



# श्रीज्वर

THE EYES OF GBO

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## ABOUT SRCC GBO

Established in 1926, Shri Ram college of Commerce which has a rich legacy of ninety four years in the field of business education, is recognized as a benchmark of excellence in achieving educational outcomes. Bestowing this recognition owes itself to the fact that SRCC always has been home to some of the finest talents of the country in the areas of Finance, banking, administration, entrepreneurship, politics and academics. It has been an innovator in higher education with philanthropy at its heart and promoting a global vision embracing the growing needs of the business world.

With the spirit of innovation, 21 years ago, SRCC launched its flagship Two Year Full Time Postgraduate Program in Management course called "Post Graduate Diploma in Global Business Operations" which focuses on empowering individuals to challenge conventional thinking and imbibe skills necessary for success in the ever-uncertain World at Business World.

## WORLD POLITICS

## CHINA &amp; ITS WISHES

BY HARDIK DUA

Some years back, the image of China as perceived by the world media was of a giant, but a gentle panda. I have been reading newspapers, quite frequently since then, but I didn't realize when that image got transformed into that of a dragon. Maybe, Chinese media started to propagate as China no longer wanted the world to see it as a panda. Or probably, the Indian media have reinforced the dragon image too much, but yes, somewhere, that past image of China being just a gentle panda is no more there. And thus, now, no one says so. Now, the cartoons that depict China and its image are that of a Dragon. And now, China's actions on every front and behavior in every sphere also points to this new reality.

The whole world and its people are angry with China that Corona Virus originated there. It is now informally called 'Long Covid' due to the long post covid recovery time. Even after several weeks of RT-PCR going from positive to negative, the patient is subjected to extremes of weakness. All of this is further accentuated by the fact that China concealed Covid from the world (for a long time). No timely transparency was provided to the World Health Organization. Maybe, fewer people would have died if China had been more expressive and open. But, we know China cares less! China is not bothered if people suffer, after all, they have controlled covid in their own country. And, this much is enough. Nonetheless, even today, the revelation of the virus's origination could absolve China of all hatred. But, we know, China has moved a notch above all these accusations and presumptions.

But, let's shift the focus for a minute. Let's also acknowledge something good about China, something that China is best at. And, that is, their personal growth. Bluntly said, China understands prosperity better than most nations. They have grown manifold both economically and spiritually in the last 40 years. China has outperformed in business and made its economy grow unprecedentedly. And this is where their transformation from panda to the dragon hurts. Their growth is visible, but, China's growth has meant stifling freedoms and increasing hindrances to other nations. Their growth has meant an over-ambitious China caring too less for a global order and to-do practices. Their growth has meant China occupying Tibet and Xinjiang. Initially a small nation, China now covets capturing land and resources of their neighbour's territory. This is precisely why,, at China's growth, many world leaders are crossed and worried.

Prosperity and peace both start with the letter 'p'. But, China is hell-bent on disrupting world peace to proclaim their dominance. Avid readers are pretty much aware of what China is doing on land and sea, air and space, inside and outside the borders, to show that they have arrived. So, no one knows where the dragon is headed, is it Hong Kong or the Paracel Islands or the LAC, where the dragon wants to reinforce itself! But we do know that their hegemony is not possible without the mutual cooperation and support of global organizations. The dragon should realize that at the cost of curtailed freedoms and unhappy people, its image on top is never going to be sustainable. It is never going to be inclusive. Hope China turns a bit more sublime and rethinks its strategy to become a giant, but a gentle panda. True dominance, which China wants in every domain, comes with having power, not misusing it. Transparency and ethics, core values, being the fundamentals.

And Ah! I happen to imagine, Mr. Xi Jinping sitting in his office, sipping on something nice, and getting briefed that corona binds itself to PM2.5. With air pollution again rising in Delhi, more people are expected to contract covid in winter. In line with the past expected behavior, I can only imagine Mr. Xi musing to himself - 'Ah, but that's not going to solve the border issue. It is not going to alter the LAC'.

## INDIA AND CHINA CONFLICTS

BY RAHUL JAKHAR

Indo-China border tension turned out fatal for the first time in last four decades. Indian and Chinese army have deployed their troop in Ladakh's Galwan Region and adjoining sectors since early May. After withdrawal of troops on 6th June, the mutual agreement of de-escalation from the Galwan valley region went wrong and became deadly on 15th June, twenty deaths were reported by Indian army in a clash with the Chinese troops. 2,200mile long Indo-China border has always been a reason of tension and claims, including the war of 1962 and Nathu-la clash. The line of actual control (LAC), is not demarcated. India and China have different opinions where it should be located which leads regular border "transgression", often these don't escalate a stand-off, a serious tension like current is less frequent, though this is the fourth since 2013.

There is no clear reason why tension has escalated to worst in decades - with the first fatalities in forty-five years. India pointed "premeditated" Chinese action that reflected an intent to change the facts on the ground and violation of all their agreements to not change the status quo. China said that "Indian frontline border faces openly broke the concession reached.

**Possible Reasons Behind Increased China's Deployment at the LAC**

- India's decision to strengthen its border infrastructure (Darbuk-Shyok-Daulat- Beg oldie road)
- India's united states tilt (eg: Quad) amid US- China tension.
- China views India's assertion regarding Gilgit-Baltistan, as an implicit attack on the China- Pakistan Economic Corridor (CPEC), China's flagship programme.
- China's growing assertiveness over the South China sea.
- Political and economic tensions with China due to Covid-19 pandemic.
- India being a growing power in Asian region.

## INDIA'S RESPONSE

## MILITARY

- India has moved in additional divisions, tanks and artillery across LAC to match Chinese deployments
- Further India approved the purchase of 33 Russian fighter jets and upgrades to 59 warplanes at a cost of Rs 18,148 crore.

## ECONOMIC

- Citing the "emergent nature of threats" from mobile applications, including popular ones of Chinese origin such as Tiktok , Shareit and lot more .
- Further India's trade deficit with china fell to \$ 48.66 billion in 2019-20 on account of the decline in the imports. The trade deficit stood at %53.6 billion and \$63 billion in 2017.
- Further, the tension on the border as well as the COVID- 19 pandemic, has thrown light on India's dependence on China.
- India remains reliant on Chinese product in several critical and strategically sensitive sector, from semiconductors, and active pharmaceutical ingredients to the telecom sector, where Chinese vendors are involved not only in India's 4G network but in on going 5G trails as well
- Foreign Direct Investment (FDI) from China in India has dipped to \$163.78 million in 2019-20 from \$229 million in 2018-19.
- In April 2020, the Indian government tightened FDI norms coming from the countries which share the land borders with India. Government approval has been made mandatory.

## WAY FORWARD

- Detailed protocols are in place of troops to handle face-offs incidents. The countries need to stick to the 2005 protocol and the 2013 Border Defense Cooperation Agreements
- On 1st April 2020 India and China completed their 70-year diplomatic ties. Both sides should acknowledge that the situation precarious and the recent days in particular have undone decades painstakingly negotiated confidence -building mechanisms.

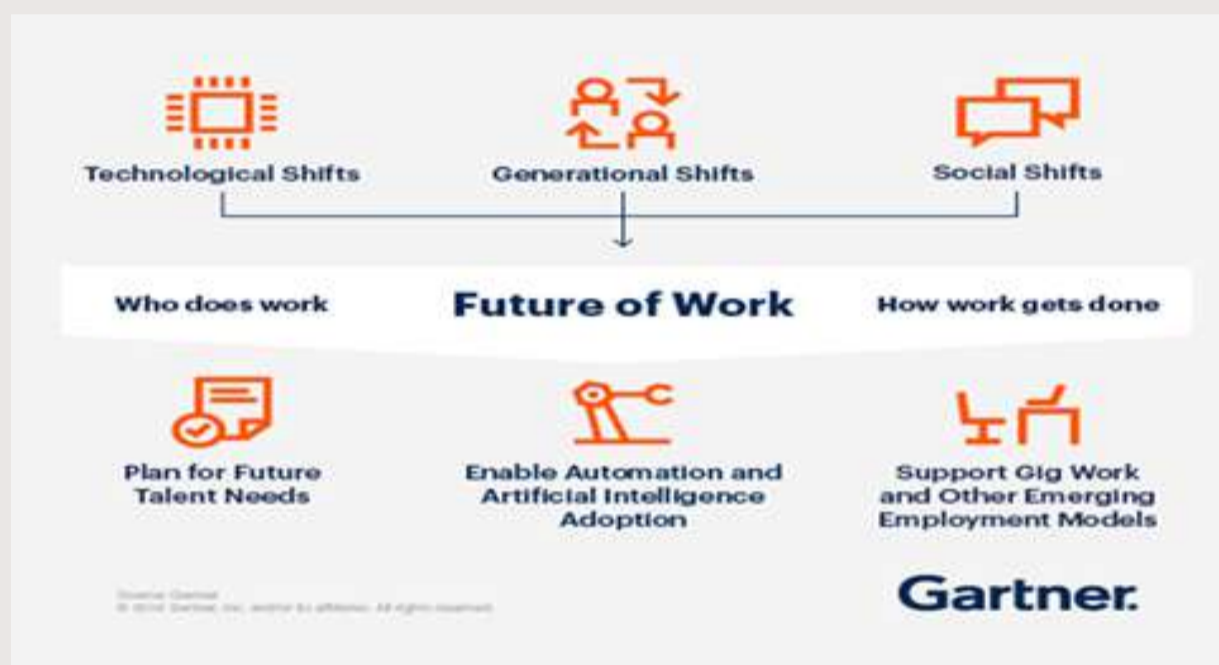
# COVID-19 UPDATES

## THE TRANSITION TO THE 'NEW NORMAL'

BY SUBHANGI

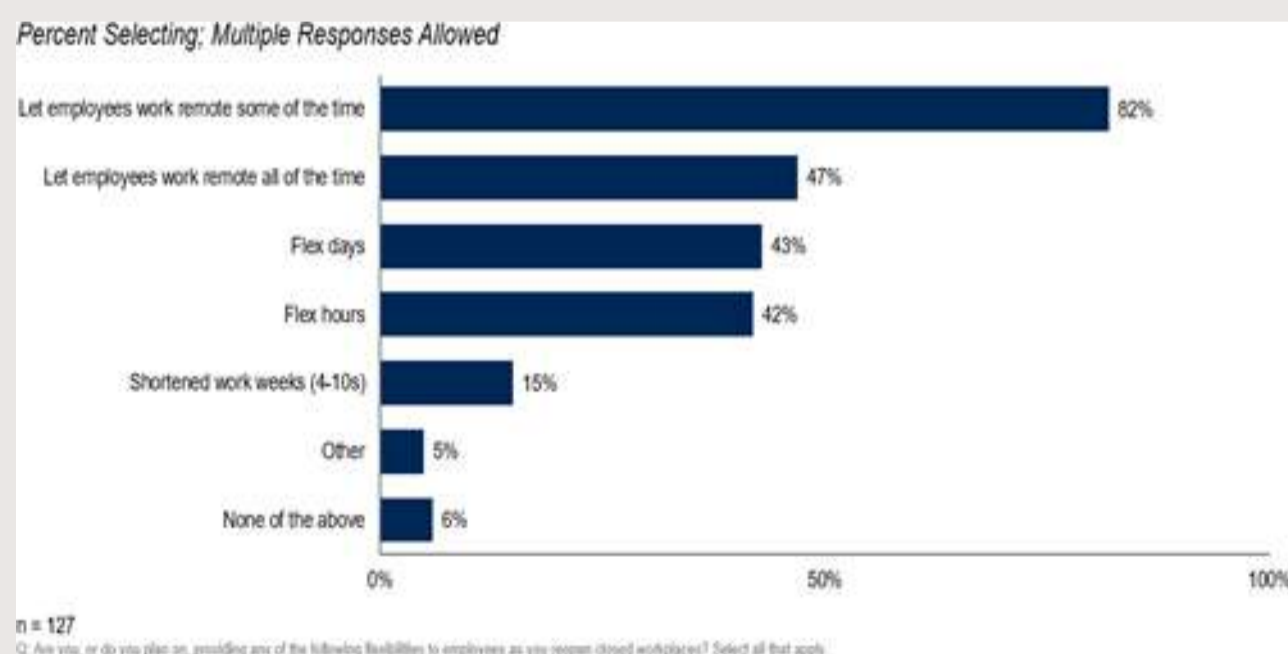
Adaptability is the key to survival. Anyone who resists change, perishes with time. If the pandemic has taught us anything, it is the importance of flexibility and agility. With the global economy witnessing substantial contractions, businesses are facing turbulent times as they struggle with decreasing revenues.

While some businesses are having troublesome times, some businesses are able to survive. For instance, e-retail, online streaming, healthcare services, FMCG businesses, are among the ones which have managed to float. The pandemic has led to significant disruption in all spheres of our lives.



According to a study by LinkedIn, a major chunk of job creation in the next five years will be in information services. The top skills in demand will be problem-solving, the ability to work on time-bound projects remotely, working in collaboration with various teams, etc.

In heart of hearts, whatever businesses are planning to do, they will need to ensure many factors at play. Some of those factors are as follows:



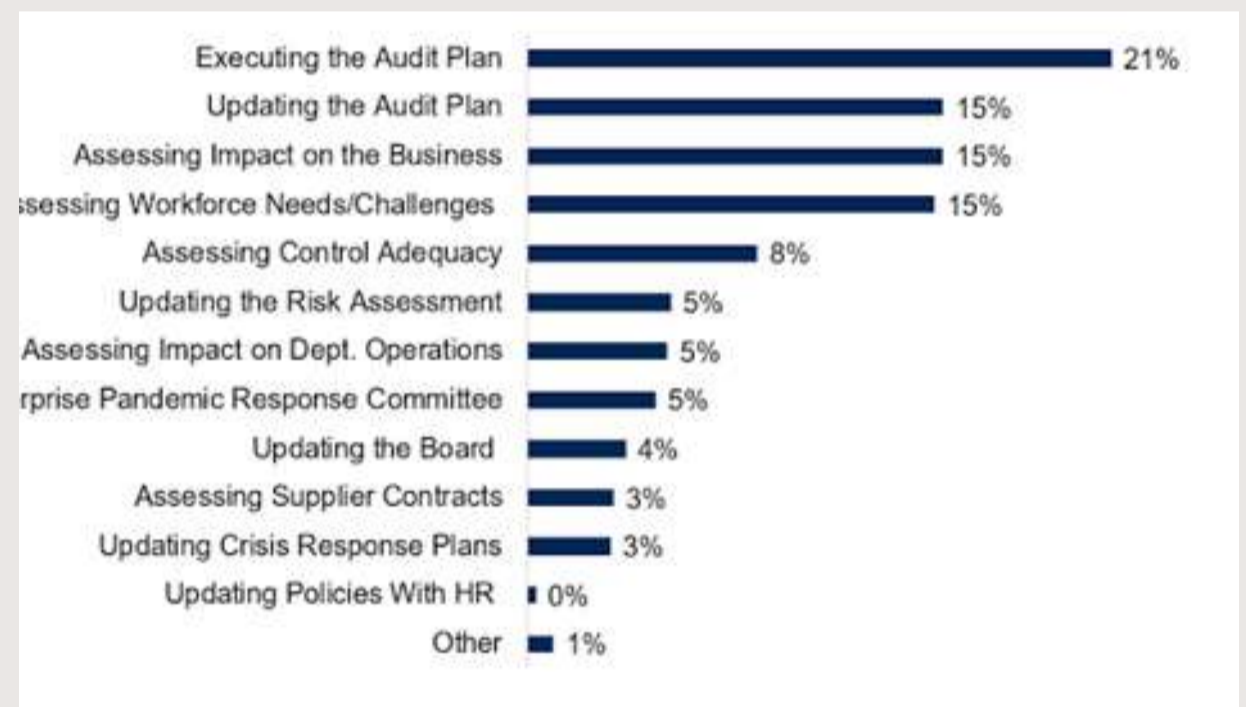
## WHY TAIWAN HAS BEEN SUCCESSFUL IN CONTAINING THE PANDEMIC?

BY SUBHANGI

Almost all countries over the world, have been affected over the world. Lockdowns were imposed intending to contain the COVID-19. Taiwan is one such country that has been able to contain the spread of COVID-19. When the first death due to COVID-19 was reported in Wuhan, the authorities were quick to respond. The then Head of the Department of Health, Chen Chien Jen, took suitable measures and were able to contain the outbreak in 2003. However, they observed the inadequacies of their mechanism and took suitable steps to be prepared in advance for such situations. The Central Epidemic Command Centre was established to deal with such epidemics, way back in 2005.

In heart of hearts, whatever businesses are planning to do, they will need to ensure many factors at play. Some of those factors are as follows:

- The businesses were undergoing digitisation before the pandemic. Post pandemic, shift to AI, automation, robotics and IoT technologies is further expected to increase. Some sectors will have to change quickly.
- Post pandemic, the concept of a 9 to 5 job has completely changed. Remote work is here to stay. Employee engagement and opportunities at work have been redefined. Businesses will have to be agile.
- Most importantly, businesses will mould their visions to be more responsive to customers expectations. Business processes and operations models will need to be streamlined.
- Consumers have always been the top priority for businesses. Post pandemic, the consumer is not just looking for cost-efficient services but more at the vision of the companies. Consumers are paying more attention to people-centric, less polluting, sustainable companies.



- Providing sick leave, healthcare and employment insurance shall not be considered as 'Perks' anymore.
- Policies will need to be tailored for training the workforce. Nonetheless, increasingly digital adoption with resilience will certainly be needed for making decisions in the long run. Effective Remote management will be a deciding factor for businesses.

There are some notable takings that we can observe from the actions initiated under the Leadership of Chen Chien Jen.

### • Learning from experience

The then Health Minister Mr. Chen, observed the shortcomings and came up with suitable measures. By analysis, they came up with the decision to establish the Central Epidemic Command Centre to counter such unprecedented situations and revision of the Infectious Disease Law among other measures

• **Scientific thinking**

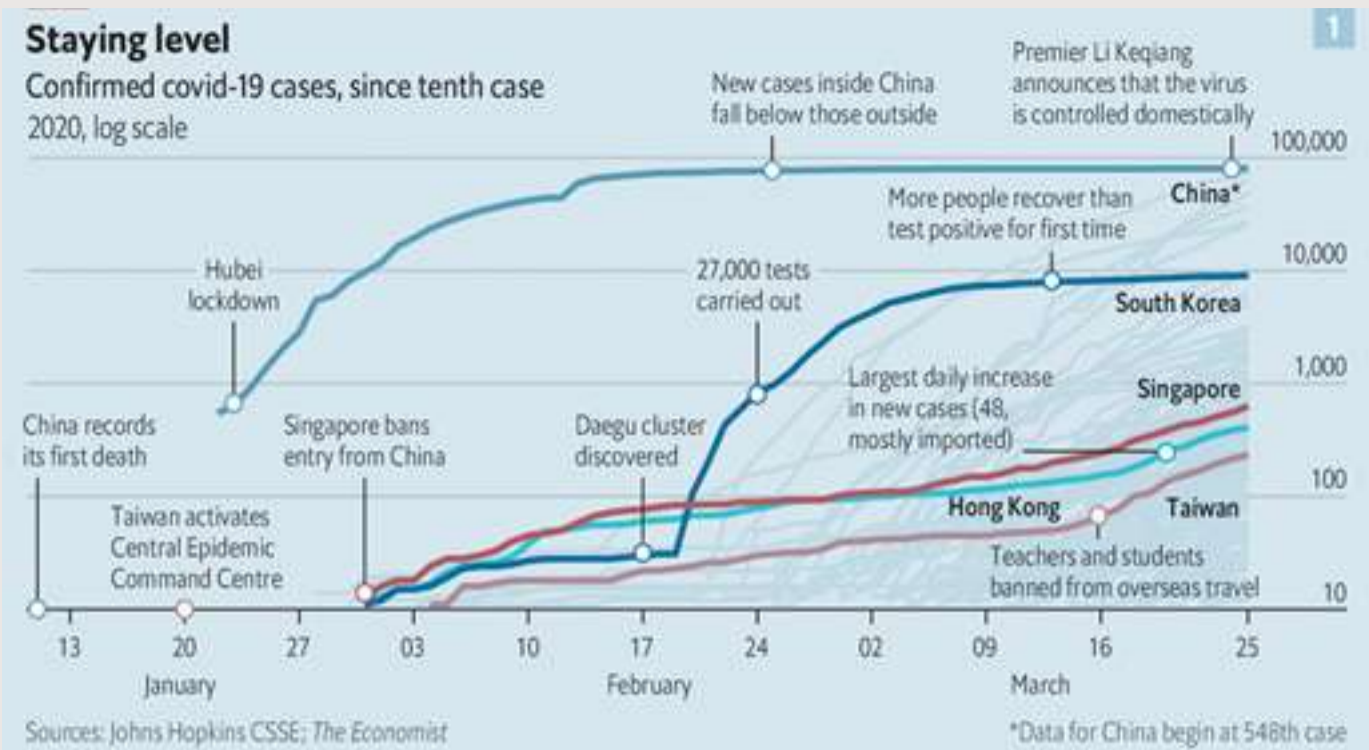
Mr. Chen says, “Evidence is more important than playing politics”. While public health experts and politicians have been arguing over how the virus spread, Mr. Chen has focused on facts and scientific analysis for informed decision making.

• **Immediate actions in different situations**

Keeping in mind, the inadequacies that Taiwan Faced during the SARS outbreak in 2003, important decisions were taken under the leadership of Mr. Chen, such as the enhancement of hospital Action control, adequate supply of medical equipment, and optimization of border quarantine.

• **Leading by example**

Mr. Chen is overseeing the development of a vaccine for COVID-19. He expects that Taiwan will help the world recover the world. Also, his stance about the political attention is very neutral and he believes in taking deliberate public policies that are aimed toward the welfare of the public.



**RISING DIGITAL TRENDS DUE TO COVID-19**

BY SAKSHI BANSAL

With the onset of Covid-19 pandemic across the world and the consequent lockdown measures imposed by the government, the lives of people have been severely affected. There has been a sudden and unprecedented shift in the lifestyle of every individual. From going out for shopping, eating in restaurants, attending social gatherings people are now confined within the boundaries of their homes. While with the subsequent relaxations, many of the earlier prohibited services are now allowed but it is still advisable to avoid unnecessary outings and follow the necessary safety precautions while stepping outside. These challenging times have paved the way for many new digital trends which are expected to be continue in post Covid-19 world too.

**TELEHEALTH**

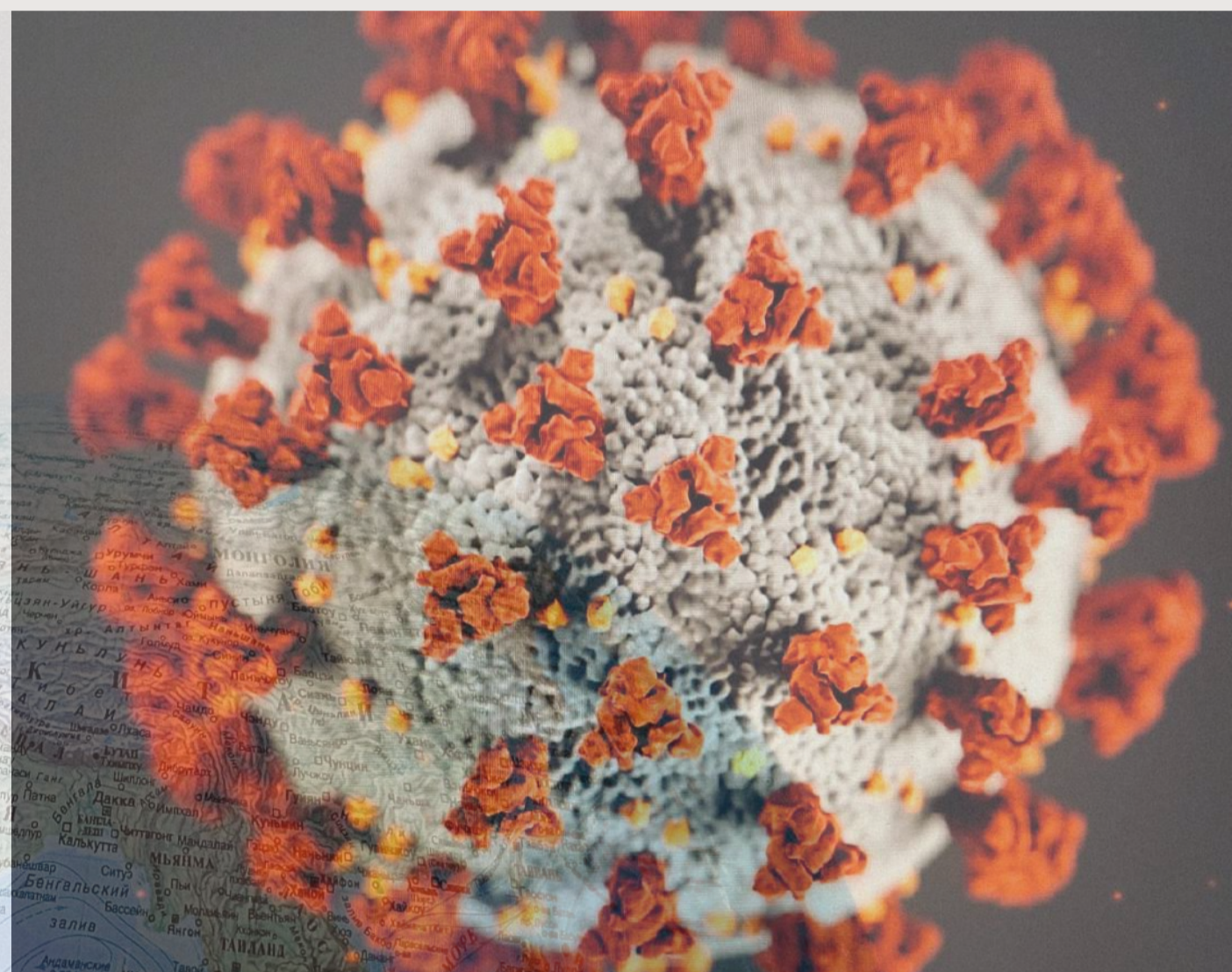
Telehealth refers to the distribution of health care services and related information remotely via digital information and communication techniques. While virtual care is essential in treating Covid -19 patients, it also helps facilitate routine visits that would otherwise be risky and complicated. It helps protect both the patients as well as medical professionals. The telehealth market by revenue is expected to grow at a CAGR of over 28% during the period 2019-2025. Telehealth measures also help to reach out to the population in need and also help conserve hospital supplies and bed space.

**ONLINE ENTERTAINMENT**

With the onset of lockdown and people being restricted to their homes, there has been a reduction in in-person interactions. Subsequently, the consumption of online content has seen a drastic increase. People now go online for entertainment and the total internet usage has surged between 50% and 70%. According to a report published by Magnet Global, OTT video ranks second in compound annual growth after virtual reality (VR), with a steady projected growth of 14% through 2020. Experts say OTT app usage will grow to a \$120 billion industry by 2022, and \$200 billion by 2024, and will beat out pay-TV within the next few years. OTT consumption in India is on the rise and many movies are now releasing directly to these platforms skipping the traditional theatrical release route.

**DIGITAL RETAIL**

The pandemic restrictions and safety precautions has enabled a much wider adoption of online shopping. Long queues and limited stocks in nearby stores have pushed people to switch to online platforms for products that they earlier used to purchase offline like grocery items. This also presents an opportunity for retailers to transform their business models to one which is well equipped for both physical and virtual platforms. Companies need to invest to a more personalised approach to retain and attract customers. This has also paved way for innovations in contactless operations.



**REMOTE WORK**

Following the Covid-19 outbreak, most of the organisations have asked their employees to work from home. Be it teaching professionals or the corporate sector employees, everyone has adopted the measures to work online. IT giant like TCS also announced to enable 75% of its workforce to permanently work from home by 2025. Remote work helps in cost cutting, save travel time and provides more flexibility. But it also poses security concerns and can affect the mental as well as physical health of employees due to the lack of appropriate work environment. The pandemic has pushed the companies to invest more in virtual workspace space solutions and introduce proper remote work policies.

**5G**

5G is the fifth generation technology standard for cellular network and is deemed as the future of communication. As the need to connect virtually increases, 5G will enable super-fast downloads and uploads and more reliable connectivity across regions. While the buzz around 5G has been present for quite sometime now, but with the Covid-19 outbreak the need for robust 5G technologies has increased to be widely available. As more and more people have started working and studying online, the demand for fast data sharing and better connectivity speed has increased more then ever.

## FINANCE

## RBI COMES UP WITH NEW MEASURES TO ROOT OUT NPAs

BY SUBHANGI

NPAs prove to be a challenge to the economic health of any country, as seen with the rising NPA of banking institutions or the IL&FS crisis last year. The rise in NPAs is mainly due to the leveraged promoter's equity through CICs (Core Investment Companies). A core investment company is a non-banking finance lender which carries out the business of acquisition of shares and securities and holds at least 90% of the assets in its group companies.

With the IL&FS crisis as the eye opener, RBI appointed a committee to review the framework for CICs. Some of the important measures taken by RBI on August 13, 2020 are:

#### ✓ Structure and ownership

Generally, CICs are a part of big business conglomerates and their complex structures often result in non-transparent ownership and transactions. Now, RBI has restricted the number of layers of CICs within a firm to two, to avoid ambiguity.

#### ✓ Corporate governance

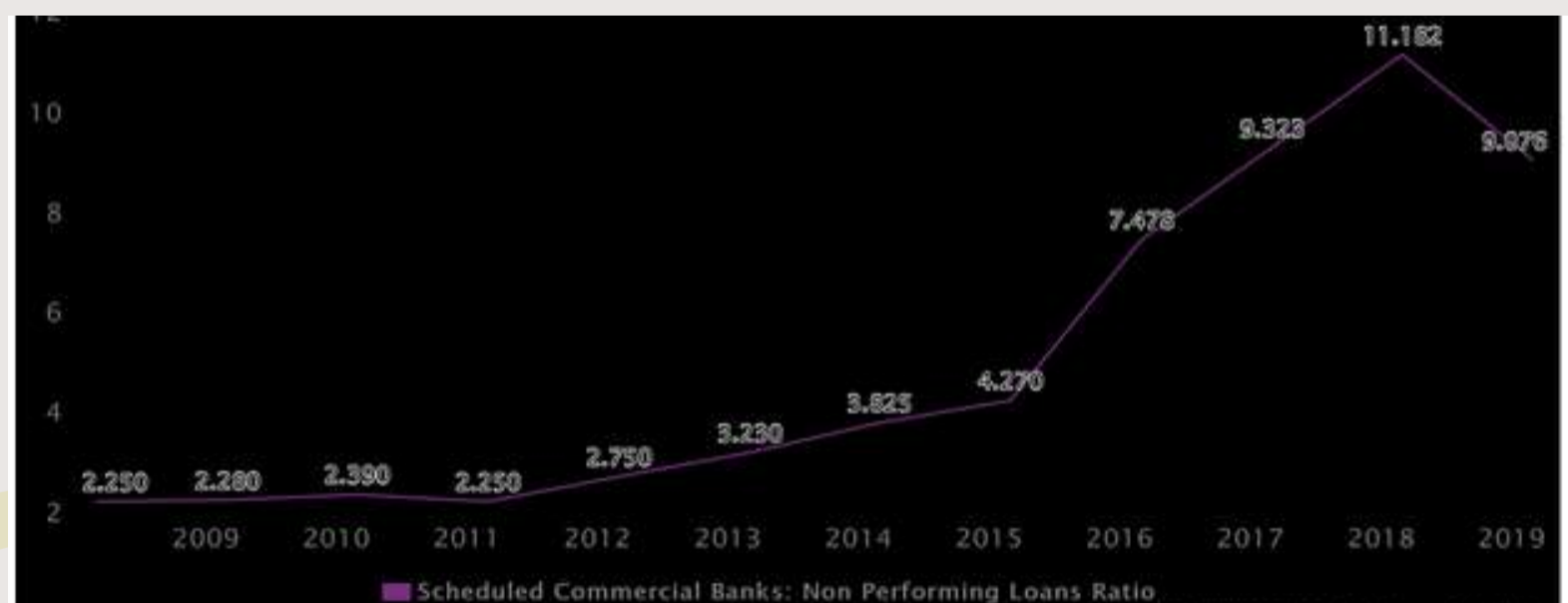
RBI has directed CICs to comply with The Companies Act, 2013. They are required to update information on their website and consolidate financial statements of the group.

#### ✓ Risk management

The parent CIC is required to form a GRMC (Group Risk Management Committee), that will report to its board. GRMC is meant to analyse the material risks that the group, its businesses and subsidiaries can bear.

#### ✓ Avoiding Multiple gearing

RBI seeks to root out multiple gearing by changing the method of calculation of adjusted net worth. The amount shows either direct or indirect capital contribution made by one CIC to another, to the extent that such amount exceeds 10% of owned fund of investing CIC, will get deducted.



## WHY BLANK CHECKS IPOs ARE GAINING TRACTION?

BY SUBHANGI

From the beginning of 2020, investors are getting more interested in the blank checks IPOs, as they eagerly look forward to futuristic businesses. As numerous high-profile companies went offering IPOs through SPAC reverse merger that accounted for more than 40% in 2020. Blank checks IPOs usually happened to be a cautious investment vehicle 3 years back, but now they have been gaining confidence even among individual investors.

Basically, a Special Purpose Acquisition Company (SPAC) is a shell company that has a plan to go public, with an aim to acquire or merge with a company, with the proceeds of the IPOs of the SPAC. SPACs are more often called as Blank Checks IPOs. So, it is an investment vehicle, with a plan to raise money and buy a private company.

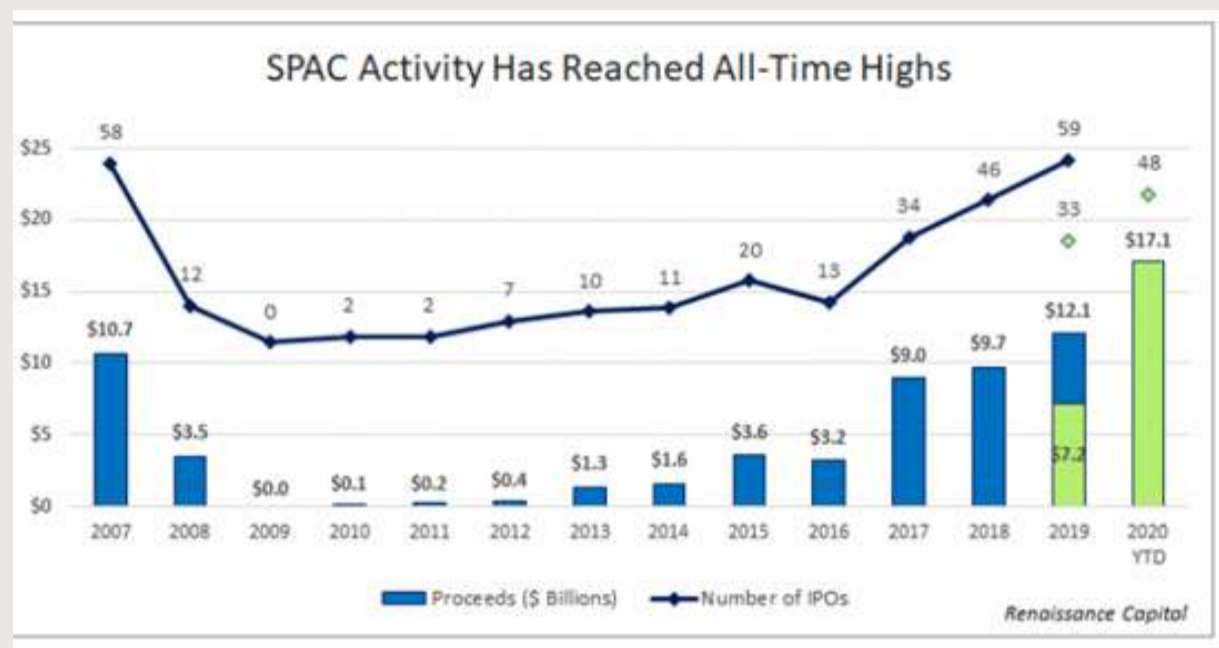
**The factors that lead to the boom of Blank Checks IPO are as Follows:**

- Due to the ongoing pandemic market volatility increased. It turned out to be tough for private companies to go public as the market fell drastically.
- Amidst the pandemic, the most obvious advantage it offers to private companies for going public is that they do not have to undergo the usual scrutiny regarding rules and regulations, which otherwise they have to undergo.
- As interest rates dropped to very low levels, investors have parked their money in expectations of a big paying acquisition.
- The private equity and venture capital boom are key factors, as investors who invested into buying companies look to liquidate by selling them.

**Some of the recent companies to merge with SPACs are:**

- DraftsKings, a fantasy sports website
- TGI Fridays, a restaurant chain
- Virgin Galactic Holdings, a spaceship company
- Public Immunovant, a clinical-stage biotech company
- Desktop Metal, a 3D printing unicorn

Blank Checks companies have a 2-year time period to find a private company for acquisition. If they are unable to do so, the investors get their money back. Once the acquisition is made, the initial investors receive warrants that enable them to buy more shares at a certain price. But all is not good about SPACs. Sometimes, the prices of shares fall below the certain price. There are some SPAC partnerships that have not worked too. For instance, Alta Mesa Resources (ARMQQ), filed for bankruptcy in September, 2019. Many of the Blank Checks IPOs are also trading below \$10 per share.

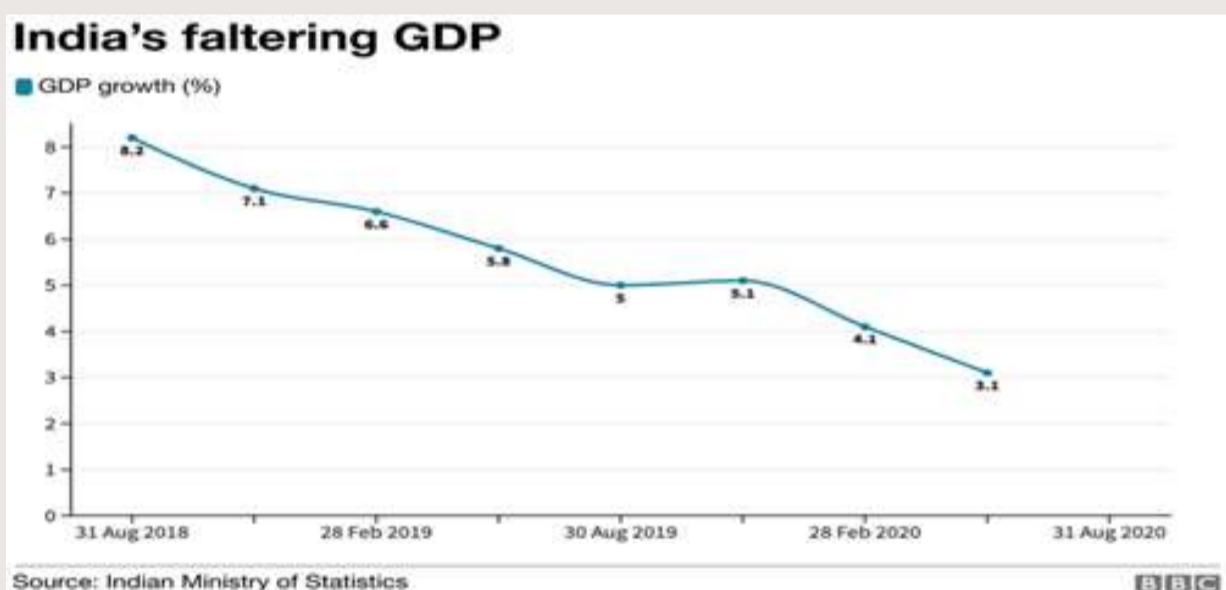


So, it is important to look out for the prospects before making such investments. The current trend might be a bubble that will burst soon as the potential valuation for a private company after going public is very much uncertain. Nonetheless, it is here to stay, considering the ongoing scenario, as private companies choose to go public through SPACs.

**INDIA'S GDP CONTRACTION IN Q1, 2020**

BY SAHIL NARAYAN

India saw a contraction of 23.9% in the first quarter, as per the data released by the National Statistics Office. This downfall in GDP is the worst among all G7 and G20 countries. The GVA growth rate declined by 22.8% in the first quarter of this financial year. This is because the government imposed a stringent lockdown in the country for 40 days which caused a 50% GDP loss. The downfall in GDP is the first instance for the country since India started reporting quarterly data in 1996



- Financial services, the biggest component of India's economy shrank by 5.3%.
- The hospitality, transport, and communication sectors declined by as much as 47%.
- The Manufacturing sector declined by 39.9%, construction contracted by 50.3%, mining output fell 23.3% and the electricity and gas segment dropped by 7%.

Some sectors saw growth such as e-commerce, Ed-tech, healthcare, artificial intelligence, and alternative energy. Only the agriculture sector was the lone bright spot, growing by 3.4% to 3% in the previous quarter, thanks to strong monsoon. But due to the tax-free unorganised sector, this didn't have much impact

MARKETING

# MOMENT MARKETING

BY ANJALI GROVER



**Zomato** @ZomatoIN

khali cooker gas par chadhane se acha hai order hi kar lo

Translate Tweet

11:16 AM · 23 Aug 20 · Twitter for Android

**MSD**

**Indian team ke saath bhi, Indian team ke baad bhi.**

**Jio** Reliance Jio @reliancejio

Vi love to see you together. @VodafoneIN @Idea #JioTogether 😊 #WithLoveFromJio

2:34 PM · 07/09/20 · Twitter Web App

126 Retweets 46 Quote Tweets 971 Likes

**Netflix India** @NetflixIndia

Remember to check on us between IPL games because we have feelings too.

#IPL2020 🏆 #MivCSK

7:29 PM · 19 Sep 20 · Twitter Web App

**Netflix India** @NetflixIndia

Some popular titles:

Breaking Bad  
Into the Night  
Narcos  
Ozark  
Dark

11:44 AM · 08 Aug 20 · Twitter for Android

502 Retweets and comments 5,498 Likes

**Jo aaya hai, wo jaayega bhi**

Say hello to Munna-fa and Guddu-bye to worries with our pick up & drop services

#Mirzapur2

**DUNZO**

**Tinder India** @Tinder\_India

The only reason my crush hasn't texted back is the power cut right?

11:44 AM · 12 Oct 20 · Twitter Web App

50 Retweets 28 Quote Tweets 1,040 Likes

**Abhishek Anand** @Abhi\_anand\_08 · 1d  
Replying to @NetflixIndia  
You forgot Binod 😊

5 2 153

**Netflix India** @NetflixIndia · 1d  
Maybe you need to take a closer look 😊

22 14 714

**Paytm** @Paytm

Android app hata diya... 😞

Translate Tweet

**Our weekend plan is sorted. How about yours?**

**Mumbai Police** @MumbaiPolice · 18 Aug  
If 'friends' share masks, it all becomes a 'moo point!'

#JoeyDoesntShareMasks #TakingOnCorona

Joey doesn't share masks!

**Kaun tha?**

Tip: Paytm KYC can never be done by downloading any other

# TECHNOLOGY

## THE DIGITAL REVOLUTION IN ENTERTAINMENT

BY SUBHANGI

This Independence Day, the internet in India completed 25 years. Over the years, it has made information and services widely accessible to the population. The Internet has catalysed innovation in every sphere of our lives. Communication is one such area that has evolved over the years. Even in this unprecedented crisis, communication has strengthened.

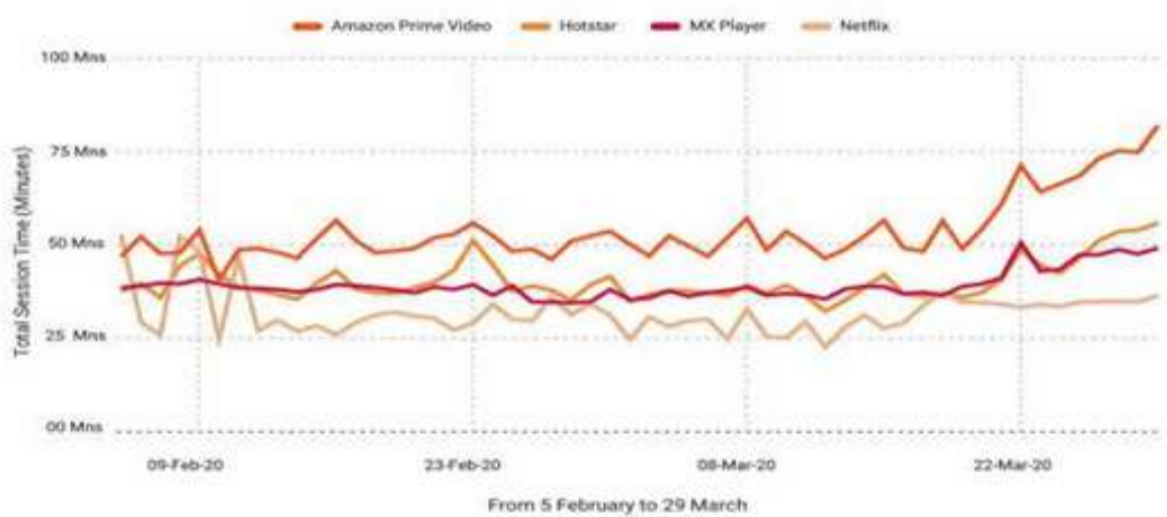
The most visible impact is on the Media and Entertainment industry. The content on OTT platforms is being increasingly preferred over the traditional TV content. Already, the industry has numerous players to compete for the surging demand. The Indian Industry has prominent international platforms like Netflix, Amazon Prime, and Disney along with many home-grown players like MX Player, ALT Balaji, Eros Now, Sony Liv, etc. The international companies are facing competition from domestic companies in terms of localised content that caters to various linguistic demographics.

### Factors at play for Indian Consumers:

1. Personalised content
2. Urge to consume content on the go
3. Access to cheap data and prices

This industry has received a major boost amidst the pandemic. As people stayed at home, OTT content viewership increased by 60%. Since March 2020, OTT platforms have reported an 80% increase in their subscriptions.

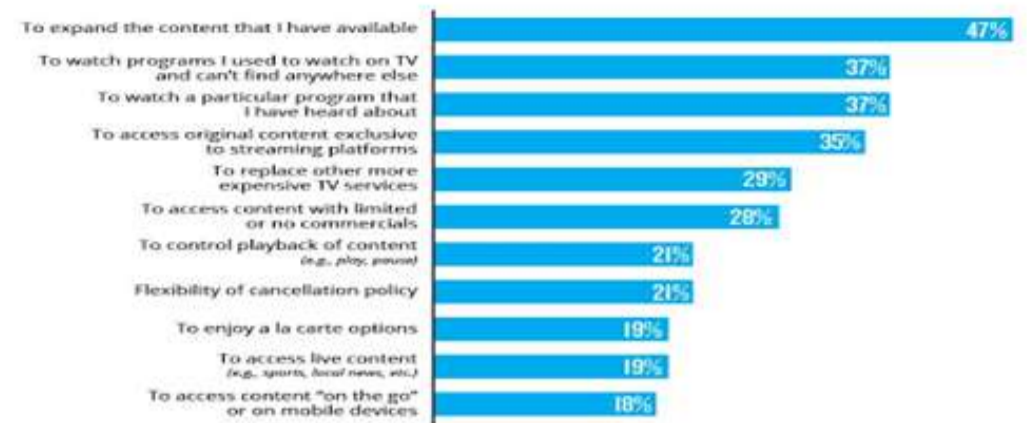
### Binge Watching Spree Boost The Session Time Of OTT Users In India



Due to reduced mobility and lockdowns, movie-goers had to resort to online content. Dil Bechara was the first mainstream movie to be released on Disney + Hotstar and not in theatres. Having a large content library is imperative to persuade people to purchase OTT subscriptions.

Among Indians, the urge for consuming free content is always more. One has to have a strong reason for subscribing to these platforms. So, companies are experimenting with various business models, aimed at customer retention.

### REASONS FOR SUBSCRIBING TO ADDITIONAL PAID VIDEO STREAMING SERVICES



Source: February 2020 Nielsen Total Audience Report

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## MONETISATION MODELS

### Freemium models:

In this method, free pilot content is offered to those who have not yet subscribed. The focus is on the conversion of prospective subscribers to paying subscribers.

### Promotional pricing:

Depending upon the location, usage, and consumer tastes, time-based, and consumption-based pricing can be offered to users.

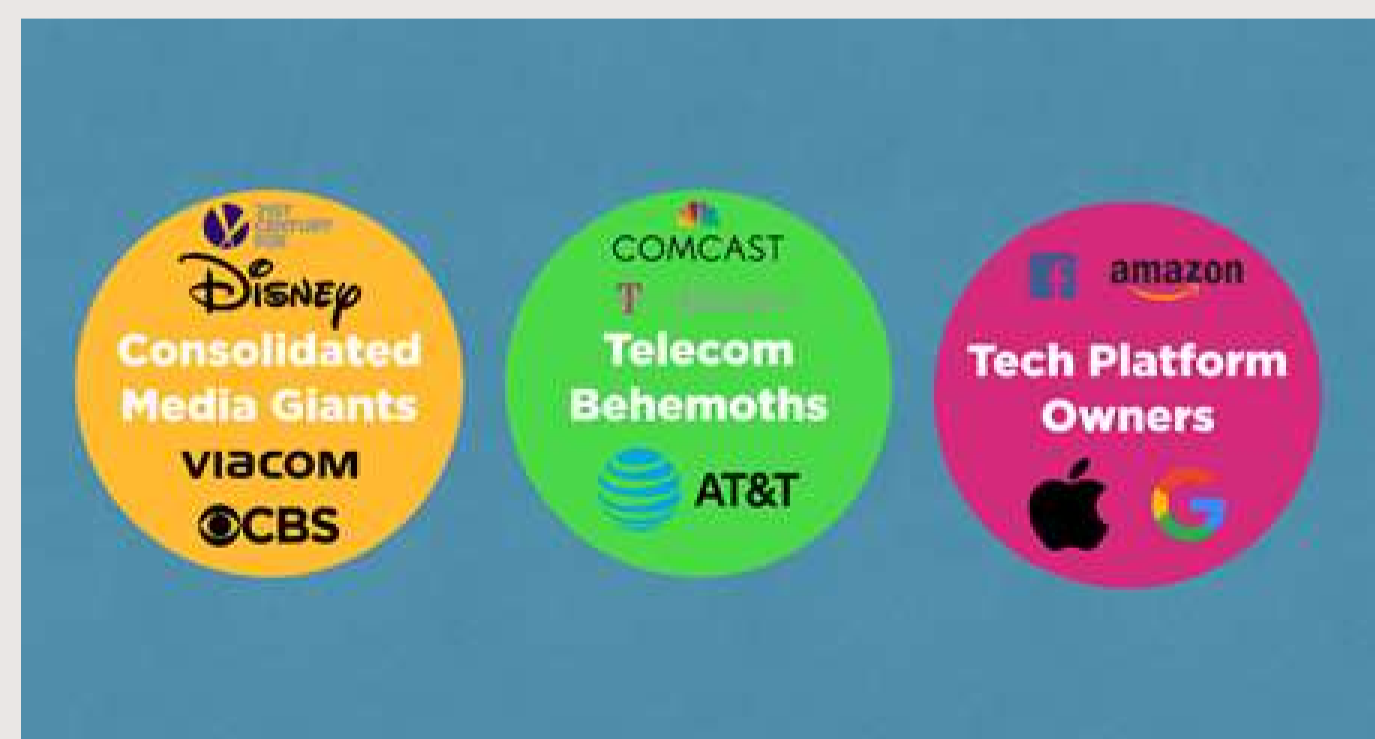
### Advertising Video on Demand:

Generally, known as AVOD, it consists of delivering content to users for free. The cost of consumer acquisition is quite low. Advertisements are the main source of monetisation. AVOD can be classified with an offer for the consumer to upgrade their services by paying a subscription amount.

### Short Video on Demand:

Generally, known as SVOD, it aims at a periodic paid subscription that gives access to the whole content library to the user.

To harness the local market with varied language preferences and tastes, big companies are trying to tie up with domestic companies. For instance, the latest acquisition of Hotstar by Disney. Such instances will be insightful to the domestic companies as the international companies target for balanced pricing with quality original content.



## WHAT LIES AHEAD?

The introduction of VR (Virtual Reality), will prove to be a game-changer for the industry. The innovations led by international players will be crucial in the coming times. Analytics will be an implicit component in gaining insights about user behavior and experience. It will help improve the experience of daily active users (DAU) and monthly active users (MAU). Most importantly, the introduction of 5G will be a deciding factor in the growth of the industry.

The current surge in supply and consumption levels might get affected as people mould themselves for the New Normal. That remains to be seen how these levels will sustain and grow over the years. In the long run, OTT platforms would need to make sustainable strategies that promote growth and increase reliability among users.



## LAUNCH OF FB NEWS IN INDIA

BY SUBHANGI

Recently, Facebook announced its plan to launch the 'Facebook News' feature in the UK, Germany, France, India and Brazil. The dedicated section to journalism was launched in the US in October 2019. The feature, 'Fb News' offers a personalised experience, based on the user's interests. Some of the key features are as follows:

- It will feature stories that are curated by a team of journalists, in addition to algorithms. One can link their news subscriptions to their Facebook account and access them from the app.
- Basically, 'Fb News' is aimed at providing Fb users with more control over their news experience; based on what one reads, shares and follows on Facebook.
- Users can explore many topic sections ranging from business to sports and entertainment. Users will have the ability to hide articles, topics, and publishers, that they don't want to read.
- To qualify for inclusion in Fb News, publishers will have to serve a sufficiently large audience and abide by integrity standards.
- To recognise original reporting, it will pay its publishers. This will create revenue for the publishers.



Of late, Facebook has been facing backlash from content publishers over non-paid use of their content on Facebook's platform. The Australian Competition Regulation had announced to force the big tech companies, like Google, Facebook to pay news publishers for their content, under a news media bargaining code. Also, Facebook has been confronting the challenges posed by fake and unbiased news.

In the 'Fb News', users can have a personalised experience but, they won't have the option to comment. Also, the ability to hide articles, topics, and publishers might come in the way of broadening exposure and thus, will limit their views and opinions to their side only. It remains to be seen, how much the feature will fit in the Indian context, keeping in mind the spread of fake and biased news and Facebook's commitment to work in tandem with the government to ensure transparency.

## MODERNISATION IN INDIAN AGRICULTURE

BY RAHUL JAKHAR

Nanotechnology involves the manipulation of matter on atomic, molecular, and super molecular scales. Today, it is being applied in various fields such as Electronics, Healthcare, Medicines, Energy, Agriculture and Food, etc.

Infrastructure development, material development, human resource development are all being done by using nanotechnology. It is also being used in drinking water, drug delivery, etc.

### • Highlights , Objectives and Pain points:

Guidelines apply to Nano-Agri-input products, Nano-Agri products, and nanocomposites, sensors made from nanomaterials that require direct contact with crops or food.

### • Objectives

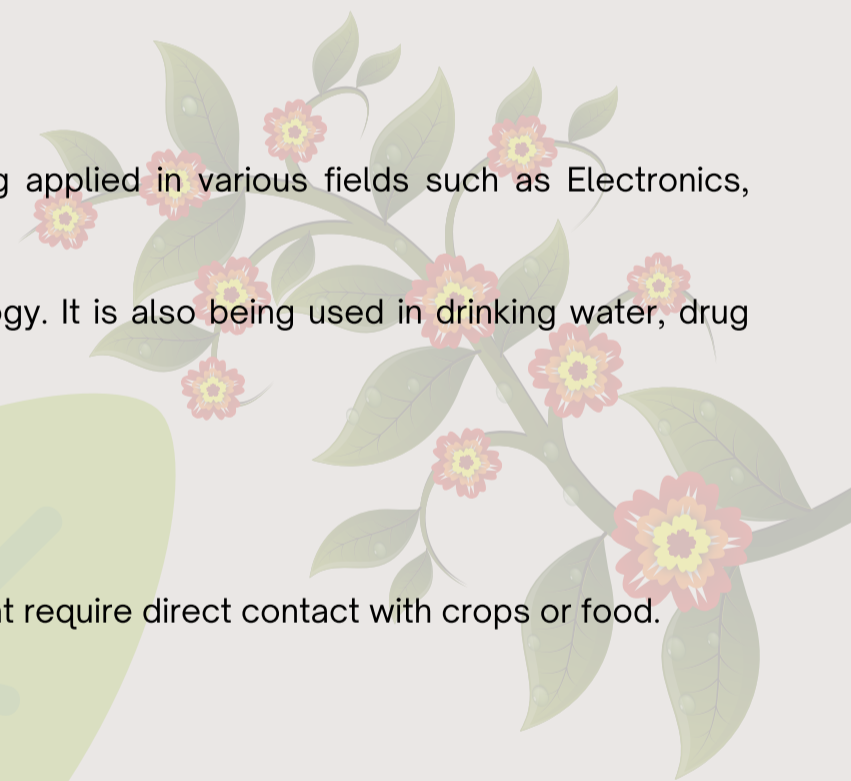
1. To help researchers in the development of products for human consumption.
2. To help regulators to access the safety of nano-based food products.
3. To encourage Indian innovators to develop new nanotechnology-based formulation in these sectors.

### • Recent use of nanotechnology in agriculture:

- Reduced nutrients runoff - Nano nutrients reduce nutrient run-off into groundwater and hence are reducing environmental pollution.
- Increased soil fertility – In the Agri-Food area, pertinent application of nanotubes, fullerenes, biosensors and controlled delivery systems are proving to be good in drug delivery in plants.
- Sustainable Agriculture - Nano based Agri-input and food products in India are essential for doubling farming income by 2022, in line with the government's vision.

### • Concerns regarding Nanotechnology in agriculture:

- Concerns regarding high aspect ratio, stiffness and bio durability of nano cellulose are still there.
- Insufficient economic interest, regulatory issues, and resistance to change is there in the agriculture sector, which is being addressed by making farmers aware.
- Lack of developmental methods for life-cycle assessment of nanotechnology in agriculture.



## BUILDING THE DIGITAL INFRASTRUCTURE FOR A WORLD OF VIRTUAL SERVICES

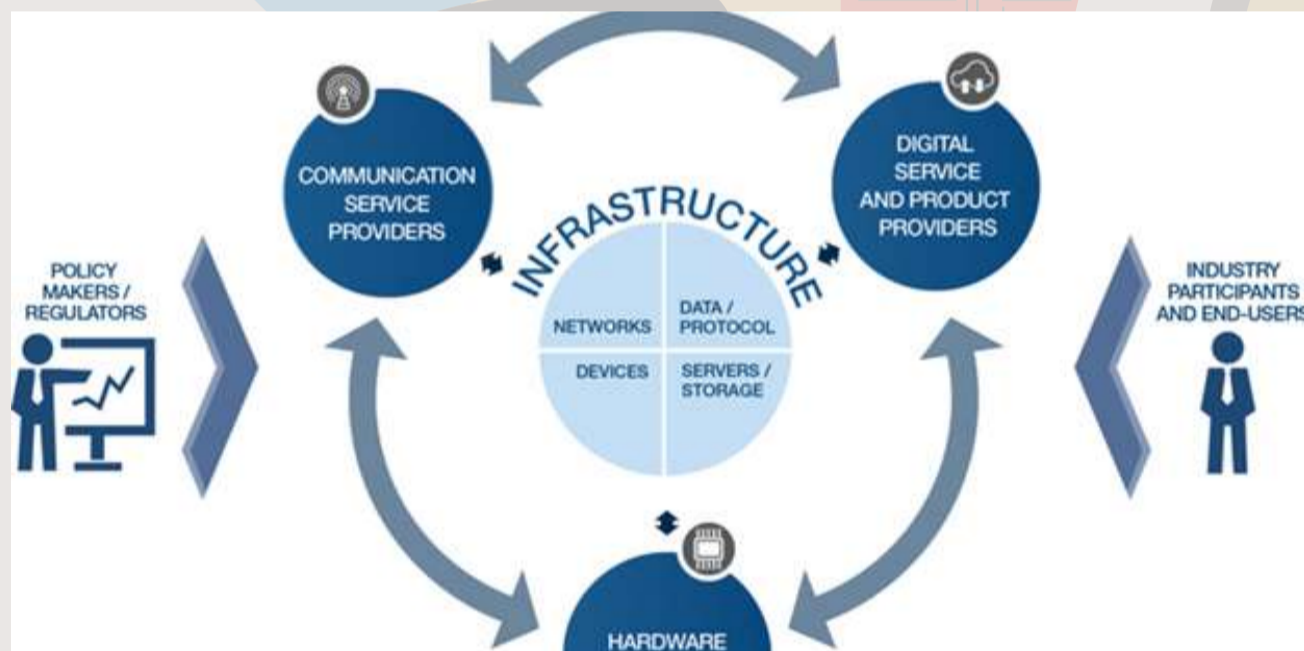
BY SHILPA KUMARI

It's been very imperative in today's world and in the recent pandemic that the world needs more virtual services where many sectors have been largely affected by the social distancing and human interaction, the only thing which has made an advancement and high demand are virtual services whether it is from online entertainment service, the surge in a virtual meeting, an online doctor appointment to online food and groceries delivery. Self-isolation, work from home, travel restriction, and social distancing has forced many to communicate and interact differently. While we've been shopping, banking, gaming, and communicating online for many years, the digital infrastructure sector is now emerging as the glue that holds the remnants of our modern life from falling apart completely. Indeed, the much needed and a strong pillar to survive and thrive, health care and medical research are supported by digital infrastructure. Law enforcement, food logistics, defense, and power supplies all rely on services supported by digital infrastructure.

### WHAT IS DIGITAL INFRASTRUCTURE?

Digital infrastructure is where the internet lives and how it all works together on a global basis. It can be thought of as the high-tech offspring of information technology, communications, engineering, and facilities management. It is the invisible structure that connects you to your bank, your workplace, your online shopping providers, your television subscription, your phone, and all the apps you use on it.

The digital infrastructure allows us to do our day to day online shopping to watching Netflix and prime videos. It supports our day to day banking to high volume stock trading. It supports emerging technologies such as artificial intelligence and augmented reality.



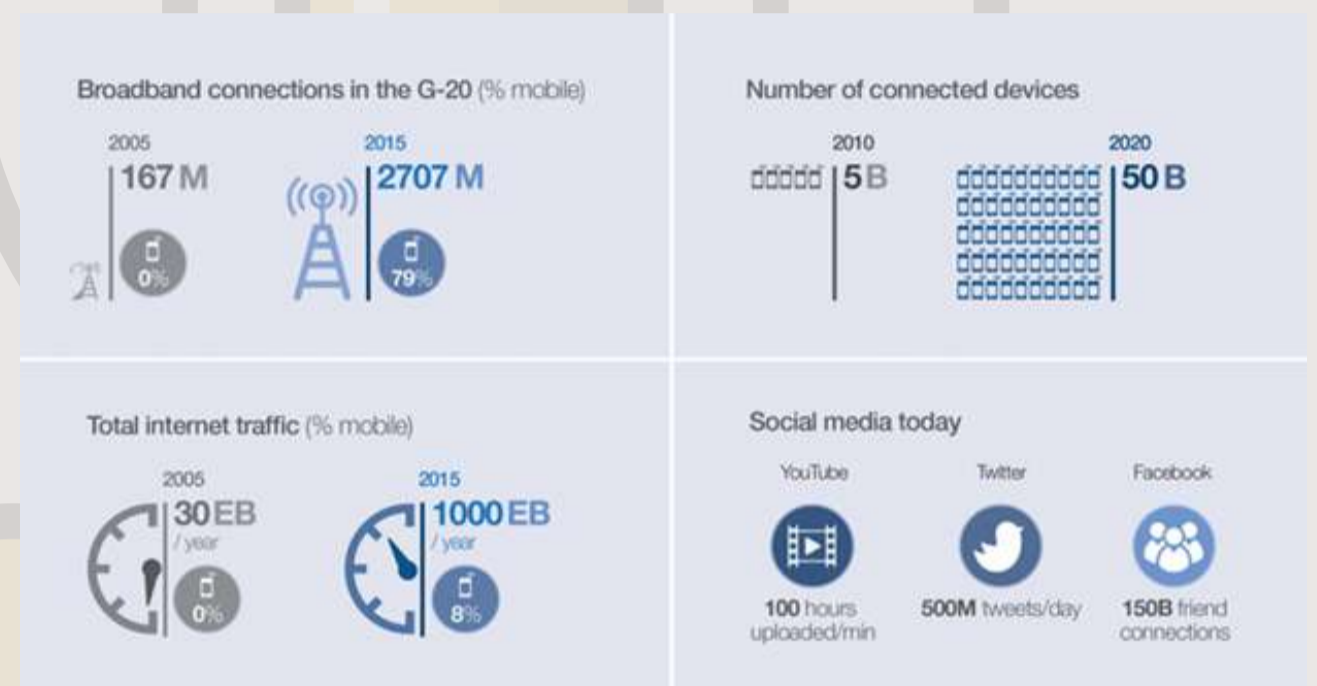
### WHERE DO WE STAND?

Although India has gained some momentum in a couple of years mostly in terms of bandwidth speed and on handheld devices all thank Reliance Jio, but still, it lags in form of parallel processing application and the wider reach of the audience especially in village areas where the majority of India's population resides. The bulk of the infrastructure in the country today is essentially wireless infrastructure and consists of wireless towers. The amount of investment for laying fiber optics and creating data centers as a percentage of GDP are aspects that India is still extremely poor in.

The cloud services and data center's points are still very low compared to the developed nation.

An initiative like digital India and the rollout of the 5G network plan has made a quite impact but are still far away from reaching the goal due to inadequate fiber optics network.

Much of the optimism driving the digital revolution in India is through the cheap proliferation of mobile phones. This precipitated the Government overhauling its telecom policy from an erstwhile National Telecom Policy – 2012 to National Digital Communication Policy – 2018. The new telecom policy is placing special attention on laying optical fiber. The policy aims to provide access to broadband with 50 megabits per second to every individual by 2022



### HOW TO MAXIMIZE THE GROWTH?

Government and private institution can enhance their participation as for now 90 percent is spent by the private sector which is very less in India than the world's map.

Spectrum cost currently represents a significant portion of the entire mobile infrastructure investment, exceeding 20% in some countries. This deters mobile network investment, and by extension market competition. Countries and governments must create a healthier spectrum allocation mechanism that reduces the cost of spectrum acquisition, and regulators should further improve spectrum utilization through better standardization processes.

From a technology perspective, competing standards exist for 4G networks, requiring a range of more complex equipment and handsets to be designed and built to work with all of them. As we move towards the development of 5G, converging today's LTE-FDD and TDD into a single LTE-Advanced (LTE-A) standard would be a key stepping stone towards the goal of global network harmonization.

Networks are traditionally hardware-driven, making them expensive and inflexible. Today's software-defined networks (SDNs) will allow operators and their enterprise customers to automatically provision services and balance traffic more efficiently, reducing both capital expenditure and operational expenditure.

Information and Communications Technology industries need an enhance collaboration with other industries. For evolving cloud-based services, we need common global standards for technology architecture. Industry players from both the traditional IT and telecom fields must commit to robust cooperation that creates a more transparent and interoperable cloud environment and ensures sound growth for the ICT industry.

### AI, IOT, Cloud Services Niche terms for better future

As we are approaching towards providing a resilient and sturdy infrastructure, the use of niche technologies cloud services, big data, IoT, and AI applications can create a better business model based on the large data and experience. The quantity of data we receive has never seen such tremendous growth which results in predicting a more appropriate strategy. IoT devices can be remotely used where the environment is hazardous and to keep an eye at the area of the extreme temperature form remote sensing to operation.

Big private firms like Google, Amazon, Facebook, Microsoft are the biggest players in the digital infrastructure space and they are taking high leverage and emphasis on the AI-based data centers to operate and provide and sturdy mechanism and fault free connectivity to the end-users.

## ENVIRONMENT

### UNEP'S GREEN INITIATIVE

BY SAHIL NARAYAN

To reduce dependency on fossil fuels, India is seeking renewable energy sources. An Memorandum of Understanding (MoU) was signed on 10th July 2020 in Delhi between 'ReNew' (India's largest renewable energy company) and the UN Environment Program (UNEP) to promote clean energy to shift the heating and cooling sector to an energy-efficient one and promote renewable energy solutions. This joint venture will also implement solar off-grids and support local and national government to build local know-how and reduce dependency on coal. In the present scenario in India, renewable sources constitute about 23.6% of the total energy supply. This project has been aimed to produce 175 GW green energy by 2022, and by 2030 increases the percentage of green energy to 60% of total energy consumption in the country



### HSBC GREEN DEPOSIT PROGRAMME

BY SAHIL NARAYAN



HSBC India launched a Green Deposit Initiative. The focus of this program is to provide support for green initiatives for corporate clients. The deposit under the 'Green Deposit Programme' will come in the form of a term deposit with higher interests as compared to savings deposits. The bank will use the deposits to finance eco-friendly initiatives like installing solar grids, recycling plastic, promoting products made of waste and rainwater harvesting.

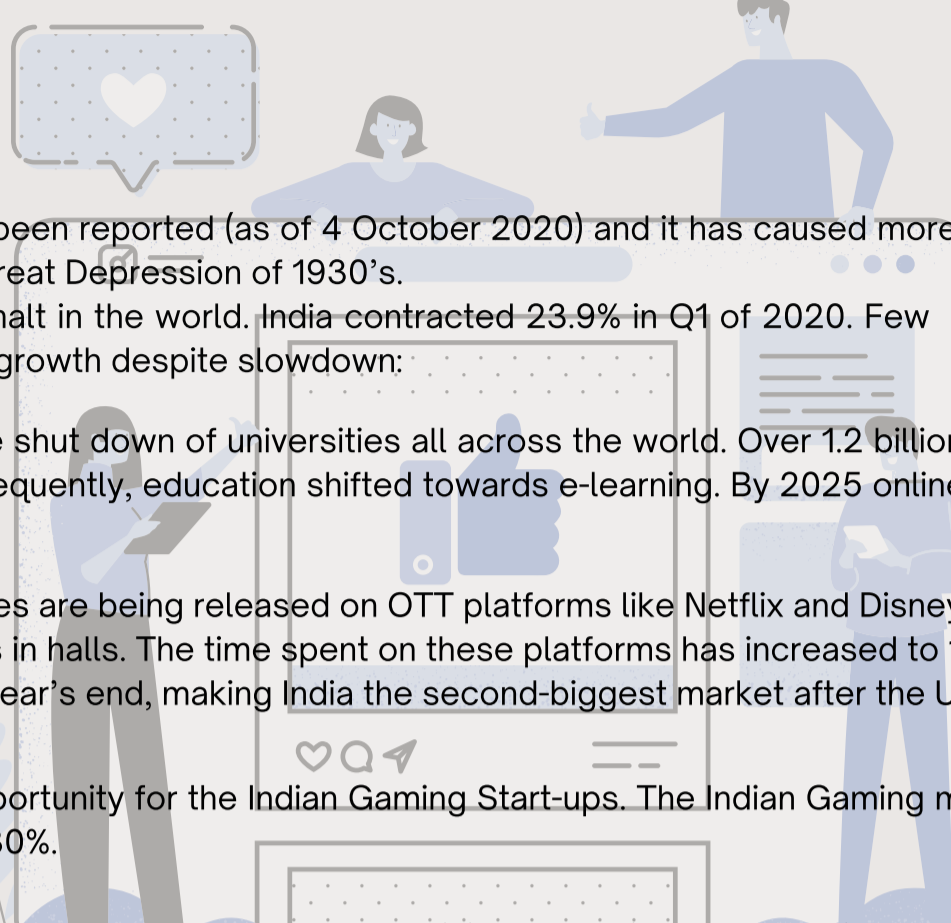
Also, the main feature of this program is that HSBC India will provide its corporate clients pre-agreed returns along with the same protection as a normal bank. This aims to provide a simple way for companies to support environmentally-beneficial projects. HSBC India has already established its capability and expertise in Green loans for renewable energy and helped in financing a 250 MW wind power project at Kutch, Gujarat.



# SPECIAL HIGHLIGHTS

## BLOOMING SECTORS DURING COVID-19

BY SAHIL NARAYAN



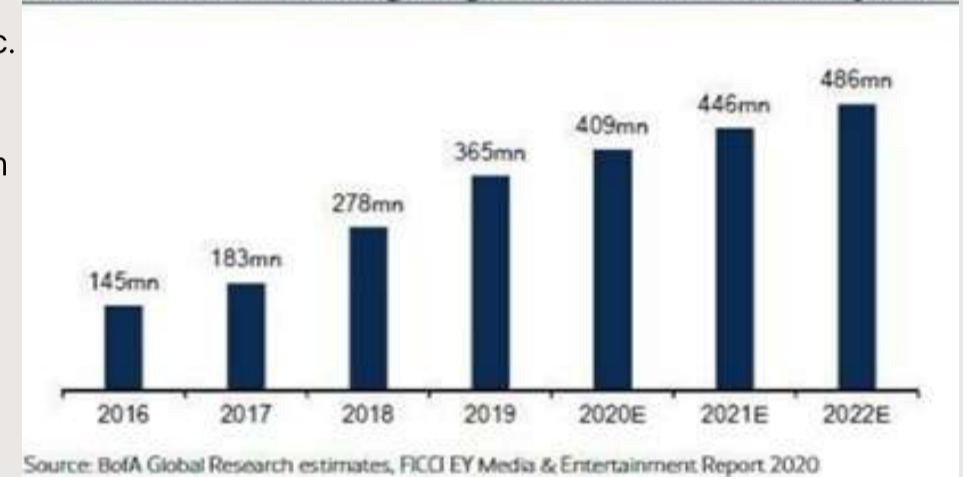
More than 3.5 crore cases of Coronavirus have been reported (as of 4 October 2020) and it has caused more than 10.5 lakhs deaths worldwide. The WTO has compared the ongoing crisis with the Financial Crisis of 2008 and the Great Depression of 1930's.

Economic activities were brought to a grinding halt in the world. India contracted 23.9% in Q1 of 2020. Few sectors have been witnessing a surge in production as well as demand. These are some sectors that have experienced growth despite slowdown:

- **Digital learning:** The COVID-19 resulted in the shut down of universities all across the world. Over 1.2 billion children were unable to avail classroom teaching. Consequently, education shifted towards e-learning. By 2025 online learning is projected to reach \$350 billion.
- **OTT (Over the Top):** Since March 2020, movies are being released on OTT platforms like Netflix and Disney + Hotstar. Every 3 out of 4 people prefer OTT than movies in halls. The time spent on these platforms has increased to 1.5 hrs. The Indian market is expected to grow 45% by the year's end, making India the second-biggest market after the U.S.
- **Online gaming:** COVID-19 has provided an opportunity for the Indian Gaming Start-ups. The Indian Gaming market will grow to \$1 billion by 2021 with a growth rate of 30%.
- **Specialty Chemicals:** Demand for hand sanitizers, surface cleaners, and disinfectants increased during the Pandemic. India is now a manufacturing hub for PPE kits and N-95 masks and life-saving ventilators, etc.
- **Agriculture:** Agriculture is the only sector that showed positive growth of 3.4% during the first quarter. The reason behind this is that food and pharma are the most essential for survival. The COVID-19 paved the way for large scale digitisation in this sector.



Chart 1: We forecast India's gaming user base to rise to 486mn by 2022

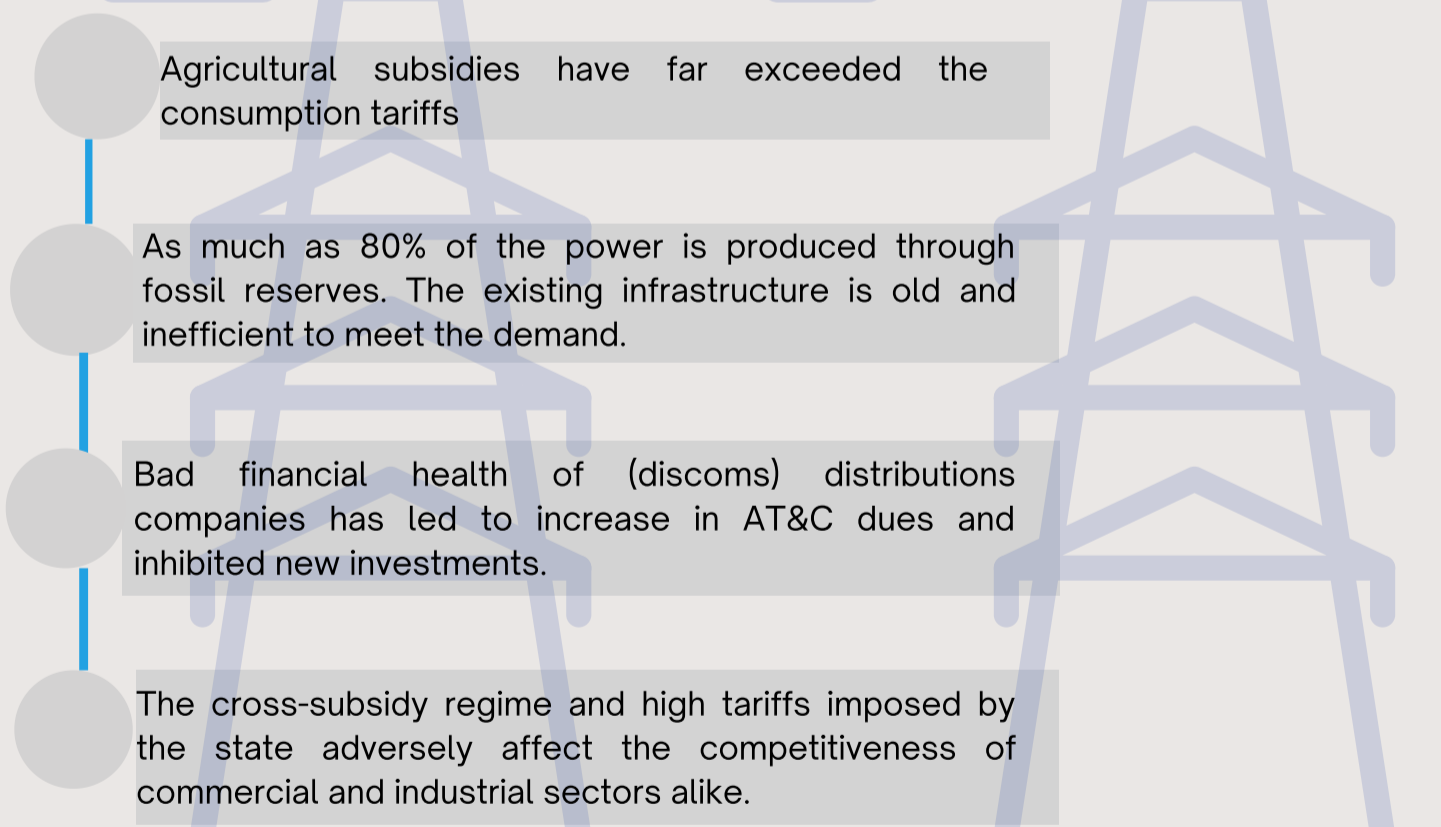


## THE ELECTRICITY AMENDMENT BILL, 2020

BY SUBHANGI

The power sector is one of the core industries and is a key to economic development. The vision 'Power for all by 2020' targets to make affordable, reliable and sustainable energy accessible to all. There are some problems that the sector is facing:

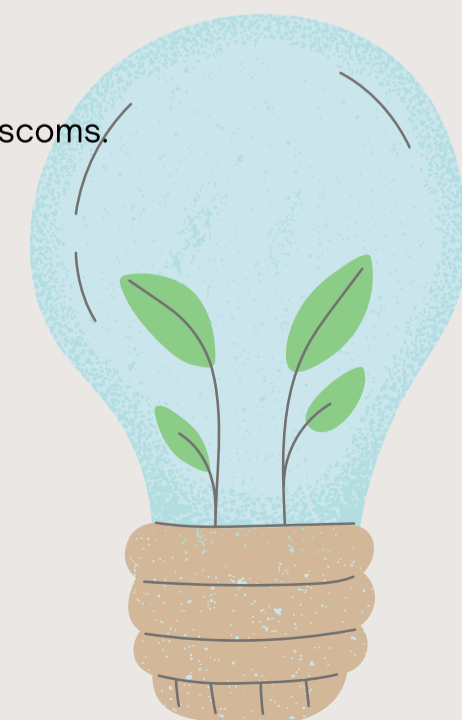
Considering these problems, recently the government amended The Electricity Act to introduce some measures like:



- The government announced a ₹90,000 crore loan to Discoms for payment of dues to Gencos
- Establishment of ECEA (establishment of electricity contract enforcement authority), that will enable enforcement of contracts between Gencos and Discoms.
- Supervision of payment security mechanisms prior to dispatch of electricity.
- Direct benefit transfer to ensure that subsidies reach real people.
- Considering the Paris Climate Agreement, formulation of a National Renewable Energy policy to ensure electricity from renewable resources.

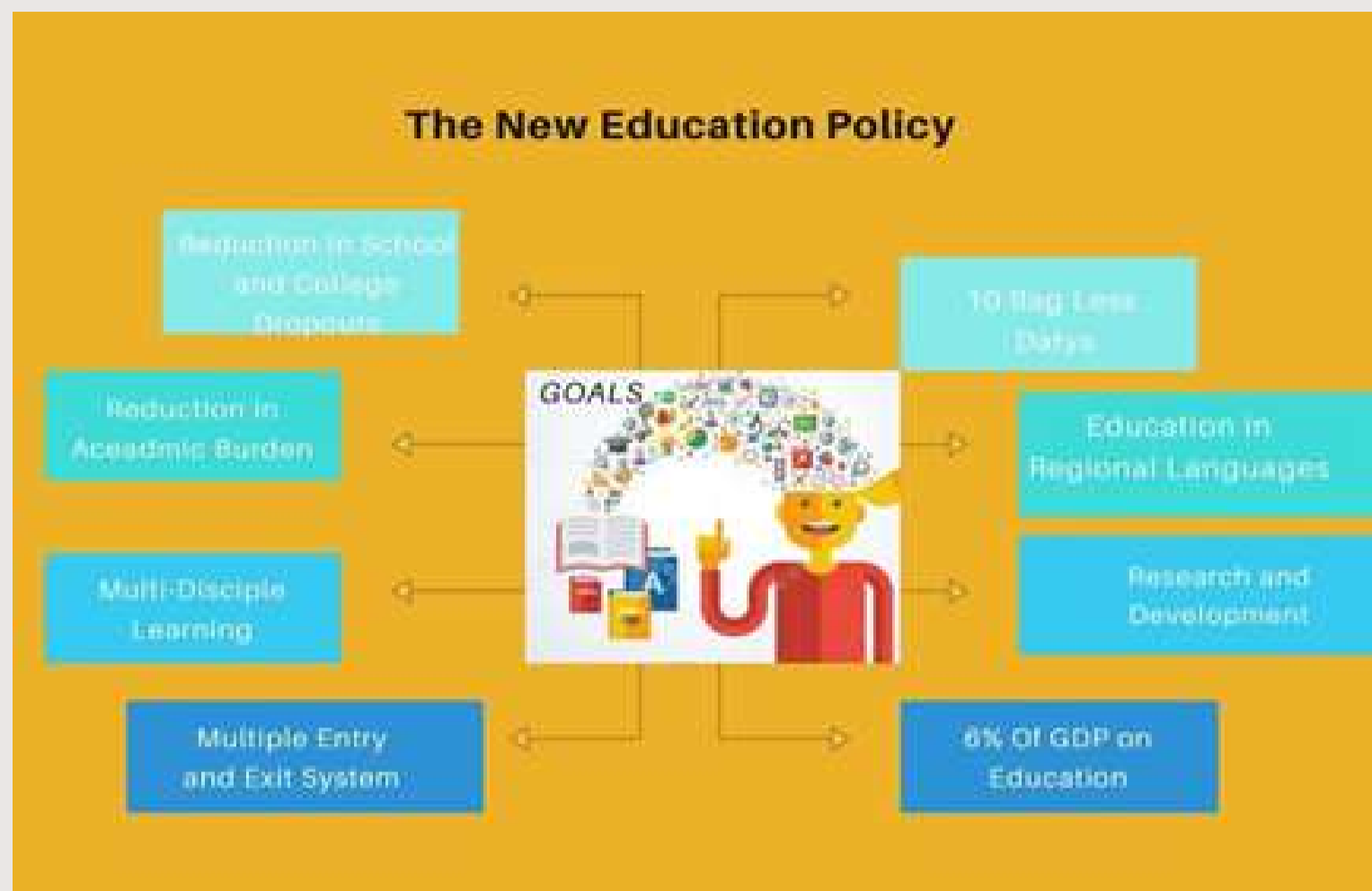
### Way forward

- ✓ For utilising renewable power, setting up a market based, automatic mechanism.
- ✓ Introducing tariff structures that are performance based.
- ✓ Political perseverance is a long awaited ingredient. As electricity is on the concurrent list, it needs the states and the centre to work in coordination



## NATIONAL EDUCATION POLICY REVOLUTION IN THE INDIAN EDUCATION SYSTEM

BY INDER PAL



The New Education Policy 2020 is set to revolutionise the Indian education system. It has been accredited with a participative decision-making approach. The policy is comprehensive, holistic, and far-sighted. It addresses the needed stimulus for innovation in the education sector, by permitting world class foreign educational institutions to set up their campuses in India.

### What does the New Educational Policy aims to offer?

1. Reducing the school and college dropouts.
2. Providing education to children not in school.
3. Focus on vocational education.
4. Increasing the scope for multi-discipline learning.
5. Having multiple entry and exit points.
6. Having 10 bag-less days to facilitate vocational education.
7. Schooling in the mother tongue of children.
8. Reduction in academic burden of children.
9. Medium of instruction until at least fifth grade to be a regional language
10. Increasing foundational school-going years from 3 to 18.

Most importantly, NEP focuses on increasing the spending on education, and promotion of research and development. NEP puts emphasis on multi discipline based learning, having a single regulator for conducting exams, 3 language system and skill development of Indian children in schools. Students is free to choose what they want to learn, breaking the barriers of streams.

### HOW MUCH DOES INDIA SPEND ON EDUCATION?

In 2017-18, India spent around 2.7% of its GDP. The NEP 2020 lays emphasis on increasing India's spending on the education sector to 6% of GDP. This had been long overdue as it had always been on papers. Countries like Bhutan and Zimbabwe also spend 7.5% and 7.0% respectively of their GDP on education. The New policy addresses this concern. The designers of the new Education policy, Mr. T. S. R Subramanian and Krishnaswamy Kasturirangan along with others should be commended for formulating NEP.

## WHEN INDIA INFLUENCED THE WORLD BY BANNING APPS

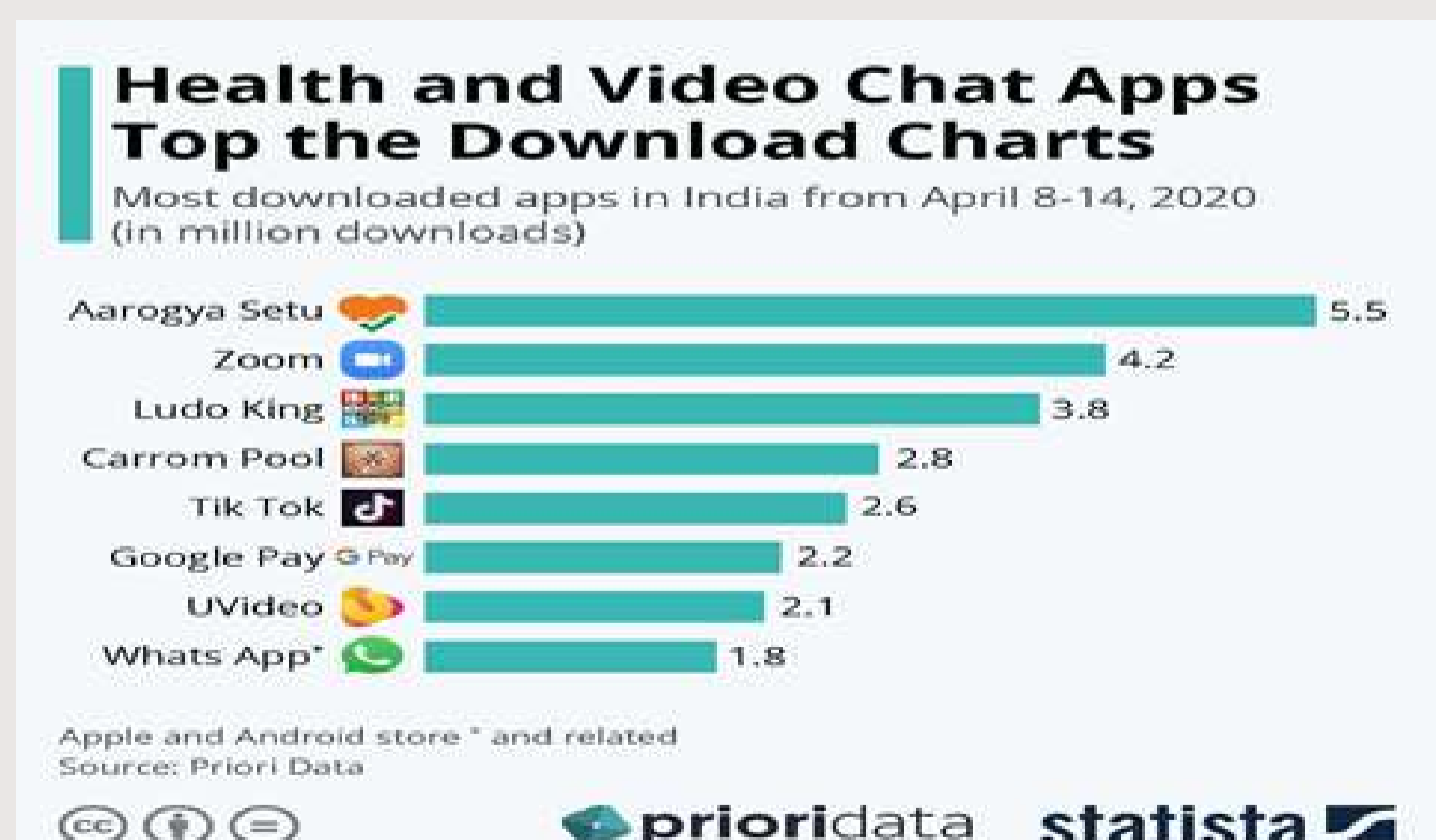
BY INDER PAL

Every crisis brings a plethora of opportunities with it, this seems to be happening in India's IT sector. Prime minister of India Shri Narendra Modi in a session of Mann Ki Baat mentioned several Indigenous innovative apps attaining top position in their respective category. In the educational sector Drishti, Voot kids and Punjab Educare are leading. In the social category, apps like Roposo, Moj, and Chingari are trending. In the health and fitness category, apps such as Arogya Setu, 6 pack abs are giving tough competition to the competitors.

In his edition of Mann Ki Baat, the Prime Minister gave a call to support Indigenous apps to promote self-reliant India. In recent years, India emerged as the fastest growing app market. As per estimates, The Indian app market is worth \$19 billion. All this gathered the world's attention when on June 29 India banned 59 Chinese apps followed by a ban on 47 more Chinese apps on July 27, with still more Chinese apps being banned on 5 August including apps such as Xiaomi and Baidu. Then finally came September 2 when India struck down 118 more Chinese apps including the most famous PUBG citing data privacy concerns and a threat to India's prejudicial safety and the security of India.

The controversies revolving around reasons behind banning apps is a never-ending debate, but it certainly had a positive impact on the Indian IT sector. This is surely expected to generate employment opportunities for Indians, thus leading towards a self Reliant India.

This has already started bringing fruits as some of the Indigenous apps such as Elyment, Chingari, Kutuki, and Josh have already been downloaded multiple times on Play Store. The ban is more severe as the grounds are of national security. However, the best part, as we all know, is that the U.S also took inspiration from India, and banned Chinese apps in the U.S. He has demanded that Tiktok be sold to a U.S company. This not only is a proof of India's ability to lead change, but also of the soft power that India possesses.



## EVENTS

## KEEPING UP WITH THE DYNAMIC ENVIRONMENT

BY INDER PAL

The first session of 'Fireside Chat', organised by 'The Public Relations Cell, SRCC-GBO' featured Mr. Deep Kalra. Mr. Deep Kalra, is the founder & group CEO of Make My Trip, India's leading online travel company. He is one of the founding members of Ashoka University, the NGO 'I am Gurgaon' and has served as the VP of business development in GE Capital. Mr. Kalra has been recognised by Ernst & Young as 'Entrepreneur of the Year-Business Transformation' (2011) and as the 'Most Powerful Digital Influencer in India' (2012) by KPMG.

Mr. Deep Kalra touched upon many important aspects during this candid session. Some excerpts of the session:

**How do you see the Indian Education sector? What are your thoughts behind starting Ashoka university?**

I believe not just in being successful, but also in being inquisitive. Sadly, our education system does not inculcate these characteristics. There is a need to do that. We at Ashoka University, strive to address this by re-introducing liberal arts, which would ensure the capability of problem-solving through critical and rational thinking

**What were the struggles that MMT faced in the past and how did it overcome those challenges?**

During those days, companies were struggling to make their mark in the internet space. People were investing heavily in online businesses. Later, what followed was 'The Dotcom Bubble'. Incidentally, MMT had come up when this bubble had just burst. It was a real challenge as we were an e-commerce business and market spirits were low. However, perseverance and resilience sailed us through difficult times. Similarly, we hope to sail through these difficult times and are optimistic about the market.

**Should entrepreneurs have work experience? How does it help them?**

Experience is very important for understanding the 'Know-How' of a Business. The experience develops a sense of empathy not just towards the pay, but also towards the role performed. Experience assists entrepreneurs in managing different factors and making strategic decisions effectively.

**How is the Indian business environment changing? What have online businesses brought to the table?**

India is one of the lucrative markets in the world. Today, Indians have become comfortable with online shopping, banking, and a lot many conveniences. The Availability of affordable internet, smartphones, and a major young population are some of the factors. We have been seeing a huge market for the food industry. MMT has recently announced its 'Pan-India food delivery service', which is a major milestone, at the time of crisis.

**How current uncertainties have changed the scenario for the Travel and Hospitality sector? How is MMT dealing with this phase?**

COVID-19 pandemic has brought mobility to a halt. Talking of the tourism and hospitality Sector, initially, there was a lot of uncertainty. The sector is adapting to the New Normal with modified strategies, for instance, 'contactless travel and open dated stay packages'. The industry needs to be at its toes, yet maintain the standards following all precautions.

**What would be your suggestion to students and others alike in this period of crisis?**

I think this is a very important time to enhance your skills and domain knowledge. The Ed-tech industry has kept the pace of learning going. There are a plethora of platforms, among Coursera, Udemy, KhanAcademy to choose from. New areas should be explored and the focus should be on preparing yourself for a future proof ecosystem. Such tough times reinforce the necessity of adaptability, determination and perseverance.



## OPPORTUNITIES AMIDST DISRUPTIONS

BY SUBHANGI



*'The second session of Fireside Chat, was organised by Finantix (The finance society of SRCC GBO), which featured Padma Shri Sanjeev Bhikchandani'*

Albert Einstein once said, 'Learning is experience. Everything else is just knowledge'. In the same pursuit, we had the opportunity of an encouraging session of Fireside Chat with Padma Shri Sanjeev Bhikchandani. Mr. Bhikchandani is the founder and executive chairman of Info-Edge that runs acclaimed online portals such as Naukri.com, Jeevansathi.com, 99acres.com, and Shiksha.com. He is recognised as the true start-up guy in India.

In the session, Mr. Bhikchandani spoke about entrepreneurship in detail. Despite the fact, that he had no exposure to the business environment, he had made up his mind at an early age about having his own company. After graduating from IIM-A, he worked for a few years in the private sector and leveraged his experience through entrepreneurship.

He pointed out that the Indian start-up ecosystem has evolved over the years. These days, we have committed organisations, availability of risk capital, and an environment where innovative ideas are being encouraged, he said.

A person needs to be definite about choosing entrepreneurship. According to him, entrepreneurship shouldn't be explored just because we are in an age of innovative ideas; it has to be one's calling too. Perseverance and strong will power are the necessary ingredients.

He brought to light the fact that disruptions open the door for opportunities. With a positive frame of mind, those opportunities may be identified and utilised well. Citing an example of adaptability, he mentioned the masks and PPE kits industry didn't exist 6 months back. We are witnessing a boom in the volumes of manufacturing of masks & PPE kits. He also spoke that, considering the present scenario, upgradation and up-skilling are required.

Mr. Bhikchandani spoke about the role of family and surrounding environment, in building the values system. Values and ethics are crucial for any business and should never be sidelined. He said that we should seek meaning from what we do. Monetary gains shouldn't be the focus. Instead, the focus should be on satisfaction associated with the work. Followed by a 'Rapid Fire', Mr. Bhikchandani spoke of commitment and resilience as deciding factors while recruiting. The advice he would give to his younger self- "Dream big but start small". The session saw active participation. On the whole, it turned out to be an absorbing learning experience that left us inspired and motivated.

## THE DYNAMIC CORPORATE WORLD

BY INDER PAL

This is a sum up of a Live Webinar organised by SRCC-GBO on “Leadership Lessons from the Corporate World”, which featured Mr. Sameer Chadha and Mr. Rupesh Tripathi. Our eminent guests delivered a talk and shared their valuable experience on Leadership with our batch Students and a diverse set of other participants.



Mr. Sameer Chadha is currently serving as the Partner and CEO of KPMG Global Services and has served at various key positions at Barclays Shared Services, Layman Brothers and Bank of America.

Mr. Rupesh Tripathi is currently serving as the Executive Director, Head of People at KPMG Global Services. He has served at the various Key positions at the Steel Authority of India, Citi Bank, Bharti Retail and Mercer, and Accenture.

In the session, Mr. Chadha and Mr. Tripathi discussed leadership in detail. Our esteemed speakers emphasised the role of integrity, humility, having a learning mindset, and the ability to identify and accommodate changes. Elaborating about the work ecosystem in India, they spoke about new jobs that are emerging in India, about the usage of artificial intelligence and information technology in the various business domains. The current COVID-19 crisis has led to the transition from the usual 9 to 5 corporate jobs to an ‘always-on work’ approach by corporates, they discussed.

### Key takeaways from Mr Chadha’s speech

1. Don't be a caretaker of the status quo. Strive to improve whatever you work on.
2. Don't hesitate to create visibility for your achievements.
3. Run your own race- do not compare. Everyone has a different context.

### Key takeaways from Mr. Tripathi’s speech

The future is a human solution. Passion, ability to learn, ability to develop skills, and leadership are some of the important traits that will make individuals propel their careers. Transparency is one of the core skills which every leader must possess. ‘Please say what you mean and do what you say’- Sir said.

### The Learning of a lifetime, the final message:

**“It is all right to take time to find what your heart wants”.**

Finding and pursuing your passion may take a year or even 10 years, but one should refrain from Job-hopping. It is important to understand the nature of the job and its alignment with your heart’s desires, said the Speakers. Search and look for the kind of work you want and do that. The webinar, thus, provided important career lessons and turned out to be fruitful in gaining insights in the upcoming work environment

## PASSION FOR EXCELLENCE

BY SUBHANGI



Mr. Anil Bhasin is the President of Havells India Limited and has been working in the FMCG sector for four decades. He has served as the Head of Sales in Singer India Limited and an Assistant General Manager in Bajaj Electricals Limited. Also, Mr. Bhasin is a motivational speaker.

We had the opportunity of an enlightening session with Mr. Anil Bhasin, where he spoke eloquently on being a lifelong student. He spoke about how the existing education system does not give any scope for learning through the analysis of failures. Everything remains black and white until we enter the real and competitive world. We must dream big and strive to achieve it. He presented us with several instances where entrepreneurs were definite in terms of their dreams while adapting to the changing environment around them. “If your mind can conceive it, and your heart can believe it, then you can achieve it”.

Mr. Bhasin talked about the necessity of analysis of failures for success. That success can be achieved overnight, is a myth. It requires years of hard work, perseverance, and will power. He talked about the importance of the 4D’s of success, i.e. Desire, Direction, Dedication, and Discipline. He spoke about how we can keep ourselves motivated and focused on our dreams. Uncertainty and fear should be replaced with a sense of adventure. Inspiration should be replaced with jealousy. Hatred should be replaced with forgiveness.

He laid special emphasis on the importance of flexibility and adaptability. “Changing the face can change nothing, but facing the change can change everything”. Life is full of compromises and choices and we should not hold ourselves back from moving ahead.

The session was full of learnings and left us inspired and motivated.

A live webinar on ‘Handling Challenging Times’, organised by Placement Cell, SRCC-GBO, which featured Mr. Anil Bhasin

## CREATIVE

Concept of Life

After nine months of inverted stay,  
Soul accepts human array.

Loaded with endless bundles of Karma\*,  
Enters the activity field, to come out of this norm

Different souls acquire different situations,  
Immaculately, with no discrimination.

Some are born needy,  
Some colossally wealthy

Some are handicapped,  
Others full-fledged.

Some are childless,  
Blood of others' left them in mess.

Some are achieving success,  
Some are left helpless

Sad are those who possess everything,  
Some find transient happiness, in spite of having nothing

Some seek peace at pious places,  
Communal riots show contrary faces.

World is full of anguish and pain,  
Materialistic efforts go in vain.

Law of Karma works everywhere,  
Blessed Gurmukhs\*\* make it clear.

O' spirit, tear off the dateless records of Karma,  
Take holy bath in the blissful ocean of Naam\*\*\*

Inside there flows an everlasting peace,  
Which once triggers never cease.

Experience this spiritual death, O' mortal being  
Apply this Concept of Life and become deathless.

\*Karma - Past and Present Actions

\*\* Gurmukh - Guru/God Centered, Self- Realized Person

\*\*\*Naam - Formless & Creative Power of the Lord

BY  
AKANT BHOLA

LIPSTICKS – NOT JUST A BEAUTY PRODUCT

When we talk about an Economy as a whole, we tend to talk about the macro indicators. Just like in Perfect Competition, where the actions of a single player are too trivial to affect the economy, the buying and selling of low value consumer goods are not as important as capital goods of high value. But one should not fail to notice the consumer patterns which result in major shifts in the market, that too in an integrated economy like of the 21st century. One such modern indicator which looks trivial by the name of it is the Lipstick Index. Yes, you read that right. In an economy, something as insignificant as the sale of lipsticks can help in generalizing consumer behavior.

The Lipstick Index is an economic indicator which tells us that when consumers are uncertain about the future, they tend to indulge in small ticket purchases such as lipsticks. If there is recession looming ahead, they would choose to substitute expensive purchases with low cost expenses. The logic here seems sound. But the Lipstick Index does not talk about necessities in particular. It talks about the decreased spending on expensive luxuries such as clothing and substituting those purchases with economic choices. Though, the transaction might not be as satisfactory but the elation derived from such indulgences might give them some relief.

The term Lipstick Index was coined in 2001, by the then chairman of Estée Lauder - Leonard Lauder. After the terrorist attacks of September in the USA, a recession followed. But instead of decreasing, the cosmetic sales of the company, especially lipsticks, went up. Nonetheless, the Lipstick Index has received a number of backlashes over the years and is not always considered a reliable metric to predict a recession. Besides, in the wake of a pandemic that has engulfed 2020, its relevance is being questioned more than ever. With the looming uncertainty, it is hard to ascertain consumer behavior. The advent of social distancing and quarantining oneself has pushed down the need for cosmetics. The compulsion to wear a mask while going out defeats the purpose of wearing lipstick. Therefore, spending the already meager savings on products that won't be of much use in the near future would be unwise.

BY  
YUKTA SHARMA



"Writing is primarily a sensuous and creative  
expression of life"

MERIDEL LE SUEUR



## मीलों दूर।

कंकड़  
बहुत ही छोटे  
और गैर - अहम,  
बहाव में बहता,  
बेतरतीब  
बे - मकसद सा  
मीलों दूर आ गया है।

टूटकर  
पहाड़ों से,  
पानी के संग  
सफ़र - ज़दा,  
अनजान राहों पर,  
मीलों दूर आ गया है।

राह - ए - सफ़र,  
कुछ क़ायम किया  
कुछ खोया,  
बेसुरे गीतों को  
गुनगुनाया,  
सच्चे - झूठे अफ़सानों में  
उलझते - उलझाते,  
कंकड़  
मीलों दूर आ गया है।

पहाड़ से  
रेत तक की  
सफ़र है ये,  
कंकड़  
न पहाड़ है  
न रेत,  
और ये सफ़र  
पानी की है!  
कंकड़  
बहुत ही छोटे  
और गैर - अहम,  
मीलों दूर आ गया है

BY  
ASHISH ANAND

## THE GODDESS

Her birth fills many eyes and invokes several heart piteous,  
As the gift of a female child makes everyone furious.  
She keeps on being benevolent to everyone around,  
But whatsoever, she feels wretched and bound

Are we still ready to accept that strange veracity?  
When she still sits alone every moment with a hope, bleakly.  
In every corner today, you find her progressing,  
But deep in her heart, there is a fear unending.

She can't walk out freely as there would always be people to  
abase her,  
For how long will she shut those bigotry ones?  
He thinks he can show all his grandeurness,  
But, I tell you, here is when he proves himself senseless.

If she's given opportunities, she is even more capable than him,  
It's just the physical and mental torture that makes her life dim.  
She is not hapless, but the world makes her at such,  
As she possess such a gallantry that she can surely do much.

No matter how much she is forced to bear within a while,  
She still tries to conceal her pain behind her smile.  
For how broken those parents feel when they lose their princess,  
Situations make them feeble and leave them in stress.

It's just the memory of those few years that remain,  
Their care, their love and everything else goes in vain.  
Does this thought ever strike those dirty minds?  
I guess no, else they won't as such be real wilds.

She might be at times be physically weak,  
But, hold on! The supreme power might hold them with a meak.  
She knows she has a clear transparent heart like a glass,  
But how come she proves herself right in front of that blaming mass?

There are people, who make her understand what life is,  
She tries to act like one in a state of bliss.  
These emotions and sentiments won't ever come to an end,  
But yes she is not the one always left to bend

Learn to deference her, value her and keep her alive,  
As she is someone's daughter, a sister, or a wife.

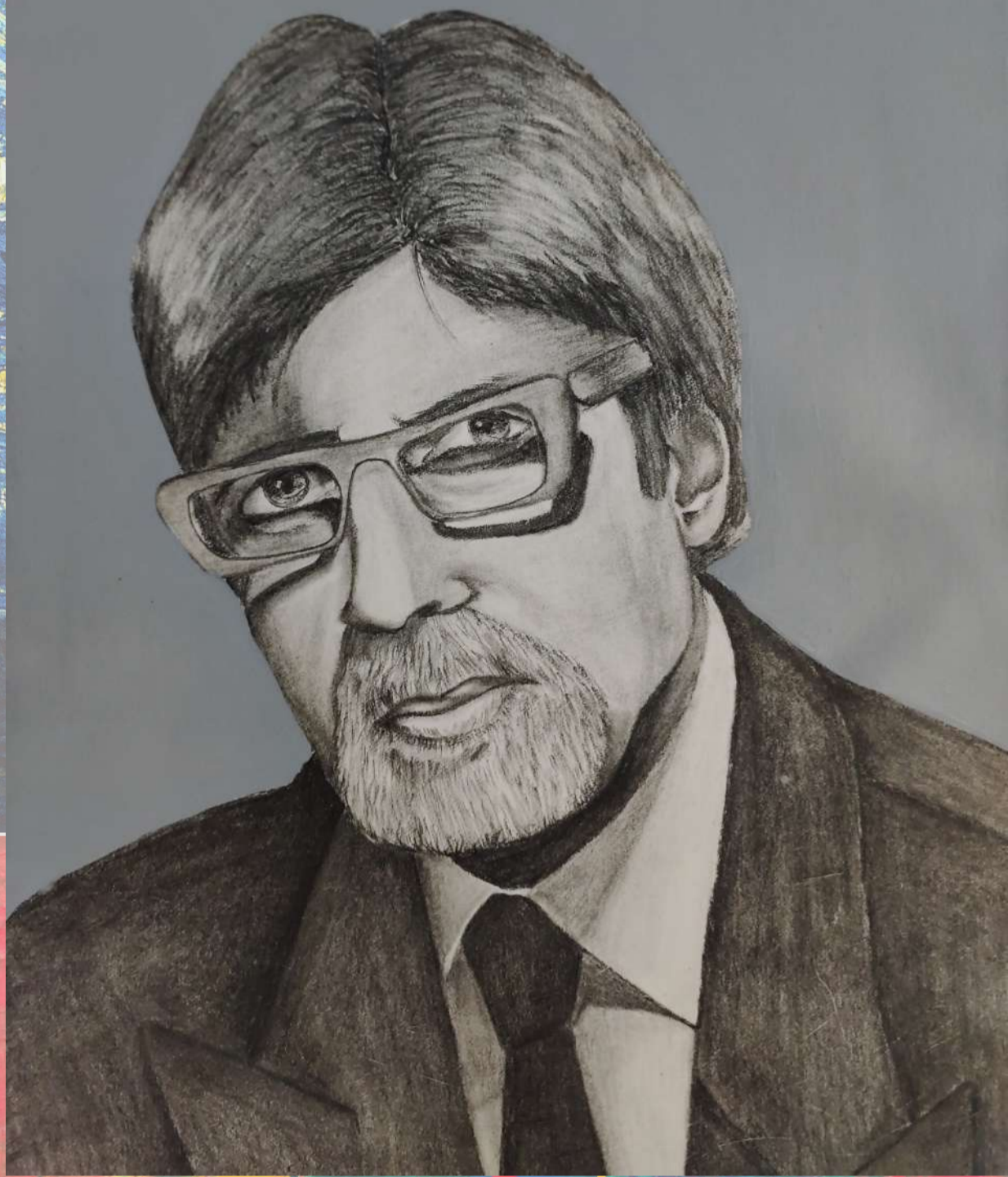
BY  
PRIYANKA MEHTA



"writing is the painting of  
the voice!"

Voltaire

BY  
AKANT BHOLA



BY  
SHIVENDRA



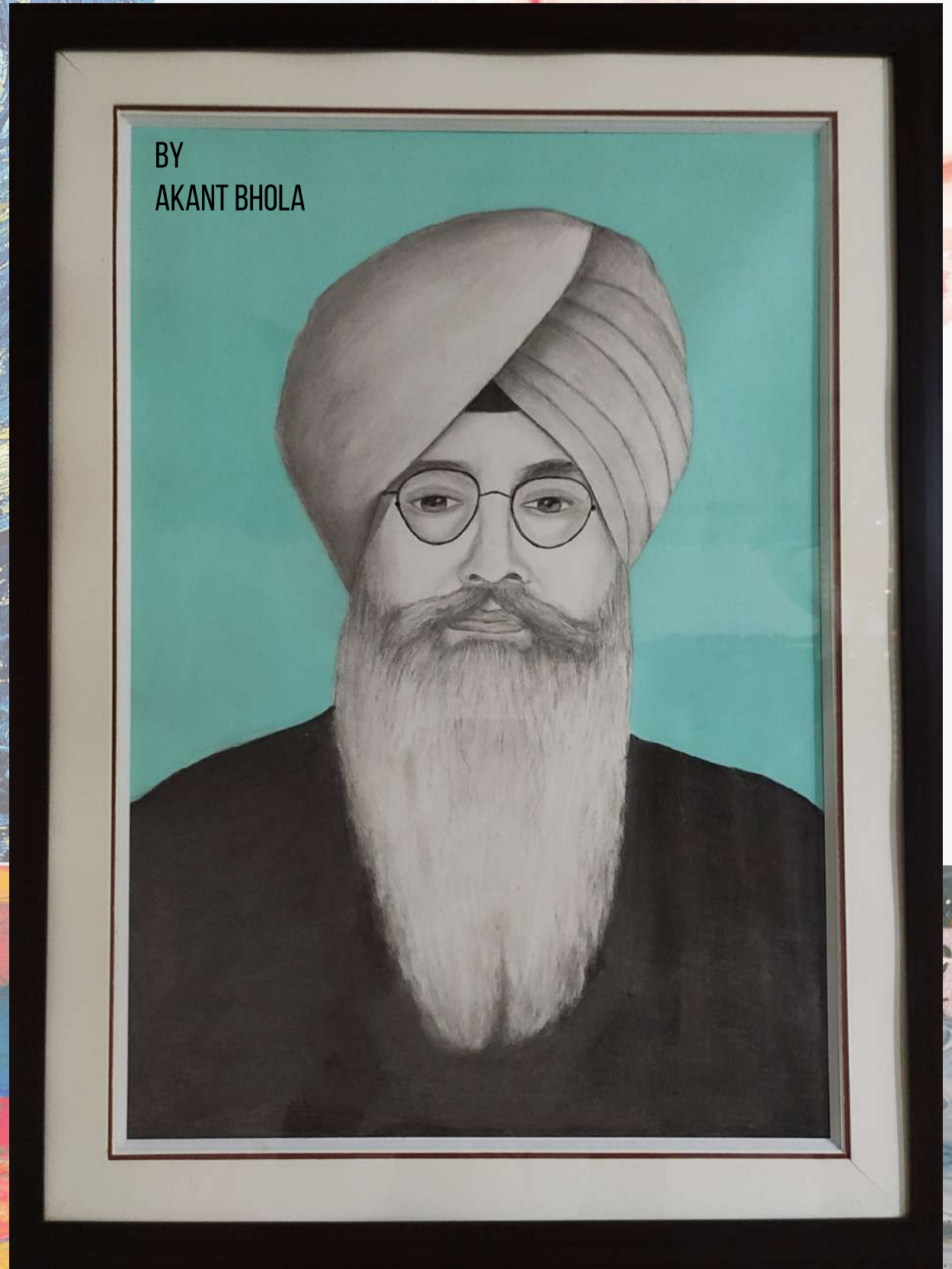
BY  
YUKTA SHARMA

BY  
RIDDHIMA VERMA





BY  
SUBHANGI



BY  
AKANT BHOLA

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YUKTA SHARMA



BY SHIVENDRA



BY RIDDHIMA VERMA



BY SUBHANGI

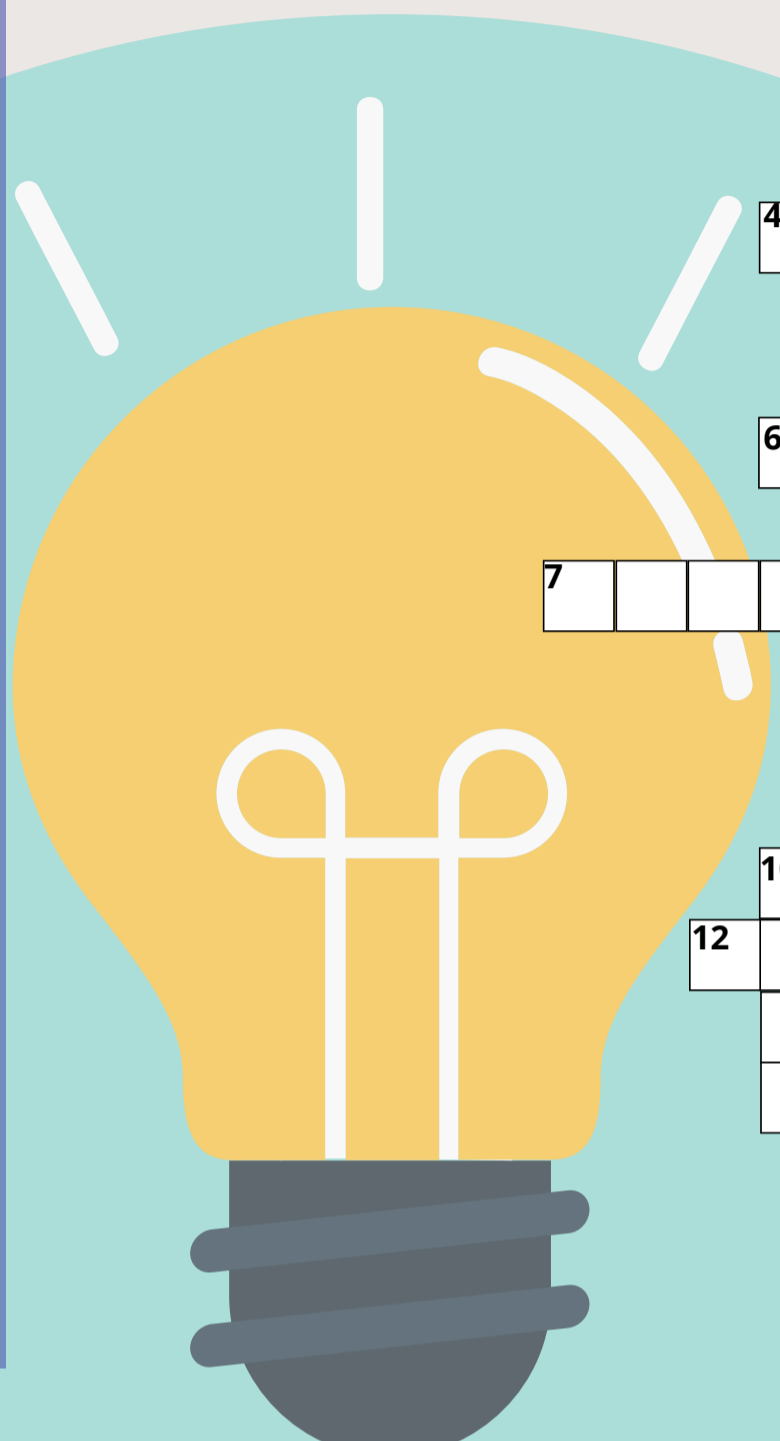


BY SHILPA KUMARI

CRUCIVERBA

**Down:**  
 1. A deal between Endemol shine and Black White Orange Brands is going to launch the merchandise of one of the most iconic animated character, in India?  
 2. The winner of F1 Spanish Grand Prix 2020.  
 3. This Dutch author has been awarded the International Booker Prize 2020.  
 5. This Indian cricket player has been named as the brand ambassador for Oakley's in India.  
 8. The winner of the 48th Annual Open Online Chess Tournament.  
 10. This Group is the sponsor of Indian Team for Tokyo Olympics.  
 14. In which state the longest ropeway in India has been inaugurated, recently?

**Across:**  
 4. The WHO certified this continent as free from wild polio.  
 6. This country has become the first in the Arab world to produce nuclear energy.  
 7. This multinational chain of coffeehouses, is adding plant based foods in the menus of its Asian outlets.  
 9. The New CEO of GoAir airlines.  
 11. Recently, Lee Teng Hui passed away. He is known as the Father of which country's democracy?  
 12. This is the first country in the world, which has announced to come up with forensic accounting and investigation standards.  
 13. He has been named as the President, India and Southwest Asia of Coca-Cola.



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BY  
SUBHANGI & SAHIL NARAYAN

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**Across**  
 3. Creating a plan to use the resources effectively  
 7 Technique where a seller invites the customer to purchase more expensive items, upgrades, or other add-ons  
 8 Used to verify and track many types of transactions  
 9 Business practice in which work that would otherwise have been contracted out is performed in house  
 10 Integration of sales and marketing

**Down**  
 1 Most optimistic forecast for a company, industry or the economy  
 2 An economic contract used to protect or preserve the value of a common stock position  
 4 Analysis of the characteristics of populations and subsets of populations  
 5 System for inventory management method whereby labor, material and goods are managed based on demand  
 6 The return on an investment  
 11 Something that makes someone want to do something or work harder  
 12 Method of grouping multiple shipments from different sellers inside a single container

BY  
SAKSHI BANSAL

# Life at GBO



# October News Snippets!

1. The IHS Markit India manufacturing PMI rose to 56.8 in the month of September, the highest in eight-and-half years. GST collections in September 2020 was Rs 95,480 crore, 4% higher than the same month last year.

2. Union minister for electronics and IT, Ravi Shankar Prasad is encouraging Indian app developers to create an #AatmanirbharBharat app ecosystem. This is being done to take on the dominance created by U.S Technology giants Google and Apple.

3. The Cabinet Committee on Security (CCS) has cleared a proposal to set up Army Static Switched Communication Network (ASCON). Through this, the defense ministry aims to develop a strong communication network for the Indian Army that will include high-end optical fiber cable links to forward areas.

4. Daughters shamed, yet again. The girl from Hathras passed away in Delhi's Safdarjung hospital. She was assaulted on September 14th but the forensic examination was done on Sept 29th. 'Signs of use of force' was mentioned in reports from Aligarh. The victim in her statement said she was raped by multiple people. U.P police had denied rape. HC took Suo Motu Cognizance after the national outcry against perpetrators.

5. Google will start paying select media outlets to display content on its news app. Google and Facebook have been accused of reusing the curated content made by publishers for free. Google News Showcase program is being launched in Brazil and Germany. It will allow publishers to highlight their content using bullets and timelines.

6. POTUS and FLOTUS tested positive for COVID-19. The president had always ridiculed the idea of wearing masks and had been flouting guidelines since the start. After a 10 day hiatus, Mr. Trump was back to work and had debates with Mr. Biden, his Democratic opponent in the November election.

7. WFH does not save much for the big firms. Between Apr-June 2020, the transaction for office space fell 84% wrt previous quarter. As per JLL, in Jul-Sep 20, the net space increased 64%. A calculation for 119 IT firms shows that even if half the staff is moved to permanent WFH, the net savings is 0.7% of Operating income. And there is a loss of tax benefit and work culture.

8. Talk of the town: WhiteHat Jr -Founded less than 2 Years ago, Byju's bought it for \$300 m. Achieved a legendary 0 to \$100 m in 4 months. This speaks volumes for the company, unheard for any startup. Meant for 6-14 age group, WhiteHat Jr does about 35000 live classes a day. The founder, Karan Bajaj, takes inspiration from the book, 'Forrest Gump' and venerates the philosophy, "Make mistakes of ambition and not mistakes of sloth". WhiteHat Jr is being highly discussed on LinkedIn.

9. Going beyond the Govt's reach: HAQDARSHAK- A 5 yr old startup, it helps people access thousands of Govt. welfare schemes for a minimal fee. Almost all field agents are women having access to the local community through SHG's. "Training women makes bigger social impact as the money goes towards education and health instead of squandering on alcohol and other things", says CEO Aniket Doegar. They have partnered with 50 Organizations which includes philanthropic foundations. Nearly 90% of the revenue comes from 'Corporate Partnerships'.

10. India will sign BECA with U.S during the 2+2 India-U.S ministerial dialogue. BECA is Basic Exchange and Cooperation Agreement that will enable interoperability of forces and exchange of classified information between India and U.S. BECA is aimed at sharing of sensitive Geo-Spatial information, including maps, gravity data, nautical and aeronautical charts between India and the United States.



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Inder Pal



Rahul Jakhar



Shivam Saurabh