

DPU Dr. D. Y. Patil B-School

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JANUARY 2023
ISSUE 2

BUSIN

THE BUSINESS MAGAZINE

Leverage your passion.
Choose to be happy.
JACK IT UP!

Rendezvous with
JACK DALY ▶
Business Honcho, CEO,
Entrepreneur, Author

Effectively Communicate
to win over difficult people

AVELO ROY ▶
Founder/CEO
Kolkata Ventures
(Largest Startup Incubator
in East India)

**ANNACHIARO
SARTO** ▶
Consultant
United Nations, New York

Dr. D. Y. Patil B-School
theatre team, winner of Aagaaz

मोड INDIगो
A REVERIE OF EXUBERANCE



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BOTTOM ROW (Left-Right)

ADITYA DEY, BAISHALI DUTTA, DEBANKITA GUHA, SANA FAIZ



From the President's Desk

Technology and dynamism have had a significant impact on the work economy. It has changed how businesses work and people's mindsets to address the job markets, which are evolving or changing every other day. This has resulted in helping find one's niche as brand-new careers arise in fields like cloud computing services, social media management, Fintech etc.

Failure to adapt to the dynamic changes of the world can result in stagnation and eventually deterioration which can give a feeling of being stuck and directionless. Information is the only medium to keep oneself at par with the complexities and dynamism of the current times.

BUSIN is an excellent initiative of Dr. D. Y. Patil B-School to bring the panorama of various events, news and innovative ideas to its stakeholders and serve as an excellent medium of information, as rightly said by Bill Gates – Information is the oxygen of the modern age.

My best wishes to Dr. D. Y. Patil B-School team to keep this information flowing !!



DR. P. D. PATIL

President,
Dr. D. Y. Patil Unitech Society

From the Pro-Chancellor

It gives me pleasure to see that the venture that Dr. D. Y. Patil B-School has taken in the form of BUSIN is sailing smoothly and has come up with its second issue. The magazine is a very mature industry with new magazines being launched every year; BUSIN, with its mission to serve the niche section of the market, has a vast scope to serve its readership.

It can be instrumental in bringing together updates from national and international markets and an exciting and flavored palate for its readers in the form of different articles from corporate leaders and intelligent minds from various fields. With its aim and objectives, BUSIN has a great opportunity ahead.

Dr. D. Y. Patil B-School is committed to contributing to our nation's growth by becoming a global hub for Academic Excellence in management education. BUSIN is an additional step towards building an enlightened, culturally rich, and economically strengthened INDIA, through its articles in diverse disciplines.

I congratulate the BUSIN team for yet another issue – a blend of information and recreation!!



DR. BHAGYASHREE PATIL

Pro-Chancellor,
Dr. D. Y. Patil Unitech Society

From the Secretary's Desk

In its second issue, BUSIN has successfully tapped contemporary topics and has involved ideas from brilliant minds not only from PUNE city but also from abroad. Ranging from wealth management, entrepreneurship, Neo banking, and VUCA world to vertical farming BUSIN has brought forth many exciting ideas worth reading. I am very sure that BUSIN has a lot of potentials to become the voice of the students – budding managers, academicians and the think tanks of the business world.

Intelligence is not the ability to store information, but to know where to find it
– **Albert Einstein**

BUSIN through its exceptional articles is a good medium of information for inquisitive and intelligent minds. To keep its readers connected, BUSIN aims at upgrading its content every issue, and in this effort, it believes in doing various experiments and trying out new things. As a result of this approach, it strives to pioneer in the world of information with particular emphasis on industry relevance and social impact. I feel proud of the Research and Publication cell of Dr. D. Y. Patil B-School who have made this effort and have come up with yet another issue of BUSIN with a mix of spices of the business world.

I congratulate the editorial team for their exemplary piece of work.



DR. SOMNATH PATIL

Secretary,
Dr. D. Y. Patil Unitech Society

From the Director's Desk

Dr. D. Y. Patil B-school is one of the top emerging B-schools in India. The accolades it has achieved in a little span of time, shows a glimpse of the bright journey that it is set to embark upon. We ensure students' overall growth in a holistic approach is taken care of with both curricular and extracurricular activities. Research and Publication cell of Dr. D. Y. Patil B-School always makes sure to uplift the skill of students in academic, research and professional writing. Inclusion of the students in the steering team for BUSIN is just another step towards it. The publication of the 2nd issue of BUSIN magazine marks its growth where it covers the major business related activities to enlighten its readers. .

By the end of the year Dr. D. Y. Patil B-School made a remarkable achievement and embossed it's name in the history of "Aagaaz" when they won the national level drama competition in MOOD INDIGO – Asia's largest Cultural fest hosted by IIT Bombay, the journey of which has been included in this issue. Besides studies, college also focuses on extracurricular activities .

I would like to express my heartfelt gratitude for the fulsome furtherance of our President, Dr. P. D. Patil and our Secretary, Dr. Somnath Patil, in our endeavors in this regard. It is under their auspices, the Dr. D. Y. Patil B-School and BUSIN continue to follow on the path of making a mark in their space.



Editor in Chief

DR. AMOL GAWANDE

Director,
Dr. D. Y. Patil B-School

Preface

Dear Readers,

It gives us great pleasure in releasing the 2nd issue of 'BUSIN', the college magazine of Dr. D. Y. Patil B-School. This magazine is an essence of enhancing knowledge with reference to the latest trends and aware readers about the detailed analysis of business cycles. BUSIN provides readers with a comprehensive view of the Indian as well as International economy and markets from all sectors majorly including finance, IT, banking, current affairs and many more. It also provides opinion pieces on topics such as Wellbeing Economics – A New Economic Approach, Service Modularity, Covid-19 and Digital Operations, Future of Farming, Meta-Verse and various other; as well as it features interviews from C-suite entrepreneurs and executives who always stay ahead in their field with high spirited vision and inspires everyone with their great personality. The magazine will also provide readers with in-depth coverage of the essential resources to stay informed about the changing economic landscape which will eventually help every individual to make better investments. In addition to it, this magazine also covers India's one of the largest cultural festivals commonly known as Mood Indigo; in which Dr. D. Y. Patil B-School's theatrical troupe "Agaaz" expedition is depicted in the way they gave discernible luxury to the audience. One of the major highlights of this issue is an exclusive interview with Mr. Jack Daly, a CEO, Entrepreneur, and Writer USA - which will inspire audiences to take action in customer loyalty, entrepreneurship and personal motivation.

We sincerely appreciate your encouragement and we will strive continually to improve the contents of the magazine based on your valuable feedback received from you!

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Dr. Amol Gawande

Ms. Geetika Jha

Mr. Aditya Dey

Dr. Atul Kumar

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Table of Content

1	Editorial	12
2	Meet Jack Daly	15
3	Business wrap up	19
4	Get comfortable with being Uncomfortable – Avelo Roy	23
5	Dominating the VUCA world – Anand Munshi	29
6	Future of Farming, Vertical Farming and Vertical Gardening – Akshaya Kolhe	31
7	Call for strong laws to prevent child trafficking – Annachiario Sarto	34
8	Mood Indigo & Experience	38
9	Read the best from Domestic Sphere	44
10	Mantra to develop Business strategies – Ashish Ramesh Bhawe	52
11	Journey of an ever-Passionate Leader Focused on Turning non-profitable Spa Businesses into Profitable, Sustainable Ventures – Ratna Kulkarni	55
12	COVID-19 and Digital Operations – Dr. Michael Oyenuga	58
13	Innovation: a matter of survival for Businesses in the longer term – Niranjan Pendharkar	61
14	Human Management Skills-Key to Success for any Business - Rajesh Ramchandani	64
15	Read as much as you can: Grow yourself, explore your personality - Junaid Ali	68
16	Fintech Market calls for Blockchain – Aman Kumar	71
17	Service Modularity - Aditi Dang	76
18	Wellbeing Economics – A New Economic Approach – Dr. Mohd. O. Ahmad	79
19	The Latest Global Scoop	83
20	Bizzasters: Mr. Prasanna Nilekar	90
21	Omnichannel Marketing: A Brewing Marketing Revolution – Nidhi Vishnoi	92
22	Metaverse The Next Dimension– Aditya Dey	96
23	Lead from the front - Samir Chabukswar	103
24	Bulletin from Grad School	106
25	Corporate performance Bytes	109
26	Neo-Banking – Future of Banking – Virag Kulkarni & Manjiri Joshi	114
27	You are richer than you think – Suhas Harshe	120
28	Extrovert V/S Introvert Article – Pradip Kumar	124
29	From Great Resignation to Great Reshuffle: A paradigm shift-Dr. Shraddha Purandare	127
30	A Ride to Best Moments	130
31	Your Physical, Emotional, Mental, Social and Spiritual Wellbeing Indicator	144

Editorial

Is UN biodiversity summit COP 15 a cover for greenwashing?

Government representatives, industry and finance professionals, and others came together at the COP15 meeting of the United Nations in Montreal from December 7–19, 2022, with the aim of protecting and restoring biodiversity. A “Post 2020 Global Biodiversity Framework” (GBF), an ambitious action plan outlining what nations must do to stop the loss of biodiversity, is expected to be adopted and put into effect. Some of the key ambitions for the biodiversity summit which were discussed are as under:

- Turning 30% of the Earth’s lands and seas into protected areas by 2030.
- Ensuring that, by 2050, a “shared vision of living in harmony with nature is fulfilled”.
- Eliminating billions of dollars of environmentally-damaging government subsidies and restoring degraded ecosystems.

The goal of the Global Biodiversity framework, which was agreed upon at the 15th Conference of Parties (COP) in Montreal, is to manage 30% of the land, inland waters, and oceans by 2030. Leaders from around the world met to discuss the threat to biodiversity. The number of species has been quickly declining, and U.N. scientists have warned that humanity could lose 1 million species in the coming decades. Those who have examined the situation objectively will recognise that the ecological problem also represents a systemic calamity inexorably linked to the current economic system and the notion of continuous development. But will their approach be sufficient to address it insidiously? However, given the ambiguity surrounding the policies to handle marine waters that extend outside a nation’s borders, it is questionable whether the approach that should be used will genuinely result in the formation of national goals. The Indian Ministry of Environment has opposed goals including cutting back on harmful

pesticides and chemical fertilizers by half and two-thirds, respectively. It also said that the one-size-fits-all thinking is unacceptable, and area-based criteria for biodiversity conservation that have been proposed are also unruly. The use of genetic resources, digital sequence information on genetic resources, traditional knowledge linked to genetic resources, and knowledge systems related to genetic reserves for personal commercial gain, such as aspects relevant to pharmacogenetics, was another important agenda item covered in the meeting. During the subsequent COP in Turkey in 2024, this plan will be implemented. The abundant biological reserves of developing nations, specifically expensive and scarce medical herbs, have long been plundered by wealthy countries for economic gain with no benefit to the place of origin. The theft of genetic resources from developing nations has been widespread, and many have not been lost, despite the reliance on protecting industrial intellectual assets through patents. Such resources would be better protected by a multinational GSI facility, which would only permit their commercialisation through an equitable benefit-sharing arrangement.

The structure, however, needs to have been made clear how crucially connected climate change and ecological integrity are. It now appears obvious that the environmental crisis the world is currently facing is considerably bigger and more dangerous than climate change. Climate change and ecological deterioration are strongly correlated. The largest carbon sink on the globe, the oceans take in a significant amount of carbon emissions. The other carbon sink on the planet is its trees; as they become decimated, their capacity for absorbing greenhouse gas emissions decreases. Marine life is increasingly threatened by the presence of plastic in the

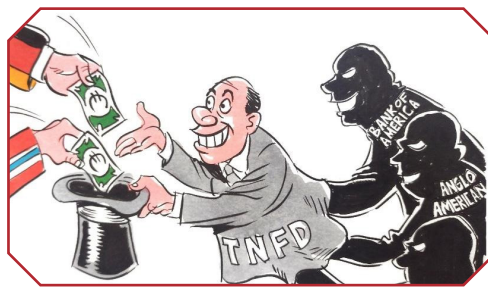
waters. Fish eat microplastics, which circulate throughout the food chain and have an impact on human health.

Several attendees of COP15 would acknowledge that the meeting's true objectives fall far short of the proclaimed objectives of averting extinction of species and preserving biodiversity. Identical to their senior and more well-known sibling, the Climate COP, they want to draw attention to a serious environmental issue. They prioritize ecological health over climate change. Despite not being a party to the convention, the United States will attend the gathering. Ecology and biodiversity are not among the forefront of either national or international policy. If this is an event for the media, it is unmistakably low-key. The loss of biodiversity has been happening for centuries.

The conservation of natural habitats can aid in reducing and absorbing carbon emissions, therefore there are times when the interests of the climate and biodiversity overlap. However, the COP on biodiversity and the COP on climate are in an unrecognized struggle for the same limited financial resources since the Global South needs finance. In this contest, biodiversity has long been on the losing end. The biodiversity issue is more nuanced and multifaceted than the climate catastrophe, so I believe this is likely. Climate change is a reasonably clear and well-understood issue. As the few crucial components impacting global warming have emerged under better scientific scrutiny over the past 25 years, climate models have improved in accuracy. Biodiversity is much more difficult to comprehend for non-advocates, even though the issue of climate change is simple to grasp. In comparison to climate change, our living biosphere's interactions and links are significantly more sophisticated and scantily understood. Although we are discovering more about the interlinkages

between species every day, there is still plenty for us to discover. When a specie disappears, it emerges as the latest discovery, and figuring out how that loss relates to other losses takes years of meticulous study. We are still learning about the effects of the tremendous loss of biodiversity, and more research is necessary before we can effectively address these issues. Additionally, we have not successfully shared the knowledge we have acquired.

According to the top global scientific body on the subject, "biodiversity, or all the variety of life on the globe, including plants, insects, and ocean inhabitants, is diminishing at rates unparalleled in the history of mankind. According to the group's forecasts, a million plants and animals are at risk of becoming extinct, many of them over the next few decades.



Back in 2018, at a U.N. Convention of the Parties, where many participating countries vowed to sustain a framework for transformative change, the Convention on Biological Diversity began the process of developing a new Global

Biodiversity Framework. At the time it appeared that this would actually be a chance to alter the economic system and preserve biodiversity; and many environmental activists across the world took initiatives by spreading the word around - "Come and become involved in this issue, it will be transforming" to friends and environmental activists all across the world. When the first draught of the text was released, the CBD appeared to pay attention to the interests of civil society and Indigenous peoples, but the unpleasant truth quickly became apparent: There was little prospect for any actions, such as stringent and coordinated rules minimizing environmental damage, to actually change the economic system that threatens biodiversity. It is obvious that conditions have gotten worse given that the Global Biodiversity Framework negotiations are in their closing week. The

IMAGE SOURCE : <https://forestsandfinance.org/news/cop15-greenwashing-alert-germany-and-norway-pledge-30-million-euro-to-controversial-corporate-headed-nature-reporting-initiative-at-un-biodiversity-summit/>

framework comprises several elements that make it more difficult to address the underlying causes of biodiversity loss even though it does not propose any radical changes.

How did it come to be this way? As the process developed, we rapidly realized that as a recent report by Friends of the Earth International reveals, corporate involvement in biodiversity talks has been detrimental. Corporates that are environmental offenders form alliances wherein they position themselves as “green,” “sustainable,” or “pro-nature.” Such firms include even the biggest environmental violators, such as BP, which was held liable for the Deepwater Horizon oil leak in 2010, and Vale, which poisoned hundreds of kilometers of rivers with poisonous mine tailings after a dam collapsed in Brazil. However, it is observed that in private meeting spaces how they stressfully vouch for environmental greenwashing regulations that pass for actual rules while opposing laws that would harm their revenues. We have witnessed for years how high-ranking U.N. officials and CBD-participating nations eagerly encourage such kinds of business consortia and related ideas. As a result, there are many deceptive advertising ideas in the current drought and most likely the final edition of this important biodiversity agreement as well as the regulations controlling the coming ten years. Such ideas are harmful diversionary strategies from the critical biodiversity problem, such as “nature-based solutions” and “nature-positive” initiatives.

Although the term “nature positive” sounds pleasant, its definition is ambiguous. Policies mentioning “nature” need not necessarily protect biodiversity, and the term “positive” is also vague. Although it looks like a good promise, it may instead foster additional environmental deterioration and dubious restoration techniques. The strategy for giant corporations seems to be to carry on shattering biodiversity in the short term while making long-term promises to make up for the harm. Both nature-based and pro-environmental solutions are predicated on balancing current carbon emissions, which

ignores the individuality of each geographic region, ecosystem, fauna, and even significant site for indigenous inhabitants. However, it is obvious that we cannot maintain the current rate of loss until 2030, considering the biodiversity that has been lost in recent decades. Furthermore, it is unrealistic for enterprises to argue that destroying ecosystems and biodiversity is viable since it is offset elsewhere. A significantly greater amount of land than is now accessible on the planet would be needed for these offsets to be productive. Many of the environmental initiatives are little more than agrarian activities that promote biodiversity at the base. Agribusiness requirements for cropland compete with land set aside for carbon offsets. Some outstanding nature-based solutions projects that involve agroecology, local inhabitants and communities, misrepresent nature-based solutions as a significant improvement for the environment and the climate.

In spite of the climate catastrophe and accelerated biodiversity loss, firms are given a free pass to continue environmental degradation if ecosystem loss is allowed in an offsetting scheme. Overall, the Global Biodiversity Framework must ensure that humanity resumes living within planetary bounds as it is being finished. Action on biodiversity must be motivated by people and the earth, not by financial gain. Unfortunately, there aren’t any structural changes that are likely to be adopted at this point in the biodiversity summit.



Ms. GEETIKA JHA



Meet

Jack Daly

The 15-time Ironman Competitor, Entrepreneur, CEO, and Best-Selling Author who gives Business and Sales a Dynamic Approach

Busin is excited to reveal a very special interview of an Entrepreneur, CEO, Best-Selling Author and the most agile 74-year-old young man. Jack Daly took over Pune and Dr. D. Y. Patil B-School with his words of wisdom, some of which he imparted in this interview!

What is your take on the current global banking sector?

The history of banking has always had periods of ups and downs. If I speak from the US standpoint, think back to 2008 when the global financial crisis and big banks were falling and impacting every country worldwide. But here we are in 2023, and we've had the most significant economy for the Indian and the American stock market. I can tell you that people and the financial system are resilient. There are systems and processes in place that will help restore banking, no matter how bad it gets. This is different now from what took place in 2008. There are going to be a few bank failures. We failed in Switzerland with Credit Suisse, but it rebounded very quickly.

UBS came in and said, 'we'll get you'. In the US, the Federal Reserve is bolstering the banks that have had some financial difficulty. The banks with financial irregularities

were misbehaving; they didn't have a balanced portfolio. Because of that, when we're invested as a bank in a single sector technology, and when technology started to go off and have some constraints likely, that is where the banks ran into trouble. That is not what the rest of the banks looked like. So, I think the press does all this service by getting all of the population anxious about, "Is the system falling apart?" The system's not falling apart, so if I were someone smoothing into the financial sector, I would look at it opportunistically rather than pessimistically.

What fitness process do you think students should work on for a long life and career ahead?

Well, being a many-time ironman and many-time marathoner, fitness is the number one priority. Before school, business, and anything, the first priority is to take care of yourself, because the better we take care of ourselves, the better we're able to take care of other people. I want you to think about an airplane. If the plane runs into trouble, the thing (oxygen mask) falls out of the top roof, it's for air. If you're travelling with children, do yours first because if you don't care for

yourself, you won't be able to care for your kids. That's true on the airplane and in business; your family life and priority should be your fitness. All the business people say is I can't find the time. That's no longer acceptable. Prioritize that first. So this morning, even though I was going to come here today, I made it to the gym beforehand. It just means I got up a little earlier. But I'll always take care of my fitness so that I'll be there for my family, company, and employees.

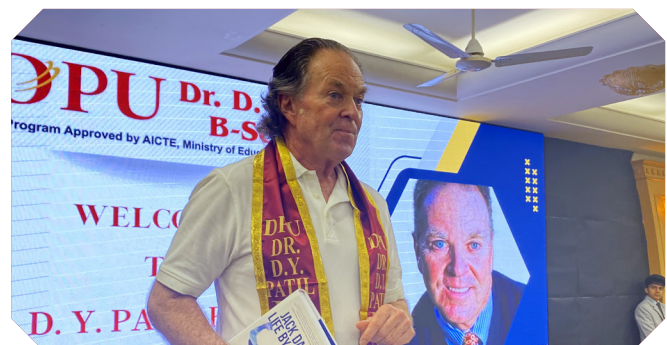
You said that you read 104 books last year, what kind of preferences do you have while choosing the books you read? How do you manage to do everything in a bucket altogether?

The first thing I can tell you is that I used to be reading my books on Kindle. For about a year and a half, the primary majority of my books are on audio. And the narrator of the books are usually slower than what I'd like to listen to, I can turn the speed up. I listen to my books to 1.5, which means I'm getting through them faster than I'd be able to visually read. I run a lot, I bike a lot and I row a lot, so while I am exercising, I listen to books and sometimes when I'm running I learn things. I stop running and grab my phone and send myself an email with the notes of what I've learned, and then I start running again and turn the audiobook up again so I'm maximizing my time. I'm getting my exercise in and I'm also reading and learning. In terms of my choices of books - I'm very much into what are the reviews of the book, the comments of the book, the comments of the readers, and if I find a bunch of people saying this wasn't worth my time I pass on that book. But when I have 5 stars, great reviews and people saying - they are the best books that you can read, it goes to my library. In my phone right now there are over 400 books in my audio library, so I'm always stacking them up and then getting to choose the one I'm in the mood for. And I can tell you because I have a passion for the business that 85% to 90% of the books that

I read last year were business related. Then I have books that are the inspirational type, or on the athletic side, and then I read some fiction books for entertainment.

Can you tell us more about your Amazon best-selling book 'Hyper Sales Growth'?

8 years ago, I wrote Hyper Sales Growth. The 1st week it was published, it was the number one best-selling book on Amazon in 7 countries. It amazed me last year that it regained the number one position after 8 years - very unusual. The book is in three parts. The first part is on culture - how I create in my business an environment where people want to go to work there. It's kind of like here at the school how can I create an environment at the school, where people would like to come to more than another alternative because if we create that kind of culture, we have a competitive advantage. Want to go to work versus have to go to work! The 2nd part of the book is on sales management because in most businesses if you want to grow your sales, grow your Sales organization. More salespeople and getting better at what they do. So the 2nd part of the book is on Sales management. The 3rd is on pure Sales. The proven systems and processes of what makes a salesperson better than their competitors. Those of the 3 parts of Hyper Sales Growth and the book we also not only put in print form and on Kindle, but it's also in an audio form where I am the narrator. I didn't hire a narrator so it's in my voice, and people said when it's in my voice, they can tell that it's authentic. That ends up making the book that much more attractive.



In the session you were speaking about “You are not born as one, you choose to be”. Can you elaborate on this fascinating statement?

When we talk about mindset, it isn't a birth; it's a choice. I am the oldest of 5 kids. I have 4 siblings. All 4 of my siblings are of a fixed mindset. I'm the only one that chose to be the growth mindset. Now they're all younger than me, and they could choose. Interestingly, I have enjoyed more success and more of life than my other siblings. They all live right where they were born and raised. I live entirely on the other side of the country. The weather where they live is not very nice, but Southern California has beautiful weather and I moved to Southern California for the weather. I invite all my siblings and their kids to my house for a holiday and vacation and when they are here, they say, “I don't know why I don't live here” and I say, “I don't know why either the airlines still sell one-way tickets.” But on the way home they convince themselves of all the reasons – why they can't. That's a fixed mindset - telling yourself what you can't do. A growth mindset says I can do whatever I choose to do, let's just go do it. So, my siblings - I have one who's 3 years younger, I have 1 that's 10 years younger, I have twins that are 15 years younger. To them I said, “Come out! It's not too late. You have plenty of life”, but they're afraid to take the chance - that's the fixed mindset, and they come up with all the reasons why they can't. It's a choice.

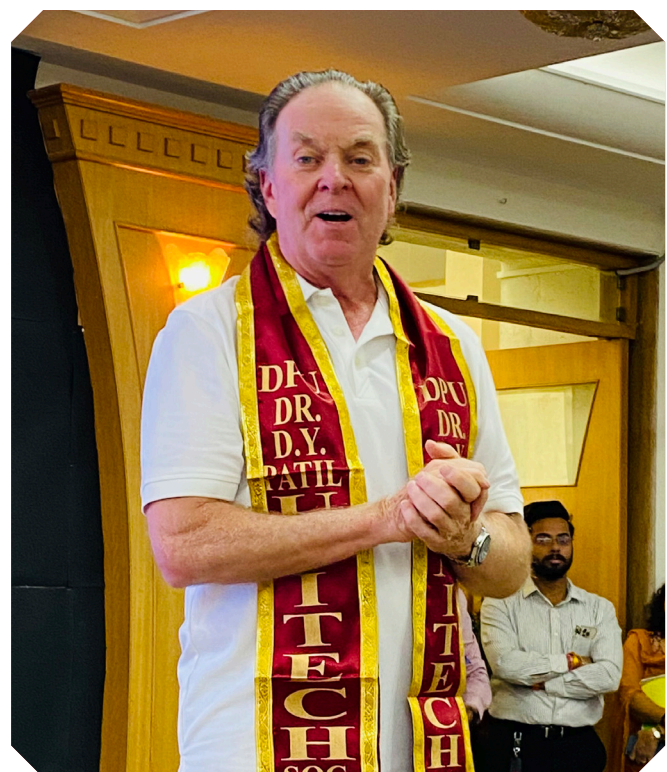
You've been travelling and meeting Indian business leaders, so what in your opinion makes the Indian business ecosystem unique? What does the future hold?

My first visit to India was 12 years ago. It's like a different country right now, the advancements you may not see because you're here every day. I have come back after eight years, the advancements are amazing. No one could ever have forecasted, how far India has come in terms of its culture, as it relates to business and the improvement in the infrastructure. Here's what I will tell you- It's a big difference and we talked

about this with some of my colleagues in the car on the way here. The majority or a significant amount of Indian businesses are a family of multiple generations. In fact, many live in the same home and I was asking on the way here how does that all work, and it was dividing up the responsibilities and leveraging the strengths within the family I think that's a particular advantage for India. In the U.S. we haven't figured out how to do that well. If we had family living with each other there'd be a lot of friction. If we would work together often there's fighting amongst the family. Who is responsible? Who's accountable? Who's at fault? - all of those things. In India, you found out how to make that work; you've made it an advantage and leverage, and I am envious of that. So I think that's a big reason for your success.

So what will be your closing note for the readers of the magazine?

My closing note for the readers would be that 'life is what you make it, we get to decide' and don't look to anything or anyone to blame if you're not getting what you want. The only person to look at is the one in the mirror - it's up to us!





Business Wrap up



Toyota's July global vehicle output drops again, puts annual target in doubt:

The world's largest automaker by sales continued to perform inadequately in July, citing fears that Toyota may have to decrease its annual production target of 9.7 million vehicles even as China eases its influenza restrictions and chip shortages appear to be decreasing.



Savitri Jindal replaces Yang Huiyan as Asia's richest woman:

Yang Huiyan's fortune experienced a sharp decline, making Savitri Jindal the richest woman in Asia. Jindal, 72, is the 10th richest individual in India's population of 1.4 billion and the richest lady in the country.

Savitri Jindal's net worth soared by \$12 billion in just two years, despite the fact that she never went to college and simply took over her husband's business following his untimely passing. She now has a net worth of \$17.7 billion in 2022 compared to \$4.8 billion in 2020, a growth of more than three times in just the last two years. This came after a 50% drop in 2019 and 2020. Her net worth dropped from \$8.8 billion in 2018 to \$5.9 billion in 2019 to \$4.8 billion in 2020.



Mikhail Gorbachev, former Soviet president who took down the Iron Curtain, dies:

After a severe and protracted illness, Mikhail Sergeevich Gorbachev passed away this evening, the Central Clinical Hospital reported on Tuesday, according to RIA Novosti.

The man who is credited with bringing significant political and economic reforms to the USSR and thereby ending the Cold War had been ailing for a while. The Russian president extended his condolences, according to Dmitry Peskov, his spokesperson.



Reliance Industries Plans To Invest 3.5 Lakh Crore Rupees:

Reliance Industries Limited (RIL) Chairman and Managing Director Mukesh Ambani announced investment plans worth Rs 3.5 lakh crore on Monday at the company's 45th annual general meeting. In his address, Ambani listed investment plans that had already been disclosed, such as Rs. 2,000,000 crore for the speedy rollout of 5G, Rs. 75,000 crore for the growth of O2C capabilities throughout value chains, and Rs. 75,000 crore for new energy industry. On the basis of the scalability of evolving models, he added, the commitment might be quadrupled.



Indian Air Traffic May Grow At 7% Till 2040 Says Boeing:

The air freight sector has "great potential," according to Boeing, an aircraft manufacturer, and it is predicted that India's aviation traffic will expand by around 7% year through 2040. The company, a significant player in the civil and defense aerospace industries, wants to buy more raw materials from the country. David Schulte, managing director of marketing at Boeing, claims that the Indian aviation industry is among the ones that is growing the quickest globally.



Adani to acquire NDTV, Prannoy Roy could lose ownership:

NDTV will be purchased by Adani. The television network NDTV Ltd. was purchased by the Adani Group, which Gautam Adani leads, and Vishvapradhan Commercial Pvt Ltd. The multi-business conglomerate said that it would submit an open bid to acquire an additional 26% of the company as required by SEBI. The Adani Group revealed in May of this year that it will buy 49% of the online news outlet BloombergQuint. The company also plans to increase its media investment by launching a television station.

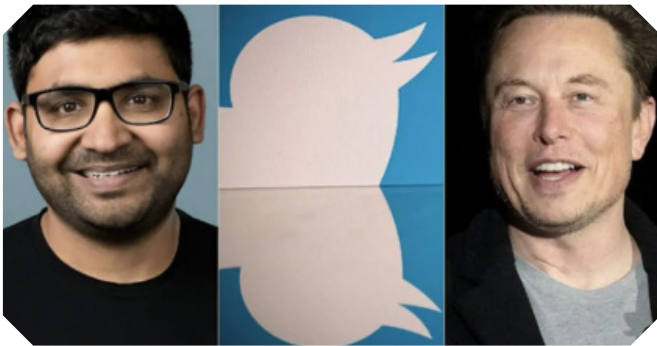
TATA MOTORS

Tata Motors Complete acquisition of Marco Polo's Stake:

The joint venture known as Tata Motors Marcopolo was established by Marco Polo, a Brazilian partner of Tata Motors (India). Tata Motors has announced that they have completed the acquisition of the other portion of the joint venture company Tata Motors Marcopolo, where Tata Motors and Marcopolo maintain a 51:49 ownership ratio. The Tata Motors Marcopolo JV produced buses as part of the JV agreement. Tata Motors and Marcopolo collaborated in 2006 to build low-floor air-conditioned and air-conditioned buses in India.



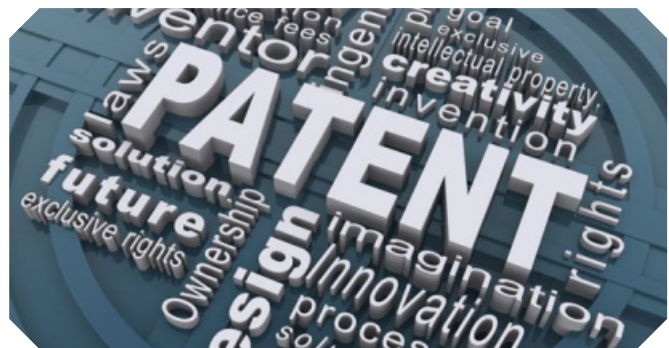
The “AmazeWIT Circles” are designed for seasoned Software Development Engineers and led by executives from Amazon’s technology division. Topics covered include continued professional development and technological improvement. To help women become more skilled in technology, Amazon created AmazeWIT Circles.



Twitter CEO Parag Agrawal is fired by Elon Musk
Elon Musk has successfully finalised his \$44 billion acquisition of Twitter Inc., making him the richest man in the world and placing him in charge of the faltering social network. The purchase was the subject of a six-month public and legal struggle. One of Musk's initial initiatives to alter the leadership was this.



Trademark Coke was able to grow significantly thanks to effective execution and marketing that was tailored to the occasion. Coke has conducted 2.5 billion transactions in India at fair prices since the introduction of single-serve PET containers and returnable glass bottles.



According to the World Intellectual Property Organization, the number of patent, trademark, and design submissions worldwide hit record highs in 2021, mostly due to growth in Asian nations such as South Korea, China, and India (WIPO).



India Fastest Growing Market for Microsoft Owned LinkedIn:

As more businesses and advertisers go online, India has emerged as LinkedIn's fastest-growing market, with sales there increasing at a rate of 50% annually. LinkedIn is a corporate networking service owned by "The Microsoft."



Nitin Gadkari Launches First-ever 'Surety Bond Insurance' for Infrastructure Projects:

The nation's first-ever surety bond insurance product was unveiled by Nitin Gadkari, the minister of roads, transport, and highways, to lessen the reliance on bank guarantees for infrastructure firms. Surety bond insurance will act as a security measure and shield both the principal and the contractor in infrastructure projects. The product will satisfy the needs of several contractors, many of whom are operating their businesses in today's more uncertain economic environment.



Adani Green becomes World's Largest Wind-Solar Hybrid Power Developer:

The third wind-solar hybrid power facility from the Adani Group's renewable energy branch, Adani Green Energy Ltd (AGEL), has been operationalized at Jaisalmer, Rajasthan. The first 390 MW hybrid power plant in India had been put into service by AGEL in May 2022. The largest co-located hybrid power plant in the world, with a capacity of 600 MW, went into operation in September 2022. These two hybrid energy generation facilities are located in Jaisalmer, a city in the Indian state of Rajasthan. Following the successful commissioning of this 450 MW project, AGEL's total operating generation capacity rose to 7.17 GW. As a result, AGEL has become the world's largest developer of wind-solar hybrid power plants.

Get comfortable with **being Uncomfortable**

Avelo Roy

Avelo Roy is a young entrepreneur who after having built eight businesses in the US with multi-million dollar products and services ranging from consumer electronics, artificial intelligence systems, healthcare process automation, food science, wireless communications, wearable technology, and graphical password applications, started Kolkata Ventures, the largest business incubator in East India with more than 550 profitable startups. He is one of Bizztor's selection out of the top 40 people to follow in the Indian startup ecosystem.

The Bhagavad Gita's ageless principles are ingrained in Avelo's business decisions and the mentoring he has given to more than 1800 young people in the US due to his solid spiritual basis.

What motivated you to become an entrepreneur at such a young age of 19 years?

It didn't have anything to do with my age. It was more about a purpose. I like solving problems. I grew up in a family where my mother was a social worker, and people would come to her to get things solved; I could see that she could use her political influence and social influence to get things done for poor, needy people. So it was always in me to do something that would help people. And as I grew up, I realized it's two things - power or money. I was not allowed to join politics and was told that that was not for me. It's too dirty. And my only option was entrepreneurship to solve technology problems, financial freedom, and other things. So, that's

how I chose my life and career while in college. Uh, then why wait till graduation? Why not utilise this time to build my business, solve a problem and improve people's lives?

How does it feel to be awarded as an Indian Youth Icon, issued by Fame India magazine in 2019? So what is the science behind your irresistible charm?



I don't know if there's any charm here, but in our way, the scriptures, it is defined that Krishna means all attractive and one who connects with that all-attractive personality, a portion of that attractiveness comes. This attraction includes knowledge, power, beauty, renunciation, and strength. I don't have a lot of these things. I have a little knowledge, and I have some of these qualities, which I'm

using to improve people's lives. So when you make others smile, they're bound to like you. Of course, some people envy you, but most appreciate that somebody's doing good. And so that's what it is! In my conscious ways, I never try to harm anyone, no matter who it is. If I can do no good, I will not do any harm. That is one of the things my grandmother taught me. Suppose it is for people's interest; people like that. And over time, what happens is that your actions become your reputation. One can be doing overnight good things, charity, and a few good talks here and there. But when you constantly keep doing good work over time, those people stop gossiping because they realize; there is something genuine about this person!

You are the great-grandson of the Nightingale of India, Sarojini Naidu; how do you view poetry?

When I was in School - ICSE board, I remember one time there was a poem by Sarojini Chatterjee because she wrote that before she was married. I was like, my God, this is so awesome. I went to my grandmother and told her, she's like, do not talk about this to anyone that we are related to her. I enquired with astonishment. She replied, "she's an embarrassment!" I love my grandmother immensely, please don't get me wrong, but in our family, people were embarrassed that Sarojini Naidu married out of the cast and went abroad to study as a married woman. She was tugging shoulders with all the big wigs of that time and other men and didn't do anything a woman was supposed to do a hundred years ago. She didn't fit that stereotype. As a result, she embarrassed her family in Dhaka and Kolkata. So when I see that, it's evident that when you do something extraordinary, many people will not approve of it. And that's okay. That means you're doing something out of the ordinary. If you get a government job, everybody will approve of it, but guess what? It is nice. Government jobs are excellent, but they're not legendary or extraordinary. That's why everybody agrees with it. People disapprove when you go beyond mediocrity, right? As her inspiration to me whenever I get discouraged by people criticizing me for my decisions in any part of my life, I always remember that she also had to go through a lot more than I can ever imagine. And that's okay. I'm on the right path, then.

You have done your early education in India and later moved to US universities for your higher education. So what are the significant differences you find between Indian and US universities?

Absolutely! It's the practicality of it. You know, I'll tell you about one of my Cambridge exams. So before the US, I did my Cambridge, O levels & A levels and a physics exam. We have physics

practicals in our schools in India, but then in Cambridge, it was a four-hour exam. The first two hours, you're given a scenario like - you're lost on an island, and you are given certain tools. Those are the actual tools available to you in the lab. And you are asked to devise an experiment through which you can create a boat or something of that sort, and you have to put the motor pieces and everything together, right! And then you have to carry out an experiment in the next two hours. You drive the investigation yourself with the tools you have, and then you make it happen in practicality. And no matter how much mugging of definitions you do, you must have clear concepts to pass the exam, right? You see the application process in the Indian education system; the application process requires your academics. But in Western universities, when you go to the US, UK, or Canada, wherever you go, they need a statement of purpose; they require recommendation letters. They require proof that you have done something for society. You know they require awards and things like that. What have you done outside the classroom? So they need you to be a complete human being, and you're judged not only for your academics but you're judged for your extracurricular. Those are the things that define that this person has a high potential future versus this person who, you know, is a bookworm. So again, in every aspect, it's about who you are more than what you know.

Please tell us about your entrepreneurial journey, especially considering the Kolkata ventures with 500+ revenue-generating startups.

My entrepreneurial journey started with a small project, Myspace was going down, Facebook was coming up, and at that time, there were kids, the girls aged between eight and 13, they were in that zone where they wanted to be on social media, be calm, and parents are like, there are pedophiles and cyber bullies. You're not safe there. And it was illegal for below 13-year-olds to be on social media because of safety concerns. And we came up with a necklace, which was like

an Apple watch at that time, ten years before Apple Watch, which basically could sync in the real world with another one, and they become friends in the real world, and you become friends online. So it was a friend authentication device, a communication device in the form of a "Smart" necklace - Moms approved it, and it was a great success.

Finally, when I returned to Kolkata, I quickly realised I'm not the kind of guy who can shout at people and command respect from authority. So I started at Kolkata Ventures where I wanted to create the Silicon Valley atmosphere that I got but was absent in India. My co-founder -Neeraj Saxena, a Gold medalist, joined me from IIT Kharagpur. We started Kolkata Ventures, and IITKGP became a knowledge partner. When the US government saw my name because I was on Obama's White House panel for entrepreneurship education, they immediately said, Hey, we have built your career in the US; why don't you allow us to market you? I'm like, please, go ahead and market me. So the US government, the US Department of Commerce came on board. They said we want to support Kolkata ventures. And I said, when people are financially secure, they don't think about terrorism. They don't think about hurting America. They don't think about wars and becoming Naxalites. So it is in our best interest to promote entrepreneurship if that's what we are doing. I'm like, fantastic. So, we got much support, and very quickly, we grew because it was an empty field. Nobody was doing much with entrepreneurship. Even investors had no idea what they were investing in. We, entrepreneurs, had no idea how to deal with startups, so we brought in lean startup methodology, and instantly we were showing success, growth, revenue, and funding. And you know, as it says, you are known by the fruits you bear. So the results speak for themselves. And over the last six years, there's been 550 plus revenue-generating startups. We have generated over five thousand two hundred jobs. Mamta Banerjee and our Prime Minister

Modi ji appreciate me because I create jobs and economic development. I have also designed a session on philosophy Friday for entrepreneurs interested in entrepreneurship with a spiritual mindset. They can come and understand Bhagavad Gita and practice that in their businesses in their lives, and become business leaders and leaders of character who can take Gita's age-old wisdom and become more productive. Seeing young people becoming financially free, evolving characters and leaders who are not fake and inflated egos is gratifying. The true reflection of what society can be when the Bhagavad Gita is at the forefront.

As you mentioned about Bhagavad Gita, I would like to ask you about the key learnings you have acquired from Bhagavad Gita that helped you flourish your entrepreneurial skills.

Certainly, as an entrepreneur, you're not just a manager. You are somebody who's inspiring others. And one of the things Krishna speaks about inspiring others is "yad ācarati śreṣṭhas" like the leaders, the "śreṣṭhas", whatever they do, the ācarati, the activities that a leader does, ordinary men follow. So one of the things about my management style is that I follow my instructions and create an example. This is how it is to be, and then I tell them, this is how you should do it too. So for them, it's not like, oh, do as he says, not as he does, but do as he says, and as he does. So that is exemplary leadership. So I have to be very cautious about how I speak and react. That means I must control my emotions, anger, and even when fighting with someone. So Bhagavad Gita allows you to control the mind and the senses. Krishna says, to acquire a higher taste over a lower taste. So generally, we look at our faults and try to fix them. Trying to fix them makes those faults more potent because we focus on them. But Krishna says that higher taste conquers lower taste. So don't worry about the flaws; concentrate on the good things. And as you focus on your strengths, your weaknesses weaken, and your power becomes more vigorous. Uh, there's anger management

in chapter two of Bhagavad, where Krishna speaks about how from, you know, you meditate on something, you get attached to that idea. Then if it doesn't meet his expectations, frustration comes, and from frustration, anger arises. From anger, you lose memory. You forget who you are, and you say and do terrible things. The eight-step process of how anger happens in a microsecond is when you recognise that you can stop at one of those points before going into a rage. So many of these things are about mind control, sense control, leadership, and even understanding people's Gunas. Krishna says, "Chathur Varnam Maya Shristam".

We know that entrepreneurship has been seen as a booming platform. So many young students are getting influenced and desire to take on this venture.

Is everyone capable of becoming an entrepreneur?

No, not. It's scarce to find a true entrepreneur. Now, what's happening is that entrepreneurs have been glamorized. I remember in 2016 when I went from one TV channel to the next, wanting to start an entrepreneurship show. People said, "Sir, you give us money, we'll give you time, but nobody will watch it." Because most people like politics, cricket and cinema, and you are not giving anything of such kind. However, Entrepreneurship is glamorous today. Shark Tank is a popular show. There are many other popular shows on MSNBC and other places. Now, the point is, because of the glamor factor, what's happening is that what used to be back earlier in the days was to attract people by having a DSLR camera and a guitar. Today, if you say - I'm a CEO, I'm an entrepreneur. And you get attention by doing that. That's not the purpose of entrepreneurship. So many people think it's cool, and men do that. But then some people are purpose-driven, like mad for a purpose that drives them beyond money and wants to solve that problem. They have the skills, intelligence, and energy to make it happen. Now, only a few people have that combination. Such skills can be

seen only in a few individuals. Sometimes it may appear, "I won't be able to do it. I'm not Ambani; I'm not Tata, I don't come from a wealthy family." Sometimes the diligence required for entrepreneurship might be absent, still some think that they're the most intelligent person. So, the paradox is that people who are not very intelligent think they're the most competent and knowledgeable people, they think they're foolish! The more you believe you know, the less you know. So, that paradox also happens. People who are not intelligent and they need to have that capacity. They might take some brand, a franchisee, and be that kind of an entrepreneur. But building a product and scaling it up, you know, raising money takes a lot. So it's only for some, and it's madly, crazily hard. In the initial days, you'll work 16 to 18 hours. Your parents will not support you. Your girlfriend or boyfriend will leave you. Your friends will ridicule you. They'll show you, look; I got my first car, my house. And you're still struggling with that mentality. How many people can continue? Very less. So even from that end, somebody's like bahut kar liya startup, now let's get a job. So there are all of these. But beyond that, there is -success. So most people don't have the patience to fail, get rejected, struggle, and get to that point beyond which there is a success. So it's only for some.

What are the essential skills to become an entrepreneur?

First - written and oral communication, because that's something you'll constantly do. You're constantly selling. You are trying to get co-founders on board. You're selling them in your dream. You're trying to get investors on board. You're selling them on your projections and how your business will scale up. You are trying to get a board of advisors. You're selling; you're constantly selling. So the ability to communicate in such a way that you can get the other person to act according to your will is effective communication. And that in writing and verbal form is the number one skill an entrepreneur needs to have. Second - project management. The ability to take something big, cut it down

into small pieces, put deadlines on it, put deliverables on it, and manage a team to get that project done. That's number two. Number three is logical thinking. So somewhat understanding of coding algorithms, and how technology works. The next thing is understanding social media. One should figure out, "How to be visible on social media?" ***Jo dhikhta hai woh bikta hai.*** So if you're not visible on SEO, on Google, LinkedIn, Facebook and Instagram, you don't exist. If you don't exist, nobody knows how awesome you are! So, basic understanding of digital marketing skills, data analytics, and understanding money management is required. College doesn't teach you these things but understanding how money grows, where to invest, prioritize money, use the credit system, and use the various financial tools available to an entrepreneur. These are some skills which, when acquired, life becomes a lot easier to handle as you go through the entrepreneurship journey.

According to you, what three mistakes should any entrepreneur avoid in their life?

Certainly, don't hire people who are college students because college students don't have skills. They have a lot of enthusiasm and project work, so they'll quit in the middle, and you'll be in trouble. So that's number one. Do not hire college students to do any sort of professional work for which you will charge money. Secondly, don't incorporate your company unless you're ready to take in money and open a bank account. You're just spending money, and the time is ticking.

Do not find a co-founder who's just like you. If you're a techie and your co-founder is also a techie, you are both very similar. Your co-founder should be somebody whose complimentary is opposite to you regarding skills, strengths and weaknesses. That person's weakness is your strength, and your weakness is your strength.

That should be a co-founder, but both should have the same value system. They should align on the same vision and mission from now on, but they should be complementary in their skills and qualities. So, generally, people go for their roommate as their co-founder or a brother as a co-founder. Don't make that mistake unless they have complementary skills.

So how can one realize when they are so confused in their life what is their dream or ambition of becoming an entrepreneur?

Just do it! There's no loss in Just do it! There's no loss in the process because even if you fail, you learn so much. One of my mentees, Sujith Simon from Chennai, graduated from college and got into his startup. He wanted to work for

Google. I said to build a company that Google buys out. He never thought like that. So he built his company. He was building an automotive and physical product and got it manufactured in China. He got Mahindra, Maruti, and all these companies to buy his product. But sadly, the world got crippled during that time due to the Pandemic. When the pandemic knocked at, those

companies backed off and then he had to struggle. He dropped down to Zero revenue! His wife was making two lakhs a month, and he was making zero money. So he felt a lot of pressure. Finally, after two years of the pandemic, he said to me, "I have no money. I'm struggling. Can I get a job?" I advised him to get a job and start a startup again. He applied for a job in Mahindra, which required 12 years of experience. He had only three years of startup experience. But guess what? The hiring manager said, I want that guy, and I want him only, I don't want anybody else. So his three years of experience saved him. So for a 12-year job, he's getting three years of experience. Not only that, they doubled his salary, he got the job, and within a few months, he started getting all these certificates. And he said to me, "Sir, I'm doing very well because



of my startup experience. I have a 360-degree understanding of how this business works." A month and a half later, he told me he was going with Anand Mahindra to Germany as a part of his entourage. So he's reached that level in his company because of his startup experience. So the point is, if you succeed, you have great financial freedom, all the good stuff, TED talks, etc., if you don't succeed, you are still far, far ahead of your peers. So why not try? There's nothing wrong in trying, and you will come out of it victorious regardless of this way or that way. You'll learn so much more, and you'll be far more educated than others. It'll be 10 times more than an MBA

Share one of your success stories to enlighten the World, which is very close to your heart.

It happened two days ago. As I told you, philosophy Friday, I have been teaching Bhagavad Gita and applying that in your business, your life, and all of that. So a couple of weeks ago, somebody from that group philosophy Friday group wrote to me saying, Sir, my school is doing its first event, and I would like you as the chief guest to please come and honor these kids. So he has been setting the Gita, and he has been practicing it. I went to his school and I saw how he has combined education, entrepreneurship, and spirituality to build a school that has 700 students, 700 lives that are being nurtured with spiritual principles, high-tech, academic integrity and much love and care from the teachers that are in line with our Gurukul system, our Vedic system. So for me, that was a great success that, you know, somehow I was instrumental in teaching Gita to an entrepreneur who has built a business which is spiritually strong, using education to transform lives. And as an entrepreneur, he's profitable. the process because even if you fail, you learn so much. One of my mentees, Sujith

Simon from Chennai, graduated from college and got into his startup. He wanted to work for Google. I said to build a company that Google buys out. He never thought like that. So he built his company. He was building an automotive and physical product and got it manufactured in China. He got Mahindra, Maruti, and all these companies to buy his product. But sadly, the world got crippled during that time due to the Pandemic. When the pandemic knocked at, those companies backed off and then he had to struggle. He dropped down to Zero revenue! His wife was making two lakhs a month, and he was making zero money. So he felt a lot of pressure. Finally, after two years of the pandemic, he said to me, "I have no money. I'm struggling. Can I get a job?" I advised him to get a job and start a startup again. He applied for a job in Mahindra, which required 12 years of experience. He had only three years of startup experience. But guess what? The hiring manager said, I want that guy, and I want him only, I don't want anybody else. So his three years of experience saved him. So for a 12-year job, he's getting three years of experience. Not only that, they doubled his salary, he got the job, and within a few months, he started getting all these certificates. And he said to me, "Sir, I'm doing very well because of my startup experience. I have a 360-degree understanding of how this business works." A month and a half later, he told me he was going with Anand Mahindra to Germany as a part of his entourage. So he's reached that level in his company because of his startup experience. So the point is, if you succeed, you have great financial freedom, all the good stuff, TED talks, etc., if you don't succeed, you are still far, far ahead of your peers. So why not try? There's nothing wrong in trying, and you will come out of it victorious regardless of this way or that way. You'll learn so much more, and you'll be far more educated than others. It'll be 10 times more than an MBA!

Dominating the **VUCA World**

Anand Munshi

Anand Munshi is Futurist Keynote Speaker, Leading Motivational Speakers in India, Mumbai, Delhi, Bangalore, Chennai and Pune. He is Leadership Coach, TEDx speakers and Hindi Motivational Speakers on Employee Motivation & Sales. A Corporate Trainer in Mumbai, Delhi, Chennai & Bangalore to Fortune 500 companies.

The future is not what it used to be. There is only one thing that is constant, and that was changed. But the last 3 years were very crucial in terms of rapid changes that were beyond anyone's imagination. As business leaders, we are responsible for navigating it through and preparing to face the "not-so" certain future by engaging employees to create future friend solutions.

THE NOT- SO NEW NORMAL

From the very core, it has changed the way businesses reach out to their customers, how customers reach out to the businesses, and more importantly, the changing expectations putting tremendous pressure to keep their offerings relevant and value-adding.

In a VUCA world, the most important thing is to anticipate the future. Create high-perform teams to promote cohesive culture to strengthen cooperation under pressure situations. The ability to take timely decisions and predict market scenarios are success factors that prepare an organization to dominate the present and the future.

The world is filled with Volatility, Uncertainty, Complexity, and Ambiguity also popularly known as the VUCA world. What worked before

- be it leadership principles or strategy to retain customers and employees, even a few years back may not work now as the market scenario has changed.

According to one study, as much as 25% of offerings have already gone for major changes to change the behavior of their clients. It is expected that in the coming two years there'll be a significant influx of automation, Artificial Intelligence (AI), and Machine Learning (ML) that will further put much pressure to upskill and cross-skill the workforce.

Now the question is whether we are ready for these changes and whether there is a way to prepare for it to create more future-friendly products and services.

As a business leader, what areas does the workforce focuses on to assess the future needs of high-performing teams how can he prepare the workforce once to promote

innovation and what MNCs are high-performing teams?

According to one study, in the next 2 years approximately MNCs will move their operation to multiple cloud platforms, 60% will use automatic sourcing and coding aggregators to complete their software needs and around 50% of the human interaction with a computer will happen through AI and ML related processes.

Are we not looking where the majority of the workforce won't have the right skills to contribute?



How to Overcome the VUCA World?

As a solution, the next major thing will come from Leaders who could make future-focused investments in their workforce and mindset.

- The first thing, you can offset the impact of the VUCA world by bringing a more optimistic vision to beat volatility as it will bring more clarity and direction to the management's efforts.
- The second thing you can do as a leader is gain a stronger and deeper understanding of the market as it will eliminate the ill effects of uncertainty. Being a leader with solid business acumen will be much easier to navigate the challenges as he has a better view of all inter-related levers responsible for running the business smoothly.
- The third thing not just the leader but the whole organization should demonstrate is the courage to try new things, be ready to accept the areas of improvement and develop a simple (not simpler) view of business and people operation to minimize the impact of complexity. Defining the priorities and protecting the interest helps an organization to remain profitable and relevant for a longer period.
- And finally, the fourth one is to show adaptability to remove ambiguity. When the rate of learning is constantly maintained at a higher level than that of changes the employees will get better responsiveness due to a high level of awareness and thus it'll replace all confusion by adopting the growth mindset.

No matter what, the reality remains simple but not easy. There is no probability to dominate the future without understanding the defining trends of the present.

In conclusion, no matter how hard we try to live in isolation from rampant changes in the post-COVID era, the reality is the change is here for

real and there is no question of going back to normal. Now there is no question of staying in denial but accepting the new normal and embracing the constant challenges that are surfacing due to the newer world.

What are the examples of the VUCA world to learn from?

Two famous VUCA examples of uncertainty are **UBER AND AIRBNB**. Airbnb impacted the hotel industry by innovating processes, and Uber revolutionized the taxi industry by creating ease of booking. They both had unique models that heavily relied on technology to disrupt the industry.

As a leader, one must be agile and be clear about the high priority of their employees, customers, and market to manufacture high-quality and value-adding products that are not only cost-effective but innovative to answer the vesting changing needs of the future.

How to develop future-friendly leaders who can effectively provide business solutions? Here are the top suggestions to develop an attitude to thrive in the VUCA world.

- Develop Next-Gen Expertise to beat the competition
- Be Agile, Approachable, and responsive
- Identify Critical Talents, nourish and retain them
- Be ready with plans but be ready for Surprises
- Be Demanding, Decisive and Daunting
- Delegate Tasks Not Responsibilities
- Build a Culture Around Performance & Feedback
- Be Clear & Transparent
- Define & Refine Your Leadership Skills
- Recognize & Reward Excellence
- Have a Vision, take Initiatives
- Know When to Take Your Hands off the Wheel

Future of Farming: Vertical Farming and Vertical Gardening

Akshaya Ganesh Kolhe

Ms. Akshaya Ganesh Kolhe is working as an Assistant Professor at Dr. D. Y. Patil B-School. She is a BSC Agriculture graduate from K.K. Wagh College of Engineering and has done a PGDM in Agribusiness and management from MITCON Institute of Management. She has a keen interest in Vertical Gardening and landscaping and started her firm as ALeafwall, She brings knowledge about vertical Gardening, In this article, she has shared valuable insight into Vertical farming and vertical gardening, as a Future of Farming and why it's important for the future of Agriculture.

Being a farmer's daughter and having a background in agriculture, this topic is very close to her heart which led her to write this article where she shared her knowledge about "The Future of Farming".

With rapid urbanization, our cities are expanding their areas at a breakneck pace, thus reducing the existing green cover in this concrete world full of the population, which destroys the natural environment gardening and landscaping plays a vital role in preserving nature added to this global warming.

The awareness of the environment and health, and the need to preserve and increase the green covers in our cities, is essential. Nowadays, as space is becoming an issue, so things are becoming more and more vertical, like houses, interiors, buildings, etc., so vertical gardens and vertical farming are the best solutions to bring nature into your home, not only for the ambience

but also for the health and mental relaxation as well. There are special very stabilizing forces in gardening that can ground us when we are feeling very shaky; with many people being confined to home during the COVID-19 outbreak and required to do work from home, also students had to attend their schools and colleges online without even knowing we were spending our whole day on the internet surfing, that's when we needed our own space. so

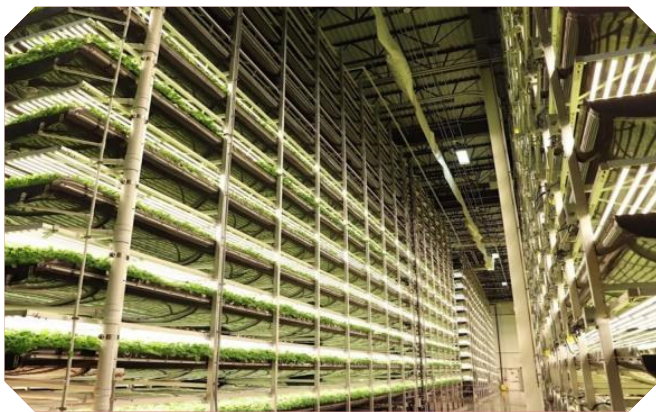
'We couldn't go into nature, but we can bring nature in'; many people turned to the garden during the COVID-19 pandemic to relieve stress and mental peace, according to a survey conducted by researchers at the University of California, Davi. Along with vertical gardening, vertical farming also plays an important role. At the time of the pandemic, gardening was the way where people used to feel at ease; in the time of that crucial period

growth of something can feel unique and , gardening is accessible in every way possible. Anyone can do gardening as per their interest. There is no need for any other expensive tools, and gardening can help people to think positively, which helps to understand the process of life, and quick thinking.

Vertical Farming is a promising agriculture technique and an essential future aspect. The vertical farming technique includes high-rise farms, saving ground space. While moving farmers into urban areas, traditional farming needs much space, which includes pesticides, fertilizers, and herbicides that eventually



affect crop yield. But the appearance of vertical farming means using significantly less space and also reduces the impact of land farming. Vertical farming allows the yield or food production within significantly less time and feeds more people. Our planet is infinite, and with population growth, this is the best technique for the future of farming. Vertical farming uses techniques such as hydroponics, aquaponics, and aeroponics. Hydroponics is a type of horticulture, which includes growing plants without soil using water-based nutrients.



(Source – AeroFarms Company India, Vertical Farming)

Another technique is aquaponics which involves raising aquatic animals, such as fish, prawns, and snails in a tank and that nutritional water fed to hydroponically grown plants. Aeroponics was a technique invented by NASA for astronauts to grow plants in space without soil. With the rising demand for organic and pesticide-free food, vertical farming is essential. The global vertical farming market is expected to grow mainly by 2026. Turning buildings into breathing walls, and bringing agriculture to the people. In polluted cities like Mumbai with a large population, vertical farms can provide fresh food, vegetables, and oxygen supply. The city's abandoned buildings can be transformed into vertical gardens. Currently, in India, some vertical gardening companies like urban is, GP Solutions, growing greens, and UGF (urban green fate) provide the best solution for a great

future. vertical farming also needs suitable agriculture methods and the finest architectural designs, for better results.

Also when it comes to vertical farming, we don't have to worry about unpredictable natural disasters like drought, floods, wildfires, etc. Because we directly control the environmental factors for better and new food production. An additional benefit of vertical farming is that it can produce the crop



(Source – A Leaf Wall Company)

throughout the year. Vertical farming helps environmental conservation as well. Producing food indoors helps to reduce the conventional plowing, planting, and harvesting by farm machinery, which eventually helps to protect the soil by growing crops inside so we can control the water, temperature, and light. LED lights are also more effective and produce less heat. This helps plants grow fast and fresh.

According to the articles published in the international archive of applied sciences and technology, scientists in India are exploring the possibilities of growing crops without soil in buildings in New Delhi, Mumbai, Kolkata,

and Chennai. There have been other cities like west Bengal and Punjab, and now we can see the Pune metro pillars with beautiful vertical gardens. So how does vertical farming work, four primary factors are significant for vertical farming? Structure, LED Lights, Sustainability, culture media.

Peat moss and coconut husk are used as culture media for vertical farming in India. Cultural media can be divided into two categories like organic media and nonorganic media.

The growth of the plants also depends upon the selection of the cultural media; vermicompost is also very effective as culture media.

Also, most crops are grown without pesticides, which is helpful for public health. Vertical farming provides fresh food with a large amount of production. All the crops grown via vertical farming are usually 95% water efficient. For a country like India, we have only 4% of the world's water resources, and vertical farming helps save water resources, which need significantly less water supply. So for the future of farming, we need to increase the soilless techniques for food security as well. Also, vertical gardening and vertical farming are the platforms which can

provide a large number of job opportunities for agriculture students all over the world.

Also when it comes to environmental protection, Plantation is a very important factor. Global warming is the primary concern in the current situation, the new NASA study of plant growth found that doubling the level of CO₂, which resulted in a cooling effect, Reforestation is also a significant factor for the future growth. As we can take the example of Mr Kareem from Kerala who created 28 acres of forest, if each of us takes the initiative and grows at least one tree, it will make a new difference to the whole ecosystem. So vertical farming, vertical gardening, aquaponics, hydroponics and aeroponics will be the future of farming.

The future of farming is looking brighter and brighter these days because of vertical farming. And as it is dependent upon the controlled environment of agriculture, it is very much more accessible for farmers to do farming and it can happen year round. We don't have to wait for the particular season. Which increases crop growth reduces waste, and provides fresh farm vegetables directly from the farm to your dining table.



Call for strong laws to **prevent child trafficking**

Annachiaro Sarto

Annachiaro Sarto Graduated cum Laude in International and European Law (LLB) at The Hague University of Applied Sciences specialized in International Criminal Law and Human Rights. Ms. Sarto is highly qualified when it comes to the field of experience some of which includes GBV, Child Protection, Peacekeeping, International Criminal Law, Human Rights, SDGs, Cyber Rights, Human Trafficking, Refugee Law, Humanitarian Law & Local Aid. She is also employed as Consultant within the Child Protection Team, DPO, and United Nations Secretariat New York as 'Child Protection Course Manager'. Also, Ms. Anna is working as the director of Protection4Kids where she works developing numerous trainings, and projects:

- Project on reintegration of victims of human trafficking and child pornography (Indonesia)
- Workshops on sexual diseases, women empowerment and political economy to victims (CHHORI 'Daughter' Project, Nepal)
- Trainer to trainers on empowerment for marginalized families (El Salvador) and various.

1. Often, you come across various incidents that are pretty challenging to handle emotionally. How do you overcome those situations?

It's challenging to cope with these scenarios no matter who you are and what you do. Being a counselor, you get to meet people whom their family members exploit, but you get to stand straight and think about why humanity is

dwindling day by day. In one of the Humanitarian missions in Nepal, I witnessed sexually exploited victims forced to sit at brothels. In all the cases, girls were betrayed by their fathers and brothers. You won't believe I met a minor girl whose father raped her, I was abashed after listening to her out, but that girl dared to share her story in front of a group of 25 people. I had tears in my eyes because I could sense the pain she had been through; I stood up and walked towards her to hug her, and while hugging her, she whispered in my ear, "don't cry". It made me feel more

vulnerable and emotional because the victim of such a heinous crime comforted me! The same thing happened in Afghanistan; one guy told us stories you can't even imagine.

It's part and parcel; you learn about places and people and their endless sufferings every day. Getting emotional shows you are emphatic, a trait humans possess, but overcoming the situation is the hardest part. But take

your time to register things and behave in a manner you aren't faking and genuinely care about. Those telling stories don't want anything in return but feel less overwhelmed after sharing. Act accordingly, and don't forget you are a human being first, and designation comes after emotions.

2. What makes you feel at ease in the institution?

I'm comfortable, loved, and placid in this institution. And it's great to be surrounded by people sensitive enough to comprehend the gravity of our Mission. When making the



team for the Italian humanitarian mission, I was focused on getting people on board who are sensitive and experienced in dealing with such situations. I want to share one incident which I witnessed the other day in Nepal; we entered a Caribbean dance bar where minor girls were dancing coming from deprived families where their parents were ill; they were earning because they had to provide food for their respective families, some of them were working in that dance bar because they didn't get a chance to study but want their siblings to study. While we went there to convince them to get recovery in the center, I was going through various emotions inside of my brain. I wanted to punch the people in the face who forced them to work over there; I was all shaky. It was wholly visible on my face. I wanted to cry, indeed explode, but my team stood by me and helped me deal with the situation; the group's support is fundamental no matter wherever we go.

Anna's mother: We have been to places like Nepal and Gambia and met refugees in Ethiopia and Greece; I did find girls in Nepal who were scared to visit doctors because that was their first time. What I used to do, I used to hug them and say trust me. I'm like your mother or grandmother, who made them feel comfortable, and they started to trust us.

They share with us without being scared because I have to keep the conversation I'll be having with them confidential, and they know that. Usually, people don't share what they are going through because they are scared of being judged by others, but in my case, the crux of my profession is keeping things confidential. I know where they work and what they do, but they know I won't breach confidentiality. The majority of the girls I met in Nepal weren't getting any affection from their families, but they used to come to me, and one hug used to cheer them up and at the end of the day, when you contemplate and feel blessed that you can do something to make people happy and heard.

3. What is going to be your plan to reduce child trafficking?

Indeed, you are right, it's impossible to eradicate it wholly, but partially it can be done. Governments should come together and make some laws because the existing ones we have need amendments and not help diminish the trap of trafficking. It's not just a hidden thing anymore; it's a business for some. On the dark web, you will see pictures of minor girls wearing lipstick and dressed in absurd clothes up for sale.

We don't have any rules and regulations to manage these sorts of activities happening on the Internet, and it's a dark reality of the world. Prostitution is legal in some countries we all know, but some girls are unwillingly trapped in it, and trafficking plays a vital role in this.

4. "Many times, you visit different countries for various missions". So, how do you take some time for yourself and explore the place where you travel for work?

Traveling is part of my work; I go to places now and then for various missions. After listening to so many stories in a day, you need time to divert your mind; otherwise, you will go into a frenzy. Recently in Nepal, once we all got free in the evening, we headed out to try out local delicacies and talked to people on the street to understand the culture. Likewise, in Greece, I visited a beach to relax. I'm thankful to God that I'm getting to see places because of my job; I also like to travel and meet people. Earlier, I used to be very stressed, and I remember I fainted in Nepal because of a hectic schedule, and I was not relaxing.

Anna's mother: Yeah, it's always a pleasure to visit countries with great food, like Italy. Anna cooks well sometimes when she is home.

I like to cook sometimes. Whenever we go on a monetary mission, we organize cookie workshops and pizza workshops and cook together.

5. You've visited many countries for humanitarian missions, i.e., the Middle East and some parts of Europe; what is the condition of refugee camps as you have witnessed those camps by visiting physically? What's it like to be there?

I want to tell you exactly what I saw when I visited these refugee camps in Europe and Greece; the first thought that struck my head was how these people are leaving like this with little amenities; secondly, I was petrified to witness the scene. So what happens is Europe has some funds that directly go to the states where these camps are situated, the same thing the Greek government is doing. But these camps are enormous, and the funds they get are less, so governments window dress and show the world that they are dealing with the refugee camp situation very efficiently. They supervise the camps with the help of drones and check the problem there. I got a chance to visit a refugee camp and saw the condition in which people were living; there was a building where hundreds of people resided in their respective cramped tents, not more than one meter. Now you imagine how a family of two or three can live in a tent of one meter; it's impossible, but it's the reality of those camps.

The condition of those camps was way worse than concentration camps. When I visited one of the camps in September, I met a family where a brother and sister were all burnt and had scars all over their body; they were the victims of a fire blast in the refugee camp.

6. Can you share your experience at Dr. D.Y. Patil B - School?

I am feeling overwhelmed by all the energies that are present here today. During these years, I had words with your professors via Zoom. But the essence of being physical and witnessing various pious energies is impossible on a virtual platform. Via Zoom, you can ask questions, and I can respond, but the vibe and the culture are out of the organic process of conversation. The respect, vast culture and welcoming gestures you have here are phenomenal.

I'm grateful after hearing the kind of response from the audience, their dream jobs and aspirations. I'm thankful to God that I'm standing in front of you to witness a moment where people share their dreams and aspirations with me. I'm looking forward to continuing this partnership with society to create some value on the humanitarian ground. Thank you so much.





MOOD INDIGO

A REVERIE OF EXUBERANCE (CHAR DIN KA SAPNA)

The Indian Institute of Technology Bombay every year celebrates its cultural and signature festival known as Mood Indigo, which is also known as MoodI. Every year, it typically takes place in the twelfth month. The foundation of this beautiful and enigmatic cultural fest was founded by a group of students in the year 1971, which drew a lot of media interest and sponsors. Also, Mood Indigo doesn't take place only in IIT Bombay, but it also takes place in more than 2500 colleges and institutes.

MoodI is the annual cultural and trademark event which is the largest festival in Asia. It is a festival that extends a warm welcome to visitors from many cultures, customs and nations and not only that, but it also celebrates them. It also made a record 149,000 attendees in the year 2019.

Mood Indigo is a Pan India Cultural Fest where students from different colleges in INDIA, including IIM Ahmedabad, IIM Delhi, BITS Pilani, IIM Indore, BSSS College (Bhopal), Christ University Bangalore, JNU Delhi University, Hindu College, Vellore Institute participate.

The 52nd edition of this brilliant and intriguing event took place on the campus of IIT Bombay after a three-year hiatus. The star-studded affair at Mood Indigo 2022 is arguably one of its major draws. Sunidhi Chauhan had a great showbiz on December 28th and 30th, thanks to the exciting concert of the renowned musical pair Vishal-Shekhar. Laughter is also anticipated from performances by comics like Anubhav Singh Bassi, Samay Raina, and Munavar Faruqui. Also, some of the eminent jurists for the various competitions were Gurmeet Choudhary, Vidhya Balan, Rajive Masand, Vikrant Massey, Barkha Singh, Nikhil D'souza, Srushti Tawade, Vikas Khanna, Ananya Birla, And Kaam Bhari.

Due to the substantial participation of

students across India, Mood Indigo has gained sponsorships from numerous corporations. The following companies have previously sponsored Mood Indigo: One Plus, Nivea, Tata Photon, Oreo, LinkedIn, Tata Docomo, Colgate, Parle, State Bank of India, Canara Bank, Pepsi, Coca-Cola, WWE, MTV, PVR, Inox, Fame, Levi's, Reliance, Nokia, BlackBerry, Cisco, OYO, Pantaloons Femina, Maybelline, McDonald's, Domino'.

At Mood Indigo 2013, the Cadbury-owned cookie company Oreo broke its own Guinness World Record by serving 1,796 Oreo cookies in a "Twist, Lick, Dunk" format, breaking the previous mark of 1,503 people from Argentina.

One of the most extensively publicized and covered college festivals in India, Mood Indigo has received substantial media attention from all media outlets. The Times of India, Hindustan Times, Indian Express, DNA, The Economic Times, and several local dailies all regularly feature Mood Indigo in print media. Red Fm, Radio Mirchi, and well-known TV networks, including 9X Media, MTV India, and Sony Mix, all feature Mood Indigo in their electronic media coverage. The festival has been featured in several youth-focused programmes, including MTV Wassup! And UTV Campus Attack. Sumo Wrestling on ESPN and Sahara, Livewire by ZEE Music, and Shahid Kapoor by NDTV were a few well-liked events covered on television. Advertisements for Mood Indigo were broadcast across the nation via DSN media.

This year, POCO sponsored the mood indigo title. JSW (O.P. JINDAL GROUP) sponsored the associate title, while SBI, RELIANCE DIGITAL, and AMBRANE sponsored the co-title. It joined forces with the Mumbai Indians, bumble, and Coca-Cola.



DAY 1

27 DECEMBER



The first day of MOODI 22 began with a lively interaction with Anurag Kashyap, Alaya Furniturewala and Karen Mehta. The audience enjoyed interacting with the trio, who shared their Success story with the audience.



The youth enjoyed the motorcycle stunt done by the country's top expert. Among the audience, some were called for competition, and the winner among them was awarded.



The Day ended well with the marvelous Performance by the famous Ravator, Tungevaag, Anand Bhaskar, and Shilpa Rao. The assembled masses rocked out as the beats dropped hard.

DAY 2

28 DECEMBER



Munawar Faruqi and Samay Raina kept the crowd laughing through their Amazing sense of humor and contagious energy.





The Performance by Antariksh, Seedhe Maut and The Yellow Diary left the audience captivated by the resonant beats of diverse music. The entire audience went crazy at their powerful performance.



There were varieties of group dance performances on the 3rd day of chores night. Their dances were well-coordinated and mind-blowing. The nation's most talented dancers are set on the stage.

The stage was set on fire by the Amazing performance by Naalayak. The entire crowd was mesmerized by the beautiful voice of Sunidhi Chauhan. The euphonic nite kept everyone grooving.

DAY 3

29 DECEMBER



Ananya Birla left everyone in the crowd awestruck by her melodious voice. The audience was hyped and energized throughout her performance.

DAY 4

30 DECEMBER



With their mesmerizing performance, the iconic duo of Bollywood set the stage on fire on the final day of MOOD INDIGO. Their performance sent the audience into a state of euphoria.



The original gully boy Kaam bhaari by its electric performance, kept the audience grooved to the rhythm to keep the party going.



Padma Shree Vidya Balan enlightened the audience with her success story and inspired the masses while being interviewed by Rajeev Masand.



Vikrant Massey shared the exciting story of his acting career with the audience. The audience enjoyed listening to his exciting journey.

Throughout the event, audiences witnessed a number of competitions in which competitors from around the world masterfully displayed their craft. The finals for contests like stand-up comedy and solo and pair dancing were held on day two. The mission of Mood Indigo is to make a difference in everyone's life. Mood Indigo affects the souls of all those who are associated with it, giving you the ability to celebrate everything that makes you feel ecstatically pirouetting bursts of energy!

MOOD INDIGO EXPERIENCE



Dr D. Y. Patil's theater group represented the institution at Asia's most significant cultural fest, "MOOD INDIGO", at IIT BOMBAY on the 29th of December 2022. It became a national winner by achieving the first position in Street play, which we call "NUKKAD NATAK'.

The journey of this achievement started two months before the competition. An audition was held on the campus to choose the best and most eager talents among the freshers to make a solid and talented team. The team of 30 people then started working on their skills, voice modulation, expression and other body exercises, script writing etc., under the surveillance of Mr. Vaibhav Wasankar, a born actor who led the group. The everyday practice was conducted after the classes. These two months were full of hard work, brainstorming, skill development, fun, personality development

etc. With this, the competition date was on the door; the Mood Indigo 2022 was held from 26.12.22 to 30.12.22. At IIT Bombay on 26.12.22. Morning 6:00 a.m., the team left for the festival by train. All were tired from all night's practice but still excited and enthusiastic. This four-hour journey by train was full of fun. Our team caught the attention of all the passengers traveling along with them with their jamming till the stoppage. At noon the team reached Mumbai railway station with all instruments and baggage and left for IIT Bombay by cab by 12:45 pm. After getting there, they did entry registrations and accommodation processes, which took 2-3 hours. Meanwhile, all being hungry, had their lunch and rest. After the accommodation process, the rooms were allotted where two rooms for girls and three for boys were given, and four people in each room were accommodated.



All were so tired that they went into the room and slept over. In the evening, at 7:00 pm, all gathered and left for jamming in the Student activity center. The team started their jamming, which again attracted the audience over there, and it was astonishing to see that around 500 people joined the team together in singing songs, clapping & dancing with their friends, and shooting Dr. D.Y. Patil's Theatre group jammed and killed the floor and set the mood. This continued till 12:30 am, and after that the team went for their silent practice for the competition till 4:00 am. The next day in the fresh morning after breakfast, all explored the

MOOD INDIGO events, watched the outstanding "Pulsar Bike Show", and earned Pulsar's T-shirts. In the evening, all gathered and left to attend the "Idiom Night" performed by Shilpa Rao, Ravator, and Anand Bhaskar. After the great evening again, we went back to silent practice till 4:00 am. We had tea time together, sharing all our thoughts and having fun. The next day in the morning, after all the routine, the team went to watch "Anubhav Singh Bassi's stand-up show", which made our eyes cry with laughter. In the evening again, they gathered and went for "Naalayak and Sunidhi Sharma's Concert", which was breathtaking; the crowd was in thousands; taking a single step forward was tricky. We were tired of dancing, but still, our feet were hitting the floor nonstop. Afterwards, the team again went to practice till 6:00 am. The next day was a strict full-day rehearsal till midnight as the competition was on the next day, that is, 30.12.22. the next day was the Finale Day; all team members of DYPBS had some or the other health issues; some got hurt during rehearsal, some had fevers, body aches, etc., but it was so amazing to see that everyone kept aside all these and were focused on giving the best performance of the day. Everyone was nervous to see the tough competition against 30 teams, including Christ University and Delhi University. COEP, BIT, JNU and many more gave astonishing performances; their actions and skills gave goosebumps to everyone watching them. But our team was motivated by having a belief in winning the competition. The wait was long as Dr D.Y. Patil's theater group was given the last slot to perform. Finally, the time came to show and mark the talents of DYPBS. The team gave the best anyone could provide, precise pitch, heart-touching act, perfect delivery of the subject, dialogue delivery with correct voice modulation, unique expressions and everything else needed to be the winner. Those 20 minutes were so important and are so memorable; it was so grateful and applauded full to see that our team attracted a significant audience out there who were struggling to shoot the act but they

could not as they were mesmerizingly lost in the performance going; even the judges started shooting the version instead of evaluation. After the performance, our team got standing ovations, and there was no noise except applause and hooting. After the performance of all groups, the final wait was over, and that moment came for which each team gave all their efforts for months or years too; the result time. Judges first highlighted the parameters on which they evaluated the whole act, that were:

1. Acting skills, expressions, and dialogue delivery
2. Audience engagement
3. Contribution and skills of all team members instead of one or two.

Everyone was eagerly waiting for the final results; there was fear in all teams as this was the most awaited moment. Suddenly there was a silence; the result was next announced when the winners of 3rd position and 2nd position were declared.



We held our breaths when it was the turn for the winners of 'AAGAZ', the National Drama Competition at Asia's Biggest Fest, " MOOD

INDIGO 2022", was announced and it was none other than Dr D.Y. Patil theater group. That was the best moment of the year for us. one of the team members could stop themselves from jumping, hooting, and showing their happiness after achieving the fruit of their hard work and sacrificing comfort, sleep, time, and nights. This excitement was shot by all the cameramen present there. The judges next awarded the team a momentum certificate, a cash prize and a chance to be part of the acting workshop at Anupam Kher's Academy. It was a proud moment for Dr D.Y. Patil B-School to mark its place and recognition in India.

These five days were an exciting and new experience, like an adventure, as the students explored people from all over India and even with foreigners. It was a memorable time they spent learning a new culture, seeing things from different aspects and, most importantly, giving priority to what comes first, along with exploring, having fun, and learning new things.



Photo Credits: Mood Indigo IIT

Read the best from Domestic Sphere



GST revenue up 28% year-on-year in August

The Gross GST Revenue collected in August 2022 is 1,43,612 crore which is 28% higher than the GST revenue of 1,12,020 crore in the corresponding month of the previous year.



AICTE- Adobe Partnership on Digital Skilling

Adobe and the All India Council for Technical Education (AICTE) recently signed a partnership agreement to advance digital creativity skills nationwide. By 2024, the alliance hopes to provide over 75,000 professors at 10,000 higher education institutions with the skills necessary for digital innovation.



Lifestyle & grocery retail companies on a hiring spree

Retail is one of the top six industries for hiring intentions for the upcoming quarter, according to the most recent hiring outlook survey from HR firm Team Lease. "The retail industry is seeing significant investment. Companies want to use the new funding to increase hiring across a variety of industries, and some startups also want to expand their physical storefronts" Rituparna Chakraborty, executive director of Team Lease, said.



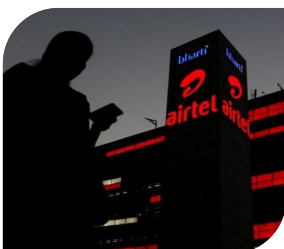
Mohit Malhotra resigns as MD & CEO of Godrej Properties

With effect from December 31, 2022, Mohit Malhotra will step down as Godrej Properties' managing director and chief executive officer, the business announced in a press release on Tuesday. With effect from January 1, 2023, Malhotra will be replaced by Gaurav Pandey, who is currently the CEO-North Zone, the business announced.



Petrol sales rise 12%, diesel up 18% as economy gathers steam

Sales of gasoline and diesel increased by 16% and 5%, respectively, in comparison to July 2019. Following the lifting of lockdowns, gasoline experienced a swift recovery from the pandemic's effects, but diesel took much longer to return to its pre-Covid levels. Diesel demand has increased at a blistering rate during the last two months.



Airtel won't bid for 700 MHz, says has enough for Quality 5Gt

"With the growth of their digital footprint, 60-70% of organizations are either expanding hires for digital functions or top-grading employees. The increase in numbers is being seen not only in industries with a strong digital component, such as fintech, e-commerce, and retail, but also in traditional businesses like FMCG, according to Ronesh Puri, MD of Executive Access, quoted by TOI.



IndiGo bullish on market; confident pre-Covid numbers will get beaten soon: **Abhijit Dasgupta**

The fare cap served as a support measure for the business and customers to prevent travel from becoming either unaffordable or prohibitively expensive. We are back to normal scale now that we have reached pre-pandemic levels. Eliminating all of these temporary supports and allowing the market to find its own balance is a positive move.

India's overall forex reserves to shrink further this year, Deutsche Bank says



According to a research note from the bank, the country's trade deficit might increase to as much as \$300 billion in the fiscal year 2022–2023, which would result in a current account deficit of nearly \$140 billion, or 3.9% of GDP.

The overall BOP (balance of payments) deficit for FY23 might be as high as \$80 billion if the current account deficit actually increases to \$140 billion, according to Kaushik Das, chief economist for India and South Asia at Deutsche Bank.

Exports of Indian software services increased to **88.8%** in FY22: RBI



According to the Reserve Bank of India's most recent annual survey on the country's exports of computer software and information technology-enabled services, the share of off-site mode of software services exports increased despite the global expansion of Indian IT companies, reaching 88.8% in the financial year 2021–22 as compared to 87.1% during FY21 and 82.8% five years ago. According to the activity type, the on-site or off-site nature of the services, the destination country, and four forms of supply, the survey gathers information on India's exports of software services. According to the poll, the nation's on-site services made up 11.2% of all spending in FY22, down from 12.9% the year before. Excluding exports made through commercial presence, India is anticipated to export software services at a rate of 17.2%.

Bharti Telecom to raise up to **6,000 crore** debt via **NCDs**



An important Bharti Airtel promoter business, Bharti Telecom (BTL), intends to use non-convertible debentures (NCDs) to generate up to 6,000 crores in debt in order to purchase the remaining 3.33% of Singapore Telecommunications' (Singtel's) interest in the Indian telco.

According to three persons with knowledge of the situation, leading foreign portfolio investors (FPIs) are likely to subscribe to the planned rupee-linked NCDs in large numbers. They also mentioned that certain regional institutional investors might take part



Retailers report 15% growth in sales in August

Sales in East India increased by 19% in August 2022 compared to pre-pandemic time (August 2019), South India sales increased by 12%, North India sales increased by 18%, and West India sales increased by 11%. Compared to pre-pandemic levels (August 2019), retail businesses in India reported a 15% increase in sales, according to a poll by the Retailers Association of India (RAI).

SEBI has no business to suggest IPO pricing of new-age tech firms: Madhabi Puri Buch



The head of the capital markets regulator, Madhabi Puri Buch, stated on Tuesday that the SEBI has no business recommending a price for the maiden share sale of modern technology businesses. She soon clarified, however, that corporations must disclose additional information about how values have changed between a pre-IPO placement and the price being requested in the issue.

Buch added, speaking at the annual Capital Markets summit hosted by business group FICCI here, "A lot has been said about the pricing of IPOs of internet companies... at what price you choose to launch the IPO is your business, we have no business to suggest otherwise."

PNB hikes home loan interest rates: How much your EMI will increase



The interest rate on mortgage loans has increased by Punjab National Bank (PNB). The bank increased the repo-linked lending rate (RLLR) from 7.70% to 8.40% by 50 basis points (100 bps = 1%).

Additionally, the bank has increased the marginal cost of funds lending rate (MCLR) across all tenures by 0.05%. The base rate will increase by 5 bps, according to the bank. The bank's website stated that "the Base rate has been revised from 8.75% to 8.80% w.e.f. 01-10-2022."

Adani, Vedanta co send in bids for Karaikal port



According to persons briefed on the situation, Adani Ports NSE -1.27%, Special Economic Zone, and a Vedanta NSE -3.52% group business filed legally binding financial bids for Karaikal Port on September 30 at the closing of the bidding period.

Five parties made expressions of interest for the 600-acre port in August, including the two firms.



Reliance Jio in talks with global firms for supply to 5G stack

Reliance Jio is in discussions with international carriers about providing their locally created end-to-end 5G stack. With a few international carriers, the business is currently having technical discussions about the stack that Jio Platforms has created.

Under the condition of anonymity, a senior official with knowledge of the talks told ET, "We are in serious discussions with some major operators."

SIDBI and Dun & Bradstreet India launches Sustainability Index dedicated to MSMEs



To produce the SIDBI-D&B Sustainability Perception Index, the Small Industries Development Bank of India (SIDBI) and Dun & Bradstreet signed a memorandum of understanding (SIDBI – D&B SPeX). In the upcoming years, firms will be encouraged to adopt an ESG framework in their business strategy by using the index as a quantifiable indicator for policy makers and facilitators. The poll, which will be published every three months, will record how firms feel about key business metrics, which, when analyzed collectively, will offer useful information on the adoption of an ESG framework.

ONGC, Oil India surge over 6% after govt hikes gas prices



After the central government increased the price of locally generated gas and reduced a windfall tax on domestically produced crude oil, shares of the government-owned oil companies ONGC NSE 0.54% and Oil India rose up to 6% in Monday's trading.

However, the NSE prices of Mahanagar Gas (1.15%), Gujarat Gas (0.59%), and Indraprastha Gas (1.38%) all decreased by as much as 4%.

In line with the global firming up of energy prices, natural gas prices rose sharply on Friday by 40% to record highs. The price paid for gas generated in old fields, which accounts for almost two-thirds of all gas produced in the nation, was increased from the present cost of \$8.57 per million British thermal units to \$6.1. Simultaneously, the price of gas from difficult and newer fields like the ones in Reliance Industries NSE 2.36 % and its partner BP Plc (British Petroleum) operated deepsea D6 block in KG basin, was hiked to \$12.6 per mmBtu from \$9.92, the order said.

SBI warns against freebies, says have huge fiscal cost



Freebies, according to the State Bank of India's economic study, have high fiscal costs and lead to inefficiencies by distorting prices and improperly allocating resources.

According to a paper by company chief economic adviser Soumya Kanti Ghosh, the yearly pension liabilities of just three states—Chhattisgarh, Jharkhand, and Rajasthan—are estimated to be over 3 lakh crore.

CM Yogi dedicates projects worth Rs 1,670 crore in Noida, Gr Noida



In the district of Gautam Buddh Nagar, Uttar Pradesh Chief Minister Yogi Adityanath on Tuesday dedicated more than a dozen construction projects worth Rs 1,670 crore to the general population. A city bus terminal and underpasses in Noida, a significant sewage treatment plant (STP) along the Yamuna Expressway and the Ganga water project for Greater Noida were among the projects, according to an official release. The chief minister dedicated 13 projects built by the UP State Industrial Development Authority, the Yamuna Expressway Authority, the Greater Noida Authority, and the Noida Authority.

Govt hikes ethanol price to Rs 65.60 per liter



To reduce India's dependency on imported oil, the government increased the price of ethanol used to blend with gasoline on Wednesday. For the supply year starting in December 2022, the Cabinet Committee on Economic Affairs (CCEA), led by Prime Minister Narendra Modi, increased the price of ethanol produced from sugarcane juice to Rs 65.60 per liter from Rs 63.45 per liter. It has been raised to Rs 49.4 for the price of ethanol produced from C-heavy molasses.

Adani Group to invest Rs one lakh crore in Karnataka over 7 year



According to CEO of Adani Ports and SEZ Limited Karan Gautam Adani, the Adani Group has plans to invest close to Rs 1 lakh crore in Karnataka over the next seven years as it looks to increase its presence in numerous areas. He said that the business group, which has so far spent more than Rs 20,000 crore in Karnataka, is involved in a number of industries there, including cement, power, city piped gas, edible oil, transport, logistics, and digital. Adani was addressing at the three-day "Invest Karnataka 2022"-Global Investors Meet's opening ceremony. "We would be looking at approximately Rs 1 lakh when I combine all of the industries that we will be expanding in the state of Karnataka in the world's largest solar power developer. The company has an installed cement manufacturing capacity of more than seven million tonnes across four plants in Karnataka, and it will be looking at expanding its footprint in this sector as well, according to him.

Unemployment rate surges to 7.77% in Oct against 6.43% in Sept: CMIE



According to the CMIE, the rate of rural unemployment increased to 8.04% in October from 5.84% in September, while the rate of urban unemployment decreased to 7.21% from 7.7% in September. Furthermore, a little decline in the labor participation rate (LPR), from 39.3% in September to 39% in October, coincided with the increase in the unemployment rate in

that month. The rate of unemployment in India increased significantly last month as a result of a large rise in rural unemployment, reversing the reduction seen in September. According to data from the Centre for Monitoring Indian Economy, India's jobless rate increased from a four-year low of 6.43% in September to 7.77% in October.

RBL Bank revises FD interest rates; Senior citizens to get 7.75% for this fixed deposit tenure



The RBL Bank has increased the interest rate on fixed deposits, which is good news for the general public and older persons. Beginning on November 1, 2022, the new FD interest rates will be in effect. The general public will earn 7% annually if they choose an FD duration of 453 to 459 days (15 months) under the new interest rates. Senior folks will receive 7.50% for the same period. An individual will earn 6.50 percent annually if she chooses an FD tenure of 365 to 452 days (12 months to less than 15 months). A senior citizen will be paid 7% annually for the same period. The bank in the private sector is providing the highest interest rate at 7.25% per annum on an FD tenure of 725 days. On the same tenure, the senior citizen will earn 0.50 per cent extra i.e., 7.75 % per annum.

Govt sanctioned Rs 30 cr funds for 5.5k CCTVs, surveillance gadgets at Pak, Bangla borders: BSF DG



In addition to deploying 5,500 security cameras in the front areas, the government has approved a fund of Rs 30 crore to purchase surveillance cameras, drones, and other monitoring equipment for the BSF deployed to guard Indian fronts alongside Pakistan and Bangladesh, the paramilitary's commander said on Wednesday. BSF Director General Pankaj Kumar Singh reaffirmed that the illegal use of drones along the western front (Pakistan) continues to be a "major challenge" for the force and claimed that as of right now, the force "does not" have a foolproof system or solution to combat the threat posed by unmanned aerial vehicles (UAVs). On the eve of the attack, he spoke with reporters and said, "However, we will discover solutions in the times to come and we are increasingly identifying and killing the drones."

IIFL Mutual Fund launches India's first passive tax saver scheme



The first Tax Saver Index Fund in India, IIFL ELSS Nifty 50 Tax Saver Index Fund, has now gone on new fund offer (NFO) at IIFL Mutual Fund. The NFO is open from December 1 to December 21. From January 2, the programme will be continuously open for subscription and redemption. The IIFL ELSS Nifty 50 Tax Saver Index Fund will be managed by Parijat Garg.

The programme will offer the twin benefits of tax savings under Section 80C and the ability to profit from a diversified exposure to the stock markets, just like other ELSS funds. The scheme aspires to have a portfolio

that closely resembles the Nifty 50 Index, which is made up of large cap Indian companies, according to the press release. This is an inactive fund that is relatively low cost, compared to actively managed schemes that tend to have a higher expense ratio.



Core sector growth slows to 20-month low of 0.1% in Oct

Despite experts' predictions of an impending slowdown, India's core sector growth fell to a 20-month low of 0.1% in October, falling from the 7.8% increase in the month before.

Data showed that the GDP expanded by 6.3% in the quarter from July to September. In October 2021, core sector output had increased 8.7%.



Tata stock can replace HDFC in Nifty after merger with HDFC Bank in 2023

One of the four stocks that can take over for mortgage lender HDFC after its merger with HDFC Bank NSE 1.44% in 2023 is Tata Power NSE -0.1%. According to a preliminary research by Nuvama Wealth Management, HDFC's replacement might include Pidilite NSE -1.97%, LTI Mindtree, Ambuja Cement, and Tata Power.

"It is still too early to identify the stock with the best potential of displacing HDFC on the merger ex-date. The merger should be finished by Q1FY24," In reference to the review of Nifty members scheduled for March 23, Nuvama stated that it doesn't anticipate any modifications.

The deadline for changing the Nifty indexes is January 31; the announcement is anticipated in February; and the modifications take effect on March 31.



Maruti Suzuki to recall 9,125 vehicles to fix possible defects in seat belts

9,125 units of the Ciaz, Brezza, Ertiga, XL6, and Grand Vitara from Maruti Suzuki India will be recalled in order to address potential issues with one or more of the front row seat belts. According to the company's stock exchange report, the impacted automobiles were produced between November 2 and November 28 of 2022.



Bajaj Consumer Care announces buyback at Rs 240 per share

Bajaj Consumer Care NSE -0.06%, a smallcap FMCG business, announced a repurchase on Friday for Rs 80.89 crore at a price of Rs 240 per share through the open market. The choice was made during a company board meeting in Mumbai.

According to the company's regulatory filing, the indicative maximum number of equity shares proposed to be purchased at the maximum buyback size and maximum buyback price under the buyback would be 33,70,416 equity shares (representing approximately 2.28%, which is less than 25% of the total number of equity shares in the company's paid-up equity capital as of March 31, 2022).

Using at least half of the maximum repurchase amount (Rs. 40.44 crore), according to Bajaj Consumer, the company claimed it will purchase a minimum of 16,85,208 shares.

Paytm can't use IPO proceeds for buyback; co.'s strong liquidity to be used



One 97 Communications Ltd, the company that runs Paytm, the largest supplier of digital payments in India, cannot use the money from its massive IPO to repurchase its own shares, according to sources, who also said that the company will use its strong liquidity instead. According to its most recent financial report, Paytm has a liquidity of Rs 9,182 crore. On December 13, the company's board of directors will meet to discuss a share buyback plan. The business had said in an exchange statement on Thursday that "the management feels that given the company's current liquidity/financial condition, a repurchase may be beneficial for our shareholders." Despite a highly anticipated IPO late last year, the stock is down 60% in 2022 due to a global economic downturn.

Mantra to develop **Business Strategies**

Ashish Ramesh Bhave

Ashish Bhave is a Business Success Coach, Founder and CEO of WPH Services Pvt. Ltd. from Pune. He is a Subconscious Mind specialist with a Money super-speciality. He has been successfully running his business since 2011 and has increased his income by 90 times.

He is -

- **Certified Business coach**
- **Certified Entrepreneurship coach**
- **NLP Practitioner**
- **NLP master Practitioner**
- **Behavioral Coach**
- **Certified Law of Attraction coach**
- **Power of Subconscious Mind coach**
- **International Life coach**
- **Silva mind control graduate.**



Business Strategies

Business Strategies

Rich, Happy and Successful Greetings everyone, There are various thoughts which come to mind when we hear "business strategies". Everyone perceives it differently. It is not as simple as thinking/listening to a plan and implementing it. It needs a lot of brainstorming, planning, market research, innovation (out-of-box thinking / breaking-a-box thinking) and a will to implement it no matter what. Commonly there are 2 things on which business strategy runs. One is planning, and one is acting.

Planning: You create a plan with your knowledge and understanding.

Acting: You put the plan into action, then you analyze its results and you keep on fine-tuning

your plan of action.

I have seen many businesses run by one person, the whole and sole of the company.

This is good in a certain way, but the business runs on the thought process and mindset of that one person. This includes all the good things the person has to offer, and also the limitations of the person. All the business decisions are taken based on this person's experience and his ability to research. This is one of the primary reasons why many people are still struggling in business today.

Special Strategy for today!

Today I want to talk about a strategy which creates business strategies. You can use other good brains for your business strategies, planning, and facing challenges even when alone. This will help you double your business's value almost every 24 months or less.

Is it possible to do such a thing?

Yes!

You have to come up with a feasible idea to improve your business. Now you will go on to implement, and after 15 days, you repeat the same process. This is simple and very effective. This strategy comprises everything you need for your business growth. All you need is a fantastic set of people and a hunger for business growth.

Let's see how this works.

As I mentioned, businesses run by a whole and sole company, face difficulties as they think and make decisions based on their knowledge and experience, along with their weaknesses. By implementing 10 steps, you can get a different perspective on your business and be on a high growth path.

Step 1: How do you define a hunger for your business growth? Every businessman in this world dreams of growing their business. Can this be called hunger? Yes! Unless and until you have a goal in your mind, and a direction to fulfill that goal. Don't worry about the action plan and steps you will take for that. For now, set an achievable goal and a direction on which you will embark.

Step 2: You might think about how to think of new ideas every 15 days. I know at first this might seem impossible, but it is very easy once you train your mind. You are getting over 100 ideas in a day when you are thinking about your business. You don't notice that the thought in your mind is a business idea. Every thought about your business is an idea; you must be mindful of what you are thinking, and how you can convert that thought into a feasible idea.

Step 3: Write down your thoughts in an ideal journal. List our ideas which can be put into action and you can determine a way of doing it. All these ideas may not be implemented now, but they are certainly possible. Now take out one picture from that list which you can implement now.

Step 4: Connect with your businessmen friends from various backgrounds and different businesses. They are going to be a vital part of this strategy. Let them know that you will all think about an idea and then implement it in your business every 15 days. In this process, we are going to help each other to make the idea better and discuss the ways to implement it. Tell them the earlier steps and ask them to follow those steps.

Step 5: Once you get a set of Amazing people, you are ready to implement this strategy. Meet with these people once and discuss the ideas you have written on the paper. Let each other know the idea that you have selected. Tell them if any other idea is better and what you might have missed. This will automatically provide you with other perspectives and give you a way by

which you will get the best idea for your business growth.

Step 6: After you have selected the best idea to implement, check out the ideas of each other and help them to find ways to implement it. As your friends are in different businesses, you will automatically get innovative ways. They will provide you with their experience and expertise in specific fields. Also, there are many people, who might have had this idea, and might have successfully implemented it. This will give you a direction and action plan for your business and idea.

Step 7: Now you have to reverse the same process you did earlier. Now ask your peers to find out the drawbacks and possible negative impacts on your business. As the group discusses this, you will know your idea's drawbacks. You can also be prepared for any possibilities of risk.

Step 8: This is the most important step in this process. Afterwards you will know exactly what you need to do to implement the idea you discussed. This is where you will set a goal according to the idea and the completion date (deal line) and create an action plan for it. This will be your action plan for the next 15 days. You are going to share the action plan with others. This is to ensure that you know each other's action plans.

Step 9: In the next 15 days, you will implement the action plan, stay in touch with your peers, and help them if they face any issues in implementing the action plan.

Step 10: After you meet again for 15 days, you are going to start the discussion by sharing what was the progress of your action plan. And repeat the same process from step 1.

The critical success of this system lies in coming together in a non-competitive environment with an open mind to share ideas and ask questions without fear. This collective power is a powerful experience for all participating business owners; this will change the direction of the business for a few, a new dimension to do business for a few,

box ideas for a few and great motivation for a few to do great for their business.

One of our Business Success Mastermind participants shared what reflects the benefit of such meetings or sessions; he is in the business of machine Automation; he shared, "As a businessman, I am alone; no one around me, my family members or friends can understand what I am going through, how I am facing different challenges, the biggest challenge for a businessman like me that everyone looks towards me as their savior but who is for me? But

BSM provided such a great opportunity to me where I can discuss my problems and challenges freely to get answers; I am getting excellent answers, and I am working on my business now."

This system is helping millions of businesses worldwide from start-ups to million-dollar companies. Create your system or find one and get associated with them; it will give you a new vision for yourself and your business.

We are on a mission to make businesses Rich, Happy and Successful globally !!



Journey of an ever-Passionate Leader Focused on Turning non-profitable Spa Businesses into Profitable, Sustainable Ventures

Ratna Kulkarni

Ratna Kulkarni, A Salon Profitability Coach and Founder of Le Miroir Salon and Spa, is an amazing woman leader, motivated by the mantra of extraordinary efforts, incomparable services, and the best client experience. She began her entrepreneurial journey in 2013 when she took Franchise of a Spa and Salon.

"When the going gets tough, the tough get going"

-J F Kennedy.

You must have read this a zillion times, it really applies to me. I, Ratna Kulkarni Mutual fund distributor, owner of Le Miroir premium spa and salon, and the only Salon profitability coach.

Born in a small village in the Palghar district. I completed my school education in Panchgani and completed my graduation in Pune. I chose Botany as my major only because my father was a farmer. Growing up on a farm, I watched my mother manage the whole farm. I was most attracted to Saturday evenings when my mother would pay wages to our workers, and I actively participated in it. I was fascinated by the power and impact she had on the lives of workers. It was then, I decided that I wanted to become an entrepreneur, but it took me 20 years to start a business and be my own boss.

Initially, I started my professional journey as a two-wheeler sales executive and graduated to become a sales manager at a car showroom. Later I was transferred to the investment department,

all because of my finance and customer relation skills. I was always interested in understanding mutual funds and the share market. Further, I went ahead to work as an Independent Mutual Fund Distributor after taking the AMFI and IRDA Exams. I did this with the aim to educate women about financial freedom.



Passionate for promoting the power of equity among women. I strongly believe that women should manage their own finances and be investment savvy. If they can manage their house, discipline their children, and choose their gold ornaments, why not their financial investments?

Being committed to keeping myself fit, I was attracted to the fitness industry. I had dreamt of owning a gym, but then, an opportunity came knocking at my door, which I couldn't say no to. I took two franchises at the same time, Four Fountains and De-Stress Spa and Jazzup Salon in Pune.

I got myself involved in it from the very start and soon we became a famous spa and salon in Kothrud. Having a full fledged spa and salon in one place was a unique idea. We provide the best services and our ambiance is so relaxing that one will forget all their worries once they just step in. We have systems in place that assure the client about hygiene. The range of services at our center includes scientifically designed full-body massage therapies. We offer Hair Care packages, Skin Care, and Skin treatments and services. Our Beach pedicures are very popular.

We use the latest techniques available in the market.

Our warm and welcoming staff, quality services and facilities and so much more, make us a 'must-visit' salon and spa. Things were great, but as you know life always throws a Yorker at you. The same happened in 2017, Unfortunately, Jazzup as a company closed down. I was completely dependent on the parent company to help us with marketing and management. I was in a fix, should I market or should I not, I thought marketing was an expense and I thought I didn't have money for that. This resulted in the loss of customers and the staff started leaving one by one. On 21st Dec all my salon and front employees left without informing me, I was devastated and to add fuel to this fire my stylist opened a salon just a couple of buildings away with my manager. But I did not let this deter me, I recalled my staff and many of them came back and we started afresh. The First 3 months were difficult. My complete focus was to get my customer back. I concentrated on digital marketing. Most importantly I focused on customer satisfaction and customer delight. I made sure no customer was unhappy with our services. In addition to this, I started my own line of facials. Joined a lot of networking organizations to widen my networks and meet like-minded business owners. This focused attention on business helped me achieve Rs1 Cr from 1st April to 31st Dec 2018. I took this chance and converted it into an opportunity. I launched my own Salon brand. I soon launched Le Miroir Spa & Salon.

"It's not about luck. It's about hard work and a relentless drive for constant progress". As a child I was always competitive, I always thought I could do better. This spirit of mine kept me going despite challenges. Being relentless is all about putting effort into constantly upgrading yourself. While working as a sales manager in the car dealership, I became obsessed with mutual funds and investments. This obsession of mine made me study and learn about mutual funds. I was so relentless in my quest for knowledge

that my boss saw my efforts and gave me the opportunity to manage his mutual fund clients. I was waiting for this opportunity, so I took it and worked hard on it. After a couple of years, I set out as an Independent Mutual Fund distributor and advisor. I still continue this business. So, always be obsessed with your dream and be relentless in your efforts.

From my past 30 years of experience, I strongly state that having patience is a virtue, but first of all learn to be patient with yourself. Initially, I started as a team player, and then I became a team leader by taking responsibility for my team members. So, when you seek a job or when you start as a newbie entrepreneur, you need to be patient with yourself, and YES!! It comes with practice. There will be hard times coming your way, you can only navigate if you instill patients in yourself.

Do you know the expression, "Slow and steady wins the race"? I'm the world's biggest believer in consistency. Give me enough time, and I will beat everyone. Why? Not because I'm the best or the smartest or the fastest. I'll win because of consistency, it's the ultimate key to success. In this distracted world, you will be tempted to do a lot of things, but you stick to one skill and master it. Have you ever been bitten by a cow? How about a mosquito or an ant? It's the little things in life that will bite you, not the big things. Let's say you get caught up and lose two hours watching Instagram reels, suddenly you realize you wasted 2 hours and you feel overwhelmed, guilty, and spaced out. Seemingly insignificant decisions can completely throw you off track because you're not mindful of them. Every day of your life, you need to make small decisions, and these small decisions will shape your future.

The world is changing at a rapid pace. The concept of a stable & more predictable life no longer exists. Events like the COVID-19 pandemic could happen again, leading to economic downturns and drastic market changes. If you want to stay relevant in the market, you need to analyze what is happening

in your surroundings. When a covid hit and all of us were locked in our houses. I took this as an opportunity to upgrade myself. I enrolled in business courses and was trained by successful and famous international coaches. This helped me launch myself as India's only Salon profitability coach.

Start reading books and articles from the best publications. Next, build your skills or upgrade your skills according to the needs of your market. So, Investing in yourself will boost your confidence in your own abilities and have a positive impact on your self-esteem. It opens up new career opportunities and also helps you build connections.

It is natural for individuals to have different skills and abilities. It is common for people to

be good at some things and not as good at others. It is very important to remember that greatness is not something that can be achieved overnight. It requires hard work, dedication, and perseverance. It took me 30 years of hard work to achieve things. All those years I suffered from low self-esteem, and always felt I was not good or smart enough to take on small risks like speaking on stage, volunteering to speak up, and asking difficult questions. Just when Jazz Up as a company closed, I thought of buying it out, but at that moment I was not confident enough to take that decision and now I really think what if I would have bought it?

Also, know that greatness is not something that can be measured or in comparison to others and that what is great to one person may not be the same for another.



COVID-19 and **Digital Operations**

Dr. Michael Oyenuga

Dr. Michael Oyenuga is an Asst. Professor in the Department of Marketing, Veritas University, Nigeria. His experience cuts across Ministries, Departments and Agencies of various government establishments as well as private sectors having relationships with customers in the Ccategory ranging from Telecommunication, Higher Education, Print and Arts, Oil and Gas, Development Agencies, Construction. He is a seasoned researcher/reviewer, expert in both traditional and online teaching with +12 year experience in Marketing and Business related courses using cutting edge technology.

Customers can enjoy maximum satisfaction across the value chain if operations and technology work together. Business organizations need to know that it is essential to evolve digitally in the 21st century if they need to become relevant; perhaps it is the first place for them to start. The set of customers that are out there today are different from those who were in the market several years ago. It is only essential organizations take cognisance of this new set of customers and meet them where they are rather than where the organizations are. Digital Operations involve a whole bunch of methods and technologies that allow a firm or business to deliver value using a digital platform. Digital Operations enable 24/7 access to work in an efficient, user-friendly, measurable environment.

The Boston Consulting Group (BCG) says, "Digital Operations focuses on the customer journey and the end-to-end business process, and not only the IT operations that support it."



Digital Operations is a new type of company operations that has taken a quantum leap at both organizational & industry levels. With the outbreak of the Covid-19 pandemic, most organizations have enforced digital transformation (integrating digital technology into all areas of business), which has been vastly productive and efficient. The following factors drive digitisation: Technology: It is important to note that there would not be digitisation if not for technology. Perhaps it is right to say that one

thing that has sharpened every aspect of business and human life is 'Technology'.

The influence of technology on an organization's operations cannot be over-emphasized. From small to medium, and medium to big organizations that want to operate digitally, it is essential to leverage the benefit of technology.

Demand: Customers are the reasons why an organization exists. If there were no customers who would demand products, there would be no need for organization. Customers need organizations for products that are not only exciting, but they also want organizations to be innovative in their operations.

Behavior: Consumer behavior is a delicate thing because it can be tough, if not impossible, to study. Consumer behavior is a subset of human behavior, so it becomes interesting to know how organizations react to the behavior of their customers, especially as it relates to digital operations. Customers have moved from being analogue, expecting organizations to serve them digitally.

Impact of Covid-19 – with the outbreak of the global pandemic COVID-19 virus, many companies have been forced to change their business model and adopt the use of technology in delivering services to the consumer or otherwise be left behind and suffer a severe loss in business or products or even services offered. The pandemic has created a strong and lasting paradigm shift in business operations. A new survey (according to McKinsey) finds that responses to COVID-19 have speeded the adoption of digital technologies by several years— and that many of these changes could be here for the long haul. According to a new McKinsey Global Survey of executives, companies have accelerated the digitisation of their customer and supply-chain interactions and their internal operations by three to four years. The increase in the demand for digital transformation in various organizations has become so enormous that they cannot give deaf ears to such, shaping how work will be done not just now but in the unforeseeable future.

In my own experience, despite being technology savvy, with the outbreak of the Covid-19 virus, to meet my organizational/professional responsibilities, there was enforced compliance in the use of technology services (incredibly Zoom) to conduct business and ensure operational effectiveness in the business model. It provided an opportunity to implement my theoretical knowledge of technology into real-life scenarios and problems.

How can an organization/your profession benefit from digital marketing/operations?

As aforementioned, Digital Operations is the 'process' center of your digital transformation, it incorporates mechanisms for sensing and responding, while potentially supporting dynamic learning and optimization.

What is Digital Marketing?

Different scholars from different perspectives have defined the word marketing. Put, marketing can be defined as satisfying

customers profitably. From this definition, it can be seen that three things are involved in marketing:

Satisfaction is every marketer's desire to satisfy their customers. Customers move from the point of satisfaction to the end of loyalty. When a customer is satisfied, he wants to repeat the purchase, and if the going improves, such a customer will be loyal.

Customers: these are the people who buy goods from the seller. Every organization wants to grow its customer base because they are the reasons why organizations exist. If they are not present, there won't be anything called a firm.

Profit: Though the satisfaction of customers is critical to every organization, they want to do such at a profit. The so-called not-for-profit organizations still make 'profit' at the end of the day. If there is no profit, an organization may collapse. So the need for profit is significant for every organization.

Having said this, it can be concluded that digital marketing is a way through which organizations satisfy their customers digitally. This means using digital technologies that allow an organization to analyze campaigns, content and strategy to understand what's working and isn't.

The benefits of digital operations to organizations are:

Accessibility and Flexibility (work on the go): with the integration of modern trends in technology, it is very much possible to work from anywhere and anytime. This has become the order of the day as different firms have used different terminologies to represent what suits them. Some call it 'Remote work', 'Work from home', etc. This has become particularly popular because of covid-19, and many firms have keyed into it. Many workers have so much enjoyed the way they work from home to the extent that they prefer to continue in that line even after covid-19 seems to be over. This work style allows many workers greater flexibility

because they can work from wherever they are.

Data-Driven Insights: Firms now work on data, and some people have claimed that data is life. Organizations now have data readily available with which they can work and do critical analysis. This has allowed for more robust digital business because the information is readily available online for companies.

Improved Efficiency: Every organization needs to be efficient and effective in its day-to-day operations. From communication across departments to supplier management, cash flow management, human resources and payroll, customer relationship management and other aspects of the firm, efficiency is needed.

With digital applications, operations become seamless as firms have different ways of dealing with various stakeholders. The continuous flow of data across the organization and the seamless transition from phase to phase add to a more efficient business process that saves time, money, and organizational resources.

Satisfaction: Both workers and customers enjoy great pride due to digital operations. Customers can engage with their suppliers digitally wherever and whenever they want rather than visiting the brick-and-mortar office, which satisfies them. Also, organizations can be met with how they engage their customers, and there can be mutual benefits between the two sides.



Innovation: a matter of survival for Businesses in the longer term

Niranjan Pendharkar

Niranjan Pendharkar currently works as an Architect in Nutanix Inc., a product-based Software Company, Headquartered in California, USA. During his 22 years of illustrious career, Niranjan holds more than 50 US Patents on his name and several publications. He received the Zinnov Technical Role Model award that recognizes technology stalwarts in the software industry in India. In addition, he received numerous awards related to product development and innovation. Outside work, Niranjan takes active interest in spirituality. He has presented seminars on topics such as Blossoming Consciousness, Art of Smart Work, Converting Stress to Smile, Power of Habits for corporate and technical institutions. He is also an active practitioner of principles of spirituality in corporate and daily life.



During your early years of career, to whom did you look up, for inspiration or mentorship?

CTO of my first company, who was very knowledgeable and yet humble. I have always appreciated someone with knowledge and humility.

What was the most challenging engineering project that you've had to complete and what would you say was the most challenging part of it?

Architecting a brand-new product, managing the expectations of internal management and customers were the most challenging.

Creating a brand-new product required coming up with requirements and talking to customers to validate our understanding. Along with that, there were business outcomes expected, including making a product that is not only at parity with competitive products but also has a few differentiators. Architecting a product to meet these requirements has been the most challenging.

In what instances have you demonstrated leadership skills, and how would you describe your management style?

My style is collaborative, and servant leadership. Following are a couple of instances of demonstrating leadership skills –

➤ Innovation is an essential aspect of growth. I was managing a pipeline of ideas that could turn up into

potential features or new products. I set up a process to evaluate these ideas for taking them to the productization phase.

➤ For a couple of these ideas, I was involved in requirements gathering and pitching them to the customers, collecting customer input and evolving the ideas further.

How do you stay updated with the latest technologies and industry trends? What do you think of the existing disruptive technologies impacting your organization?

Learning new technologies through online courses, YouTube videos, and competitive news keeps me updated. We have to keep track

of the trends in the market place continuously.

The existing disruptive technology impacts our organization by making our products irrelevant or old. This necessitates us to always keep ourselves competitive.

What is the greatest technical or product challenge you have experienced? How did you overcome it?

As an answer to question 2, I described a situation where I had to propose and architect a brand-new product. This was the greatest technical and product challenge. It involved the following:

- Dealing with the uncertainty of requirements as customers are not fully aware of the same.
- Dealing with uncertainty in achieving business expectations. Both of these problems were resolved by pitching products repeatedly to customers and being in close contact with customers.

When setting goals for subordinates, what guidance and direction have you found most effective in helping them achieve them?

I am an individual contributor and not a manager. But whenever someone asks me for advice, I suggest reviewing goals frequently and making them measurable.

How did you keep your team members motivated despite conflicts and obstacles? What kind of supervision do you provide?

Explaining to team members that diverse views are good. Keeping the person out and discussing ideas on their merit. Wherever decision-making was not apparent, I relied on data collection and rapid prototyping – through which I collected data on all the conflicting proposals and then performed rational analysis on those. This enabled me to make a data-driven decision.

What is your favorite part of a project from conception to completion?

Beginning part – that requires an understanding of customer problems and requirements and designing the product for it. This is where all the

significant decisions for the product to be built are made. Understanding the rationale behind why a product was designed the way it is, allows us to have a deep insight into the product.

When embarking on anything new or different, early wins are essential. Have you had any success stories with open innovation?

Yes, I prefer to approach customers and take their opinions right at the product conception phase. Those conversations involve much learning and motivate building the product. Also, these customers become the pilot customers with whom we get a long journey to enhance the product.

You are currently working as an Architect in Nutanix Inc., What do you find most challenging about working for this organization? How would you contrast it with when you worked for Veritas Technologies as a distinguished Engineer?

Following areas are essential –

- **Learning opportunities:** Given that Nutanix product environment is different from Veritas, it offered me a learning opportunity.
- **Opportunity to create an impact:** Since this area, Nutanix operates in is relatively less mature, I got many opportunities to create an impact.
- **Challenges:** Given a completely new environment, I presented newer challenges, which helped me always remain on my toes.

You have 50 patents under your name; what according to you is the best innovation you have created?

9,823,857 Systems and methods for end-to-end quality of service control in distributed systems

This is a unique problem in a virtualized environment, where a higher IO activity on a relatively less critical workload can impact the SLAs of the more important workload. The techniques described in the above patent would help create performance isolation, such that

one virtual machine would not affect another running on the same physical node.

Can you tell us about a time when you took an innovative approach to solve an issue? What do you do to avoid a simple idea?

In one of the cases where we wanted to propose a new product, we came up with an initial pitch for the product. We then went to a customer with the pitch, and through that discussion, we realized that we needed to solve a different problem. That resulted in a completely different solution. Therefore, understanding a customer's problem in depth is very important. A superficial understanding of the problem leads to a solution that is not perfect. The only way to avoid shallow ideas is to take customers into the discussion right in the early stage of the product.

What role do you think innovation plays in business?

In businesses like ours, it's a matter of survival in the longer term. Industry trends profoundly impact us, and we must keep abreast of them. Otherwise, there is a risk of our products becoming irrelevant over some time. We have

to innovate to grow the business constantly.

You take an active interest in spirituality. What role would you say faith plays in your life?

Following are the ways spirituality helps me in my life –

- **Maintaining focus:** Spirituality helps prevent distractions and maintain focus.
- **Becoming more effective:** Spirituality helps me become more effective by maintaining positive relationships with colleagues and keeping the end in mind.

What new initiatives or changes are on the horizon for you?

The challenges I am looking forward to are:

- Innovate to solve problems at a much larger scale with a much more significant impact
- Learn about newer technologies and adopt them when the opportunity comes
- Mentor young engineers so that they can benefit from my experience.



Human Management Skills- Key to Success for any Business

Rajesh Ramchandani

Rajesh Ramchandani is Tata AutoComp Systems Limited as Vice President, Pune. He is responsible for Managing Plant Operation Management and Business Development activities of multiple plants (Pune, Sanand and Bangalore). He has Distinction of playing a key role in devising and implementing strategies that streamlined employee performance and organizational deliverables, fostered an environment for increased business and reduced operational costs. His key expertise lies in minimizing performance bottlenecks for high productivity with maximization of men, material & machine.

Can you walk us through your early Educational and Professional life?

Well, I was born and brought up in Indore, MP. I studied in Ujjain as my father was in the railways. Until the fifth standard, I was in public school and later changed to a private one which was economical for us.

Back then the board exam scenario was quite different, i.e., we used 8th and 11th boards, unlike nowadays, its 10th and 12th. An interesting engineering course was of five years. I used to hold divisions up to 6th standard and used to play sports as well. But in 7th standard, I topped the entire school and got the scholarship. People started seeing me differently and calling me out like Topper; I used to get attention from them. Kith and kin used to say to their kids that 'Become like Rajesh'. My professors played a vital role when we talked about my source of inspiration, Mr B. D Gupta and Mr. Tripathi.



They were my driving force, and Mr. Tripathi suggested I opt for engineering as I was good with numbers. So I took mathematics. But even now if you ask me, I would say I wanted to be a doctor, but I've become an Engineer. Anyway, I was also a part of NCC and participated in firing competitions and always used to hit the Bull's eye. In school, he led the cricket team, the football team as a captain and hockey as a vice-captain.

How could you manage such a stick time between three sports and then studies, and not only studies but being a topper? So what is your Mantra for time management?

My mother and sister were the driving force for me. My sister was studying bioscience and used to wake up at 4 o'clock. I started waking up at 4 o'clock with her to look a tad and sleep later. I began witnessing changes in my academics and overall growth and continued doing so. So if I say my mantra was and still is waking up early in the morning, one more is always sitting on the front bench, no matter what.

And one important thing I would like to add which my professor Mr B.D Gupta used to say is that whatever I'm going to teach you today in the class, go through it at home so that your mind immediately catches it up and once it's in mind you won't forget it ever.

During the earlier years of your career, to whom did you look up for inspiration?

I joined Bajaj tempo in my initial years in the

production department; my reporting manager was M P. Vellu Gopal. He was a good leader; he was my boss and mentor. I learnt from him that don't be a diplomat when dealing with people. Being a manager, you have to be rational, have the guts to call a spade a spade, be blunt, honest and assertive.

Mr. Gopal was a friend of mine, but we used to maintain our personal and professional relationship, which is very important. He used to give targets, and if we performed them effectively and efficiently, he used to praise but if not, he used to yell at us. He used to tell people where they were going wrong and how to rectify it.

Apart from the Business skills mentioned in your profile, what skills do you find helpful for business, sir?

Technical and interpersonal skills are prerequisites for dealing with a business scenario. Conceptualisation skill set and human management skill set also play a vital role. For example, I have been fortunate to work closely with managing directors of giant companies. Some were not technical, except Mr. Firodia, the chairman and managing director of Force Motors, they weren't from eminent business schools like IITs and IIMs, but they were managing the Business successfully because they were well versed in human management skill set because since ages they were managing plenty of people be it a production department personnel, finance department personnel, marketing, sales and so on. The more you interact with people related to business, the more human management skill sets you can gather. One can learn technical skills but human management skills only one can achieve when dealing with people.

So that was an excellent insight. What is one IT skill you think should have been on your resume apart from the ones mentioned?

To compete with today's working scenario, which is very vast, PowerPoint presentations and MS Office prove as a rapid solution to grow

faster. One must know the use of these superior skills to complete any task in a fraction of a second. One should know how to envision the existing data to foresee the future situation. You can get historical data, but to get futuristic data, you must know MS Office. To ease the work and enhance productivity, it's good to learn about advanced software; it needs an hour.

In what way do the core visionary leaders of manufacturing help you with your work?

The visionary leaders for manufacturing it's a collaborative effort of the Indian and Japanese governments. The company where I work currently informed one of my colleagues and me that we got selected. Around 50 people from different industries across India attend this training every year. We got selected, and the faculty was from Japan. This program was commenced to develop manufacturing capabilities in India and take the crux from Japanese work culture. Japanese people follow multiple methodologies to practice Business. One of the methodologies I would like to share is that whenever a problem comes, you are supposed to be on the Gemba. Gemba means you should be at the site where the action is taking place. You can't make decisions while sitting in the office, instead, dig deeper where the problem exists, find the root cause then make a suitable decision to rectify the situation. Other methodologies like the Ishikawa Diagram and FSGP five-step discovery process are their patent program, which combines various factors such as intuition, discovery process, and practical knowledge to know the problem and rectify it. Always pay attention to the root cause; only there will you be able to find a solution.

You've worked with Force Motors for 17 years. Please share your experience working with them and completing that journey at the Head - Body shop.

As my parents were residing in Indore, I wanted to move out. I got selected for the Indian Air Force but didn't join; I got chosen for Tata Motors Limited but didn't join because I wanted

to know my Market value and whether I could handle different people from different industries. I played a vital role while working with Force Motors for 17 years which is a considerable time. I joined as a graduate engineer, but my superiors used to get satisfied with the quality of my work. I made some interpersonal relationships with them which could have been a smoother walk for people at my level. I worked on different prominent projects, which made my job enjoyable. Mr. Firodia, the chairman and managing director, offered me the position of Business manager; I still consider that opportunity a vital breakthrough in my career. I have worked as a junior Engineer and reached the management level because of my penchant and determination, which helped me comprehend business away faster than others. One of my colleagues in the Body shop started with it and retired in a few months from Body shop; as in that case, I can say he has less knowledge of other businesses out there. I dared to take up challenges and see their heights.

How does heading operation management of multiple organizations differ from being a head at a body shop?

While working with KLT, I supervised two plants, one in Pune and another in Thailand. It was a new scenario because I was simultaneously dealing with two completely different cultures, but I took up the challenge. Since adolescence, only I would be traveling and knowing about other cultures, cuisines became my buddies, and I succeeded in managing two plants. I live in the moment; if I'm in Pune, I will enjoy having vada pav, or if I'm in any other part of the world, I would like to try the authentic food there. So, in other words, without travel, there is no growth; you have to take risks to flourish, and you won't be able to grow by staying in one place.

You have installed a daily work management system in your current workplace. Can you give us an insight into what the system entails?

My notion is clear that there has to be a guideline or set of rules that entails daily work

management. God has made a set of rules, i.e., at what time the sun will be coming, when it goes down, Earth rotates round and all this happens with the proper management because he has made this provision, the DWM for everything Exists. At work, one should follow the daily work management to get to the components of it. For example, In a company, a marketing guy has to observe numerous inquiries on a daily basis, i.e., the codes he has submitted, data of opportunities he has lost, competitors launching what, when and using which technology; this is the DWM. This person needs to closely monitor what is affecting sales and profitability of that particular day. Whatever MISs we make are directly related to sales, production, and profitability. In simple words, DWM means the moment you step into the office, you get updates about every task and check timelines to get the desired results. There are specific terminologies like RFQ, which stands for request for quotation and inquiry.

Tell us something you wished you would have done differently while working at Tata Autocomp System Limited.

My mantra is what fun in the ordinary is. To think differently, you must think out of the box and keep trying daily. Let me tell you about my wife; at home, she tries to make different cuisines every day, a new dish I get on my plate, and by doing it, she is breaking the monotony of her task. Similarly, at work, try out new terminologies which favor the personnel and business both. Earlier, what used to happen; people sitting at the top won't talk to the person working below them at a lower level, but there shouldn't be any hesitation to speak to them and know the crux of a particular project. I used to talk to everybody to get knowledge, wasn't reserved, wish I could diminish the gaps between hierarchy levels.

What, according to you, are the best parameters to know that an employee is worth hiring?

While hiring a person, the foremost thing is to ask relevant questions i.e., check whether he is

aware of the particular project or not, and what output you expect from his end. Always check the credibility of the person who is coming for an interview.

You should know the output because you will only be framing the manufacturing line or production line based on that. I will rate employees if they are punctual, assertive, rational or determined. If they are not technically sound but regular, honest, and full of integrity, hire them because they can learn technical skills over time.

Any closing notes for our readers?

In a nutshell, always be a keen learner, ready to travel, never unpack your bag, and learn human management skills because, being a manager, you need to have these skills to manage people working below you. If someone asks you something, respond politely because we all are from different cultures, and knowledge and IQ are additional in each person. Always get to know the root cause of the problem, and lastly, work with your heart and soul, no matter where you are working.



Read as much as you can: **Grow yourself, explore your personality**

Junaid Ali

Mr. Junaid Ali is the Business Head at Rebel Foods (formerly known as Faasos). He is a highly determined Communication and Marketing Professional who was involved in launching the brand Searchtrade.com during his service period at the company. Before joining Searchtrade.com he worked for Dessange Paris. He is compassionate about his work and ardent to build connections with other marketers. Mr. Ali is an MBA graduate from Mumbai University and a professional Digital Marketer with accredited certification from EduPristine in association with Microsoft. He is a true believer of working hard and passionate about utilizing his skills to the core.

Can you walk us through your early education and professional life?

I am from a place Called Latur in Maharashtra where I did my schooling and early graduation. I moved to Mumbai in the year 2013 to pursue my Masters from Rizvi Institute of Management Studies & Research. I started my professional journey in the year 2015 as Management Trainee with Dessange Paris which offers customers a total beauty experience to improve their overall well-being with its exquisite range of products and services. After working there for a year I moved on to work with CCD in the beverages division. I was managing the business of Coffee Day Beverages in Pune categorically in B2B Space. Currently I am leading the Out Of Home Business for West India at Rebel Foods Pvt Ltd.



During the early years of your career, to whom did you look up for inspiration or mentorship?

My teachers always had a great impact on me. IF I remember a few names it is Dr.Kalim Khan who was the Director of the Institute at RIMSR and I learned all my business acumen and it would be very right to say that my professional nurturing is done during my stint at CCD by Mr.Shivanand

Bukkigar. He being my leader not only taught me the business but many things about being a leader and to always have an entrepreneur approach.

You have worked in both the traditional and digital marketing sectors. Can you explain in what areas they are similar and how they differ from each other from your experience?

Times are changing fast, so are the ways to project the product in the market. In traditional marketing we considered the Print media, Television, Radio etc, etc to be more relevant and medium to reach masses. Those are still relevant however the challenge with them was to calculate the ROI on spends done in this kind of medium. Also, they had the geographical limits, broadcasting limits which narrows the scope of reach. In the digital mode of marketing, especially social media, all these things are taken care of. The reach is good, ROI's can be calculated easily, the decision to choose the medium is very much based on quantified data. Today's tools of marketing connect with your customers more clearly. We can hear the customers clearly.

How do you stay updated with the latest technologies and industry trends related to marketing?

So you are asking this question to a person who is non-literate in tech and also needs to improve with technology. Still, yeah, we must pay attention to something about technology this time because the most significant destruction that has been created every day are tech domain. If you see Amazon that has come in replace the Walmart of the world, entire grocery shop has come in a website on the application; it may be Jio Mart, the apparel store where we used to go and buy has come on a website and if you ask me how do I keep myself updated in these times is by reading books, as reading is a key to it. It keeps you updated & posted about the new technology. Essentially, I keep myself updated by going through the start-up websites because the download of start-ups dealing with only tech development helps keep you posted and updated as always.

As a determined Communication & Marketing professional, how have you developed Marketing strategies in the past?

Thank you for asking this question because it's my domain, so when I was working with CCD or the company, our business was mainly in the B2B space. Corporate sales is a space where you have to be unique and creative in terms of marketing strategies; the tactics we use for marketing ourselves, mainly with social media, help us reach out to more people and reach out to the people in the good sense. We have devices for marketing strategy; there are companies in India that employs two and a half, three lakh, four lakhs, five lakhs kind of people; now imagine that kind of I-Ball you are getting in one go, so how do you ensure that your brand is represented in front of 10 lakhs I-Ball so we had a discussion on this where we decided that as we used to have coffee vending machines placed over multiple organizations. We thought of using this opportunity to display our brand to our TG which is youth. This not only helped

us to generate additional revenue by increasing the prices of paper cups but also helped us get recognized in every customer's sight. In my current role where we do large events and have footfall in thousands we circulate free coupon codes to attract the right TG to our restaurants. We have many more such cases of deployment of new and unique marketing tactics across the broad range of products.

You have been involved in launching the brand searchtrade.com; what difficulties did you face while working on this?

The biggest challenge with us during that time was to educate people and earn their trust with regards to this currency being legal and safe as there were no regulations from central banks of many nations for Bitcoins. Secondly, changing the behavior of people with regards to investing. People always opt for safe investments like real estate, Gold, stocks and equities. The returns in Bitcoin were more unstable as compared to regular investments. Though we were targeting more mature markets like South America, Europe and Japan we still have to face these issues.

You have overseen a team of marketing professionals; how would you describe your leadership and management style?

The approach to handling the team has been reasonably simple. It is about giving inputs to the team every day and ensuring they are adding values to their individualities. It has always been inclusive, leading by example and empowering the team to bring out the best out of them. I believe a leader should always be compassionate and empathetic because when the team feels emotionally inclined towards their leader, I believe they feel connected and put in every bit of determination, dedication and sincerity. Still every day we get to learn a lot of things with newer experiences and leadership styles keep evolving.

What advice would you give college graduates who want to become entrepreneurs?

So everyone in their student life must learn as much as they can, don't disassociate themselves from the books, read as much as they can and spend most of the time on it because knowledge has become very handy now. Be focused on what you are learning. While you are here in your colleges, don't only stick to those classrooms and those books. You need to come out and grow yourself, explore your personality, and your individuality. This will only happen if you work on the ground, so you must make your hands dirty to complete the work. And that experience will help you further boost your professional career. Trust me, the best learning phase is the initial phase of your corporate life,

and the earlier you start it's better for you. It's always going to be like that, and now with the world changing, it depends on technology. It's essential to how the new and future generations will drive the entire corporate arena. That's something that keeps coming into my mind every day. There is a new thing coming that gets utilized in the market, so one has to take on as many practice projects as possible; for people like us, you can reach out to us and ask for help. I think with a college guide they should also seek a corporate guide. My next and final advice would be to work on your communications as it defines who you are!



FINTECH Market Calls For **Blockchain**

Aman Kumar

An industrious student of Dr. D. Y. Patil B-School Mr. Aman Kumar who is currently pursuing his Post Graduate diploma in Finance with his full integrity delivers us this engaging article on FINTECH Market. Mr. Kumar has served in the equity research industry as an intern for 2 months.

With this article he portrays that being a finance student and a crypto investor, one should be well aware of the trends in the markets which make the readers read and understand with the flare of visualization the concepts of Block chain and its revolution in Fintech market.

Blockchain

A person going by the name Satoshi Nakamoto created a blockchain in 2008 to serve as the publicly distributed record for bitcoin transactions, engaged in prior work by W. Scott Stornetta, Stuart Haber, and Dave Bayer.

Blockchain technology, a smart database system, enables free exchange of information inside a company server. In a blockchain database, data is stored in blocks that are connected in a chain. Since the chain cannot be altered or deleted without network consent, the data is continuous across time. Using blockchain technology, you may create an immutable or unchangeable ledger to keep track of orders, payments, accounts, as well as other operations. A common understanding of these transactions is the key to uniformity.

Importance of Blockchain

There are various drawbacks to storing financial transactions using traditional database systems. Take the sale of a piece of real estate as an example. The buyer acquires ownership of

the property following the exchange of funds. Although both the buyer and the seller are able to keep track of their financial transactions, neither can be relied upon. Both the buyer and the seller have the ability to make false claims about payment and then quickly contradict them.

A trustworthy third party must keep an eye on and verify the transfer of funds to avoid any potential legal issues. The transaction is made more difficult and vulnerable by the presence of this centralized authority. If the primary database is compromised.

Blockchain addresses these issues by constructing a multilateral, irreversible system for transaction recording. With blockchain, buyer and seller ledgers for real estate transactions are created separately. Before a transaction can be recorded, the counterparties must approve it, and after

a transaction, both registers are promptly updated in real-time. Any tampering with older transactions taints the entire ledger. Blockchain technology is advantageous because to these characteristics in a variety of contexts, including the creation of virtual currencies like Bitcoin.

Blockchain in Fintech Industry

"Fintech" is a term used to describe new technology that aims to enhance and automate the delivery of financial services. At its foundation, fintech uses sophisticated computer and mobile software and algorithms to assist business owners, organizations, and individuals in better managing their financial operations, processes, and lives. Fintech and



financial technology are used interchangeably.

The term “fintech” was coined in the twenty-first century to describe the technology used in the back-end systems of renown financial organizations. There has been a shift toward more client-centered services, and thus a more client-centric definition, since then. Currently, the term “fintech” is used to describe a wide range of industries and occupations, including charitable fundraising, retail banking, investment management, and education.

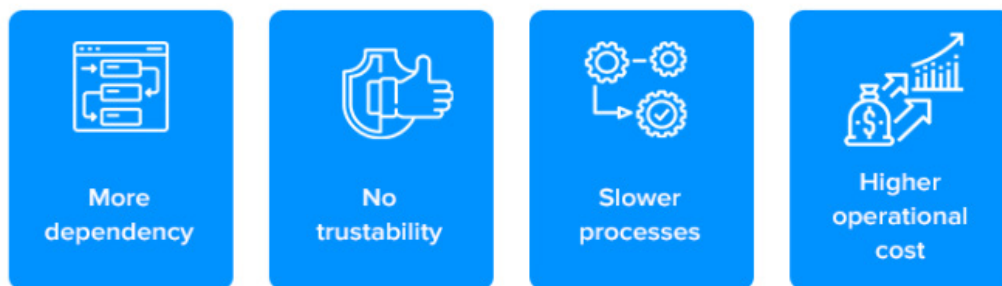
Bitcoin and other cryptocurrencies are developed and used in part thanks to fintech. The traditional international banking sector continues to be where the big money is, despite the fact that the fintech industry may garner the majority of the attention due to its multi-trillion dollar market valuation.

Blockchain technology is used by established

financial organizations, like banks and stock exchanges, to control online payments, accounts, and market trading. Singapore Exchange Limited is more interested in blockchain technology in order to build a more efficient interbank payment account. Singapore Exchange Limited, an investment holding firm, offers financial trading services throughout Asia. They address a number of difficulties, like batch processing and manually resolving thousands of financial transactions, by employing blockchain.

Challenges in the Fintech Industry that Blockchain Addresses

Missed revenue objectives, protracted fundraising cycles, and escalating losses are common issues in the fintech business, and they typically are the result of poor management. The following is a list of problems that blockchain technology can solve for the fintech industry:



Source : showmetech.com

Dependency on a centralized system

Although fintech solutions might have appeared practical, actual power has always been held by outsiders. While the transactions are still only accepted by higher authorities, users continue to wait for a confirmation in their favor. This is the first issue that has been resolved since blockchain technology was introduced to the fintech industry.

No Trustability

When users of fintech applications perform any action on the application, they are oblivious to what is happening on the other side. This causes a lot of confusion, heightens the concern over identity theft, and undermines confidence in

the process as a whole. Due to its transparency and immutability characteristics, blockchain application development services can tackle this finance issue.

Slow Processes

Fintech requires blockchain because the presence of numerous third parties in the processes frequently results in delays. As a result, there is less client satisfaction and greater turmoil in the commercial environment.

Higher Operational cost

Time is money in the Fintech world. As a result, blockchain technology has once again demonstrated that it is one of the best fintech

fintech innovations that can save costs by almost 50% by lowering reliance on many individuals, making the process public, and cutting the time required.

Advantages of Blockchain in Finance

The rapid issuance of digital assets at reduced unit costs and with more flexibility is made possible by blockchain-based inclusive, open, and secure business networks. In recent years, as blockchain technology has grown, the following benefits have been apparent in the financial industry:

Transparency

The mutualized standards, protocol, and practices of blockchain technology serve as a single point of development for all network users. Data integrity and user experience are both enhanced by faster processing.

Security

The implementation of secure application code that is expressly designed to be impenetrable to malevolent parties and outsiders has made it possible to use blockchain in banking, making it nearly hard to modify or hack.

Trust

In a business network, it is easier for the various participants to manage data collaboration, reach agreements and use the immutable and transparent ledger. Blockchain is a distributed ledger technology used in various businesses to safely manage, record, store, and transmit transactions.

Privacy

Blockchain in finance offers market-leading technologies for data privacy across the different software stack layers, allowing the network of firms to share data only as required. As a result, there is more transparency while maintaining secrecy and privacy.

Programmability

It makes it easier to create and use smart contracts, which automate business logic in a

predictable and impenetrable way to increase programmability, efficiency, and confidence.

High-Performance and Scalability

Blockchain in finance is made up of hybrid and private networks that are built expressly to support a large number of transactions per second. It wholeheartedly endorses the fusion of public and private transformation, providing businesses with enormous resilience and worldwide reach.

Key companies and their market share in Fintech Industry

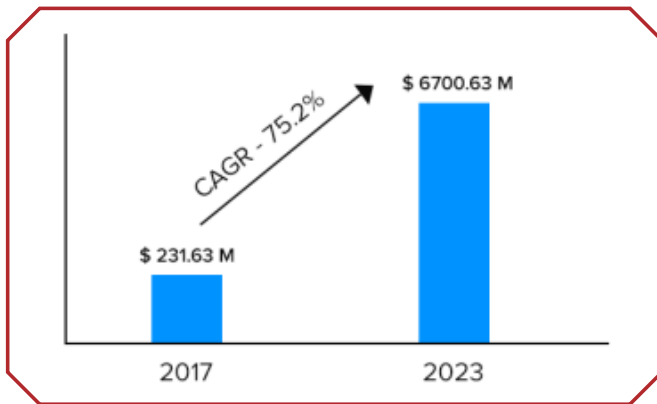
The market's competitive landscape is extremely fragmented. The industry's players are concentrating on tactics like mergers and acquisitions to improve their market positions. As an example, Circle Internet Financial Limited bought SeedInvest, a platform for equity crowdfunding, with success in March 2019. The goal of the acquisition was to establish a symbolic marketplace where people and organizations could engage with investors and get funding via an open crypto infrastructure.

Among the top rivals in the industry are Helium Systems Inc., Web3 Foundation (Polkadot), Zel Technologies GmbH (Flux), Ocean Protocol Foundation Ltd., Kusama, Livepeer, Inc., Filecoin, and Kadena LLC. To strengthen their position in the market, these companies are focusing on strategies like partnerships and mergers, and acquisitions. For instance, in January 2022, the information and technology company Mphasis announced its alliance with the provider of bitcoin exchange solutions Cross Tower. To offer and advertise Web 3.0 and blockchain-based products on the Cross Tower marketplace, the alliance aims to construct a Center of Excellence. IBM Corp.

Future of Blockchain in the Fintech Industry

The use of blockchain in fintech, the adoption of technology, and the discussion of these topics are all growing significantly. By 2023, the blockchain-based fintech market is anticipated to reach a value of USD 6700.63 Mn, growing at

a CAGR of 75.2%.



Source: www.globaldata.com

Blockchain applications for the fintech sector will completely upend the market. The benefits of this specific platform will soon extend beyond banking to non-banking financial services like asset and wealth management.

Financial institutions of all sizes should look for advice on how to incorporate and use this cutting-edge technology into their business model to establish their benchmarks for improved productivity, cost-cutting, and customer satisfaction throughout the value chain.

Bitcoin and other cryptocurrencies are a special kind of financial technology that has the potential to change every aspect of the fintech industry, from lending and investment to trading and payments. Companies in the fintech industry are now switching to equity financing. Fintech companies in this category can now easily raise capital for their operations. Few businesses attempt to match accredited investors with vetted startups. Others use the model of crowdsourcing and let anyone contribute to the startup company. Since everything can now be done online, these businesses have made fundraising simpler. Another segment of the fintech market is payments. P2P payments have now made it simpler to conduct transactions between people and businesses. Because of innovations like blockchain, businesses can now process payments more affordably than banks. The conventional method of sending money

internationally can be quite pricey. Nearly 8% interest is charged by banks and other conventional money transfer businesses. With the help of fintech, sending money abroad is less expensive and takes less time. The traditional method of sending money abroad can be very expensive. Banks and other traditional money transfer companies charge an interest rate of close to 8%. Fintech has made international money transfers more efficient and less expensive.

Way ahead

Blockchain technology is revolutionizing the fintech sector in a variety of ways, including removing third parties, cutting down on operational costs and time, improving identity verification, etc. These and other advantages of blockchain in finance are intended to aid in the sector's digital transformation.

Blockchains are becoming more general in purpose and can be used for a variety of applications, especially those that require high service availability and data integrity. They have progressed beyond cryptocurrencies. Blockchain-based solutions may reintroduce a trusted broker if their acceptance rises: the data center, whether it be on-premises or in the cloud. A blockchain system built on the cloud transforms the cloud provider into a fresh class of reliable brokers. Instead, if nodes are on-premises and used by the general public, the organization that hosts them becomes the trusted broker, making the system susceptible to any errors that could make the whole thing unstable. Therefore, substituting a blockchain for a human or bureaucracy may only move risk rather than eradicate it.

More effort is required to resolve the technological problems of blockchains, which include properly protecting privacy, guaranteeing compliance when appropriate, and being scalable. Despite these difficulties, blockchains have the potential to enhance applications and eventually replace distributed systems issues that are unique to certain use

cases. The majority of blockchain applications started as financial ones, just like many other well-established technologies. Blockchain technology is now being employed in various sectors, like the government. Governments from all across the world have begun to create policies or strategies for implementing remedies. They know how to leverage blockchain to lower transaction costs thanks to their experience with cryptocurrencies. They might conclude that using blockchain and cryptocurrencies to carry out cross-border commerce transactions is more

efficient. However, the execution of such deals necessitates a difficult integration effort and a supportive regulatory setting. Blockchain-enabled governments are working with private companies to promote innovation and create a flexible regulatory environment. An illustration of such support is the United Arab Emirates, which established a regulatory sandbox for tech firms to test blockchain technologies for the financial technology sector and for improving data interoperability across government services.



Service **Modularity**

Aditi Dang

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This enthralling article is a sense of contribution for the students who want to pursue their careers in the services sector.

Though the term 'service architecture' has been used on multiple occasions across various contexts such as New Service Development or Service Science, Management, Engineering and Design, the term was popularized by Voss and Hsuan (2009, p. 6), who defined it as "the way that the functionalities of the service system are decomposed into individual functional elements to provide the overall services delivered by the system". A service can therefore be premeditated to suit the intended application space effectively through the assistance of a proper design technique.

The concept of modularity is firmly rooted in domains such as software and product development, engineering, etc. However, the service domain is among the tailenders to employ the architectural tactics of modularity in financial services, logistics, information technology, healthcare hospitality, etc. to effectively manage the time and costs of delivering tailored services to their clients. Service modularity has been defined in a variety of different ways by many authors. Amongst all these, the most prominent definition of modularity is the means to standardize the

service production process to achieve superior customer value and higher profitability. With the help of modular service platform thinking it is even possible for firms to increase their flexibility, the ability to respond, as well as scope to capture the market share of competitors. As an additional benefit, firms can also provide low-cost customized products to consumers of different market segments. They also note that standardization can be integrated to meet increasingly demanding diverse requirements.

Furthermore, modular service architecture provides the scope of reusing, changing, standardizing, and selectively combining individual modules to develop innovative service offerings and personalized solutions. Modularity helps to hasten the process of launching new products in the markets.

Firms from the professional service domain engaged in various types of business face challenges related to – paced technological advancements, digital information, international competition, cost controls, etc. Hence, there stems a need to build and enhance the quality of service, innovation, adaptiveness, etc. to magnify the profits by achieving economies of scale. Firms must adapt standardization and customisation when designing the service processes to fulfill this objective. Service modularity is well-equipped to handle and overcome these challenges.

Critical thinking generally forms the base of professional services, and people gain expertise over some time in their job roles. Though it is sometimes opposed that standardization of



service offerings provides various benefits, firms that collaborate to reduce costs and are still able to match customer expectations, enjoy a better position amongst peers. Modularisation helps to accomplish such endeavors without compromising on adaptability or customisation.

Modularity enables data segmentation in sections that divide knowledge-related operations among functional areas flexibly. Even though the service product is unique, the methods & input parts can be standardized, and the consumer is given a list of the items to pick from. The service is viewed as a collection of "MODULES" which can be assembled to create various customized service solutions in service modularisation. The advantages of using modularity in developing commercial services are often divided into two categories. – First, the level of aggregation of a company's underlying layout is divided into established functional pieces that comprise the service's direct instruction. Secondly, interface standards define the way service modules network to one another inside the service.

One needs to consider 4 elements in modular service offering if he has to deliver the services flexibly and cost-effectively. These elements are - Service module, Process, Organizational and Customer interface. The service module is indeed a service element that combines the operation process. It is the tiniest node into which the services are split. Elaboratively, the customized professional service offering combines different modules, each with a different knowledge content that can take any form to suit the customer's needs but still function independently.

Modularisation gains a high appeal in scenarios under which a single service firm finds it viable to collaborate with multiple other firms to handle large-sized complex projects. The client might find it sensible to divide the projects between multiple firms specializing in any particular component. Thus, to prosper in this trend, professional service firms should try to

develop niche competencies that would enable them to explore and exploit such opportunities. It is essential to understand the concept of service modularity and interfaces and how organizations can use these to simplify the complex demands and needs of customers.

Professional services entail a significant need for specialized knowledge and skills and a considerable level of creativity. What it requires is a combination and collaboration of labor and creative efforts. Professional services such as advertisement, music and jingles rely exclusively on creative outputs. This distorts the concept of standardization, which is intensely rooted in the literature on service modularity. As a result, they advocate employing alternative strategies for achieving customisation with effectiveness in professions, including using established procedures for behavioral synchronization of human capital. So, from an operational perspective, creativity is natural restraint in the design of service modularity.

Out of the many studies that have been done in this field, a prominent one was done by Dr. Chirstoph Peters in 2016 which provides a framework for the modularisation of telemedical services. His SMART method offers a satisfactory outlay for the design and provision of telemedical services that is not only efficient but also customer-centric. Though the development of telemedical services provides a global boost in domains related to the security of supply, spatial distribution, as well as demographic development, it is surrounded by numerous complexities related to the intricacies of service engineering, the functional model of the healthcare system, the amalgamation of engineering into technologies in IT and communication, the inclusion of medical equipments, the intensive generation of knowledge and the orientation of personalized services. A relatable and notable example of modularity is the plastic toy bricks and sets manufacturer, LEGO. One can create a variety of creative designs using these standardized blocks.

Service providers will be able to bring in economies of scale and efficiency in cost control leading to enhanced competitiveness if they deviate from the traditional mindset of achieving heterogeneity in services. Standardized interfaces and service modules promote enhanced flexibility, and faster development cycles, reducing time-to-market. From an operational perspective, module-based services maintain the complexity of the overall system at controllable levels and do not deviate from the intended purpose.

From an external standpoint of the business, even customers are expected to derive some benefits from service modularity. Whilst diminishing the company's process quality range, modularity in service planning and implementation is supposed to boost or at best preserve the user's exterior wide range. Conclusively, the scope of fulfilling the customers' demands will also increase congruently. For example, a service composite consisting of 10 modules and 10 characteristics each will result in a service offering an outcome of 10 billion possibilities. Moreover, if the service portfolio is completed modularly, it is easier to calculate and trace the price component of the service portfolio and communicate it effectively. Businesses are easily able to quote their prices, and customers are easily able to make comparative decisions. By involving and empowering the customer with the service design, he knows that the outcome is customized to suit his needs. Thus, service modularity can

positively influence not only user experience, but also value perception as well as the perceived service quality.

In B2C markets, as the goods and services provided are primarily based on standardized modules, service modularity can be intuitively applied as it is relatively easy to determine the required clusters and define a specific persona. The shipment configurations of any courier service such as DHL and subscription-based personalized video streaming services of Netflix are notable examples. The potential and applicability of modularity in B2B services are still to be subjugated. Though it may feel that standardization of professional service is challenging as every professional service has a 'unique' combination of resources and high customer involvement, such intricate services can be subdivided into different modules, and it could be observed that the majority of them are recurring and can be reused.

Though it may seem to be a herculean task to pre-define all the possible combinations of individual requirements or service adjustments and assign them to a configurator, it is possible to override many of the underlying processes with reusable modules and delay the unavoidable individualisation. It is also critical to accept that it will not be feasible to modularise 100% of most services. This is due to the spectrum between one highly networked and another completely tailored offering; modularity remains a comprehensive metric.

Wellbeing Economies: A New Economic Approach

Dr. Mohd. O. Ahmad

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Dr. Ahmad is an academician and a prodigy who poses a wide range of interests. He is a skilled and an extraordinary human being whose area of expertise includes Sustainable Development goals, Inclusive Growth, Managerial Economics and many more. He is one of the treasured personalities of Dr. D. Y. Patil B-School where he serves as an Assistant Professor. Also, he has been awarded with an enormous number of accolades in various fields. In this article, Dr. Ahmad wants to enlighten the readers by sharing the vivid concept of Wellbeing Economics, A New Economic Approach.

Global tragedies like the Covid-19 epidemic of 2020 serve as a reminder of how closely public health and well-being are related. Conflicts between economic and public health policies, crucial for sustaining livelihoods and ensuring access to necessities like products and services, amply highlight this relationship. Some advocates claim that such crises present opportunities to "build back better" by putting the needs of people first, reducing inequality,

and addressing climate catastrophe.

Instead, we need an economic system that proactively addresses social and environmental problems or is significantly less severe. Fortunately, steps in the right way ensure that the links and repercussions mentioned above have yet to be taken initially. Some nations are expanding the definition of economic success to include sustainability and well-being. They are collaborating to develop and put into practice the "well-being economy," a cutting-

edge economic theory. The "well-being economy," which refers to various concepts and initiatives, aims to enhance societal well-being by creating institutional frameworks that promote peaceful coexistence and satisfy basic human needs. Everyone has an equal opportunity for success and stability in a thriving economy.

Three Principles of a Well-Being Economy

People must be able to live in strong, resilient communities where resources are distributed fairly, and there is harmony between human society and the natural environment. These characteristics of a flourishing economy are beginning to appear in the unique policies of many countries.

1. Re-establishing harmony between human civilization and the environment. A well-being economy encourages environmental sustainability and improves everyone's quality of life, including their capacity to meet their goals and maintain excellent physical and mental health. The basis of a contented, healthy society is a resource-rich environment that functions as a system of which we are a



part. Costa Rica, one of the best performers on the Social Progress Index, is a nation that has taken steps to improve society's relationship with the environment.

To connect its national interests with efforts to tackle climate change, Costa Rica, the only tropical nation to have ended deforestation, has established a carbon-neutral 2050 goal. Every area of the economy is included in its National Decarbonization Plan, including agriculture, energy, industry, waste management, and public and private transportation. In 2018, the country produced 98 per cent of its electricity from renewable sources for the fourth consecutive year, with a target of 100 per cent by 2030.

2. Ensure that resources are allocated fairly to address economic inequality. Building a well-being economy considers various societal aspects, including community, financial security, safety, and health. In countries with greater average levels of well-being, there is typically equal population distribution and fewer people living in poverty.

According to the World Economic Forum's Global Gender Gap Index, Iceland has recently placed first globally for gender equality thanks to collective work, political will, and policy instruments like law, budgeting, and quotas. In contrast to the global average of one in five female ministers, the Icelandic Cabinet, for example, consists of five women and six men. The country's parental leave policy, which grants both men and women three months of paid leave (that cannot be transferred to the other parent), and the implementation of an Equal Pay Certification, which is based on an equal pay management system and forbids gender discrimination in the workplace, also reflect this.

3. Supporting resilient, healthy people and communities. Everybody lives with dignity, feels connected and at home, and actively participates in their communities in a well-being economy. The means necessary to meet one's essential requirements, such as

those related to one's bodily, psychological, emotional, social, and spiritual well-being, are accessible to everyone equally. Countries that recognise the link between personal and societal well-being and the contribution of the economy to promoting well-being are putting policies in place to encourage adequate living conditions, safety, solid interpersonal bonds within communities, and political trust.

BETTER INDICATORS OF ECONOMIC GROWTH

Governments are already looking into various development indicators, but we must get over the idea that "progress is catching up." At Stockholm+50, delegates shared how measures are used in practical decisions across diverse countries. An Intergovernmental Panel on Wellbeing, Inclusion, Sustainability, and the Economy, which would adopt, among other things, a more precise measure of development than the GDP, could provide the increased global coordination that is necessary. Countries with thriving economies, the EU, regional organizations, and international organizations should work toward an IP-WISE in the following two years, building on the SNA revision work on a broader framework for wellbeing and sustainability and the SNA process on Beyond GDP for the SG of the UN. Everyone is involved in the Stockholm+50 initiative.

The Wellbeing Economy is a High Ambition Coalition for Wellbeing Economies. Currently, Scotland, Iceland, New Zealand, Finland, Wales, and Canada make up the cooperation of governments. This partnership has room to formalize and develop, for instance, with Bhutan (who was also on the panel) and the EU collectively. They could create a coalition with high ambitions if they banded together. Any team should adhere to feminist values and work with local communities, indigenous people, and other groups with a wealth of expertise in creating well-being economies that are in harmony with the environment.

National governments and EU policymakers could take a cue from Wales and consider legislation incorporating the rights of future generations (social and environmental justice) into decision-making. This would reframe prosperity and entrench well-being in national law. Others can learn from this creative example of successful legislation, the Wellbeing of Future Generations (Wales) Act 2015, which results in revolutionary policy and decision-making processes. These legislative tools oblige public organizations to take the long view when making choices and to involve communities in the planning process meaningfully. Future Generations Commissioners could be created, as they were in Wales, to assist institutions in enforcing the law and to monitor and evaluate how well-being goals established by public bodies rather than GDP growth are being met.

WHY HEALTH IS IMPORTANT FOR ECONOMIC GROWTH AND WELL-BEING

Health, along with education and skills, is a crucial element of human capital that has various effects on social and economic advancement. Numerous studies have examined the link between longevity and economic expansion.

Longevity-related economic growth is boosted by more educational investment, better labor market participation, and higher savings rates. Public finances and society are significantly burdened by illness. For instance, the 28 member states of the EU are expected to spend more than 4% of their GDP, or over EUR 600 billion, on mental illness in 2015. Direct health care costs (1.3% of GDP), increased spending on social security programmes like sick leave, disability benefits, and unemployment insurance (1.2% of GDP), and expenses related to lower employment and productivity at work are some of these costs.

Non-communicable diseases (NCDs) have a significant economic impact and are projected to worsen over the next 20 years. NCDs cause about 550 000 early deaths among persons of working age each year in the EU. This equals 3.4

million life years and an annual economic loss of EUR 115 billion.

The US Chamber of Commerce reports that absenteeism and presenteeism account for a large part of a nation's GDP, ranging from 3.5% in Mexico to 5% in the United States and 5.2% in Turkey. It is estimated that early retirement due to health issues results in productivity losses of close to 2% of GDP in Mexico and Turkey and close to 3% in Australia, Japan, and the United States. The total loss of productivity caused by health issues could amount to 5-8% of GDP, depending on the nation. The estimated cost of work-related diseases and injuries in the EU28 is EUR 476 billion, or 3.3% of GDP. Taking into account the increased social welfare spending and the taxes that those without jobs don't pay.

Since health is an essential part of human capital, it impacts other dimensions of well-being that go far beyond wealth. Education is the starting point since it yields the highest lifetime return of any investment, but poor health stunts children's intellectual development and hinders their academic success. One's health has a significant impact on employment. For instance, employment rates are significantly lower among those who report having persistent depression than they are among the overall population worldwide.

It is estimated that only about half of EU citizens aged 25 to 64 with chronic depression work. Mentally ill people might be forced into low-paying or poor-quality jobs. In addition, low-quality work can result in poor physical and mental health, leading to absenteeism, presenteeism, and early retirement, which lowers productivity.

NATIONAL FRAMEWORKS FOR MEASURING WELL-BEING

Several nations have backed the call to shift the emphasis away from measuring output and toward creating a national framework for assessing well-being. Using the capabilities method, it is normal to ask organizations and citizens to list the elements they believe

are essential for leading a life that is seen as valuable in the nation in question. This section mentions Scotland and the Federal Republic of Germany as examples. The examples in this article demonstrate the success of attempts to advance a well-being economics agenda, but more research and policy experiments are still required. For instance, five years after the release of the Commission on the Measurement of Economic Performance and Social Progress critical report, the OECD agreed to host a High-Level Expert Group to continue the Commission's work. The group emphasizes the significant challenges in

preserving the transition toward well-being in economic policy while acknowledging the enormous developments since 2009. The Covid-19 outbreak of 2020 is a stark reminder of how strongly public health and well-being are intertwined. This relationship is adequately highlighted by conflicts between economic and public health policies, which are essential for maintaining access to basics like goods and services and sustaining livelihoods. People's needs should always come. First, inequality should be reduced, and climate calamity should be addressed, according to some supporters.



Source: <https://nationalperformance.gov.scot/>

The Latest Global Scoop



European shares flat as recession fears offset earnings boost; PMI data awaited

As China's official measure of industrial activity shrank in July and the Caixin PMI also fell short of expectations, the pan-European STOXX 600 was flat at 7:09 GMT, reflecting broader markets. Concerns were further heightened by data revealing that German merchants concluded the first half of 2022 with the largest year-over-year sales decline in almost three decades, due to inflation.

Britain likely to announce highest interest rates hike in three decades

The largest increase in interest rates in 27 years is anticipated to occur in Britain on Thursday. According to observers, the Bank of England's Monetary Policy Committee (MPC) will raise interest rates from 1.25% to 1.75% in order to reduce current inflation. The Bank had previously anticipated that by this fall, Consumer Price Index inflation may reach 11%. However, it also stated that if inflation reached 11%, it would start to decline.



Alibaba lays off nearly 10,000 employees amid poor sales

In an effort to reduce costs in the face of slowing sales and the nation's economy, Chinese digital company Alibaba has said farewell to roughly 10,000 staff, the media reported on Saturday. In order to reduce its entire workforce to 245,700, Hangzhou-based Alibaba reportedly let go more than 9,241 employees during the June quarter, according to South China Morning Post.

Sri Lanka's economic woes to last another year; need to look at new sectors for recovery: Prez Wickremesinghe

According to President Ranil Wickremesinghe, Sri Lanka's economic difficulties would continue for another year, and the country will need to think creatively and look at new industries like nuclear energy and logistics to resurrect the collapsed economy.

Speaking on Friday at the two-day "Let's Reset Sri Lanka" conference, Wickremesinghe said that in addition to changes, the nation would also require increased revenue.



Microsoft becomes first multinational technology firm to join ONDC

The ambitious project launched by the Indian government to restructure digital commerce in the nation, Open Network for Digital Commerce (ONDC), has welcomed US-based tech giant Microsoft as its first outside partner. The US-based IT giant plans to use its foray into the Indian market to create social e-commerce or a group buying experience.



Chinese stock's **13,000%** surge creates another US IPO mystery

Addentax is at least the ninth company this year from Hong Kong or China to endure equally unexpected shifts following initial public offerings in the US, with garment manufacturing and shipping services listed among its major activities.

Japan's Nikkei posts worst weekly loss in 3 months on rate angst

The benchmark index of Japanese stocks, the Nikkei, had its worst week in over three months on Friday, with just a slight reprieve provided by the weakened yen. The benchmark index was also flat for the day.

The Nikkei reported a 3.4% weekly decrease, its largest loss since mid-June, and closed 0.04% lower at 27,650.84.

The Topix as a whole decreased 0.27% to 1,930.17 after hitting a session low of 1,926.05 earlier today. This week, the index fell 2.5% overall.



India has become a key focus market for Volkswagen Group: **Klaus Zellmer, Global CEO**

Within the first eight months of 2022, India experienced its largest year ever. This year's first half has seen India place among the top three global markets for Skoda Auto thanks to these fantastic performances. India is a significant contributor to achieving our worldwide goals. We are on target to more than quadruple our sales from the previous year in 2022.



BMW bets on cylindrical battery cells for new class of EVs from 2025

In order to speed up charging and increase range, BMW will use cylindrical battery cells produced in six plants by partners like China's CATL and EVE Energy to power its next class of electric vehicles when they are introduced in 2025.

The German automaker announced on Friday that it had already placed multibillion-euro orders with CATL and EVE to produce battery cells at four factories in China and Europe. It also stated that it was looking for partners who could help it build two additional factories in the United States and Mexico. Following Tesla's lead with its 4680 cylindrical battery, BMW is abandoning the prismatic cells it has previously used in its batteries and switching to cylindrical ones.

Toyota Kirloskar Motor announces prices of top 4 grades for Urban Cruiser Hyryder

The pricing of the brand-new Toyota Urban Cruiser Hyryder was first announced by the Japanese carmaker Toyota Kirloskar Motor (TKM) on Friday.

The top four grades of Toyota's most recent model, which will be announced in phases, will be competitively priced between Rs. 15,11,000 and Rs. 18,99,000, according to a statement from the company's Bengaluru headquarters.

UK banks may write off £41 billion in loans due to recession: **Credit Suisse**

Given that Britain is experiencing a recession, lenders will have to write down between £31 billion and £41 billion (\$35.6 billion and \$47.1 billion) in loans over the course of the next three years, according to analysts at Credit Suisse Group AG.



According to a note by Omar Keenan and Alexander Demetriou, the calculations assume a 1.5%–4% decline in the economy. According to them, the write-offs would be 40% to 90% higher than typical “through-the-cycle” levels.

The forecast illustrates the harm the cost-of-living crisis will have to the British economy. On Thursday, the new prime minister, Liz Truss, is expected to outline her strategy for addressing the skyrocketing cost of electricity.

Apple supplier Foxconn ‘cautiously optimistic’ about Q4

The largest manufacturer of contract electronics in the world, Foxconn of Taiwan, stated on Tuesday that it was “cautiously optimistic” about its estimate for fourth-quarter revenue after posting record-breaking September sales.

As the global economy faces the risk of a recession and inflation increases, particularly in Europe and the United States, the Taiwanese company, a major supplier to Apple Inc., could be exposed to declining consumer electronics demand.

However, the firm stated in a statement that it was “cautiously positive” about the outlook for the final three months of 2022 and that it would continue to stick to its full-year growth estimate from earlier expectations of flattish revenue. This was announced in August.

GIC leads **\$60-million** funding in EV startup Euler Motors

According to a statement released on Tuesday, Singapore’s sovereign wealth fund GIC spearheaded a \$60 million fundraising round for EV startup Euler Motors. ADB Ventures, Blume Ventures, Athera Venture Partners (formerly Inventus India), QRG Holdings, and Moglix, a business-to-business e-commerce company for industrial items, also took part.

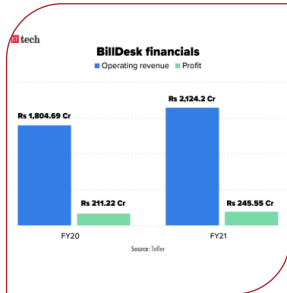


For the usage of its partner firms’ logistics needs, Euler constructs three-wheeled commercial vehicles. The company stated that it would put the money to use expanding its infrastructure for manufacturing and supply chains, speeding up product development, and adding people to key organizational responsibilities.

By the conclusion of the current fiscal year, it wants to boost its retail presence in 12 markets.

Transaction declined: Why Prosus scrapped the \$4.7 billion PayU-BillDesk deal

The \$4.7 billion acquisition of online payments gateway startup BillDesk by the Dutch-listed company's Indian subsidiary PayU Payments has been canceled by Prosus, the investment arm of South African giant Naspers.



According to those in the know who spoke to ET, the "abrupt move" that was disclosed on Monday was partly brought on by the recent worldwide market correction that made the purchase from a year ago "over-priced."

Eoin Ryan, head of investor relations at Prosus, stated in a message posted on the company's website that "certain conditions precedent were not satisfied by the September 30, 2022 long stop date, leading the agreement to be automatically terminated." He made no more mention of these circumstances.

Oil prices inch higher ahead of OPEC+ meeting to discuss supply cuts

In anticipation that OPEC + may agree to a significant reduction in crude output when it meets on Wednesday, oil prices edged up in early Asian trade on Tuesday, although worries about the global economy restrained gains.



By 0108 GMT, Brent oil futures had increased by more than 4% from the previous session's close, adding 43 cents, or 0.5%, to \$89.29 per barrel.

To reach \$83.85 a barrel, U.S. crude futures increased by 22 cents, or 0.3%. The benchmark experienced its highest daily rise since May the previous session, rising more than 5%.

On Monday, oil prices increased as supply fears resurfaced. The Organization of the Petroleum Exporting Countries (OPEC) and its partners, referred to as OPEC +, are anticipated to reduce output by more than 1 million barrels per day (bpd) at their first in-person meeting since 2020.

China's Yuan bounces from 15-year low as dollar bulls retreat



Tuesday saw a rebound in the value of the Chinese Yuan against the US dollar as investors sold off the safe-haven dollar as market mood improved. Also supporting the yuan were rising stock markets. Stocks in Hong Kong and China increased as a result of rumors that China was preparing to lift the tight COVID controls in March, which were based on an unsubstantiated message spreading on social media. The domestic yuan ended the domestic session at 7.2719, up 0.46% from the previous late-night closing of 7.3050, as it erased earlier losses in the afternoon spot trade.

Oil climbs on demand hopes after big drawdown in U.S. crude stocks

Early trade on Wednesday saw an increase in oil prices after industry data revealed an unexpected reduction in U.S. crude stockpiles, indicating that demand has held up despite significant interest rate hikes that have slowed global growth. While U.S. West Texas Intermediate (WTI) crude futures increased 26 cents, or 0.3%, to \$88.63 a barrel at 0014 GMT, Brent crude futures gained 17 cents, or 0.1%, to \$94.82 a barrel. Due to the weaker U.S. dollar and an unconfirmed note emerging on social media that claimed the Chinese government would look into methods to reduce COVID laws starting in March 2023, both benchmark contracts increased by around 2% in the previous session. Data from the American Petroleum Institute on Tuesday revealed that oil stocks decreased by around 6.5 million barrels, which is another encouraging indicator for demand.



Canada to welcome 500,000 immigrants per year by 2025

To solve a major labor shortage, Canada has outlined plans for a significant increase in the number of immigrants entering the nation, with a target of 500,000 people arriving annually by 2025. "Don't be misled. There has been a significant uptick in economic immigration to Canada," said Fraser. "This immigration level strategy has a focus on economic migration that we have not seen before." According to the new plan, a wave of immigrant arrivals will begin in 2023 with 465,000 people arriving from abroad before reaching 500,000 in 2025. In contrast, according to the immigration agency, last year saw the admission of 405,000 permanent residents. Most of those newcomers will be so-called economic immigrants, and it will be expected of them to fill some of the roughly 1 million jobs that are currently sitting empty across various sectors of the economy. There were a million jobs available in the Canadian economy at a time when immigration already accounts for nearly all of our labor force growth.



Ukraine wants lower cap on Russian oil, at \$30-\$40 per barrel

According to Ukrainian President Volodymyr Zelenskiy, the price of Russian seaborne oil should be regulated at between \$30 and \$40 per barrel, which is less than the amount that the Group of Seven nations have suggested. The European Union's states are divided over a G7 proposal that the quota be set at \$65 to \$70 per barrel in an effort to prevent Moscow from funding the Ukraine war without disrupting the oil supply. It is scheduled to go into effect on December 5. Zelenskiy, who has consistently encouraged friends to apply stiffer sanctions of all kinds against Russia, said, "I think the level that is being contemplated today - roughly \$60 - is an artificial limit." "We want the sanctions in this war to be very effective so that the ceiling is at the level of \$30-\$40, so Russia feels them (the sanctions). The idea of the cap is to prohibit shipping, insurance and reinsurance companies from handling cargoes of Russian crude around the globe, unless it is sold for less than the price set by the G7 and its allies. Poland, Estonia and Lithuania are pushing for a much lower cap than \$65-70 per barrel while Greece, Cyprus and Malta want a higher cap.



International conference calls Bay of Bengal theater of keen economic and strategic competition

The Bay of Bengal region has been referred to as a theater of intense economic and strategic struggle in a global conference on the topic, which was organized by the Centre for Public Policy Research (CPPR) and Friedrich Naumann Foundation (FNF), South Asia. The meeting, which started on Tuesday night here, is being attended by diplomats, senior government officials, academicians, and others from a number of nations, including Germany, Thailand, Sri Lanka, India, Bangladesh, and the Maldives. N Ramachandran, a former chairman of the Cochin Port Trust, Nitirooge Phoneprasert, the Thai consul general in Chennai, and Sujeet Kumar, a member of the Rajya Sabha, jointly launched the conference at this Le Meridien hotel. Ramachandran stated in his inaugural speech that the Bay of Bengal has evolved into a theater throughout time.



LNG storage planned at major ports at Rs 20,000 crore investment

Additionally, the government's decision to build LNG storage facilities is in line with India's rising domestic natural gas demand. In order to ensure consistent supply for customers in hinterland regions, the Indian Railways has permitted the carriage of LNG on its network. A senior government official familiar with the situation said India is putting together a blueprint for installing floating LNG storage facilities at all of its main ports.



A strategy is being developed. By the end of the fiscal year, it will be completed, ET was told by the official. According to the official, the project will be available for private sector participation and is expected to cost a total of 20,000 crore.

India has 12 main ports, two of which are already open for business: Cochin (Kerala) and Kandla (Gujarat).

As Twitter takes center stage, Tesla shares see a sharp fall

Tesla's market value has decreased as a result of the recent sell-off in major technology firms such as the FAANG (Facebook, Amazon, Apple, Netflix, and Google), which is an abbreviation for these firms. Despite not being a true technology behemoth, the Elon Musk-backed company was valued similarly to technology stocks in 2020 at the height of their bull run.



It's possible that Elon Musk's acquisition of Twitter is also causing Tesla stock to decline. Shares of the electric vehicle manufacturer have fallen more than 47% since Musk announced his plan to acquire Twitter on April 14, 2022. Since April 14, tech behemoths including Apple, Microsoft, Alphabet, and Nvidia have dropped between 12% and 25%.

Dollar slips on recession fears, US Central bank's meetings loom

The dollar weakened on Friday as concerns about a slowdown in the US increased. Traders were on high alert ahead of a number of central bank meetings next week, where the Federal Reserve will be the main topic of discussion.



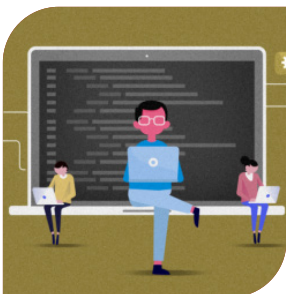
The euro increased by almost 0.5% overnight when compared to the dollar and crept closer to a six-month high reached at the beginning of the week. It is on pace to post gains for a third straight week as of latest trading, when it was up 0.23% at \$1.0579.

Similar to other currencies, sterling managed a little overnight advance and recently increased 0.23% to \$1.22695, just shy of Monday's six-month high of \$1.2345. The Japanese yen increased to 136.04 per dollar, up more than 0.4%.

According to data, the number of Americans submitting new applications for unemployment benefits increased slightly last week.

India far ahead of China in IT but Chinese firms catching up on IT tech: Chinese IT expert

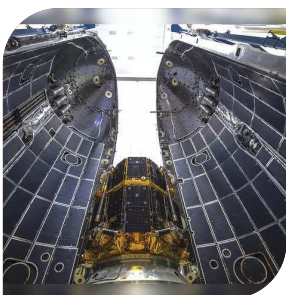
A prominent Chinese IT executive claims that Chinese companies are catching up and succeeding in e-commerce, autonomous driving, AI, and cloud services, despite the fact that India's IT sector, one of the foundations of its economy, is well ahead of its Chinese equivalent in the global markets.



According to Mike Liu, the author of the book "The Rise of Indian IT," China's software revenue comes primarily from domestic sources, unlike Indian businesses, which continue to dominate international markets, particularly in IT outsourcing.

According to him, the domestic Chinese market accounts for more than 95% of China's IT revenue.

Japanese startup launches historic moon mission



In the nation's first-ever lunar mission and the first of its kind by a private firm, a spacecraft built by a Japanese startup was launched to the Moon on Sunday.

After two delays for further pre-flight inspections, Elon Musk's SpaceX launched the rocket from Cape Canaveral in Florida, the US.

Live video of the launch showed the spacecraft, which was created by the Tokyo-based startup ispace, blasting out atop a Falcon 9 rocket at 2:38 am (0738 GMT).

Bizzasters

Mr. PRASANNA NILEKAR

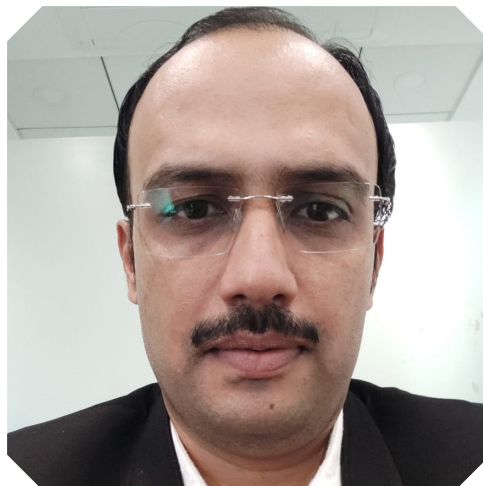
Mr. Prasanna Nilekar is currently working as Placement Executive at Dr. D. Y. Patil B-School. He completed his Engineering in Mechanical Engineering from Dr. Babasaheb Ambedkar Marathwada University, Aurangabad. Mr. Nilekar has enormous inclination in Writing and a rhythmic person whose Poems are melody to one's ear. He is a true believer of the technical world and hencforth worked on several projects under Mechanical and Automobile Engineering. He has over 10 years work experience in Teaching and Placement Coordination and also an Attitude Building Coach. The current scenario of India and the passion to write the self feelings on paper, motivated him to write this amazing article.

According to ancient Indian ideology, farming was identified as a level one kind of preferable duty for the survival of human beings. In contrast, any kind of business was counted as a second preference. This has been observed till the end of the 20th century and drastically in the 21st century, the world's thought process has been changed by 180 degrees. Now due to increased population and the ending of conventional energy sources, the world has started its journey towards ideological changes. In the earlier era of the 20th century, many countries were ruled by European nations and the generated revenue was supposed to be used for European development. However, at that time, it was observed that one earning person, who was termed as the face of the family, was able to feed 10 to 15 family members with all their needs and perhaps greed too. The number

of people per house was approximately 8 to 10 during those days.

Now, if we observe the current scenario, one member, rather than one earning member, is not sufficient for fulfilling the basic needs of a family of two or perhaps three. In the last financial year, the repo rate increased by 0.40 %. Though increasing the repo rate is one approach to accomplishing the targets. As a result, borrowing becomes more expensive for firms and sectors. Previously discrimination in society

was based upon three "C's", which were Caste, Creed and Color but nowadays the fourth "C" has been included in that Class. Perhaps Indian society has been divided into classes, where the middle class suffers significantly due to various factors. The culture does not allow the middle class to work below the dignity level whereas the changing financial scenario does not help those classes to get up to higher steps.



The financial situation is the only thing that can help the nation grow and improve the financial situations of the Indian economy. Encouragement for business or business ideas should be given by the government as well as non-government organizations. According to the United Nations World Happiness Report for the year 2022, which has been generated, keeping 146 countries under consideration, India acquired 136th position, whereas Finland ranks 1st.

The numbers of entrepreneurs in India are significantly less than the rest of the other countries. As the home of silicon valley and

global success stories from Google to Apple, The United States tops this ranking, whereas India is at 68th rank. The parameters upon which the survey calculates these astonishing results were based are Innovations, Competitiveness, Labour skills, Infrastructure and a few more.

As an academican, I firmly believe that the technocrats' cognitive, Assertive and Motor Skills of the technocrats should be improved so that several innovative minds will be produced. Nowadays the institutes like Dr D.Y. Patil B-School, Pune are taking initiatives to encourage startup ideas among management graduates. The Institute Industry Partnership Cell and DYPBS Startup and Innovation Cell have been established to help budding

entrepreneurs overcome the small hurdles during their initial steps. A lot of successful people once who started their businesses are guiding management graduates through the startup cell forum.

I firmly believe that shortly, there will be a change in the business world and hopefully, we will witness it. I would like to conclude my words with my message for my beloved students, who want to become successful businessmen...

"Success is never permanent...

And Failure is never final...

So Keep Trying until...

Your, Victory makes History.....



Omnichannel Marketing – A Brewing Marketing Revolution

Nidhi Vishnoi

Ms. Nidhi Vishnoi is a Marketing (MBA) graduate from Institute of Management, Nirma University. With her impeccable knowledge in the domain she is currently working on projects which include Edtech, Agritech and E-Commerce along with strategic marketing and GTM strategy.

According to her, Marketing is a dynamic field and especially in this age of innovation. Hence, it is always nice to share one's opinion and invite the views of others. Thus, this is Ms Vishnoi's motivation behind writing this erudite article.

Among the many trends and fashions that keep rocking the boat of the marketing world, there are, but a few, which genuinely are directional in their steer. One such trend that I have been noticing and observing of late is Omnichannel marketing.

This especially becomes more vital, due to the dominance of the internet over the marketing and sales arena these days. Again, in the context of Indian or Asian markets, there is a strong presence of physical stores or "experience shops" which are not going anywhere, anytime soon, even with the best efforts to change our buying habits by Amazon of the world.

So what does a smart marketer do?

Instead of constantly fighting this battle and exhausting precious resources, she decides to onboard the worst enemy and craft a sly marketing channel – Omnichannel. In the following discussion, I shall discuss why this is the most brilliant way of collaborating over conflicting interests.

Let's take a moment to review omnichannel marketing, or what was also referred to as a "phy-gital" channel a few days back. Probably, they did away with the word, because of the not-so-pleasant phonetics of the same!

What is an Omnichannel Marketing Strategy?

When all the elements of online/offline marketing come together – branding, messaging, notifications and they integrate over different touch points – as they move down the stream, customers get a more empowering experience – This is what Omnichannel Marketing does!

Omnichannel marketing is a marketing strategy that integrates online and offline channels to connect with customers. The strategy has been around for a while now, but the recent innovation in technology has made the process of omnichannel

marketing much easier and more effective. With the help of AI-powered tools, marketers can now identify their customers' interests and needs to create personalized experiences for them. Omnichannel marketing is a more customer focused way of marketing strategy. Consumers now engage with brands across terminals, from social media to contact center phone numbers. An omnichannel approach ensures that the consumer has a consistent experience which builds upon the previous touch point. This is done by:

- Synchronous, relatable brand identity which is communicated by customized messaging grounded on specific interests



- Content that's fueled by ones' relations and current level in the customer journey.
- A relatable brand simplifies brand identification, while personalisation and customisation based on interests and buying history make the probability of consumers interacting with ingrained content across channels much higher.

Why is Multichannel not the same as Omnichannel?

So, by now, a very fundamental question that our reader must've been wondering is "How is this different from an age-old multi-channel marketing?"

Here is your answer.

Multichannel Marketing assumes that each channel of your marketing gets initiated and ends there. In simpler words, you distribute your marketing content across various channels,

but each channel may be very independent in prospect engagement. A multichannel marketing strategy develops an association available to consumers online, in print, in-store, etc. The user can, then, choose where she would want to interact with the brand, however, conversations within these various channels are siloed.

On the other hand, Omnichannel marketing is an interdependent and cross-functional discipline. It assumes that the same prospect will engage with the brand at different platforms before deciding to buy. Also, the level and requirement of this engagement will differ at each customer point. Thus, as consumers move across online, offline and other platforms, exchanges are flawless and any previous issues cater to dispatches. An omnichannel marketing strategy truly enables associations to take a consumer-centric approach that keeps the actual user journey and user experience top of mind.



Source: <https://www.sparkpay.com/blogimages/omnichannelins1.png>

Potential Advantages of Omnichannel Marketing Strategy

As it must be clear, by now, by implementing an Omnichannel Strategy, brands definitely get leverage in terms of longer and more consistent prospect engagement. A closer scrutiny, though, even reveals many more benefits which brands do achieve, via this strategy. This

can be seen as a differentiated approach that simply bombards the prospects with wanted/unwanted information about product or service. Let's analyze these benefits more closely :

- More Customized UX (User Experience) – When a marketer focuses on the customer more than the platform, she delivers an experience par excellence. Moreover, since

this remains consistent and in fact, growing from the previous touchpoint, this experience is far richer and trustworthy.

- Consistent brand image – How vital it is to maintain a cohesive brand image, is not even a point of discussion. It is necessary, important and unavoidable. When marketers work in omnichannel, this becomes a direct result of all marketing efforts.
- Better Data points – Since now you have data, which has traveled certain touch points, it is much more validated and authentic. This also makes for richer data experience for further marketing efforts.
- Some Crazy Statistics around Omnichannel Marketing Strategy
- The Harvard Business Review reported that around 73% of customers prefer shopping through multiple channels. In accordance, 7% of customers shop online exclusively, and 20% of them shop merely in-store.
- Google found that omnichannel customers have a 30% higher value than those who shop using only one channel. It shows that omnichannel customers can generate more revenue.
- Due to the seamless communication experience, nearly 80% of customers prefer omnichannel strategies, again a Google Inc. report.
- 90% of retail leaders agree that a seamless omnichannel strategy is crucial for business success.
- Harvard Business Review's research found that omnichannel customers spend 10% more online as well as 4% more in-store than single-channel customers.
- According to the Think with Google indication, omnichannel strategies generate an 80% higher rate of incremental store visits by consumers.

Implementing an Omnichannel Strategy

Like any other good/great strategy, Omnichannel also needs certain points for careful consideration and a process to be diligently followed. I have tried to break this down to some simple points here :

- Identifying your Data Points – Data is the fuel and blood of Omnichannel strategy. Unless organizations need to have a well-equipped team and suitable platform which can restate all of such data points data into practicable perceptivity, it's useless. Brands need to put in place a near-real time analytics platform that can distill all of this data so that marketing brigades can course-correct while juggernauts run, to meet consumer requirements in the very real-time moment.
- Mapping the customer journey – This is the most tricky part and you need really good analysts as well as UI-UX designers to work on this. Before launching any omnichannel campaign, organizations or marketing teams must draw up client journey maps for each of the audience segments you plan to serve. This client journey or UX map evaluates the steps taken between the client discovering and finally, buying. Carving out these maps permits brands to form additional targeted campaigns by considering individual interests, the user expertise and interface, and factors outside of the brand's management that will impact the trail to buy, like economic factors.
- Integrating all Marketing Channels – Since Omnichannel marketing involves synchrony across various channels, marketers must ensure that all these channels are in sync with each other. This, again, would involve a lot of cross functional and cross-department coordination. Continuous review of each step in the process is also important at each step.
- Review, testing and Optimization - One of the foremost vital elements of omnichannel marketing strategy is to incessantly take a look at the effectiveness of your omnichannel approach, this allows the promoting team to see ways in which to optimize pay, messaging,

creative, and much more. Organizations ought to utilize media by coming up with tools that may run “what if” eventualities that take budget, audience, along with any other relevant variables which can then be combined into thought and successively offer an extremely granular set up which can maximize ROI and inform future decision-making.

Examples of Brands which have Successfully Implemented Omnichannel Marketing Strategy

- Starbucks: Starbucks implemented omnichannel beautifully through its reward system, which was further executed through its rewards app. More recently, Indian homegrown brand, Chaayos, is also implementing the similar strategy through their in-store experience.
- OYO Rooms: Oyo mapped its customer journey across platforms to deliver a seamless and smooth experience across their app and their website. It also made use of Push Amplification™ to achieve around 44% boost in push notification readability rates.
- Target: Target in association with Pinterest integrated Pinterest’s Lens into their app. This made individuals use their smartphones to click a photograph of the thing they like and have the Target app show them an identical item obtainable for purchase. For both the brands, this was the first time such integration happened. As an example of omnichannel promotion, this was a way to supply a seamless expertise for a client who may be searching for one particular thing they need to shop for; and now that they can discover whether or not Target sells any similar object — even order it right then and there! With this awesomely-innovative omnichannel strategy, Target was able to

increase its sales to virtually 100%.

- Bank of America: Fintech corporations must be compelled to supply a seamless client expertise, whether or not it’s a physical bank dealings, online transaction or an ATM withdrawal. Bank of America (BOA) has also been experimenting with an omnichannel marketing strategy for its client for a prolonged time—from permitting them to sign up for free Wi-Fi and continue bank transactions while waiting during a branch visit to providing tablets when sitting in a cubicle during a meeting with any branch manager. However, they went a step ahead and began the ‘Robo-branch’ initiative where customers don’t have to be compelled to expect a teller; instead customers can now share their grievances with a machine.

Key Takeaways

Omnichannel marketing incorporates a strategy where teams can reach their target consumers in any way possible, by sending the right message to them at the right time. By doing this, organizations can improve customer awareness and loyalty while also increasing ROI and customer retention. With the help of powerful performance measurement tools, today’s organizations are able to better understand customer engagement throughout their entire journey. This knowledge allows them to target messages more accurately and save on advertising costs without compromising results. By understanding each person’s unique journey, businesses can make informed decisions about how to grow their marketing initiatives.

This is one trend, which brands must leverage on, as quickly as possible, so that the time advantage works in their favor. Markets are more likely to reward those with abundance who bring newest offerings first.

Metaverse - The Next Dimension

Aditya Dey

Mr. Aditya Dey is enrolled in a postgraduate marketing management programme at Dr. D. Y. Patil B-School. He also handles the responsibility of The Editor in Chief of "Refulgence," the official Newsletter of Dr. D. Y. Patil B-School. He is exceptionally diligent and meticulous. He has an outgoing personality and believes that discussion is a practical approach to strengthening relationships. He also has an immense interest in reading on contemporary topics and views reading and writing as appropriate outlets for expressing his thoughts and opinions. He also enjoys using his hands to assist the community and is interested in cooking.

Mr. Dey is a BTech Graduate in computer science and with sufficient expertise, provides us with this interesting article on metaverse. Through this piece, he let readers visualize the future of Metaverse and skillfully linked the virtual reality environment with the various job opportunities available.

Technology is at its boom in today's world and it is sprinting to the fore like never before. The idea generates soon after having shrunk computers in our pockets which catch hold into

our knowledge expansion. What we knew till date was completely based on 2-dimensional images and videos, but now it is touted that a replacement of this immersive and a globe spanning 3-dimensional experience is about to take over which is subtly named as METAVERSE – a thought which is beyond one's imagination and can bring immense change in the thinking pattern of humankind.

Meta is a Greek origin word which means beyond and verse is taken from the word Universe. The amalgamation of these two words gave birth to the concept "meta-verse". It is described as an uncoiling network of sites and spaces which is considered to be as sprawling as the internet. Meta – verse can be conceptualized as the fabricated world where it is presumed to be as an axonometric interface unlike the internet which is a two dimensional screen interface. This booming word in the world of technology doesn't really refer to any specific type of technology, instead it shows a paradigm shift which is often speculative while we interact with technology.

In other words, a meta-verse is a network of 3D virtual worlds which highly focuses on social cohesion. It is believed that meta-verse is an enhanced enveloping experience that one would also get through the activities that take place in isolated environments. Also, it is often described as a hypothetical iteration of the internet as a single, universal virtual world that is facilitated by the use of virtual and augmented reality headsets.



History

The meta-verse is nothing new under the sun as it has been building for years.

History of the metaverse

The metaverse is still emerging, but the concept of a 3D immersive internet where people can socialize, play, shop and work dates back decades.



Source : TechTarget

The Creation of Meta Verse

The various technologies are used in the creation of meta-verse which includes the combination of Virtual Reality (VR), Augmented Reality (AR), Artificial Intelligence (AI), 5th Generation (5G), Block-chain, Cryptocurrencies (digital currency), and Non-Fungible Token (NFTs). Though it is very well known that the technologies mentioned above are growing immensely in their own domain but question remains the same whether it will be a success if they all are combined together in order to make Meta -Verse?

Application of technologies in Meta-Verse.

1. VIRTUAL REALITY (VR)

The definitions of “virtual” and “reality” are used to derive the idea behind virtual reality. The word “virtual” means “close,” or “near,” and reality is what we as people experience every day. As a result, the term “virtual reality” strongly implies “near reality.” It makes reference to a certain style of realistic simulation. The development and growth of the meta-verse sector are both dependent on virtual reality. By assisting in the creation of the 3D virtual environment, the technology supports the concept of meta-verse clusters. Users of VR may immerse themselves in interactive experiences that are challenging to access in the real world. The obsessive obsession with meta-verse technology is anticipated to increase demand for VR equipment, sparking the introduction of ground-breaking new products on the market.

2. AUGMENTED REALITY (AR)

Augmented reality is the design of all objects in the real world with computer-generated sound, image, and graphic data and provides a physical appearance. It was created to perform more accurate and necessary improvement activities on three-dimensional structures and to offer essential opportunities to the business world and consumers. The Augmented Meta-verse, which aims to reveal the latent potential of virtual ecosystems, is made possible

through the usage of AR in the meta-verse. Our fundamental civilization might undergo a significant technological transformation, leaving us with the finest technical marvels. Augmented Reality comes out as the clear winner among all the catalysts that were employed to create the meta-verse cluster. The original atmosphere of the meta-verse is becoming more like that of the real world. With its ideal blending of real-world and virtual elements, augmented reality technology improves consumers’ overall perception of the digital world. The technology establishes the essential connection between the physical and digital worlds by maintaining a delicate equilibrium between the two. With AR, the meta-verse creates fresh possibilities for unrestricted communication, immersive connections, and secured collaborative working.

3. ARTIFICIAL INTELLIGENCE (AI)

The fabrication of social identities in computer-mediated communication and virtual communication is deeply fixed in connectivity. Artificial Intelligence animation systems enable the creation of human avatars with life-like resemblances in the virtual world. It makes the human feel that they are actually talking to real people, without leaving the comfort of their home. AI and Meta-verse are some of the most prominent technologies of the 21st century which are very well delivered by the tech savvies. The collaboration of these technologies has high potential to enhance people’s lives in various ways. It can also be used in many industries like healthcare, management, marketing, gaming, education and various others and thus increases the efficiency of many working processes. One of the key aspects of this collaboration would be the “Chatbots” as they are considered to be one of the greatest implementations of AI which streamlines many business processes and allows users to solve their problems way faster than we can even imagine.

4. 5th GENERATION (5G)

In order to greatly increase the number of carriers’ available airwaves, 5G technology



changes the way data is encoded. In order to create a mammoth virtual world, constant upload and download of huge amounts of data is required for which overwhelming high internet speed is needed. Consequently, 5G technology is used for the purpose of enormous device connection gathering, sharing and most importantly storing data in real and virtual time.

5. BLOCKCHAIN

When it comes to the meta-verse, the idea of a wide range of captivating experiences or entertaining activities may spring to mind. But, the scenario that is most similar to ours is essentially a parallel universe in which economic ecology is inescapable. Also, the block-chain's basic capabilities are the digital assets, such as homogenized tokens based on ERC-20 and non-homogenized tokens based on ERC-721 or ERC-1155. Block-chain technology is the heart and soul of the meta-verse because it can sustain the efficient economic functioning of the meta-verse. The motivation behind integrating the block-chain in the meta-verse are encapsulated below,

- a. Ensuring Data Privacy and Security
- b. Ensuring the Quality of Data
- c. Enabling Seamless & Secure Data Sharing
- d. Enabling Data Interoperability
- e. Ensuring Data Integrity

6. CRYPTOCURRENCY and NFTs

Cryptocurrencies built on block-chains might expand the scope of possible meta-verse business. Cryptography is a key component of technology that powers both cryptocurrencies and the meta-verse. Peer-to-peer transactions powered by block-chain technology can eliminate intermediaries like banks and IT companies. This has a number of benefits, including the ability to lower expenses and expedite transaction times. To ease the process of conducting business online, block-chain and the digital currencies based on it were created. The use of conventional fiat currencies in their digital incarnations is still common in internet transactions, nevertheless.

Here is where cryptocurrencies and block-chain-based apps come into play with the potential

for e-commerce and social engagement. The promise of quick money settlement and almost no costs is what direct community transactions on the internet hold. An NFT (non-fungible token), which may represent a work of art, a digital collectible, or a digital replica of a real-world purchase, such as a pair of sneakers from Nike, which you could also wear in the meta-verse, can ensure item ownership. The meta-verse and NFTs have the power to transform business behavior and professions. The main differentiator is that although the meta-verse has not yet gone global, NFTs have already fundamentally transformed a number of sectors, from entertainment and property investment to the arts and music. NFTs will fuel these new virtual economies, which the meta-verse will use to change how we work, live, and interact with one another.

Major players and their Benefits

A variety of businesses, including IT giants, social media networks, and gaming networks, are already setting the pace for the development

of the meta-verse. Each one provides unique innovations and areas of expertise that are revolutionizing the meta-verse.

1. Meta

With the change of Facebook's name to Meta, certain major intentions to develop into a platform for real-world connections have been made public. In order for those who work from home to interact virtually with other remote employees, Meta wants to create virtual office spaces. Making it possible for individuals to travel, go shopping, attend events, and gather with friends and family in the meta-verse are some further Meta initiatives.

2. Apple

While the computer behemoth Apple is allegedly not keen on playing a significant part in the development of the meta-verse, it is making strides with AR technologies. Instead of focusing solely on virtual reality, as some other major companies, like Meta, have done, users would be able to see both the real world and



the virtual world concurrently. A “mixed reality” concept is what Apple is aiming for.

3. Amazon

It comes as no surprise that Amazon has incorporated meta-verse technology into their ecommerce system given that transactions are already taking place within the meta-verse. Among them is a brand-new feature that lets you digitally arrange equipment in your house to see how it will appear there.

4. Microsoft

By offering a commercial feature that builds on Microsoft Teams, Microsoft has advanced in the meta-verse domain. In order to attend events, meetings, workshops and conferences, users may virtually connect through avatars or, in the future, holograms using Microsoft Mesh.

5. NVIDIA

The Omni-verse platform from NVIDIA is intended to link different planets or meta-verses in a universe. It is utilized by designers and artists who require a virtual workspace for collaboration, including those working on actual infrastructure projects and those who must produce simulations.

6. Roblox Corporation

Roblox has been successful in developing a website where users could play games they have designed. Although playing a game is free, producers can generate money by charging for in-game items. Virtual worlds are a feature of certain Roblox games that encourage social interaction. The Roblox Company is constructing a meta-verse where users may create avatars, play games, buy goods, interact socially, and use real voice chat.

Market Growth Drivers of Meta-Verse

Growing interest in the fusion of the physical and digital worlds, the explosive rise of the virtual economy and crypto-gaming, and the increasing acceptance of online gaming are the main forces propelling market revenue

growth. The size of the worldwide meta-verse market was USD 63.00 billion in 2021, and it is anticipated to grow in value at a CAGR of 43.2% over the following five years.

Advantages

- The main advantage of the meta-verse is that it enables a sort of immersive digital engagement in which users may interact with others using characters while navigating a complex and realistic virtual environment.
- Because conversations on social media platforms are limited to screen-to-screen interactions, they are two-dimensional. A fully immersive and graphically impressive virtual environment enables virtual face-to-face communication and provides potential applications for digital content found or developed in the virtual ecosystem.
- In addition, technology gives businesses new options. It offers an immersive way to showcase their services and products through similar marketing collateral and advertisements, virtual stores, customer assistance, and more interactive involvement, much too how social media has altered digital marketing and advertising. New channels for interaction and communication at work are also made available.
- Internet stores would evolve from the two-dimensional platforms of e-commerce sites to graphically complex and lifelike virtual storefronts where customers could interact with dealers and commodities. Automation may also promote the creation, possession, and exchange of digital assets like non-fungible tokens and cryptocurrencies.
- The meta-verse's emphasis on specialized applications for education and learning is another hallmark. We should be aware that e-learning conducted through asynchronous classrooms and video conferencing is primarily indirect and passive. The learning process and instruction are both enhanced by an immersive virtual environment.

- With the help of interactive and collaborative virtual worlds, block-chain technology may be applied in a variety of useful ways. Many decentralized financial applications, block-chain games, the widespread usage of non-fungible cryptocurrencies, and others are among them.

Stumbling blocks of Meta-Verse

- The drawback is that it creates a divide between those who can afford to buy and use the required digital gadgets and those who cannot. It won't be useful to families and communities in need.
- An issue such as cyberbullying, risks to security & privacy, the dissemination of false information, and other forms of cybercrime remains unaddressed.
- Another drawback of the meta-verse is the potential for the development of new customs and patterns that could be detrimental to real-world human behavior and relationships that have been honed via contact with the natural environment.

Job Opportunities in Meta-Verse

- Metaverse architects
- Avatar clothing designers/stylists
- AR/VR Software Engineers
- Metaverse event managers

- 3D Game Designers
- Metaverse marketing specialist
- Product Manager
- Hardware Engineers
- CyberSecurity
- Virtual Tour Guide
- Virtual Real Estate Agent
- Ecosystem developer
- Research Scientist

Opportunities for Younger Generation

The ability of the metaverse to fulfill people's two fundamental needs, that is to interact with others and create things will determine how successful it is in the future. The metaverse is constantly being enhanced, and in the near future, it should be possible for companies like eCommerce, sales and marketing, decentralized finance, cryptocurrency exchanges, etc. to utilize it.

The metaverse is still in its developing stage. Both the length of time it will take to develop entirely and the degree to which it will be able to simulate actual life are unknown. The potential for it to usher in the next virtual reality revolution, though, is a fact that cannot be denied.



Source: <https://stock.adobe.com/>

Lead from **the front**

Samir Chabukshwar

Mr. Samir Chabukshwar is highly experienced in setting up user experience practices at various organizations. He is one of the successful personalities who established UX practice as profit-centers with a short span of time. Mr. Chabukshwar has over 25 years of industry experience with his project experience spans over 2000+ user experience design and research. He has showcased his expertise in Enterprise application, Internet and Intranet Portals, E-Commerce Websites, Social networking sites, Mobile and Desktop Applications. Mr. Samir is an eloquent speaker at national and international conferences. He is an expert in establishing profit making UX practice within organization; UX marketing and sales strategy; Lead global UX teams; Manage and execute user experience projects; User Experience thought leadership; UX Community building; UX research on operational models. He has been awarded for outstanding contributions to entrepreneurs, enterprise, institutions and individuals by Maharashtra's Governor Bhagat Singh Koshiyari who presented the 'India SME Excellence' and 'Pride of Maharashtra' at Raj Bhavan Mumbai.



Can you brief us about your entrepreneurial journey? OR How was your entrepreneurial journey being an engineer?

I received my bachelor's degree in Industrial Engineering, which is essentially the study of how to make man, machine and system efficient and effective. After graduating, I worked as an Industrial engineering consultant. I used to think about how to solve problems holistically,

which means not just how the man will operate the machine, what will be the layout of the plant, what will the incentive schemes for both the blue-collar workers and others, what are the management policies, etc. There was much exposure to various suitable domains, from automobile manufacturing to steel plants. My first project was in Venky's, where I studied how this assembly line works and how to make it efficient.

After that, I did my masters in human factors in the US. It studies human advantages and limitations as applied to human-machine systems. So human factors as applied to a digital world are known as user experience. It is the holistic way you, the users and the end customers interact with any digital means. It could be a mobile application, web application, kiosk anything to do with human-computer interaction, so that's where I jumped into early 2001-02, and since then, I have started to work in this field. I worked for multiple consulting firms in that field, and after that, in 2009, I founded this company- UX design which was only focused on the user experience design of software products.

What motivated you to switch from a job doer to a job producer?

There are a couple of ingredients when you are looking at entrepreneurship. It is capability and competency as an entrepreneur's right attitude because it is a risk-taking venture, especially when you don't have a background in entrepreneurship. And third and most importantly, you should have passion for that

particular area. When I was looking at user experience design, especially in a time when India didn't have a large number of designers or people were not aware of design in 2009. I have been practicing design since 2001, and whenever we used to travel to the US to practice multi-dollar projects, we saw much acceptance, but once you get to India, it is all about coding and stuff, and once you start doing we are in the mindset of "you tell me I do".

As we all know, India produces lakhs of engineers doing other jobs. In short, everybody nowadays is into coding, but there is also a 'you say I do' scenario that comes as long as submit buttons make us happy. You can make much difference even inside an organization; you can only make a limited impact equivalent to your service inputs. There are many different positions given to the employees, and they do make an impact/influence on people. So, one of our inspirations is to make an impact through design for a larger audience, and that could be only done if we had the guts to be a part of entrepreneurship or job creation. Hence, we are glad to create that impact on more than 2500+ projects and huge customers like fortune 100 companies.

Will you please tell us about the UX Industry?

UX came from human factors and usability, and the world was recently coined in 1998 by somebody called Dawn Norman, who is a good psychologist and worked in companies like Apple; the usage of UX came into the picture only after 2006-07. UX is basically to look into all the holistic interactions of any user or crust with a brand. Today it is used in the very narrow and focused definition of designing digitally, and this area has been growing since 2008 when we started. The field has grown exponentially. The supply in India also has grown exponentially. The largest community of designers and researchers would be in North America, US. Still, the second largest community of designers is in India worldwide. So it has gained that much interest and momentum. And today, not just design schools but engineering schools have

also started teaching design, and typically, you call it UIUX, and everybody is like, "let's do UIUX!" But that's the wrong term to use because there is nothing called UI. UI is just an outcome and output of UX done well.

Why did you choose this industry? Do you think India's standing over this will scale up in the next few years?

Why did I choose this? Because I was always into designing man-machine systems. It's not just problem-solving but thinking critically and solving it, creating a complete approach to build efficiency and effectiveness at scale. So I have always been in this kind of job role. Whether it was called industrial engineering, human factors, or usability, it doesn't matter; ultimately, the way to solve the problem is very similar. The issues are also centered on humans. So we are the keepers of human experiences. We create designs so that human experiences do not face the ill effects of technology. And I have a passion for doing that. I can see and can design that very effectively. That's the primary motivation. That's the reason for me to be in this field, and I've always been a consultant, so that's the reason also to leap into entrepreneurship, where I love talking to customers about understanding their problems and then solving them through a systemic approach, not on a point level approach.

How do you keep your team's morale high during crises? Or what is your success mantra?

Lead from the front, which is the mantra that I work with; even during the pandemic, which affected everyone's life, whether it is the CEO or someone else, we all had to face the same challenge. We understood the anxiety and depression of people as humans. 2 days before the lockdown, everyone was working from home like machines, and we gave additional allowances like the internet. We were also informed that it is a work from the company to the employees. So today also, all our 200+ employees work from home in 29 states and even the US. We made

programs and created one-on-one benefits for our employees who pay special attention to people's mental health and awareness. Because everybody was getting up from bed and with 'chai' open their laptops, which continued for 9 -10 hours. With the same, we got excellent productivity, increasing our strength to 120%.

My mantra is to lead from the front and encourage my leaders and managers to do the same. It is also essential to look into the customer experience as paramount if it is a crisis related to the customer. In contrast, it needs to be prominent if it is related to employees.

What would be your suggestion to budding managers/engineers to acquire skills in general or for UX industries?

We generally work with many engineers; you need the right attitude, aptitude, knowledge, and skill level. The skill level is the least, but the knowledge of multiple disciplines is the user

experience design, so UX design is not just made of "oh, I know these design tools" that the least you should worry about; first, you should acquire the knowledge that is required which comes from a background of psychology, visual communication, product design and the methodology of user centered design. If you receive the knowledge, there are hundreds of courses these days. You can also apply to many internships in design organizations and apply the techniques in products once you understand the way of producing a design that is nothing but a methodology and is all about applying that methodology to multiple-use cases, various scenarios in different domains and different problems. As long as you can learn the methodology knowledge and practice it over time, you could probably get into the field of user experience design. You don't need a design degree to be a user-experience designer.



Bulletin from Grad School



IIM Calcutta ranks 2 in Open Magazine Best B-School survey 2022

Indian Institute of Management Calcutta (IIMC)—India's premier B-school—has retained its numero uno position in this year's BT-MDRA India's Best B-schools Survey, with an overall score of 902.8 out of 1,000, while IIM Ahmedabad has retained its second position with an overall score of 900.2.

IIM Calcutta hosted 11th India Finance Conference 2022

The 11th India Finance Conference occurred at IIM Calcutta from December 19 to 21, 2022. On December 23, 2022, in Kolkata: The 11th India Finance Conference, organized by --IIM Calcutta, IIM Bangalore, and IIM Ahmedabad, will take place from December 19–21, 2022, on the campus of IIM Calcutta. The Chief Guest, Shri Shrikrishna Kulkarni, the Chairperson, BoG IIM Calcutta, opened this two-and-a-half-day conference preceded by a pre-conference

tutorial on December 18, 2022.

The conference witnessed a participation of nearly 150 delegates representing various academic institutions, non-governmental organizations, banks and other financial services. Several overseas participants from the United States, the United Kingdom, and Australia have participated and presented papers in the technical sessions. The award giving ceremony resulted in a cheerful and enjoyable evening as a total of eight cash awards were announced for top papers presented in the conference.

ISB hosts Jennifer Larson, US Consul General Hyderabad

The Indian School of Business, as part of its ongoing engagement with the U.S. Embassy and Consulates in India under the umbrella of #USIndiaDosti, hosted Jennifer Larson, U.S. Consul General in Hyderabad, for an introductory

meeting with Dean Madan Pillutla.

Dean Pillutla presented the report 'A Roadmap for Indo-Pacific Regional Cooperation in a post-Covid-19 World Order', a project where ISB and the Consulate worked together and organized a series of events focused on a joint vision for the Indo-Pacific Cooperation.

IIM Ahmedabad appoints Pankaj Patel as new Chairperson of the Board of Governors

The Indian Institute Management of Ahmedabad (IIMA) has announced the appointment of Pankaj R. Patel as the new Chairperson of the Board of Governors, effective November 16. Pankaj R. Patel succeeds Kumar Mangalam Birla, who completed his four years term. Patel, who will become the fourteenth Chairperson of the institute, has been a member of the IIMA Board of Governors

for eight years. Pankaj Patel is the Chairman of Zydus Lifesciences Ltd., a discovery-driven, global Life science company. He combines both research and techno-commercial expertise and has published over 100 research papers in peer reviewed journals and is a co-inventor in more than 64 patents. Through his various associations with educational institutions and non-profit organizations that serve at the grassroots, Mr. Patel champions and supports the causes related to education, health and innovation.

SPJIMR has been ranked the best Indian private B-School and fifth overall in the Business Today B-School rankings 2022. The publication has also profiled SPJIMR in its B-School special issue.

At the UN PRME Global Forum, the Positive Effect Ratings (PIR) Association recognised SPJIMR as being one of top four business schools for social impact among the 21 participating nations.



For its creative community-based initiatives, socially and environmentally sustainable ethos and governance, and a strong teaching emphasis on responsible leadership, it has received the highest “pioneering school” classification. This marks the second year that SPJIMR has been honored in this manner.

The Swiss organization PIR controls these ratings. It was formed by WWF, Oxfam International, and the UNGC Switzerland with the active support of the funders VIVA Idea and The Institute for Business Sustainability after being proposed by a group of concerned business school specialists (IBS)

IIM Indore Ranks 2nd in the 4 Palmes of Excellence Category by Eduniversal Rankings 2022

Indian Institute of Management Indore (IIM Indore) has received Rank 2 amongst all the B-Schools in India in the Eduniversal 4 Palmes Rankings 2022, under the Top Business School with Significant International Influence. The institute has received Rank 2 amongst all the IIMs in this category.

The Palmes Ranking is conducted in three steps which include the official selection of 1000 best business schools from 154 countries, The Palmes of Excellence Awards to each of the 1,000 ranked schools, and finally, the most important is the Deans’ Vote—which allows considering the expertise of the deans of the best business

schools worldwide. Similarly, the Eduniversal Best Masters Ranking is based on three main market criteria: the reputation of the programmes, the student’s satisfaction, and the salary level



of the first employment after graduation. This ranking represents global/national leadership and compliments the academic expertise of an institution.

SVKM's NMIMS signs an MoU with HTWG Konstanz, Germany, for short study and research

SVKM's NarseeMonjee Institute of Management Studies (NMIMS), a Deemed-to-be University, signed a Memorandum of Understanding (MoU) with HTWG Konstanz – University of Applied Sciences, Germany, to enhance cooperation between the two world-class institutions for five years.

The collaboration is with NMIMS Mukesh Patel School of Technology Management & Engineering (MPSTME). Honourable Shri Amrishbhai Patel, Chancellor, NMIMS, and Prof. Dr. Sabine Rein, President, HTWG Konstanz, University of Applied

Sciences, Germany signed the MoU.

The MoU includes opportunities for students related to research, internships, and short study programs; faculty exchange for activities like lectures, training, joint supervision of industry projects; offering mutually beneficial academic programs.



NMIMS Hyderabad appoints Dr Siddhartha Ghosh as Director

NMIMS, Hyderabad appointed Dr Siddhartha Ghosh as its new Director. In his 22 years of illustrious journey, Dr. Siddhartha Ghosh has been heading various departments with premier institutions in Hyderabad. He has been passionate about Institute Building, Human Resource Building, Leadership, L&D, Mentoring, Academic Research, Artificial Intelligence, Machine Learning and Deep Learning. A visionary Dr. Siddhartha has mentored many professors and deans of various institutes and has been instrumental in shaping the careers of his students who have proved to be leaders in their respective domains. Dr. Siddhartha has won accolades for co-authoring two books in addition to sixty-two national and international research publications.

Speaking on the appointment, Dr Ramesh Bhat, Vice Chancellor, NMIMS, said, "We welcome Dr. Siddhartha Ghosh, an award-winning and globally recognized academician, and an educationist. We at NMIMS believe in having the best faculty and leadership to set a benchmark institution that transforms and creates excellent talent globally."



Corporate Performance bytes

M&M Q1 Results: Profit surges 67% YoY to Rs 1,430 crore but misses estimates

Mahindra & Mahindra (M&M) announced that in the first quarter its net profit increased 67% year over year (YoY), to Rs 1,430 crore, from Rs 857 crore in the same quarter last year. The profit number fell short of the analysts' forecast



of Rs 1,474.90 crore, according to an ET NOW poll. Additionally, revenue increased for the quarter by 67% YoY to Rs 19,613 crore from Rs 11,765 crore in the corresponding quarter last year. M&M reported that the quarter's Rs 18,995 crore in standalone car and farm revenue was the largest quarterly total ever.

Marico Q1 results: Net profit rises 3% to Rs 377 crore

FMCG company Marico Ltd NSE -1.08% announced that its consolidated net profit for the first quarter ended in June increased by 3.28 percent to Rs 377 crore. In the months of April and June of the previous year, the company reported a net profit of Rs 365 crore, according

to a BSE filing by Marico NSE -1.08%. Marico's overall costs decreased from Rs 2,085 crore in Q1 FY22 to Rs 2,076 crore.



Ashok Leyland total vehicle sales rises 51% in August

The business informed that overall vehicle sale, including exports, for commercial vehicle manufacturer Ashok Leyland increased 51% year over year to 14,121 units in August. In August 2021, it sold a total of 9,360 automobiles.

In August 2021,



4,632 medium and heavy commercial vehicles (M&HCV) were sold. In August 2021, 8,379 M&HCVs were sold, an increase of 81% year over year. The amount of trucks sold increased by 70% to 7,325 from 4,297 units.

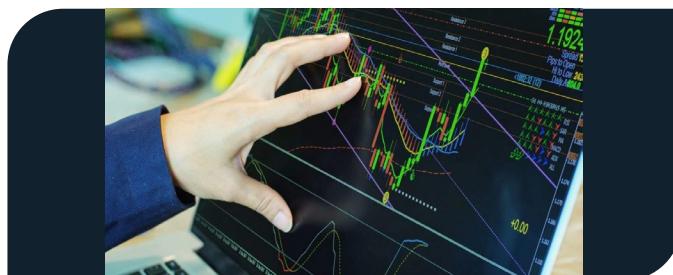
According to the corporation, domestic car sales grew by 58% to 13,301 units in the reviewed month from 8,400 units in the same month last year.

Share price of Colgate-Palmolive falls as Sensex gains 125.18 points

Colgate-Palmolive (India) Ltd.'s stock price decreased 0.14 percent to Rs 1636.25. So far during the day, the stock has seen a high of Rs 1650.8 and a low of Rs 1632.35. The stock had a prior session closing price of Rs 1638.5.

The counter had a total volume of shares traded at 01:04 PM with a BSE turnover of Rs. 1.63

crore. Price-to-book ratio was 27.81 and price-to-earnings multiple was 42.21 for the company at the time of trading.



Share price of IGL jumps as Sensex drops 304.28 points

Indraprastha Gas Ltd NSE -0.56%.'s share price increased 1.95 percent to Rs 438.3 So far during the session, the counter has experienced a high of Rs 446.3 and a low of Rs 424.6. The stock had a previous session closing price of Rs 429.9. A total of 192227 shares of Rs. 8.42 crore have been exchanged for the counter on the NSE thus

far. It was trading at an 18.02 price-to-earnings multiple and a 3.44 price-to-book ratio.



Share price of ICICI Lombard falls as Sensex drops 233.12 points

ICICI Lombard General Insurance Company Ltd NSE -1.55 %. dropped 1.1 per cent to Rs 1231.05. The script hit a high of Rs 1249.45 and low of Rs 1227.65 so far during the session. The stock had

closed at Rs 1244.7 in the previous session. The counter had a total traded volume of 01:24 PM shares so far with a turnover of Rs 1.23 crore on BSE. The stock traded at a price-to-earnings multiple of 42.39 and a price-to-book ratio of 6.89.

Bank of Maharashtra climbs 5% on Q2 business update

Shares of Bank of Maharashtra closed to 5% to the day's high price of Rs 18.4 after the lender in an exchange filing said that its total deposits came in at Rs 1,95,849 crore in the September ended quarter, up 8% year-on-year (YoY), from Rs 1,81,572 crore in the same period a year ago. However, the total deposits logged a marginal decline in the review period from Rs 1,95,909 crore of 30 June 2022. CASA deposits at the bank also grew to Rs 1,10,205 crore in the September quarter as against Rs 97,889 crore in the same quarter a year ago. CASA ratio for the review period came in at 56.27% as compared

to 53.9% in the same period last year.

Gross advances at the lender also improved 28.65% YoY to Rs 1,48,246 crore from Rs 1,15,236 crore in the September quarter of FY2022. On the other hand, gross investment by the lender witnessed a de-growth of 2.15% YoY to Rs 70,731 crore in the September quarter in comparison to Rs 72,285 crore in the same period last year.



HDFC twins rally up to 3% on Q2

After merger-bound firms released their September quarter business report shares of mortgage lender HDFC NSE 0.77% and private lender HDFC Bank NSE 0.19% increased up to 3%. At 1.26 p.m., HDFC stock was trading 2.94% higher than its previous day's closing price of Rs. 2282.95 per share, at Rs. 2,350 per share.

At the same time, shares of HDFC Bank were up 2.71% to Rs 1,451.1 a share from their previous day's closing price of Rs. 1412.85. "According to a BSE

filing by HDFC, the corporation assigned loans of Rs 9,145 crore during the quarter that ended September 30, 2022, up from Rs 7,132 crore in the same quarter last year. Individual loans sold throughout the previous 12 months totaled Rs 34,513 crore, according to the statement. For the quarter that ended on September 30, 2022, there was \$1,360 billion in gross dividend income."



Varun Beverages Q2 Results: Profit grows 59% to Rs 381 cr., beats estimates

India's Varun Beverages announced a better-than-anticipated third-quarter profit benefiting from price increases the Pepsi bottler put in place to safeguard its margins. In the three months ending September 30, profit increased by 59% to 3.81 billion Indian rupees (\$46.1 million). According to Refinitiv IBES data, analysts had projected a profit of 2.32 billion rupees on average. While a larger

customer return to pre-pandemic routines has driven demand from restaurants and bars higher, Varun Beverages, like most consumer companies like Nestle India and Dabur India, increased the cost of their products.



Tata Motors' total sales up 15.5 pc to 78,335 units in October

Tata Motors said that its total sales increased by 15.49% to 78,335 units

in October 2022. In the same month last year, the business sold a total of 67,829 cars, according to a statement from Tata Motors. According to the statement, total domestic sales increased by 17% to 76,537 units from 65,151 units in the same month last year. Sales of passenger cars (PV),

including electric vehicles, increased by 33% to 45,423 units in the domestic market from 34,155 units in the same month last year.



Adani Ports PAT jumps 65% in July-Sept quarter

In response to solid operations, Adani Ports & SEZ (APSEZ) said that its net profit for the quarter ending in September increased 65% year over year to 1,738 crore. Up 33% to 5,211 crore, revenue. By the conclusion of the current fiscal year, the corporation added that it would double

its warehousing space, increase



the number of trains by 2.5 times, and build six new logistics parks. The company's interest expense decreased from 653 crore to 634 crore, increasing profits. Profit for the first six months

of the year increased from 2,306 crore to 2,915 crore. "FY23 represents a record first half of the year for APSEZ, with the largest cargo volume, revenue, and EBITDA ever.

HPCL falls over 4% after posting net loss of Rs 2,476 crore in Q2

Shares of Hindustan Petroleum, a state-owned natural gas and oil business. HPCL lost more than 4% of its value to Rs 202 after the business disclosed its second consecutive quarterly loss. While it had reported a net profit of Rs 1,918.89 crore during the same period last year, HPCL had a net loss of Rs 2,475.69 crore in the quarter

from July to September of FY23. In the previous quarter, the company reported a loss of Rs. 8,557 crore. The business claimed that a one-time LPG grant from the government in the amount of Rs 5,617 crore caused the net loss to reduce in the second quarter of FY23. For the period of July to September 2022, revenue from operations totaled Rs 1,14,172 crore, an increase of 30% over revenue from operations during the same period of the previous year.

Cipla Q2 Results: Profit rises 11% YoY to Rs 789 crore, in line with estimates

The pharmaceutical giant Cipla stated that its overall operating revenue for the September quarter climbed 5.57% year over year to Rs 5,828.54 crore and that its consolidated net profit increased by 10.9% year over year (YoY) to Rs 788.9 crore. The profit amount matched the Rs 790 crore poll forecast from ET Now. Cipla reported that its EBITDA for the quarter was Rs 1,303 crore, exceeding the estimate of Rs 1,288 crore. In contrast to the 22.1% forecasted by the Street, its consolidated margins were 22.3%. On a year-over-year basis, the margin increased from 22.2% in the prior quarter by 10 basis points. The pharmaceuticals segment's revenue increased

from 22.2% in the prior quarter by 10 basis points. While the medicines segment's revenue climbed during the most recent quarter to Rs 5,690.68 crore from Rs 5,413.82 crore during the same period the previous financial year, revenues from new ventures also increased, rising to Rs 278.14 crore from Rs 139.13 crore. In comparison to a loss of Rs 30.74 crore during the same time last year, the new ventures division reported an EBIT profit of Rs 23.59 crore



SBI Cards shares down 1.57% as Nifty drops

Shares of SBI Cards and Payment Services NSE -0.5% Ltd. were 1.57 percent lower (IST). On the counter, approximately 40,509 shares were exchanged.

The stock started the day at Rs 812.05 and has since reached an intraday high and low of Rs 817.45 and Rs 801.35, respectively. The 52-week high and low prices for the SBI Cards and

Payment Services Ltd. stock were 1028.75 and 656.1 respectively. At the time this report was being written, SBI Cards and Payment Services Ltd.'s total market capitalization was Rs. 75687.35 billion.



Marico shares down 1.51% as Nifty gains

Marico Ltd. shares were down 1.51 per cent on the market (IST). On the counter, approximately 45,208 shares were exchanged.

The stock started the session at Rs 533.9 and has since reached an intraday high and low of Rs 534.0 and Rs 525.7, respectively. The 52-week high and low prices for Marico Ltd.'s shares are

Rs. 554.05 and Rs. 455.8, respectively. The Marico Ltd.'s total market value was Rs. 67990.17 crores.



IL&FS resolves debt of Rs 56,943 crore, reduces number of entities to 101

Infrastructure finance firm IL&FS said it has resolved its debt of up to Rs 56,943 crore by September 30, 2022 through monetisation of various assets and reduced the number of entities to 101 from 302. The debt-ridden firm informed about the progress made in the ongoing resolution process till September 30, 2022 in an affidavit filed before the National Company Law Appellate Tribunal (NCLAT). "Estimated debt resolution as on date" was Rs 55,612 crore, and another Rs 1,331 crore debt was fully served by its green entities, which are profitable, said Infrastructure Leasing & Financial Services

(IL&FS).

Moreover "entities in the respondent no 1 (IL&FS) has reduced to 101 from 302", which includes 88 domestic entities and 13 offshore entities, said the affidavit filed by its Managing Director Nand Kishore



M3M acquires prime Gurgaon land for Rs 200 crore, to develop commercial project

It is one of the costliest land acquisitions in terms of price per acre, with the cost of the land similar to that in Lutyens' Delhi. The company will develop about 300,000 square feet of retail and office space with an additional investment of Rs 250 crore, Bansal told ET.



Neo-Banking – Future of Banking

Mr. Virag Kulkarni

Senior Manager-Legal, Fibe



Mr. Virag Kulkarni is a legal professional with nearly 13 years of experience with specialization in Business Law. He is currently working as Senior Manager with Leaning Fintech involved in Digital Lending.

Ms. Manjiri Joshi

Assistant Professor, Dr. D.Y. Patil B-School



Ms. Manjiri Joshi is an assistant professor at Dr. DY Patil B-School who is seasoned with her Management Skills. She has 13 years of experience in Academic and Industry of Management. Being a creative, profound and empathetic person Ms. Joshi loves to infuse positive attitude in people around

With this article they want to throw light on the disruptive innovation which has the capability to change the way of India Banks work pattern.

Neo-Banks are those new-age banks with the USP of operating entirely online. They provide digital financial solutions for disbursements, money transfers, lending, and other services. They help clientele transact and offer card services, investing opportunities, and credit and lending services.

Neo-Banks are technology facility providers who have presented a disruptive technology-backed modernisation which is helping to connect the gap between Banks and Customers through technology.

The concept of Neo-Bank has been evolving. Fintechs are gearing up to take it to the next level despite its comparatively late entrance into the more significant FinTech ecology. This course of Neo-Banks has been gaining an impetus globally.

Global Landscape

The first Neo-Banks began in Europe. They were formed through regulation under the original Payment Services Directive (PSD), a European Union ordinance for payment-related service providers through which this sector was regulated. This has helped increase the industry simplicity and offered a more straightforward entry mode to the latest candidates. The PSD2 followed, which provided third parties access to the Application Programming Interface of banks. This free information-sharing environment helped in the increase of Neo-Banking. As it

became easier for FinTech companies to access client data efficiently, it helped in building digital-only banks.

The United States of America, Brazil, South Korea, China, Canada and several European Union countries followed the trend, resulting in the emergence of Neo-Banking companies, out of which few have already expanded in many territories apart from their original founding countries.

Indian Landscape

The Neo-Bank panorama in India has been proliferating, especially in the previous four years. Even though nearly more than 18 companies are operating in the same sector and looking to increase their market share, the characteristics like various products and target customer sections of each Neo-Bank guarantee significant progress shortly.

The voyage of the financial service sector in India has developed with enhanced banking structure, new banks and governing directives, and technically sophisticated FinTechs, with






an improved emphasis on client requirements. Moreover, elements like present banks vying for tactical alliances with Neo-Banks and attention from individual equity companies are fuelling the development tale of the Indian Neo-Banking Eco space.

However, Indian Neo-Banks do not hold any banking permits and hence do not operate individually, and therefore Neo-Banks have associated with other traditional banks to offer services.

The Indian Neo-Bank Panorama

The neo-banks in India are expanding year-on-year (YoY) and creating a viable digital banking panorama. However, these players have to obtain particular permits or supervisory authorisations. Hence, these digital banks as a concept only exist in India, like in many other countries. In India, banking alliances create the foundation of Neo-Banks and are a primary distinction between the Indian and worldwide prototypes.

Major Neo-Banks formed in India.

					
Founding Year	2019	2019	2017	2015	2021
Leadership	Jitendra Gupta	Sujith Narayanan, Sumit Gwalani	Anish Achuthan, Ajeesh Achuthan	Vinay Bagri	Vibhore Goyal, Sameer Nagpal
Headquater	Mumbai	Bangalore	Bangalore	Bangalore	Gurugram
Capital Raised	\$24 Mn raised in 2019, \$ 130 Mn raised in 2021	\$13Mn raised in 2019 \$62 Mn raised in 2021	\$35 Mn raised in 2019, \$100 Mn raised in 2021	\$14 Mn raised in 2018 and before, \$35 Mn raised in 2019	NA
Key Investors	Tiger Global, Matrix Partners, Sequoia Capital, QED Investors	Sequoia Capital, B Capital, Falcon Edge	Tanglin Venture Partners, Tiger Global	Tencent, Horizons Ventures, Social Capital	NA
Number of Customers	0.5 Million	0.25 Million	2 million businesses	2 million & 10K Corporates	50K+
No. of Banking Partners	Single	Single	Multiple	Multiple	Multiple
Banking Partners	Federal Bank	Federal Bank	ICICI Bank, Axis Bank, and others	ICICI, Yes Bank, and others	Kotak Mahindra Bank, Yes Bank

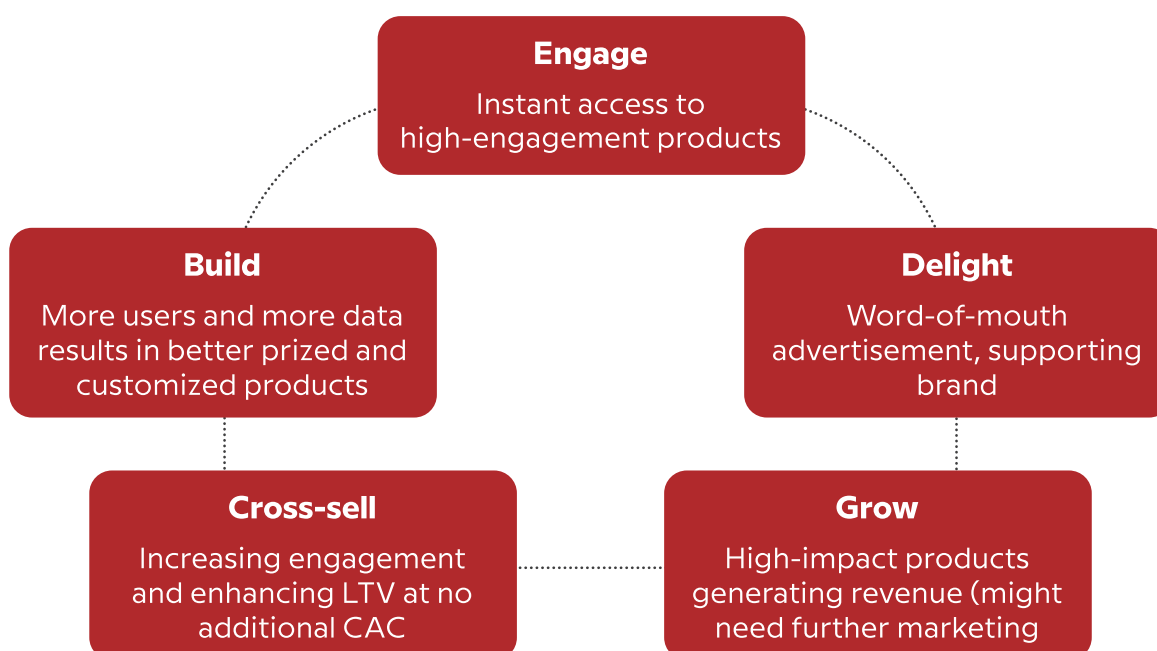
Indian Neo-Banks & their target segments



Operating Models of Indian and Global Neo-Banks

	Pureplay virtual banks (Neobanks)	(Autonomous) unit of traditional banks	Full-Stack (Licensed) Digital Bank
Description	Standalone digital platforms that partner with incumbent licensed banks to offer tech driven niche / bouquet of products; differentiated on better UX, value added services etc. (Most Indian neobanks operate under this model)	Neobanking operations of traditional banks that function autonomously and compete with stand-alone neobanks through repackaging of existing offerings	Digital-only banks that have a fully operational banking license; offers independent financial products and services, raise capital and lend on their own
Indian Examples	   	  	RBI is not allow this license in India
Global Examples	 	 	 

Indian Neo-Banking flywheel



Revenue Model:

The Income of Indian Neo-Banks can be split as under:

1.Transaction Income

Sourcing Fees:

- Since RBI is yet to provide separate regulatory licenses to Neo-Banks, Neo-Banks have teamed up with traditional banks/NBFCs, Mutual Fund houses, insurance companies etc., for the opening of bank accounts, FDs/RDs and other financial services, which include trading in Shares, Mutual Funds, purchasing of Insurance Policies etc.

- As a result, Neo-Banks currently sources customers from digital channels for traditional banks and generates Sourcing Fee Income. This Sourcing Fee Income is one-time and ranges between INR 50-300 per customer/transaction.

2.Transaction Income

Neo-Bank generates this income from merchants for the value of transactions processed from the platform. This revenue can range from 30%-40% of MDR charges, charged on transactional value.

3. Lending Income

Through their NBFCs or partner banks/NBFCs, Neo-Banks provide digital lending services to their customers.

DSA Income:

➤ Neo-Banks create DSA income while operating with traditional banks/NBFCs. Here, the Neo-Bank can receive a fixed or variable fee against every sourced customer for their partners.

➤ Service Income:

Neo-Bank Charges a Service Income from partner banks/NBFCs to manage lending portfolio sourced through Neo-Banks, collection services, sales etc. This income can range between 3%-4% of the AUM generated from the transaction.

4. Value-Added Services (VAS)

VAS are groundbreaking solutions Neo-Banks provides to its customers/partners with the help of its unique technology platform. Neo-Bank charges fees to traditional banks/NBFCs and their customers for these services. Such services include fees for opening FD/RD, ensuring customer maintains minimum balances, providing analytical data to banks and NBFCs and other value-added services to its customers.

Key Expenditures:

➤ Marketing and Customer Acquisition Expenses

Customer Acquisition Expenses are one of the significant expenses Neo-Banks incur for its business. This cost is incurred mainly on brand marketing, performance marketing, direct marketing etc. Currently, Neo-Banks spend INR 1,100/- to INR 1,200/- to onboard a customer on their platform.

➤ Manpower Expenses

Being a technology-driven organization, Neo-Banks hires a highly skilled workforce. These hirings include Product, Tech, Analytical and Marketing Professionals. Also, they require employees to interact with customers for sale, service and collection.

➤ Establishment Expenses

Being a digital-only organization, this is one of the lowest areas of expense that Neo-Banks incur. It includes cloud cost, internet cost, premises rent and other related expenses.

➤ Credit Cost/Service Deficiency Expenses

The Neo-Bank could incur this cost if the Neo-Banks foray into lending services and agree to bear any service deficiency.

The critical difference between the International and Indian Landscape:

Particulars	Worldwide prototype – permitted digital banks	Indian model – partnerships with licensed banks
Regulatory	The regulators of many countries, incredibly advanced economies, grant permits to Neo-Banks.	Neo-Banks in India are FinTech companies which do not fall in the regulatory purview of the RBI. They have tied up with many BFSI companies to provide services
Offices	Neo-Banks worldwide operate as digital-only companies and thus do not have any physical existence.	Neo-Banks in the Indian ecosystem does not have any physical presence considering the nature of their business model and the non-existence of regulations. They mainly provide their services to their customers using digital platforms. However, customers continue to use brick-and-mortar branches of partnered banks and financial institutions.

Particulars	Worldwide prototype – permitted digital banks	Indian model – partnerships with licensed banks
Service	The primary function of Neo-Banks worldwide is to provide banking services by using the internet and various other e-channels as an alternative to brick-and-mortar branches. The more sophisticated Neo-Banks offer a complete bouquet of services.	<p>Neo-Banks offer a varied array of services in association with other traditional players. These services include:</p> <ul style="list-style-type: none"> ➤ Operating Bank Accounts ➤ Provide loan/credit services ➤ Card services ➤ Advice regarding investment ➤ Insurance-related services, etc. <p>Some players in this sector also offer innovative solutions like expense management etc.</p>
Permissibility	These entities are permitted across the United Kingdom, the United States of America etc.	This alliance model is in-vogue in India with no particular constraints regarding procedures.
Compliance Requirements	Digital banks have to comply with the applicable structures and laws introduced by the government.	Neo-Banks do not fall directly under the regulation of the RBI due to the non-applicability of any license requirements. Characteristically, the alliances with regulated players are regulated by the RBI's various laws.

Opportunity for Indian Neo-Banking Market Participants

The Banking Market for Neo-Banks is consistently increasing and is expected to be 5-10 Bn USD by FY 2027. Following is the tentative market size for Indian Neo-Banks.

Particulars	FY 22	FY 27
Saving Accounts with Scheduled Commercial Banks (Mn)	1,804	2,194
Less: Jan Dhan's Savings account in (Mn)	440	885
Target Addressable Savings Accounts (MN)	1,364	1,309
Saving Accounts with Neo Banks (Mn)	2.9	235.7
Neo Bank Penetration (%)	0.2%	18.0%
ARPU (USD)	5	22
Revenue Pool (USD Mn)	15	5,185

Advantages of Neo-Banks:

Following are the advances of becoming a Neo-Bank:

- Neo-Banks helps in providing multiple services/products under one roof. This can be used for Lending, Insurance, Expenditure and Investment products etc.
- Being Low-cost digital model can be created
- Scalability- reach to corners of the world

- No Dependency on branches
- Ease of Cross-Selling
- Limited Compliances
- Highly Customized Product offering is possible
- These points, coupled with the state-of-the art technology, provide a cutting edge to Neo-Banks over traditional banks

Challenges faced by Indian Neo-Banks:

- No transparent sustainable business model as many of the services which Neo Banks can provide are provided by the traditional Banks through their beta banks, e.g. SBI Yono App, 811 etc
- High Acquisition Cost against the revenue generated
- Regulatory challenges to attach credit line against saving account, Debit card or Credit Card, which the Neo Bank can issue
- In the case of Neo-Banks, no face-to face alternatives are usually available for assistance, making them hard to gain access to for a specific part of the population.
- Neo-Banks have a short history; hence, customers can find it challenging to achieve consumer confidence compared to existing banks.
- The Neo-Banks with high technology reliance face higher security risks.

- They are only fully chartered or licensed in some cases.

Considering the technological expertise and ground-breaking business prototypes, Neo-Banks can add further value and accelerate growth. The Neo-Banks are developing unique answers concentrating on the particular needs of customers, and this distinctive trait makes them a crucial factor in the more excellent financial services environment.

Currently, no Neo-Bank in India provides all services to its customers as a bouquet; hence, it is an opportunity to become the **first Full Service Neo-Bank**.

However, one crucial aspect that needs broader consideration is that although Neo-Banks has seen exponential growth and the sector is gaining momentum with a significant ability to unsettle the banking and financial services ecosystem, their functioning prototypes are yet to result in sustained success.



You Are Richer **Than You Think**

Suhas Harshe

Suhas Harshe is World's 1st MoneYogi. He helps ambitious executives, top professionals and famous celebrities live the life of their dreams today, instead of tomorrow. He achieves this by keeping their dreams, passion, and purpose at the core of their life. And build a personalized money system around it; so that they can move to the next level of success in their lives by living a holistic, well-balanced, and fulfilled life.

Everybody wants one thing when they start earning – More Money.

But you will be surprised to know that it's not true!

Instead, people really want the *material things* they believe money will buy.

People dream about having a bigger house, driving a luxury car, taking an exotic vacation, or earning more income. But none of those things matter. It's what those things *bring you* that matters.

Or, more precisely, what money brings into your life that matters.

Your money should be used to achieve your goals and your vision of life. Your money should not be used *only* for material things. There should be complete integration of your eye, passion, and purpose with your finances.

First, you need to understand what you value the most and give importance to in your life.

How you look at money, your mindset about money, and how you will earn/spend/save/invest will depend on which of the following occupies your mind space.

Security - Some people want money to provide them with "Security". They look for ways where

their money is safe and secure. They are averse to taking any undue risk with their money.

They worry about money all the time. They spend sleepless nights thinking whether their money will last for their lifetime.

Flexibility – Others would like money to give them more choices. They are not satisfied with what life has given them. They want more and are ready to work towards that.

They look at money because money should give them the power to decide according to their wish. They want to avoid being in a situation where they must always make compromises.

Freedom – They are those who value life more than money. For them pursuing their dreams, aspirations, and passion is more important than just earning money. They are not ready to engage in any activity to make money which will bind them. They want

money to give them freedom.

This freedom is not limited to 'freedom of choice' but freedom of career, to raise a family, buy a house, take a break from work whenever they wish, or travel whenever they want. In other words, they look at money to give them freedom over anything else.

Your relationship with money will be shaped by what you prioritize: security, flexibility, or freedom. Whatever your choice, you will make your money decisions accordingly without even realizing it.

But those of you who are starting your career now, in your 20s - you are richer than you think.



You have been waiting for the day when you start earning and becoming truly independent with money.

You have dreamt about the kind of life you will live once you start earning. Unknowingly, most dreams are about acquiring possessions, having a certain standard of living, and having a certain amount of money as a metric of success in life.

If you do that, no one will be more unfortunate than you!

Your life is not about chasing money for money's sake. It's about spending less time making a living and more time creating the life of your dream.

The first five years of your career should be spent exploring what you are good at and what makes you happy. It's not the time to settle down!

If you spend your first few years like this, you will spend the rest of your life actually doing what you are good at and being happy doing it.

For my young friends who will be starting their earning journey in the near future, I have a three-stage process that will help them manage money better than their parents but will help them live a fulfilling life without being stressed about money.

1 – Right Mindset + Meaningful Goals

Once you start earning, making money will not be a problem. The problem will be keeping it.

If you start with the approach that more income will make you rich or happy, you will be dissatisfied for most of your life.

As you progress in your career, you will naturally earn more than you did earlier. But if your focus is going to be on having more, you will always keep chasing more without any end remaining dissatisfied all the time.

More money does not help most people at all. When they have more money, most people spend it on more stuff.

The wealthy spend their money on things that

truly matter to them.

The impoverished spend money on unnecessary things.

What does money mean to you? Is it a medium for acquiring things, living a certain standard of living, spending on creature comforts, showing off, or using it to meet other people's expectations?

Is money your first measure of someone's success? Including your own?

What do you expect money to accomplish for you? An opportunity to live your dreams, live a certain quality of life, spend more time with loved ones, do the work that makes you happy, or contribute to society?

We focus on things like a bigger house, a fancy car, luxury travel, expensive jewelry, or other material things money can buy as metrics to measure how financially successful someone is.

This is misleading because it doesn't tell you anything about someone's wealth or financial well-being.

What someone owns or possesses only reflects what that person is willing to spend.

Wealth is what you *don't* spend. Wealth shows up on your balance sheet, in your assets, and in the value, you can create in your life.

Real wealth is not money. Real wealth is Time.

Wealth is determined by your ability to do what you want with your time.

Material things aren't meaningful money milestones.

Maybe the freedom to travel anywhere, anytime, is most important to you. Perhaps having the ability to devote more time to your family than to your job is your top priority. Or you're so passionate about your career that committing to a specific relationship or starting a family is not your priority.

Financial milestones can also be feelings. It can be feeling confident about where you're headed or about your future potential. Or feeling at

peace with how your money works in your life, knowing that it aligns with what you *know* is most important to you.

At this stage in life, you should not focus on goals that tie you down to one place, like acquiring a house, or which will be a huge drain on your finances, like buying a car. Because it's possible that you may make career choices that may take you in a different direction or field or another part of the world.

Meaningful goals can be getting different experiences through travel, increasing your value in the marketplace by doing some courses, purchasing books, attending seminars, and workshops away from your core field, getting new perspectives, and exploring the world for opportunities.

2 – Current financials + Money roadmap

There are only four things that make up your money universe. Income, Expenses, Assets, and Liabilities.

Once you have clarity about these, you will always have clarity about money.

Income – at an early age, you will have only one source of income – salary income. And you will know exactly what your income is.

While considering your income, don't look at your Gross Income (otherwise known as CTC) because that's not what you will get in your bank account.

Consider only the Net Income (otherwise known as In-hand income) because that's what you will receive in your bank account.

Expenses – 9 out of 10 people struggle here. Most of them have no clue about what their expenses are. The reason is that they mentally equate expenses with budgeting, which is viewed as restricting yourself or being disciplined – both tendencies that the human mind dislikes!

While spending, be aware of the choices you are making every day. Is your spending in line with what *matters* to you?

Assets (Investments) - Why do most people not save? Or if they do, why do they manage to keep nothing significant? Because they don't see the reason for doing it.

Let's assume that you receive a sum of ₹ 50,000/- as a lump sum amount. What will you do? I have observed that most people spend that amount on clothes, gadgets, jewelry, and vacation. Why? Because they think that saving a small amount will not make any difference.

Now, let's assume that you receive a sum of ₹ 2,50,000/- as a lump sum amount. What will you do?

I have observed that people spend some amount and save the rest. Why? Because they think that saving is possible when a large sum is available.

Most people think that savings are possible only with large sums, not smaller ones.

Herein lies the problem. In reality, the possibility of receiving a large sum is remote i.e. bonus or inheritance.

But, you will have many opportunities to receive smaller sums. i.e. gifts, incentives, commissions.

The irony is that you will never accumulate a larger sum if you spend all the smaller sums you get.

So, the trick is to save all possible amounts, large or small.

Liabilities (Loans) – In this age of instant gratification, avoid loans as far as possible if you really want to live a stress-free life. The only exception will be home loans or education loans since these liabilities acquire/build assets that increase in value over the longer term.

At the start of your career, no one expects you to look rich. People around you - your colleagues, seniors, family members, or your social circle know you have just started. So, there's no need to spend on branded clothes, expensive gadgets, etc.

At this stage, what matters is not to avoid tickings on your bucket list. What's essential is

having clarity about what matters to you and set your own benchmarks based on the milestones you choose for yourself.

3 – Build your Money System

Following the *10/20/30/40 Rule* will help you to take control of your finances and build a money system which is easy to implement and monitor.

Everyone is very busy. The only solution is to take the day-to-day decision out of your hand by setting up a *simple*, automatic system that will run unseen in the background. It takes zero discipline, zero willpower, and zero self-control. Just set it up and let it run.

Assume you are earning ₹ 100/- (100%).

40% (₹40) of your income could be spent on your regular monthly *needs*. Food, fuel, power, rent, communications, commuting, etc. Expenses that are necessary for meeting your basic requirements.

Before you spend any additional money, you will build an Emergency Fund equivalent to 6 months of your basic expenses. That will be 40% (₹40) x 6 months = ₹240.

30% (₹30) of your income could be spent on wants. These are primarily expenses that do not occur every month. Clothes, gadgets, vacations, and entertainment. You will spend money on these items only when the amount is available. You will not fund these purchases through credit cards or loans. Never.

20% (₹20) of your income can be put aside for your short-term *goals*. Goals that will occur in the next 1–5 years. Purchase a two/four wheeler, furniture, or future study.

10% (₹10) of your income will be put aside *forever*. You will not see it, touch it, or use it until your retirement.

How will you set up this simple Money System?

Have 2 Bank Accounts (Savings) in two different banks.

1: Income/Expense Account – This is the account in which you will receive your income from all sources (mainly salary). The moment you receive your notional salary of ₹100 (100%),

you will only keep ₹ 40 in this account. All regular basic expenses should be paid from this account. You will make a Fixed Deposit of ₹ 30 immediately towards the Emergency Fund. Once you have accumulated your ₹240 as the Emergency Fund, you can stop making the FD. You can now spend this ₹ 30 on your wants. In other words, 40% + 30% = 70% of your income will remain in this account.

2: Savings/Investment Account – An amount of ₹ 30 (30%) will be automatically transferred to this account when the income/salary is received. Of this, ₹20 will be invested in instruments with a time horizon of 3-5 years for your short-term goals. Investments like mutual funds. The remaining ₹10 (10%) will be invested for a longer term in either equity mutual funds, shares, PPF, or NPS towards creating your retirement fund.

The only thing you have to avoid once this automatic system is in place is to refrain from meddling! Allow it to run on its own without disturbing it. Monitor it to ensure that it is running smoothly.

Any surplus money left in the income/expense account at the end of the month should be transferred to the savings/investment account without fail.

Money will flow in only one direction. From income/expense account to savings/investment account.

Under no circumstances will you use/transfer the amounts from your savings/investment account to the income/expense account! In other words, you will not use your savings/investments kept aside for your future to fund your current expenses.

I can promise you one thing. If you follow this process, maintain the required discipline, and build such a money system, you will realize that the path to riches and living your dreams are based on very simple and consistent actions. They are independent of some complicated investment strategies, which are difficult to understand and implement and manage!

In other words, *you are richer than you think!*

EXTROVERT VS INTROVERT

Pradeep Kumar

Awarded with student of excellence by IIC of Dr. D. Y. Patil B-School Mr. Pradeep Kumar is currently pursuing his Post Graduate diploma in Marketing. A man of words who believes that pen is mightier than a sword. He takes great interest in article writing and considers it an apt medium to express his thoughts, and his point of view related to objective with facts and clarity.

In this article he brings forth the readers the different facets of Extro-version and Intro-version.

Extroversion and introversion are two ends of a spectrum that describe how people receive their energy. Extroverts tend to energize themselves by being around larger groups of people and engaging in social activities. On the other hand, introverts are energized by smaller groups and quiet activities, such as reading or spending time alone. Everyone is different, so it's important to recognize the strengths that both extroversion and introversion bring.

Extroverts and introverts both have unique qualities that make them valuable in different ways. Extroverts often have the ability to make a good first impression by being open and engaging. They are often seen as honest and straightforward, and this can help build relationships quickly. On the other hand, introverts have a mysterious quality which can make them interesting and mysterious, and can help deepen relationships over time. Ultimately, both extroverts and introverts can be helpful in cultivating strong relationships, and it is important to appreciate the qualities of both.

The difference between introvert and extrovert

is that it is like mistaking your exhalation for inhalation, and inhalation for exhalation. While it is true that some people need to act and reach out, and others prefer not to, it does not mean that there is no such thing as an introvert or extrovert. The terms introvert and extrovert refer to personality types, or ways of operating in the world, which are important to recognize and understand. Introverts are often comfortable in quieter, less stimulating environments and can find it hard to stay energized in more social

situations. Extroverts usually do best in social settings and tend to be more energized by stimulating environments.

Regardless of whether someone identifies as introverted or extroverted, everyone has the right to be whoever they want to be, and no one should be judged for how they choose to live their life. It is possible to succeed in the world regardless of whether you are an introvert or

extrovert, as both personality types have their own advantages and strengths. It is important to recognize the strengths of both and to use them to your advantage, whatever type of person you are.

See, your ability to do things is not because you want to do things. I want to do something that is my desire. Desire is just an intention. An intention won't make things happen. An intention will only set direction. Still, you must make the journey, isn't it?

THINGS THAT INTROVERT TEACHES TO EXTROVERT

- When extroverts get free time, they spend their time in the party. Whereas introverts



try to connect with themselves in their spare time. They see their childhood passion as a connection, so they live their passion whenever they get free time. By doing this, their childhood is alive and at the same time they can connect with themselves more deeply. Therefore, extroverted people must adopt this technique of introverted people.

- When there is a problem in the life of an introvert, they do not come out with its solution immediately, in fact they stay for some time. Analyze the situation closely, see its advantages and disadvantages and then take a decision only after much deliberation. Although it is a bit of a time take, a decision taken in a hurry often comes in the form of regret. Introverted people take the problems of others seriously when someone shares their problems with them, they take their time to find the solution and think deeply about it to a great extent. Therefore, taking some time away from your problem is worth learning from the introvert.
- If you want to understand others better, then try to understand yourself. Introverts are very attached to themselves. They do what they can to discover about themselves and this is the reason why in any relationship they try to get to know the other person more deeply. Even though there are very few people in the circle of introverts but all those who are consider them to be theirs from the heart, Self-discovery is the biggest reason behind this.
- When people listen to the words others just so that they can respond them, but this is not the same case with introverts. They not only listen to the words of the person in front but also understand them deeply. They are excellent listeners and that is why they can understand the feelings and emotions of others very well. When it comes to a relationship, this listening ability of an introvert's quality connects people deeply with them.

BEST THINGS IN EXTROVERT

When you think of an extrovert odd area, you

are imagining a loud obnoxious party animal. Instead of falling back on old often inaccurate stereotypes, we want to focus on the strength of extroverts. We encourage you to do the same. Some things extroverts are best at doing.

- Extroverts are always searching for the next exciting adventure, whether it'd be traveling the world, having an unconditional career or creating the latest invention. Extroverts are one of a kind. Thanks to biology, dopamine is more active in their brains. Dopamine is the neurotransmitter in our brains which motivates us to seek external rewards and take risks. This makes extroverts natural explorers and the least boring people you'll ever meet.
- Extroverts are friendly and easy-going disposition makes them easy to talk to, which often attracts many people to them. They enjoy variety and rarely fall in with cliques too. Since extroverts are not intimidated by large social gatherings, they are also skilful at navigating their way around like a butterfly and network while also making it a fun enjoyable experience for everyone.
- Being an extrovert has a lot of great benefits! Extroverts typically have a larger social circle, which can be a great source of support and companionship. Additionally, their outgoing and energetic personalities can make social situations more enjoyable for them and those around them. Their quick thinking and enthusiasm can also be great assets in conversations and they're often more open to trying new things and meeting new people. Ultimately, having an extroverted personality can be a great way to make meaningful connections with others!
- Absolutely! Extroverts make amazing employees. They have an enthusiasm for taking on challenges and problem-solving that can really help a company reach its goals. They are also incredibly approachable and personable, so they can easily build meaningful relationships with their colleagues. This sense

of camaraderie is invaluable in any work environment, as it encourages collaboration and teamwork. Ultimately, extroverts can be a great asset in any workplace

CONCLUSION

To conclude, both extroverts and introverts have their own unique set of strengths and weaknesses. Neither one is better than the other, and it's important to recognize that we all have different personalities and preferences. It's important to recognize that both extroverts and introverts have valuable contributions to make to society. By understanding the differences between extrovert and introvert personalities and learning to appreciate each other's

differences, we can create a more harmonious and productive environment.

Absolutely! It is very important to recognize and appreciate the differences between extroverts and introverts. Each one of us has our own unique strengths that can be used to benefit the greater community. Whether it is the extroverts' enthusiasm for social interaction and their ability to network or the introverts' ability to think deeply and quietly reflect, these qualities can be used to create a more productive and harmonious society. It is important for us to be mindful of our own preferences and those of others, so that we can work together in a respectful and supportive way.



From Great Resignation to Great Reshuffle: A Paradigm Shift

Dr. Shraddha Purandare

Dr. Shraddha has over 15 years of experience in Academics, Corporate Training, and Consulting activities. She is currently working as Professor at Dr. D. Y. Patil B-School. She brings insightful hands-on expertise in areas of Business Strategy, HR, and Organizational Development to implement pragmatic & high-impact solutions to business challenges. Her research interests includes employee relations, talent management, employee engagement and case study development.

The working environment and conventional job rules transformed over the past few years. Due to the global pandemic, some lost their jobs or quit; some even went to new cities or back to their hometowns. Work from home became a reality, and online meetings using MS Teams and Zoom became commonplace.

Thanks to the pandemic, workers got free time to consider their jobs, consider starting their own business, and save more money, which caused many to discover their current job was unfulfilling.

One of the biggest concerns for companies worldwide is The Great Resignation. It has developed into an economic trend during & the post-COVID-19 pandemic. The Great Resignation, which began in the USA in 2020, is the voluntary mass departure of workers from their job. Great Resignation, "refers to the tendency of employees to choose to leave their existing jobs, was interestingly coined, leading to a severe scarcity of workers and open positions in several different industries." The term "Great



Resignation" was created by management professor Anthony Klotz, who felt the growth of remote and hybrid work contributed to the phenomena. According to Klotz, "How people spent their time before the pandemic may not be how people want to spend their time going forward."

The following are some causes of the Great Resignation:

- Stress at work, including job burnout
- Need for a more reliable source of income
- Lack of possibilities for learning and growth
- The rise in the desire for occupations that are flexible, freelance, and remote
- Work-life balance takes precedence over competitive pay

➤ Toxic work environment

With the Great Resignation, many people have left their jobs in the workforce, creating a labor market where job seekers have more freedom to select the employers they wish to work for rather than the other way around. A global talent movement, unlike anything, has already begun. This has been termed the "Great Reshuffle," an unprecedented period in the history of the workplace where everyone is reevaluating how and why they work.

The Great Reshuffle, another intriguing trend when workers and working professionals across industries resigned from their current professions and roles to get more excellent

professional prospects, followed the Great Resignation. These better chances encompassed a variety of additional advantages as well, including desiring flexibility, fair and equitable pay, deep involvement at work, ongoing learning and progress, and a supportive work environment that promotes development.

Organizations are being forced to reevaluate how they support employee welfare and recruitment activities due to "The Great Reshuffle." Companies are forced to implement new guidelines and operational procedures due to great resignation, resulting in significant workplace changes.

As per the report of Ernst & Young Global Ltd, it was observed that more than 50% of workers who decide to leave their occupations do not entirely escape the workforce; instead, they leave their existing positions in search of better ones that better suit their new post-pandemic reliance and work-life balance.

Significant reshuffle creates many chances for job searchers by simplifying hiring across borders and allowing people to work for foreign companies. New trends are emerging due to the evolving demands of the workforce. Employees are more likely to choose careers that advance their professional development, teach them new skills, help them achieve their objectives, and benefit society. Employees are aware of the value of maintaining a sense of security, spending time with family, and participating in activities they enjoy to unwind from work and relieve stress. More employees now than before the pandemic respect their personal and family lives, and 53% would put their health and welfare before their jobs. As per the report shared by LinkedIn, 94% of recent graduates with up to one year of work experience and 87% of Gen Z professionals, who are more likely to explore shifting employment in 2022, are driving the Great Reshuffle in India too.

After leaving the United States, the Great Resignation's effects quickly spread to India. The massive resignation has impacted India.

Since the return on their efforts was so low due to salary cuts, overtime requirements, and the need to work during a pandemic, the staff opted to resign. A little over 40% of workers decided to leave the workforce because they were no longer interested in the standard hiring practices of their companies, which offered little in the way of learning opportunities, work-life balance, or job security. People found it simpler to quit their jobs and start over in a place where they could find work-life balance and regulate their work style as the range of skill development, remote jobs, and freelance opportunities increased.

As many working professionals consider career adjustments rather than leaving the job, the Great Resignation in India is termed the Great Reshuffle due to this widespread practice. The Indian job market is finally experiencing some stability after passing through two significant COVID-19 waves, but the effects of the Great Resignation are still evident.

According to a survey by Michael Page India, 61% of Indian employees are willing to accept salary reductions in exchange for working from home. In India, there has been a surge of resignations, with over 38% of workers leaving their positions after less than two years. Job seekers' priorities have changed significantly due to the Great Resignation. More people now seek out work-life balance, competitive pay, and job satisfaction due to a change in priorities. Additionally, because they can negotiate, job seekers find it simple to locate these qualities in their new positions. In the past, competitive remuneration was a significant inducement for job seekers. The pandemic, however, has caused people to place a higher priority on their health and work-life balance. Work-from-home opportunities are still in high demand in India as professionals favor a work-life balance over competitive remuneration. Job seekers in post-pandemic India are seeking openings with companies that offer flexible work hours, opportunities for learning and upskilling, job stability, work-life balance, and professional advancement with the salary they deserve.

Employees can choose the type of employment position and how flexible they want their career

to be with work-from-home, hybrid, and remote job possibilities.

Hybrid work is inevitable

Business leaders are on the brink of major updates to accommodate what employees want: the best of both worlds.



66%
of leaders say their company is considering redesigning office space for hybrid work



73%
of employees want flexible remote work options to stay



67%
of employees want more in-person work or collaboration post-pandemic

The Work Trend Index survey was conducted by an independent research firm, Edelman Data & Intelligence, among 31,092 full-time employed or self-employed workers across 31 markets between January 12, 2021 to January 25, 2021.

Source: Employees want flexible working to stay Image: Microsoft Work Trend Index 2021

Employers and employees across industries have embraced the revolutionary trend known as “The Great Reshuffle,” which involves organizations reviewing their policies, procedures, and working methods to increase effectiveness, productivity, and innovation. Employees remain devoted and give excellent work in return when they perceive that the organization is investing in their development.

Organizations must reevaluate what they are prepared to provide to their employees to keep them because job seekers are seeking options outside their profession and the job

market entirely. Leaders must foster flourishing internal mobility cultures, encourage continual development, and provide extensive perks to help employees. One thing is for sure, though: job seekers nowadays are well conscious of their priorities and are prepared to risk everything to find a worthwhile job. If organizations want to position themselves as employers of choice in the era of “The Great Reshuffle,” they must take the initiative to develop appealing employee engagement and recruitment efforts.

The Great Reshuffle is here to stay!

A Ride to Best Moments





























Your Physical, Emotional, Mental, Social and Spiritual Wellbeing Indicator

Well-being is a positive outcome that is meaningful for people and for many sectors of society, because it tells us that people perceive that their lives are going well. Good living conditions (e.g., housing, employment) are fundamental to well-being. Tracking these conditions is important for public policy. However, many indicators that measure living conditions fail to measure what people think and feel about their lives, such as the quality of their relationships, their positive emotions and resilience, the realization of their potential, or their overall satisfaction with life—i.e., their “well-being. Well-being generally includes global judgments of life satisfaction and feelings ranging from depression to joy.

Let’s understand ourselves

The purpose of this activity is to help give you

an overview on how well balanced you think or feel your life is at the moment – it is a baseline for where you are now.

It is not a scientific test, nor are there any rights or wrong answers. It will simply shine a spotlight on which elements you think or feel are not great and where there is room for improvement.

Once you have completed it, you will hopefully have a bit of clarity about your priorities to help you move forward in the direction you want to head.

Assessment

On a scale of 1-5 with one being very unhappy and 10 being deliriously happy, rate your feeling for each of the following statements (don’t overthink it, just go with what comes first).

VISION - who and how you want to be in your life					
I have a clear direction for my life	1	2	3	4	5
I know what I want my life to be like in 5 years’ time					
I have rock solid values that I live by					
I feel excited about the future					
I know who I am					

Family

A person’s personality is very much affected by their relationship with their family member. Family is a place where a person always wants to share his/her happy and sad moments whether near or far their presence in one’s life makes a huge impact on a person’s well-being.



Family - whom and how you relate with your family members

	1	2	3	4	5
I have/had a good relationship with my partner					
I am happy with my home life					
I like where I live					
I spend enough time with the people that matter to me					
I enjoy the activities I do with the people that matter to me					
I have/had a good relationship with my mum					
I have/had a good relationship with my dad					
I have/had a good relationship with my grandparents					
I have/had a good relationship with other family members					
I have/had a good relationship with my partner					

Financial

As we all know that a person's whole life is dependent on how they are going to earn money and how they are going to spend it. Their earning and spending style talks much about their personality, which commodity they are gonna buy first and how much they'll be spending on a product.



Financial - how financially stable you are/feel

	1	2	3	4	5
I feel financially secure					
I feel financially free					
I practice discernment when I buy things					
I can afford to buy what I need					
I never say I am broke					
I never have arguments about money					
I never feel lack about money					
I feel positive about money					
I feel abundant					
I believe there is unlimited potential for me to make money					
I had positive money role models when I was growing up					

Academics/Career

A person's personality is made by their career or a personality is something which drives a person to make their career in their respective way. Their behavior during their academic year affects their growth and help them choose their career

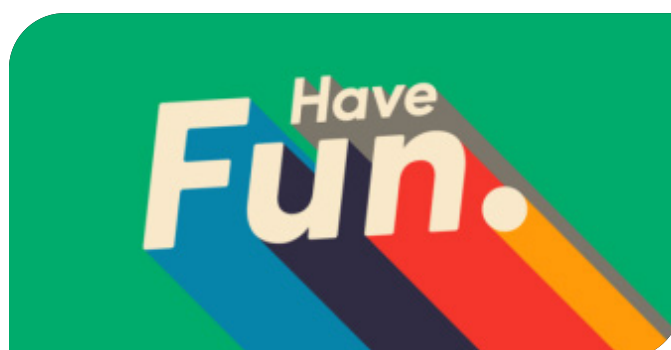


Academics/Career - Is your career well directed					
I enjoy the classes	1	2	3	4	5
I feel excited about attending lectures					
I look forward to the next 5 years in my career					
I like my colleagues					
I have a good work routine and schedule					
I have a fixed target company where I would like to see myself					
I feel I have adequate skills to get my dream job					

Fun/fulfillment

One's life should be a perfect mixture of fun and work. Fun time of a person is where they just

Relax and do something which provides relief to their brain. Every person's fun time differs a lot from their behavior but every person has something in their routine on a regular which they love for fun or enjoyment.



Fun/fulfillment - Do you give enough time for recreational/spiritual activities that helps you find fulfillment					
Hobbies	1	2	3	4	5
Sports					
Meditation					
Exercise					
Community/Spiritual service					
Holidaying					
Writing your own book					
Further Education					

The above mentioned activity helps you to identify how much clarity you possess at this moment of time and what exactly is the state of your balanced life. Remember that this assessment can direct you to take the right

decision in terms of Physical, Emotional, Mental, Social and Spiritual Wellbeing. You can always return to this assessment, rethink the choice that you have made and make a different decision.





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