

VANIJYA



**COMMERCE
MAGAZINE**

2022-23

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FROM THE PRINCIPAL'S DESK

It's a matter of great satisfaction and pride for me to note that the Department of Commerce has brought out the first edition of its magazine "Vanijya". In the present-day education system, students can no longer stay confined to the limits of specific subject areas. They have to broaden their horizons of understanding and present their viewpoints and ideas on various business, economic and social issues and challenges.

I have a strong conviction that freedom of expression of ideas and thoughts forms the basic foundation of any civilised society. While the Constitution of India guarantees this basic right to individuals, there has been so much of public awakening on contemporary social, economic and political issues through the growth of the education system, electronic media, social media, public meetings, conferences, and so on. It is with this noble mission that our magazine, Vanijya, has been devoted to providing meaningful and unrestricted outlets for our student's views and thoughts on a variety of contemporary business and economic issues with great challenges and opportunities.

I must extend my congratulations to all the students who have contributed insightful and thought-provoking articles for this magazine.



MS. ASHA PRABHAKAR
PRINCIPAL

FROM THE VICE PRINCIPAL'S DESK

Welcome to the first digital edition of the Commerce magazine 'VANIJYA', we are really proud and exuberant to bring out this indigenously crafted issue, which is going to bring forth the personal observations and experiences of our children vis a vis the Indian Economy.

The magazine is to be viewed as a launchpad for the children's foray into the field of commerce and economics. As the saying goes, the mind like the parachute works best when opened. This humble initiative is to set the budding minds free, allowing them to roam free in the realm of observation and experience to create equilibrium in a chaotic financial world through imagination, critical thinking, and empathy.



MS. ANUPAMA MOTWANI
VICE PRINCIPAL

FROM THE TEACHER'S DESK

As the Commerce Department of Bal Bharati presents its first ever Commerce magazine, I hope it becomes a springboard for the students to indulge in quality research work and thus contribute to the well-being of the Indian Economy.

Bal Bharati's educational philosophy has been inspired by the maxim "Let noble thoughts come to us from all sides". It becomes, therefore, the aim of the school to prepare students for becoming accountable citizens who understand their responsibility towards the community and fellow human beings, especially in a developing country like India. Educating the students about the importance of taking up Corporate Social Responsibility when they grow up, in school is the right platform.

"My humanity is bound up in yours, for we can only be human when together" - Desmond Tutu - The great African Human Rights Activist has said it correctly. No development will be true development till equality doesn't exist in a society.

Our budding business stalwarts are bound to take up great business and economic challenges in the future and will become dream idols for many. The decision that they take, will create an impression on young and challenging minds. Therefore it becomes important that they be educated in the school itself about their responsibility towards society. We have to teach our children empathy, care, love, communication, and social responsibility for adulthood.

We, at Bal Bharati Public School, Noida have taken up the determination to create socially responsible Citizens who would wholeheartedly embrace corporate social responsibility, when they step into the business world.

They will work for the betterment of society along with maximising their profits and thus making the world a better place!



MS. ANITA PANDA
PGT ECONOMICS

FROM THE TEACHER'S DESK

"The early bird gets the worm"

This is an adage most of us have grown up listening to. Success in all aspects of life is usually attributed to early starters. So is true with investments. Most of us till a few years back, used to boast of our fixed deposits and hefty bank balance only to realise now that we have actually paid a huge 'opportunity cost' for the same. Had we invested the same amount in mutual funds or stocks or systematic investment plans, our corpus would have been much higher than what it is now. All these years most of us have been working relentlessly to make good money but not taking out time to learn how to grow the money we have earned, at an exponential rate. This is precisely the reason, the students should be introduced to financial markets. Even before they start earning, they would have great knowledge about how to make their money grow. It will also instill a healthy spending saving balance amongst students. It's really interesting and encouraging to see class 12th students of our school giving me updates about the stock market and debating about investing in a particular stock with one another.

We should catch these future investors young and instill a sense of financial discipline because if you start early, then you give your money enough time to generate wealth. Even a small amount saved every month when you are young can snowball into a large sum by the time you retire.

So the mantra is Start early, keep it simple, and keep learning with time. Wealth Creation is a long-term process and there is no shortcut to it. And as a young investor, the biggest advantage that one has is - Time!



MS. RUBY SINGH
PGT COMMERCE



THE FEDERAL TAX SCENARIO

By Taru Jhunjunwala (XII D)
(BATCH 2022-23)



India follows the model of mixed economy wherein the public and private entities coexist.

We are neither a completely socialist society nor a capitalist one. It would be safe to say that we have the best of both the worlds.

Budget, 2022 highlighted that the corporate tax rate has been kept at the same level. However, concessional corporate tax of 15 per cent would be available for one more year till March 24 for newly incorporated manufacturing companies.

Did you know that there exist a few countries, known by the name of 'tax havens', which unanimously, are the business destination of corporate houses. situated between Europe and Asia, UAE, the home of ultra rich people, super fast cars, is a part of this league. Businesses are exempted from paying the federal corporate tax in there tax havens.

To add cherry on the cake, foreign companies do not require Emirati shareholding.

To say the least it's a magic formula for minting money.

However, the UAE will no longer be a tax free country. Starting from June, 2023, corporates will be asked to pay the federal tax. Businesses earning profits more than \$1,02,000 will have to pay a tax of 9%.

Why did the UAE take such a step that might make it unattractive to entrepreneurs?

In 2021, UAE along with 129 countries, signed a proposal backing a minimum global corporate tax of 15%. FATF (Financial Action Task Force), the financial watchdog which recently grey listed Turkey was deliberating whether to put UAE in the same category or not on the grounds of money laundering.

Diversification of economy is a horizon which the UAE is exploring. In light of the pandemic, oil rich countries have been looking for ways to reduce their over-dependence on petroleum. It may lose business to Saudi Arabia, especially Riyadh which is offering incentives to international businesses. However, it would be wrong to say that UAE would lose its competitive edge. Gulf countries like Saudi Arabia, and Oman impose a corporate tax of 20% and 15% respectively, which is significantly higher than what UAE will be imposing.



IMPACT ON THE FASHION INDUSTRY

By Bhumi Singh (XII C)

(BATCH 2022-23)

No other force but the disastrous pandemic could make us sit at our homes for such a long period of time. Even the people who rarely used to move out of their houses, felt like they had been trapped in a cage. When the whole world was in lockdown, a break was applied to many activities. Among them, there was one vital thing that stopped completely - Offline Shopping! This pandemic compelled us to sit at home and restrict ourselves from going to our favorite mall to handpick clothes and other accessories. People nowadays have shifted to online shopping but the pleasure of roaming around for 2 hours window shopping, picking up two to three pieces of clothing then trying each one on (while clicking pictures simultaneously in each outfit!), and then deciding what to buy is something that we all might be missing out on.

Just like any other industry, the fashion industry was negatively impacted by COVID-19. From retailers to vendors, people at every level were largely affected by the pandemic. We have seen a huge number of shops or big brands closing their stores during the outbreak. Recently, H&M announced that it will be closing 70% of its stores. If no closing of stores, there was the retrenchment of workers or employees. There are so many companies that either didn't give full salaries or had just simply fired multiple employees to cut down on cost.

During the lockdown, many businesses operating in an offline mode did struggle to make profits as they used to, before the pandemic. Then again, there were a few businesses that transitioned online and it proved to be helpful for them. Comparatively, online sites, if managed properly, turned out to be much more profitable for the brands. Running an e-commerce site cuts down the unnecessary expenses of electricity maintenance of the stores, and rent, also the legal formalities are less in setting up a website rather than opening a store.

The early stage of lockdown saw a spurt in online shopping apps or websites. A McKinsey consumer-sentiment survey, conducted in April 2021, demonstrated a significant decline in consumers' intention to purchase offline. Many consumers switched their preferences and now favor online shopping, with 53 percent of people reporting that their purchasing habits have permanently changed as a result of the pandemic. Taking the example of a very famous sports brand- Nike, its e-commerce sales increased because it offered workout-from-home content on its fitness app. An 80% increase in users was observed in the first quarter, which fueled a 30% increase in digital sales. It is bizarre how the same industry has been affected differently by Covid. There was a hike in the sales in online mode, whereas in offline mode it was difficult for the business to even survive in the market. Many stores were closed but now gradually everything is crawling back on track and hopefully, in some time we'll be able to make plans with our friends or family to go shopping in stores.

"Life must return to normal."





INFLUENCERS OR SCAMMERS

By **Nia Varghese (XII C)**
(BATCH 2022-23)

People often underestimate the power and the popularity of social media influencers, we enjoy their content, share it among our friends and they are definitely our entertainers. However, we never realize how they influence our lives, from following their lifestyle, their fashion statements, buying the products they use, we fail to recognise that we are blindly following their WORDS and their WORLD.

Social media influencers curate content they excel at, ranging from dance, music, makeup or just some random videos which are quite relatable to us. Being an 'influencer' now is considered a modern and viable career, a way to earn fame and money if you have the skill to make an impact. Small influencers who have around 10-15k followers earn around ₹7000 per post, influencers with 50-80k followers earn ₹15,000 per post and this income keeps on increasing according to the engagement, likes and followers.

However, an 'influencer' also shoulders the responsibility for the products he/she endorses they should definitely avoid scamming their followers. Many brands reach out to them for advertising their products. The products can be genuine or fake, it is the responsibility of the influencers to check the originality of these brands and then advertise it to their followers.

Youngsters are after blinded by the benefits one would get from being brand ambassadors for brands, they don't care about what they are promoting. With the popularity of Cryptocurrency, many influencers have influenced their fan following to invest in cryptocurrency but we as enlightened youth must use our judgment wisely.

Cases have been reported where the accounts of influencers are hacked which led to wrong messages being displayed to the followers. Back in July, 2020, one of India's most popular YouTuber Ajey Nagar, reported that one of his two channels on YouTube had been hacked, and were displaying suspicious Bitcoin links to his followers. In September 2020, the Twitter account linked to Prime Minister Narendra Modi's personal website and mobile app was hacked and began inviting crypto donations to the PM National Relief Fund.

These were mere example of how dangerous the situation can be due to blind faith vested in influencers. So, next time, when we randomly see a catchy advertisement while scrolling through social media, make sure to run a background check because we don't know what might turn out to be a scam.



OTT PLATFORM'S OVER THE TOP PERFORMANCE

By Manjari Pandey (XII C)
(BATCH 2022-23)

Towards the end of January, 2020, the first coronavirus case appeared in the country. By March end, the entire country was locked down. The sudden spurt in the Covid cases put a hold on almost everything, from schools, offices, and railways to malls, restaurants, and tourist sites. People, while being quarantined in their houses, faced a severe lack of ways to entertain themselves. The hold on production and shooting of any new movie, show, or daily soap meant no new content until the situation got better. However, this proved to be a blessing in disguise for the vastly unexplored world of OTT platforms.

The movies and shows produced by OTT platforms feel much more grounded, realistic, and genuinely unique as compared to Bollywood movies. Their ability to tell stories for what they are without heavy censoring is what appeals to the audience. OTT pricing is also quite affordable, hence its popularity in even the remote and rural areas of India.

The streaming platform ALTBalaji had its best showing in 2020. Its direct subscription grew 100 percent. With its cheap subscription fee and a video library of 69 shows, it amassed 8.5 million monthly active users and 35 million+ cumulative subscribers, considerably more than their competitors like Netflix.

Zee5 claimed that since November 2019, its active subscribers almost doubled and its average subscribers tripled in 2020. Many movies such as Maska, Gulabo Sitabo, Ghoomketu, etc. were to be released on the big screen. These movies would have been shelved, leading to huge losses, if it had not been for the OTT platforms. The increased viewership of these platforms also benefited the creators of these shows. Actors like Radhika Apte, Nawazuddin Siddiqui, Divyendu, and Rasika Dugal gained popularity and public validation for their work. The demand for a high-speed internet connection also soared to stream the wide-ranging content on these platforms.

OTTs benefited the economy through their direct subscription revenue and increased the demand for other related services. These platforms have always had content catering to all kinds of viewers. The pandemic only made us realize their true potential.





AN INDUSTRY IN SUFFERING

By Subhiksha Iyer (XII C)
(BATCH 2022-23)

As we know, COVID-19 was a disastrous experience for all of us. The pandemic had not only affected us in our personal lives but also in economic and social ways. According to statistics, India's overall decline in GDP was 7.3% for the whole fiscal year 2020-21. But some industries made profits during the pandemic also. The pharmaceutical industry became the world's 3rd largest industry in terms of volume and had a turnover of 2,89,980 Cr. Although, COVID-19 was a major setback for most businesses but for the small scale businesses, they were hit really bad. I would like to take an example of one such business, the firecracker industry.

Sivakasi, the village which is situated in Tamil Nadu, called the firecracker city of India had encountered many challenges in the last three years i.e. 2019-2021. There are around 1070 registered firecracker manufacturing companies in Sivakasi and 8 lakh people were, directly and indirectly, employed by the industry. Some of the private enterprises had an annual turnover of ₹5 billion (US\$66 million), and the combined estimated turnover of the firecracker, matchbox making, and printing industry (boxes and wrappers) in the town were around ₹20 billion (US\$260 million).

Approximately 70% of the firecrackers and matches produced in India are produced in Sivakasi. In 2019 the total contribution of Sivakasi was about 3,000 Cr, but in 2020, due to the lockdown, the firecrackers were banned and there were no customers left to buy, which led the village to bear an 800 Cr loss and huge tax revenue losses for the government also. In 2021, the production had already dropped by 40-50%, and some states like Delhi and Rajasthan had banned crackers because of pollution and increasing covid cases, which caused a great loss. The employees of these industries work hard in inhuman conditions for the entire year and they get remunerated only on a few festivals like Diwali, etc. If the government does not channelise the skills of Sivakasi population the day is not far off where people will starve one day. In my opinion, the government should take some measures like

- Streamlining the industry.
- Providing alternate skills for earning income.
- Provide education to the children, so that the future generations don't have to suffer.

It's time we embrace 'Green Crackers' and be a helping hand to this industry by giving the workers a livelihood along with supporting the small businessmen.

"We need CHANGEMAKERS"

EDUCATION

RECESSION PROOF

BUSINESS

By Mohini Verma (XII C)
(BATCH 2022-23)

“If you don’t adapt, you don’t endure.”

COVID-19 had an immense influence on our lives. It struck India in January 2020 and still, there are struggles going on to come back to normalcy. However, it came as a blessing in disguise for the entire Education industry.

The shift from the traditional teaching methods to the complete dependence on digital platforms like 'Google Meet' and 'Zoom' was not a cake walk, for the teachers and the students. It helped people connect even while sitting away from each other and allowed them to learn quickly. Teachers who were earlier experts in writing on blackboards began using the GMeet Jamboards, and Google Docs to teach efficiently. Two years back, we would have never imagined that we could attend classes sitting at our homes. It definitely proved to be the lifeline for the affluent.

However, children living in remote areas did not have access to smartphones, laptops, or fast data networks due to which many were not able to access online learning. Many students had to quit schooling because of a financial crunch or the loss of a family member, a job that became difficult to cope with.

Online education may not be the solution to India: problem of uneducation but it is definitely a beacon of hope for those aspiring to change their fate and also an indicator for the government to work on developing data networks in the remotest of places what India needs today is the hybrid model of education with good governance. The hybrid learning model pointed to the development of a curriculum that concentrates not only on academics but also on critical thinking, leadership, and decision-making skills.

We saw and learnt so many things during this pandemic, from something as simple as making a Dalgona coffee to the extremely important life skill of time management. COVID-19 made us go through many ups and downs but isn't this what life is all about?

As rightly said, this is the 'New Normal', which we all have to adapt to and grow together. If the education industry could survive in such tough times and students could learn despite the challenges, isn't it correct to say that the country is evolving?

COVID-19 definitely gave a push to the education industry and now it has greater heights to achieve.





BRAND BUILDING THROUGH SOCIAL MEDIA

By Nia Varghese (XII C)
(BATCH 2022-23)

Before the pandemic, social media platforms were majorly considered as having a negative impact on the consumers. People called it 'wastage of time', but tell me who didn't scroll through Instagram reels or funny tweets during the pandemic?

From 12 year olds to even people in their 60s, everyone learned to use these social media platforms to connect with people and stay updated. I remember my cousin showed me how to make Dalgona coffee while I was on a video call with her and I very well remember, she never liked drinking coffee. Things changed during we changed for good or bad, that the world will have to tell?

It's true that there were many viral trends from planting a tree to showing off their makeup skills. But on the other side, many small businesses started by housewives or young adults earned a lot of fame and profits through these platforms. All you needed was an idea, skills, and resources to make products along with social media. Sanjukta Saha belonging to Delhi was in search of aesthetic planters for her home. After searching through social media and e-commerce platforms for hours, she didn't find any product that satisfied her.

She had a brilliant idea to 'create' what she desired. Further, along with her husband, she decided to step into the market and established 'MyGreenhome'.

Every time she successfully delivers a cute plant to her customers, they generally share it on their social media platforms, tagging the company's official handle, says Sanjukta. For her, each post, each tag and viral reel brings profit along with customers. Not only small businesses but also many other companies started advertising and became constantly active during the pandemic. For example Zomato coming up with the most laughable and relatable reels for their customers and McDonald's tweets interacting with the users. COVID clearly had many positive effects for businesses, encouraging the young population to start their own websites and sell their own designed products and spreading positivity by directly connecting with the consumers. Each adversely gives rise to opportunities. It is for an individual to grab the same.



THE ROLE OF SOCIAL MEDIA DURING THE PANDEMIC

By Komal Yadav (XII C)
BATCH (2022-23)

During the time of social distance and restrictions in contacting others, social media became an important place to interact. Social media platforms were meant to help people remain connected in a fragmented world. Since, most of us were asked to remain at home, we made social media our medium of interaction. The social media sites were used by the world's general population, celebrities, state and national level health organisations to share information quickly and reach a lot of people within a second.

But while we saw some misinformation and fear circulating on social media, there was also an abundance of lifesaving information, connection with others like family, friends etc. and global unity. Social media provided us an opportunity to share experiences with others, to help combat both literal and emotional isolation while also reminding us that we're all in this together. Posts from people quarantined at home ranged from videos of yoga to pictures of their pets etc. all of them were a source of entertainment and reflect.

Due to the rapid spread of the coronavirus pandemic, many businesses shut down and many workers lost their jobs. Families were stuck at home in self-isolation and quarantine as an effective measure of preventing the spread of COVID-19. It was the social media that helped the masses to grapple with the shock of being in a lockdown. The social media came as a lifesaver helping people know what would function and what wouldn't. These platforms were used by the government widely to create awareness, remove myths, dispel untruths.

In a nutshell, each coin has 2 sides and so is true for social media, it may be used for the well being of all to spread untruths but BEWARE! There is a watchdog setting at the government's end who will not allow the propagation of UNTRUTHS.





CRYPTO REGULATION IN INDIA

**By Allina Kumari (XII D)
BATCH (2022-23)**

"Indian Government imposed 30% tax on Crypto Assets". It worked upon introducing a Cryptocurrency regulation, as key stakeholders want clarity from the government on issues of definition, tax treatment, and regulation. While the introduction of the regulation has now been clarified, we will discuss what will be the pros and cons of the same.

On November 23, 2021, Lok Sabha, the common house of the Indian Parliament announced a bulletin regarding conduct of business during the winter session. Among the 26 new bills tabled, a bill to ban all private cryptocurrencies in India has also been proposed to be introduced. The Bill also focused upon prohibiting all private cryptocurrencies in India; however, it allows for certain exceptions to promote the underlying technology of cryptocurrency and its uses. This announcement sent shockwaves in the digital currency market, with investor panic causing all major cryptocurrencies to witness a steep fall of around 15 percent and more, with Bitcoin down by around 18.53 percent, Ethereum by 15.58 per cent, and Tether by 18.29 per cent.

This statement was a great move forward by India for 3 reasons - Firstly, this move recognised Crypto as a legitimate asset class and crypto trading as a legitimate activity. Secondly, clarity on tax brings more people into the crypto industry, so it will boost industry growth. Thirdly, a well-regulated crypto eco-system will create the right environment for innovation. TDS also imposed on payments for the transfer of crypto assets at a rate of 1% for transactions over a certain threshold.

Amid this ambiguity, around 15-20 million crypto investors in India, with total crypto holdings of around INR 400 billion (US\$5.39 billion), find themselves in a state of certainty.

At present, India is trading more than 5000 different cryptocurrencies on different exchanges and each one has different technological features and legal characteristics.

As India leapfrogs to attain second place globally in terms of cryptocurrency adoption, cryptocurrency exchanges across India came together to support this regulation law



But, on 1st Feb 2022, our Finance Minister Nirmala Sitharaman proposed that transfer of any virtual/cryptocurrency asset will be taxed at 30%.

CON MEN

WITH A

VISION

By Komal Yadav (XII C)
BATCH (2022-23)

In a world where the term "vision" has been used so often, what does it mean to be truly a visionary? Real vision and true visionaries take the entire society to another level of development. A visionary faces a wide variety of challenges, uncertainties, personal shortcomings, etc. So, now let's talk about some of them whose aim was to create something unique but the road they chose was wrong. Thus, they were later called 'CONMEN'.

Everyone knows Indian Harshad Mehta. He was able to swindle over 1 billion from the banking system to buy stocks on the Bombay Stock Exchange. Then can we say that he was a visionary or a genius with crooked mind? Technically, Harshad Mehta was wrong, as he borrowed money from the money market and invested it in the share market to rig share prices. But on the other hand, he found existing loopholes in the system and exploited them proving that banking systems were not secure.

Many financial experts believe that he did not commit any fraud. He would have returned the money to SBI without any issue, also the banks associated with him made extremely huge profits, including SBI. Harshad Mehta always made profits for his clients and associated banks. In my opinion, he was a market manipulator as the scams caused significant disruption to the stock market of India. Techniques used by him involved having corrupt officials signing fake cheques, misusing market loopholes etc. which in resulted in the collapse of the Indian Stock market.

A journey from flashy diamantaire to fugitive, ending up in a jail cell; Nirav Modi, who committed a fraud of Rs.11,000 crore from PNB bank, but his aim was very unique in itself. Nirav Modi was "passionate" about creating an internationally renowned luxury jewellery brand that was uniquely Indian. So why did he require large sums of capital? The reason in all probability could be that a was because usually, a boutique is profitable only after two or three years. The diamond business is basically capital intensive, so to be successful, he had to raise capital which he did by unscrupulously using the Indian banking system and the greed of officials. He was an unusual mix of being an excellent entrepreneur and a conartist.

Vijay Mallya committed to fraud of Rs.9,000 crore owed 17 Indian banks, but he was the one whose knowledge should have been put to good use. He was the KING OF AIR TRANSPORT & KING of Good times. He has shown Indians that air travel isn't as costly as gold, you can be as with first-class customers in the Economy class as well. Also, one of the best beer (KINGFISHER) in the world came from the breweries of Mr. Vijay Mallya . Nirav Modi and Vijay Mallya must be brought to justice and sentenced in such a way they he help Indian entrepreneurs and startups add value to their products.





TOXIC YET SUCCESSFUL ED-TECHS

By Shreya Gupta (XII C)
BATCH (2021-22)

There's a strong emphasis in our society on grades and career from a fairly young age. With the hyper-competitive environment prevailing, there is always a shortage of seats at top-ranking colleges which has further created a dependence on private tuitions to boost test scores. The Edtech industry has leveraged this fascination for grades, promising all the benefits of both online and offline private tuitions as per our comfort, at a fraction of the price.

Byju's and Unacademy are among such platforms of Edtech that offer a series of e-learning programs for students in school from age 4 onward, as well as training for competitive exams for an exciting career. Courses are taught through a combination of games, video tutorials, individual tutoring, and study resources, all online. But there's another reason for the stellar growth of these companies — a punishing internal culture based around profiling clients, hard-selling tactics, and unattainable targets.

Talking about my experience, my brother attended one such trial class of WhiteHat Junior known for their coding classes, wherein the mentor was teaching coding. When my brother asked him a few queries on the basics, the mentor couldn't answer to those. The mentor himself didn't know the basics and when my father asked them about it, they simply replied that it is not a part of their training.

They teach what they are asked to, irrespective of basic background knowledge of the concept. In my view, these Edtech platforms trick people and lure them in the name of the child's future/career and then place them. All that matters to them is money, more subscribers irrespective of their financial background. They pressurize the users to buy subscriptions to an extent that it has led thousands to opt for loans. They even collect certain personal information of their customers, and also the type of device used, IP address, operating system, etc. without their knowledge and use it in order to assess their socioeconomic background. The subscriptions are then sold to those users as per their judgement and then these customers are flooded with other unwarranted offers.

They also use hard-selling tactics like the mentors are told to ask children such questions which make the children look bad and in front of their parents. They even make it hard for the users to get refunds, i.e., even after the end of the 15 days trial session, the users are unable to opt-out. They do not get their refunds due to which they forcefully have to pursue the course, many a time.

"So, customs Beware! Do not jump into a bottomless well."



WhiteHat Jr
Live Online Coding for Kids

CASHLESS SOCIETY

By Divija Bansal (XII C)
BATCH (2022-23)

There are many ways to pay for things that you buy - credit cards, cheques and of course physical cash, which is the easiest of all. So what would happen if we got rid of cash payments? This is not some obscure hypothetical query. The Australian government, for example, is expected to make cash transactions of more than \$10,000 illegal. Governments round the world are naturally suspicious of large physical cash deals. Even in India, if you purchase a house of Rs.7,00,00,000 with a briefcase full of cash, you better be prepared for a whole lot of questions and probably facing summons. So, would going completely cashless really be that bad? Do governments really want to get rid of cash?

Cash is great, but from a consumer's perspective, there are far more compelling options. Consider credit cards for example. There's no need to be there in person. What's more is that you benefit from the ability to earn rewards like cash back on purchases or frequent flyer points. Of course, credit cards do have their drawbacks. If used irresponsibly and not paid off in full; every month, they carry extremely high interest rates. Also, people are likely to spend more of their money if they have a big credit card, or even worse, lots of credit cards.

As for the cashless economy debate, credit cards may not necessarily be a perfect substitution. Fortunately, we have debit cards which can let cardholders access only the money that they already have while still offering a lot of the same functionality of credit cards. There is one major thorn in favour of all of these services - 'Merchant Fees'.

Card providers like Visa and MasterCard make a good portion of their revenue from merchant fees which is a small fee that is charged to the business or merchant on all credit and debit card transactions made to that business.

As a result, businesses on this responsibility of pass 'merchant fee' to consumers by charging higher prices. This is a negative externality where innocent and uninvolved consumers who just want to pay with cash are forced to pay more, cover the expenses of those who were paying through their cards.

Even if going cashless is only hypothetical for now, it's still important for a society to consider these valid concerns. Not only because it may be more than practical in the not-too-distant future, but because it reveals a lot about the financial mechanics of the world that we live in.





INFLUENCERS MARKETING

By Garima Wahi (XII C)
BATCH (2021-22)



How often while scrolling through our social media have we noticed our favourite celebrities doing paid promotions for the brand that approached them? Is this what Influencer Marketing is? Well, influencer marketing is not just limited to a brand and celebrities. Anyone who has a huge number of followers, creativity, strong voice and the ability to change mindset can be called an influencer.

In today's world, Influencer Marketing has become an inevitable part of a brand's marketing strategy. But have you ever thought why brands lay so much emphasis on it? The reason is simple. The influencers make people aware of the brand by giving it a platform where it can reach the masses. It is believed that people are more likely to buy a product if they see someone who they admire and trust, using that product. In recent times many brands have used this tactic

It has proved to be cost effective and gets public attention in no time. One such brand is Adidas. It worked with celebrities, micro influencers, introduced hashtags and grabbed increased sales. Another incident that I would like to quote is that of Cristiano Ronaldo, at a press conference, he removed two bottles of Coca Cola and urged people to drink water. Following this the market value of Coca Cola fell by \$4 billion and its shares declined by 1.6%. Who would have thought that an influencer can have such an intense impact on the minds of people?

In future more and more companies are going to rely on this marketing to give a shape to their brand.



DEBUGGED

By Mohini Verma (XII C)

BATCH (2022-23)

"All that is wrong with kid coders"

We are witnessing an economic scenario where people have to make money to survive. The advertising industry is one such example that uses manipulative techniques to do so. Advertisements influence people by modifying what they think or feel about a product and nudging them to purchase it. The offers they display and the features shown in the ads are such that they influence people's mindsets and make them crave for the products. Let us take an example of WhiteHat Jr's advertising strategy. It is a platform for children of the age group 06 - 18 years, teaching them different skills like coding, Music, and Maths. In the beginning, the platform earned fame, primarily through the renowned advertisement of "Chintu's app funding".

At a time when the relatives' kids' achievements are treated as a checklist for one's own, platforms like these add to the already brimming pressure. We need to focus on holistic growth, especially in the growing years, when it is an established fact that these very kids will become a part of the infamous 'sitting-in-front-of-the-laptops' edition of the human race.

During the lockdown, when children were confined to the four walls of their houses, entrepreneurs saw an opportunity and many new edtech platforms came up. These platforms were upgraded according to the needs and demands of students and teachers, but making small kids sit and start coding at an early age isn't the way ahead.

My point is not that kids shouldn't learn how to Code. Coding is a skill, it has its benefits. There is no denying the exceptional analytical ability that coders develop as a part of their learning curve, but as they say, everything has a right time. Rather than encouraging kids to make the world a better place, relishing the method of learning, we are putting them in a race to see who will become a coder with the highest package, while their parents sit and watch from the benches. I agree that WhiteHat Jr. is an excellent product and its sales have been skyrocketing in less than two years. But a brand whose aim is to produce coders at such a young age puts an immense amount of pressure to compete on both the parents and their children. No wonder, this ad is so widely scrutinized and criticised.





THE UNICORN UNIVERSE

By Mohini Verma (XII C)
BATCH (2022-23)



As per the definition given by Invest India, “Unicorn is a term used in the Venture Capital Industry to describe a privately held startup company with a value of over \$1 billion”. Over the years, especially after the pandemic, Indian startups have successfully etched themselves as Unicorns. The business ecosystem in the country has undergone several needed changes that have made it easier for small companies to boom. As of 29th June 2022, India is home to 103 unicorns with a total valuation of \$335.80 billion. The year 2021 contributed the most to the list of unicorns with 44 startups entering the \$1 billion club. But in times of utmost uncertainty, what helped create this silver lining? The shift to a digital-ecosystem attitude, owing to over two years of sitting at home and existing virtually. The pandemic proved to be a catalyst to the sudden boom of unicorns in India.

Some factors that have directly contributed to this growth include the widespread adoption of digital-first business models, the flourishing digital payments ecosystem, and an ever-increasing smartphone userbase. There has not only been an increase in the number of unicorns but also in the variety of industries contributing to this surge. FinTech, HealthTech, SaaS, Digital marketplaces, Cloud kitchen, EdTech, and Daily Items’ e-commerce, are some of the key industries that have given top players to the unicorn universe of India. In addition to leading the country on a path of innovations and much-needed technological development, this universe has also increased employment by manifolds.

“Kudos to our emerging pool of entrepreneur!”



THE DUNKIN' DISASTER

By Taru Jhunjunwala (XII D)
BATCH (2022-23)

In the 1990s, with the American fast food giant McDonald's invasion, Indians came across the alien western delights- burgers, fries etc. Following suit Dunkin' Donuts entered the Indian market in 2012 to charm the 'Great Indian Middle Class' with yet another western wonder- Doughnuts. However, it did not taste the predicted success. Why did a brand with more than 12,600 restaurants spread across 46 countries, fail to capture Indian attention? What went so wrong?

Its failure can be primarily attributed to its disregard for Indian consumer preferences. Breakfast here is not considered a chore unlike in America wherein it's grabbed on the go. The majority of Indian consumers don't prefer to go and grab their breakfast. They would rather have a sit-down meal. Moreover, this high-calorie assortment didn't appeal to a Indian palate. Dunkin' did make its fair share of efforts by localizing its menu to incorporate local tastes. It introduced mango doughnuts, and lychee coolattas and even rolled out its Diwali doughnut spread which touted savoury flavours like chickpea, saffron and chilly.

It even ventured out of its comfort zone and experimented with burgers. But making burgers 'the anchor product' of its brand diluted its image further. Another contributing factor was its inorganic growth. It opened big shops too fast in big locations, thus skyrocketing its operational costs. In 2018, it decided to focus on opening small shops and kiosks. Despite all these measures, they did not fulfil the aspirations of the Indian consumers. Perhaps food giants will draw a lesson from the Dunkin' episode, strategize properly and not merely depend on their brand name.

Only about 3 per cent of all food establishments are chained here.

If one enters India in the right way with the right formula, it won't be a herculean task to capture its largely uncaptured market.





TDS - PROS & CONS

**By Komal Yadav (XII C)
BATCH (2022-23)**



The concept of TDS was introduced well as an aim to collect tax from the very source of income. As per TDS law, buyer of a digital asset must deduct 1% of the amount paid to the seller for transactions more than Rs. 10,000. "The deduction of tax is required to be made at the time of credit of such an amount to the account of the person or at the time of payment, whichever is earlier," said the Central Board of Direct Taxes Hence, if an Indian citizen is selling assets like Bitcoin, Solana, Dogecoin, etc, they will receive the value of that asset after the deduction of the 1% TDS at the selling price. Now, let's look at the pros and cons of the TDS law which gave the Indian Crypto Community sleepless nights. If we talk about the Pros then, it helped the investors to prepare themselves for tax outflow at every transaction there would be a deduction of 1% which results in getting a good income source for the government in the form of taxes.

Investors will invest less with crypto being a risky asset, which would result in more long-term investments.

On the other hand, if we talk about the Cons, then it has slowed down the overall growth of the Crypto industry because investors and firms are hesitant about investing, as they will not be able to set off any losses. Also, low volumes and trades due to this law will decrease trading which in return will generate low tax to the government, low income, and ultimately lower profits for traders. Some important terms like Day trading, margin trading, etc, become impractical, and as a result, this seriously affected order books and volume.



ANARCHO CAPITALISM

**By Subhiksha Iyer (XII C)
BATCH (2022-23)**

Anarcho-capitalism is a political concept that supports the elimination of centralized government in favor of a system formed by private agencies, and companies. The concept believes that citizens would immensely benefit when the services are provided in a competitive market than provided by a centralized government that holds a legal monopoly over the use of pressure. As we see in an example i.e. Gurgaon, a city 32 km outside New Delhi, has risen from a former agricultural wasteland to a well-grown city having several skyscrapers and many other facilities. Still, it wasn't the government that led to Gurgaon's development. The city grew almost entirely because of private companies (the companies have created a city to suit their needs). The people there, are of the two extremes of India's developing society: the wealthy, well-educated urban professionals working in the biggest firms of the world to villagers who used to own the land where Gurgaon now stands, who come to do blue-collar jobs in firms. Big multinational firms like Google, etc all have offices there, including startups that like to base themselves in Gurugram. But as the city appeared so quickly, there was no basic infrastructure to make them work.

The city has fantastic shops but it also has mountains of uncleared garbage and potholes along government roads, private services are far from ideal. The city has no sewage system, hence the companies collect the sewage in septic tanks and discard it in nearby rivers, Privately drilled borewells have quickly depleted the groundwater. Rather than waiting for the government, the companies improvised and used the whole city for their deeds. Companies felt they would do the job faster and better than the government. The residents of Old Gurgaon have huge problems in getting water, power, and basic public sanitation, and have no one to provide it. The urban poor in India so desperately needs access to utilities, they don't seem to care who provides them, and they are even willing to pay higher charges. In my opinion, the concept of anarcho-capitalism only helps the companies and takes benefits from the poor's poverty. We should try to bring the companies and government together to see through both Welfare and Capital growth.



ENTREPRENEURS @BBPS, NOIDA

SANIBAND, a wristband having a dispenser attached that can easily be filled with sanitizer. Application of a little pressure by the user can dispense the sanitizer. The dispenser can be refilled with a sanitizer or lotion of their choice. We won 1st position in the Inter-House Entrepreneurial Crusade: Biz Plan.



RADHIKA
SINGH (XII C)



ANAGHA
CHAKRABORTY
(XII D)



HARSHITA
RAMRAKHYANI
(XII C)



RADHIKA
SINGH (XII C)

ECO-NIB is an Eco-friendly pen. From the body of the pen to the ink it is completely made up of biodegradable material. It is a product that encourages the youth to make eco-conscious choices and protect our planet. We won a cash prize of Rs. 25,000 at the Prarambh event hosted by Pearl Academy.

Learner's Mate is a student community platform where students of age 11-25 can acquire new knowledge and socialize to form networks that too in an interactive manner. We have been selected in the Top 20 ideas under the ATL Catalysts @ISB programme.



RADHIKA
SINGH (XII C)



HARSHITA
RAMRAKHYANI
(XII C)



CROSSWORD

ACROSS

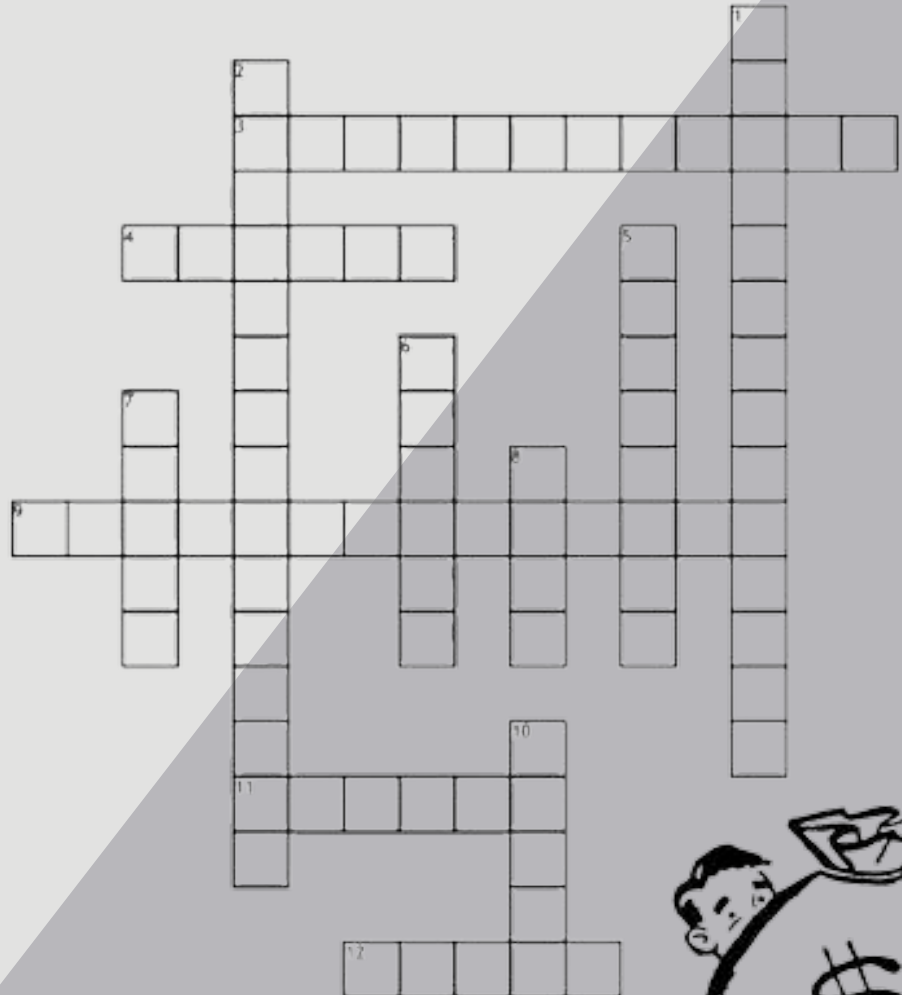
3. How efficiently a good or service is produced to increase profit.

4. A decision that must be made, the object or lesser value is given up and exchanged for something of more value.

9. When a company focuses on a small range of products to be more efficient and their business more profitable.

11. The person selling the goods or providing the service.

12. The person receiving the goods or services.



DOWN

1. Something that motivates someone to buy an item.

2. What people must give up in order to get what they want the most

5. When money or goods are traded or exchanged for other goods or services

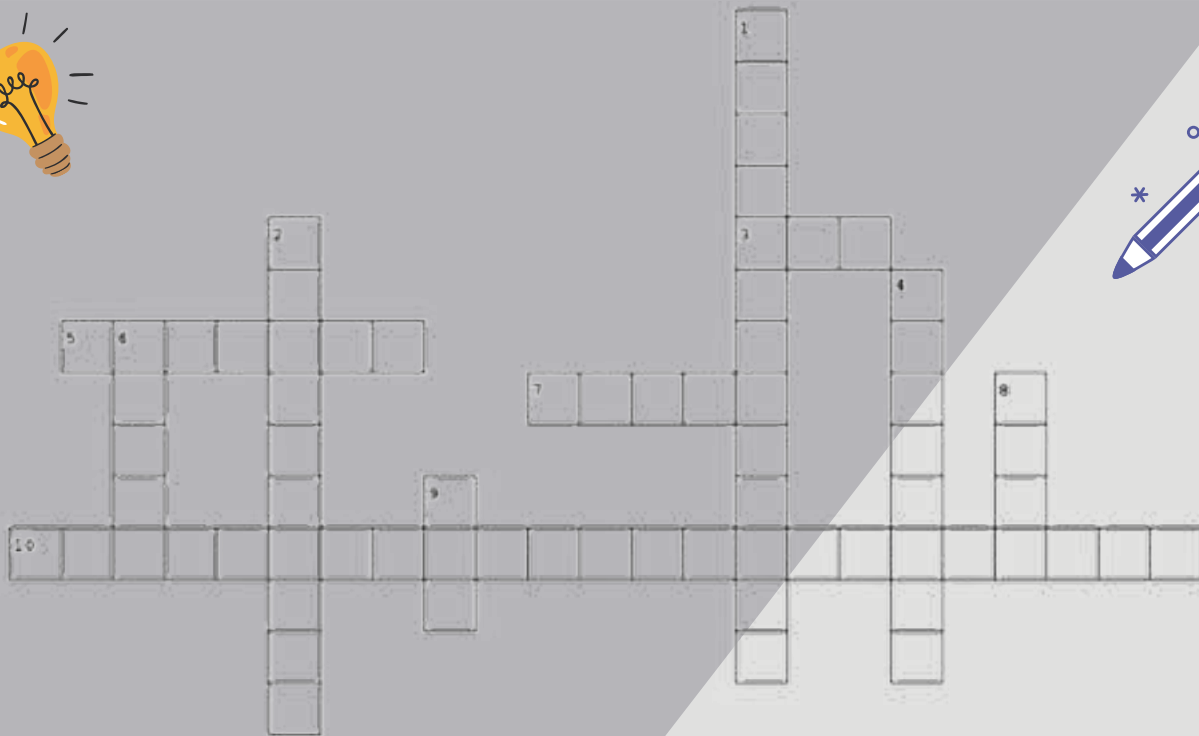
6. When a person keeps their money instead of spending it.

7. What a person requires to live - food, water, shelter

8. Something that a person would like but is not necessary for their survival.

10. The word for exchanging goods and services, sometime between countries

CROSSWORD



ACROSS

3. Hotel chain which is also involved in manufacturing cigarettes has started a campaign focusing on its customers.
5. Taking up over 15% of the worldwide bandwidth, this is one platform where people don't mind giving their passwords.
7. The city in which India's richest live, an IPL team is named after that city. This team has managed to get a new sponsor. Can you name the sponsor?
10. India's first pilot started this airline, changes in ownership have added a lot of debt to it. What is the name of the chairman of the conglomerate that owns it?

DOWN

1. He is the first billionaire to go to space by his own venture, originating from England. What is the name of his second venture?
2. In the 17th century, people in the Netherlands were mad about purchasing a type of flower which became a status symbol there. At one point, its cost was more than the annual income of a skilled labourer Eventually the bubble burst, and prices fell down to rock bottom. Name this event.
4. The home for entertainment-seeking apes, this currency, all chained up in blocks cannot be touched but is far more valuable than any other currency in the world.
6. This company's ship got stuck in the Suez Canal, causing a lot of loss in terms of monetary value. Which country imposed a penalty on that company?
8. Just behind the almighty Google in terms of website visits, this website just became an adult and decided to change its name. What is its new name?
9. X, founded in 1885, was the principal leading party of Indian Independence Movement.

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