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**One Week Development Program  
Mind-Sets, Knowledge-Sets and Skill -Sets  
for 21st Century Youth:  
Innovations and Adaptations**

**(27 May 2020- 3 June 2020)**

**Organised by**

**Internal Quality Assurance Cell (IQAC)  
Shri Ram College of Commerce, University of Delhi,**

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*Registration Link: <https://forms.gle/mBGVJRb5cfWTipfN7>  
E-certificates will be provided to all the participants.*

## SPEAKERS @ One Week Development Program



Capt. Richik Sinha Roy,  
Indian Army Officer &  
Mindset Coach



Smt. Smrithi Adinarayanan,  
Founder of  
Anaadi Foundation



Sh. Adinarayanan  
Founder of  
Anaadi Foundation



CA Rajender Arora,  
Eminent GST Expert,  
Member NIRC of ICAI



Prof. Simrit Kaur,  
Principal,  
Shri Ram College of Commerce,  
University of Delhi



Dr. Ruchi Gupta  
Assistant Professor,  
Department of Commerce,  
Shaheed Bhagat Singh College



Dr. Ashish Chandra,  
Associate Professor,  
Department of Commerce,  
Delhi School of Economics  
University of Delhi



Mr. Rakshit Tandon,  
Consultant- Internet &  
Mobile Association of India

**Shri Ram College of Commerce** is Asia's leading undergraduate institute in the field of commerce and economics education and has been accorded A+ GRADE by National Assessment and Accreditation Council (NAAC), University Grants Commission. The vision of the college is to become a College of Global Choice. The college takes great pride in its distinguished alumni who have made their mark across all spheres, ranging from banking, finance and entrepreneurship to sports, media, entertainment, governance and polity.

## **SPEAKERS @ ONE WEEK DEVELOPMENT PROGRAM**

**Mind Matters by Capt. Richik Sinha Roy, Indian Army Officer & Mindset Coach**

**Yoga for Well-being: Science and Practice by Sh. Adinarayanan and Smt. Smrithi Adinarayanan, Founders of Anaadi Foundation**

**GST: Recent developments & impact of COVID-19 by CA Rajender Arora, Eminent GST Expert, Member NIRC of ICAI**

**Resurrecting the Indian Economy amidst COVID: The economic policy Mix by Prof. Simrit Kaur, Principal, Shri Ram College of Commerce, University of Delhi**

**Trends in Digital Marketing By Dr. Ruchi Gupta, Asst. Prof. Shaheed Bhagat Singh College, University of Delhi.**

**Strategies to Lead the Business in the New Now by Dr. Ashish Chandra, Associate Professor, Department of Commerce, Delhi School of Economics, University of Delhi.**

**Cyber Security: Issues & Challenges by Mr. Rakshit Tandon, Consultant- Internet & Mobile Association of India**

**Patron: Prof. Simrit Kaur (Principal, SRCC)**

**Coordinator : Dr. C. S. Sharma (IQAC)**

**Co- Coordinators: Dr. Shikha Makkar, Mr. Gaurav Rana, Ms.Suman Si & Ms. Varda Sardana**

**Registration Link: <https://forms.gle/mBGVJRb5cfWTipfN7>**

**For queries write to: [coordinator.iqac@srcc.du.ac.in](mailto:coordinator.iqac@srcc.du.ac.in).**

# **INTERNAL QUALITY ASSURANCE CELL (IQAC) SHRI RAM COLLEGE OF COMMERCE UNIVERSITY OF DELHI**

**Report on- “Mind-Sets, Knowledge-Sets and Skill-Sets for 21<sup>st</sup> Century Youth: Innovations and Adaptations”**

The **Internal Quality Assurance Cell (IQAC)**, **Shri Ram College of Commerce, University of Delhi** organized a **One Week Development Program** titled *“Mind-Sets, Knowledge-Sets and Skill-Sets for 21<sup>st</sup> Century Youth: Innovations and Adaptations”* in association with **Atman: Mind, Body and Soul Club of SRCC** from **27<sup>th</sup> May, 2020 till 03<sup>rd</sup> June, 2020** in virtual mode via the platform *Go To Webinar*.

## **➤ DAY 1 | DATE: 27<sup>th</sup> MAY, 2020 (WEDNESDAY) | TOPIC: MIND MATTERS**

- **Speaker:** Capt. Richik Sinha Roy, Indian Army Officer and Mindset Coach



- **About the Speaker:** Capt. Richik Sinha Roy is an officer of the Indian Territorial Army serving with XI Gorkha Rifles. He has served in multiple counter-terrorism roles in the North-east. He is also the Director of Youth Programs for the Art of Living, catering to a network of 10,000 Art of Living trainers with a reach of over 2 lakh students per year. Having graduated from National University of Singapore with a double-degree in Engineering and Techno-preneurship, he gained corporate work experience for 5 years before choosing to follow his passion and



serving in the Indian Army like his father. During his training at the Indian Military Academy, Capt. Richik graduated as the best officer student and was awarded the prestigious "Netaji Subhash Chandra Medal for Best Officer Cadet". He is also a faculty with the Art of Living, and has taught meditation to thousands of people across India.

- **About the Session:** The first session of our seven day Development Programme titled “Mind-Sets, Knowledge-Sets and Skill-Sets” for 21<sup>st</sup> Century Youth: Innovation and Adaptations” commenced with the welcome of the resource person, faculty and participants followed by the introduction of Capt. Richik Sinha, guest speaker for the day and opening remarks by Prof. Simrit Kaur, Principal, SRCC. Capt. Sinha took over the session soon after and went on to explain what goes about in one’s mind and why is it the way it is by illustrating his own experiences before the audience. He further talked about the three secrets of the mind: *Dopamine Dupe*, *Fight or Flight Response*, and *Breath*. He conducted a meditation exercise with the attendees teaching them how to mediate and educating them about its benefits in life. He ended his address by informing the audience about the Art of Living workshops. Thereafter began the Q&A round which saw the attendees seeking answers to some pertinent questions from Capt. Sinha. The session culminated with a formal token of thanks by Dr. Shikha Makkar.

- **YouTube Link to Session:** [https://youtu.be/8D\\_NO1RUnmA](https://youtu.be/8D_NO1RUnmA)

➤ **DAY 2 | DATE: 28<sup>th</sup> MAY, 2020 (THURSDAY) | TOPIC: YOGA FOR WELL-BEING: SCIENCE AND PRACTICE**

- **Speaker(s):** Sh. Adinarayanan and Smt. Smrithi Adinarayanan, Founders of Anaadi Foundation



- **About the Speakers:** Sh. Adinarayanan and Smt. Smrithi Adinarayanan are founders of Anaadi Foundation. They have reached out to more than 30,000 people through their educational, sustainability, scientific and well-being based programs. They both teach courses on Inner Development at IIT Delhi. Sh. Adinarayanan is also an Adjunct Professor of practice at NRCVEE, IIT Delhi. With global exposure rooted in parampara, Sh. Achnarayanan and Smt. Smrithi bring the essence of their *tapasya, swadhaya and shraddha* into all their program offerings. Sh. Adinarayanan has had the good fortune of spending over 150 days in Mouna Tapasya in complete isolation with minimal food intake. Anaadi Foundation's Yatras and Mahabharata programs attract participants from all over the world.
- **About the Session:** The second session of our seven day Development Programme titled “Mind-Sets, Knowledge-Sets and Skill-Sets for 21st Century Youth: Innovation and Adaptations” started with the welcome of the resource persons, faculty members and student participants followed by the introduction of the guest speakers for the day. Taking over the session, the speakers first defined yoga and the terms related to it and then enlightened the attendees on the different types and formats of yoga, the processes involved in them, the scientific aspects and interpretation of Yoga as well as the benefits of yogic practices. They explained how Yoga can relieve stress during the lockdown by illustrating the default modes of the brain in the people practising yoga and meditation in comparison with those who don't. The speakers did a few breathing exercises with the attendees. They finished their address by sharing information about different programmes one can join during the lockdown to overcome various challenges in life. Thereafter began the Q&A round which saw the attendees seeking answers to some pertinent questions from the speakers. The session culminated with a formal token of thanks by Dr. Shikha Makkar.
- **YouTube Link to Session:** <https://youtu.be/acdJ5yzNE>

➤ **DAY 3 | DATE: 29<sup>th</sup> MAY, 2020 (FRIDAY) | TOPIC: GST- RECENT DEVELOPMENTS AND IMPACT OF COVID-19**

- **Speaker:** CA Rajender Arora, Eminent GST Expert and Member NIRC of ICAI



- **About the Speaker:** CA Rajender Arora is the Managing Partner of Spark & Associates and heads the GST division of the firm. He is a prolific speaker and a vivid reader. He is an acclaimed Youtuber and successfully runs a YouTube channel named “GST की राह में, आपका दोस्त CA RAJENDER ARORA”. He is a knowledge partner with Clear Tax and Tax4Wealth. Owing to his vast knowledge of the subject, he has written numerous articles on GST and has delivered 1000+ lectures on GST across India. He has spent 8 years as a faculty member of the General Management and Communication Skills (GMCS) Course of ICAI and has delivered almost 200 lectures during the period. He has also delivered 125 lectures at Orientation Program of NIRC of ICAI and has served as Deputy Convener of Inner Circle of CP (CPE) Study Circle of NIRC of ICAI for 2 years. During this tenure, he conducted many seminars on various topics of professional interest. He has served as the Core Group Member of Rohini CPE Study Circle of NIRC of ICAI and has delivered many lectures on various topics. Presently, he is serving his third term as elected member with NIRC of the ICAI and is the Chairman of NICASA. He is also the Chairman of GST Committee of NIRC of ICAI and has been the Secretary of NIRC during 2017-18 and the Treasurer during 2018-19. He was associated with Government of India for the rollout of GST and is also a member of Delhi Sales Tax Bar Association. He provides GST consultancy and representational services in the field of Indirect taxes to many leading business houses.

- **About the Session:** The third session of our seven day Development Programme titled “Mind-Sets, Knowledge-Sets and Skill-Sets for 21st Century Youth: Innovation and Adaptations” started with the welcome of the resource persons, faculty members and student participants followed by the introduction of the guest speaker for the day. Moving on with the session, CA Rajender Arora, our key resource person for the event, delivered an in-depth explanation and analysis of the changes made in the country’s tax regime with the rollout of GST. He gave thorough insights and explained concepts from scratch using multiple relevant examples. He took up case studies with the audience for some of the sections to facilitate comparison and give a clear understanding of all aspects to the attendees. He explained the amendments made to the sections and also advised students on how to go about understanding all the changes. He concluded by giving a quick tabular summary of all the things and sections he touched upon. Soon after began the Q&A round which saw the attendees seeking answers to some pertinent questions from Ca Arora. The session culminated with a formal token of thanks by Dr. Shikha Makkar.
- **YouTube Link to Session:** <https://youtu.be/EHldCzM9Rvo>

➤ **DAY 4 | DATE: 30<sup>th</sup> MAY, 2020 (SATURDAY) | TOPIC:**  
**RESURRECTING THE INDIAN ECONOMY AMIDST COVID: THE ECONOMIC POLICY MIX**

- **Speaker:** Prof. Simrit Kaur, Principal, SRCC



- **About the Speaker:** Professor of Economics and Public Policy, Dr. Kaur is presently the Principal of Shri Ram College of Commerce (SRCC),



University of Delhi, India. Prior to this, she was with the Faculty of Management Studies, University of Delhi, India, where she taught courses on 'The Economic Theory of a Firm', 'Macro Economics' and 'Public Policy Reforms' to management graduates. She also guides research scholars in the area of Development Economics, Environmental Economics, Disinvestment, and Mergers & Acquisitions. Her research interests primarily include climate change; agriculture and food security; privatization and public private partnerships (PPPs); competition and productivity, etc. Prof. Kaur has undertaken several research projects and has served as an advisor to institutes and organizations such as the Ministry of Finance (Government of India), Ministry of Industry (Government of India), National Council of Applied Economic Research (NCAER), the Organization for Economic Cooperation and Development (OECD), International Fund for Agricultural Development (IFAD) and the Food and Agriculture Organization (FAO) of the United Nations.

- **About the Session:** The fourth session of our seven day Development Programme titled "Mind-Sets, Knowledge-Sets and Skill-Sets for 21st Century Youth: Innovation and Adaptations" started with the welcome of our speaker, Professor Simrit Kaur, Principal, SRCC by Ms. Varda Sardana, a faculty member at SRCC. Respected Principal Ma'am discussed about the unprecedented pandemic and its impact on human lives. She then offered insights into the government's actions and decisions explaining their impact on the economy. She gave students an idea of how the economy of our country and those abroad will be gravely affected due to the COVID-19 crisis. She touched upon topics like financial stimulus of 20 lakh crore proposed by the Government for MSMEs, its components and its impact. She also further elaborated the then recently announced "Atmanirbhar Bharat" scheme by PM Modi and its relevance during the crisis and post it. Taking the discussion forward, she shed light on the point of view of the policy makers and the various trade-offs that they would face in the future while taking decisions or making any policies. This was followed by a Q&A session in which attendees asked questions on "Atmanirbharta" and India's position on the journey to self-sufficiency, the migrant crisis, and the fate of the Indian economy in the coming time, etc. The session was informative and highly relevant given the prevailing circumstances. The session culminated with a formal vote of thanks proposed by Ms. Varda Sardana.
- **YouTube Link to Session:** <https://youtu.be/3s-Fpsb2iel>

➤ **DAY 5 | DATE: 01<sup>st</sup> JUNE, 2020 (MONDAY) | TOPIC: TRENDS IN DIGITAL MARKETING**

- **Speaker:** Dr. Ruchi Gupta, Assistant Professor, Shaheed Bhagat Singh College



- **About the Speaker:** Dr. Ruchi Gupta is an experienced educator who's currently working at Shaheed Bhagat Singh College, University of Delhi, India. She obtained her doctoral degree in Commerce and is also a recipient of the ICBM-AMP Academic Excellence Award 2017 in the category of 'Best Professor in Advertising'. She has also authored two books on Advertising and has completed a certificate course on Strategic Social Media Marketing from Boston University (MA, USA). She has been invited as the Keynote Speaker and the Conference Chair at a conference held at the Queen's College, University of Oxford, United Kingdom. She was also the session chair at a conference organized by the European Advertising Academy in Slovenia in 2016, and at IPAG Business School in France in 2019. She is a member of the Reviewer Board for Athens Journal of Business and Economics, Greece. She has reviewed papers for a number of journals and conferences, including conferences organized by the European Advertising Academy and the European Marketing Academy.
- **About the Session:** The fifth session of our seven day Development Programme titled "Mind-Sets, Knowledge-Sets and Skill-Sets for 21st Century Youth: Innovation and Adaptations" commenced with a welcome note from Mr. Gaurav Rana, Assistant professor, SRCC. The session was then take over by our speaker for the day, Dr. Ruchi Gupta, who discussed about the rapidly increasing effects of digital platforms on our day- to-day lives and the vastly different trends of digital marketing that we see today. She gave insights into the field of digital marketing

and its uses in various recent trends like augmented reality, virtual reality, AI, sponsorships by mainstream, micro celebrities and influencers, SEOs, 360° visuals, etc. She also discussed the scope of digital marketing post the Covid era and the impact of COVID 19 on marketing. She also briefed students on the change in marketing strategies of different companies and brands due owing to the pandemic. Towards the end, the speaker went on to answer the questions put forward by the attendees, in which she shared her insights on the capability of the IT sector in meeting upcoming challenges, the importance of brand building, research opportunities for scholars, etc. The session culminated with a formal token of thanks by Dr. Shikha Makkar.

- **YouTube Link to Session:** <https://youtu.be/oPXT4TK6zPY>

➤ **DAY 6 | DATE: 02<sup>nd</sup> JUNE, 2020 (TUESDAY) | TOPIC: STRATEGIES TO LEAD BUSINESS IN THE NEW NOW**

- **Speaker:** Dr. Ashish Chandra, Associate Professor, Department of Commerce, Delhi School of Economics



- **About the Speaker:** Dr. Ashish Chandra is an Associate Professor in the Department of Commerce, Delhi School of Economics, University of Delhi, India. He is a Topper and a Gold Medallist in Masters of International Business Management. He had the honour of being awarded two Gold Medals & two Merit Scholarships by the First Citizen of India, His Excellency, the then Hon'ble President of India, the late Dr. A. P. J. Abdul Kalam. He completed his Ph.D. in the year 2005 in 'Marketing'. He has to his credit 17 years of teaching and industry experience. He has a rich experience in working under different university systems and his industry experience relates him to IBM

(International Business Machine). Dr. Chandra has extensively presented and published numerous research papers in various national and international conferences as well as reputed journals in India and abroad. He has chaired several technical sessions in different national and international conferences and has to his credit more than a dozen books. He has conducted many projects, funded by Government agencies like, MSME; Government of India; AICTE; UGC, etc. Recently, he initiated a National Level Research Project worth Rs. 12.5 lakhs funded by the Ministry of Consumer Affairs, Government of India. He is actively involved in teaching, training, research and consultancy. His interest lies in the areas of Marketing, Customer Relationship Management, Consumer Behaviour, Responsible Marketing, Integrated Marketing, Branding Solutions, Sales & Distribution Management, Retail Management, Services Marketing, Entrepreneurship and General Management issues. He has also contributed in multiple National Dailies on varying themes.

- **About the Session:** The sixth session of our seven day Development Programme titled “Mind-Sets, Knowledge-Sets and Skill-Sets for 21st Century Youth: Innovation and Adaptations” commenced with the warm welcome of Dr. Ashish Chandra, faculty members and student participants by Ms. Varda Sardana. Taking over the session, Dr. Chandra navigated the audience through the impacts of COVID-19 on our lives and the world of business and how the crisis would lead to a global economic recession. Contrary to this, he even highlighted the industries that were able to survive the Covid-19 outbreak, such as the e-Commerce industry, telecom industry, education, technology, artificial intelligence, robotics, etc. Further, he shed light on some ways the companies should try in order adapt to the NEW NORMAL so as to lead their businesses in the time of crisis. Some of the key points he highlighted were- implementing digitalization, reduction of fixed as well as operational costs, advancement and adoption of technology, promptness to take decisions, resilience and advocating the use of networking strategies. At the end of his discussion, he pointed out how digitalisation will cause spike in unemployment with 70% jobs lost by 2040-45. This was followed by an engaging Q&A round where in the audience sought answers to some pertinent questions from the speaker. The session was wrapped up with a formal token of thanks by Ms. Varda Sardana and Ms. Suman Si.



➤ **DAY 7 | DATE: 03<sup>rd</sup> JUNE, 2020 (WEDNESDAY) | TOPIC: CYBER SECURITY- ISSUES AND CHALLENGES**

- **Speaker:** Mr. Rakshit Tandon, Associate Professor, Consultant-IAMAI and Advisor-CCRC, UP Police



- **About the Speaker:** Mr. Rakshit Tandon is a Cyber Security Evangelist with an experience of more than a decade in the security domain. He is the Cyber Security Consultant to Internet and Mobile Association of India (IAMAI). He is also the Key Resource Person/Visiting Faculty for Cyber Crime Investigations at BPRD Bureau of Police Research and Development for training law enforcement officers across the Country. He is also the Chairman of 'India against Child Abuse', a national outreach program by Justice Mohan Children University and NCSSS. He has been a speaker at "Talks at Google", "TEDx Talks" and has served as a Non-European Expert at European Commission on Safer Internet during 2010. He has been awarded with the Karamveer Jyoti Puruskar 2019, Gurugram Achievers Award 2019 and was also awarded with the Karamveer Chakra by Rex Conclave in 2015 and 2016. He was also awarded the Cyber Guru of the Year Award in 2015 by Government of Maharashtra as well as the Global Cyber Crime Helpline Award in December 2018.
- **About the Session:** The seventh and the last session of our seven day Development Programme titled "Mind-Sets, Knowledge-Sets and Skill-Sets for 21st Century Youth: Innovation and Adaptations" commenced with the warm welcome of the keynote speaker, faculty members and student participants by Dr. Shikha Makkar. This was followed by an introduction of our guest for the day, Mr. Rakshit Tandon. The session was then taken over by the speaker who started with the discussion of issues relating to the intriguing concept of cyberspace. He also gave insights on real life case scenarios where people went into trouble

because of lack of knowledge of the cyber world. He explained how in the current scenario where in the world is battling an unprecedented pandemic that has caused people to work from home and children to attend online classes, there are greater chances of the occurrence of vices like hacking and stalking. He stressed on the fact that cyber security should become a culture and not just be a mere subject. He ended his address by advising everyone to be aware of digital laws and various reliefs available to a victim of cyber-crime. This was followed by the Q&A round which saw Mr. Tandon attending to the various queries posed by the audience. The session culminated with a formal token of thanks by Dr Shikha Makkar, thereby, also marking the end of the week long Development Program.

**The One Week Development Program-“*Mind-Sets, Knowledge-Sets and Skill-Sets for 21<sup>st</sup> Century Youth: Innovations and Adaptations*”** turned out to be a huge success owing to the relentless efforts of the college administration, the IQAC and ATMAN faculty members and the student volunteers. Receiving over 150+ registrations, each session saw attendees turning up in big numbers to benefit from the program. The program garnered positive reviews and feedback from all attendees and guest speakers, all of whom lauded the efforts made to create and offer such a unique and value-generating opportunity leading to enhancement in everyone’s knowledge and skill-sets. IQAC, SRCC continually strives to create value for its stakeholders resulting in their all-round and holistic development through quality practices and initiatives.