

**KAMALA NEHRU COLLEGE**  
**ECOPHORIA- THE ECONOMICS DEPARTMENT**  
**ANNUAL REPORT 2023-24**

Ecophoria - The Economics Department of Kamala Nehru College, University of Delhi, successfully conducted a plethora of events in the Academic Session 2023-24, enhancing the engagement of the students with the subject, as well as with one another.

**FRESHERS' DEBATE**

***18th September 2023***

Every year the Economics Department of Kamala Nehru College welcomes its freshers with a thrilling yet warm event called the 'Freshers' Debate'. This year's debate was held on 18th September 2023 and was titled – '**AI and Economic Forecasting: Impacts**'. The session provided a platform for insightful discussions with participants presenting their unique viewpoints and shedding light on the multifaceted role of Artificial Intelligence in today's world.

The debate covered key sectors, including privacy concerns, economic forecasting, and AI's role in enhancing human abilities. The participants argued about the possible solutions to the various disadvantages of AI and how they can be made sustainable. Some participants raised concerns about AI replacing jobs, while some countered by discussing how AI can create new jobs and the incentive to upskill job seekers for such jobs. Debaters also discussed amplifying human creativity and improving accuracy through this technology. The growth in fields like education, training, healthcare, finance, and E-commerce with the help of AI is anticipated to be on a huge level. Besides this, the dangers of overreliance were brought up too, advocating for a combination of Artificial Intelligence's IQ and Human EQ. The goal is to maximize the utility of our resources and accelerate growth.

We were extremely delighted to have enthusiastic participation and interaction in the session. The inputs and reviews by our judges – Monami Basu Ma'am and Anjana Srivastava Ma'am further increased the students' understanding and thirst for deeper knowledge regarding the topic. The judges awarded Shreya Gupta, Shrishti Jain, and Ishita Sharma for their outstanding performances. The event ended with a vote of thanks to the judges and the council for organising the debate.

In conclusion, the debate highlighted a balanced and responsible approach to AI and every other upcoming technology to help mankind truly achieve excellence.



## SESSION ON ENTREPRENEURSHIP: FROM IDEAS TO STARTUP

**16th October 2023**

The Economics Department of Kamala Nehru College, in collaboration with ASAR: The Entrepreneurship Cell, hosted a workshop titled 'Entrepreneurship: From Ideas to Startup'; on October 16, 2023. Led by **Mr Varun Duggal**, an industry veteran with a B.Tech degree from IIT Banaras, the workshop offered valuable insights into entrepreneurship and transforming innovative ideas into startups.



Mr Duggal initiated the session with a thought-provoking question about the purpose of education, highlighting its role in achieving financial independence. His engaging delivery style emphasized early financial independence through investments and entrepreneurship. He explored various

entrepreneurship types, including MSMEs and innovation-based ventures, defining innovation as the process of monetizing ideas.

The workshop addressed how entrepreneurship transforms ideas into business ventures, emphasizing the importance of creative thinking and innovation. Examples, such as the atomic bomb, demonstrated the power of innovative ideas. Two methods for idea generation, solving non-existent and existing problems, were discussed, each illustrated with notable examples.

An interactive group activity allowed participants to develop startup ideas, enhancing their creative thinking. In conclusion, the workshop was a success, providing a rich learning experience. It encouraged innovation and entrepreneurship among students. The insightful workshop concluded with an interactive question and answer session and a vote of thanks.

## **CAREER GUIDANCE SESSION**

***7th November 2023***

The Economics Department of Kamala Nehru College hosted an enlightening 'Career Guidance Session' on November 7, 2023. The event was graced by distinguished speakers including **Ms. Kanchan Ralhan, an Official Counselor and University Application Specialist; Dr. Vandita Sahay, a Senior Research Specialist at the World Resources Institute and a KNC alumna; and Ms. Veinu Nehru Dutta, the Managing Partner at Fyne Hand Consultants.**

The session commenced with the President and the General Secretary of the Economics Council extending a warm welcome to the guest speakers. Thereafter, Ms Kanchan Ralhan began with her insightful address by discussing the very meaning of 'career', emphasizing the vast array of career choices available to the present generation. She highlighted the importance of finding one's niche and then focusing on skill enhancement. Ms. Ralhan

encouraged students to invest time in internships, online courses, writing research papers and the like, alongside their academic degree. This, she suggested, would provide them with a competitive advantage while seeking a job, and would help build their profile. In this sense, she reiterated, upskilling oneself is the need of the hour.

Ms Veinu Nehru addressed the audience next. Being the Managing Partner at Fyne Hand Consultants, she brought with her twenty-five years of experience in working with corporates. Ms. Nehru gave utmost importance to the process of self-introspection. She defined a career as 'something one has to do day in and day out'. This, she believed, was only possible when one shares a deep passion for his/her work. After identifying one's area of interest, she recommends meeting and interacting with as many people in the field as possible. The focus, in the initial years, should be on learning and self-growth rather than the stipend. Like Ms. Kanchan, she too recommends students give prime importance to enhancing their skill set.

Dr Vandita Sahay took the podium next, starting by asking students what they understood of the term 'research'. For Dr Vandita, research sums up to a lot of reading and writing. She recommends students read as much as they can, and expand their base of knowledge. She lives by the principle of 'Khoob milo, Khoob padho'. For aspiring PhD candidates, she emphasizes focusing on three things- the institute, the guide, and the topic.

The engaging speeches were followed by an interactive Q&A session, covering topics like - pursuing a master's degree versus entering the job market, usage of psychometric tests to identify one's interest areas, and exploring scholarships and requirements for studying abroad.

The session concluded with Dr Monami Basu of the Economics Department extending a heartfelt vote of thanks to the esteemed speakers, leaving the audience enriched with valuable insights for their future endeavours. Himani, on behalf of the entire Economics Council, extended gratitude to the guest speakers for making the event a success.



## **WORKSHOP ON STRESS MANAGEMENT WITH MINDFULNESS**

***12th December 2023***

The Department of Economics, in collaboration with the Departments of Sociology and Geography, Kamala Nehru College, hosted a workshop titled 'Stress Management with Mindfulness' on 12th December 2023. The speaker for the day was **Dr. Savita Sharma**, Associate Professor at the School of Education and Humanities, Manav Rachna University.

The workshop was conducted at a time when students were about to begin with their end-semester exams, rendering the entire process all the more impactful. Dr Sharma began the session on a light-

hearted note, asking students about the variety of emotions they had been experiencing preceding the commencement of their exams. As is conceivable, the one emotion that was spoken of the most was 'stress'. Dr. Savita then went on to discuss in detail the very meaning of stress, an emotion originally meant to protect human beings from perceived dangers in their physical surroundings, and one that has become a cause of concern worldwide in modern times. A key takeaway from this segment of her insightful address was the discussion on the 'stress curve', a graphical representation of the change in a person's level of productivity, due to a change in their stress level. The curve very rightly showcased that although some amount of stress is necessary for a person to function at their optimum level of productivity, too much stress can drastically reduce a person's overall performance, alongside impacting their mental health.

The ability to be able to cope with stress has become a necessary life skill in today's world. Of the many techniques that can be employed to do so, Dr Savita taught the students the practice of 'meditation and mindfulness'. Mindfulness, in simple terms, means 'being present in the moment'. According to research, about 60,000 thoughts cross the human mind each day, some of which even go unnoticed. In today's fast-paced life, most people would agree that they are not 'entirely present' in the moment, and may even tend to zone out at times. Dr. Sharma shared with the students a thought-provoking finding from research conducted by Harvard University, that of a 'wandering mind' being an 'unhappy mind'. Thereafter, she went on to describe the different ways through which a person can practice mindfulness, such as mindful breathing, mindful walking, mindful eating and the like. In essence, mindfulness can be incorporated into any aspect of our life, provided that we choose to be conscious of ourselves and our surroundings.

Towards the end of the session, students practised the technique of 'mindful breathing' under the guidance of Dr Savita. It was a truly rejuvenating experience, especially in the midst of the exam season.

The session ended with Dr Sharma asking the students for a promise - that of practising mindfulness each day for at least 5 minutes!

## **ELOCUTION COMPETITION**

***31st January 2024***

The Department of Economics, Kamala Nehru College organised an 'Elocution Competition' on 31st January 2024. The topic for the event was 'The Impact of Social Media on Consumer Behaviour: Unraveling the Digital Threads'. The competition was open to KNC students studying Economics as their General Elective, as well as to those who had taken it up as one of the two subjects in their multidisciplinary courses.

The event was graced by the presence of the two eminent judges - Dr. Agnitra Ghosh and Dr. Itisha Nagar. Dr. Agnitra Ghosh is an assistant professor in the Department of Journalism at Kamala Nehru College. His rich background includes teaching at renowned institutions such as A.J.K. Mass Communication Research Centre, Jamia Millia Islamia, and Delhi College of Arts and Commerce.

Dr. Itisha Nagar is an Assistant Professor in the Department of Psychology at Kamala Nehru College. Beyond academia, Dr. Nagar is a dedicated advocate for mental health, neurodiversity, and gender equality. She has published various papers in reputed national and international journals in her areas of interest, namely clinical and gender psychology.

The competition gave students a platform to contemplate and share their diverse perspectives on how social media, today, has redefined consumer behaviour. One of the participants rightly pointed out that "social media, created to enable effective communication, presently serves much more a purpose." What followed was a vibrant discussion, encompassing a plethora of viewpoints, a presentation of statistical figures, and 'Gen Z' slang. One slang that stood out in most speeches was 'FOMO' (or 'Fear Of Missing Out'), the feeling of not being able to catch up with the ongoing trends. This, as most of the participants pointed out, has become the cause of excessive spending among today's youth. The range of ideas discussed in the course of the event - the concept of an 'Insta lie', the various mechanisms incorporated by brands to lure customers, the growing impact of social media influencers on consumer choices, and the use of Artificial Intelligence in social media marketing, were indeed insightful.

Towards the end, the judges were called upon to share their feedback. Dr. Agnitra Ghosh, amongst other things, encouraged the students to ponder, whether, in this age of social media marketing, we are 'making choices' or being 'forced to make choices'. Dr. Itisha Nagar appreciated students for their zealous participation, and the inclusion of personal anecdotes in their speech, which made the entire experience all the more impactful. She emphasized that, in modern times, rather than 'buying products', we ourselves are 'becoming products'. It is, therefore, necessary to be wary of our surroundings and make informed decisions.

The event concluded with the announcement of the prize winners. Ruchika Bajaj (B. Com (Hons), first year) was awarded the first prize. Astha Kumari (B.A.(Hons.) Journalism, first year) bagged the second prize; while Kashvi Sachdev (B.A. Programme (Economics + Mathematics), second year) earned the third.

## **SESSION ON HIGHER EDUCATION OPPORTUNITIES ABROAD**

***15th February 2024***

The Economics Department of Kamala Nehru College, University of Delhi, held a speaker session on "Higher Education Opportunities Abroad." The keynote speaker for the session was Mr. Vineet Gupta, who is a renowned Education Consultant and an expert in Education Abroad. A large number of students attended the session held in the New Seminar room, on 15 February 2024.

The session opened with an introduction of the speaker, following which Mr. Gupta, an alumnus of IIT Delhi, started the informative session. He talked about the various countries with educational opportunities, such as Australia, Canada and the USA, as well as the scholarship opportunities available in the aforesaid nations. There were informative discussions on career opportunities after MS, MIM and MBA. Strategies to crack the GRE, GMAT, IELTS, and TOEFL exams were also talked about. Mr. Gupta shared some success stories of the students assisted by him and his team,

following which, the floor was open to questions that were answered in an utmost informative manner. The session organised by Ecophoria was a complete success, as students were exposed to educational opportunities abroad.

## **PLURALECO LECTURE: RETHINKING DEMOCRATIC THEORY**

***22nd February 2024***

The Department of Economics, Kamala Nehru College, as a part of the 'PluralEco Lecture Series', organized a speaker session on the topic 'Rethinking Democratic Theory'. The event was conducted on 22nd February 2024, and was graced by the presence of the venerate speaker - **Dr. Ajay Gudavarthy, Associate Professor at the Centre for Political Studies, JNU**. The PluralEco Lecture Series was initiated by the department in the year 2014, with the intent to make the study of economics more holistic in nature, by including diverse perspectives from varying fields of study.

Professor Gudavarthy began his lecture by emphasizing that world over, the boundaries between social sciences and natural sciences have been breaking, and that an interdisciplinary approach is key to understanding the modern world. In the sphere of Economics as well, the idea of 'growth' has evolved from being centred around the Gross Domestic Product of a country to, in the present day, encompassing indicators of Human Development. In his discussion, Prof. Gudavarthy also shed light on the concept of a 'Moral Economy' put forth by E.P. Thompson in his work titled 'Moral Economy of the English Crowd in the Eighteenth Century'. Writing of the peasants riots in 18th century England, Thompson puts forth the argument that the riots were not just a reaction to hunger, but a product of the moral worldview of the farmers that had been disturbed. This proposition leads us to a conclusion of immense importance: that Economic distress or Economic Policy does not directly dictate political behaviour; and that people get organised when they feel a sense of lack of morality and dignity as consistent with the moral and ethical values embedded in the society. Prof. Ajay also talked at length about Gandhi's criticism of the homogenization of social relations as the path to achieving modernity, and his support for the 'varna' system in that sense.

The engrossing session was followed by an intriguing Q&A segment, and concluded with a vote of thanks by Anushka Phand of the Economics Department, alongside closing remarks by Dr. Monami Basu.





## **ANNUAL ECONOMICS DAY**

***5th March 2024***

Ecophoria 2024, the annual fest of the Economics Department, Kamala Nehru College, held on 5th March 2024, showcased a diverse range of events aimed at exploring and addressing pertinent issues in the field of economics. The lighting of the lamp by the guest speaker Mr. Arindam Mookherjee and the Economics faculty marked the opening ceremony of the annual fest. From insightful seminars to engaging competitions, the fest provided a platform for students and experts to exchange ideas, foster critical thinking, and celebrate creativity.





The inaugural lecture delivered by Mr. Arindam Mookherjee, India Head - Society of Actuaries, set the tone for the fest. Titled "The Indian Economy: Today and Tomorrow - An Alternate Perspective," Mookherjee's presentation covered various aspects of the Indian economy, including its current state, policies, challenges, and opportunities. Emphasizing the need for strategic interventions, he highlighted key economic indicators and proposed innovative solutions for addressing income inequality, infrastructure gaps, and regulatory bottlenecks. Discussions also centred around the role of innovation in economic progress and policy alternatives for inclusive growth. Attendees gained valuable insights into India's economic trajectory, fostering informed discussions among them.

Post the inaugural lecture, a variety of inter-college competitions were organized by the Economics Council.

The **"Paper Presentation Competition"** showcased the depth of research and analysis within the economic domain. Participants explored topics ranging from business models to finance, presenting intriguing case studies on contentious issues such as reservation. With Mr. Navneet Kumar Srivastava as the judge, participants received constructive feedback, enhancing their presentation skills. Anshuman Das, Kesa Zahera, and Himanshu Sharma emerged as the top performers, demonstrating their expertise and thorough research in their respective presentations.

Further, the **"Strat-Blitz Competition"**, organized in collaboration with the Indian Game Theory Society, NSUT, provided students with a platform to apply strategic thinking and problem-solving skills. Through three rounds of thought-provoking games, participants navigated uncertainties and challenges, showcasing their analytical prowess. Pragati Jaiswal and Jyoti Bhati from Maitreyi College bagged the first prize; Dhruva Agarwal and Raunak Jain from Satyawati College the second; and Shlok and Parul from Hansraj College the third, demonstrated their ability to think critically and work effectively as a team.



The **"Just a Minute" Lotte Choco Pie Ad Challenge** brought out participants' creativity within a limited timeframe. Participants delivered noteworthy presentations, showcasing their innovative ideas. Priyanka Mohapatra's captivating ad secured her the first prize, highlighting both her creativity and marketing skills. The judging panel, consisting of Dr Nishtha Dhawan, Dr Sona Mandal, and Dr Reena, ensured a fair evaluation process, recognizing the participants' efforts and contributions.



The **"Econorap Battle Showdown"** added a unique twist to the fest, blending the art of rap with economic themes. Contestants creatively incorporated topics such as globalization, sustainable development, and income inequality into their performances, captivating the audience with their lyrical prowess. Sumit Singh Bisht and Ridham Vashisht emerged as the top performers, showcasing the power of music to engage and educate on pressing global issues. Ms. Ishita Jain, serving as the judge, recognized their talent and awarded them cash prizes for their outstanding performances.

The fest also included diverse stalls offering delicious food, trendy accessories, beautiful diaries etc. Jamboree institution set up a stall as well for one-on-one sessions with interested students who wish to pursue their further education abroad. Supported by sponsors like Lotte, DuCompetition, Nandini Homeware, and Live Your Dream Life, the day was a celebration of creativity and communal spirit. Overall, Ecophoria'24 proved to be a resounding success. Through seminars, competitions, and performances, participants gained valuable insights and were provided with a platform for intellectual engagement within the field of economics. The annual fest came to an end with a cake-cutting ceremony.

## **PUBLICATION OF THE DEPARTMENT'S ANNUAL JOURNAL: ECOCENTRIC**

***21st March 2024***

The Economics Department of Kamala Nehru College released its Annual Economic Journal: Ecocentric, on 21st March, 2024. The Journal encompassed entries from a wide array of students

from varied colleges across the country, with the articles providing diverse perspectives on numerous topics related to Economics.

The latest edition of Ecocentric can be accessed [here](#).

