



VOLUME IX

**ST. BEDE'S COLLEGE, SHIMLA
DEPARTMENT OF COMMERCE AND MANAGEMENT**

NEWSLETTER 2024-2025



**Perfect Freedom is as necessary to health and vigor of
commerce as it is to health and vigor of citizenship
-Patrick Henry**

KNOWLEDGE ZENITH

ST. BEDE'S COLLEGE, SHIMLA

DEPARTMENT OF COMMERCE AND MANAGEMENT

The Role Of Leadership In Organisational Success

Leadership plays a crucial role in the success of any organization. A good leader possesses qualities such as strategic thinking, communication, and problem-solving skills which enable them to make informed decisions and navigate challenges. When leaders communicate effectively, they ensure that everyone understands the organization's goals and their individual roles in achieving them. Good leaders inspire and motivate their teams, creating a positive work environment where employees feel valued and engaged.



This openness can lead to creative solutions and improvements in processes. Leadership has a direct impact on employee engagement and job satisfaction. When leaders foster a positive work environment, empower their team members and recognize their contributions, employees are more likely to be motivated and invested in the organization's success.





In today's fast paced and constantly evolving world, organizations must be adaptable to survive and thrive. Leaders play a pivotal role in fostering a culture of innovation, where new ideas are encouraged and calculated risks are taken. They must create an environment where employees feel empowered to think creatively and challenge the status.

In short, a leader must:

- Inspire and motivate their employees
- Lead their organizations into the future
- Anticipate and respond to internal and external threats
- Pursue opportunities that range from money makers to risky bets
- Handle crisis quickly and confidently.

In summary, leadership is a key factor in organizational success. Effective leaders inspire their teams, make informed decisions, and guide their organizations through challenges. Organizations with strong leadership are more likely to thrive and succeed in today's competitive environment.

The Rise Of Artificial Intelligence - A Double Edged Sword

As we stand at the precipice of a technological revolution, the advent of artificial intelligence (AI) is reshaping the very fabric of our lives. From automating mundane tasks to driving complex decision-making processes, AI presents a formidable potential for enhancing productivity and efficiency. However, amid the promise of progress, there looms a darker shadow—escalating unemployment and social disruption. As we ride the wave of innovation, it's imperative to confront the reality that AI may not only be the engine of progress but also a catalyst for profound upheaval in the job market.




The Job Market Transformed

With algorithms rapidly advancing, industries such as manufacturing, retail, and even professional services are witnessing a seismic shift. Routine tasks are increasingly handed over to machines, and roles that once defined the workforce are evaporating. Oxford University research projects that up to 47% of U.S. jobs could be at risk of automation over the next two decades. The question then arises: who will remain standing as these changes unfold?

The future Of AI is not just about replacing Human Beings, Its About Augmenting Human Capabilities

**Sundar Pichai
- CEO of Google**



As technology philosopher Jaron Lanier poignantly remarked, “You are not a gadget.” This warning serves as a reminder of the societal implications of viewing human functionality through the lens of efficiency alone. The machines may be adept at mimicking human tasks, but they lack the intrinsic motivation, creativity, and moral reasoning that define what it means to be human. The challenge, then, is not merely to adapt but to ensure that humanity is not reduced to mere cogs in an increasingly automated world.

Unemployment and Economic Disparities

The shift towards automation heralds the possibility of job displacement on an unprecedented scale. Workers in lower-skilled positions are particularly vulnerable, as they are often the first to be replaced by AI technologies. The results? A widening chasm of economic disparity, where a small fraction of the population benefits from technological advancements while the majority grapples with job insecurity. Nobel laureate Joseph Stiglitz aptly states, “The problem is not just that technology is replacing jobs; it is that it is concentrating wealth in the hands of a few.”

The implications of this trend stretch far beyond individual livelihoods; they threaten the very stability of our societies. As people lose their jobs, frustration and disenchantment may fester, leading to social unrest and a potential crisis of confidence in systems designed to support and uplift.

The Human Element: What Can Be Done?

So, how do we navigate through this transformative period while safeguarding the dignity and livelihoods of our workforce? The answer lies not in rejecting technology, but in redefining our relationship with it. Embracing a shift towards reskilling and lifelong learning becomes paramount. As entrepreneur and futurist Elon Musk states, “We need to be very careful about AI. Potentially more dangerous than nukes.” It is a call to action to adopt a proactive stance in the face of change.

Top 5 Female Entrepreneurs In India 2024-2025

1. Kiran Mazumdar- Shaw

Kiran Mazumdar-Shaw is an Indian entrepreneur. She is the executive chairperson and founder of **Biocon Limited** and Biocon Biologics Limited, biotechnology company based in Bangalore, India.



2. Falguni Nayar

Falguni Sanjay Nayar is an Indian billionaire businesswoman, who is the founder and CEO of the beauty and lifestyle retail company **Nykaa**, formally known as FSN E-Commerce Ventures which is an acronym of her own name.



3. Vani Kola

Vani Kola is an Indian venture capitalist. She is the founder and managing director of **Kalaari Capital**, an Indian early stage venture capital firm. She was listed as one of the most powerful women in Indian business by Fortune India in 2014.



4. Richa Kar

Richa Kar is the founder of **Zivame**, a pioneering online lingerie retailer in India. She established the company in 2011 to address the lack of comfortable and private shopping options for women in the intimate apparel market.



5. Suchi Mukherjee

Suchi Mukherjee is an Indian Entrepreneur, and the face behind the successful online shopping site, **LimeRoad**. Founded in 2012, Suchi Mukherjee is the Founder and CEO of LimeRoad.



Impact Of Globalization On Indian Economy

Globalization is one of the most defining forces of the modern era. It refers to the process by which economies, societies, and cultures have become interconnected and interdependent through trade, investment, information technology, and the movement of people and ideas. For India, globalization began in earnest after the economic liberalization of 1991, marking a historic turning point in its development journey. Since then, globalization has played a crucial role in shaping the Indian economy — opening new opportunities, exposing it to global competition, and influencing various sectors of society and industry.

Historical Background: India Before Globalization

Before 1991, India followed a more closed and protectionist economic model, influenced by socialist ideals. The government had strict control over imports, foreign investments, and private industry. Though this approach helped build self-reliance in some areas, it also led to inefficiencies, low productivity, and slow economic growth. By the late 1980s, India was facing a severe economic crisis with high inflation, low foreign reserves, and growing fiscal deficits.

In 1991, under the leadership of Prime Minister P. V. Narasimha Rao and Finance Minister Dr. Manmohan Singh, the Indian government introduced sweeping economic reforms. These reforms included:

- Deregulation of industries
- Opening up to foreign investment
- Reduction in tariffs and taxes
- Privatization of public sector enterprises
- This marked the beginning of India's globalization era, linking its economy with the rest of the world.



Positive Impacts of Globalization on India

1. Rapid Economic Growth

India's GDP growth rate significantly improved after 1991. The economy became one of the fastest-growing in the world. Globalization helped attract billions of dollars in foreign direct investment (FDI).

2. Expansion of the Service Sector

The biggest beneficiary of globalization in India has been the service sector, especially Information Technology (IT) and Business Process Outsourcing (BPO). Cities like Bengaluru, Hyderabad, and Pune emerged as IT hubs, providing services to companies around the world.

3. Growth in Foreign Trade

Globalization has increased both exports and imports. Indian companies began exporting software, textiles, automobiles, and pharmaceuticals, while the country imported advanced machinery, oil, and luxury goods.

Negative Impacts of Globalization on India

1. Rising Inequality

While cities and the upper-middle class gained from globalization, rural and unskilled populations were often left behind. Many farmers and artisans found it hard to compete with global products, leading to loss of livelihood and deepening inequality between urban and rural India.

2. Job Loss in Traditional Sectors

Globalization brought competition from multinational corporations, which affected small-scale industries, cottage industries, and traditional crafts.

3. Westernization and Cultural Erosion

Global media, fashion, and food have deeply influenced Indian society, particularly the youth. Many fear that this has led to the erosion of Indian values, languages, and traditions.



Department Activities

Date - 7th October 2024

Event Name - Inter College Induction Programme

On October 7, 2024, the Placement and Career Guidance Cell, in collaboration with the Department of Commerce and Management and supported by the IQAC, organized an Inter-College Student Induction Program for the students of Commerce and Management.

The panel featured distinguished professionals: Miss Anchal, Director ICA Edu. Tech pvt. Ltd and Mr. Aman, FSM ICA Edu. Tech Pvt. Ltd.

The session provided students with valuable insights into various career paths in the field of commerce and management. The session mostly focused on the importance of skills in today's time. The resource person emphasized on the learning of skill based courses such as graphic designing, artificial intelligence, MS office, etc.



Date - 8th October

Event Name - Student Knowledge Sharing Programme

On October 8 2024 Student Knowledge Sharing Program was organised by the Placement and Career Guidance Cell in collaboration with the Department of Commerce and Management, under the aegis of IQAC for the final year students at 11 AM in the college auditorium. The resource person for the event was Dr Vikram Sharma (Associate Dean and Area Coordinator, Marketing Management at ICFAI Business School, Gurgaon).

He interacted with the students and asked them many questions regarding their career and other opportunities that they want to take up in the future. He then guided the students on the same topics and cleared their doubts regarding the opportunities available after graduation.



Date - 25th September

Event Name - Career Counselling Session "Exploring Opportunities In Commerce"

The Placement and Career Guidance Cell In collaboration with the Department of Commerce, under the aegis of IQAC organized a career counseling session on “Discovering opportunities in Commerce” for the students of Commerce and Management on 25th September, 2024 in the seminar room. The session was attended by more than 45 students from the department.

The resource person for the session was Mr. Ankur Grover, A MA and M Phil in English from Punjab University and AVP Hitbullseye. He was accompanied by Ms. Aditi Ahuja, Senior Manager North Wing, Hitbullseye.

The session started with a power point presentation which stated the various career options available for the students of commerce and management after graduation. The resource person highlighted the pros and cons of every career options available in a very interactive and fun way.





Imagination Space

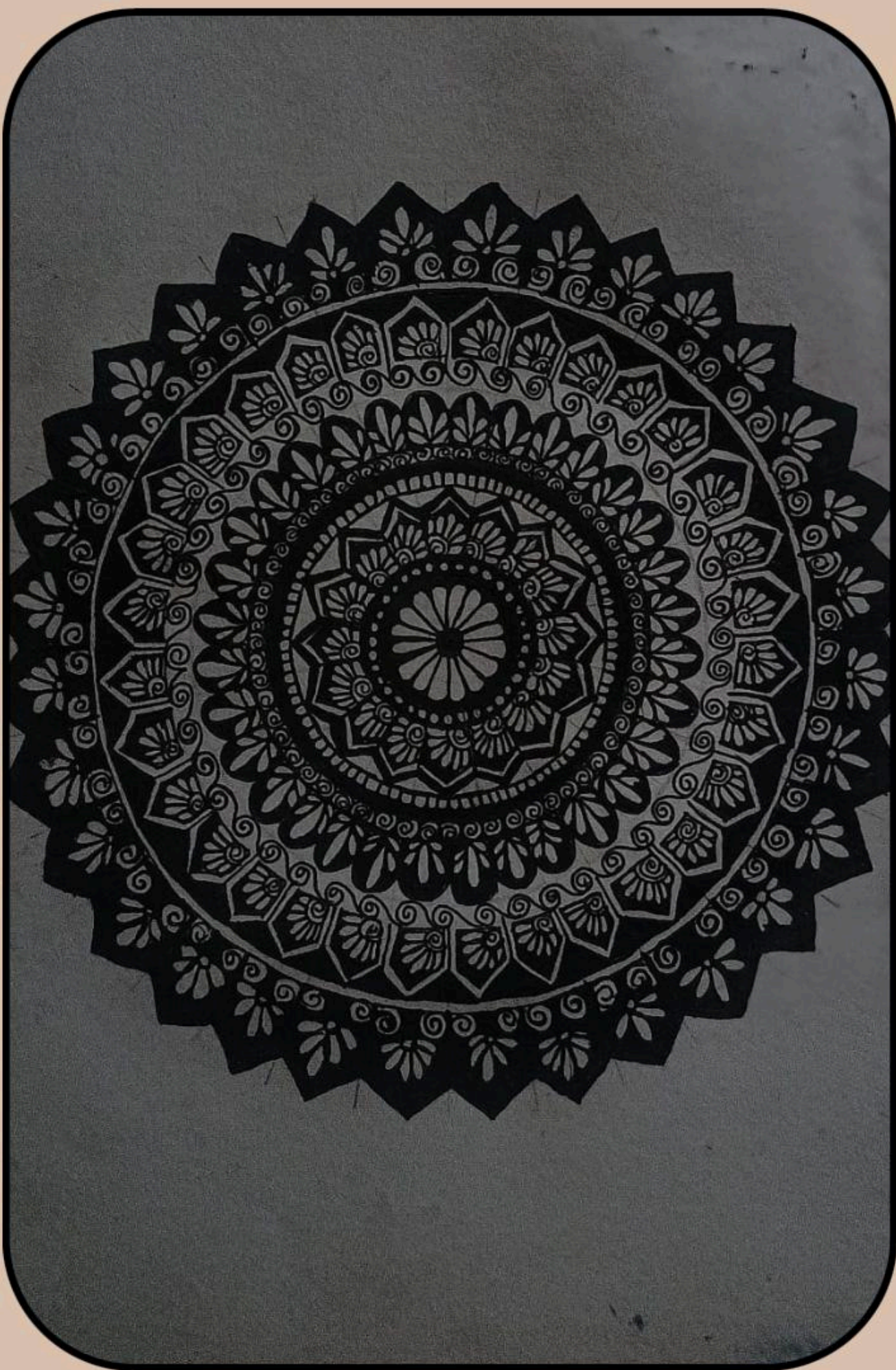


VIBRANT URBAN MOSAIC

This lively painting showcases a colorful, abstract depiction of a town with stacked houses in bold hues of purple, blue, pink, and yellow. Geometric shapes and varied window designs create a dynamic, patchwork effect, evoking a bustling urban scene. The vivid contrasts and playful composition capture the energy and diversity of city life in a striking, modern art style.

Mannat Puri (BBA 3rd Year)

Vibrant
Urban
Mosaic

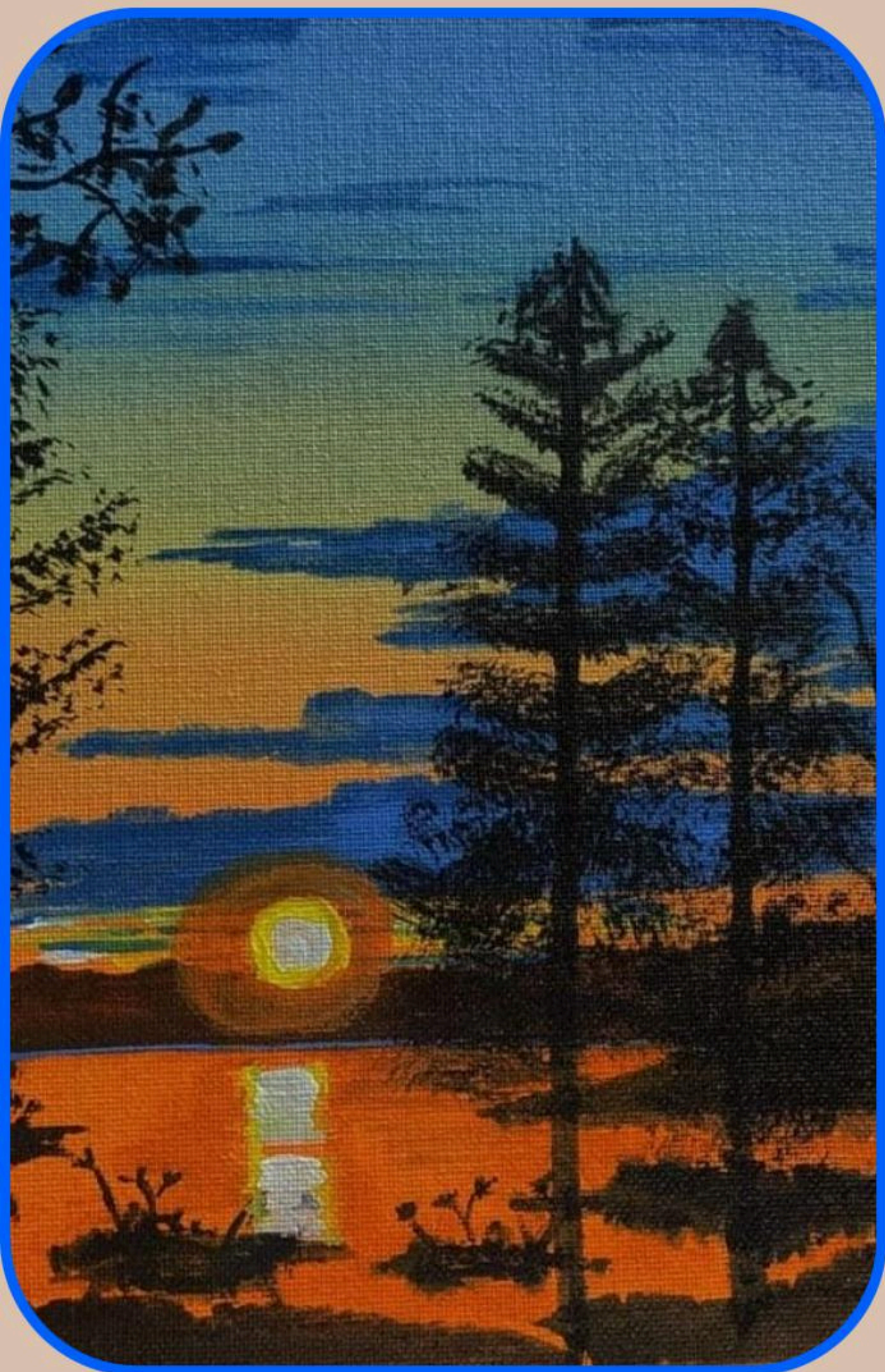


HARMONY IN CIRCLES

The intricate mandala design celebrates balance, unity, and eternity. Bold black patterns radiate from the center, forming rhythmic, floral motifs that symbolize peace and wholeness. Set against a calm grey backdrop, the artwork draws the viewer inward, evoking mindfulness and serenity. The symmetrical precision and fine detail showcase both patience and artistic finesse in every stroke.

Gunjan kaundinya (B.Com 3rd Year)

Harmony In Circles



Navya Bhardwaj (BBA 1st Year)

GOLDEN HORIZON GLOW

This captivating painting showcases a vibrant sunset casting a warm orange and yellow glow over a beautiful lake.

Silhouetted trees and branches frame the scene, their dark forms contrasting beautifully with the colorful sky. The reflection of the sun on the water adds a magical touch, creating a peaceful and picturesque landscape that evokes a sense of calm and wonder.

Golden Horizon Glow



Riya Sharma (BBA 3rd year)

WHIMSICAL ALLEYWAYS

This vibrant painting captures a charming street scene through bold hues and exaggerated forms.

The surreal architecture and playful perspective create a dreamlike atmosphere, drawing viewers into a joyful world where imagination meets reality. Each building bursts with personality, making this artwork a captivating celebration of color, culture, and creativity.

Whimsical Alleyways



PINNACLE MANDALA PEACOCK

This stunning artwork features a peacock with intricate mandala patterns adorning its feathers and body, blending traditional Indian art with modern design. The detailed, symmetrical designs in black and white create a mesmerizing effect, showcasing the bird's elegance and grace. The fusion of nature and geometric beauty evokes a sense of harmony and cultural richness, captivating the viewer's eye.

Mannat Puri (BBA 3rd Year)

Pinnacle Mandala Peacock

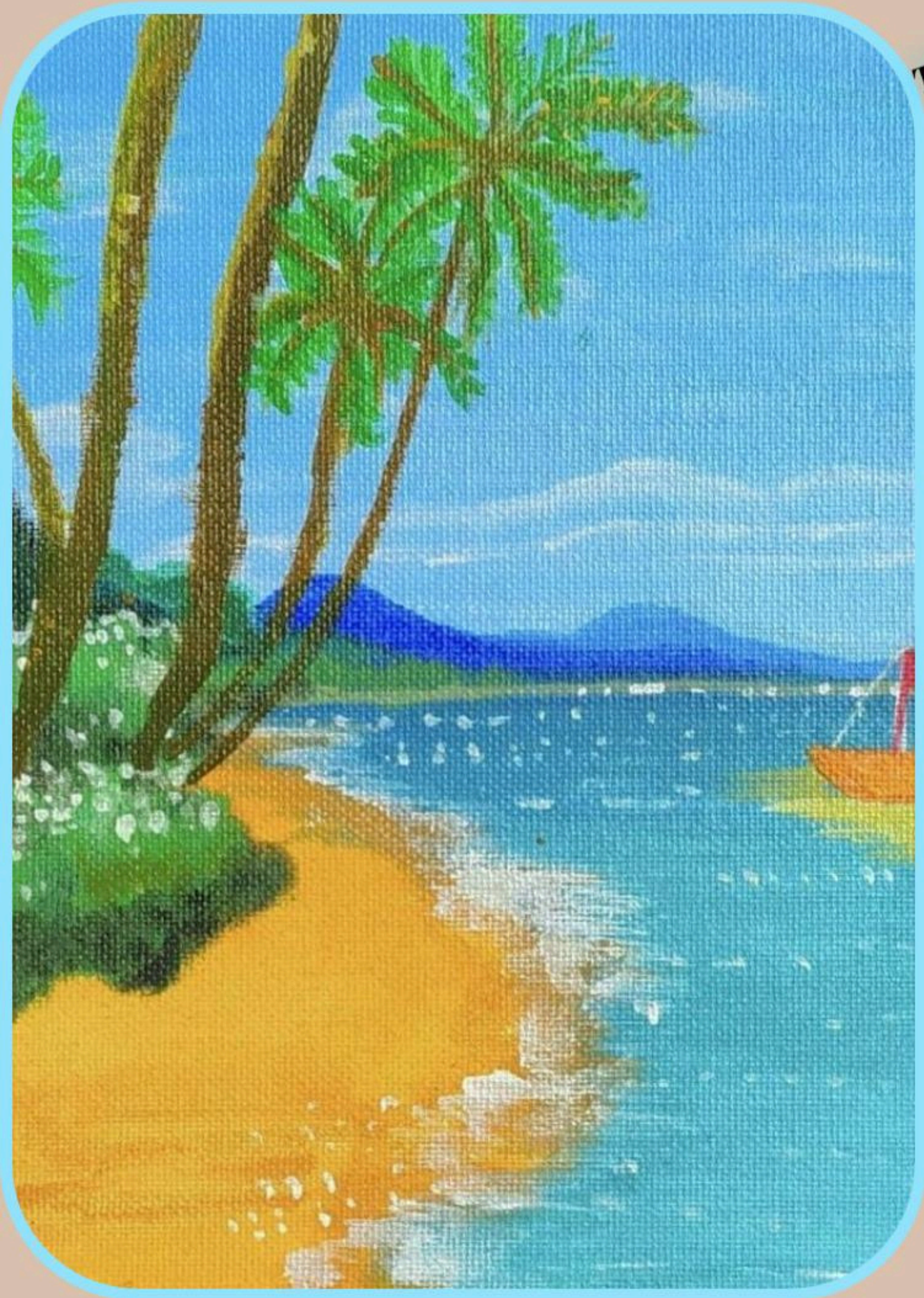


Gunjan kaundinya (B.Com 3rd Year)

BLAZING DUSK PANORAMA

This striking painting captures a vibrant twilight sky ablaze with red, orange, and yellow hues, dotted with bright stars. Outlined mountains rise below, while dark birds soar gracefully across the scene. The bold contrast between the fiery sky and the rugged peaks creates a dramatic, serene landscape, evoking a sense of awe and tranquility at dusk.

Blazing Dusk Panorama



TROPICAL PARADISE ESCAPE

This vibrant painting depicts a peaceful tropical beach with golden sand and lush palm trees swaying under a clear blue sky. Gentle waves lap at the shore, reflecting the sunlight, while a small boat with a red sail drifts on the turquoise water. Distant purple mountains add depth, creating a tranquil, inviting scene that promises a perfect getaway.

Navya Bhardwaj (BBA 1st Year)

Tropical Paradise Escape




Gunjan kaundinya (B.Com 3rd Year)

TWILIGHT HARMONY

This mesmerizing painting showcases a rich purple dusk sky, alive with dark birds in flight. Shadowed power lines and poles, dotted with perched birds, create a striking contrast against the warm gradient. The soothing blend of natural and man-made elements evokes a peaceful yet dynamic scene, capturing the beauty and calmness of twilight with a touch of elegance.

Twilight Harmony



A LIGHT WITHIN

A Light Within In shadows deep where whispers dwell,
A restless heart, a silent hell,
The pull of chains, a tempting song,
A fleeting comfort, but it feels so wrong.

Each spark of joy, a fleeting trace,
Lost in the grip of a hollow embrace,
But hope ignites like dawn's first light,
A flicker, a promise, to end the night.

With every choice, a path to take,
To rise again, for freedom's sake,
In valleys low, where spirits break,
Believe in strength, for your own heart's sake.

Reach out your hand, let love's warmth flow,
A friend beside you, together you'll grow,
With every step, the burden will fade,
A brighter future, no longer afraid.

So stand with courage, face the storm,
In every struggle, let your heart be warm,
For life is rich, with dreams to weave,
And in conviction, you will believe.

Let not the shadows steal your grace,
In every moment, find your place,
For in the battle, you're never alone,
Together we rise, and together we've grown.



A THREAD OF HOPE

In shadows deep, where whispers lie,
A fragile heart begins to cry.
Each fleeting high, a tempting call,
Yet in that chase, we risk our fall.

With every choice, a path we tread,
Where dreams can rise or hopes can shred.
Addiction's grip, a siren's song,
But deep inside, we know it's wrong.

So gather strength, let courage bloom,
Within each soul, dispel the gloom.
For every dawn brings light anew,
A chance to fight, to break on through.

Instill conviction, plant the seed,
In minds and hearts, where love can lead.
Hold tight to joy, let laughter soar,
In unity, we'll find the door.

When storms arise, and tempests rage,
We'll write our story, turn the page.
For life is rich, with paths to choose,
In every moment, we cannot lose.

So lift your voice, let kindness reign,
Together we can break the chain.
With every step, we choose to rise,
And in that choice, our spirit flies.

Achiever's Column

The Republic Day Camp 2024

The Republic Day Camp commenced on December 27, 2024, with the departure of selected cadets from NCC Academy Rupnagar, Punjab, en route to Delhi. Among the participants was **Cadet Charvee Kanwar** from St. Bede's College, Shimla, representing 7 HP (I) Coy NCC Shimla. The camp was a vibrant celebration of patriotism and camaraderie, marked by a rich display of unity and diversity.



Charvee Kanwar
B.Com 3rd Year

Miss Himachal 2024

The Miss Himachal 2024 Grand Finale was held on April 20th, 2024, at the Sardar Sobha Singh Auditorium in Tanda, Kangra. **Shefali Rapta** from St. Bede's College, B.Com 3rd year was crowned as **1st runners up** in the Miss Himachal 2024 contest.



Shefali Rapta
B.Com 3rd Year

Hindi Diwas Declamation Competition 2024

On 14 september 2024 Hindi Diwas Declamation Competition was organized in St. Bede's College Shimla. The students were supposed to give speech on different topics. **Abharika** from B.Com 2nd year participated in the competition. She gave a speech on the topic "Hindi Sahitya or Manav Mulya and won **1st position** for the same.



Abharika
B.Com 2nd Year

CDD Sports Trust Scholarship

4th October 2024 Anshika Bhatia from B.Com 2nd year was presented with CDD sports trust scholarship of **Rupees 10,000**. She was presented thus scholarship for her active participation in Table Tennis.



Anshika Bhatia
B.Com 2nd year

Cooking Competition 2024

The scouts and guides club organised a cooking competition on 28th August 2024. The Main theme of the competition was to cook something without using gas/something that can be cooked with lesser and cheaper ingredients, something that can easily be cooked while camping or trekking. **Anamika Panwar** from B.Com 1st year won **2nd position** in this Competition.



Anamika Panwar
B.Com 1st year

Rakhi Making Competition 2024

On 17th August 2024 Rakhi making competition was organised in the college auditorium itself. The students were encouraged to show their creativity. **Asha Kumari** from B.Com 1st year participated in this competition and won **1st position** in his competition.



Asha Kumari
B.Com 1st year

Cooking Competetion 2024

On 28th August 2024 the scouts and guides camp organized a cooking competition. **Kashish Chauhan** from B.Com 1st year won **3rd position** in this Competition.



Kashish Chauhan
B.Com 1st year

Navratri Modeling Competition 2024

The college organized an internship Navratri competition. The theme of competition was to represent how different cultures of India celebrate Navratri. Girls wore different costumes to represent different cultures. **Alisha Ranta** from B.Com 1st year represented her ship INS Vikas and won **1st position** in the competition.



Alisha Ranta
B.Com 1st Year

Cooking Competition 2024

On 28th August 2024 a cooking competition was organized in the college. **Shweta** from B.Com 1st year won **2nd position** in the competition. She made Coconut laddoo's and Makhana Chaat.



Shweta
B.Com 1st Year

OUTGOING BATCH



B.Com



BBA



Positions Held In College

Ishita Thakur from B.Com
3rd year held the position of
President of Placement Cell.



Sneha Bansal from B.Com
2nd year held the position
of **Secretary** of Scouts and
Guide Club.



Vasundhara from B.Com
2nd year held the position
of **Secretary** of Music
Club.



Achievements Of Our Students in NCC

Charvee Kanwar from B.Com 3rd Year was promoted to the position of SUO (Senior Under officer) for the year 2024-2025



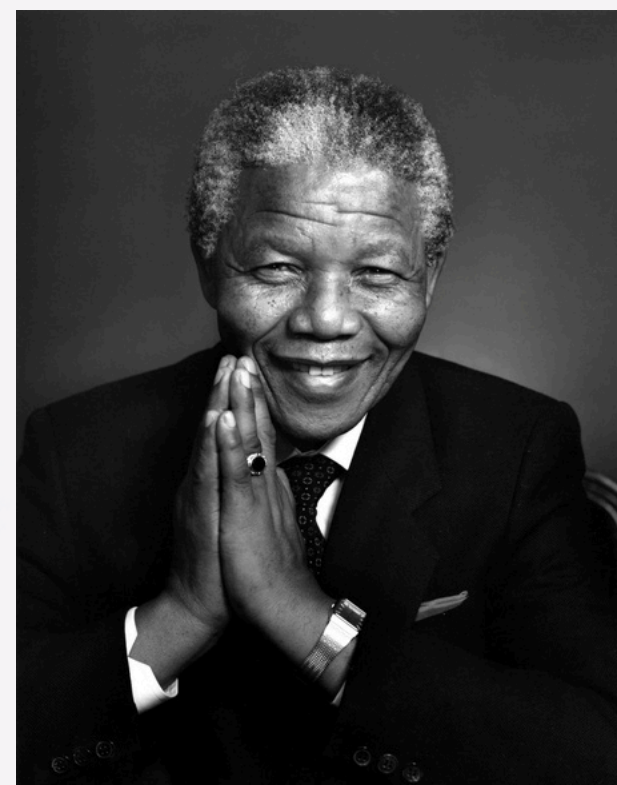
Ayushi Thakur from B.Com 3rd year was promoted to the position of Sgt (sergeant) for the year 2024-2025



Samriti from B.Com 3rd year was promoted to the position of Sergeant for the year 2024-2025



*"Education is the most
powerfull weapon which you can
use to change the world"*
- Nelson Mandela



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