



# SHRI RAM COLLEGE OF COMMERCE

ISSN 2581-4931 (Print)

## STRIDES – A STUDENTS' JOURNAL OF SHRI RAM COLLEGE OF COMMERCE

VOLUME 2

ISSUE 2

JANUARY–JUNE 2018

Publication Date: September 28, 2018

Publication City: Delhi

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VOLUME 2 ISSUE 2 JANUARY–JUNE 2018 ISSN 2581-4931 (Print)

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*Printed and published by Prof. Simrit Kaur (Principal, Shri Ram College of Commerce) on behalf of 'Shri Ram College of Commerce' and printed at M/s Poonam Printers, C-145, Back Side Naraina Industrial Area, Phase-I, New Delhi and published at Shri Ram College of Commerce, University of Delhi, Maurice Nagar, Delhi-110007, India.*  
*Editor – Dr. Santosh Kumari*

**License No. – DCP / LIC No. F. 2 (S / 37) Press / 2017**  
**Registration No. DELENG/2018/75093**  
**ISSN 2581- 4931 (Print)**

All correspondence relating to publication of the Journal should be addressed to:

The Principal  
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E-mail: [principaloffice@srcc.du.ac.in](mailto:principaloffice@srcc.du.ac.in)

Publication Date: September 28, 2018  
Printing Date: September 25, 2018  
Publication City: Delhi

ORIGINAL

भारत सरकार  
GOVERNMENT OF INDIA



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2. समाचार पत्र की पंजीयन संख्या  
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अंग्रेजी ENGLISH

Language/Languages in which it is published

4. इसके प्रकाशन का नियतकाल तथा जिस दिन/दिनों/  
तिथियों को यह प्रकाशित होता है

अर्ध वार्षिक HALF YEARLY

Periodicity of its publication and the day/days/  
dates on which it is published

5. समाचारपत्र की फुटकर कीमत  
Retail selling price of the newspaper

FREE DISTRIBUTION

6. प्रकाशक का नाम/Publisher's Name

राष्ट्रीयता/Nationality

पता/Address

SIMRIT KAUR

INDIAN

341, NARMADA APARTMENTS, ALAKNANDA, NEW DELHI-110019

7. मुद्रक का नाम/Printer's Name

राष्ट्रीयता/Nationality

पता/Address

SIMRIT KAUR

INDIAN

341, NARMADA APARTMENTS, ALAKNANDA, NEW DELHI-110019

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M/S SUDHA PRINTING PRESS

B-21/3, OKHLA INDUSTRIAL AREA, PHASE-II, NEW DELHI-110020. (2) M/S POONAM PRINTERS, C-145,  
BACKSIDE NARAINA INDUSTRIAL AREA, PHASE-I, NEW DELHI.

10. प्रकाशन का स्थान  
Place of publication

SHRI RAM COLLEGE OF COMMERCE, UNIVERSITY OF DELHI, MAURICE NAGAR, DELHI-110007

दिनांक /Date:

4/5/2018

( आर. के. भारद्वाज/ R.K. BHARDWAJ )

उप प्रेस पंजीयक/ Deputy Press Registrar

कृते भारत के समाचारपत्रों के पंजीयक

FOR REGISTRAR OF NEWSPAPERS FOR INDIA

Owner (for reference):

SHRI RAM COLLEGE OF COMMERCE



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**No. NSL/ISSN/INF/2018/210**

**Dated: June 01, 2018**

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## STRIDES – A STUDENTS' JOURNAL OF SHRI RAM COLLEGE OF COMMERCE

ISSN 2581-4931 (Print)

Shri Ram College of Commerce is well known for its academic excellence and dedicated approach towards dissemination of knowledge in the academic world. The college appreciates the role of research in education and is committed to developing an inclination towards research in both faculty and students. In this pursuit, the college has taken the initiative to launch a new Journal named 'Strides – A Students' Journal of Shri Ram College of Commerce'.

### ABOUT THE JOURNAL

It is a double blind reviewed bi-annual Journal launched exclusively to encourage students to pursue research on the contemporary topics and issues in the area of commerce, economics, management, governance, polices etc. The journal provides an opportunity to the students and faculty of Shri Ram College of Commerce to publish their academic research work.

### PUBLICATION POLICY

Shri Ram College of Commerce is committed to upholding the high academic standards. Therefore, the Committee on Publication Ethics (COPE) follows a 3-Stage Selection Process while approving a paper for publication in this Journal. The policy is as follows:

#### Stage-1. Screening of Plagiarism

To maintain high *academic standards, academic ethics and academic integrity* each research paper received by COPE (Committee on Publication Ethics) is sent for screening of plagiarism on "Turnitin". The committee adheres to the maximum tolerance limit of 25%.

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#### Stage-2. Double Blind Review

The journal adheres to a rigorous double-blind review policy. Each research paper received by COPE is sent for review to the *Referee* (Subject Expert). The reports submitted by the *Referees* are sent to the respective students for improvement (if any, suggested by the *Referees*). After reporting all the suggestions recommended by the *Referees*, the revised and improved version of the papers are re-submitted by the students to the COPE.

If a research paper is rejected by the *Referee*, no further proceedings are taken into account. Once rejected by the expert means cannot be published at all.

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Since COPE is the apex authority to take all decisions related to publication of research papers and articles in 'Strides – A Students' Journal of Shri Ram College of Commerce', the decision of COPE is final and binding.

### **INSTRUCTIONS FOR MANUSCRIPT DRAFT**

The following guidelines are to be carefully adhered by the students before final submission of the manuscript. The submitted manuscripts not conforming to the following guidelines are not taken into consideration for any further processing.

#### **Format**

Format of the article on the front page should be:

- a) Title
- b) Name(s) of the student(s) and mentor along with their details
- c) Abstract
- d) Keywords

#### **Abstract**

The abstract should capture the essence of the article and entice the reader. It should typically be of 100 -150 words, and in Italics.

#### **Font type and word limit**

The research paper is to be typed on A-4 size paper with single line spacing. The complete length of the paper should not exceed 5000 words including endnotes and references. The font size should be 12 and font style should be Times New Roman.

#### **Referencing style**

The Journal adheres to the APA (American Psychological Association) Referencing Style, Sixth Edition. Students must refer to the APA Referencing Guidelines to ensure conformance to this reference style. For further information you may visit the following link - <http://www.apastyle.org>

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Endnotes should be serially arranged at the end of the article well before the references and after conclusion.

## **Table, Figures, Graphs**

The first letter of the caption for table, figure, graph, diagram, picture etc. should be in capital letter and the other words should be in small letter - e.g. Table-1: Demographic Data of Delhi, Figure-1: Pictorial Presentation of Population etc.

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**Hard Copy:** The hard copy (3-Sets) of the manuscripts should be submitted in the Administrative Office of the College.

## **Declaration**

As part of the submission process, the student and mentor needs to declare that they are submitting original work for first publication in the Journal and that their work is not being considered for publication elsewhere and has not already been published elsewhere. Again, the paper should not have been presented in any seminar or conference. The scanned copy of duly signed declaration by the students and their respective mentors has to be emailed along with the research paper.

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## **AWARD**

The authors of best three papers from every Issue are awarded – First Prize, Second Prize and Third Prize on the SRCC Annual Day.



# Principal's Message



The mission statement of the college signifying the existence and its road map to the achievement of its vision, reads as:

***"To achieve and sustain excellence in teaching and research, enrich local, national and international communities through our research, improve skills of alumni, and to publish academic and educational resources"***

To achieve and promote excellence in publications and applied research, the college has taken the initiative to launch a new journal exclusively to publish students' research papers and articles. It will be an add-on to the enriched catalogue of college publications and academic literature.

The Journal has provided an opportunity to the students of our college to focus on research. Since the students were not opened to the research methodologies at the undergraduate level, they were mentored by experienced faculty of our college. Simultaneously, their articles were also reviewed by the referees and tested for plagiarism before publication. After reporting all the suggestions recommended by the referees, the articles were revised and then finally published. The college had successfully released the foundation issue of the Journal **“Strides – A Students' Journal of Shri Ram College of Commerce, Volume 1, Issue 1, 2016-17”** on the occasion of 91st Annual Day of the College held on 13th April, 2017. The Journal was released by Shri Prakash Javadekar, Hon'ble Union Minister of Human Resource Development, Government of India.

I would like to congratulate the students whose papers are published in this issue of the journal and simultaneously encourage all the students to contribute their research papers and articles for the successive issues of the Journal.

Best wishes for their future endeavors.

**Prof. Simrit Kaur**  
**Principal**



## Editor's Message

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In order to maintain high standards of publication, COPE (Committee on Publication Ethics) has been constituted. The COPE shall be the apex authority to take all decisions related to publication of research papers and articles in Strides. The decision of COPE shall be final and binding.

To maintain high *academic standards*, *academic ethics* and *academic integrity*, a rigorous process of double blind review of research papers is followed along with screening of plagiarism of each manuscript received by the COPE



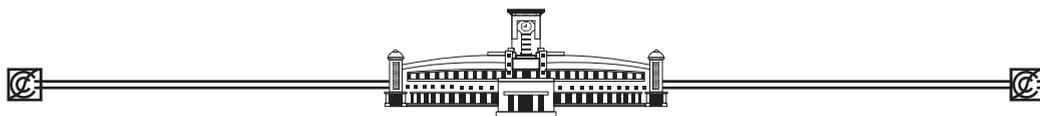
for publication. The research work published in Strides is original and not published or presented at any other public forum.

The foundation issue of the Journal **"Strides – A Students' Journal of Shri Ram College of Commerce, Volume 1, Issue 1, 2016-17"** was successfully released on 91st Annual Day of SRCC held on 13th April, 2017 by Shri Prakash Javadekar, Hon'ble Union Minister of Human Resource Development, Government of India.

The successive Issues of 'Strides – A Students' Journal of Shri Ram College of Commerce' shall be bi-annually released.

I congratulate all the students whose research papers are published in this Issue of Strides and express my sincere thanks to their mentors and referees.

**Dr. Santosh Kumari**  
Editor



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# Exploring Multitasking: Boon or Bane

## **Abstract**

*This research paper was initiated to examine the take of college going students on multitasking. A questionnaire was circulated among the students of Shri Ram College of Commerce. After going through the results we observed that most of them favoured Multitasking. For them multitasking is not a cause of distraction, it does not hamper their creativity or performance. The results were uniform be it male or female or students of various courses.*

## **INTRODUCTION**

Multitasking as the word suggests is working on two/more works simultaneously. Media multitasking is very popular among the middle level students (talking over phones, texting friends, playing video games writing papers for school, listening to music etc.) where they work on academics and co-curricular together. It is the forte of the young and that is why they are known as the Multitasking Generation or "GenM." Youngsters believe that they are tech savvy and that they are skilled at multitasking. Some students know that multitasking might be harmful for them but they prefer multitasking because in the fast pacing life where everyone is running short on time they believe that multitasking will be time saving. On reading various articles we got to know that most researchers believe that it degrades the quality of the work when done while multitasking and it should be avoided during learning process. It even hampers the thinking process. This made us more and more curious

to know the actual fact so we decided to conduct a survey amongst the people of our age to know their take on multitasking.

Our basic **objective** for this were:

- To determine the impact of gender on ease of multitasking
- To highlight the relation between multitasking and learning of students.
- To assess the level of awareness regarding multitasking amongst students.
- To discuss the relevance of multitasking amongst students.

## **LITERATURE REVIEW**

After reading several research papers we were curious enough to do this research. (Hwang & Jeong, 2018) Stated in his research that Performance depends upon task hierarchy-Performance is greater for primary work, and sensory interference reduces performance. (Christine, 2008) Said Multitasking makes the brain incapable to functioning properly. People who multitask are inefficient to work well. (Adams, 2012) Pointed that young people multitask more than adults, especially girls. Teens are comfortable with multitasking because they have grown up doing it. Besides this it disables the ability to think and analyze and doesn't promote creativity, also degrades the quality of work. (Rekart, 2011) Concluded that divided attention because of multitasking impedes learning and performance in the short-term and could also affect long-term memory and retention. Individuals who multitask more often are more distractible than those who do so less often. (Manhart, 2004) Psychology testing was done by the author to determine the possible effects of multitasking on brain and its pattern. He found out that multitasking results can be improved with practice and the result of multitasking depends upon the quality of work which people do. He quoted multitasking as an extreme sport and called it the cause of inefficiency and degradation in performance level. (Hilton et al., 2018) In this paper Sample study and experimentation was done on study college students' behavior when they walk and type simultaneously. This was a pre and post analysis. It was concluded that although the chances to stumble or bumping while walking was less, the speed although decreased. For typing the accuracy was not affected but the speed was. (Schuur et, 2018) His paper was sample study of various school students through questionnaire; it was done to find out the possible sleeping problems related to multitasking. He concluded that although there is no major impact on grades but the sleeping patterns and hence health is affected as expected because of multitasking and media.

## **DATA COLLECTION**

We conducted a primary survey where our target was students of Shri Ram College of Commerce. We received a total of 101 responses from the Students (all three years) of

B.Com.(Hons.) and B.A. Economics (Hons.). The data collected showed that 36.6% of the students were male whereas 63.4% of the students were female, taking about seniority 3.7% were freshmen, 65.3% were sophomore and the remaining 4% were third years. Majority of the students were in the grade percentage of 70-80% and were from the course bachelor of commerce (77.2%). We used the SPSS software for organizing and analysing the data collected.

## DATA ANALYSIS

### Observations:

1. About 74.3% students agreed to have been doing multitasking. About 25.7% students disagreed to do multitasking.
2. About 61.4% of students agreed that multitasking improves performance level. Only 38.6% of students disagreed with the multitasking improves the performance level.
3. About 76.2% of students believe that multitasking boosts creative thinking. Whereas, about 23.8% of students disagreed with the multitasking boosting creativity.

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	101	17	25	18.83	1.020
Does multitasking impair your ability to think and analyse?	101	1	5	3.25	1.033
Do you think multitasking reduces short term learning and accuracy?	101	1	5	2.88	1.080
Does multi-tasking degrades the quality of work and is a distraction?	101	1	5	2.87	1.111
Valid N (list wise)	101				

Average age is 19 (Approximately). People are, on an average, neutral about multitasking impairing their ability to think and analyse. They disagree with multitasking reducing short term learning and accuracy. Also they don't think that multitasking degrades the quality of work and is a distraction. All in all, the students favour multitasking and think it's a necessity for modern competitive world.

### Independent Sample T Test

#### Group Statistics

	Course	N	Mean	Std. Deviation	Std. Error Mean
Does multitasking impair your ability to think and analyse?	B.Com. (H)	78	3.22	1.028	0.116
	B.A. Eco. (H)	23	3.35	1.071	0.223
Do you think multitasking reduces short term learning and accuracy?	B.Com.(h)	78	2.83	1.110	0.126
	B.A. Eco. (H)	23	3.04	0.976	0.204
Does multi-tasking degrades the quality of work and is a distraction?	B.Com.(H)	78	2.85	1.129	0.128
	B.A. Eco. (H)	23	2.96	1.065	0.222

Students were asked to rate few questions on a scale ranging from 1 to 5 (1 being strongly agree 5 being strongly disagree). Students of both the courses on an average, were neutral about multitasking impairs ability to think and analyse. Students of B.Com.(H) disagreed that multitasking reduces short term learning, whereas B.A. Economics (H) were neutral about that. Both of them disagreed that multitasking degrades the quality of work and is a distraction.

### Independent Samples Test

		Levine's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Does multitasking impair your ability to think and analyse?	Equal variances assumed	0.007	0.934	-0.528	99	0.599	-0.130	0.246	-0.618	0.358
	Equal variances not assumed			-0.516	34.839	0.609	-0.130	0.252	-0.641	0.381
Do you think multitasking reduces short term learning and accuracy?	Equal variances assumed	0.627	0.430	-0.819	99	0.415	-0.210	0.257	-0.719	0.299
	Equal variances not assumed			0.879	40.299	0.385	-0.210	0.239	-0.693	0.273
Does multi-tasking degrades the quality of work and is a distraction?	Equal variances assumed	0.167	0.684	-0.417	99	0.677	-0.110	0.265	-0.635	0.415
	Equal variances not assumed			-0.431	37.809	0.669	-0.110	0.256	-0.629	0.408

This sample T test was run to find if any difference of opinion prevailed amongst students of various courses.

Ho:-There is no difference in the response of B.Com. (H) and B.A. Economics (H) students.

Ha:-There is a significant difference in the opinion of B.Com. (H) and BA Economic (H) students.

Since, p values are greater than 0.05, we do not reject the null hypotheses (Ho).

### Group Statistics

	Course	N	Mean	Std. Deviation	Std. Error Mean
Does multitasking impair your ability to think and analyse?	Male	37	3.27	1.071	0.176
	Female	64	3.23	1.020	0.127
Do you think multitasking reduces short term learning and accuracy?	Male	37	2.95	1.177	0.194
	Female	64	2.84	1.027	0.128
Does multitasking degrades the quality of work and is a distraction?	Male	37	2.62	1.037	0.170
	Female	64	3.02	1.134	0.142

Students were asked to rate few questions on a scale ranging 1~5 (1 being strongly agree 5 being strongly disagree). Both male and female participants were neutral, on an average, about multitasking impairs ability to think and analyse. Both of them disagreed that multitasking reduces short term learning and accuracy. Male student disagreed that multitasking degrades quality of work and is a distraction, whereas female students were neutral about that.

### Independent Samples Test

		Levine's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Does multitasking impair your ability to think and analyse?	Equal variances assumed	0.121	0.729	0.167	99	0.867	0.036	0.214	-0.390	0.461
	Equal variances not assumed			0.165	72.264	0.869	0.036	0.217	-0.397	0.469

Do you think multitasking reduces short term learning and accuracy?	Equal variances assumed	0.211	0.647	0.456	99	0.649	0.102	0.224	-0.342	0.546
	Equal variances not assumed			0.440	67.208	0.661	0.102	0.232	-0.361	0.566
Does multi-tasking degrades the quality of work and is a distraction?	Equal variances assumed	0.158	0.692	-1.735	99	0.086	-0.394	0.227	-0.845	0.057
	Equal variances not assumed			-1.777	80.887	0.079	-0.394	0.222	-0.835	0.047

The above sample T test was run to find out any possible difference of opinion amongst male and female students.

Ho: - There is no difference in the opinion of male and female students.

Ha: - There is significant difference in the opinion of male and female students.

Since, p values are greater than 0.05 we do not reject null hypotheses (Ho).

We also asked the students to interpret what they understood by multitasking and this is what we received as a reply.

While most of the people said that multitasking is performance of two tasks at the same time, few also said that it's like an adventure for them. Some believed it is managing more than two activities without losing efficiency and within the given time. Others said it is a useful tool to save time and is all about pushing oneself out of their comfort zone. Besides that, they named multitasking as a personality builder, which develops and encourages creative thinking and side by side tests their mind's ability and capacity. Meanwhile they also quoted that it has become an essential part of today's modern and hectic lifestyle, which more or less has made it a requirement, however some of them preferred not to multitask. The most common example that many of them quoted was: listening to music while studying.

## LIMITATIONS

The paper is clinically deprived. There are a lot of limitations in this paper.

- In this paper we have analysed only the students.
- Only the students of Shri Ram College of Commerce, New Delhi have been targeted.
- We haven't explored the other universities and industries.
- Our main focus was on youngsters i.e. age has been a constraint as the adults weren't surveyed.
- We received a limited number of responses due to which our research itself was limited.

- Only the education sector has been targeted in the paper. It overlooks the other sectors of the society.
- Students lacked awareness regarding multitasking.

## **CONCLUSION**

After the entire analysis we found out that the youngsters have a positive take on multitasking and they are in favour of it. The analysis that we have derived from the survey has been put together here using the SPSS software. Students believe that multitasking has nothing to do with their grades nor is a distraction, rather it promotes creativity and is time saving. For them multitasking has become an important tool to manage various activities and juggle through errands.

The results of various research papers were not supporting multitasking they [ (Hwang & Jeong, 2018) (Adams, 2012) (Christen, 2008) (Hilton et al., 2018) (Manhart, 2004) (Rekart, 2011) (Schuur et, 2018)] indicated that multitasking hampers performance and often becomes a distraction. However, results of this research were contradictory, this was because of lack of awareness amongst students. Also the topic has a much wider areas left unexplored by us and can be further explored.

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### Appendix 1

**Table 1: Correlations**

		Percentage (in last semester)	Does multitasking impair your ability to think and analyse?
Percentage (in last semester)	Pearson Correlation	1	0.002
	Sig. (2-tailed)		0.984
	N	101	101
Does multitasking impair your ability to think and analyse?	Pearson Correlation	0.002	1
	Sig. (2-tailed)	0.984	
	N	101	101

No significant correlation could be established between performance and multitasking impairing ability to think and analyse, because of insufficient data collected and lack of awareness amongst students.

**Table 2: Correlations**

		Percentage (in last semester)	Do you think multitasking reduces short term learning and accuracy?
Percentage (in last semester)	Pearson Correlation	1	0.078
	Sig. (2-tailed)		0.437
	N	101	101
Do you think multitasking reduces short term learning and accuracy?	Pearson Correlation	0.078	1
	Sig. (2-tailed)	0.437	
	N	101	101

No significant Correlation could be established between grade and multitasking reduces short term learning and accuracy, because of lack of sufficient data and awareness amongst students.

**Table 3: Correlations**

		Percentage (in last semester)	Does multitasking degrades the quality of work and is a distraction?
Percentage (in last semester)	Pearson Correlation	1	-0.132
	Sig. (2-tailed)		0.189
	N	101	101
Does multitasking degrades the quality of work and is a distraction?	Pearson Correlation	-0.132	1
	Sig. (2-tailed)	0.189	
	N	101	101

No significant correlation could be established between grades and multitasking degrades the quality of work and is a distraction, because of lack of sufficient data and awareness amongst students.



### **IMPRINT LINE**

*Printed and published by Prof. Simrit Kaur (Principal, Shri Ram College of Commerce) on behalf of 'Shri Ram College of Commerce' and printed at M/s Poonam Printers, C-145, Back Side Naraina Industrial Area, Phase-I, New Delhi and published at Shri Ram College of Commerce, University of Delhi, Maurice Nagar, Delhi-110007, India.*

*Editor – Dr. Santosh Kumari*

**License No. – DCP / LIC No. F. 2 (S / 37) Press / 2017**

**Registration No. DELENG/2018/75093**

**ISSN 2581- 4931 (Print)**

Publication Date: September 28, 2018

Printing Date: September 25, 2018

Publication City: Delhi

# STRIDES – A STUDENTS' JOURNAL OF SHRI RAM COLLEGE OF COMMERCE

## HISTORY OF THE JOURNAL

The idea to launch this Journal was discussed in December 2016 by the former Officiating Principal, **Dr. R.P. Rustagi** with **Dr. Santosh Kumari**, the Editor of the Journal. Since the idea appealed to **Dr. Santosh Kumari**, she took the initiative to contribute to SRCC by creating this new academic research Journal and took the responsibility for its Creation, Registration, License and ISSN (International Standard Serial Number) etc. along with *Editorship*. Therefore, **Dr. Santosh Kumari, Assistant Professor in the Department of Commerce, Shri Ram College of Commerce** was appointed as the Editor of the Journal vide. Office Order – SRCC/AD-158/2017 dated March 14, 2017. She meticulously worked hard in creating the concept and developing the structure of the Journal. She introduced the concept of COPE (Committee on Publication Ethics) to maintain high academic standards of publication.

On behalf of the college, **Dr. Santosh Kumari** made every effort in seeking License from Deputy Commissioner of Police (Licensing), Delhi to register the Journal at "The Registrar of Newspapers for India, Ministry of Information and Broadcasting, Government of India". The paper work for seeking license started under the former Officiating Principal, **Dr. R.P. Rustagi** on March 27, 2017. The foundation Issue of the Journal "**Strides – A Students' Journal of Shri Ram College of Commerce, Volume 1, Issue 1, 2016-17**" was successfully released on the 91st Annual Day of SRCC held on April 13, 2017 by **Shri Prakash Javadekar, Hon'ble Union Minister of Human Resource Development, Government of India**. The title of the Journal got verified and approved by the Registrar of Newspapers for India, Ministry of Information and Broadcasting, Government of India on April 21, 2017. On September 1, 2017, **Prof. Simrit Kaur** joined SRCC as Principal and signed each and every legal document required for further processing and supported **Dr. Santosh Kumari**.

On December 18, 2017, the College got the license "**License No. - DCP / LIC No. F. 2 (S / 37) Press / 2017**" to publish 'Strides – A Students' Journal of Shri Ram College of Commerce'. Due to change of Printing Press, the License got updated on March 09, 2018. On April 26, 2018, the SRCC Staff Council unanimously appointed **Dr. Santosh Kumari** as the '**Editor of Strides**' for the next two academic years.

On April 27, 2018 (The Foundation Day of the College), **Dr. Santosh Kumari** submitted the application for the registration of the Journal. On May 04, 2018, the college received the 'Certificate of Registration' for Strides – A Students' Journal of Shri Ram College of Commerce and got the **Registration No. DELENG/2018/75093** dated May 04, 2018. ***On behalf of SRCC, it was a moment of pride for Dr. Santosh Kumari to receive the 'Certificate of Registration' on May 04, 2018 at the Office of Registrar of Newspapers for India, Ministry of Information and Broadcasting, Government of India (website - www.rni.nic.in).***

On May 07, 2018, **Dr. Santosh Kumari** submitted the application for seeking ISSN (International Standard Serial Number) at "ISSN National Centre – India, National Science Library, NISCAIR (National Institute of Science Communication and Information Resources). Weblink - <http://nsl.niscair.res.in/ISSNPROCESS/issn.jsp>". Finally, the College received the International Standard Serial Number "**ISSN 2581-4931 (Print)**" on June 01, 2018.

We are proud that this journal is an add-on to the enriched catalogue of SRCC's publications and academic literature.

**STRIDES – A STUDENTS' JOURNAL OF SHRI RAM COLLEGE OF COMMERCE**  
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**RELEASE OF FOUNDATION ISSUE OF STRIDES**



Foundation Issue of the Journal “*Strides - A Students' Journal of Shri Ram College of Commerce, Volume 1, Issue 1, 2016-17*” was successfully released on the 91st Annual Day held on April 13, 2017 by Shri Prakash Javadekar, Honb'le Union Minister of Human Resource Development, Government of India.



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