



Ecovision: Economics Society of SSCBS

Introduction

Ecovision, the official Economics society of Shaheed Sukhdev College of Business Studies, University of Delhi is a consortium of like-minded enthusiasts propagating the prominence of Economics not just limited to the college curriculum but beyond that as well. Ecovision strives to achieve excellence in and spread the knowledge of Economics, not only among the students of our college, but to anyone who is associated with this domain.

Since 2011, the society has been actively taking steps to live up to its moniker of disseminating the knowledge of Economics in an unorthodox and fun way. This includes organizing 'Elumiere' - Ecovision's flagship annual event and Delhi University's biggest Economics conclave, and publishing 'Demystify' - A comprehensive, easily-understandable bi-weekly digest aimed at acquainting even the layman with various facets of Economics and the real-world happenings around the subject.

Ecovision has always believed that one never stops learning, especially living in a dynamic world like today. Therefore, regular Knowledge Sharing Sessions, Webinars and Live Projects are conducted to enrich the knowledge of all its members.

Our alumni have illustrious track records and have done well for themselves with many placed in elite companies like Bain, Everest group, Accenture, TresVista, J.P. Morgan Chase, Mondelez, etc. Many alumni of Ecovision have also received call letters from elite schools for post graduation, the likes of which include ISB Hyderabad, IIM Bangalore, IIM Ahmedabad, XLRI Jamshedpur,

Faculty In charges:

Mr. Raj Kumar

Md. Rashid Shamim



Work-Done 2021-22

Live Projects

It's just as crucial to develop practical skills as it is to learn theoretical principles. That is precisely what our society wants to achieve. Live Projects assist society members in comprehending the

nature of labour required in the actual world. As business students, we focus on economics and quantitative research to assist businesses in improving their operations, developing business strategies, and analyzing big data using diverse methods. This year, we've partnered with:

Sammantrya -

Undertook a project on analyzing multiple emerging startups and their shareholding structure. Analyzed recent investment deals by Venture Capitalists and Private Equity firms in upcoming startups, and identified industries with maximum traction. Assessed their growth potential by identifying qualitative and quantitative drivers. More than 70 companies were analyzed as part of this project.

Ken Research - Prepared an in-depth industry research report by undertaking primary and secondary research of the Digital Lending Industry in India. Undertook extensive market sizing and identified disruptive business models in the digital lending and Fintech markets by studying the company profiles of 18+ market players and startups to determine the strategic potential in the market and future prospects.

Created a unique MS Excel model regarding forecasts for online lending and its volume with respect to other fragmented lenders and compiled the results on an industry-wide level. Also identified present and potential opportunities in the industry. Performed qualitative and quantitative cross comparison of various market players, after having discussions with 10+ industry experts. We had to do a complete research on 'GoMechanic' and their business model, from the supplier to the customer. Analyzed their franchise model, value chain and made a PPT along with an Excel for the data in the given format.

VGrow -

Prepared a comprehensive marketing analysis report inclusive of STP Analysis, Competitor Analysis and various Marketing Strategies assisting VGrow NEOS LLP to launch its new bundle of Tech-Enabled Organic Products.

Supplied them PPT and Excel deliverables and presented it directly to the founder and co-founder of the company. Was applauded for the work and got a letter of recommendation for the same as well.

QThrill -

The LP mainly dealt with market research and technical analysis of the present trivia-based Quizzing industry and its competition. Secondary data from various relevant inventories was compiled into a spreadsheet indicating lapses and untapped parts of the industry where huge user traction was possible. Worked with them to conduct basic market research and helped them grow organically through various social media marketing strategies. In QThrill we worked on industry analysis to determine the market size, CAGR of the industry, and growth drivers of the same for the gaming industry

We also did competitive analysis of the company on factors like user interface, marketing strategies, etc.

KSS

Numerous bi-weekly knowledge sharing sessions were conducted to teach freshers essential technical skills. The organizing committee would be asked their preferences and then seniors would plan knowledge sharing sessions accordingly. Seniors used a repository of personal knowledge as well as asked Teachers-in-charges to help the students in upskilling themselves. This inculcated teamwork and helped the organizing committee upskill themselves. Technical know-how was shared and technical skills were improved. The technical skills taught were advanced:

- a. **MS Excel:** It entailed different excel functions and helped students to effectively use Excel and get familiarised with solver analysis.
- b. **Basics of Adobe Photoshop, Advanced Canva:** It covered the basic editing and graphic skill for the OCs which helped them in demystify and PPTs.
- c. **Case Study and Guesstimate Sessions** were also held so that the students could be taught the correct way to approach such competitions.

Additionally, sessions were also held to discuss numerous economic concepts and current affairs to incorporate different perspectives and understand the logical flow of conclusions.

Budget Discussion

An extensive set of Knowledge Sharing Sessions were conducted to discuss and analyze various facets of the Union Budget 2022. First year students were grouped into teams, and had to prepare presentations covering topics like the implications of the new direct and indirect tax rates, impact of the budget on the agricultural and infrastructural sectors, the fiscal position of the country etc. Each group carried out a presentation on different sectors which completed the budget fully. This helps the students of the society to gain knowledge and be well versed with the budget as students of economics should be. This was followed by in depth cross questioning by core committee members in order to deepen their understanding of the fiscal policies and the budget.

Demystify

Demystify, our fortnightly series which breaks down and explains current economic and financial phenomena, has an active subscriber base of 1600+

People. Over the last year, Ecovision has come a long way, covering scintillating topics over 35 posts of this year alone, amounting to a total of 280 posts.

From MBA students to corporate employees, everyone receives concise infographics every second Tuesday via WhatsApp, LinedIn, Facebook and Instagram. This increases the college's visibility on social media, ensures continuous activity and knowledge-building and transcends physical barriers to disperse economic literacy.

Legalization of Cryptocurrency in India

Cryptocurrency has been in discussion for a long time in India. Is it in its current state, feasible to work as a domestic currency or would India benefit more from cryptocurrency just being an asset for the Indian public? The “Demystify” discussed Cryptocurrency in India and the obstacles India faces in its legalization.

Value Creation for IPOs by anchor investor

Anchor investors were introduced by SEBI in 2009 to enhance the book-building process. The main aim was to avoid underpricing and maintain transparency with the retail investors. In the past decade anchor investors have done wonders for IPOs by enhancing the credibility of the issuing firm and eliminating information-asymmetry. The “Demystify” how anchor investors create value for the issuing firm in the primary market.

Sveriges Riksbank Nobel Prize in Economics

The Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel, is an economics award administered by the Nobel Foundation. It has been awarded 53 times to 89 laureates between 1969 and 2021. How does the prize benefit society? Who are the laureates receiving the prize? The “Demystify” has answered all the questions.

Chinese Debt Trap

In this era of globalization, it’s sometimes hard to discern the difference between honest, ethical and those that are exploiting less-developed countries.

China’s economic power is so much that they could cause a global recession. That's why it's time for the nations to realize this vicious trap and secure their economies. “Demystify” has discussed the Chinese Debt Trap and its effects on the world's economy.

Decrypting Neo Banks

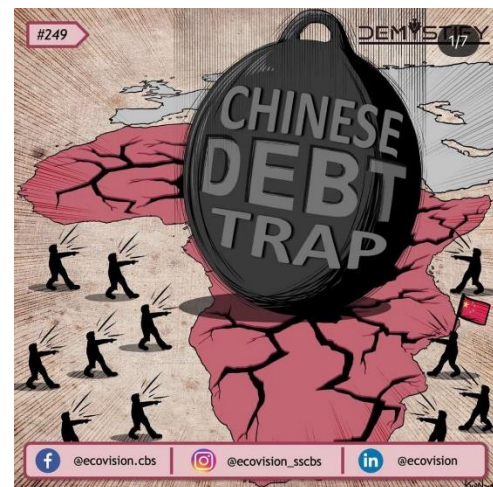
With the country fighting off the third wave of the pandemic and seeing rapid digitalisation of everyday processes like KYC at an exponential rate, does a similar fate lie ahead for the conventional method of banking? The “Demystify” discussed Neo Banks and how they are changing the way we look at the banking sector.

The Future War

Everything is fair in love , war & "Business". Reliance acquiring a future without actually acquiring is not the fight Amazon was prepared for while dreaming of dictating the Indian retail sector. Here, Ecovision demystified the Future war and how it has brought the spotlight on Indian retail.

Elumiere

Elumiere is the annual flagship event of Ecovision: The Economics Society of SSCBS, it is one of the most innovative events at the collegiate level with competitions that inspire excellence amongst all its participants. It creates an opportunity for college students to compete in events that not only challenge their pre-existing knowledge and expertise but also



compel them to think out of the box. Our modus operandi here at Elumiere is to provide a platform for creative minds to think beyond and elicit brilliance. Throughout the years, the brilliant minds behind Elumiere have strived to make competitions that break the mold of ordinary college events and create something truly inspiring.

Elumiere'21

The 19th edition of Elumiere was organized from 3-4th May 2021 as an online event with a participation of more than 3000 participants. It was one of the biggest economics conclave of University of Delhi, entailed four scintillating competitions:

The Egyptian Odyssey: The Egyptian Odyssey asked participants to embark on a frantic hunt through colossal temples, dangerous catacombs, and ancient pyramids to solve the mystery of the missing mummy. The task was to unravel the unknown in minimum time and risk. An Excel-Simulation based game which tasked the participants to optimise their resources to solve the mystery.



Deft Theft: DeftTheft brought the chance to be a leader, to build and rebuild till participants were ready to destroy. The game required intellectual acumen, analytical capacity and forward-thinking. Be the mastermind and contrive a team of best players who had the dexterity and wisdom to fool and be fooled likewise. Out of various whereabouts, participants chose the one, where they have the agility and capability to break through, flitch off, and mint money, all this while being under the pressure of getting caught by the cops. Put together a dynamic and witty team to loot and escape the place with the most take.

The Trader's Game-Bid: The Trader's Game-Bid, Ecovision's Flagship Stock Market Simulation was an event of tact, perseverance and skill wherein participants were needed to strategize, take calculated risks, and complement that risk-averse mentality with daring decision making to gain the most in the volatile stock market.

Enigma, the Flagship Case Study: Enigma was conducted in association with **KEN Research**. It brought the participants a chance to showcase their problem-solving acumen and practical skills. In the Preliminary round the participants needed to step out of their comfort zone and be a great case coder. They were required to submit the strategy and explain why they believe it will make a remarkable difference to improve the situation of the hospitality industry.

And then teams that advance to the final round presented their solution to a panel of distinguished judges who evaluated it based on viability and strategy. The presentation round was followed by a grilling Q&A session, which tested the confidence, agility and strategy.

We had various sponsors and associations as partners for our event like **GRM, KEN Research** and many more. We were able to gather cash sponsorship also and prizes worth a total of ₹4,00,000 were given to the winners of **Elumiere'21**.

Participants that took part were of renowned institutions like Shri Ram College of Commerce, Hindu College, Hansraj College, Kirori Mal College, IIM Calcutta, NMIMS, ARSD, Symbiosis, Pune, Christ University, Bangalore among others.

Elumiere'22

The 20th edition of Elumiere was organized on 28th April 2022 as an offline event. Elumiere'22, one of the biggest economics conclave of University of Delhi, entailed three scintillating competitions:

Enigma, the Flagship Case Study: Enigma requires the participants to go through the case and understand the problem statement to solve the most daunting challenge in a country's history which assessed the strategic thinking, economic outlook, and brainstorming ability of the participants.

In the Preliminary round the participants needed to step out of their comfort zone and be a great case coder. They were required to submit the strategy and explain why they believe it will make a remarkable difference to improve the situation of a country's crumbling economy. And then teams that advance to the final round presented their solution to a panel of distinguished judges who evaluated it based on viability and strategy. The presentation round was followed by a grilling Q&A session, which tested the confidence, agility and strategy.



Parabellum: The Fight for Power, our flagship simulation, put participants in the shoes of a war-lord who had to strategically allocate his troops among various clash points to emerge as the victor and lead their country to glory, herein the participants ventured back into time when all hell broke loose and strived to discover the leaders within them. The simulation tested the participants' tactical acumen, sometimes even forcing them to

combat their urge to go all-in.

Just like in an actual war setting, participants had to always be on the edge of their feet, taking into consideration the competitors' possible strategies before formulating their own.

Then a selected few got the opportunity to put on their glasses of power and entered the prestigious chambers of the parliament.

(H)edge of Hell, the splendid stock market simulation: (H)edge of Hell is the splendid stock market simulation wherein participants were required to the uncertainty of the stock market urged the participants to strategize, take calculated risk, and fight at the edge of hell. In prelims the participants were made hedge fund managers and were made to navigate through different constraints of the stock market. Then the teams who made it to the final round were made members of the Board of directors of big companies and were to act as decision makers.

We had various sponsors and associations as partners for our event like **UNIFY** as media partner, **BRUCELEE** as hospitality partner, **InsightOne** as application partner and **Habitat** as learning partner. We

were able to gather cash sponsorship also and prizes worth a total of ₹3,00,000 were given to the winners of **Elumiere'22**.

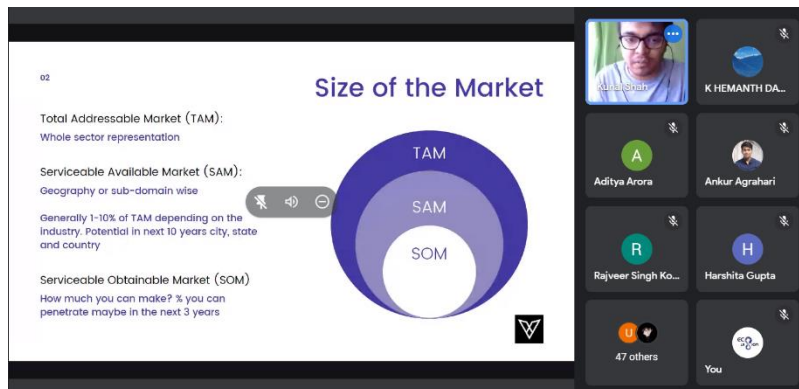
Some of the institutions that took part were Shri Ram College of Commerce, Hindu College, Hansraj College, Kirori Mal College, IIM Kozhikode, Indian School of Business, Sri Guru Gobind Singh College of Commerce, Christ University, Bangalore among others.

Webinars

1. **Webinar on Calculating Market Size for Startups** by Kunal Shah, co-founder of Valuationary, CFA and FRM on 17th March 2022. It was an insightful session that helped the students learn how to calculate the market size of various different sectors that may be viable for startups ranging from music industry to finance and the like.

Date and Venue: 17th March 2022, Platform: Google Meet

Eminent guest: Kunal Shah, co-founder Valuationary, CFA, FRM.



2. **Webinar on Introduction to data analytics** by Shushant Pal was conducted successfully on 25th September 2021. It was an eye opener for those who attended. The session covered various facets of data analytics like visualizing of data and interpretation using various softwares.

Date and Venue: 25th September 2021

Platform: Google Meet

Eminent Guest: Shushant Pal senior business analyst at Orion Innovation and MS - Business analytics and systems from state university of New York.

3. **Webinar on Financial Modelling** by Ronak Gala was conducted successfully by the society on 24th June 2021. It was considered a success by all the participants. Ronak covered various topics of financial modelling in great detail. His experience and expertise was reflected during the intensive webinar.

Date and Venue: 24th June 2021

Platform: Google Meet

Eminent Guest: Mr. Ronak Gala Co-founder LeapUp with over 5 years of experience as investment manager.

4. Webinar on Transformation of Finance Function with Technology Intervention

It was a webinar taken by CA Harshita Sabharwal and helped the students to gain more knowledge about the banking and finance industry. Mrs. Harshita is an alumnus of SRCC and a Global Relationship Partner at IBM, India. Her expertise in the FinTech sector gave useful insights to the attendees.

Date and venue of the event: 17th December 2021

Eminent Guests: CA Harshita Sabharwa



Recruitment Games:

The society organized a **DeadX** simulation game for freshers of Shaheed Sukhdev College of Business Studies as part of the recruitment process. It was an intensive simulation based on the dark web and dark markets. It was twisted in the literal sense of the term which tested the wits of everyone who participated. It was organized on January 3rd 2021.

The society organized a **BribeX** simulation game for freshers of Shaheed Sukhdev College of Business Studies for the academic year 2021-22. It was a simulation based on political lobbying and bribing politicians with the aim of getting your policies favored in the general scheme of things. It was organized on 3rd January 2022.

Society Achievements

Members of Ecovision won numerous accolades and achievements in competitions in the DU Circuit and all over India, some of which are:

S. No.	Name of the Student	Course/ Year	Organising University/ College	Event Name	Prize/ Participation
1	Tanyushvi Garg	BMS/2	IIM Indore	Cicero, Public policy event	Finalist
2	Apoorva Gupta	BMS/2	LSR	Comquest	Finalist
3	Shubham Aggarwal	BFIA/2	Ramjas College	Case-O-Crypt	1
4	Shubham Aggarwal	BFIA/2	Atma Ram Sanatan Dharma College	Capital Wars	3

5	Shubham Aggarwal	BFIA/2	Ramjas College	Case Crunch	top 5
6	Shubham Aggarwal	BFIA/2	UBS, Chandigarh	Consultomania	top 5
7	Shubham Aggarwal	BFIA/2	FIC	Sharebazaar	top 5
8	Anadi Aggarwal	BMS/2	LSR	Fin Espresso	2
9	Anadi Aggarwal	BMS/2	IIM Indore	E-Conjecture	National Finalist
10	Anadi Aggarwal	BMS/2	Hindu College	B Plan event	National Finalist
11	Anadi Aggarwal	BMS/2	SRCC	SRCC Valuation Competition	3
12	Anadi Aggarwal	BMS/2	SRCC	Case Crusade	3
13	Anadi Aggarwal	BMS/2	Ahmedabad University	Phoenix	2
14	Anshika Goel	BFIA/3	HSBC and Sattva Consulting	HSBC/HKU Asia Pacific Business Case Competition	National Finalist (Top 6)
15	Radhika Mittal	BFIA/3	Ernst & Young	EY Corporate Finance Woman of the Year	First Stage Finalist (Top 100)
16	Radhika Mittal	BFIA/3	Institute of Management Accountants (Global)	Student Case Competition 2021 (Ongoing)	Best Team from India
17	Radhika Mittal	BFIA/3	Global Banking Training, London	Valuation Olympiad 2021	Top 22 (Global)
18	Ritvika Jalan	BFIA/3	Ernst & Young	EY Corporate Finance Woman of the Year	First Stage Finalist (Top 100)
19	Harshit Gupta	BFIA/1	SRCC	Vitt Vichar	2
20	Aviral Jain	BMS/1	Deen Dayal	B Plan Competition	1
21	Aviral Jain	BMS/1	SRCC	Chanakyaniti	National Finalist
22	Aditya Luthra	BFIA/1	XLRI	Pandemonium	1
23	Aditya Luthra	BFIA/1	SRCC	Bet or Debt	3
24	Aditya Luthra	BFIA/1	IIM, Amritsar	Anukaran	3

25	Kopal Agarwal	BMS/1	SRCC	Chankyaniti	National Finalist
26	Shreya Jain	BMS/1	Aryabhata College	Analytics Aces	1
27	Shreya Jain	BMS/1	SPJIMR	Aspire	National Finalist
28	Kopal Agarwal	BMS/1	Kamla Nehru	The Corporate Grill	3
29	Devajay Kapur	BMS/1	Shaheed Bhagat Singh	Rogue Trader	1
30	Devajay Kapur	BMS/1	SRCC	Case 180	2

Road Ahead

Demystify

“A goal without a plan is just a wish.” Ecovision plans many things for the future, starting with its fortnightly digest ‘Demystify’, a comprehensive and easy to understand infographic. It plans on continuing disseminating information on Economics and its real world implications to keep the followers up to date on the latest updates on the domain.

Research papers

Ecovision members also plan on writing and publishing research papers on topics like experimental economics and cognitive economics using computational methods, agent based modeling and more conventional fields of econometrics and the like.

Live Projects

Ecovision will tap into its wide alumni base to build relations in the corporate world and gain practical experience, and also partake in Multiple Live Projects with leading companies such as Ken Research, Crib, GoMechanic etc. thus upholding the colleges’ reputation of equipping students with skills in demand in the corporate world.

Budget Discussions

Ecovision also plans to hold future Union Budget discussions which would help its members to be aware of all the possible daily-life implications of the budget. Understanding the Union Budget is fundamental to being an Economics student and Ecovision is a firm believer in the fact.

Case Competitions

Intra ECV Teams have already been created for participation in various National and International Case Competitions and other events, like Indonesia Investment Banking Competition, HSBC Case Competition etc.

KSS Sessions

Ecovision is planning to conduct weekly Knowledge Sharing Sessions (KSS) for all students on Economics and related disciplines. For Example, A KSS was conducted this year to teach the students about the various statistical and financial applications of MS Excel. Another KSS was conducted, explaining the concept of Time Value of Money and the Fundamentals of Risk Management.

Guesstimate Sessions

Ecovision plans to hold guesstimate sessions which will enable students to grasp a good hold on guesstimates as these are useful in the future while placements as well as for other purposes also.

ELUMIERE

Ecovision plans to continue the tradition of organizing its annual event, 'Elumiere' and striving to maintain it as the biggest Economics conclave in the entire Delhi University circuit through conceptualizing and executing innovative events. Throughout the years, the brilliant minds behind Elumiere have strived to create competitions that break the mold of ordinary college events and create something truly inspiring.