

COMMERCE ASSOCIATION ACTIVITIES REPORTS 2020-2021

THE MYSTIC MOVE & ONE DAY CEO

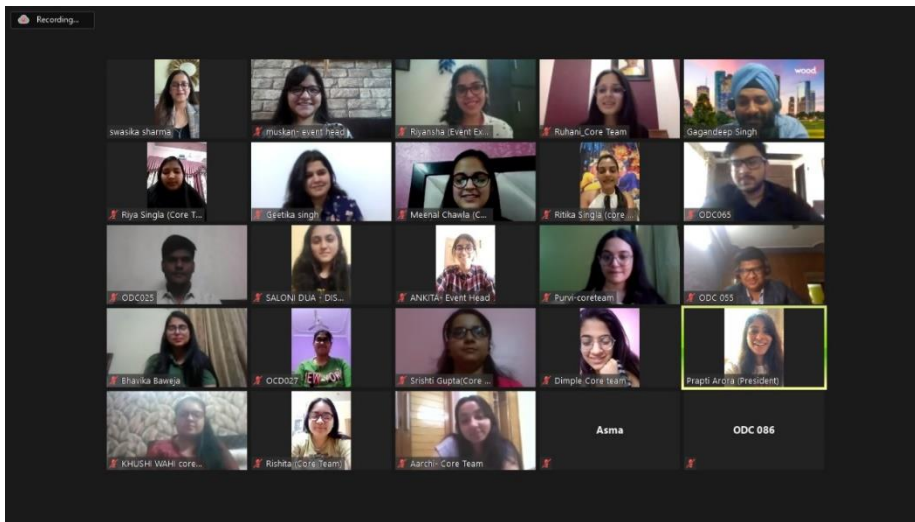
On 10th April 2021, Department of Commerce of Janki Devi Memorial college organized an Inter college virtual competition. There were two events in the competition. First one was “THE MYSTIC MOVE” and second one was named ONE DAY CEO”. In THE MYSTIC MOVE, there were two rounds. The name of first-round was ‘who lies beneath’. This round basically was a quiz, where we checked their knowledge of the shows, and second round was ‘know the enemy’. In this round participants solved a murder mystery and got to the culprit. In ONE DAY CEO, there were also two rounds. The first round was ‘wolf of the fall street’. In this round, there was a quiz based on scams in different movies and web series. Second round was ‘suit up’. In this round participants were given same case studies to solve and presented their solution in 2 mins.



9th April, 2021: - Mr. Gagandeep Singh, one of the judge for the event.



10th April, 2021: - Glimpse from the competition.



10th April,2021: - Group picture with the participants

JANKI DEVI MEMORIAL COLLEGE UNIVERSITY OF DELHI

THE ASSOCIATION OF COMMERCE

THE MYSTIC MOVE
ON 9 APRIL 2021, FRIDAY

ROUND	QUESTION	PLATFORM	TIME
ROUND 1	WHO LIES BENEATH?	GOOGLE FORMS /	11 AM
ROUND 2	KNOW THY ENEMY	INSTAGRAM	1 PM

the Vampire Diaries R.I.P.

the ORIGINALS

FOR ANY FURTHER QUERIES CONTACT:-
 PRAPTI (PRESIDENT) : 7838788920
 DRISHTI (EVENT HEAD) : 9968359779

Prof. Swati Pal
Principal

JANKI DEVI MEMORIAL COLLEGE UNIVERSITY OF DELHI

ASSOCIATION OF COMMERCE

PRESENTS

"ONE DAY CEO"

ROUND 1 ROUND 2

OF THE FALL STREET **SuitUp**

PLATFORM:-
GOOGLE SLIDES + GOOGLE FORMS
DATE: 9 APRIL TIME: 12PM ONWARDS

PLATFORM: ZOOM
DATE: 10 APRIL
TIME: 12PM ONWARDS

Exciting prizes and e-certificates to be won!

FOR ANY FURTHER QUERIES CONTACT:-
 PRAPTI (PRESIDENT) : 7838788920
 ANKITA (EVENT HEAD) : 84470 96070

Prof. Swati Pal
Principal

WEBINAR ON “HOW TO GET INTO MANAGEMENT CONSULTING”

On 10th February 2021, Department of Commerce of Janki Devi memorial college, University of Delhi, organized a webinar on the topic “How to get into management consulting”. The session began with enlightening words of our association’s teachers followed by the speaker of the day Mr. Priyank Ahuja, ISB alumnus having 13.25 years of diverse experience in product management, management consulting, marketing strategy, operations and digital transformation. Speaker covered recruitment process of Big-3 & Big-4 consulting firms,

guesstimates & case solving approach and FAQs on resume building and interview and gave some tips for better resume building, as first impression is the last impression, resume is the first document that defines you, he gave some tips like using professional email address, to make sure your contact information is up to date, to set your font size 10-12, to use relevant content etc.

Market Entry Case:
A European Home Automation Player wishes to enter the Indian Market. You have to figure out how they should go about it.

Case Facts & Notes:

- HQ in Europe
- Manufacturing in China
- Home Use Customers - High Income Groups
- Institutional Customers - Commercial buildings, offices
- 2 existing major players in the competition - Philips & Havells (line of commercial build). One brand is unknown
- Objectives -
 - Global Expansion
 - Break even in 3-4 years
 - Market size should be \$1B
- Home Automation Products -
 - Security cameras
 - Auto kit (appliances & lighting control)
 - Financially capable & sound
 - Distribution: Retail & E-commerce

Approach:

- Market Attractiveness:** Customer Analysis, Competition, Market Sizing, Regulatory Environment
- Resources & Capabilities:** Product, Financial, Operational, Marketing, HR
- Execution Strategy:** Start from scratch, Merger & Acquisition, Joint Venture
- Risks & Synergies:** Barriers to exit, Reaction by competition

Market Entry:

- Market Sizing (Home Automation): Pop. of India = 1.35B, # of households = 240M
- Households: 240M
- Retail (70%): 168M
- Urban (50%): 84M
- Rural (30%): 50.4M
- Upper & Upper Middle Class (20%): 48M
- Institutional: 50% marketing mix (120M for case calculation)

Competition Analysis:

- Large Brands:** Retail, Probably won't be interested in JV
- End-to-end automation:** Systems Integrators (work with interior designers), High end brand names
- White goods market:** Chinese Goods, Unofficial
- Start-ups:** Not very big in size, Bangalore & Pune hubs

Recommendations:

- Partner up with start-up or get new players into the market for partnerships - Tata, Reliance etc.
- Exclusive sales through Amazon/Flipkart
- Bundling with products like Alexa or any other home controller if possible.

Market Size Calculation:

- Price of 1 kit = \$5000, Estimated Market share capture = 10%
- Total = 20M * 5000 * 10% = 150M = \$1.5B

10th February, 2021: - Mr. Priyank Ahuja conducting the session

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ASSOCIATION OF COMMERCE
UNIVERSITY OF DELHI

JANKI DEVI MEMORIAL COLLEGE
UNIVERSITY OF DELHI
DEPARTMENT OF COMMERCE

Presents a webinar on

HOW TO GET INTO MANAGEMENT CONSULTING

By- *Priyank Ahuja*

ISB Alumnus
(Indian School of Business)

FEBRUARY 10, 2021 • 11:45 AM to 12:45 PM
VIA ZOOM

FOR ANY QUERIES:
Prapti Arora- 7838788920
Simra Perween- 9608030402

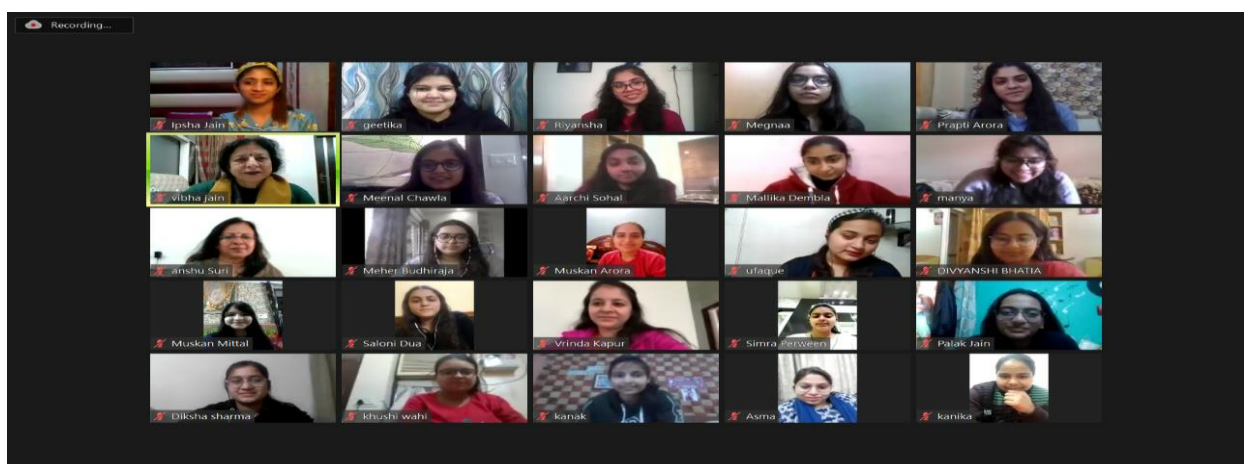
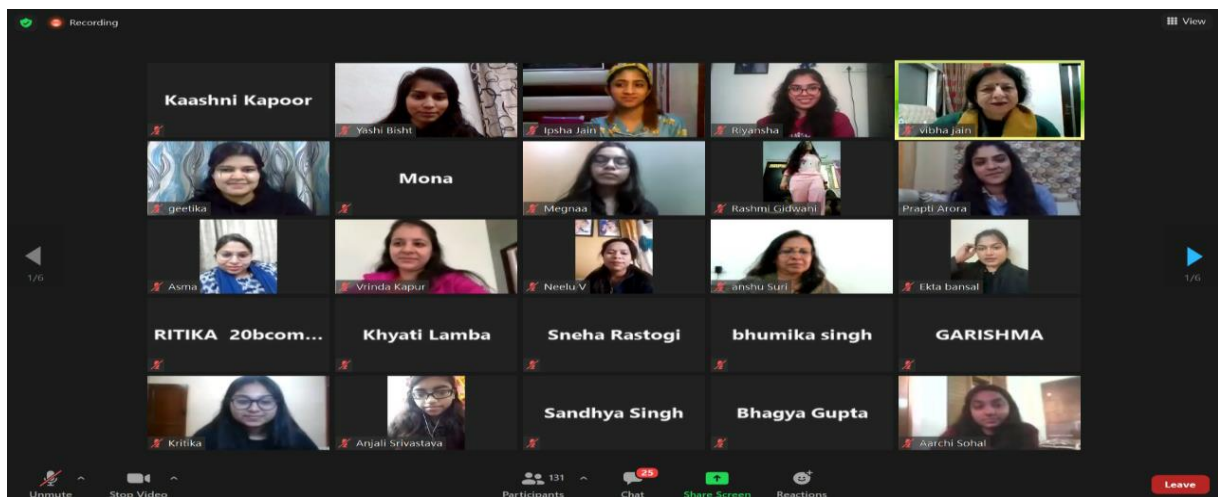
Prof. Swati Pal
Principal

(Event Poster)

COMMERCE DEPARTMENT FRESHER'S PARTY

“Fresher’s Party” in any college is an event which every fresher eagerly awaits from his time of admission. The 6th February 2021 had been a memorable day in the life of every fresher of 2020 batch. The freshers’ day was filled with excitement, joy, enthusiasm laughter and happiness. The theme for the fresher’s day was “PYJAMA PARTY”.

The celebration was started sharp at 12:00 pm on Zoom platform by our anchors with the warm welcome of all the dignitaries and the judges of ‘Miss Commerce 2021’ contest. Panel of judges included Dr. Pooana Bewtra, Mrs. Anshu Suri and last year winner Ms. Ipsha Jain. Event started with a college tour. After this, all the teachers of commerce department introduced themselves. The contest was divided into two rounds; talent round and questionnaire round. Three most deserving candidates out of the bunch of 21 students were awarded with the positions. First position was bagged by Bhumika singh followed by Garishma and Kritika securing 1st and 2nd Runner’s up respectively. The newly elected commerce union was introduced.



6th Feb, 2021: - Group photo of students with teachers



'ALL ABOUT BRANDS'

On 21st Nov 2020, Department of Commerce, Janki Devi Memorial College organized an Inter college virtual competition called 'ALL ABOUT BRANDS'. In this competition, we had 2 rounds. Round 1 was a quiz round; a few questions were asked, those answered correctly made through next round. Round 2 was 'brand tambola'. In this round, stipulated time for each question was 40 seconds. After 10 seconds, two question to check if they had striked off the two companies. Every six questions later, companies were being released. Participants could claim the prize for early 5, Envelope, First line, Last line, First House and Second house.

Participants took part as a team or lone wolf. Proper rules were framed to ensure fairness of the competition. The response of teams was overwhelming and exuberant. Total number of registered teams was 232 for the event which was very uplifting.



WEBINAR ON “ONLINE SAFETY FOR WOMEN”

On 2nd of Nov. 2020, The Commerce Association of Janki Devi Memorial College organized a workshop on a very relevant issue, ‘Online safety for women.’ Our principal, Prof. Swati Pal gave opening remarks by welcoming the guest of the day, Mr. Rakshit Tandon, a prominent cyber security expert.

In an era where social media has become essential in our day to day life, information and communication technology has revolutionized the world through internet and various social media platforms. Though many people have benefited across the global from internet by bringing them closer, millions of users’ privacy and safety becomes an issue.

In order to enjoy safe and secure experience of social media, our speaker provided wide and holistic insights; he said "prevention is better than cure." Our speaker advised us to not share passwords, banking details, and personal information with unauthentic sources. We should refrain from opening random emails, messages, calls/video calls and files.



2nd Nov. 2020: - Prof. Swati Pal, Principal, giving opening remarks by welcoming the guest of the day.



2nd Nov. 2020 - Mr. Rakshit Tandon, a prominent cyber security expert, conducting the session.

Mobur
UNIVERSITY OF DELHI

JANKI DEVI MEMORIAL COLLEGE
UNIVERSITY OF DELHI

DEPARTMENT OF COMMERCE
PRESENTS A WEBINAR ON

ONLINE SAFETY FOR WOMEN

2nd NOV
12:00-1:00PM
ZOOM

MR. RAKSHIT TANDON
Internationally Acclaimed Cyber Security Expert,
Consultant- Internet and Mobile Association of India

DISCUSSION POINTS:

- Cyber Stalking
- Social Media & Issues
- Cyber Bullying
- Impersonation
- Blackmailing
- Online Scams

We Think Digital
from facebook

IAMAI
Internet And Mobile Association Of India



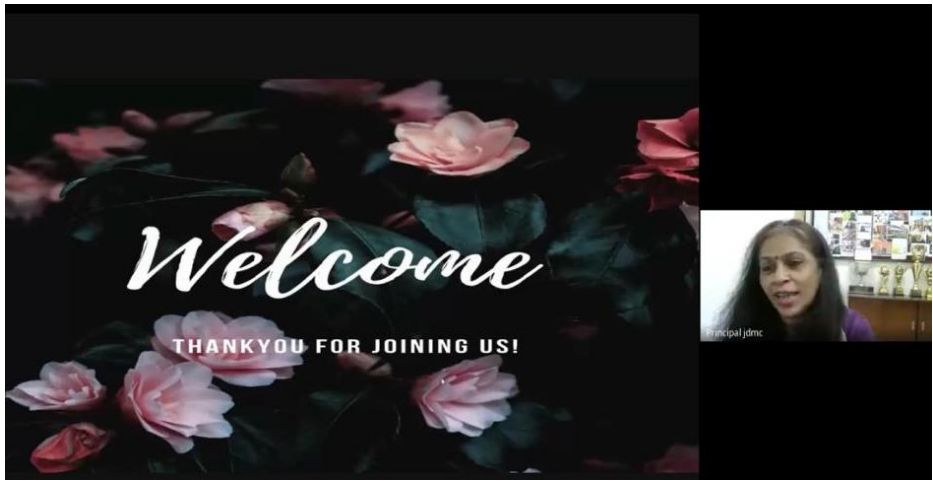
FOR FURTHER DETAILS CONTACT:
PRAPTI ARORA-7838768920
SIMRA PARWEEN-9608030402

DR. SWATI PAL
PRINCIPAL (PATRON)

WEBINAR ON “HOW TO HANDLE FLAUIRE”

On 16th Oct, 2020. Department of Commerce of Janki Devi Memorial College organized its first Webinar on the topic “How to Handle Failure”. This session began with enlightening words of our Principal, Dr. Swati Pal, association teachers and then followed by speaker of the day former IAS officer, motivational speaker, mentor, advisor and author Mr. Vivek Atray.

As the world is hit hard by pandemic and students are going through mental pressure and tough time. Mr. Vivek Atray mentored the students to cope up with failure in life and how to change adversities into opportunities. He emphasized on mediation and importance of reading habit. His views and insights gave us another sides of failure. As failure is a part of journey, without tasting failure in life. You wouldn’t really understand the significance of success. This thought brought the stories of few eminent personalities like ‘Amitabh Bachchan & Albert Einstein’. In the rapid changing world and the time of uncertainties, he encouraged the students to do regular meditation, affection and closeness with nature. He also shared his golden rule 8C’s; Courage, Character, Creativity, Contentment, Calm, Cheerfulness, Compassion and Communication.



16th Oct. 2020: - Principal, Dr. Swati Pal, giving opening remarks by welcoming the speaker of the day.

16th Oct. 2020: - Mr. Vivek Atray, conducting the session