

Biz NEWS

a commerce club initiative

After a long wait, India welcomes its indigenously-built light combat helicopter (LCH)

Prachand

It is the only helicopter in the world which can land and take off at an altitude of 5000 M, a need felt during 1999 Kargil War and the recent 2020 Galwan skirmishes. It is being talked as one of the world's best helicopter, evident by the purchase requests from 8 countries around the world.



Airbus, along with Tata Advanced Systems Ltd., is proud to kick-start the first ever

Private Military Aircraft Manufacturing

in India. The ₹21,935 crore project for 56 C-295 aircraft will see 40 aircrafts being manufactured and assembled in India. It will create 600 highly skilled jobs directly and is a huge leap for 'Atma Nirbhar Bharat'.



Space technology startup

is set to make history by sending India's first privately developed rocket Vikram-S into space. It will carry 3 student made payloads, under the 'Prarambh' Mission. The mission will establish the private sector of India as a viable market player.

The Competition Commission of India has fined Google 2274 crores for its ill practices in Android ecosystem and abusing its Play Store policies.



भारतीय प्रतिस्पर्धा आयोग
Competition Commission of India

Air Jordans

NBA aims at connecting people through the power of basketball. It is available in 215 countries, with one of the largest social media presence of 2.1 billion. In 1984, Adidas was on the top of the sneaker chain and noticed the preference of Michael Jordan, a young player drafted by Chicago Bulls which was one of the greatest teams. To beat competition, Nike offered Michael a lucrative five-year deal worth \$500,000 per year.

The twist came when NBA notified that the colour broke the league's uniform rule



which brought huge attention.

What happened next was one of the smartest marketing strategy in history. Nike decided that Michael will only play in Air Jordans, reportedly paying fines of \$5,000/game.

"On 15th Sept, Nike created a revolutionary new basketball shoe which were thrown out of the game by NBA. Fortunately, they cannot stop you from wearing them."

It played on the forbidden fruit mindset of the consumers, and the rest is history.

Sales went up more than \$100 million within a year.

And not only that, Jordans revolutionarised pop culture itself.



Palak Pathak
12C

The onset of the lockdown in 2020 proved to be a nightmare for dairy product industries, with a drastic downfall in consumer demand. In such languished circumstances,

Amul

skyrocketed its sales. How did they turn this crisis into a golden opportunity to beat their competitors?

The Managing Director of Amul correctly analyzed that people became more health conscious and preferred packaged milk over loose milk. In addition to responding to the evolving consumer demand, Amul kept its supply chain fully functional. When labor shortages hampered the transportation of perishable dairy products, Amul decided to efficiently

tackle this challenge by utilizing its resources.

Having worked with IBM for the past few years, they had a digitalized record of every operation for Amul, enabling it to use idle resources for its frozen and ice cream products. They also used railways for transportation, collaborated with e-commerce sites such as Big Basket, Zomato, and Swiggy, and concentrated on their ad campaigns. So, in 2020, Amul launched 33 new products, generated 698 crores in revenue, and produced an additional 35 lakh liters of milk per day while other dairy manufacturing companies were reeling from the impact of the pandemic.



Aanchal Srivastava
10 E

RBI ALLOWS INTERNATIONAL TRADE IN RUPEE

How does this work ?

The Reserve Bank of India (RBI) has put in place a mechanism to facilitate international trade in rupees (INR), with the aim of strengthening India's position in the global market amidst recent circumstances.



Indian importers importing via this mechanism will make payments in INR which will be credited into the Special Vostro account (foreign bank's account with an Indian bank in rupees in India) of the partner country, against invoices (receipt) for the supply of goods or services from the overseas seller.

Would this mechanism be beneficial for India ?

The RBI's move would, in short term, facilitate trade with countries under sanctions like Iran and Russia and with countries with a low foreign exchange like Sri Lanka. The best application of this would be for the supply of discounted crude oil from Russia. And in the long term, it would help reduce India's dependency on US dollars. Exporters said that it was a step towards acceptance of the rupee as an international currency.



Dev Pratap Singh
11 B

Music: The Voice of Soul

Singing is something that helps you express your emotions. Listening to songs and writing some of your own always goes hand in hand with singing and is helpful in growing your skills.

How to begin your journey?

This confuses everyone and the best start always is to learn different instruments and practise your vocals which would no doubt increase your knowledge and enhance your singing skills eventually.

You should be clear with the basic concepts such as different scales, your comfortable pitch and the range of pitches you can comfortably switch into.

You should get a degree from Bhatkhande Music Institute which has no age restrictions, and will be an asset.

Higher education in this field includes :

- > B.A (Hons) (classical vocal music)
- > B.A (Hons) (instrumental music)
- > B.P.A. (music vocal)
- > B.A (Hons) (music)

There are various job options that you can explore :

- ✓music therapist
- ✓music producer
- ✓sound designer
- ✓sound engineer
- ✓broadcasting/film
- ✓music lawyer

This journey requires nothing but your love and passion towards music, for all roads will open once you pour heart into it.

Khyati Yadav
12 C



MUHURAT TRADING



In Hindu culture, "Muhurat" is considered before embarking on a new and fresh journey. And what better auspicious time for good luck other than the day of Diwali? Many investors place token orders and buy stocks for their children, which are held for a long time and sometimes never sold, during a particular time on Diwali.

This activity is called 'Muhurat' trading and is a yearly ritual carried out in the Indian stock markets during the Laxmi puja ceremony between the auspicious time of 6:15 pm to 7:15 pm to ensure good luck.

Mrityunjay Nayak
11 B



zepto

Kaivalya Vohra

Young entrepreneurs have always been a source of inspiration for our nation. Aadit Palicha and Kaivalya Vohra, the founder of Zepto, are two such people who both awe and inspire us. These teenage Stanford dropouts have built a \$900 million start-up on the idea of delivering groceries in less than 10 minutes. The firm is just one of many businesses to join the wave of what's known as "quick" or "instant" commerce. The childhood friends founded the business in July 2021 - right in the middle of the Covid-19 pandemic. Operations started just two months later and it now claims to be adding 100,000 new users daily. Most remarkably, Kaivalya Vohra has joined India's Rich List 2022 with ₹1000 crore net worth at the tender age of 19 years, making him the youngest-ever member of the club!

Revant Sandilya
10 E



Word Search

by Rachit Tiwari 12 C

- | | |
|---------------|-------------------|
| 1.Barter | 9.Distribution |
| 2.Consumption | 10.Surplus |
| 3.Free | 11.Advertising |
| Enterprise | 12.Market economy |
| 4.Services | 13.Consumers |
| 5.Economics | 14.Salary |
| 6.Competition | 15.Labor |
| 7.Demand | 16.Goods |
| 8.Employee | |

Guess the logo



Answers to previous edition

- Guess the Advertisements
 - 1.Lifebuoy Soap
 - 2.Apsara Pencil
 - 3.Close Up Toothpaste
 - 4.Feviquick
 - 5.Glucon D
 - 6.Nestle
- Jumbled words
 - 1.Sole Proprietorship
 - 2.Scarcity
 - 3.Partnership Deed
 - 4.Sleeping Partner
 - 5.Karta
 - 6.Common Seal



ENTREPRENEURSHIP

Commerce Club organised an intra-club competition asking members about their thoughts to the question "What does Entrepreneurship mean?" on the occasion of World Entrepreneurs Day (21st August).

A blend of articles submitted by Nilesh Pandey-X B, Chinmay Jain-X C, Pragati Goplani-X C, Ansa Khan-XI C, Maneesh Awasthi-XI C, Akus Kaur-XII B and Bhavya Mehrotra-XII B

Entrepreneurship coined by Jean Baptiste translates to undertaker. An entrepreneur is a person who starts a business and risks their own money for it. Entrepreneurship is an art. It's not just some wild desire, it's the ability to show people why you are important as a business. It's not just about making money but about creating something worthwhile and beneficial. To become an entrepreneur, one needs to be passionate, innovative, analytic, creative, determined and daring. An entrepreneur must be good at recognizing opportunities, should know how to invest responsibly, be a self-actualizing visionary, be good at executing plans and should find ways to make money fast and turn investments into profits. You have to be good at dealing with people and should believe that you are your own inspiration.

Learning to find problems, their solutions, your usps and launching yourself into the market are the basic steps towards entrepreneurship. Success is not overnight but a seasoned and aged victory as seen in the example of the second youngest billionaire, Ritesh Agarwal, founder of OYO rooms. Having faith and grit are the most important requirements.



Building a new age brand

Starting from a detailed research on the product, the name, designing, to production - all of it involves a lot of multitasking, planning and also creativity to curate a brand for the online and offline market.

Significance of online presence ?

Integrating processes and systems, and finding the right people for the right job is the key to work seamlessly. Today, e-commerce has completely transformed the way a business is run. Different marketing strategies are incorporated to run and scale the business.

Social media plays a very big role in today's time to market your brand and create a strong online presence. The customer expectations and behaviour are continuously observed to grow and scale the business. The D2C platform allows us to cater to the demand of the customers in the best way and elevate their shopping experience without much hindrance. As an online brand, we receive the order flow through our website and seek to fulfil them by the next day. Since there are multiple products as well as offers running at any given point, each order received is unique.

How to strengthen the business model ?

The operations involve building and deriving a system or a process based on your brand's needs. Maintaining the inventory with SKUs (stock-keeping units), looking into customer satisfaction, checking packaging based on fragility are some of the day-to-day responsibilities of running a business.



Garima R. Jain
Six Seasons Coffee
Co-Founder & COO
Batch of 2012

Is Global Recession Imminent ?

Recession is a situation where economic activity declines around the world at the same time resulting in mass unemployment. Even the foremost economists cannot predict it, however we can examine some major economies around the world and try to draw a pattern for future

USA

- During COVID-19 lockdowns, supply lines were disrupted and supply fell. Furthermore, large amounts of cash were indiscriminately distributed, to stimulate demand and provide relief.
- This has resulted in a rapid rise in inflation now. The Central Bank, opposite to the historic stance, has repeatedly increased their interest rates to slow lending.
- It aims for large amounts of capital from other nations (who are also facing imminent recession) to "fly" into the US - substituting domestic demand with foreign demand. However other countries will face the brunt of the adverse effects.



Pakistan

- The political instability due to sudden change of government has resulted in flight of capital.

- Huge loans taken from Chinese firms on high interest rates resulted in high amounts of foreign exchange being used for financing of debt.
- Floods of historic propositions resulted in halting of economic activity.

Europe

- Russia-Ukraine war has resulted in sky-high energy prices which has caused rampant inflation and increasing cost of living.
- The silver lining on the dark clouds is that seeing the weaponization of energy supplies by Russia, the movement for transition to Renewable Energies have seen historic new support.



Gas Pipelines

Sri Lanka

- The pandemic heavily disrupted the Main Industry and biggest earner of the foreign currencies, Tourism.
- Overnight ceasing of import of Chemical Fertilizers affected the plantation of crops.
- Very high interest payments from the futile Hambantota Shipyard built by Chinese firms and from Chinese loans.



Sarthak Agrawal
12 B



Nadita Srivastava
9F



Avani Patel
8 A



RBI launches Digital Rupee

RBI has recently launched CBDC (central bank digital currency) or the "Digital Rupee." Digital Rupee enables RBI to track where, for what purpose, and how long the money is with someone, unlike online payments. It aims to reduce currency management costs, simplify interbank transfers, and counter terror funding, tax evasion, and corruption. Furthermore, it will promote financial inclusion as it does not require a bank account or cell/internet connectivity to work. Digital Rupee will launch in 2 phases. Firstly, wholesale - for restricted access to select financial institutions to settle interbank transfers and secondly, retail - for use by the private sector and public.

However, there is some speculation that there will be no significant impact due to the popularity and widespread use of UPI and payment apps such as Paytm, GPay, etc. Furthermore, some people are skeptical that the centralized control of the

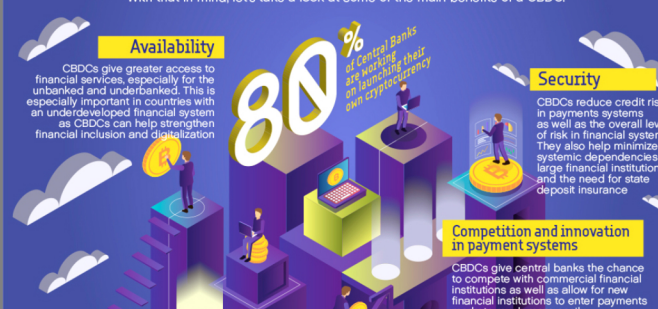
nation's money flow poses enormous security concerns. The "official" crypto of India is here. What remains to be seen is if it is needed or not.



Kaustubh Gupta
12 B

The Benefits of a Central Bank Digital Currency (CBDC)

Many central banks around the world are currently researching the possibility of issuing a digital currency, aka a central bank digital currency (CBDC). In fact, CBDC pilots are already underway in China, France, South Korea and Thailand. Moreover, Brazil, Canada, Italy, Japan, the Netherlands, the U.K. and the U.S. are also actively exploring the possibility of developing new types of currencies. With that in mind, let's take a look at some of the main benefits of a CBDC.



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