



Sunbeam English School

Bhagwanpur, Varanasi

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Message for Dear Readers

Dear Readers

It is indeed a great pleasure to present to you the second edition of our Career Newsletter- SAARTHI. This edition is majorly dedicated to the colleges offering commerce and related courses through CUET as a lot of students from the commerce stream keep hunting for the information related to these colleges. This edition has a compiled list of all the such colleges that one can apply to through CUET across India. This edition also proudly presents the ALUMNI SUCCESS STORIES from Sunbeam School Bhagwanpur and contribution from our beloved Alumnus Ms. Ruby Singh.
Happy Reading!

Let's talk Mental Health

Dear Students,

Ready to embark on a journey towards a better understanding of **Mental Health**?

Here are 4 crucial insights and some FAQs to guide your way!



Why mental well-being matters?

Think of mental health as the soil that nurtures our entire being. Research shows that individuals with positive mental health are more productive, have stronger relationships, and even live longer. Did you know that a whopping 70% of people who actively work on their mental health report better physical health?

The Body & Mind Connection:

Our bodies and minds share a profound bond. About 67% of people find that physical activity lessens anxiety and depression. That jog or dance? It's a happiness lift! Similarly, mental exercises like affirmations and gratitude journaling elevate our overall well-being. It's clear: when the body moves, the mind soars.

The Magic of Meditation:

Meditation isn't just for monks. It's like a spa day for your mind. A study found that 8 weeks of regular meditation can actually change the structure of the brain, enhancing

continued. . .

areas linked to focus and memory. No wonder 45% of people who meditate regularly report improved mental clarity!

Teletherapy's Rising Popularity:

Remember the days of waiting rooms? Now, 50% of therapy -goers opt for online sessions! It's convenient, flexible, and just as effective. Research even suggests that online cognitive-behavioural therapy can be as effective as face -to-face sessions for many conditions.

FAQs

What are common signs of deteriorating mental health?

Symptoms vary but may include prolonged sadness, feelings of hopelessness, unexplained aches, and withdrawal from social circles. Recognizing these early signs can lead to quicker intervention and better outcomes.

Does seeking therapy mean I'm weak?

Absolutely not! Seeking therapy is a sign of strength. It's about recognizing that you need support and taking proactive steps towards well -being. Remember, everyone, at some point in their lives, could benefit from professional guidance.

How can I support a friend with mental health challenges?

Being a good listener, avoiding judgment, and encouraging them to seek professional help are key. Sometimes, just knowing someone cares can make a significant difference.

Are there different types of therapies?

Yes! There are numerous therapeutic approaches such as Cognitive Behavioural Therapy (CBT), Dialectical Behaviour Therapy (DBT), and Person -Centered Therapy. The key is finding what works best for the individual. Also, it's important to remember that only a Mental Health Expert can determine the above mentioned therapies.

Alumni who recently visited



The "3 Truths" of Idea Generation



Todd Kaplan

Chief Marketing Officer - Pepsi

Published Apr 19, 2022

The truth will set you free...or I should say these "3 TRUTHS"!

In marketing, one of the most challenging parts of the creative process is generating the "big idea". After all, all of the executional elements are derived from this, so getting it right out of the gates is critical. But I have found that if you can kick off the process by quickly identifying these simple "3 TRUTHS", you can never go wrong!

Here's what I mean...

Good creative doesn't just come from "divine inspiration" — it's the output of a process that starts with a brief about a particular problem or opportunity. But more times than not, clients and agencies alike don't put in the time up front to truly identify the right insights that create the richest creative tension. The big idea should be born from the *intersection of real consumer behaviors, facts about the brand or product, and the cultural context that surrounds it all.*

So, in order to simplify the briefing process, I always have my team identify and articulate these "3 TRUTHS" at the outset of every project:

1. **THE CONSUMER TRUTH**
2. **THE PRODUCT / BRAND TRUTH**
3. **THE CULTURAL TRUTH**

Once you have clearly identified these "3 TRUTHS", the creative territory will often reveal itself, sitting directly within the tension that pulls each of the truths apart from one another.

To illustrate how this process works in practice, here is a **REAL-WORLD EXAMPLE:**

For our recent #BetterWithPepsi campaign, we identified a rich tension that lived in between these "3 TRUTHS", which ultimately led to the resonance and simplicity of the creative campaign that we developed.

Here are the three truths that inspired this piece of work:

- **CONSUMER TRUTH**: Pepsi consumers want to unapologetically enjoy their meals
- **PRODUCT TRUTH**: Burgers taste better with Pepsi (it's even backed by)
- **CULTURAL TRUTH**: The 3 most popular burger chains haven't sold Pepsi for 30+ yrs

When you look at it this simply, it is clear that these three things are in conflict – Pepsi consumers have not been allowed to enjoy their burgers to the fullest by the three major burger chains. This is the rich tension that we built upon, as it allowed us to focus our efforts on developing [a fun and distinctive creative execution](#) that brings the "Burgers go #BetterWithPepsi" idea to life.

The "3 TRUTHS" is a simple framework that I regularly use with my team to help us quickly identify the right creative territories and opportunities across a range of projects. Of course from that point, you still need to partner with your agencies to develop and build out the creative execution — but it is much easier to build ideas upon a base of insights that are *strategically sound* and *contextually relevant in culture*. Because after all...isn't that what we all want our marketing programs to achieve?

**Colleges offering B.Com and B.com (Hons)
through CUET with or without Mathematics as a Domain Subject**

S.No	Course	College(Government)	University Type	Eligibility	CUET Papers
2	Apex university		Private		CUET (General test)
4		Babasaheb Bhimrao Ambedkar University	Public	Intermediate in any subject with 50% marks (45% for SC/ST/PwD) from a recognized board	CUET with the following Domain Subjects Accountancy/ Business Studies/ Computer Science/ Economics/ Entrepreneurship/ Mathematics/Information Practice
5	B.Com	Babasaheb Bhimrao Ambedkar University	Public	Intermediate in any subject with 50% marks (45% for SC/ST/PwD) from a recognized board	CUET General Test
5	Bachelor of Commerce	BML Munjal University	Private	Intermediate in any subject with 50% marks (45% for SC/ST/PwD) from a recognized board	General Test
6	Bachelor of Art (Economics) Hons.	BML Munjal	Private	Intermediate in any subject with 50% marks (45% for SC/ST/PwD) from a recognized board	General Test
7		BHU	Public		
8	B.Sc Economics	Central University of Andhra Pradesh	Public	With +2 level of education (Intermediate/CBSE/ICSE/HSC or equivalent in science/arts/commerce/ other streams	General test
9	B.Voc. In Industrial Waste Management	Central University of Haryana	Public	Minimum 50% aggregate marks or its equivalent on grading scale of respective boards/ universities (45% for SC/ST/PwD/OBC/EWS candidates) at 10+2 level.	General Test
10	B.Voc. In Retail and Logistics Management	Central University of Haryana	Public	Minimum 50% aggregate marks or its equivalent on grading scale of respective boards/ universities (45% for SC/ST/PwD/OBC/EWS candidates) at 10+2 level.	General Test
11	BBA	Central University of Karnataka	Public	Minimum 50% aggregate marks or its equivalent on grading scale of respective boards/ universities (45% for SC/ST/PwD/OBC/EWS candidates) at 10+2 level.	General Test
12	BA Economics	Central University of Karnataka	Public	Minimum 50% aggregate marks or its equivalent on grading scale of respective boards/ universities (45% for SC/ST/PwD/OBC/EWS candidates) at 10+2 level.	General Test
13	B.Voc in Retail and Logistic Management	Central University of Kashmir	Public	Minimum 50% aggregate marks or its equivalent on grading scale of respective boards/ universities (45% for SC/ST/PwD/OBC/EWS candidates) at 10+2 level.	General Test
14	B.Voc in Tourism and Hospitality Management	Central University of Kashmir	Public	Minimum 50% aggregate marks or its equivalent on grading scale of respective boards/ universities (45% for SC/ST/PwD/OBC/EWS candidates) at 10+2 level.	General Test
15	BA International Relations	Central University of Kerala	Public	At least 50% marks or equivalent in Plus Two from a recognized Board (studied in 10+2 system).Up to 5% relaxation in minimum requirement of marks is granted to SC/ST candidates. The candidates should not have completed 19 years.	English, General Test, Political Science

16	Bachelor of Commerce	Chatrapati Shivaji Maharaj University	Private	Passed 10+2 examination	General test
17	BBA	Chinmaya Vishwavidyapeeth	Private	Pass in Plus 2 with minimum 50% or equivalent grade	General Test
18	Bachelor of Commerce (Hons)	Chinmaya Vishwavidyapeeth	Private	Pass in Plus 2 with minimum 50% or equivalent grade	General Test
19	B.A. Social Science (Hons.) in Economics	Dayalbagh Educational Institute		10+2 from recognized Board or University or Equivalent examination	General Test
20	BBA , BMS , BBE	Delhi University	Public	Class 10+ 2 or appearing in 2024 in any stream from a recognized board.	One language test, Mathematics, General Test

<https://www.careers360.com/university/university-of-delhi-delhi/affiliated-colleges> (For more details on Delhi university, check the link)

22	5 year Integrated M.Sc Economics	Dr. B.R. Ambedkar School of Economics University		The candidate should have completed 12th or its equivalent exam with English as one of the Languages and Mathematics as a core subject with a minimum of 65% marks in aggregate (60% for SC/ST category students).	Economics - English Language and General Test
23	BA (Hons) Economics	Guru Ghasidas Vishwavidyalaya	Private	10+2 with 50% marks from a recognized board. Candidates should not be older than 22 years.	Economics
24	BA Economics- Randheja Rural Campus	Gujarat Vidyapeeth		Passed 10+2 in any stream	Section I A : Gujarati/ English Section - Ii : Economics/Business Economics And
25	BCOM	Harisingh Gour Vishwavidyalaya		45% in Commerce from a recognized board at 10+2 level for General, EWS and OBC. 5% relaxation for SC, ST, PwD.	Accounting, Business Studies, Economics, Statistics, Business Maths
26	Bachelor of Commerce (Hons)	IIMT University		10 + 2 with commerce stream with 40% marks / PCM	Commerce
27	BCOM	Maulana Azad National Urdu University	Public	Urdu as a subject/language or as a Medium in 10th/12th level or equivalent Madrasa courses with Urdu as medium of Instruction approved by MANUU. 40% marks aggregate in Intermediate or equivalent from a recognized Board.	Urdu language 2. General Test
28	BA (Hons) Economics	Nagaland University		Pass in Class 10+2 with a minimum of 45% from a recognized board or equivalent with Economics as a Subject	Economics
29	BBA	NIIT University	Private	Candidates who have passed the class 10th examination with minimum 50% aggregate or equivalent and Class 12th from any recognised board in English and any 3 subjects from History, Political Science, Geography, Economics, Sociology, Business Studies, Accountancy, Entrepreneurship, Legal Studies, Knowledge Tradition & Practices of India, Physics, Chemistry, Mathematics or Applied Mathematics, Computer Science or Informatics Practices, Biology or Biotechnology, Electronics,	General Test

30	BA (Hons) Economics	North-Eastern Hill University		Passed the Class XII examination or its equivalent examination in the stream concerned from any recognized Board in India or by the University.	Political Science, History, Sociology Anthropology
31	B.Com (HONS)	North Eastern Hill University		Passed the Class XII examination or its equivalent examination in the stream concerned from any recognized Board in India or by the University.	General Test
32	BA in Economics	RNB University	Private	10+2 in any stream from any Recognized Board	General test
33	Bcom in Economics	RNB University	Private	10+2 in any stream from any Recognized Board	General test
34	BCom	University of Allahabad	Public	Passed 10+2 with Commerce	Section IA (Language) Select minimum 1 from either English or Hindi Section II (Domain subjects) Accountancy/Book Keeping (Compulsory) Section III (General Test) Compulsory for all

Name

Colleges offering B.Com and B.com (Hons) through CUET with or without Mathematics as a Domain Subject

Alumni Success Stories...

Deepanshi	Upcoming Technical Consultant at Deloitte US (2022,2023).	-India offices (2024). Harvard HPAIR Scholar
Swastika Bishnoi	Upcoming Technical Consultant at Deloitte US (2022,2023).	-India offices (2024). Harvard HPAIR Scholar
Akshaya Gupta	AIR 65 rank Got into Aditya Birla Fashion and Retail Louis Vuitton course certification Campus Ambassador @NIFT, Mumbai	
Ishita Sinha	Presented Research papers in International Conference, Had been a founding team member in a Startup based on Insuretech Domain, Working with an NGO for uplifting rural students and Currently working at Twilio a MNC based in US in their Product Team	
Shreyanshi Rai	A Teacher who wishes to be a learner everyday	
Shubham Agrawal	Cracked IIT -JEE Mains, CAT, worked as a software developer for 2 years at Magnitude Software (2019 -21), Working as a strategy Manager for Open Innovation with Samsung (2023 - Present)	
Aviral Hannehalli	Currently a Global Supply Manager intern at Tesla Motors, Palo Alto, California for the last 1 year. Represented India at Formula Student Germany 2019 from Vellore Institute of Technology and won BASF 3D printing award and cash prize of 3000 Euros. Participated in Formula Bharat 2021 and won 1st prize in Business Plan Presentation and Overall rank 3rd. Chandrashekhar	

Alumni Contribution

Ruby Singh
Producer/Writer at PocketFM

2016-Humanities
Sunbeam School

Linkedin : <https://www.linkedin.com/in/ruby-singh-6162b3171/>

I write and travel.

मुझे लिखने का शौक है। और मैं अच्छा लिख सकती हूँ। इन दोनो बातों के बीच हमेशा काफी फासला रहा है, और मैंने इतने सालों में यहीं कोशिश की है, कि मैं इन दो बातों के बीच का सफ़र तय कर सकूँ। मुझे कहानियां बनाना पसंद है। मैं ऐसी कहानियां लिखना चाहती हूँ, एक ऐसा दृश्य, जिससे असल में आप एक तस्वीर अपने मन में बना पाएं, और साथ ही साथ उसे जी भी पाएं। हमेशा से मैं सोचती रही, कि कहानियों का क्या मतलब है? क्या कहानियों का कोई महत्व (value addition) है भी? पर जैसे— जैसे जिए जा रहों हूँ, यकीन होते जा रहा है, कि जिंदगी का मतलब ही कहानी है। जिंदगी गुज़ार लेने पर, अक्सर हम इसका मतलब और मकसद ढूँढते हैं, और शायद वो जरा-जरा हम कहानियों से ले सकते हैं, इनके ज़रिए जी भी सकते हैं। मेरी खासियत यह है, कि मैं हिंदी और अंग्रेजी दोनों में ही लिख सकती हूँ। मुझे संवाद लिखना बेहद भाता है, और साथ ही साथ, मैं अपनी लिखी हुई बातों को, या कह लीजिए, किसी और की भी लिखी हुई बातों को आवाज़ दे सकती हूँ।

मेरी खासियत है— मेरी सुनने की प्रवृत्ति।

सच कहूँ, तो मुझे 'बातों' में हमेशा से दिलचस्पी रही है। हर तरह की बात, ऐसी कोई भी बात, जिसको कह देने से आपका मन हल्का हो जाए, या एक कहानी पूरी हो जाए! कॉलेज खत्म होते ही, जब मेरी नौकरी लगी, तो अपने सभी दोस्तों जैसे मैंने अपना जीने का तरीका बदला। बेहतर मोहल्ले में रहने लगी, बढ़िया खाना खाने लगी, और दिल्ली शहर में मेट्रो के बजाए कभी-कभी कैब से सफ़र करने लगी। पर वैसे जीने में इतनी खुशी नहीं थी, यूँ लगते रहा, कि जो भी जी रही हूँ, वो काफी नहीं है। एक दिन, मेरा सिर फ़िरा, तो मैंने अपना सारा समान बांधा, और मैं पहाड़ों में चली गई। यह तब कि बात है, जब शहर छोड़ पहाड़ों में चले जाना इतनी चर्चित बात भी नहीं थी, न ही तब ओशो जैन का वो गाना आया था—मेरा दिल, कहीं दूर पहाड़ों में खो गया! नहीं, मेरा दिल पहाड़ों में नहीं खोया है, न ही तो मेरा दिल किसी शहर में बसता है। मुझे घूमते रहना पसंद है, एक जगह से दूसरे जगह जाने की जो प्रतिक्रिया होती है, उसमें मुझे जिंदगी जीने का रस मिलता है।

लिखने का मुद्दा मिलता है।

मैं हर दिन, एक कहानी की खोज में रहती हूँ, कुछ लिख पाऊँ, ऐसी किसी बात को तलाशती रहती हूँ। हाँ, क्योंकि मुझे लिखने का शौक है, और अब कोशिश करती हूँ—कि अच्छा लिख भी पाऊँ। अच्छा लिखना क्या होता है? अच्छी कहानी कौन सी है, यह मैं नहीं, आप तय करते हैं।



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Bhagwanpur, Varanasi

