



Dayananda Sagar  
University Bengaluru

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# PRAYAS प्रयस्

## SCMS magazine

"A student driven INITIATIVE" of the  
School of Commerce & Management Studies



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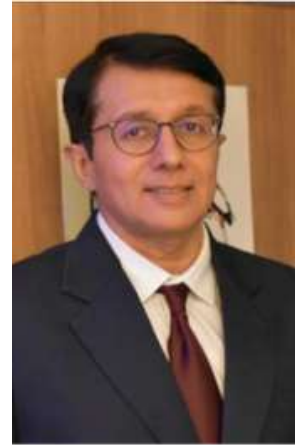
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It is heartening to see the 6th issue of PRAYAS being published as scheduled. What is more interesting is that the quality of contributions from the young student authors and the 'non-student' contributors has improved considerably over the last 5 issues. The idea behind publishing a magazine is not just picking up something and putting it to print. The idea behind every good credible publication is to understand how much research has gone into the curation of the content which is being published. To that extent, I am glad that efforts of SCMS are routed in the appropriate direction.



This approach is in sync with the vision and values of this great institution. The management has been emphasizing research as the key driver of our existence in the future. I see a lot of determined effort being put together in bringing about this publication in keeping with that ethos. For any institution to be positioned in the 'Hall of Fame', requires deep-rooted commitment from all its stakeholders. For an academic institution, a young business school like the SCMS, it becomes pertinent that the students concentrate their learning and their energies in trying to evolve as researchers. A researcher's attitude is one where the person commits herself or himself wholeheartedly to seeking newer ways of looking at things, develops a curiosity to question, and then finds answers to those questions through her or his critical and deep thinking. This is a way of intensified and intensive learning and the outcomes of such efforts become research. An institution's credibility, an academic institution's credibility in particular is measured not only by how many were placed for jobs but, by the type and quality of publications, the type and quality of research, the intensity of effort of the researchers, and the level of scholarship all put together. I see PRAYAS trying to gradually hone students' skills to steer them in the desired direction.

Seeking literary contributions is a difficult ballgame, particularly when not associated with tangible rewards. Identifying and motivating potential authors, and preparing the script to appeal to an enlightened readership can be even more challenging. I congratulate and thank the editorial team for putting their act together to bring this edition on time and make PRAYAS yet another successful event.

Dr Amit Bhatt

Hon Vice Chancellor

### Managerial Competence

The role of managers and management in industry is to bring efficiency to a chaotic world of work. One way of doing that is to follow a process and expect that the process will deliver results. Henri Fayol (1841-1925) was a pioneering figure in management, often regarded as one of the founding fathers of modern management theory.



A French mining engineer and executive, Fayol was among the first to formalize the concept of management as a discipline in its own right. While contemporaries like Frederick Taylor focused on improving productivity through Scientific Management, Fayol's approach was broader, emphasizing Administrative Theory, which looked at the organization as a whole.

Look at the world today. Wars are being fought in Europe and West Asia, geopolitical maneuvering is occurring on a large scale, and innovation is disrupting the industry. What worked earlier does not support the present paradigm. What of the future, then?

The role of a manager has changed over the last three decades. From being a process owner, the manager is today a business owner. This means that the role of a manager and, by extension, management education has changed significantly. Peter Drucker, widely regarded as the father of modern management, profoundly shaped how we understand managers' role in organizations. Drucker's management philosophy is deeply rooted in the belief that organizations are fundamentally about people. He argued that managers must not only focus on efficiency and productivity but also understand the human side of management. Managers should practice empathy, recognizing their team members' diverse needs and motivations. Building trust and fostering a positive work culture are essential for long-term success. Drucker believed in empowering employees by giving them autonomy and responsibility. He asserted that the role of a manager is not to control but to enable people to perform to the best of their abilities.

# DEAN'S MESSAGE

Today, modern managers require two critical competencies: ownership and entrepreneurship. Leading and managing change is a necessary requirement, as is developing an entrepreneurial mindset. This also involves managing risk and developing a keen eye for the trade-off between cost and returns. Resources are scarce, and we live in a complex world.

Left to me, the modern manager tool-kit must have the following along with domain expertise:

1. **Communication Skills:** Clear and effective communication is essential for managing teams, driving change, and fostering collaboration.
2. **Agility and Flexibility:** The ability to quickly adapt to changing circumstances and pivot strategies is crucial in today's dynamic business environment.
3. **Critical Thinking and Problem-Solving:** Modern managers must be able to analyze complex situations, think critically, and develop innovative solutions to challenges.
4. **Cultural Intelligence:** As organizations become more global, managers must be adept at navigating cross-cultural dynamics and leading diverse teams.
5. **Emotional Intelligence:** Understanding and managing one's emotions, as well as empathizing with others, is vital for building strong, productive relationships.

We are in the midst of exciting times. India is on the cusp of enormous economic acceleration and influence. Opportunities with the right competencies are available for future managers.

The Dean, Capt. A Nagaraj Subbarao, Ph.D is a former Merchant Navy Captain. He is a professor of Leadership , Strategy and Organisational Behaviour. He is a sought after Social media and blogging buff with a huge followership. He is a recognised sportsperson, a keen student of history. He consults and writes extensively on leadership and other contemporary issues. He has been severally acknowledged for his contribution to higher management education. He is also the recipient of the Change Maker award 2024, 'making India employable'.



The academic silhouette of the school is reshaping itself. Scholarly brilliance that is expected to emerge in the academic arena of higher education is the pointer of the direction the school is expected to grow as the years pass by. There is a considerable and focused effort targeting scholarly research as the mainstream activity. The higher management of the university has made it amply clear to all stakeholders in no uncertain terms that this is the path to follow. Quite rightly, an academic institution is known for its output. The outcomes of academic activity are measured by the quality of research undertaken by the institution, the quality and type of publications produced by the scholars engaged in research. These factors have a strong bearing upon the quality of students passing out of the portals of these institutions.

SCMS aspires to leave an indelible mark of quality in the academic arena as also the industry where our 'pass-outs' serve. It therefore becomes incumbent upon every single person, 'teacher and taught' alike to put their minds together and bring to fruition, this goal of the future.

Small ventures like this publication 'PRAYAS' started three years ago has also rallied behind the institutional ethos of achieving greatness through toil and endeavour. The students collaborate, contribute and cultivate the soil of their 'alma mater' while demonstrating quality wherever they present themselves. It is truly elevating to be associated with and see the sixth issue roll out on schedule with clockwork precision, and quality content. Jai Bharat.

A handwritten signature in black ink, which appears to read 'Himanshu Joshi'. To the right of the signature is a decorative flourish resembling a feather or a stylized leaf.

**Prof. Cdr Himanshu Joshi**

The editor is an Indian Navy Veteran, an Anti Submarine & Electronic Warfare, Search & Rescue Helicopter Pilot, a specialist in Naval Logistics & Administration, and a specialized assessor of Group Behavior. He holds a dual MBA in HR & PM. Additionally, he is a Counselor and Psychotherapist. As an academic, he serves as a Professor of Communication, Learning & Development, and Strategy at School of Commerce & Management Studies, Dayananda Sagar University.

## Arrival of Influencer Marketing: Reshaping Brand Strategies

In the tech driven era, marketing has undergone a seismic shift. At the forefront of this transformation is influencer marketing, a strategy that has redefined how brands connect with consumers. Social media platforms have birthed a new category of opinion leaders who significantly impact consumer behavior and brand perception.

These influencers, unlike traditional celebrities, cultivate their following through relatable content and genuine engagement. Their authenticity forms the bedrock of their influence, with followers viewing them as credible sources of information and recommendations. As one industry insider aptly put it, "It's akin to a trusted friend suggesting a product, but on a grander scale." The surge in influencer marketing's popularity can be attributed to several factors. Today's consumers, increasingly wary of conventional advertising, are more inclined to trust recommendations from individuals they perceive as authentic and relatable. Influencers often cater to specific niches, allowing brands to target particular demographics with unprecedented precision. Furthermore, the high engagement rates of influencers foster robust community ties and active participation among followers.

Incorporating influencers into marketing strategies offers brands numerous benefits. An influencer's endorsement can boost a brand's credibility and consumer trust. These social media personalities can introduce brands to new audiences, expanding their reach and visibility. Additionally, influencers generate high-quality content that brands can repurpose across various marketing channels. Quite a few success stories highlight the power of influencer marketing. Fashion brand Daniel Wellington saw significant growth in brand visibility and sales through partnerships with Instagram fashion and lifestyle influencers. Similarly, Rihanna's Fenty Beauty leveraged a diverse array of influencers to showcase its inclusive product range, resulting in critical acclaim and strong market performance.



Priyamvada  
Sec-D



However, influencer marketing isn't without its challenges. Brands must meticulously select influencers whose values align with their own and who genuinely resonate with their target audience. Measuring return on investment for influencer campaigns can be complex, requiring brands to monitor various metrics such as engagement, conversions, and brand sentiment. Maintaining productive relationships with influencers demands ongoing communication, transparency, and mutual respect.

As the field evolves, several trends are emerging. There's a growing focus on micro-influencers, who, despite smaller followings, often boast higher engagement rates and more dedicated niche audiences. Brands are also shifting towards long-term collaborations with influencers to build deeper connections and sustain engagement over time. The demand for authentic content is driving influencers to prioritize genuine interactions over polished imagery. This shift reflects a broader trend in marketing, where authenticity trumps perfection. As one marketing expert observed, "In this new landscape, anyone with a smartphone and a compelling personality can potentially shape consumer choices. "Looking ahead, the ascendancy of influencers in modern marketing strategies signifies a move towards more personalized, authentic, and engaging brand promotion. By harnessing influencers' power, brands can forge stronger connections with their audiences, enhance credibility, and achieve marketing goals cost effectively.

As this dynamic landscape continues to evolve, brands that adapt to the changing nature of influencer marketing will be well-positioned to thrive. The future of marketing lies in authentic connections, and influencers are at the heart of this paradigm shift. Brands that recognize and leverage this trend will likely find themselves at the forefront of the digital marketing revolution.

Artificial Intelligence (AI) and Machine Learning (ML) have emerged as transformative technologies in the 21st century, revolutionizing industries, scientific research, and everyday life. These fields focus on creating intelligent systems capable of performing tasks that typically require human intelligence, such as visual perception, speech recognition, decision-making, and language translation. In recent years, AI and ML have experienced unprecedented advancements, leading to both excitement about their potential and concerns about their impact on society.

**Causes of Advancements:**

Several key factors have contributed to the recent surge in AI and ML capabilities:

- **Increased computational power:** The development of more powerful processors, especially GPUs and specialized AI chips, has enabled the training of larger and more complex models.
- **Big data availability:** The exponential growth of digital data has provided vast training sets for machine learning algorithms, improving their accuracy and capabilities.
- **Algorithmic improvements:** Breakthroughs in neural network architectures, such as deep learning and reinforced learning, have significantly enhanced AI performance.
- **Cloud computing:** The availability of scalable cloud resources has democratized access to powerful computing infrastructure, accelerating research and development.
- **Investment and research:** Increased funding from both private and public sectors has fueled rapid progress in AI and ML research.

**Advantages:**

The advancements in AI and ML have brought numerous benefits:

- **Automation of repetitive tasks:** AI can handle routine, time-consuming tasks, freeing up human workers for more creative and strategic work.
- **Enhanced decision-making:** ML algorithms can analyze vast amounts of data to provide insights and predictions, supporting better decision-making in fields like finance, healthcare, and business strategy.
- **Personalization:** AI enables highly personalized experiences in areas such as content recommendations, education, and customer service.
- **Scientific breakthroughs:** AI is accelerating discoveries in fields like drug development, materials science, and climate research.
- **Improved safety:** AI-powered systems in autonomous vehicles and surveillance can enhance public safety and security.
- **Accessibility:** AI-driven technologies like voice assistants and language translation are making information and services more accessible to diverse populations.



**Rashmitha D.N**  
**Sec- D**

### Disadvantages:

Despite the benefits, AI and ML advancements also present challenges and potential drawbacks:

- Job displacement: Automation powered by AI may lead to job losses in certain sectors, requiring workforce adaptation and retraining.
- Privacy concerns: The data-hungry nature of ML algorithms raises questions about data privacy and security.
- Bias and fairness: AI systems can perpetuate or amplify existing biases in training data, leading to unfair or discriminatory outcomes.
- Lack of transparency: Some advanced AI models, particularly deep learning systems, can be difficult to interpret or explain, creating "black box" decision-making processes.
- Security risks: AI systems can be vulnerable to adversarial attacks or manipulation, potentially compromising critical infrastructure or decision-making processes.
- Ethical concerns: The development of increasingly capable AI raises ethical questions about autonomy, accountability, and the potential for misuse.

### Conclusion:

The advancements in AI and machine learning represent a double-edged sword, offering immense potential for progress while also presenting significant challenges. As these technologies continue to evolve and integrate into various aspects of our lives, it is crucial to approach their development and deployment with careful consideration of both their benefits and risks.

To harness the full potential of AI and ML advancements responsibly, a multifaceted approach is necessary. This includes ongoing research to improve the capabilities and robustness of AI systems, development of ethical guidelines and regulatory frameworks to ensure responsible use, and efforts to address societal impacts such as job displacement and inequality.



## Agribusiness Management

What is Agribusiness Management? Agribusiness management refers to applying business principles and practices within the agricultural sector. It encompasses the management of farm operations, supply chains—including shipping and transportation—marketing, and finance, all aimed at maximizing productivity and profitability. Furthermore, agribusiness management involves the development of new technologies and innovative solutions to tackle challenges within the agricultural industry.

In India, a country with a predominantly agricultural economy where more than half of the population is engaged in agricultural activities, the scope for agribusiness management is vast. With a diverse array of agricultural products such as cereals, fruits, vegetables, spices, and livestock, agribusiness management in India extends to areas like farm management, supply chain management, marketing, and finance. The agribusiness sector is undergoing significant transformation, driven by technological advancements, changing consumer preferences, and global sustainability. Key trends in Agribusiness Management are:

1. Precision Agriculture Precision agriculture utilizes technologies such as GPS, IoT, and AI to optimize field-level management in crop farming. This approach increases crop yields, reduces waste, and enhances resource use efficiency. Drones, sensors, and data analytics provide real-time information about soil conditions, crop health, and weather patterns, leading to more informed decision-making.

2. Vertical Farming Vertical farming involves cultivating crops in vertically stacked layers within controlled indoor environments. This method significantly reduces water and land usage compared to traditional farming and enables year-round production, mitigating dependency on seasonal changes and climatic conditions. Innovations in LED lighting and hydroponic systems are central to the growth of vertical farming.

3. Agri-tech Startups The rise of agri-tech startups is transforming the agriculture sector. These startups offer solutions ranging from farm management software and marketplace platforms to advanced farming equipment. Investment in agri-tech is increasing, focusing on enhancing productivity, sustainability, and transparency within the food supply chain.



Tharun H R  
Sec-C

4.Sustainable Agriculture There is a growing emphasis on sustainable agricultural practices that minimize environmental impact. This includes organic farming, regenerative agriculture, and the utilization of renewable energy sources. Sustainable practices conserve natural resources and meet the increasing consumer demand for eco-friendly and ethically produced food.

5.Alternative Proteins The demand for alternative proteins—such as plant-based meats, insect protein, and lab-grown meat—is rising. These alternatives address concerns related to animal welfare, environmental sustainability, and health. Companies are investing in research and development to enhance the taste, texture, and nutritional profile of these products.

6.Agri-finance Innovation Innovative financing solutions are emerging to support farmers and agribusinesses. Microloans, crowdfunding platforms, and tailored insurance products are helping to address the financial challenges faced by the sector. These solutions improve access to capital, enabling farmers to invest in modern technologies and practices.



### Conclusion

The agribusiness sector is poised for growth, with numerous opportunities driven by technological innovation, sustainability efforts, and evolving consumer preferences. Stakeholders in this sector can leverage these emerging trends to enhance productivity, efficiency, and profitability while contributing to global food security and environmental sustainability.

## Autonomous Vehicles: Built to Innovate, Crafted to Transform

Today, Autonomous Vehicles (AVs) are making headlines and gradually appearing on the roads. What makes them different? Is it the ease they provide, because they are safe, or because they contain advanced technology? The answer lies in the unique attributes that make AVs stand out and why they are set to revolutionize the transportation industry.

Autonomous vehicles are super-smart automobiles that use sensors, cameras, and Artificial Intelligence (AI) to navigate through roadways and make decisions like human drivers. These cars can see what's around them, from other vehicles to pedestrians and traffic lights, and they react accordingly to drive safely.

Autonomous Vehicles, commonly known as self-driving cars, have been a concept in science fiction for decades but are now becoming a reality. Self-driven cars have been a part of science fiction literature for decades. Some advances toward autonomous vehicles were made in the late 20th century with automation like cruise control. However, at the beginning of the 21st century, great strides towards self-driving vehicles took hold as technology and automotive companies spent heavily on their development, leading to new technological breakthroughs.

How Has it Fared So Far?

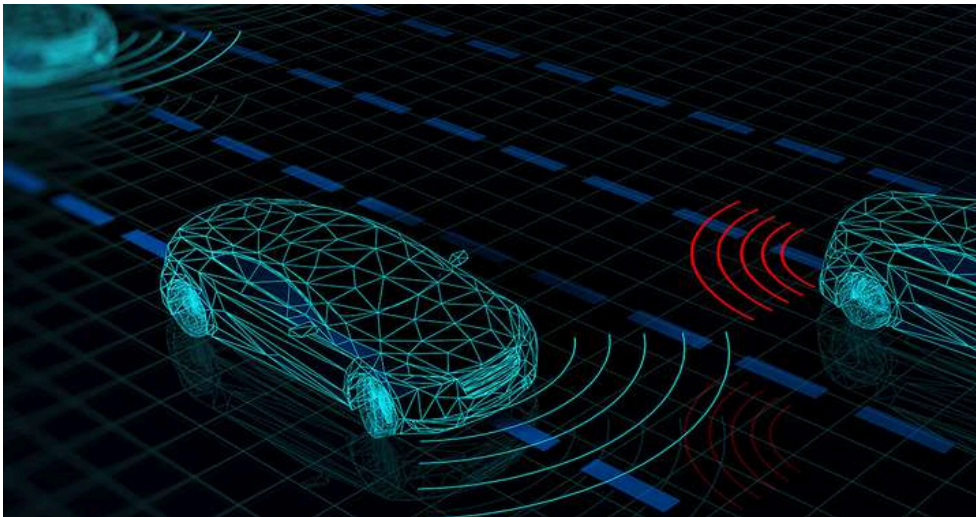
The AVs have traveled a long way with one primary objective: to produce safer and more efficient cars. The early developers of autonomous vehicles include Uber, Waymo, and Tesla. There is a hierarchy of five levels ranging from Level 1 (assistance drivers) to Level 5 (fully automated), depending on the autonomy of a vehicle.

Waymo began testing its driverless vehicles on public roads, collecting millions of miles of data the company analyzed. Tesla increased the capabilities of an autonomous car by introducing Full Self-Driving (FSD) and Autopilot before introducing these features. When conventional cab services like Uber noticed how game-changing AV technology could enhance urban transport, they invested in the field.

With significant investments from IT companies and automotive manufacturers, the industry experienced significant technological innovations. Companies such as Toyota, Ford, and General Motors entered the competition. The regulatory environment also started to change, with national and international authorities establishing standards for the secure testing and use of AVs.



Sahana S R  
Sec-B



Nuro, for instance, has been given the go-ahead to offer autonomous delivery services during the COVID-19 pandemic, thus showcasing the wide range of applications of AVs from ride-sharing to product delivery. The importance of AVs also increased during this period, alongside contactless delivery and mobility solutions.

What Makes Autonomous Vehicles Unique?

- 1.LIDAR, radar, cameras, and elaborate algorithms enable AVs to determine their position and, make instantaneous decisions. This technology allows autonomous vehicles (AVs) to see and react to their environment more accurately than humans can.
- 2.AVs could minimize human-caused accidents. AVs are engineered to adhere to traffic regulations, maintain a safe distance from other vehicles, and adeptly handle unexpected situations.
- 3.Automatic vehicles (AVs) can optimize routes, reduce congestion, and enhance fuel economy. They also allow new types of transport, such as self-driving taxis or shared rides, which help reduce vehicle miles traveled.
- 4.Mostly, AVs being electric compared to others means they have a smaller carbon footprint and reduced emissions, thereby promoting global efforts to address climate change while fostering green transportation options.
- 5.Elderly people and those with disabilities can use AVs to promote mobility.

In conclusion, Autonomous Vehicles are not only a development but also a redefinition of transportation. Future human movements will largely be transformed through AVs because of their remarkable blend of efficiency, availability, safety, and eco-friendliness.

## Becoming Different Doesn't Mean Wrong



Purshotham J  
Kalal  
Sec-A

Almost 60% of people in the world consider acting differently, yet they often hesitate due to the fear of deviating from the norm. It's crucial to recognize that doing things differently does not equate to doing them incorrectly. As the saying goes, "Great people do not do different things; they do things differently." This essay explores how success can be achieved through diverse strategies and emphasizes that originality and simplicity can coexist.

### Ease is Royal in Simplicity

Let's begin with the notion that simplicity is regal. Simplicity in action does not imply a lack of impact. In fact, simplicity—much like the work of a royal king—often symbolizes elegance and effectiveness. Achieving remarkable results is possible when you have a clear goal and execute it with a straightforward strategy.

### Motivated by Diverse Routes

Diversity does not imply error. Many individuals have attained success by taking unconventional paths and overcoming significant obstacles. Oscar Pistorius exemplifies this. Despite losing his legs in an accident, he did not let it deter him. With his blade legs, he was able to compete and continue running, demonstrating that his unique running style was not wrong but rather inspiring.

Another compelling example is Ramesh Ballid from Karnataka's Raichur District. Despite never attending school or college, Ramesh speaks flawless English and types at 72 words per minute. His story illustrates that there are multiple paths to success beyond formal education. His innovative approach to learning the language is proof that diverse strategies can lead to achievement.

## Perseverance and Innovation

Mark, a passionate mountain climber, faced life-changing challenges when an accident resulted in the loss of both his legs. Rather than giving up, he pursued his dream using blade legs, becoming one of the most renowned climbers today. His story exemplifies how creativity and perseverance can overcome adversity and pave the way to success. Mark's unique climbing style demonstrates that obstacles can be surmounted through determination and innovation.

## Conclusion

In conclusion, it is essential to embrace the understanding that being different does not mean being wrong. Whether through simplicity in your endeavours or choosing unique paths to success, the key is to be clear about your goals and committed to achieving them. As the saying goes, "Try and try, never give up," and "Keep it simple, but lead by example." Remember, it's better to try and fail than to never try at all. Different approaches can lead to extraordinary results, and recognizing this can open new doors to success.

By accepting diverse ideas and methods, we can innovate and inspire others. So, don't be afraid to choose a different path—after all, different doesn't mean wrong. This article aims to provide a motivational perspective on embracing uniqueness and simplicity to achieve success.

**CHANGE IS HARD AT THE FIRST, MESSY  
IN THE MIDDLE AND GORGEOUS AT THE  
END.**

@curiouss\_me\_



## Beyond E-commerce: The Future of Retail Shopping

**Introduction:** In this technological world, Metaverse and WEB3 have been mentioned more in recent times. This article explores the rapid emergence of Metaverse in the context of retail shopping. Goldman Sachs has identified this technology as a \$8 trillion opportunity in the future. Web3 and Metaverse values exchange and communication between individuals and enterprises through the use of concepts such as blockchain, cryptocurrency, and non-fungible tokens (NFT). Additionally, the retail sector needs specialized infrastructure, such as VR, AR and artificial intelligence (AI) technologies.

**A New Era of Retail Shopping:** The term "Metaverse" refers to a multiuser, three-dimensional virtual environment that spans various digital platforms and integrates with the real world, enabling real-time interactions for shopping, working, playing, and socializing. It comprises both digital environments and digital improvements to our physical world. Customers can browse products, virtually try items on, and make purchases in these digital spaces from any corner of the world. This degree of involvement offers a more customized and interesting purchasing experience, which can increase client loyalty and happiness. Customers who shop in Metaverse have the opportunity to learn more about the goods and services they are interested in, try them out.

**Personalization and Data Utilization:** Data is essential to the Metaverse's ability to customize the buying experience. Retailers can customize their services to match individual needs by gathering and analyzing data on consumer preferences, habits, and interactions inside the virtual world. Recommendation engines driven by AI will be able to make product recommendations based on a user's virtual shopping history, thus enhancing the individualized experience. Metaverse retail gives customers more accessibility and convenience. Because it removes regional restrictions, consumers can access a variety of brands and items from all over the world. Moreover, Metaverse shopping may be accessible around-the-clock, giving customers the freedom to purchase whenever it suits them most.



Vatikuti Raghu  
Sec-B

## Platforms that provide Metaverse in Retail Shopping:

1. Fortnite: Primarily recognized as a well-liked online game, Fortnite has evolved into a Metaverse shopping portal. It has partnered with a number of companies, including Marvel and Nike, to provide special in-game merchandise and time-limited virtual events for sale.
2. Decentraland: Users can purchase, sell, and exchange virtual assets and land in this blockchain-based virtual environment. In Decentraland, for instance, companies such as Atari and Binance have set up shop, arranging virtual gatherings and offering virtual merchandise.
3. Shopify AR: The well-known e-commerce platform Shopify has included augmented reality features in its offerings. Shopify AR enables retailers to build 3D representations of their products, which buyers can use to see and engage with them on smartphones in real-world settings.
4. Sandbox: Walmart's entry into The Sandbox represents a bold step into the rapidly evolving landscape of the Metaverse. The Sandbox, a blockchain-based virtual world, allows users to create, own, and monetize their virtual experiences. Walmart is not only embracing cutting-edge technology but also responding to the changing preferences and expectations of consumers who are increasingly drawn to virtual and augmented realities.

These platforms use Cryptocurrency and blockchain technology. The Decentraland uses MANA as currency and Sandbox has its own currency as SAND.

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## Bioprinting and the future of Personalized Medicine

Bioprinting, a cutting-edge advancement in the field of biotechnology, is revolutionizing the landscape of personalized medicine. This technology, which uses 3D printing techniques to create complex tissue structures, holds the promise of transforming how we approach medical treatments, organ transplants, and drug development.

### The Basics of Bioprinting:

Bioprinting involves the layer-by-layer deposition of bio-inks, which are composed of living cells, biomaterials, and growth factors. This process allows for the precise creation of tissues that mimic the natural architecture of human organs. Unlike traditional tissue engineering, which relies on scaffolds to guide cell growth, bioprinting can produce intricate tissue structures with high fidelity. Some of the applications in Personalized Medicine are narrated below:

### Organ Transplants:

One of the most exciting prospects of bioprinting is the potential to create fully functional organs for transplantation. Currently, the shortage of donor organs is a significant challenge in the medical community. Bioprinting could alleviate this issue by providing a customizable and on-demand source of organs. These lab-grown organs could be tailored to match the recipient's genetic makeup, significantly reducing the risk of rejection and the need for immunosuppressive drugs.

### Drug Testing and Development:

Traditional drug development is a lengthy and expensive process, often hampered by the limitations of animal models. Bio-printed tissues offer a more accurate representation of human physiology, enabling better prediction of how drugs will behave in the human body. This can lead to faster, more cost-effective drug development and reduce the reliance on animal testing.

### Customized Implants and Prosthetics:

Bioprinting can be used to create customized implants and prosthetics that fit the unique anatomy of individual patients. This is particularly beneficial for patients with complex injuries or congenital deformities. By using the patient's own cells, these implants can integrate more seamlessly with the body, improving functionality and reducing complications.



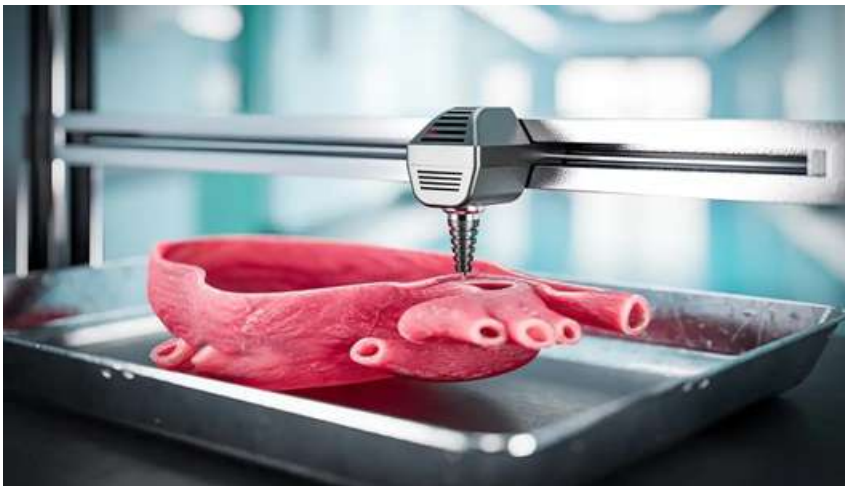
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### Cancer Research:

Bioprinted models of cancerous tissues can be used to study tumor development and test new therapies in a controlled environment. These models can mimic the microenvironment of tumors more accurately than traditional cell cultures, providing valuable insights into cancer biology and treatment responses.

Despite its immense potential, bioprinting faces several challenges that need to be addressed before it can become mainstream. These include:

**Vascularization:** Creating tissues with functional blood vessels is essential for the survival of larger constructs. Researchers are exploring various techniques, such as incorporating vascular endothelial growth factors and developing bioprinting methods that can produce microvascular networks.



**Regulatory Hurdles:** The regulatory framework for bioprinted tissues and organs is still evolving. Ensuring the safety, efficacy, and ethical considerations of bioprinted products will be crucial for their clinical adoption.

**Scalability:** While bioprinting has shown promise in producing small tissue constructs, scaling up to produce entire organs remains a significant technical challenge.

Looking ahead, continued advancements in bioprinting technology, combined with interdisciplinary collaborations between bioengineers, clinicians, and regulatory bodies, will be key to overcoming these obstacles. As these hurdles are addressed, bioprinting is poised to play a pivotal role in the future of personalized medicine, offering hope for more effective, tailored treatments and a new era of healthcare innovation.

## Bharatiya Nyaya Sanhita: Justice Replaces Punishment in New Criminal Laws.

The Indian Penal Code (IPC) was crafted by the British post 1857 to control and punish rather than to protect Indian citizens. Most sections of this colonial-era law were outdated due to societal evolution. The Indian government sought amendments to replace these antiquated laws, to safeguard citizens' rights and accordingly, introduced three bills in the Lok Sabha: the Bharatiya Nyaya Sanhita Bill 2023, the Bharatiya Nagarika Suraksha Sanhita Bill 2023, and the Bharatiya Sakshya Bill 2023, intended to replace the IPC 1860, the Code of Criminal Procedure (CrPC) 1973, and the Indian Evidence Act 1872, respectively. These new laws focus on justice rather than punishment. This article examines the key provisions and changes proposed by the Bharatiya Nyaya Sanhita (BNS) of 2023.

**Bharatiya Nyaya Sanhita, 2023:** The IPC 1860 is India's primary criminal law, covering offenses against property, the human body, public order, defamation, public health, and the state. The Bharatiya Nyaya Sanhita Bill 2023, introduced on August 11, 2023, and passed in December 2023, replaces this longstanding law. The BNS consists of 358 sections, compared to the IPC's 511 with the following key provisions and changes:

### Protection of Vulnerable Groups:

The BNS prioritizes offenses against women, children, and the state. It establishes uniform terminology by consistently using 'child' instead of varying expressions, enhancing legal clarity. The law also introduces community service as a punishment for certain offenses, such as defamation and misconduct in public. The BNS includes updated definitions for 'child', 'transgender', and 'document', incorporating electronic and digital records. It revises the definition of 'movable property' to exclude land and permanently attached items.

### New Offenses:

·Abetment and Sexual Offenses- Section 48 addresses abetment of offenses in India by individuals abroad. Section 69 introduces punishment for deceitful sexual intercourse under false promises of marriage or employment, with imprisonment up to 10 years.

### ·Gang Rape and Mob Violence

The BNS mandates life imprisonment or the death penalty for gang rape of minors (Section 70) and addresses mob violence under Section 103, prescribing severe penalties for murder or grievous harm by groups of five or more.



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·Negligence and Hit-and-Run

Section 106(i) increases punishment for causing death by negligence from 2 to 5 years. Section 106(ii) introduces penalties for hit-and-run incidents, with up to 10 years imprisonment.

·Organized Crime and Terrorism

Section 111 imposes life imprisonment or the death penalty for organized crime resulting in death, with substantial fines for other offenses.

Section 113 prescribes life imprisonment or the death penalty for terrorist acts threatening India's security or economic stability.

·Importation of Minors

Section 141 addresses the importation of minors for illicit intercourse, with 10 years' imprisonment and fines for offenders.

·Sedition and Sovereignty

The BNS eliminates the sedition law (Section 124A of the IPC) but introduces Section 152, penalizing acts endangering India's sovereignty with up to life imprisonment and fines.

·Snatching

Section 304 introduces 'snatching' as a distinct offense, punishable by up to three years imprisonment and fines.

Conclusion:

The Bharatiya Nyaya Sanhita 2023 represents a significant step toward modernizing India's legal framework. It updates and introduces provisions to enhance the efficiency, fairness, and transparency of the legal process. However, the true impact of these reforms will depend on careful implementation and continuous monitoring from July 1st 2024. The BNS 2023 aims to align India's criminal justice system with contemporary societal needs and a commitment to justice.



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Corruption in India remains a significant and widespread issue, undermining the country's progress in development and governance. Despite efforts to combat it, corruption persists, impacting all sectors of society and hindering economic growth, social equity, and political stability. This article explores the causes, consequences, and potential solutions to this enduring problem.

### Roots of Corruption

Corruption in India can be traced to several factors, including historical influences, socioeconomic conditions, and institutional weaknesses. Historically, authoritarian practices and colonial rule established a precedent for corruption that persisted post-independence. Today, socioeconomic disparities, a large and often unaccountable bureaucracy, and inadequate enforcement of anti-corruption laws exacerbate the problem.

### Manifestations of Corruption

Corruption in India manifests in various forms, from petty bribery and nepotism in daily transactions to high-level corruption involving substantial misuse of public funds and influence-peddling across governmental sectors such as the police force, judiciary, public services, and politics.

### Impact on Society

#### 1. Economic Effects:

- Decline in Investments: Corruption discourages domestic and foreign investments due to concerns over an unstable regulatory environment where bribery and irregular practices prevail.
- Misallocation of Resources: Public resources are often misused in development projects, resulting in inadequate infrastructure and services.
- Loss of Competitiveness: Small and medium enterprises struggle to compete in a corrupt environment where larger firms can gain unfair advantages through illegal means.

#### 2. Social Effects:

- Erosion of Trust: Corruption erodes public trust in institutions. When citizens notice their leaders and officials as corrupt, confidence in government diminishes.
- Social Inequality: Corruption excessively affects marginalized communities that heavily rely on public services, which are often compromised.
- Lawlessness and Crime: Corruption within law enforcement fosters a culture of impunity, increases crime rates, and undermines the rule of law.

### 3. Political Impact:

- **Undermining Democratic Integrity:** Electoral corruption, including vote-buying and manipulation, undermines the integrity of democratic processes. This enables corrupt politicians to maintain power and continue corrupt practices.

- **Distortion of Policies:** Corruption leads to policies that favour privileged interests over broader public welfare, distorting developmental agendas and perpetuating inefficiencies and injustices.

### Anti-corruption: The Way Forward

Addressing corruption in India necessitates a comprehensive approach involving systemic reforms, technological advancements, and societal change.

#### 1. Institutional Strengthening:

- **Judicial Reforms:** Ensuring swift and impartial trials is crucial. Establishing specialized courts to handle corruption cases can deter potential offenders.

- **Transparent Governance:** Implementing rigorous transparency measures in government operations, including digitalization of services, can mitigate opportunities for corruption.

#### 2. Legal and Policy Measures:

- **Enforcement of Anti-corruption Laws:** Strengthening and uniformly enforcing anti-corruption laws are essential.

- **Whistleblower Protection:** Safeguarding whistleblowers can encourage reporting of corrupt activities and enhance accountability.

#### 3. Civil Society and Media Engagement:

- **Public Awareness:** Educating citizens about their rights and the detrimental impacts of corruption can foster collective resistance.

- **Media Vigilance:** A vigilant and independent media plays a critical role in exposing corruption and holding officials accountable.



### Conclusion

Corruption remains a formidable challenge in India, impeding its development and prosperity. While deeply entrenched, combating corruption is feasible through concerted efforts in governmental reform, law enforcement, and active civic participation. Achieving significant progress against corruption requires a united effort from all sectors of society, underscoring the shared responsibility to ensure a fairer and more prosperous future for India.

## Cultivating resilience and adaptability in the face of change

In a world characterized by constant change and uncertainty, the ability to cultivate resilience and adaptability is paramount for personal growth and success.

Understanding Resilience and Adaptability- Resilience is the capacity to recover from difficulties, setbacks, and failures while maintaining a positive outlook and a sense of purpose. It involves the ability to bounce back from challenges, learn from experiences, and adapt to changing circumstances. On the other hand, adaptability is the willingness and ability to adjust to new situations, embrace change, and find new approaches to respond to evolving conditions. While resilience focuses on bouncing back from adversity, adaptability emphasizes adjusting to new conditions and finding innovative solutions.

Why are these Qualities important?

In today's fast-paced world, change is happening at an unprecedented rate. Technological advancements, economic fluctuations, and social shifts all contribute to a sense of constant flux. Those who can adapt and bounce back from these disruptions are better positioned to succeed. Resilience and adaptability are not only valuable in our personal lives, but also crucial for professional success. They are essential for effective leadership, fostering innovation, and navigating challenges within organizations.

Strategies for Building Resilience:

The good news is that resilience and adaptability are not innate traits; they can be cultivated through conscious effort. Here are some strategies to help you develop these essential qualities:

1. Developing a Growth Mindset: Embracing challenges as opportunities for growth and learning is fundamental to building resilience. By viewing setbacks as learning experiences and opportunities for improvement, individuals can cultivate a mindset that fosters resilience.

2. Practicing Self-Awareness and Emotional Intelligence: Understanding one's emotions, strengths, and weaknesses is crucial for developing resilience. By recognizing and managing emotions effectively, individuals can navigate challenges with greater clarity and composure.



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3. Building a Support Network: Surrounding oneself with a strong support system of positive and encouraging individuals can provide emotional support and guidance during difficult times. Building relationships with diverse individuals can offer different perspectives and insights, enhancing adaptability.

4. Embracing Lifelong Learning: Continuously seeking out new knowledge, skills, and experiences is essential for staying adaptable and relevant in a rapidly changing world. Engaging in ongoing education and pursuing personal interests can foster a mindset of continuous growth and adaptability.

### Strategies for Enhancing Adaptability

**Noticing Change and Finding New Approaches:** Being aware of changes in the environment and being open to exploring new approaches are key aspects of adaptability. Individuals who can quickly identify shifts and adapt their strategies accordingly are better equipped to thrive in changing circumstances.

**Promoting Flexibility and Openness:** Encouraging a culture that values flexibility and openness to new ideas, technologies, and processes is essential for fostering adaptability. Training programs and initiatives that promote innovation can help individuals adapt to new challenges effectively.

**Develop Resourcefulness:** Learn to problem-solve with limited resources and find creative ways to overcome challenges.

**Developing Adaptive Leadership Styles:** Leaders who can adjust their leadership styles based on the nature of change can facilitate smoother transitions and better outcomes. Adapting leadership approaches to suit different situations can enhance organizational adaptability and resilience.

Therefore, by embracing resilience and adaptability as essential skills and mindsets, individuals can not only survive but also thrive in the midst of change. Building resilience allows us to bounce back from challenges, while enhancing adaptability enables us to adjust to new circumstances and find innovative solutions. By incorporating these strategies into our lives, we can navigate the complexities of an ever-changing world with confidence, courage, and a sense of purpose. Remember, resilience and adaptability are not just traits; they are strengths that can be cultivated and honed over time, leading to personal growth, professional success, and a fulfilling life journey.

## Customer Experience in the Digital Environment

In today's dynamic digital environment, delivering an outstanding customer experience is essential for the success and survival of any business. As technology continues to transform our lives and workplaces, customer expectations have evolved significantly. Consumers now have a broader array of options than ever before; they can easily search for alternatives, compare prices, and read reviews for any product or service.

A customer's experience with a business encompasses all interactions, from the moment they learn about a product or service until after the purchase, covering every aspect, including the design of the business website and customer support. Therefore, a comprehensive customer experience strategy is a crucial component of any successful digital strategy today.

From multinational corporations to small local firms, businesses of all sizes are reorienting their strategies and adopting effective digital solutions. For example, the number of virtual seminars and webinars conducted online has surged. Companies are incorporating advanced audio and video conferencing and webcasting functionalities to facilitate seamless online events and presentations.

The widespread use of the internet and the increased sharing of sensitive data necessitate robust cybersecurity measures. Companies must protect against cyber threats like malware and identity theft, in addition to ensuring physical security and offering contactless services. Businesses that address these factors in their planning demonstrate an awareness of client expectations and adaptability.

There is substantial evidence showing how crucial performance and availability are to the customer experience. For instance, Amazon found that a 100-millisecond increase in latency could cost them 1% of sales. A 2017 study by Akamai revealed that a 100-millisecond delay in website load time could reduce conversion rates by 7%. Additionally, Google discovered in 2018 that a page load time increase from one second to three seconds could lead to a more than 30% increase in bounce rates



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### Effective Strategies for Success

Key strategies for enhancing customer experience include personalization, where data is used to provide clients with tailored experiences. This could involve customized service offerings, targeted marketing messaging, or product recommendations. Personalization demonstrates respect for and understanding of the unique needs of each customer.

Another crucial aspect is ensuring a seamless multi-channel experience, allowing customers to engage with businesses across various platforms—social media, mobile apps, websites, and more. Each interaction across these touchpoints should be flawless, enabling consumers to switch between channels effortlessly while receiving consistent information and service.



AI-driven chatbots can play a significant role in customer support, answering frequently asked questions and providing prompt assistance. These technologies can enhance productivity, shorten response times, and improve overall customer satisfaction.

Additionally, proactively seeking customer feedback through social media monitoring, surveys, and reviews is vital for making ongoing improvements to processes, services, and products. Protecting consumer data is paramount in an era marked by increasing data breaches and privacy concerns. Adopting cutting-edge trends and technologies, such as virtual reality and augmented reality, can also create unique customer experiences.

Lastly, it is essential to regularly adjust approaches and processes alongside management tools and capabilities to stay ahead in this rapidly evolving landscape.

## Do Indian Spices Cause Cancer: Indian Brands MDH, Everest Banned in Hong Kong & Singapore.

Indian spices, celebrated for their vibrant flavours and health benefits, are staples in kitchens worldwide. From turmeric to cumin, these spices enhance food while offering numerous medicinal properties. However, recent concerns about their safety have emerged, primarily due to contamination and adulteration issues. What are the controversies surrounding Indian spices, their implications for public health, and the measures being taken to ensure their safety?

**Recent Findings and Regulatory Actions :** Indian spices have come under scrutiny after Hong Kong's food regulatory authority identified carcinogenic ingredients in four products from popular Indian brands MDH and Everest. Following this, Singapore recalled Everest fish curry masala imported from India due to the presence of ethylene oxide, a recognized cancer-causing agent. Notably, the use of ethylene oxide in food items is banned in India, and any brand found using harmful chemicals faces strict penalties.

On April 5, 2024, the Hong Kong Centre for Food Safety released a press statement announcing the results of a food surveillance program. Samples from three retail stores in Tsim Sha Tsui tested positive for ethylene oxide, classified as a Group 1 carcinogen by the International Agency for Research on Cancer. Exposure to ethylene oxide has been linked to increased risks of lymphoid cancers and breast cancer in females. This chemical is sometimes used to prevent fungal and bacterial growth during transport and storage. This isn't the first incident involving Indian spice brands; last year, the U.S. asked Everest to recall certain products after they tested positive for salmonella, a bacterium that can cause foodborne illness.

### Broader Concerns About Food Safety in India

In India, the Food Safety and Standards Authority of India (FSSAI) oversees food safety, yet various issues persist. Reports of insects found in chocolate, excessive sugar in baby food, and lead in noodles have become alarmingly common. The root of these problems can be traced to several factors, some are narrated below.



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1. Misinformation in advertising: Products like Bournvita claim to boost immunity and promote strong bones, yet their ingredients reveal high sugar content. Despite being marketed as health drinks on platforms like Amazon, the reality often contradicts these claims.
2. Insufficient Laboratory Testing: Effective safety measures require thorough lab testing to verify company claims about nutritional content and harmful substances. According to a study by the Ministry of Food Processing Industries, India has only 726 food testing laboratories, with 585 accredited to international standards. This number is insufficient to ensure thorough testing across the vast country.



3. Cost prioritization over quality: In India, both consumers and companies often prioritize low prices over health. This focus on cost can lead to adulteration and compromised quality.
4. Agricultural Practices: The state of Indian agriculture is concerning, with polluted water sources leading to contamination of crops. Industrial wastewater and untreated sewage frequently mix with water supplies used for irrigation, exacerbating the problem. Pesticide and insecticide overuse further endangers food safety.



### Moving Forward: Ensuring Food Safety

To address these challenges, several solutions are necessary:

- **Enhanced Labelling Practices:** Consumers should be encouraged to read labels carefully, and advertising regulations must be tightened to prevent misleading claims.
- **Increase in Testing Laboratories:** Expanding the number of accredited laboratories is crucial for ensuring food safety.
- **Incentives for Healthier Products:** Companies should be incentivized to produce healthier products and undergo rigorous testing.
- **Transparency in Violations:** Information about companies that violate safety standards should be publicly available, enabling consumers to make informed choices and hold businesses accountable.

Until the government prioritizes quality checks, consumers must remain vigilant. India currently ranks 69th in the global Food Security Index. To become a global food supplier, we must ensure the safety of our products, which will, in turn, benefit the economy through improved exports and increased life expectancy for our citizens.

## Don't Let AI be a threat - make It your 'Competitive Edge'

Artificial Intelligence (AI) is often viewed with a mixture of excitement and fear. While its potential to disrupt industries and jobs is real, businesses that embrace AI as a tool for innovation and competitive advantage can thrive in the evolving market.

Any company that isn't a market leader needs every advantage and technological edge they can find. Emerging technologies have become a transformative force for smaller companies. These advancements promise competitive superiority, balancing the playing field for those seeking to compete against industry giants.

For instance, many companies use advanced tools to personalize marketing and provide a highly customized customer experience. Smaller companies can compete with global brands by delivering a personalized message that makes customers feel special. Any company developing software can create new applications faster and more efficiently with the latest code generators. Additionally, technology is leveling the playing field in online marketing, helping smaller companies identify social media platforms and key influencers. Some areas where AI has impacted businesses are:

### Automation

Autonomous business systems will affect every industry, from self-driven cars to self-checkout at the grocery store. Automation promises to increase productivity significantly. McKinsey estimates that 30% of activities in 60% of occupations can be automated, so expect everyone from factory workers to C-suite executives to become more productive working alongside machines.

### Cybersecurity

According to IBM's Cost of Data Breach Report, the average cost of a data breach was \$4.45 million in 2023. The report also says that companies using advanced security technologies save an average of \$1.76 million annually compared to organizations that don't. Modern security tools are ideal for analysing behaviour patterns, predicting outcomes for unusual behaviour, and keeping hackers out of corporate networks.

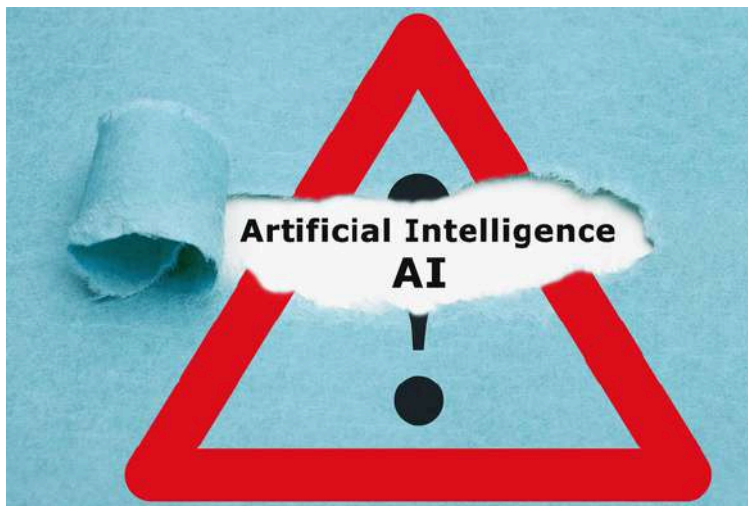


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## Analytics

Sifting through the growing tsunami of data for meaningful insights becomes increasingly tricky. Advanced analytics solve this problem. These tools can quickly sift through vast amounts of data, looking for relevant information to help you grow your business. CEOs and executives are increasingly relying on data-driven analytics to make informed decisions.

Embracing these transformative technologies can help organizations stay agile, proactive, and adaptable in an ever-changing market, ultimately achieving long-term success. So, don't get left behind with your artificial hat in your artificial hands – embrace AI and machine learning to take your business to the next level and stay ahead of the curve.



## Successfully Implementing AI Strategies

Regardless of the potential applications of emerging technologies for small businesses, any initiatives must align closely with business goals and customer needs. Identify areas in the organization that could benefit from new technology, such as marketing and customer support. In assessing potential opportunities, define clear objectives and identify KPIs to measure success. Also, consider deploying pilot projects to see how well these technologies fit within the organization and to identify potential issues around integration, interoperability, security, etc.

## Conclusion

AI is not a hype but necessary for today's complex and dynamic threat landscape. Don't wait for the next attack; embrace AI and make smarter and faster security decisions.

## Fostering Diversity, Equity, and Inclusion in the Modern Workplace

In today's globalized business environment, organizations are increasingly recognizing the critical importance of diversity, equity, and inclusion (DEI) initiatives. These programs aim to create workplaces where employees from all backgrounds feel valued, respected, and empowered to contribute their unique perspectives and talents. As companies strive to remain competitive and innovative, DEI has become not just a moral imperative but a business necessity.

### Understanding DEI

Diversity refers to the presence of differences within a given setting. In the workplace, this can include variations in race, ethnicity, gender, age, sexual orientation, physical abilities, socioeconomic status, and more. Equity involves ensuring fair treatment, access, opportunity, and advancement for all people. Inclusion is the practice of ensuring that people feel a sense of belonging and support from the organization.

### Key Components of DEI Initiatives

- **Diverse Hiring Practices:** Organizations are implementing strategies to attract and recruit diverse talent. This includes expanding recruitment sources, using diverse interview panels, and implementing blind resume screening to reduce unconscious bias.
- **Equitable Compensation and Promotion Policies:** Companies are conducting pay equity audits and implementing transparent promotion criteria to ensure all employees have fair opportunities for advancement.
- **Inclusive Company Culture:** Fostering an inclusive culture involves creating an environment where all employees feel respected and valued. This can include celebrating diverse holidays, offering flexible work arrangements, and ensuring accessibility for all employees.
- **Anti-discrimination and Bias Training:** Regular training sessions help employees recognize and mitigate unconscious biases, promoting a more inclusive workplace.
- **Employee Resource Groups (ERGs):** ERGs provide support, networking opportunities, and a voice for underrepresented groups within the organization.

### Benefits of DEI Initiatives

Successful DEI programs offer numerous advantages:

- **Enhanced Innovation:** Diverse teams bring varied perspectives, leading to more creative problem-solving and innovation.
- **Improved Employee Engagement:** When employees feel valued and included, they are more likely to be engaged and committed to their work.



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- **Broader Market Understanding:** A diverse workforce can better understand and serve a diverse customer base.
- **Stronger Company Reputation:** Organizations known for their DEI efforts often attract top talent and loyal customers.
- **Increased Profitability:** Studies have shown that companies with diverse management teams have higher revenues.



### Challenges in Implementing DEI Initiatives

- **Overcoming Unconscious Bias:** Deeply ingrained biases can be difficult to recognize and address.
- **Measuring Progress:** Defining and tracking meaningful DEI metrics can be complex.
- **Ensuring Long-term Commitment:** Sustaining DEI efforts beyond initial enthusiasm requires ongoing dedication and resources.
- **Addressing Resistance:** Some employees may feel threatened by changes or perceive DEI initiatives as preferential treatment.

### Best Practices for Effective DEI Programs

- **Leadership Commitment:** DEI efforts must be championed from the top, with leaders held accountable for progress.
- **Data-driven Approach:** Regular assessments and data analysis can help identify gaps and measure the effectiveness of DEI programs.
- **Continuous Education:** Ongoing training and awareness programs help embed DEI principles throughout the organization.
- **Integration into Business Strategy:** DEI should be woven into all aspects of business operations, not treated as a separate initiative.
- **Transparency and Communication:** Regular updates on DEI progress and challenges foster trust and engagement.
- **Intersectionality:** Recognizing that individuals may belong to multiple underrepresented groups is crucial for comprehensive DEI efforts.

Thus, diversity, equity, and inclusion are no longer optional in the modern workplace. Organizations that successfully implement and maintain robust DEI initiatives will be better positioned to attract top talent, foster innovation, and thrive in an increasingly diverse global marketplace. While challenges remain, the benefits of creating truly inclusive workplaces far outweigh the costs, making DEI a critical strategic priority for forward-thinking organizations.

## Ghost Jobs to Dream Jobs:

### How organizations can foster meaningful work

The fast-moving corporate world of today, one of the most pervasive realities is that of ghost jobs. Ghost jobs are such positions where the person finds themselves playing a role that has no sense of purpose, engagement, or making a difference towards the objectives of the organization. These roles cause a lot of disillusionment and stagnation. A significant need of human beings is to do meaningful work. Employees who find meaning in what they do are more motivated, productive, and loyal to their organizations. The article below discusses how organizations can identify ghost jobs and transform them into dream jobs as a means of improving workforce engagement and satisfaction.

### The Impact of Ghost Jobs

Ghost jobs do have devastating effects on employees and organizations. Employees who feel their work is insignificant will detach themselves, driving them to burnout and high turnover rates. This not only impacts the individual's mental and emotional state but also leads to huge monetary loss and productivity drop for the organization. A high turnover rate will cause repetitive recruiting and training of new staff members, which are time-consuming and expensive. Moreover, the disengaged employees contribute less towards innovation and problem-solving, thus compromising the organization's development and competitiveness.

### Identifying and Understanding Ghost Jobs

To deal with ghost jobs, there should be first the identification of them with an understanding of what may be at play. One of the best ways could be by acquiring employee feedback—done through surveys, focus groups, and one-on-one interviews—which exposes employees to voice ideas and recommend solutions. Job analysis is another way: a systematic way to review job description lists and everyday job activities to match them against organizational goals, as well as employee skills and interests.

Knowing why ghost jobs exist is just as important as knowing that they are there. Organizational vacuums, such as uncertainties in their goals or a lack of resources, may be among the root causes, along with mismatched people's passions and the content of their work tasks. Understanding these root causes allows organizations to develop focused strategies in their efforts toward opportunities for meaningful work.



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### Fostering Meaningful Work

First, there should be meaningful work once ghost jobs are identified. This can be done by applying the following strategies:

- **Autonomy and Purpose through Job Redesign:** Offer employees more control over what they are supposed to do and how they would like to do it. This gives them a sense of ownership and purpose in their work.
- **Facilitate Training and Development Opportunities:** Align these opportunities with employee interests and career aspirations. Continuous learning and development of skills will keep employees motivated.



- **Allow Innovation and Experimentation:** Develop a secure work environment where employees do not feel weighed down by mistakes in applying new ideas and methodologies. Such an innovative culture will enhance both job satisfaction and organizational growth.
- **Recognizing and Rewarding Meaningful Contributions:** Acknowledge and celebrate employees' efforts and achievements. Recognition reinforces the value of their work and encourages ongoing engagement.

Needless to say turning those ghost jobs into dream jobs will be the key to building that motivated and involved workforce. For this process to take place, organizations hold much responsibility, such as identifying ghost jobs, assessing the root cause, and implementing such strategies to make work more meaningful. When the management of an organization is concerned with employee fulfilment and engagement, they reduce their turnover, enhance productivity, and, therefore achieve long-term success. It is time that organizations take action in creating a workplace where every employee can thrive by finding meaning in their job.

## Importance of Financial Literacy in Today's World

In our fast-paced and ever-evolving world, financial literacy has emerged as an essential skill for individuals of all ages and backgrounds. Understanding the fundamentals of finance goes beyond managing money; it encompasses making informed decisions that significantly impact one's quality of life. This article explores the significance of financial literacy and its far-reaching implications in the contemporary landscape.

### The Scope of Financial Literacy

Financial literacy encompasses a range of skills, including household budgeting, debt management, and evaluating credit and investment products. It requires a grasp of key financial concepts such as compound interest and the time value of money. Strategies for financial literacy vary based on factors like age, investment horizon, and risk tolerance. Additionally, it involves understanding how today's financial decisions affect future tax liabilities.

### Why Financial Literacy Matters

Everyday financial tasks—like managing living expenses, living within one's means, and planning for retirement—necessitate a solid foundation in financial literacy. It is crucial for individuals to save adequately for retirement and avoid excessive debt that can lead to bankruptcy or foreclosure. A strong understanding of financial principles greatly enhances one's ability to navigate these realities.

For millennials, financial literacy is particularly vital. Research by the TIAA Institute highlights that many in this demographic are unprepared for financial emergencies, often resorting to costly alternative financial services while lacking sufficient emergency funds.

### Significance of Financial Literacy

1. Empowering Personal Financial Management Financial literacy empowers individuals to manage their finances effectively. Knowledge of budgeting, saving, investing, and debt management enables people to make prudent decisions. For instance, creating a budget helps individuals track income and expenses, ensuring they live within their means and avoid unnecessary debt. Understanding the basics of saving and investing allows individuals to build wealth over time, preparing for future needs such as retirement or emergencies.



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2. **Enhancing Economic Stability** On a broader scale, financial literacy contributes to economic stability. When individuals make sound financial choices, they bolster a stable economy. Financially literate individuals are less likely to fall into debt traps or become victims of fraud. They can better navigate economic downturns, thus reducing the risk of widespread financial crises. Additionally, a financially informed populace drives demand for responsible and sustainable financial products.

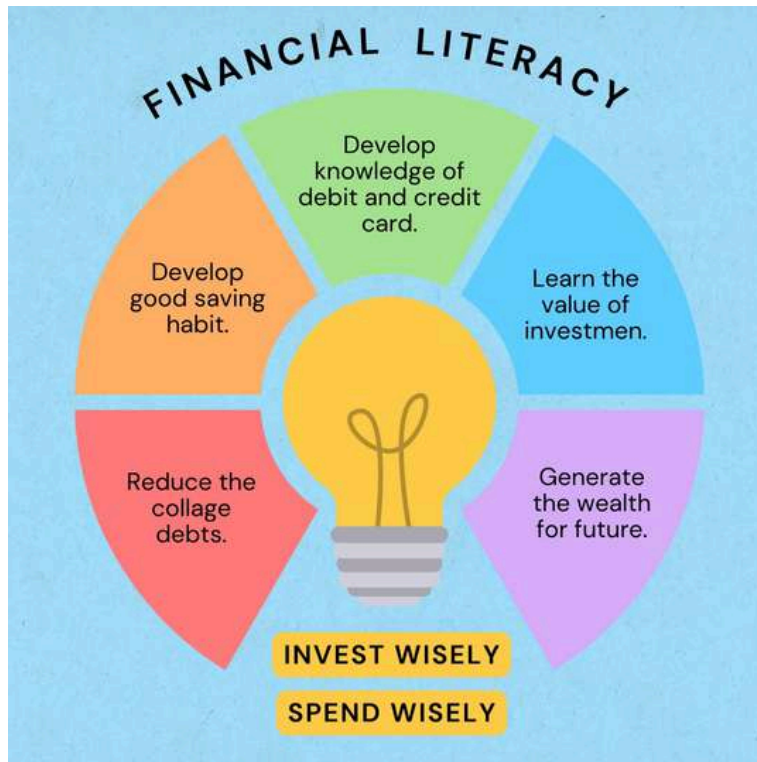
3. **Promoting Entrepreneurial Success** In the business realm, financial literacy is crucial for entrepreneurial success. Entrepreneurs need to understand financial principles to manage their business finances, secure funding, and ensure profitability. Financial literacy aids entrepreneurs in making informed decisions regarding pricing, cost management, and investment opportunities. It also enables them to interpret financial statements and understand the implications of their financial choices on their business's overall health.

4. **Navigating the Complex Financial Landscape** With the rise of new financial products, digital currencies, and technological advancements, the financial landscape has become increasingly complex. Financial literacy equips individuals with the knowledge to navigate this intricate environment. Understanding how to evaluate financial products, interpret terms and conditions, and recognize associated risks is essential. As financial technology (fintech) continues to evolve, staying informed about new tools and platforms helps individuals make better financial decisions and avoid potential pitfalls.



### Strategies to Improve Financial Literacy Skills

Improving financial literacy involves learning and practicing essential skills related to budgeting, managing debt, and using credit and investment products wisely. Practical strategies include creating a budget, prioritizing savings, paying bills promptly, checking credit reports and scores, managing debt effectively, and investing in one's future.



Finally, financial literacy is a cornerstone of personal and economic well-being in today's world. It empowers individuals to manage their finances, enhances economic stability, supports entrepreneurial success, and aids in navigating a complex financial landscape. Moreover, financial literacy improves overall quality of life and addresses financial inequality. Therefore, fostering financial literacy should be a priority for individuals, educational institutions, and policymakers alike. By doing so, we can build a financially informed and resilient society capable of thriving in the face of economic challenges.

## Importance of understanding Financial Markets

An intricate and dynamic structure, the financial market is essential to the operation of the world economy. It includes a range of locations where financial instruments are exchanged, including currencies, equities, bonds, and commodities. The financial market helps manage risks, effectively allocate resources, and promote economic growth by enabling the flow of capital. This article explores the main elements, roles, and varieties of financial markets, emphasizing their importance and influence on the economy.

### IMPORTANT ELEMENTS

**Participants:** There is a wide spectrum of players in the financial market, including individual investors, financial intermediaries (banks, brokers, dealers), institutional investors (mutual funds, pension funds, insurance companies), and regulatory bodies (such as the Securities and Exchange Commission in the U.S.). Each player is essential to maintaining price discovery, market stability, and liquidity.

Financial instruments traded in these markets include commodities (gold, oil, and agricultural products), currencies, derivatives (options, futures), and debt securities (bonds). These products provide a wide range of options for market players by accommodating various risk profiles and investing strategies.

### FUNCTIONS OF FINANCIAL MARKETS:

∅ The effective distribution of capital is one of the main purposes of financial markets. These markets support economic growth by transferring savings and investments from savers and investors to governments and enterprises that want funding.

∅ **Price discovery:** Through the exchange of buyers and sellers, financial markets assist in establishing the prices of financial instruments. These prices serve as crucial signals for resource allocation and economic decision-making because they represent the information and expectations that market participants have in common.

∅ Financial markets provide liquidity, which enables players to purchase and sell assets fast and transparently. Because assets can be easily turned into cash without experiencing large price swings, high liquidity lowers the cost of trade and promotes investment.



**Shubham SP**  
Sec-B



Technology is advancing at a rapid rate in today's world, changing industries and corporate operations in the process. Innovations such as blockchain, the Internet of Things (IoT), machine learning (ML), and artificial intelligence (AI) present both enormous opportunities and difficulties. Businesses need to respond quickly to these developments to be efficient, competitive, and relevant. This article explores the tactics used by various businesses to keep ahead of the technology curve and how they are managing this evolution.

**Financial Industry: Adopting Risk management:** In particular, players in derivative markets can use them to protect themselves against a range of hazards, including swings in interest rates, currency values, and commodity prices. Financial markets contribute to the stability and resilience of the financial system by shifting risk to those who are willing to take it on.

## FINANCIAL MARKET TYPES

**Stock Markets:** Shares of publicly traded corporations are purchased and sold on stock markets, which include the New York Stock Exchange (NYSE) and the Nasdaq. By buying stocks, investors can become owners of firms and get dividends and possible capital growth. Because they enable businesses to raise money through initial public offers (IPOs) and secondary offerings, stock markets are essential for capital formation.

**Commodity Markets:** Physical assets like gold, oil, natural gas, and agricultural products can be traded in commodity markets. By enabling producers and consumers to protect themselves against price volatility, these markets aid in the stabilization of pricing and supply chains.



#### IMPORTANCE AND EFFECT:

Modern economies cannot function without financial markets. They encourage effective resource allocation, make capital formation easier, and make risk management possible. Financial markets that are in good working order encourage job creation, innovation, and liquidity, all of which are factors in economic growth and stability. On the other hand, as the global financial crisis of 2008 demonstrated, inadequately regulated or unstable financial markets can give birth to crises.

#### CONCLUSION:

Financial markets are indispensable components of the global economy, serving as conduits for capital flow, risk management, and price discovery. Understanding their structure, functions, and impact is crucial for investors, policymakers, and stakeholders in navigating the complexities of the financial landscape.

## India and the Uniform Civil Code (UCC)

India has long grappled with the concept of a Uniform Civil Code (UCC), given its rich tapestry of cultural, religious, and ethnic diversity. The UCC proposes a single set of laws applicable to all citizens, replacing the myriad personal laws rooted in various religious texts and practices. Although the Indian Constitution enshrines this concept as a guiding principle, it continues to evoke significant debate and discussion.

### Historical Context

The idea of a Uniform Civil Code was first proposed during colonial India when different religious communities had their personal laws formalized by the British, covering aspects such as adoption, divorce, inheritance, and marriage. Following independence, the framers of the Indian Constitution included Article 44 in the Directive Principles of State Policy, stating that "the State shall endeavour to secure for the citizens a uniform civil code throughout the territory of India." However, subsequent governments have had the discretion to decide how to implement the UCC.

### Perspectives on the UCC

The UCC debate encompasses various dimensions—legal, social, and political.

**Legal Perspective:** Proponents argue that a UCC would ensure equality before the law under Article 14 of the Constitution, eliminating the inconsistencies and injustices present in current personal laws. For instance, gender disparity arises from differing inheritance and marriage norms among religious communities.

**Social Viewpoint:** From a social standpoint, advocates believe that the UCC could bridge religious and cultural divides, fostering integration and national unity. It is seen as a step toward a more secular and progressive society, where values of justice and equality replace religious doctrines in governing personal laws.

**Political Perspective:** Politically, the UCC has sparked controversy. Some parties endorse it as a means to achieve true secularism, ensuring equal treatment for all citizens while minimizing government interference in religious matters. Conversely, critics argue that it could infringe upon the rights of minority communities, threatening their religious freedom and cultural identity.

### Recent Developments

In recent years, the UCC has resurfaced in party manifestos and public discourse. The ruling Bharatiya Janata Party (BJP) has consistently placed the UCC on its agenda, arguing that it is essential for advancing gender equity and modernizing the legal framework. However, after extensive discussions, the Law Commission of India stated in 2018 that a UCC is "neither necessary nor desirable at this time."



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Sec-C

Significant legal developments, such as the abolition of triple talaq among Muslims and the recognition of same-sex marriages, highlight the evolving nature of personal laws and the need for a more comprehensive legal system that upholds fundamental constitutional values.



### Challenges and the Path Forward

Implementing a UCC in India faces numerous challenges. Chief among these is the resistance from religious groups who view the UCC as a threat to their identity and customs. Additionally, given India's vast cultural diversity, creating a code that is acceptable to all segments of society presents a practical challenge. A gradual and collaborative approach may be essential to overcoming these hurdles. Engaging with stakeholders from various communities, ensuring adequate representation, and addressing specific concerns could foster broader acceptance. Moreover, emphasizing gender justice and equality within existing personal laws could provide a foundation for a more comprehensive UCC.

To conclude, the notion of a Uniform Civil Code in India is a complex and sensitive issue that intersects with constitutional principles, religious freedoms, and societal norms. While the aspiration for equality and justice for all citizens is commendable, the path to implementing a UCC necessitates careful consideration, inclusive dialogue, and a balanced approach that respects the country's diversity. As India continues to evolve, the debate surrounding the UCC remains a critical reflection of its democratic values and commitment to social justice.

## Insider Trading

Insider trading refers to the practice of someone with a direct or indirect relationship with a company using their position to obtain confidential information sensitive to price, such as share value. These people, who are frequently directors, consultants, or staff members, take advantage of their privileged positions to obtain private information regarding the value of securities. To obtain a financial advantage, insider trading also includes obtaining such information from confidential sources, such as friends, coworkers, and acquaintances. When someone who has a fiduciary duty to disclose this information to clients neglects to do so, this practice may turn fraudulent.

Price-sensitive information must be managed on a "need to know" basis, with employees and directors only sharing it with those inside the company who require it to perform their jobs. Directly or indirectly, they are not allowed to recommend the buying or selling of securities based on this information.

The corporate insider has taken on a legal obligation to the shareholders to put the interests of the shareholders ahead of their own in business dealings by accepting employment. An insider breaches his obligation to shareholders when he purchases or sells shares using information that the company owns. Insiders violate their fiduciary duty to shareholders when they trade the company's stock using material non-public knowledge, which is considered fraudulent.

When a director, chief executive officer, or other key executive who has access to confidential strategic information about the company uses that information to trade the company's stocks or securities, for example, that is considered illegal insider trading. Insider trading is the term for this practice, which is strongly discouraged by the Securities and Exchange Board of India (SEBI) to promote fair and transparent trading in the market, which eventually helps the average investor.

What makes insider trading prohibited?

It is one of the Securities and Exchange Commission's (SEC) objectives to ensure equity in the securities markets. Insiders have an advantage over other traders if they can take action based on their knowledge. According to its mission statement, the SEC aims to "protect investors, maintain fair, orderly, and efficient markets, and promote capital accumulation."



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Sec-D

Consider an individual who invests numerous hours in conducting research, analyzing data, and creating financial models to make investment decisions based on all available information. In contrast, another person, who has a close relationship with the company's accountant, receives a tip about the company's earnings after playing tennis. This second person has a better idea of the direction in which the stock price will move without doing any research.

This also holds for those who have access to information that other traders do not, such as those who work in brokerage offices, or an officer in the government who sells company stock just before declining to provide permission. Profiting from this asymmetric information can be done in several ways and seems unfair to the majority of investors. The SEC's main duty is to detect and put an end to insider trading.



Towards the end, it can be reasonable concluded that, insider trading involves individuals with privileged access to confidential information using it for financial gain, which is illegal and unethical. This practice is prohibited as it provides an unfair advantage, undermining market integrity and investor trust. The Securities and Exchange Commission (SEC) aims to ensure fairness and transparency in securities markets by preventing such activities. By upholding these principles, the SEC protects investors and promotes an equitable and efficient market, fostering confidence in the financial system.

## Indian Pharma Sector: A Thriving Industry with Tremendous Growth Potential

The Indian pharmaceutical sector has emerged as a stalwart in the global pharmaceutical landscape, boasting a remarkable growth trajectory. With its unique strengths, the sector has garnered significant recognition and attracted substantial investments. This article delves into the key drivers of growth, market dynamics, and future prospects of the Indian pharma sector.

### Key Drivers of Growth

- 1. Export Value:** India's export value of drugs and pharmaceuticals stood at an impressive \$25 billion in 2023, with the US being the major destination. This is attributed to the country's cost-competitive advantage, skilled workforce, and high-quality manufacturing infrastructure.
- 2. Foreign Investments:** The sector has attracted significant foreign investments, with many multinational corporations (MNCs) setting up operations in India. This influx of foreign capital has not only boosted the sector's growth but also brought in new technologies and best practices.
- 3. Government Support:** The government has implemented policies to support the sector, including the Production Linked Incentive (PLI) schemes and Bulk Drug Parks. These initiatives aim to promote domestic manufacturing, reduce dependence on imports, and encourage innovation.
- 4. Market Size:** The Indian pharmaceutical market is projected to register a CAGR of 10.70% from 2024 to 2029, making it an attractive destination for pharmaceutical companies. This growth is driven by an increasing demand for healthcare services, a growing middle class, and a rise in chronic diseases.
- 5. Market Segmentation:** The market is segmented by therapeutic category and drug type, with prescription drugs being the dominant segment. The sector is also witnessing a shift towards specialty drugs, biosimilars, and nutraceuticals.



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## Market Dynamics

**Competitive Landscape:** The Indian pharma sector is highly competitive, with over 3,000 pharmaceutical companies operating in the country. The sector is dominated by a few large players, with many small and medium-sized enterprises (SMEs) also contributing to the growth.

**Research and Development (R&D):** Indian pharmaceutical companies are increasingly focusing on R&D, with many investing in innovation and new product development. This has led to the emergence of India as a hub for pharmaceutical innovation.

**Regulatory Environment:** The sector is regulated by the Central Drugs Standard Control Organization (CDSCO), which ensures compliance with global standards. The government has also implemented policies to promote the development of novel drugs and biotechnology products.

## Future Prospects

**Digital Healthcare:** The Indian pharma sector is poised to leverage digital technologies, such as artificial intelligence (AI), blockchain, and the Internet of Things (IoT), to enhance supply chain management, drug discovery, and patient engagement.

**Sustainability:** The sector is increasingly focusing on sustainability, with many companies adopting environmentally friendly practices and reducing their carbon footprint.

**Global Expansion:** Indian pharmaceutical companies are expanding their global presence, with many acquiring foreign companies and setting up operations in new markets.

## Conclusion

The Indian pharmaceutical sector is poised for significant growth, driven by its established reputation, government support, and growing healthcare needs. With a large population and enhanced healthcare access, the market offers opportunities for domestic and foreign players. As the sector continues to evolve, it is expected to play a vital role in shaping the global pharmaceutical landscape.





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Finance is defined as the management of money and includes activities such as investing, borrowing, lending, budgeting, saving. Financing options range from traditional financial institutions, such as banks, credit unions, and financing companies, to peer-to-peer lending. There are three primary subcategories within the finance field: public (government), corporate, and personal finance.

Personal finance is unique to each person and their circumstances. A variety of activities fall under the umbrella of personal finance, including the use of or acquisition of financial instruments including credit cards, insurance, mortgages, and different kinds of investments. The financial operations involved in managing a corporation are referred to as corporate finance. Taxation, expenditure, budgeting, and debt-issuance policies are all aspects of public finance that influence how a government pays for the services it offers to the general population. It's covered under fiscal policy.

Microfinance institutions are currently regarded as useful instruments for reducing poverty because of their increased popularity in recent years. Low-income people or groups who would not otherwise have access to financial services can take use of microfinance, also known as microcredit, which is a sort of banking service.

Microfinance is fast becoming a household name globally due to its acceptance as a means of reaching those that were not served by the conventional big banks. Microfinance allows people to take on reasonable small business loans safely, in a manner that is consistent with ethical lending practices. The primary goals of microfinance institutions are, mobilise self-employment opportunities for the underprivileged.

Empowering rural people by training them in simple skills so that they are capable of setting up income-generation businesses. Some of the driving forces behind the growth of microfinance in India are:

1. Raising demand for credit
2. Technological advancements
3. Government support

The biggest obstacle, though, that microfinance institutions will have to overcome in order to fulfill their role as financial intermediaries globally is figuring out how to manage the credit and risk exposures they have given themselves in light of the growing sophistication, competitiveness, and unstable social and economic environments, particularly in developing countries.

Financial services involve risk in one way or another. This includes hazards related to credit, liquidity, interest rates, foreign exchange, and investment portfolios. In order to reduce risks, microfinance institutions must diversify their lending portfolio in order to be successful. With an outstanding portfolio of 33.2% in microcredit, banks held the second-largest percentage of the portfolio.

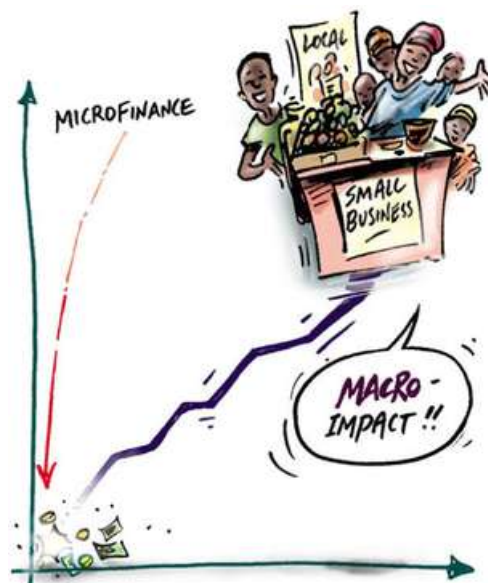
Microcredit refers to the granting of very small loans to impoverished borrowers, with the aim of enabling the borrowers to use that capital to become self-employed and strengthen their businesses. Loans given as microcredit are often given to people who may lack collateral, credit history, or a steady source of income.

In light of the importance of microfinance institutions (MFIs) in providing credit to low-income households in rural and remote areas as well as small and micro enterprises, the association has proposed creating a special fund within NABARD called the India Micro Finance Equity Fund (IMEF) to provide equity support to MFIs that are new or small.

Rural cooperatives, Self Help Groups (SHG), and Joint Liability Groups (JLG) are a few of the groups that Microfinance Institutions in India organize. Self-help organizations are crucial for utilizing microfinance. Self-Help Groups are unofficial gatherings of people who want to work together to find solutions for bettering their living circumstances. They support the underprivileged, particularly women, in accumulating Social Capital. The primary purposes of self-help groups are,

- To inspire and urge its members to put money aside
- to get them to create a group plan for generating extra revenue.
- to serve as a means of access for official banking services.

In terms of expanding financial inclusion and empowering the economically disadvantaged segments of society, India's microfinance industry has accomplished impressive strides. Prominent microfinance firms have been essential to this expansion. These institutions have aided in the nation's general socioeconomic development in addition to making credit and financial services more accessible.



The idea of a single, long-term career is becoming less common. The workforce of today—especially millennials and Gen Z—demands financial stability, meaning, and freedom. Due to this, the number of people moonlighting—taking on a second job or freelancing work on top of their regular job—has increased. Although moonlighting benefits workers and the economy as a whole, it poses particular difficulties for HR departments.



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### The Growth of Side Hustle

The prevalence of moonlighting is attributed to various variables. With so many online platforms, the gig economy offers a plethora of chances for people to use their abilities and supplement their income. Many are also forced to look for other sources of income due to stagnating incomes and rising living expenses. Furthermore, moonlighting can be a means of pursuing interests, learning new skills.

### HR's Balancing Act

For HR, moonlighting poses a challenging situation. It is both an indication of a varied and well-functioning staff and an employee's personal decision, on the one hand. A competent and seasoned moonlighter may even be able to share insightful and useful knowledge they have learned from their side business.

But HR must also take into account any drawbacks. The following are some major issues:

- **Conflicts of Interest:** When an employee moonlights, there may be conflicts of interest if their side project interferes with their day job or requires them to use company property or private data.
- **Work-Life Balance:** Trying to balance two jobs at the same time might cause fatigue, lower output, and more absenteeism.
- **Compliance Issues:** Moonlighting may need permission or may be outright forbidden in some businesses, depending on the employment contract and local laws.

### Navigating the Grey Area

Thus, how can HR divisions handle this ambiguity? Here are a few proactive tactics:

- **Establish Clear Policies:** Clearly define what constitutes acceptable and unacceptable behavior when developing a moonlighting policy. Conflicts of interest, ownership of intellectual property, and any limitations on particular kinds of side gigs should all be covered under this policy.
- **Encourage Open Communication:** Talk openly about moonlighting with staff members. This makes it possible for HR to comprehend worker motivations and handle any possible issues before they become serious.
- **Encourage Work-Life Balance:** Put in place programs that encourage work-life balance, like flexible work schedules, to assist staff in efficiently managing their workload.
- **Put Engagement First:** Create a welcoming and stimulating work atmosphere where staff members feel appreciated and inspired, which lessens their desire to look for happiness elsewhere.

### Creating Opportunities Out of Challenges

Moonlighting need not be a threat to HR; rather, it presents an opportunity.

- **Attract and Retain Talent:** In a competitive job market, offering a transparent and accommodating policy about moonlighting can help recruiters and retain top talent. HR may also improve employee engagement by cultivating a happy workplace.

- **Develop a More Skilled Workforce:** Employees that put in extra time can offer valuable information and experience that benefits the entire organization.
- **Boost Employee Morale:** A pro-moonlighting policy can demonstrate adaptability and confidence, which uplifts and engages staff members.

### Moonlighting's Future

Moonlighting is going to get more and more common as the nature of work keeps changing. Human resources departments have the ability to make moonlighting beneficial for both individuals and the company by taking proactive measures to tackle the opportunities and difficulties it poses.

## “ NOBODY LIKES INSURANCE”

In this article, we discuss one industry, which none expected to be impacted by AI. The industry is a combination of two dynamics, insurance and technology which is now termed “Insurtech”. It refers to the use of innovative technologies such as artificial intelligence, big data analytics, block chain & machine learning which is used to improve & automate the traditional insurance industry.

This industry is expected to have a market valuation of USD 119 billion by 2027. Companies in Insurtech aim to enhance customer experience, streamline operations, & create personalized insurance products through the applications of cutting-edge digital solutions. It plays a pivotal role in reshaping the insurance landscape. It fosters greater efficiency, transparency, benefitting both insurance providers and customers.

By automating processes, improving risk assessment accuracy, & offering tailored coverage, Insurtech disrupts the conventional insurance model to meet evolving consumers demands & expectations. They leverage technology to transform & modernize the traditional insurance sector, revolutionizing how policies are created, underwritten and managed. It promotes greater customer engagement by offering personalized insurance products based on individual risk profiles and life style choices.

By harnessing real time data analysis, Insurtech enables more accurate pricing & risk assessment, reducing potential fraud and losses for insurance companies. Although there are many various applications of Insurtech, the most common ones are : health insurance, life insurance, worker’s compensation insurance.



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## CHALLENGES OF INSURTECH

Despite its transformative potential, Insurtech faces several challenges in its widespread adoption. Data privacy & security concerns, regulatory compliance, resistance from established insurance companies to change are some of the key hurdles. Additionally, striking the right balance between automation and personalized customer interactions remains a challenge for Insurtech companies.



FEW COMPANIES UNDER INSURTECH ARE :

Lemonade, Metromile, Oscar health, Root insurance, Clear cover. All of the top companies are headquartered in the "UNITED STATES OF AMERICA".

To conclude, Insurtech's integration of technology into insurance sector brings immense opportunities for efficiency, personalisation, and customer satisfaction. While opportunities and challenges exist, the continued growth and innovation in the Insurtech space promise to reshape the industry for better benefiting both policy holders and insurers.

The power of compounding revolves around the concept of "earning interest on interest." This means that not only does your initial investment generate returns, but those returns also earn additional interest over time. This continuous growth allows your wealth to increase steadily, helping you reach your financial goals more effectively.

Understanding compounding is essential whether you're just starting your financial journey or looking to optimize your current investments. By grasping how compounding works, you can achieve higher returns on your assets and savings, aiding in planning for significant life goals.

#### How Does Compounding Work?

Imagine a small snowball rolling down a hill, gradually transforming into a massive boulder. This principle mirrors how your finances can grow through compounding. Here's a simple illustration: suppose you invest ₹10,000 at an annual return rate of 8%.

In the first year, your investment grows by ₹800, totalling ₹10,800. If you reinvest that ₹800, in the second year, your investment grows by 8% of ₹10,800, which is ₹864. This cycle continues, allowing your money to multiply as the base amount increases. The longer you stay invested, the more significant the compounding effect becomes. Starting early and making regular contributions further maximizes these benefits.

#### The Benefits of Compounding Over Time

Compounding offers several advantages that can enhance your financial situation:

- 1. Accelerated Growth:** By reinvesting your earnings, both your initial investment and accumulated returns generate additional gains. This can lead to exponential growth of your investment, significantly increasing your wealth over the long term.
- 2. Wealth Preservation:** Higher compounding rates help counteract the effects of inflation, ensuring your wealth maintains its purchasing power and safeguarding your financial well-being.
- 3. Achieving Goals Comfortably:** Compounding makes it easier to reach your financial goals. It can also help you accumulate more wealth than needed, providing a financial cushion for unexpected expenses.



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## Strategies to Maximize the Power of Compounding

To fully leverage the benefits of compounding, consider these strategies:

- **Invest Early and Regularly:** Starting your investments as early as possible is critical. Compounding relies heavily on time; the sooner you begin, the longer your investments have to grow. Additionally, making regular contributions (monthly or quarterly) enhances the compounding effect by consistently adding to your principal.
- **Reinvest Dividends and Capital Gains:** When investing in stocks or mutual funds, reinvesting dividends and capital gains instead of withdrawing them can amplify the compounding effect, significantly boosting your overall returns.
- **Choose Investments with High Growth Potential:** Selecting investments with strong growth prospects can greatly enhance compounding. Consider assets like stocks or mutual funds that have demonstrated robust historical growth. Thorough research and analysis are essential to find investments that align with your risk tolerance and financial goals.

To conclude, the power of compounding lies in the principle of "earning interest on interest," leading to exponential growth of your investments over time. By reinvesting earnings, your wealth steadily increases, helping you achieve financial goals more comfortably. Key strategies to maximize compounding include starting investments early, making regular contributions, reinvesting dividends and capital gains, and selecting high-growth investments. Understanding and leveraging compounding is crucial for optimizing returns and planning for significant life events. The longer you stay invested, the more substantial the compounding effect becomes, ensuring accelerated growth and wealth preservation.



## Process Improvement and Innovation in Operations

In the ever-evolving world of business, process improvement and innovation in operations are essential for maintaining a competitive edge. These concepts not only enhance efficiency but also drive long-term success. This article explores the significance of process improvement and innovation in operations, shedding light on effective strategies and methodologies for businesses aiming to excel.

Process improvement refers to the deliberate effort to enhance existing operational processes. It involves analyzing workflows, identifying inefficiencies, and implementing changes to achieve better outcomes. One of the most widely recognized methodologies for process improvement is Six Sigma. Developed by Motorola in the 1980s, Six Sigma focuses on reducing defects and variations in processes to achieve higher quality and efficiency. By employing statistical tools and techniques, businesses can systematically identify and address problems, leading to significant performance improvements.

Another key approach to process improvement is Lean management. Originating from Toyota's production system, Lean emphasizes reducing waste and maximizing value for customers. Lean principles guide organizations to streamline processes by eliminating non-value-adding activities, which in turn improves efficiency and reduces costs.

Innovation plays a crucial role in advancing operational processes. Unlike process improvement, which focuses on refining existing methods, innovation involves creating new methods or technologies to achieve better results. This can be seen in the adoption of cutting-edge technologies such as artificial intelligence and machine learning, which offer new ways to optimize operations. For example, AI-driven predictive analytics can forecast demand trends and optimize inventory management, leading to more efficient operations.

Combining process improvement with innovation creates a powerful synergy for operational excellence. For instance, companies often use technology to enhance Lean practices. Implementing automated systems can streamline repetitive tasks, allowing human resources to focus on higher-value activities. Additionally, digital transformation initiatives enable businesses to leverage big data for better decision-making and process optimization.

A practical example of successful process improvement and innovation is seen in the logistics industry. Companies like Amazon have revolutionized supply chain management through a combination of process improvements and technological innovations.



**Dhilsha  
Kappadan  
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By continuously refining their fulfillment processes and integrating advanced technologies like robotics and automation, Amazon has set new standards for efficiency and customer satisfaction.

To implement effective process improvement and innovation, businesses should adopt a structured approach. This begins with defining clear objectives and metrics for success. Regular monitoring and evaluation of progress are essential to ensure that changes are achieving the desired outcomes. Engaging employees in the process is also critical, as they often have valuable insights and are crucial for implementing new strategies.

Moreover, fostering a culture of continuous improvement and openness to new ideas is essential for innovation. Organizations that encourage experimentation and support creative thinking are better positioned to discover novel solutions and stay ahead of competitors. Creating an environment where employees feel empowered to propose and test new ideas can lead to breakthrough innovations that drive operational success.

In conclusion, process improvement and innovation are integral to operational excellence. While process improvement focuses on refining existing workflows, innovation involves creating new methods and technologies. Both approaches are essential for enhancing efficiency, reducing costs, and achieving business goals. By employing methodologies like Six Sigma and Lean management, and embracing technologies such as artificial intelligence, organizations can achieve significant improvements in their operations. A structured approach to implementing these strategies, combined with a culture that supports continuous improvement and innovation, will enable businesses to thrive in a competitive landscape.



The retail sector is in the midst of a fascinating transformation. Gone are the days of siloed online and offline experiences. Today's consumers demand a dynamic, interconnected shopping journey, and retailers are rapidly adapting to meet these evolving expectations. This shift is fuelled by several key trends: the rise of mobile-first shopping, a growing focus on convenience and value, and a heightened awareness of sustainability.

#### The Retail Revolution: Consumers, Channels, and Technology

The retail industry, once a predictable landscape of brick-and-mortar stores and familiar shopping routines, is undergoing a seismic shift. Consumers, empowered by technology and a rapidly evolving digital world, are reshaping the way they shop. This transformation extends far beyond a simple preference for online purchases. It's a complete redefinition of the shopping experience, demanding a seamless integration of online and offline channels, a focus on convenience and value, and an increasing awareness of social responsibility. Retailers who fail to adapt to these changing consumer behaviours and embrace the wave of technological innovation risk being left behind in the dust. This revolution is driven by several key trends. First, the rise of the mobile-first shopper has fundamentally altered the retail landscape. Smartphones are no longer just communication devices; they are research hubs, price comparison tools, and online shopping platforms all rolled into one. Consumers are conducting product research, browsing online stores, and making purchases with unparalleled ease, often while on the go. This shift has placed immense pressure on retailers to create a mobile-optimized shopping experience, ensuring a smooth and user-friendly journey from product discovery to checkout.

Second, value consciousness remains a core driver of consumer behaviour. While convenience plays a significant role, price sensitivity continues to be a major factor influencing purchase decisions. This is particularly evident in an environment where online marketplaces offer easy price comparisons and a plethora of discount options.



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Kumar M  
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Third, a growing focus on sustainability is shaping consumer choices. Today's shoppers are increasingly concerned about the environmental impact of their purchases. This translates into a demand for ethically sourced products, sustainable packaging solutions, and a transparent supply chain.

Retailers are catering to this trend by partnering with eco-conscious brands, implementing sustainable practices in their operations, and offering consumers clear information about the environmental footprint of their products. The online vs. offline dynamic has also undergone a significant shift. While e-commerce continues its meteoric rise, physical stores are not destined to become relics of the past. Instead, they are evolving to offer a more integrated and engaging experience that complements the convenience of online shopping. The concept of "omnichannel retail" has become paramount, emphasizing the need for a seamless experience regardless of the shopping channel. Click-and-collect options, where customers purchase online and pick up in-store, are a prime example of this convergence. Physical stores are also being redesigned to offer a more experiential element, incorporating elements like augmented reality product try-on, interactive displays, and personalized customer service.

Technology is the ultimate catalyst driving these changes. Artificial intelligence (AI) is now playing a crucial role in tasks such as personalized product recommendations, optimizing inventory management, and streamlining supply chains. Augmented reality (AR) and virtual reality (VR) technologies are being explored to create immersive experiences, allowing virtual product try-on and interactive store tours. Data analytics is no longer a luxury but a necessity, enabling retailers to gain valuable insights into customer behaviour, predict buying trends, and personalize marketing campaigns for maximum impact. Advanced inventory management systems ensure efficiency across online and offline channels, minimizing stockouts and delivering a smooth fulfilment experience.

**The Road Ahead:** The future of retail is undoubtedly omnichannel. The lines between online and offline experiences will continue to blur, creating a unified customer journey that caters to the ever-evolving needs of the modern shopper. Retailers who can successfully bridge this divide by embracing technology, prioritizing data-driven insights, and creating a seamless omnichannel experience will be the ones shaping the industry's future. As innovation continues at a relentless pace, the customer will remain at the centre of this revolution, and their ever-changing demands will continue to be the driving force behind the retail sector's ongoing transformation.

## Rise of Bleisure Travel: A New Era in Business Travel

The boundaries between business and leisure travel are blurring, giving rise to a new phenomenon: bleisure travel. This trend, which involves combining work trips with personal activities, is gaining popularity among professionals worldwide. As the lines between work and personal life continue to blur, bleisure travel is becoming an attractive option for those seeking to maximize their travel experiences.

### The Benefits of Bleisure Travel

Bleisure travel offers numerous benefits for both employees and employers. For employees, it provides an opportunity to unwind and recharge during a business trip, improving overall well-being and job satisfaction. Employers, on the other hand, can benefit from increased productivity, reduced turnover rates, and enhanced employee morale.



Vishwa P  
Sec-D

According to a study by the Global Business Travel Association (GBTA), 72% of business travellers believe that bleisure travel improves their overall quality of life.

#### Industry Insights:

The bleisure travel trend is expected to continue, with more employees seeking flexible travel arrangements. A report by Expedia reveals that 62% of business travelers have engaged in bleisure travel in the past year, with 60% extending their trips for leisure purposes. Another study by the International Air Transport Association (IATA) predicts that the global bleisure travel market will reach \$1.1 trillion by 2025, growing at a compound annual growth rate (CAGR) of 10.4% from 2020 to 2025.

#### Trends and Predictions:

The bleisure travel trend is driven by several factors, including:

- Increased demand for extended stays: Business travelers are opting for longer stays, allowing for more leisure time.
- Rise of boutique hotels: Unique, design-focused hotels are becoming popular among bleisure travelers.
- Growing importance of work-life balance: Employees are prioritizing personal time during business trips.

#### Best Practices for Employers

- To capitalize on the benefits of bleisure travel, employers can:
- Offer flexible travel policies: Employees can extend trips or book personal activities during business travel.
- Provide travel perks: Offer rewards or incentives for employees who combine business with leisure.
- Encourage work-life balance: Support employees in prioritizing personal time during business trips.

Finally, 'Bliesure' as a concept is heading in the direction of proving "all work and no play, makes Jack a dull boy". Business combined with entertainment, liesure and travel is the new order of the day.

## Rise of Digital Twin Technology: Revolutionizing Industries and Transforming the Way We Work

Digital twin technology is a rapidly growing field that involves creating virtual replicas of physical objects, systems, and processes. This technology has the potential to transform various industries and revolutionize the way we work. In this article, we'll explore the benefits and applications of digital twin technology and its implications for businesses and professionals.

### How Digital Twin Technology Works

Digital twin technology uses advanced modelling and simulation techniques to create a virtual replica of a physical object or system. This virtual replica, or "digital twin," is then used to simulate the behaviour of the physical object or system, allowing for real-time monitoring, analysis, and prediction of its performance.

### Benefits of Digital Twin Technology

Digital twin technology offers numerous benefits, including:

- **Improved Efficiency and Productivity:** Digital twin technology allows for real-time monitoring and analysis of physical objects and systems, enabling businesses to identify areas of inefficiency and make improvements.
- **Enhanced Decision-Making Capabilities:** Digital twin technology provides businesses with real-time data and insights, enabling them to make informed decisions about maintenance, repair, and optimization.
- **Increased Safety and Reduced Risk:** Digital twin technology allows businesses to simulate and predict potential failures and hazards, enabling them to take proactive measures to prevent accidents.
- **Reduced Costs and Improved ROI:** Digital twin technology can help businesses reduce costs by identifying areas of inefficiency and improving productivity.

### Applications of Digital Twin Technology

Digital twin technology has various applications across industries, including:

- **Manufacturing and Production:** Digital twin technology can be used to simulate and optimize production processes, improve product quality, and reduce waste.
- **Healthcare and Medical Devices:** Digital twin technology can be used to simulate and optimize medical device performance, improve patient outcomes, and reduce costs.



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- Construction and Architecture: Digital twin technology can be used to simulate and optimize building design and construction, improve energy efficiency, and reduce costs.
- Energy and Utilities: Digital twin technology can be used to simulate and optimize energy production and distribution, improve grid resilience, and reduce costs.

### Implications for Businesses and Professionals

As digital twin technology continues to evolve, businesses and professionals must adapt to stay ahead. This requires investing in digital twin technology, developing new skills, and embracing new workflows. Professionals must also consider the ethical implications of digital twin technology, such as data privacy and security.

### Conclusion

Digital twin technology is transforming industries and revolutionizing the way we work. Its benefits and applications make it an exciting and promising field that holds much potential for the future. As businesses and professionals, we must stay ahead of the curve and embrace this technology to remain competitive and innovative.

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In recent years, a new frontier has emerged in the world of travel - space tourism. No longer confined to the realms of science fiction, humans now have the opportunity to journey beyond Earth's atmosphere for recreational purposes. The concept of space tourism encompasses various types of travel, including orbital, suborbital, and even lunar trips. One of the main motivations for space tourism is the chance to view Earth from a perspective few have ever experienced. Imagine looking down at our planet from hundreds of miles above, seeing its beauty and fragility in a way that only astronauts have seen before. This unique perspective can be a life-changing experience for those fortunate enough to embark on a space tourism adventure.

Another appeal of space tourism is the opportunity to experience weightlessness, a sensation that is impossible to replicate on Earth. Floating in zero gravity, tourists can revel in the feeling of freedom and weightlessness as they glide effortlessly through the spacecraft. This sensation is not only thrilling but also offers a glimpse into the possibilities of human life beyond the confines of our planet.

Furthermore, space tourism offers the chance to experience extreme speeds that are beyond anything possible on Earth. Traveling at incredible velocities, tourists can feel the thrill of exploring the outer reaches of space and pushing the boundaries of human exploration.



This sense of speed and adventure adds an extra dimension to the already exhilarating experience of space travel. Lastly, space tourists have the unique opportunity to contribute to scientific research and exploration. By participating in experiments and studies while in space, tourists can help advance our understanding of the universe and contribute to the development of technologies that will benefit future space exploration efforts.



Chennuri Hema  
Sai  
Sec-C

This blend of adventure and scientific discovery makes space tourism a truly transformative experience for those who embark on it.

In conclusion, space tourism represents a new frontier in travel, offering unique experiences and opportunities for those interested in exploring the cosmos. Whether it's the chance to view Earth from space, experience weightlessness, travel at extreme speeds, or contribute to science, space tourism offers a once-in-a-lifetime adventure that is truly out of this world.

As technology continues to advance and space travel becomes more accessible, we can expect to see even more exciting developments in the world of space tourism in the years to come.



Climate change remains one of the most burning challenges of our time, with profound counteraccusations for ecosystems, farming, and mortal well-being. Assessing these impacts requires sophisticated statistical models that can integrate complex environmental data, design future scripts, and inform policy opinions. This composition explores the use of statistical models in climate change impact assessment, pressing their methodologies, operations, and significance.

### Methodologies and Approaches

Statistical models used in climate change impact assessment vary extensively in complexity and compass. At their core, these models aim to quantify connections between climatic variables (similar to temperature, average icefall, and ocean positional rise) and colourful environmental or socio-profitable issues.

Common methodologies include: -

1. Retrogression Models: These models dissect literal data to understand how changes in climate variables relate to observed impacts, similar to changes in crop yields, biodiversity loss, or frequency of extreme rainfall events.

2. Spatial Analysis: Geographic Information System (Civilians) ways combined with statistical models help assess spatial patterns of climate impacts, similar to coastal area corrosion, ontogenetic niche shifts [ an ecological phenomenon where an organism (usually an animal) changes its diet or habitat during its ontogeny (development)] or indigenous water empty-headedness.

3. Time Series Analysis: assessing long-term climate data using ways like Autoregressive Integrated Moving Normal (ARIMA) models helps identify trends and forecast unborn climate scripts.

4. Risk Assessment Models: Bayesian networks and other probabilistic models integrate distrust in climate bulge and socio-profitable factors to assess pitfalls associated with climate change impacts on the structure, farming, and public health.

### Applications & their Case Studies

Statistical models have been necessary for colourful climate change impact assessments across different disciplines:

1. Agriculture: Models predict changes in crop productivity under different climate scripts, guiding adaption strategies for growers and policymakers.

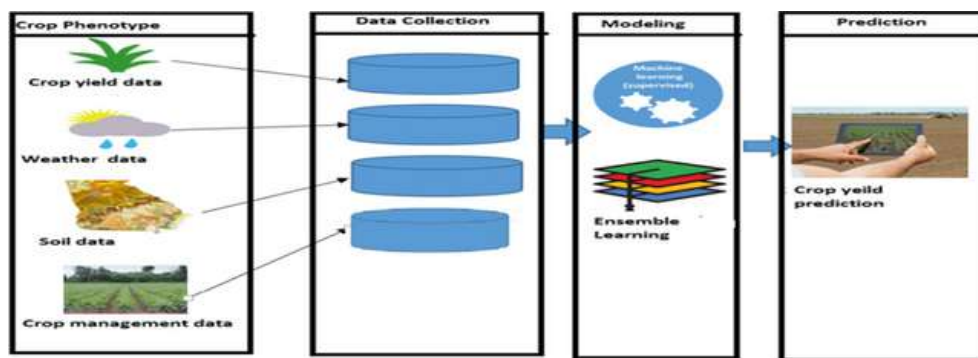


Ananth Raj Urs  
Sec- A

2. Ecosystems: Statistical models assess biodiversity loss, ontogenetic niche fragmentation, and species migration patterns due to climate change, informing conservation efforts.

3. Infrastructure: Flood threat models use statistical ways to estimate unborn flood tide chances considering climate-convinced changes in rush patterns and ocean situations.

4. Public Health: Models predict the spread of vector-borne conditions like malaria or dengue fever in response to changing temperatures and rush administrations, abetting in complaint hindrance strategies.

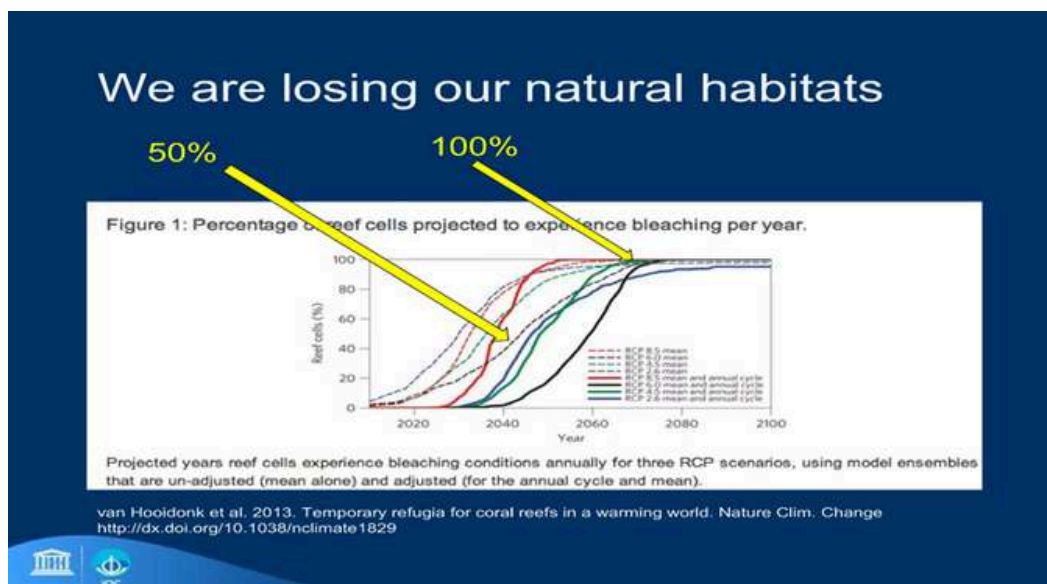


## Significance and Challenges

The use of statistical models in climate change impact assessment offers several advantages they are: -

1. Quantitative Assessment Provides quantitative estimates of implicit impacts, abetting in prioritizing adaption and mitigation efforts.

Policy Guidance Informs policymakers about the urgency and scale of conduct demanded to alleviate climate pitfalls and make adaptability.



3 Scientific Rigor Integrates interdisciplinary data and methodologies to facilitate the robustness of climate impact assessments.

However, still, challenges remain in: -

1. Data query Limited literal data and misgivings in climate protrusions can affect the trustability of model labourers..
2. Complexity Integrating socio-profitable factors, feedback mechanisms, and nonlinear relations poses challenges for model development and interpretation.
3. Interdisciplinary Collaboration Effective use of statistical models requires collaboration between climate scientists, statisticians, economists, and policymakers to ensure comprehensive assessments.

## Conclusion

Statistical models are necessary tools in assessing and prognosticating the impacts of climate change across colourful sectors. As climate change accelerates, enriching these models and addressing their challenges will be pivotal in furnishing accurate assessments to support informed decision-making, timber (the more trees planted and the more wood products there are, the less carbon in the atmosphere), and sustainable development sweats encyclopaedically.

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## The Rise of e-sports: A New Frontier in Professional Relevance

Electronic sports, or esports, have quickly become a major force in professional competition and entertainment, rising from their modest origins to become a multibillion-dollar industry with a global fan base. Esports' rise from a specialized hobby to a popular phenomenon is evidence of the revolutionary potential of the internet and technology.

Competitive gaming was first restricted to college campuses and neighbourhood arcades. In 1972, Stanford University hosted the first significant competition, in which students competed to win the game "Spacewar." Events like the "Space Invaders Championship," which drew thousands of competitors and planted the roots for what would grow into a large industry, followed this trend in the 1980s. But the internet's introduction in the 1990s was what brought esports to life. The ability to compete online thanks to games like "StarCraft" and "Counter-Strike" allowed players to overcome geographical limitations and set the foundation for professional leagues and tournaments.

Currently, esports include a wide range of games and genres, each with a devoted fan base and a competitive environment. Games like "League of Legends," "Dota 2," "Overwatch," and "Fortnite" are the most popular; their prize pools are comparable to those of regular sporting events, and their tournaments draw millions of spectators. For instance, the prize pools of "The International," a prestigious competition for "Dota 2," frequently surpass \$30 million, with the majority of the funding coming from its fervent community.



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The influence of esports on the economy is significant. According to market research firm Newson, the global esports business is expected to reach a value of over \$1.8 billion by 2023, fuelled by rising viewership, lucrative sponsorship agreements, and substantial investments from celebrities and traditional sports organizations. Beyond gaming, this financial infusion has opened up a wide range of career prospects. There has been a boom in the fields of event management, marketing, coaching, and content production. The way we consume gaming content has changed dramatically as a result of streaming services like Twitch and YouTube Gaming, which also enable gamers and commentators to make significant careers out of live streaming and video production. Additionally, esports have promoted a distinct cultural phenomenon.

Vibrant communities and identities have been created, bringing fans from all over the world together via involvement and shared passion. These communities have been brought together in large part by social media and online platforms, which also allow fans to support their favourite players and teams and even take part in the development of fan-generated content. As a result, the fan base has grown to be both incredibly diversified and worldwide.

The influence of esports on the economy is significant. According to market research firm Newson, the global esports business is expected to reach a value of over \$1.8 billion by 2023, fuelled by rising viewership, lucrative sponsorship agreements, and substantial investments from celebrities and traditional sports organizations. Beyond gaming, this financial infusion has opened up a wide range of career prospects. There has been a boom in the fields of event management, marketing, coaching, and content production. The way we consume gaming content has changed dramatically as a result of streaming services like Twitch and YouTube Gaming, which also enable gamers and commentators to make significant careers out of live streaming and video production.

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The professional landscape is undergoing a significant transformation due to the rise of remote work. Once considered a niche or temporary solution, remote work has become a mainstream practice, reshaping how businesses operate and how professionals manage their careers. This article explores the factors driving the rise of remote work, its benefits and challenges, and its implications for the future of work.



Raksha  
Sec-A

### Factors Driving the Rise of Remote Work

#### 1. Technological Advancements:

- o Collaborative Tools: Tools like Slack, Zoom, Microsoft Teams, and Asana facilitate seamless communication and project management.
- o Cloud Computing: Access to cloud-based services allows employees to work from anywhere with an internet connection.

#### 2. COVID-19 Pandemic:

- o The global pandemic forced many organizations to adopt remote work policies to ensure business continuity and employee safety.
- o Companies that had never considered remote work were compelled to implement it, leading to broader acceptance and recognition of its viability.

#### 3. Changing Workforce Demographics:

- o Millennials and Gen Z workers prioritize flexibility and work-life balance, driving demand for remote work options.

#### 4. Cost Savings:

- o Companies save on office space, utilities, and other overhead costs.
- o Employees save on commuting, work attire, and meals.

### Benefits of Remote Work

#### 1. Increased Productivity:

- o Many employees report higher productivity levels when working from home due to fewer distractions and a more comfortable environment.
- o Flexible schedules allow employees to work during their most productive hours.



2. Improved Work-Life Balance:
  - Remote work enables employees to better balance professional and personal responsibilities, leading to higher job satisfaction.
  - Reduced commuting time contributes to improved mental and physical health.
3. Access to a Global Talent Pool:
  - Organizations can recruit talent from anywhere in the world, leading to diverse perspectives and innovative solutions.

## Challenges of Remote Work

1. Communication and Collaboration:
  - Remote teams may struggle with communication and collaboration, especially if not supported by the right tools and practices.
2. Employee Isolation:
  - Remote workers may experience feelings of isolation and disconnection from colleagues and company culture.
  - Employers need to implement strategies to foster a sense of community and belonging.
3. Work-Life Boundaries:
  - The line between work and personal life can blur, potentially leading to burnout if not managed properly.
  - Employees must establish clear boundaries and routines to maintain a healthy work-life balance.

## Future Implications

1. Hybrid Work Models:
  - Many organizations are likely to adopt hybrid work models, combining remote and in-office work to offer flexibility.
  - This approach can cater to diverse employee preferences and optimize office space usage.
2. Redefining Workspaces:
  - The concept of traditional office space is evolving, with a shift towards co-working spaces.
  - Companies may invest in smaller satellite offices closer to where employees live.

### 3. Emphasis on Results-Oriented Management:

- Performance evaluation will shift from measuring hours worked to assessing outcomes and results.
- Managers will need to develop new skills to effectively lead and support remote teams.

### 4. Continued Technological Innovation:

- The demand for better remote work tools will drive technological advancements in areas like virtual reality and augmented reality.
- Companies that leverage these technologies will gain a competitive advantage in attracting and retaining top talent.

Therefore, it will be apt to suggest that the rise of remote work is a defining trend in the contemporary professional landscape. While it presents several challenges, the benefits of increased productivity, improved work-life balance, access to a global talent pool, and positive environmental impacts make it an attractive option for many organizations. As remote work continues to evolve, businesses and professionals must adapt to new ways of working, embracing flexibility and innovation.

### Working remotely with kids



## The Alarming Consequences of Rising Traffic Congestion in Bangalore

Lately, Bangalore, also known as the IT capital of India, has experienced a severe population surge. While this growth has its advantages, it has also led to significant disadvantages, particularly in terms of road congestion. This situation brings enormous implications not only for traffic flow but also for various aspects of life, including environmental, economic, and health impacts.

### Effects on Commuters

- **Increased Travel Time:** Many people feel that travel times are longer, leading to frustration.
- **Reduced Efficiency:** Longer commutes result in less time spent at work and decreased productivity.
- **Higher Fuel Consumption:** Traffic congestion causes vehicles to consume more fuel and necessitate regular repairs and maintenance.

### Environmental Impact

- **Increased Emissions:** More exhaust fumes are released from vehicles that are parked and frequently idled.
- **Carbon Footprint:** Higher emissions contribute to climate change.
- **Noise Pollution:** Increased noise levels pose threats to residential areas.

### Economic Consequences

- **Financial Losses:** Traffic jams are estimated to cost the economy around Rs 3,700 crores annually.
- **Rising Transportation Costs:** Businesses face increasing expenses for relocating goods.
- **Decreased Competitiveness:** This situation undermines the city's economic growth.



### Health Concerns

- **Increased Stress Levels:** Longer commutes can lead to greater stress and the emergence of mental health disorders.
- **Respiratory Issues:** Air pollution can exacerbate respiratory problems.
- **Decreased Physical Activity:** Congestion discourages exercise, leading to associated health issues.



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Solutions:

- Improved Public Transportation: Developing a more efficient public transport system is crucial.
- Traffic Management: Implementing better traffic flow management and control can alleviate congestion.
- Promoting Sustainable Transportation: Encouraging cycling and walking can help reduce the number of vehicles on the road.
- Flexible Work Arrangements: Policies such as telecommuting and flexible work hours can decrease peak traffic.

The expansion of the city's population and economic activity has intensified traffic problems, resulting in longer travel times and increased air pollution, which, in turn, reduces productivity. The negative impacts on commuters are evident, as longer travel times lead to frustration and lost man-hours at work. Economically, the country is said to lose about Rs 3,700 crores annually due to traffic delays, which adds to transportation costs and decreases competitiveness.

Environmental concerns are significant, particularly regarding emissions from idling vehicles, which contribute to the greenhouse effect and noise pollution in residential areas. Health issues, including stress, mental health disorders, respiratory diseases due to air pollution, and decreased physical activity, are also major concerns.

To address these problems, there is a dire need for better public transport infrastructure and improved traffic control. Encouraging cycling and other sustainable transportation methods, along with flexible work options, can help decrease traffic intensity. Additionally, the use of IT systems and congestion pricing can further minimize traffic congestion in certain areas.

Thus, the government and citizens must work together to solve the pressing issue of traffic density in Bangalore. We should continually seek opportunities to enhance existing transportation infrastructure and support broader environmental conservation efforts. It is essential to take action to mitigate the impacts of traffic congestion and develop strategies for a better future for Bangalore.

Conclusion

The increasing traffic problem evident in Bangalore today requires intervention from all stakeholders. By understanding its impact on our lives, we can collectively work to reduce its consequences and create a better and more suitable city for all its inhabitants.

The US dollar has reigned supreme as the world's reserve currency for decades, facilitating international trade, fostering financial stability, and granting the US significant economic leverage. But whispers of a challenge are rising from the East. The BRICS nations – Brazil, Russia, India, China, and South Africa – are forming a closer economic alliance, and the question looms large: could this alliance dethrone the dollar and usher in a new era of global finance?

The BRICS economies, with their massive populations and burgeoning industries, represent a formidable collective force. A scenario where these nations conduct significant trade amongst themselves, bypassing the dollar entirely. This could chip away at the dollar's dominance and create a multipolar financial system, where regional powerhouses like the BRICS hold greater economic sway.



Several factors fuel speculation about a BRICS-led challenge. The US's recent use of sanctions against Russia has heightened concerns among BRICS members. They see their economies potentially vulnerable if the US decides to wield the dollar as a political weapon. This incentivizes them to explore alternative reserve currencies or even develop their own. China, the economic powerhouse of the BRICS, has been actively promoting the yuan as an alternative reserve currency. Initiatives like establishing yuan-denominated trade settlements and promoting the use of yuan in international organizations are chipping away at the dollar's absolute dominance. Regional blocs like the BRICS could potentially create their own reserve currency, facilitating trade within the bloc and reducing reliance on the dollar.

The possibility of a BRICS alternative currency has been gaining traction in recent years. The creation of the BRICS New Development Bank (NDB) in 2014 marked a significant milestone. The NDB offers an alternative source of financing for infrastructure projects in developing countries, potentially reducing reliance on dollar-denominated loans from Western institutions. Furthermore, discussions about establishing a common BRICS currency have swirled for years, although the specifics remain somewhat nebulous.



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This vision of a de-dollarized world is fueled by the rise of the BRICS economies. These nations boast impressive growth trajectories and increasing trade volumes amongst themselves. China, the economic powerhouse of the BRICS, has been particularly vocal about the need for a world less reliant on the US dollar. This sentiment stems partly from concerns about US geopolitical influence and the potential weaponization of the dollar through sanctions.

However, dethroning the dollar is no easy feat. The US dollar enjoys several advantages that make it a deeply entrenched global currency. The dollar market is vast and incredibly liquid, making it the preferred currency for international transactions. Businesses and investors have immense confidence in the dollar's stability and its ease of exchange. The sheer size and strength of the US economy underpins the dollar's value. As long as the US remains a dominant economic power, the dollar is likely to retain its reserve currency status. Furthermore, the global financial system is deeply entrenched in the dollar. Shifting to a new reserve currency would be a complex and disruptive process, requiring widespread international cooperation.

The BRICS alliance, despite its potential, faces significant challenges. The BRICS nations have diverse economic interests and political priorities. Reaching a consensus on a unified economic strategy, particularly one that directly challenges the dollar, will be difficult. While collectively powerful, the BRICS economies are not yet on par with the US. Their currencies lack the deep liquidity and global trust necessary to become a true challenger to the dollar. The US is unlikely to sit idly by as its economic dominance is challenged. The US government and financial institutions could take steps to maintain the dollar's pre-eminence, potentially escalating the economic rivalry.



The future of global finance remains uncertain. While the BRICS alliance presents a potential challenge, the dethronement of the US dollar is not imminent. The more likely scenario is a multipolar financial system, with the dollar sharing its dominance with regional currencies like the yuan. This could lead to a more complex and potentially volatile economic landscape, with regional powerhouses wielding greater economic influence.

The BRICS alliance is a story that demands close attention. It represents a shift in global economic power and has the potential to reshape international finance. As the alliance evolves, the question of whether it can topple the dollar's reign will continue to be a thought-provoking one, with significant implications for the world's economic future. This evolving narrative, with its potential for disruption and a multipolar financial landscape, makes the BRICS alliance a compelling case study in the power dynamics of the global economy.

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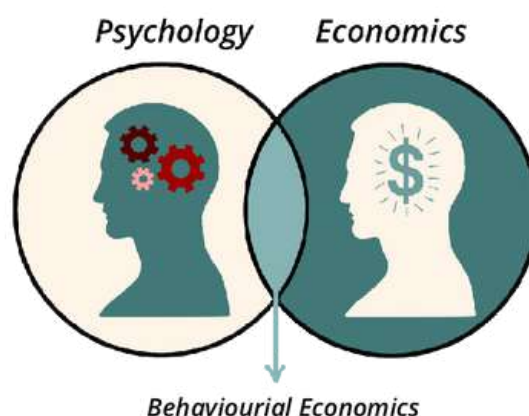
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## The Human Side of Psychology on Investing: Exploring Behavioral Finance

Behavioral finance has grown in importance over the past years as a field that combines insights from psychology, sociology, and finance to understand and explain how emotions and cognitive biases influence investors' decisions. This interdisciplinary approach challenges the traditional assumption of rational decision-making in financial markets, offering a more nuanced view of investor behavior. This understanding is essential for any person who wishes to indulge through market complexities both individual investors and financial professionals.

### Factors Influencing Investment Decisions

- **Herding Behavior:** Herding behavior refers to investors' tendency to follow the crowd, often buying stocks that are popular among other investors regardless of their intrinsic value. This behavior is driven by the fear of missing out (FOMO) and the desire to conform to social norms. For instance, if a stock is trending upwards and everyone is talking about it, investors may feel compelled to buy it to avoid missing out on potential profits.
- **Confirmation Bias:** Confirmation bias is another psychological factor that influences investment decisions. It refers to investors' tendency to seek out information that confirms their beliefs and ignore information that contradicts them. Investors who believe a stock will continue to perform well are more likely to buy it, even if there is evidence suggesting otherwise. This bias can lead investors to overlook important information and make poor investment decisions.
- **Overconfidence:** Overconfidence also plays a role in investment decisions. Investors who have experienced past successes may become overconfident, assuming their success will continue. This overconfidence can lead them to take on more risk than they should, resulting in poor investment decisions. For example, an investor who has made a profit by buying and holding a particular stock may continue to hold onto it, even if there are signs its price may decline in the future.

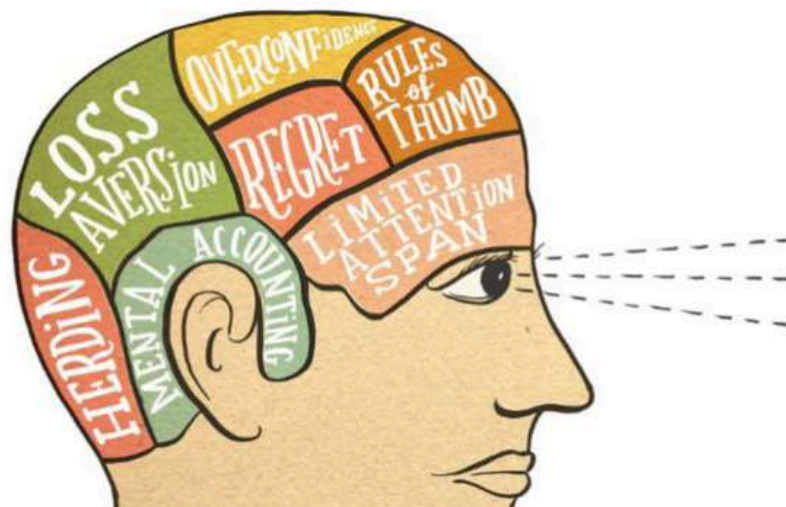


Fiza Mirzani  
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· **Efficient Market Hypothesis:** Some experts argue that certain investment strategies are rational based on the efficient market hypothesis. EMH suggests that markets are efficient and that all available information is reflected in stock prices. According to this hypothesis, stocks that have been trending upwards are likely to continue trending upwards because the market has already priced in all available information. Therefore, buying these stocks is considered a rational strategy that takes advantage of perceived market inefficiencies.

Indian culture significantly shapes investment behavior, with a traditional preference for tangible assets like gold and real estate due to a cultural emphasis on financial security and historical financial institution unreliability post-independence. Family influence plays a crucial role, with collective decision-making and elder opinions often guiding choices, sometimes hindering adoption of newer financial products. Religious beliefs impact choices, such as Muslim investors prefer Shariah-compliant investments that avoid interest-bearing securities. The concept of "jugaad" promotes innovative solutions but can lead to unconventional and risky investment strategies.

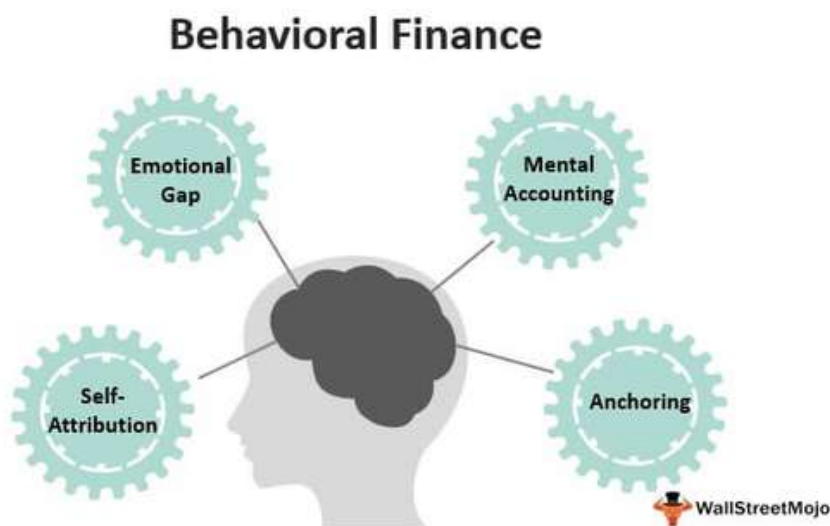
Understanding behavioral finance enhances investor decision-making, improves financial literacy, and fosters rational market behavior. It drives product innovation in financial institutions, improves advisory services, enhances market stability through awareness of biases, and guides regulatory policies for fairness and transparency, ultimately strengthening the financial landscape for all stakeholders.



### Future Directions in Behavioral Finance Research

1. **Neuro-finance:** This emerging field uses neuroscience techniques to study financial decision-making, offering new insights into the biological basis of investor behavior.
2. **The Role of Artificial Intelligence:** AI and machine learning are being explored as tools to identify and mitigate behavioral biases in investment decisions.
3. **Environmental, Social, and Governance (ESG) Investing:** Understanding how social and ethical considerations influence investor behavior is becoming increasingly important.

This exploration of money psychology offers game-changing insights at all financial levels. By understanding how our minds influence our financial decisions, we can take more informed and purposeful actions with our money. Remember, awareness is the first step toward positive change. We encourage ourselves to reflect on these concepts and consider how they might apply to our own financial journey. Small, mindful adjustments to financial habits can compound over time, potentially leading to significant improvements in financial well-being and guide towards a healthier relationship with money.





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Cryptocurrencies, digital or virtual currencies using cryptography for security, have significantly impacted traditional financial systems. Bitcoin, introduced in 2009 by an anonymous entity known as Satoshi Nakamoto, was the first decentralized cryptocurrency and paved the way for thousands of alternatives, collectively known as altcoins. This article explores how cryptocurrencies are reshaping traditional financial systems

### Decentralization and Financial Inclusion

One of the most profound impacts of cryptocurrencies is their decentralized nature. Unlike traditional currencies, which are controlled by central banks, cryptocurrencies operate on a decentralized network using blockchain technology. This decentralization reduces the need for intermediaries like banks, potentially lowering transaction costs and increasing the speed of financial transactions.

Cryptocurrencies also offer financial inclusion for people without access to traditional banking systems. According to a World Bank report, around 1.7 billion adults globally are unbanked (World Bank, 2018). Cryptocurrencies provide these individuals with a way to participate in the global economy, offering services like payments, savings, and investments without needing a traditional bank account.

### Challenges to Traditional Banking

Cryptocurrencies pose a significant challenge to traditional banking. Banks traditionally rely on fees from services like money transfers and currency exchanges. However, with cryptocurrencies, these services can be performed peer-to-peer at a fraction of the cost. A study by PwC (2020) found that blockchain technology could reduce infrastructure costs for banks by up to \$20 billion annually by 2030.

Moreover, the rise of decentralized finance (DeFi) platforms, which use blockchain technology to offer financial services without intermediaries, further threatens traditional banking. DeFi platforms enable lending, borrowing, and trading without traditional banks, offering higher interest rates on deposits and lower rates on loans (CoinMarketCap, 2021).

### Regulatory and Security Concerns

Despite their potential, cryptocurrencies also face significant challenges, particularly regarding regulation and security. Governments worldwide are grappling with how to regulate cryptocurrencies effectively.



For instance, while countries like El Salvador have adopted Bitcoin as legal tender, others like China have banned cryptocurrency transactions (BBC News, 2021). Security is another major concern. Cryptocurrencies are often associated with illicit activities due to their anonymous nature. Additionally, the lack of consumer protections can lead to significant losses from fraud or hacking. The infamous Mt. Gox exchange hack in 2014, where \$450 million worth of Bitcoin was stolen, highlighted the vulnerabilities in the cryptocurrency ecosystem (The Guardian, 2014).

#### Future Prospects

The future of cryptocurrencies and their impact on traditional financial systems is still unfolding. Major financial institutions are beginning to adopt blockchain technology and explore digital currencies. For example, JPMorgan Chase has developed its cryptocurrency, JPM Coin, to facilitate international transactions (JPMorgan Chase, 2019). Moreover, central bank digital currencies (CBDCs) are being explored by various countries, including China and Sweden. These digital versions of fiat currencies aim to combine the benefits of cryptocurrencies with the stability of traditional financial systems (IMF, 2020).

#### Conclusion

Cryptocurrencies are undoubtedly disrupting traditional financial systems by offering decentralized, low-cost alternatives to conventional banking services. While they offer significant benefits, including increased financial inclusion and efficiency, they also pose challenges in terms of regulation and security. As the technology and regulatory landscape evolve, the interplay between cryptocurrencies and traditional financial systems will continue to shape the future of finance.



Deepak T  
Sec-D

The Environmental, Social, and Governance (ESG) factors have become increasingly central to corporate strategy and decision-making. This shift reflects a growing recognition that long-term business success is intrinsically linked to sustainable practices, social responsibility, and ethical governance. ESG is often discussed as a critical component of risk management, helping companies identify and mitigate potential environmental, social, and governance-related risks and framed as a driver of long-term value creation, aligning with sustainable business practices. As stakeholders – from investors to consumers – demand greater accountability, companies are compelled to integrate ESG considerations into their core operations and strategic planning.

#### Environmental Sustainability

The environmental component of ESG has gained particular urgency in light of climate change and resource depletion. Companies across sectors are setting ambitious targets for reducing their carbon footprint, minimizing waste, and conserving natural resources. This often involves significant investments in renewable energy, energy-efficient technologies, and circular economy initiatives. Many corporations are committing to net-zero emissions targets, necessitating fundamental changes in their operations, supply chains, and product offerings.

#### Social Responsibility

The social aspect of ESG encompasses a wide range of issues, including labour practices, diversity and inclusion, human rights, and community relations. Companies are increasingly expected to foster inclusive workplaces, ensure fair labour practices throughout their supply chains, and contribute positively to the communities in which they operate. This focus on social responsibility can enhance employee satisfaction, improve brand reputation, and strengthen customer loyalty.

#### Corporate Governance

Good governance practices are fundamental to building trust with stakeholders and ensuring long-term business resilience. This includes maintaining transparent financial reporting, implementing robust risk management systems, ensuring board diversity and independence, and aligning executive compensation with ESG performance metrics. Companies with strong governance structures are generally better equipped to navigate complex regulatory environments and manage reputational risks.

### Investor Expectations and Market Valuation

ESG performance has become a critical factor in investment decisions and corporate valuations. Many institutional investors now incorporate ESG criteria into their investment strategies, recognizing that companies with strong ESG profiles often demonstrate better risk-adjusted returns over time. This shift in investor sentiment is driving companies to improve their ESG disclosures and performance to attract and retain investment capital.

Regarding the Regulatory Landscape Governments and regulatory bodies worldwide are implementing increasingly stringent ESG-related regulations. This includes mandatory ESG reporting requirements, carbon pricing mechanisms, and regulations on issues such as plastic use and supply chain due diligence. As the regulatory landscape evolves, companies that proactively address ESG issues are better positioned to comply with new requirements and avoid potential penalties or reputational damage.



**Challenges and Future Trends:** Despite the growing importance of ESG, businesses face several challenges in implementing effective ESG strategies. These include standardizing ESG reporting and metrics, balancing short-term financial performance with long-term sustainability objectives, and addressing concerns about "greenwashing."

The future trends that are likely to shape the ESG landscape: Increased integration of ESG metrics into executive compensation structures. Growth in sustainable finance products, including green bonds and sustainability-linked loans. Greater focus on biodiversity and natural capital in environmental assessments. Enhanced use of technology, such as AI and blockchain, to improve ESG data collection and verification.



### Conclusion

As ESG considerations continue to influence business strategy, companies that effectively address these factors are likely to gain competitive advantages, attract investment, and build stronger relationships with stakeholders. The ability to navigate the complex ESG landscape will increasingly become a key determinant of long-term business success and resilience. Organizations that fail to adapt to this new paradigm risk falling behind competitors, losing investor confidence, and facing reputational damage. As such, integrating ESG into core business strategy is no longer just a matter of corporate responsibility – it's a crucial aspect of business sustainability and growth in the 21st century.

Source: \*Google.

\*Book-"ESG Investing for Dummies", by Brendan Bradley (2022)

Market Research studies customers, competitors, trends, products, and emerging technologies. The main objective of doing market research is to help the company and marketers identify customers' needs and fulfil those needs that are superior to existing competitors and products. It also identifies the external trends and threats as well as internal weaknesses. Technology helps the company to improve its products, creating new products. Several large companies are there for doing market research they are Nielson, Kantar, etc.

### Process of Market Research

Firstly identify the problems of customers like identifying the customers' unmet needs and their habits etc. And also identifies the business problems like trends and technology, why market shares falling, and why volumes and revenues not growing fast like this first identifies the problem and what to research. Whom to research, deciding whom to research like consumers (users), customers, competitors, channels like e-commerce, traditional stores, malls, categories, brands, and communicators means who are communicating about different brands, and products to the common public.

When to research, there are two types, 1) ongoing research means frequently researching every month or quarterly basis, or yearly basis and other research is 2) strategic research which means it is not done frequently. Do the research when the big initiative is coming, when there is a need for research like when a new product launches, when a new competitor enters, new regulations, etc.

How to research, there are two types of research.

1) Primary research

2) Secondary research. Primary research is the first handed data, it is directly collected by the user or needer of that research, It is not collected by others. There are various types of primary research like walking the streets which means directly visiting the stores and seeing what is happening to products or brands.



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Watch the trolley it means at the billing place watch the trolley and analyze whether they are buying our products or others. Online researches are also conducted like Google Forms and customer surveys like this collect the primary data.

Secondary data is second-hand data, finding data which are already collected by others like online search including ChatGpt, Google, Open AI, Government database means visiting the government website and collecting information, public reports and trends and technology these are the various ways to collect secondary data. Data Analysis, After collecting the data from primary or secondary research, then analyze the data on a quantitative basis by using statistical tools and quantitative analysis like customer perceptions about our product, customers loyalty towards our product, their sentiments, emotions, feelings, etc.

Market Analysis, Analyzing the market trends, technologies, challenges competitors and their products, prices, etc, and analyzing the categories of the products, markets, etc. After conducting research and analysis of data and market analysis, based on that analysis take the better good business decision. It is the endpoint of the research to make the best decision and put it into action, deciding whether our company launch a new product or not, to meet the customers' unmet needs. Deciding whether we adopt new technology, strategies, or upgradation to the same product or new product, decide the best and put it into action.

For better market research, skills are required to research, analyze research to make better decisions, and put it into action. The several skills that the market researcher has are research technologies, mathematics, statistics, critical way of thinking, marketing and product management, presentation, and communication.

Market Research allows a company to define its target market and get opinions and other feedback from consumers about their interest in a product or service. It guides product development, pricing, marketing strategies, and overall business planning, helping companies to stay competitive and responsive to market demands. Through effective market research, businesses can minimize risks, identify opportunities, and ultimately drive growth and success in their respective markets.

In recent years, the rise of social media influencers has created a new paradigm in the professional world. Traditional job holders, who face daily pressures and challenges in their roles, often find themselves envying the seemingly glamorous lives of influencers. This article explores the impact of this phenomenon on traditional job holders, the allure of becoming an influencer, and how to navigate these pressures while making informed career decisions.

### The Glamour of Influencer Life

Social media influencers often portray a lifestyle filled with travel, luxury, and freedom. They appear to earn substantial incomes through brand deals, sponsorships, and sheer popularity, all without the need for advanced degrees or technical skills. This image is particularly appealing to those feeling the strain of rigid work hours, high-stress environments, and limited upward mobility in traditional jobs.

### The Pressure of Traditional Jobs

Traditional job holders often contend with numerous pressures. They face constant worries about job security amid economic instability and potential layoffs. Balancing professional responsibilities with personal life becomes a daily struggle, contributing to stress and burnout. Navigating office politics and competing for career advancements adds further pressure. Financial stress compounds these challenges, as salaries may not meet personal aspirations or keep up with rising costs of living.

### The Allure of Influencer Life

The allure of becoming an influencer is driven by several factors. Many are attracted to the perceived ease of this career path compared to traditional jobs, often believing it requires minimal effort. Influencers frequently highlight the potential for significant financial rewards through partnerships, advertising, and sponsored content. Autonomy is another appealing aspect, allowing influencers to work on their terms without the constraints of a traditional 9-to-5 job. Additionally, the social validation and admiration gained from a wide audience are significant motivators for pursuing this career choice.

### The Reality Behind Influencer Success

However, the reality of becoming a successful influencer is often more complex and challenging than it appears. The influencer market is highly competitive, with many aspiring to the same level of success, making it difficult to stand out. Successful influencers must consistently produce high-quality content, which can be time-consuming and stressful, requiring constant creativity and engagement.



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Sec-B



Earnings are unpredictable, heavily dependent on engagement rates and brand partnerships, leading to financial instability. Additionally, public figures often sacrifice their privacy and face intense scrutiny, which can take a toll on their mental and emotional well-being.

### Making Informed Career Decisions

For those contemplating a switch from a traditional job to an influencer career, it is crucial to make informed decisions. Assess your skills and interests to determine if you have a genuine passion and talent for content creation and social media engagement. Consider the financial implications and have a backup plan in case the influencer path does not yield the expected returns. Experiment with content creation as a side hustle before committing full-time to gauge potential success. Reflect on your long-term career goals and whether becoming an influencer aligns with your vision for the future.

### Finding Balance and Satisfaction

For those who choose to remain in traditional jobs, finding balance and satisfaction is key. Invest in continuous learning and skill development to enhance career prospects and job satisfaction. Strive for better work-life integration through effective time management and setting boundaries to maintain personal well-being. Prioritize mental health by seeking support and engaging in activities that bring joy and relaxation. Explore alternative income streams such as freelancing or passive income opportunities to alleviate financial stress and create more stability in your career.

### Conclusion

The influencer phenomenon has undeniably reshaped perceptions of work and success. While the allure of social media stardom is strong, it is essential to approach this career path with a realistic understanding of the challenges involved. Traditional job holders can find fulfillment and stability by focusing on personal growth, skill development, and maintaining a healthy work-life balance. Making informed career decisions based on genuine interests and long-term goals will ultimately lead to a more satisfying and sustainable professional journey.



Kavitha  
Sec-A

In today's dynamic landscape, business is anything but "as usual." Historically, businesses evolved from local to regional, then national, and now to a global scale. The barriers that once protected companies, such as tariffs and transport costs, have diminished, leading to increased competition.

Customers are now more demanding than ever, expecting the highest quality products and services at the lowest prices and within the shortest timeframes. To navigate these market forces effectively, businesses must be agile—making timely decisions, detecting problems early, and seizing opportunities. This has created an unprecedented need for data-driven decision-making, positioning analytics as a critical tool for competitive advantage in challenging market conditions.

In this fast-paced environment, business analytics serves as a trusted advisor, sorting through vast amounts of information to guide strategic decisions. By analyzing sales, marketing, and customer behaviour, businesses can identify what is working and what is not. Importantly, analytics isn't just about reflecting on past performance; it also predicts future trends. Through advanced mathematical models and technologies, companies can forecast which products are likely to be popular or which customers may return, enabling proactive planning.

One of the remarkable aspects of business analytics is that it is accessible to businesses of all sizes. Small businesses can leverage user-friendly tools to gain insights into their customers, manage finances more effectively, and accelerate growth. Utilizing business analytics is akin to acquiring superpowers—enabling companies to see clearly into the data.



By analyzing trends, understanding customer preferences, and making informed decisions, businesses can optimize their offerings. For instance, a restaurant might use analytics to determine the most popular dishes, allowing them to refine their menu accordingly.

But Moreover, predictive analytics empowers businesses to anticipate future trends and act strategically. This might involve stocking up on high-demand products before they sell out or crafting targeted promotions for customers likely to make repeat purchases.

Additionally, business analytics helps organizations save time and money. By automating data analysis and streamlining operations, businesses can concentrate on core activities, such as enhancing customer service and driving growth. For example, retailers can utilize analytics to manage inventory more efficiently, minimizing waste and maximizing profits.



In essence, business analytics enables companies to make informed decisions and accelerate growth. By gaining a deeper understanding of customer behaviour, forecasting future needs, and optimizing operations, businesses can maintain a competitive edge and achieve their strategic goals.

As the business world continues to evolve, the role of analytics will only become more integral. Embracing this powerful tool can lead to better outcomes and sustained success in an increasingly complex marketplace.

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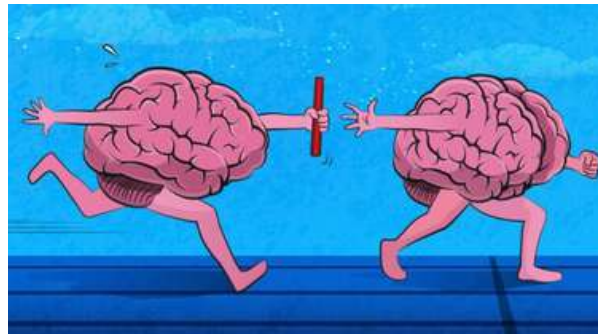
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Microlearning is revolutionizing education by delivering content in small, focused units. This approach caters to modern attention spans and busy lifestyles, making learning more accessible and effective.

Microlearning revolutionizes education with its brief, focused, flexible, and engaging approach. Typically, these bite-sized lessons offer numerous benefits: improved retention, increased engagement, just-in-time learning, personalization, and cost-effectiveness. This method finds applications in corporate training, language learning, technical skill development, and professional growth. However, challenges exist in maintaining coherence across units. Despite these hurdles, microlearning's versatility makes it a powerful tool for efficient knowledge acquisition in our fast-paced world, complementing traditional education by offering targeted skill development tailored to modern attention spans and lifestyles.

**The Microlearning Explosion** - Have you ever felt overwhelmed by a mountain of information, wishing you could digest knowledge in smaller, more manageable chunks? Welcome to the world of microlearning, where bite-sized content is transforming education as we know it.

Gone are the days of marathon study sessions and lengthy lectures. Today's learners crave quick, focused bursts of information that fit seamlessly into their busy lives. This shift isn't just a passing trend; it's a response to our evolving digital landscape and shrinking attention spans. But how exactly is microlearning reshaping



the educational landscape? At its core, microlearning breaks complex topics into digestible, 3-5 minute modules. These bite-sized lessons are laser-focused on specific skills or concepts, allowing learners to absorb information more efficiently. Imagine mastering a new language through daily 5-minute vocabulary sessions or learning to code with quick, interactive tutorials. This is the power of microlearning in action.



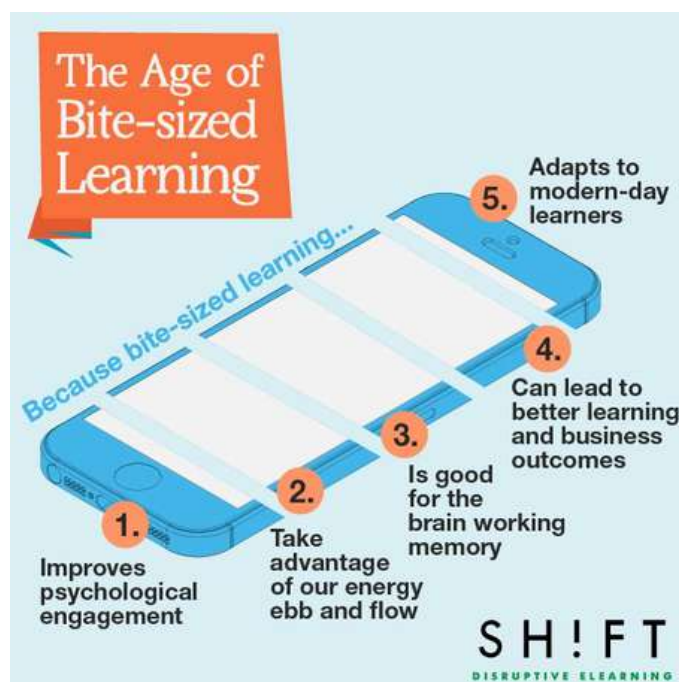
**Mohana Priya B**  
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However, the benefits extend far beyond convenience. Research suggests that shorter learning sessions can significantly improve retention rates. By focusing on one concept at a time, learners are less likely to experience cognitive overload, leading to better understanding and recall. Furthermore, the flexibility of microlearning allows for just-in-time knowledge acquisition, empowering individuals to learn exactly what they need, precisely when they need it.

Even though traditional education still has its place, microlearning is rapidly gaining ground in corporate training and professional development. Companies are leveraging this approach to upskill their workforce efficiently, while professionals use it to stay ahead in their ever-evolving industries. The result? A more agile, adaptable workforce is ready to face the challenges of the 21st century.

But what about the future? As artificial intelligence and virtual reality technologies advance, we can expect microlearning to become even more personalized and immersive. Imagine AI-powered learning assistants tailoring content to your unique learning style or VR simulations allowing you to practice new skills in realistic environments, all in bite-sized sessions.

In conclusion, the bite-sized revolution: The Microlearning Explosion. Microlearning isn't just changing education; it's revolutionizing how we approach knowledge acquisition in an increasingly fast-paced world. As we continue to navigate the information age, one thing is clear: the future of learning is bite-sized, personalized, and always at our fingertips. Are you ready to take your first microstep into this educational revolution?



Embarking on an MBA journey is a significant step towards a promising career in business and management. While classroom learning and theoretical knowledge form the backbone of an MBA program, internships play an equally crucial role in shaping a well-rounded professional. Engaging in an internship as early as the second semester can provide invaluable benefits beyond the classroom.

One of the primary advantages of undertaking an internship in the early semester is the opportunity to apply theoretical concepts to real-world scenarios at the earliest. MBA programs are intensive and packed with various business theories, models, and case studies. While these are essential for building a strong foundation, the practical application of this knowledge can solidify understanding and enhance retention. By working in a real business environment, students can witness firsthand how classroom teachings translate into everyday business practices.

Early internships also offer students a chance to explore different industries and roles. The first year of an MBA program often involves core courses that cover a broad spectrum of business disciplines. An internship in the early second semester allows students to delve into specific areas of interest, helping them to identify their passions and strengths. This exploration is crucial for making informed decisions about elective courses and career paths in the latter part of the MBA program.

Moreover, internships provide a platform for building a professional network. The connections made during an internship can be invaluable for future career opportunities. Interacting with industry professionals, mentors, and peers opens doors to new learning experiences and can lead to potential job offers. Networking is an essential aspect of career growth, and starting early can give MBA students a head start in establishing meaningful relationships within the industry.



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Another significant benefit of early internships is the development of soft skills. While technical skills and business combination are critical, soft skills such as communication, teamwork, problem-solving, and adaptability are equally important in business. Internships offer a conducive environment for intensifying and making these skills more effective, as students work on real projects, collaborate with diverse teams, and navigate workplace dynamics. The earlier these skills are developed, the more prepared students will be for leadership roles in the future.

Furthermore, internships can enhance a student's resume, making them more attractive to potential employers. When MBA students graduate, those with early internship experience will have a competitive edge over their peers. They can demonstrate a proven track record of practical experience and a proactive approach to their career development. This can significantly boost their employability and increase their chances of landing desirable positions in top companies.

However, it is concerning that some colleges do not support their students in securing internships during the early semesters. Reasons cited include potential disruptions to placement schedules and attendance requirements. This lack of support can be detrimental, especially in a market plagued by uncertainties and economic recessions. On the one hand, these colleges struggle with placement rates, and on the other hand, they prevent students from taking advantage of potentially career-defining internship opportunities. These internships can lead to full-time pre-placement offers, providing a safety net in a volatile job market.

Colleges should recognize the immense value of early internships and support their students in these endeavors. By doing so, they can enhance the overall quality and reputation of their MBA programs, ultimately benefiting both the students and the institution. Encouraging and facilitating early internships will not only prepare students for future challenges but also ensure that they have the best possible opportunities to succeed in their careers.

In conclusion, pursuing an internship as early as the second semester of an MBA program is beneficial and essential for holistic professional development. It bridges the gap between theory and practice, offers industry exposure, builds professional networks, enhances soft skills, strengthens resumes, and provides clarity on career goals. For MBA students aiming to maximize their educational experience and career prospects, engaging in an early internship is a strategic and impactful step. Therefore, colleges must support their students in these early placements to foster a robust and future-ready workforce.

The 53rd GST Council meeting in June 2024 brought renewed attention to simplifying India's Goods and Services Tax (GST) structure. While the council revised rates for specific items, the ongoing debate about reducing the number of tax slabs remains central to creating a more efficient and business-friendly GST regime. As an MBA student interested in public policy and its economic implications, I find this discussion particularly compelling. Let's explore the complexities of GST rate rationalization and its potential to balance revenue neutrality with a simpler tax structure.

### The Current GST Landscape: A Complex System

India's GST system currently features five tax slabs: 0%, 5%, 12%, 18%, and 28%. While this multi-tiered structure aims to categorize goods and services based on their essentiality and value, it often complicates compliance for businesses. Accurately classifying products into the correct tax bracket can be time-consuming and prone to errors. Additionally, the numerous slabs contribute to the overall complexity of tax administration.



### The Case for Fewer Slabs: A Smoother Journey

Advocates for a streamlined slab structure argue that reducing the number of rates would significantly enhance the ease of doing business in India. With fewer rates to navigate, businesses—especially small and medium enterprises (SMEs)—could lower compliance costs, leading to faster tax filing and allowing them to redirect valuable resources toward core operations.

Moreover, a simpler GST structure could potentially improve tax collection. By reducing confusion around product classification, the likelihood of misclassification and tax evasion may decrease, resulting in a more stable and predictable revenue stream for the government.



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Kottur  
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## The Balancing Act: Revenue Neutrality and Growth

However, the move toward fewer slabs is not without its challenges. The primary concern is achieving revenue neutrality—ensuring that the government maintains its current tax collection levels even with a simplified structure. Lowering tax rates on certain goods might result in a revenue shortfall, impacting government spending on vital social and infrastructure projects.

Finding the optimal balance between simplification and revenue neutrality requires careful analysis. The council might consider a phased approach, strategically merging slabs while adjusting rates to minimize revenue loss. Additionally, leveraging technology for improved tax administration and compliance monitoring could play a crucial role in reducing leakages and ensuring efficient tax collection.

## The Road Ahead: A More Vibrant Business Landscape

A well-rationalized GST structure with fewer slabs has the potential to unlock significant benefits for the Indian economy. Streamlined compliance processes would empower businesses, particularly SMEs, to thrive, leading to increased investment, job creation, and overall economic growth. Furthermore, a simpler tax system would enhance transparency and attract foreign investments, propelling India's economic progress.

## Conclusion: A Work in Progress

The 53rd GST Council meeting marked a significant step toward a more streamlined GST structure. While the path forward involves careful consideration of revenue neutrality and potential economic impacts, the benefits of a simpler tax regime are undeniable. As an MBA student, I believe that balancing these competing priorities will be crucial for India's economic well-being. The council's ongoing efforts to refine the GST structure hold immense promise for creating a more vibrant and efficient business ecosystem in the long run.

Larsen & Toubro: Spearheading the Make in India Initiative:

Larsen & Toubro (L&T), a multinational conglomerate headquartered in Mumbai, has emerged as a key player in realizing the ambitious Make in India vision. Launched in 2014 by Prime Minister Narendra Modi, the Make in India initiative aims to transform India into a global manufacturing hub. L&T, with its diverse portfolio spanning engineering, construction, manufacturing, and technology services, has been at the forefront of this national endeavor.

L&T's Commitment to Make in India

L&T's involvement in the Make in India initiative is multifaceted, leveraging its expertise across various sectors. The company has consistently aligned its strategies with the government's vision, focusing on enhancing domestic manufacturing capabilities, creating employment opportunities, and fostering innovation.

Key Sectors of Contribution

**Defense:** L&T has made significant strides in the defense sector, a critical area for the Make in India initiative. The company has developed indigenous capabilities in manufacturing advanced defense equipment, including artillery systems, missile launchers, and submarine components. L&T's K9 Vajra-T self-propelled howitzer, produced in collaboration with South Korea's Hanwha Techwin, exemplifies its commitment to localization and technology transfer.

**Infrastructure:** As one of India's largest construction companies, L&T has played a pivotal role in developing the nation's infrastructure. From metro rail projects to smart cities, L&T's contributions align perfectly with the Make in India goal of enhancing the country's manufacturing and logistical capabilities.

**Heavy Engineering:** L&T's heavy engineering division has been instrumental in reducing India's dependence on imports for critical equipment. The company manufactures a wide range of products, including pressure vessels, reactors, and heat exchangers for various industries, contributing to self-reliance in key sectors.

**IT and Technology Services:** Through its technology arm, L&T Infotech (now LTIMindtree), the company has been promoting India as a global IT services hub, aligning with the digital aspect of the Make in India initiative.

Innovation and R&D

Central to L&T's Make in India efforts is its focus on innovation and research and development. The company has established several R&D centers across India, working on cutting-edge technologies in areas such as robotics, artificial intelligence, and additive manufacturing. These initiatives not only enhance L&T's competitiveness but also contribute to building India's technological capabilities.



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### Skill Development and Employment Generation

Recognizing that a skilled workforce is crucial for the success of Make in India, L&T has invested heavily in skill development programs. The company operates several training institutes that provide technical and vocational education to thousands of youth annually. This initiative not only supports L&T's own human resource needs but also contributes to the larger goal of enhancing India's skilled workforce.

### Challenges and Future Outlook

Despite its successes, L&T faces challenges in fully realizing the Make in India vision. These include regulatory hurdles, global competition, and the need for continuous technological upgradation. However, the company remains committed to overcoming these obstacles through strategic investments and partnerships. Looking ahead, L&T is poised to play an even more significant role in the Make in India initiative. The company is exploring opportunities in emerging sectors such as renewable energy, electric vehicles, and smart manufacturing, aligning with India's push towards sustainable and technologically advanced manufacturing.

### Conclusion

Larsen & Toubro's contributions to the Make in India initiative exemplify how large corporations can align their business strategies with national objectives. By leveraging its diverse capabilities, fostering innovation, and focusing on skill development, L&T has not only enhanced its own competitiveness but has also significantly contributed to India's journey towards becoming a global manufacturing powerhouse.

As India continues to push for greater self-reliance and global competitiveness, companies like L&T will play a crucial role in translating the Make in India vision into reality. Through its ongoing efforts and future plans, L&T is set to remain at the forefront of India's manufacturing revolution, driving innovation, creating employment, and boosting the nation's economic growth.

Jaguar Land Rover (JLR) has made a significant move by starting the local assembly of its popular Range Rover and Range Rover Sport models in India. This is the first time these luxury SUVs are being produced outside the United Kingdom. JLR's decision to assemble these vehicles in India reflects its commitment to the growing Indian market and supports the "Make in India" initiative.

#### Local Assembly at Pune Plant

JLR's plant in Pune has been operational since 2011. This plant has been producing various JLR models like the Range Rover Velar, Evoque, Discovery Sport, and Jaguar F-Pace. Now, the plant will also assemble the Range Rover and Range Rover Sport. By expanding its local assembly operations, JLR aims to meet the increasing demand for luxury cars in India, a market expected to double in size in the next five years.

#### Economic Benefits

The local assembly of JLR vehicles brings several benefits to the Indian economy. By sourcing parts locally and assembling vehicles in India, JLR helps reduce import costs and promotes the growth of local suppliers and related industries.

Additionally, setting up assembly lines creates many job opportunities, helping reduce unemployment and improve skill levels among Indian workers.

#### Technological Transfer

A major advantage of JLR's local assembly is the transfer of advanced technology and expertise to India. JLR has introduced modern manufacturing processes and strict quality control measures to ensure that the vehicles assembled in India meet the same high standards as those made in other countries. This technology transfer not only enhances the capabilities of the Indian manufacturing sector but also promotes skill development among local employees.

#### Competitive Pricing and Market Presence

By assembling vehicles in India, JLR can offer its luxury cars at more competitive prices, making them more accessible to a broader range of Indian consumers. This move helps JLR strengthen its market presence and brand loyalty in India. Local production also allows JLR to respond quickly to market changes and consumer preferences, providing a significant advantage in the dynamic automotive market.



GB Manish  
Gowda  
Sec- D

# JLR

### Environmental Impact

Local assembly also benefits the environment. By reducing the need to transport fully built vehicles over long distances, JLR can lower its carbon footprint, contributing to more sustainable manufacturing practices. JLR's commitment to strict environmental regulations and eco-friendly technologies highlights its dedication to sustainable growth in India.

### Supporting "Make in India"

Jaguar Land Rover's support for the "Make in India" initiative demonstrates the potential of this campaign to attract global investments and promote economic growth. By establishing local assembly operations, JLR not only strengthens its market position in India but also contributes to job creation, technological advancement, and sustainable development. As India continues to grow as a manufacturing hub, initiatives like these will play a crucial role in shaping the country's economic landscape and enhancing its global competitiveness.

### References

For more detailed information on the "Make in India" initiative and its impact on the Indian economy, consider reading the following books:

1. "Make in India: Rebooting India's Economy" by Arvind Panagariya
2. "India Unbound: From Independence to the Global Information Age" by Gurcharan Das
3. "The India Way: How India's Top Business Leaders Are Revolutionizing Management" by Peter Cappelli, Harbir Singh, Jitendra Singh, and Michael Useem
4. "In the Line of Fire: How to Make Indian Manufacturing Globally Competitive" by Anil K. Gupta and Haiyan Wang
5. These books provide comprehensive insights into India's economic strategies and the impact of initiatives like "Make in India" on the country's industrial and economic growth.

## "Transformational Leadership: Navigating Success in the modern Business World"

In today's fast-changing business environment, effective leadership is more crucial than ever. Among various leadership styles, transformational leadership emerges as a particularly impactful approach, capable of driving organizations to significant success. Transformational leaders serve as role models, gaining the trust and respect of their followers.

They uphold high ethical and moral standards and are admired, respected, and emulated by their teams. **Inspirational Motivation:** These leaders possess a clear vision and communicate it effectively to their followers. They inspire and motivate their teams by creating a sense of purpose and direction, often through passionate and enthusiastic communication. Transformational leaders foster creativity and innovation. They challenge assumptions, stimulate creativity, and promote critical thinking among their followers, creating an environment where new ideas are welcome and innovative solutions are developed. **Individualized Consideration:** They attend to the individual needs and development of their team members.

Transformational leaders act as coaches or mentors, providing personalized support, encouragement, and opportunities for growth and development. Transformational leaders foster creativity and innovation. They challenge assumptions, stimulate creativity, and promote critical thinking among their followers, creating an environment where new ideas are welcome and innovative solutions are developed.

**Individualized Consideration:** They attend to the individual needs and development of their team members.

Transformational leaders act as coaches or mentors, providing personalized support, encouragement, and opportunities for growth and development. **The Impact on Business Success Enhanced Employee Engagement and Satisfaction.** Transformational leaders create a positive work environment where employees feel valued and motivated. By aligning the organization's vision with employees' personal values and goals, they increase job satisfaction and commitment. Engaged employees are more productive, exhibit higher levels of creativity, and are less likely to leave the organization. **Driving Innovation and Change** in today's business world, the ability to innovate and adapt to change is essential for survival and success.

Transformational leaders encourage their teams to think creatively and explore new ideas. This proactive approach to change management ensures that organizations stay competitive and can quickly respond to market shifts and emerging opportunities.



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Building Stronger Teams By focusing on individual development and fostering a collaborative environment, transformational leaders build strong, cohesive teams characterized by high levels of trust, mutual respect, and a shared commitment to achieving organizational goals. Strong teams are more resilient, better at handling challenges, and more capable of executing complex projects successfully.



Transformational leadership aligns the organization's vision with its strategic goals. Leaders who adopt this style effectively communicate the long-term vision and strategic direction, ensuring that all members of the organization are working toward common objectives.

Transformational leadership is a powerful tool for navigating the complexities of the modern business world. By fostering a culture of inspiration, innovation, and individual growth, transformational leaders drive organizational success and create a competitive edge. As businesses continue to face rapid changes and uncertainties, adopting transformational leadership principles can be the key to unlocking sustained growth and long-term success. Transformational leaders encourage their teams to think creatively and explore new ideas.

This proactive approach to change management ensures that organizations stay competitive and can quickly respond to market shifts and emerging opportunities. Building Stronger teams by focusing on individual development and fostering a collaborative environment, transformational leaders build strong, cohesive teams characterized by high levels of trust, mutual respect, and a shared commitment to achieving organizational goals. Strong teams are more resilient, better at handling challenges, and more capable of executing complex projects successfully

Manifestation is bringing something tangible into your life through the power of intention, belief, and action. It is grounded in the idea that our thoughts, emotions, and beliefs can influence the physical world. This concept has roots in various spiritual and psychological traditions and has gained significant popularity in recent years through self-help literature and popular media. This is personally we the Generation Z teenagers follow.

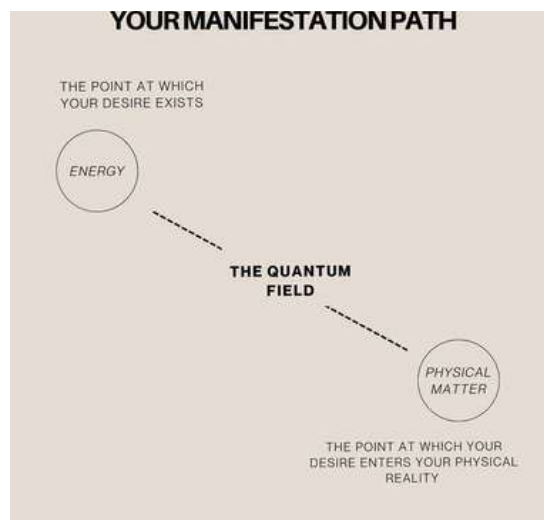
Some of the Fundamentals of Manifestation can be as follows :

**Setting Clear Intentions:** The first step in manifestation is clearly defining what you want. This involves more than just vague wishes; it requires specific, detailed, and positive intentions. For instance, instead of saying "I want to be successful," specify what success looks like to you. It is a particular job, a certain income level, or a personal achievement?

**Belief and Visualization:** Believing that you can achieve your goals is crucial. This belief is often reinforced through visualization, a technique where you imagine yourself in the scenario you desire. Visualization helps to align your subconscious mind with your goals, making them feel more attainable.

**Emotional Alignment:** Manifestation is not just about thoughts: it involves aligning your emotions with your desires. Feeling the emotions associated with your goal as if it has already been achieved can help attract it into your reality. This emotional resonance acts as a magnet for your desires.

**Patience and Trust:** Manifestation is not always instantaneous. It requires patience and trust in the process. Doubts and impatience can create resistance, slowing down or blocking your progress. Trusting the timing of the universe is a key component of successful manifestation.



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**Psychology of Belief:** Cognitive psychology shows that our beliefs and expectations can significantly influence our behaviours and outcomes. The placebo effect is a well-known example, where patients experience real improvements in their condition because they believe they are receiving treatment. Visualization and positive thinking can strengthen these neural pathways, making it easier to adopt new habits and behaviours aligned with your goals.

**Practical Tips for Manifesting Your Desires**  
**Create a Vision Board:** A vision board is a visual representation of your goals. By placing images, words, and symbols that represent what you want to manifest, you create a daily reminder of your intentions.

**Affirmations:** Positive affirmations are statements that you repeat to yourself to reinforce your goals and beliefs. For example, saying "I am confident and capable" can help shift your mindset towards a more positive and productive state.

**Gratitude Practice:** Cultivating gratitude for what you already have can increase your overall sense of well-being and attract more positive experiences. Daily gratitude journaling is a powerful way to reinforce this practice.

**Mindfulness and Meditation:** These practices can help you stay present and focused on your intentions. They also reduce stress and increase clarity, making it easier to recognize and act on opportunities.

In conclusion, Manifestation is a powerful tool that combines the power of intention, belief, and action to create the life you desire. While it requires effort and patience, the process can lead to profound personal growth and fulfilment. By setting clear intentions, believing in your capabilities, aligning your emotions, and taking inspired actions, you can harness the power of manifestation to bring your dreams into reality.



## Unveiling the Hidden Patterns: Harnessing Sentiment Analysis for Financial Forecasting



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Developing a competitive edge in the fast-paced world of finance involves more than just crunching numbers. Markets are subject to fluctuations influenced by economic indicators and investor sentiment. In recent years, sentiment analysis has emerged as a powerful tool for uncovering latent patterns within vast streams of unstructured data and interpreting the overall mood of the market.

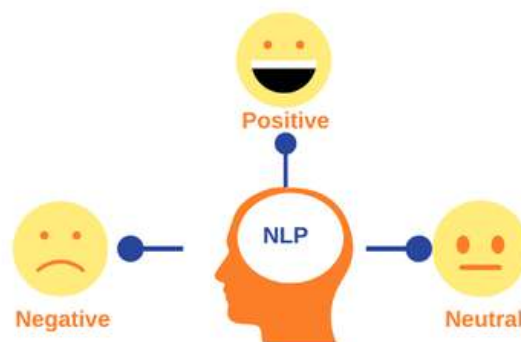
Sentiment analysis, often referred to as opinion mining, is a subfield of natural language processing (NLP) that focuses on extracting subjective information from textual sources. Sentiment analysis algorithms can identify the underlying sentiment expressed by individuals or groups by examining the tone, context, and semantics of written content, including financial reports, social media posts, and news articles.

### Sentiment's Role in Financial Markets

Sentiment plays a crucial role in financial markets, influencing market dynamics and investor behavior. Negative sentiment can trigger fear and uncertainty, leading to market sell-offs and increased volatility, while positive sentiment can inspire optimism, driving asset values higher. By assessing the general sentiment among market participants, analysts can anticipate potential opportunities and risks before they materialize, gaining valuable insights into investor and market sentiment.

### Applications of Sentiment Analysis in Finance

Sentiment analysis has a wide range of applications in finance, including sentiment-based trading strategies, emerging trend detection, stock price prediction, and market sentiment assessment. By monitoring sentiment indicators in real time, traders and investors can enhance their decision-making abilities, utilizing sentiment analysis tools to detect shifts in sentiment, identify market patterns, and uncover anomalies that could impact investment portfolios.



**Sentiment Analysis**

### Challenges and Considerations

Despite its great potential for financial forecasting, sentiment analysis faces certain challenges and limitations. Algorithms may struggle with the nuances of language, context, and sarcasm, leading to errors and false positives. Additionally, because financial markets are dynamic, sentiment analysis models must be continuously refined and adapted to account for changing sentiment dynamics and market conditions.

### Case Study: The Hindenburg Report and Investor Behavior

In my undergraduate research, I examined the impact of the Hindenburg report on investor behavior regarding Adani shares. When Hindenburg published its report on the Adani Group, which included serious allegations, the findings triggered a wave of scrutiny. The report accused the conglomerate of stock manipulation, money laundering, accounting fraud, corruption, theft of taxpayer funds, and the use of offshore shell companies.

However, our survey of clients from a stock brokerage revealed that many investors ignored the technical aspects of the report. A significant portion—46%—of respondents continued to hold Adani shares, while 68% viewed the situation as an investment opportunity. Despite the negative nature of the report, the prevailing sentiment among investors was largely positive. This illustrates the vital role sentiment plays in the finance industry.

### Conclusion

In summary, sentiment analysis represents a revolutionary advancement in financial analytics, providing unmatched insights into the collective mindset of the market. By leveraging sentiment analysis tools and methodologies, analysts and investors can navigate the complexities of financial markets with greater confidence and clarity. As we move toward a more connected and unpredictable world, understanding how to interpret sentiment may be the key to success in an increasingly data-driven financial landscape.

## Understanding the Reasons to Approach Global Rankings with Caution

### Overview

Global rankings frequently seek to shed light on a variety of topics, including living standards across nations, freedom of speech, unemployment rates, and happiness. These rankings, which are usually created by outside groups, have the power to influence how the general public and decision-makers see these nations. However, it is imperative to evaluate the validity of these rankings rigorously, particularly in light of a country as large and diverse as India.

### Restricted sample size

One major problem with global rankings is the small sample size that was utilized to gather the data. India, a country of almost 1.4 billion people, is frequently underrepresented in these agencies' surveys, which typically involve only about 1,000 respondents. The many viewpoints and experiences of the entire country cannot be adequately captured by such a small and unrepresentative group. A bigger and more varied sample is necessary to produce a more accurate representation.

**Regional Inequalities:** India is a country rich in diversity, with notable regional differences that make generalizations difficult. It is difficult to convey the actual spirit of the nation as a whole due to regional differences in culture, language, and lifestyle. every 500 kilometers. Ranking the entire nation on data from a single region is erroneous. Surveys should involve people from various parts of India, including the North, South, West, East, and Central areas, in order to get an accurate image. Ignoring these regional variances could lead to biased and incomplete results.

**Cultural Disparities:** India has a wide variety of cultural communities spread throughout its states in addition to its diverse regions. Each community has unique traditions and customs. These variations are sometimes overlooked by global rankings, which results in inaccurate inferences drawn from the replies of a small number of towns. This ignores the nation's diverse experiences and its intricate social structure.

### Inadequate Technique:

Another problem is the approach employed by foreign agencies. Their approaches might be effective in more homogeneous nations, but not in a country with as much diversity as India.

Because policies based on this data might not meet actual needs, these agencies provide results that can be detrimental and erroneous if they don't modify their procedures. An all-encompassing strategy is ineffective for a nation with the diversity of India.



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Localized Rankings Are Necessary, It would be better for India to have its own ranking bodies in light of these issues. These organizations could carry out in-depth studies and employ techniques tailored to India's particular situation. In this manner, the rankings would be more informative and accurate. These rankings can offer insights that are more relevant because they concentrate on local concerns and data.



In summary

Due to small sample sizes, regional and cultural variations, and faulty methodology, global rankings might be deceptive. India ought to create a system that takes into account the variety of the nation rather than depending just on these rankings. This would guarantee that judgments are founded on pertinent and reliable information, which would be advantageous to all. Creating localized ranking systems can contribute to the development of a more accurate picture of the country's achievements and difficulties, which will ultimately improve outcomes for all of its residents.

This essay explains why we shouldn't take international rankings too seriously and offers an alternative method for assessing the development of our nation.

In this ever-changing world of technology and programming languages, Python has emerged as a beloved and powerful tool, valued by everyone from beginners to seasoned developers. Python is the synonym for simplicity, versatility, and extensive programming libraries, by which it has played a crucial role in shaping the landscape of software development, data science, artificial intelligence, and more. This article delves into the history, evolution, and advantages of Python, shedding light on why it stands out among the many programming languages available today.

History of Python: Founders and the Story behind it.

Python was developed in the late 1980s by Guido van Rossum, a Dutch programmer working at Centrum Wiskunde & Informatica (CWI) in the Netherlands. Van Rossum wanted to create a language that would bridge the gap between the capabilities of C and C++ Language and the simplicity of scripting languages like for example ABC Programming Language. He aimed to design a language that was not only easy to read and write but also powerful enough for serious programming tasks.

The story behind the name "Python" is as intriguing as the language itself. Van Rossum, a fan of the British comedy series "Monty Python's Flying Circus," chose the name Python because he wanted a name that was short, unique, and slightly mysterious. This playful choice set the tone for the language's development, emphasizing readability and enjoyment in coding.

Python 1.0 was officially released in February 1991. It included many of the core features that continue to define the language today, such as exception handling, functions, and the core data types of list, dict, str, and more. The language's simplicity and flexibility quickly garnered attention from the programming community.

Evolution of Python as a Programming Language

Python's evolution has been marked by a series of updates and releases that have expanded its capabilities and have made it a reputed language for programming.



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**Python's 2X Series:** It started with Python 2.0 in October 2000 which introduced new features such as list comprehensions, garbage collection, and support for Unicode. Python 2.x became immensely popular, but it also included some design flaws and inconsistencies that would later prompt a major overhaul.

**Python's 3X Series:** It started with Python 3.0 in December 2008. Many inconsistencies found in 2.0 were rectified under this series. Changes such as: consistent syntax, improved standard library, and better support for internationalization were introduced. The change came with great difficulties which included a major overhaul of the entire codebase, but the Python community ensured long-term viability through these changes.

**Some Recent Developments:** Python has continued to evolve with regular updates that introduce new features, optimize performance, and enhance user-friendliness. Recent versions, such as Python 3.9 and 3.10, have added advanced programming capabilities. The language's active community and open development model ensure that Python remains at the forefront of programming innovation.

### Advantages of Python Over Other Programming Languages

Python's popularity is not without reason. It offers several advantages that set it apart from other programming languages:

**Readability and Simplicity:** Python's syntax is clean and readable which makes it user friendly and beginner-friendly. Usage of indentation makes it easier to write better code and format well

**Versatility:** The universality of the language makes it appealing. From web development, automation, data analytics and machine learning Python is all pervasive. Virtually any task can be undertaken under this Programming Language.

**Community and Ecosystem:** Python has a huge open community that contributes to the development of its advanced ecosystem. There exist extensive tutorials, forums and documentation which makes finding support easy.

**Integration and Interoperability:** Python can be easily integrated with other programming languages such as C++ and Java. This interoperability makes it a valuable tool in diverse development environments.

From being a simple scripting language to a powerful versatile tool, Python has come a long way. This journey is a testament to the robustness and design capabilities of Python. It has become a go to language for students, programmers, educators and researchers. Python's adaptability ensures its relevance in the times ahead. Python offers a welcoming and powerful environment to explore and create. The serpent has indeed revolutionized the programming landscape, and its legacy is poised to endure for many years to come.

Storytelling is an age-old practice that transcends cultures and time. From ancient campfires to modern-day media, the act of telling stories is a fundamental aspect of human experience and communication. It goes beyond mere entertainment; storytelling is a vital tool for education, cultural preservation, personal growth, and social connection. This piece explores the multifaceted importance of storytelling and its enduring relevance in our lives.

Storytelling helps us create connections across cultures and generations. It serves as a bridge that links people from diverse backgrounds and eras. Every culture has its own rich tapestry of myths, legends, and folktales that reflect its values, beliefs, and experiences. Through stories, cultural heritage is passed down from one generation to the next, preserving traditions and fostering a sense of identity and belonging. In a globalized world, storytelling can help us understand and appreciate different perspectives, promoting empathy and mutual respect among people from varied backgrounds.

Stories are a powerful educational tool that enhance communication and learning. Unlike dry facts or figures, stories engage our emotions and imagination, making information more memorable and impactful. In educational settings, storytelling can simplify complex concepts and make lessons more relatable and enjoyable. It encourages active listening and critical thinking, allowing learners to draw connections and derive meaning from the narrative. The narrative structure of stories also aids in memory retention, making it easier for people to recall information and apply it in real-life situations.

One of the most profound impacts of storytelling is its ability to foster emotional intelligence and empathy. By immersing ourselves in the experiences of characters, we gain insights into their thoughts, feelings, and motivations. This vicarious experience helps us develop a deeper understanding of human emotions and behaviors, enhancing our ability to empathize with others. Stories can also serve as a safe space to explore difficult emotions and situations, allowing us to process and cope with our own feelings more effectively.



Sanjeevi  
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Stories have the power to inspire change and personal growth. Through the journeys of characters, we see the potential for transformation and the triumph of the human spirit. Inspirational stories can motivate us to overcome challenges, pursue our dreams, and strive for a better future. They provide



valuable life lessons and moral guidance, encouraging us to reflect on our own actions and decisions. By seeing how characters navigate obstacles and learn from their experiences, we gain the courage and wisdom to face our own struggles and grow as individuals.

Storytelling also plays a crucial role in building community and social cohesion. Stories create a sense of collective identity and solidarity, strengthening the bonds among individuals within a group. They provide a platform for sharing experiences, values, and aspirations, fostering a sense of belonging and mutual support. In times of crisis or uncertainty, stories can offer comfort and hope, helping communities to heal and move forward. They also serve as a means of advocacy and social change, raising awareness about important issues and mobilizing people to take action.

The imaginative nature of storytelling fuels creativity and innovation. By exploring different scenarios, characters, and worlds, storytelling stimulates our creative thinking and problem-solving skills. It encourages us to think outside the box, challenge assumptions, and envision new possibilities. In business and other fields, storytelling is a valuable tool for innovation, as it helps communicate ideas in a compelling and persuasive way. It allows us to connect with audiences on an emotional level, making our messages more engaging and memorable.

In an increasingly complex and fast-paced world, the timeless art of storytelling remains a powerful tool for connection, growth, and change. Whether through books, films, or personal anecdotes, stories enrich our lives in countless ways. They connect us across cultures and generations, enhance our communication and learning, foster empathy and emotional intelligence, inspire personal and social transformation, build community and social cohesion, and drive creativity and innovation. By embracing and nurturing the art of storytelling, we can continue to create a more connected, empathetic, and vibrant world.

## Forest Fires

Context: Forest fires are increasing in the rich biodiversity of the Himalayan region of Uttarakhand.

Forest fires can be defined as any uncontrolled combustion or burning of plants in a natural setting such as a forest, grassland, brushland, or tundra, which consumes the natural fuels and spreads based on environmental conditions like topography, prevailing winds etc. During summer, when there is no rain for months, the forests become filled with dry leaves which could burst into flames ignited by the slightest spark. Fuel, oxygen and heat sources help the spreading of wildfires.

Forest fires are caused by two factors

1. Natural factors
2. Man-made

Environmental causes are largely related to climatic conditions such as temperature, wind speed and direction, level of moisture in soil and atmosphere and duration of dry spells. Other natural causes are the friction of bamboos swaying due to high wind velocity and rolling stones that result in sparks setting off fires in highly inflammable leaf litter on the forest floor.

Human related causes result from human activity as well as methods of forest management. These can be intentional or unintentional. Some of the activities included are as below.

1. Grazers and gatherers of various forest products starting small fires to obtain good grazing grass as well as to facilitate gathering of minor forest produce
2. The centuries old practice of shifting cultivation
3. The use of fires by villagers to ward off wild animals
4. Fires lit intentionally by people living around forests for recreation
5. Fires started accidentally by careless visitors to forests who discard cigarette.
6. Absence of fire lines and inadequate forest staff adds to the spread of forest fires.

Consequences of forest fires

Forest fires lead to the below mentioned consequences.

1. Loss of valuable timber resources
2. Degradation of catchment areas
3. Loss of biodiversity and extinction of plants and animals
4. Loss of wildlife habitat, global warming
5. Loss of carbon sink resource and increase in percentage of CO<sub>2</sub> in atmosphere
6. Ozone layer depletion
7. Health problems
8. Loss of livelihood for tribal people and the rural poor.



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Section: B



### Prevention of forest fires

Forest fires can be prevented by below mentioned activities.

1. Avoiding any activities that involve fire or sparks when it's hot, dry and windy,
2. Regular maintenance of vehicles and equipment that are used in the sensitive regions
3. Educating the people about the causes of fires and providing them guidelines of what to be done and what not to be done in such sensitive zones.

### Schemes and programs to conserve forest

Below mentioned schemes are carried out by the Ministry of Environment, Forest and Climate change to conserve forests.

1. National River Conservation Plan
2. Eco mark Scheme of India (ECOMARK) – Eco mark Labelling
3. National Afforestation Programme: A Participatory Approach to Sustainable Development of Forests
4. National Action Programme to Combat Desertification
5. Grants-in-aid Scheme for Voluntary Agencies

### Conclusion

Forests are crucial for economic development, environmental sustainability and societal well-being. Responsible forest management, conservation, and reforestation efforts are essential to ensure the continued availability of these resources for current and future generations.

## Shaping Tomorrow's Talents- A researcher's live comment upon his work

This article explores the significance of employee training and development in today's evolving business landscape. The emphasis is that traditional training methods are no longer adequate to meet the needs of modern organizations, especially in light of rapid technological advancements. I have personally carried out a to identify innovative strategies for employee training that can improve retention, performance, and adaptability in the workplace.

The various benefits and types of employee training, highlights how effective training increases productivity, improves employee retention, enhances morale, and equips employees to adapt to new technologies and market changes. These include technical, soft skills, compliance, safety, leadership, and customer service training, all critical for developing a workforce that can meet current and future business challenges.



A key issue observed as a recruiter is the mismatch between the skills employees possess and those required for the future, leading to skill obsolescence. There is a need for personalized, flexible, and scalable training programs that engage employees effectively. To this end, I have advocated for innovative training methodologies such as AI-driven personalized learning, gamification, and virtual simulations. These methods aim to create more engaging and effective learning experiences that cater to individual employee needs and improve knowledge retention.

To reach the conclusions of my research I have obtained both primary and secondary data. The primary data was collected through a structured questionnaire, targeting employees across various levels of experience and positions within organizations. I used statistical analysis, including chi-square tests and Pearson correlation, to assess the effectiveness of different training methods and feedback mechanisms.



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One of the study's key findings was that while lower-level employees are more receptive to innovative training methods such as gamification and virtual simulations, senior and leadership-level employees are more resistant to change. My research suggests that for innovative training programs to be successful, they need to be championed by leadership, which can foster a culture of continuous learning and adaptability.

Furthermore, the study compares various feedback mechanisms, such as 360-degree feedback, performance appraisals, and structured peer reviews, with 360-degree feedback emerging as a preferred method across different employee groups. It also analyses employee preferences for career development methods, finding that mentorship is favored over traditional training feedback.



Through my research, I conclude that for organizations to remain competitive, they must modernize their training and development strategies by incorporating new technologies and personalized learning experiences. Further, my study stresses the importance of leadership buy-in to drive cultural and strategic shifts necessary for adopting these innovations. By focusing on continuous employee development, organizations can not only retain top talent but also foster a workforce capable of meeting the challenges of tomorrow.

The Author, Nibin Joseph, is an alumnus of Executive MBA program. He is a recruiter and as part of his coursework, undertook a capstone project with the above title. In the above write-up, the student is narrating the path of his endeavours and the outcomes of his research.

## Understanding Global Financial Markets: A Comprehensive Overview

Global financial markets are integral to the international economy, providing platforms for buying and selling securities, commodities, and other financial instruments. These markets facilitate capital formation, liquidity, risk management, and economic growth. Drawing insights from "An Introduction to Global Financial Markets" by Stephen Valdez and Philip Molyneux, this article explores the key components, institutions, and current trends shaping the global financial landscape.

### Key Components of Financial Markets,

Financial markets are broadly categorized into primary and secondary markets. New securities are issued and sold directly to investors in primary markets, typically through Initial Public Offerings (IPOs).



Secondary markets deal with the trading of existing securities among investors, highlighting the different stages of securities' life cycles and their impact on market liquidity and price discovery.

Financial instruments traded in these markets include:

**Stocks:** Representing ownership in a company, offering potential capital gains and dividends.

**Bonds:** Debt securities issued by governments and corporations, offering fixed interest payments.

**Derivatives:** Contracts whose value is derived from underlying assets such as commodities, currencies, or indices.

**Foreign Exchange:** The market for trading currencies, essential for international trade and investment.

### Role of Financial Institutions

Valdez and Molyneux emphasize the significance of financial institutions in facilitating market operations. Key players include:

**Commercial Banks:** Provide deposit-taking, lending, and payment processing services.

**Investment Banks:** Specialize in underwriting new securities, facilitating mergers, and providing advisory services.

**Insurance Companies:** Offer risk management through various insurance products.

**Mutual Funds and Pension Funds:** Pool resources to invest in diversified portfolios of securities.



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### Regulatory Environment

A robust regulatory framework is vital for maintaining market integrity and protecting investors. Regulations ensure transparency, reduce systemic risk and prevent market abuses such as fraud and insider trading. Key regulatory bodies include the SEC in the United States and the FCA in the UK.

### Globalization and Interconnectedness

The globalization of financial markets has led to increased interconnectivity, enabling capital to flow across borders with unprecedented ease. This interconnectedness fosters economic growth and investment opportunities but also poses challenges. Financial crises can quickly spread across borders, as evidenced by the 2008 and COVID-19 pandemic.

### Current Trends and Developments

Several trends are shaping the future of global financial markets:

**Electronic Trading:** Electronic trading platforms have revolutionized market access and efficiency.

**Technological Advancements:** Blockchain and AI are transforming trading, risk management, and compliance.

**Sustainable Investing:** Emphasis on Environmental, Social, and Governance (ESG) criteria reflects a shift towards responsible investing.

**Regulatory Changes:** Regulatory frameworks are evolving to enhance market stability and protect investors.

### Behavioral Finance

Understanding market behavior is crucial. Theories such as the Efficient Market Hypothesis (EMH) and Behavioral Finance provide insights into market dynamics and investor psychology. Valdez and Molyneux's book delves into these theories, highlighting their importance.

Global financial markets are complex and dynamic, playing a pivotal role in the global economy. "An Introduction to Global Financial Markets" by Stephen Valdez and Philip Molyneux serves as an excellent resource for understanding these markets, providing a thorough examination of their components, institutions, and trends. Staying informed and understanding their intricacies is essential for investors, policymakers, and anyone involved in the financial sector.

A drive through Bengaluru's CBD, will most certainly take you through a bustling road lined with commercial establishments- 'the Nrupatunga Road'. A road celebrating a person in an international city. Ever wondered, who was he? Amoghavarsha I (or Amoghavarsha Nrupatunga I) was the greatest emperor of the Rashtrakuta dynasty. His reign of 64 years is one of the longest precisely dated monarchical reigns on record. (r. 814 – 878 CE)

Amoghavarsha I, the illustrious Rashtrakuta emperor who reigned from 814 to 878 CE, is celebrated for his astute governance, military prowess, and for his profound contributions to the cultural and linguistic heritage of South India. Under his rule, the Kannada language experienced a significant elevation, transforming from a regional vernacular to a sophisticated and respected court language. This transformation established Kannada as a medium for literary and scholarly expression, cementing Amoghavarsha's legacy as a patron of language and literature.

A Visionary Monarch Amoghavarsha ascended to the Rashtrakuta throne as a young ruler, and despite facing multiple challenges, he consolidated and stabilized his empire, which spanned vast territories across South India. His rule marked a departure from the purely militaristic style of governance that characterized many of his predecessors. He focused on cultural patronage, fostering the growth of arts, literature, and religious tolerance in the diverse and multicultural Rashtrakuta Empire. His interest in elevating Kannada was part of a larger vision to unite and culturally enrich his people.

Before Amoghavarsha's reign, Sanskrit was the dominant language in royal courts and was used extensively for literary and religious purposes. However, Amoghavarsha recognized the need for a unifying cultural identity that resonated with the people, particularly in Karnataka, where Kannada was the spoken language. His decision to elevate Kannada to a court language brought a new prestige and established it as a respected medium for literature, scholarship, and administrative matters.

Amoghavarsha's endorsement of Kannada extended beyond literary works as he began to incorporate it into the administrative practices of his empire.



Prof. Capt. A. Nagaraj Subbarao Ph.D, the author is also the Dean of SCMS (PG)

Using Kannada for official documentation and governance, he ensured it became widely used across different societal levels. The Rashtrakuta Empire included various linguistic and cultural communities, and using Kannada in administration helped unify these groups under a shared medium. This development set a precedent for future dynasties in Karnataka, such as the Western Chalukyas and the Hoysalas, to continue promoting Kannada as a language of administration, culture, and literature.

Amoghavarsha's most celebrated literary work is the "Kavirajamarga" (Royal Path of Poets), composed around 850 CE and widely regarded as the first extant work of Kannada literature. Though some portions are believed to have been authored by the poet Sri Vijaya, the text is attributed to Amoghavarsha himself, underscoring his active role in literary pursuits. The "Kavirajamarga" is significant because it provides guidance on poetics and emphasizes the richness and structure of Kannada as a language suitable for sophisticated literary expression. This work demonstrated Kannada's potential as a refined language capable of expressing complex literary and philosophical ideas, encouraging other writers and scholars to adopt it.



The "Kavirajamarga" inspired Kannada writers and set the standards for Kannada poetry and prosody. It elaborated on the characteristics of good poetry and the responsibilities of a poet and emphasized Kannada's phonetic beauty, vocabulary, and rhythm. The work became a cornerstone for Kannada literary tradition and reflected Amoghavarsha's intention to position Kannada on par with Sanskrit, the language of scholarly and sacred texts.

Jainism—a religion that embraced vernacular languages for its teachings—also influenced the Kannada literary landscape. Many of the Jain monks and scholars associated with his court produced significant Kannada works, further enriching the language and literature of the region. His promotion of religious and cultural inclusivity fostered a vibrant intellectual environment that welcomed diverse perspectives, thus enhancing Kannada's vocabulary and expressive scope. Amoghavarsha I's contribution to Kannada goes beyond his role as a king; he was a cultural visionary who recognized the power of language as a tool for unity, intellectual enrichment, and regional pride. His support for Kannada literature and his efforts to establish it as a sophisticated court language marked a turning point in the history of Kannada, enabling the language to flourish and assume its rightful place among India's rich literary traditions. Through promoting Kannada, Amoghavarsha, I not only elevated a language but also instilled a legacy of cultural pride that endures today. His reign remains profound, as it set the foundations for Kannada to thrive as a respected and celebrated literary language in the following centuries. In fact, he provided the template for future vernacular languages to develop and was probably the first Indian emperor who elevated the vernacular to a court language.

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The entrepreneurial spirit has long been celebrated as a cornerstone of innovation and progress, but what exactly does it take for someone to embrace this journey? Recently, 240 post-graduate students from the School of Commerce and Management Studies (SCMS) embarked on a month-long exercise designed to uncover the attributes, challenges, and resilience that define today's entrepreneurs. The students interviewed 40 entrepreneurs, many of whom are at the forefront of sectors like healthcare, wellness, space, retail tech, agritech, social entrepreneurship, and more. Some of the startups included Spookfish, Bellatrix, Tricog, Sahas, Xeno, Mason, Fibroheal, Vitor Health, Campus Sutra, Zeuron.AI, and Secure My Scholarship.

### The Aim of the Exercise: Exploring Entrepreneurial Mindsets

The purpose of these interviews was to dig deeper into the entrepreneurial mindset. What are the qualities that allow these individuals to succeed? How do they confront challenges and failure, and what drives them to keep going? The students engaged in candid conversations with those who have walked the path of entrepreneurship, to get a feel of their triumphs and hardships.

Through these 60-minute interactions, students got valuable insights into how entrepreneurs navigate uncharted waters. As one student put it, "I always thought entrepreneurship was about having a brilliant idea, but after these conversations, I realized it's more about resilience, creativity, and being able to manage setbacks."

### Key Themes Uncovered: Challenges, Failures, and Resilience

Startups in sectors like healthcare and space, such as Tricog and Bellatrix, revealed the complexities of navigating highly regulated environments. Entrepreneurs in these fields are often required to balance innovation with strict compliance and safety standards, something that poses a unique challenge not present in less regulated industries.

In fashion and retail tech, like Campus Sutra and Xeno, the challenges were more customer-centric, revolving around rapid shifts in consumer behaviour and the need to stay ahead of trends. How data-driven strategies have helped them refine customer engagement, the importance of intuition and experience were the highlights here.

What was common across the board was their relationship with failure. The path to success is not linear. Almost every founder interviewed recounted stories of setbacks—whether it was a product launch or a funding round. What set these individuals apart was their ability to view failure not as a stopping point but as a stepping stone. This mindset of resilience was a powerful lesson for the students, who had never before considered the value of failure in personal growth.



Prof.  
Jitendranath  
Patri  
Adjunct  
Professor

### What It Takes to Be an Entrepreneur: Grit, Vision, and Adaptability

Grit topped the list—a tenacious resolve to keep going despite obstacles. Vision was another key factor. Entrepreneurs like those at Spookfish and Sahas spoke about how having a clear, long-term vision has kept them focused.

Adaptability was another crucial attribute mentioned. In fast-moving sectors like marketing technology and AI, such as the work being done by Mason and Zeuron.AI, the ability to pivot and adjust to new market realities is essential. Successful entrepreneurs remain flexible, always ready to embrace change rather than fear it was the message.

### The Potential for Case Studies: Delving Deeper

The potential of converting some of these interviews into real cases studies is being explored. The studies would help potential learners understand entrepreneurial process, personal attributes and mindset required to be an entrepreneur. These cases may also offer rich exploration of real-world challenges like scaling a business, navigating regulatory frameworks, or understanding the impact of emerging technologies like AI and machine learning.



This exercise was a significant milestone in the academic journey of SCMS-PG students. It gave them real-world, out of classroom exposure to the entrepreneurial mindset. The students gained a firsthand understanding of the values of resilience in the face of adversity, adaptability in an ever-changing world, and the vision to create something truly transformative.

As some of these interviews evolve into case studies, we look forward to uncovering even deeper insights, ensuring that future batches of students at SCMS will continue to learn from those who are shaping the world of tomorrow.



Dr Silky Sharma  
Assistant  
Professor

In Indian higher education, NAAC (National Assessment and Accreditation Council) and NBA (National Board of Accreditation) accreditations play a crucial role in determining the quality, credibility, and recognition of universities and institutions. NAAC (National Assessment and Accreditation Council) and NBA (National Board of Accreditation) accreditations are vital for ensuring quality and credibility in Indian higher education. They guarantee that institutions meet predefined standards in areas like curriculum, faculty, research, and infrastructure. While NAAC focuses on institutional accreditation, NBA accredits specific technical and professional programs like engineering and management. Accreditation ensures compliance with government regulations, making institutions eligible for funding and grants from bodies like the UGC. NBA's alignment with the Washington Accord enhances global recognition, facilitating international collaborations and improving student and faculty opportunities.



Accredited institutions attract more students due to better educational standards and employability, as employers prefer graduates from accredited universities. Accreditation also boosts an institution's reputation and rankings, drawing top talent and faculty. Additionally, it promotes continuous improvement, requiring institutions to innovate and maintain high standards. Accredited institutions benefit from financial aid and may qualify for autonomous status, allowing flexibility in academic practices. They also attract more research funding. Overall, owing to compliance to these standards, NAAC and NBA NAAC and NBA accreditations elevate the quality, credibility, and global competitiveness of Indian universities. They benefit students, faculty, and the institution as a whole by promoting high academic standards and continuous improvement in the educational ecosystem. However, NBA (National Board of Accreditation) and NAAC (National Assessment and Accreditation Council) serve different purposes and have distinct approaches to assessing the quality of higher education institutions. Here is a comparative analysis of both the accreditation systems.

NBA focuses on program-level accreditation, evaluating technical and professional courses such as engineering and management, aiming to ensure programs meet specific skills and competency outcomes. It uses an Outcome-Based Education (OBE) model, assessing programs based on measurable criteria like student performance, faculty qualifications, and research. NBA's accreditation is awarded for 3 or 6 years.

NAAC focuses on institutional accreditation, assessing the overall performance of universities and colleges, including all departments and programs. It evaluates a range of criteria, such as curriculum, governance, and societal engagement, using a more qualitative approach. NAAC accreditation is awarded for 5 or 7 years, with institutions graded on a four-point scale (A++, A, B, C).

Aspect	NBA	NAAC
Assessing Body	All India Council for Technical Education (AICTE)	University Grants Commission (UGC)
Focus	Program-level accreditation (technical, professional)	Institutional-level accreditation (all programs)
Evaluation Approach	Outcome-based (OBE), quantitative	Holistic, institutional performance, qualitative
Accreditation Validity (Cycle)	3 or 6 years	5 or 7 years
Scope	Specific programs (e.g., engineering, management)	Entire institution (All programs and departments in an institution)

Eligibility	AICTE-affiliated professional programs	UGC-affiliated universities and colleges
Grading	Accredited/Not Accredited	Graded (A++, A+, A, B, C, etc.)
International Recognition	Yes (Washington Accord for engineering)	Limited

NBA accredits specific programs, with greater international recognition through agreements like the Washington Accord. NAAC evaluates the institution as a whole, focusing on overall improvement, research output, and social contributions. Both accreditation bodies ensure quality standards, but NBA is program-specific, while NAAC takes a broader institutional approach. In nutshell, both NBA and NAAC serve distinct but complementary roles in enhancing the quality of higher education in India. NBA focuses on ensuring the professional readiness and competency of students in specific programs, while NAAC ensures holistic institutional quality and progress.



In the five-headed serpent, Maha Vishnu is seen sleeping in three Rangams: Adi, Anta, and Madya. Anta Ranga is in the Tamil Nadu region, not far from Thiricirapalli. A quote from Uttara Kanda of Valmiki's Ramayana states that Sri Rama thus worshipped Lord Ranganatha "Sagapathniya Visalakchya Narayana Upagamagathu". This establishes that the temple of Lord Ranganatha is at least 4,000 years old.

The sage Swami Ramanuja, who lived a millennium ago, spent his entire life in Srirangam. Cholas and Pandiyas performed numerous services and built numerous mandapa, gopura, and prakaras at Sri Rangam. This temple, situated in 2000 acres, includes seven prakaras and twenty-one gopuras. Between the Kaveri and Kolidam river beds

King Achutha Deva Raya of the Vijayanagara kingdom built the seventh prakara and began construction on Srirangam Raja Gopuram. Following Achutha Deva Raya's death in 1542, construction on Gopuram was halted.

It was said that whoever attempted to reconstruct the gopuram would suffer grave consequences. The Nayaka kings of Madurai attempted to do so in 1736, and their dynasty fell.

His Holiness, Vedantadeshika Mahadeshika, the 44th Pontiff Ahobila Mutt, in Tamilnadu, was 85 years old when he decided to rebuild Srirangam's Raja Gopuram. Members of his own Mutt made fun of him, saying that this insane old man was going to build such a large Gopura which the Vijayanagara Empire and the Madurai kings couldn't accomplish.

The pontiff of Ahobila mutt took a strong sankalpa (wow) and went to MG Ramachandran (MGR), the Tamil Nadu chief minister at the time, to request permission. He was referred to the Public Works Department, and NIT Trichy conducted a soil test for two years., NIT's soil report suggested that the foundation King Achutha Deva Raya had set was robust enough to rebuild and take the load.



Prof. Dr.  
Parthasarathi

In 1979, the pontiff started construction work. Ahobila Mutt constructed the first tower, while the governments of Karnataka and Andhra constructed the second and third towers, respectively. The fourth tower was built by the Madhya Pradesh government. The Tamil Nadu government erected the thirteenth tower, whereas Kanchi Kamakoti Peetham constructed the fifth and eighth towers.

When the Gopura work started in 1979, HH was 88 years old, and when the Gopura was completed in 1987, HH was 96 years old. He managed all of the funds and donations that were mobilized by the 44th Pontiff during his meetings with people of influence.

At the age of 97, HH would climb all 13 towers to oversee the work every day, and would pay all employees each Friday by hand only. HH dispelled all the rumors that said if this gopura is built, the builders will perish and the empire will collapse. He lived his full life after the gopuram was built, and at the time of his death, he was 100 years old. When the gopura was finished, on March 25, 1987, it weighed 128,000 tons, and it took Rupees 56 crores to construct.



President of India Venkatraman, and Chief minister of Tamilnadu MGR, honouring 44th Pontiff, His Holiness, Vedantadeshika Mahadeshika on his accomplishment.

Dr. Salahuddin Khan was interviewed by a panel of students comprising of Ms Sumaiya Kauser, Ms Priyamvada, Ms Sneha Nair & Mr. Sushanta Banik

### 1. Early Aspirations vs. Reality:

- You initially had aspirations to pursue mechanical engineering, but life led you into dentistry. How did you adjust to this change, and what key lessons did you learn from that shift that helped shape your career?

Answer: "While I initially set my sights on mechanical engineering, my path took a turn when my father encouraged me to pursue dentistry. Adapting wasn't easy at first—I had to let go of what I thought I wanted and learn to appreciate the path my family believed was right for me. Over time, I realized that dentistry offered me the unique privilege of helping others directly, using both precision and skill. This shift taught me resilience and openness to change, two qualities that have been essential throughout my career."

### 2. Inspiration and Motivation:

- Your mother played a pivotal role in shaping your educational path. How important do you think family support and influence are in making significant career decisions?

Answer: "My mother's belief in education and her vision for my potential were transformative. Family support can be a cornerstone for any career, especially during moments of doubt. My mother's encouragement taught me that pursuing something meaningful often involves sacrifice and that family influence, when combined with personal dedication, can shape a fulfilling path."

### 3. Specialization in Orthodontics:

- Orthodontics was your chosen specialization, and you managed to secure one of the only two available seats. What attracted you to this field, and what advice would you give to students who are navigating competitive fields today?

Answer: "Orthodontics fascinated me because of its precision and its impact on a person's confidence. Securing one of only two seats was a privilege and a reminder of the effort needed to stand out. To students today, I'd say perseverance is essential. Follow your interests wholeheartedly, and be prepared to work harder than you thought possible. Remember that every setback is a step toward your goal."

### 4. Overcoming Challenges:

- You had to leave a prestigious position to manage your father's clinic after his heart attack. How did you balance the demands of managing a practice with your personal obligations, and what strategies would you recommend for overcoming such challenges?



Answer: "Balancing work at my father's clinic with my institutional roles was a demanding period. To manage, I prioritized tasks and found comfort in small achievements each day. My advice to those facing similar challenges is to stay organized and rely on your support network. Acknowledge the help of those around you and stay focused on why you started, even during tough times."

#### **5. Building Your Own Practice:**

- After years of working in different institutions, you started your own practice in 1989. What were the key factors behind the success of your Dental Diagnostic Centre, and how did you build a reputation that has lasted for decades?

Answer: "Starting my own practice was a leap of faith, but a deep commitment to patient care laid its foundation. I built a reputation by focusing on high-quality care, listening to my patients, and staying updated on advancements in my field. Consistency and genuine care are the most critical elements in creating trust, which is the bedrock of any long-lasting practice."

#### **6. Work-Life Balance:**

- You've described your profession as your "first wife" and credited your real wife with supporting you at home. How do you think today's professionals can balance their dedication to work with maintaining strong personal relationships?

Answer: "Balancing a demanding career with personal life is challenging, but my wife's unwavering support has been instrumental. For today's professionals, communication is vital. Share your goals with your partner, and value their contribution to your life. It's crucial to acknowledge that family sacrifices as much as you do in your pursuit of success."

### **7. Legacy and Succession:**

- Your son has joined you in continuing the family legacy in orthodontics. How do you view the idea of legacy in your profession, and what advice do you have for entrepreneurs who are looking to pass on their business to the next generation?

Answer: "Having my son join the practice is deeply fulfilling, and I hope to pass on not just skills but also a mindset rooted in compassion and integrity. For entrepreneurs planning succession, my advice is to let the next generation find their place while offering guidance. Legacy is less about ownership and more about values that stand the test of time."

### **8. Awards and Recognition:**

- You've been honoured with numerous awards, including the Vidya Ratna and Best Practitioner award. How do you define success beyond awards and accolades, and what does personal fulfillment mean to you?

Answer: "While awards like the Vidya Ratna are humbling, success for me is defined by patient satisfaction and the knowledge that I made a difference. True fulfillment comes from the daily practice of excellence and seeing positive changes in patients' lives. Awards are nice, but they are only a part of a much larger purpose."

### **9. Hard Work and Ethics:**

- "Work is worship" has been your guiding principle. In today's fast-paced, often profit-driven world, how can professionals maintain a strong work ethic while also staying true to their values?

Answer: "I've always believed in 'work is worship.' This principle has kept me grounded in service over profit. I urge professionals today to maintain integrity and to put quality above all else. Ethics in one's work not only builds a lasting reputation but also provides inner satisfaction, which no amount of monetary gain can replace."

### **10. Advice for Young Professionals:**

- As someone who has thrived in a career spanning over 50 years, what advice would you give to young professionals or aspiring entrepreneurs, especially those in the medical and healthcare fields, about longevity and passion in their work?

Answer: "My advice is to stay curious, maintain humility, and let your passion guide you. A career in healthcare is more of a calling than a job; it demands a lifelong dedication to learning and self-improvement. Focus on quality, remain adaptable, and remember that genuine care for people will always be your greatest asset."

Dr. Vasudevan S- Professor of marketing, Researcher, author and an industry expert. He was interviewed by a panel of students comprising Ms Priyamvada, Ms Sumaiya and Mr Akash



Prof. Dr.  
Vasudevan S

**1. Sir! Please tell us something about yourself.**

I graduated with a BE(Hons) from the College of Engineering, Guindy and later pursued an MBA from IIM Bangalore. I worked for two years before moving to the US for higher education, where I completed my PhD from the University of Arizona. I was then transferred to Purdue University, renowned for its strengths in quantitative modeling, to further my research interests. After returning to India, I had a startup and worked as a General Manager Marketing at BPL. I eventually transitioned to academia, serving as a vice president and later retiring from HSBC Bank. Throughout my career, I have focused on advanced research and have recently been working on a book about the relationship between dealer performance and firm performance, which is nearly ready for publication with Palgrave Macmillan.

**2. How did you end up taking this role here at DSU? Did your previous experience help you?**

My previous experiences significantly influenced my decision to join DSU. Having an MBA background helped me understand how academic programs operate. After retiring from my previous role, I was introduced to the Dean here, who encouraged me to join. I have enjoyed the research opportunities available, and my industry experience allows me to bring practical insights into my teaching.

**3. Can you elaborate on your experience in the industry?**

My background is primarily in the durable goods industry, where I have conducted research on technology's impact on branding. I received funding from the Department of Science and Industrial Research to study this area. Additionally, I'm currently involved in research on how carbon footprints influence airline choice, cultural effects on brand modifications, and consumer behavior in relation to chatbots. I've published numerous research articles, and I continually gather data for new insights.

**4. How do you see the potential for current students in their desired industries?**

The potential for students entering the industry is promising. Recently, we hosted a marketing promotion event that showcased various marketing roles, and student participation was enthusiastic.

Those with a proactive attitude and willingness to engage in projects will find numerous opportunities. Fields like fintech are particularly ripe for growth, and students who specialize in analytics will be well-prepared for roles in banks and other financial institutions.

### **5. What is your take on students from diverse academic backgrounds pursuing analytics?**

Students from various backgrounds can succeed in analytics, provided they have a foundation in mathematics and statistics. However, many students struggle with basic calculations, which can hinder their opportunities in analytics. A positive attitude is crucial; students must be willing to engage actively with the coursework and use analytical software to interpret data effectively.

### **6. What advice would you give to students interested in analytics?**

Students should remain motivated and open to hands-on experiences with data analysis. Understanding how to interpret software outputs is more important than advanced mathematical skills. Marketing and analytics make a strong combination for career paths, especially in areas like risk analytics in banking. I encourage students to leverage the tools available and engage in continuous learning.



**7. In your opinion, should students major in marketing and minor in analytics, or vice versa?**

I recommend that students major in marketing and take analytics as a minor, especially those interested in finance should take finance as major and analytics as minor. This combination prepares them for roles in financial technology and analytics, which are in high demand. The blend of marketing with analytics offers students a competitive edge in the job market.

**8. How was your transition from marketing to analytics?**

During my PhD program, I took courses in statistics and econometrics, which laid the foundation for my transition. My work involved developing numerous marketing models based on econometric analysis so it always revolved around analytics. I believe that with the right attitude and willingness to learn, students can successfully navigate the shift from marketing to analytics.

**9. What are your thoughts on the opportunities available for students in analytics?**

There are ample opportunities for students specializing in analytics. With the rise of fintech, there's a growing need for professionals skilled in risk analytics and data interpretation. Students who actively seek out these roles and demonstrate their capabilities will find a thriving job market awaiting them.

The placement season at Dayananda Sagar University for the 2024 academic year has been notably successful. Several important factors were responsible for this success:

1. Strong Demand from Top Recruiters: Notable recruiters for the 2022-24 batch, include PWC, HP, TCS, Société Générale, Volvo, Café Coffee Day, and KPIT, underscoring the university's strong reputation and effective & diverse industry engagement.

2. Impressive Placement Statistics: 110 students secured positions with prestigious companies, while the placement team has facilitated a smooth and efficient process, leading to an average salary of Rs. 6.4 lakhs and a maximum salary package of Rs. 14 lakhs.

3. Early Success for the 2023-25 Batch:

Students of 2023-25 batch have already moved into the placement season, with 36 students receiving job offers. This early momentum is a positive indication of continued strong performance in placement outcomes for this cohort.

4. Training Initiatives to Enhance Student Preparedness for 2022-24 batch: To improve employability and job readiness, the Placement Department has rolled out several key training initiatives:

- **Aptitude Training Program:** These tests assess a candidate's logical reasoning, quantitative ability, and verbal skills, essential for success in various roles. In a highly competitive job market, strong aptitude skills give students a significant edge. Accordingly, this initiative enables students to cross the aptitude hurdle improving the strike rate.

The program strengthens the students' ability to comfortably cross over the Initial Screening and employability assessment to retain the Competitive Edge. This program was designed to enhance students' performance in aptitude tests, a common screening stage in the recruitment process. This program includes classroom sessions, online assessments, videos, and mock tests, equipping students with the aptitude skills needed to clear the first hurdle.

- **Tata ION Employability Enhancement:** The Tata ION app provided students with comprehensive resources to strengthen their employability skills. Interactive modules and assessments of the app support students in developing competencies highly valued by employers.

- **Industry Preparedness Program (IPP):** An Industry Preparedness Program plays a crucial role in the placement process for MBA students by bridging the gap between academic knowledge and industry expectations. The in-house IPP introduces students to 'Career Awareness' and various roles

they can pursue, helping them understand potential career trajectories. This program facilitates a smoother transition from campus to corporate life by providing insights into the expectations and culture of different industries. It enhances effective adaptation.



Prof. Sanjay K is  
also the Dir.  
Placement at  
DSU

The programme is conducted under the guidance of industry experts who share valuable insights enabling students to understand the industries requirements. Armed with the knowledge thus gained, the students are able to make informed career choices based upon their skills interests and long term career goals. The programme enhances the employability of the students in their chosen fields.



5. Training Initiatives to Enhance Student Preparedness for 1st-semester students: A career orientation program was conducted for the 1st-semester students. This is crucial for first-semester MBA students for several reasons:

(i). Understanding Strengths and Weaknesses: The program helps students identify their strengths and weaknesses. This self-awareness is vital for their personal and professional development, allowing them to focus on areas that need improvement while leveraging their strengths to their advantage

(ii). Career Preparation: The program provides insights into how to prepare for various career paths. It includes guidance on setting career goals, understanding industry expectations, and developing the necessary skills to meet those expectations. This preparation is critical for students to be competitive in the job market.

(iii). Role of the Placement Team: Students learn about the role of the placement team and how it supports their career aspirations. The placement team acts as a bridge between students and potential employers, providing resources, organizing placement activities, and offering support throughout the job search process. Understanding this role helps students effectively utilize the available resources.

(iv). Holistic Development: Beyond technical and academic skills, these programs focus on developing a holistic personality. This includes improving communication, leadership, and problem-solving abilities, which are essential for success in any career.

The success of the 2024 placement season at Dayananda Sagar University is a testament to our students' talents, the university's strong academic programs, well-established industry relationships, and comprehensive training initiatives. This accomplishment reinforces our position as a leading institution in higher education and sets a strong foundation for future placement achievements.



# DAYANANDA SAGAR UNIVERSITY

## VISION

To be a centre of excellence in education, research & training, innovation & entrepreneurship and to produce citizens with exceptional leadership qualities to serve national and global needs.

## MISSION

To achieve our objectives in an environment that enhances creativity, innovation and scholarly pursuits while adhering to our vision.

# 'THE FINAL WORD' !

The world is passing through intense geo-political alignments and re-alignments. Major disruptions are being witnessed globally. Whether they relate to business and/or economic strategies, armed conflicts between nations, ideological battles, regime changes, or unprecedented electoral upheavals, the message is undeniably clear: that there's no scope for complacency. One small, seemingly insignificant slip could tilt the balance either way. The need of the hour is 'vigilance'- behavioural, situational and environmental. One small, seemingly insignificant slip may give an edge to the competition. Why it has become vital for every business student to remain alive to the global developments? It may be interesting for some to uncover how the current electoral win in America may affect their employability expectations and the future of academic growth in the region. It may be of interest to appreciate how the future of ongoing conflicts will impact the business environment. The above narrative is a carefully crafted 'thought piece' aimed to trigger the mind of an erudite business student regarding the virtue of having and retaining an edge over the competition. How global changes may impact their edge, or a potential edge? Whether at all, there's a need for an edge? That perhaps pushes the thought envelope into a different realm. Into the realm of a 'no competition zone'. Looking at entrepreneurship totally differently. Exploring a potentially unheard of space altogether. One where no one has gone so far. So long...

DISCLAIMER: This publication is purely for the purpose of encouraging student participation to help them evolve as future thought leaders. Views published in this journal are of the contributors, sometimes sourced from public domain also, and may not echo those of SCMS Dayanand Sagar University, Bengaluru

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