

Special Coverage



भारत 2023 INDIA

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DPU Dr. D. Y. Patil B-School

(Program Approved by AICTE, Ministry of Education, Govt. of India)

Issue 3

BUSIN

THE BUSINESS MAGAZINE



Exclusive Rendezvous with
Dr. R. K. SONI
Advisor, AICTE

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FROM THE PRESIDENT'S DESK

With great pride and joy, I extend my warmest greetings to our readers. As an esteemed institute of higher learning, I am glad that the BUSIN publishing team continues to grow, capture and disseminate ideas over multifarious domains.

Dr. D. Y. Patil B-School has always been at the forefront of fostering innovation, entrepreneurship, and academic excellence. This recognition in the business community reaffirms our commitment to providing a holistic education that equips our students with the skills and knowledge to thrive in the corporate world.

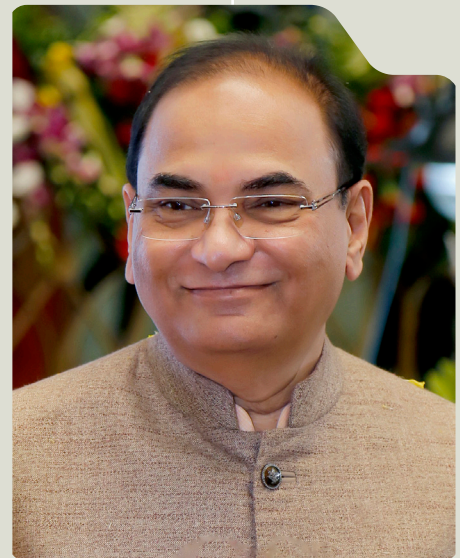
I commend the hard work and dedication of our faculty, staff, and students, whose relentless pursuit of excellence has earned us this accolade. It is through their collaborative efforts that we continue to make a positive impact on society and the business landscape.

I encourage all our stakeholders to celebrate this achievement and use it as inspiration to advance further our mission of producing future leaders who will drive positive change in the business realm and invite all our readers to explore the pages of this issue to witness the remarkable work of our institution and the bright minds that shape its success.

Dr. P. D. Patil

President,

Dr. D. Y. Patil Unitech Society, Pune, India



FROM THE PRO-CHANCELLOR



It brings me immense joy and pride to witness the remarkable strides taken Dr. D. Y. Patil B-School through its esteemed magazine, BUSIN. The magazine has proven to be a powerful platform, seamlessly bringing together great minds from various domains under one cohesive umbrella.

BUSIN has been immensely successful in curating insightful articles, thought-provoking ideas, and engaging interviews that have elevated BUSIN to new heights. It showcases the intellectual prowess of our students and faculty and fosters a culture of knowledge dissemination and scholarly exchange.

I extend my heartfelt appreciation to all the contributors, editors, and the entire team behind BUSIN for their dedication and commitment to excellence. Together, we celebrate the spirit of research and innovation that defines Dr. D. Y. Patil B-School. As we move forward, I encourage everyone to continue supporting this exemplary initiative, as it propels us towards new frontiers of knowledge and empowers us to make a lasting impact on the business world.

Wishing you all happy reading and a future filled with abundant intellectual growth!

Dr. Bhagyashree Patil

Pro-Chancellor,

Dr. D. Y. Patil Vidyapeeth, Pune

FROM THE SECRETARY'S DESK

I am thrilled and honoured to express my utmost pride in the remarkable achievements of our esteemed magazine, BUSIN. It fills my heart with joy to witness the continuous efforts made by our Research and Publication Cell of Dr. D. Y. Patil B-School in creating a platform that showcases brilliant and trending ideas from diverse fields.

In a world that thrives on knowledge and innovation, BUSIN has become an indispensable tool in fostering intellectual growth and academic excellence. It serves as a bridge that connects aspiring minds with the wealth of knowledge and experience of accomplished professionals, academicians, and industry leaders. Through BUSIN, we inspire our students, faculty, recruiters and readers to think beyond boundaries, challenge conventions, and embrace the spirit of lifelong learning. The magazine provides a breeding ground for novel ideas and cutting-edge research that propels our institution to the forefront of academic excellence.

I extend my heartfelt gratitude to the entire team behind BUSIN for their dedication and passion in curating content that keeps us at the forefront of cutting-edge developments. Together, we celebrate this exceptional endeavour that elevates the reputation of Dr. D. Y. Patil B-School. Let us continue to support and nurture this outstanding initiative as we march towards a future of greater intellectual exploration, innovative breakthroughs, and a profound impact on society at large.

With immense pride and gratitude,

Dr. Somnath Patil

Secretary,

Dr. D. Y. Patil Unitech Society, Pune, India



FROM THE DIRECTOR'S DESK



I am delighted to present our latest and most insightful issue of the Business magazine! In this edition, we delve deep into the ever-evolving landscape of research, innovation, sustainability and many more. Our featured articles include exclusive interviews with visionary leaders who have revolutionized their industries and made a lasting impact on the global business stage.

Discover the cutting-edge technologies driving the future of commerce and explore strategies for sustainable growth and market expansion. Additionally, we bring you expert analyses on economic trends, empowering you with the knowledge to make informed business decisions.

“Employ your time in improving yourself by other men’s writings so that you shall gain easily what others have labored hard for.” - Socrates

Get inspired by success stories of startups that defied all odds, and gain valuable insights from our panel of experts on navigating challenges in today’s dynamic markets. As we continue to champion the spirit of entrepreneurship, we also shed light on corporate social responsibility initiatives that are shaping a more responsible and inclusive business world.

Thank you for your unwavering support, and we hope this issue serves as a beacon of inspiration for your own experiential journey.

Happy Reading!

Dr. Amol Gawande

Editor in Chief

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

PREFACE

Welcome to the latest edition – Issue 3 of BUSIN, where we embark on an exciting journey of exploring new horizons and delving into topics that shape our world today. As the editorial team, we are thrilled to present a diverse array of articles that offer insights into career aspirations, social issues, technological advancements, education, sustainability, and much more.

In this issue, we are honored to feature exclusive interviews with renowned personalities who have made significant contributions to their respective fields. Gain valuable insights from the Advisor to AICTE, as they share their vision for the future of education and the opportunities it holds for aspiring students. Our esteemed Vice-Chancellors from various universities shed light on the changing dynamics of higher education and the innovative approaches being adopted to empower the next generation of learners.

We also had the privilege of engaging in candid conversations with CEOs and MDs of renowned companies, where they share their leadership experiences, business strategies, and their commitment to sustainability and corporate social responsibility.

In “Recipe for Fulfilling Career and Meaningful Life,” we uncover the secrets to striking a balance between professional success and personal contentment. Our feature on “The Impact of Animal Cruelty at Tourist Places” sheds light on an important issue, urging us to be more responsible travelers and foster a more compassionate world. Amidst the economic landscape, we take a comprehensive look at “Budget 2023-24,” analyzing its implications on various sectors and the overall economic growth. We also present an insightful roundup of the “Highlights from the G20 Summit Hosted in India,” where world leaders discussed critical global challenges and collaborated on solutions. In our pursuit of social progress, “Women Empowerment” takes center stage, celebrating the achievements of inspiring women and examining the pathways to fostering gender equality and inclusivity. Additionally, we embrace innovation with “Redefining Education with Drones,” exploring the exciting potentials of aerial technology in transforming learning experiences. We also question

traditional norms in education with “Should Teachers be Great Orators Too?” provoking thought on the role of effective communication in teaching. “Sustainability” is a topic close to our hearts, and in this issue, we offer a comprehensive guide on “Emerging Trends to Tackle Business Sustainability,” inspiring businesses to embrace eco-conscious practices and make a positive impact on the planet.

Lastly, we dive into the realm of health and well-being with “Diet Assessment,” providing valuable insights into the importance of mindful eating and its impact on overall health.

At BUSIN, we strive to be a platform that ignites curiosity, sparks meaningful conversations, and fosters a thirst for knowledge. As you embark on this enriching reading experience, we hope these articles resonate with you and leave you inspired to be agents of change in your respective fields.

A heartfelt thank you to our talented contributors, dedicated editorial team, and all our readers for making BUSIN a source of inspiration and enlightenment. Together, let us continue to explore new horizons, celebrate progress, and make a positive impact on the world.

Happy Reading!

Editorial Team

- 1). Dr. Amol Gawande
- 2). Dr. Atul Kumar
- 3). Dr. Arpit Trivedi
- 4). Ms. Geetika Jha
- 5). Mr. Aditya Dey

TABLE OF CONTENT

| | | |
|----|--|----|
| 1 | India's Democratic Response in the Face of the Russia-Ukraine Conflict -Editorial | 1 |
| 2 | Business Wrap Up | 4 |
| 3 | Adoption of technologies is very important – Dr. R. K. Soni | 11 |
| 4 | Animal Cruelty at Tourist Place – Ms. Kiran Singh | 15 |
| 5 | Human component in the implementation of the law differentiates between powerful and powerless - IPS Quasar Khalid | 18 |
| 6 | Market Research is essential before introducing one's idea into the – Ms. Neha Mathur | 22 |
| 7 | Recipe for Fulfilling Career and Meaningful Life - Dr. Aniket Wadajkar | 28 |
| 8 | Read the best from Domestic Sphere | 34 |
| 9 | Work on topics with newness and Novelty to get your research articles accepted in premier Journals – Prof. (Dr.) Justin Paul | 38 |
| 10 | Emerging trends to tackle business Sustainability - Bristlecone | 42 |
| 11 | Redefining Education with Drones: Approaches to Learning – Dr. Ashish Kulkarni | 46 |
| 12 | A SPECIAL COVERAGE: India's Presidency at G20 – bringing the world together for equitable and sustainable growth | 49 |
| 13 | Alumni corner -The Job Search Journey: A Freshers Perspective – Ms. Athira Panikar | 64 |

| | | |
|-----|--|-----|
| 14. | Curriculum should be focussed on character building- Prof. (Dr.) Raghuveer Singh | 68 |
| 15. | Capt. Kavish Anand - Interview | 74 |
| 16. | The latest Global Scoop | 77 |
| 17. | Should Teachers be great orators too? – Ms. Hema Anand | 79 |
| 18. | Academia should be more application oriented – Prof.(Dr.) Dilip Nandkolear | 82 |
| 19. | Beyond Results: Emphasizing the Value of Process Understanding and Appreciation – Dr. Sushil Kumar | 86 |
| 20. | Article on Mixed Reality Experiences while Working in hybrid mode for Physical and Mental Wellness of Employees - Mr. Abhinav Saha | 90 |
| 21. | Bulletin from Grad School | 94 |
| 22. | An empowered woman possesses unfathomable strength and achievement – Ms. Radhika, Ms. Debankita, Ms. Baishalli, Ms. Sana | 97 |
| 23. | A sneak peek into Union Budget 2023 from the common man's eye – Mr. Rahul Tarat | 101 |
| 24. | A Ride to Best Moments | 104 |
| 25. | Diet assessment | 110 |

INDIA'S DEMOCRATIC RESPONSE IN THE FACE OF THE RUSSIA-UKRAINE CONFLICT

The ongoing conflict between Russia and Ukraine has had significant geopolitical implications. On February 23, 2023 – the eve of the completion of Russia's invasion on Ukraine, the United Nations General Assembly (UNGA) posing for an end to the combat. A total of 32 countries abstained, while 141 members and 7 members opposed the measure and one of those 32 was India. This is aligned with the stance India has had on the Ukraine conflict from the start. India has continuously refrained from UN votes on the conflict and refused to denounce Russia for the invasion, join Western sanctions, increase its purchase of Russian fuel at a reduced price, or denounce Moscow for the invasion. While India maintains a non-interventionist foreign policy, it has expressed concern over the situation and actively supports a peaceful resolution through diplomatic means. However, the West has started selectively targeting India's position. India's irreversible turn toward the West was a topic of intense discussion among the world's strategic commentariat before the war. After the war started, though, many questioned why the biggest democracy in the world did not denounce Russia. Others said that by acquiring Russian energy, India was "financing" Vladimir Putin's strife.

Let us understand why is India being selectively targeted by the Western world. The are three main reasons for the same – political, economic and strategic.

Executive Editor



Ms. GEETIKA JHA

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

Politically, the West has attempted to construct a narrative in which Russian President Vladimir Putin's campaign on Ukraine is portrayed as an attack on "the free world." To bolster this narrative, India, the world's largest democracy, must embrace the West-led drive to punish Russia. If India does not join, the international community's perceived solidarity against Russian aggression may suffer.

Economically, most of Russia's sanctions have been enforced by Western nations, with only a few Asian countries, like Japan, South Korea, and Singapore, supporting these measures. Its worth noting that - China, the world's second-largest economy, has refused to comply with US sanctions against Russia. The choice by India to continue dealing with Russia and discover ways to circumvent payment limitations may lessen the detrimental effect of the restrictions on the Russian economy.

Strategically, the crisis is the greatest critical global concern since the Cold War's end. Over the last three decades, India has forged a closer strategic engagement with the U.S. and the West while retaining amicable relations with Russia. With the recent increase of hostilities between Russia and the West, India is forced to choose between siding with one or the other. Many anticipated India to align with the West, given its developing relationship with the US and its capacity as a counterbalance to China in the Indo-Pacific

region. However, India decided to stick with strategic autonomy rather than entirely agree with the West's perspective.

It gives a clearer picture about how India's selective targeting by Western countries is influenced by the West's desire to maintain a united front against Russia from a political standpoint, concerns over India's economic ties with Russia, and expectations of India aligning more closely with the West strategically. India's response to the crisis reflects its efforts to balance its relationships with the US, the West, and Russia amidst complex geopolitical dynamics. West has posed a narrative of dire necessity for the defeat of Russia, or else international disorder would cripple. Is this a clash of democracies versus autocracies? For most countries like India, South Africa, Brazil, Israel and Turkey- this war is a European issue involving two former Soviet countries, with origins dating back to the end of the Cold War. For them, it is less about global democracy and more about Europe's post-Cold War security framework. Even if this is not a battle between democracies and autocracies, the issue of morality remains. Undoubtedly, Russia has infringed upon Ukraine's sovereignty. And Russia's acquisition of Ukrainian lands is blatantly illegal under international law. Consequently, can nations like India ignore this reality and continue forward? India has frequently argued in the UN that all countries' sovereignty and territorial integrity should be respected. However, a fundamental challenge for any country in a relationship with other nations is deciding which option to take concerning particular conduct in a disagreement between moral stances and national interests.

Why did India choose a different path than its Western allies? One must consider India's perspective on the war to comprehend her position.

The West is not beyond reproach

The United States launched an illegal attack

on Iraq in 2003, infringing on the country's sovereignty. The North Atlantic Treaty Organization (NATO) transformed a UN Security Council resolution establishing a no-fly zone over Libya into a full-fledged invasion in 2011. Right now, the United States has unlawfully stationed troops in Syria. Consider Israel, which illegally grabbed the eastern part of Jerusalem and Syria's Golan Heights and continues to develop illegal Jewish communities in the occupied West Bank. The United States has recognized Israel's annexation of the Golan Heights and relocated its embassy to Jerusalem. While Russia faces sanctions, Israel receives billions of dollars in military funding from the US each year.

Another example is Turkey, a NATO member who illegally seized Syrian territory yet suffers no international repercussions.

In other words, when national interests and moral conceptions diverged, the West accepted the first without hesitation. So, why shouldn't growing countries like India prioritize their national interests in policymaking? However, this does not mean that India should ignore the moral issue entirely. When the George W. Bush administration put significant pressure on India in 2003 to send "peacekeeping troops" to an American-occupied Iraq, Prime Minister Atal Bihari Vajpayee emphatically declined. Similarly, India is not inclined towards assisting any party in the Crimean conflict.

What is there for India?

So, what are India's national interests in this situation? In many aspects, India's ties with Russia, a long-standing partner, are crucial. One is energy - inexpensive Russian petroleum is a boon for India, the world's fifth-largest economy, which imports more than 80% of its fuel. However, the energy linkages are essentially opportunistic - even if Russian supplies are blocked, India may be able to find replacements at a higher cost. Defence supplies, on the other hand, reflect

a different story: Russia has met over 46% of India's defence demands in the last five years. There is a compelling case for why India should broaden its sources of defence imported goods, but such a shift would take time. Now, considering Russia is strengthening connections with China, India's key adversary, India should consider whether it should keep its influence over Russia by employing its current relationships or lose it entirely by embracing the West's coalition over moral obligations.

Finally, what is India's favoured result of the Ukraine conflict? It does not want Russia to be weakened, nor does it want Ukraine to be destroyed and splintered. What India seeks is a quick end to the conflict and a fresh security balance among the major nations so that the world's economy can be stabilized and the world can focus on more serious issues like as

climate change and UN reforms. As a result, if it wants peace and a settlement to the dispute, as Jawaharlal Nehru noted after the Soviet invasion in Hungary in 1957, "it doesn't help calling names and condemning" any force. Instead, India should maintain its pragmatic neutrality based on realism and advocate for an amicable end to the Ukraine conflict.

India respects international law and the ideals of sovereign equality as a staunch advocate of democracy and territorial sovereignty. The Indian government has asked for the conflict to be de-escalated and resolved through negotiation, highlighting the importance of respecting Ukraine's sovereignty. India's position shows its commitment to world stability and security while upholding democratic principles.



BUSINESS WRAP- UP



Bribes-for-jobs scam uncovered at TCS



TCS, a Tata group company, took swift action after uncovering this scam. The company sacked four officials from its Resource Management Group (RMG) and banned three staffing firms. The whole issue was discovered when a whistleblower wrote to the company's CEO and COO claiming that the global head of RMG, ES Chakravarthy, had been accepting bribes from the staffing firms involved in hiring candidate

Vedanta might sell the copper plant in Tamil Nadu for Rs 4,500 CR, bankers reach out to bidders

Anil Agarwal, a billionaire who controls the mining giant Vedanta Ltd, is attempting to recoup Rs 4,500 crore by selling the copper factory in Tamil Nadu. The business requested expressions of interest (Eols) for the unit in 2022. But because the factory had been shut down for the previous five years, it received no positive feedback. Bankers are now contacting possible bidders since the process has restarted.



GE signs deal with HAL to produce fighter jet engines for Indian Air Force



General Electric's aerospace division made a significant announcement: the two companies have signed a Memorandum of Understanding (MOU) to collaborate on the production of fighter jet engines for the Indian Air Force's Light Combat Aircraft (LCA)-Mk-II -- Tejas.

The declaration coincides with Prime Minister Narendra Modi's state visit to the US at President Joe Biden's request.

TCS wins deal worth \$1.1 bn to digitally transform UK's National Employment Savings Trust

IT services major Tata Consultancy Services Ltd has expanded its partnership with UK's workplace pension scheme, National Employment Savings Trust (Nest), in a contract worth 840 million pounds (\$1.1 billion) for an initial tenure of 10 years.

The purpose-driven partnership between Nest and TCS resulted in an immensely successful pension plan for the UK workforce, which is now a global benchmark on how an innovative, user-friendly, auto-enrolment pension scheme should be run.



Reliance Industries' FMCG arm expands 'Independence' brand to North India



Reliance Consumer Products Limited (RCPL), the FMCG arm and wholly-owned subsidiary of Reliance Retail Ventures Limited (RRVL) announced the expansion of its indigenous made-for-India consumer packaged goods brand 'Independence' to North India

A large cross-section of the Indian population is looking for a dependable consumer goods brand that offers a wide range of high-quality products at affordable prices and 'Independence' aims to fill that gap. With offerings such as atta, edible oil, rice, sugar, glucose biscuit, and energy toffee, 'Independence' is set to help offer nutritious tasty food for every Indian household.

Manipal Group offers to inject Rs 1,000 cr in PharmEasy owner API Holdings

Manipal Group has offered to invest approximately Rs 1,000 crore for an 18 percent stake in online pharmacy major PharmEasy owner API Holdings for the latter to repay its debt.

API Holdings, which has been engaged in fundraising discussions with potential investors to repay its debt, had pledged Thyrocare shares as collateral for the debt.

It is important to note that API Holdings has to repay a debt of Rs 2,500 crore. Previously, the company had pledged the shares of its subsidiary Thyrocare to Goldman Sachs as collateral for this debt. In June 2021, API Holdings acquired a 66 percent stake in Thyrocare for Rs 4,546 crore.



India's largest corporate deal: IDFC to merge with IDFC First Bank, shares tank 6%



The board of directors of IDFC First Bank Limited has approved the merger of IDFC Limited and IDFC First Bank. The proposed consolidation will unite the two elements into a solitary establishment and improve corporate construction. The declaration comes only days after the \$40 billion consolidation between HDFC and HDFC Bank.

BSE Listed Pressure Sensitive Systems India Ltd. Experiences 2% Surge in Share Prices Following Launch of New Data Centre

Pressure Sensitive Systems India through its wholly owned subsidiary Global Markets Insights IT Services LLC has reached a significant milestone with the recent inauguration of its newest state-of-the-art data center, pressure 2.0 Cloud. The establishment of this new data center, which delivers 20MW of IT capacity across 194,000 square feet to customers in the UAE, is a testament to the company's commitment to providing cutting-edge IT solutions and supporting the region's digital infrastructure.



Indian retail industry to reach \$2 trillion by 2032: Reliance Retail director Subramaniam V



The Indian retail market is one of the fastest growing in the world and is expected to reach \$2 trillion by 2032. The Indian retail market is estimated at \$844 billion in 2022 with the unorganized retail market contributing around 87 percent of the share. The retail market is projected to grow at 10 percent annually to reach a whopping 2 trillion by 2023 making it the fastest-growing retail market in the world.

Adani Green Ranked 1st In Asia, Among the Top 10 In World For Renewable Energy

Adani Green Energy Limited (AGEL), India's largest renewable energy producer, has been ranked first in Asia and among the top 10 companies globally in the renewable energy sector by ISS ESG. AGEL is a subsidiary of the diversified Adani Group.

ISS ESG is a leading global provider of environmental, social, and governance (ESG) research and ratings. ISS ESG's rankings are based on a comprehensive assessment of a company's ESG performance, including its environmental impact, social responsibility, and corporate governance.



Jaypee Group's Flagship Firm Defaults On ₹ 4,044 Crore Loans



Crisis-hit Jaypee Group's flagship firm Jaiprakash Associates has defaulted on loans worth ₹ 4,044 crore, including principal and interest amount.

Jaiprakash Associates Ltd (JAL) informed that the company on June 30 defaulted on repayments of a principal amount of ₹ 1,660 crore and interest of ₹ 2,384 crore.

Byju's Promoters Re-Invested Amount Raised From Secondary Share Sale

Edtech major Byju's, promoters have re-invested the entire amount raised by them through a secondary sale of shares in the company.

According to private market intelligence firm PrivateCircle Research, Byju's promoters -- Byju Raveendran, Divya Gokulnath, and Riju Ravindran -- have together sold shares worth around \$408.53 million in 40 secondary transactions since 2015.



UAE Introduces Corporate Tax: A Shift in The Fiscal Policy to Drive Economic Growth



The United Arab Emirates (UAE), has long been renowned for its zero-tax policies, attracting businesses and workers from across the globe. However, the UAE recently embarked on a significant shift in its fiscal policy. The UAE Cabinet of Ministers issued Cabinet Decision No. (49) of 2023, on May 8, levying a 9% corporate tax for certain businesses. This decision has been viewed as a strategic move to diversify the UAE's income sources beyond oil while allowing the country to maintain its status.

Whose pride, is it? Rainbow washing and corporate exploitation of LGBTQIA+ Pride

Corporates tweak and adjust brand campaigns to cater to the LGBTQIA+ community every June, during Pride Month

Reflecting the diverse spectrum of human sexuality and gender, celebrating the fluidity of the human condition and the 'pride' of authentic self-expression, the rainbow flag, simply known as the pride flag, emerged in the 1970s, and has since served as an emblem of queer identity and solidarity.



Only 33% of Corporate India Can Defuse ESG attack



India wants to catch the sustainability and good governance bandwagon to be counted as a serious global corporate player. India Inc. is fast embracing global regimes built around environmental, social, and governance (ESG) parameters, while the government wants to push the industry to self-reporting on ESG frameworks. The Securities and Exchange Board of India (SEBI) decisively pushed listed firms towards ESG adoption when it made reporting compulsory for the top 1,000 listed companies by market capitalization from 2021-22 through the Business Responsibility and Sustainability Report (BRSR).

Realizing the global push for ESG programs and SEBI's continued focus—the market regulator streamlined the disclosure process through BRSR Core, which mandates the top 150 listed firms to follow the norms from 2023-24 while expecting the top 1,000 firms to comply from 2026-27—companies in India are trying to make sense of the new sustainable and fair business regime.

How did corporate India perform in the final quarter of 2022-23?



An HT analysis of the latest annual financial statements from the Centre for Monitoring Indian Economy (CMIE) Prowess database – it is among the largest databases of corporate performance – sheds more, light on this. There are 2,138 non-financial companies in the Prowess database for which quarterly results are available for the last five years.

Axis Bank completes acquisition of Citi's India consumer business in Rs 11,603-crore deal

Axis Bank has completed its acquisition of Citibank's India consumer and non-banking finance businesses. The deal, announced in March 2022, has been closed for a cash consideration of \$1.41 billion (Rs 11,630 crore) in one of the largest deals in the Indian financial services space. The acquisition will help Axis close the gap with larger peers like ICICI Bank and HDFC Bank.



MCA should devise a policy to review mature start-ups to comply with corporate governance



Amid the various perspectives emerging on the start-up ecosystem and its inherent vulnerabilities, following the fiasco involving Ed-tech major Byju, a strong recommendation has come from former SEBI Chairman Ajay Tyagi, the MCA should step into the scene to put in place an institutionalized review mechanism on corporate governance compliances of certain mature start-ups.

SEBI proposes FPIs trade some corporate bonds on RFQ

The Securities and Exchange Board of India (SEBI) has proposed to mandate foreign portfolio investors (FPIs) to undertake at least 10% of their total secondary market trades in corporate bonds by value on the request for quote (RFQ) platform of stock exchanges.

The move is aimed at increasing liquidity on the RFQ platform of stock exchanges and enhancing disclosures pertaining to investments in corporate bonds. In 2020, the RFQ platform was launched on BSE and NSE. It is an electronic platform that enables sophisticated, multilateral negotiations to take place on a centralized online trading platform with straight-through processing of clearing and settlement to complete the trade. By acting as a single interface for price givers and price takers in the debt market from a diverse set of clients, the RFQ platform helps in enhancing price discovery and brings pre-trade transparency in the transactions of eligible securities.



HDFC-bank-merger-biggest-transaction-in-Indias-corporate-history-how-it-will-affect-stock-market-explained



The Merger of Housing Development Finance Corporation (HDFC) and HDFC Bank has received the final approval from the bank's board of directors.

This is in connection with our letter dated April 04, 2022, informing about the decision taken by the board of directors of HDFC Bank approving the scheme under sections 230 to 232 of the Companies Act, 2023("Companies Act") and rules and regulations there under subject to receipt of various statutory and regulatory approvals.

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ADOPTION OF TECHNOLOGIES IS VERY IMPORTANT - DR. RAVINDRA KUMAR SONI

Dr. Ravindra Kumar Soni is an esteemed Adviser at AICTE with a strong background in Physics and Management. Holding a PhD in Management, he is committed to enhancing the quality of education in India. Dr. Soni collaborates with various stakeholders to drive innovation and bridge the gap between academia and industry. He specializes in, Academic Administration, Software Development, accreditation, and faculty development. Additionally, he actively engages in research and professional associations.

Q: Your educational background plays a crucial role in shaping your expertise and understanding of the field of technical education. Could you share some insights into your educational journey and how your academic qualifications have influenced your approach as the Advisor of AICTE?

I have done my Post Graduation in Physics with a specialization in telecommunications and have done some research in nuclear science. So, having a little bit of expertise, in material science and nuclear science, telecom cases thereafter a degree in MBA, so management and then PhD in management. I am tech-savvy, in fact, people are tech-savvy in AICTE. So, with this entire educational qualification as well as work experience, I thought of going to the AICTE. I joined the AICTE six years ago as a Director, but now I'm an advisor over here and I'm able to visualize the technical part as

well as the managerial part also. And that's the reason, I'm trying my level best to contribute to the AICTE.

Q: As the advisor of AICTE, you play a crucial role in shaping the future of technical education in India. Can you share some of the key initiatives or policies that you have implemented during your tenure to enhance the quality and relevance of technical education?

In 2019, I was given one responsibility of, starting the functioning of AICTE Training and Learning Academy i.e. ATAL academy. So, we started ATAL Academy in 2019, and it was the first year of the functioning of ATAL Academy. In 2019, we funded around 200 Faculty Development Programs (FDP). These FDPs were in the emerging areas only like AI, ML, DL, Quantum Computing, Cloud

Computing, Data Sciences, Block Chain. In 2020, the pandemic was there and then, everything was shut down in March. In 2020, we started experimenting with online FDP and in the first month, i.e., April, because everything was shut down, participants and experts were in the residence. So, we got a good response in April 2020. We opened registration for 40 FDPs. In just a couple of days, we got all our 4,000 seats for FDP filled, with over 40,000 registrations. We needed to stop registration immediately. Looking into those responses, we scaled it and 1000 FDPs



Dr. RAVINDRA KUMAR SONI

which were conducted in 2020-21. Though it was a problematic one, we conducted it, but it was a great opportunity for us, and it became a world record in the second year of the operations. Next year also it became a world record. I'm proud that I was the founder director of ATAL Academy. That is one area. There are many areas where we worked with. For smoothening and for seamless experience of approval process I contributed a lot. I was also handling the northwest region Chandigarh and handled all activities of the AICTE of Chandigarh Region. Currently working with the AICTE headquarters in Delhi. We tried to develop and automate, AICTE functioning approval process, scholarship, QIP schemes and other initiatives. Now we have achieved the hundred percent automated operation of AICTE. No manual. Everything has to go through software that we have achieved and I contributed a lot for this.

Q: AICTE's mission is to promote excellence in technical education and foster innovation and research. How do you envision achieving this mission and what steps have you taken to increase innovation and research among technical institutions across the country?

AICTE is taking a lot of steps towards innovation. We are having an MIC cell itself, i.e., MOE innovation cell. And innovation cell is not only for AICTE-approved institution but also for other AICTE institutions. AICTE is promoting innovation in other education sectors too. We also conduct hackathons. It's a very popular program. Prime Minister addresses the students. Right now, 5000-6000 IICs are there across the country, but the target is 9000 to 10,000 IICs in this year. And we are going to achieve it. I have seen in AICTE what we feel and think, happens. Other than these areas, we are giving ADF, i.e., an AICTE Doctorate fellowship for the faculty. Students can go to some other institutions where research facilities are there, they can do PhD from there. For that, fellowship is given

by the AICTE. Other than this, QIP schemes are also there for the faculty members. AICTE also established few Idea labs. Our target is to establish hundred more Idea labs across the country. Indian knowledge system Cell is also promoting research related to the Indian knowledge system. These are a few steps. Some more steps are there being taken by AICTE in this area.

Q: The field of technical education is rapidly evolving with advancements in emerging technologies and changing industry demands. How do you ensure that the curriculum and programs offered by technical institutions are up-to-date and aligned with the industry requirements?

It's very important that the student, or rather you can say the product of an institution has to be adopted by the industry. Many of the time you might be getting feedback from the industry that the students are not as per their expectations, and students also get worried about not getting the right kind of jobs. So, that kind of gap may be there. AICTE has 10 boards in different areas. On those boards, even industry experts, Professors from IITs, experts from the government and from AICTE are there. In the constitution of the board that I'm talking about, we have ensured the continuous revision of the curriculum as per the industry, and that is a model curriculum we put on the website, informing all the institutions.

One more part of the question is about emerging technologies. In fact, technology adoption is very important. If someone doesn't adopt the technology, will be put out of the environment. That's what today's world is, right? CHATGPT just came a few months ago, some have started using it and many people are still not using it. Those who are using it, they're excelling themselves. Those who do not, they'll be put behind. And to ensure technology adoption, we have already

established an academy to train the faculty members.

Q: Are there any specific measures you have implemented to bridge the gap between academia and industry?

Internships are the best way to bridge the gap between academia and industry. Hence, we came out with a policy that internships are important. We increased the duration of the internship so students learn and can go to the industry and learn. Next, we ourselves came out with one internship portal where the industries post their internship opportunity in the portal and students also take internships from that portal.

Q: In recent years, there has been an increased focus on entrepreneurship skills and startups in India. What role does AICTE play in fostering an entrepreneurial mindset among students and supporting them in their entrepreneurial journey? Can you share any success stories or initiatives in this regard?

AICTE is promoting a startup in a big way. It's not only promoting the policies or training, AICTE is funding too. AICTE is running one PG program in entrepreneurship. There's a good amount of money being funded by AICTE for startup. In fact, students already have around 75 startups that have been funded by AICTE. AICTE also conducts a huge number of boot camps across the country. Then, IPR literacy, IPR workshops, mentoring to the startup, funding to the startups etc. So, this complete ecosystem is given by the AICTE.

Q: Covid-19 pandemic has significantly impacted the education sector, including technical education. How has AICTE adapted to these challenging times and supported technical institutions in transitioning to online or hybrid modes of learning?

Before the pandemic, online education, online meeting, and hybrid meetings were there,

but their adoption was very less. Even in PhD, my research area was in e-learning. And long ago, I found that psychological barrier is a major barrier to the adoption of education technology. It is still there. But what happened during the pandemic, this psychological barrier vanished, because we were forced to adopt that. AICTE is pioneer in adopting it, as most of our meetings are hybrid. The MOOCs and SWAYAM have come in a big way. In the government too, the UGC has come up with a regulation that 40% of grades can be earned online, through MOOCs. It means that even regular students, who are studying face-to-face can go online, and earn credits for 40% of their curriculum. So, after the pandemic, I think this is also helping in increasing the GER. This has become very comfortable, especially for those who are working and cannot move to the bigger city. This is one of the ways to learn even better, and faster.

Q: Are there any long-term strategies in place to address the potential future disruptions in the education sector?

Technologies are evolving and changing. In fact, if you remember 10 years ago e-learning means some kind of notes, PPT, or PDF kind of things where they download the e-book or some notes from the internet. Then slowly we moved to the MOOCs. Nowadays online courses are there. Again, now we are changing not only the video but with some other kind of AR, VR. There's a possibility that a virtual teacher may teach online. So, this is all evolving and therefore I think not only AICTE, rather all educational institutions need to be prepared to adopt the technologies, not only adopt the technologies, rather they should be comfortable with that. So AICTE is trying to empower other institutions also to adopt those technologies.

Q: Collaboration and partnership with industry and international institutions can play a vital role in enhancing the quality and

mobile exposure of technical education. How does AICTE facilitate such collaboration and what benefits do they bring to the students and institutions?

AICTE considers collaborations with industries and international institutes, very important and hence promotes international collaboration. Students get benefits from that. We are giving, approval to the twinning programs. Students who are NRI can be admitted here and can study here. Some part of the entire program, maybe one semester, or two semesters they can go abroad, and they can study there.

Q: Apart from your professional responsibilities, it's important to have personal interests and hobbies that bring balance to our lives. Could you share some of your interests and hobbies outside of your work? How do these activities contribute to your overall well-being and potentially influence your perspective or approach as the advisor of AICTE?

I like sports. Whenever I get a chance to play badminton or play volleyball or football, I never miss it. So that is one area, and it keeps me

feeling energetic. I enjoy it. So that gives me a lot of confidence in working. I'm tech-savvy, so I keep on doing some courses. Like a few days ago I did one more course on cybersecurity. In that way, I learn also. Learning technology gives me a lot of, not only confidence but skill also to cope with this environment.

Q: As a leader in the field of technical education, what advice would you give to aspiring students who are considering pursuing a career in this domain? What skills and qualities are essential for success in the rapidly changing world of technology?

I mentioned that the adoption of technologies is very important. They must learn and keep on learning. Because technology is not going to stop here. That's why technology adoption must be an important area. Other than that, in Business school, their communication must be excellent. Soft skills are also important. Not only artificial intelligence, but emotional intelligence is also important. Students should be trained enough to cope with all kinds of environments. They should be smart enough, technologically adaptive, and physically fit.

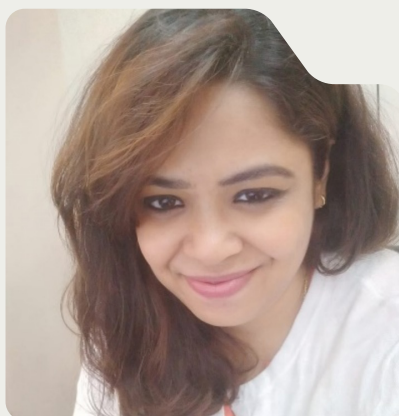


ANIMAL CRUELTY AT TOURIST PLACE-

Ms. KIRAN SINGH

Ms. Kiran Singh is working as an Assistant Professor at Dr. D.Y. Patil B-School. She has 10 + years of experience in Industry and Academics. Being a philomath and an empathetic person. Ms Singh always tries her best to understand the people around her. As she loves travelling through which she spotted some genuine problems faced by innocent animals in the tourism sector so in this article, she has shared the inhumane conditions of animals at different tourist and religious places and how we can as an individual contribute to the betterment of their conditions.

Excitement brimming within me as I await my upcoming trip to the enchanting Kedarnath, I find myself in the company of joyful faces, eager to embark on what promises to be the most serene and adventurous journey of our lives. Amidst my anticipation, I chanced upon some distressing videos while surfing through my phone, shedding light on the plight of innocent mules in Kedarnath. These gentle creatures,



Ms. KIRAN SINGH

once used to carry tourists through the hilly rocky trek, were depicted in heartbreaking conditions. The revelation of the mistreatment of these mules weighed heavily on my mind, causing me countless sleepless nights. Though I realized that eradicating this problem from our country might be beyond my capacity, I resolved to do my part and raise awareness among the people.

Even prominent sources like The Times of India (TOI) reveal that equines on the Char Dham yatra lead towards their path to death, frequently are made to work till death and are drugged to carry more load with greater frequency.

In response to the TOI report, the animal husbandry minister, Saurabh Bahuguna, took action and sent out an advisory to all mule handlers, urging them to spare the animals from such overexertion. However, despite these efforts from authorities, little seems

to have changed on the ground. Local residents, and even some pilgrims, attest to the brutal reality that these animals are still subject to merciless beatings with sticks and administered narcotics to keep them trudging on the arduous path. Adding to the distress, certain mule handlers have sought ways to circumvent the rules that mandate a limit of one trip on the trek for each equine, thus exacerbating the already dire situation. The distressing state of affairs the mules face in the holy land of Kedarnath serves as a poignant reminder of the urgent need for action. As more and more people flock to this picturesque



Image : Deccan herald (Include the source)

destination, drawn by its spiritual significance and breathtaking beauty, the pressure on local resources, including these innocent mules, has reached a critical point. All stakeholders must unite to protect and preserve the welfare of these animals, who have been an integral part of the region's history and culture. Elephants, for instance, are often subjected to a process called "phajaan," which involves separating baby elephants from their mothers and subjecting them to physical and emotional abuse to break their spirits. Once broken, they are trained to perform tricks and carry tourists on their backs. Similarly, tigers are often drugged and chained to allow tourists to take photographs with them.

Monkeys are also exploited for entertainment purposes at tourist places. They are often dressed up in costumes and made to perform tricks for tourists. Many of these monkeys are taken from their natural habitats and subjected to cruel training methods to make them perform.

"It is a common sight to see the animals slipping, especially on the way down, because of the rains and the terrain. For instance, a horse slipped and hit its muzzle on the ground but the handler just hit the animal with a stick so it wouldn't stop". These were the words of a tourist. Though Chief Veterinary Officials are appointed and posted at the beginning of the trek along with Police personnel to check on the sick animals some cases slip through our system.



Pic: Mule dying because of overwork
Image: Twitter

Tourists play a vital role in this equation. They form the backbone of Kedarnath's tourism industry and have the power to influence change through their choices. By making conscious decisions and supporting responsible tourism practices, visitors can contribute significantly to improving the lives of these mules. Engaging in eco-friendly trekking options, choosing reputable tour operators that prioritize animal welfare, and avoiding activities that exploit these animals will demand the ethical treatment of mules and encourage businesses to align their practices accordingly.

Local communities hold the key to sustainable change. As custodians of their land and its natural inhabitants, they possess invaluable knowledge about the region's ecosystem and the well-being of its inhabitants. Empowering and involving local communities in conservation efforts can lead to more effective and culturally sensitive solutions. Establishing community-driven initiatives to protect the mules, providing alternative livelihood options for mule handlers, and organizing awareness campaigns will foster a sense of ownership and responsibility towards the welfare of these animals.

We cannot change the world but we at least educate our younger generation about it. Empowering and involving local communities in conservation can lead to more effective and culturally sensitive solutions. Establishing community-driven initiatives to protect the mules, providing alternative livelihood options for mule handlers, and organizing awareness campaigns will foster a sense of ownership and responsibility towards the welfare of these animals. Education is a powerful tool for effecting change. Raising awareness about the challenges faced by these mules and the impact of their mistreatment on the fragile ecosystem of Kedarnath is crucial. Schools, community centres, and tourist information centres can serve as platforms for disseminating information and promoting

responsible tourism practices. Additionally, incorporating animal welfare education into the pilgrimage experience will instil empathy and compassion among visitors.

Let's be an example against animal cruelty, do not pay for or entertain the shows. There are many ways to earn money for people who trade animals. This world is for all living beings equally, we cannot assume ourselves masters of any innocent beings.

Thus, treating innocent animals at tourist places is a serious issue that needs to be addressed. Tourists need to be aware of the cruelty. Let us educate people through social



Image: Dan Miller

media which is the greatest tool to spread the information, to go behind the scenes and to avoid supporting such practices. By supporting ethical animal tourism, we can ensure that animals are treated with the respect and dignity they deserve. As we can see various instances of animal cruelty in India such as "Stray dog thrown by man into the Upper Lake of Madhya Pradesh," "An Innocent Kitten was burnt alive in Hyderabad" etc. At tourist places, we see animals performing for people, even if they are tired, they get bitten up and given food only if they are performing

their duties, so out of fear of punishment and hunger they perform.

Measures for corrective action

- Section 428 of the Indian Penal Code, 1860, stipulates that causing mischief by killing or hurting any animal is punishable by two years in prison, a fine, or both.
- Section 429 of the Indian Penal Code, 1860, stipulates that murdering or maiming any designated animal of any worth, or of a value of 50 rupees or more, is punishable by five years in prison, a fine, or both.
- So, there should be changes required in the Prevention of Cruelty to Animals Act of 1960, which went into effect in 1974. Animal activists are using [#NoMore50](#) to ask the law to change the penalty amount which is Rs.10 to Rs.50 for beating or assaulting animals. In the Proposed amendment, the penalty for beating, kicking, tormenting, starving, overloading, overriding, and mutilating an animal should be ₹75000 or triple the animal's worth.

Conclusion

Decades ago, there were animal laws that are no longer appropriate for the current socio-economic situation. Under Article 51A(g) of the Indian Constitution, it is our responsibility to safeguard and preserve animal rights. Article 21 of the Indian constitution, the courts have played a critical role in defending animal rights.

Using animals for religious sacrifice or entertainment, or for any other activity that amounts to animal cruelty, should be avoided, and made illegal. Animal life is not in the hands of humans, and we must coexist peacefully.

"We've come a long way, but there's still much work to be done. Each one of us has a role to play in protecting these voiceless beings".

HUMAN COMPONENT IN THE IMPLEMENTATION OF THE LAW DIFFERENTIATES BETWEEN POWERFUL AND POWERLESS

- IPS QUASIR KHALID

Quasir Khalid is an officer of the Indian Police Service, belonging to 1997 batch of Maharashtra cadre having wide experience in law and order management, crime control, anti-insurgency operations, megacity policing, traffic management, Human Resource management etc. He has served in different parts of the state of Maharashtra in various capacities as Superintendent of Police, Commanding Officer in the Armed Police, Deputy and Additional Commissioner of Police in Mumbai, Officiating Managing Director, Maharashtra State Security Corporation, State Head, Crime Against Women and Children, Weaker Sections for the State of Maharashtra and Commissioner of Police, Mumbai Railways, Mumbai. He works as Inspector General of Police, Motor Transport, Maharashtra State, Pune. He has been trained in India and abroad especially Charles Stuart University, Australia and University College of London. He is a noted Public Speaker and has taken many sessions on Motivation, Career Counselling, Security, Police Work, etc. He is also a poet of Urdu and Hindi languages. He has written two anthologies of Urdu poetry, consisting of ghazals and nazms, and is the recipient of the Maharashtra State Urdu Sahitya Academy Award



IPS QUASIR KHALID

Q: How was your experience as the Commissioner of the Police Department?
So, Police Commissioner is a unique kind

of experiment globally. In the Mofassil or in rural districts, what happens is that the law and order machinery has two components. One is the magistracy, headed by the district magistrate or the Collector. And the second part is the actual police work, headed by the Superintendent of Police. Magistracy deals with say, preventive action, extradition, and other related issues. While Police Chief deals with crime, law and order, traffic, and the

management of the entire police department daily. In Commissionerate, you are the magistrate as well as you are the head of the police also. This has been done to face the challenge which the urban setup offers for policing. For example, in rural areas, the rate of crime is less. People know each other. The communication, and movement of people is much less than in urban areas. The diversity of the population is much less. Also, they are

very peaceful. The competition for economy, for space, for resources is much less. And rural areas are much more conservative regarding cultural values than cities. So, in urban areas, you have many people coming from different parts of the country, maybe different parts of the state. There is much flux and different cultural values from too much liberalism to too much conservatism. Many centuries coexist. Also, there are issues of a very dense population which you see in slums. Filth is there, poverty is there, destitution is there and people do not know each other. Therefore, the bond of harmony prevalent in rural areas

is quite weak in urban areas. Therefore, the challenge of crime is massive because of this sea of humanity and this anonymity that you get out of that lack of supervision, lack of those social moorings. And I was heading a unit which was very different in terms of its uniqueness. I was heading railways as police commissioner and though I have worked for a long time in Mumbai police also, as deputy commissioner, as additional commissioner. Now, as I explained to you that commissioner is a very different ball game. You have very serious crimes. You have to be very well-connected. And if I see it from a very personal perspective, I think the higher the challenge, the more you enjoy working. A person like me who believes in public service, I think it affords you a huge opportunity, a great opportunity to serve people of different classes of people, people coming from different parts of the country and not only the country but also internationally. 15 years ago, cybercrime was not an issue, economic crime was very less but today everywhere you see much cybercrime and a lot of other issues. So, you must keep educating yourself, keep evolving, keep learning new skills and that is how you are able to cope with the challenge.

Q: How do you maintain equality and balance under pressure?

It's a difficult thing. I recently advised a colleague of mine who is a junior officer that if their team finds a person who is on record for some crime having committed in past, what do you do? How do you deal with that person? I said your simplest thing or simple law thing is that you can at most take search of that person whether he is carrying something stolen, carrying some weapon or something, verify him, verify his or her mobile number and let him go. We have no right to take that person to the police station. There might be something in the issue because he may be going on a job. If he is doing a job, I detain

him and take him to a police station and then he loses his job and who is responsible for that? And in today's time, we must be very vigilant about people's human rights also. So, I think justness and fairness should come from within and for me everybody is equal. I do not differentiate among people based upon say their culture, their religion, their caste, their sex or something. We must think everybody is equal. They may be differently placed in society. They may be resourceful, they may be resourceless, but they are the same for me. Secondly, I think you have to do much introspection on what you are doing whether it is correct or not. Unless you do introspection and unless you correct yourself, we are human beings, we are bound to commit mistakes here and there. We need to introspect and improve ourselves. And also I think in police especially we need to encourage union officers to speak freely, to speak their mind so that we get ideas from them also. And to also find out where we are not on the proper way or where we are committing a mistake or whether there is a possibility of something wrong happening because of our attitude and approach. Know all is never an approach to success. I do not know -all and I am not perfect. I am as imperfect as anybody else in my department. I must open myself to criticism as far as it is constructive, as far as it is issue-based. And so should be my approach. I should not criticize a person. I should criticize the issue. I should criticize methodology. I should criticize concepts. I should criticize the way we seek to achieve some goal. I think if we keep doing this kind of thing, sooner or later we will arrive at this kind of balance that you are talking of, of justness and fairness. And I think the most powerless deserve the maximum attention.

Q: How do you ensure that your policies and programs are inclusive and that all the members benefit in your district state, regardless of background or social status?

It is the human component in the implementation of the law that differentiates between the powerful and the powerless. As I told you, I think those who are powerful can get their work done from anybody, but those who are powerless, to whom shall they approach? So, it is my responsibility to ensure that they feel comfortable, they feel confident of the police, and they are served on a priority. So I have always maintained an attitude that wherever I am working, I will keep my doors open for all segments of society. I will prescribe timing, but at that time I am accessible to everybody. If somebody sends me a message, I will reply to that thing, guiding her. So, I think we should be accessible, we should be listening and have an attitude of helping everybody. Then we can do this kind of thing.

Q: What is your vision for the long-term development in the transport sector and how are you working to achieve it?

See as far as transport is concerned, it has got many verticals like the road is one, railway is another one, then air and sea are different components of transport. I presume you are talking about road transport, which I am currently dealing with. In road transport, there are different stakeholders. Police as a stakeholder is primarily a tube to one. How do I reduce your time consumed probably going from one place to another place with safety and with dignity? So, my biggest challenge as a policeman is reducing fatalities on the road. If you see the data, national crime report, we are having the highest, probably the highest in terms of fatalities on the road. And mind you these are all working class people in a very productive age group. So how do you reduce accidents and fatalities? For that of course observing traffic roads, and discipline is very important. Monitoring is important. But at the same time, I think creating awareness is also very important. For example, wearing a helmet wearing is important not only for

police but also for the person who is riding a motorcycle or who is a pillion rider. Because it is their life which is at stake. For that, I need to create a massive awareness. That is one example. There are other examples of speeding, jumping the signal, taking wrong turns, driving rashly and kind of driving in a drunk condition as you may be seeing many things. So what happens is that we need to create awareness also and we need to create a system where punitive action is also taken.

Q: How do you handle situations where personal beliefs conflict with the policies and regulations of your department?

I don't think personal belief in terms of sound personal belief will ever come in conflict with the policies of the government. Because government policies are for everybody and they are fair and just. So, it is only when you are short-sighted and unjust, you will ever think that something conflicts with government policies. Like what are my personal beliefs? Personal beliefs may be in terms of religion, in terms of culture, and maybe in terms of the attitude that I have. Love is very neutral. It is applicable to everybody and there is enough flexibility in love to ensure that your things are taken care of. So, I don't find any conflict here and don't think I will come across any belief where that conflict would arise. I join a service, I know what the terms and conditions of the service are. I have voluntarily accepted it so if I join an institution, for example, those working in corporate, there is a dress code there that they have to wear certain kinds of dress. You know and then you join that thing and when you know and join that thing, you understand that I must abide by this. You have the option of not joining that. Therefore, we must be very clear. It is we who have sought something from the government. We have joined the department. So we know the terms and conditions of the job and therefore we have to abide by them. The conduct rule covers me which is equally applicable to everybody, be it male or female

or any religion or caste or creed or area. It is equal and neutral. I don't think there is any conflict and I have not come across in my 26 years of career as a bureaucrat, as a police officer, that there is any conflict. And whenever you think there is a conflict, you always have the option of moving out.

Q: You are a motivated and enthusiastic person. So, what is the reason for your enthusiasm and motivation? What is the secret of that?

I am always a student. I keep learning. I observe, listen, hear and talk to people. I get much help. I also study a lot. And when I study, then I get to know what are the fundamentals of our existence, be it your culture, be it your religion, be it your society, be it your economy. And when you know those things, then it makes you purer. It makes you more just and balanced. I think the goal of a human being in a society is what I see in the teachings of several religions, that is to exhort people to adhere to the universally accepted routines, to be just, to be fair and serving to the people here in India was meant to be. To be a member of society, those who are colleagues, who work with them and to refrain from universally accepted bad values, refrain from perversions, to not be unfair or unjust to anybody's life, property, or divinity. Things like that. These are common goals, common values. So, whenever you refer to these things, you will get the correct class. That's what keeps you motivated.

Q: What managerial skills do you want us to inculcate within us when we are in the corporate sector?

Anywhere in life, I think we must learn to trust others. Whoever is in that setting, whoever has joined the police department has come through an exam process. Similarly in corporate also, they come through an interview process and oppose certain minimum basic qualifications.

It is very stupid to think I am smart, and others are stupid. Second is that you need to develop a team. And when you develop a team, you need to develop colleagues working with you. You may be the team leader, but you are as good as your last man. So, you have to develop their capabilities, trust them and give them responsibilities, resources and exhort them to perform. When you have trust and faith in them, you give them freedom and equip them with resources and capabilities, I think you will get wonderful results. If I think I know everything and all other members are fools, you will never improve the organization. So I have always believed in making a capable team and trusting people, in making them capable, giving them those skills, those resources and telling them, look these are the parameters on which I am going to analyze and judge your performance. Please be fair with these things.



MARKET RESEARCH IS ESSENTIAL BEFORE INTRODUCING ONE'S IDEA INTO THE MARKET

- MS. NEHA MATHUR

Neha Mathur is a seasoned professional with over 16 years of experience in the hospitality industry. She began her career at Marriott International and quickly climbed the ranks, eventually becoming the Resident Manager for the Marriott Executive Apartments. She then went on to hold management positions at Beverly Park by The Ascott Limited and Della Adventure and Resorts. Neha also worked with Sterling Holidays, where she was responsible for setting goals and implementing strategies across multiple units. She has diverse expertise in corporate operations, strategy, business development, finance, and operational consulting. Neha co-founded WishYogi, an AI-integrated guest engagement platform, before launching Personify in January 2020. Personify is a SaaS-based employee experience platform that provides real-time employee sentiments to drive business outcomes, targeting the service industry in India and North America. Neha holds a bachelor's degree in hospitality management and recently graduated from the Berkeley Executive Program in Management.

Q: Could you please let us know our readers, what inspired you to become an entrepreneur and share certain specific experiences or influences that led you to this path?

With nearly 15 years in the hospitality sector, I swiftly progressed from a guest service associate to a General Manager,

achieving this role at a remarkable age of 28. I managed large properties with 360 rooms and spearheaded corporate hospitality for Sterling Holidays, overseeing 30 properties and 2,000 employees. Seeking new horizons, I pursued an executive MBA at the University of Berkeley's Business branch in California. This exposed me to a broader world beyond hospitality, particularly in Silicon Valley. The innovation-rich environment there fueled my entrepreneurial spirit, as I witnessed ventures

blossoming in every corner, fostering the conversion of ideas into reality. This transformative experience led me to embrace entrepreneurship and pursue a path of meaningful innovation



Ms. NEHA MATHUR

Q: Tell us about your entrepreneurial journey and how you co-founded Personify?

As a part of our program at the High School of Business in California, we were supposed to create a Capstone project. So as a Capstone project, you are required to create, have a business idea, and create the minimum viable product around it and showcase it to be feasible for the market. Throughout the year of Berkeley, we were required to do every aspect of creating the product right from doing the market research, defining the wireframe, and speaking to customers, all of that was required as part of a Capstone project. And that's when me and my then Batchmate, now a co-founder, came together and we thought of creating

something for the benefit of organizations to understand their people mindset in real-time. And that was the birth of Personify and we won an award for it being one of the most innovative products in Berkeley. Our lecturers told us that we should bring it to life. It's an innovative product, don't let it die just as a Capstone project. Hence, we pledged to bring it to life.

Q: What was the Business model or the innovative product that you did for the Capstone project?

The concern was that while I was the corporate head for rooms, and while I was a General Manager, it was very difficult for us to get real-time information on what is happening with various people that are happening in the company, right. So, while I was sitting out of Chennai as the corporate head for rooms for Sterling, I was concerned about what was happening in Darjeeling. I had something happening in Manali, but I would get to know only whether the person has resigned or that process has been affected. So, it was never in real-time that I could understand my people's thought process that I could act in real-time. And a similar thing was with Deloitte. And every time something happened, it was a very reactive approach to things that have taken place in the organization. So, it became important for us to be able to put a product out there, which was AI-enabled, which could understand every employee as an individual and not like a one-size-fits-all approach where we say, okay, training, need for 1000 employees is going to be only communication. I should be able to say, what is the differentiator between Nina as an individual, is the training that I would require versus the kind of training somebody hasn't required? And that led us to create a Personify. We wanted to create something where we could do three things, personalize the entire effort for every individual employee, automate as much as possible so that, you

know, leaders are more available to do, you know, conversation or to do meaningful things in their organization. And third is real-time intelligence. We want to build an analytics platform that can give real-time intelligence to say, okay, this group of people are facing a problem with the organisation's facilities. This age group of people from this region are the ones that are issues with goal setting in their organization. So, I should be able to figure those out in real-time so that I can take action on it and make sure that those areas are resolved rather than waiting for it for eternity or once in a year I will figure out in an annual survey what is the problem of my employees. What happens after that is that it's a long-drawn process. I do an annual survey. After three months I get to understand what should be my actionable. After that, by the time I put my actions in place, the people affected by the issues in the organization had already left. There is no way that I can recreate that. So, I need to know in real-time, if this happening today I should know what exactly is reducing the productivity of my people. That's what it is.

Q: What challenges did you face in the initial stages of establishing Personify and how did you overcome them?

As an entrepreneur, you come across multiple challenges, where to start and whether the product will be viable for the customer base that you're looking at.

When we came back and wanted to set it off in India. Many companies with an Indian mindset don't want to understand people's perspectives so much. It's the business and the profitability that is of number one importance. So, to help people understand the importance of their people and that, various things that are related to people help you save cost or make a profit, for an organization. We had to teach them, "Your people are attached to your business right from the time they're producing

to the time they're collecting revenue to selling it. So, they are the ones who understand your business. If you go back to them and ask them what the concerns they have and your ability to solve them, that's how your business goes to the next level." So, to be able to teach people, because if it's a new product, if it's a new thought process, it takes time for your buyers to groom themselves with that mindset that you have. And for that, you have to speak to as many people, through conferences & webinars so that they can understand your perspective and the mindset changes. Those were initial challenges where mindset became the biggest problem, where people said, oh, we don't need to listen to our, labourers or we don't need to listen to our people, they come and go, or they contractual stuff. But what they don't understand is that they are the crux of your business. If you can understand what they are going through, you will be able to make profits in what you're doing, because they are heard and they will be happy and able to recreate, what you've been creating as an entity.

Q: Like entrepreneurship, it involves a lot of involvement. It's not just 9 to 5 job. So how do you balance your family and as well as your venture as a lady entrepreneur?

Balancing entrepreneurship with family life is central to my world. With an 11-year-old daughter and a husband working away, discipline is key. The challenges of entrepreneurship extend beyond work-life balance; they encompass mental well-being in a high-pressure environment. Priority setting and discipline guide my days. Starting at 5:30 AM, I manage my daughter's routine, followed by the gym. Afterward, I focus on work, yet make time for a family lunch to maintain equilibrium. My calendar aids me in allocating specific time for both work and family commitments, ensuring dedicated effort to each. Family support is pivotal; my husband,

daughter, and in-laws play essential roles, allowing me to manage tasks effectively. Their support bolsters my entrepreneurial journey, underscoring the significance of harmony between professional pursuits and family bonds.

Q: Could you share some key milestones or achievements that Personifwy has accomplished since its inception?

As an entrepreneur establishing a startup, I believe in cherishing every achievement, regardless of its scale, as each one marks a significant step forward. For instance, we attained a pivotal milestone by securing incubation with two esteemed programs: NSR Cell, affiliated with IIM Bangalore, and Skydeck from Berkeley's School of Business. These incubators propelled us to a higher level, distinguishing us from startups unaware of crucial nuances. Additionally, a substantial achievement was crafting and launching our beta version, which promptly attracted our inaugural customer, ITC Infotech. Collaborating with them from MVP stage enabled us to refine our product according to their needs. Another significant accomplishment was our expansion into international markets, securing contracts in the UK, Middle East, and the US. Establishing a presence in Singapore marked yet another milestone in our journey. Amidst these notable landmarks, smaller victories like receiving our first paycheck or revenue check from a specific client's cleared invoice also contribute to our overall progress.

Q: How would you describe the unique value proposition of Personifwy and what sets it apart from its competitors in the market?

Personifwy is an AI-enabled recruit-to-retire platform that offers a comprehensive range of services to organizations seeking an efficient hiring process. Instead of relying on manual efforts, the platform automates and

streamlines the recruitment process through various stages.

The platform begins by creating an Applicant Tracking System (ATS) that allows organizations to post job opportunities on different platforms. Candidates submit their resumes, which are then screened by recruiters to identify potential matches. However, the traditional process takes time and lacks candidate engagement. To address this, Personify introduces a candidate engagement system. They gather data from open sources to understand candidates' preferences and aspirations. Using WhatsApp bots in multiple languages, they interact with candidates, assess behaviors, schedule interviews, and provide relevant information to improve the likelihood of candidate acceptance. Their latest innovation involves generative AI, where they've developed the HRGPT (HR Generalized Pre-trained Transformer).

This virtual recruiter can swiftly generate job descriptions and screen thousands of resumes. It engages in conversation with candidates, asking relevant questions and assessing their fit for the job. At the end of the process, the HRGPT presents an evaluation of the candidate's suitability for the role, including salary expectations and notice period. By utilizing Personify's platform, organizations can drastically reduce recruitment time and effort. The traditional months-long recruitment cycle is eliminated, saving valuable resources and expediting the hiring process.

Q: There has been much buzz and you know concerns about AI taking away jobs and also, I have another part of seeing it like you said it enhances productivity and efficiency to the next level. So how do you think the youngsters of today who are upskilling themselves, what are the things that they should look towards upskilling themselves so that they don't miss

the competition, they do not miss on the opportunities?

AI cannot take over jobs, it can only enhance the particular job. Ultimately humans have found it!! When in 90s when we had the technology, we upskilled ourselves to start adapting to that technology. As you go today, you have multiple sources, and technology is all around you. You have everything from Swiggy which delivers your food in 30 minutes, to a Zepto who can do it in 10 to you know Uber who can get you a cab in within minutes? Now that technology is at your hands you have improved a step forward you are using that technology. AI does not have the capability of taking your jobs you need to decide where you want to be. Whether you want to be above that whether you want to govern the technology or want to be under it. So if you don't upscale yourselves you do not understand you know what will it take to be able to govern AI then you are at a losing end, right. If you are doing a Monday task, right, for example, if you are just calling, somebody from a call centre, just calling and you know putting across to say, hey I am selling an insurance, I am selling an insurance. If AI can do it on the internet to figure out today that this particular person is in need of insurance and this is, you know, I would send the right prompt to him at the right time. I do not need the centre of, you know, this is the centre of, those call centres as such, right. I might as well deploy AI and figure out who is the need of insurance because if I say that somebody has gotten us, you know, a child who is basically passed or is ready to get into college, I would actually sell that particular person, right, an insurance, an educational, you know, loan as such, right. I would give you know office goes an insurance plan right and I will be able to figure out from the internet whether they have it or don't have it right. So those are ways you need to figure out where you want to be. If you are doing a Monday's task you know for good that it is going to be

taken over by AI. Today AI and literally chat GPT is able to take over task anywhere in the world which are repetitive. For example, if you have you are a financial advisor to somebody, all you are doing is picking up information from various ways and figuring out what exactly is giving you the maximum returns. AI can do that. This skill comes in when you are able to derive something which is more imaginative, explorative. That's when you are able to beat here. I could have been a hospitality personal all my life, but I grew up to thought to say let me understand, define it better so that I am able to govern it rather than being suppressed by it. So, you have to know where you want to be in the ladder. When we say that HRGPT is going to take over the recruitment process, we are not going to say that we are taking over recruiter jobs because recruiters will then get into more viable things for themselves. So, they will be able to talk to candidates, they will be able to create an environment of engagement for candidates, they will be able to speak to candidates, create that culture of you know, of personalization for every candidate. Today what are they doing? They are sifting through resumes.

Q: As a Toastmaster, how have public speaking and communication skills impacted your career as an entrepreneur?

Toastmasters has been a huge, huge help and very frankly speaking, I never knew about Toastmasters a year back. I had a coach in Singapore whom I approached for public speaking and become a TEDx speaker one day. She suggested I join the Toastmasters Club. That was like a bingo moment for me. Since the day that I joined Toastmasters, every day my speech has improved. I have become more confident in coming onto the stage, speaking to people, and expressing myself. And the best thing about Toastmasters is that it's an environment completely working to your benefit. When you go into a meeting, it is

time-bound which helps you discipline on the time. They have multiple role players there who are constantly checking on the frequency of crutch words and the bad language that you use. This way that the Toastmaster helps you in developing your personality and I mean it not just helps you in your speech, but it also helps you in multiple aspects. So, you can become various leadership roles in the Toastmasters club as well. So as a leader also you kind of define yourself you know exactly. So it helps you in multiple forays and develops your confidence which is the first thing you get there.

Q: What advice do you give aspiring entrepreneurs looking to start a business in the same industry?

Well, the world is huge. Becoming an entrepreneur is not an easy job. Many people think -let's start a business. Let's start a startup. But it takes many guts to become an entrepreneur. Being an entrepreneur, you need to know that you will have no control over your life. You will have no control over the capital spent. All that you may have earned or get from somebody, you will end up spending it. You need to know; you need to have that idea that will make you money. You need to know who are going to be your early adopters. It's a constant battle every single day, whether it is a customer or a lead who comes back and tells you sorry I may not want this product today, let us look at it in the next budget cycle. So literally they have given you a year to come back to them. That means that while you had anticipated this particular customer to come in and start paying your revenue, now that is no more a reality. You may take funding from somebody, or you may use your own money, capital is something that is constantly on the decrease in the initial few years. You are paying your staff, making sure that the product is getting created, so you are constantly spending, at

the same time worrying to pay salary to your staff and take care of the other expenses. You as an entrepreneur are not going to earn. So don't think that you will become a billionaire in the first month of operations and you will start travelling the world. You want to be stuck to your computer or wherever you are for the first four, or five years and it's a given. You will not be able to do everything that you wanted, travel, or wear the best of clothes, for the period that you are struggling. You will be constantly battling your mindset, with your family, with their expectations. So, it's not an easy task. It's not that you think you want to become an entrepreneur and tomorrow you can become. It takes much effort to become what you are and everybody should think over it, take time, evaluate what they have in mind, what is the idea that they have, talk to people and then get into it.

Q: What are some biggest lessons you have learnt throughout your journey that you share with our readers?

I think every day has been learning. Figure out the people you have, you know, what is your big idea. Don't create anything, don't start thinking that you have a great idea, build the idea and then go into the market. The first and most important thing is to do your market research. Talk to tens and thousands of people to say whether they will pay for the product. See people out in the market who will tell you great ideas, create it. But when you ask them, can you put the money on the table if you think this is the right idea? Figure out whether there is value for that idea before you even think of creating it.

First, once you have people who are backing you up there, then you create, do not create product till you have a customer in hand. Create your minimum viable product, go out in the market, get buy-in from customers and then start creating the product. The biggest mistake is to create a mammoth product by

spending crores on it and then there is no buyer. That is the number two lesson. Your people are your biggest resource. You should know how to handle your emotions in front of your people. Even if you don't have the money to pay them salary the next month, don't show your anxiety to them. As a leader, you should always, your energy is actually interpreted by your team. If you are low on energy, if you are showing signs of anxiety, that's what your team is also getting from you. You should be able to create an environment of passion, of hard work within the team without really showcasing what's going on in your mind. That's the true essence of a leader and only then can you form a startup which has people who would work for you.

Founder, the most important thing is you need to find a duplicate you in the founder. If your founder doesn't breathe like you and doesn't have the passion that you have, right to drive the product you will be a failure within months because if there is a thought process clash between you and your founder you will never be able to get to the next level. So, your founder is like you have to know it's like that Macca's gold you have to dig into multiple areas to find your ideal founder. Don't just pick any friend as a co-founder. If he doesn't have the business acumen, doesn't have the thought process, the way to market the product, the idea generation as you do, you are committing a great mistake.



RECIPE FOR FULFILLING CAREER AND MEANINGFUL LIFE – Dr. ANIKET S. WADAJKAR

Dr. Aniket Wadajkar is the Director of Platform Development at NexImmune Inc. – a biotech company in Maryland, USA. In his 18 years of academic and industrial R&D career, Dr. Wadajkar has developed variety of nanoparticle-based drug delivery solutions to diagnose or treat many life-threatening diseases. He has published numerous research papers, filed multiple patents, received several fellowship grants, won many prestigious awards, and served as reviewer for journals and grant applications. He has a track record of establishing new labs, building teams of highly skilled researchers, and guiding them to pursue their career goals. He experienced an unusual career journey from academia to industry consisting of many side-turns and U-turns. He is a proponent of everyone's career journey is unique and measure of success is different. In this article, he urges individuals to take control of their career growth by being mindful of their learnings and activities. He also provides guidelines for a fulfilling career leading to a meaningful life.



Dr. ANIKET S. WADAJKAR

Why do we take education? Why does one go to a school, a college, or a university? People pursue academic endeavors either: to earn a degree and learn certain skills to perform a specific task, or to make themselves a capable individual to navigate the challenges in career and life in pursuit of excellence. Responsibility of an education system and the surrounding eco-system is to foster the development of

young minds in order to create the generations of skilled workforce who are not only good and responsible human beings, but also have independent thinking ability and can-do attitude. Unfortunately, the education system fails to do so due to several challenges that are not the point of this message. As a result, graduating students often have fear, self-doubts, or low confidence thinking about how they will land their first job and will they be able to succeed. Without internship experience this becomes an even bigger concern for them. Education system is not ripened enough to

provide required skills to the students before graduation. Students graduate with basic knowledge and understanding of their subject matter, but it is mostly theoretical knowledge without much emphasis on practical, hands-on, or field knowledge. Although the education eco-system has many resources for students' personal and career development, either students are unaware of them, or not clear how to

access them, or find it challenging to avail these resources either due to the red tape present in the system or due to the grumpy behavior of authorities. In this case, the best course of action for students is to be independent in making themselves capable not only for their first job, but also to overcome challenges in career and life with grace. This message attempts to provide individuals at any level in their career some useful tips and directions to achieve excellence and lead a meaningful life.

The Springboard Theory:

Constant learning and improvements are the key ingredients for growth in career. However, it doesn't come with ease for everyone. While learning new skills or knowledge, some find it relatively easy to grasp new concepts, build upon it, and get themselves ready for upcoming opportunities. Whereas some find it difficult to grasp new concepts and struggle in their career. Why is that? It is explained beautifully by "The Springboard Theory", also known as the Springboard Model. It is a concept that describes how an individual's existing knowledge and experiences can serve as a foundation for acquiring new knowledge and skills. It suggests that prior knowledge acts as a "springboard" that enables individuals to learn new information more effectively and efficiently. The theory emphasizes the idea that learning is not a passive accumulation of isolated facts, but an active process of building upon existing knowledge and making connections between new and familiar information. Some of the key aspects of the Springboard Theory are:

1. Prior Knowledge: Individual's prior knowledge, which includes their existing understanding, experiences, and skills related to a specific topic or domain, serves as a starting point and provides a framework for new learning.

2. Activation of Prior Knowledge: To effectively learn new information, individuals need to activate and access their prior knowledge through techniques like brainstorming, reflection, or asking questions that connect the new content to what they already know, eventually establishing connections and making sense of new information.

3. Building on Prior Knowledge: When individuals consciously relate new information to their existing knowledge framework, they deepen their understanding and promote long-term retention, eventually creating a

more comprehensive and interconnected knowledge base. I'm

4. Transfer of Knowledge: By transferring knowledge from one context to another, individuals can apply what they have learned in new and diverse situations and demonstrate their ability to generalize and adapt their knowledge, eventually fostering a more versatile and flexible learning mindset.

5. Metacognition: Metacognition, or thinking about one's thinking, is a significant component of the Springboard Theory. Individuals are encouraged to reflect on their learning process, monitor their understanding, and evaluate their own knowledge gaps. By engaging in metacognitive practices, learners can identify areas where they need to activate or build upon their prior knowledge, leading to more effective learning.

T Skills:

By leveraging prior knowledge, individuals can enhance their learning experiences and acquire new knowledge and skills more effectively. Educating yourself with new knowledge and learning new skills on a constant basis not only helps in landing that first job, but also puts you in the front row to climb the career ladder. While going through the process of acquiring new knowledge and skills, it is important to continue maturing your core expertise. This can be explained by "T skills", which describes a combination of broad and deep skills possessed by an individual, who is recognized as "T-shaped professional". It is often used in the context of job skills and professional development. The "T" in T skills represents two aspects: Depth and Breadth.

1. Depth: The vertical stem of the T represents deep expertise, specialized knowledge and skills in a specific area or domain. It implies a level of mastery or proficiency that goes beyond basic familiarity, enabling individuals to contribute significant value in their chosen area.

2. Breadth: The horizontal bar of the T represents a broad range of general knowledge and skills across multiple disciplines or areas of expertise. This breadth allows individuals to have a good understanding of different subjects and collaborate effectively with professionals from diverse backgrounds.

Cross-discipline competence;
Knowledge/skills outside of core area

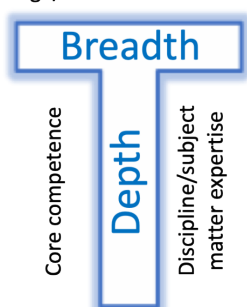


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In the context of a T-shaped professional, the combination of deep and broad skills makes them versatile and adaptable. This multidimensional skill set is highly valuable in today's interconnected and rapidly changing work environments. Employers often value T-shaped professionals because they can bridge gaps between different teams, facilitate cross-functional collaboration, and bring a unique perspective to problem-solving. The combination of depth and breadth enables them to tackle complex challenges effectively, think critically, and adapt to new situations.

Path to Success: Linear or Non-linear?

By implementing the Springboard Theory for learning and by acquiring T skills, an individual can have a rapid career and professional growth. Often such people are successful in their professional life. However, the path to success is not so straightforward. While traditional notions of success may suggest a straightforward progression from point A to point B, the reality is that success is often characterized by twists, turns, setbacks,

and unexpected opportunities. Some of the reasons why the path for success is not linear are:

1. Personal Growth: Success is often accompanied by personal growth and development. As individuals evolve, their goals, priorities, and interests may change. They might discover new passions, shift career directions, or redefine what success means to them. This personal growth can lead to detours or changes in the path they initially set out on.

2. Failure and Learning: Failure is a common part of the journey towards success. Setbacks, mistakes, and challenges can provide valuable lessons and opportunities for growth. Sometimes, failure can redirect individuals towards alternative paths or compel them to explore different approaches. The willingness to learn from failures and adapt is crucial for long-term success.

3. Changing Circumstances: External factors such as economic shifts, technological advancements, or unexpected life events can influence one's path to success. Industries evolve, market demands change, and personal circumstances fluctuate. Adapting to these changes often requires individuals to modify their strategies and take alternative routes to achieve their goals.

4. Serendipity and Opportunity: Serendipitous moments and unexpected opportunities can play a significant role in one's success. Unexpected encounters, unplanned connections, or being in the right place at the right time can open doors to new possibilities and accelerate progress. Embracing these opportunities, even if they deviate from the original plan, can lead to unforeseen success.

5. Multiple Interests and Skills: Many individuals possess diverse interests and skills that can lead them down different paths. While it may be challenging to pursue multiple avenues simultaneously, exploring different domains and acquiring varied

experiences can enrich one's knowledge, creativity, and problem-solving abilities. This multidimensional approach may ultimately contribute to a unique path to success.

6. Iteration and Adaptation: Achieving success often involves iteration and adaptation. It may require experimenting with different strategies, refining approaches, and continuously adjusting plans based on feedback and results. Being flexible and open to change is essential to navigate the unpredictable nature of the journey.

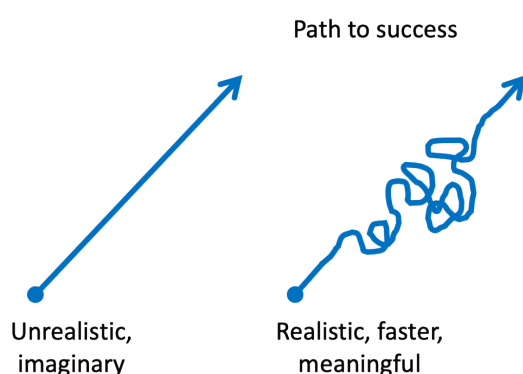


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It's important to remember that while the path to success may not be linear, each experience and deviation can contribute to personal growth, resilience, and a more fulfilling journey. Embracing unpredictability and staying adaptable can lead to a more meaningful and rewarding definition of success. Broadly speaking, doesn't the concept of career development revolve around the same idea?

Career Development:

What is career development anyway? And how is it relevant in the context of this message? Career development refers to managing and advancing one's professional growth over time. It involves making intentional decisions, acquiring new skills and knowledge, and pursuing opportunities that align with personal and professional goals. Career development is a lifelong journey that evolves

as individuals gain experience, expertise, and a deeper understanding of their interests and aspirations. Some of the key aspects of career development are:

1. Self-Assessment: It involves reflecting on one's interests, values, strengths, and aspirations. Understanding what brings fulfilment and satisfaction in their career helps them make informed decisions and choose career paths that align with their unique attributes and goals.

2. Goal Setting: Goals provide direction and purpose, allowing individuals to focus their efforts and make intentional choices. These goals can be short-term such as acquiring a new skill or long-term such as achieving a specific position or level of responsibility.

3. Skill Development: Continuous skill development is essential for career growth. Identifying the skills necessary for success in a desired field and actively working to acquire or enhance those skills is a vital part of career development. This can involve formal education, professional training, attending workshops, seeking mentorship, or gaining hands-on experience.

4. Networking and Relationship Building: Networking allows individuals to gain insights, exchange ideas, and access potential opportunities. Connecting with professionals, attending industry events, and participating in online communities can expand professional circles and open doors for career advancement.

5. Continuous Learning and Adaptability: Industries and workplaces evolve. Staying up to date with new trends, technologies, and best practices is crucial. Embracing a growth mindset, seeking out learning opportunities, and being open to change are essential for staying competitive and seizing new career possibilities.

6. Seeking Challenging Opportunities: Advancing in a career often involves taking on new challenges and stretching capabilities.

Seeking out projects, assignments, or roles that push boundaries and require the development of new skills or knowledge can lead to personal and professional growth. Stepping out of comfort zones and embracing challenges can foster resilience and accelerate career development.

7. Career Planning and Reflection: Regularly reviewing and adjusting career plans is an integral part of career development. It involves assessing progress, evaluating current circumstances, and making necessary adjustments to align with changing goals or circumstances. Career planning also includes setting milestones, monitoring progress, and celebrating achievements along the way.

Career development is a dynamic process that varies for each individual. It is influenced by personal aspirations, external factors such as economic trends or industry changes, and the individual's ability to seize opportunities and adapt. By actively managing their career development, individuals can work towards professional fulfillment, personal growth, and long-term success.

Mindfulness:

Some individuals do everything right and work hard to progress in their careers, but often complain that they are not seeing the fruits of their hard work. Why is it that with the same level of hard work some individuals progress faster in their careers than others? Mindfulness is the answer. In today's tech-heavy world, individuals try to multi-task which divides their attention. If multi-tasking involves listening to music, speaking on the phone, reading news, checking social media updates, or just having different thoughts in the mind while performing essential work, then it takes a toll on the performance. It may not be evident in a short period but affects how fast one grows and what level of expertise one achieves. Hard work accompanied by mindfulness puts individuals on a faster track to success. Mindful

work refers to incorporating mindfulness into one's work activities and approach. It helps achieve excellence and perfect a skill faster just by being mindful of it. It involves cultivating focused awareness and presence while engaging in work-related tasks, interactions, and decision-making processes. Mindfulness in the workplace aims to enhance productivity, well-being, and overall work experience. Some of the key aspects of mindful work are:

1. Present Moment Awareness: Mindful work involves being fully present and engaged in the present moment. It means consciously directing attention to the task at hand and avoiding distractions. By focusing on the present, one can increase concentration, reduce stress, and make better-informed decisions.

2. Non-Judgmental Observation: Mindfulness encourages being aware of your thoughts, emotions, reactions, biases, and assumptions without letting them cloud your judgment or influence your interactions with colleagues or the quality of your work.

3. Emotional Intelligence: Mindful work emphasizes developing emotional intelligence, which involves recognizing and managing your emotions and understanding the emotions of others. It promotes empathy, effective communication, and fostering positive relationships in the workplace.

4. Stress Reduction: Mindfulness practices including deep breathing, meditation, and short breaks for self-reflection, can help reduce stress and increase resilience in the face of work-related challenges. By managing stress levels, one can maintain focus, creativity, and overall well-being.

5. Work-Life Balance: Mindful work encourages establishing a healthy work-life balance by setting boundaries, prioritizing self-care, and avoiding burnout. It emphasizes the importance of taking breaks, disconnecting from work during non-working hours, and dedicating time to personal activities that

promote relaxation and rejuvenation.

6. Enhanced Productivity and Creativity:

Approaching work with mindfulness, one can better focus, concentrate, and engage fully with tasks. This heightened state of awareness and clarity can lead to improved productivity and increased creativity in problem-solving and decision-making processes.

7. Improved Relationships and Collaboration:

Mindful work fosters better interpersonal relationships by promoting active listening, empathy, and understanding. It enhances communication skills, reduces conflicts, and strengthens teamwork and collaboration.

8. Personal Growth and Development:

Practicing mindfulness in the workplace provides opportunities for personal growth and self-awareness. It allows individuals to understand their strengths, weaknesses, and areas for improvement, leading to continuous learning and professional development.

Overall, mindful work involves bringing awareness, intentionality, and compassion to the work environment. By integrating mindfulness into daily work practices, individuals can experience greater job satisfaction, resilience, and overall well-being while enhancing their performance and relationships in the workplace.

Enjoy the Journey:

One can't just implement the above-mentioned practices and expect to be successful. There are many factors contributing to success. Some of those factors can be controlled, and others are beyond one's control. So, it is important to focus on the controllable factors. In other words, if you can't turn the table, change seats until you are on the opposite side of the table. Following a process, staying true to the efforts, and constantly improving are far more important than worrying about

results or success. The idea that the process is more important than the result is often rooted in the belief that the journey towards a goal or outcome holds greater significance and value than the outcome itself. While both process and result are important, the process is often emphasized because it better individuals and enriches their lives. While the process is important, it does not mean the result is insignificant. The outcome still holds value and serves as a measure of achievement and progress. However, recognizing the importance of the process can help individuals derive meaning, enjoyment, growth, and a sense of accomplishment from their endeavours, irrespective of the outcome. It is essential to strike a balance between perfecting processes and taking action. Overemphasis on perfectionism or getting caught in an endless refinement cycle without execution can hinder progress. It is important to recognize when a process is good enough to move forward and when adjustments are necessary for better outcomes. By striving for work-life balance, mindful work, and excellence in the processes, individuals can maximize their potential for success in personal and professional endeavours and live meaningful life.



READ THE BEST FROM DOMESTIC SPHERE

India's GDP grows by 7.2% in FY23



India's gross domestic product (GDP) increased by 7.2% in FY2022-23, as opposed to 9.1% the year before, according to the official data that was made public. Despite the GDP growth rate being a little slower than it was the year before, India's economy is still growing at one of the fastest rates.

India succeeds in reducing emissions rate by 33% over 14 years

As the production of renewable energy increased and the amount of forest cover increased, India's carbon emissions rate decreased 33% quicker than anticipated in 14 years.

India is on track to fulfill its obligation under the United Nations Framework Convention on Climate Change (UNFCCC) to reduce emissions intensity by 45% from 2005 levels by 2030.



Defence Ministry to switch to locally built OS Maya amid threats



The Defence Ministry has decided to replace the Microsoft Operating System (OS) in all computers connected to the Internet with a new OS, Maya, based on open-source Ubuntu created locally in response to the rising number of cyber and malware attacks on defense as well as critical infrastructure across the nation.

Manipur violence: At least 54 people dead, Imphal Valley returning to normalcy

54 people have already died in the ethnic unrest that has gripped Manipur, according to authorities, despite estimates from unreliable sources that there have been many more deaths and more than 150 injuries.

On May 6, 2023, the stores and marketplaces in Imphal Valley reopened, and vehicles once again began to travel the roads. Life has now returned to a cautious routine.



RBI on 2000 Rupee note: RBI to withdraw Rs 2,000 notes from circulation: notes will continue to be legal tender



The central bank advises that the Rs. 2,000 banknotes be placed into accounts or exchanged for notes of other denominations at any bank branch. An exchange facility for notes up to 20,000 rupees will be available as of May 23. The RBI has recommended banks provide a deposit and/or exchange service for notes of Rs 2,000 by September 30, 2023.

Female, single male govt employees eligible for 730 days of child care leave: Centre in Lok Sabha



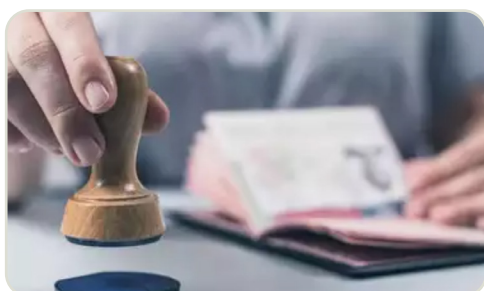
Female government servants and single male government servants appointed to the civil services and posts in connection with the affairs of the Union, are eligible for child care leave [CCL] under Rule 43-C of the Central Civil Services (Leave) Rules, 1972 for a maximum period of seven hundred and thirty days during the entire service for taking care of two eldest surviving children up to the age of 18 years and no age limit in case of a differently-abled child.

India is saying in one voice...': PM Modi takes a Swipe at Opposition on the Anniversary of Quit India Movement



In opposition to dynasty, corruption, and appeasement, India is increasingly speaking with one voice. In a tweet, "Tributes to the greats who took part in the Quit India Movement," Mahatma Gandhi commemorated the anniversary of the commencement of the Quit India movement. This Movement, led by Gandhi Ji, had a significant impact on the liberation of India from colonial domination.

Indian students facing deportation from Canada turn the spotlight on unscrupulous agents



Concern was raised among consultants, experts in international education, and students who planned to apply for admission to Canadian universities as a result the Canadian Border Security Agency (CBSA) asked 700 Indian students to return to India because the documents they had submitted to gain admission to colleges in Canada were allegedly fake.

End of India's dependence on Chinese lithium? How new lithium reserves can boost Electric Vehicle adoption.



When combined with the estimated 5.9 million tonnes of lithium found in Jammu and Kashmir, the most recent discovery of significant lithium deposits in Rajasthan's Degana is significant because it has the potential to change India's course towards becoming an energy-independent nation.

RBI announces monetary policy, keeps repo rate unchanged at 6.5%



MPC voted unanimously to leave the repo rate unchanged at 6.5%. MPC voted 5 members to 1 to remain focused on the withdrawal of accommodation to ensure that inflation progressively aligns with the target. Consequently, the Standing Deposit Facility (SDF rate) remains at 6.25% and the marginal standing facility and the bank rates stand at 6.75%.

National Exit Test (NExT) to be made mandatory for BDS graduates for the license to practice and dental PG courses



nion Government plans to make the National Exit Test (NExT-Dental) mandatory for dental graduates (BDS) to grant licenses to practice dentistry and for admission to post-graduate dental courses in order to regulate the profession of dentistry in India, provide quality and affordable dental education, and increase access to high-quality oral healthcare.

Kerala Assembly Passes Resolution Urging Centre To Rename The State As 'Keralam'



Assembly unanimously recommends the Union Government take urgent action to alter it to "Keralam" under Article 3 of the Constitution and that it be renamed as "Keralam" in all the languages listed in the Eighth Schedule of the Constitution. The state of Kerala will also commemorate "Keraleeyam 2023" beginning on November 1 in order to recognize the accomplishments of the state on a global scale.

Inflow in equity mutual fund halves to Rs 3,240 crore in May on profit booking



Equity mutual fund inflow declined by 50% to Rs 3,240 crore in May, declining for the second consecutive month, primarily because investors took profits despite a strengthening market. On the other side, debt funds received a net infusion of roughly Rs 46,000 crore.

Indian, German firms ink MoU to bid for Rs 42,000 crore deal to build 6 submarines



The “non-binding and non-financial” MoU was signed in the presence of Boris Pistorius, the German military minister, who was in town. An MoU to cooperate in submarine production was linked between shipyard Magazon Docks(MDL) and German company Thyssen Krupp Marine Systems (TKMS) as a precursor to the submission of a bid for the over Rs 42000 crore project to build six diesel-electric submarines for the navy.

India unlikely to get US exemption on steel, aluminum tariffs



India has requested an exemption from US steel and aluminum tariffs in exchange for the removal of some levies on US agricultural products, but Washington has rejected this request.

Amul brand sales turnover breaches the Rs 72,000 crore mark



The country's largest FMCG brand - Amul - registered a group turnover of Rs 72000 crore turning it into a US\$ 9 billion body. India's largest cooperative which has 18 district dairy unicorns of Gujarat as its member unions had registered Rs 61000 crore group turnover in the previous financial year. The Gujarat Co-operative Milk Marketing Federation (GCMMF) – markets dairy products under the brand name Amul and registered a provisional turnover of Rs 55055 crore for the year 2022-23 which ended on March 31.

News Source credit to Times of India, The Hindu, msn.com

WORK ON TOPICS WITH NEWNESS AND NOVELTY TO GET YOUR RESEARCH ARTICLES ACCEPTED IN PREMIER JOURNALS

- Prof. (Dr.) JUSTIN PAUL

Prof.(Dr.) Justin Paul is a distinguished scholar and academician known for his expertise in the field of international business and marketing. With a stellar academic background and extensive research experience, he has made significant contributions to the understanding of global market dynamics and consumer behaviour. As a renowned professor, he has taught and mentored countless students, inspiring them to excel in the field. Prof. Dr. Justin Paul is also a prolific author, with numerous publications in top-tier journals, and his research has been widely recognized and cited. His dedication to advancing knowledge and his passion for education has solidified his reputation as a leading authority.

Q: With your extensive experience and knowledge in business and economics what motivated you to pursue a career in Academia and research?

Academia has many opportunities, and you can transcend Horizon in Academia without any limits. There's no limit to growth in Academia. It's like a worldwide ocean, like the Atlantic Ocean or the Pacific Ocean. And if you have achievements in Academia, you're playing Field is the whole world, not just one country. So, in a company, you have limitations, you have constraints, but in Academia, especially the World Academy is not purely the Indian Academy.



Prof. (Dr.) JUSTIN PAUL

Our Indian Academia is still subject to some kind of bureaucracy. However, if you are in the American or European academic system, you have a lot of freedom and if you work hard, you have plenty of opportunities worldwide opportunities.

Q: Could you tell us more about the Masstige Module and measure for branding that you introduce? How has it impacted the field of branding and marketing?

The Masstige model and Masstige scale are also developed as a Masstige theory. It is a theory with a unique contribution of novelty and newness, that uses Masstige mean scale to estimate the prestige of a brand versus competing brands. The goal was to introduce a scale and introduce a model and theory for researchers, as well as managers, to understand the success or failure of their brand-building efforts beyond Brand Equity. Brand

Equity is a first step in brand management. However, each value should be the ultimate Bliss point or goal for any brand, managers to aim for or the purpose of brand management. The purpose of the brand building should be to have higher Mass Prestige value. Because once you create Mass Prestige, you have many opportunities to get customers and charge premium prices. Because the premium price is

a function of Mass Prestige must teach Theory or each model must be based on two or three equations. Premium price, the function of mass cheese or Mass Prestige and Mass Prestige are a function of product promotion place and those three factors and the price is a function of product promotion and place.

Q: Your research has focused on international marketing and the internationalisation of firms. What key insights or frameworks have you developed in this area such as the CPP model and the 7P framework?

7P framework for international marketing, which I introduced to Dr. Eric Mask was my PhD student. He is an Assistant Professor at Indiana University in America. 7P framework is based on the formula which we called as our brainchild. The 7P framework can be defined as the performance of a company in a foreign market as a function of six other p constructs. The Performance is a function of Potential, Path, Process, Pace, Pattern, and problems. What we call for in the name of the 7P framework for international marketing is that before you go Global, you must prepare an international marketing plan based on these P constructs to perform better. You will have greater performance, you will have greater opportunities, and you will not fade in a foreign market. If you understand one of the p constructs, such as potential it says you have to estimate your market potential in foreign markets and decide the Market vendor. Other P constructs are Process, Pace, Pattern, and Problems. The Process is to follow to internationalize your business. Pace is the speed at which you can internationalize in different countries or one country and pattern input product portfolio, as well as Market portfolio and Problems. You must understand Problems before you approach them to have a greater chance of success or performance. You talked about the CPP model for internationalisation CPP stands for Conservative Predictable and

Pacemaker model. I introduced this to classify IT companies. I did use this model with my colleague Dr. Cyril, to Sanchez. And what I have done is trying to classify companies into three categories. The first category is conservative companies, and we call this like conservative who are not internationalizing, the business who do not understand the potential for internationalisation and who remains in one country or one state. Without ignoring the opportunities arising out of global processes of globalization so they we call them conservative companies and predictable companies operating in the neighbouring predictable market, easy to do. Business Market regionally integrated markets. So, they are predictable companies and pacemaker companies are the companies who go everywhere and try to do business truly as Global multinational companies and try to develop this model for researchers and companies to understand the pattern of internationalization as well as try to know try to internationalize like a pacemaker company to motivate companies to internationalize.

Q: As the chief editor of the International Journal of consumer studies. Could you share some trends or emerging topics that you find, particularly interesting in consumer studies?

I would suggest that certain should think about working on topics with newness and Novelty. For example. Now, ChatGPT topics have come up, which are wider applications. So in-case, if you can work on topics with newness, you have a greater probability of your papers getting accepted, rather than what you want, the same old topics were 2,000 or 5,000 papers so already been published.

Q: Looking at the AI coming in, almost all the fields and the ChatGPT which you have spoken about right now, what threat do you foresee in Academia, especially in the wild note as an editor of a journal, what threat do

you see about the quality of papers coming?

Yeah, I mean Chat GPT can help the students. Chat GPT has wider implications, or artificial intelligence has wider implications and students can write essays using ChatGPT, but the research papers cannot be written using ChatGPT. Still, you can improve your language in your research paper. ChatGPT you can change your reference format using ChatGPT, but you cannot rely upon ChatGPT to write everything.

Q: Your research papers have been widely published and cited. Could you highlight a few notable findings or contributions from your work that have significantly impacted the business and economics community?

I have contributed some of the unique frameworks such as the 7P framework for international marketing and Masstige Model for brand management and score framework for small companies to survive and succeed and the CPP model. And recently, I also introduced Spar-4-SLR for writing a Systematic Literature Review. And I'm also a proponent of the ADO framework and offering work and the TCCM framework for developing impactful systematic literature reviews. Yeah. So these are my contribution. Original contribution. That many people download and side these days. It is growing at 700 per month.

Q: With your experience teaching and conducting research in various countries, what cross-cultural challenges you have encountered and how have you addressed them?

When you go Global, you might face cultural differences initially, but they are not problematic, provided you can deal with the calm, and you can deal with some understanding of course, cultural differences, I lived in Japanese culture and in America too. I have gone to European countries when and

have lived in different cultural contexts or different countries. I felt that cross-cultural differences are not problematic provided we understand them before we go and start living in a foreign country - understanding is more important.

Q: You have served as a visiting professor in numerous universities worldwide. How have these experiences enriched your knowledge and teaching methodologies?

When you teach in different countries you understand the differences. For example, American System is completely based on a professor. Professor has a hundred per cent freedom to do everything in the class starting from setting the syllabus to creating the students. Denmark, where I taught is the Scandinavian system - they have a slightly different system. They do not disclose the name of the student in answer sheets. This is not the case in America. In some countries, attendance is strict, in other countries - attendance is not strict. So, there is no Universal system in education - it is very difficult, but having experience in different systems helps you to teach better. That helps you to understand different perspectives. Patterns of different processes of companies doing different types of businesses and understanding of different countries help to quote examples in your speeches and classrooms.

Q: Could you share your insights on the importance of literature reviews in academic research and the TCM framework you have developed for conducting comprehensive reviews?

Classic Systematic Literature Review helps to advance subjects or fields of research in a specific area because you see the size of prior studies with a reference to methods theories, context, variables and constructs and you identify research gaps and provide action for

future research. TCM and TCCM Frameworks, which I coined, are frameworks to synthesize. The Theories, Context, Characteristics and Method help combine previous research studies in a specific area when you do a literature review analysis. So, they are also much more robust than a mere bibliometric review, which has no methodological or theoretical contribution.

Q: How is this framework different from the PRISMA technique?

PRISMA is just a protocol, PRISMA is not a framework. And the purpose of coming out with the recent Spar-4-SLR protocol which I published along with seven other editors, is a revolutionary protocol to as an alginate you to PRISMA. PRISMA and SPAR-4-SLR are protocols. They are not Frameworks. They are just scientific procedures and protocols.

Q: With your expertise in Service Marketing, what are some unique considerations and strategies that businesses should employ when marketing Services compare to tangible products?

Marketing Services are also increasingly becoming a technology management function because services are greatly integrated with technological advancement. Without digital integration services, managers have a tough time. But services are marketed in a faster and more efficient way with the integration of the option of technology. E.g., banking services. Digitalization is the norm these days, everything is digitalized. So, most of those services are also like that, even payment services, all things are digitalized.

Q: But would you let us know our readers the other side of you - like your interest apart from you know, Academia Research and how do you spend time?

Like if you ask me, I do not have much free time these days especially with my chief editorship of a journal International Journal of consumer studies because it is imagined with over 2,000 submissions and I lead a team of 30 associated, which is every day flooded with 30-40 emails. So, managing time is a Herculean task for me currently but maybe this is the Internship is not a permanent job. So that way, I hope that after some time I will be able to find more free time. My answer must be that way because I'm not getting any free time these days every day. Yeah, every day, I'm going to work.



EMERGING TRENDS TO TACKLE BUSINESS SUSTAINABILITY – BRISTLECONE



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As a young sustainability professional, dedicated towards corporate sustainability, ESG reporting, carbon markets, and with a passion towards protecting biodiversity: Enthusiastic trio from team Bristlecone Ms Sivaishnavi Pemmaraju, Mr. Arpit Raj and Mr. Abhinav Kumar discuss their ideas with aspiring managers and make them aware about the responsibilities and possibilities within the field of sustainability. With this amazing article, they aim to bring forth the pressing global environmental challenges and the potential of emerging technologies to address them. Since Businesses are constantly innovating not just to contain climate challenges but build responsible organizations. The emerging technologies are a peek into the dynamic sustainability industry and will equip you with tools to create a tangible change in this space! In their view, highlighting these innovations can foster awareness and support for sustainable solutions.

Sustainability is increasingly recognised as a crucial component of businesses, both as a facilitator of business opportunities and a driver of customer obsession. With the infusion of government funding, the concept of sustainability is facilitating the transformation of various industries towards a paradigm shift, characterised by adopting environmentally friendly practices and the emergence of a green market revolution. The concept of environmental sustainability in contemporary times encompasses various aspects such as technological advancements, efforts to reduce emissions in supply chains, addressing climate-related risks, and the provision of professional services.

With the increasing emphasis on sustainability among consumers, brands are implementing strategies to meet the rising demand for environmentally friendly products and practices, while also striving to minimise their environmental footprint. Companies are making efforts to mitigate the impacts of the

climate change crisis and reduce their carbon emissions. It is anticipated that sustainability trends in 2023 will extend beyond eco-friendliness. In addition, these initiatives encompass strategies aimed at improving workplace conditions, reducing emissions within the supply chain, promoting employee welfare, and fostering ethical practices in reporting.

Businesses are currently leveraging collective awareness to initiate a renewed effort and incorporate a more innovative strategy in tackling the issue of climate change. Consumers exhibit a willingness to act and provide support to brands that both adhere to and fulfil their commitments.

Several significant changes in environmental sustainability that businesses can expect in coming years are outlined below:

Emerging Sustainability Trends

1. More Transparent, Accountable & Automated Sustainability Reporting

Considering the increasing recognition of numerous environmental concerns, it is anticipated that in subsequent years, a greater number of corporations will face heightened scrutiny and responsibility for their carbon emissions. Both stakeholders and customers will expect a comprehensive update on the current status and the actions undertaken by organisations to address the inefficient practices within the business.

Managing and monitoring climate emissions within a business context presents initial challenges; however, businesses are actively implementing the necessary measures to facilitate this crucial transformation. One criterion that businesses will adopt is the principle of prioritising enhanced transparency in sustainable reporting. The newly implemented carbon accounting standard is facilitating convergence with the current standards. The proposed standard will broadly

apply across various industries, elucidating ambiguous aspects of scope 3 reporting. This includes addressing the challenges associated with remote work emissions data. Consequently, implementing this standard will facilitate a paradigm shift towards enhanced industry transparency. The primary objective of this framework is to provide accurate and dependable scope 1, 2, and 3 data to investors, shareholders, and customers. By doing so, organizations can meet the requirements to obtain credit and lending opportunities.

In the forthcoming years, governmental bodies will commence the formulation of transparency measures through diverse climate summits. The implementation of transparent reporting practices can provide businesses with a competitive advantage by enabling them to stay ahead of industry trends and developments.

2. Data and AI to Power and Improve Eco Friendly Initiatives

The effective utilisation of cloud technology and data is contributing to the promotion of a sustainable future. Artificial intelligence (AI) has demonstrated its indispensability in mitigating greenhouse gas emissions. Artificial intelligence (AI) also contributes to various fields such as precision agriculture, improved weather forecasting, disaster prediction, and response, among other applications. According to a report published by PricewaterhouseCoopers (PwC), artificial intelligence (AI) has the potential to contribute to a 4% reduction in global greenhouse gas emissions by the year 2030. The AI engine developed by Google is providing public sector agencies and researchers with access to data to improve climate resilience. Amazon currently uses artificial intelligence (AI) in its machine learning-driven systems. Organisations are currently incapable of analyzing their environmental impact due to the absence of necessary information;

however, both industries and retailers are currently acknowledging the advantages of data and AI to gain an edge.

3. The advent of the Sustainable Cloud Revolution

The utilisation of cloud technology has significantly facilitated organisations in achieving their sustainability objectives, alongside implementing artificial intelligence (AI). The emergence of cloud computing has facilitated a significant shift towards a more environmentally sustainable technological landscape. Cloud providers are currently placing significant emphasis on the optimisation and efficiency of their operations, specifically focusing on the design and management of sustainable and cost-effective workloads. This technology is facilitating the efforts of brands to mitigate their carbon emissions, decrease energy consumption, and promote comprehensive waste reduction initiatives.

Amazon Web Services (AWS) is actively pursuing the objective of transitioning to a fully renewable energy portfolio, intending to accomplish this goal by the year 2025. Nevertheless, Amazon is not the sole contributor to the advancement of cloud technology. The Cloud for Sustainability platform developed by Microsoft is facilitating the management of environmental objectives for various companies. Cloud-operated data centres are widely recognised for their superior energy efficiency compared to traditional enterprise data centres. The distinctive digital replica of SAP GreenToken, implemented on a blockchain framework, offers transparency in tracking various environmental, social, and governance (ESG) aspects of raw materials. This includes information about the origin of commodities, the absence of child labour, and the status of being recycled or sustainable.

4. Sustainable and green workplaces

To remain compliant with the current sustainability laws, businesses evaluate their workplace practices and their effects on their employees. Leading businesses embrace the Leadership in Energy and Environmental Design (LEED) standard to incorporate sustainability into regular business operations. Diverse industries are putting an even greater emphasis on the occupational health and safety of their teams and employees. They have now committed to improving their supply chain management and the working conditions for office employees. Initiatives for diversity, equality, and inclusion (DEI) are also becoming more prevalent within the organisation. Businesses will use more sustainable practices to generate equity for their team members, customers, and communities in the upcoming years.

5. Opting for Better Delivery Options for Reduced Emissions

Due to the increase in the number of delivery vehicles, carbon emissions increased as online sales boomed during the epidemic. As a result of this expansion, business pioneers are looking towards environmentally friendly distribution methods, making this a leading sustainability trend for 2023. The final leg of transport and delivery also adds to the increased carbon footprint. This is why many companies are switching to eco-friendlier transportation options, including electric cars (EVs), drones, and cargo bikes.

- ➔ New company BrightDrop, founded by General Motors, offers first- and last-mile electric transportation services using cutting-edge technology. Their clientele includes industry heavyweights like FedEx and Walmart.
- ➔ Amazon is expanding its European fleet of delivery cars to include electric vehicles built in partnership with Mercedes-Benz.

The advent of online shopping has contributed to environmental conservation by diminishing the need for consumers to travel to brick-and-mortar stores physically. In response to the pandemic, retailers have transitioned their operations to the online sphere and currently exhibit no intentions of resuming their brick-and-mortar establishments in the foreseeable future.

6. The Rising Popularity of Eco-Friendly Activities: Reusing and Recycling

The retail industry is responsible for a significant amount of waste, and this issue is progressively exacerbating. The prevailing perception is that the average rate of returns in the e-commerce industry is 23.44%. This data suggests that approximately 25% of parcels are returned. The current situation has resulted in a significant increase in packaging waste, reaching unprecedented levels. Minimising packaging waste is expected to emerge as a brand's primary focus in this decade.

The European retailer brand Zabka has recently disclosed its intention to achieve full recyclability of its packaging by the year 2025. Numerous fast-fashion brands are currently adopting demand planning strategies to effectively forecast the demand for seasonal products, thereby addressing the waste problem.

Another notable approach to reducing waste is implementing a circular economy. This model promotes the practice of reusing and recycling pre-existing materials. Numerous brands are currently demonstrating a keen inclination towards incorporating circular strategies within their operational frameworks. Ikea has committed to achieve full circularity by the year 2030. McDonald's and Starbucks are actively embracing this trend and exploring opportunities to expand their reusable cup initiatives.

Summary

The aforementioned trends can incur significant costs, pose challenges in their successful implementation, and may lack financial viability. The long-standing system nurtured over generations exhibits significant flaws and presents considerable challenges for modification at this advanced stage of societal and civilizational progress. Nevertheless, it remains feasible for individuals in positions of authority to expedite these transformations to mitigate the environmental crisis. If governments were to provide incentives, such as tax rebates, as a means of rewarding individuals and organisations for adopting conscious and environmentally friendly practices, significant changes would likely occur.

In a broad sense, diverse enterprises must enact the necessary modifications. However, governments must collaborate to facilitate the enhancement of the prevailing circumstances.



REDEFINING EDUCATION WITH DRONES: INNOVATIVE APPROACHES TO LEARNING

– Dr. ASHISH KULKARNI

With over 13+ years of experience in curriculum development, teaching, and student engagement, Dr. Ashish Kulkarni is currently serving as an Associate Professor at Universal AI University, Karjat. He holds a Ph.D. in Computer Application and PGP in Data Science, and has published 4 patents, 13+ research papers, and 1 Edited Book. He has an excellent track record of student success, with 92%+ passing percentage in subject taught and 85%+ students placed through campus placement. He is a result-driven professional with excellent team management skills and the capability to manage change with ease. He is skilled in using a unique blend of motivational and targeted instruction and methodologies to enhance curriculum, focus, and establish sound relationships. With this article he unleashes the ways of redefining education with innovative approaches such as Drones.

Education is essential in every person's life as well as important to develop society, the adaptation of technology together changes the learning experience among the people. One such enhancement is the adoption of drones in education to provide hands-on experience. By incorporating drones into the educational landscape, a new realm of possibilities opens up, fostering creativity and unleashing the potential for invention among students. The immersive nature of drone-based learning

allows learners to engage with the technology actively, leading to a deeper understanding of concepts and theories. The use of drones will increase creativity among the learners as well as enhance their capabilities in terms of invention through hands-on training. Drones introduce an element of excitement and novelty into the learning process, captivating learners' interest and making education more enjoyable and meaningful. This article explores the innovative approaches to learning made possible by integrating drones into the educational industry.

Drones in Basic Education: To teach subjects of Science, Maths, engineering, and management firmly, drones can be used as one tool, the incorporation of drone in teaching these courses teacher can provide students with practical application for understanding theoretical concepts, and practical exposure increase the critical thinking and problem-solving skills of students. For instance, in physics classes, students can study the principles of flight and aerodynamics by building and operating their drones.

Moreover, drones offer a platform for students to engage in collaborative projects. In a team-based setting, students can design and program drones to complete specific missions, such as mapping an area or delivering payloads. This collaborative problem-solving not only enhances technical skills but also promotes teamwork,



**Dr. ASHISH
KULKARNI**

communication, and leadership abilities. Students can develop project management skills while gaining practical knowledge in robotics, coding, and data analysis.

Drones in Environmental Studies: Drones have massive potential in environmental studies, allowing students to explore and understand the natural world in new ways. With aerial capabilities, drones can capture high-resolution images and videos of ecosystems, landscapes, and wildlife. Students can analyze this visual data to study biodiversity, habitat mapping, and environmental changes. By incorporating drone technology into fieldwork, students can conduct surveys and collect data more efficiently and accurately, accelerating their research and understanding of environmental issues.

Drone Photography: Drones equipped with high-resolution cameras have revolutionized the field of photography. Integrating drone technology into art and media classes allows students to explore new perspectives and capture stunning aerial images or videos. They can experiment with composition, lighting, and storytelling techniques to convey their creative vision. This integration not only enhances artistic skills but also introduces students to the emerging field of aerial photography, opening up potential career paths in the industry.

Drone Programming and Coding: Drones provide an excellent platform for introducing students to programming and coding. By programming flight paths, autonomous, and tasks for drones, students can develop their coding skills and logical thinking abilities. They can learn programming languages like Python or JavaScript to control drones and create custom functionalities.

Drone Entrepreneurship and Innovation: Integrating drones into entrepreneurship and innovation courses can inspire students to explore the potential of drone technology in various industries. Students can develop

business plans centered around drone-based services, such as aerial inspections, agricultural monitoring, or delivery systems. This hands-on experience encourages students to think creatively, identify market opportunities, and develop entrepreneurial mindsets. By combining their knowledge of drones with business acumen, students can embark on innovative ventures and contribute to the ever-evolving drone industry.

Accessibility and Inclusivity: Integrating drones in education can also address issues of accessibility and inclusivity. Drones can allow students with physical disabilities to participate in fieldwork or explore environments that would otherwise be challenging to access. By using drones as tools for data collection or observation, educators can confirm that all students have identical access to educational experiences, despite their physical limitations.

In recent years, drones have emerged as a groundbreaking and transformative tool in education. Their incorporation into academic settings has paved the way for innovative approaches to learning, enriching the educational experience in multiple ways. One of the most significant advantages of using drones in education is the hands-on experiences they offer. Through piloting and controlling these unmanned aerial vehicles, students can gain practical insights into various subjects, turning theoretical concepts into tangible realities. This experiential learning approach deepens their understanding and fosters a sense of curiosity and exploration.

Furthermore, drones encourage collaboration among students. Group activities involving drones promote teamwork, communication, and problem-solving skills. Learners work together to plan flight paths, analyze data, and accomplish specific tasks, fostering a cooperative spirit and interpersonal connections. The integration of drones into the syllabus also enhances engagement across different disciplines. Traditional

learning methods may sometimes struggle to captivate students' attention, but drones introduce an element of excitement and novelty that keeps learners motivated and eager to participate actively in lessons. As a result of utilizing drones, students are exposed to practical applications in fields such as Science, Mathematics, and environmental studies. They can gather data for scientific experiments, apply mathematical concepts to analyze flight patterns, and explore ecological aspects like monitoring wildlife or studying environmental changes. Moreover, the use of drones cultivates critical thinking skills. Students must navigate unforeseen obstacles, adjust flight plans, and troubleshoot technical issues, all of which stimulate their problem-

solving abilities and adaptability.

In conclusion, the integration of drones into education holds immense potential for transforming the learning experience. By providing hands-on experiences, promoting collaboration, enhancing engagement, and fostering critical thinking, drones prepare students for a dynamic and technology-driven world. As educational institutions continue to embrace these innovative tools, they equip their students with practical knowledge and skills that extend far beyond the traditional classroom, empowering them to become proactive contributors to society.



A SPECIAL COVERAGE



भारत 2023 INDIA

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ONE EARTH • ONE FAMILY • ONE FUTURE

Countries are: Saudi Arabia, South Africa, Turkey, the United Kingdom, the United States, Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, South Korea, Mexico, Russia, South Africa, and the European Union



INDIA'S PRESIDENCY AT G20 – BRINGING THE WORLD TOGETHER FOR EQUITABLE AND SUSTAINABLE GROWTH

Intro and Background

India Assumed G20 presidency on 1 December 2022 as it embarks on a mission to shape a collective global future through the Amrit Kaal initiative, emphasizing the LiFE movement, which seeks to foster ecologically aware practices and a sustainable lifestyle. With a well-defined strategy and a growth-oriented approach, India aims to champion a system based on regulations, tranquility, and equitable progress for all. The extensive roster of over 200 events leading up to the 2023 Summit will bolster India's agenda and the six core thematic priorities underpinning its G20 presidency.

Leaders from the world's biggest economies convene at the Group of Twenty (G20), a prestigious international forum, to discuss and work together on global economic stability and growth matters. Together, the G20 countries represent more than 80% of the global GDP, 75% of international commerce, and 60% of the world's population. ***The current members are Saudi Arabia, South Africa, Turkey, the United Kingdom, the United States, Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, South Korea, Mexico, Russia, South Africa, and the European Union.*** India is a big part of this forum as one of the fastest-growing economies. The grouping's objective is diverse, spanning from financial stability to debt burden, Sustainable Development Goals, health crisis to food security.

India became a founding member of the G20 Nations in 1999, and over time, the significance of its involvement has increased. India's GDP

has been expanding on average between 6 and 7 per cent over the past few years, making it one of the fastest growing globally. India is becoming a more significant G20 participant due to its expanding significance in the world economy.

India can help the world economy flourish in part through its policies. Over the past few years, the Indian government has implemented several economic reforms to entice foreign investment, enhance infrastructure, and foster entrepreneurship. These changes have enhanced economic growth and increased international investment. For instance, the "Make in India" project aims to boost manufacturing and generate jobs, and the "Digital India" campaign aims to enhance digital infrastructure and access to technology. India can assist other economies in adopting comparable policies that can promote growth and development by exchanging its experiences with other G20 nations. With the global economy confronting uncertainty and insecurity, the G20's position as a platform connecting the world's leading economies, both developed and emerging, becomes more important in influencing global trends. The ongoing G20 Presidency provides an excellent potential for India to focus on issues of essential global relevance, present its development narratives, and, as its most rapidly expanding global economy, bring its strengths to bear on the G20 agenda.

India may also support global economic growth by cooperating with other G20 nations on matters of international commerce. Growing protectionism and trade conflicts between major economies threaten the global

trading system. India, a fervent supporter of free trade, can collaborate with the other G20 nations to advance an open and inclusive trading system advantageous to all nations, particularly developing economies. India has participated in discussions on several trade topics, including intellectual property rights, services, and agriculture, as a member of the World Trade Organisation (WTO). India can contribute to debates at the G20 and advance a trading system based on rules by drawing on its experience in these negotiations.

India can be a key player in advancing the global financial system's reform and financial stability. Bankruptcy law was implemented in the Indian banking industry recently, among other fundamental changes that have benefitted the industry's overall health. India's expertise in these areas can be helpful to other G20 nations, especially those needing help reforming and stabilising their financial sectors. India's inclusive governance model, with an emphasis on multilateralism, promises one of the best years of G20 leadership, in which multilateralism is able to thrive and the G20 can make an important step towards rendering globalization fairer and more sustainable, while also transforming international negotiation processes.

India can also collaborate with other G20 nations to support adopting international financial laws, such as the Basel III framework for banking supervision, to guarantee financial stability and avert future financial crises. In addition, India's expanding renewable energy industry may help sustain and build the world economy. India has high goals for increasing the proportion of renewable energy in its energy mix, and other G20 nations might learn from its experience in this area as they work to switch to more sustainable energy systems.

The International Solar Alliance, which seeks to mobilise \$1 trillion in investment in solar energy by 2030, and the National Clean Energy Fund, which finances clean energy projects, are just

two of the measures that India has established to promote renewable energy. India can speed up the switch to a more sustainable energy system and advance environmental sustainability by exchanging its expertise with other G20 nations. India can also get help from other G20 nations by exchanging ideas with them and cooperating on problems on global commerce, financial stability, and sustainability. A crucial forum for advancing international economic cooperation and tackling global economic difficulties is the G20, an organisation founded on world governance and the requirement for collaboration among governments to handle global concerns. India took up the G20 presidency in 2023, and during that time, it will be its responsibility to determine the meetings' agendas and to organise the efforts of the other member nations. India's G20 chairmanship is crucial for furthering its goals and raising the nation's international reputation.

G20 18th Summit – India's Presidency

The G20's engagement operates along two primary tracks: the Finance Track for finance ministers and central bank governors, and the Sherpa Track. Guiding the G20's proceedings are the Sherpas, designated as personal envoys of member nation leaders. Tasked with supervising year-round negotiations, shaping the summit's agenda, and orchestrating the substantive work of the G20, these Sherpas play a crucial role. Both tracks feature working groups composed of representatives from pertinent parties, focusing on specific themes.

This year's working groups will concentrate on critical global areas, including sustainable development, climate finance, inclusive economic growth, the digital economy, public infrastructure, technological transformation, and initiatives for empowering women and driving socio-economic advancement. All these endeavors are geared towards expediting progress in attaining the

Sustainable Development Goals and ensuring a brighter future for forthcoming generations.

In a historic move, India is set to host the G20 Leaders' Summit for the first time in 2023. With a record-breaking participation of 43 Heads of Delegations, this summit in New Delhi, scheduled for September this year, marks a pivotal moment for India's dedication to democracy and international collaboration. Under the banner of India's presidency, this event aims to forge pragmatic global solutions that benefit all nations, embodying the timeless principle of "Vasudhaiva Kutumbakam," or "the world is one family."

The G20 Summit is an annual gathering with a rotating leadership, and 2023 sees India at the helm. Unlike organizations with a permanent secretariat, the G20 relies on the collaborative effort of the past, present, and future presidency holders, known as the troika. The 2023 Troika is comprised of Indonesia, Brazil, and India. The culmination of a series of meetings throughout the year, this summit will conclude with New Delhi as the epicentre of global discussions. From December 2022 to February 2023, various

cities were considered as potential hosts, including Bengaluru, Chandigarh, Chennai, Guwahati, Indore, Jodhpur, Khajuraho, Kolkata, Lucknow, Mumbai, Pune, Rann of Kutch, Surat, Thiruvananthapuram, and Udaipur. Under the "Vasudhaiva Kutumbakam" banner, which translates to "One Earth, One Family, One Future," India's G20 presidency embraces a theme drawn from the ancient Sanskrit scripture, the Maha Upanishad. This theme underscores the interconnectedness of all forms of life – human, animal, plant, and even microorganisms – and their profound reliance on Earth and the wider universe. This thematic focus also underscores LiFE (Lifestyle for Environment), advocating for ecologically sustainable choices at both the individual and national levels, paving the way for a cleaner, greener, and more sustainable future.

India's G20 Presidency ushers in the "Amritkaal" era, a 25-year span beginning from the 75th anniversary of India's independence on August 15, 2022, leading up to the centennial celebration of its freedom. This period symbolizes a transformative journey for India, marked by growth, innovation, and global cooperation.

G20 SUMMIT





**LEADERS
FROM**



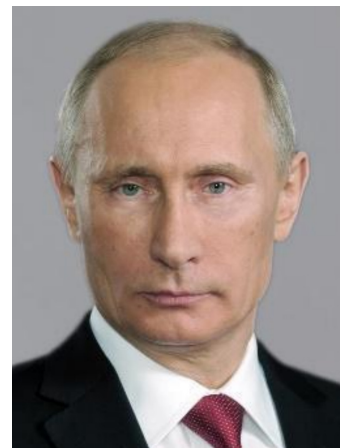
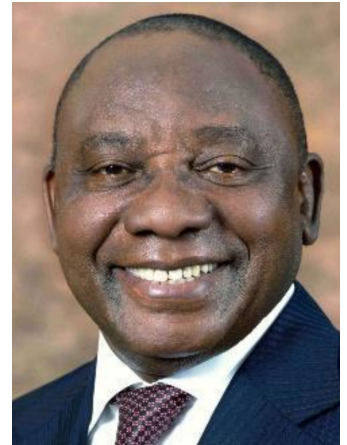
भारत 2023 INDIA

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE

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COUNTRIES**

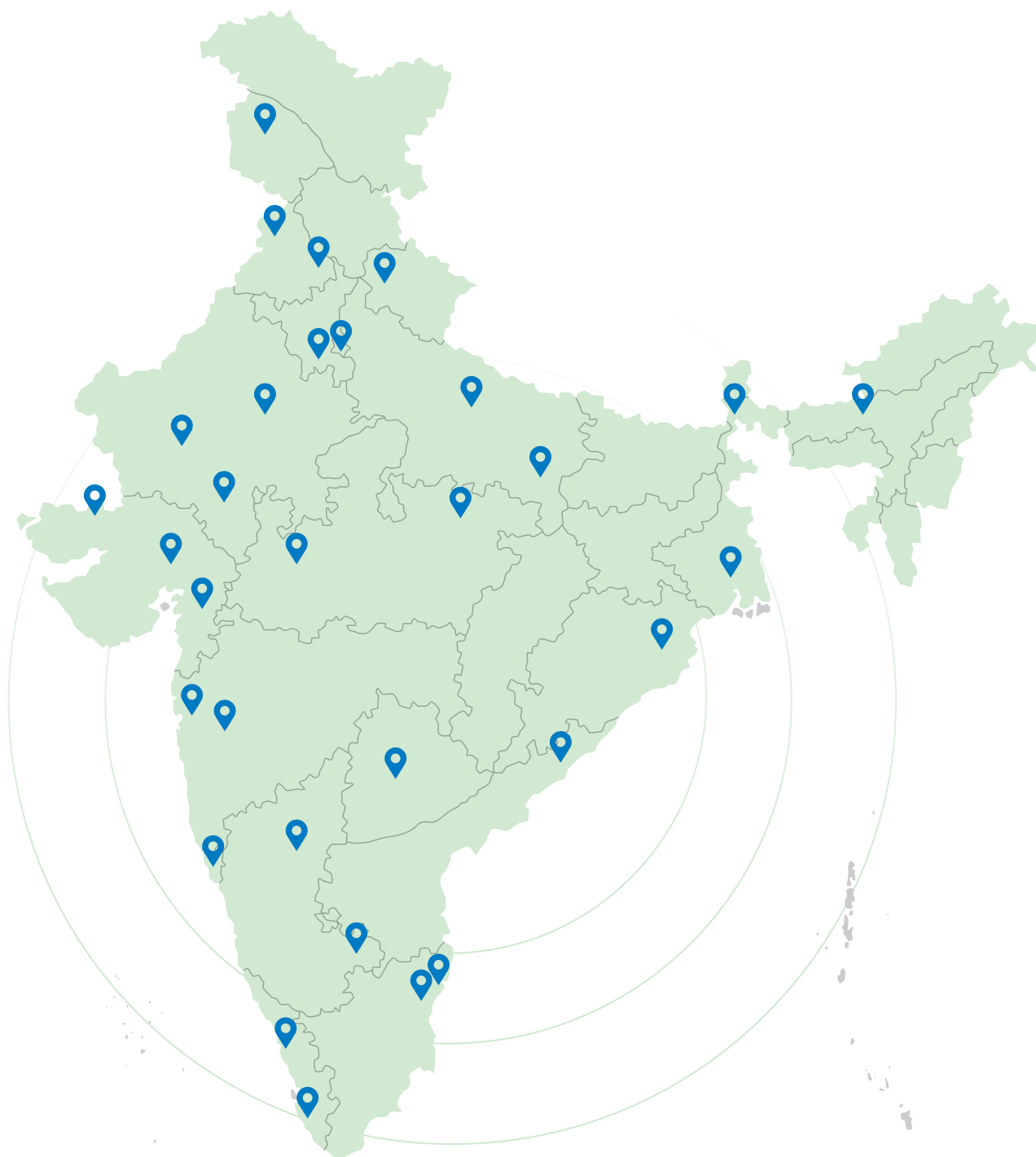




Complete Schedule of the meeting that are planned to be held under India's presidency of G20

| Sr. No. | Topic | Venue |
|------------------------|---|-----------------|
| 9 – 10 September, 2023 | G20 Summit | New Delhi |
| 9 –10 September, 2023 | Joint Finance and Energy Ministers Meeting | New Delhi |
| 8 September 2023 | Joint Finance and Energy Deputies Meeting | New Delhi |
| 7 September 2023 | Joint Sherpas and Finance Deputies Meeting | New Delhi |
| 6 September 2023 | 4th Finance and Central Bank Deputies Meeting | New Delhi |
| 5 –6 September, 2023 | 4th Sherpa Meeting | New Delhi |
| 3 –6 September, 2023 | Trade & Investment Ministers Meeting | Jaipur |
| 24 –25 August 2023 | Culture Ministers Meeting | To be confirmed |
| 23 August 2023 | 4th Trade & Investment Working Group | Jaipur |
| 21–22 August 2023 | 4th Culture Working Group meeting | To be confirmed |
| 21 –22 August 2023 | Digital Economy Working Group Ministers Meeting | Bengaluru |
| 9 August 2023 | Health Working Group Ministers Meeting | Gandhinagar |
| 18 –19 August 2023 | 4th Health Working Group Meeting | Gandhinagar |
| 17 August 2023 | 4th Digital Economy Working Group Meeting | Bengaluru |
| 16 – 18 August 2023 | Joint Health-Finance Ministers Meeting | Gandhinagar |
| 10 August 2023 | Ministerial Meeting on Women's Empowerment | Gandhinagar |
| 9 – 11 August 2023 | Anti-Corruption Ministers Meeting | Kolkata |
| 9 – 12 August 2023 | Environment and Climate Sustainability Ministers Meeting | Chennai |
| July 28-29, 2023 | Environment and Climate Sustainability Ministers Meeting | Chennai |
| July 22, 2023 | Energy Ministers Meeting | Goa |
| July 21, 2023 | Labour and Employment Ministers Meeting | Indore |
| July 19-21, 2023 | 4th Energy Transitions Working Group Meeting, Goa | Goa |
| July 19-20, 2023 | 4th Employment Working Group Meeting | Indore |
| July 14-18 | 3rd FMCBG and FCBD Meeting | Gandhinagar |
| July 13-16, 2023 | 3rd Sherpa Meeting | Hampi |
| July 13-14, 2023 | Crime and Security in the age of NFTs, AI and Metaverse | Gurugram |
| July 10-12, 2023 | 3rd Trade & Investment Working Group Meeting | Kevadia |
| July 9 - 12, 2023 | 3rd Culture Working Group Meeting | Hampi |
| July 5-6, 2023 | Research Ministers Meeting | Mumbai |
| June 20-23, 2023 | 4th Education Working Group Meeting and Education Ministers Meeting | Pune |
| June 21-22, 2023 | Tourism Minister's meeting | Pune |
| June 19-21, 2023 | 3rd Sustainable finance working group meeting | Mahabalipuram |
| June 11-12, 2023 | Development Minister's meeting | Varanasi |
| June 6-9, 2023 | 4th Development working group meeting | New Delhi |
| June 5-7, 2023 | 3rd International Financial Architecture working group meeting | Goa |
| June 4-6, 2023 | 3rd health working group meeting | Hyderabad |
| May 25-27, 2023 | 2nd Anti-Corruption Working Group Meeting | Rishikesh |
| May 23 - 25, 2023 | 2nd Disaster Risk Reduction Working Group Meeting, Mumbai | Mumbai |
| May 23 - 25, 2023 | 2nd Trade & Investment Working Group Meeting | Bengaluru |
| May 22-24, 2023 | 3rd tourism working group meeting | Srinagar |
| May 21 - 23, 2023 | 3rd Environment and Climate Sustainability Working Group Meeting | Mumbai |
| May 15 - 17, 2023 | 3rd Energy Transitions Working Group Meeting | Mumbai |
| May 14 - 17, 2023 | 2nd Culture Working Group Meeting | Bhubanashwar |

| Sr. No. | Topic | Venue |
|----------------------|--|---------------------|
| May 8-11, 2023 | 3rd Development Working Group Meeting, | Goa |
| April 26 - 29, 2023 | 3rd Education Working Group Meeting | Bhubaneswar |
| April 17 - 19, 2023 | 2nd Health Working Group Meeting, | Goa |
| April 17 - 19, 2023 | 2nd Digital Economy Working Group Meeting | Hyderabad |
| April 12 - 13, 2023 | 2nd Finance Ministers and Central Bank Governors Meeting, | Washington DC |
| April 6 - 9, 2023 | 2nd Development Working Group Meeting | Kumarakom |
| 3- 5 April 2023 | 2nd Energy Working Group Meeting | Gandhinagar |
| 2- 4 April 2023 | 2nd Tourism Working Group Meeting | Siliguri/Darjeeling |
| 1 - 4 April 2023 | 2nd International Financial Architecture Working Group Meeting | Paris |
| 30 - 31 March 2023 | 2nd Agriculture Working Group Meeting | Visakhapatnam |
| 29- 31 March 2023 | 1st Trade & Investment Working Group Meeting | Mumbai |
| 29 - 31 March 2023 | 1st Trade & Investment Working Group Meeting | Mumbai |
| 28 - 29 March 2023 | 2nd Environment and Climate Working Group Meeting | Gandhinagar |
| 27 - 29 March 2023 | 2nd Framework Working Group Meeting | Chennai |
| 24 - 25 March 2023 | 2nd Sustainable Finance Working Group Meeting | Udaipu |
| 21st - 23 March 2023 | 2nd Joint Finance-Health Task Force Meeting | Virtual mode |
| 20 March 2023 | 2nd Education Working Group Meeting | Amritsar |
| 15 - 17 March 2023 | 2nd Meeting for the Global Partnership for Financial Inclusion | Hyderabad |
| 6 - 7 March 2023 | 1st Anti-Corruption Working Group Meeting | Gurugram |
| 1 - 4 March 2023 | G20 Foreign Ministers Meeting | Delhi |
| 1 - 2 March 2023 | 1st Culture Working Group Meeting | Khajuraho |
| 23 -25 February 2023 | 1st FMCBG and 2nd FCBD Meeting | Bengaluru |
| 22 -25 February 2023 | 1st DEWG - Seminar on Digital Inclusion & Excursion | Lucknow |
| 13 -15 February 2023 | 1st Agriculture Working Group Meeting | Indore |
| 13 -15 February 2023 | 1st Environment and Climate Working Group Meeting | Bengaluru |
| 9- 11 February 2023 | 1st Tourism Working Group Meeting | Rann of Kutch |
| 7 - 9 February 2023 | 1st Energy Transitions Working Group Meeting | Bengaluru |
| 5 - 7 February 2023 | 1st Sustainable Finance Working Group Meeting | Guwahati |
| 2 - 3 February 2023 | 1st Employment Working Group Meeting | Jodhpur |
| 31-2 February, 2023 | 1st Education Working Group Meeting | Chennai |
| 2 - 4 February 2023 | 1st International Financial Architecture Working Group Meeting | Chandigarh |
| 30 - 31 January 2023 | 1st Health Working Group Meeting | Thiruvananthapuram |
| 2 - 4 February 2023 | 1st International Financial Architecture Working Group Meeting | Chandigarh |
| 10 - 31 January 2023 | 1st Health Working Group Meeting | Thiruvananthapuram |
| 18 - 20 January 2023 | 1st Infrastructure Working Group Meeting | Pune |
| 16 - 17 January 2023 | 1st Meeting for the Global Partnership for Financial Inclusion | Kolkata |
| 9 - 11 January 2023 | 1st Joint Finance and Health Task Force Meeting | Virtual mode |
| 20 December 2022 | 1st Framework Working Group Meeting | Bengaluru |
| 16 -17December 2022 | 1st Development Working Group Meeting | Mumbai |
| 13 -16 December 2022 | 1st Finance & Central Bank Deputies Meeting | Bengaluru |
| 13 -15December 2022 | 1st Sherpa meeting | Udaipur |



The G20 is a group of the world's 20 largest economies, The G20 can influence India's economy in several ways, including:

⦿ **Global Economic Coordination:** India gets to participate in debates and decision-making procedures pertaining to international economic policy as a G20 member. The results of this coordination may impact

choices regarding trade, investment, fiscal, and monetary policies, which may affect India's economic prospects.

⦿ **Trade and Investment:** The G20 talks frequently on global trade and investment issues. India may promote fair trade practices, lowered trade barriers, and investment-friendly policies by actively

engaging in these debates, which may have a favourable impact on its trade ties with other G20 countries.

- Global Financial Stability:** In the wake of the 2008 financial crisis, the G20 is essential in addressing issues related to financial stability and coordinating regulatory measures. India's involvement in these conversations enables it to keep current on financial trends at the international level and to work with others on solutions to avert and lessen upcoming financial crises.
- Development and Infrastructure funding:** The G20 debates also cover development-related topics, such as sustainable development and infrastructure funding. India may utilise its participation in the G20 to entice foreign capital for its large-scale infrastructure projects and to tackle issues like poverty, inequality, and sustainable development.
- Exchange Rate Policies:** The G20 offers a forum to debate exchange rate policies and how they affect the imbalances in world trade. India may voice its concerns about currency manipulation and promote stable exchange rate regimes that are advantageous to its export-oriented businesses.
- Energy policy:** Particularly renewable energy and attempts to mitigate climate change are discussed during the G20 summit. India may promote its efforts in sustainable development and renewable energy, supporting international efforts to tackle climate change.
- Innovation and the digital economy:** The G20 discusses data privacy, technical advancement, and the benefits and threats of the digital economy. Discussions that support innovation, e-commerce, and the advancement of digital skills will help India's expanding technology sector.
- Health and Pandemic Preparedness:**

Recent occurrences have made it clear how crucial it is to coordinate global health. Discussions about health policy, pandemic preparedness, and international cooperation to combat health emergencies, which might influence India's healthcare sector and economy, can occur during the G20.

- Currency and Reserve Management:** India's G20 membership gives it access to debates regarding global financial stability measures, foreign exchange reserves, and international monetary arrangements. These issues may affect the management of India's foreign exchange reserves and monetary policy.
- Policy Coordination and Reforms:** G20 meetings encourage member nations to exchange best practices, policy lessons learned, and economic difficulties. India may adopt measures to boost its economic growth and development by taking lessons from the policies of other developed nations.
- Investor Confidence:** By actively participating in the G20, India builds its reputation on the international arena, which may help it draw foreign direct investment and boost investor confidence in the Indian economy.
- Networking and Bilateral conversations:** The G20 summits provide Indian leaders with the chance to have bilateral conversations with leaders of other participating nations, which may result in trade deals, investment alliances, and other forms of economic cooperation.

Along with these broader economic advantages, the G20 may affect some parts of India. For instance, the G20 has hosted regional gatherings in Central India and the Himalayan area.

The G20 Himalayan Region Meeting occurred in November 2018 in Kathmandu, Nepal.

Representatives from the Himalayan area, as well as the G20 countries, were present at the conference. The following subjects were discussed in length:

- ◆ The Himalayan area's vulnerability to climate change.
- ◆ Sustainable development in the Himalayan region.
- ◆ Tackling poverty in the Himalayan region

The Kathmandu Declaration, which emphasises the G20's commitment to collaborating with the nations in the Himalayan area to solve these concerns, was adopted due to the summit.

Meeting of the G20 Central India Economic Corridor

In September 2019, the G20 Central India Economic Corridor Meeting occurred in Bhopal, India. Representatives from the Indian government and the G20 nations both attended the conference. The following subjects were discussed in length:

- ◆ Improving connectivity and infrastructure in Central India
- ◆ Fostering economic development and progress in Central India
- ◆ Central India's poverty must be eradicated.

The G20 Central India Economic Corridor, an initiative to enhance connectivity and infrastructure in the area, was launched due to the summit. The project is anticipated to increase employment and Central India's economic growth.

India has benefited from the G20 regional gatherings in the Himalayan area and Central India. The gatherings have contributed to greater awareness of the problems affecting these areas and have produced firm promises from the G20 nations to cooperate with India in resolving these problems.

The following are some particular results from the G20 regional meetings:

- ◆ The G20 Himalayan Initiative was established, which promotes sustainable development in the Himalayan area.
- ◆ The G20 nations agreed to give financial support to the Himalayan area and Central India to help them overcome the issues they confront.
- ◆ The G20 Central India Economic Corridor was created, an initiative to develop regional infrastructure and connectivity.

The G20 has demonstrated its commitment to collaborating with India to support economic growth and development in the nation in the regional meetings of the G20. The summits have also demonstrated that the G20 is aware of India's issues and is prepared to cooperate with India to find solutions. These regional gatherings have had fruitful results for India.

The G20 Central India Economic Corridor, an initiative to advance connectivity and infrastructure in the region, was introduced due to the summit in Central India.

The G20 has a significant effect on the Indian economy overall. The open trade, investment, regulation, and technology the G20 may support will all benefit India's economy. The G20 may also concentrate on specific areas of India, such as Central India and the Himalayan region. The outcomes of these regional conferences have been advantageous for India and have supported regional economic growth and sustainable development.

2023 G20 Delhi Summit

The Group of Twenty (G20) heads of state will gather for the 18th time during the 2023 G20 Delhi Summit, which is slated to take place at the "Bharat Mandapam, International Exhibition-Convention Centre (IECC), Pragati Maidan, New Delhi on September 9–10, 2023." It will be the first G20 summit ever to take place in India and South Asia. It marks the culmination of the culmination of all G20 processes and discussions with ministers, senior officials, and civil society held during the year. At the conclusion of the New Delhi Summit, a G20 Leaders' Declaration will be adopted, indicating the Leaders' commitment to the goals discussed and agreed upon during the respective ministerial and working group sessions.



Agenda Priorities:

India has proposed six agenda items for the G20 meeting in 2023:

- ◆ Climate finance, green development, and Life
- ◆ Growth that is Rapid, Inclusive, and Resistant
- ◆ Accelerating SDG development through digital public infrastructure and technological transformation
- ◆ Institutions multilateral for the twenty-first century
- ◆ Development headed by women
- ◆ According to officials, the African Union might be granted vote rights by the G20. The G20 countries endorse this plan. It is on the major agenda for the G20 summit in Delhi.

The G20 summit was initially slated to occur in Italy in 2022 and India in 2021. Prime Minister Narendra Modi stated at the 2018 G20 Summit in Argentina that he had asked Italy to host the summit in 2021 and allowed India to host it in 2022 in honour of the 75th anniversary of India's independence. Due to the progress in bilateral relations, Italy consented to let India host the G20 summit in its place in 2022.

However, given that Indonesia would also be in charge of the Association of Southeast Asian Nations (ASEAN) in 2023, India and Indonesia traded G-20 leadership in response to a proposal made by Retno Marsudi, the foreign minister of Indonesia.

Here are some concrete instances of how the G20 has affected the Indian economy:

- ◆ The G20 adopted a framework for lowering corporate tax rates globally in 2014. India is anticipated to gain from this approach since it may encourage greater international investment there.
- ◆ The G20 adopted a set of guiding principles for financial regulation in 2016.

The Indian financial system is anticipated to become more robust and stable due to these concepts.

- ◆ The Himalayan area hosted a regional G20 gathering in 2018. The G20 Himalayan Initiative, which aims to advance sustainable development in the area, was established due to this summit.

India, the only significant global economy predicted to have GDP growth rates of 6+% in the following years, surpassed Britain last year to take the fifth-largest spot in nominal GDP terms. The G20 Presidency gives India a special chance to enhance its position in the global economic order during these challenging times. India is directing an ambitious, people-centred agenda under the "Vasudhaiva Kutumbakam" banner to solve global concerns and promote sustainable economic growth.

India can show its dedication to multilateral cooperation and creating bridges between other nations and areas through various initiatives and events. Capabilities, passions, and recognition all play a role in one's status as a great power. Prerequisites include high-impact foreign policy management, the external projection of hard and soft power, economic and military power, nuclear and space capabilities, a defining role in global affairs and systems, normative weight, and a critical mass of diplomatic, cultural, intellectual, R&D, and technological resources.

India has participated actively in G20 meetings and has assumed a leadership position in several sectors, including encouraging inclusive growth, raising infrastructure investment, and tightening financial regulation. India has utilised its G20 membership to advance the interests of developing nations and encourage trade and economic integration between developed and developing nations.

The World Bank warned of a potential global recession in its most recent prediction. It lowered its projections for global growth

in 2023 and 2024 due to the geopolitical environment, persistently rising inflation, and higher interest rates. India however continues to be a positive force in the current situation. The multilateral bank affirms that India is unquestionably a global powerhouse. During its G20 presidency, India would realise its full potential, pay attention to member ideas and criticism, and engage with the global community.

As it highlights the nation's expanding influence and reputation internationally, India's celebration of its G20 Presidency may be considered an example of its developing soft power. The G20 Presidential year is anticipated to aid India in improving its image, acquiring new partners, and solidifying relationships. The platform is anticipated to reflect India's autonomous foreign policy, influenced by its rising economic might.

Finally, the G20 Presidency offers India a singular chance to enhance its position in the global economic system and develop into a soft power. India is anticipated to contribute

to the world community and forge links between various nations and regions as it sets an ambitious, people-centred agenda to solve global concerns and promote sustainable economic growth. India can broaden its influence, promote favourable opinions, and create durable partnerships with nations worldwide by concentrating on sustainable development, healthcare, education, culture, and international cooperation. Expanding India's influence and enhancing its reputation on the international arena will depend heavily on consistency, sincerity, and a sincere dedication to shared values and objectives.

However, there is still questionable doubt – Will India's G20 leadership successfully pioneer equitable and sustainable growth and pave the way for it to become a significant global soft power?

Sources: g20.org, https://en.wikipedia.org/wiki/2023_G20_New_Delhi_summit





ALUMNUS CORNER

ALUMNI SPEAKS - THE JOB SEARCH JOURNEY: A FRESHER'S PERSPECTIVE – Ms. ATHIRA PANIKAR

Athira Paniker is the Alumnus of Dr. D.Y. Patil B-School. After a brief stint with Benteley she is looking for better prospects. She is charming and a very friendly personality who believes in making this world a better place with any small contribution of hers. With this aim in mind she has written the article to provide insights to the future incumbents into the job search journey from her personal experience. These insights have helped her in many ways to understand the whole process of finding the right path for my professional journey and hopes that it would be helpful to the readers as well.

A fresher's journey in the job market is a rollercoaster of excitement, uncertainty, and self-discovery as they leave the sacred halls of academics and enter the real world, fresh-faced and full of hopes. As they work to close the gap between their academic knowledge and real-world experience, freshmen may find the job search process to be both thrilling and overwhelming.

The article will focus on the experience of a motivated recent graduate as they set out in search of their first professional opportunity. We'll look at the steps that may be taken to successfully navigate the job search process and raise your chances of finding a career opportunity that fits your interests, ideals, and aspirations. We will look at the tactics and insights that can help you on your path to



**Ms. ATHIRA
PANIKAR**

success, from determining your strengths and passions to creating an impressive resume, from connecting with people to utilizing the strength of alumni networks, from considering internships and entry-level jobs to looking for mentorship and advice. The steps are as follows:

i) Identifying Strengths and Passions- As a fresher, reflecting on your strengths, skills, and passions is necessary. Understand what makes you stand out and what ignites your enthusiasm. Consider your academic achievements, internships, projects, and extracurricular activities that showcase your capabilities. You can narrow down your job search efforts and match them with sectors and occupations that coincide with your career goals by identifying your special skills and interests.

ii) Crafting an Impressive Resume- Your resume acts as a window for prospective employers, giving them an idea of your skills and potential. Make sure to emphasize any relevant coursework, schoolwork, internships, and part-time jobs on your resume. Emphasize transferable skills such as teamwork, leadership, problem-solving, and communication. Showcase any certifications, awards, or academic distinctions that set you apart from other candidates. Remember, your resume is your marketing tool, so make it shine.

iii) Networking and Building Connections-

Networking substantially facilitates a fresher's job search. Engage in conversation with professionals in your field of interest as well as coworkers, teachers, and previous students. Attend employment fairs, industry gatherings, and industry conferences to expand your network. Join organizations that are specific to your field and network with industry leaders through social media platforms like LinkedIn. Developing trustworthy relationships with people can lead to mentorship opportunities, referrals, and useful job market knowledge.

iv) Benefiting from Alumni Networks:

Never underestimate the influence of your alumni network as a new student. Speak with graduates from your institution or university who are already making a name for themselves in the sector you are interested in. Alumni may be able to provide insightful commentary, sound counsel, and even career leads. Participate in alumni-related activities, sign up for alumni social media groups, and make connections with them on online business networks. Making links with alumni can give you a sense of community and open up doors to undiscovered work chances.

v) Considering Internships and Entry-Level Positions-

For a fresher, internships and entry-level positions are important steppingstones. They offer opportunities for skill development, exposure to real-world situations, and practical experience. Find internships or entry-level jobs that fit your professional objectives. Even if unpaid or part-time, they can be a launching pad for more opportunities and contribute to developing your professional network.

vi) Seeking Mentorship and Guidance:

The job search process might be intimidating for a young graduate, but you don't have to face it alone. Seeking mentorship and guidance can help. To get help and assistance along the journey, look for mentors and experts. Their insightful opinions and connections might

greatly aid your job hunt in the sector. Speak with academics, former students, or business leaders who can act as mentors and offer insightful advice based on their experiences. As you travel the road to your first career chance, their knowledge and mentorship can be quite helpful.

vii) Demonstrating Enthusiasm and a Willingness to Learn-

Employers frequently look for individuals who desire growth and learning in interviews. Show your passion for the field and the employer by describing both. Know the organization's principles, mission, and culture by doing some advanced research on it. Make sure your inquiries are well-thought-out and demonstrate your sincere curiosity. Employers are aware that a fresher may not have much experience, but they still value your eagerness to contribute, therefore emphasize your ability to learn and adapt.

viii) Creating a Growth Mindset-

The job search process for a fresher can be challenging and may involve rejection. Maintaining a growth mentality and seeing failures as chances to improve is crucial. Ask for interviewers' input, think about where you can improve, and then improve your skills in response. To continually learn and acquire new competencies, keep up with industry trends, and register for workshops or online courses.

ix) Utilizing Online Platforms and Job Portals-

In the modern world, online platforms and job portals provide a wealth of employment prospects. Investigate entry-level employment designed for new hires by using job search websites like Indeed, Naukri.com, or LinkedIn Jobs. By optimizing your LinkedIn profile and connecting with industry-related material, you may establish a professional online presence. Set up job notifications and routinely check relevant employment sites to stay proactive.

x) Developing Soft Skills:

Employers emphasize soft skills like

communication, teamwork, adaptability, and problem-solving as much as they do technical skills. Concentrate on improving these talents as a newbie by using a variety of techniques. Take part in extracurricular activities that allow you to interact with people and develop your interpersonal skills, such as group projects, volunteer work, or internships. To enhance your communication style, ask mentors or managers for comments. To improve certain soft skills that are relevant to your desired career or industry, you should also think about taking online courses or attending workshops.

xi) Embracing Personal Branding:

In today's cutthroat job market, differentiating yourself from other applicants requires a strong personal brand. Spend some time creating a solid personal brand that reflects your values and aspirations in the workplace. This entails establishing a dependable online presence, maintaining your social media accounts, and presenting your abilities via a personal website or portfolio. Employers will remember you if you exhibit a consistent and genuine personal brand, which will also help you stand out from the crowd.

xii) Seeking Feedback and Learning from Rejections:

Even though rejections are a typical part of the job search process, it's important to learn from them and see them as chances for development. Do not become discouraged if you receive a rejection. Ask for comments on your application or interview by getting in touch with the employer. You can improve your future applications by being aware of the areas where you can improve. Refine your job search plan in accordance with the comments, concentrate on improving those areas, and take it positively.

xiii) Staying Positive and Persevering:

There may be times of rejection or self-doubt during the difficult job-seeking process. It's critical to maintain optimism, cultivate resiliency, and continue through the ups

and downs. Maintain a network of mentors, friends, and family who can offer you support and advice at this challenging time. Keep your long-term objectives in mind, enjoy little successes, and take lessons from failures. The proper chance will present itself, and your persistence and tenacity will pay off.

xiv) Taking Care of Your Well-being:

Just as important as it is to be persistent and committed in your job search so is prioritizing your well-being. The job search process can be emotionally and psychologically draining and demanding and is frequently accompanied by setbacks and rejections. Remember to take breaks, look after yourself, and maintain a healthy work-life balance. Maintaining your physical and emotional health will help you during the job search process and set you up for success in your future profession.

xv) Cultivating Patience and Trusting the Process:

Even in the face of unpredictability and prolonged waiting times, having patience allows you to remain calm and composed. It lets you believe that the right opportunity will present itself and trust the process. Always keep in mind that every application and interview you complete will help you get better and more prepared. Make the most of your time during this waiting period. Maintaining your network, developing your talents, and keeping up with market changes are all important. Being persistent and committed while having faith that your efforts will eventually be rewarded is what patience is all about.

For a new graduate, the job search process is an exhilarating and transforming adventure full of ups and downs. As you make the move from school to the working world, it is a period of self-discovery, growth, and tenacity. You can increase your chances of discovering the ideal opportunity that fits your goals by taking the actions recommended in this article, such

as identifying your strengths and passions, creating an impressive resume, networking, thinking about internships, looking for mentorship, displaying enthusiasm, embracing personal branding, and prioritizing your well-being.

Remember that this is only the beginning of your professional career when you begin

your job search. Be enthusiastic, flexible, and dedicated to lifelong learning as you take each step. You can create an excellent future and have a significant impact on the world if you are determined, courageous, and confident. It's crucial to remember that obstacles and rejections are a necessary part of this journey. Accept them as chances for growth and learning, ask for criticism, and remain upbeat.



CURRICULUM SHOULD BE FOCUSED ON CHARACTER BUILDING:

Prof (Dr.) RAGHUVVEER SINGH

Prof Raghuvveer Singh is a distinguished academician and visionary leader currently serving as the Vice Chancellor of Teerthankar Mahaveer University. With his extensive experience and expertise, he is regarded as an Education Thought Leader and Trainer in various domains including Leadership, Education Quality & Pedagogy, Accreditation, Change Management, OBE & Holistic Education, and Strategic Orientation in Higher Education. Prof Singh's exceptional leadership skills and profound knowledge have enabled him to drive positive transformations in the education sector. He is committed to promoting excellence in teaching and learning, fostering holistic development, and ensuring quality education standards. Prof Singh's contributions have positioned him as a respected figure and catalyst for change in the higher education landscape.



Prof. (Dr.) RAGHUVVEER SINGH

Q: As a Vice Chancellor of a prestigious university, you have witnessed the evaluation of higher education over the years. So how do you envision the future of higher education and what transformation do you believe are necessary to ensure its continued relevance and effectiveness?

Its continued relevance and effectiveness. Effectiveness means meeting the aspirations of the students and you know that student's aspirations are not common. There is no common denominator. Every student who

enters the portals of the university or institution has multiple objectives. In the case of a university or institution, they too have multiple objectives, right? It's very difficult to meet each one's objectives, there are no standardised parameters. But there are certain common things which an institution must do, which means it needs to have its own philosophy of education. Why is it providing education? So, if I look at it broadly from my perspective and my university's perspective, we say we are here in an education space to ensure that students learn to earn their living

and they also learn to live. That's a broad philosophy of education and based upon that philosophy we have had our own approach to education. So, it's basically all our attitude and change. But over a period, the emphasis is going to the wrong place. Now when I say wrong place it's more on placements, it's on NIRF, it's on accreditation, it's on structures, technology integration. It's okay. Technology integration is required but you can't

depend thoroughly on technology for all, you can't outsource your education. Yeah, it must be the university or institution's responsibility to provide education, not deliver. It's so unfortunate that we started delivering education also. It's like delivering a pizza or delivering an online product. So, the kind of things which have entered our education has to be removed over a period of time.

Q: With advancements in technology and increasing demand for specialised skills, how do you think a student should strike a balance between traditional studies and incorporate emerging disciplines that cater to the needs of the job market?

Yes, integration of technology should be there but with a purpose. For anything you want to grow in life, there must be a purpose. You decide why you want to use technology. Don't use technology that everybody else is using because it's fashionable to use, because it's available. No, you decide as an institution or institution head, what is the role of technology. We need to slay the technology, don't become slay to the technology. That's my first important point. The second thing is how students prepare. When you start running after the skills, techniques, and tools, you can never cope with the industry. Never cope with industry. No university can. And let me tell you, providing skills and tools is not our goal as a university. We are trying to do somebody else's role. No, the role of a university is to develop thinking, cognitive thinking. So, we say thinking is permanent, skills are completely. So whatever skills you develop for your students today, in your curriculum you bring, by the time they pass out, they all will be relevant. Most of the tools and techniques will be relevant. So, what do they do? So, you are going to equip your students with the basic thing which is their ability to think. Their ability to analyse and solve problems, that's what we want, generic skills and critical thinking, creativity. That's where should be our focus, not on the skills. You cannot teach skills. This is a big misnomer, a misleading word that universities can teach or develop skills. Or ad tech companies can develop skills. No, you can't. You don't have the wherewithal to develop skills. You don't have time to develop skills. If you say so, then it means we do not know what skill means. It means frankly and with this. If anyone says to me that, no, we develop skills in our university, you don't understand the skill. What are you

trying to say? Because having put in some internships which are completely unguided and controlled, you don't develop skills.

Q: Thinking is permanent, and skills are temporary, and the job of the university is not to provide skills but to provide learning. Then now looking at the employability concerns in India which have come up these days what suggestion would you give to the graduates who are graduating from the universities?

Communication skill is a transferable skill. Let's not confuse. There are two types of skills. Transferable skills and psychotropic skills. Transferable skills are those common skills which have got nothing to do with the job you do. That's across. That's a competency part of yours. These are the common skills which you can use in any kind of role. Psychomotor skills are very specific to the role which you are doing, and the job you are doing. Say a role of a teacher, the role of a placement. Now I can't transfer my teaching skills to the role of a placement. But I can transfer my skills to deal with people, to communicate with them well, to have a good relationship with them. So that's a transferable skill. Yes, that you should understand and that's the only skill. And of course, your attitude. We say these are KSAs. You have heard about it when you are training. Your knowledge, your skills, and your attitude. So, train your people for attitude. Train your people for knowledge. Now also decide which level of knowledge. Not your memory or just understanding. You need to equip them with what they can do with the knowledge. Can he apply? When I say apply, it's not psychomotor skills. That's procedural knowledge. So, there are models of learning which clearly define what a psychomotor skill is and what is a thinking skill. In procedural knowledge, you get to know how to do it and in skills, psychomotor skills, you do it. So, I know how to switch on it. I know how to Google. Am I able to do it? You know how to work in an Excel sheet. Can

you really work on it? So that's the difference between the two. And that comes with practice. So, do we have enough time, enough people, and enough space with us to make our students do that task? And even the doing has various, what you call, taxonomies, levels. One is just being aware and knowing how it's done. Another one - I can do it with guided hands. If somebody guides me and I can do it. The next one is - I'm good at it. I have a lot of practice. Then you become unconscious. Unconsciously you can perform it. Then you can modify it, change it, and teach others. So which level are you talking about in skills? And in my mind, it's a big hoax provided by the corporate, provided by the people in the government. You can never ever teach skills in a university. And we should not attempt that. We should do what we are supposed to do. Let's know what our role is!

Q: In today's rapidly evolving job market, how do you think students should prepare to meet the industry's demands and develop the necessary skills for successful careers?

It's more about building your conceptions. Conceptual means being able to relate your current knowledge in a context. So, if I understand, for example, a child, how do I relate to the current context, say in terms of societal changes that are taking place? So psychological build-up of the students. For example, I'm trying to build intrinsic motivation. How do I build that motivation? Am I using my 20 years past knowledge of mine? Is it all about work-life balance or it's about lifestyle? Now if you try to do a work-life balance, you'll not be able to develop intrinsic motivation easily. That's conceptual understanding. If you can do that And of course, second, I say, learn how to do it. That is procedural knowledge. Develop your common transferable skills, which would help you to move across anywhere, any kind of job. And of course, in my mind, most importantly,

understand yourself, and understand the people around you.

Q: You are a trainer for excellence in soft skills and have conducted workshops at various industries and corporates. So, could you please let our readers know what soft skills corporates look for in a candidate and how to nurture them?

Why soft skills are needed? First, why do they need to be? Today or tomorrow, even in the future, we would always have to work in teams. And when you do work in teams, we are looking for T-shaped people, not I-shaped. The difference between the two is, I-shaped people are those who have a deep understanding or can expertise in his or her domain, his own knowledge. T-shaped people are those who have a cross-disciplinary understanding of knowledge also. So, they understand people, they understand themselves, they understand their own domain. They also understand closely related domains of those people. So, if I am a marketer, I do understand finance, I do understand marketing. If I don't do that, I will not be able to be successful in the field of marketing. That's a big thing which is required. So, when you talk about soft skills if things are going well. You don't need soft skills. We all are happy, if we have good vibes, where is the requirement of soft skills? That's always great. But the problem is, and the issue arises when there is a problem between the two of us. Between the two of us, you get angry at what I say, and I get angry when you are asking me, how do I deal with that? That is where soft skills are needed. Soft skills will always be needed to take people along. Soft skills will always be needed to develop motivation, preparedness, and engaging people in your job as a leader. So, this is a crucial aspect of human learning. Without soft skills, we would be more work-like robots. Powered by AI. So that might happen in the future as the generations would change. As we keep emphasising technology

in education, that means trying to do more in our learning. We never meet in class; we never meet people. Where do you develop this confidence? Where do you develop these networks? Where do you develop that empathy for the people? It is like a remotely piloted robot. So soft skill is in the heart basically.

Q: What measures do you think universities should take to support and encourage entrepreneurship among its students, fostering an environment conducive to innovation and start-ups?

In my address to students, I always say, that this is the best time to be born in India or to be young in India. You have everything. Today, the government provides so much assistance and support to entrepreneurship. Actively. So, it's upon now universities, across the world if you look at entrepreneurs, more and more entrepreneurs have come from the universities, but traditionally in India, this was not there. Most of the entrepreneurs came from traditional business houses. And they always got into traditional businesses because that is where they were. But today, technology has allowed starting an enterprise with the least cost, least investment and with many incentives from the government, much guidance from government that is where the universities have to step in and create that awareness, provide exposure to the students, speak about it, do about it so that the people realise that there is a space in this world where I can be my own. Unless otherwise it is practised, it will not happen. Only talks will not make it. So, you could have people, who are smart young entrepreneurs, asking them to come and speak to the students so the aspirational value increases there. A government guy can tell you what various government schemes are available. And above all, you can incorporate entrepreneurship into your curriculum. We have a program called "Learning by Project

Based Entrepreneurial Initiative." Where we have built a credit system and of course assessment of the same, right from the first semester onwards, there are about I think five stages through which a student must go. The first stage talks about identifying his or her cross-disciplinary team, a group of five to six people, a guide from the university is attached and then the entrepreneurial course they must go through. When they come into the second semester, they survey society to identify a problem of the society. By the time they are in the third stage, they develop a project for that problem and try to bring it into a business format regarding marketing strategy, implementation, financial requirements, etc. And then by the time they are in the fifth semester, they must form a company, whether it's a private company or a joint stock company or a solo or a partnership, whatever it is. All four of those five people have to form a company. And at the end, there are five outcomes which are defined. That means you have to bring a research paper out of it, you have to either incubate it, you have to buy the time, must have earned some revenue or develop a project report which can be used somewhere. So, depending on how many outcomes you have been able to provide, you will be graded. So that helps us to make it part and parcel of the day-to-day learning.

Q: You have conducted workshops and trained faculty members and academic leaders. So how do you encourage collaboration between different academic departments and promote interdisciplinary research and learning at Teerthankar Mahaveer University?

We are lucky to have a multidisciplinary university in terms of medical, paramedic, pharmacy, management, law, agriculture, engineering, whatever you name it. All those programs are there. So, when we talk about research, there have been discussions and then guidelines were provided. That means

any PhD topic must have a problem solution. The old days of saying the study of X or Y is no more going to happen. What is that you are dealing with? When we deal with the problem, please understand that the problems are never isolated to a particular discipline. They are always a mix of disciplines. So, if you want to solve the problem of the environment, you need to understand environmental science, you need to understand chemistry, you need to understand management, psychology, commerce and of course technology. That understanding has to be there. Unless that is there, you can't solve the problem.

Q: The concept of lifelong learning is gaining prominence with individuals needing to update their skills continuously. So how does your institution support lifelong learning for its alumni and professionals seeking further education and upscaling?

Lifelong learning, why? You must find why lifelong learning! What is this suddenly that people start talking about lifelong learning? Individuals have always been, you ask professor, have you stopped learning? None of us have stopped learning. I learned education only at 58 when I became a rationalist. Education, education domain. It was not understood. And I can watch it is a problem with most of us. So, learning has happened. We all have been leading the institution. I come from management education. I started learning leadership only at the age of 55 years. So lifelong learning is an individual concept. You cannot make it universal. It has to come from within a person. If those who feel the need, those who will find a purpose, they will have lifelong learning but haven't said that, as I mentioned earlier words have a meaning if we provide this word around, you'll have more people being aware about it, practicing this lifelong learning. As far as the university is concerned other than short programs, we design programs according to

the needs of the industry or the target group. So, if the industry comes up with a problem, we can design a program around that. So, these value-added courses, short-term courses, and the universities have formalised to some extent, but there is a lot more to do because the industry has to come forward more concerning what they want to learn.

Q: The mental health and well-being of students have become a growing concern in college campuses. What support systems and resources should institutions provide to address these challenges and promote the overall well-being of the students?

One must look at why this is the problem of an institute. These are not just a pressure of the modern time. This is more to do with your society and psychology. In our younger days, when we were in a family, we were around five, six brothers, five, and ten cousins and we never felt lonely, wherever we went. So, there was no question of well-being. So, in togetherness, our well-being was taken care of. But today when we look around most people have single child. So, well-being is a question now. If you look at it another way, how come a university or institution be responsible for well-being? So, look a little deeper. That's what I say. Let's think more about it. The problem is that we think less and deliver more. A child in a university or with you remains with us 12.5 % of the time. I'll justify how it is. UGC says you've got to engage students for 180 days. So, 360 days divided by 180, 50 % more. And in a day, we engage students on more than 6%. So, 1 % is what. So, what is one-fourth of 50? 12.5%. Whatever you do, in the university, this will not bring any change. You can only create awareness, by inviting people. So, we have several such programs wherein heartfulness, mindfulness and certain kind of gurus, come and provide all these at least awareness levels. But it is the family, his or her friend circle, the society which has far more responsibility. So it's not

one hand which can make a clap. Both hands have to come together for a clap. Similarly, it goes well about education too. If you want your children to be educated and successful, the family have to have an active part in it. They cannot leave it to the institutions. As I mentioned, institutions spend only one-eighth time of their life. So, where you stay, what you think, what you do. He has a great influence on an individual's career and life and his or her well-being.

Q: What is your long-term vision for Teerthankar Mahaveer University and how do you plan to achieve it?

Our philosophy is about ensuring that the students learn to earn their living and learn to live. That's most important. Now unless other students who graduate from us have good character, relevance to society, good ethics and are good citizens, there is no use in educating them. They may become literate, and they might get a job, but that's not our way. So, we try and follow Mahavira's thinking, Mahavira's philosophy of having good character and being relevant to society. As I mentioned earlier, we have our program which is called Holistic in Nature. Much emphasis is put on character building. We have a full team of soft skills, about 20 people in our university who take care of the soft skills of many students of course. And we essentially have 3 courses in each program on the soft skills point.

Q: Any closing notes for our readers?

I would like to tell all readers that if you want to shine like the sun, learn to burn like the sun. Otherwise, do not dream about it. So, if you cannot do that, do not think about becoming one. The second one is, as a student - do not worry about marks. Do not focus on marks. More worry about learning. Learning when you say it's one's ability to change behaviour with enhanced knowledge. So, the focus should be

on those. First Division, Second Division has no meaning in life. There are no divisions. We as academicians have created these categories to demean those students. They don't signify anything in real life. I'll advise them to seek opportunities. Opportunities don't come. They don't come knocking at your door every time, maybe occasionally. You got to seek it when you are in college. Try and participate in every possible activity and that's what will develop you. That's what you remember. Even Einstein said *education is what is left behind you after you've forwarded everything that you wrote in your exams*. So, what is left behind? All that you do on the trip and that's what builds you a young and successful personality. That's what builds you as a person. And finally, be happy, feel happy whatever you do and do more of what you feel happy about.



THE LOGISTICS SUPPLY CHAIN IS INDIA'S PROMISING FRONTIER

– CAPT. KAVISH ANAND

Captain Kavish Anand is an accomplished leader and currently working as the Chief commercial Officer at Navkar corporation limited, a renowned logistics organisation listed on the stock exchange. Before working in his current profile at Navkar, Captain Anand has also served as a business head at KSH DISTRI PARKS in Pune for over 5 years. He worked as a MASTER MARINER at ANGLO EASTERN SHIP MANAGEMENT for over 20 years and climbed through the ranks to become a Captain before he came ashore. Captain Anand brings extensive expertise in overseeing complex port and logistics operations, ensuring optimal efficiency, and maintaining a strong focus on safety. Throughout his career span of over 30 years, he has established a reputation with his clients for his exceptional strategic thinking, impeccable decision-making skills, and the ability to inspire and motivate teams. Outside his professional life, Captain Anand is an ardent football fan and has played football extensively at various levels for his school and college before beginning his merchant navy journey.



CAPT. KAVISH ANAND

Q: Can you provide an overview of your role as Chief Commercial Officer at Nafkar Corporation and your key responsibilities?

At Nafkar as Chief Commercial Officer, I had the verticals for all the third-party logistics

for Nankar on a Maharashtra and a Pan India level. The clients that are directly concerned, I deal with them directly. I have a complete P & L responsibility to them.

Q: How do you stay updated with industry trends and market changes and how would you leverage the knowledge to drive Nafkar Corporation's commercial success?

In my reading endeavours, I frequently delve into a plethora of online sources, including BIMCO, which provides insights into the freight exchange within the market. Staying

attuned to bank repo rates is essential as they are directly tied to inflation, which in turn hinges on consumer behaviour influencing market dynamics. This intricate web of correlations goes beyond just monitoring shipping and freight; it extends to understanding internal market dynamics. For instance, the "Make in India" initiative prompts car manufacturers to indigenize their production, impacting supply chains.

Market ripples from the US and European regions also reverberate, notably the current economic upheaval in the US affecting the dollar's strength, trade balances, and global commerce. Even the disruptions brought by Covid-19 showcased how supply chain interdependencies can cascade; overstocking and subsequent shortages disrupted cycles. Ports left understaffed in the US further exemplify how industry's core disruptions can

transmit to its peripheries. As a key juncture in the industry, we're intricately linked to these market fluctuations.

Q: How are collaboration and communication crucial for a Chief Commercial Officer and how do you foster effective collaboration and alignment between different departments within the organization to achieve such objectives?

Navkar Corporation itself is a very owner-driven company. Everybody has been given their verticals and based on those verticals, they run their own P&L. We have a very free hand to work with. When we want to get something, I don't need to go through a CFO to get down to accounts and finance. I am responsible for my P & L to directly call up the accounts. So that makes life much simpler because when you are handling your P & L you need quick answers and work very fast. So, once you are doing it that way it becomes very easy.

Q: As a Chief Commercial Officer strong leadership is crucial. Could you please provide some examples of how you have successfully led and influenced a team to achieve an objective in your previous role?

I always believe in the fact that I always tell all my teams one thing is that all your losses are mine and all your winnings are yours and that has worked very well with them because they are the guys who are in the field, like even we are in the field but they are the guys who are in the field and for them, those wins are much more important than all put together. So, when they achieve something, I always tell them that if they still need to get this contract, it doesn't matter. This is the contract that you will get, go for it. We have managed it with two professional reasons and I can't tell you that there are many situations where the team has worked together and we have achieved the desirables.

Q: Could you please share an example of a successful commercial initiative or strategy

you implemented at Nafkar Corporation? What are the key factors that contributed to its success?

Our most significant achievement is, when you get into the logistics business there is a huge capex that you need to spend in terms of wherever you are dealing with an area and so forth because people recognize you with that part of ICD or CFS. In Pune we have nothing; we are operating out of Panvel out of our three CFS. So, for us to achieve that, in Pune itself we have five ICDs and to be one of the biggest pullers of imports that is there out of Pune into Nafkar among these five ICDs, I think that is quite an achievement here and we are technically in the Pune market, we are the babies here.

Q: Nafkar Corporation values continuous improvement. How have you demonstrated your commitment to professional development and staying updated with the latest trends and best practices in commercial operations?

One good thing about Nafkar is that we have our processes, verticals, and systems in place, but they are very flexible on adaptation. The client is the most important thing. At the end of the day if your client is happy everything is good and runs very well. Here we have built a process for where an outline and a framework are given but how we turn things in that framework is based on our ownership and how we want to do it.

So, we've got a very big, free hand on that end. If you want to run it in a certain way that is there. You know your skeleton is the same, but your body functionalities change. So, flexibility is there in Nafkar. If you've got one company that's a packaging company your handling for them will be very different in the logistics part. They will get three materials together in one production area and then manage it. If you've got auto auxiliary, they work on the dot all of them want to work in JIT, just in time. We Indians are very good at software because we have to use our heads. When working with a

multinational, we constantly work four steps ahead of them. If he requires the container at a specific time, we deployed the vehicles two days before, the vehicles have gone in, and they've pulled it out by the time he's getting the clearance done and then sending the containers out. So that's how it works.

Q: With your extensive experience in commercial operations, what unique perspective or skill do you bring to Nafkar Corporation that sets you apart from the other candidates?

I think keeping the team together. You must learn to value your people; they are your biggest clients here. So if you look after your people, you should value them. Not only in Nafkar but there are also many instances where you've got companies like Infosys and all these where employees are concerned, you have to be there for your employees when they need you. You have to. They spend, technically you spend more time at work and less time at home. So, they are an equal part of your family as much as yours. So, you have to have that balance. An employee's needs are a few here. They come to work; they want a comfortable place to work. They are generating revenue for you, earning money for you and if you look after them a little bit, I don't see any harm in that. They will always give back. They will never drain you here. It works both ways. Some employees take the company for a ride, but it is essential to have a good set of people, good employers and equally good employees.

Q: How do you envision leveraging your qualification and expertise to drive the growth and success of Nafkar Corporation in the long term? What are your goals and aspirations for the company as a chief commercial officer?

I want them to be one of the best service providers where continuous handling is concerned. In the market, there is much growth that is coming into Nafkar. We are setting up an ICD in Morbina, which will be a huge game-

changer for Nafkar. We sold an ICD in Bapi to Adani last year. So, the new venture is coming out and I think there's much work going on the domestic front. Not only in Exim, Cargo, import and export. Sorry for my abbreviations. So definitely you will be seeing Nafkar in the limelight and where, well growth is concerned.

Q: How do you see yourself contributing to the growth and success of Nafkar Corporation in the long term? What are your future goals and aspirations in the role?

The logistics supply chain is India's promising frontier, particularly with ongoing infrastructure work at ports and the emerging trade corridors connecting Mumbai, Delhi, Nagpur, and beyond. The Swadna Mala initiative and improved connectivity indicate infrastructure progress. Previously disjointed departments now collaborate, streamlining projects, like the Mumbai-Delhi road reducing travel time to 12 hours. This development promises economic growth and new towns.

Centralized warehousing is revolutionizing cargo movement, transforming one-sided trips into cost-effective, loaded round trips. Yet, logistics remains disorganized in India, driven by market fluctuations. Fixed tariffs are rare; it's like a spot market. But this sector holds immense potential. For students in international business, logistics, and supply chain, the future is golden due to the scarcity of skilled professionals. That's how they would have it. So, it's a tough life to be but it's a very interesting thing to do. It's like a lawyer or a chartered accountant. You are understanding so many various businesses. And you are understanding what they are pulling in and what they are taking out. And how the markets are moving. You can see it. You can predict that next month the volumes are going to be down. Because everything has a cascading effect. And logistics moves based on that. That's the way it is.

THE LATEST GLOBAL SCOOP

Russia seeks India's help to avert global financial isolation



Behind the scenes, the Kremlin is exerting pressure on states, including India, threatening to upend energy and defense agreements unless they assist in thwarting plans to turn Russia into a financial pariah state due to its invasion of Ukraine.

Janet Yellen sets June 5 as X-Date in US debt-ceiling standoff

Treasury Secretary Janet Yellen's department estimates it will run out of funding if lawmakers fail to raise or suspend the US debt ceiling. The premium investors demand to hold US paper that's most at risk of default if Congress and the White House fail to strike a deal continued to retreat.

The treasury effectively hit the debt limit in January 2023 and has since been using emergency accounting measures to stave off a default, which could prove catastrophic for financial markets and the economy



Eurozone in recession at the start of 2023



Eurostat slashed its earlier prediction of 0.1 percent growth in the final quarter of 2022 and 0.2 percent in the first quarter of 2023 to 0.1.

The European Central Bank has responded by hiking its key rates of 3.75% since embarking on an unprecedented campaign of monetary tightening in July last year 2022.

Rising imports and falling exports push the US trade deficit to six months high

The US trade deficit widened by the most in eight years in April as imports of goods rebounded while exports of energy products declined, a trend that if sustained, result in trade being a drag on economic growth in the second quarter. The trade deficit jumped 23.0% to \$74.6 billion. Trade made no contribution to the economy's 1.3% annualized growth rate in the first quarter after adding to the gross domestic product for three straight quarters. Growth Estimates for the second quarter are currently converging around a 2% pace.



US securities regulator sues cryptocurrency platform Coinbase.



The lack of the cryptocurrency platform Coinbase to register as a securities exchange venue, according to US securities authorities, exposed investors to danger.

Oil falls on potential Iran deal, weak demand prospects

As sluggish demand and a report that the United States and Iran may be close to an agreement on oil exports overcame predictions of tighter Saudi supply and a likely halt to U.S. interest rate rises, oil prices slumped \$3 per barrel. After falling as much as \$3 earlier, the price of a barrel of Brent oil was down \$2.20, or 2.86%, at \$74.64. West Texas Intermediate crude in the United States dropped by \$2.40, or 3.3%, to \$70.12



Canada will widen its doors under Express Entry in July; offers additional immigration benefits to International Students.



Canada is all set to resume its Express Entry draws for Canadian Experience Class (CEC), Federal Skilled Worker (FSW), and Federal Skilled Trades (FST) candidates in early July, to fill hundreds of thousands of vacant positions in all sectors across the country.

Bad loans sold by lenders to asset reconstruction companies rise 31% to nearly Rs 1.8 Lakh crore despite IBC option

Banks continue to sell them a sizable portion of their bad loans and place their trust in asset reconstruction companies (ARCs) notwithstanding the adoption of the insolvency legislation. Because they can combine problematic loans, save administration time, and free up money, bankers claim that ARCs are still a viable alternative for recovery.



US FDA uncovers failures in Indian Pharma factories



The world's main provider of inexpensive medicine is under greater scrutiny following a string of tragic manufacturing events, and US inspectors have recently found extensive flaws at plants controlled by some of India's largest pharmaceutical businesses.

News Source credit to Times of India, Indiatimes.com

SHOULD TEACHERS BE GREAT ORATORS TOO? – MS. HEMA ANAND

With a diverse career spanning 30 years, Ms. Hema Anand has made impactful contributions across various sectors. Beginning in the hospitality realm with esteemed establishments like Taj Group, Blue Diamond, Leela Mumbai, and JW Marriott Mumbai,

She is a respected Trainer and Adjunct Faculty and possesses various skills, from content creation and proofreading to soft skills mastery. Her expertise extends to people practices, talent management, and perception-based counselling. Notably, she has completed programs at Harvard Business School in “Rhetoric: The Art of Persuasive Writing & Public Speaking” and “Leaders of Learning,” and are dedicated to mentorship in personality development and business communication.

As a trainer in Business communication, she opens up this Pandora’s box and awakens the generally prevalent thought that being a teacher doesn’t necessitate one to be a good orator.

Benjamin Franklin said, “Tell me and I forget, teach me and I remember, involve me and I learn”. I have often sat in lectures by teachers whom I have looked up to in my teaching profession and soon realized that sitting through their speech will be a challenge and I will need more than willpower to sit through their monologue. They have such an aura as professors but, don’t retain the same when they become orators. Are they bad teachers then? Not at all! They just haven’t found the magic yet.



**Ms. HEMA
ANAND**

Teachers are very often bad listeners. They are not motivated enough to listen to their students, peers or mentors. They elude this “I know it all” aura about themselves and think their degrees speak for their competence. Give me the text and I will teach. Don’t worry, I got this with a thumbs up is what they say and that is scary. Very often than not they don’t convey half of what is written contextually. It scares me even to go beyond to think how much the student has interpreted it.

Watch a video by Rita Pierson where she says, “Every kid needs a champion”. Her words coupled with humour are life lessons that every

teacher must learn. Teachers don’t know everything and most often don’t accept it. It’s the mindset that if we know it, we can teach it too. More often than not is the case because even though the textual content is ready, the ability to encapsulate the audience is another ball game altogether and the two generally don’t go hand in hand which is more often than not believed by the teachers today. You may have the gift to study,

comprehend and even analyse the text but, the ability to teach it and hold the attention of the student throughout content delivery may just fail you. We believe we have it all once we are asked to deliver to an audience.

I’ve listened to some great speeches, and all content writers these days are more emphatic and quite engaging. Teachers are a thing of the past where impressions are concerned especially with so many public speakers about

and around us. Students learn more from the internet than they can ever learn from us. It just makes our task that much more difficult. We are entrusted with influencing their mind but, if only they listen to us.

I still have anxiety before every class and the larger the number the more the pressure to impress and hold attention. I keep trying to find ways to make it better and find content that relates to the millennials. In the bargain, I have realised that the simplest way is very often the most effective. Give them logic and then start focusing on you, throw in a sentence here and there in another language and they start staring and if you use humour, now they start hanging onto every word that comes out of your mouth. The next time they come to class when they know it's your lecture, funnily enough some even don't bother to check the name of the subject. They are just my mice and I become the Pied Piper. They follow me wherever I go.

The one thing I never compromise on though is the text that I know. The knowledge that you have, should never be half baked or something that they don't trust as being fully correct (I won't even say partially). What you teach should never be in question. If it is, then after a point even if they like you, they won't come to your lecture because your core competence of lecture authenticity lies in question here. Students never learn from someone they don't trust. Therefore, make sure what you teach, they are convinced has value for them, even though they may not know it at the time, it is your job to teach them and trust you.

While I may not have all the answers here, nevertheless there are still some ways that I have learnt to conduct my sessions irrespective of the audience size (although that matters a great deal too). This isn't full proof or exhaustive by any means but, works for me. So here are a few pointers-

- ◆ Begin with a story. That way I have thrown a hook. Sometimes, I begin with an activity.

Now they are curious.

- ◆ Slip in the text while you are talking examples. Make a remark here and there, to capture their attention.
- ◆ Use visual aids although not too many. I don't use slides for help, would much rather work with cue cards. I find reading off slides very boring and can be done with the audience that you know will not slip off into oblivion but, with students they stop working after the first half hour.
- ◆ Tell a funny anecdote in the middle to make them laugh. Make the joke about you mostly. Now they start swimming closer to your hook.
- ◆ Relate your content to their real life and mention their relationships and the impact of your content. Now they have taken the bait.
- ◆ Now, get them to talk and ask a question or them to repeat what you've just conveyed in their own words. You may not realise it but, everyone loves bragging about what they know. Get them to do that quite like young children. Everyone loves to scream and shout in their class every once in a while. Allow them to do that.
- ◆ Praise, applaud or highlight their inputs. Do this specially with the most distracted child in your class. Make them the class facilitator or give them a task to do every time you have a lecture. It reduces your stress considerably.
- ◆ Focus on the under achievers, work on the ones who need extra hand holding, for whom comprehension itself is a challenge, because you don't have to make them feel that they don't contribute, they start feeling it on their own. A little extra push and these children will become stars in real life. They will surprise you every step of the way with their achievements.
- ◆ In all fairness, the effort required by teachers today is much more as compared

to before. Since newer models of teaching are being discovered everyday, we have our competition set for us. Why do we need to compete? Because rapt attention requires effort and if someone else has got it and you don't then the student won't come to you. Consider it a lost battle the day you start feeling that it's not required. That day consider retiring as you may have well lost the spark. Go all out while you can.

- ◆ Believe it or not, personality plays a huge role in boosting that confidence while using oratory skills. If the audience likes how you look, they will listen as well. Dress well and enhance your physical features to highlight your key elements of attracting the attention, be careful there to not compromise earning their respect for you. It's just another hook and nothing more.

For me the challenge lies in how to convert every bit of content to a story? How to hold onto to that eye flicker, how to see every yawn, how to notice every position change in their seat and capture those images of them focusing their energies on me and when they are really engaging. A teacher knows. At least I do. My heart rate goes up and I start feeling more and more energetic. A feeling of elation starts to set in that, yes, I am getting there. If they throw in a question in between, my heart starts to sing, by the time the hands start to go up my mind is dancing. Suffice to say, I don't have to guess it's been a good lecture, I know it has. The feeling of contentment has me resplendent and craving more



ACADEMIA SHOULD BE MORE APPLICATION ORIENTED - Prof. (Dr.) DILIP NANDKEOLYAR

Prof. Dr. Dilip Nandkeolyar is an accomplished individual with extensive experience in management, marketing, and strategic planning. He holds a Doctoral degree from Thapar University and has focused his research on marketing strategies and business planning in the automotive sector within the era of globalization. With over 45 years of hands-on experience in industry, entrepreneurship, consulting, research, training, and teaching, he has contributed to the success of various organizations. Prof. Nandkeolyar has been actively involved in research, training, coaching, and mentoring activities, particularly in SMEs and startups. He has taught at numerous B-Schools, written research papers and book chapters, and received awards for his work. Currently serving as Co-chancellor (Adjunct) at Commonwealth University and teaching at Victoria University, he continues to be a keynote speaker and workshop facilitator. In his leisure time, he enjoys music, films, writing short stories and poems, and spending time with friends and family. Prof. Nandkeolyar's guiding philosophy is to deliver value and succeed in all his endeavours, benefiting his employers, peers, subordinates, customers, clients, and students/trainees.

Q: Can you tell us about your professional journey and the various roles you have had throughout your career?

My professional journey has been a tapestry of diverse roles and transformative experiences.

It commenced in sales and marketing, transitioning to become a Managing Director in the corporate sphere. My passion for education led me to pursue a doctorate, propelling me into academia.

While pursuing education, I ventured into consulting due to requests from former students. Entrepreneurial ambitions followed in Pune, albeit with challenges. Subsequently, I embraced research and teaching, guiding me through various Management Institutions in India and abroad.

An invitation from a Commonwealth University for a workshop across continents expanded my horizons. The success of this endeavour led to an offer as co-chancellor, later adapted for online engagement due to the pandemic.

In retrospect, my journey underscores adaptability, academic commitment, and a blend of educational and entrepreneurial pursuits. Each phase has contributed uniquely to my growth and

continues to propel me forward.

Q: What is your work experience in terms of online education? How can you change the innovative approaches and the changes in education?

The post-COVID landscape has witnessed significant changes, albeit not abrupt. Notably, the education sector has lagged in swift adoption, unlike the IT industry where



Prof. (Dr.) DILIP NANDKEOLYAR

remote work revolutionized operations globally. This delay has hindered our potential to lead in technology for education. Currently too, universities are cautiously embracing innovations like CHATGPT.

I've actively advocated for change within academic circles and utilized my network to propose innovative ideas, aligning with the opportunities presented by the New Education Policy. My concept centres around leveraging remote learning, a transformation that could have positioned us as tech pioneers.

Q: As far as my experience is concerned, let's say, if we talk about CHATGPT or artificial intelligence, so nowadays it is going to be a completely new domain if we talk about coming up next four or five years. And there is already a designation created by the name of prompt engineer.

In the next four to five years, domains like CHATGPT and artificial intelligence will redefine the landscape. A new role, the prompt engineer, has emerged, analogous to user-focused tasks in tech giants like Microsoft Office. This designation bridges the engineering aspect with user interaction. The tech industry is strategically streamlining its workforce, enhancing efficiency, and preparing for the future. Complex tasks that previously took days now require mere hours, and team sizes have shrunk while output has increased.

The adoption of this trend hinges on higher education, particularly in professional spheres. Embracing this paradigm shift is crucial. Coding research data and conducting literature surveys can be time-consuming, diverting attention from creative and critical thinking. The emergence of AI presents an opportunity to automate such tasks, enhancing productivity and allowing experts to focus on higher-order aspects. Mastery of these tools remains essential, as they can empower professionals to achieve efficient

and refined outcomes.

Q: Some of the universities worldwide have been against Artificial Intelligence.

Opposition to artificial intelligence is a global phenomenon, and this sentiment is echoed in India as well. Notably, even a prominent figure from Google, who recently stepped down, has cautioned against its rapid advancement. Despite these concerns, the trajectory of AI development, in my opinion, is unlikely to decelerate significantly.

Q: In your opinion, what are the key factors for successful career planning and development within a cross-functional and multiracial workforce?

From my experience and my perspective, cultivating a successful career within a cross-functional and multiracial workforce hinges on empathy. Having navigated diverse teams both locally and internationally, I believe that fostering empathy is paramount.

This approach has consistently proven invaluable in bridging differences and fostering harmonious collaboration.

Q: What according to you can institutions and Universities maintain the standard and the quality of higher education?

Very frankly, maintaining the standard and quality of higher education is a nuanced endeavour. The tendency to overly regulate through measures like IQAC norms can inadvertently stifle the dynamic nature of knowledge. This is not just a concern within Indian institutions but is observed globally. Striking a balance between regulation and flexibility is key.

Embracing emerging technologies, like the rapid adoption of ChatGPT, should be a priority. However, resistance often arises

from the fear of disrupting established career trajectories. To elevate academic standards, institutions must proactively incorporate new methodologies. In my considered opinion, adapting swiftly to innovative approaches is instrumental in enhancing educational quality.

Q: Commonwealth University is known for its commitment to academic excellence. How do you ensure the maintenance of high standards and quality education as a Co-Chancellor?

My role as Co-Chancellor at Commonwealth University centres precisely on upholding its renowned commitment to academic excellence. A key approach is tailoring new course development to specific student cohorts. This allows for a personalized touch and ensures the course's relevance and resonance. To maintain quality, we prioritize engaging with students before assessments. Over the past decade, I've been exploring collaborations with psychologists and psychiatrists to incorporate attitude assessments, recognizing that the corporate landscape now values attitude over mere aptitude. This approach is designed to cultivate well-rounded individuals ready to excel in the dynamic world beyond academia. Moreover, our selection process incorporates multi-faceted evaluations, including group discussions and personal interviews, enhancing the quality of the students admitted and, consequently, the overall educational experience.

Q: What is the role of attitude in a person's life and his recruitment as well? So, what are your views on a multidisciplinary approach to teaching and learning?

The role of attitude in an individual's life is pivotal. It significantly influences one's approach to challenges, interactions, and personal growth. In the context of recruitment, attitude has transcended mere aptitude as organizations recognize the value of adaptable,

positive, and collaborative individuals who can contribute effectively to diverse teams and evolving environments.

Regarding a multidisciplinary approach to teaching and learning, universities are increasingly embracing this paradigm. However, my perspective leans toward a pragmatic fusion of disciplines. Rather than merely adding multidisciplinary elements, I advocate for a strategic integration of fields. Today's world emphasizes specialization, and while the New Education Policy promotes multidisciplinary, I believe a balanced approach is crucial. Combining focused expertise with a broader understanding can equip students to navigate complex challenges with comprehensive insights.

Q: If you specifically talk about multidisciplinary what type of courses or tracks would help in improving a person's attitude according to you?

Addressing the modification of attitudes within a multidisciplinary framework necessitates a nuanced approach. An individual's initial disposition is deeply rooted and challenging to alter. Backgrounds, exposures, and cultural influences shape our responses, creating both acceptance and compromise.

For instance, let's consider a sensitive topic like dietary preferences in Northeast India. While beef consumption is customary, local sentiments here may oppose it. If a student from this region interacts with diverse communities, even abroad, and experiences different perspectives, their attitude can evolve. This highlights the potential for change through exposure and interaction.

My proposal involves integrating these learning experiences into various stages of education. Regular exposure to different viewpoints, coupled with reflective assessments, can contribute to attitude transformation. This approach aligns with the essence of quality

education – fostering understanding and adaptability.

Q: You spoke about multidisciplinary, could you share your thoughts on entrepreneurship too?

Entrepreneurship has assumed paramount importance as the job landscape transforms. Traditional employment avenues might not be as prevalent, which underscores the significance of fostering an entrepreneurial mindset. I've been involved in proposing initiatives that sensitize students to embrace gig work, particularly in the white-collar domain. This trend is expanding in India, shifting from being ranked fourth globally to the seventh position. However, in terms of growth, India leads, indicating a dual shift in the aspirations of the current generation. They are increasingly seeking alternatives to the conventional nine-to-five paradigm, and the trend of "gathering no moss" has evolved further – now they prefer even more freedom. The role of entrepreneurship in this context is pivotal, offering not only an alternative career path but also a mindset aligned with the changing dynamics of the modern workforce.

Q: According to you what are the ways to train the student's mindset?

Sensitization is the cornerstone of shaping students' mindsets. Recognizing that resistance is a natural response, akin to our own reactions during upbringing, is pivotal. Similar to how we once reacted sceptically to guidance from parents or mentors, understanding that students may display similar behaviour is essential.

As an educator, I've adopted a strategic approach that leverages their momentum. For instance, I encourage students to forego traditional written assignments in favour of creating short films that encapsulate complex concepts. In class, I employ storytelling,

blending personal anecdotes with chapter-related content. By prompting them to connect lessons with stories, I encourage a deeper understanding of the subject matter. This method is tailored to the student demographic at hand and may differ for more experienced learners, such as those at Commonwealth University. By understanding and catering to their distinct needs, we can effectively guide their mindset evolution.

Q: Can you share with us some of your key interests and hobbies outside of your professional life and how you find time to pursue them alongside your demanding roles as co-chancellor at Commonwealth University

Absolutely, when it comes to juggling my role as Co-Chancellor with my personal interests, enthusiasm is my guiding principle. You see, time isn't just a fixed entity – it's wonderfully elastic when fueled by genuine passion. I often share a relatable scenario in class: Imagine a student's visiting father with a limited timeframe before an early morning flight. Despite academic commitments, most students would prioritize spending time with their father. This vividly illustrates that when something truly matters, time has a way of accommodating it.

Beyond my professional engagements, I'm fervently drawn to social interactions and forging new connections. Travelling provides an avenue for meeting fascinating people and learning from their experiences. What's even more thrilling is that these encounters often find their way into my teaching methods. I craft compelling stories around these insights, seamlessly blending my personal interests with my educational role. It's this natural fusion that keeps me invigorated and ensures that my hobbies and professional pursuits harmoniously coexist.

BEYOND RESULTS: EMPHASIZING THE VALUE OF PROCESS UNDERSTANDING AND APPRECIATION - Dr. SUSHIL KUMAR

Dr. Sushil Kumar is an Assistant Professor of Entrepreneurship & Strategic Management at the Indian Institute of Management Visakhapatnam. He holds a doctorate in Business Policy & Strategy from the Indian Institute of Management Raipur, an MPhil from IIT Bombay, and a Post Graduate degree in Social Entrepreneurship from TISS Mumbai. With a background in industry and academia, he has worked as a faculty member at the University of the Fraser Valley and Rajagiri Business School Kochi. Dr. Kumar has extensive experience in business development, fundraising, project implementation, and knowledge management as a Senior Operations Manager at Nidan Microfinance. At IIM Visakhapatnam, he teaches courses on Strategic Management, Entrepreneurship, Business Growth, New venture planning, Strategy in Emerging Markets, and Corporate Governance. He is actively involved in consulting and mentoring programs for startups, including the Women Startup Program and tech startups under the Nidhi Accelerator Program. Dr. Kumar has conducted Management Development Programs for senior officers at various corporate clients and his research interests include competitive strategy, entrepreneurship, small-scale enterprises, competitive dynamics, new venture creation and business models, and international business. He has published papers in top management journals and presented his



Dr. SUSHIL KUMAR

research papers at leading international management conferences.

Q: Can you provide an overview of your educational background and experience in academia, specifically related to the field of management?

As per my academic background, I did my masters in Social entrepreneurship from Tata Institute of Social Science under the School of Management and Labor Studies, Bombay. For some time, I worked with Tata Chorus then worked with a microfinance company, and then rejoined IIT Bombay to pursue my young field planning and development in design at the School of Humanities and Social Sciences, IIT Bombay. And post that, I did my PhD from IIM Raipur on “Dynamics of New Venture Creation” which studied E-commerce start-ups in India. And post that I am continuing my research work and teaching in the same institute.

Q: What motivated you to pursue a career in teaching and research, particularly at IIM Visakhapatnam?

My research journey began unexpectedly during my masters at Tata Institute of Social Sciences, where I initially planned to pursue an MBA. However, witnessing the work of passionate researchers addressing emerging issues captured my interest. After completing my MBA, I encountered unsolved management problems at work, sparking a desire to contribute through research. I

delved into research methods at IIT Bombay, gaining insights into social, economic, and technological aspects. Moving to IIM Visakhapatnam for my PhD, I focused on understanding venture creation dynamics in the digital age. I conducted mixed-method studies, interviewing prominent startups and collecting quantitative data from entrepreneurs across India. Now a professor at the University of the Fraser Valley, Canada, I continue my multidimensional research on new venture creation, scalability, and growth. This journey has nurtured critical thinking and emphasized the importance of research in my life.

Q: Could you please share any significant project role that you were instrumental in? Womens startup program, tech startup under the accelerator program TID 2.0, and social entrepreneurs at Iron Midfield and incubation center of Bishop of Entaminum?

In 2021, I submitted a research proposal to the Ministry of Education's Indian Council of Social Sciences Research (ICSSR) with a focus on understanding the challenges faced by women entrepreneurs in Andhra Pradesh regarding their business scalability. Despite a boost in starting businesses after the state's bifurcation, women-owned enterprises were not growing at the same pace as their male counterparts. The proposal received a grant of 5,00,000 to conduct the research through random sampling and collaboration with various organizations. As part of the research, I mentored the Women's Startup Program at IIM Visakhapatnam, supporting and nurturing women entrepreneurs from diverse fields, including healthcare, technology, and social sustainability. We completed three cohorts of women entrepreneurs and provided funding, consulting, and mentoring for social impact projects. The aim was to create a new framework and policy paper for the state, addressing the challenges faced by women entrepreneurs and facilitating their growth.

Through this endeavor, we supported startups working on innovative solutions, such as Urban Nap PODs for airport travelers seeking rest and educational initiatives for marginalized communities like brick-making workers and rag pickers' children. At IIM Visakhapatnam, I serve as the area chair of entrepreneurship and continue to foster entrepreneurship across different demographics. Our goal is to encourage and support entrepreneurship at all levels, ensuring that anyone associated with the institute can pursue their startup dreams with financial backing and guidance.

Q: In your classroom, what teaching methods do you employ to ensure an engaging and effective learning environment for your students?

Sure, that's a great question! Let me explain the pedagogy and teaching approach we follow for the Post Graduate Program (PGP) at our residential institute, which is quite distinct from other business schools. To ensure a rigorous and quality-oriented learning experience, we begin with a detailed course outline that outlines the objectives, assignments, topics, and curriculum for each subject. The evaluation methods include quizzes, group discussions, individual assignments, and the option for live projects. The course primarily adopts the case teaching method, where students must thoroughly analyze and discuss assigned cases from reputable sources like IV or Harvard before attending the class. We encourage active class participation to develop students' speaking, directing, guiding, and problem-solving skills.

Additionally, we provide articles for analysis and often have students act as managers or employees to solve real-time problems in the classroom. In-class exercises and group projects are pivotal in nurturing an entrepreneurial mindset among students. The group projects involve primary data-based work, encouraging them to interact with

entrepreneurs and provide practical solutions to their challenges. Exams are comprehensive and plagiarism is strictly monitored. Assignments exceeding a specified length are checked for plagiarism, with faculty setting limits to encourage critical thinking and originality. We also implement a peer review process for group projects, ensuring equal contribution from all members to earn grades. Our approach aims to go beyond creating entrepreneurs; rather, we strive to train our students to be entrepreneurial thinkers, equipped with the skills and mindset to excel in the management field. By maintaining a rigorous and holistic pedagogy, we believe in delivering an effective and transformative management education experience for our students.

Q: What strategies do you employ to encourage critical thinking and problem-solving skills among your students?

In our institute, we have a diverse mix of students, with many of them having one to two years or more of work experience before joining. This experienced cohort complements the freshers and enhances the overall learning experience. We prioritize active participation and critical thinking, encouraging students to raise questions and generate ideas during class discussions. The concept of design thinking encourages out-of-the-box problem-solving, ensuring that students focus on the right issues. Additionally, each course includes industry experts who challenge students with stimulating questions and cross-questioning, fostering deeper understanding and critical thinking. Through this rigorous approach, we aim to instil strong analytical skills and develop our students' abilities to solve complex problems effectively.

Q: Could you share any experience or examples where you have successfully collaborated with industry professionals or practitioners to breach the gap between academia and the corporate world?

IIM aims to educate a diverse range of students, including those from rural backgrounds and science or tech disciplines, who may have varying English and communication skills. To address this, we collaborate with corporate communication companies to provide parallel training on communication, leadership styles, and discussion methods from the first year itself. This boosts students' confidence and enhances their employability for placements in the second year. The institute engages students in various projects initiated by the Government of India, enabling them to interact with industry experts. For instance, the Gathi Shakti scheme focuses on the national logistics policy, and students visit ports, railway wagons, and industry corridors to understand supply chain and logistics challenges. Additionally, we facilitate interactions between students interested in entrepreneurship and established entrepreneurs, creating opportunities for learning and idea-sharing. Regular symposiums and summits featuring bureaucrats, CEOs, CFOs, CTOs, and other industry leaders provide insights and real-world perspectives to students. Many students also undertake live projects to gain practical experience and apply their learning. Moreover, we have initiated international collaborations, allowing students from IIM Visakhapatnam to gain exposure to foreign markets and cultures while foreign students come here to learn about India's emerging market.

Through these efforts, IIM Visakhapatnam strives to provide comprehensive and globally oriented education, empowering students to thrive in diverse business environments. As we continue to progress, we remain committed to further improving our educational offerings and facilitating the success of our students in their professional journeys.

Q: What is your teaching philosophy and how do you believe it aligned with the values and vision of the Institute?

My teaching philosophy revolves around

equipping students with the knowledge and skills necessary to thrive in the competitive market. It is my utmost intention that every student in my class actively interacts, speaks up, and engages critically with the ideas presented. I believe in providing personalized attention and guidance to each student to ensure they are trained in the best possible way. As part of our teaching philosophy, we encourage students to think beyond the conventional norms, as the rapidly changing business world demands. Innovation is key to our teaching approach, and I constantly update and modify the course outline to stay relevant and address market requirements. The institute aims to empower students, nurture their capabilities, and enhance their performance outcomes. In line with this vision, I emphasize active class participation, encouraging students to voice their thoughts and ideas confidently. We believe that students are the future, and we strive to instill in them the ability to speak, think critically, and take action. Extracurricular activities complement their management learning, allowing them to apply their knowledge practically.

Moreover, we train our students to read research papers and write case studies, encouraging collaboration with research scholars and faculty to contribute to data collection and publication work. By providing them with holistic education and practical exposure, we aim to shape well-rounded and competent business professionals armed with quality knowledge. Ultimately, my teaching philosophy is empowering students to excel and contribute meaningfully to their future careers.

Q: In your opinion, what are some of the most significant challenges based by today's youth? Particularly in terms of their education, career, and personal development.

In today's fast-paced world, the youth's aspiration is to achieve results as quickly as possible. While this urgency is understandable

due to the value of time and its cost, the focus on shortcuts and immediate outcomes may compromise the quality and rigor of the process. As educators, we aim to instill a balance between being process-oriented and result-driven in our students. We emphasize that merely achieving results is not enough; they must also understand and appreciate the importance of the process. The current generation seeks to be well-rounded, learning about various aspects of business and acquiring diverse knowledge. However, we guide them to eventually become experts in specific areas of interest, fostering career growth and specialization. We observe that some students shy away from taking the lead, being more reactive than proactive. Our goal is to encourage proactive thinking and initiative, empowering them to act even when not explicitly directed.

Technological advancements have significantly impacted our lives, changing how we live, work, and perform tasks. While technology presents positive opportunities, it also creates uncertainty and fear of failure among the youth, particularly when they struggle to keep up with the ever-changing landscape. The socioeconomic divide further adds to the challenges faced by the youth. Those from more privileged backgrounds tend to lead and succeed, while others from disadvantaged backgrounds may face greater struggles. As educators, we acknowledge these challenges and strive to provide equal opportunities and support to all students, promoting inclusivity. While the youth's aspiration and awareness of adapting to new technologies are commendable, it is essential to balance embracing change and valuing the process. Our role as educators is to guide them in this journey, nurturing their abilities, and fostering a sense of purpose and mindfulness as they navigate the dynamic and competitive world.

ARTICLE ON MIXED REALITY EXPERIENCES WHILE WORKING IN HYBRID MODE FOR PHYSICAL AND MENTAL WELLNESS OF EMPLOYEES - Mr. ABHINAV SAHA

Mr. Abhinav Saha is a passionate and skilled game developer, holding a 1st class honors degree in BSc Games Design. His journey in the gaming industry has been exhilarating, sparked by a lifelong fascination with video games. His diverse knowledge encompasses concept art, game mechanics, level design, and storytelling, leading to a holistic approach in game development. Currently working at Eddify, a renowned game studio, he enjoys collaborating in a creative environment, coding interactive gameplay elements, and contributing to cutting-edge games. He aims to craft emotionally impactful experiences that connect players to virtual worlds, continually seeking inspiration from various gaming genres and platforms.

Introduction

Office workers typically spend long hours sitting at their desks, staring at computer screens, and engaging in minimal physical activity. This sedentary lifestyle can lead to a range of health issues, including obesity, cardiovascular problems, and musculoskeletal disorders. Therefore, incorporating exercise into the daily routine of office workers is of paramount importance for maintaining their physical and mental well-being. Regular exercise has been proven to have numerous benefits for office workers. Firstly, it helps to

combat the negative effects of a sedentary lifestyle by promoting cardiovascular health, improving blood circulation, and reducing the risk of chronic diseases such as diabetes and hypertension. Physical activity also helps to manage weight, increase energy levels, and enhance overall fitness, which can lead to increased productivity and efficiency in the workplace. Exercise is not only beneficial for physical health but also has a positive impact on mental well-being. Engaging in physical activity releases endorphins, which are natural mood boosters, leading to reduced stress, anxiety, and depression. Office workers who exercise regularly often experience improved

concentration, enhanced cognitive function, and better problem-solving abilities, which can significantly contribute to job satisfaction and performance.

In the context of remote work and the hybrid model, where office workers may not have access to traditional exercise facilities or face-to-face interaction with colleagues, integrating exergames within meeting apps can be a practical solution. These games can encourage

individuals to take regular breaks from prolonged sitting, engage in physical activity, and promote a healthy work-life balance. By incorporating elements of competition and rewards, exergames can make exercise



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more enjoyable and motivating, encouraging consistent participation. will explore the concept of mixed reality experiences designed specifically for office workers. We will discuss the importance of exercise for physical and mental well-being and how integrating exergames into meeting apps can encourage employees to stay active while having fun. Specifically, we will focus on a VR exergame that involves doing push-ups to progress in the game. This game aims to address the health issues associated with long periods of sitting and promote a healthier and more engaging work environment.

Game Overview and certain Ideas

The VR exergame we propose is centered around push-ups as a means to progress in the game. By combining exercise with incentives and rewards commonly found in traditional entertainment-focused games, we aim to make exercise enjoyable and engaging for office workers. The game will feature both co-op and solo modes, allowing employees to work with their teams or compete against colleagues. The cooperative mode fosters teamwork and strengthens the chemistry among team members. Players will earn strength points by performing push-ups and completing levels in the game. These points will contribute to character development and unlock new levels and character accessories as rewards. To ensure that players maintain proper posture and technique, strength points can only be gained by executing push-ups correctly. This not only promotes exercise but also encourages participants to adopt good exercise habits.

Competitive Hurdle Race:

The competitive hurdle race is an exciting and engaging mini-game that adds a physical activity component to the gaming experience. In this game, players are required to navigate

a hurdle course while competing against other players or AI opponents. The gameplay follows a PvP (Player vs. Player) style, creating a sense of competition and encouraging players to give their best effort. To clear each hurdle in the game, players must perform push-ups. This unique mechanic not only adds a physical element to the game but also encourages players to engage in exercise while playing. By incorporating push-ups as a requirement to progress in the game, players are motivated to incorporate physical activity into their gaming sessions, promoting a healthier and more active lifestyle. The game offers various features to enhance the competitive aspect and provide a rich gaming experience. Players can compete with their friends, adding a social element and creating friendly competition. Additionally, the game includes hurdle relay races, allowing players to participate as a team and work together to overcome obstacles. This cooperative gameplay encourages teamwork and camaraderie among players.

One of the notable aspects of the competitive hurdle race is the inclusion of hurdles of different sizes. These hurdles present varying difficulty levels, challenging players to adjust their push-up intensity and timing accordingly. This feature adds an element of strategy to the game, as players must consider their physical capabilities and make tactical decisions to overcome each hurdle efficiently. The game also rewards players for their performance. The first three players to complete the race receive the highest strength points, character accessories, and character development. This not only incentivizes players to strive for excellence but also adds a sense of progression and achievement to the game. Other players who complete the race will still earn strength points, contributing to their overall progress in the game.

In essence, the competitive hurdle race is a mini game that successfully merges physical activity with gaming. By requiring players to perform push-ups to clear hurdles, the game

promotes exercise and a healthier lifestyle. With its competitive gameplay, social features, and strategic elements, the game provides an immersive and enjoyable experience while encouraging players to stay active.

Hill Climb Game:

The hill climb game is an exhilarating mini-game that combines physical activity with competitive racing. In this game, players are tasked with racing against each other to climb hills. The gameplay mechanics are unique, as the speed and success of each player's climb are determined by how fast and efficiently they perform push-ups. The game offers both individual and team-based competition. Players can compete individually against other employees, creating a sense of personal achievement and motivation. Alternatively, they can form teams and compete against other teams, fostering collaboration, teamwork, and a sense of camaraderie among colleagues. This team-based aspect adds an extra layer of excitement and encourages players to work together to achieve victory. As the hills in the game become steeper, players will face increased difficulty in climbing them. To overcome this challenge, players must hold their push-ups to maintain momentum, similar to jumping over taller hurdles in the previous game. This mechanic requires players to not only perform push-ups quickly but also demonstrate strength and endurance. It adds a strategic element to the gameplay, as players must gauge their physical capabilities and find the right balance between speed and stamina. Like the competitive hurdle race, the hill climb game rewards players for their performance. The top three players who reach the hill's summit first will earn the most strength points, character accessories, and character development. This system of rewards motivates players to give their best effort, strive for excellence, and progress within the game. Additionally, players can

compete with their friends, further enhancing the social aspect of the game and providing opportunities for friendly competition and bonding.

The hill climb game offers a unique and engaging experience combining physical activity, competition, and strategy. By incorporating push-ups as a measure of speed and success, the game encourages players to engage in exercise while having fun. Whether competing individually or as part of a team, players can enjoy the excitement of racing against others and earning rewards for their achievements. The hill climb game not only promotes physical fitness but also fosters teamwork and a sense of accomplishment.

Conclusion

In conclusion, integrating mixed reality experiences and exergames within office environments presents a promising and innovative approach to promoting exercise and improving the well-being of office workers. By leveraging virtual reality (VR) technology and incorporating push-ups as a game mechanic, these solutions have the potential to effectively motivate employees to engage in physical activity during their breaks, leading to a multitude of benefits including improved health and increased productivity. VR technology allows office workers to immerse themselves in interactive and engaging virtual environments, creating a sense of presence and enjoyment during exercise sessions. By donning VR headsets, employees can escape the confines of their desks and experience virtual worlds that encourage movement, physical exertion, and a break from the sedentary nature of office work. Incorporating push-ups as a game mechanic within these mixed-reality experiences adds a dynamic element to the exercise routine. This requirement not only promotes physical activity but also strengthens muscles, improves endurance, and contributes to overall fitness.

By tying exercise directly to the progression and success in the game, employees are motivated to actively participate and strive for personal improvement, fostering a culture of well-being within the office environment.

Furthermore, the competitive nature of these exergames encourages teamwork and camaraderie among colleagues. Employees can engage in friendly competition, form teams, or participate in relay races, fostering a sense of unity and collaboration. This not only enhances the overall work environment but also strengthens relationships among team members, leading to improved morale, communication, and cooperation within the office. By implementing these innovative solutions, office environments can be transformed into active and enjoyable spaces that prioritize the physical and mental well-

being of employees. Integrating mixed reality experiences and exergames allows office workers to break free from the monotony of sedentary work, promoting regular physical activity and creating a healthier work-life balance. Hence, using VR technology, coupled with the incorporation of push-ups as a game mechanic, presents a compelling opportunity to revolutionize how office workers approach exercise. These solutions have the potential to improve the health, productivity significantly, and overall satisfaction of employees, ultimately creating a more active and engaging work environment.



BULLETIN FROM GRAD-SCHOOL

B-School's MBA graduates experienced a remarkable placement season



The Jaipuria Institute of Management achieved a significant milestone in its 2023 placement season. The class of 930 students received nearly 1000 offers, breaking the previous placement record. The Institute hosted almost 250 recruiters, including 110 brand-new ones. The season's highlights included an increase in the number of numerous employment offers, with more than 100 students accepting them.

An Online Career Platform Seeks B-School Partnerships For New Alumni-Focused Program

The cooperation program, which was unveiled recently, offers universities both a free and a premium alternative. Universities can create a unique landing page, link to their alumni portal, or use Whomi to promote events by paying \$1,999 annually. Mendoza College of Business at the University of Notre Dame, Mays School of Business at Texas A&M University, College of the Holy Cross, and Quantic School of Business and Technology are a few of the partners already in place. A free layer of the service is also available, effectively instructing alumni and students on how to use the self-guided platform.



Indian Institute of Management Bodh Gaya: The new IIM is slowly becoming a major B-school



A large area of land covered in bushes with the occasional century-old tree. Former Magadh University students are housed in two dilapidated, four-story dormitory buildings and one similarly run-down, two-and-a-half-room structure. Vinita S. Sahay was met with this when she assumed leadership of the recently established Indian Institute of Management (IIM) Bodh Gaya in February 2018.

Indian B-School students excel in AIM2 Flourish global contest

The UN's Sustainable Development Goals (SDGs) are used as the competition's guiding principles to showcase companies that positively affect society and the environment.



The BT Best B-School & HR Summit



At the BT Best B-School & HR Summit, which took place on June 22 at Delhi's ITC Maurya, the brightest minds in business debated and discussed a variety of topics, including the evolving nature of management education in the VUCA environment and the skillsets required for future business leaders.

CAT opens the doors to most of the country's leading B-School

A top management school faculty believes that the Common Admission Test (CAT), which opens the doors to most of the nation's top B-Schools, including the IIMs, must be updated. The Indian Institute of Management's MBA admissions exam is heavily weighted in favor of candidates who have a good foundation in aptitudes like arithmetic, data analysis, and logical reasoning. Over time, this has led to a rising proportion of engineering students enrolling in the best B-Schools while humanities students have lagged.



GIBS Business School Secures Top Rankings in Business Today's Best B-schools Survey 2023.



Bangalore, India - The Global Institute of Business Studies (GIBS) has once again demonstrated its mettle in India's fiercely competitive management school market. GIBS Bangalore has cemented its place among the top institutions for management education by being named one of the nation's top B-schools in

the recently released Business Today's Best B-schools Survey 2023. The survey recognized GIBS's outstanding placement performance as a significant element in the school's success. Due to the institute's outstanding placement results, it has earned a spot among the top 100 B-schools, coming in at an astounding 83. This accomplishment is a testament to GIBS's solid industry relationships, which help students secure rich career opportunities with illustrious companies. A commendable ranking of 65 for GIBS in this category highlights its dedication to keeping up with new trends and giving students forward-thinking capabilities.

S.P. Jain Institute of Management & Research is the best private B-school in India

With a median yearly wage of Rs 32.01 lakh, all students are hired. The 45-acre site is furnished with residential accommodations, a night canteen, and other amenities. A two-year PGDM Online program from SPJIMR has been made public on Coursera and is intended for professionals who desire to receive formal management education online. For professionals who want to receive formal management education remotely, it has also announced the opening of a two-year PGDM online program on Coursera.



Three Indian b-schools among the top 50 globally in Financial Times Rankings 2023



Three Indian universities have made their mark among the top 50 institutions in Financial Times Rankings 2023 of b-schools across the world. Indian Institute of Management - IIM Ahmedabad tops among Indian varsities at rank 35, followed by Indian School of Business - ISB Hyderabad at 41, and Indian Institute of Management - IIM Bangalore at 42.

B-schools push plans to attract more differently-abled students

The Indian Institutes of Management (IIMs) at Ahmedabad, Kozhikode, and Indore, in addition to XLRI and SPJIMR, are among the top business schools preparing their campuses and planning numerous activities to recruit more students with disabilities and increase diversity in new batches.

Although attempts have been made in this direction for some time, there are still few MBA applicants who are PwD, and the pool of such individuals is still small.



Top B-schools tweak curriculum as firms seek hybrid managers



As firms actively seek individuals who can effectively lead teams in various work modes, India's leading business schools are implementing curriculum adjustments to better prepare future managers for the evolving needs and rules of hybrid workplaces.

Companies are looking to hire from campuses; they evaluate applicants for the skills needed for the changing workplace, according to Bharat Bhasker, head of the Indian Institute of Management-Ahmedabad.

AI is a career disruptor, but mastering it is the only way to beat the threat, says Asia School of Business CEO

In the words of Sanjay Sarma, CEO and president of the Asia School of Business in Kuala Lumpur, ChatGPT poses a serious danger to careers and people need to learn how to grasp it so they can utilize it as a tool rather than avoid it. Learning is the new oxygen for the economy, according to Sarma, a former vice president for open learning at MIT, and businesses must provide learning incentives to attract top talent.



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AN EMPOWERED WOMAN POSSESSES UNFATHOMABLE STRENGTH AND ACHIEVEMENT



BAISHALI DUTTA



DEBANKITA GUHA



RADHIKA S. NAIR



SANA FAIZ

AN ARTICLE ON WOMEN EMPOWERMENT BY WOMEN POWERHOUSE OF OUR BUSIN STUDENTS STEERING TEAM

“Behind every successful man, there is a woman”. In addition to applying to men, this adage also has implications for how the cosmos functions. A woman is viewed as the picture of courage and love. However, even in the twenty-first century, discrimination and difference remain the most offensive labels.

The urgent requirement of the hour is for women to have socioeconomic equality. It is urgently necessary to outlaw the gender-based discriminatory practices that are now in use. However, some members of the feminist movement have questioned a number of gender-based discriminatory practices. They have spoken out against sexual assault, harassment, and domestic violence. Additionally, they supported workplace rights such as opportunities for job advancement and equal compensation.

All inequalities in income and asset distribution constitute economic inequality. Due to social norms, cultural practices, and the designation of economic rights based

on gender, women experience economic inequality. The oppression of women due to economic disparity frequently crosses gender lines and includes prejudice based on one's class, race, or skin color. According to the National Organization for Women, economic rights discrimination on the basis of gender varies from country to country. According to data from the United States, women are paid, on average, for full-time, year-round work, women earn only 78% of what men do; for women of color, the wage gap is far wider. Despite the passage of the Equal Pay Act in 1963 and other laws banning employment discrimination, significant pay disparities continued.

Certain clauses in the Indian Constitution place a special emphasis on the preservation of women's socioeconomic rights and on their empowerment. Article 14 discusses legal equality. Some governments have established schemes to assist women in advancing in societies where men predominate because women are crucial to human growth. To educate

the public about the value of educating all girl children in the country so that their rights are not abused, the Beti Bachao Beti Padhao Andolan was established. The key elements of women's empowerment are their earning potential and access to education. Financial independence is essential for empowering women. Working woman hostels, an initiative, have given working women access to safe and practical lodging. Every working woman who qualifies for this program receives benefits, regardless of caste, religion, marital status, etc.

Female health is another issue that is frequently disregarded. In order to maintain the health of women, it's critical to follow a proper food and care regimen. Premenstrual syndrome (PMS), fertility, and pregnancy, and nursing are all facilitated by a good diet. It gives them energy and helps them keep their weight in check. The Indian government has launched the Janani Suraksha Yojna in an effort to enhance female health. To enable all pregnant BPL, SC, and ST women to give birth in government health centers or institutions and to reduce infant and maternal deaths, this health program is fully financed by the Government of India under the National Health Mission.

We have allowed ourselves to become victims of these distinctions at some point in the course of human history. Standing in the 21st century, where these differences have not yet merged but have become somewhat muddled, the sad reality is that the obedient masses of the past and present, who were so willing to let their rights and freedoms be bought and sold by the crafty masters of empty promises and false hope, are to blame for our world becoming one of oppression and suppression, not them. Without a doubt, the Indian government is working hard to reduce gender-based discrimination, take care of women's health needs, and focus on many other areas where women are lagging behind. To have a beneficial impact on all of their socio-cultural and economic rights, women must unite and

fight for their rights collectively.

Women empowerment can be interpreted as promoting women's sustainability with their freedom of exercising rights to determining their own choices which could be influential on social change for themselves as well as of others. India is diverse in its own communal and social aspects. Female empowerment is a fundamental right that in turn empowers women in their freedom to exercise their opinion in nation building.

Primarily women's empowerment is of gender equality in all respects be it work front or home front. The health and well-being of all are treated equally at par. achievement is possible through the implementation of laws on empowerment and promoting education among females.

Women's empowerment is measured by their sustainability in maintaining gender equality. Organizations have the responsibility to ensure discrimination is discouraged through code of ethics programs and communicated effectively within the organization. Human fundamental rights are upheld and the suggestions and complaints are redressed in an effective manner.

It is essential for social development to ensure all humans are treated equally irrespective of gender and opportunities for improvement are identified equally.

Women are no longer considered slaves and have equal responsibility in managing work as well as Homefront.

Indian culture and epics have a great contribution to today's women's empowerment, the ancient gods and deities have a clear representation of such empowerment in the architecture and structures in India. Unlike west the discrimination was not encouraged but a protective and inclusive sense was imbibed in education and the home front.

The culture changed with changing times and eventually changed to women confined to

the home front, later in the 90s the scenario changed to women's opportunities increment in social and economic sectors.

Women's empowerment refers to their growth, acknowledgment, and involvement in the decision-making process. Additionally, it entails granting them equal opportunity for advancement and development in society and rejecting gender bias.

Women's rights have seen major advancements during the past few decades in every continent. Women's human rights have long been a priority for the United Nations. The realities of women are always changing as new types of discrimination against them routinely emerge, but there are still considerable gaps. Due to their age, ethnicity, nationality, religion, health, marital status, education, handicap, and social level, among other factors, some groups of women experience various forms of discrimination. These overlapping forms of bias must be considered when developing policies and methods to combat discrimination against women.

The principles of equality for men and women and the abolition of discrimination are the cornerstones of human rights law. Both the International Covenant on Civil and Political Rights and the International Covenant on Economic, Social, and Cultural Rights prohibit sex-based discrimination in order to guarantee equality in the enjoyment of the rights guaranteed by the Covenants. The International Covenant on Civil and Political Rights, Article 26, also mentions equal protection under the law.

Human rights belong to everyone. These include the freedom from violence and discrimination, the best possible level of physical and mental health, the right to an education, the right to own property, the right to vote, and the right to a living income.

However, many women and girls still experience sexism and gender discrimination on a global scale. Many issues that disproportionately

affect women and girls, like domestic and sexual violence, lower wages, limited access to education, and insufficient healthcare, are rooted in gender inequality.

The rights of women have been putting a lot of effort towards redressing this imbalance for a long time, pushing for changes in the law or protesting in the streets to demand the protection of their rights. In the era of the internet, new movements have emerged.

In the grand tapestry of human progress, women have long been the steadfast weavers of society's fabric. Yet, their journey toward empowerment and equality has often been met with obstacles. Today, society stands at a pivotal moment, where recognizing and championing the economic and social rights of women can unleash a wave of transformation, propelling humanity toward a brighter future.

Economic empowerment is a catalyst that propels women into positions of strength and influence, ultimately shaping the trajectory of societies. When women are afforded equal opportunities, the potential for innovation and prosperity knows no bounds. By ensuring equal pay, access to quality education, and fair representation in leadership roles, a path that nurtures their talents and amplifies their voices can be forged. Embracing entrepreneurship and supporting women-led initiatives creates a thriving ecosystem, where economic growth intertwines with social progress.

The social empowerment of women lies at the heart of a just and equitable society. It encompasses breaking the chains of gender-based violence, eradicating discriminatory norms, and fostering inclusive communities. When women's rights are honored, their voices echo with strength, resilience, and wisdom. By providing comprehensive healthcare, including reproductive rights, and ensuring access to justice, we foster an environment where women can flourish, unburdened by oppressive societal norms.

They say, education acts as a transformative

force and can unlock the infinite potential within every woman. By investing in inclusive and quality education, women can be empowered to break free from the cycle of poverty and discrimination. Education provides the tools to question societal norms, challenge gender stereotypes, and dream without limitations. It equips women with knowledge, skills, and confidence, enabling them to shape their destinies and contribute meaningfully to their communities.

The journey towards women's empowerment is not a solitary one but a collective endeavor. By fostering supportive networks, spaces can be created for women to share experiences, exchange knowledge, and inspire one another. Mentorship programs, networking events, and platforms that celebrate women's achievements strengthen the bonds of sisterhood and pave the way for future generations. Together, the empowerment of one woman ripples into the empowerment of many.

The empowerment of women is not an isolated

goal but a commitment to building a better world for all. It is a legacy that transcends generations, infusing societies with empathy, compassion, and resilience. When women are empowered, families thrive, communities flourish, and nations prosper. By upholding the economic and social rights of women, a path can be illuminated that can guide humanity toward a future characterized by justice, equality, and shared prosperity.

In embracing the economic and social rights of women, women embark on a transformative journey. It is a journey that marries the strength of conviction with the power of collaboration, igniting a spark that can ignite a global movement. As women nurture the economic potential, break societal barriers, provide education, and foster supportive networks, they unravel the true potential of themselves. Let the women weave a world where every woman's brilliance radiates unbounded, illuminating the shared path towards a future rooted in equality, justice, and empowerment for all



A SNEAK PEEK INTO UNION BUDGET 2023 FROM THE COMMON MAN'S EYE

Rahul Tarat is currently pursuing a Post Graduate Diploma in Management (PGDM) with a specialization in Finance at Dr. D.Y. Patil B-School. His primary area of interest lies within the Finance domain.

One notable aspect of his academic journey is his choice of the topic "budget" as a focal point for his studies and potential career path. Through this article, Rahul has tried to articulate his understanding of budgeting for common man's understanding.

To begin with, you must know what a budget is meant to do. In other words, just as a company must forecast its revenue, expenses, and the most important development metrics it will focus on when it comes to a nation, so too must a nation construct a budget that is concentrated on three variables.

The majority of the focus has been on the three most important components of this year's budget.

1. Financial Consolidation
2. The significant rise in capital expenditures by the government
3. The adjustments and reimbursements to the new income tax system

Where does the government get the funds used for the construction of roads and its food aid initiatives?

Taxes, licencing costs, permit fees, and penalties are just a few of the sources that

the government uses to pay for itself. Taxes, such as income tax, sales tax, property tax, corporation tax, etc., are by far the main source of money for the government. The government receives revenue through fees and levies as well. The third type is sales of goods and services, when the government generates revenue through the sale of assets like real estate, utilities, or other resources.

The government really obtains royalties from natural resource extractions, such as the extraction of oil, gas, or psus, as our last option. These profits are the result of investments in stocks, bonds, and other financial products. As a result, the government operates much like a company in that it makes money and pays bills. Now, the

economy is considered to be in a surplus if this revenue exceeds this spending; conversely, if this expenditure exceeds this revenue, the economy is said to be in a deficit. In the fiscal year (FY) 22-23, the Indian government spent 39,44,909 crore and brought in 22,83,713 crore rupees. As a result, we have a fiscal deficit, or the difference between revenue and spending, of 16,61,196 crore, which is considered to be an economic deficit.

Where are we obtaining the additional cash if we are spending more than we are earning? Surely a fiscal imbalance is bad?

Due to its fiscal deficit, India borrows money from other countries as well as from international agencies and bonds. The



RAHUL TARAT

Asian Development Bank, International Development Association, International Bank for Reconstruction and Development, and International Fund for Agriculture Development are all currently lending money to the Indian government. If we maintained up this rate of credit expansion, it wouldn't be long until you were a country that was heavily indebted. This is the justification for the government's aggressive initiatives to cut the budget deficit, sometimes referred to as fiscal consolidation. Therefore, if you look at our fiscal deficit during the previous three years, you will observe that it has significantly fallen from 9.2% to just below 8%, and that it presently sits at 6.4%. Our budget projects that we could even reach 5.9% if all goes as planned this year. One of the primary objectives of the budget for this year is the fiscal consolidation aim.

What actions will the government take to accomplish fiscal consolidation, and how will this affect the Indian economy?

Spending is divided into two categories: capital expenditures and revenue expenditures.

Revenue spending is used for ongoing operations and does not lead to the building of long-term assets, whereas capital expenditure is used to invest in long-term assets and increase government efficiency. The government has thus placed a strong focus on increasing capital investment in this Budget so that we may build cutting-edge infrastructure and profit from it in 20 years.

Now the question is, if the government is going to spend so much money, where exactly is it going to spend it, which industries will benefit from it, and which important stocks are to monitor closely?

Let's start with the administration's high level of optimism on the improvement of the country's infrastructure. Over the following three years, India would also construct 100 PM Gati Shakti goods terminals and 4 multimodal

logistics parks.

Furthermore, 400 new Vande Bharat trains of the next generation will be created and produced, which will help the stainless steel industry.

Thirdly, we have a substantial allocation of 7.5 lakh crore, a 35.4% rise in capital spending, and a reduced tax rate for new industrial facilities. The commercial car manufacturer will profit from this. Similar to this, the government has suggested releasing a battery swapping policy and increasing funding for the famous plan from 800 million in FY22 to 2908 million, which is a significant development for the domestic AV sector. The PM homes Scheme would also see the government invest \$48,000,000,000 on affordable homes.

This demonstrates the significance of capex in terms of both economic expansion, stock market investment, and the second act in the government's disinvestment policy to decrease the deficit. Disinvestment refers to the sale of government ownership in a public sector firm with the goal of encouraging privatisation and reducing the role of government in the economy. This disinvestment approach offers the government three key benefits.

- 1. With thousands of crores in cash, the government can truly make a grand departure from these businesses without having to worry about operating the firm, paying workers, or borrowing money to cover losses. From this point on, all the government needs to do is relax and collect taxes when these businesses earn a profit.*
- 2. These funds can really be used by the government to pay down debt or fund more effective infrastructure projects.*
- 3. Finally, when an industry is privatised, it always produces a competitive market that benefits both economic growth and citizen value.*

Therefore, a target of 51,000 crores has been established as a disinvestment in the budget for this year. The second strategy to lower the deficit is to use disinvestment funds to pay off debt or to put them towards more efficient capital investments.

Conclusion: India's tax base, which is quite tiny, is the country's biggest issue with regard to tax payment. Just 2% of Indians pay direct

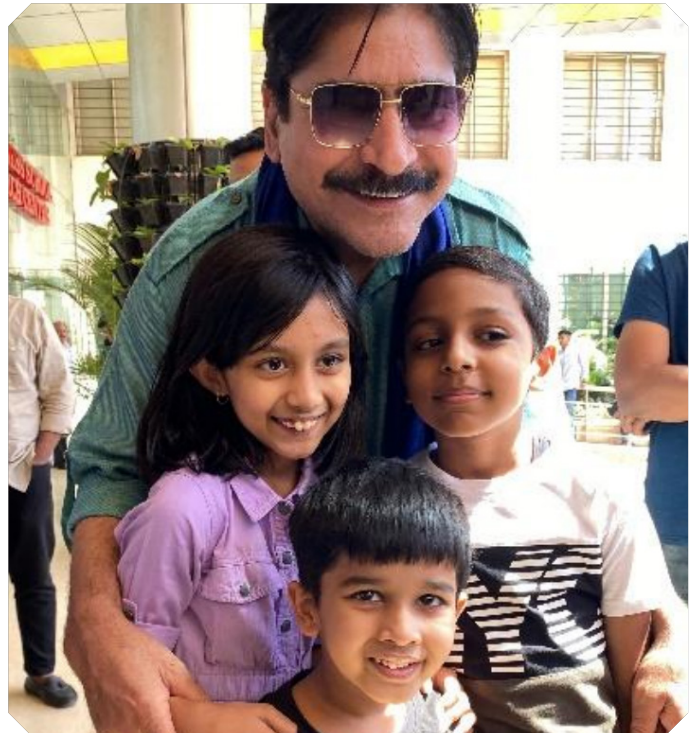
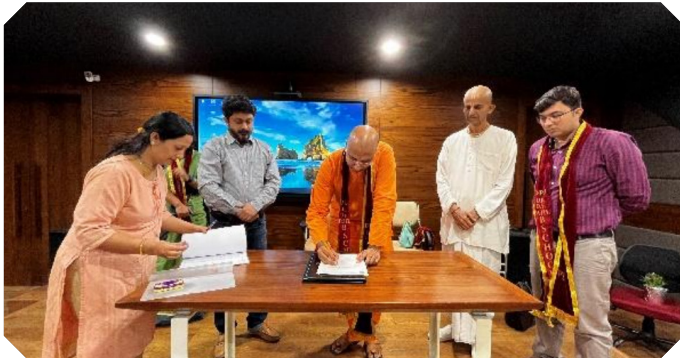
taxes. Taxes are paid by 15% of people in China and 80% of people in the US. These nations are able to advance quickly because of this, which means that our ability to pay back loans is hampered by the fact that our income is insufficient and the number of customers is excessive.

BUDGET 2023



A RIDE TO BEST MOMENTS













DIET ASSESSMENT

100 points

Welcome to a journey towards a healthier, more vibrant you! In this fast-paced world, it's easy to overlook the impact our dietary choices have on our overall well-being. However, taking the time to assess our eating habits can be a transformative step towards achieving optimal health and wellness. In this article, we will explore the art of diet assessment and its profound implications for our bodies and minds.

Understanding the importance of diet assessment allows us to gain valuable insights into our nutritional patterns, helping us make informed decisions about what we eat. By exploring various diet assessment methods, we can uncover our macronutrient and micronutrient intake, identifying potential deficiencies and excesses affecting our health. With this knowledge, we can develop personalized meal plans that cater to our unique needs while fostering a balanced and sustainable relationship with food. Beyond the food we consume, this assessment plan will also consider essential lifestyle factors such as sleep, stress, physical activity, and hydration. The interplay between these elements and our dietary choices shapes our well-being.

Throughout this assessment plan, we will empower you with practical tools to monitor

your progress, identify dietary shortcomings, and make adjustments that align with your health goals. Remember, this journey is not about deprivation or stringent rules but rather about fostering a nourishing and joyful approach to eating that stands the test of time. So, whether you're looking to optimize your energy levels, bolster your immune system, or simply embrace a healthier lifestyle, we invite you to embark on this enlightening diet assessment plan that will lead you towards a life of wellness and vitality.

Let's dive in and discover the transformative power of mindful eating!

1. Keep a record of your food consumption for three days. Every meal should be noted, and each day's dietary record report should be maintained. **** (30 points)**
2. Using the accompanying chart template, average your daily intake totals after the three days of food tracking are over. Utilizing your unique data, determine your recommended calorie and nutrient consumption.

(For example, Athletes seeking to put on weight will consume more calories than usual.). (10 points)



DAY WISE INTAKE

| | Monday | Tuesday | Wednesday | Average | Ideal/Goal |
|--------------------------|--------|---------|-----------|---------|------------|
| Total Calories | | | | | |
| Total g of Fat | | | | | |
| Total g of carbohydrates | | | | | |
| Total g protein | | | | | |
| Total mg of cholesterol | | | | | |
| Total mg of sodium | | | | | |
| Total g of sugar | | | | | |
| Total g of fibre | | | | | |

3. Lastly, utilise your findings to pinpoint three flaws in your present diet and develop modification methods. If you need to consume more or less of a particular food group, consider the rationale behind your dietary decisions. (For instance, come up with time-saving ideas or make a list of quick and wholesome breakfast options if you are in too much of a hurry to eat a nice breakfast. Or, if you consume too much sodium, think about cutting back on your intake of processed or fast food).

Use the template below to identify the problems and set goals along with appropriate and advisable strategies for change. (10 points)



Problem #1:.....

Goal:

Strategies for Change:

.....

Problem #2:.....

Goal:

Strategies for Change:

.....

Problem #3:.....

Goal:

Strategies for Change:

.....

4. Now that you've identified three restrictions and three techniques to overcome them, put them into practice over three days. Document and analyse everything you consume yet again, subsequently recording a summary of your daily dietary log. On the given template, enter your updated diet's daily totals, average, and objective. To use in Step 5, you should maintain track of your development or any obstacles you encounter during implementation.



DAY WISE INTAKE

| | Thursday | Friday | Saturday | Average | Ideal/Goal |
|--------------------------|----------|--------|----------|---------|------------|
| Total Calories | | | | | |
| Total g of Fat | | | | | |
| Total g of carbohydrates | | | | | |
| Total g protein | | | | | |
| Total mg of cholesterol | | | | | |
| Total mg of sodium | | | | | |
| Total grams of sugar | | | | | |
| Total grams of fibre | | | | | |

5. Using the information you gathered in Steps 1-4, write a one to two page reflection about your experiences in this activity. Discuss how following the new plan made you feel and the barriers to implementation.

How did the new choices change your nutrient intake (i.e., did it improve your fat, carbs, protein or calcium intake)? What impact will

this activity have on your future actions? (20 points)

SUMMARY:

The participant in this activity must keep a three-day food diary, tracking their dietary consumption. Based on their unique data,

they are then asked to determine their ideal calorie intake, average daily intake, and nutritional levels. The person recognizes three restrictions in their present diet and creates a change strategy to address these restrictions. To understand their present eating patterns, the initial phase entails tracking and logging food intake for three days. The person then determines their average daily consumption and compares it to their ideal/goal intake, considering their activity level and health objectives.

Following data analysis, the person identifies three issues with their diet and establishes concrete goals to fix them. They create change plans for each issue, such as altering

meal preparation practices, reducing sodium intake, or increasing consumption of food categories. The participant then applies the suggested three-day modifications and notes their updated dietary consumption. To gauge their success, they compare the updated average to their ideal or goal intake.

The person then considers what they have learned from the action. They talk about the difficulties they encountered implementing the new plan and how it made them feel. Additionally, they also examine how the adjustments changed their nutritional intake and the prospective effects of this exercise on their future behaviour, which could result in better eating patterns and general health.

***Please remember, you must keep track of everything you have eaten each day for the 6 total days. Completing these steps is 60 points to grade yourself.*



SINHA GAD TREK





INTERNATIONAL CONFERENCE — 2023 —

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