

BEA Beats

DEPARTMENT OF BUSINESS ECONOMICS,
MAHARAJA AGRASEN COLLEGE, UNIVERSITY OF DELHI

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RBI CUTS REPO RATE ON 25 BASIS POINTS

“No reason to doubt government’s commitment to fiscal deficit”

“Not aware of any demand by the government from RBI, for an interim

“Monitoring top NBFCs & housing finance companies very closely”



SHAKTIKANTA DAS
(RBI GOVERNOR)

“The Indian Banking system remains sound and stable. There is no reason for unnecessary panic situation. One incident should not be used to generalize the co-op banking system”

PMC BANK FRAUD !!



The Economic Offence Wing (EOW) of Mumbai Police registered an FIR on the alleged fund diversion at Punjab Maharashtra Cooperative Bank that had led RBI to restrict withdrawal by depositors. According to FIR amount involved in the alleged irregularities is ₹4,355.46 crores that could go up to the course of the probe.

RAFALE ??

A multi-role combat fighter.

Can be use for ground support, in depth, strike, anti-ship strike.

Capable of carrying small nuclear weapons.

● RANGE
3,700km

● MAX WEIGHT
24,500kg

● MAX SPEED
1,389km/h

● LOAD-CARRYING CAPACITY
9,500kg



LENGTH 10.3m

HEIGHT 5.3m

Alumni Connect

"Three years at MAC and umpteen amazing moments cannot be narrated in a few words"
read more to know about Yukti's passion driven amazing journey from MAC to DSE.



Yukti Arora

Batch 2010–2013 (BBE)

*Currently working as
Managing Director,
AsiaTick Auto Pvt Ltd.*

Post Graduation from
Delhi School of
Economics

Core Committee
Member of EUPHONY,
Department of Business
Economics, MAC

Could you tell us something about your days here in MAC?

My three years at MAC and umpteen amazing moments cannot be narrated in a few words. Have you heard about "The claw crane game". It's an arcade game in which you lower a mechanical claw into a glass box in hopes to snag as many plush toys as possible. Right now, my situation is just like that. Life at MAC has been simply amazing. College, I believe plays a crucial role in developing your personality besides, of course shaping your career! I cannot thank enough the lecturers, my batchmates, seniors and juniors, the non teaching staff including the guards. Here's a long story cut short.

Year 1 Contrary to all the rumours rife in general among friends and family, a huge warm welcome awaited us. This phase was gone in the blink of an eye and was the most cherished phase. The 2nd semester began with a resolution to start studying right from the beginning as the first one felt like it ended too soon and we barely got time to study. One corner in the library had become home by now. Giving presentations, group projects had strengthened our ties. Celebrating every small achievement had become a ritual. Bidding adieu to the seniors, the family we had only recently found seemed very difficult.

Year 2 Sophomore now! Being seniors and welcoming new members to the family infused some excitement and filled us with fresh energy. It sometimes felt like we were older members of the family. Canteen became our favourite spot for group studies, stairs became our meeting spot! Organizing and participating in cultural events had become routine. By semester 4 we realized odd semesters pass by too quickly. This semester too began with the same resolution we took in the second semester. By now we had become more responsible. There was a sense of accomplishment with every passing day.

Year 3 The phase of the final leg bringing more compelling moments. Deciding specialization subjects seemed most challenging. Some people preached that scope was more in finance but others advised that we select the subjects we were most interested in. I again let my gut guide me. I chose the subjects I loved and loved the subjects I chose. The department and the teachers always made the lectures quite interactive and classes engaging. I never bunked a single class! Sadly, I have no memories of bunking lectures, probably there was no need to do so for everything around in the college was so absorbing. It was a complete immersion in learning. Sixth and the final phase of my beautiful journey. My eyes are moist and I am feeling nostalgic. The reality hit us hard that soon we would be out of the comfort zone. The college had pampered us.

Would you say that BBE has helped you in your future endeavors?

Absolutely, Immensely! I realized that BBE is quite different from the other undergraduate courses the university offers only when I stepped into the next phase of my life, Masters in Commerce, Delhi School of Economics! I do not intend to demean the other courses but I acknowledge the fact that BBE teaches you what other courses do not. This was further reaffirmed when I appeared for NET (National Eligibility Test)

What did you do after completing your graduation?

After completing my graduation, I post-graduated in commerce from the University of Delhi. A woman with diverse interests, I started my career as Researcher with Consumer VOICE (Jago Grahak Jago) while also following my passion in teaching.

I authored study material for M.Com, School of Open Learning, several research papers in esteemed national and international journals, and co-authored books. I co-conducted national studies of social and economic interest (particularly consumer issues).

I conducted workshops and training sessions on skill development in colleges and research firms across various states in India. I got an opportunity to teach at MAC, for a brief span though. It was great being back at MAC, the same campus, the same environment but different billet!

Being a versatile character, I practised various forms of art (painting, drumming, meditation and yoga, Reiki and dowsing) while some yielded overwhelming results that motivated me to become an entrepreneur. Every venture I started taught me lessons that helped me set up this one big venture "AsiaTick Auto Private Limited". My journey has been totally driven by passion.

The company was incorporated on 27th March 2018. The company has a customer base of over 2,00,000 end users 9000+ resellers (Wholesalers and retailers). Headquartered in Delhi, it is meeting automotive accessories requirement across all states in India. The website www.asiatick.com, is a platform that not just enables customers to buy products from the comfort of their homes but also facilitates wholesalers and retailers across the country to source products of various manufacturers at competitive prices in a more organized way with the aim to reducing transaction costs and minimizing the hassle of contacting and negotiating with the suppliers. My career has been just like my passion- "Off-roading". A variety of terrains with beautiful and adventurous laps!

How has your journey from your college till where you are now been?

The journey has been totally amazing. I believe that life is too short for all the thoughts you want to think, all the places you want to explore, all the things you want to try and all the people you want to meet. I never want to settle in one place or career. I have learned a lot on my journey, from the people I met, from my own experiences and those of others. This one life, I just want to learn as much as possible, travel as much as possible and meet as many interesting people as possible.

My journey so far has been like this and I hope I continue to explore.

There must be a lot of people and experiences which would have inspired you to be where you are, so to what/whom do you attribute your success to the most?

I can't really say who I want to be like but I am certain about who I do not want to be like. Many people live lives filled with tedium, work that they do not like, are surrounded by people who emanate negativity. I was clear that I do not want to be one of them. We spend so much of our energy just getting through each day. We often forget that our time on earth is finite, that each moment we fritter away is a moment we will never get back. I attribute my success to infants lost in their own world, to the gypsies, to the differently-abled, for they've taught me what matters most.

So, you must have made a lot of Amazing memories in your time here, Is there any particular memory or experience during your graduation that you'd like to share?

Quite a hilarious one! It was just fourth or fifth day at college. Well, we used to get homework like we used to at school. Komal Ma'am had given us some assignment. It was her lecture next. I had always been quite a responsible student but I could not complete the assignment. I discussed with a friend, Eshan. He too had not completed his homework. We decided to utilize the time. Library was not operational then. It was a new campus but there used to be a lot of vacant rooms. I and Eshan started looking for a place where we could sit and complete the assignment. The doors of the room adjacent to our classroom were shut. Eshan pushed the door twice assuming it was probably jammed but it did not open. We turned around to look for some other place. Two of our friends were coming running to us from behind when a teacher in that room opened the door. It was locked from inside. He was teaching and probably thought we were those mischievous kids. The scene somehow looked like that. I do not blame him now. He seized our i-cards. I was really upset at that as I had never been accused of anything before, had never been scolded by any of my teachers. I had always been that obedient student. But that particular incident taught me about "perspective".

Lastly, do you have any message or advice for the current students?

We are capable at any time in our lives, of doing what we dream of. The best time to start working on your dreams is now. You've got all the resources you need. Everything you need to know, you have learned through your journey. It will work, if you forget all the reasons it won't.

India's turn for Behavioral Economics

"Do Government schemes affect our level of living" Well, many of us will say: 'no'.

Many people have a misperception that 'Economy is the study of money and wealth'. The economy is not limited to wealth and money in fact, it is the process of managing all available resources. In the context of the Indian economy, it is challenging for the governing bodies to manage the diversified resources of the country moreover the resources are not the only valuable assets, every segment of the country from a small Sparrow to a sharp-minded student is considered an asset for the Nation.



"India has an exorbitant human resource, but is India really using it"

Deplorably, India is not using its human power properly. India has the second-largest pool of doctors, engineers, and scientists. However, most of them working for another country because of various reasons. .

To utilize the human resource, one needs to understand the human behavioral pattern in a country. "what do they need?" or "what tempts them?" Etc. To provide a positive platform to the behavioral change in India different schemes such as the Swachh Bharat Mission, the Beti Bachao, Beti Padhao, Startup India, and many more have been introduced by the government

These programs have helped India to be defecation free, bias-free, stove-smoke free, Green society or a better place to live in.

According to a study, if people of a nation are active and disciplined the productivity level of the Nation tends to increase with every successive year and will sustain for a long time. This method of economic analysis is known as Behavioral Economics. Behavioral economics analyzes the economy by applying psychological insights into human behavior to explain economic decision-making. It became famous when Richard H. Thaler got Nobel Memorial Prize for his contribution to behavioral Economics as he introduced "The Nudge Theory" that suggests that small suggestions and positive reinforcements can influence consumer behavior. According to the Organisation for Economic Cooperation and Development, there are more than 202 government institutions using behavioural insights around the world. With the exception of a few countries no nudge unit is based in a developing country.

In The Economic Survey 2019, The Government of India has recognized the relevance of the Nudge Theory. India's flagship economic policy vision document, contained an in-depth chapter on policymaking for "Homo sapiens, not Homo economicus" In chapter 2 'Policy for Homo Sapiens' of the economic survey explains how the government used the behavioral insight in the implementation of schemes. It also makes a strong case for setting up a Nudge unit in the NITI Aayog, probably could be named "Prabhaav". The budget presented on 5 July by finance minister Nirmala Sitharaman had a few references to behavioural principles in improving tax compliance and the Swachh Bharat Mission (SBM).

It is believed that the behavior change will bring in social change, which in turn, will help India transit to a \$5 trillion economy by 2024-25. The government tries to do its best, but it is our turn to step up and do the best for ourselves and our country.

Creativity at it's best

Artist of the month



Akshat Jain

Photographer of the month



Arjun Khurana

Top 10 Sites for Free Online Education

1. Coursera
2. edX
3. Khan Academy
4. Udemy
5. iTunesU Free Courses
6. MIT OpenCourseWare
7. Stanford Online
8. Codecademy
9. Open Culture Online Courses
10. TED-Ed

Meme-o-nomics

My parents after investing money in PMC Bank



Me: Are you okay?



Them: Me? I'm FINEEEE!!
totally fine!!

#Celebrating 25 Years of FRIENDS

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