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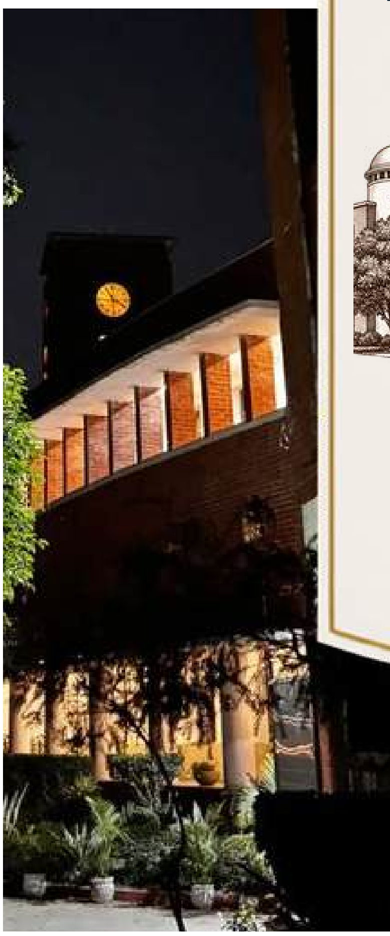
THE STUDENTS' NEWSLETTER



MONDAY, AUGUST 24, 2026

VOL III Issue Number: 04

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CALL FOR SUBMISSIONS

INVITATION TO CONTRIBUTE TO IQAC SRCC STUDENTS' NEWSLETTER

The Internal Quality Assurance Cell of the College (IQAC, SRCC) publishes a Weekly Newsletter for the students titled ***"The Students' Newsletter"***. The Students Newsletter is managed by the IQAC's Student Newsletter Editorial Team comprising Student Editors and Junior Team.

The Students' Newsletter covers the major College Announcements, College and societies' events, Major world news and students' expressions.

The IQAC SRCC Students' Newsletter invites students from all years (I/II/III/IV) across all UG and PG programmes to share their original work and be a part of the next edition.

Share with us your:

- Short Research
- Opinions & Perspectives
- Short Stories, Prose & Poetry
- Drawings, Paintings, Photographs & Visual Arts
- Any other creative expression

Create. Contribute. Get Featured.
Published contributors will receive an E-Certificate of Contribution, with select works also recognised on College Displays.

Send your entries to:
iqacsrcc.newsletter@gmail.com

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CONNECT WITH SRCC

Instagram

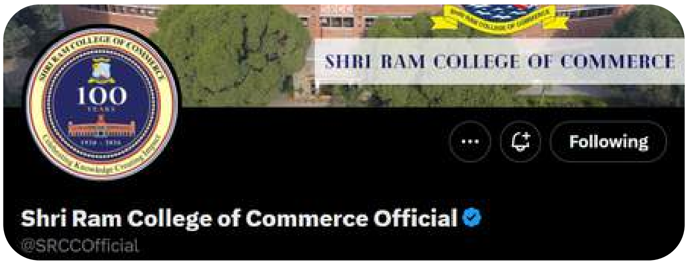
A visual chronicle of campus events and student engagements.

Instagram: Link

LinkedIn

Showcasing placement milestones and professional excellence.

LinkedIn: Link



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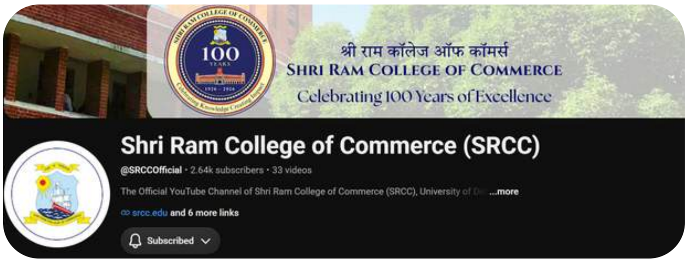
Prompt announcements and real-time institutional updates.

Twitter: Link



YouTube

Tune for exclusive event broadcasts and insightful content.

YouTube: Link

Facebook

Comprehensive updates, official notices, and institutional news.

Facebook: Link

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THIS WEEK'S COVERAGE

IQAC SRCC

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STUDENT NOTICES

Conference Invitation

Shri Ram College of Commerce (SRCC), in collaboration with the National Council of Applied Economic Research (NCAER), Investor Education and Protection Fund Authority (IEPFA), and the Ministry of Corporate Affairs (MCA), is organising a conference on "Building Financially Resilient Citizens: Sustainable Digital Financial Literacy and Investor Protection towards Viksit Bharat."

The conference aims to bring together academicians, policymakers, researchers, financial experts, and students to deliberate on the evolving landscape of financial literacy and investor protection in India. With the rapid expansion of digital financial services, developing informed, responsible, and financially resilient citizens has become essential for inclusive and sustainable economic growth.

The discussions will explore the importance of digital financial literacy, responsible financial decision-making, investor awareness, and effective protection mechanisms.

Date: 31 August 2026

Time: 1:00 PM - 4:30 PM

Venue: SRCC Auditorium

Students, researchers, faculty members, and all those interested in financial literacy, digital finance, investor protection, and India's economic development are invited to participate and engage in this insightful discussion.

All interested participants can register using the link below:

Form: Link

Launch of AI VIBE Programme by Shri Ram College of Commerce and EY India

Shri Ram College of Commerce (SRCC) and EY India have jointly launched AI VIBE Varsity for Innovation, Business and Economics, a first-of-its-kind immersive industry academia programme designed to equip students with the knowledge, skills, and practical exposure required to build resilient careers in an increasingly AI-driven economy.

Jointly developed by SRCC and EY India, the 12-month, free-of-cost programme, fully sponsored by EY India, combines academic excellence with industry expertise to bridge the gap between classroom learning and the AI capabilities demanded by today's rapidly evolving workplace and professional landscape.

Through industry exposure, practical learning, and AI-focused skills, AI VIBE aims to foster innovation, critical thinking, problem-solving, and adaptability. The initiative also marks a significant Centennial Milestone for SRCC under its Internal Quality Assurance Cell (IQAC), creating a forward-looking, inclusive, and dynamic learning ecosystem for an AI-driven future of work.

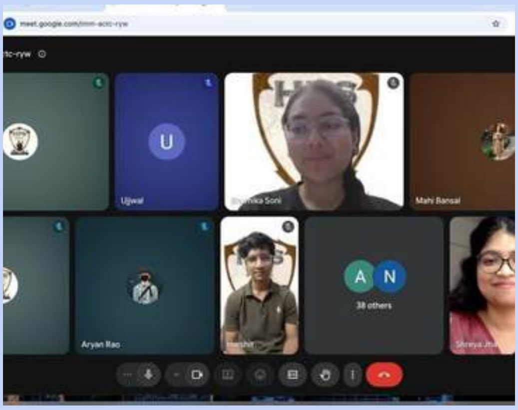
Queries, if any, can be made at:

AIVibeSRCC@in.ey.com

harish.kumar@srcc.du.ac.in

For more details: Link

COLLEGE EVENTS



180DC SRCC Orientation: Introducing the Incoming Batch to Consulting & Impact

The 180 Degrees Consulting SRCC Orientation was successfully conducted on 21st August 2018, 1:30 PM. There was a good response to the event with 500+ registrations by the students. The students were exposed to 180 Degrees Consulting (180DC), which is the largest student-led consultancy in the world that aims to make use of consulting to solve real-world problems encountered by organizations and social enterprises.

The students were exposed to the three main departments of the society are CLR, PRP and RAD, along with the flagship programs like Case 180, Networking Mixer, Shri Ram Consulting Olympiad and live consulting case projects from organizations like Zomato, Tech Mahindra and Trifecta Capital. The orientation ended with the introduction of Fresher Case Battle, giving the students a chance to apply their problem solving skills. Overall, the orientation offered a brief yet comprehensive insight into the consulting experience of 180DC SRCC.

Speaker Session: The History & Political Science Society

The History & Political Science Society of Shri Ram College of Commerce successfully hosted **Adhyay 3.0**, featuring an inspiring and intellectually enriching speaker session with **Ms. Shreya Jha** (UPSC CSE 2025 AIR 357). The session, titled *"Decoding UPSC: Strategy, Preparation & The Journey Within,"* aimed to demystify the civil services examination process and offer structured guidance to aspiring candidates within the college community.

The floor was subsequently opened for an **active and engaging Question & Answer session.** Students enthusiastically posed direct queries concerning time management while balancing undergraduate coursework with competitive exam prep, note-making strategies for current affairs, and overcoming setbacks in the journey. Ms. Jha addressed each question with candid advice and practical takeaways, making the interaction deeply personal and memorable.

Reflecting on the event, Ms. Jha noted how the infectious curiosity and thoughtful questions of the SRCC student community made the exchange truly special, reminding everyone of the value of cross-disciplinary dialogue and peer learning

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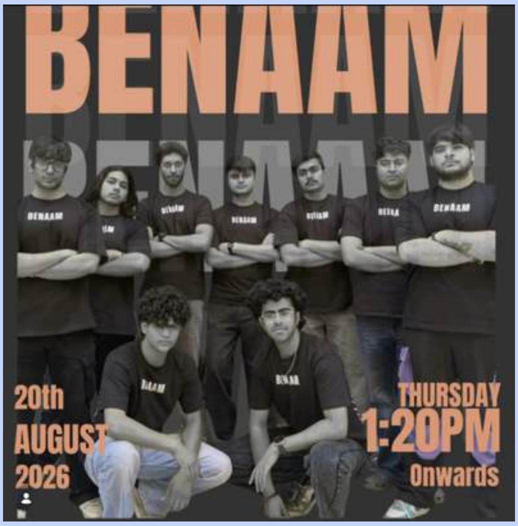
COLLEGE EVENTS

MarkQuest: The Interactive Orientation Program

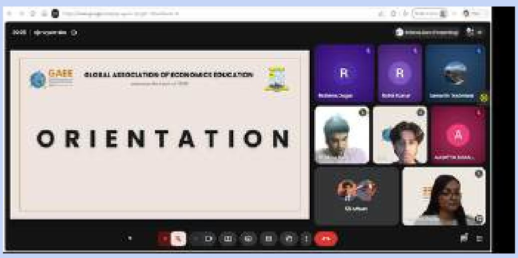
On August 20, there was an orientation program that consisted of an introductory talk along with MarkQuest, which was an exciting treasure hunt to help familiarize students with the concept of marketing in the form of various interactive challenges. Students indulged in various activities such as Pitch-Off, Bottle Flipping Challenge, and Mix & Match Product Pitch, wherein innovative product concepts were created using two specified product categories.

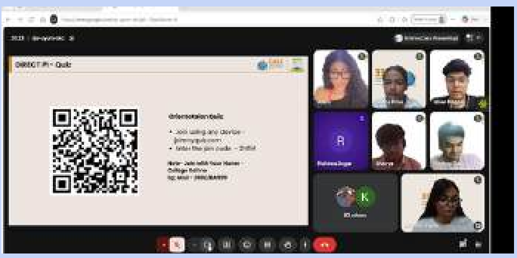
Various forms of evaluation were involved in the respective activities wherein the winner of the Pitch-Off was adjudged based on the best pitch while the Bottle Flipping Challenge was won by the one who succeeded first, and the winner of the Mix & Match Product Pitch was decided based on the votes of the participants.



Orientation of Kutumb: Music, Interactions and Engagement

On August 20, Kutumb conducted an engaging orientation program that included a jamming session with Benaam Band, which became the highlight of the entire event. In addition to the above, the information cards of the Orientation Deck were also distributed to introduce students to the program. This was followed by informal interactions between the juniors and the team, thus creating a friendly atmosphere. The response from the students was very good, as they participated in the activity and enjoyed themselves. This proved to be a successful effort of introducing students to Kutumb through engagement.





GAEE Orientation

The GAEE SRCC Orientation took place online on the 18th of August at 8:00 PM, where there were around 90-100 students attending the session. Apart from the orientation, GAEE also organized a Finance Quiz which saw around 100 participants actively taking part in the event. The session provided students with valuable insights into the society, its activities, and opportunities for engagement throughout the year.

The top three performers in the quiz received direct entry into the PI Round, making the event more challenging and rewarding for the participants. Thus, the event managed to combine organizational orientation with a finance based interactive event.

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COLLEGE EVENTS

Udaya: Entrepreneurship Cell Orientation

The Udaya: Entrepreneurship Cell Orientation took place on 21 August, Room 25, wherein the students were enlightened about the vision of Udaya being an entrepreneurial cell platform offering chances for industry interaction, corporate collaboration, business studies, market research, the Shri Ram E-Summit, and prototype creation. The orientation also enlightened the attendees on the working of each department, ongoing projects, and their present status, as well as new projects that have been initiated so as to offer more opportunities for practical execution to the incoming batch. It started with a formal orientation session and was followed by a heads up game, which created an interesting environment for the orientation session, ending with a vote of thanks. The orientation program was a success, receiving an excellent response from the students.

DStreet: Orientation & Mock Stock Simulation

D Street, Shri Ram College of Commerce, conducted its Orientation and MockStock on 22 August 2026 at 1:30 PM in Room No. 1. The orientation saw strong interest from the incoming batch, with over 80 students attending the session in person and a significantly larger number of students engaging with the event and expressing interest in the society.

The orientation introduced students to D Street's work and its focus on financial markets, while providing an overview of the society's four verticals: Research and Investment, Public Relations and Tech, Corporate Communications, and Editorial and Dravya. The session also highlighted the projects and initiatives undertaken across these verticals, along with an overview of the recruitment process and its various stages.

A key component of the event was MockStock, a simulated trading exercise designed to provide participants with practical exposure to market based decision making. Conducted across four rounds, the activity required participants to apply their understanding of financial markets, develop strategies, and respond to changing market conditions.

Following the completion of the four rounds, three participants emerged as the top performers.The event provided students with an introduction to D Street's work and recruitment process, while MockStock offered an opportunity to apply financial market concepts in a competitive and practical setting.

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COLLEGE EVENTS

CII Yi YUVA SRCC Orientation

The orientation program of CII Yi YUVA SRCC was conducted over two days, 18 August for GBO Batch 2026–28 and 19 August for UG Batch 2026- 29/30. Students were introduced to CII, Young Indians (Yi), and the YUVA SRCC chapter, covering its vision, structure, departments, projects, and recruitment process.

Interactive activities like Human Bingo, Pitch Yourself Challenge, and an open Q&A encouraged participation, with winners of select games gaining direct entry to the PI round. Members also gained exposure through initiatives such as interactions with senior management at Ahuja Residences and a factory visit to Supreme Audiotronics with SSCBS.

IFSA Orientation

The IFSA Orientation was held on 19 August at 7:30 PM and received an exceptionally strong response, with the Google Meet reaching full capacity. Students were introduced to IFSA's departmental structure, roles, and workload, along with the opportunities available within the society.

To add a competitive element, IFSA conducted a Finance Quiz with 350+ participants, with five students earning direct entry to the PI round. Overall, the session combined informative insights, engagement, and recruitment opportunities effectively.

Vittshala Orientation 2026

Vittshala, The Financial Literacy Cell, SRCC conducted its Orientation 2026 with 90+ first-year students, introducing them to the society's vision, initiatives, departments, and opportunities. The session also highlighted Vittshala's upcoming 10-year impact milestone on 17 October 2026.

The orientation featured an interactive icebreaker and online quiz, with the top three performers receiving direct entry to the PI round. Key initiatives such as "Scamonomy", Vittshala's documentary on digital scams and financial fraud, and Project Uttara, its grassroots financial literacy initiative in Uttarakhand, were also showcased.

Students were introduced to live projects and collaborations with organisations including SEBI, Nexus Select Trust, and Meteor Ventures, along with opportunities to interact with industry and policy leaders. Overall, the orientation highlighted Vittshala's focus on financial education, social impact, and professional learning.

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NEWS AROUND THE WORLD

India Demands Urgent Structural Reforms at the UN Security Council

Speaking at a UN Security Council debate, India criticized the body's outdated framework, arguing it fails to reflect present global realities. Highlighting Global South voices, India called for transparent, text-based negotiations to expand permanent and non-permanent seats, urging the UN to move beyond post-1945 dynamics.

Source: Link

United Nations
Security Council

Bangladesh Links Prime Ministerial Visit to Sheikh Hasina's Extradition

Diplomatic tensions between India and Bangladesh resurfaced as Dhaka said Prime Minister Tarique Rahman will postpone an official visit to India. Bangladesh linked the decision to India hosting former Prime Minister Sheikh Hasina, who fled during the 2024 uprising. Dhaka says ties can normalize only after India addresses its extradition requests for Hasina.

Source: Link

United States Scrutinizes India Over Alleged Chinese Tariff Evasion

The White House released The Great Transhipment Scam, naming India among over 40 countries allegedly serving as transit routes for Chinese goods. Washington claimed some Indian industrial corridors may enable Chinese manufacturers to bypass U.S. tariffs. The report creates a diplomatic challenge as India and the U.S. negotiate a comprehensive bilateral free trade agreement.

Source: Link

Milestone Achievement as Squadron Leader Bhawana Kanth Qualifies as Fighter Combat Leader

Indian Air Force officer Squadron Leader Bhawana Kanth became the first woman IAF officer to qualify as a Fighter Combat Leader at Gwalior's Tactics and Air Combat Development Establishment. The landmark achievement earned international praise and highlights India's progress toward greater gender inclusion in its armed forces.

Source: Link

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SPORTS NEWS

India Dominate South Africa in Pool D Match

India secured their first FIH Women's Hockey World Cup 2026 win, defeating South Africa 6-1 in Pool D in Amstelveen, Netherlands. India dominated, scoring six goals through different players. South Africa scored once through Kayla de Waal in the final quarter, but India maintained a five-goal lead. The victory earned India three points and improved their Pool D position.
Source: Link

Treesa and Gayatri Break India's 15-Year World Championships Medal Wait

India's Treesa Jolly and Gayatri Gopichand reached the BWF World Championships semifinals on 21 August 2026, defeating China's fourth-seeded Jia Yi Fan and Zhang Shu Xian 16-21, 21-15, 21-13 in New Delhi. Their comeback secured India's first women's doubles World Championships medal since Jwala Gutta and Ashwini Ponnappa's bronze in 2011.
Source: Link

Premier League Introduces New Football Rules for 2026-27 Season

The Premier League will introduce new rules for 2026-27, following measures used at the FIFA World Cup. Delayed throw-ins and goal-kicks will face five-second countdowns. Injured players receiving treatment must remain off for one minute, while substitutes have 10 seconds to leave. VAR can review incorrect second-yellow-card red cards.
Source: Link

Rishabh Pant Becomes First Indian to Hit 100 Test Sixes

Rishabh Pant became the first Indian cricketer to hit 100 Test sixes during India's first Test against Sri Lanka in Galle. He reached the milestone while scoring 66 runs off 69 balls in India's second innings. Pant became only the fourth batter in Test history to reach 100 sixes, joining Ben Stokes, Brendon McCullum and Adam Gilchrist. He also reached the milestone faster than any other batter. His innings helped India set Sri Lanka a target of 372 runs.
Source: Link

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FINANCE NEWS

A Basketball Game, a Secret Deal and an $18.5 Million Profit

South Jersey Industries' $8.1 billion acquisition is at the heart of the SEC's newest insider-trading case. Former Bank of America banker Jason Satsky allegedly tipped friend Gavin Wolfe, who invested $53 million and made a 36% gain, $18.5 million, once the deal went public. Both deny wrongdoing. It's a reminder of how confidential information can become an illegal trading edge.

Source: Link

Mauritius Finance Minister Bets Big on India's Investment Potential

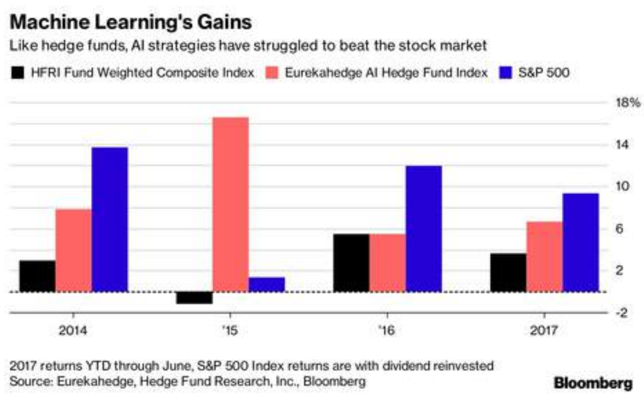
India remains a top investment destination, says Mauritius Financial Services Minister Jyoti Jeetun. The India-Mauritius corridor has channelled about $186 billion in FDI into India between April 2000 and March 2026, nearly a quarter of the country's total. With India's growing economy and improved tax certainty for investors, Mauritius sees room to deepen its role as a gateway for global capital.

Source: Link

Hedge Funds Are Betting Against AI, Even as Nvidia Powers the Market

The AI boom is facing its first real reality check as hedge funds increase bets against some of its biggest names. In July, short positions rose sharply in Nvidia, Super Micro Computer, CoreWeave and Nebius, driven by concerns over stretched valuations and growth. That said, it's not a rejection of AI: investors are becoming more selective, moving away from expensive infrastructure plays toward companies actually demonstrating strong monetisation.

Source: Link



The Vatican Is Betting €100 Million on the Sun

The Vatican plans to invest about €100 million ($117 million) in an 80-90 MW solar-and-agriculture plant near Rome, spread across 200 hectares. It should make Vatican City energy self-sufficient within two years, with surplus power possibly sold to Italy. The scale stands out, reflecting renewable energy's rise as an investment strategy.

Source: Link

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EXPRESSION GAZETTE

THE ATTENTION ECONOMY: WHO REALLY OWNS OUR ATTENTION?

By Deepshikha
~ B.Com (Hons.) | 25BC169 | Shri Ram College of Commerce

You open your phone to just reply to one WhatsApp or Instagram message, realizing that one hour has passed and you are still scrolling. This isn't a problem you noticed; almost every other person has noticed this.
This isn't something random; it is your attention wandering. Attention has become a currency that should be spent wisely. Like money, it needs a separate economy where there is a circulation between you and the algorithms of YouTube, Instagram, and Facebook.

The attention economy is where a human focus is treated as a scarce commodity, as said by Herbert Simon. According to Matthew Crawford, attention is a resource, and he further added that "attention is a focused mental engagement with a particular item of information." Some writers have speculated that transactions based on attention will replace financial transactions as the focus of the economic system.

You must have known how social media algorithms work; it's like your personal data inspector. Every time we use social media, platforms collect information about our interests and online behavior. They use this data to show us advertisements that match our preferences. The more time we spend scrolling, watching videos, or interacting with content, the more ads we see. This helps social media companies earn more money, making our attention one of their most valuable resources.

The problem is not scrolling; it is when you get the "social media addiction." These social media platforms are designed to keep you engaged and give you release of dopamine, leading you to stay on the platforms for many hours. What is at stake is not rising screen time but the capacity of cognitive self-governance and reflective reasoning. In simple terms, your attention span shortens, you feel emotionally disturbed, and you lose focus on your personal life.

The thing is that "social media" is not the enemy. The real challenge is ensuring that we remain in control of our attention rather than allowing algorithms to decide where it goes. As information continues to grow and compete for our focus, attention will become an even more valuable resource. The question is no longer whether our attention is being captured, but whether we are choosing how to spend it.

Sources:

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https://www.law.georgetown.edu/denny-center/blog/the-attention-economy/
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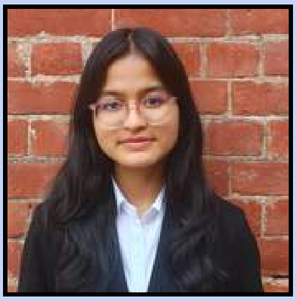

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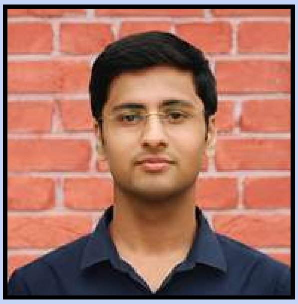

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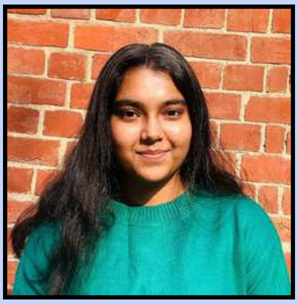

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