



SPEAK UP TO BE HEARD

# A W A K E N

## THE CONSUMER CLUB

### KAMALA NEHRU COLLEGE

UNIVERSITY OF DELHI



KAMALA NEHRU COLLEGE  
ESTD. 1964



# GLOBAL NICH E WITH A CLICK



## THE RISE OF DIGITALIZATION

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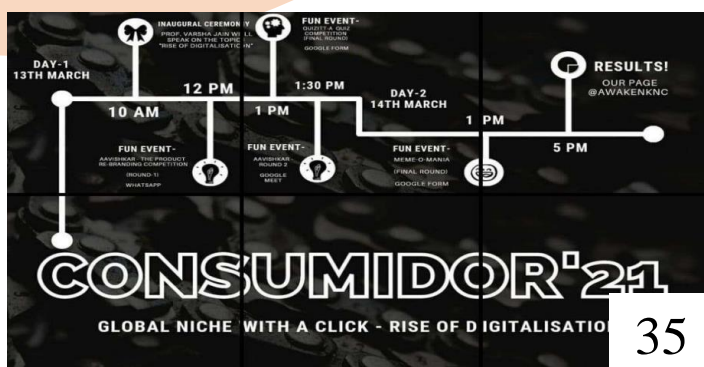
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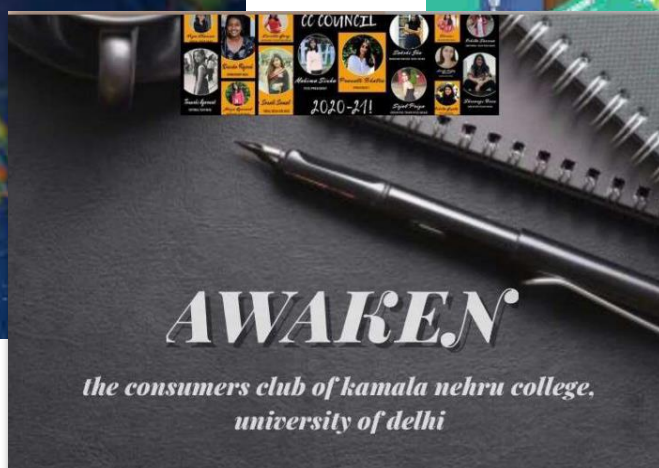
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# From the “Principal”

I am delighted to unfold the latest edition of Awaken- The Annual Magazine of Consumer Club. In every nation, the consumer directly or indirectly determines the direction of growth and development. The progress of the economy depends on the satisfaction of the consumer as he/she is the ultimate endpoint of all manufacturing activities.

Consumer satisfaction and protection of their rights, especially in the digital world, is very important. The increased dependence on the internet and mobile amidst the crises of the pandemic has posed new challenges to the consumers. Therefore, it is very important that consumers are made aware of their, rights, existing legislation, and ways to avoid being cheated.

Awareness of the consumer in this digital world is of utmost necessary to fight against frauds and malpractices. I can see that a good attempt has been made by members of Consumer Club through this edition of the magazine. I congratulate the team and wish them more success in the coming years.  
Best Wishes.



Dr. Kalpana Bhakuni  
Principal





# From the “Teacher Convener”

It gives me immense pleasure to share with all the 2020 issue of Awaken- the Annual magazine of Consumer Club. This year, the theme of the magazine is *"Global Niche with a Click-Rise of Digitalisation"*. The theme was selected keeping in mind the experiences and challenges faced by everyone due to the increased use of digital technology for education, office work, shopping, and entertainment. We today live in a virtual world where there is no control over time and space. The magazine brings forward the report of the online activities conducted by the club to continue its work towards making consumers aware of their rights.



I would like to take this opportunity to thank our Principal Dr. Kalpana Bhakuni whose constant support and motivation have gone a long way in taking out the publication. I also thank the editorial team, contributors for their hard work, and the entire team of Consumer Club for their support in making the newsletter a success. The publication of the newsletter is just a way to encourage and engage students in writing and reading. Lastly, I hope all of you relish the issue and wish all the readers happy reading.

*Archana Prasad*

Dr. Archana Prasad

Assistant Professor

Department of Sociology



# From the “President”



Being the 'Pandemic President' for Consumer Club, 2020-21 was definitely a lovely roller coaster ride, which I'd trade for nothing.

From organizing meetings to conducting events and gearing up for the fest, I definitely missed the college campus and the physical atmosphere, but it's all worth it when you are backed by such a supportive and helpful team of 84!

Every single thing was a challenge online, but the team turned it into an opportunity and the whole tenure as the President helped me become a better version of myself.

This designation would definitely act as a milestone in my college life, I'd cherish these moments forever.

Pranati Bhatia  
President



Ms. Mamta Bhushan  
(Faculty)

## Consumer Club Faculty

**From Left to Right:** Shivani, Sakshi Jha, Janvi, Pranati Bhatia (President), Dr. Archana Prashad (Teacher Convener), Dr. Kalpana Bhakuni (Principal), Ms. Shweta Jain (Faculty), Devika Rajesh, Hiya Khanna, Shivangi Bose, Ishita Saxena



# OUR STUDENT COUNCIL





M



***Tanushi***

Editorial Team  
(Head)



***Ishita***

Editorial Team  
(Vice Head)



***Shivangi***

Creative Team  
(Head)



***Sejal***

Creative Team  
(Vice Head)

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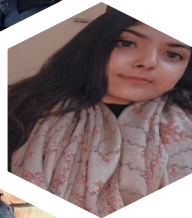
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***Riya  
Chandra***



***Pragya***

***Palak  
Mathur***



***Ishika  
Sharma***

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***Vedika***



***Upasana***

Z

***Anushka***



***Ananya***

I

***Krishika***



***Manasi  
Mishra***

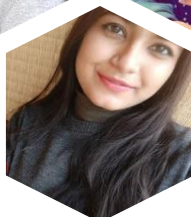
***Mansi  
Tripathi***



***Nisha***

N

***Riya  
Grover***



***Adiba***

***Kashish***

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## ABOUT AWAKEN- THE CONSUMER CLUB

Kamala Nehru College has been the pioneer in Delhi University for establishing its Consumer Club on 29th November 2005. The aim of the Consumer Club is “to educate the students to act as healthy consumers by making them aware about their rights and redress mechanisms so as to act as beacons for the society”. The Club is being managed and exuberantly run by selected faculty members and student office bearers. The Club believes that an aware consumer is an asset for any society and its motto is “Speak up to be heard”. The Club releases its annual magazine, ‘Awaken’, aimed at inculcating consumer awareness, consumer rights and responsibility.



# BIG DATA

“Privacy is dead,  
and social media  
holds the smoking  
gun”

Pete Cashmore

We live in an era of unexpected and unprecedented growth and advancements. Time has undoubtedly been a dear friend of technology and encouraged onset of continual development for digital space that it's not just an era; it's an era of digitalization assisted by technological media. Long ago, we only had a few regularly visited places for our social activities and that solely governed our interactions with who and when. Now living in a world, where keys and programs and software support the whole foundation of technology media, provides us with impeccable time and opportunity to have indefinite social interaction, having no boundaries on with whom and when. Many social media platforms have been the bearers to provide such service to their users sitting at home from all corners of the world. Not only it builds communication and interaction with our acquaintances but creates a globally knitted world online, interacting and sharing with anyone in any part of the world.

Social media platforms like Facebook and its very owned WhatsApp are much popular and the leading platforms to cater to online needs of consumers. It's no wrong to say they are pervasive; used by everyone irrespective of their socio-economic backgrounds. Facebook and WhatsApp render their consumers a lot of services like social interaction via audio, visual and written media. Such platforms are also an avenue for business models wherein businesses reach out to their prospective consumers, generally and specifically. Off lately, Facebook, WhatsApp are practicing unfairly towards their consumers by mishandling the users' data and personal information, thus hindering their privacy and creating reluctance in their minds. That lack of trust is understandable given the recent history of high-profile consumer data breaches by such platforms.



Certain aspects like maintenance of privacy of user information has been the key issue off lately. However, there is variation in consumers' willingness to data sharing and accessibility like basic identity details, entertainment information tended to be the less worrisome. But the access to personal data of users by mega tech giants has been head scratching for them. The data generated create both an opportunity for enterprises to improve their consumer engagement and earn more by providing such data to businesses that can better understand the unmet needs or preferences of those users. Variety of data like location tracking and personal details help incredibly to many organisations for better insight to consumers lives and their activities. For example, usage of data to better understand the consumer's pain points and unmet needs help them develop the services to cater and tap those latent needs .

Facebook harvested user data for targeted advertising, particularly political advertising, to apparent success. It centres around the collection of personally identifiable information of up to 87 billion people, gaining access to personal data of Facebook users due to the confluence of a variety of factors. WhatsApp's new policy unveiled recently and updated its privacy policy guidelines stating WhatsApp would share transaction data, device information, IP addresses, Internet connection, Battery level, Software and mobile model used by its users (device level information) with Facebook.. Although personal chats and media exchanged will not be hindered as it is end to end encrypted. Yet, the revised privacy norms concern the users a lot and many have shown immense displeasure to such move.

The government had written to WhatsApp to withdraw the proposed changes to its privacy rules and had sought clarifications on a set of queries from it. WhatsApp and Facebook refuted allegations of data sharing. There was no response heard from these tech giants on its policy amendments and all queries on company's move were unanswered. Following a user uproar, WhatsApp said on January 15 that it was moving back the date on which people will be asked to review and accept the terms. The previous deadline was February 8.

Protection and Ensuring privacy of data, information and ultimately the consumers is absolute undying responsibility on the part of such big giants. Primarily, it's an irrefutable and mandate thing to cater to their privacy and respect their fundamental right of privacy and safety. Secondly, such firms should keep in mind that the world market is highly competitive and there are many other alternatives that can cater to consumer privacy and win their trust, consequently losing out their customer base. So consumers are the soul of the market and disappointing them is silly and foolish.

**Pragya Goel**

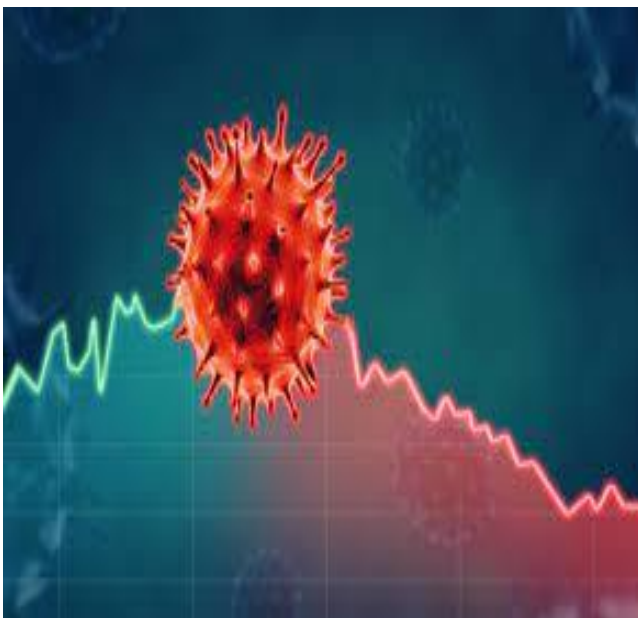
**B. Com(Hons.)**

**3<sup>rd</sup> year**

## **CORONAVIRUS AND THE INDIAN ECONOMY**

**T** year 2020 has just ended and it didn't, in the least, fail to stand out in terms of creating history, for the records. The Onset of 2020, brought about a lot many ups and downs at the global level and its consequences are suffered by people a little extended to the year 2021.

All thanks to the epidemic turned pandemic, coronavirus!



Coronavirus, a term that is familiar to people across the globe now, has already taken a toll over the lives of about 2,095,766 people. People throughout the countries have severely faced the consequences. Although a vaccine has been out now, its unavailability to the common people still poses a threat over their lives. People have not only physically been paying for it, but have also suffered a lot mentally and spiritually. The economic growth of the country too nowhere stands at the peace, leading to a lot of disruption in the lives of the people. People have had a hard time trying to keep up with their basic needs while the virus continued to spread. Economically, things haven't been very favourable since the onset of 2020. Major growth indicators of the economy are highly impacted.



A lot of people have not only lost their jobs but have also incurred a huge loss to prior savings due to the lockdown that was imposed when covid was at its peak in the country. The earnings for all those who continued doing their jobs from home, also took an unstable turn and it became almost tough for them to be able to cope up with the ongoing situations. The major affected sectors were construction, hotels, mining among many others. The output and income generated from these sectors fell sharply and would continue to do till the time the recession prevails in the country.

India's growth in the fiscal year 2020, went down to about 3.1%. Up to 53% of the businesses were expected to incur a significant downfall. The gross domestic product (GDP), which wasn't already in the best of positions, lost all records and fell terribly in the April-June quarter figure. Till mid-june, the unemployment rose to a number that was too hard to cope up with. With restaurants having to bear a downfall with about Rs. 1,00,000 crores.



Automobile sector Rs. 2300 crores every day. Real estate sector went down by Rs. 30,000 crores every day. Aviation had a stark fall of Rs. 25,000 crore per day. The worst case is for the tour and travel industry, going down by about Rs 10, 00,000 crores.

The badly hit sector of the economy is considered to be FMCG. The luxury goods part of this sector was hit badly due to the inability of the raw material procurement, production, sales and then sales realisation. As a process of production, growth at FMCG was badly disrupted.

Moving onto the next most hit sector, it has to be automobiles and spares, which hadn't already been operating at the best of its capability past one year and the things have gone worse because of the pandemic. Germany, having the base hub for the basic automobile functioning is badly hit due to the pandemic. Therefore, it has just been made all the worse for countries like India to be able to keep up with this sector.

Some people have also equalled the current state of the Indian economy to the great depression of the 1930s. Others have predicted a global fall of about 8.5 trillion dollars in the next two year. The pandemic, in short, has been the worst downfall that the economy can cope with.



**Ishika Sharma**  
**B.A.(Hons) English**  
**3<sup>rd</sup> year**

# **DECODING THE ADVERTISING OF** **SANITARY PRODUCTS**

Camouflaged by newspapers and black coloured poly bags, sanitary products like pads, tampons and menstrual cups are sold in such a discreet manner as if they were a contraband instead of a necessity. Imagine seeing this advertisement – a young woman who is generally a female student, undergoing the pangs of menstrual cramps and leakage of blood on her attire suddenly discovers this manna from heaven called ‘sanitary pads’. Seems quite natural, doesn’t it? However, that is where the problems with advertising of sanitary products start.

The current advertisements of sanitary products focus on creating an alternate version of the woman who undergo menstruation. These advertisements run on a similar theme and idea and lack originality as the fundamental premise in all of them remains the same which is the idea that these pads empower women to carry out their daily activities with complete rigor and enthusiasm when that isn’t the case. Sanitary products only provide comfort to women during menstruation and by no means, do they resolve the unending cramps, nausea, headaches, mood swings, sweating, bloating etc. These advertisements create the myth of a woman who ‘can do it all’ during their periods ignoring the differences in the experiences faced by women across caste and class lines.

An imagery that is parallel in all of these advertisements is the ‘white’ colour that is generally associated with ‘purity’ and any stain of blood on a woman’s clothing is frowned upon by the onlookers in these advertisements. These advertisements rarely uplift and celebrate the womanhood as they subject the main customers of the sanitary products to patriarchal notions again. The ads don’t dare to showcase the real blood and instead use a blue liquid to depict menstruation. While depicting real blood can be nauseating for some but it is crucial to depict it as it represents the biological process of menstruation in its true form. Moreover, the various catchphrases and euphemisms used to address menstrual hygiene products exacerbate the stigma around a seemingly biological and natural process.

However, here is some food for thought, why are we so afraid of having informative ads about periods that actually educate youngsters irrespective of their genders about it? I can still recollect how my school organized a session exclusively for girls about periods and never bothered to educate the boys about them before the chapter related to reproduction was started in class. We were explicitly told not to discuss about it with our male friends and that is the story in most parts of the country. Sex education in our country is in a dismal state and even the latest National Education Policy 2020 brushes it under the rug. Considering the need of awareness around menstrual hygiene and sexual awareness, menstrual hygiene brands can be the spear headers of busting the myths and taboos around these issues by adopting a feminist outlook towards advertising that engages with the customers. Instead of seeing a cisgender superwoman on her period, let’s create advertisements that feature people across the spectrum who menstruate.

**Pratishtha Agrawal**  
**B.A. (Hons) Political Science**  
**1<sup>st</sup> year**



# CONSUMER RIGHTS MILESTONES



**1**

**1952**

The Emblems and Names (Prevention of Improper Use) Act

**2**

**1955**

The Essential Commodities Act

**3**

**1980**

Prevention of Black Marketing and Maintenance of Supply of Essential Commodities Act

**4**

**1997**

Established as a separate body for consumer affairs, food and public distribution within the Government of India.

**5**

**2009**

The Legal Metrology Act- Implementation of Standards of Weights and Measures

**6**

**2016**

Implementation of Bureau of Indian Standards Act

**7**

**2019**

Implementation of Consumer Protection Act

# FAST FASHION- A DILEMMA

The term that has been buzzing around for quite some time now – Fast fashion. What is it anyway and why do we need to talk about it? A basic Google search would give its definition as, “inexpensive designs that move quickly from the catwalk to stores to meet new trends.”



## Quick, cheap and disposable

Fast fashion can be summarised in these three words - quick, cheap and disposable. This basically means that along with quick production and cheap pricing, the clothes aren't going to last in your wardrobe for very long. This business model has rapidly grown in countries like US, UK and China while has seen a potential growth in India, Brazil, Norway and Japan.

Let's dig a little deeper to understand the context. The fashion industry in the twentieth century ran on four seasons a year – fall, winter, spring and summer. Legacy brands like GAP, Ralph Lauren, J crew, Hollister and Hilfiger released huge amounts of clothes in seasonal releases. They spent months in designing lines, buying and treating fabrics, manufacturing in bulk and distributing. It was a whole process that could take up to 21 months.

Fast fashion companies are killing legacy brands by reducing this time period to roughly 4 months. They work on two theories:

1. Quick Response Manufacturing - where they just knock off the original designs quickly, keep raw materials on hand and streamline distribution.
2. Dynamic Assortment – which means constantly pumping out products to see what sells. So instead of 4 seasons a year, we now have roughly 52 seasons a year; new trends coming in every week. An average person in America purchases 68 articles of clothing a year as compared to 12 in the 80s.

Fast fashion companies knock off the original designer piece and sell it under their brand at a very nominal rate. A rip off of a \$160 piece at retail can be found in a Zara and H&M store for \$50. But how is this even legal?

People tend to confuse knockoffs with counterfeits. Counterfeits are exact copies of the original product, including its symbols while knockoffs just resemble the design, which basically makes them legal. The fast fashion manufacturing process leaves a lot to be desired and pieces are often thrown away after no more than a few years. Each rapidly produced garment isn't built to last and is made to seem as 'easy come, easy go' as possible.





# Environmental Impact and Human Rights Violation

According to data available, textile production in 2015 created more greenhouse gases than international flights and maritime shipping combined. Brands like Forever21 use toxic chemicals, dangerous dyes, and synthetic fabrics that seep into water supplies in foreign countries where the clothing is made and at home where the clothing is washed.

Getting rid of these clothes is even worse. An average American throws away 80 pounds of waste a year while 87% of the fabric used in producing these clothes ends in landfills or is incinerated. The production of the clothes takes place in countries like Bangladesh, Vietnam, Indonesia and the hourly wages of the workers is as low as \$0.13; not to mention the hazardous working conditions they deal with.



## What next?

The solution isn't to stop purchasing but to wear your clothes for longer. Just by wearing your clothes for 9 months longer, you can reduce your carbon footprint for that garment by 30%.

Secondly, shop second hand. Thrift stores aren't a recent concept but have now grown in numbers. Thrifting means to purchase items that have been loved by a previous owner, but are usually in good shape with enough life left to be useful to a new owner. A rise in thrift stores on social media platforms has been prominent since last few years.

Lastly, buying a garment from a responsible brand ensures that you have agency over your personal style, are getting a quality product, and are protecting those that need it most.



## Sources:

- Natural Climate Change – Journal
- BBC

**Palak Mathur**  
**B.Com Hons.**  
**3<sup>rd</sup> year**

# COVID 19 AND ITS IMPACT ON INTELLECTUAL PROPERTY RIGHTS.

The ongoing pandemic has had all pervasive effect on all facets of the society. Needless to say, the field of Intellectual Property Rights has been vastly affected too. Intellectual Property Rights is a pertinent field in today's regime of law, however, not that prominent in India.

**What are Intellectual Property Rights?** Under a general parlance, IPR is the right given to a person over the creation of his mental capabilities. For instance, an invention or a new product et cetera. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time. Thus, named as "Intellectual" property. IP is protected in law by, patents, copyrights and trademarks, generally. These enable people to derive benefits from what they invented by investing their skills and resources.



Amidst this crisis, IPR has been ghastly affected in various nations across the globe. As the nation was hit by this pandemic, priority has been given to health and sanitation. Due to prodigious increase in the need for prioritizing health of the masses, IP infringement rights have been mitigated insidiously. Recently, India strongly defended its stance that the World Trade Organization should waive off all Intellectual Property Rights that may create hindrance while acquiring vaccines, treatments, or technologies that may come as a global response to defeating the novel coronavirus.

Intellectual Property is generally governed by the TRIPS regulations where TRIPS stands for Trade-Related Aspects of Intellectual Property Rights, however, to a disdainful surprise, were never designed to address a global public health crisis like COVID-19, the country stated at the informal meeting of TRIPS Council on November 20.

Therefore, working as per these policy regulations which have not even been articulately defined would have never been a good idea. Many Countries like Chile, Israel, Germany, Canada and France have proactively worked on it and eased their laws, even enacted new laws to favour Compulsory Licenses to be granted in order to effectively use, produce and sell any medicine or vaccine protected by IPR in that country.

Another change has been observed in Patent Pools. Patent pool can be defined as an agreement between two or more patent owners to license one or more of their patents to one another or to third parties. Often, patent pools are associated with complex technologies that require complementary patents in order to provide efficient technical solutions. (mondaq.com)

In these tough times, many patent owners have joined hands together to pool their patent rights and give greater accessibility coupled with affordability to products. Imagining the world order bereft of these flexibilities in the IPR regulation midst these abstruse times, is quite impossible. A pertinent question would rise, "What if the IP owner of the Covaxin denied giving rights to any third party?"

**Adiba Raza**

**B.A. (Hons.) English**

**2<sup>nd</sup> year**



# KFC TIMELINE

KFC's Colonel Sanders was born in 1890 in Henryville. Sanders held a number of jobs in his early life and then got enlisted in the U.S. army.

1

He opened a small restaurant.  
He bought a motel which burned to the ground along with his restaurant.

2

His recipe was rejected 1,009 times before anyone accepted it. KFC expanded internationally and he sold the company for two million dollars.

3

4

'Kentucky Fried Chicken' quickly became a hit. His face still appears in their logo. His goatee, white suit and western string still continue to symbolise the brand.

# RISE OF OTT PLATFORMS

In recent years, India has seen a major rise in the viewership and popularity of 'Over-the-top' (OTT) platforms. At present, there are more than 30 OTT players in the Indian market. These players target different audiences based on the content that they provide. OTT platforms should ideally be targeting the "millennial" group or the age group of 18-35 years. However, the actual situation is quite in contrast to this common belief. The increasing number of smartphone users and the coming of major data service providers like Jio who have brought down the data costs significantly, have flipped the entire scene. Surprisingly, due to the above mentioned factors, the viewers of these OTT platforms include not only the higher class but also the masses.

The facts and figures are a clear depiction of the increasing popularity of the OTT platforms. According to a media and entertainment report released by PwC, the Indian OTT market is expected to become the sixth-largest by 2024.

Initially, majority number of OTT platforms in the Indian industry had catch up shows. However, the entry of global players like Netflix and Amazon Prime Video offered users a plethora of original content and took the Indian industry to new heights.



many films which originally to be released in the theatres were released on these platforms. The earnings of the OTT platforms increased significantly due to the pandemic. These platforms witnessed a 30 percent rise in the number of paid subscribers.

Discussion about the rise of OTT platforms gives rise to another debate about the competition between the OTT platforms and the theatres. These platforms have certainly made experiencing movies and shows a lot more convenient and affordable but one should not forget that humans are social beings. Watching movies by going out gives an opportunity to socialize. Thus, the fun of using watching movies in theatres as an occasion is irreplaceable. Also, competition from OTT platforms is not new for theatres as they have seen worst challenges during VCRs, VCDs, DVDs and piracy days. Lastly, imagine a blockbuster like Baahubali releasing on an OTT platform. This definitely would have killed the magic of the mega opus. Thus, for such films, which make use of sound effects, VFX etc., theatrical experience cannot be replaced. Nevertheless, we can say that the customers today have a platter full of options and the freedom to choose any of them as per their interest.

Summing up, I wish to reiterate that in a short span of time, the Indian OTT market has been extremely successful in carving a niche for itself.



OTT  
PLATFORM



**Kashish Bhatia**

**B.A. (Hons.) Economics**

**1<sup>st</sup> Year**



# Voting System and India



Voting in general, has seen humongous development over the span of years. Not to mention, modern methods of voting, the evolved systems have only eased out the process. While the entire world is expanding and exploring the perks of digitization, this served as a boon and one of the major milestones in India.

Indian voting has seen several setbacks in each method that evolved. Drawing a comparison between the new method of internet voting and the initial methods such as Electronic Voting Machines (EVMs) and ballot system, it would be hard to mention which one overpowers the others because they all possess their pros and cons.

## Coming to what Internet Voting exactly serves

Internet Voting allows a voter to cast the vote through online mediums more easily and securely, and undoubtedly, at his or her own comfort. The voter turnout in India has been fluctuating a lot and never seems to be satisfactory and the results need a longer wait. In a democratic country like India, each and every citizen needs to cast his or her vote to a party of their own to enjoy certain privileges. Certain difficulties always prohibit some categories from doing so but global digitization has hit every corner of the Earth and hence, this seems like an important success.

In Internet Voting, a person can vote from their place without having to travel, making a queue outside the polling booth, and waiting longer to cast a single vote. Weather conditions and security issues make it worse. It's less time-consuming and provides additional security. A citizen has to be registered with the authorities on the online medium and doing this, his name would not appear in the lists at the polling booths. A person is given a username and password (that is changeable) to log in. There will be no sign-up link. After a person casts the vote, he or she cannot log in again until the next elections are held.

Post the casting of votes, the results are calculated automatically from the system which saves a lot of time and one doesn't have to wait months longer for the results to be out. Gujarat was the first state in India to provide this advantage. All six municipal corporations of Gujarat- Ahmedabad, Vadodara, Surat, Rajkot, Bhavnagar, and Jamnagar- offering online voting.

In EVMs, a voter is supposed to press the button corresponding to the symbol and party name of his or her choice. Coming to EVMs, they possess several advantages and disadvantages too. Undoubtedly, EVMs are cost-effective and require less time as there's no need to print and produce limitless ballot papers for the entire population. The transportation and carrying of EVMs are easier and they are more portable. The counting of the votes is at a greater pace and the results are stored until they are manually erased. The EVM's can be turned off right after the voting is over and their estimated shelf life is of around 15 yrs. Since one vote is counted only once, there is no chance of bogus voting.



The limitations would include the candidate knowing about how many people voted for him or her, the ability to hack this system and tampering, inaccessibility at one's comfort, the traits to alter the results via computer technology, higher susceptibility to fraudulent activities, and several aspects related to physical security such as damage or malfunction.

Moving to the ballot paper voting system, it is the traditional voting system where the voters cast their votes on ballot papers which are then cast into a box in secrecy. Now here's where the limitations lie- no chance of automation, loads of manual work and counting of votes, very time consuming, unlimited printing of ballot papers, difficult for the illiterate people to cast their vote, and sometimes, even physically challenged people need to face some difficulties in using a ballot paper.

Keeping this aside, paper ballots, however, adhere to the three most important electoral principles keeping the secrecy, counting of votes in front of the representative, and the confirmation that the vote has been registered. It is very evident that there are both pros and cons to each method that exists and in recent reports, it has been in discussions that it is the ballot paper which fulfils the basic and important criterion of voting and electoral systems. However, one thing this evolution roadmap highlights is the advent of digitization, which has no going back.

**Riya Chandra**

**B.A. Program (English+ Psychology)**

**2<sup>nd</sup> year**



# महामारी के दौरान भारत में कैसे और कितना बढ़ा सैनिटाइज़र बाज़ार?

जनवरी 2020 के आखिर में भारत में पहला कोरोना वायरस का मामला सामने आया। कोरोना मामलों के बढ़ने के साथ-साथ देश में सैनिटाइज़र और मास्क की मांग भी बढ़ने लगी। कोरोना वायरस के प्रकोप के बाद भारत में सैनिटाइज़र का बाज़ार चार सौ गुना से अधिक बढ़ा।

मार्च 2019 में सैनिटाइज़र का बाज़ार भारत में लगभग 10 करोड़ रुपये का था जो मार्च 2020 में 43 करोड़ रुपये पर पहुंचा और अक्टूबर 2020 तक यह 400 करोड़ तक पहुंच गया। इसका मुख्य कारण कोरोना वायरस का तेज़ी से बढ़ना था। कुल 300 से अधिक नए निर्माताओं ने मार्च 2020 में सैनिटाइज़र बनाना शुरू किया।



## कोरोना

भारत में सैनिटाइज़र के शीर्ष तीन ब्रांड - रेकिट बेकिंज़र इंडिया लिमिटेड (डेटॉल), हिंदुस्तान यूनिलीवर लिमिटेड (लाइफबॉय) और हिमालाया ड्रग प्राइवेट लिमिटेड (प्योर हैंड्स) की जनवरी 2020 में बाज़ार में 85 प्रतिशत हिस्सेदारी थी जो मार्च 2020 तक आते आते 39 प्रतिशत ही रह गई।

कम से कम 60 प्रतिशत अल्कोहल युक्त सैनिटाइज़र से हाथ साफ करना संक्रमण से बचने का एक प्रभावी तरीका माना जाता है। वर्तमान समय में दुनिया भर में 97 मिलियन से अधिक लोगों को कोरोना वायरस अपनी चपेट में ले चुका है और भारत में 10 मिलियन से अधिक लोग इस वायरस से संक्रमित हो चुके हैं। विशेषज्ञों का मानना है कि भारत में अगले पांच वर्षों में सैनिटाइज़र के बाज़ार में 10-15 प्रतिशत की वार्षिक दर से वृद्धि होगी।

आईटीसी लिमिटेड, डाबर इंडिया लिमिटेड, मैरिको

लिमिटेड, इमामी लिमिटेड और ज्योति लेबोरेटरीज लिमिटेड जैसी तेज़ी से बढ़ती उपभोक्ता वस्तुओं की कंपनियों ने

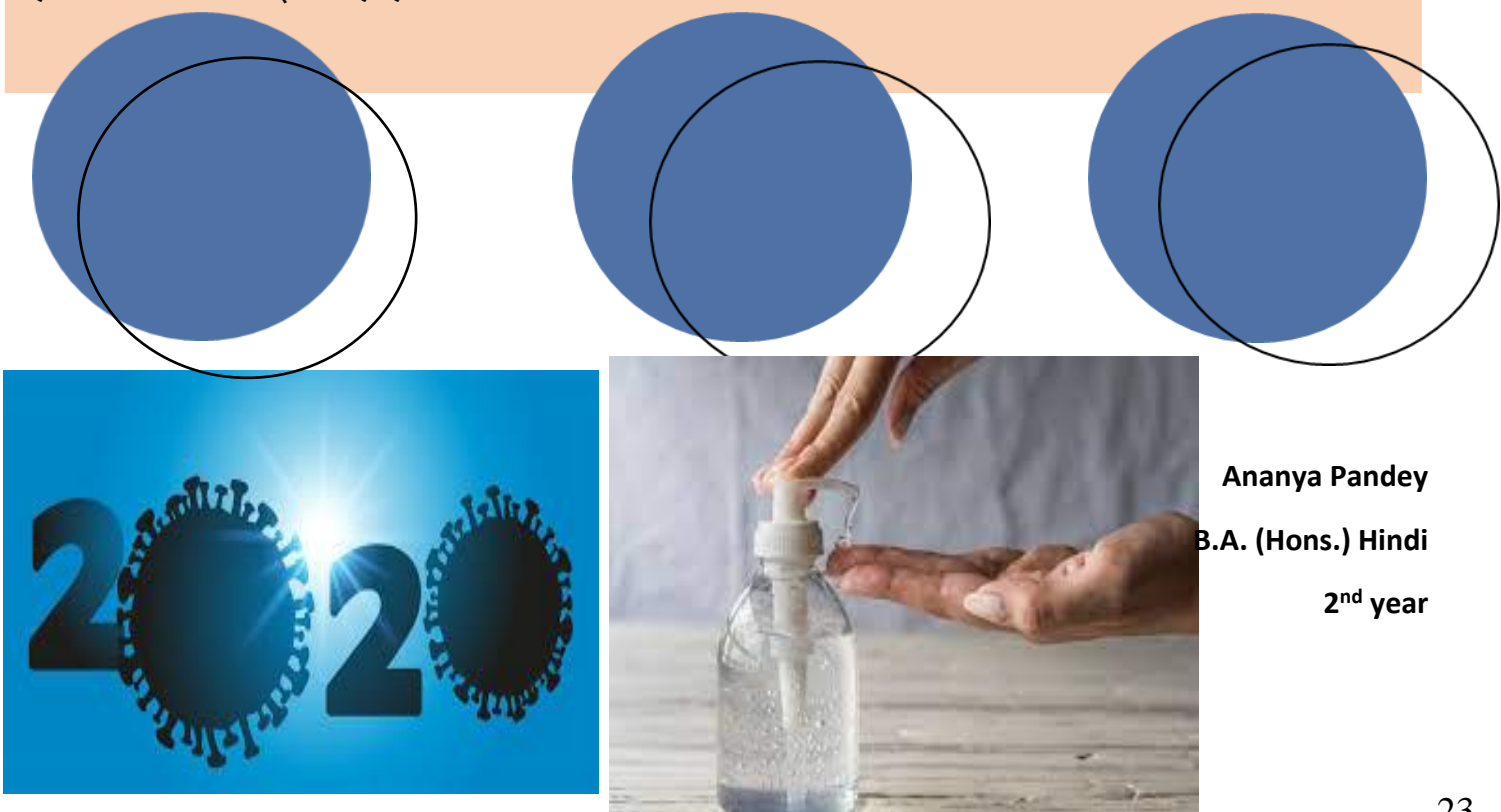
बाजार के एक हिस्से पर कब्जा करने के लिए दौड़ लगाई है। शराब बनाने वाली कंपनी डियाजियो इंडिया भी सैनिटाइज़र के बाज़ार में कूद पड़ी। आईटीसी ने हिमाचल प्रदेश में अपने इत्र कारखाने को सैवलॉन ब्रांड के उत्पादों का मंथन करने हेतु बदल दिया। मैरिको ने "वेजी क्लीन", फल और सब्जी क्लीनर को बाजार में लॉन्च किया।

महामारी उपभोक्ता व्यवहार और जरूरतों को बदल रही है। हमारे स्वास्थ्य और स्वच्छता ब्रांडों, सैवलॉन और निमाइल की मांग में तेजी से वृद्धि हुई है। उपभोक्ताओं को सुरक्षा और आपूर्ति के आश्वासन दोनों की तलाश है। वर्तमान समय में स्वास्थ्य और स्वच्छता श्रेणी के विस्तार होने की उम्मीद है क्योंकि कई नए उपयोगकर्ताओं का विस्तार हुआ है। लॉकडाउन के दौरान कंपनी ने सैनिटाइज़र्स के उत्पादन में वृद्धि की है।

विप्रो कंज्यूमर केयर एंड एशियन पेंट्स लिमिटेड ने भी सैनिटाइज़र के बाज़ार में प्रवेश किया। एशियन पेंट्स ने अपना उत्पाद 'वीरोप्रोटेक' ब्रांड के तहत लॉन्च किया, वहीं विप्रो ने इसे 'हाइजीनिक्स' के नाम से बाज़ार में उतारा जिसे उसने अप्रैल 2019 में फिलीपींस स्थित स्प्लैश कॉर्पोरेशन से अधिग्रहित किया।

कंपनियों को एक दवा निर्माण लाइसेंस की आवश्यकता होती है यदि उनके उत्पाद का दावा है कि यह 99.9 प्रतिशत कीटाणुओं को मारता है नहीं तो फिर वे एक कॉस्मेटिक लाइसेंस के तहत उत्पादन कर सकते हैं। भारत में अभी सैनिटाइज़र की मांग बहुत अधिक है इसकी पूर्ति हेतु सभी कंपनियाँ थोक में इसका उत्पादन भी कर रही हैं।

भारत आपातकालीन प्रयोग के लिए दो वैक्सीन (कोवैक्सीन और कोविडशिल्ड) को मंजूरी मिली है लेकिन विशेषज्ञों के अनुसार उससे सैनिटाइज़र की मांग में कमी आने की उम्मीद नहीं है। सैनिटाइज़र कई व्यक्तिगत देखभाल उत्पादों में से हैं, जो बदलते सामाजिक-आर्थिक परिदृश्य और बढ़ते पश्चिमीकरण और भारत में शहरीकरण के रुझान के कारण आवश्यक वस्तुओं के लिए लक्जरी उत्पादों से स्थानांतरित हो गए हैं इसीलिए भविष्य में भी इसकी बाज़ार में बढ़ोतरी होने की उम्मीद लगाई जा रही है।



Ananya Pandey  
B.A. (Hons.) Hindi  
2<sup>nd</sup> year



# बजट २०२१: महत्वपूर्ण बिंदु



" कितने सारे आँकड़े हैं! बिल्कुल यह बजट ही है और कुछ नहीं।"

- जॉर्ज डब्लू बुश

केंद्रीय वित्त मंत्री श्रीमती निर्मला सीतारमण जी ने हाल में ही सत्र २०२१-२२ (2021-2022) का आम बजट प्रस्तुत किया है और बजट के आते ही तमाम स्वतंत्र व अधीनस्थ संस्थानों के बजट विश्लेषण आने शुरू हो गए हैं। कोई कुछ बोलता है तो कोई कुछ, यह लाज़मी है की बजट की अपनी कमियां और खूबियां हैं लेकिन इन सब के बीच पिसता कौन है? ग्राहक। अंग्रेजी में बोला जाए तो कंज़्यूमर। यह बात भी लाज़मी है की पूरा विश्व कोरोना काल में जिस वैश्विक मंदी के दौर से गुज़र रहा है उसमे यह बजट चुनौतियों से भरा हुआ है।

हालांकि अधिकतम विश्लेषक यही कहते हैं की स्थिति कैसी भी हो ग्राहक ही हमेशा पिस जाता है कर और टैक्स के भार के नीचे। यहाँ हमने मशहूर विश्लेषकों के बजट विश्लेषण से महत्वपूर्ण बिंदुओं पर नज़र डाली है जो हमें लगता है की एक ग्राहक और एक भारतीय नागरिक होने के नाते जाननी ज़रूरी हैं आखिरकार वही बाज़ार के असली हितधारक हैं। पढ़िए और जानिये की यह बजट आपको राहत देने वाला है या आपकी जेब को खाली करने वाला है।

सबसे पहले बात करते हैं इनकम टैक्स या आयकर की, तो इस बार भी सरकार की तरफ से इनकम टैक्स में कोई छूट नहीं दी गयी है , टैक्स की स्लैब अभी भी २ लाख रुपये ही हैं जबकि उम्मीद की जा रही थी की उसे बढ़ाकर तीन लाख कर दिया जाएगा और ७५ वर्ष से ज़्यादा उम्र के पेंशन धारकों को आयकर नहीं चुकाना होगा । पेट्रोल और डीज़ल की बात करें तो इनकी बढ़ती रेट से तो पूरे देश की जनता परेशान रहती है, जहाँ आज महाराष्ट्र में पेट्रोल की कीमत सौ पार कर गयी है, इसकी भनक विश्लेषकों को तब ही हो गयी थी जब इन पर कृषि सेस लगाया गया था और इस बात पर गौर किया जाए की यह कहा गया था की इससे ग्राहकों को कोई खास फ़र्क नहीं पड़ेगा लेकिन फ़र्क हम सामने देख सकते हैं।

( साभार : जनसत्ता.कॉम के बजट २०२१ विश्लेषण से )



जहां तक तकनीक और उससे सम्बंधित चीज़ों की बात करें तो इस बजट में घरेलू मोबाइल, लैपटॉप, टेबलेट आदि खरीदना सस्ता होगा परन्तु इनके पार्ट्स में होंगे हो गए हैं, इसके अलावा अगर सोलर लैंप, ऑटो पार्ट्स जैसे टायर आदि भी सस्ते हो गए हैं क्योंकि इनपर लगने वाली सीमा शुल्क को घटा दिया गया है। हालांकि दूसरी ओर कार एयर बैग्स, डिफ्रोस्टर, वाइपर्स, एल डी लाइट आदि उपकरणों पर सीमा शुल्क को बढ़ा दिया गया है और अब यह आपकी जेब के अनुकूल नहीं रहे। वहीं स्टील, ताम्बा आदि पर आयात- निर्यात शुल्क काम कर दिया गया है। अगर आप इम्पोर्टेड ज्वेलरी खरीदने की सोच रहे थे तो आपके लिए ये जानना ज़रूरी है की सोना और चांदी की सीमा शुल्क पर थोड़ी बढ़ोतरी की गयी है, और घरेलू खरीद अभी भी पहले जैसी रहेगी।

( साभार: द क्विंट.कॉम की बजट रिपोर्ट से)

इसके अलावा अगर एक सामान्य विश्लेषण किया जाए तो यह कुछ चीज़ें हैं जो बजट में में होंगी हो गयी हैं- आयातित कपड़े, आयातित तेल ( एक्स्ट्रा वर्जिन ओलिव आयल, राइस ब्रान आयल )। प्लास्टिक, सिल्क, कॉटन आदि पर कस्टम ड्यूटी चार्ज बढ़ जाने से यह उत्पाद महंगे हो गए हैं, आम आदमी की नज़र से देखें तो काबुली चना, पीली दाल, काली दाल आदि भी महंगी हो गयी हैं। हर बार की तरह कुछ चीज़ें महंगी हुई हैं तो कुछ चीज़ें सस्ती भी हुई हैं, जैसे नायलॉन के उत्पाद, बीमा करना, ड्राई क्लीनिंग सेवा व कृषि उपकरण सस्ते हो गए हैं। ईंधन के साथ शराब पर भी अग्रे इन्फ्रास्ट्रक्चरल एंड डेवेलोपमेंटल सेस लगाया गया है जिस कारन इन चीज़ों के दाम बढ़ गए हैं।

( साभार: हिंदी वन इंडिया. कॉम की रिपोर्ट)

अतः यह कहा जा सकता है कि यह बजट भी मिला जुला ही है, हर तरह से जनता की उम्मीदों पर खरा नहीं उतरा लेकिन सरकार ने इसके कोविड १९ की स्थिति में अर्थव्यवस्था को सुधारने वाला बजट करार दिया है, यह धीरे धीरे पता चलेगा की आम आदमी और एक आम ग्राहक की जेब पर इसका कितना असर होता है और अर्थव्यवस्था पटरी पर वापस आती है या नहीं।

## उद्धरण

1. [Jansatta's Live Updates on Income Tax and other details.](#)
2. [The Quint's Article on 15 Things You Need To Know About The Union Budget.](#)
3. [Hindi.oneindia.com's update on list of cheaper and costlier items.](#)

MAHIMA

B. A (Hons.) HINDI

2nd year





# सूक्ष्म, लघु और मध्यम उद्यमों पर कोविड -19

## का प्रभाव

भारत में एमएसएमई (MSME) क्षेत्र कृषि के बाद दूसरा सबसे बड़ा रोजगार प्रदान करता है और व्यावसायिक पारिस्थितिकी तंत्र को मजबूत करने में काफी समर्थन के साथ उद्यमियों और नवप्रवर्तकों के लिए प्रजनन मैदान के रूप में कार्य करता है। भारत में एमएसएमई की अनुमानित संख्या 63 मिलियन है और यह 110 मिलियन व्यक्तियों को रोजगार देती है। भारतीय एमएसएमई स्थानीय और वैश्विक खपत के लिए 6,000 से अधिक उत्पादों का उत्पादन करते हैं। डीजीसीआईएस के आंकड़ों के अनुसार, भारत में एमएसएमई से संबंधित उत्पादों का मूल्य 147,390.08 मिलियन डॉलर है और 2017-18 के दौरान कुल निर्यात का 48.56% योगदान दिया है। एमएसएमई वैश्विक मूल्य और आपूर्ति श्रृंखलाओं के साथ उच्च स्तर के एकीकरण के संपर्क में हैं और वैश्विक व्यापार प्रणालियों में महत्वपूर्ण भूमिका निभा रहे हैं। 2019 के आंकड़ों से पता चलता है कि इस क्षेत्र ने कुल सकल घरेलू उत्पाद में 29% का योगदान दिया।

विभिन्न रिपोर्टों, शोधों और सर्वेक्षणों ने बार-बार साबित किया है कि यह क्षेत्र देश के सामाजिक-आर्थिक विकास के लिए उत्प्रेरक का काम करता है। यह सब 2025 तक 5 खरब डॉलर की अर्थव्यवस्था के लक्ष्य को हासिल करने के सरकार के नए मिशन के साथ और अधिक महत्वपूर्ण हो जाता है। एमएसएमई क्षेत्र इस लक्ष्य के भीतर महत्वपूर्ण भूमिका निभा रहा है, जिसमें जीडीपी में 50% से अधिक योगदान की उम्मीद है। भारतीय एमएसएमई क्षेत्र की क्षमता अभी भी अप्रयुक्त है और यही कारण है कि सरकार की नीतियां अब बेहतर चौड़ाई और गहराई के साथ लचीले पारिस्थितिकी तंत्र के निर्माण के लिए अधिक अनुसरण हैं।

एक देश व्यापी लॉकडाउन की घोषणा ने एमएसएमई मालिकों, नियोक्ताओं और बाहरी हितधारकों को अप्रत्याशित समय में घसीटा जहां किसी को भी ऐसी स्थिति को संभालने का अनुभव नहीं था। विस्तारित लॉकडाउन का उत्पादन और आपूर्ति प्रक्रियाओं में काम करने के लिए तैयार माल, कच्चे माल की खरीद और कर्मचारियों की उपलब्धता पर नकारात्मक प्रभाव पड़ा। अप्रैल से जून 2020 के दौरान, इस क्षेत्र को ऋण चुकौती, मजदूरी / वेतन, वैधानिक दायित्व, आदि से संबंधित चुनौतियों का सामना करना पड़ा।

सर्वेक्षण रिपोर्ट से पता चला है कि कोविड -19 महामारी से प्रभावित एमएसएमई की आय में 20-50% की कमी आई है, जिसमें सूक्ष्म और लघु उद्यमों को अधिकतम गर्मी का सामना करना पड़ रहा है, मुख्य रूप से तरलता की कमी के कारण। आवश्यक वस्तुओं के कारोबार में काम करने वाले उद्यम विवश लेकिन अनुमानित नकदी प्रवाह के मामले में बेहतर थे। कुछ उद्यमों ने आवश्यक वस्तुओं पर ध्यान केंद्रित करने का प्रयास किया है जैसे हैंड सैनिटाइजर और कॉस्मेटिक, पीपीई किट, पुनः प्रयोज्य मास्क इत्यादि का उत्पादन और मुश्किल समय से बचने में सक्षम हैं। सुदूर क्षेत्रों में मौजूद एमएसएमई को विवश आपूर्ति श्रृंखला प्रणालियों और घुसपैठ लॉकडाउन प्रावधानों के कारण काफी कठिनाइयों का सामना करना पड़ा।

यह केवल उद्यम नहीं है जिसने चुनौतियों का सामना किया; यहां तक कि उपभोक्ताओं को थोड़ी डिस्पोजेबल आय के साथ छोड़ दिया जाता है। कई उद्योगों ने अपने कर्मचारियों को भुगतान करने में असमर्थता के कारण बंद कर दिया, खर्च के कारण अपने कार्यालयों को खाली कर दिया और मांग के कारण अपने उत्पादन को रोक दिया। भविष्य के

व्यवसाय में अस्पष्टता और नए सामान के पीछे एक उछाल वित्तीय संस्थानों को किसी भी नए वित्तीय उधार या संभावित जोखिमों को कवर करने के लिए खाड़ी में रख रहा है। चौतरफा अनिश्चितता के कारण सरकार को बाजार में विश्वास बढ़ाने और अर्थव्यवस्था में नियमित नकदी प्रवाह वापस लाने के लिए एक धक्का की आवश्यकता थी।

आर्थिक मंदी, सीमा पर तनाव के साथ, हमें स्व-टिकाऊ मूल्यों, स्वदेशी सपने पर ध्यान केंद्रित करने के लिए वापस खींच लिया। स्व-विश्वसनीय भारत मिशन एक साथ दो ज्वलंत मुद्दों का सामना करने के लिए शुरू किया गया था; एमएसएमई को बढ़ावा दिया जा रहा है और अन्य विदेशी देशों पर कम निर्भर हैं।

इस पैकेज के तहत घोषित 15 राहत उपायों में से 6 पूरी तरह से एमएसएमई को सशक्त बनाने पर केंद्रित थे। ये 6 उपाय हैं:

- एमएसएमई के लिए परिभाषा स्तर परिवर्तन
- क्रेडिट और वित्त योजना
- इक्विटी साझेदारी के लिए फंड का आवंटन
- नॉन परफॉर्मिंग एसेट्स में राहत
- एमएसएमई को बकाया राशि की निकासी
- वैश्विक निविदा अस्वीकार



एमएसएमई मंत्रालय इन उद्यमों को वैश्विक बनाने और सभी हितधारकों के लिए अधिक अनुकूल और पारदर्शी बनाकर, समग्र कारोबारी माहौल में सुधार करने की दिशा में कदम उठा रहा है। यह क्षेत्र बेरोजगारी, स्थानीय अर्थव्यवस्था के विकास, राजकोषीय घाटे, व्यापार के संतुलन, वित्तीय क्षेत्र के विकास, एसडीजी संरेखण आदि जैसे महत्वपूर्ण सवालों के जवाब देता है। मूल्य श्रृंखला और आपूर्ति श्रृंखला प्रणाली के विभिन्न अवरोधों में निजी क्षेत्र की भागीदारी महत्वपूर्ण है सरकार द्वारा घोषित विभिन्न नीतियों की सफलता के लिए।

भारत में किसी भी आकार के उद्यम कच्चे माल की खरीद, ऋण आवश्यकताओं, बाजार में जुड़ाव, गुणवत्ता, मानकीकरण, मूल्य निर्धारण, व्यापार के आसपास के समय, पैरवी और कई और अधिक मुद्दों से जूझ रहे हैं। सरकार द्वारा उठाए गए नए कदमों से क्षेत्र के लिए एक उत्प्रेरक के रूप में कार्य करने की उम्मीद है, न केवल महामारी से संबंधित असफलताओं से बाहर आने के लिए, बल्कि एक उज्ज्वल भविष्य की तैयारी करने के लिए भी।



*Ananya Pandey*

*B.A. (Hons.) Hindi*

*Second year*



# QUIZ ON POPULAR JINGLES

1. This popular jingle was said by the Kargil war hero Captain Vikram Batra.
2. This jingle celebrates the uniqueness of friendships and reminds us of our college friends who help us to survive the early morning online lectures.
3. This jingle makes us go “awwww” collectively in our heads and features a cute breed of dogs.
4. This jingle invokes the inner Archimedes inside our soul as we feel a weird sense of eureka after consuming the brand it advertises.
5. This jingle celebrates women who work as dairy workers and has been sung in a Rajasthani beat.  
Hint: It advertises a brand which is associated with the White Revolution.
6. This jingle features a popular 90s actor from Bollywood and makes to paint our ‘world’.
7. This iconic jingle promises to retain and give a ‘milky-white’ color to our white clothes. (Hint- Hema, Rekha, Jaya and Sushma apparently use this brand)
8. This jingle features a type of scooters which are rarely found these days on roads but always elicit a nostalgia in us.
9. This iconic jingle was theme song of Indian Premier league 2013 and it is so catchy that you should never hear it before an exam.
10. This jingle is the ‘King of all jingles’ and the representative of this brand passed away in 2020.

## Answers -

1. Yeh Dil Maange more (Pepsi)
2. Har ek friend zaroori hota hain (Airtel)
3. You and I (Vodafone)
4. Googly woogly whoosh (Ponds)
5. Mero Gaam (Amul)
6. Har Ghar ki Raunak badani ho (Nerulac Paints)
7. Washing powder nirma (Nirma Detergent)
8. Hamara Bajaj (Bajaj Scooters)
9. Dil Jumping Japang (IPL 2013)
10. MDH Masale (MDH)



# DID YOU KNOW?

“Dish networks” (yes, the popular brand, too, once violated the consumer rights) can be called out for calling the customers if they have violated the national Do not call registry and still call its customers. It is still in breach of the Consumer Protection Act when you use automatic dialling systems to call people with pre-recorded messages without their pre-written consent. This rule is the basis of the Telephone Consumers Protection Act (TCPA), an area of Consumer Protection law.



Lenders are forbidden from discriminating against consumers or potential consumers. It is against the law for lenders to refuse credit for any reason other than issues directly pertaining to credit. Lenders cannot lawfully discriminate against individuals because of their race, religion, national origin, sex, age, or receipt of public aid. Debt collectors are not allowed to be deceptive or unfair when collecting payments. Debt collectors have a bad reputation for being aggressive in their pursuit of bill payments. However, it is against the law for debt collectors to be deceptive when collecting bills. Making threats, false promises, or other misleading comments could even be considered harassment. There are certain actions debt collectors are strictly prohibited from, such as calling and threatening relatives of the borrower and can face serious repercussions if they continue to act unfairly.

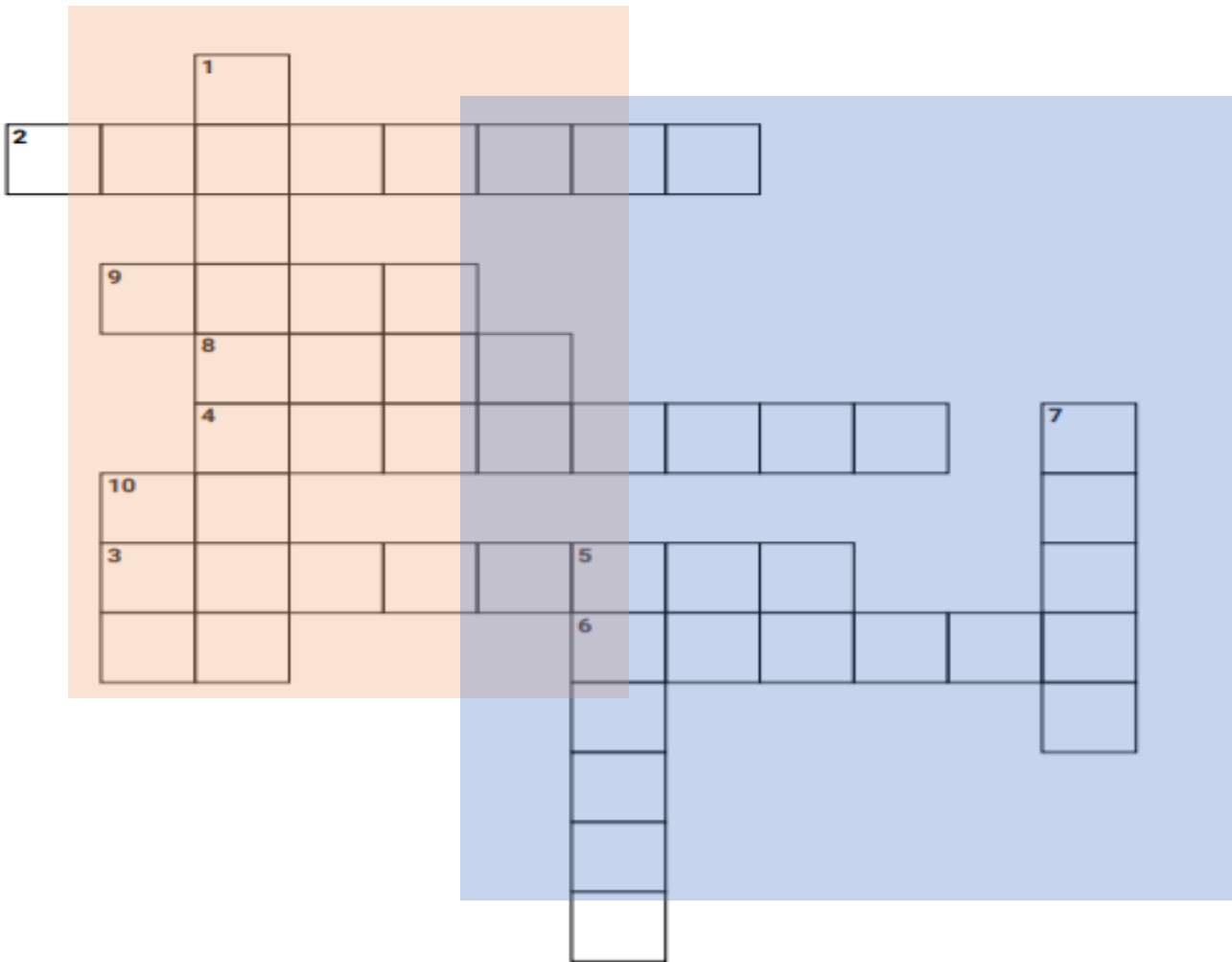
In the end, a class action suit was held against Dish Network, who were forced to pay 341 million dollars for their violations of the Telephone Consumer Protection Act.

In Malaysia, it is a violation of the consumer rights if the promised gifts were not given with the product to the consumer.

Samples can not be different from the actual product.



# FAMOUS ONLINE SHOPPING APPS



## Across

2. An e-commerce company endorsed by Alia Bhatt and Ranbir Kapoor
3. “Specsy is the new sexy”
4. “Unbox Zindagi”
6. Online shopping site for fashion and lifestyle. Has made Bhuvan Bam its first digital brand ambassador.
8. Owned by Reliance Industries. Tagline- “Doubt is out”
9. An American multinational and commerce corporation. Tagline- “Connecting buyers and sellers globally”

## Down

1. Online grocery store in India endorsed by Shahrukh Khan
5. Owned by the world’s richest man
7. “Big Beauty Sale”
10. One of the most commonly used apps for selling used things. Tagline- “\_\_\_\_\_ par bech de”

## Answers:

### **Across**

2. Flipkart    3. Lenskart    4. Snapdeal    6. Myntra    8. Ajio    9. Ebay

### **Down**

1. BigBasket    5. Amazon    7. Nykaa    10. OLX

# ACTIVITIES TIMELINE

(FROM SEPTEMBER 2020 TO FEBRUARY 2021)

## "MAGAZINE COVER MAKING COMPETITION"

Organised on 22nd February 2021 for our Annual Magazine "Awaken" on theme "Rise of Digitalization- Global Niche with a Click"



## "ORIENTATION"

Held an Orientation Program on 21 November, 2020 to enlighten the freshers.



## "SOCIAL MEDIA MARKETING"

The social media pages of the Awaken have always aimed at people's awareness.



## "WEBINAR"

On 13th January 2021, we organized its first virtual session on the topic 'E-commerce and Consumer Protection' with Professor Sriram Khanna as the guest speaker.



## "OUR VERY FIRST BLOG"

Launched blog site- CC KNC Speaks, available on WordPress. managed by the Editorial team.



## "RANGOLI MAKING COMPETITION"

Organised an online Rangoli making competition on November 15th, 2020.



## "CREATIVE WRITING COMPETITION"

On 30th October 2020, hosted Intra-College creative writing competition.





# CREATIVE WRITING COMPETITION

Last semester, Awaken- The Consumer Club of Kamala Nehru College started extraordinarily, hosting an **Intra-college Creative Writing Competition**, hosted by that witnessed impressive participation with several interesting pieces. The topic of the competition revolved around the theme- "**The Life Jacket in a Drowning Boat**" that centred the view on the analysing the paradigm shift in consumer behaviour amid COVID-19. The theme, as twisted as it sounded, was based on metaphorically assuming COVID-19 to be a drowning boat, whilst the consumer rights act as the only life jacket. The openness of the competition, such as the reasonable word limit of 500, both Hindi and English mode of expression and a handful number of days, invited a good number of participations from several colleges. The theme was in adherence to the society's central point as well as the current scenario of the world under the clutches of a pandemic, being hit by COVID-19. The judgement criteria were very fair and based on the creativity of the writer, originality of the content, the concept as projected by the writer and grammatical strength of the article. In the end, three ingenious yet compelling articles were chosen as the best and the writers were lauded with their positions along with a social media feature on the official Instagram page of Awaken.

## RANGOLI MAKING COMPETITION

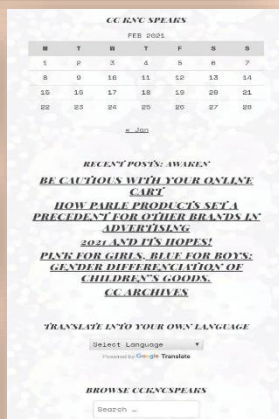
**Think. Visualise. Create.**

Creativity is seeing what everyone else has seen, and thinking what no one else has thought", to keep up with this, Awaken- The Consumer Club of Kamala Nehru College organised an online **Rangoli making competition on November 15th, 2020**. The competition was aimed to challenge the situation with creativity as students were required to make the rangoli from their respective places and send a time lapse video to the organisers. Many students actively participated and made the competition successful. The pandemic restricted both the organisers and the participants physically but everyone knocked their creative side with equal enthusiasm to make the best use of their time and talent. The efforts of the organisers met with an overwhelming response by the participants who even stated that they look forward to more such competitions in the near future.

### CREATIVE WRITING COMPETITION

#### Winners

1. Riya Chandra, B. A Programme (English and Psychology), 2nd Year
2. Purnima Pruthi, B. A. (Hons.) Economics, 3rd year
3. Palak Mathur, Bcom Hons, 3rd year



## OUR FIRST EVER BLOG

**“To gain you voice, you have to forget about having it heard” ~ Allen Ginsberg**

**#SPEAKUPTOBEHEARD** has always been our motto at Awaken. We always encourage our members to plunge into new ventures and push themselves to ultimately find their voice. The club provides a safe haven for its members to grow by providing a platform that allows for reflection which is essential to experiential and practical improvement. We launched our first ever blog site- **CC KNC Speaks**, in October 2020, available on Word Press. The blog is managed by the Editorial Team. The blog focusses on providing content that helps increase consumer awareness amongst its readers through articles, case studies and other short write-ups.

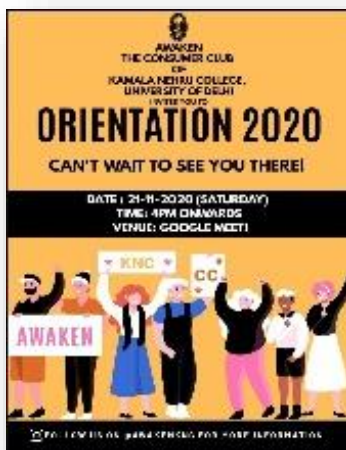
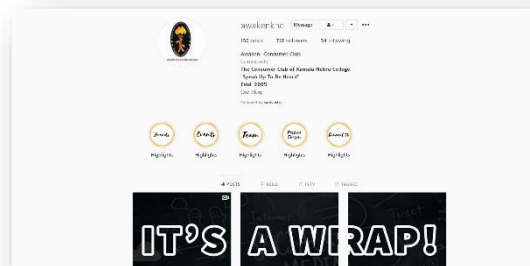
Follow this link to visit our blog: <http://cckncspeaks.wordpress.com>

# SOCIAL MEDIA MARKETING

**A**waken, in all terms, proves the accuracy of its name “Awaken”. It creates awareness among the people regarding their “rights to be heard by speaking up”.

The social media pages of the Awaken have always aimed at people’s awareness. We have done our bit to make the consumers, more responsible ones. By engaging into extravagant campaigns and posting in a great deal about the rights that one should comply with, *Awaken* has been carrying forward a really informative campaign.

We here also try to give in our best support information to make a string of post placards wherein we try to give a heads up to the consumers regarding all that they need to know regarding the manipulative practices. Awaken makes sure that it tries to bring its consumers to speak up against what should be done and what shouldn’t be!



## ORIENTATION PROGRAM

**A**waken, the Consumer Club of Kamala Nehru College held an Orientation Program on 21 November, 2020 to enlighten the freshers about the activities it undertakes to achieve its objective of educating the students to act as healthy consumers by making them aware about their rights. The beginning of the program was marked by the introduction of the faculty and council. This was followed by an informative presentation which spoke about the working of the club and the events that it indulges in over the year. The presentation also gave a description of the various teams within the club and specified the tasks each team performs. After this, a question answers round took place in which the faculty and the council solved the queries of the freshers. Almost hundred freshers displayed interest in knowing more about the club by attending the orientation.



## WEBINAR

**O**n 13th January 2021, Awaken-The Consumers Club of Kamala Nehru College, Delhi organized its first virtual session of the year on the topic ‘E-commerce and Consumer Protection’. Professor Sriram Khanna, a prominent consumer and civil rights activist was the guest speaker at the webinar. Professor Sriram Khanna is the former Head of Department of





Commerce of Delhi School of Economics, University of Delhi. He is currently serving as the Managing Editor of Consumer Voice magazine which publishes comparative product testing results and is a highly acclaimed consumer activist of India. During the seminar, Professor Khanna discussed the recent amendment in the Consumer Protection Act with a special focus on e-commerce marketplace entities. He outlined the definition of marketplace and entities in a lucid manner for the attendees. Furthermore, he discussed the importance of disseminating accurate information among the consumers instead of misleading claims. He focused on the need of ensuring transparency about the price of various products online on the e-commerce platform so that the consumers don't get duped and can make an informed decision.

While discussing the recent amendment, he emphasized that the terms 'marketplace' and 'inventory' have been properly defined and the vagueness regarding the aforementioned has been resolved for the benefit of consumers.

Professor Khanna also discussed the 'price discrimination clause' which is basically a selling strategy that charges customers different prices for the same product or service based on what the seller thinks they can get the customer to agree to. He pointed out that price discrimination clauses are arbitrary and illegal in the case of e-commerce entities and consumers can take legal recourse against these clauses. The discussion regarding the amendment was followed by a question-and-answer session where the students ardently asked their queries. During the question-and-answer session, Professor Khanna emphasized the importance of learning digital marketing and widening one's horizons to excel in their professional career. The session concluded on a high note with the students expressing their gratitude towards Professor Sriram Khanna who imparted valuable insights about the field.

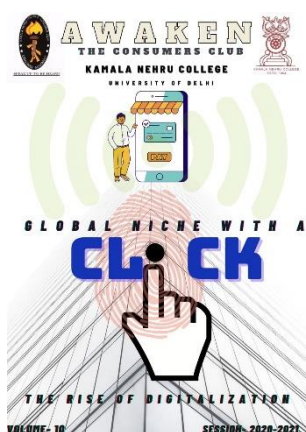


## MAGAZINE COVER MAKING COMPETITION

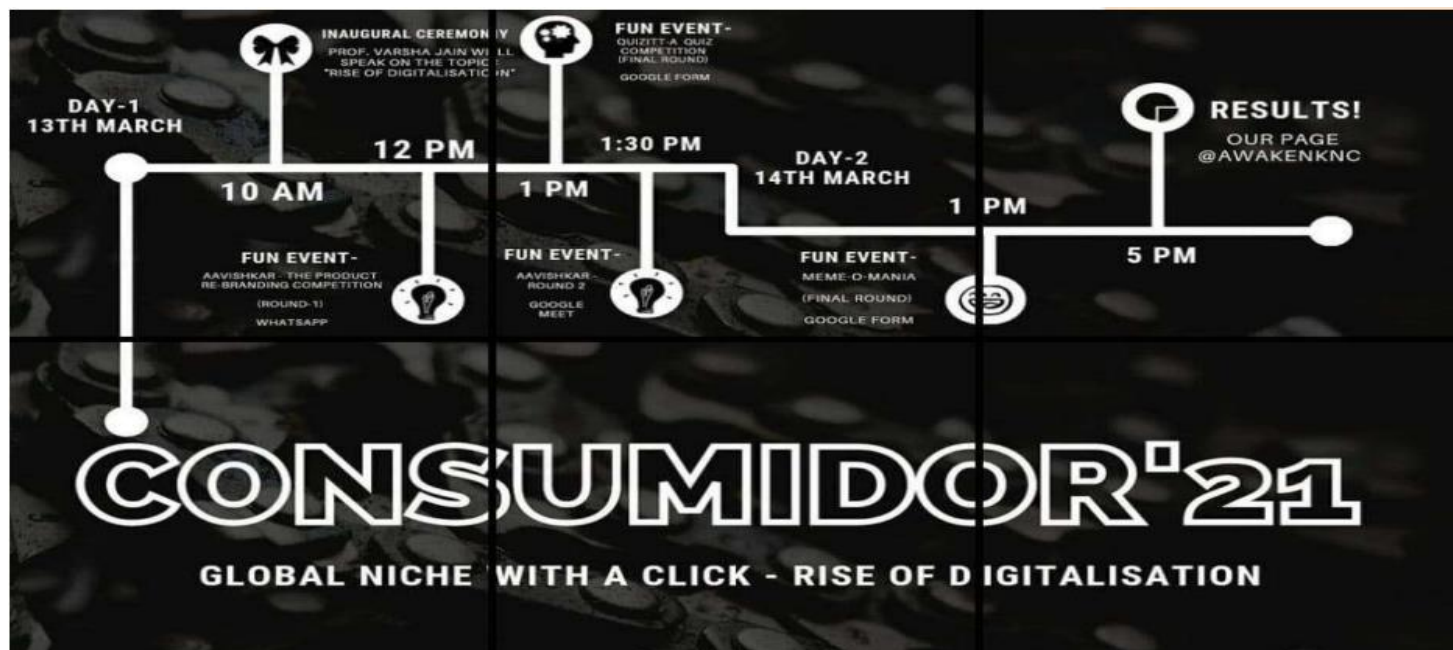


**T**he world is but a canvas to our imagination.

As goes the saying, so is the fact and we here at Awaken constantly are on the lookout for opportunities to learn and grow together and create something beautiful along the way. We preach creativity and believe in the power of art, and want to create a safe space for budding artists to grow by providing them with a platform to shine. A cover designing competition was organized by the club on **22<sup>nd</sup> February 2021** for our Annual Magazine "Awaken". The theme was "**Rise of Digitalization- Global Niche with a Click.**" Entries were welcomed from all colleges and universities pan India. Both digital illustrations and hand drawn covers were embraced. We received an impressive turnout, **15 beautiful covers** poured in from various colleges of Delhi Universities. The event was loved by many and the submissions were exquisite and impressed our judges. On 7<sup>th</sup> March 2021 the results were announced after much deliberation. **Mahima**, a **2<sup>nd</sup> year student of Kamala Nehru College pursuing BA Hindi Honors** was able to rightly capture the essence of our theme, did exceptionally well and bagged the first prize in the competition. She became a published artist by providing the official cover for the current addition of our magazine. Certificates were awarded to the select few who also won the hearts of our judges and presented beautiful work. The participation was huge and we received positive feedback on the organization of the event that we pulled off in this short period of time.







## INAUGURAL

The flagship event of the Consumer's Club- **Consumidor' 2021** officially commenced on 13<sup>th</sup> March, 2021. The event included a plethora of activities, both formal and informal competitions and saw a humungous turnout from all colleges and universities pan India. On the first day of the event, the Inaugural Session was hosted. The event was kicked off with an introduction and a welcome of all the teachers and participants, followed by the rules of the event. The enchanting Vandana was sung by one of our members, Ms Priya Shukla in her sweet and mesmerizing voice. Indeed the perfect start to our event! This was followed by the welcome speech by our Faculty Convenor, Dr Archana Prasad. The floor was then taken over by our President, Ms Pranati Bhatia who introduced our guest speaker for the day.

The event was graced by Prof Varsha Jain, who is currently a professor in Integrated Marketing Communications and the Co- chairperson, FPM (Doctoral Level Program) at MICA (India). Prof. Jain has over 17+ years of experience in teaching and research. She has authored

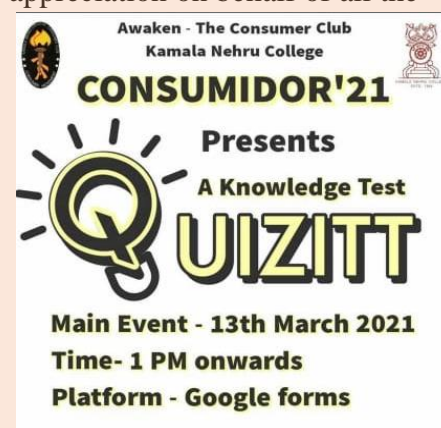


over 100+ publications in international, national and trade journals, book chapters and case study collections.

Prof. Jain is recipient of more than 20 national and international awards and gold medals in research and scholarship. She was here today to host our Inaugural Lecture on the theme "Global Niche with a Click." The lecture was very enlightening for all the people in audience, and the entire discussion was very informative and engaging. The lecture was followed by a Question and Answer round wherein ma'am took up questions from all the students and a wholesome discussion transpired. The event was concluded with a vote of thanks by our Vice President, Ms Mahima who presented our guest with a token of appreciation on behalf of all the members in audience, who were grateful to be a part of this fruitful session.

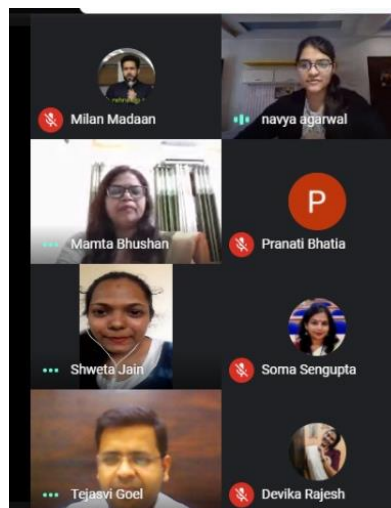
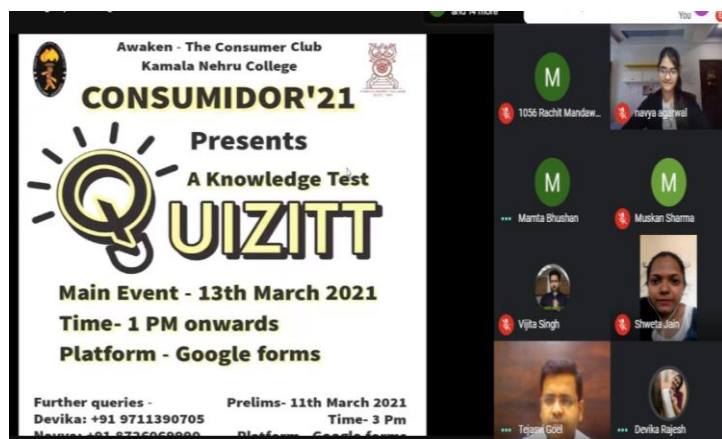
## QUIZZIT- THE QUIZ COMPETITION

The aim of the competition was to provide an opportunity to students to present their knowledge of Consumer Rights, Marketing brands, consumer laws, e- commerce etc. The competition was divided into 2 rounds: The Prelims and Mains.



The prelims were held on 11<sup>th</sup> March, 3 pm. A Google Form was circulated to all the 70+ participants via emails and WhatsApp. Results of the prelims were announced on the same day and top 20 participants made it to the finals. The Mains were held on 13<sup>th</sup> March i.e. on the same day of the Annual Fest. The quiz comprised of 20 questions, the participants were given 12 minutes to answer all the questions. The first three high scorers were shortlisted and the winners and were awarded with cash prizes of Rs.3000, Rs. 2000 and Rs. 1000 respectively.

The competition was graced by our external judges- Advocate Tejasvi Goel and Dr. Soma Sen Gupta (Department of Commerce, Kamala Nehru College). The first position was secured by Milan Madaan of Keshav Mahavidyalaya. The second and third position were bagged by Abhay Aggarwal of Deen Dayal Upadhyay College and Arya Sawdia of Miranda House respectively. The winners were given cash prizes and gift vouchers. The teacher conveners – Ms. Mamta Bhushan and Ms. Shweta Jain presented the vote of thanks to the esteemed judges and the winners. The winners also expressed their opinions and the event was well appreciated.



## MEME O MANIA- THE MEME MAKING COMPETITION

While social media is a platform for communication, memes are a way of expressing a culturally relevant idea. Appreciated and enjoyed by all, Meme Making competition was one of our informal events. Meme-o-mania was held in two stages, namely the Preliminary round and the Final round.

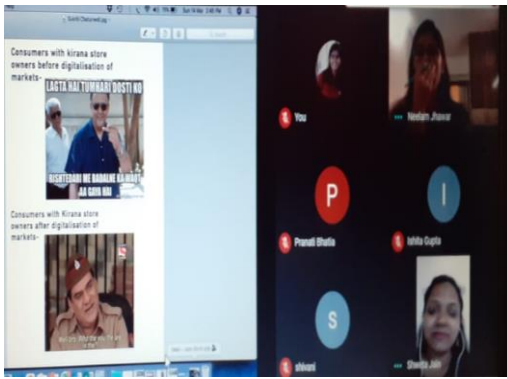


The theme for the Preliminary Round was “Consumers in Lockdown”. It was conducted through Google Forms, which was in circulation by 7<sup>th</sup> March. There were a total of 22 registrations from colleges all across India. A total of 2691 likes were received on these memes on our official Instagram handle. For the Final Round, which took place on 14<sup>th</sup> March, top 12 participants with maximum number of likes were taken forward. The theme for this round was “Impact of Digitalization on Consumers.”

The results were announced in the meeting by our Judges- Ms. Neelan Jawar (Associate Professor from IPCW) and Ms. Shweta Jain (Associate Professor, KNC). The winners were as follows- first prize was awarded to Khilansha Mukhija, Nirma University; Second prize to Suraj Kunjwal of Galgotia University and the third prize to Sukriti Chaturvedi of Kamala Nehru College. This fun event was loved by all, and feedback on the smooth conduction of this challenging event was received by the parties involved.







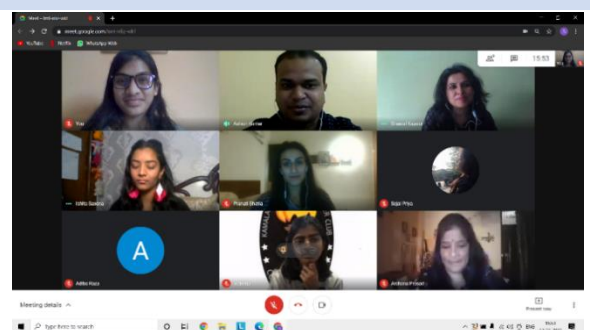
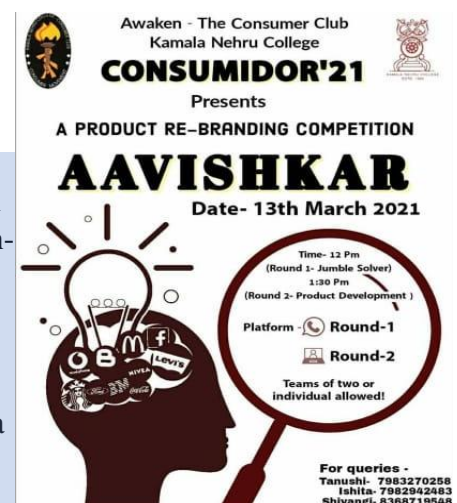
## AAVISHKAR- THE PRODUCT REBRANDING COMPETITION

This competition was organized by the team to target the analytical and speed skills of the participants. Alongside, it also gave the participants a chance to showcase their knowledge of products blended with creativity. It was conducted in two stages. Round 1 included a set of jumbled words where the participants had to unscramble them within a stipulated time of twenty minutes and submit via Google Forms. Based on the responses and correct answers, a cut off was released and around 11 teams qualified to Round 2.

Thereafter, the teams had to create a product using the words guessed in the last round. Using these words they had to come up with a product that best reflected the essence of all the words they were using. They had to design a logo of the same, which had to incorporate the name of their product, and a suitable tagline. A presentation for the judges was followed next. The goal for the participants was to place themselves in the shoes of the customer and design their product in such a way that it caters to the widest possible audience. The results were announced by our judges- Mr Ashish Kumar, a thought leader and a Mentor of Change for Atal Innovation Mission, an initiative by NITI Aayog (the think tank of the Government of India). He is also a techno-manager currently working with Tata Consultancy Services and co judge Dr. Sheetal Kapoor, Associate Professor, Department of Commerce, Kamala Nehru College known for her renowned work in the field of sustainable tourism, consumer protection, misleading advertising, Digital Marketing.

The first prize was bagged by The Mavericks- Devta Adhikari and Mayank from PGDAV College, the second prize was secured by Ishika Sharma of Kamala Nehru College and the third prize was awarded to Prakash Kumar from College of Vocational Studies. The feedback received from the participants indicated that it was a great event pulled off elegantly by the team and witnessed a good footfall.

**The feedback from our speaker Prof. Varsha Jain- “Thank you so much for the kind invitation, really a pleasure to be with you. Students are very energetic and enthusiastic.” The event was a grand success and could not have been made possible without the guidance of our teacher conveners and the entire team of Awaken who pulled it off with perfection.**





## CC Speaks

### Lockdown Diaries of our members!

“

My lockdown vacation involved quarantining any outside junk food in my house for several months. Apparently, there was a time when people had gotten very enthusiastic about cooking junk food recipes at home that mostly involved the use of wheat and suji, The stores near my area had fallen short of the products. This was the scenario in several areas as well! I used to presume that my family was responsible for half of the shortened supply. That had surely increased the sales of wheat and suji and decreased the sales of the food joints used to order from. However, things weren't limited to this only. Lockdown had even made the shopkeepers in my area stop selling Maggie in the shops just because the demand and supply chain had inflated its price. I had to walk kilo meters to buy even a single pouch of Maggie. Luckily, things have changed and I'm a foodie all over again.

**-Hiya**

Remember wishing the weekend would last forever? Yeah, this was definitely not what we had in mind. Quarantine has been tough on extroverts like myself, but we've found our escape by indulging in online shopping. God bless Nykaa and Amazon for providing all the essentials to my doorstep. Life wasn't perfect but at least my wardrobe could be. Money can buy happiness when you know where to shop from!

My parents always told me that no one can accomplish anything by laying in bed all day, but look at me now. I'm saving the world! Not the same can be said about my pocket money.

**- Ishita Saxena**

The new normal got us wearing masks and sanitizing our hands every now and then but when the pandemic had just hit and the lockdown was announced, no one took masks and sanitizers seriously. People in metro cities like Delhi & Bangalore were still accustomed to using these things due to the rising pollution levels. But the people living in tier 2 and tier 3 city were unaware of what these were and guess who took the advantage and tooted the innocent customers- the shopkeepers. I had gone to meet mom at her new posting (in a tier 2 city) during my mid sem break and got stuck there as all modes of transport were disrupted. I was shocked to know that the N 95 mask, which costed me 150 bucks in a big medical store in Delhi was being sold on prices as high as 500 each in local shops. I was flabbergasted at this "khule aam kaala bazaari".

**-Mahima**

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“

It's almost been a year when we'd just got introduced to new terminologies such as lockdown, quarantine, work from home, online classes and whatnot. It was unusual to be at home for twenty four hours. During the lockdown I developed the habit of gardening and made little green plants as my new friends. I explored new genres of music and learned to cook new recipes. I learned to appreciate self-love and family time. Those long days contributed a lot to make me a better person. Sooner or later things started going back to normal but life will not be the same again as an unexpected chapter has been attached to our lives. The year 2020 ended but with the beginning of the new normal where we have to wear masks and carry sanitizers. I hope that by the time we get used to this new normal, COVID-19 frays away from our lives and we can get back to our kind of normal lives.”

- Sonam Aggarwal

“Who ever predicted that the entire globe would come to a pause? Who ever predicted that regular temperature checks usages of masks and sanitisers would become the new normal? Uh, no one! So let's talk my experience during the lockdown.

Hmm. Interesting. I'll be honest, it might sound weird but I actually enjoyed the lockdown. It made me value small-small things. It enhanced my feeling of thankfulness and gratitude. I remember, during the initial phase of lockdown, everyone got so paranoid that they started stocking grocery items hence leaving absolutely nothing on the shelves. Finding a simple bar of dark chocolate during that time used to feel like a treat. The lockdown taught me how to live with minimum things therefore making me realise the worth of every small thing. That phase was also one of a kind. Guess what, though? I learnt how to cook!”

- Pranati Bhatia

“Almost all of us were dependent on our laptops and phones. I would consider these two as the literal definition to my quarantined life. From hanging out with friends to video calls with them eating delicious food to gazing at pictures of our favorite food - our ways of living completely changed. Watching Netflix the whole day, scrolling through instagram and playing pubg had become some of my daily chores”. Clearly, airtel would be so proud of how I've contributed to its increasing demand in the industry. My social media would have jumped in joy because I was using it more than ever! But my poor cell phone, it might have prayed for me to use it less. Maybe that's why it hangs a lot now.”

-Simran

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# Speak up to be heard

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