



The CBS Post

The Official Newsletter of Shaheed Sukhdev College of Business Studies

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Hi, freshers.
Welcome to CBS. Life is about to get tougher.
But don't worry. **We're here to help.**

First, a little bit about us.
The CBS Post is the newsletter of Shaheed Sukhdev College of Business Studies. We aim to provide a platform for our readers to be exposed to ideas in the sphere of management and build a sense of community within CBS, sharing a proud legacy of the institution we call home.

The reason we started this newspaper was because we were faced with a question that is important for any institution that wishes to be great: **What is our legacy?**

We are a college that very few people have heard of, but those who have, respect and admire us in equal measure. We are passionate, resourceful people coming from all walks of life who make people sit up and notice us wherever we go, whether we talk about our latest venture or command the attention of a boardroom. CBS Post is an attempt to document and celebrate this indomitable spirit that is present in every CBSite.

What do we do at The CBS Post? You can find the answer to that question within the pages of this document and also at our website: newsletter.sscbsdu.ac.in

Now, let's come to you.

College is a place to explore yourself and grow on the way; CBS is the perfect place to do that. There's a place for everyone here, no matter where you come from or where you want to go. And there's ample time to wander around in the middle if you're not sure of the way.

You do have the responsibility to carry forward the legacy of CBS, and expand on it but you're free to do it in your own way. You don't have to follow what everyone else is doing, find your own pace and place.

And lastly, **don't forget to enjoy your college life.**

All the best.
Team CBS Post

PS. If you want to reach out to us, just ping us at our [instagram](#).

When you join a society, it isn't just a section for your CV. It defines how you'll spend the three years of your college life, and the people you'll spend them with. There is no objectively good or bad society. It all boils down to where you can get the best environment for yourself and what you are interested in doing.

180 DEGREES CONSULTING



180Degrees
CONSULTING
SSCBS

180 Degrees Consulting is the world's largest student led social impact consultancy organization. We work with organizations to develop innovative, practical and

sustainable solutions to their complex problem statements. The international chapter has worked with esteemed organisations like UNHCR, Red Cross, Amnesty and Oxfam.

We have provided services in the fields of expansion consulting, market entry assistance, project feasibility analysis, financial management, product consulting, impact assessment, content management and due diligence services to 10+ renowned

organisations including a Government of India initiative to empower startups, a Hult Prize Winning Startup aimed towards creating a circular economy, a not-for-profit organization that supports the efforts of Government War rooms and a one-stop media destination based out of Africa.

With the help of our experienced industry mentors from Bain & Co. and Accel, we conduct regular consultant training sessions such as case framework applications, strategy execution, financial modelling, client communication and personal leadership. Supported by the rich resources that 180 DC has gathered from across the globe, our consultants actively explore new industries and have created 7 quality reports.

Realising the need for education especially during these tough times, we joined hands with CRY, India's most trusted NGO actively working for child rights protection. We also brought 'The Consulting Bot', a one of its kind automated self preparation tool for consulting cases, to the CBS campus.

Having won 15+ national and international accolades, 180 Degrees consultants are incredibly talented, high-achieving, carefully selected college students that are committed towards making a difference in the world.

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ANTHROPOS- THE HUMAN RESOURCE DEVELOPMENT CELL



Anthropos

Anthropos- the Human Resource Development Cell of SSCBS works with college for overall development of CBSites into world class, well-rounded professionals.

In pursuance of our goals, the upcoming academic year will see the cell take on the challenges of ongoing pandemic by

undertaking events and activities to enable students to gain insights into the latest happenings in the field of HR. The plethora of planned activities ranges from online series, seminar, conferences to games & workshops. Apart from these activities our major and most loved events- Mock Interview and Inceptra- the HR Fest will take a new form while maintaining its objective of enhancing the skills required to make a successful HR professional in the corporate world.

The HR Mock Interview sees large scale participation every year from students across University of Delhi wishing to enhance their interviewing skill before placement seasons and develop their interpersonal skills.

Whereas Mock Interview is all about skill development, Inceptra provides students with a platform to showcase their skills in the field of finance, marketing and operations with a special focus on HR at a national level.

The cell's major objective is to help students with necessary skills in the corporate world and further, in developing a practical approach to problems and we aim to do so by conducting various events around the year.

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BLITZ, THE WESTERN DANCE SOCIETY OF SSCBS



Blitz is the Western Dance Society of SSCBS. It strives to give a platform to all the passionate dancers in the college to showcase their talent and helps them to develop and grow in the understanding of the art.

We started out as a group of people with

love for dancing and has grown into a well established and renowned dance society in the Delhi University dance circuit. Trained and specialized choreographers from the industry are hired every year to teach us various dance forms. After spending hours of hard-work on coordination, clean ups, designing costumes, the team becomes ready to roll on stage. Pertaining to the current situation of COVID-19, we have planned to participate in various online dance competition/fests (For both solo and group-dance categories).

We would be learning different dance styles

and their foundations and will be attending various dance workshops to train ourselves, so that we can give quality performances this year. It doesn't really matter if you're a non-dancer, what really matters is your passion and commitment towards dancing. We can grow together, learn together and emerge as amazing dancers in our own unique way.

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CAREER DEVELOPMENT CENTRE (CDC) - THE PLACEMENT CELL OF SSCBS



CDC stands to enable maximum opportunities to the SSCBS fraternity - students and alumni alike - via liaising with companies in every stage of their recruitment processes. We, at CDC, offer a host of services to students in the spheres of placements, internships, live projects, and niche sessions conducted by industry experts. Our work is not limited to facilitation of opportunities as we also

act as a catalyst for aspiring professionals to develop an overall skill-set desired in a dynamic business environment, via provision of authentic career-oriented resources. Our day-to-day activities entail that the members proactively handle both the student-side and the company-side queries with utmost professionalism. We do our level best to provide a smooth recruitment procedure for companies, and create valuable symbiotic relationships for future interactions.

CDC is an ideal platform for those who seek to gain the skills required to succeed in the industry as here, we ensure that experience

acquired by the senior placement coordinators over the course of their tenure is effectively shared with the juniors via a dedicated mentorship programme. CDC equips one with a sense of professional responsibility, an analytical mindset and the ability to put forward strategic initiatives that address major pain-points in the existing structure, thereby contributing to a significant element of the college.

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COLLEGIATE ENTREPRENEURS' ORGANIZATION (CEO)



Collegiate Entrepreneurs' Organization (CEO) is the premier entrepreneurship network with chapters on university campuses across the world. Collegiate Entrepreneur's Organization, Delhi University is an entrepreneurship network which strives to drive students into entrepreneurship, venture capital, social and professional spheres of the corporate world.

Our members have worked with various startups and corporates in fields like startup consultancy, strategy, finance, data analysis and machine learning being a few. Till now different members have not just bagged positions in prestigious International Case Competitions like Copenhagen Business School Case Competition, Global Valuation Olympiad, Harvard Case Competition, they

have also made a successful exit from our chapter business and have also managed to interview leading Forbes 30u30 entrepreneurs like Ahana Gautam and Richa Singh.

Most of the members are associated with one or more successful student run startups and ventures including The Upstarter, Case Connect Club, ChatarPatar, Red Herring Ventures, Follege and Inhouse Digital. Furthermore, the team members have experience in Investment Banking, Valuation and Venture Capital in firms like Indian Angel Network, Venture Catalyst, Julius Baer, and so on. So if you are looking for the right place to not only gain the requisite knowledge but also enthusiastically execute it towards building your own venture by getting exposure in diverse fields of entrepreneurship and startup related finance, marketing and venture capital, you know where to stop looking!

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COMMUNIQUÉ, THE PUBLIC RELATIONS CELL OF SSCBS



Communiqué, the Public Relations Cell of SSCBS, is one of CBS's historical societies and is inextricably linked with SSCBS. The society being the handler of the college's social media presence, holds great accountability towards the institute's reputation maintenance and formation and is hence dedicated unilaterally towards promoting the college as a renowned and globally prestigious brand. It strives to reinforce the utmost regard that the college is held in through its various initiatives, which have an all-encompassing and diverse reach, from school students and teachers to alumni.

The society took the onus to initiate a one-of-a-kind management event, PRODIGY. The event is an endeavor meant to embrace and promote entrepreneurship and its perpetual spirit among the coming generation's young minds. Through the last thirteen years, Prodigy has established itself as the largest national management-based event for school students to help them capitalize on their business acumen and a knack for constructive learning. Prodigy XIII: Pantheon of Posterity-surpassed all previous editions in duration, participation, and scope and garnered rave reviews from its participants and faculty alike.

The PR Cell aims to provide its members with workshops, industrial visits (BSE), live projects to enrich the students with corporate,

CONVERGENCE



Convergence, the Annual Leadership Summit of SSCBS, is a highly regarded platform showcasing influential speakers from various domains nurturing the impressionable minds of our youth with their immense knowledge. Their words help our budding leaders to touch the sky of excellence. Ever Since 2004, We have witnessed speakers like Medha Patkar, P. Chidambaram, Sudhir Chaudhary and few other famous personalities who have added value to our event over the years.

The 2019-20 version of the event added another feather to our cap and brought plethora of attractions for its speakers and delegates. With 700+ delegates, the event was astonishing with aroma of leadership and much important life values. Facing unprecedented situations amidst this global pandemic, Team Convergence has geared up to honour our great leaders and celebrate our much awaited leadership summit this year as well. We are divided into four departments:

1. Content Team
2. Graphics Team
3. Sponsorship and Speaker Team
4. Logistics Team.

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social, and analytical exposure. It also monitors the admission process alongside the college administration.

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DARKROOM



THE DARKROOM
SHAHEED SUKHDEV
COLLEGE OF BUSINESS STUDIES

The Visual Arts Society of SSCBS, Darkroom is recognized for its prestige and maverick performance in almost all of the DU circuit competitions. This prestigious reputation has been developed by the flamboyant work of the Darkroom family over a period of time. Darkroom is renowned for its annual flagship event Cynosure, one of the biggest Photography competition in the DU circuit. The experience in Darkroom has always been vivid whether it has been tiring nights mediating for the Indian Film Project or the quirky unplanned trips with uncharged cameras, Darkroom is something which has been very close to our hearts. Our vision is to develop an independent mindset among our peers to imagine openly, break stereotypes and overcome obstacles through their own creativity expressed in the form of photography, film making and graphic designing. The society's goal is not only to enhance the creative and imaginative skills but also to bring forth the vision to see things differently than others.

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THE CBS DEBATING SOCIETY (DEBSOC)



The CBS debating society is a camaraderie of individuals hell bent on convincing people that they're the right ones in a (debate) room. This enigma is what makes the society a special space. The nature of the activity, a war of the sharpest minds as much as it is of the wittiest words offers you the most exciting place to be in the college (with the notable exception of that nose (?) shaped statue at the entrance gate). From our daily (hourly?) get togethers at Nescafé to mock debates on the most fascinating ideas, every conversation is enriching and an opportunity to learn or just to have fun (if you're not really into the whole learning shtick).

DHWANI, THE MUSIC SOCIETY OF SSCBS



Dhwani, The Music Society of SSCBS has taken the music circuit by storm recording over 60+ wins in the last 3 years at colleges like LSR, SRCC, St. Stephen's, IIT Bombay. To add to that our annual national musical festival, Octaves showcases musical talents of top music societies, gracing 700+ participants. Among other notable feats Dhvani has also been a part of the popular reality TV show "Rising Star" and performers at various private events like TEDxHansraj, TEDxIIITD, OnePlus DU Event.

From acapella renditions of AC/DC, Bruno Mars to original rock compositions, to raags of the Tillana, the Western Acapella Group, the Band and Indian Choir work in "harmony" to build bridges of understanding between

different cultures. We have been pioneers in introducing the genre of 'A Capella' as popularized by Pitch Perfect and Glee in the Delhi Music circuit and continue to introduce the art form to every incoming batch at SSCBS. Dhvani exceeds the boundaries for creative collaboration like mental health wellness through music therapy, design thinking workshops, corporate team building sessions etc.

SSCBS being a non-ECA college, innate music skills aren't what we are looking for. What is required is a passion for music, a will to learn and progress as a musician and as a person. We nurture a student not just musically but holistically, leveraging our recorded library of music sessions, special access to Trinity College London music certifications, and our illustrious alumni network who are placed at companies like Bain, Mckinsey, BCG.

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CBS MODEL UNITED NATIONS (CBSMUN)

CBSMUN has kept bringing laurels to CBS as it has been bagging the hosting rights of Delhi University Model United Nations and been organizing the DUMUN on behalf of the whole Delhi University for 8+ consecutive years which have witnessed the highest footfalls



throughout the Delhi University circuit. CBSMUN provides individuals with a platform to express their opinions on

varied current and political topics. Through internal training sessions to enhance oratory skills along with a better understanding of the topics and then representing CBS at the most reputed MUNs all over the country (read: outstation trips). CBSMUN believes in an inclusive environment with learning at the forefront. The members of CBSMUN head and recruit DUMUN secretariat members from various universities including DU, Indraprastha University, Symbiosis, etc. which gives them networking opportunities and a chance to connect with individuals having diverse experience.

Taking forward the legacy of CBSMUN, we look forward to bag winnings at the most prestigious forums throughout the country and plan to host yet another grand edition of DUMUN.

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ECOVISION, THE ECONOMICS SOCIETY OF SSCBS



Ecovision, the Economics Society of SSCBS is a consortium of like-minded

enthusiasts who strive to propagate the prominence of Economics within the fellow community. Be it through our flagship event Elumiere or the fortnightly digest Demystify, we as a society aim to acquaint even a layman with the beauty of economics and think beyond the limits of formal education.

For the year 2021, Ecovision is planning to organize its annual flagship event - Elumiere, designed to test the participant's creativity, spontaneity, and intelligence. Throughout the years, the society has strived to make competitions that break the mould of ordinary college events and create something truly inspiring. Ecovision's fortnightly digest - Demystify is a series of quirky and intriguing articles spiced up with intelligence that aims

to explain difficult economic and financial concepts in an easy and fun-filled way. We strive to make the digest more accessible to the community.

Ecovision will continue to engage in Live Projects to enhance the theoretical and practical knowledge of all of its members. Associating with business organisations not only helps the organisation in providing a different view of the situation but also builds up the morale of the members. From time to time, the society has tapped organizations like Vahdham Teas, Perfect Finance, SSA Finserv and Energy Bite to understand the nature of work in real life. We hope and trust that the new recruits will take on new challenges, uphold Ecovision's legacy and elevate the society to greater heights.

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ENACTUS SSCBS



"Give a man a fish, and you feed him for a day; teach a man how to fish and you feed him for a lifetime." Enactus is based

on this principle of breaking the shackles of dependency and achieving sustainability, brought through the fundamentals of social entrepreneurship. Enactus is an international non-profit organization which strives to solve relevant social needs in the society, focusing on the triple bottom line - People, Profit, and Planet.

In the past we have initiated projects aiming to solve open defecation, digital illiteracy, malnutrition, etc. We empower people from marginalized communities as our entrepreneurs, and up skill them to produce products and services which are environment friendly and create utility. Our efforts have

been recognized and appreciated at the National and International level, by the Central and State Governments, and several established corporates.

Currently, we are working on Project Pravaah which aims to provide holistic air purification solutions and reduce the harmful effects of stubble burning. We have also started operations for another project which aims to improve the conditions of homeless shelters and reduce plastic and cardboard waste being generated. By impacting thousands of lives over the years, we have been the only Indian chapter of Enactus to win the Enactus World Cup in 2017 and Runners up in 2016, while being adjudged the National winner several times.

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FINX, THE FINANCE SOCIETY OF SSCBS



FinX is the Finance society of SSCBS and is the oldest active

society in the college. It functions to disseminate financial knowledge and conduct breakthrough competitions and simulations.

The College's Annual Flagship Finance Festival is one of the country's oldest and most reputed financial gatherings. It is Delhi University's biggest finance festival with events like Bulls & Bears, Consultimate, Financial simulations, Investment pitch, Valuation challenge.

Our proposed activities for the upcoming session majorly focuses on inculcating a better than before learning culture in FinX, improvising peer-to-peer learning, by undertaking industry level live projects focusing on finance and investment happenings on a time to time basis, conducting weekly knowledge sharing sessions on topics such as Financial Modelling, Valuation, Derivatives, etc. We also plan to work on equity research reports to deepen the understanding of the financial markets to facilitate better investment decisions and transforming it into

4TH WALL PRODUCTIONS



Let's just say we are a healthy yet addictive mix of intellectual and empathetic pursuits, with an unconfined attitude defying hierarchy. We foster an environment where

discussions, debates, music, dance, spirit, sound, visuals, craft all amalgamate and take shape into what we like to call, Theatre.

A peek into an FWP year:

1. Workshops teaching the fine techniques of theatre and other art forms, collaborations with international artists.
2. Prologue, short pieces of theatre independently carried out by First Years.
3. Annual Productions, following the lines of professional playmaking.
4. Outstation Performances and Competitions, showcasing our projects pan India, in prestigious festivals like Thespo, at Prithvi Theatre, Mumbai.
5. Raasa, our Annual Theatre Fest spiced up with the DU Theatre Circuit and workshops with celebrity theatre-artists like Vijay Raaz and Vinay Pathak.

A typical play-making process in Fourth Wall Productions starts with a thorough discussion of any and every idea attached to the play, complemented with exercises to wake up the body-mind and spontaneous improvs, gradually transitioning into making momentous scenes. That's how you can boast of a uniquely creative problem-solving skillset. The thrill comes with the last minute rush of an ever-unpreparedness and possible mess-ups before the performance, but our B-School acumen of jugaad comes to the rescue. At FWP, it is not just about acting. It is also about thinking, deliberating, calculating and expressing, laughing, letting-in and letting-go, and of course, creating.

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a society where each member contributes to the growth and development of one another.

This year we plan to set up a student investment fund where our team members will be analyzing securities and other financial instruments to devise an optimal portfolio. We also aim to expand our horizons to international and national level competitions to leverage our full potential and bring laurels to the college as well as the university.

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GIRL UP RUHI, SSCBS



"When girls rise, everyone rises!"

Girl Up is an initiative for girls and women, founded by the United Nations

Foundation in

2010, with over 3,300 campus clubs registered across 118 countries committed to changing the lives of girls by achieving global gender equality.

Girl Up Ruhi, SSCBS will operate as a 'chapter' in SSCBS. The name, Ruhi, is mentioned in Rig Veda and Mahabharata, meaning to rise and prosper. Hence, it strives to act as a champion of change. The founding members have great ambition and drive, as they seek to take up various activities.

How is it unique?

Led by a community of passionate advocates for women's safety awareness, Girl Up Ruhi is different from existing college societies/

chapters from the perspective of institutional operating model and the target audience. Girl Up Ruhi, SSCBS would focus on women in the corporate and recognize the potential of girls to excel in male-dominated industries and top-tier positions by empowering them through mobilization and greater discourse.

From organizing fundraisers and community service projects for homeless women, organizing virtual and on-site campaigns advocating on topics like the gender pay gap to motivating women by sharing their success stories, the chapter will help create a space promoting healthier working environment, combating discrimination and sexism. Women empowerment is a movement, not a moment. All societies/ chapters pick up the topic of women empowerment and gender inequality once a year on international women's day but this issue deserves to be recognised and addressed every single day actively.

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IFSA SSCBS



Global Case Competition at Harvard, Valuation Olympiad, Portfolio

Management, Equity Research, Financial Consulting. We could go on and on and on. These are not just words, this is our routine.

IFSA is the largest student-run finance organization in the world with a presence in top universities across the world including Harvard, Oxford, HEC Paris, LSE, etc set up with the purpose of providing its members with personal growth, technical knowledge, and international opportunities to help them kickstart successful careers in finance and beyond.

We at IFSA Network India spearhead the Indian operations and expansion of the network and are committed to going beyond conventional to bolster our presence. With us, you would get to work and grow under the mentorship of people achieving milestones at various prestigious international competitions such as Harvard Case Competition, World Asian Case Competition, Global Microfinance Case Competition, Global Valuation Olympiad, McGill International Case Competition and with a diverse set of experience in renowned firms across domains.

Being a part of IFSA would present you with ample opportunities to collaborate with students from elite universities across the globe on projects such as the Quarterly Global Reports, witness sessions from acclaimed industry experts and academia, and like-minded finance enthusiasts in India. We ensure that the environment always promotes learning with industry projects in fields such as equity research, data science, consulting with leading firms enabling growth in personal and professional hemispheres. Join us and #TakeTheLead.

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GRANDEUR, THE CONSULTING & KNOWLEDGE CELL OF SSCBS



Grandeur is known for the rich corporate network of CBS alumni and

industry experts. We conduct knowledge sharing sessions, speaker sessions and case competitions for the students of University of Delhi.

Looking forward, our focus for the upcoming session is on four major areas: Case Competitions, Speaker Sessions, Live Projects and Knowledge Sharing Sessions. We plan to conduct the Case Competition: Ranneeti 3.0 exclusively for the first year students of SSCBS. This would give them an opportunity to move beyond recalling of knowledge to analysis, evaluation, and application as well as develop an understanding of the real world. Grandeur

shall conduct Speaker Sessions providing first hand Industry knowledge and learning from the experiences of industry veterans. Apart from this, we'll be organizing Case Competitions like the one conducted last year which had over 400 participants including the top B-schools of India. To add on to the skillset of our team, we will undertake Live Projects in the Finance, Consulting and Business Management domains. We've previously been associated with companies like HDFC Life Insurance, Yes Bank.

We believe that our team and the rich network of alumni of SSCBS remains the driving force for Grandeur, and our members continue to strive to achieve excellence.

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ILLUMINATI, THE QUIZZING SOCIETY OF SSCBS



We are the quizzing society of SSCBS. The name Illuminati stands for a society of the illuminated or the intelligentsia. That is what we are all about. Quizzing is not about memorizing seemingly useless facts or mindless guesswork. Rather, good quizzing is about connecting unconnected things, working out the answers by trusting your instincts and reasoning, and effectively

communicating with your team.

The society actively participates in pan-India quizzes and at the same time organizes quizzes within the college along with the only QuizBowl in Delhi, with the unified aim of cultivating a culture of co-curricular learning. We have cemented our position at the top among all societies in terms of inter-college competitive achievements. From DU colleges to premier engineering and MBA institutes, Illuminati never fails to secure the win and the cash. We are one of the few undergraduate

institutions that consistently qualify for regional finals of Tata Crucible Campus Quiz and NTPC Electron. During the current online semesters, we plan to continue regular quiz sessions via the online medium, so join us in our quest to truly uphold the concept of learning with fun.

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IRC, SSCBS



**INTERNATIONAL
RELATIONS
CELL**

International Relations Cell (IRC), SSCBS, established to increase the global footprint of SSCBS, strives to take the college to newer heights by connecting students with international universities, companies, mentors, and facilitating their professional growth by providing global opportunities.

IRC has been successful in bringing various global opportunities to the CBS students. It also aims to propel the interest of students to develop the mindset of global leaders through consciously tracking prevalent international issues in its weekly series.

IRC provides opportunities to its members to connect and interact with global organizations up close, providing them with international exposure for a headstart in their global career. Being associated with IRC you would gain significant exposure and knowledge to lead change in the highly globalized world by adopting a holistic approach.

Going ahead, IRC plans to:

1. Organize summer exchanges and winter school programs with top-ranked global universities
2. Conduct Speaker sessions and mentorship by building a connection with alumni working or studying abroad.
3. Connect with universities and global organizations for international accreditations and invite-only conferences and competitions.
4. Take up Live projects in the domain of finance, consultancy, data analytics, and technology.
5. Organize the first-ever international finance conclave in our college inviting participants from esteemed global universities
6. Organize International Competitions in our college.
7. Guest lecture series and mentorship sessions for students planning on higher education abroad.
8. Access opportunities for internship and placement processes outside of India.
9. Connect with embassies and international non-profit organizations.

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KARTAVYA, THE SOCIAL SERVICE FORUM (NSS, SSCBS)



SOCIAL SERVICE FORUM, SSCBS

Kartavya is a community of strong-headed individuals who are driven by the desire to justify the name we uphold: Kartavya- meaning "duty". We hope to make this world a better place to live with events like:

1. Viti- Viti tries to spread the cheer of Diwali to underprivileged sections of the society.
2. Vivanté- Annual Philanthropic Fest is conducted to encourage college students to contribute towards a better life for themselves and the less fortunate.

Being the National Service Scheme unit of the college, we are at the forefront of all NSS

activities undertaken throughout the year. Volunteer-driven activities include conducting seminars for first-time voters' awareness, promoting Swacchta Pakhwada in the college, attending Prime Minister's address to youth, observing Vigilance Awareness week, among others.

Apart from this, we plan to build upon our online infographic awareness series:

1. SANGRAKSHAN- This project is aimed to acknowledge Cyber Security Awareness.
2. CHETNA- This project is aimed at educating, empowering, and helping communities to better understand and take care of their mental health.

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KRITI, THE FINE ARTS SOCIETY OF SSCBS



Kriti gets rife with adept artists every year and fosters a sense of camaraderie to support each other in their artistic pursuits.

Focusing on engaging in workshops and sessions by acclaimed artists that involves a variety of art forms and mediums; is our little effort this year to adapt to this new normal. These sessions are a rightful blend for enhancing ingenuity and the ability to fully engage and inspire the team. These sessions are envisioned by the core and advisory committee and often from the alumni so as to put their experience to good use. The

Kriti encourages students who have a creative bent of mind to hone their skills, giving them a platform to display their imagination and creativity. The society

competitive spirit of the team has always outshined and brought laurels for the college.

ALLA PRIMA, the Annual ArtFest of SSCBS is a celebration of creativity and innovation - a two-day event arranged exclusively to unwind and unveil the creative thumb among the 200+ participants. Its mission is to deliver an outstanding experience through a platform to explore, experiment, learn, grow, and share ideas with like-minded members of a diverse community.

Kriti stands strong with the main purpose to provide a platform for budding artists to showcase their talent.

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KRONOS, THE TECH SOCIETY OF SSCBS

Kronos endeavors to promote a technology-oriented attitude and an urge to delve deeper into the developments in the sector that affects our daily lives.

hackCBS is an MLH associated hackathon which is our flagship event along with many starter events like PyDelhi meetup and MLH Local Hack Day workshops. hackCBS is India's Largest Student-Run Hackathon which had over 950+ participants in its second edition. At this hackathon, we encourage participants to create a product or a new technique to give a solution to existing real-world problems.

'hackCBS' (www.hackcbs.tech) is came up with its 3rd edition on 6th November'20 with prizes worth \$50,000. For building a

career, 'hackCBS' brings numerous kinds of workshops on Web3 with Quiknode, Deploying with Docker 101, and many more. Plus, we have sessions with speakers from Google, Elastic, Geeks for Geeks, and more.

We at Kronos strive hard to live up to the high hopes for innovations in this ever-evolving era of technology. We work towards making everyone capable of thinking and ideating. Technology is the carrier of success and this is what we propagate!

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LAWRENCE, THE LAW FORUM OF SSCBS



Lawrence, The Law forum of Shaheed Sukhdev College of Business Studies was devised with the aim of disseminating knowledge about our laws which form the very core of our democracy. Lawrence has gained formidable reputation among the law enthusiasts from colleges across and beyond Delhi. The purpose of this society marks at imbibing legal literacy among the members and associates which it ensures by holding regular events, conferences and interactions with

those entities in the field of law whose name precedes most and have a vision to impart practical law-based knowledge. All aspects of political, social and corporate are molded into one to give an overall view of the corporate system. Through seminars and workshops, we help law students and young professionals stay up to date with the development in different areas of law, provides engaging and quality learning experiences in hopes of sparking a lasting interest.

Lawrence publishes its annual magazine 'The Legal View' to promote its aim and also organized its first 'Preamble

Reading' in the College. Its annual event JURISPRUDENCE'20 had several competitive competitions namely Advisors Dilemma - A political Simulation, Corporate Counsel - Beyond the bar case study, Trace Trajectory - Battle of Artistry and Trade, The Lawgical Network - Matrix of Logic and Law. Lawrence also organized a workshop on 'Know your Rights' by Josh Talks in association with Vivel to inspire and equip the audience with the right legal tools so that they don't hesitate from voicing their concerns.

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THE LITERARY SOCIETY



Like our logo: an owl, we too are lazy, mostly nocturnal and best friends with wizards. Like owls, we too are self-proclaimed wise creatures looking for opportunities to show off our vast collection of quotes.

The Literary Society (aka LitSoc) is a collection of diverse, yet like-minded individuals who come together to form a safe and creative community. We are the editorial board of the college and are responsible for publishing the annual college magazine and yearbook. We also organise the literature fest of CBS: Bibliotheca under Crescendo. We try to keep the creative juices flowing around the year by holding book discussions, organising writing sessions, going on outings and posting regularly on social media and our new blog (litsocsscbs.com). This year we aim to publish a book by our members and also do live projects in the field of literature.

As a society, we aim to be a safe space for the students, a place where people can express themselves freely. We believe that creativity and learning can't and shouldn't be forced and enjoying the process is equally, if not more, important.

We read and write because we are members of the human race, and the human race is unequivocally filled with passion. We look forward to seeing you join this guild of inquisitive minds to know a hidden magical world that lies within the glamorous corporate walls of SSCBS.

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MARK-IT, THE MARKETING SOCIETY OF SSCBS



Mark-It is one of the premier marketing societies in the DU circuit. We host Excelsior, a national level marketing cum management conclave, which witnesses annual participation of 10,000+ students from colleges such as SRCC, LSR, NMIMS Mumbai, Christ University, St.Xaviers, etc. Mark-It is also a parent organisation to 2 chapters across DU; one in [Hansraj College](#) and the other in SBSC.

We recently launched Mark & Tonic, an online marketing agency of Mark-It, under which we cover moment marketing, marketing campaigns of several renowned brands and come up with unique ad-campaigns. We provide digital marketing services to several startups via this agency.

We have successfully completed several live

projects in the fields of marketing, market research and strategy development with organisations like Thomas Cook India, Café Coffee Day, Aajtak, Trip Magus, Oyo Rooms.

Under our Mark-It Ambassador Program (MAP), we create a network of marketing enthusiasts who're currently pursuing their undergraduate education. We try to build a community via regular meets, events, case studies, competitions, etc. The 2019 MAP meet saw a footfall of 100+ ambassadors. This year's Excelsior will go Phygital, with special emphasis on augmentation, bringing a revolution in the field of society events.

Socials:
Mark-It: [Instagram](#) [LinkedIn](#)
Mark & Tonic: [Instagram](#) [LinkedIn](#)

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MANAGEMENT INTERACTION CELL (MIC)



MIC is the official corporate management cell of SSCBS. The society aims at an end-to-end development of management skills among the students, be they interpersonal, analytical or conceptual. With the array of activities the society undertakes, it aims at providing students a platform to think beyond classroom studies and exhibit their management skills with innovation, helping them hone their skills and gain an upper hand when they step out into the fiercely competitive corporate world.

The society undertakes regular visits to various corporate offices and manufacturing houses to gain insights into the material, out-of-the-textbook world of everyday businesses; each visit encompassing an exceptional learning escapade. Additionally, MIC conducts various speaker sessions, graced by speakers ranging in expertise and backgrounds, all reputable

and influential in their field or industry; making their work and journey transferable, relevant and accessible for the students, helping them broaden their horizon and gain insights, both personal and professional.

MIC is also proud to have organized two successful TEDx editions, each with a stellar account of speakers including Kalki Koechlin, Ayaz Memon and the likes. MIC further acts as the organizing committee for FICCI Frames, a three-day global convention, held in Mumbai, covering the entire gamut of Media & Entertainment. To cope up with the pandemic, MIC has come up with a new initiative of democratizing knowledge through a podcast series covering a vast array of industrial topics to enhance and enrich continuous learning

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NUCLEUS, THE ANALYTICS SOCIETY OF SSCBS



Nucleus is one of the most exclusive student-run organizations in the entire DU circuit with the aim to explore the world of Data Analytics, Financial Analytics and Business Intelligence amongst various others. With a primary focus on fostering skill development of the members, it runs various initiatives including the conduct of regular Knowledge Sharing Sessions, Intra-society Competitions, maintaining its academic blog, "The Analytics Bay", and taking up Corporate Live Projects.

Passionate about transcending the limits of formal education, the team is committed to adapt towards the dynamic skills landscape through bridging the gap between technology and business decision making by delving into descriptive, inferential, and predictive analysis using industry acceptable tools such as Tableau, Power BI, Excel, R, Python.

Nucleus has successfully established itself as a recognized academic society seeing exponential growth, from organizing a one of its kind Analytics Conclave to conducting a Data Analytics Competition with entrants

from all over the country including tier 1 IIMs and IITs. The members of society define the true picture of its working and Nucleus takes privilege in boasting its great alumni network which has actively mentored the Team and comes from institutions like Bain, McKinsey, BCG, D.E. Shaw, and various IIMs.

Socials: [Blog](#) [LinkedIn](#) [Instagram](#) [Facebook](#)

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PARISHRAM, THE SPORTS SOCIETY OF SSCBS



Parishram undertakes all the activities relating to sports in the college.

With the motto of "The Spirit Lies in Sports!", the society makes sure that competitive sporting activity, along with mainstream academics form an integral part of the CBSite's life here. The society organises sports events consisting of many outdoor games namely - volleyball, cricket, football, kabaddi, badminton and also indoor games - chess, table tennis etc. We also conduct

intra college competitions to encourage our students to participate and showcase their talents in sports along with academics.

One of our biggest events include the CBS Cricket League (CCL). It is organized in January and February. A total of 10 teams are finalized through a real-time auction arrangement where owners strategically buy key players and form up the team for the tournament. The tournament goes on for around ten days. Another major event is called as "ADRENALINE" which is organized on 27-28th March every year with a range

of indoor and outdoor sporting events. This is the Annual Sports Fest of the college. It includes Volleyball, Football, Chess, Kabaddi and Table Tennis.

Our college sports teams have won multiple accolades across DU and also at Athleema - Annual Sports Events by Asian Education Group. We aspire to create a healthy and playful environment in college. Our goal is to build an energetic sports culture in CBS.

QUEER STRAIGHT ALLIANCE OF SSCBS



Queer Straight Alliance is a collective of both allies and LGBTQIA+ individuals on an endeavour to make this college and other social spaces, safe and welcoming

for queer individuals by creating awareness and providing a community for students, professors and other faculty and non-faculty members. A business student must be open-minded to work with a diverse team from different backgrounds. This will ensure that all students can grow holistically in a safe working environment.

QSA aims to create a DU wide LGBTQIA+ community (through online interactive mediums and media publication forms), increase the visibility of the community through sessions, workshops, competitions and other forms of knowledge dispersal mechanisms, and initiate fun projects for the in-group. We hope to eliminate discrimination by introducing inclusive policies and representation in student grievance committee in college. We plan to initiate direct action, offline campaigns, sensitisation drives and events in collaboration with other Queer Collectives and NGOs.

With our latest initiatives; the first-ever student-run LGBTQIA+ community discord server, a toolkit for at-risk LGBTQIA+ youth and our upcoming foray into social work, we plan to put into motion the words of Nietzsche and the CJJ; "Take me as I am".

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ROTARACT SSCBS



Rotaract, an acronym for Rotary-in-Action, is the youth wing

of Rotary International - a global network of 1.2 million problem-solvers who provide humanitarian service.

Rotaract SSCBS focusses on social entrepreneurship projects to bring about sustainable social impact. Our members receive hands on practical training in entrepreneurship, project management, networking and generation of sustainable growth. Our projects are - Project Srijan,

which aims to restructure the e-waste management facilities in India. 4.7 tonnes of e-waste have been reused and 6.5 tonnes of carbon dioxide emissions have been reduced. The project has won various business plan competitions and has received mentions in Navbharat Times and Dainik Jagran. Project Kamakhya, which creates reusable sanitary pads. The objective is to provide menstrual hygiene facilities at an affordable cost, while reducing waste generated by plastic pads and providing entrepreneurship to women. The project has so far impacted 450 directly and reached out to a further 8000 people. The research department is working under

responsible consumption and production.

Working here give one hands-on experience in the project development field. With a start-up like environment, one can expect market research, exploring new verticals, product development, sourcing, while also indulging in entrepreneurship, outreach and expansion.

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SYNERGY, THE CORPORATE SOCIETY OF SSCBS



The Corporate Society of CBS, a one of its kind student organization

is a beautiful blend of corporate and creative thinking aiming to mark its presence in the hearts of every CBSite by bridging the gap between management undergraduates and the corporate industry, so that when the students of SSCBS venture into the corporate world, they are well prepared. Synergy is the brain child of passionate students that came into being in 2009. Since then, the organization has envisioned radical themes and methodology

to redefine 'learning while doing'. Every day, we learn from each other and we teach each other while creating a fun and exciting environment.

Through its annual corporate event, and by taking up live projects, social projects, participating in competitions, Synergy marks CBS on the map, promoting its brand image as a prominent undergraduate B-School where we develop the practical skills that we cannot learn from textbooks. Continuing with the aim of doing things that make an actual difference for us as an individual and for the people around us, Synergy aims to increase its

collaborations with not only business houses with our new initiatives but also the NGO's which to try to make the world a better place as a part of our social responsibility.

We bring to the table our professionalism, our commitment towards excellence, and the creation of an enterprise that is advantageous to each individual!

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VERVE, THE STREET PLAY SOCIETY OF SSCBS



Verve, established in 2006 is a group of woke, passionate, and energetic individuals striving and working for social welfare.

Every year, for our annual street production we research, we discuss, we debate among ourselves, and talk to the general public in order to derive a social topic. We have made street plays on fascism, emotional abuse, religious fanaticism, disability, and many others, with different aspects of playmaking honing individual skills like playwriting, music, acting, and direction leading to comprehensive individual development.

Every year along with numerous public performances, we have also performed and won in various Delhi based and national level competitions like IIT Kanpur and IIT Bombay. With more than 50 performances a year and a constant dedicated urge to work for a social cause, Verve is one of the oldest street

theatre societies in Delhi.

We organize Manthan - India's largest international street theatre festival, under which we collaborate with different theatre teams and organize performances in different parts of the world. Previously Manthan had reached over more than 110 locations with more than 3000 artists performing under it, in more than 14 countries. We aim to take Manthan one step ahead with a reach never achieved before! This year we plan to have public performances, collaborate with a multitude of NGOs, and run social welfare campaigns, organize theatre workshops, generate social awareness through innovative online and offline methods and reach maximum people.

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YUVA, E-CELL OF SSCBS



Entrepreneurship is a mindset. Where the entrepreneur sees gains, others see the pains. The entrepreneur says, "I must do something", while the others say, "Something must be done".

We're Yuva, the Entrepreneurship Cell of SSCBS; a group of students that share a common vision of spreading the spirit of entrepreneurship and facilitating students to walk this scary yet riveting path.

From making the world's largest QR code, to creating DU's first co-working space with our own hands, we've shown that we're not afraid of going on-ground with our beliefs. Our brainstorming sessions have laid the foundation for many startups like Vahdam Teas, Hollr, Instago and AsliChatarPatar, which show the impact of Yuva. Our in-house incubation centre SIIF helps to support the student entrepreneurs by providing them with the much needed mentorship and funding.

Our entrepreneurial ability compelled us to organise grand events like the Luffhansa Impact Week, TEDx, Investor's Pitch Day and WYSIWYG Conference which helped give birth to ideas worth spreading. We stretched and strained our mental faculties to design new and innovative competitions in our flagship Entrepreneurship Summit.

It's time to let yourself explore new possibilities and get into the most important part of a B-School, its startup culture.

We welcome you with open arms and open hearts into our family; to be the ones who make a difference.

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VISTAS, THE FASHION SOCIETY OF SSCBS



Vistas is the Fashion Society of SSCBS, which is a platform where participants can demonstrate their skills, perspectives, and, most importantly, their ability to show their ideas to a global audience.

Vistas'20 was the 3rd edition of our flagship event which had participants from 10+ colleges from all over the Delhi University. We aspire to live up to high standards of new trends in this ever changing age of fashion. Fashion in society is significant because it has the potential to bring people from different cultures to celebrate their own individuality together. In the past years, we've hosted and participated in our college's fashion shows which were judged by some prominent fashion celebs such as Sristi Das (Miss India Continental 2018, Miss Capital of India 2018,

Miss Beautiful Body 2018), Aditi Arya (SSCBS Alumni, Tollywood Actress, Represented India at Miss World 2015, Winner of FBB Femina Miss India World 2015), and, Nitibha Kaul (SSCBS Alumni, Big Boss 10 contestant, 1st runners up in Dabur Miss Rose, Won Delhi Times Fresh Face, Contestant in Miss India Beauty Pageant).

In this session, we are hoping to participate in the fashion shows/competitions of other institutions too. In addition, we will also conduct the fashion show of our college, but in a more profound and impactful approach this year as we're a society this year.

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ASSOCIATION OF COMPUTING MACHINERY, SSCBS



Founded at the dawn of the computer age, ACM's reach extends to every part of the globe. It's growing membership has led to Councils in Europe, India, and China fostering networking opportunities that strengthen ties within and across countries and technical communities. As the world's largest computing society, ACM strengthens the profession's

collective voice through strong leadership, promotion of the highest standards, and recognition of technical excellence.

The ACM-SSCBS student chapter is a recent endeavor of a group of students, whose aim is to bring together students interested in the field of computing and machinery and help them advance in their careers by organizing conferences, undertaking research projects, and hosting webinars.

Research Projects: Analysis of the COVID-19

Tracking Tool in India: Case Study of Aarogya Setu Mobile Application was published in the August edition of Digital Government: Research and Practice. Additionally, over 5 other papers have shortlisted/accepted to be published in esteemed journals and conferences (as Springer, CSI Magazine, and IEEE).

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STUDENT COUNCIL, SSCBS



Who we are?

The Student Council, SSCBS is a representative body of all the students studying at CBS. It aims to give a voice to each of the 1200+ students studying at this institution and henceforth bridging the gap between the students and the college administration.

The Student Council, SSCBS is a relatively young body which was constituted 4 years ago in the year 2016 and since then it has hit the ground running by bringing a wide variety of innovative changes in regards to policy matters, always aiming to better itself year after year. Leadership is not about a title or a designation. It's about impact, influence, and inspiration. Impact involves getting results, influence is about spreading the passion you have for your work, and to inspire everyone. The Student Council, SSCBS is an organization that believes that true inspiration and impact come from great leadership. Being a democratically elected body, the Student Council gives the power of election in the hands of the students thus giving them the opportunity to choose their own leaders and ensuring the optimum working of the council.

Our Mission

The Student Council aims at being the

seamless yet crucial bridge between the student body and the college administration and works towards building a healthy relationship through clear communication channels between them to instill a sense of peace and harmony in the college campus and put a stop to any possible misinformation. The Student Council also aims at providing a safe and secure campus where each and every student studying, feels comfortable in doing so.

We are also proud to share that as per the annual rankings of India Today, this year Shaheed Sukhdev College of Business Studies was ranked the best undergraduate management college in India. We at the Student Council continuously strive to maintaining and extending this legacy of CBS by being active in all forms of student affairs.

Our Vision

The Student Council aims to inculcate values of unification and democratic outlook amongst the students and aims at maintaining a strong communication network between the students, teachers and the administration and tries to promote a harmonious relationship between all the stakeholders of the college. In the previous year we organized some interactive sessions by renowned speakers like Prof. Dr. Ravinder Rena (NWU Business School), inter alia and we look forward to organize more such useful speaker sessions this year also.

Alongwith the Sports Society of CBS, Parishram we also work towards ensuring the active participation of the students of our college in different sports events held throughout the year.

We will continuously strive to ensure that in these tough times of COVID-19 when we all have been forced to Study from Home, any issues faced by students are addressed immediately and resolved so that we can look

forward for academic excellence. The Student Council hopes to stay true and do justice to the college motto "Vichar Param Gyanam", which states that Innovation and thoughts are the prime knowledge one should work to achieve, The Student Council believes that innovation is what distinguishes a leader from a follower and aims at building the next generation of leaders.

Crescendo-

The Annual Cultural Fest of SSCBS

Crescendo is the annual flagship cultural fest of SSCBS, featuring fun filled events such as DJ Night and Prom Night, various competitions in varied fields like music, dance, literature, fashion, tech and drama. Crescendo has something for everyone to indulge in.

In the previous year we managed to successfully carry out two events as part of Crescendo '20. The pre-event was a comedy night by Rahul Subramanian and the main event was a mix of laughter and fun with a comedy night by Rahul Dua and an enthralling performance by DJ NYK.

The Student Council of SSCBS plays a major role in the organization of Crescendo, by undertaking various responsibilities such as maintaining co-operation between various societies, managing various events, overlooking and maintaining discipline and ensuring everyone associated with Crescendo has a pleasant experience and make some unforgettable memories that they can cherish for life.

Socials:

[LinkedIn](#) [Facebook](#) [Instagram](#) [Twitter](#)

ABOUT THE DUTA STRIKE

IN CONVERSATION WITH DR. NIDHI KESARI

On November 4, 2020, the long-running issue over non-payment of salaries to teachers across 12 colleges affiliated to the University of Delhi finally saw a closure, as the Delhi High Court directed the Government to release salary funds to 4 of these colleges.

On September 16th, teachers from across these colleges went on a strike for 3 days to voice out their discontent amidst non-release of salary funds by the Delhi Government. Since then, many developments over the issue have taken place with the tussle between the colleges and the government becoming more pronounced.

The CBS Post approached Dr. Nidhi Kesari, Assistant Professor at Shaheed Sukhdev College of Business Studies to get clarification on the issue and her perspective on it.

She narrates the issue as having started in May 2020, when the teachers didn't receive their salaries for the first time. An official intimation was received saying that this was because the funds hadn't been released by the government. The government claimed fraud and misappropriation of funds on the colleges' part. A couple of audit procedures were conducted by the government given the same, yet the funds weren't released.

On September 4, partial funds were made available to 6 out of the 12 colleges (which did not include SSCBS). However, Hon'ble Deputy Chief Minister Manish Sisodia held a press conference soon after the strike, restating misappropriation of funds and how the FDs maintained by colleges were not being used to pay salaries to the employees.

"They should understand that these are savings of over 30 years and it's a common practice," Dr. Nidhi states, "those funds are used for different purposes and not for salary payments. Even if they have been in the past, the money has always been added back into the accounts once the grants get released by the Government. But this time the issue was different. It was not just about a delay in



payments. The Principal was hesitant to use those funds because there was uncertainty on whether the government will even release any funds. Then it also becomes a manipulation of accounts when you use the funds of one account for a different purpose. Due permission is taken from the Governing Body even if this is done in some instance."

She also feels that the actual problem lies in a war of agendas and politics, both on the Government's part and that of the University's. The brunt, however, is borne by the employees who have practically zero say in these administrative decisions.

"In all this, the person who is working for the college is facing extreme liquidity issues because even our savings cannot sustain us for months and years without getting paid. We are withdrawing from our investments, which is again costing us a lot," she says.

The Government later directed the colleges to pay salaries from the Student Societies' Funds. This saw resistance from both, the Principals' Association and Delhi University Student Union, which led to a court stay on the same.

"All parties here are perhaps correct in their way, including the college administrations and DUSU, but there is still no immediate resolution being brought forward (and) all this can hurt the loyalty of employees, some of whom are still travelling to the colleges daily despite finding it difficult to afford", Dr. Nidhi implies, "... the integrity of a professional relationship also gets impacted, as the frustration level builds up."

Hence, immediate relief for the employees is a must now, as it has been over 6 months since this issue surfaced. The contentions can then be resolved at a spread-out pace.

Post the collective strike, there were hunger

strikes in a phased manner by teachers across colleges. Faculty from SSCBS went on a hunger strike on October 2, 2020.

The teachers had previously urged the students to be more proactive on their social media handles about this issue by interacting with the government authorities (be it through their handles on Twitter, Facebook or other media) and implore them to provide some immediate relief to the employees.

While she agrees that the non-payment of salaries was not a justifiable measure on government's part, the college administration should work towards resolving any contention that the former has with regards to the issue. These colleges are, after all, run by the Government and only a mature and egoless outlook can help in its resolution.

On a hearing dated November 4, 2020, the court decided in favour of the Teachers' Association:

"...it is directed that without prejudice to the rights and contentions of the Delhi Government... and after adjusting the amounts already released in favour (of concerned) Colleges from April 2020 onwards, funds for two quarters of the Financial Year 2020-21 be released at par with the funds that were released in the corresponding two quarters of the financial year 2019-20 on or before 09.11.2020. Immediately on the said funds being received by the (concerned) Colleges, salaries of all the teaching/non-teaching staff of the (concerned) Colleges including the petitioners shall be released forthwith."

The CBS Post celebrates this much-awaited relief to the teachers and employees who have been selflessly contributing to the education of us, the students, whilst tackling issues of their basic rights and financial stability.

TUNNELS - EP BY VIBHU SINGH



CLICK ON THE IMAGE^ TO STREAM **TUNNELS**. OUT ON ALL PLATFORMS.

How did you start with music production? What was your inspiration?

I started production in 2017. I've been listening to hip-hop centric genres since an early age and have been fortunate enough to know some of the greats- Travis Scott, Metro Boomin, 21 Savage, Kendrick, mostly trap artists were my initial inspirations to take up production. Later on when I actually learnt production I discovered geniuses like Flying Lotus, Monte Booker, Mura Masa and tried learning more about experimental sound design. Unlike most people who get influenced by hip-hop, I chose to follow the production side of things.

What are your songs about? What do they mean to you?

Well, since they don't really have any lyrics, the meaning is embedded in the music. My projects are highly varied, and I always try to add multiple subtle emotions rather than adding one single strong emotion.

Tell us more about 'Tunnels'.

It's my debut EP which is an experimental, instrumental passage of 7 tracks. I've tried best to showcase my range as a musician in this project. While making tracks my friend and I came up with this idea of putting out an instrumental for the period we are making more commercial music, for audiences to discover our sound. If you listen to Tunnels start to finish you will realize the progression of emotions. It goes from euphoria, excitement, coziness, to chaos, psychedelia, darkness, and eventually ends on a rather happy note. Don't

want to make things too deep also. It's been the most robust project of mine, and I aim to strike the same emotional chord with my audience as any other commercial, vocal track would. It's new for audiences, but it's high time we appreciate not just singers, but the music itself.

What was your process for this EP?

Tunnels was a culmination of my sound and production, everything I've learnt as a musician, while performing with my college band, as a drummer, as a critic. I picked up production seriously at the start of the lockdown. I released a single in June, and after a few months of learning the tools of the trade, got working on a multi-genre project. It required a lot of hit and trial, failures, moments of "eureka", but it finally came together after 2 months of serious work.

Who has helped you along the way?

When I started production while being locked away, my resources were quite limited. Kalbaisakhi, the musical act started by me and my friend Vikram was visualized by us over calls, zoom sessions. During the initial months he helped and motivated me into shaping my sound. Kainto is the one CBSite who has been there through thick and thin. Vikram and Anuj are two musicians who have been the most helpful, have heard the EP as it was being made, business related issues, promotion and marketing, everything.

I can't end this list without mentioning Dhvani. They're some of the closest people I have, who understand my sound and vision,

and have guided me well. Dhvani seniors have given me musical, promotional, marketing related advice, and I can't thank them enough for it.

What are your future plans?

I'm working on multiple singles right now. Rappers, instrumentalists, producers, vocalists, I am underway on a lot of projects with lot of talented musicians, some of them even being from Dhvani. I don't have a cap on the variety of projects I could work on - Rock, Jazz, Hip-Hop, Hindustani fusion, just some ideas I'm trying to materialize.

How difficult is it to take up an unconventional undertaking away from the business side of things?

Interesting question. I've been in CBS for 3 years, and I have had mixed feelings about being an artist and belonging to CBS at the same time. I worked on my EP throughout the placement season, my internships and courses. Hell, I worked through my exams. I realised quick that with the not so stable job market, the best option was to pick up a valuable internship and course, and work on what I actually care about - my music. It is tough having such conflicting thought processes, but my priorities have shifted, and still are. I don't want to be associated as the CBSite who wasted his last year making music and not scoring a placement. I have taken care of essential things like my grades, my CV and work experience, and after all that I have felt confident enough to pursue music with this level of seriousness.

Having said that, initially I felt guilt and uneasiness while walking the 'road less travelled'. But in all honesty I just didn't want to spend my last year in college sitting and preparing for case interviews which I'll never give.

What advice would you want to give to others?

Don't listen to people. I know it sounds very extreme, but something like music requires a pinch of ignorance. You may be in one of the most prestigious b-schools of the continent but don't let that limit what you're actually fit for.

It's very likely you would get your work reviewed by someone not willing to give it even a fraction of attention you have, and their words might discourage you, maybe permanently. To come to the conclusion that you're bad at something requires numerous trail and error. Don't stop at trial, let it stink. Produce your worst, practice through it, hit your lowest, and then see the magic happen. It's those who stop after failure that eventually fail themselves. Keep the real ones close, don't try to imitate anyone, and as easy as it may sound, be yourself.



ALPHAXEARCH- GAURAV RAI'S BRAINCHILD

Mark Cuban once said “Don’t start a company unless it’s an obsession and something you love. If you have an exit strategy, it’s not an obsession.”

This is what drives AlphaXearch to grow, the obsession of its founder Gaurav Rai to indulge in a sense of freedom; freedom to express, control, deliver and achieve.

AlphaXearch is a student-led, knowledge-based startup providing research, analytics and advisory services. It aids and orients students at high school and undergraduate level towards investigating pertinent questions and finding their answers.

Still in its infancy, the startup grew out of a need to have more research-oriented services/ tools to facilitate the students in their academics. The paucity of established research resources struck a chord with Gaurav, a second year SSCBS student pursuing BMS, while he was interning with a management consulting firm and was supposed to do a lot of Industry and market research, data analysis and visualization.

When asked about what motivated him to provide a market solution to this problem that often escapes the eye, he said “I love to read biographies of successful individuals and business icons like Bill Gates, Warren Buffet, Larrie Ellison, Jeff Bezos and many others. One thing common among them is that they all started their own ventures at a very young age and braved the risks that were associated with their failure . Money is not the goal, freedom is, and being an entrepreneur, the sense of freedom and achievement that you achieve is tremendous. All of this motivated me to become an entrepreneur. Also, the type of environment that our college provides incubated the entrepreneurial feeling in my heart.”

While talking about his startup and the client it wishes to serve, he adds that the student-led research industry is a very nascent one with not many competitors. While choosing the target customers, he put in a lot of research considering the applicability and relevance of the business proposition to school and college students , academic participants like researchers, scholars etc. Planning and other tasks weren’t that tough when compared to the difficulties faced while executing. The hurdle of explaining the idea to the naysayers and the ones who believed such things should be jumped into only after one’s education is complete was a major one. Further challenges were encountered during initial funding required in registering the startup, acquiring their own domain and beginning operations. However, with the support of his family, he has managed to overcome these.

However, promotion of the venture and roping in clients is still a great challenge and Gaurav along with his only other team member, Ritik Garg, another second-year student at SSCBS, are continuously working hard to overcome this.

Probing further into the operations at AlphaXearch, Gaurav talks about the promise of delivering high end professional research and data analysis services using softwares like Python, R, Power BI, Tableau, Excel along with exhaustive datasets available from platforms like Crunchbase, Owler, Statista, Traxn, Dataworld, HubSpot and others. He adds, “We understand that each customer’s need is different and our service is well tailored to meet the customer’s needs.”

AlphaXearch has successfully served both corporate clients and clients from the student community. The response has been good so far as they are seeing a lot of website traffic (almost 100 people per day), which is great for a startup that commenced its operations

officially barely two months ago on 10th August 2020.

Having worked in a startup is a more enriching and wholesome experience than working for an established conglomerate, due to the added pressure and responsibilities of handling new challenges on a daily basis. Testament to this fact, Gaurav shares, “I think the most surprising part of all this is that I came to know a lot about myself. A lot of my dormant skills suddenly came into effect and I think, being an entrepreneur, I completely transformed into a newer and better version of myself. My business acumen and awareness has also skyrocketed and I manage stress better and multitasking feels like a piece of cake now.”

Going forward, Gaurav plans to diversify AlphaXearch to domains like EdTech and e-commerce. Currently, plans are in motion to start a newsletter for all the research enthusiasts. Also, he aims to discover new SEO strategies and is currently working on direct mail marketing and offline marketing strategies. AlphaXearch aims to be known as a corporate client-based platform than a student led research platform and is devising strategies to rope in more corporates and professionals as its clients.

Commenting on his commitment to his venture after graduation, he adds, “Absolutely! AlphaXearch is very close to my heart and seeing the response that we are getting; a full-time dedication and commitment is absolutely necessary.”

TOURISM IN INDIA

During the Pandemic



Bhavya Pandey
B.Sc'22

The tourism industry plays an important role in the economy of numerous countries. India, being the home to some of the most appealing places in the world with absolutely breathtaking views and an amalgam of different cultures from various parts of the country is an all time favorite destination among tourists.

The tourism and hospitality industry in India is one of the largest industries under the service sector in the country. As per the reports of the World Travel and Tourism Council, it contributed nearly US \$240 billion to the economy which is around 9.2 percent of the GDP of India during the calendar year 2018.

But with the coronavirus pandemic gripping almost every part of the country resulting in lockdowns, travel restrictions etc has severely impacted the tourism and hospitality industry of India.

According to the reports of The Confederation of Indian Industry (CII), the tourism sector is likely to suffer losses of around Rs 5 lakh

crores with the hospitality industry alone losing around Rs 1.58 lakh crores.

Bird Group, which runs Roseate Hotels & Resorts in India are down to 40-45% occupancy forcing them to shut down a couple of public areas to save on costs. The Taj Group's 88 hotels comprising four hotel brands have suffered major revenue losses in the past few months as they remained shut due to the lockdown.

With the situation still not normalizing and the customer demand continuing at its absolute low, it puts over 85 million jobs at risk as the tourism sector accounts for nearly 13 percent of the total employment in India.

Though the road to recovery from the losses incurred by the tourism and hospitality industry of India due to the COVID-19 pandemic will not be easy but if all the stakeholders come together and put unified efforts to overcome the losses then it can definitely attract customers and ensure business continuity.

The key target should be to ensure customer safety henceforth building customer trust which is vital for the survival and success of

any business.

The government needs to support the tourism industry through various measures like provident fund relief, interest free loans, GST exemption etc. More efforts need to be put to ensure customer safety through strict protocols, seamless travel among various parts of the country etc that will gradually result in the revival of business activity in this industry rather than just providing short term financial grants.

Technology can also play a very important role in the revival of the tourism industry. With social distancing and contactless business being the only solution to preventing the spread of coronavirus, technological tools for assistance like mobile applications, video conferencing, mobile room keys, self service kiosks, e-shopping, virtual visits etc can have endless applications in this process of revival.

The world post COVID-19 will not be the same again but the efficient use of technology to make the tourists feel safer by ensuring the proper hygiene measures will definitely boost travel, consequently reviving the currently ailing tourism and hospitality industry of India.

Dear Batch of '23,

Welcome to this strange yet homely world of ours. Having been through a lot of fuss about how everything has gone wrong this year, I would not want to get into that, because I still cherish this feeling of starting afresh with a blank slate and having a plethora of opportunities ahead of you, missed or taken, all of which get woven into a fabric of beautiful memories by the end. There were some things that I wish I had known before entering the college which would have made my journey through these years a lot smoother, so I thought of sharing them with you.

Having entered this shiny world, amongst all the nervous fresh starts, friendships and warm welcomes, there is an ocean of 'advice' you'd find yourself in, every now and then, gnawed with societies and seniors suddenly getting hold of you, all at the same time, trying to pull you apart for "your own benefit", pulling each other down, with a sudden splash of opportunities, rejections and selections. All of us go through this phase once, but somewhere end up losing ourselves in the middle. It's important to remember that it's just the beginning and it is okay to just stop and breathe, and take some space to actually explore, experiment and experience things for yourself. Everyone and everything has a lot to offer, it's for you to decide your best fit and there is no hurry. This place can be anything you want it to be – a theatre, a field, a fantasyland or a classroom, it's not just about what you make of it, but also what you become out of it.

One thing that I have carried with myself in my three years in this college is to never let go of myself. There are a lot of standards that CBS comes with and in turn gives you a lot of mental standards to live upto. But just always remember that these three years are for giving yourself a chance to know yourself the way you never could before, and not to define a personality for yourself already and try to live upto it every single day. Because then, in the end you'd have everything but you. Just remember that CBS has been and will always be yours to define, and not the other way around. CBS is yours.

What was once a dream is now your reality and I hope you can call it home.

Welcome to CBS!

Yours truly
Vinayak Birla

"WE ARE NOT ON TRACK" – TRACING 75 YEARS OF UNITED NATIONS

Priyanshu Jain
BFIA'22

75 years ago, in San Francisco, with 50 nation states as signatories came into birth an Idea, A Hope and A Vision – A vision of savior of the succeeding generations from scourge of war and a pedestal to reaffirm fundamental human rights across Nations – Large and Small. "We the people of United Nations" the opening statement of The United Nations Charter was then a very compelling narrative and was seen as one of the iconic achievements of the century, however in these 75 years the tables have turned and many lights faded.

From its Universal Declaration of Human Rights in 1948 becoming the 'Most translated document in the World' to its declaration of Right to be not Enslaved, Right to Free Expression, Right to Education, Right to Equal Pay for Equal Work bringing a sense of freedom to global population, From "Providing Universal Membership and Equal Voice" to each member country to its assistance in escalating De-Colonialization across the World, United Nations have done work which even today looks impossible. The most notable achievement being its success in deterring any major armed conflict to the likelihood of previous world wars post its establishment, however the history of Cold War, Cuban Missile Crisis and post-colonial superpower rivalry with a changing axis

with changing decades bring to forefront a far significant issue of the role and relevance of United Nations as a body of international collaboration and engagement.

United Nations General Assembly, on paper, one of the most powerful bodies in the world is today a body with a pompous display of power and little role in shaping the discourse of action, with un-following politicians, vocally critique governments and a huge history of various powers facing opprobrium of actions against the interest and might of United Nations, the body has become a de-facto defunct body with a miniscule power in shaping the decisions of some of its big members. With its gatherings turning out to be more ceremonial, its relevance in shaping world politics has left critics arguing.

Another pedestal and the so-called most powerful body of United Nations, The United Nations Security Council faces a problem, graver in magnitude and very different to the former. Time has changed and so are the leaders, but what has not changed is the constitution of United Nations Security Council and with its P5 no more remaining and representing the might of world capital as well as the world population, it faces the problems of relevance.

With Conflicting Interests of Its "Old Age Citizens" deciding the course of both its

decision making as well as its relevance, the body's actions and its importance in shaping global politics and power remains unfulfilled and with "The New Men's" inability to take participation, the world's power axis is tilting from the UNSC's and UNGA's to the G20's and G8's.

From failing to reach the famously adapted Millennium Development Goals (MDGs) and Sustainable Development Goal's Nationally Determined Contributions (NDCs) to various Violent Non State Actor's already challenging the might and hegemony of the organization by taking up arms against its offices, the problems a once celebrated organization faces today is stark. With its inability to stop an invasive conflict in middle east at multiple fronts, the world must pause today and ask, Is this the Organization we believe to solve the problems of future - the problems of Climate Change with world leaders denying its severity.

The problems of Automation, Technological and Biotech Revolution with the advent of Artificial Intelligence, and the problem of a growing wave of Global Nationalization, which post-Covid disruption, have already been escalating. Or is the time is nearing up and we need to take up cognizance and agree to one of the Secretary General Antonio Guterres most famously statements in context of SDGs that "We are not on Track".

THE EVOLVING MENTALITY OF MENTAL HEALTH

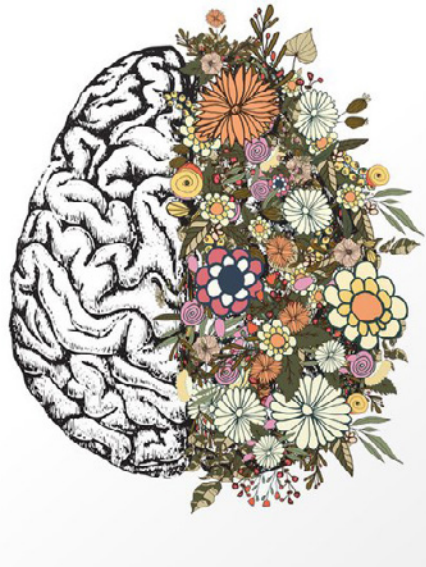
Anisha Gera
BFIA'22

The simplest definition of Mental Health is the level of psychological well-being or an absence of mental illness. Now, believed to be the absence of “new normal” it has led to temperamental conflict which spirals into nostalgic past and overwhelming future. According to the World Health Organization (WHO), mental health includes “subjective well-being, perceived self-efficacy, autonomy, competence, intergenerational dependence, and self-actualization of one’s intellectual and emotional potential, among others”. While it is interesting to understand the complexity behind this definition, The CBS Post is celebrating the Mental Illness Awareness week in light of exploring the history behind this concept and why the sensitive discipline of ‘Mental Health’ is rigid.

In the 5th century B.C., Hippocrates, the Father of Medicine was the first pioneer to understand mental illness as an underlying pathology that can be addressed through medication or adjustments in a patient’s environment. Roman physicians practiced the concept of “*contrariis contrarius*”, meaning opposite by opposite, and introduced contrasting stimuli to bring about balance in the physical and mental domains.

The ideology developed by the Greeks and Romans was quickly reversed with the increase in power of the Church and the fall of the Roman Empire. Mental illness was yet again explained as possession by the Devil which ignited the valor of faith and religion and instigated the inhumanity simultaneously. The everlasting development in the realm of philosophy during the Renaissance(14th to

16th century) was the rise of “humanism, or the worldview that emphasizes human welfare and the uniqueness of the individual.” While theoretically, the horizon of Mental Health was expanding, the number of asylums began to rise. In 1547, the Bethlem Hospital was opened in London with the singular motive of embarking the prejudiced opinion of asylums as we confer today. The asylum became



a “tourist attraction” and soon was called “Bedlam”, a term that today means “a state of uproar and confusion”

The rise of the “moral treatment movement” occurred in Europe in the late 18th century and then in the United States in the early 19th

century. The father of American psychiatry, Benjamin Rush prospered for the humane treatment of the mentally ill, with glimpses of respect and rewards. Despite this, his practice included treatments such as bloodletting and purgatives, the invention of the “tranquilizing chair,” and astrology.

While the ‘Mental Health’ Concept has seen peculiar and progressive transitions in the past through the masses, it seems as if today, the mentality of mental health is tested in not ‘how’ the masses are responding; rather it is defined on ‘why’ the masses are responding. The urgency of highlighting that “people in good mental health are often sad, unwell, angry or unhappy, and this is part of a fully lived life for a human being”, comes from the fact that too much pressure has been laid on positivity. No one would now ever wonder why ignorance is bliss.

Mental Health is evolving and growing, but the theoretical and practical school of thought that resides personifies the struggle since it’s birth.

Mental Health, as perceived today, is assumed to be a figment of ignorance you can put towards every information and attitude you experience. The age of disinformation, un-empathy, mental distancing, mental block and everything that everyone has faced this year, the quotient of mentality of mental health is not to maintain a sane reaction but an insane ignorance. What really is best and healthy is left for you to decipher.

In the end, the mentality of the mental health realm has fluctuated in the dilemma; mind over matter or mind that matters.

THE CITY OF HAPPINESS & THE CHILD IN THE BASEMENT

Pranjal Swami
BMS'22

Omelas is a city where all the citizens live fulfilled and happy lives. There is no disease, crime, or sorrow of any kind.

On reaching adulthood, every citizen is taken into the dungeon of a citadel where they find a child chained to the wall. The child is malnourished, sick, and in great pain. They know that if the child were comforted, the beauty of Omelas would wither and crumble, and disease, crime, and want would become a part of people’s lives in Omelas. Those are the terms, everyone’s happiness depends wholly on this child’s abominable misery.

For this reason, though everyone knows about the child, it will never be allowed to leave the city. Occasionally, a citizen will walk out of Omelas, never to be seen or heard of again.

Le Guin’s ‘The Ones Who Walk Away from Omelas’ is a parable for the society we are a part of. In a way, we all live in Omelas – the way today’s most affluent nations depend upon the misery and exploitation of quasi-slave labor of third world countries for their abundance and prosperity. It parallels the tragic trade off of modern capitalism and victimisation with idealism and moral sensitivity. The terms in the story pose a moral and ethical dilemma juxtaposed to the real world – to choose between the happiness of the whole over the misery of one and the guilt of having to live with both alternatives.

The ones who remain and comply with the terms in Omelas recognise the child in the basement’s sacrifice to enable Omelas’ happiness and the moral palatability of the suffering of one to justify greatest good for the greatest number of people. We tolerate violating rights of few for the sake of the multitude, telling each other that the maximum utility it generates makes up for it. Rarely does a utilitarian approach to resolve this dilemma take into account what if the child you lock in the basement to enable a city of happiness were your own.

We tend to accept and rationalise all kinds of injustices precisely because it’s hard to imagine ourselves as the worst victims of status quo.

[READ MORE HERE.](#)

A VACCINE FOR ALL

*Sakshi Rai
BMS'22*

It is no understatement to say that the pandemic has rocked the global economy severely, sending shockwaves around the world, be it the most prominent places like The White House or most isolated ones like the Sentinelese Islands.

Even though it is impossible to ever quantify the pain and agony of those who came under its fold, losing livelihood, lives or both, numbers do paint a fair picture for us to analyze its ramifications. Global death toll has passed the one million mark and the total reported cases touched a staggering 40.2 million (as on

October 19, 2020). As per the data released by the private think tank 'Centre for Monitoring Indian Economy' (CMIE), around 6.6 million white collar professionals have lost their jobs in India during the course of the pandemic and subsequent lockdowns, thus washing away all employment gains accumulated since 2016.

Among the salaried class, 5 million industrial workers lost their only source of livelihood where most of them were sole bread earners of the family. Beyond economy and business, the outbreak has also penetrated the social structure and clearly, it doesn't discriminate whether you are the most powerful man on earth or a homeless tram.

Preventive measures like social distancing, quarantine, wearing a mask all the time,

following government advisory and avoiding daily excursions is a luxury only a few can afford. For a poor man who can hardly arrange two square meals a day, the trade off becomes either getting infected by the virus or simply dying due to starvation and he is forced to step out to avoid the latter.

These harrowing numbers are enough for us to realize that we are in an urgent need for a vaccine, more than ever before. Before divulging into the wonders that an effective vaccine can do, one should know what renders a vaccine its effectiveness. Vaccines work on a principle of "Prevention better than cure", acting as a method of protection against the virus, thus reducing the chances of individual and community transmission.

[READ MORE HERE.](#)

A DISCOURSE ON ECONOMIC EXPECTATIONS

*Shivangee
BFIA'22*

The manufacturing industry has been seeing a slump for quite some time now, but that's not news anymore. I have simply lost count of the number of articles and explainers I've read on how important this industry is for an economy to thrive. The potential of the manufacturing sector is enormous and rightfully so. It generates employment and keeps the engines alive. Even the service sector is somewhere reliant on how good the secondary sector is doing, being independent only to a certain point. But the reader already knows this, and the purpose of this discourse is not to list down the benefits of the said industry.

Let me get to my point by trying to boil it all down. The pandemic saw a shift in people's attitude in how we all bought only the "essentials", at least for a considerable while. I'll call it a short-term "boo" to consumerism, and as a result of which we saw a further recession

to the already sulking manufacturing sector. There was hullabaloo everywhere! How economies are crumbling down, how this and the next zillion financial quarters will show sluggish (or no) growth, how employment is taking a huge hit...

Employment. Why do we need to generate more of it, again? Because unemployment exists, of course. Why does it exist? Because people willing to do a job exceeds the people needed for it, and because there is a general failure to put resources into optimal use. Why do we need optimal usage? Because they are limited. So? So, the increasing population needs to be taken care of, using these very resources.

Right, we've managed to reach the word "population". I believe that's where it all began. With an attempt to accommodate

the burgeoning sapiens day-by-day and year-after-year and decade-by-decade and century-by-century, we have extracted whatever/however we could from everything filling our utilitarian needs. This is where I sometimes see the fallacies of winning over our biological instincts. We have made such a drastic departure from them that, despite all achievements our kind has witnessed, we have failed to see the bigger picture. That telescopic vision of ours, which can go deep but not wide, has led us to be abysmally paralysed at determining the equilibrium with which this Earth needs to sustain itself.

There is absolutely nothing moral about being indifferent to the misbalance we've spread around. No organism is "moral" or "kind", at least in the most rudimentary sense.

[READ MORE HERE.](#)

SOCIAL MEDIA AND THE IMPACT ON ACTIVISM

*Aditi Yadav
BMS'22*

In 1963, the March on Washington for Jobs and Freedom took about six months to organise- arranging speakers, food and transportation for about 250 thousand people who attended. It was a show of strength built by the people over the previous 10 years, and thus the Civil Rights Act was signed by President Lyndon Johnson. The movement had pushed the people in power to take the threat seriously.

50 years later, a hashtag defined an international movement, mobilizing thousands of people and bringing them together to the streets within just a few days to fight for the black lives worldwide and forcing the United States to confront racism. The social media access allowed the movement to blow up the way it did, making more and more people realise

that it was an actual problem faced by a huge population in America.

The use of social media has rapidly increased in the last 5 years and today about 63 percent of the world's population uses social media, with 290 million Facebook users in India alone, making India Facebook's largest audience. Social media has played a huge role in creating a digital global village and connected billions of people worldwide. Globalization has facilitated the spread of new ideas and information, thus resulting in people uniting and taking action against anything and everything they feel is unethical or wrong. It has worked towards enabling democracy and mobilizing activism, changing the way we govern, or are governed. It has increased transparency and accountability,

and given the people the power to share their ideas, views and opinions. Social media is helping us tackle some of the world's biggest problems, from climate change to human right violations.

On one hand, social media is seen as one of the most powerful tools capable of making an enormous impact worldwide, and on the other hand social media activism is being referred to as 'Slacktivism' (derived from the words slacking and activism). According to the Oxford dictionary, slacktivism refers to working to achieve political or social change by using the internet to carry out actions that are thought to require little effort or time.

[READ MORE HERE.](#)

SCHOOL UNIFORMS, GENDER IDENTITY AND INCLUSION



*Tvisha Tuli
BMS'22*

“Expression is a valuable part of growing up and freedom to do so should be available to all children.”

School uniforms have often been a cause for controversy amongst students and stories on the subject have reached national news on various occasions. Their benefits are long-established; uniforms can serve to ‘level the playing field’, unifying students under a common goal of education. They can diminish distinctions between students’ social class, family income, ethnic background and any other signifiers that may have the effect of ‘othering’ or singling out particular students. But they have also historically caused problems in educational environments. The etymology of the word itself speaks volumes — the Latin ‘uniformis’ means ‘having only one form or shape’.

Sex-specific school uniform can be seen to enforce unhelpful gender stereotypes by limiting movement and participation in school activities. Another view is that these types of uniforms can restrict some students’ personal and gender expression at a formative time in their lives.

But what could a truly inclusive uniform look like? And what outcomes might schools see? Would gender-neutral uniforms mean trousers for all?

Only offering students a ‘male uniform’ without the option of wearing a skirt or alternative is equivalent to repressing female-identifying students’ self-expression and offering a ‘male’ standard for what is permissible. It could be argued that a ‘trousers only’ policy is not, in fact, gender-neutral and that a truly gender-neutral uniform would mean simply changing the wording in school rules so that the existing uniform of the school is available to all students, regardless of their gender identity.

LGBT+ charity Stonewall’s 2017 School Report found that 64% of trans students

have been bullied for being LGBT+, and a staggering one in ten have received death threats. Additionally, 20% of transgender young people were not able to wear clothes in line with their gender identity at school.

Ultimately, the key to a fully inclusive policy would be to ensure it wasn’t gender-policed. Quite simply, all options of school uniform should be available to all children, whatever their gender identity, to ensure every child feels comfortable and safe with what they are wearing whilst they are learning. An inclusive and non-presumptuous approach to the implementation of such a policy is important not only to ensure gender-variant pupils are not singled out, but also to help dismantle the gender stereotypes that are at the core of LGBTIQ bullying.

Lui Asquith, Lawyer (non-practising) at Mermaids, a charity and advocacy organisation that supports gender diverse and transgender youth.

LGBT+ expert Kryss Shane takes this further: “Gender-neutral uniforms are vital to the success of all students. As the purpose of a uniform is to remove distractions and unify students, it stands to reason that forcing students into clothing that restricts the movement of one gender and that forces non-binary students into boxes not meant for them undermines the entire reason for having uniforms.”

While most schools across the world where uniforms are mandatory, have strict guidelines conforming to gender roles, a primary school in County Wicklow, Ireland, has introduced a gender-neutral uniform policy. The Daily Mail has reported that 150 schools in the UK would be introducing gender neutral uniforms, where children of any gender were allowed to wear either a skirt or trousers. Last year, Fiordland College in Te Anau, New Zealand agreed to gender neutral uniforms, where the girls will be allowed to wear pants and the boys will be allowed to wear dresses, as per their choice.

While giving children a choice in what to wear might have its own challenges in the short run

— a child making a non-traditional choice may face peer pressure and ridicule — it will create a foundation for long-term societal acceptance. In the Indian context as well, recently, the Children’s Academy — which runs three private schools in Mumbai — determined through a student poll that its new uniforms will be gender neutral. Mumbai-based fashion designer and mother of a girl and a boy aged five and seven respectively, Anjali Patel-Mehta, is strongly in favour of gender neutral uniforms. She suggests that a traditionally Indian form of dress may actually make for a progressive uniform. “The kurta is universal, entirely gender neutral and authentic to India, while tunic and pants still lean towards a gender,” she says. However, she’s cautious of the implementation challenges — for example, resistance from the girls themselves, like those who struggle with body issues. She believes letting kids choose what to wear for themselves might be the best solution. “Going androgynous or unisex isn’t ideal: eventually, it should be a social choice, rather than attempting to force fit someone into a gender neutral role”.

The Mumbai-based Waldorf schools like Tridha, Inodai and The Golden Spiral, with the Rudolf Steiner education system, offer simple colourful cotton kurta tops paired with bottoms of the child’s choice. South Mumbai-based IB schools like Bombay International School (BIS) and BDSIS have gender neutral uniforms.

At schools with less progressive ethos and financial resources, the student body may not lean towards gender-neutral uniforms with the same kind of majority. Government schools in India, however, have shown that they’re not resistant to change if it benefits their students. Last year, the Uttar Pradesh government announced that it would be changing the color of its public school uniforms from khaki to bright red and brown, in an effort to ensure that students wouldn’t feel like they were in any way inferior to their counterparts in private institutions. It’s not inconceivable that, down the line, they, too, will feel the need to adopt gender neutral uniforms, if more private schools begin to do so, and seeing that the gender neutral kurta already exists as a part of the social fabric.

Although school uniforms are unlikely to be high on the list of priorities for most schools, some schools have begun to lay the groundwork by listening closely to their students. It will be a slow process heavily guarded by the inertia of tradition, deep conditioning, and stigma — but as institutions begin to pay more attention to what is best for their students, positive change will follow.

“

I feel it is that illusion that you have very few choices which really cripples you in college.

It's really about finding what you love to do.

”

GAURAV SINGH NIJER



The CBS Alumnus shares his unique journey with marketing and theatre.

Your journey with marketing and theatre is rather noteworthy. How did you discover these two have a potential meeting ground?

I always knew I was someone inclined towards the creative aspect of things. It was during my second year when I observed that Marketing spoke to me in a language that I could answer back in. In my third year, I chose Marketing as my specialization and did many internships. I worked as a Growth Marketer for about 4 years, starting from 2016. I still do Marketing Consulting when I feel like something unique is available.

With theatre, the crossover point began in Fourth Wall Productions. We have our own Annual Productions and the Theatre Festival Raasa. Often, we send a synopsis, a video trailer or a poster. Whenever you're getting into any creative field, articulating and positioning your project in a way that is attractive enough to people is important.

In the last two years, I've actually done a lot of freelance with cultural institutions in terms of marketing/communication. As an artist, I continue to find opportunities wherein arts/culture which is one part of my life can interact with content and marketing.

Trying to trace your trajectory, you had Science as your stream of choice in +2, then a degree in Management and Theatre seemed to always be around.

Has your career choice evolved or was there always a clear plan?

In my high school, theatre began as just a place for self-expression, with no expectations. When I came to this college, Fourth Wall was still forming up. I found it an attractive opportunity to be a part of something that is still being built. I did theatre throughout college and after that, went for a very non-conventional path of being a marketer in a tech startup and kept doing Theatre even when I was working full-time; it was a space that I liked and always wanted to have.

By the end of four years, I had reached a saturation point by doing and experiencing Theatre on my own. Theatre-training seemed like the biggest value addition that I could ask for and I needed this training to expand my existing skills.

In CBS, there is a constant pressure of doing what your other batchmates do. I was lucky in that sense, where I was surrounded by people with similar interests and plans.

Being in a B-School and practicing theatre surely is a ride of its own. How do you think these worlds mingled and changed your thought-process if they did?

Theatre as a life-skill is very crucial to any business/negotiation space that you enter. You're able to communicate your idea and empathise with others, and you will probably

never meet a group of people as diverse as in a cultural society.

I genuinely feel that's true. Your soft-skills develop when you are adapting something that is set 80 years ago in a fictitious French town, to the setting of New Delhi. You realise what people used to feel at that point and what they feel now.

I was also a member of Enactus and the Editorial Board – the kind of societies that look good on your CV, but all I ever talked about in front of the recruiters was theatre. I would just narrate one of several instances where we economized the limited finances and managed to win (and earn profit) with it. That really spoke to them, that this is a person who has faced situations demanding him to be resourceful and has worked with diverse people in a group.

You've founded and successfully run a multitude of theatre companies and collectives. Is a company different from a collective? How does the management side of these two differ?

When it comes to Performing Arts, I'm the General Manager of 'Kaivalya Plays' and also the founding member of 'The Living Room Collective' and 'El Clavileño' (India's only Spanish Theatre company).

To answer your question, a collective, to me, is a space with more freedom, 1-2 central people and a host of visiting artists/professionals who

collaborate for a specific project. A company/repertory is more of a performing arts institution where you have an in-house team of artists, musicians, directors who produce work for you.

I'll talk about my experience at Kaivalya Plays as a Production Manager. I joined it in November 2018 for a specific project called Unravel (a mental-health based Improv show). My role was making sure that the communication/marketing materials about the production were ready, sourcing actors, setting up rehearsal schedules, communicating with the funders. That's how I see it, though the word "Production Manager" has different connotations at different places.

What does the non-artistic part of running a theatre company entail?

Marketing and Communications: Your work is as great as how much the audience members remember it. You need to be in touch with the audience members and consistently engage them.

Funding: Being able to talk about your projects, applying for a grant. Much of the success in funding also gets translated by marketing and communication.

Documentation: Making sure that your work is recorded is a very important part of the non-artistic work, because that's essentially what will go back to your audiences/social media/website.

Financial, Contractual and Legal Part: Giving the visiting artists a contract, of what the roles and expectations are. There are safeguards built into that, in case someone leaves 2 days before the show for instance. We ran a Theatre Management Fellowship a few months back and gave a contract to each fellow stating out the roles and responsibilities.

On-Ground Execution: Now this has, of course, been a little less during the lockdown. But it mostly entails calendaring your events and rehearsals. Props and set management, maintaining inventory and all sorts of schedules also come under the management aspect of a Theatre Company.

You're currently pursuing a degree in Advanced Theatre from the Royal Central School of Speech and Drama, UK. How did you grab this opportunity?

Well, I started researching theatre training opportunities in and outside India. I chanced upon a lot of different courses, but I wanted to pursue something where I was completely out of my depth. The second decision I made was that the course shouldn't be too long because I wouldn't have the financial funds. That

automatically ruled out a lot of countries and I finally decided to go to the UK. There were 5-10 good drama schools and out of these, The Royal Central was comparatively a bigger one offering a lot of different courses.

The course that I am doing is a broad and multilayered one, very interesting because it really forces you to make different kinds of work successively and see what sticks out to you. I got through a few other schools but I chose this because I got the Chevening scholarship offered by the Government of the UK.

How has the theatre scene changed since the pandemic? How has Kaivalya Plays been dealing with it?

In March, we had an ongoing physical workshop and two shows which were supposed to be premiered in the coming weeks. When the lockdown was announced, everything was stopped. We quickly started exploring how people would respond to online theatre and undertook a few training sessions and started workshops online. Since then, we have done over 70 online improv workshops and reached out to around 1500 people from around the world. I directed "Luz Negra", a Spanish play, which was performed live with subtitles in English.

Right now, we are making a transition to start working in physical spaces. The future of theatre for the next two years is hybrid programming, as I don't think theatres will return to proper functioning before 2023. I believe it is the most innovative time to be in. I think this will inspire a new movement in digital theatre and I am very excited to be a part of it. That's what my work has been for the past six months, and it'll probably be that for the next two years as well.

How was your experience of being a President at Fourth Wall Productions like?

I think it was an experience builder for me. It was that phase of life where you go from being told what to do to telling others what is to be done. That was the first time in my life when I was invested in someone else's growth instead of mine. It gave me a chance to manage a team, and that's an experience that I will always cherish. From talking to the college admin to the directors, to other members of FWP, I learnt this art of prioritising and communicating things in a certain way to get them done. As the President, I wanted to leave my creative taste on things. For instance, Raasa was the only cultural festival that used to start and end on time. A renowned theatre director with whom I recently interacted with advised me that the role of a director is not to make decisions, but it is to guide the collective

towards a common goal. I believe the same is true for a President too.

How are cultural societies significant in a business college? Is there anything misunderstood about theatre societies?

Cultural Societies definitely add value to your CV but more importantly, they give you another aspect to your personality that you never knew existed.

I think that the biggest misunderstanding about being in a theatre society is that you need to have prior knowledge or experience before you walk in. The only thing you require is the urge to do something, to create something, even if it is just a moment of truth on the stage.

The second thing that is often misunderstood is that it is an escape from studies. People who join the society with those expectations leave it within the first few weeks.

The third biggest misconception is that it will change everything. It may significantly change things, it did for me, but for a lot of people, it'll be a small part of their lives that they would cherish forever.

How can a management student reading this go on to tread a path as unique as yours?

I think it is all about taking calculated risks. You need to ask yourself about your constraints, choices and what makes you happy. So if someone is thinking of pursuing a creative arts career after CBS, I think the best way to start is by finding somebody who has already done that and talking to them about it.

A lot of people get caught up because they feel that there are only 3-4 kinds of careers they can pursue after doing Management Studies which is not true. One should know that they are not defined by the options the majority is pursuing or the kind of companies that are coming to the campus to hire them. My advice would be that you should find a job that gives you enough time and flexibility to discover whatever you want to do.

I feel it is that illusion that you have very few choices which really cripples you in college. I don't even remember the four companies that didn't recruit me in my third year, but it's just that, it doesn't matter. What does matter is that I love what I am doing right now. It's really about finding what you love to do, and if you can make money from it, then it is great and if you can't, then find an alternative to make money.

DESIGNING A NEW PATH WITH TABISH AHMED

One can see graphic designs at work all around them, on labels, packages, and billboards as well as the opening credits for films. Graphic designers in India help businesses communicate with consumers using imagery such as logos that can instantly bring a product to mind.

Although graphic designing might seem like an unconventional career choice, there are several lucrative career opportunities available for people interested in graphic designing, including but not limited to designing for print media, mobile device applications, websites, electronic publications, and videos.

Design plays an important role in marketing, media, advertising, publicity, promotions, and communications for organizations in both the public and private sectors. We have the prodigious example of Tabish, our fellow CBSite who is successfully pursuing a career in graphic designing, a couple of months after he started working with a student-run production house alongside one of his seniors, Shivansh Jindal.

In Tabish's words, "Commercial marketing projects had always been a part of our plan but little did we know that we'd be presented with an exhilarating opportunity so soon. For those of you who know Shivansh, his talent and interest in music is common knowledge. It was Shivansh's cover of a song by the famous music composer duo Salim-Sulaiman on Instagram that marked the beginning of this journey."

Salim-Sulaiman are renowned artists with over two decades of experience in the film industry. They have composed music for several blockbuster Bollywood films like Rab Ne Bana Di Jodi, Band Baaja Baaraat, and many more. After approaching them several times via text, Tabish and Shivansh were able to build a rapport with Salim Merchant, who in the words of Tabish is extremely humble and supportive. They began collaborating by

suggesting reforms in the existing marketing and promotional activities for the artist's songs.

Their first project included the creation of engaging filters to promote Salim-Sulaiman's upcoming song. Although Tabish had previously worked in the social media marketing domain for multiple clients, he had limited experience with augmented reality media. However, he took it up because he strongly and rightly believes such opportunities don't knock twice. Finally, after several sleepless nights spent learning and connecting with experienced strangers, Tabish delivered his best work.

Ever since he has brainstormed on multiple campaigns with Salim-Sulaiman and created engagement with hundreds of music enthusiasts. Conclusively Tabish remarks, "Credits are due to Shivansh for making this possible. This stint has exposed me to a new level of digital marketing while engaging with a follower base upwards of a million people."

People like Tabish are a source of inspiration to everyone who wishes to pursue an unconventional career. There is no need to be afraid to think outside the box and he has rightly proven this to us all.

