



# SRIJAN



*THE OFFICIAL MONTHLY NEWSLETTER OF SRCC GBO*



## COVER STORY

### BUDGET 2022-23

Budget is the account of expenditure and revenue for any economy. It's not just the account but also a medium through which the govt plans to propel the economy considering N numbers of factors. This year's budget was important as we were coming out of 2 years of COVID sluggishness, inflation caused by supply chain disruption, and excess liquidity.

### THE DEVAS-ANTRIX DEAL

Everything began with the marking of a satellite arrangement in 2005 between Isro's business arm Antrix and Bengaluru-based startup.

The dubious arrangement was dropped later and the ten years old-long fight in court between Antrix and Devas finished in the Supreme Court on January 1, 2022, ordered the winding-up of the startup.

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# ACKNOWLEDGEMENT

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# UNION BUDGET 2022-23: OVERVIEW

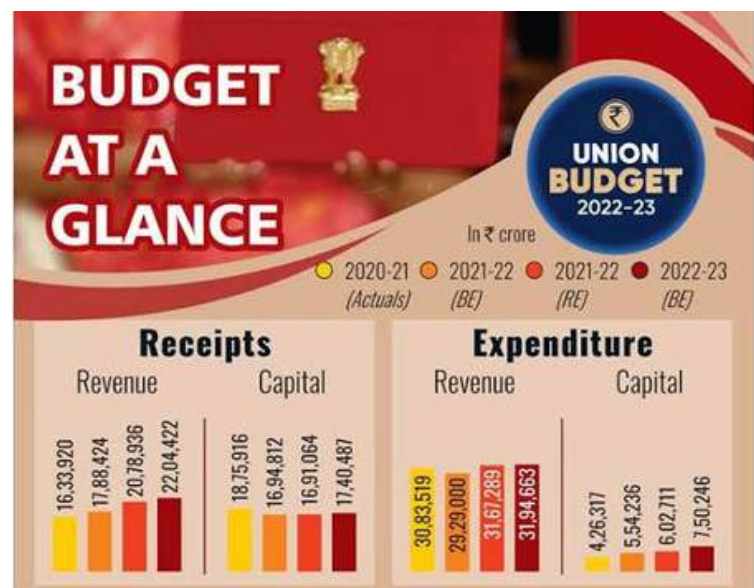
~ RAHUL KUMAR VERMA  
GBO 2ND YEAR



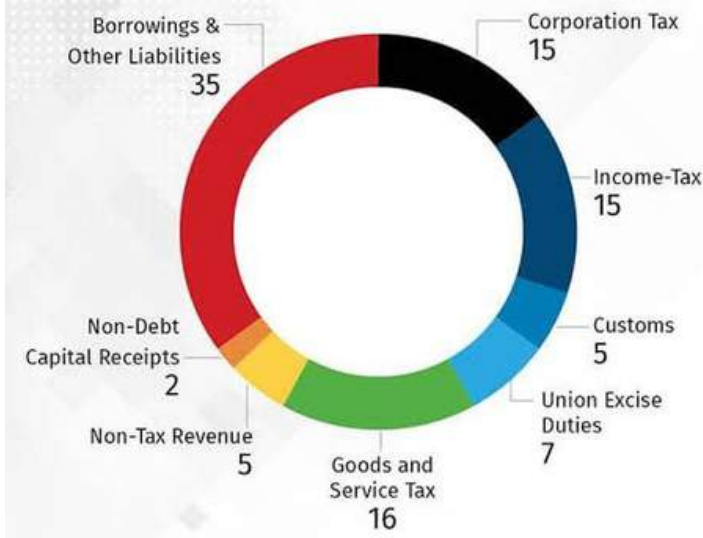
**Budget** is the account of expenditure and revenue for any economy. It's not just the account but also a medium through which the govt plans to propel the economy considering N numbers of factors. This year's budget was presented on the 1st of Feb 2022. This year's budget was important as we were coming out of 2 years of COVID sluggishness, inflation caused by supply chain disruption, and excess liquidity.

Before going into details of the budget, I will try to enumerate the motive and agenda for this budget. Govt has focused on growth via capital expenditure and fiscal consolidation. To simplify it further, they want to invest with a motto to create a long-term infrastructure that would start the virtuous cycle of investment, growth, and saving. Amid all these voyages, govt has considered a fiscal deficit with the target of 6.4 % of GDP and has a clear-cut plan to glide it down to 4.5 by the financial year 2025-2026 (adhering to FRBM act). A high fiscal deficit has severe repression like rate hikes sovereign rating downgrades by rating agencies.

The capital expenditure (B.E) is around 7.5 lakh crores, about 35% more than the B.E of 2021-2022, which depicts the govt intentions—now coming specifics to what different sectors got and what the general benefits, it will have on the economy.



## WHERE DOES THE MONEY COME FROM?

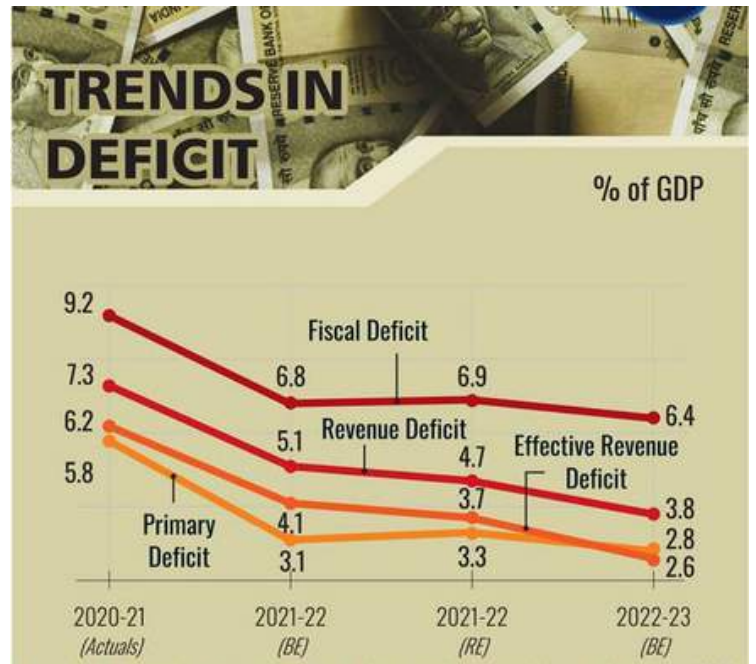


### 1. INFRASTRUCTURE

1.a. **Railways** - the backbone of the Indian economy, has got a record leg up in CAPEX, around 1.40 lakh crores, to develop 400 Vande Bharat trains, doubling the lanes, focusing on enhancing safety complete electrification of routes. It also includes expenditure to enhance the metro projects in various cities. The railway is determined to enhance the operating ratio to earn more profits in the passenger system as it hasn't shown as resilience as the freight segment. Railways connect nations for people and goods and are also great job providers. This amount of CAPEX will surely add a record number of direct and indirect jobs.

1.b. **Roadways** – This govt focus was on dense the National Highway network by the mean of Bhartmala, roads by BRO, and now Parvatmala. NHAH claims to construct NH at a record pace. This year's budget earmarked a record sum for NHAH 1.37 lakh crores, 87k crores more than BE last year. NHAH has been assigned to construct 20 k km NH and develop a multi-modal transit system. This with a job will upturn the performance of core sector of economy ie cement, electricity, coal, etc

1.c. **Housing** – GOI has allocated 48k crores to construct 80 lakh affordable houses in rural and urban segments. Earlier, our honorable p.m has declared that his govt would provide the house for all by 2022, but he couldn't make it through because



of some unforeseen circumstances. This step is in a direction to standardize on goals of SDG. The pipe water connections to every household under Jal Sakti ministry have also been allocated 40k crores, and govt has also performed relatively well in that aspect according to Economic survey 2021-22.



### National Master Plan For World Class Modern Infrastructure



- Completing 25,000 Km National Highways in 2022-23
- Unified Logistics Interface Platform
- Open Source Mobility Stack



- Integration of Postal and Railways Network
- One Station One Product
- 400 New-generation Vande Bharat Trains



- Multimodal Connectivity Between Urban Transport & Railway Stations
- National Ropeways Development Plan
- Capacity Building for Infrastructure Projects

## 2. DEFENCE

Indian defense sectors need a large chunk considering the geographic location and geopolitical situation. For decades India has been one of the largest importers of defense equipment, and a major chunk of the budget goes into revenue expenditure, fulfilling the salaries and pension part. This year around 5.25 lakh crores were allocated, including CAPEX, revenue expands pension fund. It also includes the budget for r&d where private sectors will encourage to work with DRDO. All the three forces have got a record sum of allocation for CAPEX ie NAVY- 47,591Crores( 43% more than BE 2021-22); ARMY -32015 Cr; Airforce- 55586 cr( 12% more than BE 2021-22). The fact of the matter is that 68% of total CAPEX will be procured from local manufacturers, giving impetus to MSMEs. This budget has the vision to make India self-reliant in defense.

## 3. AGRICULTURE

We are an agrarian economy by virtue of the number of people who depend on it for livelihood directly or indirectly. According to a land survey, disguised unemployment is most accentuated in agriculture. The govt of the day is determined to double the income of farmers. This year agriculture got 3.84% of the budget is about 1.51lakh crores. The major chunk of these will go P.M KISHAN ( a 4-month DBT) to small and marginal farmers and procuring Rice and wheat. Govt has also desired to uplift farmers' income by diversifying their income from horticulture, fisheries, bee-keeping, and dairy-related activities. This year, F.M has proposed that her govt focus on natural farming ( ZBNF) that will coincide with the country's vision to be a net-zero carbon producer by 2070. Govt has earmarked the location that is 5km on the banks of Ganges throughout its river basin. This may solve the problem of huge financial incentives given in fertilizers and urea subsidies. Govt will also finance Agri-related startups via NABARD on subsidized rates. The overall motive of govt is to eradicate the problem of disguised unemployment from this sector along with increasing the income of small and marginal farmers.

## 4. SOCIAL SECTORS

There are many hues and cries that to achieve the so-called desired fiscal consolidation, the government has curtailed spending on social sectors. We will see if it is true.

4.a. **MNREGA** - The pioneer rural non-regular job guarantee program which includes demand-driven 100 days jobs was a vital component on which the rural sector tided over the covid fiasco. When migrant labor returned from cities and megacities to their village all they have from govt is free ration distribution PM JAN KALYAN and MNREGA. The BE for MNREGA in this fiscal year is 73000 crores which is a tad lower than RE of the current fiscal year which is 98000 crores. The RE depicts true expenditure that is going to be incurred based on that govt allocate in the budget for BE. Although it was lower govt took the consideration of opening of economy, rescinding covid cases and more important the states will be financed further in due course as the year progressed. This trend we have seen in last 2-3 financial year.

4.b. **Education** – Education falls in the concurrent list which means that states and centers both can make laws regarding the subject. Now we are familiar with the disturbing ASER report by NGO PRATHAM where it protects the displayed learning outcome result across the length and breadth of the country, this was the condition before covid. Education is the most affected sector right from primary school to vocational courses because of covid. Children especially from disadvantaged groups almost 2 years in covid as the infrastructure for imparting digital education is not stretch in hinterland schools and according to UNICEF million of children from primary and secondary school left formal education only never to return. The education institute not only provides schooling but also important POSHAN via mid-day meals and other incentives by the center and state govt. All these went for a toss because of the covid-19 pandemic. This year's budget has earmarked a total of 1.04 lakh crores where 63.5k crores for school education and 40.8k crores for dept of higher education. It is 6% more than BE of the last fiscal year. Govt has also pledged to increase digital education via enhancing broadband connection to

every village to enhancing dedicated channel for imparting school dedication from 12 to 200, where one channel for every class and also more and less for every vernacular language. digital skilling institute for teachers and also allowed the foreign institute to operate in GIFT cities. This sector has taken the maximum burnt and govt could have done much more.

**4.c. Healthcare** - The significant portion of budget considering the current scenario, there was a lot on building facility for the last two fiscal years. Still, the once in decades fiasco “2nd wave” exposed the pathetic condition of the public health system. This year GOI has allocated 83k crores for this sector, including estimates for health research and PMJAY. The BE for 2022-23 is 16% more than BE 2021-2022. GOI has also allocated funds and prepared a detailed roadmap to tackle the menace of Mental Health, where 23 nodal branches will be opened with NIMHANS Bangalore as a nodal office. Although we talked about mental health again, we allocated far less desired considering the amount of expenditure the general public from their pocket, which has exacerbated since the pandemic.

## 5. MSME & MANUFACTURING

**5.a. MSME** - MSME is the backbone of the manufacturing sector as it accounts for 85% of the workforce and is a major cog in the wheel of supply chain management. Govt has tried to enhance their performance by extending the Emergency Credit Line Guarantee scheme (ECLGS) till 2023 by addition 50k crores for the Hospitality sector, totaling 5 lakh crores. This scheme tries to enhance their performance from the supply side viewpoint resulting in less emphasis on the inflationary scenario.

**5.b. Solar panel Manufacturing** - GOI has earmarked 19k crores PLI (performance-linked incentives) for solar panel manufacturing. GoI is determined to achieve the target of net-zero emission by 2070. In line with that, it desires to achieve 2.8 lakh MW of energy by solar power with 5lkh MW by renewable energy generation by 2030, accounting for half the total energy production. It will produce jobs and propels India toward its commitment toward SDG 2030 and Paris cop(2015) goals.

As the PLI scheme has given above-average results in other sectors got is ready to tide over this.

**5.c. Drones Manufacturing** - keeping standardization of the agriculture sector at the back of mind GOI has asked the ITI have a dedicated cirrucullam for drones manufacturing and operation, which will help facilitate farming practices and land mapping for various projects.

## 6. TAX AND NON-TAX REVENUE

**6.a. Tax Revenue** - To effectively perform on all the aspects, GOI needs tax that can be direct and indirect by devising govt taxation policy govt take care of various aspects like inflation, disposable income with general mass, business growth prospects, and most important Fiscal math( relation between expenditure and revenue). This year, govt will incur 39.44lakh crores as total budget expenditure and total revenue collection 27.57 lakh crores via tax revenue and 2.69 lakh crore via non-tax revenue.

**6.b. Income Tax Collection** - This year govt has not given any respite to the taxpayer in the form of tweaking into tax slab and raising the limit of any such exemption in the personal tax regime. Although they have respite to see to update the return for two years if any missed out reposing trust into the taxpayer. Govt also proposed to increase the tax deduction limit of state govt employees from 10% to 15% getting them par with central govt employees.

**6.c. Corporation Tax** - With an effective tax rate hovering around 22%, it's in the league of the contemporary nation, although this year govt has extended the benefits given to newly established manufacturing companies from 2023 to 2024 with an effective tax rate of flat 15%. They also extended tax benefits for the newly entrenched startup to get a concessional tax benefit for 3 consecutive years in 10 years. GOI also tried to give impetus to the cooperative by assigning Alternate minimum tax effectively at 15 pc at par with companies.

**6.d Duty Tweaks** - Several custom-duty tweaks have been done to propel local manufacturing and lower input costs.

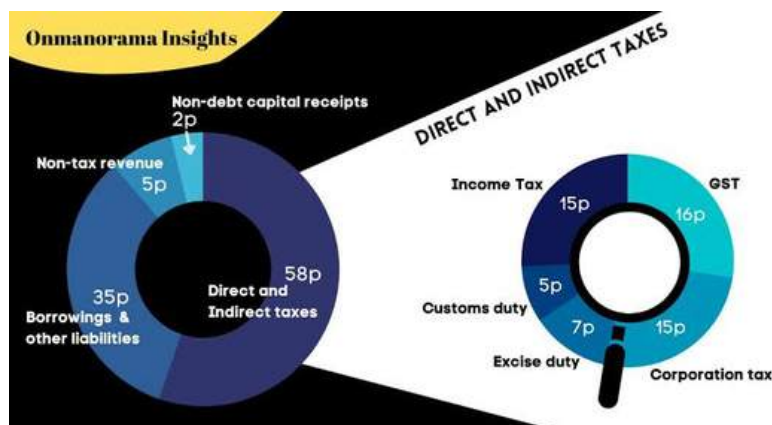
6.e. **Virtual Assets Tax** - The government has proposed a flat 30% tax rate on the virtual asset category and assigned the central bank RBI to come up with digital currency using blockchain and other technology to give impetus to the virtual and digital banking system.

6.f. **Non-Tax Revenue** - GOI has a BE 2.69 lakh crores for non-tax revenue, including dividends from RBI & PSB and desired revenue collection from 5G spectrum allotment. Although this year, we won't see any confrontation between RBI and GOI on this issue.

6.7 **Divestment** - After a horrible year for divestment as it realized very little to earmarked for the budget in BE 2021-22 this year govt has kept some realistic target in the form BE 2022-23 that is 65000crores this will give market more satisfaction.

## WAY FORWARD

This year's budget got a mixed reaction from the market, but on one pretext that is CAPEX, everyone has patted the GOI, there is a dearth of the social sector expanding, but again the reform related to it will depend upon the overall execution from the executive form of government.



Pension	<b>2,07,132</b>
Defence	<b>3,85,370</b>
Major Subsidies	<b>3,17,866</b>
Agriculture & Allied Activities	<b>1,51,521</b>
Commerce & Industry	<b>53,116</b>
Development of North East	<b>2,800</b>
Education	<b>1,04,278</b>
Energy	<b>49,220</b>
External Affairs	<b>17,250</b>
Finance	<b>21,354</b>
Health	<b>86,606</b>
Home Affairs	<b>1,27,020</b>
Interest	<b>9,40,651</b>
IT and Telecom	<b>79,887</b>
Planning and Statistics	<b>5,720</b>
Rural Development	<b>2,06,293</b>
Scientific Departments	<b>30,571</b>
Social Welfare	<b>51,780</b>
Tax Administration	<b>1,71,677</b>
Transfer to States	<b>3,34,339</b>
Transport	<b>3,51,851</b>
Union Territories	<b>58,757</b>
Urban Development	<b>76,549</b>
Others	<b>1,13,301</b>



# THE FUTURE OF E-COMMERCE WITH OMNICHANNEL RETAIL

~ANKIT YADAV  
GBO 1ST YEAR



“Half of your chicken for half of my Bread loaf”

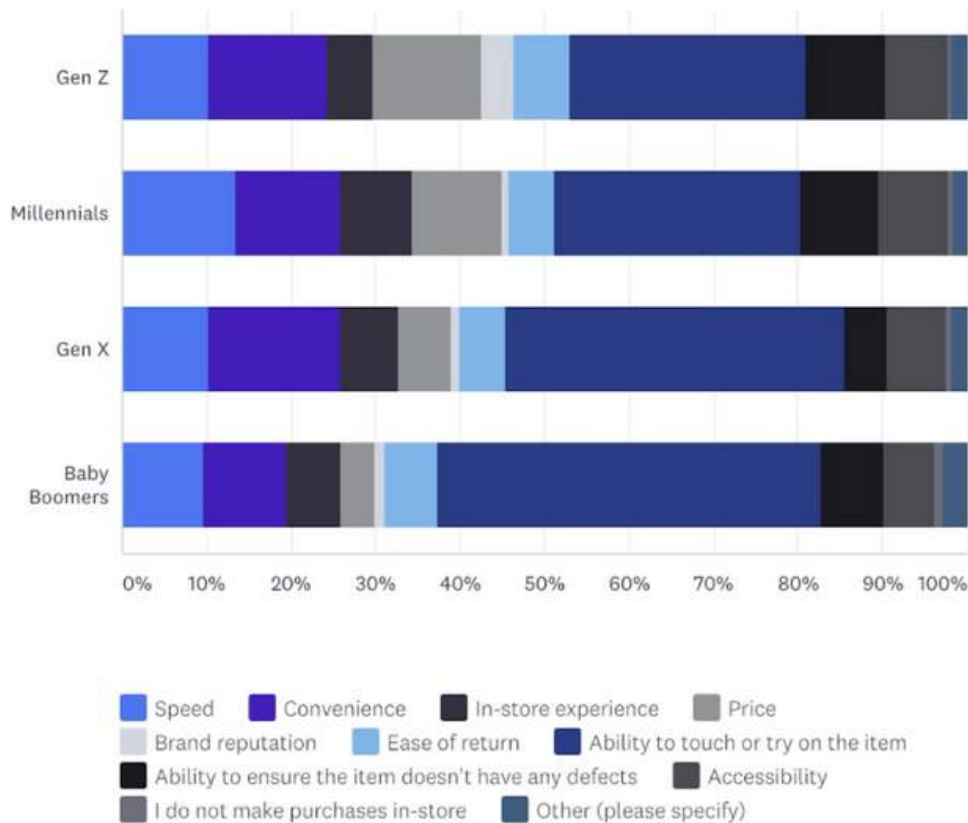
The above line was uttered and a few bright people realized that Half chickens don't lay nearly as many eggs as the full chickens, that was the time when the Coinage exchange replaced the barter system, this led to the creation of a seamless exchange medium whereas our current topic of interest, the potential buzzword “Omnichannel Retail” moves it further, it stands on the shoulder of modern tech aiming to provide a seamless shopping experience, let us ponder upon its future possibilities in E-commerce.

A bit of background: During the birth of e-commerce in the '90s where we fit the whole market catalog inside a single screen and bombarded the customers with limitless products/services, “omnichannel” was still a buzzword.

It took some time but in 2003, BestBuy's use of customer centricity is often cited as the foremost use of Omnichannel retail marketing, Today, it compasses much more and stands as “culmination” of everything that has been developed in the field of customer experience, leveraged technology, and analytics.

Omnichannel might still be a buzzword in marketing circles but most e-commerce businesses that have not yet deployed connected technologies and not integrated the tracking systems with their e-commerce platforms and are simply unable to make the transition into an omnichannel retail strategy, also, for most purchases consumers are no longer shopping in physical stores however that does not mean that the value of physical stores is decreasing, instead, this indicates a change in buying patterns that will place greater pressure on physical stores to provide the customized experience of a virtual world in a physical setting,

## What is the primary reason you would decide to buy from a physical store rather than an online store?



This is most obvious in business models allowing for the shop to store and curbside pickup of online stores which we're seeing more and more often today.

Recently, the metaverse came into the News, its step towards connecting the physical world with an Artificial augmented reality, what does it mean? Imagine having an artificially created space domain where everybody can interact with the world's environment in a certain preprogrammed way, Like jumping into a video game, this also presents that people will have needs to be catered to and consequently open up opportunities for business to fulfill those needs, the same old competitive environment is bound to thrive but there is big play card, we will have the leverage of the Data collection capacity of tech giants to improve customer's shopping experience, Consumers expect seamless integration between what's happening online and what they see in store. Part of this online and offline integration is supported by mobile phones, which of course accompany you when you walk into the store.

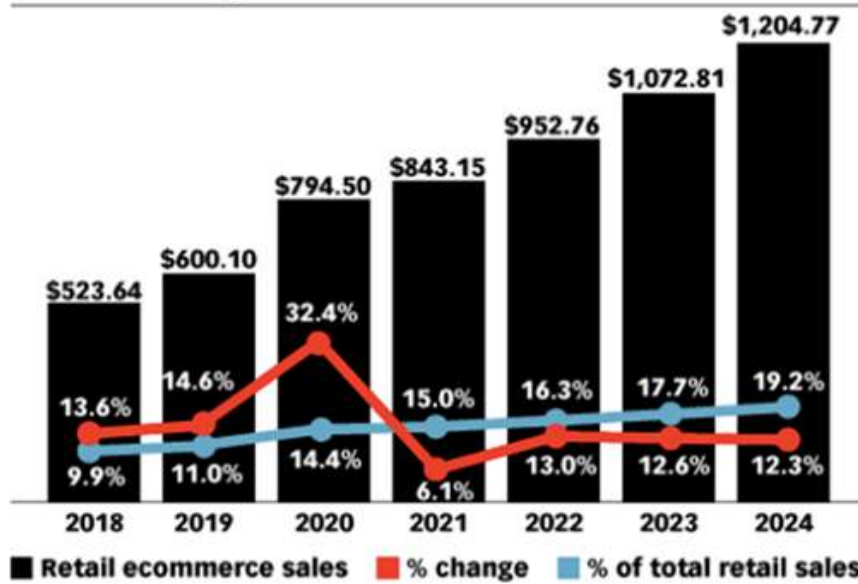
Imagine searching for a new dress to buy while browsing online stores and all the resources of Google maps location services, AWS, and other resources working intensely in the background to deliver potentially precise results for you, the screen shows multiple items from multiple stores, as you pass through the new shop in your locality, your phone pings you about a potential match, This is simply leveraging Technology to provide customers with more satisfactory experience and adapt with their evolving demands, just the tip of Omni-channel Retail marketing.

From 2017 onwards, Walmart started their omnichannel retail strategy in which consumers no longer distinguish between shopping online and off, which laid out a relatively simple process,

- Get feedback using online methods such as requesting reviews of purchased products, using loyalty programs to get data on consumer experience, upgrading your e-commerce platforms encouraging consumers to spend more time on it, and increasing the rate of conversions.

**US Retail Ecommerce Sales, 2018-2024**

billions, % change, and % of total retail sales

**Omnichannel Strategy**

- Geo-fencing technology – which links up with customers' loyalty accounts and mobile devices to alert the retailer when a customer arrives in the parking lot to pick up an online order
- From the customer behavior analysis, offer non-traditional shipping and pickup options including additional convenient shipping options like curbside pickup and Deliveries.

In 2019, Marketers saw that using the Multiple channel approach earned an 18.96% engagement rate while their single-channel approach got just 5.4%, further, 55% of shoppers go to a physical store before doing a purchase. So, this further leads us that E-commerce business must involve multiple channels of marketing.

E-commerce continues to push forward to evolve its strategies to keep up with consumer behavior, with the likes of Wal-Mart Racing on the forefront with this sort of technology, it won't be long before collective consumer expectation rises once more, and those retailers that remain without keeping up will find themselves helplessly standing at the edge of oblivious confusion as the practices of web, mobile and physical in-store integrations hatch as the new normal. E- Businesses need to add and retain creative folks who are imaginative, tech-savvy, often young individuals who give out scalable yet innovative ideas.

Now that they must compete with the likes of Amazon and Walmart, they may find some of the folks they need somewhere distributed within their employees only or they get them from outside, there is little scope outside of that. The future of Omnichannel retail is about Data collection and consequently, AI and Analytics where AI with Human intervention strikes to form the most basic of the omnichannel strategy of Integrating Customer personalization, Brand image management, and then connecting with customers to provide a stable and precise need-based experience and product targeting.

As the online businesses travel through the future, they will expand their notion of eCommerce and will see it as an opportunity to drive sales across multiple channels leveraged by technology in a multifunctional way, this means Creating business companions instead of more competitors and realizing that joining together and sharing profits might be the way to providing a more fruitful customer experience as compared to the alternative of becoming future Game theory case studies.

“Simply stated, a great customer experience has never been about being everywhere and being all things for all people. What matters is showing up for the right customers, where it matters, in remarkable ways.” - Steve Dennis, Forbes.

# THE DEVAS-ANTRIX DEAL- \$1.2 BILLION ANNOYANCE

~PARTH SARATHI  
GBO 1ST YEAR



Antrix Corporation, the commercial arm of the Indian Space Research Organisation (ISRO), and Devas Multimedia Pvt Ltd, a Bengaluru-based start-up, signed a satellite deal in 2005 that is at the center of a global legal battle between the Indian government and international investors in Devas. The disagreement stems from the then-UPA government's termination of the deal in 2011, citing the need for satellite bandwidth granted to Devas for security purposes.

The Supreme Court confirmed the National Company Law Tribunal's (NCLT) ruling to liquidate Devas on May 25, 2021, on the grounds that the company was formed fraudulently. The judgment came as three Mauritius-based investors and a German telecoms company sought to take assets tied to the Indian government, including those of Air India, in federal courts in the United States. Separate compensation awards were made to the investors in international tribunals, including a \$1.2 billion award on September 14, 2015, by an

International Chamber of Commerce (ICC) tribunal. The \$1.2 billion awards have been put on hold by the Supreme Court.

## What was the Devas-Antrix deal?

On January 28, 2005, they signed a "Agreement for the Lease of Space Segment Capacity on ISRO/Antrix S-band spacecraft by Devas Multimedia Pvt Ltd," a month after Devas was founded in Bengaluru by two former ISRO employees in December 2004. ISRO will lease two communication satellites (GSAT-6 and 6A) to Devas for a period of 12 years for Rs 167 crore. Devas would use S-band transponders on satellites to provide multimedia services to mobile platforms in India, with ISRO leasing 70 MHz of S-band spectrum.

The partnership ran smoothly for six years before being terminated on February 25, 2011, by the UPA government, following a Cabinet Committee on Security resolution on February 17 to cancel the

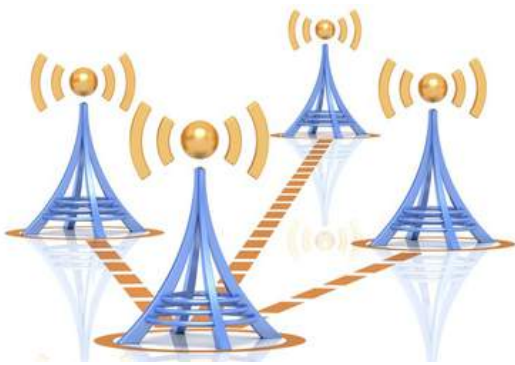
agreement to utilize the S-band for security purposes. The government's decision came amid charges that the Devas deal involved the handing over of communication spectrum worth almost Rs 2 lakh crore for a pittance, as part of the 2G scandal.

### How was Devas formed?

The telecom revolution opened the door to satellite-based systems supplying Internet services to remote places around the turn of the century, and senior ISRO experts began consulting global satellite communication experts in 2002-03.

According to ISRO officials at the time, India was granted an S-band spectrum by the International Telecommunication Union in the 1970s, with some of it going to ISRO. By 2003, there was concern that the spectrum would be lost if it was not used efficiently; the DoT was allocated 40 MHz of S-band for terrestrial usage, while the DoS was given 70 MHz for efficient use.

Top ISRO officials met with a US consultancy, Forge Advisors, which included satellite communication experts like Ramachandran Vishwanathan and ex-ISRO personnel D Venugopal and M G Chandrashekar, for some of the earliest conversations that finally led to the establishment of Devas.



In July 2003, Forge and Antrix signed a Memorandum of Understanding (MOU) for the use of satellite spectrum for the expansion of communication systems in India, but later, a start-up was envisioned, and Devas Multimedia was floated. The Cabinet approved ISRO's establishment of GSAT-6, which will provide satellite-based video and audio services, in late 2005. Devas were able to attract foreign investors as a result of this. Columbia Capital/Devas and Telcom/Devas, both domiciled in Mauritius, purchased stakes for \$15 million in 2006 and 2007, followed by a \$99.2 million investment by Deutsche Telekom through a Singapore affiliate in 2008-09. With approval from the Foreign Investment Promotion Board, Devas received a total of Rs 579 crore in foreign investment. When the acquisition was canceled in 2011, Deutsche Telekom owned 20.7 percent of the company, while three Mauritius investors owned 37.5 percent.

### What happened after the scrapping?

Devas and its foreign investors sought reimbursement from several international tribunals and courts. On September 14, 2015, an International Chamber of Commerce tribunal awarded Devas \$1.2 billion in compensation, on May 27, 2020, the Permanent Court of Arbitration in Geneva awarded Deutsche Telekom \$ 101 million-plus interest, and on October 13, 2020,



the Mauritius investors were awarded \$111 million by the UN Commission on International Trade Law tribunal. German investors sought compensation for a breach of an India-Germany bilateral investment treaty, while Mauritius investors sought compensation for a breach of an India-Mauritius BIT.

On October 27, 2020, the US federal court for the western district of Washington confirmed the \$1.2 billion award. Antrix has filed an appeal against this order in a US court, and the Supreme Court has requested that the tribunal award be put on hold until November 4, 2020.

After a high-level team led by former Central Vigilance Commissioner Pratyush Sinha stated that "the shareholding pattern of the company and of the Mauritius-based entities needs to be looked into by an appropriate investigative agency," the Enforcement Directorate was asked to look into Devas' finances in 2013.

The CBI was asked to examine the 2005 deal when the NDA government took office in 2014. The CBI charged eight officials from Devas, ISRO, and Antrix with "being party to a criminal conspiracy with the goal to cause excessive gain to themselves or others by misusing official positions" in August 2016.

Former ISRO chairman G Madhavan Nair and former Antrix executive director K R Sridharamurthi are among the eight. The suspects have been charged by the CBI with causing the government to lose Rs 578 crore as a result of the contract.

In 2018, the ED filed a charge sheet under the Money Laundering Prevention Act against a former managing director of Antrix and five Devas executives, alleging that Devas transported 85 percent of its Rs 579 crore foreign money to the US under various claims.

### What led to the liquidation?

Antrix filed a petition with the National Company Law Tribunal in January 2021, requesting the liquidation of Devas in India, which it claimed was formed fraudulently. The NCLT ordered the liquidation on May 25, and the National Company Law Appellate Tribunal upheld it on September 8, 2021, followed by the Supreme Court on Monday.

According to the NCLT order, the company was "incorporated in a fraudulent manner and for unlawful purposes." The agreement with Antrix was signed on behalf of Devas by a clerk from the office of M Umesh, an ex-ISRO employee who registered Devas Multimedia with another ex-ISRO employee, D Venugopal, according to the report.



# TIME MADE LEADER: LAL BAHADUR SHASTRI

~VISHAL SHARMA  
GBO 1ST YEAR



Leaders are of many types out of which "time-made leaders" are of one kind

Sometimes the demand of time makes a leader or further enhances the skills of leadership. In past, we have seen that time gave the exposure, opportunity, and struggle to some figures. Some of them dealt best out of their capabilities and some failed. Those who had skills further enhanced their skills during the struggle by dealing with the problem in the best manner and made their influence in public.

One of the best examples of the above said is former prime minister LAL BAHADUR SHASTRI because after the sudden demise of "Jawahar Lal Nehru" Shastri Ji was not the first choice of congress as a prime minister. His influence was not that much in comparison to other senior leaders of the party who were required to be the prime ministerial candidate. He was chosen by the committee to find the middle way and to avoid conflict in the groups of parties.

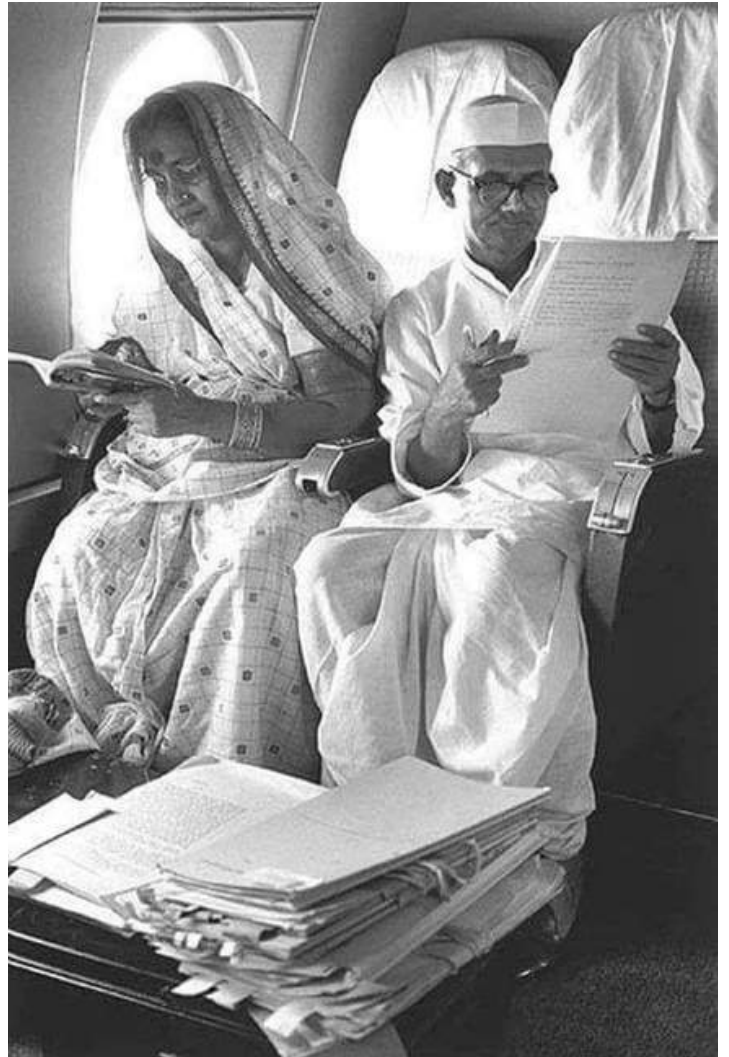
But at that time the country was facing some major issues such as - scarcity of food grains, after losing the Indo-China war even the financial condition of the country was not that good, and afterward, the Indo -Pak war of 1965 happened. Initially, he was targeted by the opponents whether in the party or out of the party because his influence in public was not sufficient to handle the opponents. As result, the no-confidence motion against his government was brought by the opposition but somehow it failed. Afterward, he came in the form to deal with issues. He gave the slogan of "JAI JAWAN JAI KISAN" and motivated the countrymen to fast on Monday. Apart from this, he cultivated the garden area at the prime minister's official residence for wheat production asked the farmer to cultivate the free land to deal with the scarcity of food grains. He initiated the white revolution a national campaign to increase the production and supply of milk -by supporting the Amul milk cooperative of Gujrat and creating the National dairy development board. he also promoted the green revolution in India in 1965.



This led to an increase in food grain production, especially in Punjab, Haryana, and Uttar Pradesh. During the Indo-Pak war, he requested the countrymen to help the Country with financial resources because of which Nizam Hyderabad, other royal families, and business houses helped the govt. financially.

He worked for the betterment of Harijans in Muzaffarpur(Bihar) and dropped his caste-derived surname "Srivastava" in their support.

Today our late Shastri Ji is known for something that he was never trained for. During the Indo-Pak war, he made some quick decisions and showcased his decision-making power and ability, which helped in the country's victory. He handled a struggling country very efficiently even in a state of war. Afterward, he became popular among the countrymen and established his influence in politics. He was a wise and honest man. Though his tenure was approximately 1.5 years, he left his impression on Indian politics. Among the long-term legacies of the Shastri era was India's attainment of self-sufficiency in food grains. When he took office, agriculture was in a crisis. India was infamously living from ship to mouth. Between 1960 and 1963, India had imported a staggering 15 million tonnes of US third quality grains and the imports were rising each year.





# APPLE: LUXURY BRAND OR MASS MARKETER?

~SACHIN  
GBO 1ST YEAR



Apple did not fall into success overnight. It had many roadblocks to navigate through before making it to the top. One thing that helped them was their ability to create a movement. Through all their marketing efforts they have created an image that their products are life-changing and visionary.

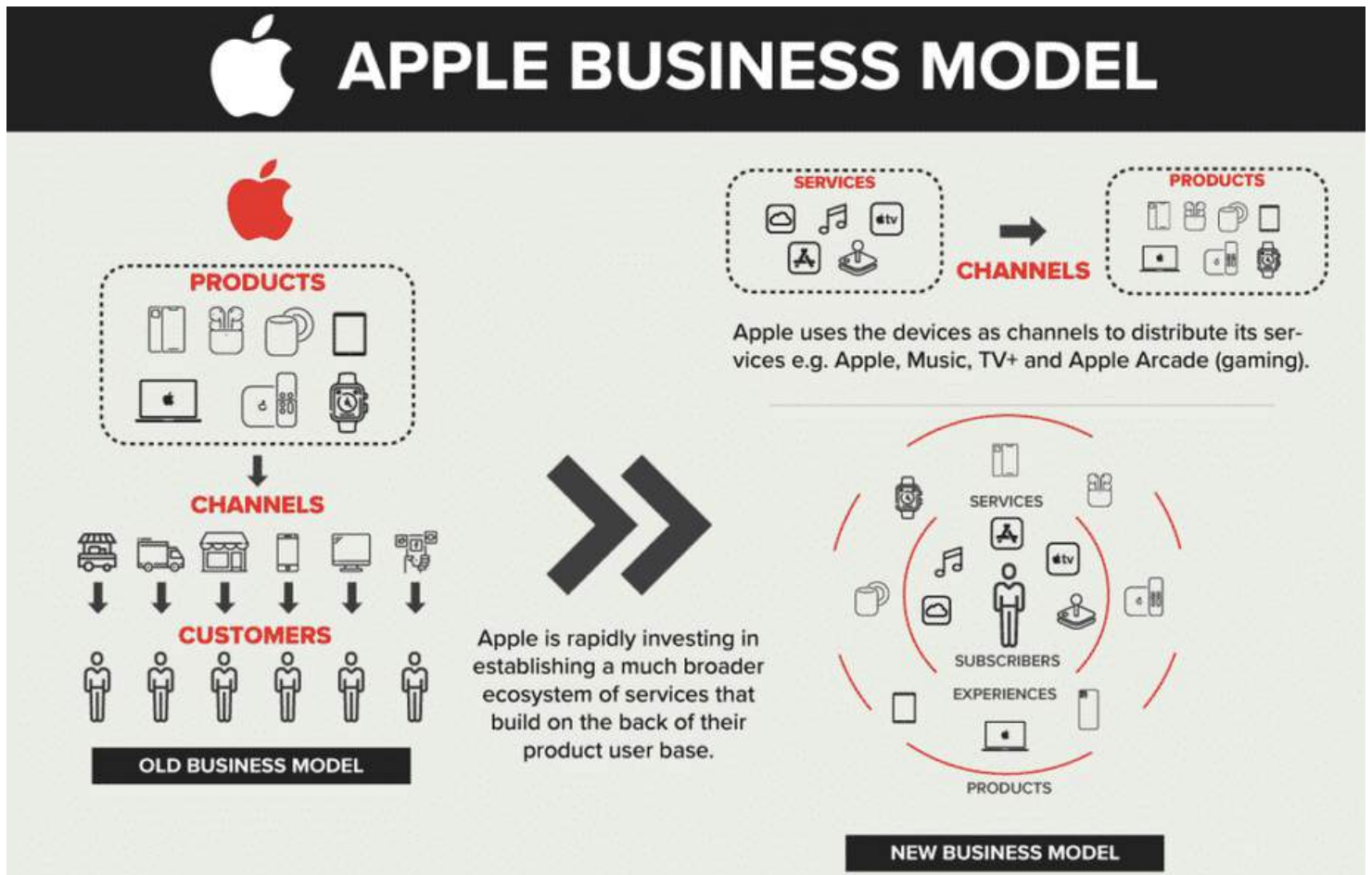
They aim to constantly improve performance, camera quality, privacy, and a few other features that distinguish their device. But what truly distinguishes them is their ability to integrate their products into people's lives.

Apple's advertising success is built upon buzz marketing and perception-building techniques. For instance, their advertisements are simple, clear, and create a feeling of being part of something ultra-fancy & innovative. This is what helps them create a fan base for their brand, by making people fall in love with the brand. When you bought your first iPhone what was your motivation for it? Was it because you liked the features or was it the FOMO?

Apple hopes to win over the bulk of smartphone users by demonstrating the functionalities of its products. The commercials, mainly demonstrate how the camera function works and suggest that everyone can shoot amazing photographs as long as they have an iPhone. Also, since we are on the topic, have the cult followers of iPhone ever noticed that once a new model is launched the quality of the older ones degrade?

With all the buzz about privacy concerns, they have now made privacy synonymous to Apple, to the point of controversy one would say. This is exactly what they have been doing for years, creating buzz about a topic to leave a lasting impact on people's minds.

The brand's success is also because of the exclusivity it has generated via its pricing models, by only allowing iPhone to pair with other Apple products and by only allowing download of apps on



the App Store; gets directly linked to luxury. It exhibits the behavior of a Veblen good; opulence adds to its word-of-mouth marketing.

"The difference between technology and slavery is that slaves are fully aware that they are not free". Technology should be part of life but life shouldn't revolve around it or depend on it.

Now we leave you with a question, is this sense of luxury real or an illusion created by Apple via years of marketing?



# READY. SET. GAME ON – THE HUMONGOUS RISE OF THE E-SPORTS INDUSTRY

~ PRASANN AGARWAL  
GBO 1ST YEAR



## History of gaming

Every year it feels like the gaming industry sees the same stories—record sales, unfathomable market reach, and questions of how much higher the market can go. We're already far past the point of gaming being the biggest earning media sector, with an estimated \$165 billion revenue generated in 2020. But the gaming industry is quite old as it will cross 50 years of it starting in 2022 itself.

We can divide the rise of the e-sports industry into three eras which depict that while the tidal wave of gaming has only continued to swell, the driving factors have shifted throughout gaming history.

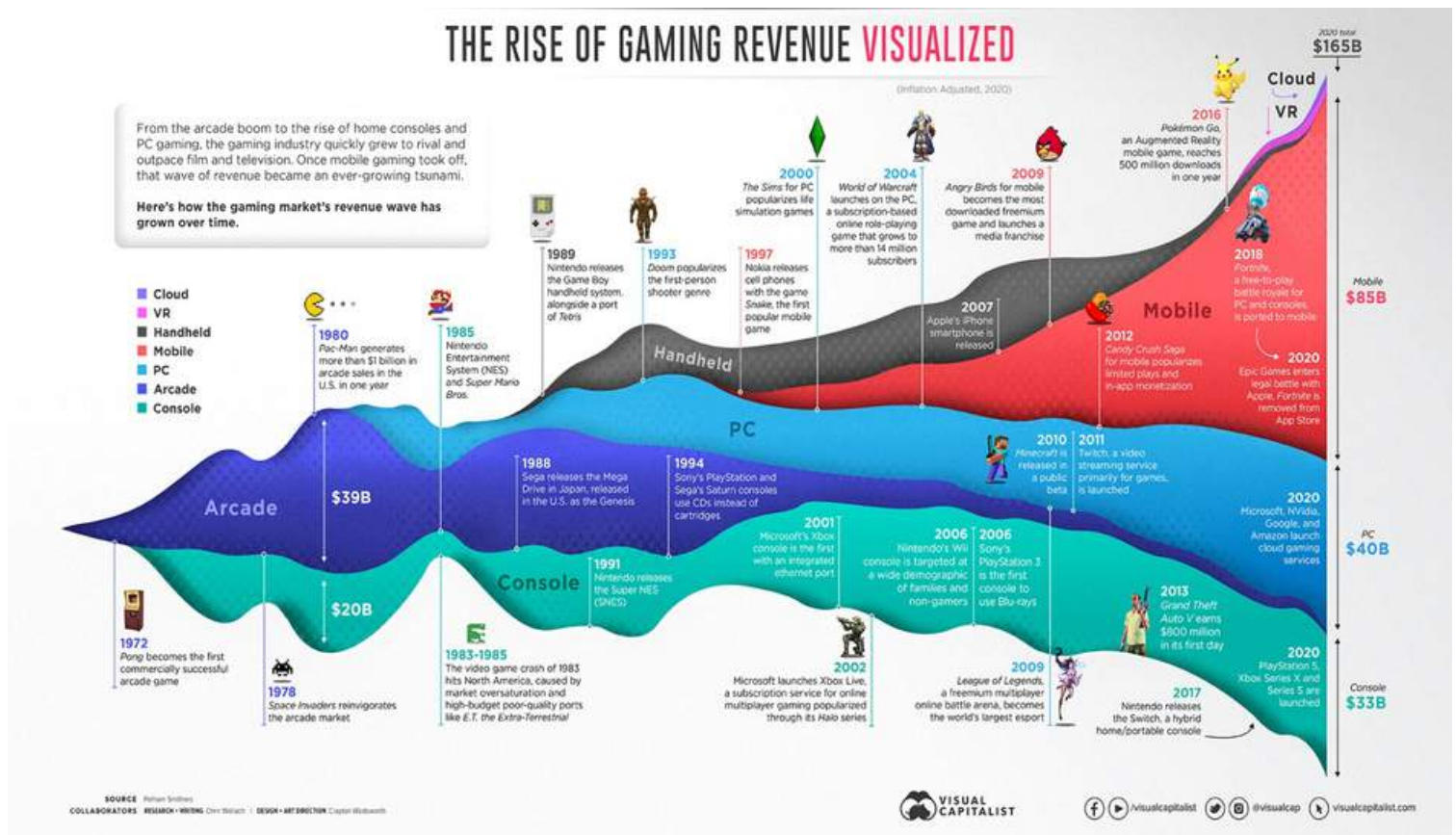
### 1970–1983: The Pre-Crash Era

Early prototype games developed in labs, but it was Atari's release of the Ping Pong that kicked off the e-sports industry. This arcade table tennis game was a sensation and consumers were eager to play, and companies started to produce their knock-off versions.

Atari started selling its home console, the Atari 2600 home console in 1977, which would become the first console to sell more than a million units. After the exorbitant success of Pong clones, the release of Space Invaders in 1978 reinvigorated the market and arcade machines started being installed everywhere. New franchises like Pac-Man and Donkey Kong drove further growth and by 1982, arcades had already generated more money than both the pop music industry and the box office.

### 1985–2000: The Tech Advancement Race

Unfortunately, the video game industry grew too quickly to maintain its quality. Game companies licensed extremely high-budget ports of popular games such as Pac-Man and rushed them into the market with not enough time to fix glitches and oversights. Moreover, personal computers were becoming the new flavor of gaming, especially with their release in 1982 of the Commodore 64.



The following year brought releases such as Duck Hunt and ExciteBike, as well as the introduction of Mario in Super Mario Bros, which revived the console market. In 1988, Sega entered the fray with its Sega Mega Drive console (released as the Genesis in North America), followed by the Game Gear handheld. It then put its marketing emphasis on processing power.

In 1994, Sony released the PlayStation—which used CD-ROMs instead of cartridges to enhance storage capacity for individual games—and the console became the first to sell more than 100 million units. Microsoft then developed the DirectX API to assist in game programming, and it released the Xbox.

Estimated Total Console Sales by Manufacturer (1970-2020).

### 2001–Present: The Online Boom

It was the rise of the internet and mobile, however, that grew the gaming industry from tens of billions to hundreds of billions in revenue.

A primer was written about the viability of subscription and freemium services. In 2001, Microsoft launched the Xbox Live online gaming platform for a monthly subscription fee, giving

players access to multiplayer matchmaking and voice chat services, quickly becoming a must-have for consumers. At the same time, companies started seeing a future in mobile gaming; however, they struggled to tap into traditional phone makers like Nokia and Research In Motion (RIM). It was Apple's iPhone that solidified the transition of gaming to a mobile platform with its release of the App Store for its smartphones. The app market paved the way for app developers to create free, paid, and pay-per-feature games catered to a mass market that has since consolidated on four main Platforms.

While console makers like Microsoft and Sony continue to develop new consoles, they've launched cloud-based subscription services as well. Meanwhile, Amazon and Google have launched their services that work on multiple devices, including mobile. The market for games is expected to grow past \$100 billion by 2022.

Stakeholders in the E-sports industry

The e-sports ecosystem is similar to the sports ecosystem. While publishers own the games played in e-sports tournaments, federations help regulate traditional sports.



# ESPORTS ECOSYSTEM



## Teams and players

Like traditional sports, competitive video gaming requires a commitment to training and practice. Today, it is estimated that India has 150,000 players and around 60,000 teams. Over 90% of competitive video gamers participate in online mobile e-sports tournaments. As competitive video gaming becomes a viable profession for the youth, the number of players playing competitive video games is expected to reach 1.5 million by FY2025.

## Organizers

E-sports organizers are responsible for the planning, organizing, and execution of e-sports tournaments. The ecosystem is versatile enough to allow multiple stakeholders to function as organizers. For instance, publishers could become organizers of e-sports tournaments. Nodwin, GamingMonk, and Jio function purely as organizers as they conduct e-sports tournaments for games like Garena Free-fire, PUBG, and others. The Olympics, too, is evaluating adding e-sports to their competitions. In the 2018 Asian Games, nine Indian e-sports players participated and one of them, Tirth Mehta, won a bronze medal.

## Publishers

As of February 2018, about 4% of mobile games on the Play Store are from Indian publishers.

As Indian game developers transition from developing social games to multiplayer games, they are expected to create games that are better suited for esports tournaments. The number of Indian gaming studios has grown 5x since 2015.

## Broadcaster and audience

As e-sports tournaments become more competitive, they draw more viewers from both professional players and the audience. For instance, the PUBG Mobile World League 2020 East tournament drew 449 thousand peak viewers, which was the highest record so far. There are currently 14 e-sports broadcast platforms in India in 2020, which are expected to cross 20 platforms by 2025. This will represent over 10% of global viewership as viewers across multiple streaming platforms such as YouTube, Facebook, Twitch, and other OTT platforms will collectively measure much higher.

## Brand and sponsors

Over 50 brands, including prominent national brands like Airtel, Bookmyshow.com, Flipkart, Monster Energy Drinks, Asus, Redbull, and Yes Bank have recently signed deals with e-sports teams. Research suggests that this trend will continue to grow as the audience base for e-sports continues to expand.



### The current growth trends in the e-sports industry

According to a report from FY2021, the Indian e-sports industry was worth Rs 3 billion and was expected to hit Rs 11 billion by FY2025. The report discussed how the investment in creating more than 11,000 jobs would generate more than Rs 100 billion of economic value for India between 2021 and 2025, comprising investments, in-app purchases, winnings, taxes, and related consumption. Apart from specializing in gaming skills and game theory, the e-sports industry also creates opportunities in the field of event management, ethical and legislative laws, game design, e-sports marketing, and league management.

Top teams who are giants in the E-sports industry-

#### TSM - 410 Million\$ (Estimated revenue)

Team SoloMid (TSM), officially Team SoloMid FTX, is a professional gaming organization based in North America that fields teams in League of Legends, Apex Legends, Valorant, Hearthstone, Super Smash Bros., Fortnite, PlayerUnknown's Battlegrounds, PUBG Mobile, Battlegrounds Mobile India, Tom Clancy's Rainbow Six Siege, Magic: The Gathering Arena and chess. The organization once had a Counter-Strike: Global Offensive team based in Denmark that became Astralis. It briefly owned an Overwatch team.

#### Cloud9 E-sports- 350million\$

Cloud9 E-sports, Inc., or simply Cloud9 (C9), is an American professional e-sports company based in Santa Monica, California. The company was originally founded as a professional League of Legends team founded by Jack and Paulie Etienne in May 2013 and was incorporated into Cloud9 E-sports, Inc. on September 6, 2016.

The company currently operates two franchised teams: Cloud9 League of Legends of the League of Legends Championship Series and London Spitfire of the Overwatch League.

#### Team Liquid- \$310 million

Team Liquid is a multi-regional professional e-sports organization based in the Netherlands that was founded in 2000. With the release of StarCraft II: Wings of Liberty. Team Liquid's League of Legends team has won four LCS titles, and their Counter-Strike Global Offensive team was awarded the Intel Grand Slam prize in 2019, a feat achieved in just four tournaments.

#### Enthusiast Gaming- \$180 million

Enthusiast Gaming is a Canadian digital media company that publishes video game-related content. In 2014, it was founded by entrepreneur Menashe Kestenbaum, who currently owns the websites Destructoid and Escapist Magazine, as well as the gaming convention Enthusiast Gaming Live Expo.

# BRAND ARCHITECTURE: TATA MOTORS VS MARUTI SUZUKI

~SATYANSH KUMAR YADAV  
GBO 1ST YEAR

## TATA MOTORS VS MARUTI



In our fast-paced world, companies are often forced to develop brand concepts tailored to different consumer groups, geographical markets, and product lines. Many managers struggle with the challenge of creating an effective brand architecture that effectively unifies their brands. This article presents practical examples of three different brand architecture models to help managers facing this challenge build brand architectures that achieve their objectives.

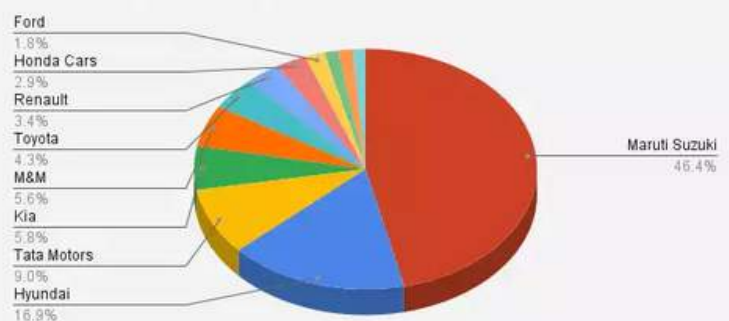
The development of the automobile and its massive applications in modern society has created a new need—brand management. Without a well-thought-out brand architecture design, the market cannot put in full play the brand's marketing and economic functions.

In this article, we are going to build and examine the brand architecture of two brands – Tata Motors and Maruti Suzuki. The two brands are chosen as

they compete in very similar markets and yet have very different brand personalities. TATA and MARUTI are among the most valuable brands in the market, and this article will bring out the stark differences in the brand architectures of these two brands. The goal is to observe how consumers can have vastly different perceptions of and relationships with very similar products owing to the differences in brand architectures.

### Passenger Vehicle Market Share

Domestic Sales (Jan-Mar 2021)

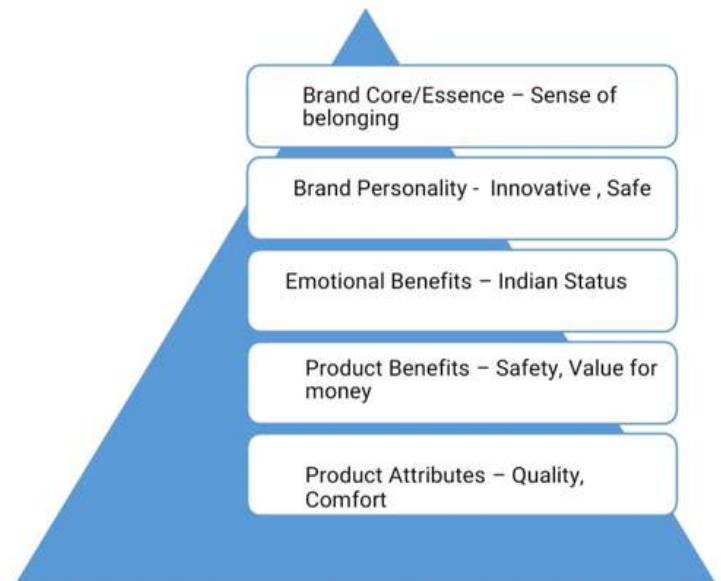


The first step is to develop brand pyramids for both brands.

#### Brand Architecture for MARUTI SUZUKI



#### Brand Architecture for TATA MOTORS



Recently it was Maruti Suzuki that was the holder of the highest market share in India with YoY de-growth but MoM increase. Maruti's market share which had stood at 50.90 percent in December 2020 dipped 2.55 percent to 48.34 percent in the past month. MoM share, however, increased 3.60 percent over the 44.75 percent share held in November 2021. The company's share in the mid-SUV segment is still quite low while the company has said that it will not launch an electric car in the Indian market before 2025. Maruti has stated that for the time being it will concentrate on flex-fuel vehicle development and introduce more CNG products in the Indian market. OEM Market Share Dec 2021 vs Dec 2020 (YoY).

At No. 3 was Tata Motors with a 5.36 percent YoY growth in market share to 13.87 percent last month, up from 8.51 percent held in December 2020. It was also a 1.73 percent MoM increase over 12.14 percent held in November 2021.

It was however, a 4.92 percent YoY gain over 8.91 percent held in January 2021. Tata Motors started the New Year with registering the highest monthly sales of passenger vehicles, highest SUV sales, and highest EV sales, thanks to the Tata Nexon.

#### **BRAND COMPARISON:**

Tata Motors is an Indian multinational automaker headquartered in Mumbai, India, and a member of the Tata Group. In 2014/2015, it was the largest automobile manufacturer and second-largest truck manufacturer in India. It ventured into the passenger vehicle market after acquiring Jaguar Land Rover in 2008. The company sells its products under seven brands: Tata, Jaguar Land Rover, Land Rover SUVs, Tata Daewoo (branded as Tata Motors), Hexa, Prima, and Tata Nano. TATA MOTORS has a strong reputation for building durable and long-lasting vehicles. Their products are sold worldwide across more than 80 countries., and are being driven by some of the finest drivers on earth. Tata has taken leaps and bounds from older versions, although still a long way to go. They produce some of the best cars in the country, but design-wise they were not that much appealing.

Maruti promotes itself to be a low-cost Indian automobile manufacturer. Maruti exports only to small markets, such as other countries in South Asia, Latin America, the Caribbean, and Africa.



It also has a joint venture with Suzuki, which shares its engine technology with Maruti. India is the only market that Maruti operates in, representing Suzuki's smallest market share. Maruti - Perfect for Indian conditions. Mileage, competitive maintenance, and resale value. I would not talk about safety features, and it is debatable. Maruti follows safety features required as per norms and it's ideally safe but as per the NCAP ratings, Maruti Cars lacks behind.

As we can see both brands compete in very similar markets. However, they target different audiences. TATA pride itself on Indian Tag and provides the safest Automobile whereas Maruti targets to provide a wider segment in their product at a lower price than the competitor. While TATA creates a sense of belonging for its customers, MARUTI provides its customers the value for money.

TATA targets all segments with few products whereas Maruti targets the lower and middle segments with various products. As per the reviews, TATA's after-sales service lacks as compared to Maruti as they were known to provide the best after-sales services.

As I attempt to systematically analyze the 'BRAND ARCHITECTURE' of Maruti Suzuki and Tata Motors using 'Brand Hierarchy Matrix'. The result depicts that Maruti Suzuki has a better 'Brand Concept and Identity', while Tata Motors has better 'Brand Name Architecture, Brand Key and Brands' in totality.



# ANALYTICS AND TRENDS IN B2B MARKETING

~SARITA SHABANAM TOPPO  
GBO 1ST YEAR



B2B marketing exists between businesses or business-to-business companies. Examples of this include automobile or manufacturing industries, where components and materials are purchased for manufacturing purposes and later sold back to individuals through direct business-to-consumer interactions.

Since the COVID-19 Pandemic, there has been a sharp change in the preferences of customers, who now prefer to use digital tools for interacting with sellers and buying their products. This has led companies to go digital, ensuring the use of analytics in marketing. It is not new that B2C companies were using it and providing opportunities to maintain smooth interactions. Traditionally, B2B companies were lagging behind in this area, but those who managed to adapt to this trend are now outperforming their competitors in the market.

B2B Marketing Analytics are software built on certain Analytics platform that uses statistical models and machine learning to help in creating customizable dashboards, forecasting trends and outcomes based on customer data to analyze and maximize marketing strategy. Two-Thirds of B2B businesses have implemented marketing analytics. It has huge potential in Sales and Marketing as more B2B marketers are relying on B2B analytics platforms to automate and streamline marketing and sales processes.

There was a survey done by McKinsey across different industries and companies of different sizes in Brazil which revealed some significant findings:

1. Digital is the new reality for both B2B buyers and sellers  
Digital self-serve and remote human interactions over face-to-face interactions are more preferred by buyers and sellers. It has enabled buyers to get

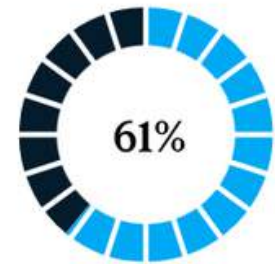
## Companies that are investing in their analytics are seeing much faster growth than their peers.



Companies that expect to increase spend on predictive analytics (most of any marketing and sales capability)



Companies that have strong analytics are 1.5x more likely to be faster growers than their peers



Companies that believe they are making effective use of analytics vs 43% just five years ago

McKinsey  
& Company

information, place orders, get support, and arrange service, and customers at their own convenience. Only a small percentage of B2B buyers enjoy the in-person interactions with salespeople, even in industries where field sales models have traditionally dominated, such as medicine and pharmaceuticals.

### 2. Customers are buying big online

More than 50 percent of B2B decision-makers in Brazil say they are open to making new, fully self-serve, or remote purchases in excess of \$50,000, and 21 percent would spend above \$500,000.

**3. Video and live chat are the tools for interactions**  
These interactions gained relevance during the pandemic, increasing its penetration as a sales model by 17 percent. Half of the Brazilian companies have reduced their in-person sales teams and their number of physical locations.

### 4. Plethora of Benefits

As digital adoption increases, sales organizations are lowering their cost per visit and acquisition costs and reaching more customers. More B2B leaders should digitize their go-to-market strategies for increased competitiveness.

### Major Applications Where B2B Analytics is Used in Enterprises:

**Data Structuring:** Structured and unstructured data are an important part of predictive analytics. Some vendors work with customer attributes, transactions, and other structured data. Others add insights from social media and website content.

**Ideal Customer Identification:** Prospect discovery is the use of “ideal customer profiles” to locate new customers. Predictive marketing analytics vendors utilize clients’ existing customer databases.

**Business Lead Scoring:** Lead scoring assigns a value to each lead based on the company’s own judgment. Predictive lead scoring uses existing data to calculate the scores.

**Marketing Automation:** Modern predictive analytics platforms work well with many of the top marketing automation platforms, combining data from multiple sources into a single pool.

**Cross-selling and Upselling Existing Customers:** Marketing and sales representatives can use predictive models and lead scores to increase their efficiency.



### B2B Companies that are using Analytics:

**General Electric:** GE has implemented big data in its operations. The company is collecting data from sensors on gas turbines, jet engines, and other machines, connecting the machines to the cloud and analyzing the resulting data flow.

**Maersk Line:** Maersk Line is the largest international shipping company in the world. It operates in more than 130 countries and owns more than 600 container vessels that transport goods worth an estimated \$675 billion a year. Maersk is using data analytics to gain efficiencies and improve its service.

**Intel:** When Intel's sales organization contacted the IT division, they wanted help with analyzing and optimizing their sales potential. They created additional value by selling more to their customers or selling to new accounts.

**Lafarge:** In order to help its customers get paid faster, Lafarge, a leading global building materials group, is using GET PAID in the cloud. The solution integrates with their ERP, JD Edwards. It provides businesses with the ability to collect receivables in real-time and take advantage of early payment discounts to enhance cash flow. It helps them prioritize their collections using built-in algorithms.

**FedEx:** FedEx, with 9 million shipments a day and all the accompanying data to be managed, is only a big data company in terms of scale. But when it comes to applying big data to physical items, FedEx recognizes the potential.

**Cisco:** Cisco uses predictive analytics to make decisions and take actions that help the company reach its business objectives.

**Mail Chimp:** At MailChimp, they use predictive modeling to make sure they deliver a great experience to all their users. Some examples: They predict who's likely to be a spammer, and shut them down before they can harm anyone. They predict who's likely to become a paying customer, and treat them like one—whether they're currently a free or paid user.

## **B2B Marketing that can Trend in 2022:**

### **1. Retention Marketing**

Sellers have now realized how challenging is to find new customers every time, Retention marketing helps in that issue. While a 5% increase in customer retention might not sound like much, Harvard Business Review says it can translate into a 95% increase in profits. It's the type of marketing where you try to maintain the relationship with your existing clients by taking a range of measures. It focuses on the time a customer continues buying from you, as well as the number of products and services they buy.

Some of the ways we can retain customers are:

- Onboarding & Education
- Customer Training
- Constant Communication
- Ongoing customer support
- Surveys & testimonials
- Customer appreciation

### **2. Content Marketing**

It's different from B2C content marketing where the audiences are broad and the content not so specific. Nevertheless, it has the same potential to create brand awareness, Leads, and traffic to the business. Since B2B contents are not shared much on social media, some of the usual forms of B2B content marketing are blogs, emails, newsletters, and infographics. According to data published by Statista content marketing, 30% of marketers consider content marketing has the highest return on investment long term.

### **3. Chatbots**

Chatbots are used as communication tools to improve the online experience through real-time conversations and quick replies 24/7. AI chatbots seem promising in B2B marketing research where you can get information by going through billions of documents and conversations. It can also help in affiliate marketing by giving suggestions for specific products that an organization is affiliated with.

### **4. Nostalgia Marketing**

Nostalgia marketing can help B2B marketers connect their products and services with real-world objects and experiences. A company can start to participate in nostalgic marketing strategies by highlighting how authentic, current and modern their product or service is. In these unique times, nostalgia marketing has become an increasingly important tool for many companies. Nostalgia is familiar, safe, and comforting—exactly what our world needs now and in the future of 2022.

### **5. Voice Marketing**

The use of voice search continues to grow. Voice devices were originally meant for grocery lists and notes, but consumers are now using them to play favorite songs, ask questions, get directions, turn up the temperature, and more. Companies are taking advantage of voice-activated search to learn more about their consumers and their needs. As a result, voice-activated search is increasing in popularity among consumers, who have begun to use this advanced technology tool to do everything from buying groceries to ordering pizza.

# THE FUTURE OF AUTOMATION

~ LAKSHAY JUNEJA  
GBO 1ST YEAR



Most of us are aware of automobiles used for transportation from one place to another via road connectivity further segmented into hatchbacks, sedans, SUVs of luxury or domestic, commercial or non-commercial, etc. But what if we say that you can use your vehicle to actually 'FLY'.

Yes, that's correct! The AeroMobil Company literally came up with a 'Back to the Future' angle to the automobile industry worldwide. The AeroMobil was founded in 2010 with the goal of designing, developing, and commercialising the world's first flying car. Since then, the business has been at the vanguard of a new personal mobility industry, developing and testing multiple generations of flying automobile prototypes. AeroMobil, the latest iteration, will be available for purchase in 2023 and is the result of nearly 300,000 hours of design, engineering, and testing. It will mark a major milestone in the achievement of mankind's dream of unrestricted personal mobility.

The AeroMobil is the next step in the evolution of the supercar. The AeroMobil is a high-end vehicle species that is equally at home on the road or in the skies — the flying car – and is inspired by the fabled winged horse Pegasus.

The AeroMobil accomplishes what no supercar or private jet can: it combines cutting-edge automotive and aerospace design and engineering, innovative materials, luxurious features, and flawless appearance. In just three minutes, it can shift from automobile to aircraft - from driving to flying.



The initial prototype was unveiled in 2013, and it has since evolved into the fourth-generation AeroMobil AM 4.0. Unlike developing eVTOLs (electric take-off and landing aircraft), AeroMobil is an actual flying car that has already logged thousands of hours in the air. Is it now ready to be used by the general public? Yes, according to AeroMobil.

eVTOLs are often referred to as "flying cars," but they have no resemblance to automobiles, with the exception of a few cabin features. Flying vehicles, on the other hand, are road automobiles that can take off at the touch of a button (or several), transporting the driver, who has now become a pilot and at least one passenger to whatever place they desire. It doesn't even have to be an airport: AeroMobil, for example, claims to be able to land and take off on grassy fields and requires much shorter runways than today's jets.

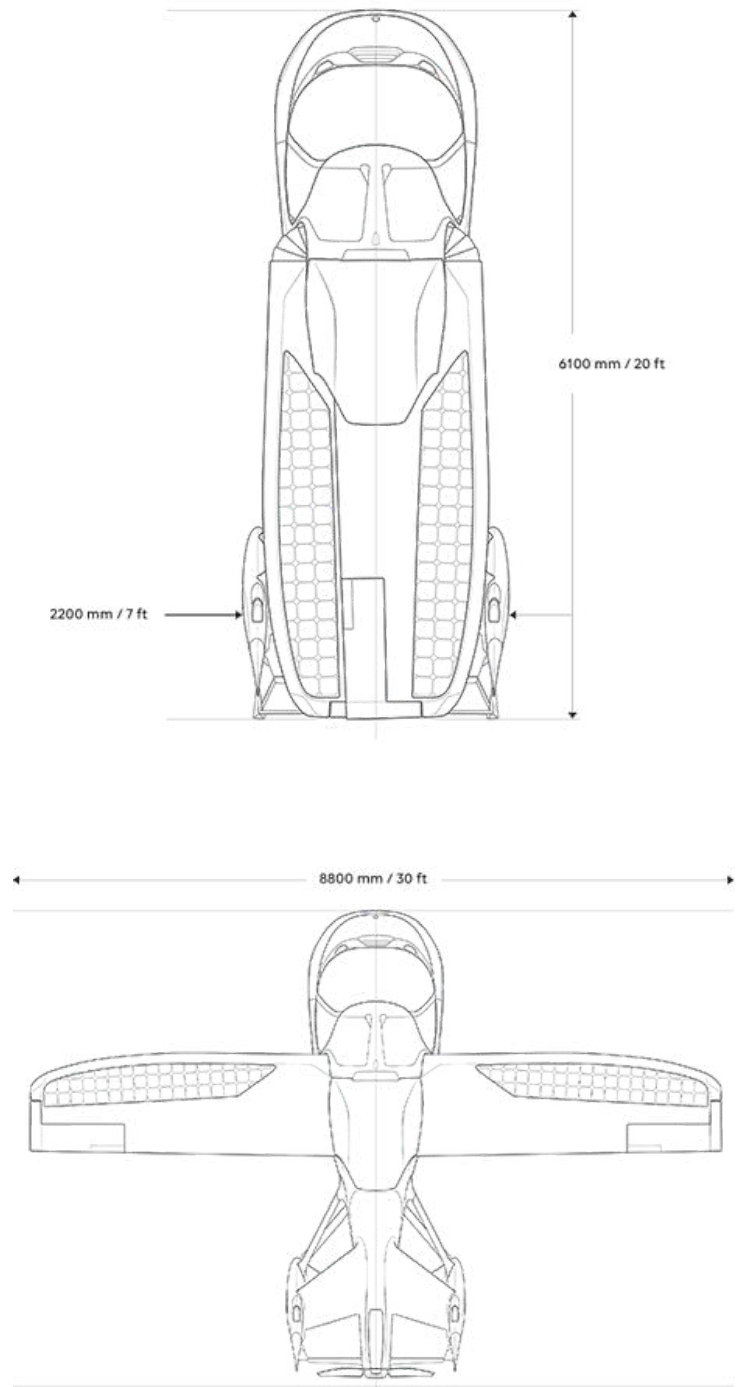
AeroMobil AM 4.0 was in Miami at the beginning of December for a presentation during Art Basel. The appearance followed a string of presentations around the world, from Monaco, Paris, London, and Brussels, to Shanghai. A flying automobile must be certified for both flight and road use, which means it must meet stringent requirements as both an aircraft and a passenger vehicle.

Even though AeroMobil claims that their flying automobile will be simple to pilot and drive and that no special abilities are required, a flying car requires training. To function, a flying car requires effective regulation and a good legal framework. A flying car will require infrastructure or if it will be using existing networks, additional regulation on how it can use them. Regardless of how we look at it, even if AeroMobil meets the 2023 deadline, it will most likely take more than 3 years to see these flying automobiles in the hands of ordinary people, no matter how wealthy they are.

However, based on numbers released by the company, AeroMobil will most likely be a good choice when they are ultimately ready to do so. By simply folding out the wings that sit tucked to the sides, AeroMobil can flip between road and flight modes in about three minutes. It can take off from 400 meters (1,300 feet) of level ground and land within 300 meters (980 feet), as demonstrated during flight tests. A hybrid system with a 300-bhp turbocharged internal combustion engine and adaptable transmission for either traveling mode provides power. AeroMobil has a driving range of 520 km (320 miles) and a flying range of 740 km (260 miles) with a single occupant, cruising at 160 km/h (100 mph) on the road and 260 km/h (160 mph) in the air.



As of this moment, AeroMobil is working toward acquiring European flight certification, which should be followed by certification in the U.S. Although no road safety testing has been conducted or disclosed, the corporation is determined to reassure potential customers that safety is a top priority in the development process. It specifies a ballistic recovery parachute system for the entire vehicle, as well as an integral carbon fiber framework and occupant cell, as well as the option of autonomous flight. As you may have observed, there has been no news on how this dual-purpose contraption would protect the two individuals within in the event of a land crash. It's a colossal feat of engineering and imagination. It also pioneers some clever tech that may well find its way into the flying Ubers and Amazon drones that are on the horizon. Note, also, that Larry Page, one of Google's founders, has invested \$120m of his own money into flying cars. AeroMobil's IP is clearly highly prized, and the Slovakian government is on board, too. It costs from \$1.2m, so you'll need to be a well-heeled early adopter: Gisele Bündchen, Harrison Ford, and Jay Z are all on AeroMobil's target list.





*"If you truly love nature, you'll find beauty everywhere"*



*~ Shivani Kain*  
GBO Ist Year

*"Art has the power to transform, illuminate, to educate, inspire and motivate."*



*~Bharat Dhurve*  
GBO Ist Year



*~ Shivani Kain*  
GBO Ist Year



# Campus Highlights

## AGRATA - The HR Society



Agrata-The HR Society hosted Mr. Mahim Mongia, Organization Development and Talent Management Lead at Birlasoft on 28th Jan 2022 for the HR Webinar.

Mr. Mongia started the session by sharing his journey across corporate cultures and how he is a keen admirer of learning and transformation. He shared his views on what is digital transformation and how organizations are leveraging new emerging technologies to meet customer needs and add value to their process.

He also discussed how digital transformation entails rethinking of how we use technology and ensures that we provide value to our customers.

# Training & Development Cell



## Webinar on Building a Career in Operations Transformation

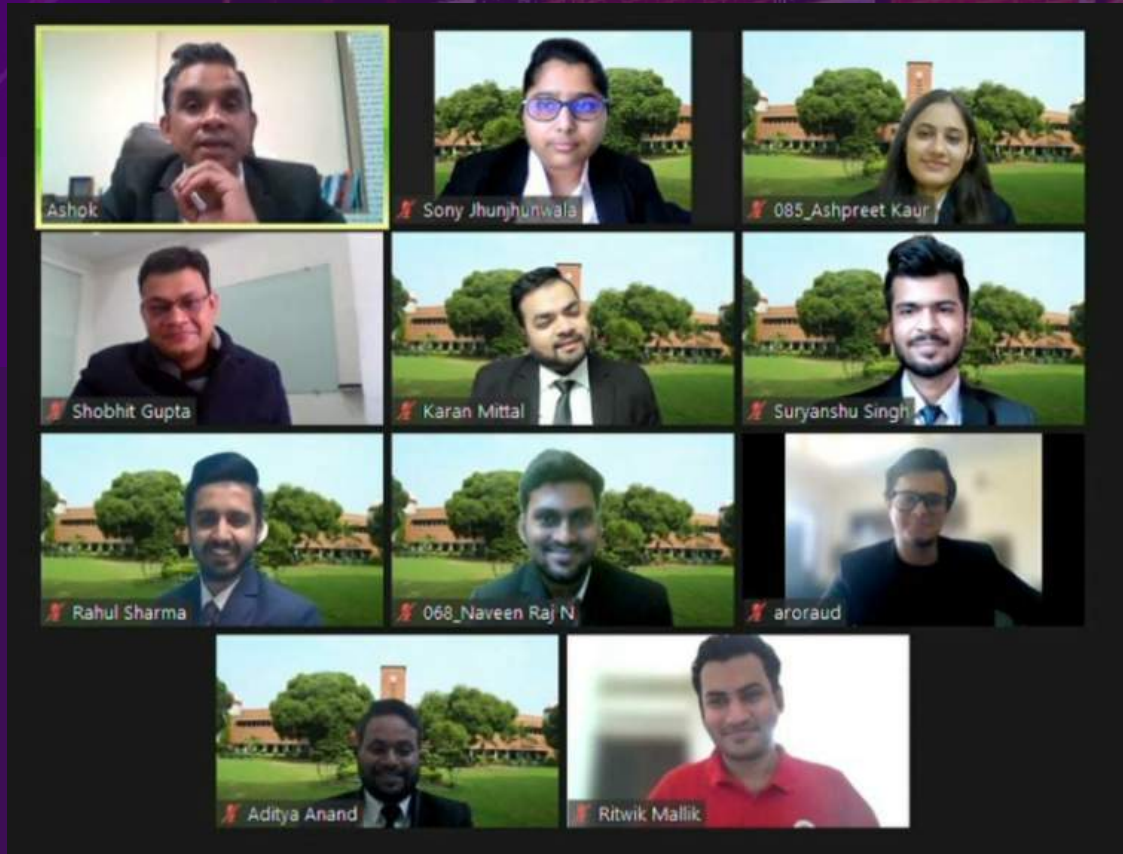
Mr. Nitin Agrawal

Executive Director- Head of Operations Transformation, The Walt Disney Company  
(Star Television Network)

Given the keen interest of the batch towards operations, the Training and Development Cell hosted a session on "Building a Career in Operations Transformation" with Mr. Nitin Agrawal.

Where the session started with an indulging conversation between the students and the guest, answering a chest of questions ranging from how to build a career in operations and business transformations to essential skills for a career in the field. The interactive collaboration completed with an elaborative presentation on the real-world applications of business transformation in the field of operations.

## SRCC GBO Corporate Relations and Placement Cell



“Campus To Corporate Transition and Future Work Model” with Mr. Ashok Ramachandran CEO, Schindler India

Mr. Ramachandra said that everyone should have a purpose in life and infinite targets. He passed on the message to everyone that your learning should not only be confined to you it should help others.

He asked everyone to come out of their comfort zone by seeking job not in their hometown as different place will have different culture, food, language, and environment which will eventually increase their resistance and adaptability.

He also asked everyone to do side hustling as no college can teach how to control one's ego, anger, adaptability, skills and accept rejections which are required in the corporate/outside world as this will help us in understanding life through real learning's. He then talked about various other aspects of life like Personal Branding, DQ (desirable qualifications) etc.

This Newsletter has been a collective work of...

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