response of the students came in the form of preferences, market trends, observations and competitive products etc. he said thinking is the key to have fly on the sky of a business. He instructs students to feed their mind with proper things and warn them not to indulge in wasting their time in following cricketers, film stars or other celebrities on social media apps.

He assigned the third activity to students to read about how Ritesh Agarwal is able to manage rupees 80000 for his start a business. Additionally, he advised to read about Paytm, OYO, BigBasket, Swiggy, OLA, BYJu's and Udaan And follow the professionals of these companies on LinkedIn. He elaborates that students should have the knowledge ‘how these companies start, from where they have their findings, how they capture the market share etc.’ after having the information the students become the prospective competent employees or entrepreneur as per their choice. he added marketing is same as of old times but now the way to deal with it changed. it becomes digital marketing/ e-commerce. He suggests to do Free digital marketing certification by Google to participants as a free course and from Harvard and other institutions as a paid course. He warned the students that every student is not required in this era of competition only extraordinary students are required for different jobs in November 2020.

He assigned another activity to participants in the form of doing course of Master in Digital Marketing (60 Days). He again suggests to master in advanced Excel as this is the demand of almost all the the organisations. like Flipkart Amazon etc. because they have tons and tons of data and they want to analyse the available data to have interpretations and innovations in their existing businesses. They provide jobs with the name data analyst/ data scientists/ business analyst.

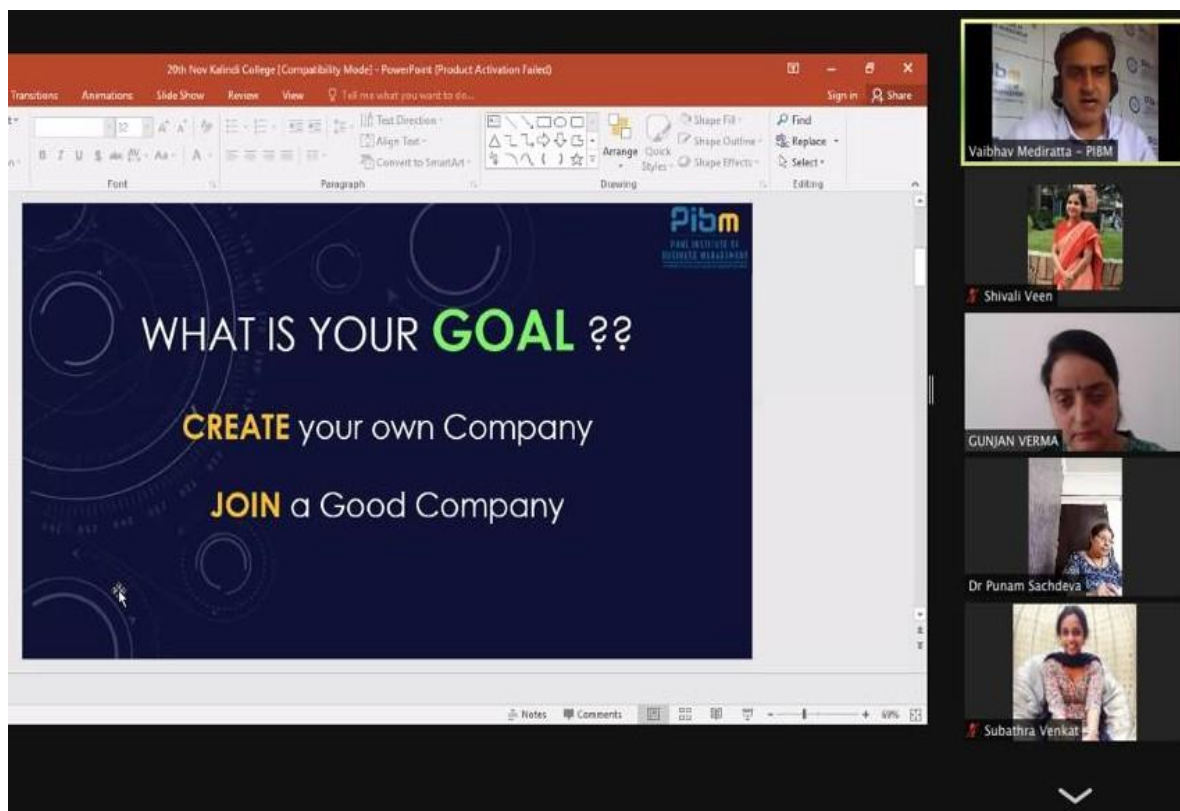
To motivate the students to learn advanced Excel he gave that there are more than 12000 videos available on YouTube watching these videos for 5 minutes a day for 180 days help them to have mastery in the advanced Excel which is the dire need of businesses of today's. or additionally please suggest the students to do online certification in Masters in advanced MS Excel.

He concludes by saying that massive recruitments are there today also by big industrial houses but the requirement of businesses are changed now they require smart and efficient employees than average employees. he also stressed on learning different languages like






Chinese Mandarin, German, French and Japanese to have global competitiveness. at last he shares the feedback form and invite questions from the participants. he answered questions of participants very patiently and humbly e suggest that Universities and educational institutions to develop and manage relationship management with business houses to strengthen the campus recruitment of their students.

The webinar was ended by extending vote of thanks by MS Gunjan Varma teacher incharge department of Commerce. Ms Varma thanked the eminent guests for the event, the Principal for her encouragement and support and the organizing and technical team for all the hard work in organizing the webinar and all the students and faculty who have participated actively in the event.

### **A Glimpse of the Event**





Anchal gupta	Kunika	 Raj Grover	Vijaya Kumari	 Shivangi Pratap Singh
Sweta Kumari	Shreyanshi Bhardwaj	satvika khurana	LISHA BARANWAL	Harshita Jinwal
Aakanksha	Ayushi Vats	nandini	Preeti	Sonakshi
Ruchika Kanojia	 Muskan Sah	Arzoo	Kirti dewal	Vibhuti Manchanda
 Khushi Agrawal	Jyoti Arora	Preeti kumari	 Parul Agarwal	Manisha Kumari



## Quiz Report



The poster for the 'Quiz Buzz' competition features a blue background with a large, stylized question mark. At the top left is the Kalindi College logo. The text is arranged in a central column, with each line highlighted in a different color: blue for the college name, orange for the department, black for the organizing text, pink for the competition name, red for the date and time, and green for the registration deadline. At the bottom, the names of the organizers are listed in black boxes with their roles in parentheses.

**KALINDI COLLEGE**  
University of Delhi  
**DEPARTMENT OF COMMERCE**  
**ORGANIZES**  
**INTRA-COLLEGE VIRTUAL QUIZ**  
**COMPETITION**  
**"QUIZBUZZ"**  
**DATE -6th, November, 2020**  
**TIME-11:00am to 11:35am**  
**LAST DATE TO REGISTER-**  
**4TH, November, 2020**  
**E-CERTIFICATES FOR TOP THREE WINNER'S**  
**DR.ANJULA BANSAL (PRINCIPAL)**  
**Ms.GUNJAN VERMA**  
**DR.ALKA CHATURVEDI (CONVENOR)**  
**MS. SHWETA RAJ**  
**MS.KOMAL MITTAL**  
**MS.ALKA RANI (ORGANISING TEAM)**

The Department of Commerce, Kalindi College successfully conducted an intra-college virtual quiz competition on 6<sup>th</sup> November, 2020 (Friday) for the students of second and third year. In this competition, total 30 students were participated. Rules and regulations of the quiz were shared via mail on 5<sup>th</sup> November 2020. The link for the quiz <https://forms.gle/6qPYfCqMhMCUToGAA> was shared with the participants at 11.00 a.m. and closed at 11.35 a.m. The quiz was comprised total 30 questions covering major areas of finance, marketing, HRM, Accounts and general knowledge. The result and prize money of the quiz is given below:

<b>PRIZE</b>	<b>NAME</b>	<b>COURSE</b>	<b>YEAR</b>	<b>Prize money</b>
I PRIZE	KANIKA DUA	B.COM	THIRD YEAR	Rs.1000
I PRIZE	SHEETAL	B.COM	THIRD YEAR	Rs.1000
II PRIZE	SIMRAN CHHABRA	B.COM	THIRD YEAR	Rs.750
II PRIZE	KANIKA PHALSWAL	B.COM(H)	SECOND YEAR	Rs.750
III PRIZE	TANYA GOYAL	B.COM(H)	SECOND YEAR	Rs.250
III PRIZE	MANSI	B.COM	SECOND YEAR	Rs.250
III PRIZE	ANJALI YADAV	B.COM(H)	THIRD YEAR	Rs.250
III PRIZE	PREETI SHARMA	B.COM(H)	THIRD YEAR	Rs.250

E-Certificate was also issued to the winners on their email.

Dr. Alka Chaturvedi

Ms. Gunjan Verma

(Convenor)

Ms. Shweta Raj

Ms. Komal Mittal

Ms. Alka Rani

(Organizing Team)