

ABOUT THE COMMERCE SOCIETY OF SHRI RAM COLLEGE OF COMMERCE

The Commerce Society is one of the six registered societies at Shri Ram College of Commerce. We have been recognised as the best Commerce Society in Delhi University for three consecutive years, strengthening our position as a platform for brilliance.

Key Achievements and Reach-

- Annual Flagship Event: Host of Bizstreet, India's largest undergraduate commerce festival.
 - Event Impact: BizStreet records a footfall of 9.7 K+ and a total reach of 12.5 lakh + individuals.
 - National recognition: We organised the National Commerce Olympiad, drawing more than 1700 participants from all across India.
 - Social impact: Spearheads Project Parichay, partnering with NGOs to address educational disparities and promote inclusive development.
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INITIATIVE UNDERTAKEN: NATIONAL COMMERCE OLYMPIAD

Summary and Impact

Total Reach: 1.21 million+

Total Impressions: 32000+

Total Registrations: 1500+

The success of NCO was a result of a highly coordinated departmental structure comprising of-

1. QUESTIONS FRAMING TEAM

To ensure the highest standard of assessment, the academic phase was divided into two specialised teams focusing on Class XI and Class XII curricula, respectively.

- Subject Matter Specialisation: Each member was assigned a particular domain to ensure accuracy and quality. The sections covered included-
- CORE SUBJECTS: Accountancy, Business Studies, and Economics
- APTITUDE MODELS: Quantitative Aptitude/Mathematics, Logical Reasoning, and Verbal Abilities.

The questions were framed to align with the board examination standards and competitive entrance patterns, ensuring that the Olympiad provided value-added practice to the participants

2. OUTREACH GROUPS AND CORE TAPPING TEAM

- Initial Phase: The campaign began with a junior executive member initiative where each member was responsible for onboarding five participants to create an initial momentum.
- Scaling: the strategy evolved from initial tapping groups into a network of 8-9 specialised outreach groups to cover a wide geographical net.
- Cold Calling and Mailing: a dedicated core tapping team led the communication front. In a collaborative effort members from various departments were integrated into outreach groups to execute a rigorous cold calling and mailing procedure, mainly targeting educational institutions.
- Webinars: additional webinars were conducted for Class 11 and 12 students. These sessions provided dual value, offering board and CUT preparation tips while simultaneously onboarding the students for the Olympiad.

- Social Media Influencers: the society collaborated with the key influencers in the education and commerce niche. This strategic move allowed us to tap into established student communities, significantly contributing to our 1.21 million reach.

DEPARTMENTAL REPORT: EDITORIAL DEPARTMENT

The Editorial Wing is the "Heart of the Society", responsible for maintaining the high standards of our literary and intellectual publications. It curates content that encourages critical thinking and provides a voice for the student community.

The following has been undertaken and achieved by the wing till the year end of 2025-

1. DIGITAL PUBLICATIONS AND BLOGS

- **Blog Production:** Achieved a 100% completion rate as the department successfully produced a total of 14 high-quality blogs, with each department member researching and authoring a full-length article (1,000–1,200 words) on a specialised topic.
- Successfully published a research-based blog, “The Markets of Misery”, on November 19, 2025, initiating the society’s digital editorial presence for the year. This article critically examines the "economy of fear", analysing how industries – from defence to pharmaceutical giants – monetise global tragedies, pandemics, and human suffering to boost corporate balance sheets.

2. CONTENT DEVELOPMENT FOR MUDRA 7.0

The editorial team curated 6 comprehensive thematic sections, each comprising of 6-8 analytical articles:

- **The Business of Being Human:** This section explores the intersection of human psychology with economic systems, delving into how emotions, social behaviour, and individual identity shape modern market forces.
- **Brands Under Fire:** Focused on crisis management and reputation, this section analyses how major corporations navigate public backlash and the thin line between brand evolution and PR failure.
- **Borders and Beyond:** An exploration of globalization in a post-pandemic world, analysing international trade agreements, protectionism, and how businesses adapt to fragmented global landscapes.
- **Mergers and Acquisitions:** This section provides a technical yet accessible look at corporate consolidation, covering strategic motives behind recent mega-deals and their long-term impact on competition.
- **The Dark Side of Commerce:** A critical look at the "underbelly" of the economy, investigating corporate espionage, the ethics of data mining, and the hidden costs of fast-paced consumer culture.

- The Hidden Frameworks: This section deconstructs the invisible structures of the world economy, from the logic of algorithmic trading to the complexities of global logistics and supply chains.

Articles: Every department member successfully authored and submitted two articles corresponding to their allotted section. All drafts were uploaded to the departmental repository by 20th December 2025.

3. CORPORATE RESEARCH AND DATABASE

- The department has compiled a comprehensive database of curated contact data for leaders across major leaders, including Finance, FMCG, and tech for the MUDRA interview corner featuring approximately 1000 entries.
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Departmental Report: Technical Department

The Technical Wing of Comsoc serves as the wing that showcases the society to the outside world. It includes learning key professional tools like Photoshop and Illustrator, Premiere Pro, After Effects, InDesign, and WordPress without any prior experience. The Technical Wing collaborates with multiple wings of society to showcase the initiatives of different departments. It includes designing posts, stories, reels, and much more.

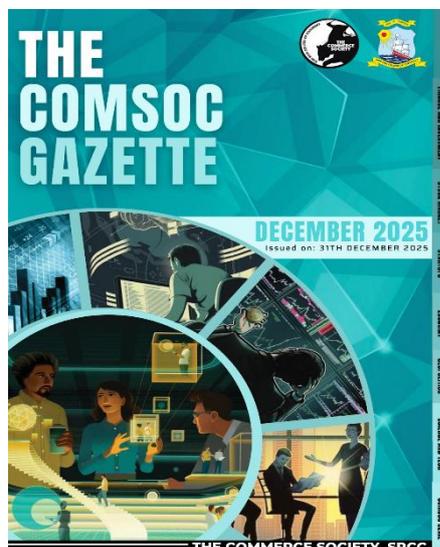
1. Vital Role in the NCO:

- The Technical Wing also played a pivotal role in the National Commerce Olympiad (NCO). The Wing worked thoroughly to promote NCO through the use of Social Media by making posts on Unstop, LinkedIn, and Instagram.



- The Technical Wing was also responsible for designing the proposal, webinar deck, and partner post for the National Commerce Olympiad.

2. COMSOC Gazette:

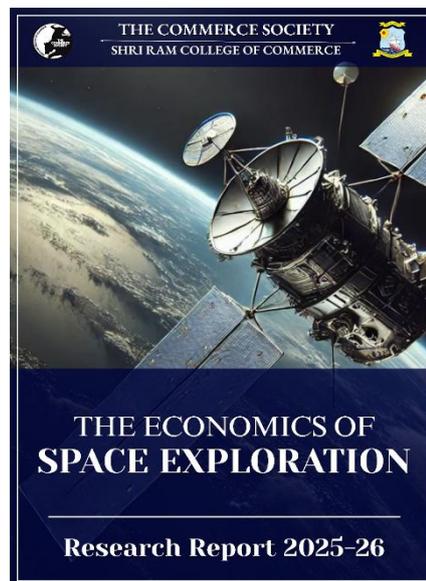


The Technical Department plays a significant role in the publication of The Commerce Society's bi-weekly newsletter, *The ComSoc Gazette*, which brings together sectoral insights, simplified business concepts, opinion pieces, and interactive features, curated with contributions from students.

It continues to grow as a platform for informed engagement with the economy, policy, and the world of commerce, with a strong presence across DU libraries.

The Wing has also helped other wings to promote their initiatives. Some examples are:

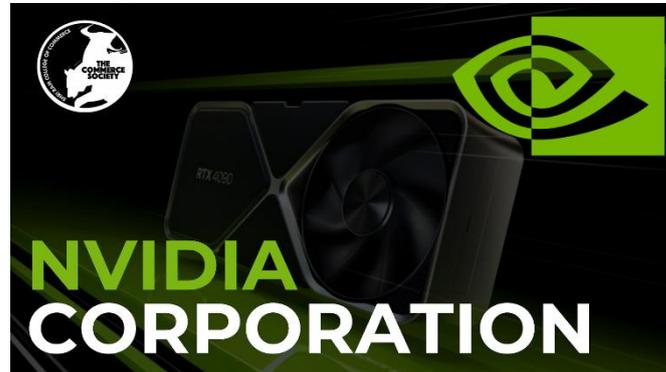
1. Research Report: The Economics of Space Exploration:



This research report examines the economics and implications of space exploration in the 21st century and its origins and developments starting with the space races of the past and leading into the present day space explorations conducted by NASA, ISRO, ESA, and private companies such as SpaceX and Blue Origin. It discusses how the developments in tech and the increasing use of AI and engineering have led to the exploration of deep space and space tourism, and how the space industry has grown into a multi-trillion dollar space economy based on space mining and space communication systems. This report also discusses the issues of space debris, space militarization, and the ethics and laws of space resource management and property. It encourages the reader to

consider whether humanity is ready for space and the moral implications of being a space-faring society.

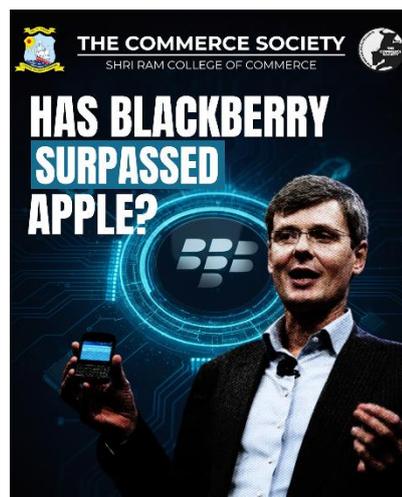
2. Case Deck Initiative:



Strategic snapshot of NVIDIA, including the value chain, target customer groups, principal products, revenue performance, competitive strength in opposition to AMD, Porter's Five Forces framework, and worldwide collaborations with TSMC, Microsoft, AWS, Toyota, Infosys, and OpenAI in the area of artificial intelligence and accelerated computing, among others.

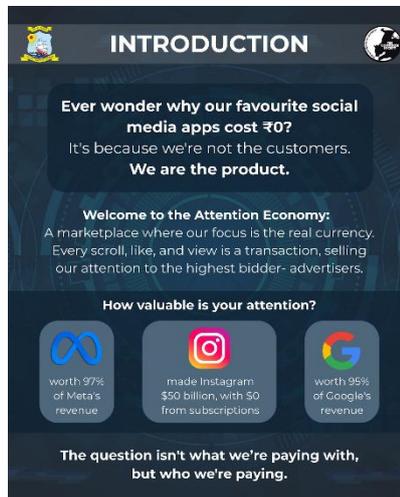
The Technical Wing also helped in designing the posts of the initiatives given below for various departments:

Has BlackBerry surpassed Apple?



Prized for the moment, BlackBerry was soon deemed obsolete and obsolete forever, or so it was written. But a reinvention of the company saw it pivot away from the smartphone market and into the realm of software technology. Its QNX operating system is in use in upwards of 250 million vehicles, trusted and

utilized by 24 of the 25 largest manufacturers of electric vehicles in the world, while tech giants the likes of Apple and Volkswagen lost out on billions of dollars pursuing the automotive operating system market.



The Attention Economy + Data Brokers

Social media is as free as a bird, while the actual cost of this freedom is attention. Google and Meta mostly generate revenue by grabbing people's attention and using the information to offer them as much as their algorithms can, which generates money through ads. In India's billion-user marketplace, this attention economy is vast and generates lucrative profits, which lie in the background. The actual cost in this economy is neither money nor effort, because the actual price paid by people in return for social media's free services is their attention, time, and focus.

Departmental Report: EMCC Department

The Event Management and Corporate Communications (EMCC) wing is the backbone of the Commerce Society. EMCC is a dynamic division designed to immerse members in the corporate world. The wing aims to provide members with real-world exposure and build confidence through corporate outreach, event execution, and communication-based initiatives.



Shri Ram Capital Alliance (SRCA) - Shri Ram Capital Alliance is a key initiative of the EMCC wing which is designed to immerse participants in the world of venture capitalism and investment banking. This program aims to bridge the gap between theoretical knowledge and real world applications.



Pivotal Role in NCO -

1. Core Involvement and Coordination

- The EMCC wing played a pivotal role in the execution of the National Commerce Olympiad (NCO).
- The entire wing was integrated into the Core Tapping Division and worked closely with members from other wings throughout the event.

2. Outreach and Student Engagement

- The EMCC wing, in collaboration with other wings, undertook consistent outreach efforts targeting school students.
- These efforts led to 1,500+ registrations for the Olympiad.
- Various outreach initiatives contributed to 32,000+ impressions and an impressive reach of 1.21 million.

3. School Databasing and Outreach Training

- The EMCC wing actively worked on the development of school databases for NCO by identifying suitable schools and establishing initial contact.
- Members were provided with outreach training, focusing on communication skills, engagement techniques, and effective methods of connecting with schools.
- The training also helped members learn how to maintain steady and professional contact with educational institutions and students.

4. Platform Partnerships and Sponsorships

- The EMCC wing was responsible for securing key partnerships for NCO.
- The Wallstreet School was successfully onboarded as the Platform Partner for the Olympiad.
- Eve Placement was brought on board as a Sponsor for NCO.

5. Academic and Counselling Partnerships

- The EMCC wing played a significant role in onboarding IMS as the Counselling Partner, providing additional guidance and benefits to participating students.
- TestCoach and CUETPro were secured as Knowledge Partners, strengthening the academic aspect of the Olympiad.

6. Collaborations with Academic Content Creators

- The EMCC wing primarily handled outreach for promotional collaborations with academic content creators.
- Collaborations were successfully established with Roopal Arora and Learn with Fahima.
- These collaborations helped further amplify awareness and reach of the National Commerce Olympiad.

7. Webinars and Direct Interaction

- Most members of the EMCC wing conducted interactive webinars for school students.
- These sessions involved direct interaction, addressing student queries, and spreading awareness about NCO.

8. Overall Contribution

- The EMCC wing contributed across multiple domains including outreach, databasing, partnerships, and student engagement.
 - These combined efforts played a meaningful role in the successful conduct of the National Commerce Olympiad (NCO).
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DEPARTMENTAL REPORT: PUBLIC RELATIONS AND MARKETING

The PRM Department has actively contributed across research, content creation, digital storytelling, and long-form media initiatives. The department's efforts have focused on strengthening thought leadership, audience engagement, and structured communication through multiple initiatives.

1. Case Deck Initiative

Under the Case Deck initiative, the department worked on developing research-driven and insight-oriented case decks.

- The NVIDIA Case Deck was successfully researched, curated, and published, focusing on the company's strategic positioning, industry landscape, and growth narrative.
- In addition, research and content curation were carried out for another case deck based on the Experience-Based Entertainment industry, research and content framework for this has been completed and is scheduled for publication in upcoming phase.

2. PR Series

The PR Series was conceptualised to simplify and communicate complex business, technology, and digital economy topics through engaging and accessible content formats.

Posts Published:

- Has BlackBerry Surpassed Apple: a comparative analysis of brand evolution and relevance.
- The Attention Economy: exploring attention as a key economic resource.

- Data Brokers : highlighting the role of data brokers within the digital ecosystem.

Reel Content:

- Why Your Scroll Is Worth Millions : a short-form video explaining concepts related to the attention economy, data monetisation, and data brokers.

Ongoing Work:

- A one-minute Shark Tank inspired reel series focusing on White Labelling, explaining the concept in a concise and accessible format.
- A reel on the Degrowth of Economies, aimed at introducing alternative economic perspectives and sustainability-linked discussions.

3. Bigger Picture – Podcast Series

The Bigger Picture Podcast was initiated to facilitate meaningful conversations with industry professionals and entrepreneurs, offering real-world insights and broader perspectives.

Podcast Episode Published:

- Ujjwal Pahwa: finance educator, Company Secretary, and one of Forbes India's Top 100 Digital Creators.
- Mayank Bidawatka : former co- founder of redbus , with experience across picsee and koo india.

Upcoming Podcast Episode:

- Sanjeev Bikhchandani (Scheduled for January)

4. Yeh Jo Dilli Hai – Content Series

Yeh Jo Dilli Hai is a location-based content series designed to showcase Delhi's commercial, cultural, and economic ecosystem through visual storytelling and on-ground insights.

- The location for the first phase of this year has been finalised as Chandni Chowk and its nearby areas.
- The concept, flow, and key segments have been ideated, however on-ground recording has not yet taken place.

The series aims to present Delhi as a dynamic commercial ecosystem, where tradition and modern commerce coexist.

5. LinkedIn Content Series

The LinkedIn Content Series was developed to strengthen the organisation's professional presence and encourage informed discussions around business and branding.

The department published structured brand analysis articles focusing on business models, market positioning, and consumer behaviour.

Each article was designed to be insight-driven yet easy to understand, catering to a professional and student audience on LinkedIn.

The series contributes to building thought leadership and consistency in communication.

Articles Published On:

- IKEA: analysing its cost leadership strategy and customer experience.
- ZUDIO: focusing on its fast-fashion model and mass-market appeal.
- AIRBNB: examining its platform-based business model and experience-driven positioning.

Article in Progress:

- RAPIDO: analysing its hyperlocal mobility model, affordability-driven positioning, and role in last-mile urban transportation.

The series is ongoing, with further brand analyses and industry-focused articles planned for publication.

DEPARTMENTAL REPORT: RESEARCH WING

The Research Wing is the brain of the Commerce Society. It offers a blend of insight, analysis, and comprehensive discourse on the ever-evolving world of commerce. Through well-structured research reports and dedicated gazette work, the wing documents trends, evaluates developments, and presents information with clarity and purpose, fostering informed perspectives and meaningful academic engagement.

COMSOC GAZETTE

- The ComSoc gazette is the paramount initiative of the Research Wing. Therefore, the conception of the gazette is undertaken with due gravitas in the wing.
- Six bi-weekly editions of the ComSoc Gazette were published during October-December. The gazette was made available on The Commerce Society's website on every 15th and 30th of the month. The relentless efforts of the wing members made it possible to maintain regularity in the publication.
- Each edition is characterised by six core sections- Financial Foresights, Corporate Odyssey, The Economic Lens, The Global Chessboard, Scientific Spectra and Sustainable Synergies.
- Every issue consisted of two articles under each section, ensuring that pressing issues and contemporaneous events occurring across the six domains are presented for the readers.
- Altogether, the Research team produced 72 articles for the gazette in October-December time period.
- The responsibility of producing articles for the gazette was well-rotated among the members, with each member actively volunteering to take up the task.

- The centerpiece of the gazette is the ComSoc Genie included at the end. The ComSoc Genie features segments which are aimed at increasing reader engagement. The Myth Busters and Jargons Decoded section cleared the air around complex terms and conjectures prevalent in the world of Commerce. The Fortune’s Fables brings out business success stories unbeknown to the readers. The ComSoc Genie also functions as a catalog of recommendations of movies, books and songs.
- New additions in the ComSoc Genie- The Junior Executive Members collectively proposed various changes in the Genie section.
 - A new brain teaser segment featuring “Guess the Personality” and “Guess the Company” sections.
 - Podcast and YouTube Video recommendations as a visual treat for readers.
- The ComSoc Gazette is placed across 25 DU libraries, attracting a readership of 2,00,000 curious minds. The readership also reflects a 150% year-on-year growth, solidifying the significance of the Gazette.



COMSOC GENIE

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GUESS THE PERSONALITY

- She was the first female engineer hired at TELCO (now Tata Motors) after writing a letter to protest the company's "men only" hiring policy.
- Her professional life took an unconventional turn after she provided the initial capital for her husband's new company.
- She is not just an entrepreneur but also a prolific author who writes novels and non-fiction in both English and Kannada.
- She is also known for her extensive social and philanthropic work.
- After receiving a significant award and its prize money, she donated the entire amount to the Field Institute at the University of Toronto.



GUESS THE COMPANY

- It was first launched in 2013 by the founders as "Bundl," a courier and logistics service.
- In its first month of operations in the Koramangala neighborhood of Bengaluru, the company had only 6 delivery partners, around 25 restaurant partners, and relied on a basic website, not a mobile app.
- The company's delivery partners have covered an impressive 166.42 million green kilometers using electric vehicles and cycles.
- One of its key innovations was eliminating the minimum order policy that was common among its rivals.
- The company famously launched its "moonlighting" policy, allowing employees to take on outside projects for extra income with management approval.



Answers of the previous edition

Personality	Company
1. Ratan Tata	1. Amul
2. Donald Trump	2. Airbnb
3. Dr. Shashi Tharoor	3. Nike
4. Droupadi Murmu	4. Netflix
5. Taylor Swift	5. Uber
	6. BlackRock

ANSWERS IN THE NEXT EDITION

NOVEMBER
2025

RESEARCH REPORTS

- The Space Exploration Research Report
 - The reporting period also witnessed the publishing of the Space Exploration Research Report, a comprehensive literature offering an in-depth insight on the cosmic studies.
 - The report addressed the central question “Is Humanity Ready for Deep Space?”
 - The report traced the evolution of space travel and underscored modern day cosmic exploration characterised by its economic, scientific and ethical attributes.
 - The report covered prospects of resource mining, tourism and satellite industries forming a part of an economy in space.
 - The report also unveiled the ethical and structural challenges related to space resource ownership and governance.
 - The report highlights the potential of human civilisations to conquer the cosmos.
 - Development of the Report:
 - The Junior Executive Members collaborated with the Research Directors to produce the report before the readers.

- The conceptualisation and content creation was executed by the senior members of the wing. While, the junior members assisted them in proofreading, editing and designing of the final report.
 - This collaborative model fostered cooperation among members while also making them familiar with research presentation, editorial standards and formal designing.
- Reports under development: Two additional research reports are due as part of our future initiatives.
 - The wing was divided into two teams, each tasked with the responsibility of proposing three comprehensive research topics in the field of business, geopolitics, finance and economics.
 - The teams collaborated among themselves and presented their respective data-backed proposals. Out of these, one idea was finalised per team after recurring review meetings.
 - Ultimately, a structured framework has been drafted for the finalised research topic that enables clear work-sharing, faster conception and execution of the reports within this tenure.
 - The research reports published by The Commerce Society, SRCC attract a readership of 1.2 lakh readers interested in novel insights on the themes of geopolitics, supply chains, industrial sectors, scientific perspectives and financial domains.

