

TRINITY TRADE WINGS

Official Monthly Newsletter of the Department of Commerce & Management

EDITORIAL PULSE

From Editor's Desk – The Trade Wings

Every beginning carries within it both a promise and a provocation. August 2025 marked a season of new arrivals, fresh ideas, and symbolic celebrations at Trinity. Our classrooms filled not only with students but with ambitions yet to be named, questions yet to be asked, and futures waiting to be designed.

This month's events reminded us that commerce is far more than balance sheets or market charts — it is the language of human interaction. When our students visited the High Commission of Rwanda, they saw how trade becomes diplomacy. When they celebrated Independence Day, they discovered how memes and brooches could carry the spirit of patriotism. When they climbed the human pyramids of Janmashtami, they unknowingly rehearsed the principles of risk, teamwork, and shared success. And when freshers-built startups from just ₹100, they redefined innovation not as a privilege of resources but as a discipline of imagination.

As educators, our task is not merely to “teach commerce” but to reveal its presence in the most unexpected corners of life. This newsletter, Trinity Trade Winds, is born with that intention: to capture the movement of ideas, the stories of our people, and the provocations that keep us restless in our pursuit of excellence.

The winds of August whisper one truth — commerce is everywhere. And so is opportunity.

Dr. Neha Arora

Head of Department, Commerce
Trinity Institute of Professional Studies

Food for Thought – The Provocation

Every edition of *Trinity Trade Winds* closes with a question designed not to settle minds, but to stir them. Here is ours for August 2025:

“If commerce is everywhere — in our festivals, our memes, our daily decisions — then is the real challenge of education to teach commerce, or simply to help us notice it?”

This is not a rhetorical flourish; it is an invitation to notice the startup hidden in a street vendor's ingenuity, to notice the economics of a family festival, to notice the branding power of a social media trend.

Perhaps the true aim of a commerce education is less about filling pages in a notebook and more about sharpening the eyes with which we see the world. Because once we learn to notice, we cannot unsee — commerce is alive in every exchange, every decision, every act of creation.

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ALUMNI SPEAKS — The Legacy Lens



Every alumnus of Trinity carries forward not only their education but also the spirit of resilience and innovation that defines the department. This month, we feature **Ms. Ishita Duseja** (Batch of 2022), now a Process Associate with HCL.

“When I was a student at Trinity, I thought commerce was about formulas, numbers, and markets. But once I stepped into the corporate world, I realised it is about adaptability. Every project at HCL required me to think afresh, to question old assumptions, and to constantly reinvent myself. My advice to students is simple: Don't just build résumés — build resilience. Because industries will change, trends will evolve, but the ability to pivot will always keep you relevant.”

Why This Matters:

Alumni voices are not only stories of success but also compasses for current students — grounding their academic journeys in lived wisdom from the real world.

Commerce in Action (Campus & Culture)

At Trinity, every activity is more than an event — it is a story, a lesson, and a lived experience. This month, our campus was alive with occasions that proved commerce is not a subject in isolation but a way of understanding the world.

1. Rwanda Embassy Visit – Commerce as Diplomacy

On 18th August, Trinity Commerce students entered the corridors of international diplomacy with a visit to the High Commission of Rwanda. Welcomed by Mr. Emile Mwepesi, students learned how trade agreements, cultural collaborations, and sustainable practices are the threads that weave nations together.



For many, it was the first time they saw commerce not as financial transactions but as statecraft. The conversations underscored that GDP is not only a number but also a narrative — one that defines how nations are perceived and how partnerships are forged.

Takeaway: Commerce, at its highest level, is not about buying and selling; it is about shaping global trust and identity.

2. Independence Day – Memes as Patriotism

On 15th August, the department celebrated the 79th Independence Day with a refreshing blend of pride and creativity. Traditional competitions like poster-making and slogans were joined by something new: the *Deshbhakt Meme Mela*.

Students created memes that carried sharp commentary, humour, and heartfelt patriotism. From witty takes on



freedom struggles to satirical reflections on modern India, the memes revealed that even digital humour can be a language of national pride. Patriotic brooches, handcrafted by students, added a symbolic, wearable dimension to the celebration.

Reflection: Independence is not static — it evolves with each generation's expression. In 2025, for our students, patriotism found voice not just in speeches but in digital creativity.

3. Janmashtami – Festivals as Risk Management

Janmashtami was celebrated with the **Eco-Handi Creations Challenge**, turning tradition into innovation. Students crafted matkis and décor from biodegradable



materials, proving that celebrations can be festive and responsible. Beyond creativity, the festival itself became a classroom. The **Dahi Handi pyramid** — requiring teamwork, strategy, and calculated risk — mirrors modern management. Each layer of the human pyramid represents organizational structure; the risk of climbing higher represents entrepreneurial courage; the shared prasad reflects profit distribution and inclusivity.

Takeaway: Our festivals are not only rituals; they are live case studies in strategy, risk, and sustainability.

4. Orientation Week – Freshers as Innovators

August began with a vibrant **Orientation Week**, welcoming the newest cohort of Trinity Commerce students. But this was not a mere introduction — it was an ignition.



Highlights included:

- **LinkedIn :** Mapping career

aspirations into visual blueprints.

- **Pitch Perfect Challenge:** Redefining persuasion by selling ideas, not objects.
- **Business Around me :** Proving that innovation thrives on scarcity, not abundance.
- **Make your Own Business Card:** Blending your future vision with financial planning.
- **Cinema & Commerce (The Big Bull):** Analysing ethics and ambition through cinema.
- **Course Icebreaker:** Compressing financial literacy into short, witty reels.

Freshers emerged not as passive learners but as innovators ready to co-create the department's identity.

Outcome: Orientation was not about being introduced to Trinity — it was about students introducing themselves as future leaders.

5. Commerce in Culture – Lessons from Stories & Screens

Commerce hides in places we least expect: a film, a festival, or even a 30-second reel. This month, our students explored these intersections:

- **The Big Bull** movie transformed

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Department of Commerce

organises

MOVIE BASED LEARNING ACTIVITY

SCREENING OF THE BIG BULL

8th August 2025
 11:00AM-1:00PM

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into a live case study in ambition, ethics, and the dangers of unchecked greed.

- **Reels on Finance** showed that management lessons can be condensed into humour and reach thousands more effectively than textbooks.

Insight: Culture is not separate from commerce. It is its most vibrant stage. When we decode festivals, films, and digital trends, we find lessons in leadership, branding,

Student Creative Corner – The Real Balance Sheet & Vision Ahead

Commerce is not always expressed in equations or essays. Sometimes it takes shape in doodles, mock newspapers, or vision maps. This month's Creative Corner showcased how students interpret their academic journey through art and imagination.

Comic Feature – The Real Balance Sheet

- ProTrack
- Project Darpan
- Start-Up Pitches Caption: "The True Balance Sheet of a Commerce Student."

The Real Assets



The sketch highlights the juggling act that defines commerce life – balancing academics, career preparation, and entrepreneurial dreams in one timeline.

"Commerce isn't just about balancing books; it's about balancing yourself. This comic is my way of finding humour in the chaos."



Newspaper Wraps – Imagining Headlines

Students designed mock business newspaper covers with playful but insightful headlines:

- "Finance wali Rakhi Drafted by Trinity Freshers."
- "100 Start-Up Becomes Unicorn at Orientation Week."
- "Janmashtami Pyramid Wins Case Study of the Year Award."



The Goodwill

By turning class experiences into future headlines, students reframed learning as a story worth telling.

Vision Maps – 4-Year Futures

Students were invited to create visual maps of their academic journey. Many projected themselves into futures such as:

- Consulting careers at Deloitte or PwC.
- Launching green start-ups.
- Becoming financial influencers or educators.

All were enclosed in an envelope as a secretive journey ready to be opened in 2028.

The Liabilities

These maps are more than posters; they are declarations. They give students a sense of accountability to their own aspirations.

Faces of Trinity (People & Recognition)

Hall of Distinction – Celebrating Student Achievements

At Trinity, achievements are not occasional sparks — they are part of a culture that encourages innovation, leadership, and expression. August was marked by freshers stepping boldly into their journeys and proving that excellence begins on Day One.

Orientation Week Enthusiast Award - Kashish Gaur

Contribution: Awarded to Kashish Gaur who actively participated in orientation week activities with full energy and dedication. Their involvement helped create a positive environment, encouraged peers to engage, and set the tone for a collaborative academic year.



Star Performer of Co-Curricular Activities Award- Gaurav Kumar

Contribution: Given to the student who consistently showcased excellence in various co-curricular activities throughout the semester. Their



enthusiasm, leadership, and ability to balance academics with extracurricular commitments made them a role model for others.

Smart Innovator Award- Ayush Jha

Contribution: Recognizing the student who demonstrated creativity and out-of-the-box thinking in projects, presentations, and events. Their innovative problem-solving skills and fresh ideas contributed to the success of multiple initiatives.



All-Rounder Excellence Award- Bhumika Goswami

Contribution: This award honors the student who displayed outstanding performance across academics, co-curricular engagements, and teamwork. Their ability to adapt, lead, and contribute in diverse areas reflects holistic growth and dedication.



Digital Marketing Live Project Excellence Award - Nikita Sharma

Contribution: Awarded to the student who actively contributed and performed exceptionally well during the one-month live digital marketing project. Their creativity in campaign design, analytical skills in tracking results, and consistent teamwork demonstrated professional commitment and practical application of classroom knowledge.



Why This Matters:

These achievements remind us that recognition is not a trophy but a marker of journeys just beginning.

Student Reflection:

"The award isn't about winning; it's about realising that even as a fresher, I can contribute something meaningful to the department."

The Knowledge Capsule (Industry × Future)

Commerce is not static — it evolves daily through innovation, disruption, and global shifts. This section brings industry insights to our students, ensuring they stay aligned with the trends that will define tomorrow.

A. Commerce Lab – Industry Innovations

1. AI in Auditing

Artificial Intelligence is no longer a support tool — it's becoming the new auditor. Big Four firms are deploying AI platforms that scan thousands of transactions in seconds, identifying fraud patterns and compliance gaps with pinpoint accuracy.

Why it matters for students: Tomorrow's auditors will not just “check accounts” — they will interpret AI insights, making analytical and ethical judgment their true value.

2. Stock Market Simulators for Learners

The NSE has rolled out simulation platforms where students can trade in real-time markets without risking money. These platforms mirror actual trading environments.

Why it matters: Students can now practice investment decision-making in a risk-free environment, bridging theory with market reality.

3. Digital Rupee Expansion

The RBI's e-Rupee pilot is expanding into wholesale and retail transactions. A digital currency backed by the central bank may redefine how payments, lending, and settlements work in India.

Why it matters: The very concept of “money” is changing. Students graduating

in 2029 may live in a world where physical notes are rare.

4. Green Supply Chains

Corporates like Tata and Reliance are experimenting with logistics models that cut carbon emissions and adopt renewable energy. Sustainability is becoming an embedded cost, not a charity initiative.

Why it matters: Tomorrow's managers will be judged not only on profits but also on environmental performance.

B. Trend Decoder – Shark Tank & Consumer Psychology

Why does *Shark Tank India* captivate millions who may never invest a rupee? Because it is less about equity deals and more about human psychology:

- **The Story Factor:** Investors (and viewers) are persuaded by the entrepreneur's narrative more than raw numbers.
- **The Relatability Effect:** Audiences connect when the product solves a problem they personally face.
- **The Drama of Risk:** The tension of “Will they get a deal?” mirrors everyday consumer decision-making.
- **The Hidden Lesson:** It shows that branding and storytelling are not add-ons — they are central to commerce itself.

Takeaway for Trinity students: Every business pitch is a psychology lesson in disguise. The question isn't just “Is the product good?” but “Does the story convince?”

C. One-Minute Case Study – Zomato's Blinkit Gamble

Background: In 2022, Zomato acquired Blinkit, betting big on 10-minute grocery delivery.

- **The Gamble:** Consumers were shifting toward ultra-fast delivery. Zomato didn't want to remain “just a food app” — it wanted to be the default delivery platform for everything.
- **The Risk:** High costs, delivery burnout, and uncertain long-term demand.
- **The Reward:** If “instant delivery” becomes normal, Zomato controls consumer habits in a sector bigger than food.

Lesson: Sometimes businesses don't invest in current profits — they invest in shaping future behaviour. For students, this is a reminder: Commerce isn't about today's bottom line, but tomorrow's consumer patterns.

D. Quick Stat of the Month / Global Insight Capsule

- **India = 5th Largest Economy** (IMF 2025).
- **Global Digital Payments Market** projected to hit \$20 trillion by 2026.
- **Sustainability Fact:** By 2030, 70% of supply chains globally are expected to adopt green logistics practices.
- **Fun Fact in Finance:** The first modern stock exchange was founded in Amsterdam in 1602 — four centuries later, the idea of shared ownership continues to define economies.

The Lighter Side of Commerce

Even in the world of ledgers, statistics, and stock markets, humour and creativity have their place. Commerce is serious business — but it's also storytelling, satire, and play. This section captures the light-hearted side of learning: witty memes, quick numbers, and quirky cultural crossovers.

Culture Meets Commerce – Quirky Capsules

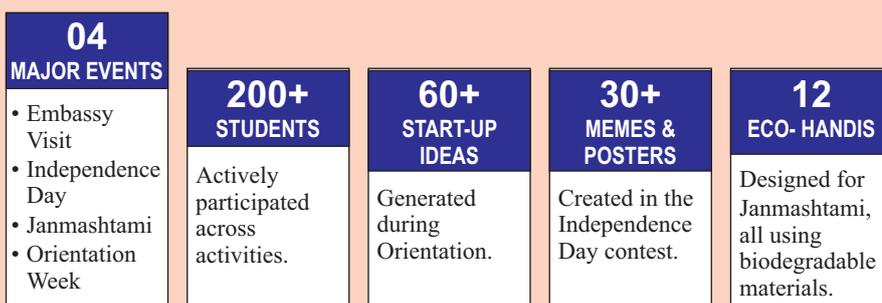
Sometimes, the quirkiest traditions teach the sharpest business lessons. This month, our cultural activities turned into mini-MBA case studies:

- **Dahi Handi & Risk Management:** The human pyramid reflects organizational hierarchy. Each layer depends on the other, success requires trust, and the ultimate reward is shared by all.
- **Independence Day & Branding:** The Meme Mela showed that virality is the new form of patriotism — and memes are today's most effective branding tool.
- **Eco-Handis & Sustainability:** Students proved that innovation can be festive. Replacing plastic with biodegradable clay was more than décor — it was responsible business thinking.

Why it works: These quirky crossovers prove that management lessons are not locked in textbooks. They're hidden in pyramids, memes, and matkis — waiting for someone to notice.

By the Numbers – August 2025 in Figures

Infographics simplify stories — and the story of Trinity Commerce this month is best told in numbers:



Why it works:

Numbers aren't just statistics; they are proof of energy, participation, and creativity. This “quick snapshot” lets readers see the department's momentum at a glance.