



**OFFICE OF INTERNATIONAL
PROGRAMMES (OIP)**
Shri Ram College of Commerce

Report from 2015-July 21 Submitted for NAAC

REPORT 3

(Each year's activity described in 500 words)

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Flagship Programmes:

1. **FICCI Global Youth Entrepreneurship And Industry Connect [FGYEIC- 52 programmes : January 3 - December 25, 2020]**
2. **South Korea International Conference, Kyunghee University, Seoul, South Korea (October 17 - 20, 2019)**
3. **Indo-Nepal Outgoing Programme (July 2 - 8, 2019)**
4. **OIP-NITI Aayog International Conference (July 16 - 17, 2018)**
5. **SRCC Global Millennium Summit (In association with GMS Team), Dubai (March 18-19, 2017)**
6. **SRCC India-USA Initiative, USA (October 7-20, 2016)**

2015-16

List of Activities: April 1, 2015 - March 31, 2016

1. SRCC- Penn State Indo-US Collaborative Programme (July 8-17, 2015)
2. Indo-UK Collaborative Study Programme (July 28-30, 2015)
3. SRCC British Council-Generation UK-India Programme (September 1-3, 2015)
4. SRCC-MSU Indo Malaysia Programme (September 29, 2015)
5. SRCC-Japanese Delegation Meet (November 19, 2015)
6. SRCC-Arizona State University Interaction Programme (December 18, 2015)
7. SRCC-UWEC Indo US Programme (January 7-17, 2016)
8. SRCC-UBS-MH Indo-Dutch Collaborative Programme (January 25-30, 2016)

1. SRCC- Penn State Indo-US Collaborative Programme (July 8-17, 2015)

The year started with SRCC Penn State Indo-US Collaborative Programme from July 08 to July 17, 2015, where the students from Schreyers Honors College, Penn State University, USA, and SRCC participated in the SRCC Penn State Indo- US Collaborative Programme from July 08-17, 2015 to learn more about their respective cultural and economic contrasts. The Chief Guest, Dr. Dinesh Singh, Vice-Chancellor of the University of Delhi, and the Guest of Honour, Mr. Lalit Kumar Gupta, Joint Secretary, Ministry of Youth, Government of India, kicked off the event with the theme "YOUTH IN ACTION" Participants gained knowledge about commerce, economics, business, and industry. There were pottery-making workshops, yoga, dance, and spirituality courses, together with tours to the Vice Regal Lodge, Parliament, Rashtrapati Bhawan, Humayun's Tomb, National Museum, Gandhi Smriti, and the Centre for Social Science Research. The Dean of Colleges, Prof. Malashri Lal, offered her thoughts on gender inequality. During the valedictory ceremony, the Chief Guest, Hon'ble Justice A.K Sikri of the Supreme Court of India, presented prizes and certificates for the best project presentation. The fundamental theme of this exchange programme was to encourage participants to embrace socio-cultural diversity in order to foster mutual understanding and cooperation.

2. Indo-UK Collaborative Study Programme (July 28-30, 2015)

The Indo-UK Collaborative Study Programme saw SRCC welcome 30 students from the United Kingdom for a three-day workshop. . It opened with a memorial to Dr. APJ Abdul Kalam, India's former president, who had passed away just a day before. Prof. Amit Sachdeva from SRCC led an instructive session on business practices in India and the United Kingdom. In addition to this, there were various interactive lecture sessions, seminars, quizzes, outdoor and sports activities, and a tour of the Indian Parliament. A cultural show was organized in the closing ceremony, in which students from both countries represented their cultures and performed for each other, dancing and singing together.

3. SRCC British Council-Generation UK-India Programme (September 1-3, 2015)

The programme was inaugurated by Dr. Ashok Sehgal, Principal SRCC, Mr. Himanshu Mittal from British Council, and Ms. Katie Jo from Indo genius. It took place from September 1st to September 3rd, 2015. In the beginning of the programme, all of the participants sang their respective countries' national anthems. Then, they attended workshops on CV writing and Hindi speaking, and participated in the business quiz, lecture sessions. The programme ended with a visit to the Parliament.

4. SRCC-MSU Indo Malaysia Programme (September 29, 2015)

The SRCC-MSU Indo Malaysia programme was organized at SRCC on September 29, 2015. 39 Malaysian students pursuing Bachelors in International Business from the Management Science University, Malaysia, and several students from the Economics Honours, B. Com. Honours, and GBO Programme, SRCC participated. The programme began with a presentation on 'India, its culture, festivals, rich heritage, history, and delicacies'. The participants were briefed about the University of Delhi and SRCC to give insights into the Indian educational system. There was an enriching ice-breaking session where the Student Coordinator, SRCC, conducted a well-devised four-layer game.

5. SRCC-Japanese Delegation Meet (November 19, 2015)

A delegation from Japan with members Mr. Yoichiro Kojima, Chairman of Kojima Industries Corp. Ltd, Mr. Kunihiko Kawai, Sr. Managing Director, Mr. Kiuotaka, Deputy General Manager, Mr. Hiroyuki Fukuta, Director Daiwa Kasei India Pvt Ltd. visited the SRCC Campus on November 19, 2015. After interacting with the students and sharing their insights about Indo-Japanese business relations, the delegation went on to the tour of the college.

6. SRCC-Arizona State University Interaction Programme (December 18, 2015)

An interactive session was conducted by Prof. Ajay Vinze, Earl and Gladys Davis, Distinguished Professor of Business and the Associate Dean for International Programmes at the W. P. Carey School of Business, Arizona State University, on December 18, 2015. The session on “Why global, Why now” apprised the audience of contemporary global issues while urging and counseling them to empower the budding entrepreneurs in them with a global approach. He went on to discuss the latest concept of digital currency, Bitcoins, and its future potential. He encouraged the audience to use India's 'current window of opportunity'. The session also included the „Globalisation Quiz” for the students. Towards the end, an appreciation prize was given to Sheenab Dhar, the most interactive participant. |

7. SRCC-UWEC Indo US Programme (January 7-17, 2016)

SRCC-UWEC Indo-US Collaborative Programme, held from January 07-17, 2016, with the theme 'Winds of Change', saw students from the University of Wisconsin, Eau Claire, and SRCC transcend international boundaries to engage in interaction on cultural, business, social and personal fronts. A special visit to the American Centre was organized where, Mr. Richard R. Verma (U.S Ambassador to India) opened enrolment for a new MOOC (Massive Open Online Course) funded by the U.S. Department of State's Passport to India Initiative. At the Parliament House, an insightful session by Shri Jairam Ramesh, MP, gave students an understanding of the functioning of the Indian government. A visit to Maruti's manufacturing plant was well informing. Excursions were also made to the India Gate, Bangla Sahib, Cottage Emporium, Delhi Haat, Kingdom of Dreams. The programme concluded with student presentations on the designated projects, and a cultural night. Mr. Taranjit Sandhu (I.F.S), Deputy Ambassador of India to the USA, presided over the valedictory ceremony with Prof. K. Sreenivas, Dean International Relations, University of Delhi, and Dr. R.P Rustogi, Principal, SRCC, and distributed prizes to the students.

8. SRCC-UBS-MH Indo-Dutch Collaborative Programme (January 25-30, 2016)

SRCC-UBS-MH Indo-Dutch Collaborative Programme was held from January 25-29, 2016. 26 students from three colleges: SRCC, Utrecht Business School, and Miranda House interacted constructively. Students were grouped to identify trends and opportunities in various sectors viz. health, ethnic products, printing, and consumables (food). Educative lecture sessions by professionals from diverse fields enriched the students' understanding of present scenarios as they attempted to forecast the future of select industries in group projects. Students were well bonded in the performances of Indian classical dance and excursions to the Akshardham Temple, and the Beating Retreat ceremony at Vijay Chowk. The valedictory ceremony at SRCC was presided by Prof. K. Srinivas, Dean, International Relations, Dr. R.P. Rustagi, Principal, SRCC, and Dr. Pratibha Jolly, Principal Miranda House. They distributed prizes to the winners of the presentations.

2016-17

List of Activities: April 1, 2016 - March 31, 2017

1. SRCC-UBS-MH Indo-Dutch Programme (Outgoing), Utrecht (June 27 – July 1, 2016)
2. SRCC-UNESCO Dialogue, Paris, France (July 3, 2016)
3. SRCC-Penn State Indo-US Study Programme (July 7-17, 2016)
4. Y20 Summit, China (July 24-30, 2016)
5. SRCC-Tsinghai Indo-China Meet (July 31-August 1, 2016)
6. SRCC-Melbourne Indo-Australian Meet (August 26, 2016)
7. SRCC-IESEG Indo-French Session (September 2, 2016)
8. SRCC-Kyung Hee University Indo-Korean Initiative (September 22, 2016)
9. SRCC-World Bank Workshop (September 28, 2016)
10. SRCC India-USA Initiative, USA (October 7-20, 2016)
11. SRCC-MoY Indo-China Entrepreneurship Meet (November 7, 2016)
12. SRCC-NFUCA Indo-Japanese Meet (November 15, 2016)
13. SRCC-UWEC INDO-US Collaborative Programme (January 2-14, 2016)
14. SRCC-King's College Meet (January 16, 2017)
15. SRCC-MH-UBS Indo-Dutch Collaborative Programme (January 27– February 4, 2017)
16. SRCC-NTU Indo-Singapore Initiative (February 2, 2017)
17. SRCC-MH-UBS-IESEG-ICA International Symposium (February 3, 2017)
18. SRCC Indo-Australian Meet (February 22, 2017)
19. SRCC Global Millennium Summit (In association with GMS Team), Dubai (March 18-19, 2017)
20. SRCC-MDX University Collaborative Programme, Dubai (March 20, 2017)
21. SRCC-University of Leeds Indo-UK Initiative, Delhi (March 30, 2017)

1. SRCC-UBS-MH Indo-Dutch Programme (Outgoing), Utrecht (June 27 – July 1, 2016)

After a pre-departure meeting with Dr. RP Rustagi, Principal SRCC, the participants left for the Netherlands with their Faculty Coordinator. They completed a 5-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, Hogeschool Utrecht (HU). It was followed by a presentation by SRCC students 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 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 2 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, analyze and cope with market conditions. The program really helped the students a lot - reading the financial accounts in and out, ordering research studies, doing market testing, studying customer satisfaction reports, and making 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 us 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. The students, after interacting and working with each other 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 and listen to the others.

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 organized an excursion to Zaanse Schans, the famous windmills farm and wooden shoe workshop near Utrecht. The students saw how butter was made, how limestones 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 program and a winning team was declared on the basis of maximum profits earned at the end of all quarters. The Indo Dutch Program 2016 broadened the perspective culturally and made the participants better businessmen in the true sense. The participants returned to Delhi on the 4th of July with a bag full of memories and lessons that once learned, will never be forgotten.

2. SRCC-UNESCO Dialogue, Paris, France (July 3, 2016)

Theme: „Intercultural issues“

A group of 13 students who participated in the Indo-dutch programme also visited Paris for a visit to the UNESCO office. Dr. Mallika Kumar, being a member of UNDP MicroFinance 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 up 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.

3. SRCC-Penn State Indo-US Study Programme (July 7-17, 2016)

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 to study „Contrasts and Cohesions" in the 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 institutions 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 and light show at Old Fort walked them through Indian history and culture.

The lecture series comprised a comprehensive discussion about the 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 centre culture respectively. Mr. Richard Stoller, Coordinator of PSU also delivered an informative lecture. Mrs. Niti Bhutani, faculty, Hindu College spoke on gender inequalities and the role of property inheritance and about HUF (Hindu Undivided Family) in it. A panel discussion was conducted with the panelists, Mr. Ashwani Kumar, Dr. Hema Raghavan, ex-principal and ex- Dean, University and Ms. Payal Nagpal, ex-Academic Secretary, ILLI 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 and prizes to the winners were given to the participants in the valedictory session.

4. Y20 Summit, China (July 24-30, 2016)

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 that witnessed youth delegates from G20 countries, guest countries as well as from organizations such as World Bank, IMF, and OECD. The theme of the programme

was “Youth Innovation for Our Shared Vision”. The programme aimed at formulating youth policy for the G20 Countries and putting forward the concerns of the youth.

5. SRCC-Tsinghai Indo-China Meet (July 31-August 1, 2016)

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

The programme included 27 Chinese students of diverse academic backgrounds from the University of Tsinghua along with their faculty coordinators, a few research students, and volunteers 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. This session witnessed the lively exchange of culture, language, and dance forms between the enthusiastic youth of the two countries. On the second day, there was a visit to the Chinese Embassy and the Cluster Innovation Centre of the University of Delhi.

6. SRCC-Melbourne Indo-Australian Meet (August 26, 2016)

The Meet comprised a detailed discussion between Australian delegates, SRCC faculty, and students about the prospects 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, practicums research, and seminar programmes being planned into the summer programme between SRCC and the University of Australia in 2017 with possible funding from the Australian Government under the New Colombo Plan.

7. SRCC-IESEG Indo-French Session (September 2, 2016)

Theme: *'Global Business Ethics'*

The session started off with the lamp lighting ceremony by Prof. Stephen Murdoch, Associate Dean IESEG France, and Dr. Mallika Kumar and an introductory talk about the importance of Global Business ethics and how we can benefit from the valuable experience of Prof. Murdoch. He gave his interesting insights on Ethics in Reality under which he explained how ethical people, companies, and organizations are in reality through explaining Robert bailey's sexual assault case and what would we do under that 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. The philosophical roots of Ethics were discussed distinguishing between morals and ethics. He also discussed the basic premise and hypothesis of business ethics and popular beliefs over them, and how business ethics is putting up a process into business set ups. The discussion was then rooted on should business ethics be the same for each country /culture or should it be variable according to an individual's country/culture. A comparative analysis of the 3 countries was conducted through a session over the ethical aspects and the

US model for Global business ethics was discussed. A detailed description of corruption and the transparency international index of corrupt countries. All the laws relating to ethical practices national and 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.

8. SRCC-Kyung Hee University Indo-Korean Initiative (September 22, 2016)

Theme: *‘Mobile Financial Services (MFS)’*

There was an interactive session on 22nd September 2016, for the students of SRCC. The session was conducted by Professor Young Jun Choi, the Associate Professor of Kyung Hee University, Republic Of Korea. The session was primarily based on Mobile Financial Services and their implications for developing economies. Mobile Financial Services – as the term itself suggests- refers to the provision of financial services by means of a mobile phone connected to the internet, which would reduce a lot of time and effort endured by people in visiting banks. A lot of 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 emphasized on how popular were Mobile Financial Services in the Republic of Korea since they were cheaper and easier to access there. Finally, he concluded by emphasizing 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 the global proliferation of MFS and the need for the government machinery to actively function and support start-ups providing MFS. The most interactive participants were rewarded with prizes, and the session culminated with a group photograph.

9. SRCC-World Bank Workshop (September 28, 2016)

Theme: *‘Open Data and Open development’*

The Office of International Programmes, SRCC, organized a session on “Open Data and Open development Knowledge Workshop” in collaboration with World Bank India, on the 28th September 2016, in the college auditorium. The workshop appraised students with the database provided by the World Bank and myriad tools for effective extraction of data. The usability of data was emphasized through various research-oriented examples. The speaker for the session was Ms. Sunita Malhotra, communication head, World bank. The session began with the auspicious lighting of the lamp, and a brief overview of the World Bank and its various operations in India. From here, the speaker 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 in project reports. Besides, she also gave an overview of various softwares which can be used for statistical purposes and research projects. Finally, she also laid emphasis on various online courses that the World Bank provides free of cost. The session was extremely valuable in terms of the knowledge that it offered.

10. SRCC India-USA Initiative, USA (October 7-20, 2016)

Theme: 'Entrepreneurship, Innovation and Sustainability'

The SRCC India USA Initiative(SIUI) 2016 was organized from 7th to 20th 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 SRCC student. The programme consisted of several paper presentations in seminars, active participation in lectures, panel discussions, classroom sessions, and an effective Business Pitch presentation in front of esteemed judges. The programme also consisted of 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 DePaul 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 students and Faculty (at the United Nations, New York.)

Organizations visited included: The Security Council at the United Nations, New York Stock Exchange, Royal Credit Union, Jamf Software Solutions, Cray Research Institute, Xerox Headquarters, Indian Consulate, New York City.

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

The *10 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 Headquarters, 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

11. SRCC-MoY Indo-China Entrepreneurship Meet (November 7, 2016)

Theme: *‘Entrepreneurship & Startups’*

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

12. SRCC-NFUCA Indo-Japanese Meet (November 15, 2016)

Theme: *‘Youth empowerment through Students Co-operatives’*

Representatives from the National Federation of University Cooperatives Association 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 discussion about cooperative banks between SRCC students and the students’ Cooperatives in Japan. It was followed by an interactive session with the students on Indo-Japan relations and the role of Student cooperatives in empowering the youth there. 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, support of student growth, and the support of university activities. He also gave enriching insights on how University cooperatives are promoting business and activities that contribute to more attractive universities, and how are they engaged in the community, social and global issues as well. After the discussion, the delegation went for a university tour with our Faculty Coordinator and for a brief interaction with the Dean Students Welfare, University of Delhi.

13. SRCC-UWEC INDO-US Collaborative Programme (January 2-14, 2016)

Theme: *‘Melange of Diversity: Birds in the Sky’*

The programme began with welcoming students from the 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. After lunch, all the participants were divided into buddy groups of six each (each group having a 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 the topics for the final presentation among their buddy groups which helped in fostering interaction among them. Project discussion was followed by the college and the university tour, visit to the Vice Regal lodge. On 3rd January, the programme started with a 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. Later, there was 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 the 22 scheduled languages in the Indian Constitution. Post-session, the students discussed their understanding of languages with each other. Then the participants 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 with the Red Fort towards Jama Masjid. Then they went to Gurudwara Bangla Sahib, where they were told about Sikhism and the relevance of Gurudwara by the officers of the foreign tourist department. The participants also visited a Church nearby that place where American students explained its relevance to SRCC students. After religious places, the participants went to Khadi Gram Udyog, where they were welcomed with the tricolour bands made with Khadi. They were also shown products that were of social importance. The next day started with the project discussion and preparation of a project outline. The programme also included a panel discussion, for which four panelists each from SRCC and UWEC were chosen. The discussion was very interactive and everybody discussed the family structure in India. Presentations were given on the last of the programme.

14. SRCC-King's College Meet (January 16, 2017)

Theme: *‘International Relations’*

Considering the significance of international relations & 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 the internationalization of education. They were made aware of the opportunities available to strengthen international relations through Summer Schools that Kings College organizes every year.

15. SRCC-MH-UBS Indo-Dutch Collaborative Programme (January 27– February 4, 2017)

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

The programme was collaboratively organized by SRCC and Miranda House (MH). Post the opening ceremony at SRCC, project responsibilities were allocated to student project teams, comprising 2 students from the three different participating colleges. The students collected primary data and conducted an 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 like The Embassy of Netherlands, Rajghat, Gandhi Bhawan, etc. were organized. The students prepared creative projects which were presented to a panel

of judges from SRCC, MH & UBS. Winners were announced & prizes were distributed to the first 2 teams in the felicitation ceremony. The last day of the programme was marked by a cultural fusion with performances by students of SRCC, MH, and UBS.

16. SRCC-NTU Indo-Singapore Initiative (February 2, 2017)

Theme: *'Financial Leadership'*

The programme included a lecture Session by Prof. Nilanjan Sen, Associate Dean, Graduate Studies Nanyang Technological University on "Financial Leadership" followed by a detailed interaction with students. The topic for the session was "Financial Leadership" taken by Professor Nilanjan Sen (Associate Professor, Banking and Finance, Associate Dean, Graduate Studies Nanyang Technological University). The session began with an introduction about Singapore and the economic development during the last 50 years. He informed how the policies pursued by their founding father late Lee Kuan Yew transformed the country from a third-world country to the first world in a single generation. He also mentioned that Singapore didn't even have any natural resources but even then it developed its human capital in such a way that it has the first rank of terms for easiness of doing business. He told that how even the salary of Prime Minister depends on the GDP growth of the country. He went on to tell the ways in which the financial sector has been transformed in Singapore, and how the government curbed corruption with high penalties and transparency. Talking about India, he emphasized the need to develop primary education in India as it is one of the most neglected sectors of the country, and it forms the base for the students for their future growth. He also mentioned the need for making more and more Institutes for higher education as students with less reputed institutions often suffer when they enter the corporate world.

Talking about the corporate world he told the students a big difference in how ordinary people think and how leaders think. Referring to a video, he gave an example for how apple advertises its product by telling why they make it, then how they make it, and then at last what they make while other companies keep on telling the consumers only about „what“ they make. He also told the real concept behind the „shareholders wealth“ motive, why instead of thinking about increasing profits or EBIT, companies focus on increasing the Shareholders' wealth. Talking about the globalized world, he used the concept of „VUCA“ i.e. Volatility, Uncertainty, Complexity, and Ambiguity to describe the current situation of the market. He encouraged the students to ask three questions before starting something i.e. 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. Also to solve the corporate problem in a position of CEO, he told some of the basic steps to follow like: building a team, incentivizing the team, investing own money, selling non-core assets, reducing debts with the money, internal benchmarking for productivity gain, and communicating with the market. With these things to keep in mind, he also emphasized on the need to develop a Cultural Quotient (CQ) as culture is always a key aspect of the corporate world. Further, he informed about the extent to which information technology is used by the corporate world to obtain personal information about customer behaviour.

17. SRCC-MH-UBS-IESEG-ICA International Symposium (February 3, 2017)

Theme: *'Youth and Sustainable Development'*

An intriguing panel discussion was held on "Youth and Sustainable Development" amongst esteemed panelists - Mr. Steven Murdoch from IESEG, Paris, Mr. Balu Iyer from International Cooperative Alliance(ICA), 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 on their individual level to contribute towards judicious use of resources and also act as the flag bearer of change in our cognitive and behavioural aspects of consumption to ensure that we leave behind a better world for our future generations.

18. SRCC Indo-Australian Meet (February 22, 2017)

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 took place on 22 and 24 February 2017 fostering the young minds on the economic, social, political, and technological advancements taking place in India. The communication between the exchange partners started during the lunch organized by the college. This was the time when students from both countries got familiar with each other. After the mid-day appetite, the interaction was taken forward by a session from the esteemed senior faculty of SRCC, Dr. Amit Sachdeva. He discussed how India became an innovation centre and how one can inculcate a creative mindset for innovation within them.

The session was a two-way process where students and professors were giving basic innovative sights used by ordinary people in daily life. Later, Mr. Raman Roy, the founder of Quattro, the 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 many more. After this, Indian students accompanied the Australian students to "Dilli Haat" giving them a better understanding of the Indian culture and the various aspects of business in India. The next day, participants went to Hotel Africa Avenue in Greater Kailash where Mr. Nick Booker, founder of IndoGenius took a session on his views and outlook towards India. The discussion also went ahead to India's relations with Australia presently and the future scope of it. After this, there was a dance face-off between the two exchange partners on some famous Bollywood songs concluded by the whole group dancing together. Post such merry time, the students had lunch together. Till this time it was like a family discussing various issues and events over food. Pictures were clicked and then everyone shared goodbyes. The programme had not only been a memorable experience but also provided a forum for the exploration of diverse cultures by students from both sides.

19. SRCC Global Millennium Summit (In association with GMS Team), Dubai (March 18-19, 2017)

Theme: *'Future of the Millennium'*

SRCC Global Millennium Summit was the first of its kind international summit organized by Shri Ram College of Commerce in Dubai on 18th and 19th March 2017 at Hotel Marriott, Al Jaddaf. It is the first international Summit organized 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. To give 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 100 student delegates from 20 Plus 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.

The Summit was kick-started in India with the National Launch on 15th February, 2017. The Chief Guest for the occasion was 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.

The SRCC Global Millennium Summit 2017, Dubai was inaugurated by His Excellency Sheikh Nahayan Mubarak Al Nahayan, Minister of Culture and Knowledge Development, and Shri Vijay Goel, Honorable 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. 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 our economy. He emphasized 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 the Global Analytics Case Challenge, a case study competition organized in association with B-Club, IIT Kharagpur, and ZS Associates.

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, etc., and telecasted on DD News and Sony TV.

20. SRCC-MDX University Collaborative Programme, Dubai (March 20, 2017)

Theme: *‘Sustainable development & International Business’*

There was a collaborative programme with Middlesex University, Dubai on the theme, Sustainable development & International Business. The programme started with students visiting their campus and knowing various teaching styles and techniques. It further continued with a presentation by the faculty of Middlesex University and students of SRCC.

on the topic-International Business. Then, a presentation by Ms .Anju Verma , Dr. Yusra Naseem , Ms. Sonal Thukral, Faculty of SRCC on the topic- Green Human Resource Management. After such knowledgeable sessions, the programme culminated with the brainstorming session including quiz, cultural programme, and refreshments.

21. SRCC-University of Leeds Indo-UK Initiative, Delhi (March 30, 2017)

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 session on Professional Development. The session focussed on leveraging LinkedIn to scale up the professional networking, recruitment, and professional development in the contemporary world.

2017-18

Number of Activities: April 1, 2017 - March 31, 2018

1. Indian Youth Delegation to China (June 9 – 16, 2017)
2. SRCC-MH-UBS Indo-Dutch Collaborative Programme (Outgoing) (June 26 – July 1, 2017)
3. BRICS Youth Summit (July 24 – 28, 2017)
4. SRCC-Penn State Indo-US Collaborative Programme (July 7 – 17, 2017)
5. SRCC-Australian National University (ANU) Indo-Australian Initiative (September 4, 2017)
6. SRCC-Melbourne Business School Indo-Australian Initiative (September 4, 2017)
7. SRCC-University of Wolverhampton Indo-UK Collaborative Programme (September 8-10, 2017)
8. SRCC-Surrey Indo-UK Collaborative Programme [November 7, 2017 (Morning)]
9. SRCC-MoY Indo-Korean Meet [November 7, 2017 (Post Lunch)]
10. SRCC-Hong Kong University Indo-Hong Kong Meet [November 9, 2017 (Morning)]
11. SRCC-UBS Indo-Dutch Session [November 9, 2017 (Afternoon)]
12. SRCC-University of Birmingham Indo-UK Collaborative Programme (November 17, 2017)
13. SRCC-Ministry of Youth Indo-China Meet (November 17, 2017)
14. SRCC-UWEC Indo-US Collaborative Programme (January 3-12, 2018)
15. SRCC -Harvard US-India Initiative Collaborative Programme (HUII) (January 6-7, 2018)
16. SRCC-MH-UBS 10th Indo-Dutch Collaborative Programme (January 27-February 2, 2018)
17. SRCC-Tsinghua University Indo-Chinese Collaborative Programme (January 28, 2018)
18. SRCC-Ministry of Youth Affairs (MoY) Exchange Programme, Portugal (January

29 - February 2, 2018)

19. Institutional Partnership with UNESCAP ARTNeT (2018)
20. SRCC-University of Kelaniya Indo- Sri Lanka Initiative (February 8, 2018)
21. Schwarzman Scholars Session on International Education (February 23, 2018)
22. SRCC-World Bank Collaborative Session (March 14, 2018) (WEBEX)
23. SRCC- ICA-EU Partnership Meet (March 16, 2018)

1. Indian Youth Delegation to China (June 9 – 16, 2017)

A Welcome Banquet by "All-China Youth Federation" was arranged for the delegates from SRCC on the first day. In the afternoon, there was a ceremony in the Indian Embassy followed by a visit to the Youth Centre for Cultural Experience activities- Tai Chi and Calligraphy. There was a visit to Binhu Wetland Forest Park, which is an excellent example of Hefei's afforestation efforts. The participants also visited The SUNWIN and iFYTEK, University of Science and Technology of China, and the Tongji University. The programme concluded with visits to ZJ Innopark, Venture Studio, and Alibaba Group Innovation Centre.

2. SRCC-MH-UBS Indo-Dutch Collaborative Programme (Outgoing) (June 26 – July 1, 2017)

Theme: *'International Strategic Management and Cultural Context'*

The Indo-Dutch collaborative programme took place between Shri Ram College of Commerce and Utrecht Business School in the Netherlands from 26th to 30th June 2017. A team of 17 students under the coordination of Mr. Vikas Madan, Assistant Professor, SRCC took part in the exchange program. The students were introduced to a program called "LINKS", a high-tech software to train students in strategic management. It was a simulation game where each team was given the responsibility to run a virtual company for 2 years by taking key managerial decisions. Each team had five members out of which two were European students. Analysis of previous quarter reports and market research was conducted to make decisions regarding product development, forecasting, production, promotion, and customer services that required the students to think rationally and analytically. The team with the maximum rate of return, market share, and best forecast were declared the winners on the last day.

3. BRICS Youth Summit (July 24 – 28, 2017)

The BRICS Youth Summit 2017, held in Beijing, China, was a conglomeration of youth leaders from all across the world to ideate on global challenges faced by youth in terms of inclusion and diversity, representation, and parity. The first day on July 25 comprised of ice- breaking sessions amongst different contingents. On July 26, all of the delegations gathered in the Meixuan Conference Hall, for the Summit Photograph, followed by presentations of various delegations on Youth in Policy, Innovation, and Global Governance, accompanied by country-wise case studies that were followed in the respective countries. The delegates visited OFO Bicycle Office, Tiananmen Square and Forbidden City, and a cultural workshop on ancient Chinese Handicrafts and scriptures. On July 27, the delegations visited Olympic

Park and the Great Wall. In the evening, deliberations were made on the adoption of the final achievement paper, and was followed by a Great Banquet and cultural ceremony that was marked by performances by members of each delegation. Members from the SRCC delegation performed Hindustani semi-classical music and dance. The three-day sojourn ended on July 28, when all delegations bid each other adieu, with poignant memories of the Summit and lessons to cherish for a lifetime.

4. SRCC-Penn State Indo-US Collaborative Programme (July 7 – 17, 2017)

The first day of the programme began with an inauguration where the incoming delegates were welcomed and oriented, followed by the formation of buddy groups and a university tour in the evening. Some of the notable events of the programme were the industrial and business visit, village survey, pottery workshop, panel discussion, quiz, sports. Visits to Rashtrapati Bhawan, India Gate, Gandhi Bhawan, and Akshardham temple were also organized during the programme. On the last day of the programme, the students presented their respective projects and in the evening, the programme concluded with a cultural event.

5. SRCC-Australian National University (ANU) Indo-Australian Initiative (September 4, 2017)

Theme: 'International Business: Issues in Global Economy'

Prof. Simrit Kaur, Principal, SRCC welcomed the faculty members from ANU and addressed the participants on the aspects & challenges of International Business in the contemporary world. The initiative aimed to prepare students to become the next generation of global business leaders, embracing the opportunities and challenges of International Business. Sessions included lectures on “*Political risk and issues of doing business in a foreign country*” by Prof. Andrew Bradley, Dean of the Faculty & Director of Education, ANU, and on “*Introduction to Actuarial Science*” by Prof Gaurav Khemka, Senior Faculty, ANU. The session also acquainted the participants with the career prospects of various professional courses at ANU.

6. SRCC-Melbourne Business School Indo-Australian Initiative (September 4, 2017)

Theme: 'India and Australia -Need for New generation of Entrepreneurs'

Starting with a welcome note by Prof. Simrit Kaur, Principal, SRCC, the programme featured a special lecture on “*Characteristics of Successful Entrepreneur in India*” by Prof Colin McLeod, Professor of Management & Marketing at the University of Melbourne. The other speakers were Mr. Stephen Clowry, Global Engagement Coordinator, Faculty of Business & Economics (FBE), University of Melbourne, Mr. Chris Parker, Director (FBE), Ms. Tessa Shaw, Coordinator, Marketing & Communications (FBE). The programme infused an entrepreneurial spirit among the students through presentations and discussions centering on challenges to be addressed by entrepreneurs, risks & avenues, opportunities and scope in India and Australia, incubation centers, and case studies of some successful global and Indian start-ups. The session concluded with a brainstorming activity that taught the participants,

who were ready to venture some innovative ideas, about what shapes the spirit of young entrepreneurs: passion, positivity, ambition, and leadership.

7. SRCC-University of Wolverhampton Indo-UK Collaborative Programme (September 8-10, 2017)

Theme: *'Empowerment through Education'*

A three-day exchange programme was organized in SRCC on the theme „Empowerment through Education“. The participants included 12 female students from the University of Wolverhampton, accompanied by Dr. Ranjit Khutan, Head of Public Health, University of Wolverhampton, and 24 students from SRCC. After an opening address by Prof. Simrit Kaur and Dr. RP Rustagi on the importance of education, empowerment, and cross-cultural understanding, the students engaged in ice-breaking activities to know each other well. Dr. Ranjit Khutan gave a lecture on the importance of public health. A session on writing the Statement of Purpose was conducted. A panel consisting of students from both the institutions was formed to discuss „Women Empowerment through Education“ and the students understood the intensity, similarities, and differences of this social cause across the continents.

8. SRCC-Surrey Indo-UK Collaborative Programme [November 7, 2017 (Morning)]

Theme: *'Business Economics and Tourism'*

The programme included a lecture session on „Latest Research in Business, Economics, Hospitality, Tourism-How the students are involved“ for SRCC participants. The speakers for the programme were Prof. Carolene Scarles, Head of School of Hospitality, Prof. Neil Rickman, Professor of Economics & Director of Research, Prof. Stevewood, Professor of Retail Marketing Management & Prof. Marco Mongcello, Associate Dean, International Executive Director of P.G Programme.

9. SRCC-MoY Indo-Korean Meet [November 7, 2017 (Post Lunch)]

In collaboration with the Ministry of Youth, Government of India, the program started on a positive and exciting note with a visual trip of India and the College for the Korean delegates by the organizers. The participants interacted with each other and learned about cultural differences. The event concluded with an extravagant cultural night in which both Indian and Korean delegates showcased their talent.

10. SRCC-Hong Kong University Indo-Hong Kong Meet [November 9, 2017 (Morning)]

Theme: *'UN HeForShe Initiative and Gender Equity'*

Prof. Peter Mathieson, President, HKU delivered a lecture session on the stated theme. The session provided the students with detailed insights into the UN HeForShe Initiative and the rapid progress it has made in various parts of the world and its tie-ups with several notable academic Institutions in all the continents. The speaker also highlighted how HKU is fostering gender equity by enabling participation and empowering female faculty members both at the junior and senior levels and incorporating a special gender sensitization course in the curriculum. Prof. Simrit Kaur, Principal, SRCC shared her insights about Gender Equity in India as well as abroad. This was followed by a discussion moderated by Prof. Numala Rao, Faculty of Education, HKU. There was a test at the end of the programme for the participants on the theme of the lecture session.

11. SRCC-UBS Indo-Dutch Session [November 9, 2017 (Afternoon)]

Theme: *'Strategies in Emerging markets'*

Professor Annette Ammeraal from Utrecht Business School, the Netherlands delivered a lecture on "Strategies in Emerging markets" She shared her insights on how to conduct and expand business in different socio-economic and political environments.

12. SRCC-University of Birmingham Indo-UK Collaborative Programme (November 17, 2017)

Theme: 'Contemporary Issues in the Global Supply Chain'.

Prof. Mc Garric, Senior Lecturer, Director Birmingham Business School shared his views on the topic "Contemporary Issues in the Global Supply Chain". The session helped the participants to understand the domestic supply chain in the international scenario. The program concluded with a Q&A session and a one-to-one personal interaction of the speaker and the participants.

13. SRCC-Ministry of Youth Indo-China Meet (November 17, 2017)

Theme: *'Youth and Entrepreneurship'*

The programme consisted of an interactive session with the largest ever delegation to SRCC of 100 participants from China in association with the Ministry of Youth, Government of India. The delegation included students, faculty, youth organizations, and entrepreneurs. There were presentations and discussions on the involvement of youth in China and India.

14. SRCC-UWEC Indo-US Collaborative Programme (January 3-12, 2018)

Theme: *'Youth & Digital Economy'*

This 10 days collaborative programme included 20 participants from the University of Wisconsin (UWEC) & SRCC. The programme started with a lecture session by Mr. Amit Sachdeva, coordinator, Indo-US collaborative programme, on contemporary topics and their

relevance to daily life. The first day ended with the formation of buddy groups and a college tour. On the 4th of January, there was a Digital Workshop for all participants at the Ministry of Electronics and Information Technology which included a session by Dr. D. K. Tyagi, CEO E-Governance, Government of India. The next day started with a project discussion and a lecture session on the Hindi language by Dr. Ravi Sharma. This year, a new initiative was the debate on the advantages and disadvantages of artificial intelligence. The next day, there was an NGO session about the visually challenged and the challenges they face in daily life which was followed by a panel discussion on the „Impact of Digitization“. The programme included a pottery workshop, a captivating lecture by Dr. C. S. Sharma, a senior faculty member, SRCC, and fun-filled sports activity. Industrial visits were made to the leather industry, solar panel makers. and printing press. On the last day, final projects were presented by three buddy groups on the topics of E-waste, the impact of digital technology on the human mind, and web data mining.

15. SRCC -Harvard US-India Initiative Collaborative Programme (HUII) (January 6-7, 2018)

This year, the Office of International Programme (OIP), SRCC became the Official Outreach Partner of the Harvard College, US-India Initiative (HUII), 2018 held at ITC Maurya Hotel, New Delhi on January 6 & 7, 2018. Dr. Mallika Kumar, facilitated interaction between the youth from two prestigious institutions- SRCC & Harvard University. There were different panels for participants on Science & Tech, Culture, Society, Politics, and Economics which provided a unique synthesis of cross-cultural learning to the participants involved.

16. SRCC-MH-UBS 10th Indo-Dutch Collaborative Programme (January 27-February 2, 2018)

Theme: *‘Management and Cultural Contexts’*

The seven days programme was jointly flagged off by Prof. Simrit Kaur, Principal, SRCC, Dr. Pratibha Jolly, Principal, Miranda House, Prof. Annette Ammeraal and Ms. Sarah De Bakker, faculty members from HU, where valuable insights into the minute complexities of cultures and the challenges they pose to organizations were given to the participants. Following a tea break, Dr. Ravi Sharma delivered an enriching lecture on India & Hindi Language. The first day ended with sessions of Prof. Annette and Ms. Sarah on Leadership and Cultural contexts in understanding people & countries, with varied differences and similarities. On Day 2, Mr. Amit Sachdeva presented his insightful views on international business culture and ethics. The students were divided into groups of three for Poster Presentations on topics- Leadership, Business & Gender, Business & Culture, and Solar Power Communication. This was followed by a highly interactive and activity-based session by Mrs. Niti Dixit on „Everyday application of Management Principles“ from stories of Panchatantra and the like. Participants visited the Embassy of Netherlands the next day and the consular representative briefed on the state of Indo-Dutch Relations. The team then headed to the solar panel manufacturing unit of IndoSolar Company at Noida where knowledge on the manufacturing of solar panels using advanced technology was gained and the day concluded with a visit to the Old Fort for the Sound & Laser Show.

A memory-boosting session was organized the next day, where record holder Mr. Anant Kasibhatla shared his focus mantra with the participants. The following day, Ms. Shakun Sethi, herself being an alumnus of Hague University of Applied Sciences and an entrepreneur, shared her experiences of what it takes to live in both countries. The last day began with teams preparing their posters for the projects, shortly to be presented to a panel of judges from the three institutions.

A new initiative in this programme was the Poster presentations based on the survey conducted and data collected during the programme. The valedictory ceremony was graced by distinguished guests such as Mr. Mohit Yadav, IFS, Director (Europe West) Ministry of External Affairs, who gave an extensive address on the state of Indo-Dutch relations, and Prof. H. P. Singh, Dean of International Relations, University of Delhi. In the closing session, Kathak and Odissi dances were performed by the artists. Members of HU were kind enough to present books and artifacts from the Netherlands to the organizers & guests as a token of love and appreciation.

17. SRCC-Tsinghua University Indo-Chinese Collaborative Programme (January 28, 2018)

Theme: *'Education and Youth Empowerment'*

This year, the participants from Tsinghua University included 14 students and two faculty members - Mr. Chen Hongxin and Ms. Yuan Huina. The participants were familiarized with the role of youth in the development of nations through an enlightening panel discussion on „Higher Education and Youth Empowerment in India & China“ under the supervision of Dr. Nawang, faculty member, SRCC. The programme was a learning experience for all the participants about how diversity is the essence of existence and helped to create personal bonds while learning about Chinese culture and beliefs.

18. SRCC-Ministry of Youth Affairs (MoY) Exchange Programme, Portugal (January 29 - February 2, 2018)

The Indian Youth Delegation visited Portugal from 29th January 2018 to 2nd February 2018. The programme consisted of 8 youth participants from diverse backgrounds. It started with Mr. Augusto Baganha session about the structure and mission of Instituto Portugues do Desporto e Juventude (IPDJ) and various campaigns regarding Youth & Sports like No Hate Speech, #BeActive European week, and 70JA. Later on, Mr. Claudia Reis, Head of Information and Communication Department discussed various digital channels of IPDJ to spread awareness amongst the youth. The students also visited various historical monuments like Praca do Comercio, Boca do Inferno, Jeronimo Monastery, Tower of Belem, Time Out Complex, Campo Pequeno, etc. The students visited the Portuguese Arts and Ideas Club (CPAI) and were explained about the Club's contribution in helping young artists by organizing campaigns. They also visited START.SOCIAL – an NGO aimed at community development in the underprivileged neighbourhood of Quinta do Mocho. The students were introduced to youth organizations involved in puppetry and stage play at Laterna Magica – an arts and culture association. They also visited Cascais, the European Youth Capital 2018. The main focus of a youth capital is to have social inclusion, dialogue between generations, and

promotion of youth. They got an opportunity to meet various Olympic medals baggers at the Jamor Sports Centre.

The students also visited Startup Lisboa – an incubation centre for start-ups and discussed their focus areas, funding sources, various start-ups coming under their ambit, and a lot more. They also had a meeting with the resident youth associations, wherein they discussed their aim of increasing literacy and Education. Mr. Bruno Antonio, CEO, Dypall explained how Dypall grew into a network of 30 municipalities and civil society organizations from more than 20 countries. and Erasmus+ Agency and learned about how they prevent hate speech culture and promote gender equality. They visited the Indian Embassy in Lisbon and met the Indian Ambassador, Mrs. K. Nandini Singla, and discussed the relations between India and Portugal and how we can improve our relations with Portugal. In a meeting with Movijem – Youth Card and Youth Mobility, the students got insights as to how we can improve the youth hostel network in India. They also met representatives from FNAJ – National Federation of Youth Associations. To conclude the programme, they went to meet the Chief of Staff of Secretary of State – Youth and Sports Office, and discussed the day-to-day programme of the visit, and discussed the future of such delegations. The programme was very helpful for the students to provide a very rich experience and a plethora of new things to learn from.

19. Institutional Partnership with UNESCAP ARTNeT (2018)

Shri Ram College of Commerce became an Institutional partner of the Asia –Pacific Research and Training Network on Trade (ARTNeT) in 2018. ARTNeT is an initiative of the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP). It has been widely recognized as an effective model for pursuing trade policy research, advocacy, and capacity building. The partnership between UNESCAP ARTNeT and SRCC was initiated by Dr. Mallika Kumar during her invitation visit to UNESCAP, Bangkok in November 2017. The partnership will yield academic and learning synergies to the institutions involved.

20. SRCC-University of Kelaniya Indo- Sri Lanka Initiative (February 8, 2018)

The University of Kelaniya and SRCC signed a Memorandum of Understanding (MoU) on February 8, 2018 in Sri Lanka, with the aim to collaborate for joint research projects and exchange programme. The initiative was taken by Dr. Mallika Kumar during her invitation visit by the Ambassador of India in Sri Lanka. A discussion was held on possible collaborations with Professor Neelakshi C. Premawardhena, Director, International Affairs, Mr. C. S. P. K. Fernando, Acting Dean of the Faculty of Commerce and Management Studies, and Head of the various Departments. Dr. Mallika Kumar was also invited to the Prime Minister's residence for a deliberation with Prof Maithree on strengthening educational ties between India and Sri Lanka. An SRCC memento was presented to Prof Maithree, Professor D. M. Semasinghe, the Vice-Chancellor of the University of Kelaniya and all the dignitaries.

21. Schwarzman Scholars Session on International Education (February 23, 2018)

Theme: *'International Education as a driver of Career and Leadership Development'*

Mr. Robert Garris, Global Director of Admissions and Strategic Initiatives at Schwarzman Scholars programme, conducted an informative session on the Schwarzman Scholarship on 23 February 2018 for SRCC students. The students had the opportunity to foster their knowledge on „*International Education as a driver of Career and Leadership Development*’ through this session and were informed about various global degree partnerships cum scholarships and how these programmes are designed to improve the career skills of their graduates viz. independence, adaptability, language skills and cross-cultural awareness. The session was followed by a Q&A session and an individual personal interaction between the speaker and the participants.

22. SRCC-World Bank Collaborative Session (March 14, 2018) (WEBEX)

Theme: „*Growth Out of the Blue: Night light and Economic Activity*”

A Talk via WebEx was organized on the fore mentioned theme by Dr. Martin Rama, Chief Economist, World Bank, South Asia. The talk focused on how measuring GDP is especially challenging in developing countries, where the informal sector is large and institutional constraints can be severe. As a result, GDP growth estimates are often met with skepticism but new technologies offer an opportunity to improve matters.

23. SRCC- ICA-EU Partnership Meet (March 16, 2018)

Theme: *'Cooperative development across the world'*

There was a programme of the International Cooperative Alliance - European Union Partnership in the SRCC Seminar room on March 16, 2018. A delegation of 20 persons working on the project of co-operative development across the world ie the four regions - Americas (Costa Rica), Africa (Nairobi), Europe (Brussels) and Asia Pacific (New Delhi) attended the event. The programme included a presentation by SRCC students on Cooperatives in the University of Delhi, address by the speakers from the ICA. The ICA-EU Partnership team Works out of offices in Brussels, San josè, New Delhi and Nairobi. The members visiting our college included: Marc Noël - leader of the team, international development director, Rose Karimi - Program manager, Africa ,David Ferreira - Finance manager & Mr Santosh Kumar, Secretary, ICA-AP. The students enjoyed the interaction and the programme concluded with a group photo.

2018-19

Number of Activities: April 1, 2018 - March 31, 2019

1. [SRCC Delegation to Nepal in Collaboration with the Ministry of Youth \(April 4 - 11, 2018\)](#)
2. [Workshop on Youth and Digitization in Collaboration with the Ministry of Electronics, Government of India \(April 7, 2018\)](#)
3. [Lecture Series in collaboration with the Department of Economic Affairs, Ministry of Finance, and Government of India \(April 16 – 18, 2018\)](#)
4. [University of Chicago's Lecture Series \(April 17, 2018\)](#)
5. [SRCC–University of Edinburgh Meet \(April 23, 2018\)](#)
6. [Indo-Dutch Collaborative Programme \(Outgoing\) \(June 3 – 9, 2018\)](#)
7. [SRCC Delegation to China in Collaboration with Ministry of Youth \(MoY\) \(July 2- 11, 2018\)](#)
8. [SRCC-Melbourne University, Indo-Australian Collaborative Programme \(July 6 - 20, 2018\)](#)
9. [OIP-NITI Aayog International Conference \(July 16 - 17, 2018\)](#)
10. [Korea-India Youth Exchange Outgoing Programme in Collaboration with MoY \(July 7 – 25, 2018\)](#)
11. [SRCC–University of Wolverhampton Indo-UK Collaborative Programme \(September 5 – 6, 2018\)](#)
12. [SRCC–Sri Lankan Prime Minister Meet Taj Palace, New Delhi \(October 20, 2018\)](#)
13. [Indo-Bhutan International Outgoing Programme, GFest \(October 25 - 28, 2018\)](#)
14. [SRCC Indo-Bhutan Socio-Cultural Ministries Meet, Thimphu, Bhutan \(October 29, 2018\)](#)
15. [SRCC–Thammasat University Indo-Thailand Meet \(November 8, 2018\)](#)
16. [SRCC–Australian National University Collaborative Workshop \(November 13, 2018\)](#)
17. [SRCC-UWEC INDO-US Collaborative Programme \(January 2 – 10, 2019\)](#)
18. [Difficult Dialogue Oxford University Collaborative Programme with Debating Society, SRCC \(January 17, 2019\)](#)
19. [SRCC–Thammasat University Indo-Thailand Meet, Bangkok, Thailand \(January 24, 2019\)](#)
20. [SRCC–University of Melbourne Indo-Collaborative Programme \(January 25 – 28, 2019\)](#)
21. [Voters' Day Celebration in Collaboration with NSS, SRCC \(January 25, 2019\)](#)
22. [SRCC-Miranda House-Utrecht Business School Indo-Dutch Collaborative Programme \(January 25 – February 3, 2019\)](#)
23. [SRCC–Schwarzman Meet \(February 4, 2019\)](#)
24. [SRCC–Hong Kong Collaborative Programme \(February 7, 2019\)](#)
25. [SRCC-International Mother Language UNESCO, Local to Global Competition \(Online\) \(February 21, 2019\)](#)
26. [SRCC-Edinburgh Indo-UK Lecture Session \(March 5, 2019\)](#)
27. [SRCC-EADA Business School Indo-Spain Session \(March 18, 2019\)](#)

1. [SRCC Delegation to Nepal in Collaboration with the Ministry of Youth \(April 4 - 11, 2018\)](#)

The delegation was a culmination of forty Indians and was successfully lead by Group Leader, Mrs. Chitra (Undersecretary, Ministry of YAS, Govt. of India) and Deputy Group

Leader, Mr. Kumar Ravel (Professor, RGNIYD). The exchange program kicked off at the National Headquarters of Bharat Scouts and Guides on 3rd April with the orientation program which was led by Mr. Lenka (Undersecretary, Ministry of YAS Govt. of India). It was an 8-day long trip to Nepal from 4th April to 11th April. All the delegates were introduced to each other and briefed about the program. The delegation was then divided into two sub-groups. The entire delegation had a small briefing by Dr. Ajay Kumar (Deputy Chief of Mission at the Indian Embassy of Nepal). It was followed by a meeting with the National Youth Council where they learned about the working of the organization and discussed the challenges for youth in the future in the two countries and their probable solutions. The delegates were also briefed about Lord Buddha and were explained the planning of the city of Lumbini by a senior official from Lumbini Development Trust. Later, they visited the various monasteries and the temple that marked the exact birth spot of Buddha.

The participants made excursions to the Palace Area at Bhaktapur followed by Nagarkot. Chitwan National Park, a World Heritage Site by UNESCO, David Falls, and the Fewa Lake, the biggest of the seven lakes of Pokhara. It was followed by a visit to the International Mountaineering Museum. The delegates also visited Nepal Tourism Board at Pokhara. The visit was hosted by the Regional Head of NTB at Pokhara wherein the delegates discussed the strategies and the overall structure of the board. On the last morning of the trip, the delegates visited the famous Pashupatinath Temple, followed by breakfast which was hosted at the Indian Embassy in Nepal by Dr. Ajay Kumar where they discussed and shared their views and opinions about Nepal and the entire trip at the breakfast table. They also met the media from Nepal and the students from the Kendriya Vidyalaya inside the embassy. The programme also included a welcome and farewell dinner hosted for the delegates by the Secretary, MOYS, Nepal at the Wellness Organic Club. An enthralling display of Tharu Culture and Dance was also organized at the hotel in the evening.

2 Workshop on Youth and Digitization in Collaboration with the Ministry of Electronics, Government of India (April 7, 2018)

A workshop on “Youth and Digitisation” was conducted in the Seminar Room, SRCC. The faculty and students from SRCC and various colleges participated in the workshop. It included various competitions viz.. crossword puzzle, digital idea extempore for undergraduate students of the University of Delhi. The keynote speaker was Dr. D.K. Tyagi, CEO, CSC, Ministry of Electronics, Government of India. The other speakers included SRCC Alumni who were social entrepreneurs -Mr. Karan Gupta, MD, Chalo Padho ; Sahil, founder, Perfect My English App; Ashwani, founder, Basic shit organization.

3 Lecture Series in collaboration with the Department of Economic Affairs, Ministry of Finance, and Government of India (April 16 – 18, 2018)

A three-day Lecture series was organized with speakers from the officials of the Chief Economic Advisors Office (CEA), Dept. of Economic Affairs (DEA), Ministry of Finance (MoF), GoI. The series started with a three-hour invigorating session on GST by Mr. Kapil Patidar, Dy. Director, MoF on GST on April 16th. On April 17th, the second day, there was a session by Mr. Parth Khare Consultant to CEA, on the role of data mining and satellite imagery processing & its uses for public policy related to GST. The lecture series was

brought to an end on 18th April with perhaps the most academically stimulating session by Mr. Abhsihek Anand, Mr. Syed Zubair Hussain Naqvi, Mr. Navneeraj Sharma from the Office of CEA on the 14th & 15th Finance Commission, Fiscal Federalism & the growing trend of Cooperative Federalism in India.

Through a critical analysis of the various trends, right from increasing vertical distribution figures to the inclusion of various parameters in the horizontal distribution, the thinking caps of the students were on. A plethora of questions was asked, ranging from efficiency of the parameters in terms of reference, to unifying and de-complexifying existing formulas, to the impact of state finances on GDP numbers. To encourage students to come prepared and participate the most interactive students were awarded. The lectures series ended with motivating words from Prof. Simrit Kaur, Principal, SRCC.

4 University of Chicago's Lecture Series (April 17, 2018)

Theme: *„Data and Leadership’*

The programme commenced with the welcoming of Prof. Mary Morley Cohem, Associate Dean, Graham School of Continuing Liberal and Professional Studies, University of Chicago on 17th April 2018 . It was followed by the launch of the University of Chicago Annual Lecture Series on “ Data and Leadership “ at SRCC by Dr. Ashutosh Bharadwaj, OSD, Admissions and Dy, Dean, Foreign Students Registry. A panel discussion was also conducted on the theme where Dean Christopher, Associate Dean Marrie from University of Chicago; Dr. Archana Thakur, Joint Secretary, UGC ; Dr. Avik Sarkar, Head , Data Analytics, Niti Aayog; Mr. Parth Khare, Consultant to Chief Eco Advisor, Ministry of Finance participated.

5 SRCC–University of Edinburgh Meet (April 23, 2018)

Theme: *‘Higher education in India and UK’*

The programme began with the welcoming of Mr . Russell followed by a meeting with Prof. Simrit Kaur, Principal SRCC, Dr. Mallika Kumar, Coordinator, International Programmes, and other faculty. After a discussion with the faculty on Higher education (HE) in India and UK, there was an interactive session with the students. The session was all about choice within the Indian HE sector, the role of marketing communications, postgraduate education as a way of standing out to employers and potential links between UoE and DU. The session was concluded with a token of regards to Mr Russell and a group photograph.

6 Indo-Dutch Collaborative Programme (Outgoing) (June 3 – 9, 2018)

Theme : *‘Strategic Management and Cultural Context’*

The Indo-Dutch Collaborative Programme involving students from Shri Ram College of Commerce, Miranda House, and Utrecht Business School was held at HU Business School

School, University of Applied Sciences, Utrecht, the Netherlands from the 4th of June to the 8th of June, 2018. The intensive international programme commenced with the interactions with Jelly Offereins, course director, and mentor, and Gerard van Leeuwen about the sessions. This was followed by an interesting ice-breaking session to familiarise the Indian and Dutch students with each other. The programme involved a corporate simulation game based on the theme 'Doing Business in Emerging Markets'. The group was divided into teams of 4 comprising participants from all the 3 colleges. The game involved quick decision- making based on hypothetical situations faced by a smartphone company in the domains of finance, marketing, operations, and HR. On the last day of the programme, the Indian students dressed in traditional attire received their certificates of completion. The programme was indeed an enriching experience as it enhanced the cultural awareness of students from both countries.

7. SRCC Delegation to China in Collaboration with Ministry of Youth (MoY) (July 2-11, 2018)

A 200-member delegation of Indian youth-led by Shri Narasimhamoorthy Raja, Director, Ministry Of Youth Affairs And Sports visited China at the invitation of the All-China Youth Federation. Under this programme, the exchange of Youth Delegations with friendly countries was organized for promoting the exchange of ideas, values, and culture amongst the youth and also to develop international understanding. The members were divided into Group A and Group B with 100 members each.

Delegates of group B started their journey from The Bharat Scouts And Guide National Headquarters on 2nd July, at 5 P.M. and reached Beijing the next day. The exploration began from The Forbidden City which is listed by UNESCO as a World Cultural Heritage Site in 1987, the Palace Museum is now one of the most popular tourist attractions worldwide. The next day began with a visit to the National Museum. At the next stop, the delegates were officially welcomed in China followed by a promotional video and a lecture by Yang Xiaoping. The promotional video discussed how socialism with Chinese characteristics has entered the Chinese new era and technology. The secret of the “Open And Reform” policy was discussed. The first destination of the third day was The China Youth Daily. Further, there was a conference meeting with the board of directors of Youth Daily where delegates got an opportunity to put up their questions. This was followed by a visit to The Great Wall of China and then the Indian Embassy in Beijing. A perfect song blending Chinese music with Indian classical music was showcased at the embassy. In the evening, Shri Narasimhamoorthy Raja, Director, Ministry of Youth Affairs and Sports addressed the delegates.

On the fourth-day, delegates reached the spring city in the afternoon. They began their journey from the Yunnan health center where they witnessed the modern technology used by Chinese doctors for diagnosing various body parts. The next visit was to Kunming SALAI Biology Co. Ltd. Headquarters (students learned about stem cells) and Winona Pharmaceuticals. Students visited the Yunnan art theater for the dynamic Yunnan performance. Day 5 started off by visiting Kunming University China-SCO Youth Exchange Center, where the delegates were addressed by China- SCO officials. Followed by a visit to the Community Volunteer Service Station. The sixth-day started from the Yunnan Provincial Museum followed by the art school where a musical martial arts performance was witnessed.

The first destination of day 7 was the shipment company, GNG Ltd. Next, they headed to Guangdong science center. Later a farewell banquet was planned for the delegates on a cruise tour of Pearl River with performances from the Indian and Chinese culture. The final day started with the Guangzhou local chronicle museum. The delegates then headed to the airport after exchanging souvenirs and bidding farewell to the cooperative Chinese volunteers marking the end of the remarkable experience.

8. SRCC-Melbourne University, Indo-Australian Collaborative Programme (July 6 - 20, 2018)

Theme: *'Business Environment in the Indo-Australian Context'*

The 10-day program began with the ice-breaking interactive activities which helped all the participants to know each other and bond well. All the participants were divided into buddy groups, each group consisting of both Australian and Indian students, to work together on a research project based on the theme "Business and Economics in India". The program consisted of sessions on varied academic topics such as Indian economy, human resource management, startups and many more which were brilliantly taken up by SRCC professors and faculty members. The participants were also invited for a session at UNDP India's office for awareness regarding Sustainable Development Goals.

Apart from the academic curriculum, Australian students were taken around for Delhi Tour wherein they visited numerous places including Humayun's Tomb, Lodhi Garden, Dilli Haat, Gurudwara Bangla Sahib, and Birla Mandir. The participants also undertook a guided tour of Rashtrapati Bhavan and an outstation excursion to Agra to visit the Taj Mahal and Agra Fort.

During the last two days of the program, participants attended the International Conference on Women Empowerment, jointly organized by Niti Aayog and Shri Ram College of Commerce. The program concluded with each group presenting their research projects. The program was a great learning experience that widened the horizon of students and enhanced their cultural understanding.

9. OIP-NITI Aayog International Conference (July 16 - 17, 2018)

Theme: *'Empowering Women: Fostering Entrepreneurship, Innovation and Sustainability'*

SRCC Office of International Programmes(OIP) and NITI Aayog's Women Entrepreneurship Platform (WEP), jointly organized a two-days International Conference on the theme titled "Empowering Women: Fostering Entrepreneurship, Innovation and Sustainability" on 16-17 July, 2018 at India International Centre, Lodhi Road, Delhi. The conference was a huge accomplishment with eminent scholars, academicians, industrialists, and policy makers from across the globe contributing immensely through facts, figures, and opinions to realize a cherished dream of women empowerment. Several intense deliberations among the participants aptly highlighted the relevance of the theme in today's prospect.

The Chief Guest for the Conference was Shri Venkaiah Naidu, Hon'ble Vice President of India and the Guest of honour was Dr. Kiran Bedi, Hon'ble Lieutenant-Governor,

Puducherry. The eminent panelists included Ambassadors of four countries, Corporate leaders, and Policy makers.

Particularly, the Conference included participation from 17 countries, specifically, Afghanistan, Algeria, Australia, Bangladesh, Cameroon, Canada, Ethiopia, Finland, Ghana, Nepal, Norway, Nigeria, Thailand, Tibet, UAE, and USA, and 17 states from all directions of India for varied events of panel discussions, research paper presentations and students' competitions, making it an international discussion platform in true sense. The major participation was from northern states followed by southern states. Various prominent institutions across the globe like British University of Columbia, Canada; Harvard University, USA; University of Wisconsin, USA; Melbourne University, Australia; Thammasat University, Thailand; TMSS, Bangladesh; International Cooperative Alliance, Nepal; ASA, Africa; United Nations Development Programme(UNDP); Indian Institute of Technology(IIT) and Indian Institute of Management(IIM), India participated in the event. A total of 325 registrations were made comprising of paper presenters (144), student participants (123) and other delegates (58). Participation was multi-dimensional comprising of professors, assistant professors, research scholars, students, consultants and corporate personas. Participation was not bounded by age or sex. It was an engagement of young and old, and males and females, a truly spirited reflection of empowerment. Female participation was 83.8% more than the male participation.

In total, 11 enriched technical sessions with 71 research paper presentations were conducted on the themes of Entrepreneurship, Innovations & Technology, Sustainability and Social Issues. They were supported by 4 panel discussions comprising of eminent speaker from myriad areas. Students' competitions included Case study competition, Poster making competition and Business pitch competition benefiting students and providing them with hands-on experience. With a hope that this initiative barrel apparent fruits in the form of women upliftment and empowerment, deepest gratitude was extended to all the participants for culminating the event to its real intentions. Much needed support provided by Prof. Simrit Kaur, Principal, SRCC and hard work of the Conference Conveners, Ms. Anna Roy from Niti Aayog, and Dr. Mallika Kumar from Shri Ram College of Commerce, Office of International Programmes (OIP) is worth mentioning. The SRCC Faculty organizing team executives included Dr. RP Rustagi (Chairperson, Academic Review Committee), Dr. Amit Sachdeva (Co-Convener), Ms. Karuna, Ms. Kinneri Jain, Dr. Dipika Bansal, Mr. Munindra Singh, Mr. Gaurav Rana, Ms. Ankita Tomar, Ms. Himani Dahiya, Ms. Shivali, Ms. Swati, Ms. Richa, and Mr. Anil Purve. The International Advisory team, Academic Review Committee, faculty and non-faculty members at SRCC, sponsors and the students were equal partners in the journey of success.

10. Korea-India Youth Exchange Outgoing Programme in Collaboration with MoY (July 7 – 25, 2018)

The programme comprised of visits to various Government Offices like the Ministry of Gender Equality where insights were given regarding the working of the Korean Govt. In the 9 days, students travelled to 5 different cities and visited historical places like the National Museum of Korean Contemporary History and Seoul Palace along with a visit to the United Nations Peace Memorial Hall. The program also included an interaction with Korean students

at Ulsan Foreign Language High School and University Students where the students exchanged their ideas about Indian Economy.

11. SRCC–University of Wolverhampton Indo-UK Collaborative Programme (September 5 – 6, 2018)

Theme: *‘Health care and Hygiene’*

The programme began with the welcoming of the Wolverhampton University students & professors, followed by an ice breaker session & „hindi“ learning session for the Wolverhampton students. A few videos were played & discussion regarding healthcare & hygiene in India was taken forward. After the discussion Prof. Simrit Kaur, Principal, SRCC delivered a speech that was appreciated by everyone. Later, a quiz was organised by the Wolverhampton University professors, and the day ended by visiting the Humayun's tomb in the evening. The next day, a mehendi celebration for the foreign students followed by a saree draping competition along with dance & music was arranged.

12. SRCC–Sri Lankan Prime Minister Meet Taj Palace, New Delhi (October 20, 2018)

On 28th October 2018, a students“ team from SRCC, got an opportunity to meet the honourable Prime Minister of Sri Lanka, Mr. Ranil Wickremesinghe and his wife, Prof. Maitree Wickemesinghe at Taj Palace, Chanakyapuri. The students had an interactive session with Prof. Maitree, University of Kelaniya and learned about the education system in Sri Lanka, the similarities and differences between Sri Lanka“s and India“s systems. Discussions about student exchanges and collaborations, more number of girls admitted in colleges in India than boys also held. Students felt lucky to meet Ranil Wickremesinghe, Prime Minister, Sri Lanka. A group photograph was clicked to mark the successful ending of the discussion.

13. Indo-Bhutan International Outgoing Programme, GFest (October 25 - 28, 2018)

The Indo Bhutan International Exchange Program was organized from 25th to 28th October 2018 at the Gedu College of Business Studies at Gedu in Bhutan. The college organized GFest, a Business Literary Fest on the theme, „Promoting Creative, Innovative and Decisive Thinking amongst Students“. The event began with a warm welcome by the student organizers of the G-Fest at the guest house. After that began the GFest, 2018 with a Business Plan Competition. In total, eight colleges of Bhutan and one from India participated. Participants“ teams were made. Each team was given ten minutes for presentation followed by a round of interjections. A healthy competitive spirit among the participants lit up the atmosphere.

In the evening, another event, “Fluctuate“ was organized. Fluctuate, popularly Known as turncoat was a platform where the participants were expected to be on their toes. Unlike debating, this literary sport calls for your stance with two perspectives. The participant is expected to change his/her stance as the judges push the buzzer. The students of SRCC secured the 1st position in the event. The SRCC faculty members accompanying the students

interacted with the students of Gedu College and apprised them on various contemporary and social issues. A cultural programme was also organized in the evening where the students and faculty of various colleges presented their culture through music and dance. Day 3 began with a session of ExChief Justice of Bhutan on the conversion of Bhutan from a monarch to a democratic nation and the process of establishment of constitution and laws. It was followed by a lecture by Dr. Sonam Choiden, President, Gedu College of Business Studies on Macroeconomics of Gross National Happiness (GNI). Afternoon session witnessed an award ceremony where students of Shri Ram College of Commerce were able to secure first and other positions in four of the five competitions along with cash prizes. The event came to an end with a bonfire to mark the successful completion of G fest 2018.

14 SRCC Indo-Bhutan Socio-Cultural Ministries Meet, Thimphu, Bhutan (October 29, 2018)

The meet commenced a meeting with H.E Jaideep Sarkar, Indian Ambassador to Bhutan, on 29 October 2018 at the Embassy of India, Thimphu, Bhutan. This meeting proved to be very fruitful for strengthening the educational ties of both countries. He sounded very positive and forward-looking on conducting more student exchange programmes between Shri Ram College of Commerce and other similar institutions in Bhutan. The next interaction was with the Deputy Chief of Mission and Secretary, India Bhutan Foundation. There was a productive interaction with Ms. Esha Shrivastava, the Deputy Chief of Mission, Embassy of India in Bhutan, and Mrs. Nidhi Dhiman, Second Secretary (Education) and Secretary, India Bhutan Foundation, Indian Embassy in Bhutan where different issues faced by students of Bhutan were discussed. Indian Embassy also mentioned the possibility of providing scholarships to students coming to Shri Ram College of Commerce and other similar institutions in India.

The meet also included sessions at the Ministry of Education, Bhutan with Mr. Karma Tshering, Director General, Department of School Education, Ministry of Education and Baburam Sherpa, Chief Program Officer, Scholarship Division, Ministry of education, and Karma Yeshey, Secretary, Ministry of Education. These sessions proved successful as officials agreed to provide all necessary support and help to strengthen Indo-Bhutanese relationships. Lastly, there was a meeting with Mr. Ugyen Penjore, Director General, Department of Agriculture, Marketing and Cooperative, on environmental issues. It was a very healthy discussion on the role of cooperatives and he also exchanged views on the real meaning of cooperatives. Culture values were found to be similar in both countries. There was also a meeting with the Director, Nehru Wangchuk Cultural Centre (NWCC), Ms. Anuja Chakravarthy, regarding the cultural ties between the two countries.

15. SRCC–Thammasat University Indo-Thailand Meet (November 8, 2018)

On 8th November 2018, the Professors of Thammasat University were welcomed and briefed by the Principal, Prof. Simrit Kaur about the college and the courses that are being taught to the students. The discussion also revolved around courses and student life in the Thammasat University and how can both the countries collaborate to exchange knowledge and strength cultural ties and diversities among the students. It was followed by a campus tour by the student representatives and finally, the meet was concluded by the signing of Memorandum of Understanding (MoU) between Shri Ram College of Commerce and Thammasat University.

16. SRCC–Australian National University Collaborative Workshop (November 13, 2018)

Theme: *‘Facets of India's Economy and her Society’*

The programme began with the welcoming of Prof. Raghvendra Jha, Ex. Principal Dr. Rastogi and principal Prof. Simrit Kaur, SRCC. The event preceded with an introductory speech by principal, Prof. Simrit Kaur who introduced her mentor, teacher to the audience by highlighting his works & achievements. Prof. Jha then delivered his lecture where he introduced his recent book “The Facets of Indian Economy & her Society”. He took participants long back when India was known as the Golden Bird. He also discussed the growth rate pattern between India & China & what were the reasons behind it. The discussion also included the colonial era when Britishers were ruling India, population growth, poverty, and the agriculture sector. The students interacted and asked various questions to Prof. Jha on the Indian economy. After his session, students’ knowledge & aptitude was tested with a quiz competition headed by Mr. Gaurav Rana, SRCC Faculty, where all the students participated enthusiastically and the top three students were awarded certificate of merit by the guest of honour. The prizes for the most interactive student were also given to three students to appreciate their active participation throughout the session. The programme concluded with a group photograph with Prof. Jha and the participants.

17. SRCC-UWEC INDO-US Collaborative Programme (January 2 – 10, 2019)

Theme: 'UN Agenda 2030: Transforming the World'

The programme began on 3rd January 2019 with the welcoming of participants from the Wisconsin University and followed the ice-breaking sessions which included Pictionary & quiz on Indian & US Heritage & Culture. Post lunch, a lecture on Hindi language for the students of the Wisconsin University by Prof. Ravi Sharma, HOD Hindi Department, SRCC was organized. After the session, participants were taken to Gandhi Bhavan where the students of the Wisconsin University were introduced to weaving, thread manufacturing & handloom. The next day, participants began their project works in buddy groups of 3 to 4 members. Prof. Kranti and Prof. Ganga gave an overview of the entire project and guided the participants. Pottery session was conducted after team discussion followed by an NGO session where students were introduced to the new technologies for the assistance of blind people & how they are operated.

Excursions were made on Day 3 of the programme to Chandni Chowk, Jama Masjid, Delhi Haat, Khadi India, Bangla Sahib, Catholic Church, Lord Tirupati Temple, and India Gate. Day 4 started with the project report on SDG's followed by a business visit to LAJ Exports Ltd, Noida. The talk gave insights about the industry and the garment-producing process. Day 5 focused more on project work where all buddy groups ideated & researched their respective topics. Post lunch a session with Sanyukta Samaddar was very inspiring & motivating for all the students. On day 6, the last day of the programme, participants got an opportunity to attend the lectures of Mr. Kanta Maam, Mr. Rajeev Chandran, Mr. Nabila Jamshed, Mr. Arun Sahdeo, and Ms. Vrinda Handa at UNDP who talked about Sustainable development goals followed by Question & Answer session. Post lectures, all the buddy groups presented their projects in front of the judges. At 1:30 we headed towards the parliament where Mr. R N Das took a session on relations between India & the US. felicitation ceremony took place in the evening where results were announced and prizes to the winners were distributed.

18. Difficult Dialogue Oxford University Collaborative Programme with Debating Society, SRCC (January 17, 2019)

Theme: 'Is Private Education better than Public Education?'

The programme was held in collaboration with SRCC Debating society where selected students for state-level round debated on the topic "Is private education better than Public education?". Out of the 20 participating teams, the best speaker for the motion and against the motion was selected for the national level round in Goa. The eminent judges were Rohit Gandhi, Editor-in-Chief, World is One News and DNA India, Dr. Hema Raghavan, Professor and Former Dean (Student Welfare), University of Delhi; Vinay Shankar, Professor, Jamia Millia Islamia. All the participants enjoyed and learned a lot from the programme.

19. SRCC–Thammasat University Indo-Thailand Meet, Bangkok, Thailand (January 24, 2019)

On 24th January 2019, SRCC students visited the Pridi Banomyong International College, Thammasat University, Bangkok. The professors for Indian Studies Program. Dr. Faheem, Prof., Thammasat University gladly welcomed the participants and helped them in exploring

the various areas of campus. The participants had a discussion with the Vice-Dean on an important subject of „Sustainable Development Goals“ and also talked regarding a possible international conference in India. During the visit to campus, the participants realized the different cultures of Thailand in the Thammasat University Campus.

20. SRCC–University of Melbourne Indo-Collaborative Programme (January 25 – 28, 2019)

The Indo Melbourne Programme began with the welcoming of Melbourne University professors Jennifer Grafton & Ms. Maree and the students followed by a session on the Indian economy by Prof. Simit Kaur, Principal SRCC, and an ice-breaking session where students of both nations got an opportunity to interact & enjoy with each other. Further, all the students were divided into groups of 7 or 8 and a case study challenge was given to each team which they discussed in their respective groups. Post discussion, the Australian students were given a college tour. The next day, all groups worked on their presentation and presented in front of the judges. Winners were selected based on the marketing strategies that they presented along with other parameters. Certificates were then distributed among winners & the programme came to an end with cultural dance performances.

21. Voters' Day Celebration in Collaboration with NSS, SRCC (January 25, 2019)

The Voters' Day celebration included a session by Prof. Sudha Pai, Prof. JNU, where she shared her views on Dr. B.R. Ambedkar's Movement & its impact on post independent India. It was followed by a pledge & felicitation ceremony. The programme ended with the group photograph.

22. SRCC-Miranda House-Utrecht Business School Indo-Dutch Collaborative Programme (January 25 – February 3, 2019)

Theme: *'Management and Cultural Context'*

The 11th Indo Dutch programme saw participation from Shri Ram College of Commerce, Miranda House, and the Utrecht Business School with the theme - 'management and cultural context'. The 5-day event started off with the principals of both SRCC and Miranda House addressing the students. This was followed by an activity to teach participants about cultural differences. Then, Dr. Mallika Kumar explained the UN Sustainability Development Goals (SDGs). Besides this, teams were formed where the participants had to gather information about SDG 12 and make a product/plan as to how to achieve it. During the programme, students made questionnaires and got information about the same. The participants also made presentations about their respective countries and the culture that exists. Furthermore, there were lectures on the importance of the SDGs. A factory visit to a socks manufacturing company 'bonjour' was also arranged where the participants got to know the workings of the firm. A short visit to Delhi Haat followed soon after. On the final day, all the teams presented their projects and two teams were declared as winners. The programme was an enriching experience for all the participants. Everyone enhanced their knowledge about the different cultures and the need for sustainable development.

23. SRCC–Schwarzman Meet (February 4, 2019)

Theme: *„International Education as a driver of Career and Leadership Development’*

An informative session on Schwarzman Scholarship was conducted by Mr. Christian Tanja, Admissions outreach and selection officer at the Schwarzman Scholars programme on 4th February 2019 as a part of the Indo-Chinese Programme 2019 for the students in the SRCC, Seminar Room. The students had the opportunity to foster their knowledge on *„International Education as a driver of Career and Leadership Development’* through this session and were informed about various global degree partnerships cum scholarships. The participants had insights about how the international postgraduate programmes on leadership are designed to improve career skills viz. independence, adaptability, language skills, and cross-cultural awareness. After the session, there was a Question & Answer and a one-to-one personal interaction between the speaker and the participants. At the end of the meet, the participants submitted their learnings, and a token of regard was presented to the speaker.

24. SRCC–Hong Kong Collaborative Programme (February 7, 2019)

The Indo-Hong Kong Collaborative Programme began with the welcome of Dr. Yarime Masaru, Associate Professor, Hong Kong University of Science & Technology followed by his session on “Facilitating Innovation for Smart Cities: Opportunities & Challenges in Public Policy”. Dr. Yarime Masaru also answered the questions of students on the issues explained by him in the session. The programme then concluded by presenting a token of appreciation to our esteemed guest and a group photograph with all the participants.

25. SRCC-International Mother Language UNESCO, Local to Global Competition (Online) (February 21, 2019)

Theme: *‘Local to Global’*

On the occasion of International Mother Language Day, the Office of International Programmes organized a competition for students across the globe on the theme “Local to Global “ to connect the remote regions of India and to foster knowledge among students. The participants were supposed to prepare a two minute video highlighting the strengths, challenges and opportunities in the areas of Public Policy, Administration, and Sustainable Development that they have come across in their region. The top three participants with the most inspirational and heartfelt entries were rewarded with e-certificates and cash prizes. The OIP team arranged to send the awards which were trophies to the winners in Newyork, USA.

26. SRCC-Edinburgh Indo-UK Lecture Session (March 5, 2019)

Theme: *„Local and Global’*

In this session, Dr. Claire from University of Edinburgh talked about her ongoing research and how English dialects changed over time in different countries. Following that, a quiz was held, and winners were announced. The programme ended with a group photograph.

27. SRCC-EADA Business School Indo-Spain Session (March 18, 2019)

Theme: *‘International Education’*

In this session, Ms. Leena Upadhaya professor, EADA business school, Barcelona briefed students about the internationalisation of Education. The relevance of global exposure broadens the mind. There was a discussion on leadership programmes and live consulting projects. After the session there was a Q n A and She addressed the queries of the students about different courses offered at the business school.

2019-20

Number of Activities: April 1, 2019 - March 31, 2020

1. World Bank Training Workshop (April 12, 2019)
2. Indo-Nepal Collaborative Programme (April 22, 2019)
3. Indo-Dutch Collaborative Programme (Outgoing) (June 3 - 7, 2019)
4. Indo-Nepal Outgoing Programme (July 2 - 8, 2019)
5. SRCC-Wolverhampton Collaboration Programme (September 4, 2019)
6. World Bank Training Workshop on Open Data and Development (September 11, 2019)
7. SRCC-New Castle University Collaborative Workshop (September 19, 2019)
8. SRCC-RUB Collaborative Indo-Bhutan Outgoing Programme (October 24 - 26, 2019)
9. South Korea International Conference, Kyunghee University, Seoul, South Korea (October 17 - 20, 2019)
10. SRCC-University of Exeter Collaborative Programme (November 13, 2019)
11. SRCC-University of Wisconsin Collaborative Programme (January 3 - 10, 2020)
12. FICCI Global Youth Entrepreneurship And Industry Connect [FGYEIC- 52 programmes : January 3 - December 25, 2020]
13. SRCC-University of Melbourne Collaborative Programme (January 24 - 27, 2020)
14. Ministry of Youth Exchange Programme (Outgoing) (January 25 - 30, 2020)
15. SRCC--MH- UH Collaborative Programme (January 27 – February 1, 2020)
16. SRCC-EADA Business School Live Webinar Session (February 5, 2020)
17. SRCC-Institute of Risk Management, UK Meet (February 12, 2020)
18. International Women's Day Celebration with NITI Aayog (March 8, 2020)

1. World Bank Training Workshop (April 12, 2019)

Theme: „Open Data and Development’

Mrs. Sunita Malhotra, Communications Head, World Bank briefed the participants about the objectives and functioning of the World Bank. She explained about the various types of data and their usages in modern day research and augmentation. The students were provided with hands-on learning experience on how to access and analyse the data available on the World Bank website through various tools provided on the website itself.

2. Indo-Nepal Collaborative Programme (April 22, 2019)

The session was organised in collaboration with the University of Kathmandu. The programme witnessed the esteemed presence of Dr. J.K. Thukral, former Principal of SRCC, Prof Ujjwal Kumar Chowdhury, Director at Pearl academy, Ms. Roshee Lamichhane Bhusal, Mr. Dipesh Karki, Mr. Hom Prasad Luitel and Dr. Mallika Kumar, Coordinator at OIP. The Nepalese ambassadors introduced lab based learning techniques to the students through various interactive activities. It was followed by a question and answer round and an informative quiz based on the culture of Nepal.

3. Indo-Dutch Collaborative Programme (Outgoing) (June 3 - 7, 2019)

11 SRCC students were selected to participate in a 4-day long exchange programme at Utrecht Business School, Netherlands. The programme was a holistic mix of lecture series by Ms. Annette, Faculty UBS, Dr. Nawang Gyalchen, faculty SRCC on the Principles of Accounting and Cash Flow, and Dr. Gloria Aznar, CEU San Pablo on the importance of teamwork, communication, and cooperation. The students were also divided into groups and interactive games and presentations were conducted. The best teams were selected as winners. An excursion to the Museum Speelklok in Utrecht was also organized to highlight the culture of the Netherlands among foreign students.

4. Indo-Nepal Outgoing Programme (July 2 - 8, 2019)

Theme: „UN Agenda 2030: Transforming the World’

Initiated and organized by Dr Mallika Kumar (India) & Indira Panta (Nepal) This programme included UNDP visit, plenary session, competitions, signing of MOU, and cultural visits. The Office of International Programmes, SRCC facilitated the signing of 3 MoU's between Shri Ram College of Commerce, and Lumbini Banijya Campus (LBC and Tribhuvan University. The students participated in a business plan case study competition with KMC (Kathmandu Model College). They headed towards the United Nations House in Kathmandu for a meeting with the United Nations Development Programme (UNDP) personnel about the projects being undertaken by UNDP in Nepal. After the meeting, the students got to see various UN branches like the World Health Organization, Food, and Agriculture Organization, United Nations Office on Drugs and Crime, etc. After reaching Lumbini, the MoU was signed, and the students got the opportunity of witnessing the culture of Nepal in all its bounties via the cultural performances given by the students of their campus. A panel discussion and poster-

making activity were also organized on UN SDGs-gender equality, quality education and climate action wherein students of SRCC and LBC came together and formed teams. Lectures were delivered to students of Lumbini Banijya Campus by the faculty of SRCC. The day marked its onset with exploring Lumbini along with the students and faculty of LBC. After the expedition in Lumbini, participants headed to Pokhara to attend sessions at Prithvinarayan Campus, Pokhara.

5. SRCC-Wolverhampton Collaboration Programme (September 4, 2019)

Theme: *„Health and Infrastructure’*

The Indo-UK programme included a deliberate discussion on the prevailing Health and Infrastructure scenario between India and UK. The students from both countries actively shared their viewpoints. They participated in a Personality Test which helped them become more aware of themselves. A Pottery session followed by Heena art was organized for the participants. A Bollywood Dialogues competition was also conducted to introduce Indian culture to foreign students. The programme concluded with a group photograph and a historical visit to the Humayun’s Tomb to witness the rich Indian culture.

6. World Bank Training Workshop on Open Data and Development (September 11, 2019)

Theme: *‘Analysing trends in commodity prices’*

Mr. Atanu Ghosray, Professor of Economics at Newcastle University, UK with Ms. Preety Bansal, Country-Manager- India, International Recruitment, Newcastle University. visited SRCC for a workshop. The discussion laid emphasis on the basics of Econometrics and how its techniques such as Auto Regressive Function and Auto-Correlative Function are used for analysing the trends in prices of different commodities. Participants found the session interactive and insightful and came to know about the educational opportunities at New Castle University for higher studies.

7. SRCC-New Castle University Collaborative Workshop (September 19, 2019)

Theme: *„Open Data and Development’*

Mr. Hisham Abdo, Operations Manager at the World Bank conducted the workshop with a brief introduction about the World Bank, its origin, partnership with India, and the evolving development paradigm of how the World Bank operates. The discussion on different constituents of the World Bank Group and its goals, World Development Indicators, Data collection, and open learning campus was introduced by Mrs. Sunita Malhotra, Communications Head. Students actively participated in the practical data training and asked questions on various aspects. The session concluded with a group photograph.

8. SRCC-RUB Collaborative Indo-Bhutan Outgoing Programme (October 24 - 26, 2019)

Theme: „*Promoting Entrepreneurial Thinking & Exploiting Students*’

A 3-day long Business Literacy Festival was organized at Gedu College of Business Studies, Bhutan, where 9 students from SRCC participated. 5 competitions were organised during the 3-day festival which included Quizathon, Bid to Win, Trumpet Call, Advertising Event: 'Ballyhoo' and Business Battle in teams. SRCC participants secured the 1st position in two competitions and 2nd position in one competition. The participants attended the entrepreneurial talks and performed during the cultural nights. Team SRCC also won the Golden Trophy during the closing prize distribution ceremony.

9. South Korea International Conference, Kyunghee University, Seoul, South Korea (October 17 - 20, 2019)

Theme: ‘*Globalization, trade and economic policy: way towards achieving sustainable development*’

An International Conference on the theme was jointly organized by Kyung Hee University (South Korea), KOMYRA (South Korea), Yangon University of Economics (Myanmar), and Office of International Programmes (OIP), Shri Ram College of Commerce (India) on 17–20 October, 2019 in Seoul, South Korea.

The four-day conference included:

a) UNDP session

UNDP specialist, Artemy Izmetiev on 17th October conducted a session on United Nations Sustainable Development Goals for the SRCC delegation. The session set the ground for deliberations.

b) Signing of MOU

The OIP, SRCC facilitated the signing of an MoU between SRCC and Kyung Hee University (KHU), Seoul in presence of the honourable Ambassador of India to the Republic of Korea, H.E Sripriya Ranganathan. The MoU is meant to strengthen the academic ties between the two universities and provide a platform for the exchange of research-oriented ideas and cultural understandings.

c) Plenary session

The session provided enriching insights on the topic: Environmental Sustainability, Trade and Economic Growth in India: Implications for Public Policy by Prof. Simrit Kaur, Principal, SRCC

d) Paper presentations

During the programme, the following paper presentations were made on the theme:

- Formulation of Destination Branding Model for Tourism Cooperatives for Sustainable Development of Tourism, *by Dr. Mallika Kumar*
- Women Entrepreneurship, Innovation and Sustainability: A Comparative Study between India and South Korea, *by Dr. Vandana Jain*
- Comprehensiveness and Intensity of Capital Budgeting Process: How to Measure?, *by Dr. Naveen Mittal*
- Towards developing a theoretical framework for measuring the Work-Life Balance (WLB) of teachers in higher education, *by Ms. Kinneri Jain*
- Globalization-Accounting Interface: Analysis with Reference to India and South Korea, *by Dr. Dipika Bansal*
- Time-Varying Linkages between Select Emerging Market Economies, *by Dr. Arjun Mittal*
- Development of Hierarchical Model for Branding of Sustainable Indian Cooperative Movement, *by Mr. Saurabh Gupta*
- Development of Hierarchical Model for Branding of Sustainable Indian Cooperative Movement, *by Mr. Gaurav Rana*
- Developing Organisational Culture Scale in Higher Education: An Empirical Analysis of University of Delhi, *by Ms. Saumya Aggarwal*
- Study of Social Media Marketing of Luxury Brands: A Global Perspective by *Ms. Suman Si*

The Impact Of Presence Of Women On Board On Firm Financial Performance: An Empirical Analysis, *by Ms. Varda Sardana*

e) **Industrial visit**

On 19th October the delegates visited Samsung Museum. The Museum tour brought together the traditional as well as the modern aspects of the Korean culture and provided them an insight into how technology and civilization have evolved in Korea.

f) **Korean cultural visit**

The delegates also visited local tourist attractions Bukchon Hanok Village, a Korean traditional village in Seoul, and the Gyeongbokgung Palace. The visit to the village let them have a taste of the Korean village environment and provided them quick insights into the Korean Traditional lifestyle. The Gyeongbokgung Palace brought delegates face to face with the history and culture of South Korea and enabled them to interact with native Koreans.

10. SRCC-University of Exeter Collaborative Programme (November 13, 2019)

Theme: 'State Sovereignty, Migration and Law'

Dr. Helena Wray, Deputy Director of Research, University of Exeter delivered an interactive session on State Sovereignty, Migration and Law. The highlights of the discussion were migration and its emergence, its historical relevance, the emerging trends over the years, how migrants affects the social fabric locally and the distribution of wealth, resources and fortunes. Students actively asked questions about mainstream approaches to migrants, and how governing regimes play a greater role in this increasingly fluid world ensuring a better place.

11. SRCC-University of Wisconsin Collaborative Programme (January 3 - 10,2020)

Theme: „SDG 3 - Good health and well-being’

Students from the University of Wisconsin along with Prof. Ganga and Ms. Bridget Kurtenbach were welcomed during the opening ceremony followed by the formation of buddy groups and other fun activities. The week-long programme witnessed multiple interactive sessions on diverse topics such as SDG 3 by Prof. Simrit Kaur, Principal SRCC, Youth Entrepreneurship by Mr. Nirankar Saxena (Deputy Secretary-General of FICCI), and Hindi language by Mr. Ravi Sharma (Faculty SRCC). Ms. Roshee from Nepal gave a presentation on SDG-3, its implementation, and challenges for the Nepali government. A presentation on health and food habits was given by Dr. Arima Mishra and Mr. Rohit Bhatia. Participants visited Sacred Heart Cathedral Church, Bangla Sahib Gurdwara, Janpath Market, the Parliament, the Lok Sabha, the Rajya Sabha, the Rashtrapati Bhawan, and Dilli Haat to explore the historical monuments and culture of India. The visit to Gandhi Bhawan was also planned to introduce the Gandhian culture to students through the charkha (traditional loom) and yoga sessions. Students worked on the assigned projects with their buddy groups and gave the final presentations based on their research to the judges.

12. FICCI Global Youth Entrepreneurship And Industry Connect [FGYEIC- 52 programmes : January 3 - December 25, 2020]

Theme: ‘52 weeks 52 Entrepreneurs’

With the primary objective of igniting the entrepreneurial spirit among the budding youth, a 52-week long initiative was incepted on January, 3rd 2020. It not only aimed to stimulate conversation towards the ever-changing environments and disruptive innovations from diverse sectors, but also to devise a platform for acquiring industrial and entrepreneurial exposure. As a part of this initiative, every week, a distinguished entrepreneur was invited to share their entrepreneurial journey with the participants and inspire them to build their own startup ventures. The speakers threw light on the numerous challenges involved in the field and how one can overcome them. There were 52 sessions organized every Friday commencing from January 3, at 5.00 pm till December 25" with international speakers from 15 countries. The chief guest of the Valedictory session was Shri. Ramesh Pokhriyal 'Nishank, Hon'ble Minister of Education, Government of India and the Guest of Honor was Dr. Ajai Chowdhry, Founder- HCL, Former Chairperson HCL Info systems Ltd, Padma Bhushan Awardee.

13. SRCC-University of Melbourne Collaborative Programme (January 24 - 27, 2020)

The 2-day programme was based on an extensive case study discussion and project presentation where 12 teams of 4 students from both the universities worked together. Prof. Hari Bapuji, Ivey Business School Alumnus and Patanjali case author, discussed the case study about Patanjali and its manufacturing concerns with the participants. Prof. Simrit Kaur, Principal SRCC, delivered a guest lecture on the Indian economy and its globalization initiative, digitization, taxation, and socio-economic aspects. Each team showcased the solutions during the final presentations judged by Prof. Hari Bapuji, Mr. Shrayan, and Prof.

Arjun Mittal. Many interactive Q&A sessions were also organized which witnessed active participation from the judges and the participants.

14. Ministry of Youth Exchange Programme (Outgoing) (January 25 - 30, 2020)

The Ministry of Youth invited applications from the final year students of SRCC to participate in the outgoing educational exchange programme fully sponsored by them. More than 40 students from SRCC applied for this opportunity and 2 students were selected after rigorous rounds of interviews.

15. SRCC--MH- UH Collaborative Programme (January 27 – February 1, 2020)

Theme: *'SDG 10 - Reducing Inequalities'*

The week-long exchange programme commenced with the introductory presentations by Utrecht Business School (UBS), Netherlands followed by Miranda House and SRCC. Multiple guest lectures and interactive sessions were organized on the theme during the programme by Ms. Smita Khanijow from Action aid on inequality and inclusion, Ms. Deepti Sahai on SMART goals setting, Ms. Annette, faculty UBS on SDG 10, Mr. Pradyut Voleti, founder of Dribble academy on developing a sports culture globally, Memory session by Anant Kasibatla, Mr. Rohit Bhatia, former World Bank Consultant on healthy living, Ms. Shagun on Inclusivity and by Mr. Vijay Mahajan, CEO, Rajiv Gandhi Foundation on youth entrepreneurship at FICCI. Students were divided into buddy groups and an interactive workshop by Ms. Annette was organized on the importance of adaptation in the cultural context. An informative visit to the Dabur factory was also organized followed by an excursion to Dilli Haat where students enjoyed, explored, and learned. Students gave their final presentations in their buddy groups and the results were announced before the valedictory session.

16. SRCC-EADA Business School Live Webinar Session (February 5, 2020)

Theme: *'Entrepreneurship Ecosystem in Barcelona, Spain'*

A live webinar from Barcelona was conducted by a professor from EADA on the entrepreneurship ecosystem. The session was about the start-ups culture, fundraising, football start-ups, women entrepreneurs, scholarships available to students and summer school at EADA business school. Students actively participated, and asked questions to Ms. Leena Upadhaya and Ms. Laetitia Rella, faculty, EADA Business School, Barcelona. The interactive session was closed with a group photograph along with awarding the most interactive participant.

17. SRCC-Institute of Risk Management, UK Meet (February 12, 2020)

Two members of the Institute of Risk Management, UK, Hersh Shah, CEO IRM – India Affiliate, and Aimann Govani, Head Alliance – India Affiliate visited SRCC to discuss the newly introduced risk qualifications for students. The discussion was based on understanding

the educational environment at SRCC and how both the institutes can collaborate to introduce the qualification of Risk Management at SRCC where both faculty members and students interacted and discussed the relevance of the said qualification.

18. International Women's Day Celebration with NITI Aavog (March 8, 2020)

The celebration of the 4th edition of the Women Transforming India Awards was attended by SRCC students on 8th March. Top 15 women entrepreneurs who had established amazing business models by increasing employment opportunities and promoting the cultural values of India were awarded. Students got an opportunity to listen to empowering women leaders like Lakshmi Puri, Debjani, and Chetna Gala Singh which ignited the spirit of entrepreneurship and women empowerment among the participants.

2020- July 2021

List of Activities: April 1, 2020 - July 31, 2021

1. OIP-SRCC Poster Making Competition on Impacts of COVID-19 (April 24 - 30, 2020)
2. OIP-SRCC Click Online Photography Exhibition (April 28 - May 1, 2020)
3. FICCI Global Youth Entrepreneurship And Industry Connect (EGYEIC- 52 programmes : January 3 - December 25, 2020)
4. SRCC Indo-Dutch Collaborative Workshop (April 15, 2021)
5. SRCC-EADA Business School Collaborative Session (April 28, 2021)
6. OIP-SRCC World No-Tobacco Day (May 31, 2021)

1.OIP-SRCC Poster Making Competition on Impacts of COVID-19 (April 24 - 30, 2020)

The Poster making competition was open to both national and International college students. More than 50 students participated in the competition and visually presented their ideas on COVID 19 through hand-painted and graphically designed posters.

Based on the entries received, the following students were declared as winners:

- I Position- Vartika Dhanuka, IIM Indore
- II Position- Esmita Mondal, Shri Ram College of Commerce
- III Position- Aditi Yadav, Shri Ram College of Commerce
- Gulnaz Parveen, Aravali College of Engineering and Management

2. OIP-SRCC Click Online Photography Exhibition (April 28 - May 1, 2020)

Theme: *'My Quarantine Moment, Nature: Pause~Play & Coming Together by Staying Away'*

OIP organized the photography exhibition in collaboration with Click Society to test the photography skills of college students during the pandemic. More than 70 entries were received across all the themes which were then posted on the social media handles to get the audience response. The entries which received the maximum likes, shares, and comments across all the themes were announced as winners.

3. FICCI Global Youth Entrepreneurship And Industry Connect [EGYEIC- 52 programmes : January 3 - December 25, 2020]

Theme: '52 weeks 52 Entrepreneurs'

With the primary objective of igniting the entrepreneurial spirit among the budding youth, a 52-week long initiative was inceptioned on January, 3rd 2020. It not only aimed to stimulate conversation towards the ever-changing environments and disruptive innovations from diverse sectors, but also to devise a platform for acquiring industrial and entrepreneurial exposure. As a part of this initiative, every week, a distinguished entrepreneur was invited to share their entrepreneurial journey with the participants and inspire them to build their own startup ventures. The speakers threw light on the numerous challenges involved in the field and how one can overcome them. There were 52 sessions organized every Friday commencing from January 3, at 5.00 pm till December 25" with international speakers from 15 countries. The chief guest of the Valedictory session was Shri. Ramesh Pokhriyal 'Nishank, Hon'ble Minister of Education, Government of India and the Guest of Honor was Dr. Ajai Chowdhry, Founder- HCL, Former Chairperson HCL Info systems Ltd, Padma Bhushan Awardee.

4. SRCC Indo-Dutch Collaborative Workshop (April 15, 2021)

Theme: *'Bias in Advertising'*

OIP (Office of International Programme) conducted a workshop on 15th April, 2021. The topic of the workshop was „Bias in Advertising“. The speaker of the session was Mrs. Drs Annette Ammeral, Senior Lecturer- Marketing, Utrecht University of Applied Sciences, The Netherlands and also the director of Utrecht University of Applied Sciences, the Netherlands. The discussion mainly focused on Gender Bias, Racism Bias and other regional and cultural biases in society. The speaker supported and explained through various examples and videos. She also used some Indian examples to show the stereotypical norms of our society. After the presentation, Vote of Thanks was presented for her insightful and inspiring words. This was followed by a Question and Answer round and a short quiz. The session ended on a happy note and a group photograph.

5. SRCC-EADA Business School Collaborative Session (April 28, 2021)

Theme: *‘Machine learning and Smart Analytics’*

OIP (Office of International Program) conducted a workshop on 28th April, 2021. The Topic of the workshop was how machine learning and smart analytics are helping Fintech understand their data. The speaker of the session was Mr. Christian Capone, professor University of London. About 90 participants attend the session. The speaker explained machine learning and fintech technology and its three types i.e. supervised, unsupervised and reinforcement learning. He also explained Fraud Detection on the basis of rule and machine learning and elaborated it with supervised, unsupervised learning. He also talked about structure discovery and its cluster analysis in detail. The session ended with the Vote of Thanks and Question and Answer round, and a quiz.

6. OIP-SRCC World No-Tobacco Day (May 31, 2021)

Theme: *„How the tobacco industry seduces the youth’*

The Office of International Programmes, SRCC conducted a webinar on world no Tobacco day on the topic *„How the tobacco industry seduces the youth’* on 31th May, 2021 which was graced with the presence of Ms. Annette Ammeraal, the Senior lecturer of marketing in Utrecht University of Applied Sciences, The Netherlands and Dr. Anivita Aggarwal, MBBS, DM infectious disease, Senior Resident, AIIMS were invited as speakers. About 60 participants attended the session. The speakers explained about the problems youths are facing, of which addiction is one of the biggest. She further expounded that Tobacco not only damages the health of people but also damages nature. The speakers explained how 5 million hectares of forest land is destroyed each year to sustain the tobacco industry and to provide dry tobacco around the world. In addition to this, the industry also severely harms marine life, and might even prove deadly. Dr. Avinita Aggarwal elucidated various examples of Tobacco ruining lives in these modern times. She also talked about the spread of rumors during these pandemic times about how smoking can prevent people from being infected by covid-19. She also explained the side-effects of tobacco and how harmful it is for people’s health. She concluded by presenting a video which showed that consuming tobacco reduces 11 minutes of our life and how tobacco can be life-threatening to not only youth but to everyone.

-----**End of Report**-----