



# GLOBAL CONFLUX

Experience  
Exchange  
Expertise  
Enhance  
Explore

OFFICE OF INTERNATIONAL PROGRAMMES  
SHRI RAM COLLEGE OF COMMERCE  
2016-17









## From the Chairman's Desk



Shri Ram College of Commerce has a history of setting standards, be it in the academic excellence, sports or cultural performance. The College has grown in stature over the years and remains the most sought after institution dedicated to Commerce and Economics education in the country.

The College has a vision of integrating innovative ways of teaching and learning, extra-curricular activities and foreign collaboration in its pursuit of nation building. We welcome you to join us and build mutually beneficial ties for growth and development.

**Mr. Ajay S. Shriram**  
Chairman

## The Principal's Message

SRCC throughout its glorious history has played a pivotal role in the field of Commerce and Economics education. It provides technology based integrated and inclusive education in a disciplined, dynamic, vibrant and hygienic environment. We try to nurture our students with active emphasis on all three aspects of integrated and holistic education i.e. physical, intellectual and value education. Our College is valued for its academic rigour, in particular on the delivery of contents which is student centric and research oriented. We promote continuous engagement between college and industry to produce industry oriented graduates. An appreciation of cultural heritage, socio-economic diversity and promotion of cross-culture learning through international linkages is a part of SRCC environment. We invite you to join us at SRCC for harmony of action and progression.



**Dr. R.P. Rustagi**  
Principal

## Coordinator's Message

Keeping up with the vision of Shri Ram College of Commerce to be 'A College of Global Choice', the Office of International Programmes (OIP) organizes collaborative study programmes, dialogues and interactions on a continuous basis to widen our global reach. SRCC has built collaborative partnerships with reputed Business Schools and Universities abroad. We aim to provide global exposure to our students and foster harmonious synergies of ideas and action through cross cultural international programmes and exchanges. We look forward to explore possibilities of collaborating with various institutes on multiple fronts which may be mutually beneficial for the participating institutes.



**Dr. Mallika Kumar**  
Co-ordinator,  
Office of International Programmes

# Office of International Programmes (OIP)

At SRCC, the Office of International Programmes creates and expands international synergies with acclaimed global universities and institutions through cross-cultural and academic exchange programmes. It facilitates collaboration and cooperation in academic and research activities by building and strengthening ties with international universities, institutions and organizations. The office creates and develops international exchange programmes and anchors international summits on various global issues, in order to inculcate and nurture talents of students, thus helping them reach global heights.

## Our Vision

“To create platforms of global exposure for the budding talents and inspire their global competencies to embrace the challenges of a dynamic world with courage and confidence”

## Our Mission

Commitment to grow globally, learning and adapting from the best and institutionalising the best practices from abroad .

### The Objectives of the Programmes are :

- Facilitating exchange of knowledge
- Developing a global perspective
- Promoting respect and appreciation of global issues
- Fostering learning in a new global environment
- Enhancing inter-cultural interaction and understanding
- Embracing socio-cultural diversity
- Finding solutions to global issues



Engaging in Multidisciplinary study



Promoting Cross-country learning



Embracing socio-cultural diversity



Finding solutions to global issues



# Incoming Programmes





# Outgoing Programmes



# Global Reach

1. Arizona State University, USA
2. Columbia University, USA
3. IESEG School of Management, Lillee, France
4. Kings College, London
5. Kyung Hee University, Seoul, Republic of Korea
6. Leeds University, UK
7. Management and Science University, Malaysia
8. Melbourne Business School, Australia
9. Metropolitan College, New York, USA
10. Middlesex University, Dubai
11. Nanyang Business School, Singapore
12. National Federation of University Cooperatives, Japan
13. Pennsylvania State University, USA
14. Schreyer Honours College, Penn State, USA
15. St. Johns Fischers College, Rochester, USA
16. Tsinghua University, China
17. UK-India Educational Research Initiative
18. UNESCO, Paris, France
19. United Nations, New York, USA
20. University of Tsinghua , China
21. University of Warsaw, Poland
22. University of Wisconsin, Eau Claire, USA
23. Utrecht Business School, Netherlands





PENNSTATE.



THE WORLD BANK



UBS

Utrecht Business School



ST. JOHN FISHER COLLEGE



IESEG SCHOOL OF MANAGEMENT



International Co-operative Alliance



msu management & science university



United Nations Educational, Scientific and Cultural Organization



ica



# Elements of our Programmes

## Workshops



Yoga sports, dance, pottery, saree draping, puppetry and other development-oriented workshops for better cultural ties.

*Yoga session by Ms. Santosh Sabharwal, Associate Professor, SRCC.*

## Lecture Sessions

Theme-based lectures by eminent personalities to enhance understanding of the participants.

Lecture by Mr. Amit Sachdeva, Associate Professor, SRCC  
Recipient of the best teacher award, University of Delhi



## Visits and Excursions



Thematic selection of places of historical, economic, cultural, and social importance.

Visit to Red Fort and garment industry.

## Project Work

Buddy Group Formation, project mentoring, pre project presentation, Project topics related to Environment, Economics, Technology, Education, Culture, Sports, Politics; Themes in the past: Youth in Action, Winds of Change, Contrasts and Cohesions.

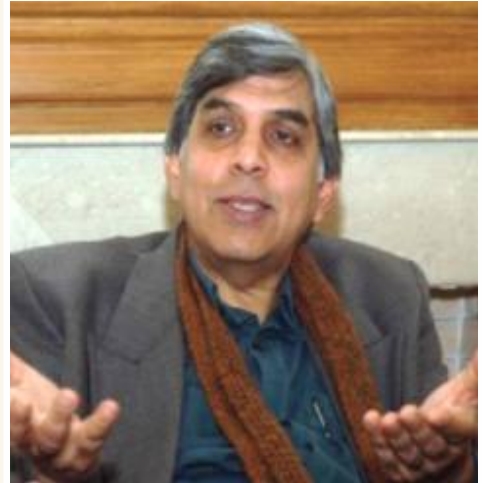




## Distinguished Speakers -2016



**Justice A. Sikri**  
Judge, Supreme Court



**Prof. Dinesh Singh**  
Former Vice Chancellor, Univ. of Delhi



**Ambassador Taranjit Sindhu**  
Deputy Chief of Mission at the  
Embassy of India, USA



**Mr. Richard Verma**  
USA Ambassador to India  
at American Centre, Delhi



**Mr. Lalit Gupta**  
Joint Secretary Ministry of Youth



**Anuradha Ramam**  
Fashion Designer and Textile Revivalist

## Distinguished Speakers -2017



**Smt. Sumati Vasudev**  
Consul-Press, Information Education Community  
Affairs & Welfare, Indian Consulate, Dubai



**Mr. Sanjay Kumar**  
Indian Country Director  
Harvard University South Asia Institute



**Mr. Talmeez Ahmed**  
Former Indian Ambassador to  
Saudi Arabia, Oman and the UAE



**Ms. Seema Shetty**  
Chairperson, NMC Group



**Mr. Martin Tillman**  
Director, AECOM



**Ms. Kehkashan Basu**  
Youth Ambassador World Future Council  
Multiple UN Award Winner





**H.E. Sheikh Nahayan Mabarak Al Nahayan**  
Minister of Culture & Knowledge  
Development United Arab Emirates



**Dr. Harsh Vardhan**  
Minister of Science & Technology  
Govt. of India



**Mr. Vijay Goel**  
Minister of Youth Affairs and Sports  
Govt. of India



**Prof. Yogesh K. Tyagi**  
Vice Chancellor, University of Delhi



**Mr. M.L. Srivastava**  
Joint Secretary  
Ministry of Culture & VC Nalanda Univ.



**H.E. Navdeep Suri**  
Ambassador of India to UAE



**Ms. Anita Yadav**  
Head, Fixed Income Research,  
Emirates NBD



**Mr. Ashish Thakkar**  
Founder Mara Group and Chairman  
UN Foundation GEC



**Keshav Bansal**  
Director, Intex Technology



**Sh. Ram Vinod Prasad**  
Director, Gulf Division,  
Ministry of External Affairs



**Mr. Amit Sachdeva**  
Associate Professor, SRCC,  
University of Delhi



**Mr. S.K. Aggarwal**  
Associate Professor, SRCC  
Mentor, OIP



# Tour of University of Delhi and Interactions with Vice-chancellor and Deans



Vice Regal Lodge Building, the Vice-Chancellor's Office



Prof. Srinivas, Dean, International Relations, Prof. J.M. Khurana, Deans Students Welfare, Dr. Ashok Sehgal, Former Principal, SRCC, Prof. Pankaj, Cluster Innovation Centre



Prof. Hema Raghavan, Ex Dean of Colleges



Prof. Malashri Lal, Dean of Colleges



Prof. Dinesh Singh, Former Vice Chancellor, University of Delhi

# Journey over the years

2012 (4 Programs)	2013 (7 Programs)	2014 (6 Programs)	2015 (10 Programs)	2016 (34 Programs)	2017* (9 programs Jan to March 31)
<ul style="list-style-type: none"> <li>• Indo US Collaborative Programme with University of Wisconsin, January 2-17</li> <li>• Indo Dutch Programme with HUB School, Utrecht, June 25-29 – (Outgoing)</li> <li>• Indo US Penn State Programme, July 24-26</li> <li>• Indo Dutch Collaborative Programme with Hoge-school, Utrecht October 15-19 (Incoming)</li> </ul>	<ul style="list-style-type: none"> <li>• Indo US UWEC Collaborative Programme, January 2-16</li> <li>• Indo - Poland Collaborative Programme, June 8-19</li> <li>• UKIERI - SIP Programme Aug &amp; Sep</li> <li>• UKIERI - SIP Programme (Outgoing)</li> <li>• Penn State Collaborative Programme, July 7-17</li> <li>• Indo Dutch Collaborative Prog, Outgoing June</li> <li>• Indo Dutch Collaborative Programme, October 21-25, Delhi</li> </ul>	<ul style="list-style-type: none"> <li>• Indo US Collaborative Programme, January</li> <li>• Indo-Dutch Programme, Utrecht July 2-9, (Outgoing)</li> <li>• SRCC-Penn State Collaborative Programme, July 1-19</li> <li>• UKIERI Programme, August</li> <li>• Alumni Singapore SRITES Reconnect Programme, Singapore</li> <li>• Alumni London Reconnect</li> </ul>	<ul style="list-style-type: none"> <li>• SRCC- UWEC Indo-US Collaborative Programme, January 2-17, Delhi</li> <li>• SRCC UNDP ICA Programme on Financial Literacy &amp; Youth Cooperation, February 3, Delhi</li> <li>• United Nations 21st International Cooperative Day Symposium, NCU Auditorium Complex, New Delhi, July 4</li> <li>• SRCC Penn - State Indo US Collaborative Prog, July 8-17, Delhi</li> <li>• Indo UK Collaborative Study Programme, July 28-30, Delhi</li> <li>• Dialogue on Youth for Development, August 12, UNDP Conference Hall, Delhi</li> <li>• SRCC British Council -Generation UK-India Programme, September 1-3, Delhi</li> <li>• The SRCC-MSU Indo Malaysia Programme, September 29, Delhi</li> <li>• Japanese Delegation Meet, SRCC, November 19, Delhi</li> <li>• SRCC-Arizona State University Interaction Programme, December 18, Delhi</li> </ul>	<ul style="list-style-type: none"> <li>• SRCC-UWEC Indo US Prog, Jan. 7-17</li> <li>• SRCC-UBS-MH Indo-Dutch Prog Jan.25-31, Delhi.</li> <li>• SRCC-UBS-MH Indo-Dutch Prog, June 25-July 1, Utrecht</li> <li>• SRCC UNESCO Dialogue, July 3, Paris, France</li> <li>• SRCC - Penn State Indo US Study Prog, July 7-17, Delhi</li> <li>• Y20 Summit, China, July 24- 30, China</li> <li>• SRCC- Tsinghua Indo-China Meet, July 31- Aug 1, Delhi</li> <li>• SRCC Melbourne Indo Australian Meet, Aug 26, Delhi.</li> <li>• SRCC IESEG Indo French Session, Sept 2, Delhi</li> <li>• SRCC Kyunghee Indo Korean Initiative, Sep 22, Delhi</li> <li>• SRCC World Bank Workshop, Sep 28, Delhi</li> <li>• SRCC INDIA USA INITIATIVE Oct7-20; 14 days 15 inst. In USA (10 PROG)</li> <li>• SRCC MoY Indo China Entrepreneurship Meet, Nov7</li> <li>• SRCC NFUCA Indo Japanese Meet, Nov15, Delhi</li> <li>• Asia Pacific Workshop (in association with ICA), November 16</li> </ul>	<ul style="list-style-type: none"> <li>• SRCC University of Leeds Indo UK Initiative, Delhi, March 30</li> <li>• SRCC MDX University Collaborative Prog, Dubai, March 20th</li> <li>• SRCC Global Millennium Summit (in association with GMS Team), Dubai , March 18-19</li> <li>• SRCC Indo Australian Meet on Reimagining India, Delhi, February 22</li> <li>• SRCC-MH-UBS-IESEG-ICA International Symposium, February 3rd</li> <li>• SRCC NTU Indo Singapore Initiative February 2</li> <li>• SRCC- MH -UBS Indo-Dutch Collaborative Prog. January 27th– Feb 4th</li> <li>• SRCC Kings College Meet, January 16</li> <li>• SRCC-UWEC INDO-US Collab. Prog (Incoming) January 2-14, 2017</li> </ul>

\*from January - March, 2017



# Annual Report - 2016-2017

25<sup>th</sup> June, 2016 – 30<sup>th</sup> March, 2017

During the academic session 2016-17, office of International Programmes (OIP) organized several programmes with universities in USA, UK, Netherlands, France, China, Japan, Korea, Australia, Singapore and UAE. One of the flagship programmes initiated by OIP has been SRCC, India-USA Initiative 2016 (SIUI) organized from October 7-22. It covered 6 cities and 15 institutions in 14 days. This is the first time an outgoing programme to USA was organized for students covering many prominent institutions, including Harvard University, Stern School of Business, Columbia University, Security Council in United Nations and the Indian Consulate in New York. During January - March 2017, there have been **9 programmes** including an International Symposium on Youth and Sustainable Development, with cross-country panelists. The first of its kind, Global Millennium Summit (GMS) was organized in association with GMS Team in Dubai on March 18-19<sup>th</sup> at Marriot Al Jaddaf on the theme, "Future of the Millennium" with participation of 200 delegates from more than 20 countries. It was inaugurated by Ministers of Culture and Youth from UAE and India. The closing ceremony was graced by India's Ambassador to UAE. The OIP also collaborated with various ministries viz., Ministry of Youth Affairs, Ministry of Culture, Ministry of Commerce & Ministry of External Affairs for various programmes. Due to the continuing relations with the Ministry of Youth (MoY), the number of nominations of SRCC students to be sent to its various exchange programmes has increased **from two students in the previous academic session 2015-16 to twelve students in the current session**. OIP has also facilitated dialogues & interactions with various international institutions viz., International Cooperative Alliance Asia-Pacific, UNDP, World Bank in Delhi, UNESCO in Paris and the United Nations in New York.

**32 programmes conducted in 2016-17 (16 in India & 16 abroad)** with varying time duration are as follows:

1. SRCC University of Leeds Indo UK Initiative, Delhi, March 30<sup>th</sup>, 2017
2. SRCC MDX University Collaborative Programme, Dubai, March 20<sup>th</sup>, 2017
3. SRCC Global Millennium Summit (in association with GMS Team), Dubai, March 18<sup>th</sup>-19<sup>th</sup>, 2017
4. SRCC Indo Australian Meet on Reimagining India, Delhi, February 22<sup>nd</sup>, 2017
5. SRCC-MH-UBS-IESEG-ICA International Symposium, February 3<sup>rd</sup>, 2017
6. SRCC NTU Indo Singapore Initiative 2017, February 2<sup>nd</sup>, 2017
7. SRCC- MH -UBS Indo-Dutch Collaborative Program January 27<sup>th</sup>– Feb 4<sup>th</sup>, 2017
8. SRCC Kings College Meet, January 16<sup>th</sup>, 2017
9. SRCC- UWEC INDO-US Collaborative Programme (**Incoming**), January 2<sup>nd</sup>-14<sup>th</sup>, 2017
10. Asia Pacific Workshop on University Cooperatives in SAARC, Ashok Hotel, Delhi, November 16, 2016 (in association with International Cooperative Alliance-Asia Pacific)
11. SRCC- NFUCA Indo Japanese Meet, November 15<sup>th</sup> 2016, SRCC, Delhi
12. SRCC- MoY Indo-China Entrepreneurship Meet, Delhi, November 7<sup>th</sup>, 2016

## **SRCC INDIA-USA INITIATIVE 2016, USA October 7<sup>th</sup>-20<sup>th</sup>, 2016**

*14 days/6 Cities/20 institutions- (11 programmes)*

13. Intensive International Entrepreneurship Programme, UWEC, Oct 9<sup>th</sup>-13<sup>th</sup>, 2016
14. Energy Nite & South Asian Students interaction at MIT, October 14<sup>th</sup>, 2016
15. Official visit & SRite Meet at Harvard University, October 15<sup>th</sup>, 2016
16. New York Stock Exchange Trading game, October 16<sup>th</sup>, 2016
17. Official visit & faculty interaction at Stern School of Business, NYU, October 17<sup>th</sup>, 2016
18. Seminar on 'India USA Economic Perspective on Sustainable Development' at Metropolitan College New York City (MCNY), October 17<sup>th</sup> 2016
19. Session on Higher education at Uric Hall, Columbia University, October 17<sup>th</sup> 2016
20. Innovation Workshop at Xerox Head Quarters, Rochester, October 18<sup>th</sup>, 2016
21. Presentations at St. John's Fischers College, Rochester, October 18<sup>th</sup>, 2016
22. UN Session on Poverty & Sustainable Development-Interaction with student and faculty of Washington Adventis University and Official visit to the Security Council, United Nations, Head quarters, New York, October 20, 2016
23. Interactive Session on Indo-US relations with Ms. Riva Ganguly, Consular General of India, New York, Oct 20<sup>th</sup>, 2016
24. SRCC World Bank Open Data Open Development Workshop, Delhi, September 28<sup>th</sup>, 2016
25. SRCC Kyunghee University Indo Korean Initiative, Delhi, September 22<sup>nd</sup>, 2016
26. SRCC IESEG Indo French Interactive Session, September 2<sup>nd</sup>, 2016
27. SRCC Melbourne Indo Australian Meet, August 26<sup>th</sup>, 2016
28. SRCC-University of Tsinghua Indo-China Meet, July 31-August 1<sup>st</sup>, 2016
29. Y20 Summit, Beijing , China, (In association with MoY), July 24<sup>th</sup>-30<sup>th</sup>, 2016
30. SRCC-Penn State Indo US Collaborative Study Programme, July 7<sup>th</sup>-17<sup>th</sup>, 2016
31. SRCC UNESCO Socio-Cultural Sustainability Dialogue, Paris, France, July 3<sup>rd</sup>, 2016
32. SRCC-UBS-MH Indo-Dutch Programme, Netherlands, June 25<sup>th</sup>-July 1<sup>st</sup>, 2016



# Detailed Report of the Programmes

## 1. SRCC University of Leeds Indo UK Initiative

Thursday, March 30, 2017 in Seminar Room, SRCC, Delhi.

Theme: *Professional Development*

A session on “Professional Development” by Ms. Louise Mustchin, Work & Employment Relation, Faculty of Business began with a mind-boggling quiz, followed by a lecture on ‘Professional development’. The session focussed on leveraging LinkedIn to scale up professional networking, recruitment and professional development in contemporary world. The session ended with the distribution of prizes to winners of the quiz and presentation of SRCC mementos to the guests from University of Leeds.



Session by Ms. Louise Mustchin, Faculty of Business

## 2. SRCC MDX Indo –UAE University Collaborative Programme

Monday, March 20, 2017 at Oasis Theatre, MDX University, Dubai.

Theme: *Sustainability & International Business*

It was a collaborative programme with Middlesex University, Dubai. The programme started with students visiting their campus and getting to know of various teaching styles and techniques. It was followed with presentations made by the faculty of Middlesex University and students of SRCC on International Business practices. Presentations were also made by the faculty members of SRCC including Ms. Anju Verma, Dr. Yusra Naseem, Ms Sonal Thukral on ‘Green Business’, and by Dr. Mallika Kumar on SRCC international programmes. The programme ended with the brainstorming session including quiz, cultural programme, and refreshments.

SRCC Faculty Presentations at MDX University, Dubai (March 20, 2017)



SRCC UAE Exchange Programme, 2017

### 3. SRCC Global Millennium Summit (GMS) 2017 (in association with GMS Team)

Saturday- Sunday, March 18- 19, 2017 at Marriot Al Jaddaf,  
Dubai

Theme: *Future of the Millennium*

SRCC Global Millennium Summit was the first of its kind international summit organised by **Shri Ram College of Commerce in Dubai on 18-19 March 2017 at Hotel Marriott, Al Jaddaf**. It is the first international Summit organised by any Indian University. Based on the theme 'Future of the Millennium', it entailed speaker sessions and panel discussions centering around Entrepreneurship, Banking, Smart cities and Technology. In order to give the students a wholesome learning experience, there was a "Lean Six Sigma Training" conducted by KPMG and the Yellow Belt Certification was provided to all participants. The Summit saw participation from **200 student delegates from more than 50 countries** and provided a platform for the future leaders to engage with each other. The delegates were from Jordan, USA, Ghana, Nepal, South Korea, Malaysia, Pakistan and many other countries across the globe. The summit under the guidance of **Dr. R.P. Rustagi**, Principal SRCC was initiated by **Dr. Mallika Kumar**, Faculty Convenor, GMS, **Ms. Anju Verma**, **Dr. Yusra Naseem** and **Ms. Sonal Thukral**, Faculty Organization Executives, GMS and **Harry Kapoor**, **Rachita Kumar** and **Shreya Mittal**, as student convenor. The vision behind the summit was to make SRCC a college of Global Choice. Indeed, after the resounding success of the summit, SRCC has made its mark in the international arena.



GMS National Launch at SRCC by Dr. Harsh Vardhan and Sh. Ram Vinod Prasad

The Summit kick started in India with the National Launch on 15<sup>th</sup> February, 2017. The Chief Guest for the occasion were **Dr. Harsh Vardhan, Hon'ble Minister for Science, Technology and Earth Sciences, Government of India along with Shri Ram Vinod Prasad, Director (Gulf Division) of The Ministry of External Affairs, Government of India**. Dr. Harsh Vardhan encouraged all to turn their dreams into reality by citing his experience at the Maulana Azad Medical College. He told the students how he and his colleagues set a dream of making India a polio free nation and finally achieved it in 2014 by their constant efforts and dedication. He enlightened the students on the need of having ideas. He also added that if one doesn't have ideas, no matter what college or institution one belongs to, he/she will not succeed. He gave his best wishes to the team, committed full support from the ministry and hoped for a successful summit in March 2017. Shri Ram Vinod Prasad congratulated the team for choosing a commendable location and for the perfect timing. He further commented on how the bilateral relations between India and United Arab Emirates are at an all time high and will only grow for betterment. He mentioned four pillars on which the mutually beneficial ties were growing; Education, Investment, Indian Culture and Trade. The logo of the SRCC Global Millennium Summit was unveiled by the chief guest Dr. Harsh Vardhan, Mr. Ram Vinod Prasad, Dr. R.P. Rustagi and





Inauguration of GMS at Dubai by His Excellency Sheikh Nahayan Mabarak Al Nahayan, and Sh. Vijay Goel

Dr. Mallika Kumar, marked by the release of the Indian tri-colored balloons. Dr. Mallika Kumar gave the closing address thanking the guests, the college staff and all our partners for their continuous support. **On 16<sup>th</sup> March**, the SRCC Global Millennium Summit team reached Dubai to work on the last few arrangements required and to receive our esteemed speakers, delegates and guests for the Summit. The SRCC Global Millennium Summit 2017, Dubai was inaugurated by **His Excellency Sheikh Nahayan Mabarak Al Nahayan, Minister of Culture & Knowledge Development and Shri Vijay Goel, Honb'le Minister of Sports & Youth Affairs** by cutting the ribbon and lighting of the lamp. The inauguration was also graced by **Ms. Seema Shetty, NMC group, Sumati Vasudev, Consul-Press, Information, Education, Community Affairs and Welfare and Mr. Mayur Batra, Chairman, Mayur Batra Group.**

H.E Sheikh talked about the numerous agreements negotiated by Ruler Makhtoum in India and cited the Indo-UAE relationship as a model for the millennium. He focused on the importance of education quoting "Education is the most valuable investment" and "Education is like a lantern which lights your way in the dark alley". He emphasized that an enlightened population welcomes new ideas. He concluded by saying that the summit has provided a great platform for students to share their views and discuss ideas for the future of the millennium.



Inaugural address by His Excellency Sheikh Nahayan Mabarak Al Nahayan, and Sh. Vijay Goel at GMS, Dubai



# Highlights of the Global Millennium





# Summit (GMS) Dubai, 2017



Mr. Mayur Batra appreciated the concept of an Indian institution going abroad and talked about the power of youth and how individuals can be better equipped to become global leaders. Ms. Sumati Vasudev, Consul-Press, Information Education Community Affairs & Welfare, Indian Consulate, Dubai spoke about the increase and need of schools everyday. She talked about the vibrant Indo UAE relations and assured full support from the consulate.

The next session included a talk by **Ms. Anita Yadav, Head, Fixed Income Research, Emirates NBD** and **Mr. Ishan Rishabh Kansal**, an executive at Paytm, working to set up Payment Banks. They talked about disruption in banking and fintech, citing examples of Kenya that leads the world in fintech adoption. They talked about banking concentration in different parts of the world and other similar futuristic trends in Banking.

**Mr. Kamal Gupta, COO Middle East and Africa Global Schools Foundation**, SRCC alumnus talked about his life at SRCC and his experience gained at Proctor and Gamble, Gillette in different parts of the world. He also talked about how the education sector is going through a paradigm shift, both in Dubai and in India, and how the two countries should learn from each other for mutual benefits.

Mr. Sanjay Kumar, Indian Country Director, Harvard University, South Asia Institute, presented a case study on Ruaab explaining how it came into existence and its various other effects on microfinance, wage increase levels and women empowerment, giving the students an insight into a live case. The first day ended with an open competition for the delegates and the Six Sigma Workshop by KPMG.

The second day of the Summit was also full of energy, enthusiasm and excitement. The programme started with the **inaugural address by Dr. R. P. Rustagi, Principal, Shri Ram College of Commerce**. He explained the motto of the college to be one of global choice. He also explained the OIP's mission and motivated students to dream big.

The first speaker for the day, **Mr. Ashish Thakkar, Founder, Mara Group and Chairman UN Foundations-GEC**, a true example of "where there is a will, there is a way", talked about his journey of being a school drop out at age 15, refugee entrepreneur and now an astronaut in making. He emphasised that in a country we must not focus on foreign direct investment, but nurture young talent and women. He concluded by encouraging all "to operate in a local manner, with global standards".

The next speaker, **Mr. Keshav Bansal, Director Intex Technologies**, talked about his journey as a second-generation entrepreneur, his learnings from managing Intex and leading the IPL team, Gujarat Lions. He told the audience about his inspiration from various personalities like Martin Luther King and Mark Zuckerberg.

**Ms. Kehkashan Basu, Youth Ambassador, World Future Council, multiple UN award winner**, 16 year old, emphasised on how one underestimates the importance of environment. Her agenda in life is to achieve a life of dignity for all. She told everyone that need of the hour is a plan of action to save the planet. The next speaker, Mr. Martin Tillman, Director AECOM, spoke about the future of smart cities by quoting examples from the transportation experiences at Times Square, the busy city of London. Towards the end, he urged young minds to contribute in making this world a better place, to believe in themselves and not let others' opinions stop them. The closing address was given by H.E. Navdeep Singh Suri, ambassador of India to UAE. He talked about the administrative role of a diplomat in a foreign country and how the various world crises and situations must be tackled from the viewpoint of an economy. He emphasised on the importance of cultural exchanges and interaction between students from diverse backgrounds. He talked about India-UAE relations and how they can be strengthened to benefit both countries.



After his address, he gave prizes to the winners of Global Analytics Case Challenge, a case study competition organised in association with B-Club, IIT Kharagpur and ZS Associates. Our team facilitated him and thanked him for gracing the summit with his kind presence. A networking lunch was also organised to provide an opportunity to all to interact with the esteemed speakers including H.E Navdeep Singh Suri, Indian Ambassador to UAE who was the chief guest for the closing ceremony. Another short open quiz was organised thereafter,



Delegates during the session at GMS, Dubai

and winners were given prizes. This was followed by an address by **Dr. Tariq Ahmed Nizami** who talked about how he set up CEO Clubs Network in UAE, the challenges he faced and the role of the government in entrepreneurship projects in Dubai. He emphasised on the importance of networking and building relationships to succeed in life. **Mr. Mustafa Taher Ali Saasa**, the next speaker talked about the general entrepreneurship environment in India and Dubai, laying down similarities and differences. He encouraged youth to make best use of the available opportunities and motivated them to follow their dreams. The vote of thanks was given by **the student convenor, Harry Kapoor and the Faculty Convenor, Dr. Mallika Kumar**, who thanked all the dignitaries for their gracious presence and the organising team for their tireless efforts. The summit was covered by media houses like DD News, Navbharat Times, Economic Times. The summit was telecast on DD News and Sony TV. The summit was indeed a huge success.



Delegates from different countries

#### 4. SRCC Indo Australian Meet

**Wednesday and Friday, February 22 & 24, 2017, Seminar Room, and Hotel Africa Avenue, Delhi**  
**Theme: *Re-Imagining India***

The Indo-Australian Meet was an exchange programme between Shri Ram College of Commerce and IndoGenius, Australia on “Re-Imagining India”. The programme fostered young minds on the economic, social, political and technological advancements taking place in India. The communication between the exchange partners started on 22 February 2017 in the campus of Shri Ram College of Commerce during the lunch organised by the college. This was the time when students from both the countries got familiar with each other. After the mid-day appetite, the interaction was taken forward by a session from our esteemed senior faculty, Dr. Amit Sachdeva. He discussed how India became an innovation centre and how one can inculcate creative mindset for innovation in them. The session was a two-way interaction process where students and professors gave basic innovative ideas used by people in daily life. Later, Mr. Raman Roy, the founder of Quattro, largest BPO in India shared his experience of starting a business in India. This particular part covered everything ranging from international competition to government regulation and much more. After this, the Indian students accompanied the Australian students to “Dilli Haat” providing students a better understanding of the Indian culture and various aspects of businesses in India.

The students met again on 24 February 2017 at Hotel Africa Avenue in Greater Kailash where Mr. Nick Booker, founder of Indo Genius, took a session on his views and outlook towards India. He discussed India's relations with Australia at present and its future scope. After this, there was a face-off between the two exchange partners on some famous Bollywood songs that concluded by the whole group dancing together. It was followed by a lunch with open discussion on various issues and events. Pictures were clicked and goodbyes were bid to each other. The programme had not only been a memorable experience but also provided a forum for exploration of diverse cultures by students from both sides.



Participants of SRCC Indo Australian Meet



## 5. SRCC-MH-UBS-IESEG-ICA International Symposium

Friday, February 3<sup>rd</sup>, 2017.

Theme: *Youth and Sustainable Development*

The program had an intriguing panel discussion on "Youth and Sustainable Development" amongst esteemed panelists - Mr. Steven Murdoch from IESEG, Paris, Mr. Balu Iyer from International Cooperative Alliance (ICA) and Miss Annette and Miss Sarah from Utrecht Business School, the Netherlands. The engaging session essentially left the participants of the programme thoroughly concerned about the need for the youth to step into the dynamics of leading sustainable development. The students were convinced to take small measures at their individual level to contribute towards judicious use of resources and also to act as the flag bearer of change in their cognitive and behavioural aspects of consumption to ensure that they leave behind a better world for future generations.



International Symposium with Panelists from IESEG Paris, ICA, UBS, The Netherlands

## 6. SRCC NTU Indo Singapore Initiative

Friday, February 2, 2017, Seminar Room, SRCC, Delhi.

Theme: *Financial Leadership*

The programme included a lecture by Prof. Nilanjan Sen, Associate Dean, Graduate Studies, Nanyang Technological University on "Financial Leadership" followed by a detailed interaction with students. The session began with the introduction of Singapore and their economic development during last 50 years. He discussed on how the policies pursued by their founding father Late Lee Kuan Yew transformed the country from third world country to first world in a single generation. He mentioned that although Singapore, does not has any natural resources, the



Lecture by Prof. Nilanjan Sen



Participants of SRCC NTU Indo-Singapore Initiative

country developed its human capital to be ranked first in terms of ease of doing business. He cited that the salary of Prime Minister is linked to the GDP growth of the country. He further discussed the ways in which the financial sector of Singapore transformed and how the government curbed corruption with high penalty and transparency. Focussing on India, he emphasised the need to develop primary education in India and form it as base for future growth of the economy. He also mentioned the need for increasing the number of institutes for higher education. He explained the difference in how ordinary people think and leaders think. Referring to a video, he gave an example of how Apple advertises its product by telling why they make it, how they make it, what they make while other companies only tell the consumers about 'what' they make. He also told the real concept behind the 'shareholders wealth' motive, why instead of thinking about increasing profits, companies focus on increasing the shareholder's wealth. The speaker focussed on the concept of 'VUCA' i.e. Volatility, Uncertainty, Complexity, and Ambiguity to explain the current situation in the market. He encouraged students to ask three questions: where they want to anticipate the change, what is the diversity measure of their personal and work network, and are they courageous enough to abandon the past? To resolve the corporate problem in a position of CEO, he elucidated some basic steps like building a team, incentivizing the team, investing own money, selling noncore assets, reducing debts with the money, internal benchmarking for productivity gain, and communicating with the market. As culture forms an important facet in corporate world, he emphasised on the need to develop Cultural Quotient (CQ). Further, he discussed how information technology is used by the corporate world to procure personal information to analyse customer behaviour.

## 7. SRCC- MH -UBS Indo-Dutch Collaborative Programme

Friday, January 27<sup>th</sup> – to Saturday February 4<sup>th</sup>, 2017 at SRCC, Miranda House (MH)

Theme: *Envisioning the 3Ps: Profits, People and Planet*

The programme was jointly organized by SRCC and Miranda House. Post the opening ceremony at SRCC, project responsibilities were allocated to student project teams, comprising two students each from three different participating colleges. Students collected primary data and conducted analysis on sustainability in business practices and among consumers. A paper recycling workshop was also organized for the participants. Excursions to various places around Delhi viz., The Embassy of Netherlands, Rajghat, Gandhi Bhawan, etc. were organized. Besides that students prepared creative projects which were presented to a panel of judges from SRCC, Miranda House & Utrecht Business School. Winners were announced & prizes were distributed to the first two teams in the felicitation ceremony. The penultimate day of the programme was marked by a cultural fusion with performances by students of SRCC, MH and UBS.



Visit to Rajghat



Visit to Netherlands Embassy



## 8. SRCC Kings College Meet

Monday, January 16<sup>th</sup>, 2017, Seminar Room, SRCC, Delhi.

Theme: *International Relations*

Considering the significance of international relations and foreign policy in today's globalized world, an informative session was conducted by Mr. Aditya Malkani, Country Head, Kings College London on 16th January 2017. Students were familiarized with issues related to internationalization of education. They were made aware of the opportunities available to strengthen international relations through summer schools organised by Kings College every year.



Participants at SRCC Kings College Meet

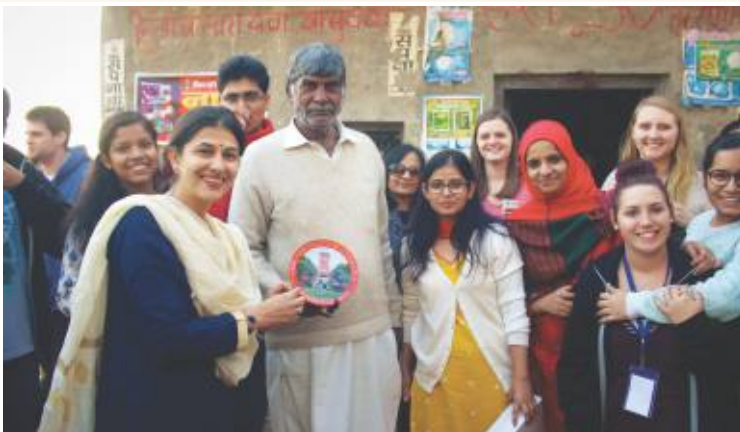
## 9. SRCC-UWEC INDO-US Collaborative Programme (Incoming)

Monday-Saturday, January 2 -14, 2017 at SRCC, Delhi.

The programme began with welcoming students from University of Wisconsin, Eau Claire. The opening ceremony witnessed the presence of honourable **Vice Chancellor of Delhi University, Prof. Yogesh K. Tyagi** along with the Principal of SRCC, Dr. R.P. Rustagi, Prof. Ganga Vadhavakar and Dr. Mallika Kumar. The ceremony was followed by interaction among students of SRCC and UWEC. After an interactive session, there was a session for SRCC students on 'The History, Geography and Philosophy of India' by Mr. S.K. Agarwal. The session helped students in understanding the real idea of India, the importance of Indian geography and the enriching history of India.



Judges for Project presentations by participants-  
Dr. Alok Kumar, Secretary, SRCC Staff Association President,  
and Dr. Abhay Kumar, SRCC Staff Association



Visit to Nagli Razapur village



Prof. H.P. Singh, Dean International Relations,  
Delhi University - judge for the project presentations

After lunch, all the participants were divided into buddy groups of six each (each group having combination of both SRCC and UWEC students), and all groups were advised to choose a topic under the theme “Melange of Diversity, Birds in the Sky” for their final presentation to be presented on 13th January. Along with the presentation, they were also given a corporate case study to analyze and present. The students discussed about the topics for the final presentation among their buddy groups which helped in fostering interaction among them. Project discussion was followed by college tour and university tour. For university tour everybody walked down to the Vice Chancellor’s office and took photos and then the UWEC students were dropped at the International Guest House.

On 3rd January, the programme started at 8:30 a.m. with discussion among students on their projects in buddy groups. They began brainstorming various ideas for the topic and formed social media groups for better coordination on the project work. Then they had a session on “Hindi” language by Dr. Ravi Sharma, SRCC faculty. He explained the concept and history of Hindi and Sanskrit and how other languages evolved from them. He then discussed about the 22 scheduled languages in the Indian Constitution. Then the students discussed about their understanding of languages with each other. After lunch in the college canteen, they went on a tour of religious places starting with Jama Masjid in Old Delhi. It was great to see the enthusiasm of American counterparts throughout the tour. They walked along the Red Fort towards Jama Masjid. Then they went to Gurudwara Bangla Saheb, where they were told about Sikhism and the relevance of Gurudwara by the officers at the foreign tourist department. Now it was the turn of Church nearby that place. American students then took the responsibility of explaining the relevance of their religious centre. After religious places, they went to Khadi Gram Udyog, where they were welcomed with the tricolour bands made with Khadi. They had a look at the description on various products which was related to some cause of social importance.

The third day started with project discussion in the seminar room. Now they had some idea and they prepared a project outline. Next in the list was the panel discussion, for which four panellists each from SRCC and UWEC were chosen. The discussion was very interactive and everybody discussed about the family structure in India



Participants of SRCC UWEC Indo US Collaborative Programme





Knowledge Quiz conducted by Mr. Arjun Mittal, SRCC Faculty

# Knowledge Quiz



Participants of the Quiz

and the United States, importance of religion in both the countries, education sector differences and growing entrepreneurship in both the countries. The Principal guided them throughout the discussion and finally presented prizes to the panellists. During lunch, there was an interview session by Dr. Mallika Kumar for giving feedbacks and suggestions of the programme. After lunch, there was a presentation by an NGO, in which there were students from all ages who showcased their learning in the NGO. They also performed on Bollywood songs and encouraged all to join them. After the joyful session, participants were assigned specific mentors for the preparation of the project, and they got their final outline approved by their respective mentors. Next was a game session at the front lawn followed by a quizzing session on the various places visited by them till date and they discussed about another case study to be presented on 5th January.

Fourth day started with the presentation of case study solution on hostile takeovers and groups outlined various ways in which the takeovers can be avoided. Next was a session on “Business Model” by **Dr. Amit Sachdeva**. He discussed about the different models that have made a real impact on the life of the people. Students got to know about the ways in which gold and diamonds are mined in Africa and how new companies like “The Brilliant Earth”, “Fair Phones” etc. are changing the traditional and cruel ways in which things were made. They were then divided in two groups for dance workshop and the dance society taught them steps in different bollywood songs on the final day. After lunch they went to Select City mall by metro and then to Dilli Haat. Students were told about the concept of Haat in India. UWEC students tried their bargaining skills at Dilli Haat and everyone made purchase for their parents and friends.

After a recreational weekend, on 5th January, students were really looking forward to see each other, work on the project and explore Delhi together. This day was reserved for outings. The tour started by a visit to Agarsen Ki Baoli. Everybody had a great time in clicking pictures and understanding the historical significance of the place. It was followed by a quick informative session in USIEF. The afternoon was spent at the Parliament's House. Students relished the lunch served at the parliament's canteen. Capturing the view of Lok Sabha and Rajya Sabha and knowledge about the working of the two houses was appreciated by all. Students continued to get the insights about India and how it has grown before and after independence through an interactive session by Mr. Oscar Fernandes, Former Union Minister. A quick trip to Janpath market was also arranged. Then the history of Delhi was understood in the most amazing manner through the sound and light show at the Old Fort in the evening.

10<sup>th</sup> January was also spent outdoors with a visit to a packaging industry and a garment industry in Noida. All the industrial processes were looked closely by the students. To give a better understanding of life in India, a visit to Nangli Razapur village was organised. It was a great learning experience to meet the Sarpanch. He greeted everybody so well, fed students with organic carrots, ginger tea and shared his experiences. Later in the evening, Akshardham was visited. After exploring the temple, everybody took their seats for the water show. The show took students by surprise since none of them were expecting something that beautiful! The day ended with loving memories and bonds for a lifetime.

After spending two continuous outdoor days, students worked on their projects in the seminar room. All the students spent a lot of time researching, brainstorming, discussing and then preparing for the presentation. Mentors visited their respective buddy groups for assistance at regular intervals. For recreation, a pottery workshop was organised. Everyone enjoyed making pots for themselves. A very enriching yoga session was conducted by Ms. Santosh Sabharwal, faculty of SRCC. She helped students to connect to themselves. Students were taught to be thankful to everyone and everything that surrounds them, be it their parents, teachers or even the nature. The day concluded with a mesmerising song by one of the students of SRCC.



The eight day started with pre -project presentation wherein each buddy group was required to present their project ideas before the mentors. After the pre-project presentations, the mentors gave their insights and views about the same. Further, there was a lecture session by Ms. Sakshi Sahni. It was an interactive session wherein the students learnt how mixture of different colours gives birth to beautiful designs. Every one may speak in different languages but designs are common to all of them. One can learn a lot from crayons; some are dull, while others are bright, some have weird names but all have learnt to live together in the same box. Students from both the universities learnt a lot from this interesting lecture session. They also discussed more on diversity in different fields like-education system, corporate world and family system. Post lunch, students worked diligently with their buddy groups on making projects more informative and creative. Students practiced a lot to give their best the next day. The spirit of leadership and competitiveness was visible in the seminar room. The day ended with some shopping at Kamla Nagar market for the upcoming cultural night.

On the final day of Indo -US collaborative study programme, every Buddy Group gave a 25 -minutes presentation: 5-10 minutes for the case study solution and 10-15 minutes for the project. Buddy groups even developed a business pitch related to their chosen topic and incorporated it in their presentations. The presentations were judged by two faculties each from SRCC and UWEC. **Prof. H.P Singh, Dean, International Relations, Delhi University** was the distinguished guest for the final day project presentations and case study solutions which were judged by SRCC faculty members, Mr. Alok Kumar, Dr. Abhay Jain & Mr. Santosh Kumar.

After the presentations and lunch, a certificate distribution and valedictory session was organised. The best two buddy groups were awarded certificates and medals by honorable Principal of the college. The time came when all of them went off to get dressed in Indian traditional attires. The three hour long cultural night included dance, Indian and western music, chorus etc. Everybody enjoyed the cultural function and highly appreciated the organizers. The function revealed many aspects of India's culture before the audience. Man is a small constituent of this colossal cosmos. Diversity is an essence of the existence. Therefore, it becomes imperative to respect and greet the great variation present around us. The programme ended with the cake cutting ceremony. This was followed by a culturally-rich session on India by Sh. S.K. Aggarwal, Mentor, OIP.



Session By Sh. S.K. Aggarwal, Mentor, OIP

## 10. Asia Pacific Workshop on University Cooperatives in SAARC (In association with International Cooperative Alliance)

Wednesday, November 16, 2016 at Ashok Hotel, Delhi.

Theme : *Cooperatives in SAARC*

Students of SRCC accompanied with faculty coordinator, Dr. Mallika Kumar participated in the International Cooperative Alliance–Asia Pacific (ICA-AP) workshop on University/Campus Co-operatives along with participants from SAARC countries. The workshop included case studies on the state of campus co-operatives from outside the SAARC regions like Japan, Republic of Korea, Indonesia, Malaysia, to name a few. Besides case studies, knowledge on good practices on the subject was shared in the workshop that also featured a joint working session to prepare an action plan for the SAARC nations.



SRCC students with participants from SAARC countries at ICA-AP workshop

## 11. SRCC NFUCA Indo Japanese Meet

Tuesday, November 15, SRCC, Delhi.

Theme: *Youth empowerment through Students Co-operatives*

Representatives from National Federation of University Cooperatives Association (NFUCA) visited SRCC with students from various universities in Japan. NFUCA is the National Federation of University Cooperatives in Japan, implementing joint activities locally and nationally. The programme started with a campus tour including a visit to cooperative store at SRCC. This was followed by a discussion on cooperative banks between SRCC students and the students cooperatives in Japan. The programme also included an interactive session with the students on the Indo-Japan relations and the role of Student cooperatives in empowering the youth in Japan. Mr. Yuki Matsuoka from NFUCA apprised the students about how University cooperatives as organizations in higher educational institutions in Japan have three major fields of business and activities, i.e. support of student life,



NFUCA Japanese delegates at SRCC



support of student growth, and the support of university activities. He also provided enriching insights on how university cooperatives are promoting business and activities that contribute to more attractive universities, and how they are engaged in community, social and global issues as well. After the discussion, the delegation went for a university tour with the faculty coordinator and for a brief interaction with the Dean Students Welfare, University of Delhi.

## 12. SRCC–MoY Indo-China Entrepreneurship Meet

Monday, November 7<sup>th</sup> Seminar Room, SRCC, Delhi.

Theme: *Entrepreneurship & Start Ups*

A delegation of 60 members from China participated in an Entrepreneurship Meet organized through the combined efforts of SRCC and Ministry of Youth Affairs and Sports. The meet included brief series of presentations by students depicting the blooming startup culture and entrepreneurial spirit of the country, along with some initiatives taken by the government to augment its impact. Presentations were also made by the students on the various start-ups in our college, followed by discussion on inter-cultural issues .



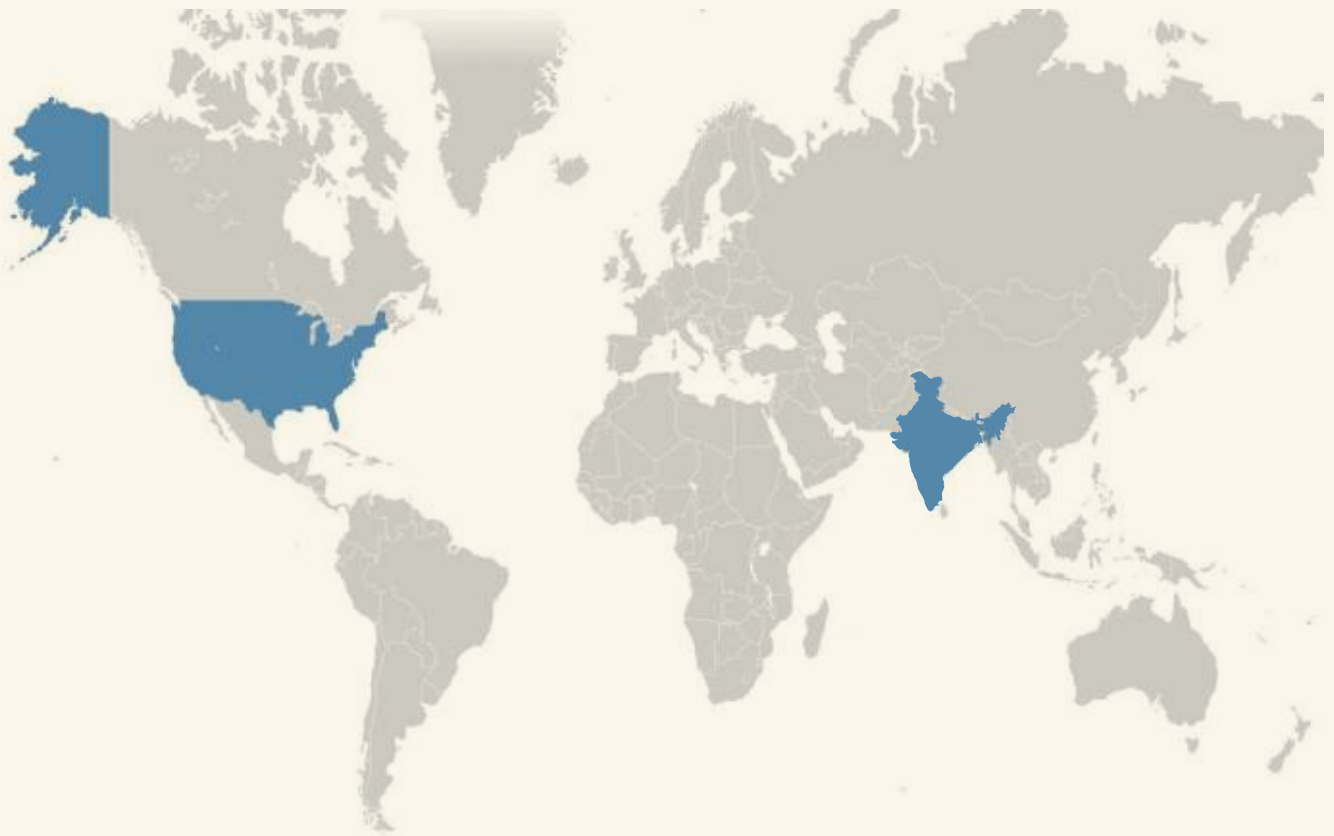
Participants of SRCC-MoY Indo China Entrepreneurship Meet

## SRCC India-USA Initiative 2016

**October 7 - 20**

**14 days - 6 Cities**

**15 Organisations**





### 13. SRCC India-USA Initiative 2016

**Friday, October 7 to Thursday, October 20, 2016 in Chicago, EauClaire, Chippewa Falls, Boston, New York & Rochester-14 days/6 Cities/15 institutions -(11 main programmes & others)**

**Theme: *Entrepreneurship, Innovation and Sustainability***

The SRCC India USA Initiative(SIUI), 2016 was organised from 7<sup>th</sup> to 20<sup>th</sup> October, with the underlying theme,"Entrepreneurship, Innovation and Sustainability".Fifteen students accompanied by Faculty Organiser, Dr. Mallika Kumar participated in the programme. The chief student coordinator was Harry Kapoor, a final year student of SRCC. The programme consisted of several paper presentations in seminars, active participation in lectures, panel discussions, classroom sessions and effective business pitch presentation in front of esteemed judges. The programme also comprised official tours, workshops, interactive sessions with the students, faculty, administrative officials and the officials of the various reputed institutions in the USA.

#### **The participants:**

**Faculty Organiser:** Dr. Mallika Kumar, Associate Professor, SRCC.

**Students Participants:** Harry Kapoor (Student Coordinator), Atharva Mittal, Ishan Hooda, Samhita Khuntia, Apoorva Jain, Ishani Das, Sanchie Shroff, Divyansh Agarwal, Meghna Jayaraj, Srishti, Gursimran Gambhir, Nishta Sawhney, Shaurya Kumar, Rachita Kumar and Suruchi Dugar.

#### **Educational Institutions included:**

City College of Chicago and De Paul University in Chicago, University of Wisconsin in Eau Claire, Wisconsin, Massachusetts Institute of Technology (MIT) & Harvard University in Boston, Metropolitan College New York City (MCNY), Stern School of Business, New York University and Columbia Business School, Columbia University in New York, St. John Fisher's College in Rochester and Washington Adventis University.

#### **Organisations visited included:**

The Security Council at the United Nations, New York Stock Exchange, Royal Credit Union, Jamf Software Solutions, Cray Research Institute, Xerox Head Quarters, Indian Consulate, NewYork City.

**Field Visits:** Wall Street, Ferguson's Apple Orchard and Marieke Gouda Farm, Eau Claire.

#### **The 11 main programmes were:**

- Intensive International Entrepreneurship Programme, UWEC, October 9-13, 2016.
- Energy Nite and South Asian Students interaction at MIT, October 14, 2016.
- Official visit and SRite Meet at Harvard University, October 15, 2016.
- New York Stock Exchange Trading game, October 16, 2016.
- Official visit and faculty interaction at Stern School of Business, NYU, October 17, 2016.
- Seminar on 'India USA Economic Perspective on Sustainable Development' at Metropolitan College New York City (MCNY), October 17, 2016.
- Session on Higher education at Uric Hall, Columbia University, October 17, 2016.
- Innovation Workshop at Xerox Head Quarters, Rochester, October 18, 2016.
- Presentations at St. John's Fischers College, Rochester, October 18, 2016.

- UN Session on Poverty & Sustainable Development by Mr. Donald Lee, Interaction with students and faculties of Washington Adventis University and Official visit to the Security Council, United Nations, Head Quarters, New York, October 20, 2016.
- Interactive Session on Indo-US relations with Ms. Riva Ganguly, Consular General of India, Indian Consulate New York, October 20, 2016.

## PROGRAMME DETAILS:

### 5<sup>th</sup> October 2016- Pre Departure Meet:

The programme commenced with the pre-departure meeting of the participants with Mr. Ajay S. Shriram, Chairman, Governing Body, SRCC, Dr. R.P Rustagi, Principal, SRCC and Mr. S.K Agarwal, senior most faculty member. Mr. Ajay S. Shriram shared his valuable insights with the participants and emphasised on going with an open mind to learn. Dr. Rustagi and Mr. S.K Agarwal wished good luck to the entire team for the SRCC India USA Initiative.



Pre-departure meet with Mr. Ajay S. Shriram, Chairman, Governing Body and Dr. R.P. Rustagi, Principal, SRCC, October 5, 2016

### 7<sup>th</sup>-8<sup>th</sup> October 2016, Chicago:

The SRCC India USA Initiative (SIUI) team departed from Delhi's Indira Gandhi International Airport on 6<sup>th</sup> October 2016. On 7<sup>th</sup> October, the SRCC team reached Chicago and visited the City Colleges of Chicago (CCC), the largest community college system in Illinois and one of the largest in the nation, with 5,500 faculty and staff serving to more than 100,000 students annually at seven colleges and six satellite sites. The visit covered interactions with the students, professors and the administrative staff of the College. Mr. Jeffery F. Howery



shared his insights on the importance of extracurricular activities in one's education portfolio. The tour to the City Colleges of Chicago broadened the horizons and encouraged participants to look forward to unexpected ways of working, functioning and learning that existed in the United States. The interaction with Mr. Patrick from the administrative staff revealed that City Colleges of Chicago aims to ensure the success of every student and serves as an economic engine for the city of Chicago. Under the leadership of Chancellor Cheryl Hyman, City Colleges of Chicago, launched a Reinvention in 2010, a collaborative effort to review and revise CCC programs and practices to ensure students leave college-career-ready and prepared to pursue their life's goals. Since the launch of Reinvention, City Colleges has more than doubled its graduation rate and number of degrees awarded, and seen increases in transfer, adult education transitions, remedial transitions and more. In the end, there was a vote of thanks by SRCC faculty to Mr. Jeffery Howerly for the informative and interesting interaction.

On 8<sup>th</sup> **October**, the participants visited the campus of De Paul University in Chicago which is ranked amongst the top 25 most innovative schools in the U.S. The visit provided them an opportunity to learn more about the University and find answers to important questions regarding the future career choices, course structure, subjects offered and international internships.



SRCC students at De Paul University, Chicago, October 8, 2016



Interaction with faculty at De Paul University, October 8, 2016



Students at De Paul University, October 8, 2016

### 9<sup>th</sup>- 13<sup>th</sup> October 2016, Eau Claire, Wisconsin:

The participants reached Eau Claire for a 4-day Intensive International Entrepreneurship Programme at the University of Wisconsin, Eau Claire, from 10<sup>th</sup>-13<sup>th</sup> October. They arrived in Eau Claire on the evening of 9<sup>th</sup> and were given a warm welcome by the UWEC faculty at the place of stay. They were also presented with personalised welcome kits which included the Intensive Entrepreneurship Programme's itinerary, location map and several goodies.



Presentation of Indian sweets to Patricia A. Kleine – Provost & Vice Chancellor, UWEC, October 10, 2016

On the 10<sup>th</sup> October, 2016, the programme started with an inaugural ceremony. There was a special welcome from the UW-Eau Claire Administration - Provost Patricia Mary Hoffman, Dean Timothy Vaughan, and the Chair Kristy Lauver. The Entrepreneurship Week Activities were introduced by Ms. Ann Rupnow, Entrepreneurship and Economic Development Coordinator. It was followed by an overview of the additional program activities by Ms. Nancy Hanson-Rasmussen. Thereafter, SRCC and UWEC participants introduced themselves, followed by statements from the SRCC faculty coordinator, Dr. Mallika Kumar. All the SRCC participants were presented diaries and sweat shirts.



Welcome of SRCC students by UWEC, Eau Claire, October 10, 2016



After a comprehensive campus tour given to the participants by the students of UWEC, they were escorted for a field visit to Ferguson's Apple Orchard to gain insights into the huge apple business prevalent in Wisconsin. The evening of Entrepreneur week was kick-started with a panel discussion on the topic "Starting a Business Here and Abroad", wherein three students each, from UWEC and SRCC participated. The discussion was moderated by Ms. Ann & Dr. Mallika Kumar, faculty, UWEC and SRCC respectively & Divyansh Agarwal, SRCC student.



SRCC students in panel discussion at University of Wisconsin, October 10, 2016

Harry Kapoor, Rachita Kumar and Ishan Hooda were the panelists at the Entrepreneurship Week in UWEC, along with three other Entrepreneurs who had graduated from UWEC and were currently running their own startups in Wisconsin. While Ishan Hooda and Harry Kapoor spoke about their startup experience, their learnings and challenges faced, Rachita Kumar spoke about various opportunities available for entrepreneurs in India and the trend in the Startup Ecosystem. These panelists compared the business environment in India and USA to draw key similarities and differences and also answered the queries of audiences on various issues.

On 11<sup>th</sup> October, 2<sup>nd</sup> day in UWEC, the participants attended a discussion oriented class on '**Contemporary Leadership**' by Prof. Nancy in Hormel Lab in Schneider. They also attended a class on Strategic Management by Kristy Lauver, where two presentations were made by the students of SRCC.

### **Presentations by SRCC Students**

One of the presentations was on 'Digital Marketing', given by Samhita Khuntia, Nishtha Sawhney & Meghna Jayaraj. The other presentation was on 'Strategic Management' by Divyansh Agarwal, Sanchie Shroff and Shaurya Kumar. After lunch in Davies Centre Marketplace, the participants were accompanied by Ms. Ann Rupnow for a tour to Downtown Eau Claire.

Nishtha Sawhney, Meghna Jayaraj and Samhita Khuntia delivered a presentation centred around '**Innovative Marketing Landscape**' in India at the University of Wisconsin, Eau Claire. They talked about the role and



Presentation by SRCC students, Samhita Khuntia, Nishtha Sawhney & Meghna Jayaraj on Marketing – In the Indian landscape on October 11, 2016

scope of technology and social media in advertising. In particular, case studies pertaining to rural and urban marketing methods were extensively discussed with emphasis on several examples to illustrate their argument.

Sanchie Shroff, Divyansh Agrawal and Shaurya Kumar presented a detailed report on '**Strategic Management**' at the University of Wisconsin, Eau Claire. They discussed about how Flipkart overtook Amazon in India and how they utilised a combination of intuition and analysis to gain the largest market share in the E-Commerce segment. They concluded by covering the importance of strategic management in the corporate world.

Later, the participants visited the **Royal Credit Union** in Phoenix Park and interacted with the CEO, Mr. Rudy Pereira. With questions being asked on the emerging issues like increasing interest rates, inflation, student volunteer programmes and FinTech, they gained insight on schemes which made them understand how they operate efficiently. Their entrepreneurial innovations left all the participants in awe. They also got an opportunity to tour around the office and marvelled at the best infrastructure in the organisation. A sumptuous Indian dinner was especially arranged for the participants at the Informalist, downtown.



Lecture on 'Contemporary Leadership' by Prof. Nancy, UWEC, October 11, 2016



Presentation by SRCC students, Sanchie Shroff, Devyansh Agrawal, and Shaurya Kumar on Strategic Management on October 11, 2016



Interaction with CEO of Royal Credit Union, October 11, 2016



Interaction with UWEC chancellor, October 11, 2016



On the evening of **11<sup>th</sup> October**, the participants were given a warm welcome by the President of the University of Wisconsin, Dr. James C. Schmidt. This was followed by a reception at the Oxbow Hotel and Entertainment at the Acoustic Café. The participants attended **panel discussion** on "Redesigning Eau Claire" at the State Theatre Lobby where top entrepreneurs from Eau Claire discussed the blueprint of the city's future.



CRAY Research Museum, October 12, 2016

On **12<sup>th</sup> October**, the participants were taken to the Cray Research Museum in Chippewa Falls and Cray's manufacturing unit which is the leading manufacturer in Super Computers. Post lunch, the participants visited the Thorp and Holland Farms to learn about the rich dairy farming culture of Wisconsin, their advanced technology, and the numerous varieties of cheese manufactured.

Later, the participants attended a meeting with the faculty, Ms. Ganga and the students travelling to India in January 2017. In the evening, they also attended a session on "The Business of Entertainment" which was held in the Davis Centre. The discussion was carried out by top professionals in the entertainment industry.

On **13<sup>th</sup> October**, there was a presentation by Dr. Mallika Kumar on the Cooperative Business–Global Perspective and Indian Scenario, along with case studies on Amul and Lijjat papads by SRCC students, Rachita, Harry, Sanchie and Meghna. Themes like 'Open Heart, Open Mind' and 'Think Globally, Act Locally, Connect Truly and Cooperate Completely' were highlighted. This was followed by participation in a Management Class, where SRCC students, Atharva, Gursimran, Srishti and Apoorva presented on Indian Startups like OYO rooms. The participants then attended a class on International Management where SRCC and UWEC students solved a case study on the emergence of Coca Cola and Pepsi in India in mixed groups.

A lecture was also delivered by Dr. Mallika Kumar, Faculty Coordinator, SRCC at UWEC. The Entrepreneur Week concluded with a **Business Pitch** competition called "Swim with the Sharks". In this, four students from UWEC and five from SRCC participated. Atharva Mittal, Harry Kapoor, Sanchie Shroff, Suruchi Dugar and Ishan Hooda from SRCC, presented their business pitches at the Royal Credit Union, Eau Claire. The event was based on the idea of the popular show 'Shark Tank' which requires the participants to present their idea in a short business pitch of 2 minutes, followed by questions by the judges. The ideas of all the participants were highly appreciated and applauded by the audience and judges alike. Atharva Mittal emerged as the winner from SRCC.

Lecture by  
Dr. Mallika Kumar at UWEC,  
October 13, 2016





'Swim with the Shark' competition, October 13, 2016

Closing Ceremony: The Intensive Entrepreneur Week was concluded with dinner at the Livery, as part of the closing ceremony. There was a vote of thanks by Dr. Mallika along with the presentation of SRCC souvenirs to the programme organisers and UWEC faculty members. This was followed by a bonfire, where everyone shared their thoughts about the programme and had a lively interaction.



Presentation of SRCC memento to Royal Credit Union, October 13, 2016



Business Pitch winner, Atharva Mittal, SRCC student, October 13, 2016

**14<sup>th</sup>-15<sup>th</sup> October 2016, Boston:**

**14<sup>th</sup> October, Massachusetts Institute of Technology (MIT):**

On reaching Boston, the participants visited MIT, where they had been invited for an innovation event called Energy Nite, organised by Massachusetts Institute of Technology at the MIT museum. There, they saw what it takes to innovate and shape ideas using the power of science and technology. The visit to the museum was followed by the participation in the cultural night organised by the South Asian Association of Students (SAAS) at the MIT campus. This was followed by a campus tour, where the participants interacted with the students to gain information about the campus life at MIT.



Innovation event : Energy Nite at Massachusetts Institute of Technology, October 14, 2016



## 15<sup>th</sup> October, Harvard University:

The next day brought with itself the realisation of a long cherished dream; a visit to the esteemed Harvard University. An official tour was arranged for the participants at the campus. There they interacted with the undergraduate student who briefed about the history of the University, the dorms and the college life. The participants were elated to meet alumni members of SRCC who took them around Harvard Business School (HBS), 'Hi' Harvard Innovation and learnt about so many differences and similarities between the education in India and abroad.



Harvard University, October 15, 2016



Harvard Business School, October 15, 2016



The participants spent some memorable moments at the Harvard Square and the Harvard Co-op, a store owned by the Harvard members. Furthermore, this tour kindled the hopes in participants and fuelled innate desire to pursue their dreams.

### 16<sup>th</sup>-17<sup>th</sup> October 2016, New York City

16<sup>th</sup> October was an eventful day for the participants as they were accompanied by a faculty member, Ms. Radhika Jha, from Metropolitan College New York, who had arranged a guided tour of Wall Street and the Federal Reserve with a former Investment Banker. The tour gave a deeper understanding of the Financial Crisis 2008, supplemented by the personal experiences of the guide and the MCNY faculty during the time of crisis. He showed documented evidence of the various transactions involving complex derivative products. The participants also saw the US headquarters of the leading investment banks and learnt about their involvement in the crisis. Other than the intricacies of the Financial Crisis, they also learnt about the history of Wall Street, how the place got its name, the Wall Street bombing of 1920 and many other events that took place there. The participants visited the Headquarters of Federal Reserve and got an understanding of the Federal Structure of the United States. They also learnt about the Gold Vault, the world's largest known depository of gold, located in the basement of the Fed Reserve.

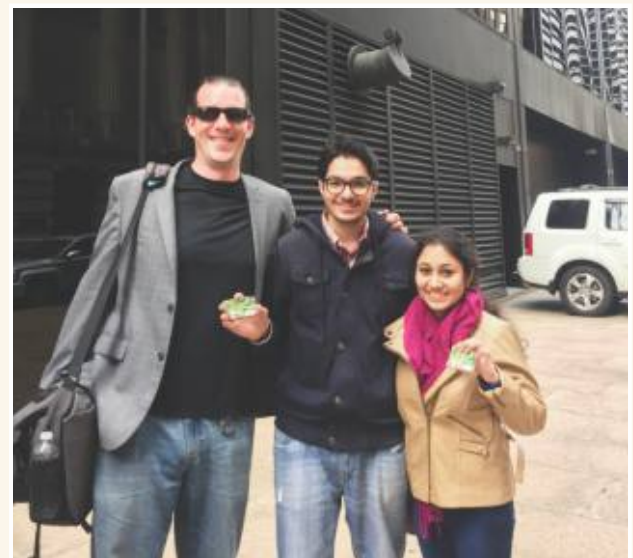
At the end of the tour, there was a trading simulation competition based on open outcry trading. The participants were divided in teams of two and had to trade amongst each other to maximise the scores. Harry Kapoor and Rachita Kumar emerged as winners in the competition. The second prize was won by Atharva & Shaurya. The tour was extremely informative and gave a lot of insights into the field of finance. After the Wall Street tour, the participants took a ferry to the Statue of Liberty, Nine Eleven Museum and the Times Square.



Harvard University



Harvard University



Winners of NYSE Trading Game



## 17<sup>th</sup> October, Metropolitan College New York City (MCNY):

The Metropolitan College of New York (MCNY) organised a Seminar on '*Indo-US Economic Perspective on Sustainable Growth*'. The programme commenced with the introductions by their Faculty and Seminar Organiser, Ms. Radhika Jha. Welcome remarks were made by the President of the college, Dr. Vinton Thompson and Dr. Tilokie Depoo, Chief Academic Officer & Dean of the School for Business. The participants learnt about the US economy and its performance on various macro economic indicators, the stock exchange and Indo-US relations on economic and social fronts. Students of both the colleges gave presentations on varying topics. MCNY students presented on the Financial Crisis and its repercussions on the US markets. Another presentation by the MCNY students was on the US Stock Exchange and correspondingly, the Indian students presented on FinTech, the Indian Stock Markets and on Emerging Indian Economy giving an overview of why India is attracting investments from all across the globe. Dean Tilokie Depoo and Ms. Radhika Jha gave a presentation on the US economy. The session was very interactive wherein the participants compared and contrasted the performance of Indian and US economy and the business environment prevalent in both countries. Later, they interacted with the students of the college and learnt about the educational system prevalent in their country. More so, the participants got first hand experience of the opinion of the people on the upcoming US elections.



Statue of Liberty

### Presentations by SRCC students:

**Samhita Khuntia, Nishta Sawhney, Gursimran Gambhir and Shaurya Kumar** presented their research about the Indian financial stock market - Dalal Street, at Metropolitan College New York. They talked about the emergence and history of the oldest stock exchanges in India namely, National Stock Exchange and Bombay Stock Exchange. They also highlighted the major differences between the two. Following this, they presented a report on Security and Exchange Board of India, the regulator of stock markets in the country.



Address by Dr. Thompson, President, MCNY, October 17



Participants at MCNY, October 17, 2016

**Sanchie Shroff and Divyansh Agarwal** presented a research report on FinTech: Global Trends and Scope at the Metropolitan College of New York. Apart from displaying the market analysis and validations, they covered the concept of Bitcoin and Block Chains. Bloomberg Terminals were also discussed in detail. They took the PayTM model to illustrate the concept of Payment Banks and presented their growth estimations and financials for the new and developing sector. Their report was highly acclaimed by the professors and the Dean himself.



Research Report presentation on FinTech: Global Trends and Scope by SRCC students, Sanchie Shroff and Devyansh Agarwal on October 17, 2016

**Harry Kapoor and Rachita Kumar** delivered a presentation on 'Emerging Indian Economy- Attracting Global Investments' at the Metropolitan College Of New York. They talked about the various sectors of the economy and the investment instruments, namely equity, debt and venture capital that have in the recent past, attracted a lot of global investors. They discussed the FDI in India and the reason India is among the fastest growing economies.



Research Report presentation on 'Indian Financial Stock Market – Dalal Street' by SRCC students, Samhita Khuntia, Nishtha Sawhney Gursimran Gambhir, & Shaurya Kumar on October 17, 2016





Research Report presentation on 'Emerging Indian Economy – Attracting global investments' by SRCC students, Harry Kapoor and Rachita Kumar on October 17, 2016

They talked about the developmental government policies and how those are accelerating the growth of India. They also gave their views on the future potential of Indian economy.

The seminar was very insightful and broadened our perspectives of the US economy. Dr. Mallika Kumar delivered the vote of thanks on behalf of the Office of International Programmes, SRCC and presented souvenirs and stoles to the President, Dean and the faculty Coordinator. Ms. Radhika Jha presented T-shirts and the Dean presented certificates to all the SRCC

participants. This was followed by refreshments and a college tour. The participants were deeply honoured by the hospitality they received at the Metropolitan College and appreciated them for all the arrangements made in New York City.

### 17<sup>th</sup> October, Stern School of Business, New York University:

The seminar at MCNY was followed by a visit to the Stern School of Business, New York University (NYU). The participants had an official tour of the University and interacted with the professors from the Business School. The students got a chance to know about the opportunities available for higher education and the prerequisites for the same.



Participants with Faculty at Stern School of Business, NYU, October 17, 2016

### 17<sup>th</sup> October, Columbia Business School:

There was a session at the Columbia Business School, Columbia University, Uris Hall organised by Director, Admissions Columbia Business School. A presentation was given by a member of Admission Committee, Mr Raziq-Omar Jivani. As future aspirants of masters in business, the students were inspired to see the quality of education in such high ranked business schools. The various clubs and activities for holistic development, the choice to pick your own professors and classes, the vast diversity of students from different countries and religions, the quality of professors with a corporate background and the overall education system fascinated all.



Participants at Stern School of Business, NYU, October 17, 2016



Session by Mr. Raziq Omar Jivani at Columbia Business School, October 17, 2016



Presentation of memento and stole to Mr. Raziq Omar Jivani at Uris Hall, Columbia Business School, October 17, 2016





Niagara Falls

Presentation of memento to Xerox HR Head

**18<sup>th</sup>-19<sup>th</sup> October 2016, Rochester:**

**Xerox Workshop:** By 9.00 am, on 18<sup>th</sup> October, the participants left for a workshop on innovation organised at the Xerox company headquarters in collaboration with St. John Fisher College. A perfect example of innovation and sustainability, Xerox didn't fail to impress the participants with its constant research and development and its motto to make the work of customers easier. Creating a great customer experience is a mantra and a mission at Xerox. They do it through translating customer needs into insights that get results, and through investments in innovation in providing business process services, document management services, printing equipment, software and solutions that are changing the way the world works. Innovation is more than a buzzword at Xerox. It's what they use smartly and strategically to help the world to tackle many daunting and laborious tasks. Their mission and heritage to help their customers be more successful has led them on a fascinating journey, where they innovate services, technologies and solutions that improve the flow of work, help their environment and enhance people's lives. Thus, the workshop provided the participants insights into the technological world and how Xerox is contributing to it.



Xerox HQ, Rochester, USA, October 18th,2016

This was followed by classroom sessions in St. John Fisher College, where students actively participated in discussions and also presented on the topic "Innovation in Marketing". Thereafter, participants left for a daylong trip to Niagara Falls, which is just a few hours away from Rochester.



Centre for American Enterprise



Presentations by SRCC students on 'Innovation in Marketing' at St Johns Fishers College, October 18, 2016

## 20<sup>th</sup> October 2016, New York City (NYC):

### Security Council, United Nations

On 20<sup>th</sup> October, the participants had an official tour of the United Nations headquarters. They were apprised about the functioning of the United Nations, the Security Council and the Sustainability Development Goals (SDGs).



Security Council, United Nations, New York, USA October 20, 2016



**Session at United Nations with Dr. Donald Lee on Sustainability Development Goals (SDGs), 20<sup>th</sup> October, 2017:**

There was an interactive session with the participants on Poverty and Sustainability Development Goals by Dr. Donald Lee, President of International Committee on Poverty. He also delivered a lecture on the first SDG, i.e. Poverty and interacted with the students and faculty from the Washington Adventist University.



With Dr. Donald Lee, President - International Committee for Oct 17



**October 20<sup>th</sup>: Indian Consulate in New York :**

After the enriching session by Mr. Lee, the participants proceeded for a meeting with the Consulate General of India, Ms. Riva Ganguly and The Consular-Trade, Commerce and Education, Mr. Sreenivas where they shared their experience of this initiative with them and discussed future collaborations. The participants were also fortunate to meet with Dr. Subramanian Swamy at the Indian Consulate, who was equally thrilled to meet the participants and know about the programme. Later that night, the participants left for New Delhi, India.

# INDIAN CONSULATE IN NEW YORK (October 20, 2016)



Consulate General of India, Ms. Riva Ganguly

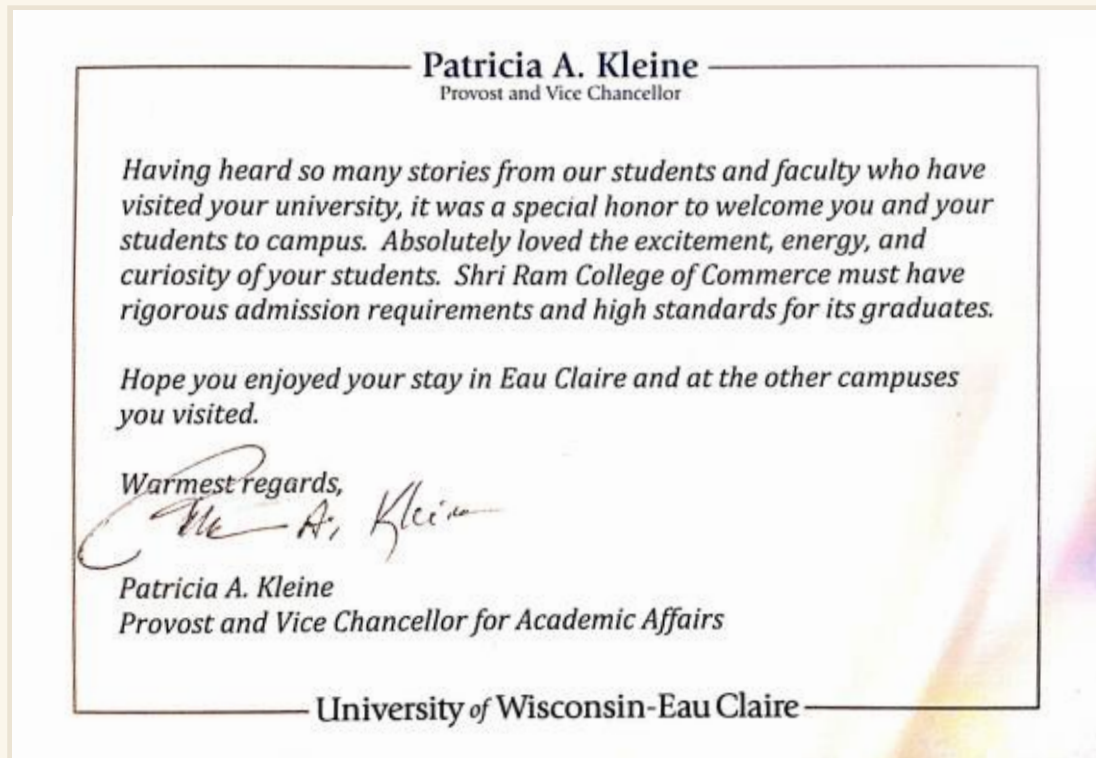


Presentation of memento to  
Indian Consular – Trade,  
Commerce and Education

Dr. Subramaniam Swamy at the Indian Consulate



The SRCC Indo-US Initiative, which was centred around the theme of "Entrepreneurship, Innovation and Sustainability", was an extremely enriching experience. It gave an opportunity to learn about the socio-economic scenario of the USA and helped to get in-depth knowledge about the educational system there. Through the presentations and interactions, the participants tried to leverage India's initiatives such as Make in India, Skill India, Digital India and the concept of smart cities. They tried to showcase that India has enthusiastically embraced innovative market access strategies to remain in sync with the global competition. It assesses that the scale and magnitude of the initiatives taken by India has indeed impacted the country's presence in the markets and aroused interest in this emerging economy.





### Taking Forward:

The Office of International Programme would like to take this initiative further by facilitating research on various entrepreneurial ventures, businesses and promoting ideas for a conducive business environment and integrating economic markets across the globe. The participants who believe in the power of entrepreneurship and more importantly impacting lives through change, hope to keep the flag of our great institution, flying high, and synergise the effort towards achieving greater heights. The programme was a successful step towards strengthening the Indo-US ties and such fruitful initiatives shall be continued in order to ensure global integrity.

### 14. SRCC World Bank Open Data Open Development Workshop

Wednesday, September 28th, 2016 in the SRCC Auditorium, Delhi.

Theme: Open Data Open Development

The Office of International Programmes, SRCC, organised a workshop on "Open data and Open development Knowledge Workshop" in collaboration with the World Bank. The workshop apprised students with the database provided by World Bank and myriad tools for effective extraction of data. The usability of data was emphasized



'Open Data Open Development' workshop by Ms. Sunita Malhotra at SRCC



through various research-oriented examples. The guest of honour for the session was Ms. Sunita Malhotra, who has a long term association with the World Bank, and has been organising several sessions for various other colleges across Delhi University and beyond. The session began with the auspicious lighting of the lamp, and a brief overview of the World Bank and its various operations in India. After that the instructor took over and began explaining to students the various tools which can be used from the World Bank website itself to design graphs, charts etc. and embed these into project reports. Besides, she also gave an overview of various softwares that can be used for statistical purposes and research projects. Finally, she laid emphasis on various online courses that World Bank provides free of cost. The session was extremely valuable in terms of knowledge and hands-on experience offered. The workshop concluded with vote of thanks by Dr. Mallika Kumar, Convenor, OIP and conferring a token of love and affection to Ms. Malhotra.

## 15. SRCC Kyunghee University Indo Korean Initiative

Thursday, September 22, 2016, Seminar Room, SRCC, Delhi

Theme: *Mobile Financial Services (MFS)*

The session was conducted by Professor Young Jun Choi, Associate Professor of Kyung Hee University, Republic of Korea on 'Mobile Financial Services' and their implications for developing economies. Mobile Financial Services refers to the provision of financial services by means of a mobile phone connected to the internet, which reduces time and effort expended by people in visiting banks. The session explained how the evolving technologies such as the blockchain system are facilitating a one-shop-stop solution for payments through online banking systems and reducing concerns of data privacy. Professor Young Jun also emphasised on how popular are Mobile Financial Services in the Republic of Korea, since they are **cheaper and easier to access** there. Finally, he concluded by emphasising the need for better online connectivity to bridge the digital divide that exists in a lot of developing countries to ensure a globally integrated economy with top class facilities for all. The session was followed by a question-answer round, where students questioned Professor Young Jun on numerous aspects relating to global proliferation of MFS and the need for government machinery to actively function and support start-ups providing MFS. The interactive participants were rewarded with prizes, and the session culminated with a group photograph.



Interactive session by Prof. Young Jun Choi, Kyunghee University, Republic of Korea

## 16. SRCC IESEG Indo French Interactive Session

Friday, September 2, 2016, Seminar Room, SRCC, Delhi.

Theme: *Global Business Ethics*

The session started with the lamp lighting ceremony by Prof. Stephen Murdoch, **Associate Dean IESEG France** and Dr. Mallika Kumar, followed by an introductory talk about the importance of Global Business ethics. Following points were covered in the lecture by Prof. Murdoch:

- 'Ethics in reality' under which he explained how ethical people, companies and organizations are in reality by explaining Robert Bailey sexual assault case and what should one do under such situation.
- Students were exposed to the ethical behaviour of people in regard to stealing. The case included how people tend to steal things based upon the value of the item to be stolen.
- A risk and benefit analysis related to the act of stealing.
- Philosophical roots of ethics were discussed distinguishing morals with ethics.
- Basic premise and hypothesis of business ethics and popular beliefs about it.
- How business ethics is putting up a process into business setups.
- The discussion was rooted on whether business ethics should be same for each country/culture or should it be variable according to an individual's country/culture.
- A comparative analysis of three countries over the ethical aspects and US model for global business ethics were discussed.
- A detailed description over corruption and the transparency international index of corrupt countries.
- All the laws relating to ethical practices, national as well as international, like Foreign Corrupt Practices Act and ethical issues inside the corporation.
- Several Cases were discussed from inside and outside the corporation like Sophie and Carling Ltd. France, Oliver and Transpac Corporation, Chinese Ventures etc.



Interactive session by Prof. Young Jun Choi, Kyunghee University, Republic of Korea



## 17. SRCC Melbourne Indo Australian Meet

Friday, August 26, 2016 in SRCC, Delhi.

Theme: *International Programmes*

The SRCC Australian Meet began with a Saraswati Vandana and a presentation of activities undertaken by the OIP. This was followed by a detailed discussion between Australian delegates, SRCC faculty, and students about the prospect of the collaborative programmes between the two institutions. The success of the meet is now in its realization stage with short-term study, internships, mentorships, practicum researches and seminar programmes being planned into the summer programme between SRCC and University of Australia in 2017 with possible funding from the Australian Government under the New Colombo Plan.



SRCC Melbourne Indo Australia Meet

## 18. SRCC-University of Tsinghua Indo-China Meet

Sunday, July 31- Monday, August 1, 2016, SRCC, Delhi.

Theme: *Entrepreneurship and Leadership: An evolution towards revolution*

The programme included 27 Chinese students of diverse academic background from the University of Tsinghua along with their faculty coordinators, few research students, and students from SRCC. The interaction largely focused on the theme- 'Entrepreneurship and Leadership: An evolution towards revolution'. Mr. Jatin Srivastava, a serial entrepreneur having a rich and diverse experience of providing consultancy and growth solutions to MSME, Government Departments, Social Sector entities and Startups across India talked broadly about how entrepreneurship can be fostered in today's youth from the time their education commences. The session witnessed lively exchange of culture, language and dance forms between the enthusiastic youth of the two countries. On the second day, a visit was organised to the Chinese Embassy and the Cluster Innovation Centre of the University of Delhi.



Interaction between participants of SRCC-University of Tsinghua Indo China Meet

## 19. Y20 Summit (in association with MoY)

Sunday, July 24-30, 2016, Beijing, China

Theme: *Youth Innovation for Our Shared Vision*

Two students of SRCC, selected by OIP, participated in the Youth Summit held in Beijing & Shanghai in China. The summit witnessed youth delegates from G20 countries, guest countries as well organisations such as World Bank, IMF and OECD. The theme of the programme was "Youth Innovation for Our Shared Vision". The aim of the programme was at formulating youth policy for the G20 Countries and putting forward the concerns of the youth. The outcome of the summit is a communique that is forwarded to the Heads of State of the G20 Countries for their consideration in formulating policy.



SRCC students selected for Y20 Summit, China



Delegates from G20 countries at Y20 Summit, China



## 20. SRCC-Penn State Indo US Collaborative Study Programme

Thursday, July 7 - Sunday, 17, 2016, SRCC Seminar Room, Delhi

Theme: *Contrasts and Cohesions*

The Indo-US Collaborative Study programme 2016 between SRCC and Pennsylvania State University (PSU) witnessed 20 students from SRCC, 9 PSU counterparts (3 researchers and 6 students) to study 'Contrasts and Cohesions' in environment, politics, sports, technology and academics of India and the world. Visit to the Parliament of India and Parliament Museum threw light on Indian political framework while field visit to The Energy and Resources Institute (TERI), one of the largest developing country institution working towards sustainability and having affiliates across the world, educated the students about sustainable technology.

The Rashtrapati Bhawan visit apprised them with Sir Lutyen's architecture. Excursions to Mughal Gardens, Red Fort, light & sound show at Old Fort walked them through Indian history and culture. The lecture series comprised a comprehensive discussion about six topics of the project by SRCC faculty, Mr. Amit Sachdeva. Ms. Megan Wilkerson and Ms. Aparna Parnikar presented their research material on saving cocoa plants and call



SRCC-Penn State Indo US Collaborative Study Programme

centre culture respectively. Mr. Richard Stoller, Coordinator of Pennsylvania State University also delivered an informative lecture. Dr. Niti Bhutani, Faculty, Hindu College spoke on gender inequalities and the role of property inheritance and HUF (Hindu Undivided Family). A panel discussion was conducted with the panelists, Mr. Ashwani Kumar, Faculty of SRCC, Dr. Hema Raghavan, Ex-principal and Ex-Dean, University of Delhi and Ms. Payal Nagpal, Ex-Academic Secretary, ILL (Institute of Lifelong Learning) who spoke on subjects ranging from globalization, equality, cultivating humanity to having a 'discerning mind' which is the mark of true education. For the student's rejuvenation, a yoga session 'Healing through yourself' was conducted by Ms. Santosh Sabharwal, SRCC faculty. The 'Deans' dinner at the International Guest House with Mr. Srinivas, Dean International Relations, Mr. J. M. Khurana, Dean, Students Welfare and Dr. Amrita Bajaj, Deputy Dean, Students Welfare was also organized. On the last day, project presentations were judged by Dr. Abhay Jain and Dr. Vandana Jain from SRCC and Ms. Aparna Parikh from PSU.



UNESCO Headquarters, Paris

## 21. SRCC UNESCO Socio-Cultural Sustainability Dialogue

Sunday, July 3, 2016. Paris, France

Theme: Intercultural issues

A group of 13 students who participated in the Indo-Dutch programme, 2016 visited UNESCO office in Paris. Dr. Mallika Kumar being a member of UNDP Micro Finance Solution Exchange arranged an interactive session with the First Secretary and Permanent Delegate of India to UNESCO, Mr. Rakesh Adlakha. After the tour of the UNESCO building, Mr Adlakha shared valuable insights about the inter socio-economic and cultural issues in the present times and the steps UNESCO is taking to assist and help other countries. The students were also briefed about the opportunities for them to join UNESCO as volunteers & contribute as responsible global citizens.

## 22. SRCC-UBS-MH Indo-Dutch Programme (Outgoing)

Saturday, June 25- Friday, July 1, 2016, Utrecht, The Netherlands.

Theme: *Management & Intercultural Contexts*

A group of 13 students, selected after a rigorous interview process, participated in this programme. After a pre departure meet with Dr. R.P. Rustagi, Principal, SRCC, the group left for Netherlands with their faculty coordinator.



Pre-departure Meet with Dr. R.P. Rustagi, Principal, SRCC





Utrecht Business School, The Netherlands

The participants completed a five day course on “International Strategic Management and Marketing”. On the first day, the students had an introductory ice breaking session at the University with Ms. Jelly, Director of International Programs, HU. This was followed by a presentation on “Indian Culture and Business” to give the students of HU an insight into the Indian systems. Following the presentation, the students were briefed about the LINKS Simulation Program on Strategic Management and Marketing and were then divided into groups of 5-6 people. Each group consisted of members from SRCC, Miranda College and Utrecht Business School. The LINKS program was a simulation game where each team was given the responsibility to run a virtual company for two years, managing all key decisions regarding product development, manufacturing, servicing, generating demand, research and development, market surveys etc. Students in each team took up roles as the Board of Directors and performed accordingly to compete in the dynamic market with multiple unseen factors and changes, testing their ability to predict, analyse and cope with market conditions. The programme helped the students in reading financial accounts in and out, ordering research studies, doing market testing, studying customer satisfaction reports and taking key decisions based on the reports and their instincts. Their true business sense was tested when the market was given an unexpected fall in the middle of the tenure and it helped participants to gain confidence to face real life crises. Apart from the LINKS Simulation game, a key focus of the program was to promote inter cultural exchange and harmony. After interacting and working with each other students developed good bonds and understood diverse perspectives and ideas. The university hosted a formal dinner for the students and faculty in which they got a taste of the exotic Dutch cuisine. During each course of the dinner, an interesting topic was given to the students to discuss from their own religion and region's perspective.



Lecture by Dr. Mallika Kumar, SRCC Faculty on 'Working together, the Cooperative Advantage'



Presentations by SRCC students at Utrecht Business School

At the end of the week, Dr. Mallika Kumar, delivered a lecture on the topic- “Working together, the Cooperative Advantage”. One of the participants from SRCC, Pallavi Agarawal also made her presentation about the Student Cooperatives. The interactive lecture was followed by a short quiz where prizes from cooperative stores were given to winners.

HU also organised an excursion to Zaanse Schans, the famous windmills farm and wooden shoe workshop near Utrecht. The students saw how butter was made, how lime stones were crushed and how world famous painting colours were created. At the end of the week, each student was awarded a certificate for successfully completing the programme and the winning team was declared on the basis of maximum profits earned at the end of all quarters. The programme broadened the perspective culturally and made the participants better businessmen in true sense. They returned to Delhi on 4th July with a bag full of memories that will last forever.





# Office of International Programmes Team

**Chairperson :** Dr. R.P. Rustagi, Principal, SRCC

**Mentor:** Shri S.K Agarwal, Senior most Faculty, SRCC

**Coordinator:** Dr. Mallika Kumar, Associate Professor, SRCC

**Advisor:** Mr. Amit Sachdeva, Associate Professor, SRCC

**Faculty Organising Executives:** Ms. Anju Verma, Ms. Sonal Thukral, Dr. Yusra Naseem and Mr. Arjun Mittal


**Selection Committee Executive:** Mr.S.K. Agarwal (Chairperson), Mr. Amit Sachdeva, Ms. Santosh Sabharwal, Ms. Alka Goyale, Dr. Vandana Jain, Mr. Santosh Kumar, Ms. Kinneri Jain, Dr. Monika Bansal, Dr. Misha Govil, Ms. Priyanka Bhatia and Mr. Ashwani Kumar

**Selection Committee Members:** Ms.Pooja Dhingra, Dr.Shalini Agarwal, Ms. Manpreet Sharma, Mr. Athili Kadena, Ms. Arushi Malhotra, Ms. Saumya Agarwal, Ms. Anu Malhotra, Ms. Himani Dahiya, Ms. Ankita Tomar and Ms. Jigmet Wangmo

**Adminstration Office Executives:** Mr. Shivnandan, Ms.Neha Sharma, Mr.Jatin Lamba and Mr. P.K Jain

**Student Organising Team:** Shivaye Gulati, Harry Kapoor, Rachita Kumar, Kailash, Gursimran, Pallavi, Ambika and Deepika

Website:[www.srcc.edu.in](http://www.srcc.edu.in) • E-mail: [oiip@srcc.du.ac.in](mailto:oiip@srcc.du.ac.in)

 [OfficeOfInternationalProgrammesSRCC](#)



## MAKES THE DREAM WORK

# Participants Speak

Dear SRCC,  
 Thank you so much for the amazing 3 days we spent together! I'm personally incredibly grateful for how lovely and welcoming you all were and for sharing with us just an insight into your daily lives in the college. Hopefully one day when you all come to the UK, I'll be able to do the same!

The calm and peaceful Rajghat is the samadhi of Mahatma Gandhi, the father of the nation.

Much love, *[Signature]*

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05.08.15  
 Dear Staff and Students of Shri Ram College of Commerce,  
 I just wanted to thank you all for the wonderful three days that we spent with you as part of the Indo-UK Collaborative Study Programme. Every single one of you put in so much time and effort to make sure that we all felt welcomed into your community and experienced as much as possible.

The Jama Masjid in old Delhi is the largest mosque in India.

you I have particularly great memories of playing cricket on the sports field as well as of the pottery making. A special mention to those students who were not directly participating in the programme, and who were always willing to stop for a friendly chat or give us directions around the campus. Many thanks once again!

*[Signature]*

Indica Cards • www.mittalpublishing.com CHHATRAPATI SHIVAJI TERMINUS

Dear Nitesh and all the students at Seci

THANK YOU for a wonderful visit! I really enjoyed getting to know you all and learning about your lives, hobbies, and university. I want one of the best things was learning how to play cricket - even if I was really bad at it! Teaching you you can english dance moves was also really fun fun 😊 I have loved my time in India!

Best Best of luck for the future,

Chhatrapati Shivaji Terminus was based on a design by FW Stevens. Completed in 1888, it was known as Victoria Terminus after the then Queen Victoria. It is starting point of the Central Railways.

Jess Angell xx  
 Jess Angell xx

Indica Cards • www.mittalpublishing.com MARINE DRIVE

Dear all the students at SRCC

Thank you all so much for welcoming us so kindly into your college. I enjoyed every minute, especially getting to know you all and the sari shopping trip!

Enlarged by Bollywood, Marine Drive caresses the seashore from Nariman Point to the foot of the Malabar Hill. Passing Chowpatty Beach, Marine Drive is also famous as the Queen's Necklace. One of the busiest roads in Mumbai, it is also one of the breeziest due to its proximity to the sea.

*[Signature]*

Dear SRCC,

LAND-MARK CARDS

I write as the ambassador for student from the last day I was honoured to visit parliament with you, and get an insight into democracy in India. I thought the questions asking about your engagement and maintaining a united India were good and important issues to be addressed in the fibres of which I'm sure SRCC students will play a role in. The picture shows life from my region in England dominated by sheep farming. So much for healthy wool!

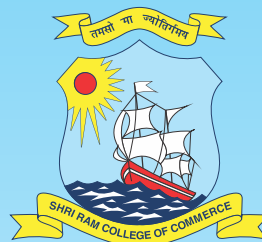
Ever Pleasantly,

*[Signature]*



*Sky is The Limit*





## Shri Ram College of Commerce

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