

# SYMBIZINE

HOPE FOR GROWTH

VOLUME 02 | 2021



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## About SIBM Nagpur

The Symbiosis Institute of Business Management, Nagpur, has been established with the aim of imparting world-class education to students and transforming them into top-notch business leaders. It is the constituent institute under the Faculty of Management of the Symbiosis International University. The campus is spread over 75 acres of land in the upcoming educational hub and in the vicinity of the industrial corridor, being the second-largest SIU campus.

Symbiosis Institute of Business Management (SIBM), Nagpur, is one of the emerging B-schools in India, which has earned recognition for its exceptional composition of teaching and experiential learning. The attribute that makes learning business management exclusive at SIBM is its specialized teaching-learning approach coupled with a research focus, innovation culture and entrepreneurial zeal backed by world-class facilities.

SIBM Nagpur has a scenic and serene campus that provides an environment that is conducive to personal and intellectual growth. The infrastructure acts as a facilitator for the effective delivery of the curriculum. SIBM boasts of state-of-the-art facilities for its students. Students are given the utmost encouragement in their areas of interest by providing hi-tech facilities backed by faculty support. The institute places the highest priority on innovative programs of instruction that include both traditional classroom theory and professional skills training.

# Message from the Director

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## **Prof. (Dr.) Shrirang Altekar**

Professor & Director,  
Symbiosis Institute of Business Management,  
Nagpur Maharashtra, India

Delight and enthusiasm accompany new beginnings. For me, our college magazine, "Symbizine," is a much-anticipated publication. I'm sure many of us are looking forward to getting our hands on a copy!

I have to mention that creative writing is always a gratifying read because it goes beyond the subject to reveal the writer's personality, which in this case is our students and faculty members. This gives a one-of-a-kind platform for us to express our true selves, and it succeeds in bringing us closer together by providing a learning experience that emphasizes critical thinking, creativity, collaboration, communication, information literacy, media literacy, technology literacy, and flexibility.

Within the pages of this magazine are powerful features that are especially reassuring during a time when our society has been plagued by injustice and instability. At SIBM Nagpur, we advocate for equality and fairness today and in the future. It is a cornerstone of who we are as a community of educators and learners. And, it defines our critical role as thought leaders and change agents. Additionally, the magazine serves as a showcase for the literary abilities and innovative ideas of students and teachers in chorus and acts as one of the means to fulfilling SIBM Nagpur's vision and goal of providing a world-class education to students, strengthening students' global competencies, promoting entrepreneurship, fostering creativity and developing them into top-notch business executives.

I congratulate the entire editorial team of Symbizine on the successful publishing of the second edition of our annual college magazine, which is a product of their hard work and dedication.

Kudos to everyone who has passionately contributed to the development of the magazine.

Hope you enjoy reading Symbizine's second edition as you reflect on the value of the SIBM family and the lasting impact of our prestigious university!

# Message from the Editorial Team

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*“It is because of hope that you suffer. It is through hope that you’ll change things.”*

- Maxime Lagacé

When we picked this topic for the magazine, we reasoned that hope may seem nothing more than a fleeting thought making people feel better about themselves while everything else is falling apart but a real sense of hope lasts far longer than a brief moment and affects every aspect of our lives. It is a way of life that manifests itself in all we do and who we are, a way of life that transcends every aspect of our personality. We believe that hope is infectious and perhaps even healing and with everything that stands in our way, we must be hopeful that we will find a way to grow from what we have.

As we bring out the second issue of SIBM Nagpur’s annual magazine, ‘**SYMBIZINE**’, it is our pleasure to pen our thoughts on the topic ‘Hope for Growth’.

Recently, the COVID-19 pandemic has left an indelible mark on humanity. It is no secret that we are living in extraordinary times and our lives are being shaped by it in unexpected ways. It has already claimed the lives of over a million people, resulting in the destruction of livelihoods and economic activity. As the COVID-19 crisis deepens, the news cycle keeps our heads and hearts spinning, and governments and organizations around the world continue to implement different strategies to mitigate the pandemic's harmful repercussions.

Nevertheless, crisis brings along with it danger as well as many opportunities. There can not be a better example for this than the year 2020. Time has been instrumental in innovation and growth. The world reinvented itself, whether it's a token-based crowd management mobile application or the simple everyday hands-free sanitiser dispensers. We saw expansion in the form of e-learning, e-commerce and online food delivery. The world learned how to manage things remotely. We are finally close to finding the equilibrium of work-life balance and the remarkable pace at which humankind achieved in innovating a vaccine instils hope that the world will return to normalcy soon.

These are indeed challenging times, but it is not the end of our journey. The belief with which we begin this journey will define our journey. We will overcome this crisis, and if we're lucky, we may even establish stronger foundations for our future generations as we learn and grow into nobler and better versions of ourselves holding on to hope, a beacon in periods of uncertainty.

The second edition of **SYMBIZINE** intends to sow the seeds of hope for growth in these unprecedented times and lay down a strong foundation for its future editions. The magazine instils habits of thinking and writing in young minds by offering a platform for them to exhibit their creative, productive, and innovative ideas and views on a variety of topics.

We would also like to express our gratitude to all the students, faculty members, and the management, who have made such a significant contribution to the magazine. We truly hope that the articles in this edition, as well as the future issues of **SYMBIZINE**, will be engaging and thought-provoking to our readers.

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Picture: Mr. Yashraj Dash

# Hope for Growth

**Mr. Abhimanyu Singh**  
Batch of 2022

**A**fter 2 years of your MBA, when you will be at the convocation; You'll get three prominent questions from your friends and relatives:

1. Where are you placed?
2. Your CTC?
3. Is an MBA really worth it in terms of ROI?

I wish the ROI answer was as structured as the Phillips ROI Model or the Marketing Mix Model. But certainly, it isn't.

When you join a B-School, amongst others, the three crucial things for all will be bagging a good role, in a good company, at a good CTC. That's how, at least, I defined the ROI back

then. But these one and a half years were nothing less than a life-changing experience. Today, I look at the ROI in terms of Delta.

**Where Delta = The difference between What I was two years ago versus What I am today**

On a personal level, I've learned to approach problems logically and face failure head on; my perspective has shifted dramatically; I've explored myself and I am more aware of my strengths and weaknesses. Yes, of course, the legacy of SIBM, a huge network of amazing people, domain knowledge, time management, etc. My short-term and long-term goals are no longer vague. These years have prepared me to be my best at everything I attempt. So, here is the answer!

Also, one could have these learnings the other way around; I had it this way.

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# Marketing

Continue to innovate everyday



SYMBIZINE



## And the link is in the description!

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**Mr. Pushkaraj Nivrutti Bhatkal**  
Batch of 2022

There is a paradigm shift in the advertising industry. The pre-digital market was simpler for brands where they used to sign one celebrity as a brand ambassador who would promote the brand on limited available channels. But, people don't usually tend to like Ads. Well there might be exceptions like in the case when a cricketer pops out of the roof of a car and screams "Indiranagar Ka Gunda Hoon Main!" We can never forget that "Men will be Men" but how many brands do you really follow on social media?

Do you follow the cosmetic brand Mamaearth or the electronics brand boAt on social media? Then how shall

these new brands communicate with you & grab a piece of pie on a dinner table that already has more people than that of the annual Nobel banquet?

Brands have realized that today's audience is smart enough to know that Shah Rukh Khan does not use a Hyundai Santro or Akshay Kumar does not own a Tata Yodha pickup truck. Hence, they prefer the fastest growing channel of marketing i.e. Digital Marketing. However, the Pop-ups disrupt the browsing experience. Or the encounters with the unskippable ads makes you feel embarrassed in a waiting room. And let's not even get started on how you feel after accidentally clicking one of those ads.

90% of the communication process is preparation of the mind of the audience and only 10% is the part where you actually communicate. An unprepared mind will never understand the message. It is only when you are in the right mindset, you may consider buying a product or a service.

Brands know that you are most likely to follow influencers likes of Bhuvan Bam or Prajakta Kohli or Tanmay Bhat or Kusha Kapila and so on. They have started collaborating with such content creators and influencers to reach you. The entire content created by such creators is designed to prepare your mind and make you feel good, and then they pitch in a product. That's

Influencer marketing for you.

Influencer marketing is an eccentric field of marketing. Which go beyond normal celebrity endorsement and leverage the trust & relation between a person (influencer) and their followers. The followers admire the influencer. Such following is usually in a small niche with whom they actively interact. As a result, influencers have the potential to shape their customers' purchasing decisions. The influencer tries to make it feel more organic and certainly such a process is less prone to be scrutinized by the customers.

We are all aware that the communication process is not complete until the receiver offers feedback to the message. Social media platforms like YouTube, Instagram, etc. make it possible for marketers to accomplish that. Moreover, the possibility of two-way communication with the influencers whether it's the comments section of a Youtube video or the chat section of a Facebook live or Instagram DMs and occasionally even e-mail, makes the follower feel connected with the influencer compared to a celebrity brand ambassador. It allows one of the most important aspects of the communication process, providing a sense of completion.

Influencer marketing is growing leaps and bounds. Tomorrow, we can expect it to be just as good as, if not better than other marketing channels.

# Hope and Growth in Marketing after 2020

Ms. Riya Doshi  
Batch of 2022

*Ummeedon wali dhoop,  
Sunshine waali aasha  
Rone ki wajah hai kam ,  
Hasne ke bahane zyada  
Zidd hai muskuraayenge ,  
Khush rehne ka haiwaada  
Ummeedon wali dhoop,  
Sunshine waali aasha  
Tum dil se agar puchhoge,  
Woh khush rehna hi chahe  
Jab sache Mann se mango,  
Toh khul jaati hai raahein  
Toh khul ke khushi lutaao  
Ye kya hai aadha-aadha  
Ummeedon wali dhoop,  
Sunshine waali aasha*

This ad jingle of Coca-Cola has always been one of my favorites. With a few lines, it teaches us how there is always another side of a story. How with bad comes good too, which someone can see if only they adjusted their perspective a bit. With a positive ray of hope and true dedication the road to the destination will definitely come through.

But to be honest, I understood the true essence of this jingle in the year 2020, when the entire world was hit with an unfortunate incident that changed our lives completely. It was a hard time for all of us as it

changed the dynamics of our personal as well as our professional lives. Every sector and every domain was affected and marketing was no different. Job roles were challenged, working environments changed and traditional business practices saw their upcoming end.

These tough times of ***dhoop*** brought in the ***sunshine wali*** opportunities for change and growth. The traditional marketing practices are now challenged or rather changed with

their customers by working from their homes or anywhere in the world.

A customer's digital footprint is actually the pathway for a marketer to his heart. Imagine those earphones you searched for on Google and Instagram shows you a purchase offer for the same as a sponsored post. The reason behind this can be summed up in these words by Daniel Hovermann-

***"If you are not paying for the product, then you are the product"***



modern-day smart digital practices.

Digital marketing was a known but less explored world (area) before the year 2020. But today, it is widely used and known to almost everybody. People may not know how to use it and when to use it, but the familiarity with this term has increased tremendously. The tools of digital marketing such as Search engine optimization (SEO), Social Media Marketing, content-driven marketing, etc. have given the marketers access to reach and connect to the minds and even hearts of

That's true, the digital footprints of individuals are a product for the marketers, which is one of their biggest opportunities for generating revenues.

Everything that we do in marketing has a core objective of building trust, which in turn will generate revenue. But with such great opportunities there comes great responsibilities, the responsibility of data privacy and security. Consumers are aware that their data is being recorded for digital marketing practices through their digital

footprints, cookie collection and tags, etc. And this has given rise to the question of data security and privacy. It is truly said that with every new technical update, there is an increased fear of losing personal space or rather personal information.

Every time there is news of data leaks on unethical websites, consumers are more scared and highly concerned about sharing their personal information. There is a fear in every individual's mind that when a company knows so much about them, they can be tricked or fooled unapologetically and this fear will never let them trust a company or a brand completely.

Fear or no fear, the truth is that the future of marketing lies in the digital landscape. However, brands must find a common ground where consumers are willing to provide the information required by the companies. It is believed that every problem brings in a solution with itself and so this problem will also lead to the invention of a new solution as we know necessity is the mother of Invention. Probably, if the companies would share with their customers how and where their data is used and how it benefits the consumers, i.e.; creating transparency between the two can lead to a pathway where ***"khul ke khushi lutaao"*** can become the motto for all.

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# The Growth of OTT Platform

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**Ms. Sayali Dhage**  
Batch of 2022

The emergence of the OTT (Over the top) platform from the content displayed through DTH service providers, way back in 2008 with the paid subscription to the on-demand entertainment services with the 40+ OTT players in the market.

The COVID-19 pandemic changed the media and entertainment industries forever. OTT platforms in India are rapidly expanding in terms of subscriber base, owing to a variety of factors. If the earlier years were about INOX's and theatres today it is more about OTT entertainment. As people were stuck in their houses, they turned to digital screens for entertainment.

The beginning of Indian OTT platforms occurred when BIGFlix was launched by Reliance Entertainment in the year 2008. The mobile app called nexGTV was launched by Digivive in 2010, which gave the audience access to both live TV and on-demand content. When both DittoTV and SonyLIV were launched in the Indian market around 2013, OTT gained significant traction. As it was an aggregator of the platform across all channels including Zee, StarPlus, Sony, etc., people were engaged in the platform.

Covid-19 has accelerated the growth of the OTT platforms in India, which is evident by looking at statistics that by 2024, India will be the world's sixth-largest OTT market. The growth of OTT platforms is attributed to the availability of diversified content in different languages with reasonable subscription costs and the fact that the content was available to the customers at their convenience, anytime anywhere for everyone.

OTT allows for a level of personalization through recommendations and variety that was previously unthinkable in terms of content. OTT has redefined the term "bingeing" and has made it the new normal for Indian content consumers.

According to industry trends, with the increase of smartphones, availability of internet connectivity at a cheaper rate, OTT is

gaining more subscribers and it seems to be the new normal for entertainment.

The various offerings of the OTT platforms in India will grow with rural demand, as they are keen on developing the regional content. OTT can grow with health and fitness and also in the kids' edutainment sector.

Since the growth of the OTT platform has come a long way with just 2 players until 2012 with now more than 40 players, to provide a seamless experience for content viewing, OTT providers must implement technology at all stages of the OTT subscriber's lifecycle, beginning with content discovery. The use of AI and machine learning will help to personalize the search experience by understanding the customer's psyche and providing the right content at the right time.

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# How Ad Campaigns are promoting "Hope" via social message

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**Markiosys**  
The Marketing Club

From Vicks to Dove, many companies have jumped on the bandwagon to support the neglected side of the society. These brands want their audience to know what they stand for and show their support towards social causes while promoting their products/services. They choose social messages that will captivate the audience and start a conversation around the message and the Ad. This helps them in earning goodwill and creates a modern, bold and positive image of the brand in the eyes of the current and potential customers.

## **"Ariel - #ShareTheLoad (Father's Perspective of Married Daughter)"**

The ad shows a father who is watching his daughter come home from work and simultaneously prepare dinner, clean the house, bathe her child and finish her office work all at once while her husband is watching TV and not helping her with the chores. Her father realizes his mistake of how he never intertwined and helped his wife with the chores at home and didn't bring up his daughter as an independent woman who can expect her husband to equally share the load. He then goes on to help his wife by doing the laundry at home.

Ariel has tried to create awareness of the unbalanced expectations that society puts on women, especially a working woman who is expected to do all the house chores without



any help from her husband as it is her responsibility to manage the home. This social cause is highlighted especially during a time when more and more women are joining the workforce and breaking barriers.

### **“Snapdeal- Unbox Happiness for Unsung Heroes”**

While individuals are celebrating the festival of lights, there are the everyday heroes like cab drivers, firefighters, doctors and nurses, delivery boys, police, airport and railway staff, who work nonstop and make sure that others will celebrate Diwali with their dear ones. The ad with its powerful narrative, urges individuals to send a Happiness box to those everyday heroes. The tag ‘Let’s unpack Diwali for them’ fits the ad.

Snapdeal decided to show their support for the ones who are rarely thanked for their service to the society. They are the true heroes who work even on festivals and holidays. The brand celebrates these heroes by encouraging people to send them a happiness box to thank them for their hard work and dedication.

### **“Pathkind Lab Diagnostics - #HumFarkNahiKarte”**

The ad showcases the true ethos and commitment of each and every member of Pathkind lab family through its protagonist in the film who is shown as a phlebotomist. As he is heading home after finishing his hard days’ work to be with his family & celebrate his daughter’s birthday, he gets a call from his

boss to collect an urgent sample. Without even thinking twice, he heads for the sample collection which leads him to a home where transgenders reside. The protagonist is in for a bitter sweet surprise.

PathKind Labs has shown strong support for the LGBTQ+ community specially the transgender community that is often considered as an outcast of the society and it turned away and abandoned. The brand sends a clear message that they don't discriminate and follow the stereotypical societal rules and treat all as one. This positive support for the LGBTQ+ community creates a good image for the company and promotes their service along with the social message.

not just promote their products but also spread awareness on important social issues that impact us all. They encourage the viewers to break their stereotypical or traditional toxic view of society. They create ad campaigns that are relatable that makes the audience feel more connected to the brand.

Companies are using the Media platform to





# Finance

The path to financial freedom

SYMBIZINE



# Light at the end of the tunnel: How businesses can still emerge from the ongoing pandemic?

**Ms. Shankhamala Datta**  
Batch of 2022

*“Every crisis contains within it the seeds for transformation and growth.” - Jodie Gale*

**E**ver since the Coronavirus pandemic has started sending shock waves around the world, our very notion of the old industry trends seem questionable. We learnt in an year how a crisis can come along without warning and how it can upend everything we thought we knew. Repercussions from the

pandemic are going to be long-lasting, and industries have already started adjusting to the next normal. Despite the second Covid wave ravaging the Indian economy and with a third one in sight, businesses are relentlessly trying to unshackle themselves from the major setback for more than a year now. The

The fight against the pandemic is yet to be won, but the sight of the vaccines is surely promising a faint hope at the end of the tunnel.

### **Restructure**

They say that “old habits die hard” and our business leaders are still struggling to figure out the shift to agility and the existing crisis has only paved way for rapid transformation of our organisations. Given that old days are never going to come back, companies have to reshuffle everything-starting from reframing business model to redesigning of office space!

### **Reinvent and rebound!**

Current assessment as produced by the RBI emphasizes on the fact that household spending is the most hard-hit domain in the second wave. However, all the past economic downfall indicates towards a quick consumer rebound, provided they are returned confidence through faster pace of vaccination and subsequent restoration of normalcy. Covid-induced alterations in shopping behaviour can leave lasting impressions on consumer businesses, and as digital shopping has accelerated rapidly, a massive growth in digitization is observed. This crisis has definitely ramped up digitization by several years and this is an area where both productivity and growth can be achieved in this new virtual world. Technology is an inevitable driver of digitization, and

organisations have to move from a silo mentality to a more customer-oriented structure to meet new business needs. So, considering technology as the biggest game-changer during the crisis, industries will need to sharpen their focus on it.

### **Letting go of rigid supply chains**

With a shift in online retail, e-commerce has penetrated consumer’s lives like no other and this sudden shift has undoubtedly unmasked the vulnerabilities of the supply chains of many businesses. Yes, digitizing the supply chain is a great option but companies can bridge this gap by strengthening their delivery infrastructure. With the need for speed and creation of more value, re-tooling of supply chains would ensure better visibility and maximise asset usage. Flexible operational systems would be much beneficial for inventory management and customer satisfaction. Small and medium scale industries which have been mainly hard-hit in the second Covid-19 wave, can be supported by the larger companies in the market in utilizing automation and AI. If more, they can assist them in investing in sustainable operations! In spite of much disruption, we can still foresee a path to higher productivity through adoption of these strategies.

### **New virtual workforce**

The pandemic taught us to cope, and as ‘new normal’ persists, we need to survive. As

businesses have started reconfiguring their ways of working, workforces have to acquire new skills in terms of digital capabilities. Remote working in a vast range of industries is going to stick for some time now, and labour forces need to be prepared for the digital future. While most of the companies are already working towards developing skills of their employees, many others are planning a new mix of remote and offline working. This new Hybrid Model of work can do more to talent sourcing, improve efficiency and optimize operational costs.

### **To emerge stronger from the crisis**

With virtual agile being the new normal, adopting newer post-pandemic ways of working will make an organisation resilient to the dramatic changes of these trying times. As the popular saying goes, even in the worst of times, something good can always be found, and globally companies are transforming their structures and workforce to facilitate change in response to economic strain and changing customer needs. As we are journeying forward, we understand that we cannot rewind back to the past and as business leaders, our quick response to changing conditions and adapting to variable change is impertinent to growth.

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**Pranav Chudgar, CFA** · 2nd  
Treasury Transformation | Corporate Finance | Digital P...  
1mo · Edited · 🌐

Engineers introduced financial engineering into financial markets

Financial engineering brought derivatives around climate (Weather derivatives)

Derivatives got us CDS/CDOs backed by credit ratings


And now food engineering and business innovation has initiated credit ratings on Mangos 🍌🍌🍌

And you thought credit ratings was only for a company. 😊

With the commodity super cycle upon us, wonder what's next? Maybe CDOs / MBS on harvest of different crops 🤔

#derivatives #financialengineering #commodities #pannconomics

Engineering -> Financial Engineering -> Derivatives -> CDO/CDS backed by credit ratings -> Credit rating on commodities -> What's next -> CDOs / MBS on harvest of different crops



Type	Approximate Weight	Rate (INR/DOZEN)
AAA	270+	1950
AA	240+	1600
A	200+	1150
A Mini	170+	900
A Micro	150+	650

Pairi Mangoes available on order

Delivery all over India

Delhivery, Paytm, PhonePe, Amazon, VISA, G Pay

\* Delivery all over India. Free delivery in Mumbai and Surat.  
\* Courier charges applicable for all other cities.

# Valuation of Mangoes: A New Method to Improve the Supply of Mangoes

**Mr. Shaunak Shrinidhi Gujjewar**  
Batch of 2022

I have to admit this right in the beginning that it was Mr. Pranav Chudgar's post on LinkedIn that gave me the idea for this article. I also inquired if it was a new Corporate Valuation phenomenon, to which he replied that it was an advertising post created by a Surat-based Mango trader. I was shocked to see that somebody used these complex Financial Concepts to market his mangoes. This post did attract my attention and it gave me the idea for the above topic. Additionally,

I have proposed a method that corporates can use to rate mangoes and create contracts and sell them on behalf of producers. In the latter half, I have also explained how farmers can grow and increase their incomes.

So, let's say you travel through the city to reach the Market Yard, you must have spent a considerable amount of energy, fuel and time just to reach there. Anyone who has done the above will expect the best mangoes available

in the Market Yard, but wouldn't it be sad to get mangoes that are not ripe and sweet? Presenting to you another situation would be, what if you're a Premium Restaurant based in Oman, Qatar, UK, US, etc., your mangoes need to be the best to serve Mango dessert but what if you get a bad lot from the most trusted supplier, even though this might rarely happen but we cannot ignore the human error, right?

Let us first take a look at Mangoes. Mangoes originated in South Asia in the 4th Century B.C. It is known as the "Food of Gods". It was later introduced to the World and was grown in the tropical and subtropical regions of the World. After the 16th century, a large number of cultivars were produced and sold. The tree grows to 30-40m, with a crown radius of 10-15m. There are 500 varieties of Mangoes sold globally and the shelf life of the fruit is 7-14 days after ripening if stored in the fridge.

#### **Proposed Methodology for Valuation:**

Multiple characteristics act as an important determinant of the quality of mangoes. The following constitute the physical quality determinants of mangoes:

1. Texture.
2. Skin Color.
3. Shape.
4. Size.
5. Width.
6. Length.

7. Thickness.
8. Texture of pulp.
9. Amount of Fiber.
10. Flavor.
11. Aroma.

Determining the quality of Mango remains a hard task. Although there are biochemical methods of determination, they eventually lead to the destruction of the fruit.

#### **Parameters that were observed using Biochemical Methods include:**

1. Softening of the flesh.
2. Decrease in acidity.
3. Softening of the flesh.
4. Increase in Sugars, soluble solids, total . solids.
5. Increase in Carotenoid Pigments.
6. Thermal Properties.
7. Hygroscopic Properties.

#### **Chemical Testing Parameters which also proved to be destructive in nature are as follows:**

1. Acidity.
2. Sucrose Content.
3. Fructose Content.
4. Polysaccharides Content.
5. Carbohydrate Content.
6. Volatile Compounds.
7. Phenolic constituents.
8. pH level.

The above parameters along with physical parameters like shape, size, color, lenticels

heat, gravity have also been used but these are not foolproof methods. Non-destructive methods of quality check which were used for horticultural crops were also tested for mangoes. These techniques mainly include X-rays, ultraviolet light, nuclear magnetic resonance, ultrasonic decompression, sonic decompression, delayed light emissions, reflected radiation, transmitted radiations, dielectric properties, near-infrared, visual spectroscopy. The rheological and viscoelastic properties of ripe mangoes tell a lot about the condition and quality of the mangoes. Mango pulp has pseudoplastic pulp and has yield stress values. One has to find the exponential correlation of the consistency coefficient. This consistency coefficient can be found by the Arrhenius temperature relationship and Activation Magnitude Energy. It is important to note that significant changes were found in samples before and after harvesting. The above parameters also show a significant change when they are compared to different variants of mangoes produced across India. The temperature at

which the mango was stored after it was taken off from its stem also affects its ripening, taste, and aroma. The quality of mango is also affected by irradiation (done for exporting the mangoes), chemical treatment, disinfestation treatment like vapor heat treatment, forced-air treatment, hot-water treatment, etc. Immature mangoes are also prone to damage when they are treated in temperatures above 46°C. From the above, one can realize that it is hard to judge and find a perfect parameter for a perfect mango. But one can use X-ray, NMR, NIR, Visual Spectroscopy, and MRI to an approximate degree to analyze the quality of mango. Now, when we use X-ray, NIR, NMR, and MRI for a certain sample of mangoes, we can get an approximate judgment of the batch. MRI, NIR, X-Ray, NMR to understand thickness, fruit firmness, acidity, fruit fly damage, bruises, soft tissue count, maturity, moisture, oil content.

The parameters of Ripe Mangoes for different variants are in Table 1 and Table 2 as follows:

Varieties	Weight, g	Length, mm	Width, mm	Volume, ml	Specific, gravity	References
Dashehri	165.0	9.1	4.7	157.0	-	Gowda & Ramanjaneya 1994
Neelum	249.0	11.2	-	-	1.0	Nandani & Oommen 2002
Alphonso	216.0	7.8	6.6	225.0	-	Gowda & Ramanjaneya 1994
	299.3	10.2	7.8	-	1.0	Kudachilkar et al. 2003
	231.9	9.1	7.2	212.6	1.1	Badhe et al. 2007
	217.0	8.7	6.0	213.0	-	Gowda & Ramanjaneya 1994
Langra	217.0	8.7	6.0	213.0	-	Gowda & Ramanjaneya 1994
Chausa	419.0	13.4	-	-	1.0	Nandani & Oommen 2002
Banganpalli	329.0	10.5	8.2	228.0	-	Gowda & Ramanjaneya 1994
	307.5	13.2	-	-	1.0	Nandani & Oommen 2002

Table 1: Physical parameters of ripened mango cultivars grown in India

Varieties	TSS, °Brix	Total Sugar, %	Acidity, %	Ascorbic acid, mg/100 g of pulp	References
Dashehri	21.8	11.1	0.2	42.5	Gowda & Ramanjaneya 1994
	19.3	12.5	0.1	9.2	
Neelum	18.0	16.4	0.3	31.0	Singh et al. 1976
Amrapali	22.8	17.2	0.1	35.0	Singh et al. 1976
Mallika	24.0	18.6	0.3	19.0	Singh et al. 1976
Ratna	23.0	16.8	0.2	25.00	Salvi 1983
Alphonso	19.0	15.8	0.3	33.5	Salvi 1983
	19.0	12.3	0.4	51.4	
Langra	17.1	10.3	0.2	131.7	Gowda & Ramanjaneya 1995
	19.3	13.4	0.3	136.5	
Chausa	23.0	16.7	0.1	26.5	Gowda & Ramanjaneya 1994
Banganpalli	16.5	15.2	0.4	28.9	Nandani & Oommen 2002
	17.8	12.0	0.2	4.2	

Table 2: Biochemical parameters of ripened mango cultivars grown in India

We can create a table with approximate values of the measurements of the best mangoes and use it as a reference. We can then rate the set of mangoes by using parameters used by Moody's, S&P500, Fitch Ratings. They are given as follows in Table 3:

No.	Moody's	S&P 500	Fitch	Classification for Mangoes
1	Aaa	AAA	AAA	Prime
2	Aa1	AA+	AA+	
3	Aa2	AA	AA	High Grade
4	Aa3	AA-	AA-	
5	A1	A+	A+	Upper Medium Grade
6	A2	A	A	
7	A3	A-	A-	
8	Baa1	BBB+	BBB+	
9	Baa2	BBB	BBB	Lower Medium Grade
10	Baa3	BBB-	BBB-	
<b>Junk/ Bad Mangoes from here</b>				
11	Ba1	BB+	BB+	Non-Investment Grade Speculative
12	Ba2	BB	BB	
13	Ba3	BB-	BB-	
14	B1	B+	B+	Highly Speculative
15	B2	B	B	
16	B3	B-	B-	
17	Caa1	CCC+	CCC	Substantial Risk
18	Caa2	CCC	-	Extremely Speculative
19	Caa3	CCC-	-	
20	Ca	CC	CC	Default imminent with little prospect for recovery
21	-	C	C	
22	C	D	D	In default
23	-	D	D	
24	-	D	D	

Table 3: Credit Rating Scales by Agency, Long-Term

If we use the above table as a base then a mango batch can be classified (irrespective of variants) as shown in Table 4:

No.	Moody's	S&P 500	Fitch	Classification for Mangoes
1	Aaa	AAA	AAA	High Quality Mangoes with less spoilt units
2	Aa1	AA+	AA+	High Quality Mangoes with less spoilt units
3	Aa2	AA	AA	High Quality Mangoes with less spoilt units
4	Aa3	AA-	AA-	High Quality Mangoes with less spoilt units
5	A1	A+	A+	Upper Medium Quality Mangoes with medium level of unripe/ Spoilt units
6	A2	A	A	Upper Medium Quality Mangoes with medium level of unripe/ Spoilt units
7	A3	A-	A-	Upper Medium Quality Mangoes with medium level of unripe/ Spoilt units
8	Baa1	BBB+	BBB+	Upper Medium Quality Mangoes with medium/ high level of unripe/ Spoilt units
9	Baa2	BBB	BBB	Upper Medium Quality Mangoes with medium/ high level of unripe/ Spoilt units
10	Baa3	BBB-	BBB-	Upper Medium Quality Mangoes with medium/ high level of unripe/ Spoilt units
<b>Junk/ Bad Mangoes from here</b>				
11	Ba1	BB+	BB+	Speculative Batch with high chances of unripe/ spoilt units
12	Ba2	BB	BB	Speculative Batch with high chances of unripe/ spoilt units
13	Ba3	BB-	BB-	Speculative Batch with high chances of unripe/ spoilt units
14	B1	B+	B+	Highly Speculative Batch with very high chances of unripe/ spoilt units
15	B2	B	B	Highly Speculative Batch with very high chances of unripe/ spoilt units
16	B3	B-	B-	Highly Speculative Batch with very high chances of unripe/ spoilt units
17	Caa1	CCC+	CCC	Risky Batch/ Bad Batch of Mangoes
18	Caa2	CCC	-	Bad Batch of Mangoes
19	Caa3	CCC-	-	Bad Batch of Mangoes
20	Ca	CC	CC	Bad Batch of Mangoes
21	-	C	C	Bad Batch of Mangoes
22	C	D	D	Bad Batch of Mangoes
23	-	D	D	Bad Batch of Mangoes
24	-	D	D	Bad Batch of Mangoes

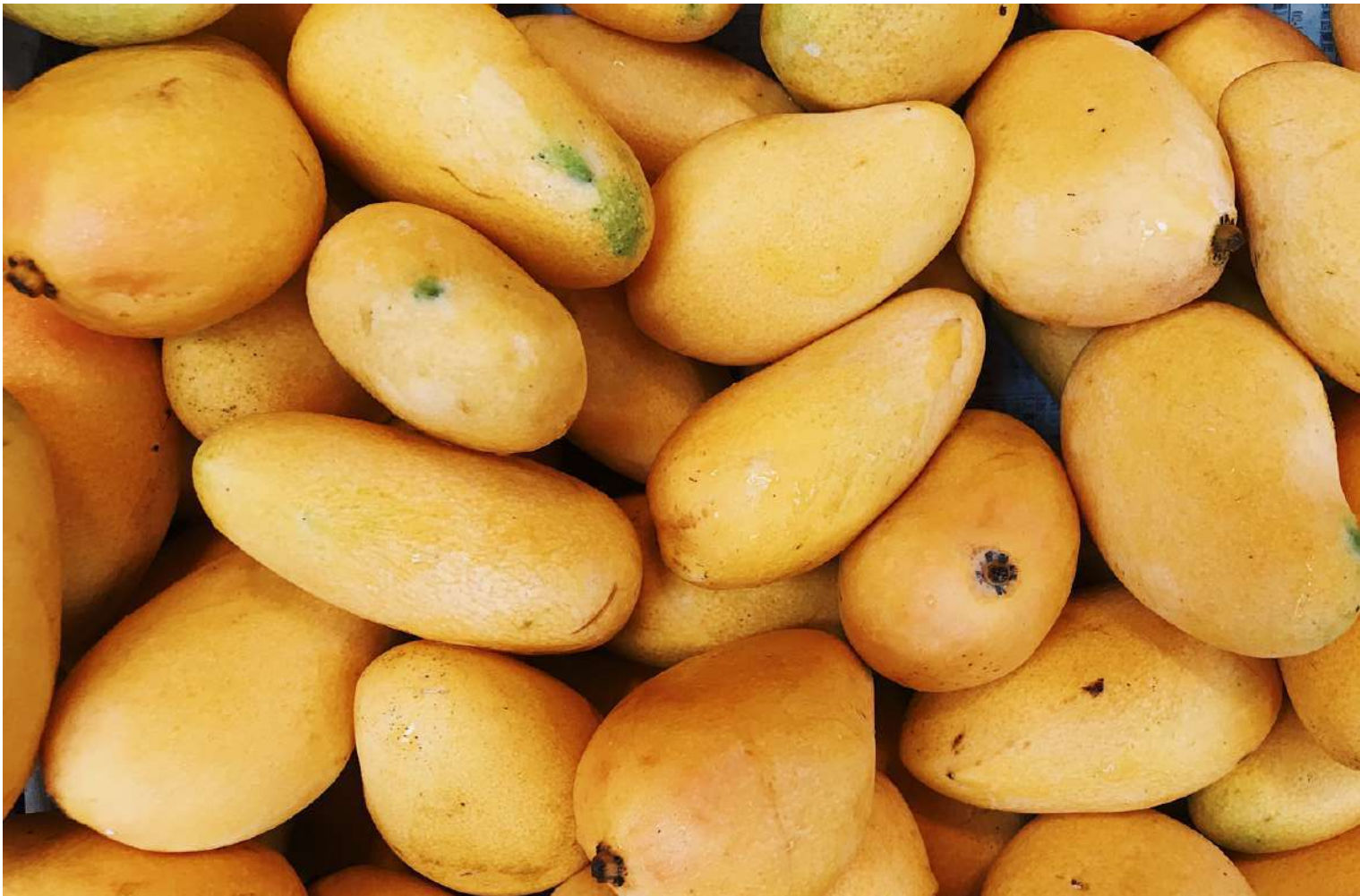
Table 4: Classification of mango batches based on Credit Rating Scales

Subsequently, we can sift the mangoes accordingly. Now, how can this be applied to selling mangoes to the local customer? The best example is using the above creative advertisement like the one done above and attracting the customer. The other way is to charge a premium for testing the mangoes in the lab and combining all the premium grade mangoes of each type into a bundle and selling them. For example, one can combine Aaa graded Alphonso Mangoes, Pairi Mangoes, etc. The Aaa here is Moody's rating of minimum credit risk and highest quality debt. The same in the Mangoes scenario can be Aaa – Highest Quality Mangoes with least chance of unripe or rotten mangoes. Now, you may say that I am giving a general idea but if mangoes start getting checked then there may be an increase in Food and Quality

Now, if you are a premium Restaurant based in the UK, US, UAE, etc. then you can prefer buying mangoes from a supplier who sells Mangoes of Aaa, Aa1, Aa2, Aa3, A1, A2, A3 only. This also ensures the customer that he has bought a good set of mangoes that have fulfilled rheological, viscoelastic, acidity, and biochemical parameters. This will help in improving the export quality of the mangoes as a whole. It will also improve our image as an exporter of crops. This has a domino effect on the producer. The same can also be applied to an exporter, who exports in bulk. The exporter can simply combine Mangoes with Aaa, Aa1, Aa2, Aa3, A1, A2, A3, Ba1, Ba2, Ba3 and then export them on a large scale. Thus, we can apply valuation procedures used in Corporate Finance for the valuation of mangoes.

The gradation of mangoes is helpful as it will reduce the number of spoiled mangoes and it will further enforce a sense of quality, this will also improve the quality metrics and act as a catalyst for improving research towards the development of high-grade cultivars. Getting an average of quality measures will act as a standard industrial metric which will help reduce the work involved in sifting and examining the mangoes. Thus, improving the supply speed as examination time has reduced. This will further boost research and development towards developing new quality control measures for our agricultural products.

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# Women's Financial Inclusion for Sustainable Growth

**Ms. Vandana Badlani**  
Batch of 2022

**W**e live in a globalized world today, but the struggle for the financial inclusion of women is still an idea that has yet to be fully embraced and adopted by many countries, even though there remain many credible voices in its favour around the world.

Let us dwell a bit more on the subject. Women make up approximately half of the population, yet their participation in achieving financial independence and equal engagement in society remains contentious. It is critical to recognize that women's involvement is vital for long-term economic progress in any country. Financial inclusion may act as a powerful catalyst for robust and inclusive growth by allowing people and families to nurture economic possibilities. According to research, people who participate in the financial system are better equipped to manage risk, establish or invest in a business, and make big expenditures such as schooling or home improvements.

The benefits of financial inclusion are fundamentally

rooted in citizen empowerment. To begin with, finance may help to facilitate economic growth in the world's poorest countries, which can enhance the investment climate and living conditions for disadvantaged women in such regions. According to Melinda Gates, the fundamental causes of poverty and disease are cultural, economic, and legal constraints that limit what women can – and believe they can – accomplish for themselves and their families. Even if we remove the tangible constraints to women's empowerment, what women and the men around them perceive to be a woman's legitimate position in society remains a significant impediment to their financial growth. To make a genuine difference in the lives of women, we must also aim to break down social barriers which constitute systemic inequity and this proves to be a much more laborious task.

One of the key aspects that would accelerate the financial inclusion of women as well as the rate of economic growth is women's financial independence. As per a 2018 World Economic Forum report, India is placed 139th out of 144 nations in terms of economic participation, with a 66% gender disparity. One of the causes attributed to this gap is the lack of financial inclusion across the country, particularly in rural areas. Inevitably, it demands the need for women to break away from financial dependence on family members, and educate themselves on

financial aspects, to protect themselves from unforeseeable situations such as healthcare expenses, ill health, or damages resulting from natural or man-made disasters.

The Global Findex Survey 2017 published by the World Bank claimed that 77% of Indian women owned a bank account, as against 43% and 26% in 2014 and 2011 respectively. As per this fundamental measure of financial inclusion, women are more financially involved than ever before. However, almost half of these accounts owned by women are dormant resulting in almost 278 million women unbanked or with inactive accounts. As a result, Indian women perform substantially worse in terms of everyday financial transactions such as savings and borrowings. Of more than three-fourths who have a bank account, less than one-fifth, i.e., only 16.7%, save formally at banks. Although, the male-female disparity in account ownership, or the gender gap, shrank to 6.4 percentage points in 2017 from 19.8 in 2014 due to the considerable growth in account access, yet high inactivity and limited participation continued to exist.

The reasons attributed to this include:

1. Either lack of awareness in women of financial services or lack of their use owing to a variety of factors.
2. Most financial service providers (i) are gender agnostic, (ii) have a limited grasp of their customer base, and (iii) do not

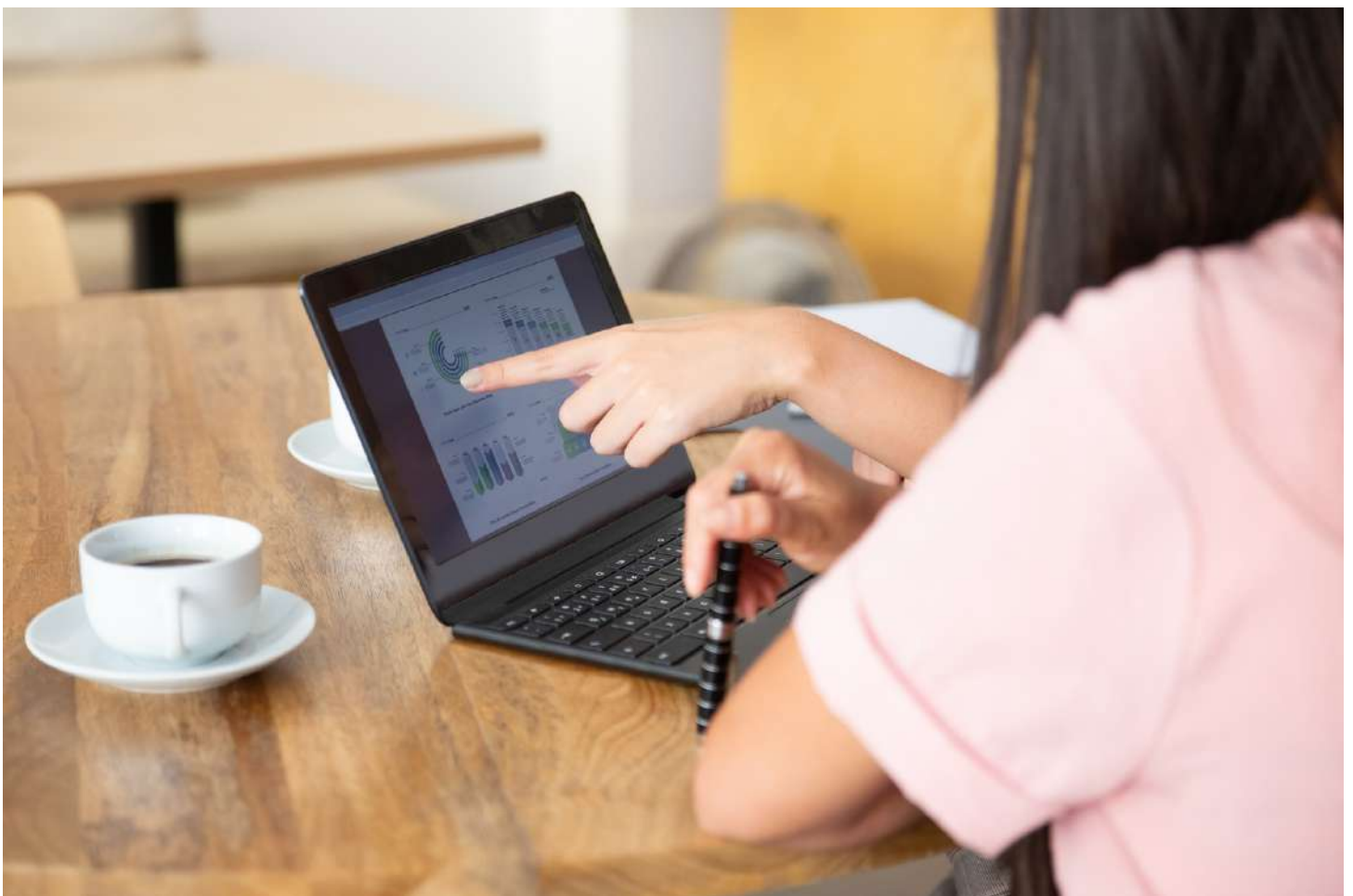
perceive a commercial case for actively supporting the women's market.

3. The national government pursues a gender-neutral policy approach.

This calls for greater efforts to make the financial ecosystem more inclusive for women. While an unplanned investment is starkly evident in the results, and frequently translates into a source of demotivation to continue investing, it emphasizes the need to effectively promote and implement financial literacy programs. Financial literacy encompasses the ability to effectively utilize, understand, and apply financial skills and knowledge. It supports personal financial management, budgeting, and saving. A

thorough understanding of one's financial situation helps better assess how to allocate and utilize their earned income in various investment avenues. Most importantly, this requires imparting knowledge to women on financial aspects in their initial years of education and acknowledging the need to invest in financial instruments, followed by a robust understanding of their benefits.

To boost financial independence amongst women, public and private organizations offer a variety of investment alternatives such as insurance products, health insurance programs, flexible loans, and so on. As a result of increasing access to financial services such as banking, insurance, and



other forms of investment instruments, women are more likely to attain economic freedom with their household savings and seek formal loans from financial institutions to secure their future.

Furthermore, increasing the focus of policymakers on women through a national financial inclusion strategy include initiatives such as the Pradhan Mantri Jan-Dhan Yojana, Mahila e-Haat, Sukanya Samridhi Yojana, and a slew of campaigns which are aimed at highlighting the importance of financial independence for women in achieving empowerment.

Thus, the need is to ensure equitable access, as well as widespread communication and understanding of the programs along with their benefits for inclusive economic growth. It is worth acknowledging that growth will be short-lived unless the benefits of economic expansion are shared by all members of society thereby making inclusive growth indispensable for India's economic success and development. Achieving financial inclusion of women will require stakeholders in the social and financial ecosystem, including financial institutions, regulatory bodies, technological service providers, and civil society organizations to play their parts effectively. Successful implementation of financial inclusion in different states may be attributed to a strong political will to pursue ambitious structural reforms and make

technology function in this direction.

The COVID-19 pandemic, however, as observed by experts, has been a blessing in disguise in terms of the surge in women's participation in the equity markets. Lockdown has merely been an accelerator in enabling women to expand their capital market knowledge through digital solutions. Upstox, an online brokerage firm, reported a 32% increase in female account openings from April to June 2020, compared to the previous three months. 70% of these women were first-time investors and more than 35% of the brokerage house's female clientele are housewives, including those from Tier 2 and Tier 3 cities. Thus, remaining loyal to our theme "Hope for Growth".

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# Can India Become Financially Literate?

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**Ms. Ayushi Panwar**  
Batch of 2022

The Indian banking sector is the world's fastest-growing sector in the world. It is predicted that India would become a financial hub within a decade. This is a possibility, and there is certainly optimism that India will become a financial hub for the rest of the world, given how rapidly its financial system has evolved. Demonetization, GST changes, digitalization, and fin-tech services can all be viewed as positive signs for the country.

Now, let's focus on the ground reality.

As previously mentioned, India has the potential to become a superpower in the future decade, but how is this achievable when the majority of the country's people are financially illiterate?

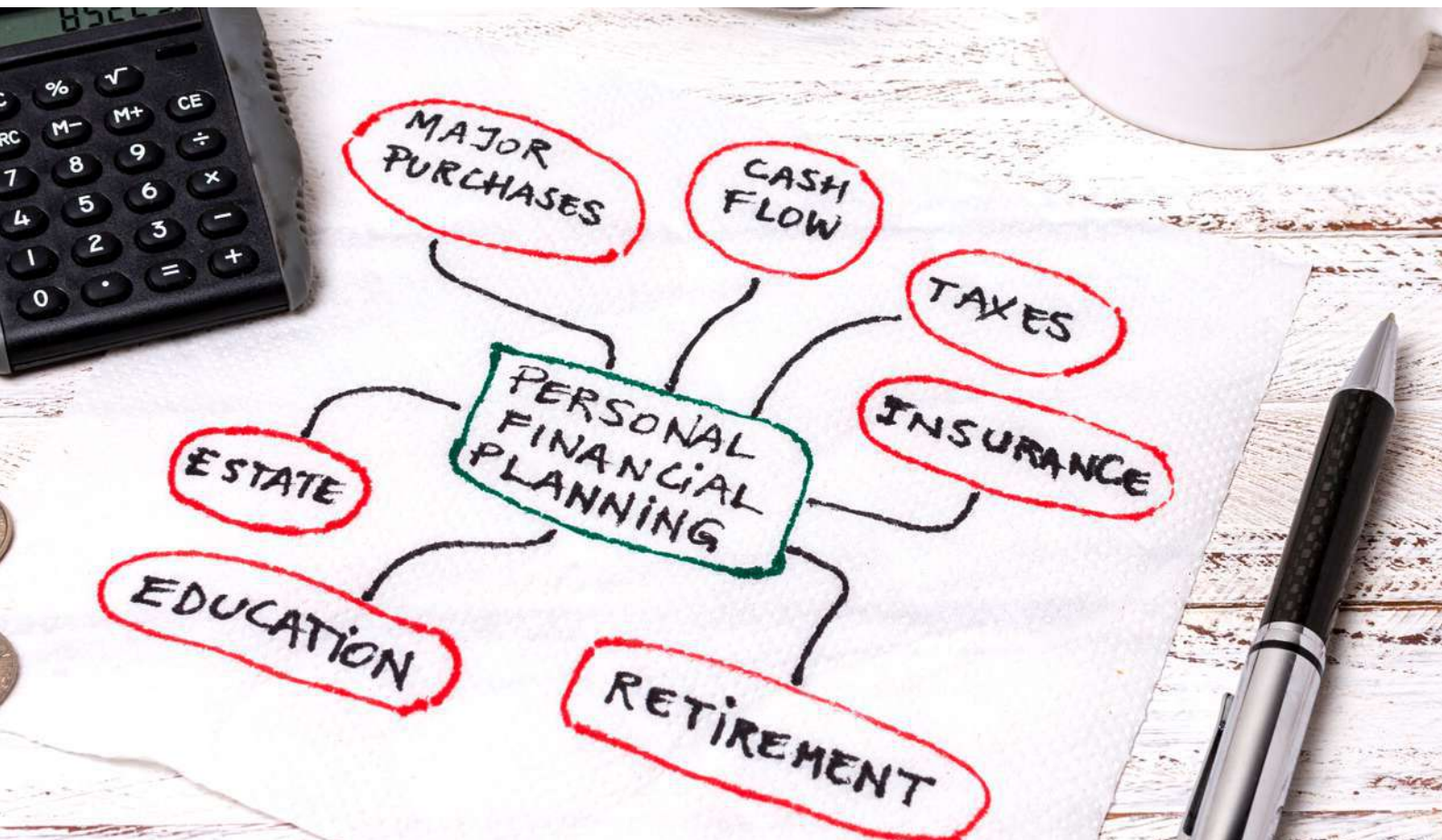
According to S&P's survey, "India is home to 17.5 percent of the world's population but approximately three-thirds of its adults don't have basic financial literacy skills." Well, when I talk about financial literacy, I don't mean that you have to have a degree in it. Financial literacy pertains to how well people manage their personal finances. A country like India has the potential to become a powerhouse, but one factor impeding its progress is a lack of financial education among its population. It is not essential to limit financial knowledge to professionals in the area; it is required at all levels in all sectors, both personally and professionally.

Developed countries such as the United Kingdom, the United States, Australia, Singapore, and others are considerably ahead in terms of financial literacy. In developed nations such as the United States, 80 percent of the population understands basic financial concepts and invests in stock markets, whereas this is not common in

stock markets, whereas this is not common in developing countries such as India. Financial education is offered at the school level in developed nations such as the United Kingdom, and a variety of programs and initiatives are run by their respective governments, whereas it is still in its formative development in our country.

little evidence of its practical implementation, and there is a general lack of public awareness about these programs.

In addition, where India is dealing with a pandemic crisis and a lockdown that has made life more difficult for its citizens, we have witnessed how many people do not



The National Centre for Financial Education (NCFE), a non-profit organization, was established under Section 8 of the Companies Act 2013, to promote financial literacy in India. It is supported by four key financial regulators: the Reserve Bank of India, SEBI, IRDA, and PFRDA. Though it has been created, it is only visible on paper and website; there is

not have enough food to eat. Unemployment and lockdown restrictions have made the situation worse than it has ever been.

In this situation, one can observe a new trend forming and establishing its future, which is "digitalization." Remember, when our Prime Minister launched the JAN DHAN YOJANA,

where you can open a bank account with zero balance, the positive effect of this scheme was seen during the pandemic, when the whole of India was locked in their homes and nobody knew how to deal with this situation, it became easier to transfer money directly. Digital payments have become the new norm.

According to an ACI report, India ranked first in the number of digital payment transactions in 2020, ahead of China, South Korea, Thailand, and the UK. In India last year, instant payments accounted for 15.6% of all transactions, while other electronic payments accounted for 22.9%. The cumulative share of digital payment transactions is expected to reach 71.7% by 2025.

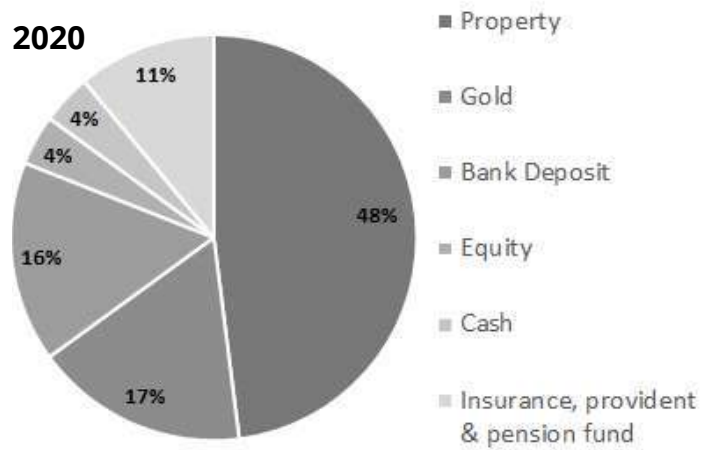
Nowadays, young people are beginning to invest in the stock market. As a result of the global pandemic and economic disruptions, Indian investors registered a record 14.2 million new Demat accounts in FY21, nearly three times the amount in the previous fiscal year. During the pandemic, finance-related Youtube channels saw tremendous growth in subscriptions, indicating a new trend among the public. This made it easier for ordinary people to understand the stock market and other financial tools available in the market.

The growth of the financial sector in equities and mutual fund services and schemes may be seen in the given figure. These businesses

now aim to target small towns and villages little evidence of its practical implementation, and there is a general lack of public awareness about these programs.

Fintech start-ups such as Paytm, policy bazaar.com, and Cred are transforming the

**India's Household Assets as of December 2020**

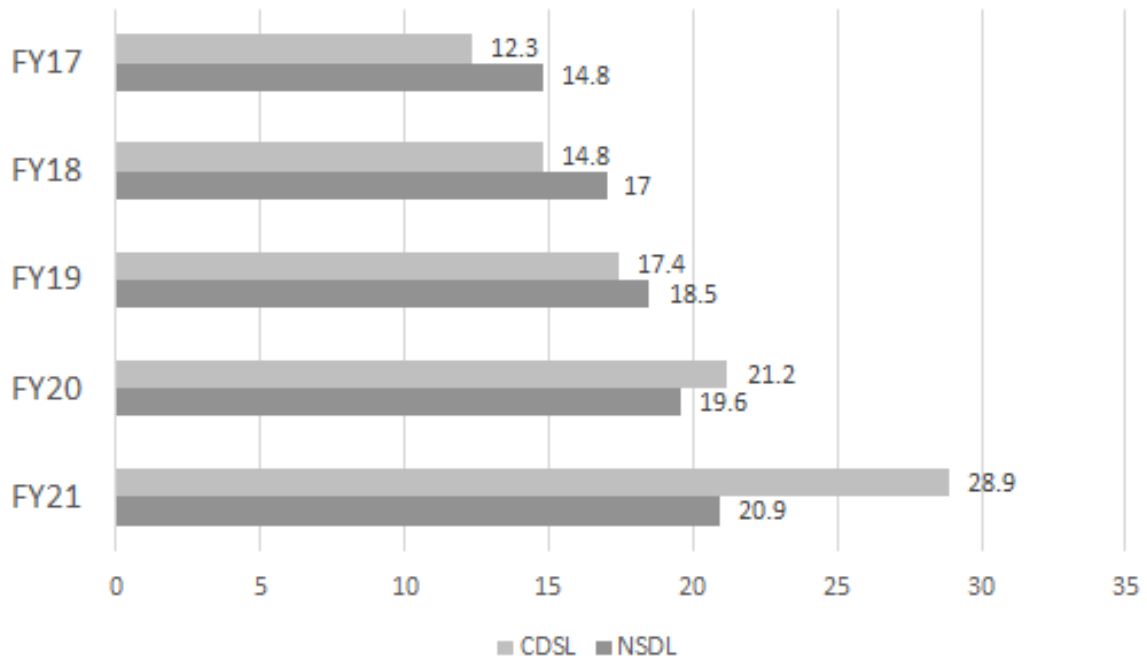


**Sources: Reserve Bank of India, Jefferies estimates, Central Depository Services Ltd., National Depository Ltd.**

country's financial sector. The accelerated rate of growth achieved by these players can be attributed primarily to government initiatives such as the implementation of demonetization and GST, as well as the payment stack, which created a significant growth opportunity for fintech start-ups while also transforming financial services for its consumers. The financial system has grown more convenient as a result of these firms. These companies have simplified the process and made the work more hassle-free.

Earlier people would have to consider ten

### Investors Demat Account (In Millions)



December 2020: Compiled by BS Research Bureau

Source: CDSL result presentation

times before going to the bank, but today everything is available on your cell phone at the touch of a button. Technology has made it easier to adopt these changes, and social media has also played an important role in raising financial awareness among the general public. These fintech start-ups complement banking services.

India has the world's largest youngest population, and we can help them become more financially literate by educating them at the school level. The government could also provide free courses to different types of individuals at each level. The country's population is very diverse, and there is a wide disparity between the affluent and the poor. Financial education may act as a catalyst to help India climb out of poverty and realize its potential to become a superpower.

The Covid-19 pandemic, however, is showing no signs of abating in India and is expected to have a considerably longer-term impact on the country's economy than formerly predicted. Thus, a more systematic approach to training adults on how to use financial tools is necessary to prevent the country's marginalized people from sliding further into poverty.



# Union Budget 2021: Ray of Hope for Growth

**Mr. Shreyans Tated**  
Batch of 2022



The new Union budget in India has led to hopes of eventually increasing fiscal policy growth and reducing the burden on the RBI to continue to drive a pandemic response in politics. Oxford Economics, the global forecasting corporation, revised India's economic growth prediction for 2021 to 10.2% from its previous 8.8%, citing the decreasing risk of COVID-19 and the change in the monetary policy perspective.

The proposals in the Union Budget would generate favourable private sector externalities and predict fiscal consolidation in FY2022 slower than the government projects. The proposed increase in capital expenditure should also reduce the consolidation's GDP contractionary effect. The economic assessment of the Ministry of Finance in April 2021, according to COVID-19, expects the economic effect of the second wave to be smaller than the first wave. This demonstrates that it is a bad time to lose hope for economic development in India.

In 2020-21, the government announced a number of steps to alleviate the economic hardship caused by the pandemic and encourage business re-enterprise at various stages of the pandemic. This included providing MSMEs with free collateral loans; partial loan guarantees to support NBFCs and steps to increase capital investment and employment. The Supreme Court has suspended the NPA rating stay. Withdrawing

Withdrawing NPA identification and classification would enable banks to recognize non-performing asset accounts that have not paid interest.

While this would put a stop to the instability in the banking system, bad loans would increase. The Insolvency and Bankruptcy Code suspension will be suspended. While there is concern that this could lead to a spike in cases brought by the National Company Law Tribunal (NCLT), before bringing the company to insolvency, creditors are likely to weigh up all the options. The Government of India did not predict the migration of migrant workers.

The lock-out was abrupt and draconian. But it has taught the government. No famine deaths or riots were recorded in India due to food shortages. They are setting up a centralized hub for migrant workers to help regulate them and to provide them with timely assistance..

The Pradhan Mantri Atma-Nirbhar-Swasth Bharat Yojana, which would over the next six years initiate the development of primary, secondary and tertiary health systems with an expense of approximately INR 64,180 crores, reinforce established national institutions and establish new institutions to cure new and emerging diseases. This will boost employment and improve the medical facilities in the country and make medical

care accessible and effective in the country.

Investments of INR 93,224 crore in the education sector is another step towards promoting hope for growth for education purposes in the country. Concentrating on new education policies and reducing the digital divide would help to build great human resources in the future.

Concentrating on new education policies and reducing the digital divide would help to build great human resources in the future. The country is progressing towards more renewable energy sources. National Hydrogen Mission is one such example. This act intends to provide clean fuel, an alternative fuel that not only helps to conserve mother nature but also generate a good amount of employment and develop the much needed secondary sector of the country. Investors and young minds are able to expand their innovations into effective start-ups by getting tax deductions up to ₹ 1.5 Lakh.

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# A New Wind is Blowing

**Mr. Ankush Futane**  
Batch of 2022

*"And when all the wars are over, a butterfly will still be beautiful"*  
**-Ruskin Bond**

The covid-19 pandemic has changed our Outlook towards the world. It has significantly impacted how we live and work in ways that will alter our behaviour long after the pandemic subsides. Companies have moved rapidly to deploy new technologies for tackling the challenges put forward by the pandemic. The switch from traditional methods to digital was unprecedented, work went remote, shopping, entertainment, education, corporate and even medicines went online.

The deployment of digital and automation technologies was done at a much greater pace than it was unfolding before the pandemic. These changes in consumer behaviour and business model are likely to persist in advanced economies even after the pandemic recedes, although perhaps not with the same intensity as during the crisis. The pandemic hit hard almost all the sectors of the economy, and micro, small and medium-sized

enterprises (MSME) were no different.

India has a vibrant MSME sector contributing majorly to the socio-economic development of the country. The MSME sector contributes significantly to the GDP, exports and creates employment opportunities for many. According to India Brand Equity Foundation (IBEF), a government trust, India has approximately 6.3 crore MSMEs and is growing exponentially. The number of registered MSMEs grew 18.5% YOY to reach 25.13 lakh units in 2020 from 21.21 lakh units in 2019. The Indian MSME sector contributes 29% towards the GDP through its national and international trade.

Though the MSME sector is a growth engine for the nation's GDP, there is no denying the fact that it is vulnerable to several challenges such as limited financial resources, high-risk liability, and so on. Making the matter worse the current crisis has done nothing but put fuel in the fire. According to experts, one of the major issues encountered by MSMEs is a lack of access to formal sources of funding and high market rates of interest, which has compelled some MSMEs to shut down their businesses.

But as they say, 'all is not lost' for ***"happiness can be found even in the darkest of times, if one only remembers to turn on the light."***

The Government of India has several

schemes for MSMEs such as providing credit and financial assistance, skill development, infrastructure development and so on. In addition to this, many special schemes have been announced by the government under the umbrella of 'Aatmanirbhar Bharat' or self-reliant India. Several founders and corporates associated with MSMEs have welcomed the idea of self-reliant India, as it will be an excellent platform for enterprises to do more business.

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# IPOs in our Backyard

**Finomics**  
The Finance Club

*"Creativity and silence are not antagonists; real creativity comes only out of silence. The creativity that is against silence is nothing but a feverish activity of the mind. One has to live in silence before one can create something valuable"*

*- Osho*

In the last decade alone India has created over a hundred unicorns with a combined market capitalisation of 240 billion dollars, swiftly narrowing the gap with the US and China. These enormous wealth creation opportunities have appealed to global investors, especially tech startups with \$12 billion being invested in India's internet-based startups in 2020 alone.

Up until now the growth of these Silicon Valley-type startups in India has been funded by global venture capitalist and private equity investors who have earned a fortune with similar companies in other developed countries like the US and China. Take the example of Flipkart, whose sale to Walmart valued the company at \$22 billion.

History suggests that there are essentially two types of economic expansions post-recession; those that see GDP growth by 10 to 20% cumulative in post-crisis years and those that see 30- 50% cumulative growth. Let's call them 40% recoveries. They don't happen by accident. They are the results of choices made by the leader in government, businesses and by individuals.

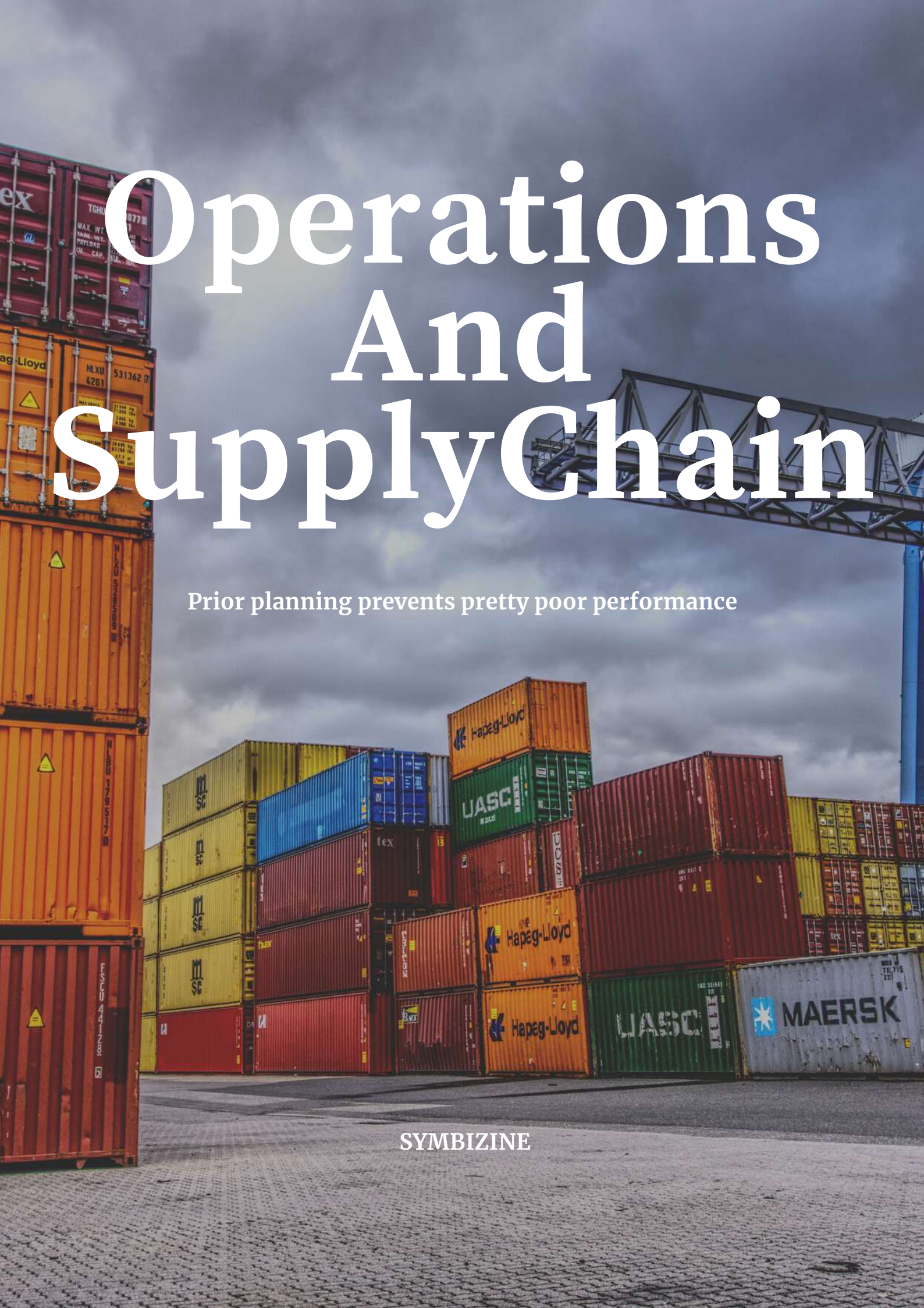
Having taken heavy blows from the pandemic, Indian investors and large corporates are still optimistic about the future of the Indian capital market and thus entering this sector with organic build-ups and inorganic acquisition. The recent acquisition of 1mg and BigBasket by Tata Group validates the above trend.

The Indian capital market now has the appetite and the maturity to reward those companies and their first-generation founders who successfully steered their business to scale through the Covid-19 pandemic.

In the coming months, India should see initial public offerings (IPO) of homegrown companies which include Zomato, Paytm, Nykaa, Policybazaar, LIC and NSE.

The validation of these unicorns on the Indian stock market will demonstrate that India is not just the back office of the world but also has the ability to use cutting-edge technologies to provide e-commerce, fintech and green energy solutions. Over the years, these companies will not only add a new sector to the Indian capital market but also add another 100 to 150 billion dollars to Indian listed companies' market capitalisation.





# Operations And Supply Chain

Prior planning prevents pretty poor performance

SYMBIZINE

# How to Grow a Successful Logistics Service Providing Company in the early '20s?

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**Mr. Chinmay Kshirsagar**  
Batch of 2022

Lockdown had led the manufacturing companies to a standstill leading to the stoppage of Supply Chain Operations as well. But the same lockdown has helped grow many e-commerce businesses leading to growth in Supply Chain Operations. From now on, where should these logistics firms focus to meet this rise in demand?

Here, I've analysed various plans for the logistics service providers. The analysis is divided into 2 plans, a plan which can be brought into immediate consideration and the other which can be implemented in the next upcoming years:

## **Immediate Plan**

### **Build a Lean Supply Chain.**

These companies are widely dependent on their vendors. Thus, the Vendor Selection Process should be carried out amicably with more attention on rationalising the supplier base. The company should have long term contracts with all these vendors. If the material is critical, the company should have a minimum number of Suppliers in such cases to reduce risk.

That's one step closer to achieving a Lean Supply Chain.

### **Reduce the cost by rationalising the Supplier Base.**

Companies gain revenues by increasing their bottom line. There's a lot of competition in this field currently, and might increase with



respect to time. Although the Business Development team will take care of the customer, The possible way as a logistics professional is to reduce cost price in Purchase Price Negotiation. Keep Inventory cost lowest.

Create the right network of suppliers, manufacturers, subcontractors, transporters, warehousing, etc. Focus on how we can make the supply chain lean. How can we reduce the cost? The emphasis on negotiation should be given. Involve the supplier in your design stage. We have no control over the selling price (SP). It's up to the market to decide. As a result, we must obtain the Cost Price (CP).

$\text{Margin} = \text{Selling Price} - \text{Cost Price}$

Since we don't have control over SP, we'll have to rely on the CP to earn a profit. It is now up to us to determine how to reduce costs in order to increase our profit margin. Negotiate to get the minimum CP with 2PL. This will help to get not just private company tenders but also PSU tenders and contracts.

Remember that in any crisis, only 2PL or supplier is always there to help you survive. Thus, build good relations with 2PL or supplier.

### **Logistics Performance Measurement.**

Perform audits regularly. Use Data Analytics, understand the company's performance by calculating the warehouse processing time, number of product damages, operating cost, frequency of delays, billing information. Take feedback from the customer on Customer Service.

### **Long Term Plan**

#### **Use Data and Technology to provide transparency to customers.**

Collaborate with vendors and customers to provide 360-degree transparency. This will contribute to an increase in operational efficiency as well as providing analytics and MIS reports.

Implement adaptive supply chains which use cloud-based supply chain technologies to ensure business operations are prepared, whatever be the eventuality. Involve the Internet of Things (IoT) in the company. Install RFIDs, barcodes for a better logistics ecosystem. Someday in the near future, there might be a sudden peak in the number of orders where the shipping might turn inconsistent. Here, IoT will be a saviour since IoT improves the efficiency of logistics operations, as it helps in tracking the inventory and warehousing, monitoring the driver activity, allowing for smart location management, and updating the delivery status.

Imagine there's a leakage in a container that is going through the ocean freight. And you've installed a Moisture Sensor IoT Device in the container. It will note all the insights for the company and might help to avoid a huge loss. This is just a small example. IoT has a lot more to offer.

### **Identify what's trending around the world.**

The Cold Chains are widely being used around the world now to supply oxygen and vaccines. It's too late to enter the battle for the cold chain in the Covid scenario. But after the vaccination drive ends, the demand for cold storages will reduce; although not end. At this stage, invest in the cold storage inventories. Other companies would be busy liquidating their inventories in cold chains

and thus cold storage inventory would be available at huge reduced rates. Here, you can find a huge scope for the business.

### **Identify how to retain the customers.**

Identify what major market leaders in the market offer. Make a user-friendly website. Customers like to stay updated with insights regarding their freight. Give regular insights of their freight to the customer via an application or website. Engage with them by explaining how the company is expanding in the market.

### **Make Proper Demand Forecast.**

Ensure that the demand forecasting is done



perfectly. There should be no bullwhip effect later. Risks like Covid-19, floods are uncontrollable but for controllable risks, minimise the risk by ensuring controllable factors are controlled effectively. Reduce the forecasting errors. Make it more accurate. Thus the wastage may be reduced tremendously making the process lean and thus you can avoid muda and mura.

### **Identify techniques to reduce the losses.**

Paying for an empty truck procurement is a loss to the company. Register on websites like trucksuvidha.com, blackbuck.com and other similar websites to reduce the cost of Empty Return Truck Journeys.

### **Identify the recent changes in Supply Chain Patterns.**

Read the news and relate it with the Supply Chain business.

- Growth of Cross-border, Global Marketplaces
- Diversifying Supply Chains
- Faster delivery
- The Rise of Social Commerce
- The Transformation of Retail Shopping Events

Companies should focus more on these topics, which may become future trends. These are the areas where any supply chain startup or a fully settled Logistics Service providing company can focus. They are covered with recent technological

advancement which can help them to set a benchmark in the market.



# Supply Chain Management in India Post Covid-19

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**OpClava**

The Operations & Supply Chain Club

*“Let our advance worrying become advance thinking and planning” – Winston Churchill*

The disruptive presence of supply chains and the increasing globalisation of the economy have resulted in rapid changes in the Indian industry's view of supply chain networks. This pandemic has offered the world a rare chance to redefine global supply chain operations and increase efficiency and responsiveness proactively through its resources and staff.

In his discourse in May 2020, the Honourable PM Narendra Modi acknowledged the pandemic's positive position. He focussed on his vision of India "Aatma Nirbhar," highlighting the five pillars of the vision – economic recovery, technical infrastructure,

government, demography and demand in markets.

Short-term economic development in India is highly dependent on pharmaceutical products, farming and consumer products. The overhaul of the supply chain failures in the long term is for several reasons.

The fact that India is on the right path to growth and will successfully evaluate the continued recovery of the Indian economy is commendable.

## Supply Chain Management: Future in India

In the midst of a pandemic, India's supply chain is built up with risks and uncertainties to reverse short-term recoveries of the Indian economy. Since 14 percent of India's GDP is spent in logistics, strategies to improve supply chain management in India for an hour should be explored and created.

However, the COVID-19 pandemic provided a driving force for change in the supply chain. Surprisingly, even organisations with limited capacity to respond to disorders have addressed the issue with analysis and technical values.

However, the challenge here has not stopped. In order to secure time tests for supply chains, constant engagement, productive improvements, and a rigorous risk assessment and control would be needed.

Globally, business structures of businesses have to be revised to create sound and scalable supply chains that lead to productivity stability and sustainable growth. This will entail a strong emphasis on new platforms and agile methodologies to successfully adapt to the rapidly evolving technological field.

The positive news is that India was enriched with its riches and wisdom on a global scale. Furthermore, supply chain providers have plenty to upgrade their skills to fit the country's needs. A master's degree in Supply Chain Management is an important study for the future of the Indian supply chain to be sustainable.

With cutting-edge technologies, active interest in diverse cultures worldwide and skilled workers, India will be able to adapt excellently to emerging challenges and resound constantly in the post-pandemic world.

### **Recent Trends in Supply Chain Management**

With the abandonment of traditional supply chain solutions for cost-efficient technology in the supply chain, companies need to review their market structures, diversify distribution processes and reinvent trade chains.

Each of the key elements of the EU, America

and Asia, is also adapting its business goals to better handle risk. For example, Japan has set aside USD 2.2 trillion in support of companies to move production from China following events that interrupted the partnership between the two trading partners.

### **Revolutionary changes are planned in the supply chain in the future:**

#### **Automation**

Automation is ready to become a practice in the supply chain industry. Manual and recurring tasks such as data entry are eliminated with the automation software and companies can free themselves up for crucial tasks. This eliminates errors, speeds up the operation, and effortlessly provides information. Technological developments like these allow companies to enjoy priceless growth and stand out on the world market.

#### **Sales and Operations Execution (S&OP)**

Companies are willing, by agile management methodology, to successfully strategize and implement plans in view of unpredictable business fluctuations and unforeseen disruptions. This enables them to respond to unforeseen internal and external challenges more efficiently.

#### **Sustainability**

Companies increasingly incorporate economic development frameworks in their supply chain strategy in order to solve

environmental concerns. More and more large organisations worldwide oppose traditional practices for the sake of environmental and ethical values.

India has an enormous part to play in this transition. In order to meet sustainability targets, India's position is important as the second-largest generator of energy and food

### **Machine Learning and Artificial Intelligence**

During the past decade, digitization has continued throughout the supply chain, but the pandemic has accelerated this transition. From this point forward, machine learning and AI implementation will train the decision-making effect through data collaboration.



demand, which doubles over the next 20 years. And these changes are now being pursued in their global supply chains.

Indian companies increasingly adopt environmental standards through their business efforts with France, Japan, the United Kingdom and the US, while the Carbon neutrality sector focuses on rigorous risk assessments in supply chain activities.

### **Goals**

#### **Short Term**

- The pandemic and government lockdowns have brought about a dramatic reduction in retail demand. How fast consumer demand rises determines the future of the supply chain.
- The demand for capital goods should be proportionally expanded in order to

supplement consumer requirements.

- Moreover, this unbounded rise in demand will likely be significantly impacted by the already fragmented supply chain that businesses with variations in cash flows cannot maintain.

### Long Term

The Indian industry will thrive from this over the years, according to a report by the KPMG and the Institute for Management Growth,

- Alignment of strategic supply chain priorities.
- And incorporate supply chain networks in addition.
- Promoting fruitful partnerships with vendors of asset management.
- Software for streamlining processes in the supply chain.

### Way Forward for India

India must place itself in the global supply chain market. Thus, effective trade connections can be built with global partners and a productive supply chain encouraged based on protectionist policies. To achieve this vision, the core strategy would need steps like:

- Establish supply chains for industry, country and multinationals.
- Promoting an ideology of openness and accountability.
- Subscribe to environmentally sustainable biological methodologies.
- India is an important destination for

- Investment.

The long-term goal is imminent internal and external consolidation threats in the supply chain to be eradicated. India needs to fix fragmented supply chains efficiently by driving customer demand.

The government & public sector (GPS) Chief, Ernst & Young LLP, Gaurav Taneja, is looking for an innovative and imaginative way for India to work together. In his words, 'I believe that the use of technology will definitely rise by 200% or more in the central government and state governments. The long-term goal of the supply chain is to address urgent internal and external restructuring issues. India wants to tackle fragmented supply chains efficiently by pushing customer demand.

Gaurav Taneja, the GPS, is trying to establish and invent Indian cooperation. Head of State and Government (GPS). "I believe that technological usage is definitely going to grow by 200 percent or more in central and state governments.

- Engage business to resume operations through the viable implementation of promised incentives.
- Popular facilities centers are provided to enforce technology specifications for import and export.
- Diversify supply chain practices and encourages demand expansion.
- Enhance operating hours of the supply

chain.

- Assist businesses with expertise easily reachable through the provision of all supply chain management facilities – retailers, distributors, pickers, distribution and consumers.
- Renegotiate with allies free trade deals that include amendments to India's import/export post-pandemic policies.
- Investing in professional supply chain management to make a competent and efficient contribution to the development of the region.

### **Our Thoughts**

The COVID-19 pandemic, although debilitating for firms, provided India with unquestionable demographic adequacy, economic recovery and a strong business environment as an enticing investment opportunity to global investors. India now has liberal FDI norms, a large client base, and an enhancing market facility to boost the Indian government and industry's emerging capacity.

India should also welcome technological developments that will provide trained employees with expertise in supply chain management the long-term benefits of the region. This hopes for a complete and stable recovery in India with the Government's ambition, new plans, and suggested international alliances!

# Human Resource

Investing in our assets to achieve greatness

SYMBIZINE

# Mental Health At Work and HR's Role Towards Employee Wellbeing

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**Ms. Rashi Khare**  
Batch of 2022

**M**ental health has remained a stigmatized topic especially at the workplace over the years.

Just like our physical health, our mental health experiences ups and downs and may lead to the employees feeling unworthy and unproductive if underlying symptoms are not recognized during the early stages. Things have started to slowly and steadily take the right direction in terms of mental health and wellbeing as the awareness on this issue has grown ten folds, ever since the pandemic took over our lives and the employees were to embrace the new normal promising a new

*“Hope for growth”*, in the years that are about to follow. It is well known that good mental wellbeing helps us to thrive not just at the workplace but also in our personal lives. At workplaces, human resource management and mental health work hand in hand.

Increasing workplace stress, workload or job uncertainty at times undoubtedly increases the stress levels of employees tampering with their wellbeing. Here is where the HR should address and identify these concerns and work hand in hand with the employees by implementing coping methods to assist them as much as possible.

Studies have shown that 1 in 4 employees tend to face mental health challenges at some point in their careers. Hence, HR needs to work with their organizations to make sure that there is a workplace culture wherein, such conversations revolving around these sensitive issues are normalized and there is no stigma attached around it so as the employees feel accepted and included to resolve the problems they might be going through.

HR should enable the line managers and equip them with tools and techniques to identify the signs of distress in the employees they are heading as they are the ones closely in touch with the employees and can notice differences in their behaviour patterns. Leaders and managers must lead by example by addressing difficult conversations with compassion and openness as such open communication channels and employee support sessions are the key towards destigmatizing these issues in the long run. Authentic leadership is fostered, when HR managers are honest about their own mental health struggles as it opens the gateway for employees to feel secure and creates a safe space for them to be vulnerable and share their stories.

The HR Department should come up with action plans and help struggling employees with a guided mechanism, supported by strong mental health policies at the

workplace. The policy should include clear statements that demonstrate the firm's commitment on emphasizing that real time assistance will be provided and personnel shall be regularly monitored. This makes the employees feel secured and aware of the necessary support network that might be available in the form of medical assistance, from professional therapists and psychologists through the organization.

Employee growth and wellness should be the top priority of any organization to foster long term employee engagement and commitment. Mental health awareness and wellbeing is the ray of hope that will lead towards this growth in employees. Such healthy employees will not only be an important asset to their organizations but also emerge to be the best versions of themselves as individuals in the society.

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# Role of HR in New Era

## HUROS

The Human Resource Club

The world has been under a huge crisis since last year. Everything came to a halt. The busy, fast-paced life suddenly came to a stop because of the covid-19 pandemic. This led to change in the lifestyle of individuals. The organizations also had to change their working style. The Human Resource department had to adapt to the new normal by changing their communication patterns, working environment, HR policies, employee engagement models, learning and development, and so on.

A shift can be seen in the priorities of the HR department as a result of the COVID-19 pandemic. One of its many consequences is

the widespread adoption of remote working, which poses new challenges for businesses. It has compelled the organization to ponder upon the following questions:

- What criteria do we use to assess productivity?
- How do we keep our innovation partnership going?
- How do we foster society while still embracing shared ideals and goals?
- How do we have a high-quality, individualized employee experience?

Many HR functions' conventional operating models require redesigning the organization. This is a win-win situation that will lead to a more prosperous and connected organization. HR must collaborate with the C-suite to redefine what productivity means in modern reality, as well as what an exceptional employee experience entails. HR monitoring employee time spent in remote seats or policing performance would almost certainly not be used to monitor productivity. Instead, HR should detach itself completely

from the employee-manager relationship and take a broad view of the company.

Almost immediately, the workforce was forced to adjust to the crisis. With the enforced lockdown and social distancing norms, working from home became more common. Companies couldn't avoid preparing their workers for the new standard. As a result, HR departments across industries will make training their workers to work remotely a top priority. Organizations have started emphasizing on behavioural competencies to help cope with today's challenging times. Competencies such as collaborative partnerships within teams and with clients have become crucial in the new remote working scenario. Employees must have psychological safety, mental endurance, and resilience in order to survive the crisis,

and HR departments across industries have begun to emphasize on developing a future-ready workforce.

With the looming challenges and lockdown steps gradually being eased, HR will play a key role in ensuring that employees' physical well-being and protection, when they return to work, is taken care of. More strict social distancing norms, a decrease in the number of workers permitted in a single office, and safe transportation choices are only a few of the factors to consider. HR needs to focus on the mental well-being of the employees, as the employees have been undergoing a lot of stress because of the pandemic. Hence, it is natural for them to feel burnout.

According to the pulse survey, HR needs to focus on the top 3 policies. The first policy is



Work from Home. This work culture will help the organizations to lower down the infrastructure and travel costs for the employees. It will benefit employees as it will provide flexibility to work. It will also help the employees to get a balance between personal life and work life. Secondly, investment in digitalization and technology. Companies need to invest more in digital infrastructure so that employees could comfortably work from home without any restrictions. This will lead to a revision of the pay structures as well.

The third policy is Rewards and Recognition Policy. As the employees are working virtually, the probability of them being disconnected and demotivated is higher. It's also difficult to judge their virtual performances. This has resulted in a change in the way performance reviews are conducted in the aftermath of the COVID crisis. In remote working, the importance of incentives and appreciation is growing because it helps workers feel heard, included, and engaged. These improvements can be implemented in a variety of ways, including using technology to have more face-to-face interactions, recognizing various attitudes and acts, and sending appreciation e-mails.

In a short period of time, the HR function's goals, expenditures, and employee skill sets have all shifted. But what was true before the pandemic will undoubtedly remain true in the

future: creative people with the right tools and a shared goal make companies successful.

The pandemic has posed HR with an opportunity to quit firefighting, passively performing administrative duties, and think big in order to play the long game. It's time to step up to the plate and shape the technology and workforce of the future to assist in the creation of prosperous, creative businesses where the best people want to work.

---

*Standing on the sea shore  
Gazing into the sea  
The changing waves she stared at  
Inspired her to find true directions  
The direction to trust, hope and love.*

*All the hatred washed away from her heart,  
As the waves squished between her toes.*

*The cold breeze made her feel confident  
Confident enough to take the decision  
The decision that would change her life.*

*A low rumble brought her attention to the horizon.  
That made her realize something good is out there  
Just over the horizon.*

**- Trishagni Senapati**



# Through the Lens

Every picture has a story to tell.



SYMBIZINE



Sunsets aren't just synonymous to gloomy things rather it symbolises that your woes for the day will end in a few moments. It brings hope that tomorrow will be better; the surety of another day, another opportunity, another chance for us to emerge from the darkness and into the light.

---

**Ms. Vandana Badlani**  
Batch of 2022

Flowers that grow from the murkiest of waters, yet stand the test of time, overcoming adversities to only bloom. No matter how dark times are, we have the potential to grow through it.



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**Ms. Shankhamala Datta**  
Batch of 2022



Pride or Prejudice, Who is to choose?  
Born with none, nothing to lose...  
One resides in consciousness, other being  
an experience...  
One to keep your head in the skies, the  
other to bring variance...  
Contradicting as far could be, yet colliding  
as close can be,  
Pride or Prejudice, a choice to make  
Lead a life with one, but remember the  
other is simply not to lose.

---

**Mr. Yashraj Dash**  
Batch of 2022

Life?  
It's a small journey of dreams..  
Where you start with a zero  
aiming to reach the destiny,  
with endless flaws, some you  
conquer and turn them into  
your strengths and some you  
flaunt ..  
giving yourself a chance and a  
Hope To Grow ..!

---

**Ms. Shweta Khandagale**  
Batch of 2022



shweta\_khandagale©



In hope for rain  
and in growth of plants.

---

**Mr. Pranay S Tiple**  
Batch of 2021



Oh little heart, keep your  
hope alive and heart  
cheerful as you look up to  
the sky at dawn.  
These shades of beautiful  
colors will give you hope  
that the Sun will set only to  
Rise again and that you'll  
experience a vibrant life  
once again.

---

**Ms. Ruchira Bagane**  
Batch of 2022



While clicking this photo I was wondering about the highs and lows of life. Every experience should be taken as a growing opportunity. One should not get stuck in it. Let it nurture you & let it grow you in ways you didn't think were possible, because it is up to you. It always has been up to you.

---

**Ms. Shefali Gupta**  
Batch of 2022

Growth, hope and calm is what you feel when you see this picture, hope for big things, growth with the little things and to be calm in everything in between

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**Ms. Niki Shah**  
Batch of 2022



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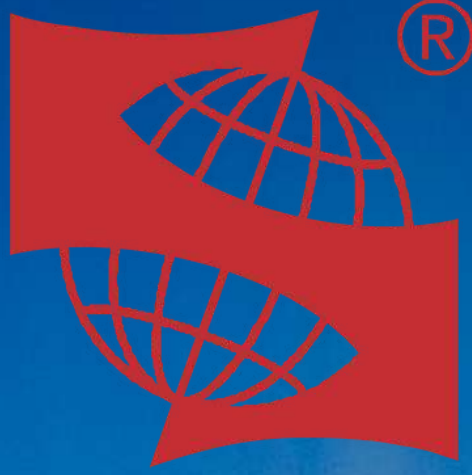
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