



हंसराज कॉलेज
— दिल्ली विश्वविद्यालय —

HANSRAJ COLLEGE
University Of Delhi
NAAC Grade A++ with CGPA 3.71

2024-25



Name of the Department/Society: **The Commerce Society**

Name of the Event: Vanijya Utsav

Date of the Event: 12th and 13th April, 2025

Convenor of the Department/Society: Dr. R.C. Garg

Alumni Co-Convenor of the Department/Society: Mr. Khem Chand

The Commerce Society, Hansraj College, hosted Vanijya Utsav 2025 on 12th and 13th April in an immersive online format, uniting brilliant minds from across the country in a celebration of intellect, innovation, and enterprise. The fest showcased a suite of thoughtfully curated flagship events designed to challenge, inspire, and engage.

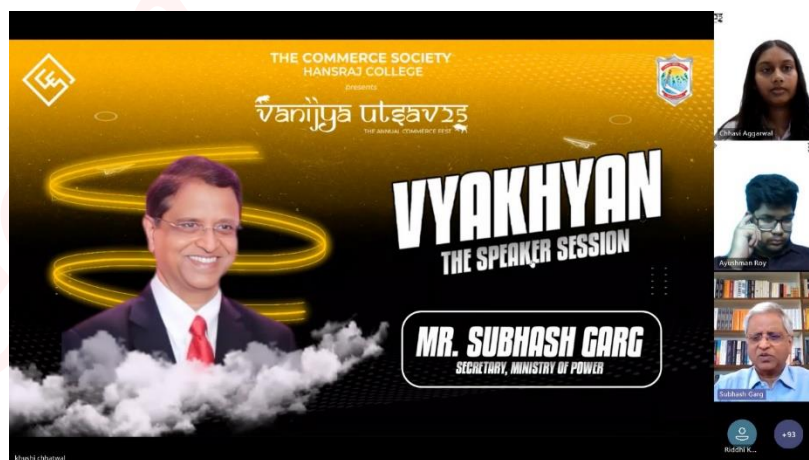
Caselytical encouraged strategic problem-solving through real-world business scenarios, while Early Stage Symposium served as a platform for entrepreneurial ideas to be pitched before eminent venture capitalists. M&A Mayhem simulated the high-stakes environment of corporate mergers with four rigorous rounds, and DeMercadeo 10.0 showcased marketing ingenuity with creative campaign-building.

The speaker series Vyakhyan hosted Mr Subhash Garg, former Finance and Economic Affairs Secretary, who shared insights on global fiscal policy, and Mr Adit Yadav, career content creator, who discussed navigating modern professional landscapes.

Vanijya Utsav 2025 reaffirmed the Commerce Society's commitment to cultivating capable, visionary leaders for the world of commerce.

Link for the Attendance Sheet:

[Attendance Sheet](#)



GLOBAL MARKET OVERVIEW

“In today's markets, perception moves faster than fundamentals — and sentiment is the spark”

UNITED STATES

Tesla's ESG Fallout
AlphaSense flagged negative sentiment post Tesla's ESG index exit CEO remarks and concerns hurt image.
Stock fell 35% (Apr-Jun 2022) as ESG funds exited.

CHINA

Xiaomi EV Crash (2025)
Xiaomi SU7 crash sparked negative sentiment on Twitter/Reddit over its self-driving tech.
Xiaomi stock fell 5.5% to a 6-week low.

UNITED KINGDOM

Sentiment-Driven Drop (2021)
Deliveroo IPO saw negative sentiment (warrior rights, overvaluation) flagged by Bloomberg & AlphaSense.
Stock fell 30% as institutions backed off.

01 Bloomberg Terminal
Purpose: Real-time news and earnings call sentiment via NLP
Sentiment Use: Spot analyst tone shifts and sector sentiment changes

02 AlphaSense
Sentiment Use: Track management tone over time and compare across peers
Purpose: AI-powered search of filings and calls for sentiment tags

03 Reddit
Purpose: Crowdsourced DD and detect stock hype
Sentiment Use: Gauge retail mood via comment volume, upvotes, and tone

04 X (FinTwit)
Purpose: Real-time market reactions and influencer tracking
Sentiment Use: Analyze tweet spikes and score sentiment by ticker using NLP

Turning Text into Trends

- 1 Data Collection
From news, earnings calls, Reddit, and X (Twitter).
- 2 NLP Processing
AI reads and understands tone (positive, negative, neutral).
- 3 Scoring & Tagging
Each sentence/word gets a sentiment score fit to tickers.
- 4 Trend Analysis
Scores are tracked over time to spot bullish/bearish shifts.
- 5 Investor Use
Used to gauge market mood, predict stock moves, and spot risks.

Global Market Overview

Indian Market Overview

Data Sources & Metrics Framework

Key Performance Indicator

Challenges and Solutions

Innovative Recommendations

THE COMMERCE SOCIETY

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INSTRUCTIONS

1. The goal of this round is to assess the synergy between your company and others by solving word searches linked to different industries.
2. You will be given 8 word searches, each corresponding to a different industry. For each industry, solve as many hints as possible.
3. You will have 15 minutes to solve the word searches. You may approach the puzzles in any order.
4. Each company will have a best and worst possible merger option. Based on your answers, multipliers will be assigned reflecting these synergies. A cumulative multiplier—derived from your overall word search performance—will be used in the following rounds.
5. A Google Form will be provided for each industry. Team leaders must input the correct answers for each hint number in the corresponding box.

THE COMMERCE SOCIETY

HANSRAJ COLLEGE

presents

वैवाचिक उत्सव 25

THE ANNUAL COMMERCE FEST

DEMERCADEO

GO TO MARKET

Aditi (Presenting)