

“Power is gained by sharing knowledge and not hoarding it”



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Chartered Accountants

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## Foreword

We, at SURESH & CO. are extremely glad to release the series “EMERGING THOUGHTS”. This publication is a consolidation of events occurring all around the world and ideas put together by articled assistants (Interns undergoing Chartered Accountancy course) who will be emerging as Chartered Accountants in near the future and employees.

Keeping yourself updated with the history, news and events, happened or happening, around the world is very important. Knowing the latest news and updates and events which are occurring throughout the global world, is necessary, as these occurrences may affect our lives, either directly or indirectly.

The response we receive from the readers is always overwhelming and this eternal ritual has been an amazing journey reaching milestones as the learning opportunities have always illuminated our path with the essence of knowledge.

At SURESH & CO., every individual is often required to be leading in the name of technology and knowledge and is encouraged to think beyond essential demand of necessity. This not only helps them to purify their thoughts, enriches their vision but also gives them an opportunity to reconnaissance various things that are beyond their domain.

We at SURESH & CO., wanted to share these gems of initial thoughts as conceived by these young minds. It is to be noted that these updates may or may not have been reviewed by any senior or a technical expert and thus these should be used only to kindle thoughts in certain positive direction. Readers are advised to do further research and analysis on the topics which they find interesting.

**“A person who won’t read has no advantage over one who can’t read.”**

**“You will either step forward into growth, or you will step backward into safety.”**

# Update for the day #1141 | Secret of Bhutan's Happiness.

**How does the world's happiest country look like?**



This is Bhutan, India's neighbour that doesn't count GDP but counts **GNH-Gross national happiness**.

**10 reasons why Bhutan have become world's happiest Country:**

## **1. Well-being:**

Happiness is as important as the economy. In 1972, the Bhutanese king had realised that GDP is the wrong way of measuring success and many economists believe GDP as a concept needs change. There are many things that help in overall standard of living like breathable air, good health and culture can't be calculated by GDP. Activities that don't have a price tag on them like home makers who look after the house, donations that help other people out or activity that is done for free but helps in preserving our culture or environment. GDP doesn't count these free things because these are invaluable yet they are not considered that is the reason Bhutan doesn't measure GDP it measures GNH.

GNH is the bridge between the fundamental values of kindness, equality and humanity and signifies development with values. It measures the development of a country in a more holistic way. The "happiness" in GNH means the true abiding happiness rather than fleeting pleasurable moods. This concept encourages the people to live in harmony with nature, and realize their innate wisdom and the true and brilliant nature of their own minds.

## **2. Carbon negative country:**

The only country in the world that is carbon negative, this means it absorbs more carbon dioxide than it produces which is a gift to the world. Bhutan has a law that states that at any point of time at least 60% land should be forest land. Right now, 71% land is covered with forests. Hunting endangered species is illegal here and is punishable with life imprisonment. These small things like using plastic bottles to make prayer wheels, sustainably controlling the tourism, keeping MNCs like McDonalds, KFC, Starbucks out of the country. Because of all this, Bhutan is a place for not only humans but all other creatures to be happy.

### 3. Democracy:

World's youngest democracy is the secret of Bhutan's happiness. There are 2 types of democracies in the world, first countries that had democracy since start and second where people fought against the rulers. But Bhutan's king took the initiative by himself and transitioned from absolute authority to a democracy. Bhutan doesn't have a navy or an air force, India takes the responsibility of protecting Bhutan. The Indian army trains their Bhutanese counterparts.



### 4. No western influence:

Western influence is a double-edged sword, scientific advancements bring certain lifestyle problems with them. Bhutan was disconnected with other countries till 1974, tourism was not allowed and till 1999 television and internet was banned in Bhutan. This can be a good thing as well as bad thing but as a result Bhutan doesn't face problems like other countries because where other countries mimic western cultures Bhutan is happy the way it is. Even though Bhutan is between China and India Bhutan has protected its culture that's the secret of Bhutan's happiness.

Most Bhutanese believe in Buddhism, which guides them to be pure of heart, mind and intention, and brings them joy, kindness and inner peace. They are aware of suffering, and very compassionate and willing to help people who are facing hardship. Even the poor with little to give will try their best to help those in need and brighten their days. Besides, they also avoid causing pain to others, even to the animals. Fishing is the only legal "hunting" form. So, all living creatures here roam freely without the possibility of being killed for food or fun.

### 5. No tobacco:

In 2010. Bhutan took an important decision that growing tobacco will be banned. It's the one and only country in the world where cigarettes are banned. Before someone says this ban was lifted in 2020, but this decision was temporary and this is because on covid. Yes, there are some exceptions cigarettes can be imported with a permit with 100% sales tax and 100% custom duty so price will increase and many people can't afford it. You can't get cigarettes in the local market. And if you are a smoker and you want to take cigarettes to Bhutan while visiting you need to pay a hefty fee for it to the government on entry.

Public smoking in Bhutan is punishable crime. Specific bars and permit rooms are open for smokers. India manages to earn quite a lot of revenue from cigarettes but did you know for every Rs. 100 of revenue earned in the form economic, social or healthcare costs India has to spend out Rs. 816.



### 6. Free Healthcare:

Universal free health care is such a concept which we believe only rich and powerful countries can adopt in their economies. But Bhutan has proved us wrong. The constitution of Bhutan guaranteed free essential healthcare to all citizens so each gets the same treatment. Bhutan's PM is a doctor and he practices as a doctor on Saturdays and sees patient. But, its important to know Bhutan is a small country and till 2013 there were only 32 hospitals in Bhutan. To treat complicate diseases Bhutanese citizens, need to go out of the country still a progressive concept like universal free healthcare exists in a country as small as Bhutan.

The reason for that is that Bhutan gives equal respect to traditional medicine as well as modern medicine. Bhutan funds indigenou medicine development they work to find local solutions.

### 7. No birthdays:

If you go to Bhutan and ask any local there when they celebrate their birthday you won't get an answer because Bhutan doesn't believe in celebrating birthdays. 60% of Bhutan's populations doesn't know their date of birth. All citizens of Bhutan celebrate their birthday on 1<sup>st</sup> January because they believe that a birthday is not the time of receiving gifts, it's the time of giving gifts because the world and our lift are gifts for all of us. We need to give the world return gifts through our actions. In 2017, Bhutan planted over 1lakh trees in honour of their new born prince.

### 8. No signal:

If you hate traffic or hate waiting at signals then Bhutan is the place for you because this country had no signals. It must be so chaotic, right? No, not at all. People follow traffic rules, officers guide vehicles on the streets and people follow orders, the secret behind Bhutan's happiness is people who follow their rules, Usually, people are more concerned about how to break rules.



**9. No Beggars:**

Bhutan is not a rich country and yet there are no beggars in Bhutan. The secret behind Bhutan's happiness is their population is less than 8 lakhs but they have no beggars and homeless people because they follow an interesting system. If someone loses their land they can reach out to the King of Bhutan, he allots a piece of land to that person. Where they can cultivate that land and make a living. Obviously, this is not a perfect system but there is a provision and that is more important.

**10. Free education:**

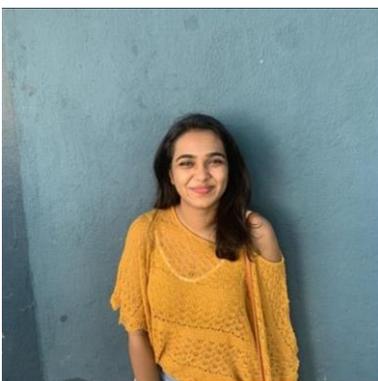
They know the value of education, the state sponsors education till 10<sup>th</sup> standard and higher education is given only by merit. Public schools cannot collect anything besides a fixed fee. Here kids are taught the local language with English so that kids stay rooted and not be left behind internationally as well.



The Bhutanese learned about happiness and how to bring it into and find it in their life since they were very young. Schools also offer happiness lessons. Life here is simple but happy. Kids play with mud, grass, sticks and other things easily accessible from nature. If these pieces of stuff are broken or lost, no need to worry. These are free and can be easily replaced. The adults also live simply. They don't care about television, radio, or the internet.

It inspires us to learn to simplify our lifestyles, and be satisfied with what we have rather than want. Simple living can give us a sense of satisfaction and happiness.

**By Priyanshi Jain**



## Update for the day #1142 | Lijjat Papad

Lijjat papad is a brand with a difference. This brand is a special one because it makes a difference in the livelihood of thousands of poor women in India. The brand from Shri Mahila Griha Udyog Lijjat Pappad was started in 1959 with a capital of Rs 80. Seven ladies started preparing Papad and from there this story of a movement starts. From that Rs 80, the brand has grown to become Rs 1600 crore and more importantly many households were saved from the clutches of poverty. One of the senior member founders Ms Jaswantiben Poppat was honored with Economic Times Corporate Excellence Award in 2002. Pappad is a form of Indian crispy bread. The food is taken as a snack and also along with lunch and dinner. Lijjat has become an integral part of the Indian palette through sheer determination and hard work.

The most important factor that made this brand a success was the careful operational planning that goes behind the brand. It would humble even the smartest management graduate when we realize that ordinary women run this entire company.

The Lijjat brand is built on certain core values that has been ingrained into the entire system. The values are

1. Make sure that the process runs smoothly
2. Ensure the highest quality standards
3. Gives the product at a good price
4. Good corporate governance and profit sharing.

It can be said that the organization derives its values from the father of the nation Mahatma Gandhi's idea of Sarvodaya. The process works like this

Every morning the group of members go the Lijjat office to Knead the dough. Another group goes to the office to collect the "quality checked" dough for rolling. These women give the previous days papads for quality check. Another team packs the tested papads. Every member gets the rolling charge (vanai) based on the productivity. The quality check process is also rigorous. The members should take a quality pledge and ensure that the house is neat and clean and there is a separate place for this process. Every member is trained to make the perfect Lijjat papad. If any member is found not adhering to the quality standards, she will be given some other work like packing etc. If during the testing, any lot is found to be below standards, the entire lot is destroyed.

The entire organization is decentralized and managed by a committee of 21 members. All the members of the committee have veto power and this ensures that decisions are based on consensus. The committee decides on the sharing of profit and all the members of the society gets equal share of profit. The decentralization gives the branches the power to do the quality checks and the responsibility to maintain accounts. All the members (called as Ben) are owners of this movement and this automatically ensures greater accountability.

The brand is having the strength of "Consistently Good Quality". Unlike other social brands, Lijjat was serious about advertising. The brand communicated its Crispness and quality through its ads. The ads feature a Bunny (mascot) and a very popular jingle "Khurram Khurram". The positive word of mouth, the advertisement, the consistent good quality and the distribution made this brand highly successful.

The company has also diversified into detergent branded SASA and other food products. The brand has a unique success story. The story of a movement that changed the lives of more than 45,000 poor women.

**Exports:**

The exports alone account for Rs 10 crore (Rs 100 million). They are not directly involved in exporting, but recognized professional merchant exporters (who also export other food products) place an export order. At present, 30 to 35 percent of the production of Lijjat Papad is being exported, mainly to countries like the United States, the United Kingdom, the Middle East, Singapore, Hong Kong and Holland.

**Distributing profits:**

We have accountants in every branch and every centre to maintain daily accounts. Profit (or loss, if any) is shared among all the members of that branch. We have a committee of 21 that decides how the profits are to be distributed. We generally buy gold coins 5gm or 10 gm, depending on the profit. Everyone gets an equal share of profit, irrespective of who does what work, irrespective of seniority or responsibility.

**Driven by values:**

Every member who joins in pledges, " we will make all-round effort to ensure that the bens get real fruit of their labour and we will not allow to happen any type of economic loss to the Institution knowingly, unknowingly, directly or indirectly. We are aware that it is one of the very important traditions of our Institution that neither sister-member nor employees take away wrongfully any money or material from the Institution. Those who take away money or materials wrongfully from the Institution are the beggars receiving alms from the bens."

**Shared destiny:**

"This cooperative organisation was started by seven women on a terrace of a building in Girgaum in Mumbai. Although only one of those seven survives today, the organisation has not given up on the ideals they started with. Every member at Lijjat works with a sense of pride in her work. And this pride comes not only from the fact that we produce a good quality product but also because we have stuck to our core values.

In spirit, we are a nation unto ourselves, almost like a mini-India. We share the same values, are a democratic set up and, like India, have members from every community, every religion, every language within our fold. We work together and dream together for a better tomorrow."

**By Harshith Mehta**



## Update for the day #1143 | A Brief History of Color in Art

### 1. RED:

Found in iron-rich soil and first employed as an artistic material (as far as we know) in pre-historic cave paintings, red ochre is one of the oldest pigments still in use. Centuries later, during the 16th and 17th centuries, the most popular red pigment came from a cochineal insect, a creature that could only be found on prickly-pear cacti in Mexico. These white bugs produced a potent red dye so sought-after by artists and patrons that it quickly became the third greatest import out of the “New World” (after gold and silver), as explains Victoria Finlay in *A Brilliant History of Color in Art*. Raphael, Rembrandt, and Rubens all used cochineal as a glaze, layering the pigment atop other reds (like red ochre) to increase their intensity. A non-toxic source for red pigment, the cochineal bug is still used to color lipsticks and blush today.

### 2. BLUE:

Ever since the Medieval era, painters have depicted the Virgin Mary in a bright blue robe, choosing the color not for its religious symbolism, but rather for its hefty price tag. Mary’s iconic hue—called ultramarine blue—comes from lapis lazuli, a gemstone that for centuries could only be found in a single mountain range in Afghanistan. This precious material achieved global popularity, adorning Egyptian funerary portraits, Iranian Qur’ans, and later the headdress in Vermeer’s *Girl with a Pearl Earring* (1665). For hundreds of years, the cost of lapis lazuli rivaled even the price of gold. In the 1950s, Yves Klein collaborated with a Parisian paint supplier to invent a synthetic version of ultramarine blue, and this color became the French artist’s signature. Explaining the appeal of this historic hue, Klein said, “Blue has no dimensions. It is beyond dimensions.”

### 3. YELLOW:

Few artists in history have been known for their use of yellow, though Joseph Mallord William Turner and Vincent van Gogh are the most notable exceptions. Turner so loved the color that contemporary critics mocked the British painter, writing that his images were “afflicted with jaundice,” and that the artist may have a vision disorder. For his sublime and sun-lit seascapes, Turner used the experimental watercolor Indian Yellow—a fluorescent paint derived from the urine of mango-fed cows (a practice banned less than a century later for its cruelty to animals). For brighter touches, Turner employed the synthetic Chrome Yellow, a lead-based pigment known to cause delirium. Vincent van Gogh also painted his starry nights and sunflowers with this vivid and joyful hue. “Oh yes! He loved yellow, did good Vincent, the painter from Holland, gleams of sunlight warming his soul, which detested fog,” wrote the painter Paul Gauguin of his friend and artistic companion.

### 4. GREEN:

While the color green evokes nature and renewal, its pigments have been some of the most poisonous in history. In 1775, the Swedish chemist Carl Wilhelm Scheele invented a deadly hue, Scheele’s Green, a bright green pigment laced with the toxic chemical arsenic. Cheap to produce, Scheele’s Green became a sensation in the Victorian era, even though many suspected the color to be dangerous for artists and patrons alike. The French emperor Napoleon Bonaparte’s bedroom wallpaper even featured Scheele’s Green, and historians believe the pigment caused the revolutionary’s death in 1821. By the end of the 19th century, Paris Green—a similar

mixture of copper and arsenic—replaced Scheele’s Green as a more durable alternative, enabling Claude Monet, Paul Cézanne, and Pierre-Auguste Renoir to create vivid, emerald landscapes. Used as a rodenticide and an insecticide, Paris Green was still highly toxic, and may have been responsible for Cézanne’s diabetes and Monet’s blindness. Not surprisingly, it was eventually banned in the 1960s.

**By Tejas Chandra**



## Update for the day #1144 | Margin of Safety

The smartest way to improve your decision making skills is to learn mental models. A mental model is a framework or theory that helps to explain why the world works the way it does. Each mental model is a concept that helps us make sense of the world and offers a way of looking at the problems of life. One of the mental models is the Margin of Safety model.

**Margin of Safety-** Always Leave Room for the Unexpected

This term, margin of safety, is an engineering concept used to describe the ability of a system to withstand loads that are greater than expected.

### **1. Time Management:**

One of the keys to being prompt and reliable is to use a margin of safety when scheduling your day. If you're always running late it is because you are living your life without a margin of safety. There will always be delays in the real world. When everything has to go perfectly for you to be on time, you're not going to be on time very often. Give yourself a healthy margin of safety.

### **2. Strength Training:**

When strength training, you can utilize a margin of safety by finishing each set with at least one repetition left in the tank. Training to failure eliminates your margin of safety. Strength coaches often prevent their athletes from attempting to lift as much weight as possible for a single repetition. Instead, they only allow their athletes to select a weight they can do for at least three repetitions.

### **3. Project Management:**

Many complex projects require coordination between multiple people. Let's say five people need to touch a project before it is completed. On average, it might take each person four days to complete their task. Under these circumstances, it would seem reasonable to set the deadline for 20 days from now, which gives each person four days. It is often better to plan for the worst case scenario and set the deadline 30 days from now, which gives each person six days.

### **4. Personal Finance:**

If you have to spend every dollar you earn each month, then you don't have any margin of safety to protect against unexpected expenses. Conversely, if you can manage to live on 90 percent of your income, then the 10 percent you save provides a nice buffer in case of emergency. And if you can manage to live on 50 percent of your income, then you can handle a great amount of financial stress. Expenses bite into your financial margin of safety. Savings expand it.

### **5. Mobility and Stretching:**

Each muscle in the body has a "stress-strain curve" which describes how far a muscle can stretch before reaching the point of failure. Injury often occurs near the extreme end of this curve. The closer you get to the limits of your range of motion, the more strain your muscles endure. Practicing stretching and mobility exercises can help expand your range of motion and widen your stress-strain curve.

Nobody can predict the future, but there is a sense of quiet confidence that comes over you when you know you are capable of handling the uncertainties of life .If your life is designed only to handle the expected challenges, then it will fall apart as soon as something unexpected happens to you. Always be stronger than you need to be. Always leave room for the unexpected.

**By Sahana Shree Herle S**



## Update for the day #1145 | Buy now, Pay later

US payments giant Square recently agreed to pay an eye-popping \$29 billion to acquire an Australian “Buy now pay later” fintech called Afterpay. Well, technically they aren’t actually paying \$29 billion out of their pockets. It’s an all-stock deal. Meaning Square will be paying off Afterpay shareholders with its own stock and there won’t be any cash involved. But that doesn’t take away anything from the magnitude of this deal. In fact, it underscores how big Afterpay’s business model—‘Buy now pay later (BNPL)’ has become.

BNPL is red-hot right now. Not just in the US, but also in India. And if you are not familiar with this term, here’s a brief explainer. Picture this—you are on a lookout for shoes and you spot a nice pair worth ₹2000 on an e-Commerce app. But it’s a bit out of your budget. For a moment, you throw all caution to the wind and add the shoes to your shopping cart. However, reality kicks in soon enough and you are now contemplating ditching the purchase altogether.

And then suddenly, out of the blue, the app suggests a BNPL alternative. You don’t have to pay the ₹2000 right now. Instead, you can pay it next month. without interest, as the terms and conditions state—“Buy now, pay later.” It feels too good to be true. But you make the purchase nonetheless and you are left wondering—“Why on earth are they letting you buy a product right now without even getting you to pay for it?”

Well, here’s the thing:

BNPL is designed in a way to make a large purchase look more palatable. Imagine if somebody wasn’t offering you this alternative. You’d have ditched the purchase altogether and the e-commerce retailer would have lost out on a potential sale. This is bad. So, when companies like Afterpay or Lazypay (in India) offer a BNPL solution, it’s too hard to pass up.

In this case, Lazypay will pay the e-commerce retailer ₹2000 after deducting a small fee. Then they’ll collect it from you next month. If you don’t pay up, they may charge a late fee. But that’s about it. This is how they make a bulk of their revenues. And while there is a real possibility that some of these people may not pay up, it’s something BNPL companies have to take on the chin. They’ll take a hit on their bottom line and move on.

Now for e-commerce companies, food delivery apps, and other such entities, this is a very nice opportunity to drive up transactions. They can get you to commit to “repeat purchases” and larger order values. There’s less friction while transacting. And for BNPL companies, it’s a decent opportunity to make some money. In fact, if they see you’re the kind of customer that keeps paying promptly, then they may even let you upgrade to higher ticket loans with EMIs and stuff. So yeah, the potential is there.

Having said that, however, there are also some risks involved. For one, most BNPL companies still facilitate small transactions. And truth be told, margins are terrible here. And then there’s the fact that they accept users even without a credit score. So, it could get a bit ugly if they can’t judge risks properly.

More importantly, big retailers are now building their own in-house BNPL solution. So standalone companies might see some tough competition soon enough. But what is undeniable is the impact BNPL has had on consumer behavior, especially in India.

Not a lot of people have a credit card in this country. However, they do have massive aspirations to live their life as they deem fit. And BNPL companies are helping them realize this dream. In fact, while at it, they're also driving business away from traditional banks.

As one report in McKinsey notes—

"Thus far, fintechs have taken the lead, to the point of diverting \$8 billion to \$10 billion in annual revenues away from banks, according to McKinsey's Consumer Lending Pools data. In our view, only a few banks are responding fast enough and boldly enough to compete. Banks that underestimate the threat may see continued loss in share and could lose out on participating in a growing value pool and gaining share among younger and new-to-credit customers."

So, if you're wondering why a US company paid \$29 Billion to acquire a BNPL company, then here's your answer.

**BY Vishnu MS**



## Update for the day #1146 | Kakatiya Rudreshwara Ramappa Temple gets UNESCO World Heritage tag

Rudreswara Temple also known as Ramappa temple, located at Palampet, Mulugu district, near Warangal in the state of Telangana has made it to UNESCO's World Heritage list. The decision was taken at the 44th session of the World Heritage Committee of UNESCO held on 25<sup>th</sup> July 2021 in China.



Apart from the Ramappa temple, the World Heritage Committee inscribed Quanzhou: Emporium of the World in Song-Yuan China (China), the Trans-Iranian Railway (Iran), and Paseo del Prado and Buen Retiro, a landscape of Arts and Sciences (Spain), on UNESCO's World Heritage.

### How are sites recognized?

Ramappa temple, a 13th century temple named after its architect, Ramappa, was proposed by the government as its only nomination for the UNESCO World Heritage site tag for the year 2019. Even so, the temple has been in UNESCO's tentative list since 2014. The World Heritage Convention's operational guidelines say that a tentative list is like an inventory of properties a country thinks should be on the World Heritage Site. After UNESCO includes a property in the Tentative List, the country prepares a nomination document that will be considered by the UNESCO World Heritage Committee.



**Why is the Ramappa temple special?**

On Sunday, over 17 of the 21 member nations supported the inscription. With this, India now has 39 sites on the UNESCO's World Heritage List, and Archaeological Survey of India (ASI) is now the custodian of 23 world heritage sites. The temple is located in the village of Palampet, which is about 200 km north of Telangana's capital Hyderabad. The temple complex was built by Racherla Rudra Reddy during the period of the Kakatiya ruler Ganapati Deva. It was built using sandstone and its construction, which began in 1213 CE, is believed to have continued for over four decades.

UNESCO notes on its website that, "The building features decorated beams and pillars of carved granite and dolerite with a distinctive and pyramidal Vimana (horizontally stepped tower) made of lightweight porous bricks, so-called 'floating bricks', which reduced the weight of the roof structures. The temple's sculptures of high artistic quality illustrate regional dance customs and Kakatiyan culture."

**By Chaitra P**



## Update for the day #1147 | What will happen if the oxygen levels were doubled ?

Oxygen is the most essential gas for the existence of biological life forms on Earth, even though it comprises only 21% of the air in our atmosphere. Oxygen is used for respiratory processes in animals to produce energy, for burning fuel to produce heat and light, as a coolant in high processing computers, and for providing a safe environment for new-borns in paediatric incubators. Clearly, oxygen is a highly employed commodity in the world. While oxygen is not a heat-capturing greenhouse gas, its concentration in our atmosphere affects how much sunlight reaches the ground, thereby altering and regulating the climate of our planet.

### What will happen if the oxygen from our planet were to disappear?

1. All life would burn to a crisp in the scorching heat of the unshielded UV rays from the sun.
2. Our inner ears would explode due to the change in atmospheric pressure.
3. All metals would weld together due to an absence of oxide layers.
4. All concrete structures would lose their rigidity and collapse due to the lack of the oxygen molecule in CO<sub>2</sub>.
5. Everything containing water would evaporate as hydrogen into space.
6. Everything above Earth's crust would plummet into a free fall towards the Earth's core, as 45% of the core is oxygen.



### With this in mind lets now see what will happen if oxygen levels were doubled in Earth!

Well, there will be a lot of things that will happen if oxygen is doubled, a few significant ones are:

#### 1. Effects on Animals:

Spiders, roaches and many other creepy crawlers you may have dreaded all your life will grow even larger in size. These tiny beings breathe through tiny tubes called trachea, so with more oxygen entering these tubes, their bodies will eventually expand and grow in size. Dragonflies would grow to the size of hawks, while spiders would have a large enough appetite enough to gobble down pigeons.

## 2. Effects on Human Beings:

Due to the availability of more oxygen to the lungs, with every breath you take, your stamina would increase tremendously. Oxygen-rich blood would pump through your veins, fuelling your muscles with energy, while better blood circulation will give you greater agility and concentration. Speed records of athletes would improve drastically. Neutrophils are a type of white blood cell that forms a critical part of our immune system by using oxygen to fight disease. These cells will have an increased capacity to fend off harmful viruses and bacteria, due to the higher availability of oxygen, leading to fewer and less frequent diseases and sicknesses.

It seems pretty fun up to this point, but just wait until this excess oxygen starts weighing you down. Too much oxygen can lead to something called 'oxygen toxicity'. The excess oxygen at a higher partial pressure (concentration and partial pressure are directly proportional) will cause rampant harmful oxidation in your cells causing them to die. Increase in oxygen will also speeden up metabolism. This could cause over-exertion of your bodily organs will lead to exhaustion and fatal consequences for your body, literally dropping you in your tracks. Deaths from exhaustion will be more common than death from the diseases

## 3. Effects on plant life:



In the event of doubling the oxygen levels on Earth, the most significant changes would be the speeding up of processes like respiration and combustion. With the presence of more fuel, i.e. oxygen, forest fires would become more massive and devastating. Wet vegetation would not provide protection either. Anything and everything would burn more easily. At the same time, processes like photosynthesis would be sedated due to lower concentrations of carbon dioxide in the atmosphere. Green vegetation would give way to a more prehistoric landscape, thronged with mosses and mushrooms.

## 4. Effects on mountainous regions:

For all the backpackers and wanderers who dream of castles beyond the clouds, or of living on the peaks of the highest mountains, but the low oxygen levels there don't make life easy, here's some good news. With double the oxygen levels in the atmosphere, breathing problems would be the least of their problems, and living at higher altitudes would no longer pose any real problem. This would soon lead to taking over mountainous regions and making them into habitable zones, ultimately deteriorating these natural formations and soil quality. Ice cover on mountain peaks would reduce significantly with plant and animal life thriving there.

### 5. Effect on Earth's atmosphere:



With increased oxygen levels, the air density in the atmosphere would also increase. This, in turn, would enable aeroplanes, gliders, parachutes and birds to fly higher up in the sky and stay in flight for longer periods. A higher oxygen concentration would lead to a thicker atmosphere, which would scatter more sunlight, make the sky look bluer and lower the air temperature.

### 6. Effects on machines and engineering:

Oxygen in fuel improves engine performance by reducing the amount of nitrogen entering the engines, which causes them to heat up. Less heat would mean improved performance, as well as lower fuel consumption levels. This would definitely lead to better and more efficient industries and automobiles in the world. However, the greater combustion of fuel will release more exhaust gases, eventually crippling the atmosphere.

As history shows us, bad outcomes often follow good situations. The perks of having twice the amount of oxygen on Earth are intriguing, but it would be at the cost of a shorter life span and a more unpredictable planet.

By Tejus D



## Update for the day #1148 | Gold Medal for India in Olympics

“The key is not the will to win. Everybody has that. It is the will to prepare to win that is important.” - **Bob Knight**.

After Neeraj Chopra's no look throw in Tokyo Olympic 2021 won the Gold for our country on 7<sup>th</sup> August 2021 we all must be wondering how much gold did India win in Olympics till date?

We have won 10 Gold medals in Olympics since 1900's. Out of 10 Gold Medals 8 Medals are in the game of hockey. And out of other two gold medals, one is in Shooting and one in Athletics.

Below is the list of Gold won by India in Olympics:

### 1. Indian men's hockey team - Amsterdam 1928:

The Indian men's hockey team was unbeatable from the late 1920s to the 1950s, stamping its authority as the world's best side. Its reign at the top began with the Olympic gold in 1928. India scored 3 goals and conceded none against Netherlands to pick their first gold medal at the Games.



### 2. Indian men's hockey team - Los Angeles 1932:

With the world struggling from the Great Depression, only three teams could participate at the LA Games. India still reigned supreme against the USA and Japan to pick up their second gold at the quadrennial event. The Indian men's hockey team beat Japan 11-1 and the USA 24-1.



### 3. Indian men's hockey team - Berlin 1936:

Under the leadership of Major Dhyan Chand, India won the hat-trick of gold medals at the Berlin Olympics. The team defeated hosts Germany 8-1 in the final, with Major Dhyan Chand scoring four in the gold-medal clash.



### 4. Indian men's hockey team - London 1948:

The hockey team continued its domination after Independence, winning gold at its first Olympic appearance as independent India at London 1948. India, led by Kishan Lal, scored 25 goals in five matches and outclassed hosts Great Britain 4-0 in the final at the Wembley Stadium.



### 5. Indian men's hockey team - Helsinki 1952:

Captain KD Singh Baba and his deputy Balbir Singh Sr led India to their fifth straight gold in hockey but had to overcome the chilly weather and the 24x7 sunlight in Finland. The team struggled in the first match in alien conditions but shone when it mattered. India defeated Great Britain in the semi-final and the Netherlands in the final. Balbir Singh Sr scored nine goals in three matches.



### 6. Indian men's hockey team - Melbourne 1956:

India were not only unbeaten on their way to a sixth consecutive gold medal but also managed to keep a clean sheet in the entire tournament at Melbourne 1956. India defeated Singapore (6-0), Afghanistan (14-0) and the USA (16-0) in the group stage before ousting Germany (1-0) in the semi final and Pakistan (1-0) in the gold-medal contest.



### 7. Indian men's hockey team - Tokyo 1964:

Indian hockey's streak at the Olympics was broken by Pakistan in 1960 but they got back to the top in 1964. The team faced stiff competition from Germany and Spain during the group stage matches, drawing twice and winning four times to advance to the knockouts. India reached the final where they faced Pakistan for the third consecutive time and beat them 1-0 to win seventh Olympic gold medal.



### 8. Indian men's hockey team - Moscow 1980:

In a depleted field, India won three games and drew two in the preliminary rounds to progress to the final. Indian overcame Spain 4-3 in a thrilling title decider in Moscow to clinch the eighth gold medal.



**9. Abhinav Bindra in men's 10m air rifle shooting - Beijing 2008**

Abhinav Bindra made history at Beijing 2008 by becoming the first Indian to win an individual gold medal. Bindra shot a near-perfect 10.8m in his final shot to be crowned as the Olympic champion.

**10. Neeraj Chopra in men's javelin throw - Tokyo 2020:**

Neeraj Chopra scripted history by winning the first gold medal for an Indian in track-and-field events. His throw of 87.58m was enough to get him the javelin gold.



**By Bashar Hamdi**



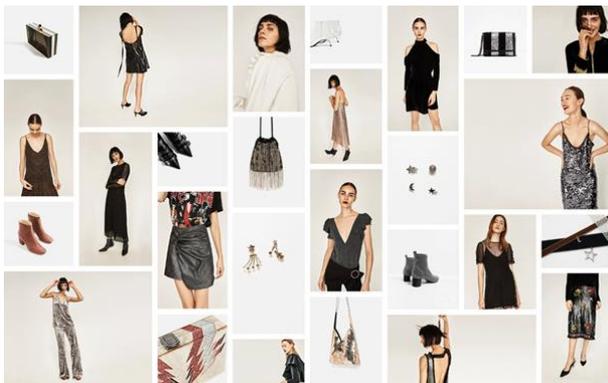
## Update for the day #1149 | The Secret of Zara's Success: Makes Billion and Spends \$0

ZARA is one of the world's most successful fashion retail brands – if not the most successful one. With its dramatic introduction of the concept of “**fast fashion**” retail since it was founded in 1975 in Spain, Zara aspires to create responsible passion for fashion amongst a broad spectrum of consumers, spread across different cultures and age groups.

Retail is a cutthroat industry, with competitors constantly amping up their advertisements with an effort to attract customers. And yet Zara, with more than 6,500 stores and a growing presence online has managed to thrive without going this traditional route.

**How does Zara maintain such financial success and popularity without spending big on marketing and advertising?**

### 1. Be Fast, Not First – Zara's a Fashion Copycat:



Many retailers use the strategy of trying to be fashion innovators, to be trendsetters, and to capture early adopters. But rather than spend the money on R&D to be first to market, Zara takes a completely different approach: **fast fashion**. Rather than setting fashion trends, Zara rides the wave of what's currently trendy and established to provide affordable copycat versions of high-end brands. And to appease its teen and 20 something demographic, the store prides itself on getting new designs in stores within 2 weeks. The media often quotes that the brand produces “freshly baked clothes”, which survive fashion trends for less than a month or two. Zara concentrates on three areas to effectively “bake” its fresh fashions:

- **Shorter lead times (and more fashionable clothes):** Shorter lead times allow Zara to ensure that its stores stock clothes that customers want at that time (e.g. specific spring/summer or autumn/ winter collections, recent trend that is catching up, sudden popularity of an item worn by a celebrity/ socialite/ actor/ actress, latest collection of a top designer etc.). While many retailers try to forecast what customers might buy months in the future, Zara moves in step with its customers and offers them what they want to buy at a given point in time.

- **Lower quantities (through scarce supply):** By reducing the quantity manufactured for a particular style, Zara not only reduces its exposure to any single product but also creates artificial scarcity. Similar to the principle that applies to all fashion items (and more specifically luxury), the lesser the availability, the more desirable an object becomes.
- **More styles:** Rather than producing more quantities per style, Zara produces more styles, roughly 12,000 a year. Even if a style sells out very quickly, there are new styles waiting to take up the space. This means more choices and higher chance of getting it right with the consumer.

## 2. It monitors and responds to customers' feedback:



Asking for customer feedback is more than lip service at Zara. When a customer says she loves (or hates) an article, this gets reported back to headquarters, and communicated to in-house designers, who apply the feedback to future work. And its store managers are far from minimum-wage employees. They're experts in fashion and observation and are taught how to pay attention to what customers are saying and doing to reflect what moves the brand needs to make next. Try doing that with armloads of statistical data generated on a computer. By including customers in the design and improvement process, Zara builds massive brand loyalty.

## 3. It uses an Anti-Marketing Approach:

Here's what makes Zara truly unique: the company only spends about 0.3% of sales on advertising, and doesn't have much marketing to speak of. Consider that the industry average marketing spends for retail is 3.5%, you can see how much of an odd duck Zara is with this approach. But what appeals to customers is its exclusivity and the fact that the brand isn't plastered on every billboard. Shoppers feel like if they buy a shirt at Zara, five other people won't have that same shirt at work or school. The fact that the store stocks little inventory helps with that exclusivity factor. There's the sense of being in a cool kids' club when the brand stays underground in terms of advertising.

## 4. Location is the most important:

While you might think Zara is pocketing that extra profit that they're not spending on advertising and marketing, you'd be wrong. Instead, Zara invests in the location and appeal of its stores, which currently sits at around 6,500 stores in 88 countries.

Zara's strategy with choosing where to put stores is to identify high-street retail areas in major metropolises. You won't find a Zara next to Wal-Mart, but more likely near higher-end fashion

retailers. It's as if by proxy, some of that high fashion rubs off on Zara, though the prices are much more affordable for its audience.



Still, recently the brand announced that its aggressive store expansion would slow slightly (down from 8-10% to 6-8% growth in new sales) as it puts more focus on building its online sales. Clearly, going against the grain works for Zara. The brand serves as proof that you don't necessarily need to spend a ton on advertising if you can make your brand appeal stem from exclusivity and constantly offering new products.

In conclusion, we can say ZARA is focused on 'less is more' ideology which creates the fear of missing out.

**By Sherya R Mahendrakar**



## Update for the day #1150 | Metaverse

Metaverse is still an amorphous idea, and nobody knows for sure how things will pan out. But what we do know is that it's an ambitious project that may have the potential to change our lives forever and there are those that believe it could be built within our lifetime.

For instance, Microsoft is already working on building the “enterprise metaverse”. So, the hype surrounding Metaverse is as real as it gets. However, the most vocal proponent of metaverse so far has been Facebook CEO, Mark Zuckerberg.

This is how he explained his position, “What is the metaverse?”—“It’s a virtual environment where you can be present with people in digital spaces. You can kind of think of this as an embodied internet that you’re inside of rather than just looking at.”

When you’re on the internet, talking to your friends, you’re mostly interacting at a very superficial level. You could be chatting with your friend, typing “LOL” without laughing out loud. Video calls are probably better. But the metaverse takes this idea to a whole new level.

Imagine being able to log in to a virtual universe using an augmented reality headset and calling up your friend to meet at a virtual destination. Your friend shows up as a virtual avatar near a serene waterfront. Obviously, it’s not a real waterfront. It’s only a digital representation. But in this metaverse, you can theoretically hear each other, feel each other, and interact with other elements surrounding you.

It’s a futuristic dream, but one that many believe could come true.

**By Yash M Chhajed**



## Update for the day #1151 | MAD - Make A Difference

**“The difference between what we do and what we are capable of doing would suffice to solve most of the world's problems” ~ Mahatma Gandhi**

Make A Difference (MAD) is an Indian non-profit organisation, working to ensure better outcomes for children in orphanages and shelters across India. Make A Difference works with nearly 3460 children in 67 shelter homes across 23 cities in India, delivering impact through a fellow-managed volunteering model of 4,250 young participants. It is currently run by Jithin C Nedumala. Make A Difference is registered in Cochin, with a core team based in Bangalore, and operations spread across over 23 Indian cities.



### **HISTORY:**

Make A Difference was founded by Jithin Nedumala in year 2006 when he was 19 years and Sujith Varkey, together with Gloria Benny, Kavin K K, Santosh Babu and Jithin John Varghese. These six founding members fleshed out the concept of Make A Difference and formed a founding team with friends, peers and members of the community.

The NGO had been set up to work with children in need of care and protection and majority of children had undergone adverse childhood experiences. According to organisation, ACE is an unforgettable, traumatic experience of abuse, neglect or domestic harassment experienced by a person during childhood days and some examples of it are physical abuse, mother treated violently, loss of a loved one, emotional neglect and experiencing a natural calamity and in some cases obesity, alcoholism, depression and early death too.

As per organisation's principle only a safe and stable nurturing relationship with a caring adult can help the victim not only to recover from the trauma but thrive in the real world and keeping this in mind they launched the campaign nationally in 23 cities in India where MAD have its volunteers and offices.

The first generation of Make A Difference started with the recruitment of teachers via a presentation made by Jithin, Sujith and Kavin to friends and peers in 2006. Approximately 20 volunteers signed up, and the first chapter of MAD was set up in Cochin, soon after which the organisation formally registered as a non-profit society.

From that point on, Make A Difference grew exponentially. Others to have played seminal roles in the growth and success of Make A Difference have been Samarth Agarwal who served as CEO from 2011–12, Sanjana Kuruvilla who has been on the board since 2008.

Make A Difference remained completely student and volunteer driven until 2010, when the size and complexity of operations drove the need for a full-time workforce to provide strategic and operational support for city teams around the country. This was the same year that Michelle Obama chose Make A Difference to be one of the four non-profits she visited on her trip to India and the organisation which was not taken as seriously and was struggling to get tie-ups with NGO's till then found itself flooded with lot of calls from individuals and organisation's wanting to collaborate with them.

Till 2010, MAD had around 800 volunteers who used to teach more than 2,800 children in 10 cities and about 30 students from their five centres in Mumbai met Michelle Obama on November 6, 2010 at the University of Mumbai in Fort during her visit to India that year.

#### **EVENTS:**

Back-a-thon is an event organized to create awareness among public. In this, the participants would walk back indicating illiteracy should be removed from a child's life. Dream Camp is an event organized periodically by the organization.

The camp is intended to provide the kids, a stress free environment where they could explore the world, understand and develop confidence towards achieving their dreams.

In 2019, MAD Cochin conducted an online campaign through social media with tagline "BrokenIsBeautiful" and offline campaigns being conducted through awareness sessions in city colleges in addition to an on-ground event at David Hall Art Cafe, Fort Kochi in the evening after a cycle rally at Fort Kochi.

The campaign is launched as a part of spreading awareness about Adverse Childhood Experiences (ACE).

#### **AWARDS AND RECOGNITION:**

1. Make A Difference's work in India was recognized by Michelle Obama who chose Make A Difference as one of the few organisations to visit on her trip to India in 2010.
2. Make A Difference was one of four NGO's called to launch the Queen's Young Leaders Trust via the first ever Royal Google+ Hangout in 2014.

3. 2014 - eNGO Challenge Award: Winner, Communications and Outreach category.
4. 2014 - Website of The Year India: Winner, Charities Category.

Thank you! For more information about the NGO, refer: <https://makeadiff.in/>

**By Sakshi Bagrecha Rajendrakumar**



## Update for the day #1152 | ITC and Savlon's partnership in promoting cleanliness

Can a piece of chalk teach young children a thing or two about cleanliness and personal hygiene? As it turns out, yes! This is true especially in rural regions where soap is a luxury, and where children typically spend a considerable portion of the day away from their parents or guardians.

Here's how Savlon, in partnership with Kolkata-based ITC and its agency Ogilvy & Mather, opted to focus on this issue and created a unique campaign to promote rural hygiene using chalk sticks.



### **The Campaign's Backstory:**

The Healthy Hands Chalk Sticks Campaign, which is part of Savlon's Swasth India Mission, aims to instill in young children in rural India the habit of washing their hands with soap before meals.

The relevance of the initiative stems from where India is in terms of child hygiene. According to a recent World Health Organization (WHO) report, India has the second-highest death rate of children under five in Southeast Asia due to poor hygiene, sanitation, and environmental factors. According to the research, India ranked significantly worse than China and is among the top 35 nations in the world with the greatest death rate among under-five children owing to an unhealthy environment.

“Under this initiative, we used Savlon Healthy Hands Chalk Sticks as an educational tool to explain the importance of handwashing. Children tend to have short attention spans but they do remember interesting activities. Anything that they can touch, feel and experience tends to be easily internalized by them. Therefore, instead of giving theoretical explanations, we decided to talk about the hygiene issue through chalks,” said Sameer Sathpathy, chief executive, personal care, ITC Ltd.

Savlon's campaign emphasizes children's hand hygiene. For one reason, clean hands are an important part of living a healthy lifestyle, and for another, it assisted the firm in incorporating its brand goal into the wider Clean India mission'

### How Has Chalk Replaced Soap?



In rural classrooms, the company distributed special chalk sticks infused with soap. Because they spend most of their time with chalk and slates, their hands are covered with chalk powder/dust by the time they take their lunch break, which lathers up and takes the form of soap when it comes into contact with water.

Children readily accepted this method, and the desired goal of keeping their hands clean was neatly integrated into their daily routines. It was easy for ITC and Ogilvy to promote this in schools as it was a low-cost option.

This inexpensive yet innovative solution reached out to over 70 cities and has received international recognition for being the most awarded Indian Campaign by the Cannes Lions International Festival Of Creativity.

**By Ishika B Jain**



## Update for the day #1153 | Zanshin: Learning the Art of Attention and Focus From a Legendary Samurai Archer

Today's update is an extract from an article written by James Clear, where he talks about the Japanese culture of Focus and attention. In the 1920s, a German professor named Eugen Herrigel moved to Japan. He came to teach philosophy at a university a few hours northeast of Tokyo, in a city called Sendai. To deepen his understanding of Japanese culture, Herrigel began training in Kyudo, the Japanese martial art of archery. He was taught by a legendary archer named Awa Kenzo.

Kenzo was convinced that beginners should master the fundamentals of archery before attempting to shoot at a real target, and he took this method to the extreme. For the first four years of his training, Herrigel was only allowed to shoot at a roll of straw just seven feet away. When Herrigel complained of the incredibly slow pace, his teacher replied "The way to the goal is not to be measured! Of what importance are weeks, months, years?"

When he was finally permitted to shoot at more distant targets, Herrigel's performance was dismal. The arrows flew off course and he became more discouraged with each wayward shot. During a particularly humbling session, Herrigel stated that his problem must be poor aim. Kenzo, however, looked at his student and replied that it was not whether one aimed, but how one approached the task that determined the outcome. Frustrated with this reply, Herrigel blurted out, "Then you ought to be able to hit it blindfolded." Kenzo paused for a moment and then said, "Come to see me this evening."

### **Archery in the Dark:**

After night had fallen, the two men returned to the courtyard where the practice hall was located. Kenzo walked to his usual shooting location, now with the target hidden in the dark. The archery master proceeded through his normal routine, settled into his firing stance, drew the bow string tight, and released the first arrow into the darkness.

Recalling the event later, Herrigel wrote, "I knew from the sound that it had hit the target." Immediately, Kenzo drew a second arrow and again fired into the night. Herrigel jumped up and ran across the courtyard to inspect the target. In his book, *Zen in the Art of Archery*, he wrote, "When I switched on the light over the target stand, I discovered to my amazement that the first arrow was lodged full in the middle of the black, while the second arrow had splintered the butt of the first and ploughed through the shaft before embedding itself beside it." Kenzo had hit a double bullseye without being able to see the target.

### **Everything Is Aiming:**

Great archery masters often teach that "everything is aiming." Where you place your feet, how you hold the bow, the way you breathe during the release of the arrow—it all determines the end result.

In the case of Awa Kenzo, the master archer was so mindful of the process that led to an accurate shot that he was able to replicate the exact series of internal movements even without seeing the external target. This complete awareness of the body and mind in relation to the goal is known as zanshin.

Zanshin is a word used commonly throughout Japanese martial arts to refer to a state of relaxed alertness. Literally translated, zanshin means “the mind with no remainder.” In other words, the mind completely focused on action and fixated on the task at hand. Zanshin is being constantly aware of your body, mind, and surroundings without stressing yourself. It is an effortless vigilance. In practice, though, zanshin has an even deeper meaning. Zanshin is choosing to live your life intentionally and acting with purpose rather than mindlessly falling victim to whatever comes your way.

### **The Art of Zanshin in Everyday Life:**

We live in a world obsessed with results. Like Herrigel, we have a tendency to put so much emphasis on whether or not the arrow hits the target. If, however, we put that intensity and focus and sincerity into the process—where we place our feet, how we hold the bow, how we breathe during the release of the arrow—then hitting the bullseye is simply a side effect.

The point is not to worry about hitting the target. The point is to fall in love with the boredom of doing the work and embrace each piece of the process. The point is to take that moment of zanshin, that moment of complete awareness and focus, and carry it with you everywhere in life. It is not the target that matters. It is not the finish line that matters. It is the way we approach the goal that matters. Everything is aiming. Zanshin.

**By Naren Mahesh Pai**



## Update for the day #1154 | Oil Bonds & Its Impact On Fuel Prices

Bonds are a promise to repay a debt. They are standardized contracts and the terms and conditions associated with repayment can be replicated multiple times simply by issuing more bonds. So technically, if you were trying to borrow a large sum of money from many investors at the same time, bonds would be best suited for your use case.

Oil bonds are just like regular bonds, only here the intended use case is a bit different. Back in 2005, the UPA government had a massive problem on its hands. They were trying to fix the price of oil in a bid to make fuel more accessible to the general public. Prices can't be fixed. They can only be discovered when buyers and sellers meet and bargain in an open forum. The only other way to fix a price is to subsidize (discount) it by taking on the burden yourself. So, the government did just that. They subsidized the price of oil by setting aside a portion of their budget. And to their credit, they continued to do this until they realized they could do this no more.

At which point, they had two choices. They could have stopped fiddling with the prices and let demand and supply take their own course. Or they could have adopted another crude solution—Oil Bonds

The idea is simple. We have these Oil Marketing companies (Hindustan Petroleum, Bharat Petroleum etc.) who do most of the selling and in the early days, the government would simply ask them to sell oil at a discounted price and promise to make up for the shortfall by paying them upfront.

However, with oil bonds, this equation is a bit different. Instead of paying cash up front, the government made a promise to settle the dues sometime in the future (in 15–20 years). This obviously alleviated the burden off of the government's finances. But it shifted the burden elsewhere—on the oil marketing companies (OMCs). And if you're wondering why they obliged? Well, that's because they are government-controlled entities. To be honest, they didn't have much of a say here and between 2005 and 2010 the government issued oil bonds to the tune of 1.4 lakh crores.

Now bear in mind, the government was prompt with the interest payments, but the OMCs were only expected to see the principal after 2021. And while this may seem like a terrible deal for the oil marketing companies, there is a small caveat here. The companies holding these bonds didn't have to hold on to them until 2021. They could have sold them elsewhere if they wanted immediate relief. After all, the principal was bound to be paid and the government would never have defaulted on its obligations.

So, the bonds held a lot of value. According to one report in the Hindu Business Line, it seems Hindustan Petroleum and Bharat Petroleum did just that. They seem to have already sold large chunks of oil bonds in the open market and traded them for cash. The only other company still holding on to every last oil bond—Indian Oil Corporation.

Members of the current NDA government have repeatedly asserted that these bonds seem to be overbearing in nature. In fact, the finance minister only recently suggested that the oil bonds were holding her back from cutting taxes on petrol and diesel. And while there is some truth to this statement, it is also not entirely accurate.

But before we get to that bit, let's see why the current government feels miffed with this whole exercise. For starters, they have been paying close to 10,000 crores in yearly interest payments for a while now. This year they'll likely be paying 20,000 crores. And if that weren't bad enough already, know that they'll have to keep paying large sums of money over the next few years. For instance, in the financial year 2024–2025, the government is expected to pay close to 59,000 crores.

But you'll need to get some perspective here. Take for instance these figures from a report in Bloomberg Quint. In the current financial year, the government is expected to pay close to 8 lakh crores in settling interest payments alone. This isn't interest paid on oil bonds. This is the interest the government is obligated to pay on every kind of borrowing. So, it's a bit difficult to argue that the 10,000-crore payment on oil bonds is what's really stretching the government's coffers. More importantly, the government made 3.45 lakh crores from excise duty on petrol and diesel during the last financial year. That's roughly 34 times the interest the government paid on oil bonds during the same period.

So, while it is true that these oil bonds aren't pleasant to deal with, there's a whole host of other reasons why the government cannot cut taxes right now. GST collections have been subpar. Covid has forced the government to borrow beyond its means. The government has had a horrid time trying to sell its prized assets. And they simply don't have a lot of money to spare right now.

**By Anarghya Suvin**



## Update for the day #1155 | What's happening in Afghanistan?

Following Biden's decision to remove the remainder of US troops from Afghanistan, the Taliban's quickly seized control of the country. Nearly three months after President Joe Biden announced US troops would begin withdrawing from Afghanistan, the Taliban quickly began a takeover of provinces across the county, ultimately leading up to Kabul, the capital city.

This movement by the Islamist militant group is hardly a surprise to experts. "Half of the country slipped out of the government's control in the last three months, and it no longer had a buffer protecting those provincial capitals," analyst Andrew Watkins told Vox's Jen Kirby.

Since May, the local government had lost or abandoned more than 200 of the 400 districts in Afghanistan, leaving many of them to fall to Taliban control. Taliban fighters in remote villages and outposts have used misinformation campaigns and fear-mongering to scare away local residents and intimidate Afghan government officials. This, coupled with a political division over support of the group, has left Afghanistan's government at a loss.

The Taliban swiftly acquired more territories, including important border cities and trade routes, and then took over major cities, including Kabul, which was the last government stronghold. Afghanistan's President Ashraf Ghani fled the country after the Taliban reached Kabul.

"The Biden administration should have been able to foresee that pulling out of Afghanistan would create a power vacuum that would change the battlefield," writes Nicole Narea.

**By Rajesh. S**



## Update for the day #1156 | Benefits of travelling

There are plenty of things one can gain from exploring different places. The list includes gaining new friends, new experiences, and new stories. When you start exploring new places, you get a better understanding of the people living there, including their culture, history and background.

Studies show that travelling can improve your overall health and enhance your creativity. Therefore, you need to take time out from your daily tasks, office responsibilities, hectic schedule, and everyday pressures at least once in a year. Plan a tour to a new city with an open schedule and let life present you with the numerous opportunities.

### 1. Social and Communication Skills:



One of the main benefits of travelling, especially to areas where your native language is not widely used, is that you learn how to communicate better with other people. Brushing up your knowledge on the most commonly used phrases or questions tourists ask can help you reach out to and relate better with the locals.

### 2. Peace of Mind:

We all have stress and tension in our lives. Traveling forces us to temporarily disconnect from our normal routine, helping us appreciate the people and things we have around. As per a famous saying “we never know what we have until we lose it.”

### 3. Helps You Get Original and Creative Thoughts:

It is believed that if someone gets out of their comfort zone, the mind gets more creative. To develop new neural connections that trigger original and creative thoughts, you must explore new places and break out of your daily routine.

### 4. Broadens Your Horizons:

Travelling helps you connect with different people from different cultures. This gives you the opportunity to see issues and daily life challenges from a different angle.

**5. Enhances Your Tolerance for Uncertainty:**

While travelling, you will find yourself stuck in situations where things don't always go as planned. Such situations will help you learn to cope with the uncertainties in life.

**6. Boosts Up your Confidence:**

Being in a place where you do not know anyone will assist you to gain confidence and presence of mind. You will develop the ability to cope with obstacles, which will make you a confident person.

**7. Gets You Real-life Education:**

Meeting different people from vast cultures and societies provides an education that is impossible to get in a traditional school, college or a university. There is no substitute for the real thing.

**8. Creates Memories for Lifetime:**

If you travel with friends and family members, traveling helps you build stronger bonds and make memories. You can also save memories of a lifetime by creating photo albums or sharing photos in social media.

**9. Helps You Have Fun:**

No matter how young or old you are, there is always a time when the child in you wants to have some fun. When you travel, you do not care what you do at all and you can just break free from the norm.

**10. Aids you to Get to Know Yourself:**

While traveling, you might find yourself stuck in situations you won't normally experience in your daily life. This can help you understand yourself and how you react to such circumstances, preparing you for future similar situations.

Travelling is good for the health so decide a place now and pack your bags. Remember, you only live once, so start traveling to different places and get some life-altering experiences.

Though at this time it doesn't seem safe and possible for all of us to travel but there are always ways to make it possible. For example instead of travelling to a famous place we can always explore the hidden treasure where the crowd seems to be less. This way we would also learn more about the places and would still be more safe. There are also initiative such as work from hill where you can enjoy working amidst the beauty of nature.

**By Anjali Baghel**



## Update for the day #1157 | Is Ola finally paving the way for an electric scooter revolution?

Ola Electric became the newest entrant in the EV scooters segment launching two attractive models priced at ₹99,999 and ₹1.29 lakh, respectively. And while this may still seem a bit pricey for people's liking, bear in mind, you could get a discount on this price if your state government is subsidizing the cost. For instance, in Gujarat, the more affordable variant is expected to cost a mere ₹79,999. This is tantalizingly close to the utopian dream of building and marketing an EV scooter at a truly competitive price.



And at this point, you have to ask—Is the EV scooter revolution finally upon us? Well, yes and no. For starters, there's no doubt that the EV industry is in fact witnessing the perfect storm. Fuel prices are at record highs. State governments are competing to offer subsidies for EV vehicles. The likes of Ola, Hero, and Ather Energy have been hyping up an all-electric future. Big investors are financing their dreams. And the cost of production is on a constant decline. If there was ever a time to foray into the EV scooter segment, then that time is now.

What's more? The public seems to have bought some of this vision at least. Last year the industry sold 25,000 odd units, despite the pandemic. This year they have already sold close to 30,000 units in just the first 6 months. And while these aren't exactly world-beating numbers, the likes of Ola are promising to scale production by the millions this year. And they have close to 100,000 pre-orders to show for it. Surely, this is a sign of things to come, no?

Well, you could make a case for it. But not everybody is this optimistic. Sure, sales figures are picking up. But you'll have to reconcile these lofty aspirations with the cold hard realities of building a truly scalable business in this domain. Ola, for instance, has promised to design, engineer, and manufacture its own batteries, motors, motor controllers, and software, despite acquiring a Dutch EV company last year. They'll also have to build out the supply chain to be able to sell these vehicles to the masses. Not exactly something that's easy to do when you're up against the clock. Then there's the fact that Ola has never done anything of this sort before. It would be particularly challenging to seamlessly manufacture millions of scooters without encountering some hiccups along the way.

Then there's the demand side equation. As prices begin to moderate, more people will definitely warm up to the idea of owning an electric scooter. But if you were gunning for practical utility, then you'll still have to contend with the range problem. The more expensive variant within Ola's offering is expected to offer about 180 km of range. This is by no means an untenable proposition. But the claimed range seldom tallies up to real-world experience and if you fear being stranded somewhere with your vehicle out of charge, then you better hope that the charging infrastructure scales alongside the production capacity.

Also, there's still some ambiguity surrounding charging standards and adapter technology. Granted, the government and other industry stakeholders are working on it as we speak, but they'll have to expedite these discussions if we are talking about manifesting an EV revolution in the next couple of years. Nonetheless, even if the stated dreams don't materialize fully, it still feels quite surreal to think about the progress we've just made in the last decade.

India is going electric one way or another. The only question is—Can we get there super-fast?

**By Shraddha Vishwanath**



## Update for the day #1158 | Credit Card - Good or Bad?

**“Don’t cut up your credit cards, the problem is not the cards, it’s the lack of financial literacy of the person holding the cards and always make the best out of a bad situation”  
– Robert Kiyosaki**

### What is a Credit Card?

A credit card is a thin rectangular piece of plastic or metal card issued by financial institutions which allows you to borrow funds from a pre-approved limit and you repay the as and when the bill is issued. Unlike Debit card, on utilising the amount doesn’t get debited from the savings account right away. There is usually a credit period of 20 days (min) to 50 days (max) to repay the amount spent/utilised.



Many people actually feel that if we are using a credit card, it means that we don’t have enough money. But then the fact is that the credit card issuing companies will issue you credit card only if they are satisfied that you have the ability to repay the credit card bills.

### Credit Card Eligibility:

1. **Age Requirement** – The minimum age requirement is 21 years.
2. **Income Requirement** – Around ₹20,000/- per month is what the institutions expect. Could be lower as well depending on institution to institution.
3. **Income Tax Return** – If the income declared in ITR increases yearly, there is a better chance of credit card being issued to you.
4. **Credit Score** – Higher the better.
5. **Other factors** – Depends from institution to institution.

### Why use Credit Card?

1. It is easy and convenient to use.
2. Minimum 20 days (generally) period from the date of bill generation to repay without any interest.
3. The reward points or reward system.
4. Complimentary Vouchers for movies, shopping apps etc.
5. Complimentary Lounge access at Railway Stations or Airport
6. Many other benefits.

**Where is the problem? / Why people feel it is bad?**

People fear as to what if they forget to pay the bill on time. The reason being the institution impose hefty fines for non-repayment and also, the interest rates charged is the highest of all the credit instrument as it is given without any security deposit or collateral.

The other problem is with people who don't have control over their spending. Once we get the credit card, we tend to forget that whatever we spend on the credit card, it is us who has to pay it back later when the bill is issued. We need to develop the financial discipline first and then go ahead and use the credit card.

**Solutions:**

For repayments, we can set up an auto-debit mechanism i.e., instruct the bank to debit the bill amount from your savings account. Generally, banks debit the amount on the due date or a day before the due date.

Alternatively, we can use various applications available like CRED, to track and pay the bill of all your credit cards at just one place.

**Conclusion:**

Although the credit card seems like a risky credit source but it surely is one of the most useful instruments. Personally, I felt one must have at least one credit card, even if we are not going to use it frequently, as it helps us develop our credit score. Also, it helps us develop the financial discipline.

**By Yash M Chhajed**



## Update for the day #1159 | Negativity Bias and the chemical romance

### **Negativity bias and the chemical romance:**

In the past few decades, the fortunate among us have recognized the hazards of living with an overabundance of food (obesity, diabetes) and have started to change our diets. But most of us do not yet understand that news is to the mind what sugar is to the body. News is easy to digest. The media feeds us small bites of trivial matter, tidbits that don't really concern our lives and don't require thinking. That's why we experience almost no saturation. Unlike reading books and long magazine articles (which require thinking), we can swallow limitless quantities of news flashes, which are bright-colored candies for the mind. Today, we have reached the same point in relation to information that we faced 20 years ago in regard to food. We are beginning to recognize how toxic news can be.

### **Why are people so negative?**

Humans have what is called a “negativity bias” because we’ve evolved to react to threats. Like Google, humans are pattern discovery machines; when something stands out, like a threat, our minds highlight it.

### **Why is news so often negative?**

Because negativity bias is leveraged by the media to increase profits. It's done through clickbait headlines, sensationalism, and spin. Bad news gets more attention, more clicks, and leads to more revenue for publications.



### **Why is this bad for you?**

Trying to strike a balance between being informed by news media and not becoming overwhelmed by it is difficult—especially during a global crisis. A constant stream of sensational or "disaster" reporting, whether you are exposed actively or passively, can elevate stress levels and trigger symptoms like anxiety and trouble sleeping. Effectively managing your media consumption can help you stay up to date while also reducing your stress.

### **Limit Your Time Each Day**

Leaving your television on or streaming live news broadcasts on your phone while tending to other business can take a toll on you emotionally. Rather than having the news be your

background noise, it is recommended less than 30 minutes per day total of social media scrolling and news exposure combined.

### **Watch Reliable News Outlets**

A healthy way to approach the news cycle is to rely on outlets you know are credible, have experienced reporters who do their research, and provide balanced perspectives. Be mindful of how much you consume. You probably have set times every day when you eat, and you can do the same with news. Check in with what's going on in the world by consuming the sources that nourish you, and then move on to something else.

### **Get a News Summary from Close Friends or Family**

If watching the news is triggering regular symptoms of anxiety or depression, it is recommended to have no exposure at all. Instead, it is suggested that you ask a close friend or loved one to filter the news for you. Then, have them check in with you a few times per week about the most important updates. There is no reason that any of us need to be exposed to the news beyond that.

### **Subscribe to a Newsletter or Podcast**

Rather than flipping channels and gathering part of news stories from different outlets, a lot of people find it helpful to subscribe to a daily newsletter or news podcast, as this automatically limits the time and content for you.

If you go without news for a few years, you can see, feel and report the effects of this freedom first-hand: less disruption, less anxiety, deeper thinking, more time, more insights. It's not easy, but it's worth it!

**By Chandana C**



## Update for the day #1160 | Ubharte Sitaare Fund

The Honorable Finance Minister of India, Smt. Nirmala Sitharaman, on Saturday, August 21, 2021, launched the Ubharte Sitaare Fund in Lucknow in the presence of Shri Siddharth Nath Singh, Honorable Minister for MSME and Export Promotion, Government of Uttar Pradesh and Shri Pankaj Jain, Additional Secretary, Department of Financial Services.

The Honorable Finance Minister, in her budget speech last year, announced the Ubharte Sitaare Programme (USP) to be anchored by India Exim Bank together with Small Industries Development Bank of India (SIDBI).

The objectives of the programme are to enhance India's competitiveness in select sectors through finance and extensive handholding support; identify and nurture companies having differentiated technology, products or processes, and enhance their export business; assist units with export potential, which are unable to scale up their operations for want of finance; and assist existing exporters in widening their basket of products and target new markets through a strategic and structured support covering equity, debt and technical assistance.

Under the Programme, a contribution of ₹ 40 crore each has been successfully registered with Securities and Exchange Board of India (SEBI) in July 2021. The corpus of the Fund is ₹ 250 crore with a green shoe option of ₹ 250 crore. The Fund would invest by way of equity, and equity like products in export-oriented units, both in the manufacturing and services sectors, across the country and facilitate rising stars in the export market to attain greater heights.

The initiative would play a catalytic role in contributing to the growth of the identified companies and would also have downstream benefits such as growth and diversification of India's exports, incentive to brand India, and employment generation.

**By Hiral Songara**



## Update for the day #1161 | Anchoring bias

### What is anchoring bias?

Anchoring bias is the human tendency to put more weight on the first piece of information offered than everything that follows. During decision making, anchoring happens when the initial information influences the way people interpret the following pieces of info and then form a conclusion.

For example, if you tell someone a product normally costs £9.99, they'll instinctively think they've found a bargain when they see it advertised somewhere for £7.99. Likewise, they'll assume the item is overpriced if they see it on sale somewhere else for £12.50. The first price acts as an anchor, influencing people's interpretation of the prices they come across in the future.

Anchoring bias was first theorized by Amos Tversky and Daniel Kahneman in the 1960s. Various studies have shown how difficult it is to avoid anchoring since the pair theorized the phenomenon and this helps explain why it's so effective in marketing.

### 1. Original price vs discount:

Next time you see promotion sales, pay attention to how retailers present their savings. In many cases, they'll simply put the new discounted price and tell people they're getting a bargain – but this doesn't really illustrate the saving. If you put the original price first, though, this acts as an anchor representing the true value of the item. Any discount price that follows instantly gains weighing because you've already anchored that initial price into people's minds.

### 2. Monthly vs Annual plans:

This is a classic tactic used by software firms that exploit anchoring bias. Obviously, it's far better for zoom to get an annual payment of \$149.90 from users upfront than a single \$14.99 payment each month. But when it displays the annual price at \$12.49 *after* the monthly price, it seems like people are saving money by signing up for a year even though they're paying \$134.51 more and tying themselves into a year-long contract.

### 3. Manipulating price perception:

Ever wondered why car dealerships put their most expensive models at the front of the display room when they're typically the slowest-selling models? When you walk past that £120,000 BMW i8 that £65,000 M5 suddenly doesn't seem so expensive. The same thing applies to every kind of luxury purchase.

### 4. Multiple-unit pricing:

Supermarkets have been milking this one for decades and people still queue up to hand over their cash for this classic trick. Multiple unit pricing is when you simply add a discount for buying in bulk – for example, three packs of beer for £21 instead of £9.00 each. Again, the idea is to make people think they're saving money when they're actually buying something they don't even need. Even if you only plan to buy one crate of beer, it's hard not to buy three when it seems like you're almost getting one for free. In fact, it's hard to resist buying beer at all when you know it'll keep and you've already "saved" your money.

**5. Price increases:**

Consumer tech brands do a great job of increasing the price of their products over the years – far more than inflation and their technology innovations often justify. Apple has been the champion of this, releasing a more expensive breed of devices with HD displays over the last half-decade. The latest iPhone will cost you at least £999 in the UK after steady price increases put the iPhone 8 Plus at a starting price of £699. Anchoring bias is working in two ways here. First, each progressive price hike seems less significant because the previous model acts as a new anchor. And then you have to iPhone X on the other side making a £699 starting price for the iPhone 8 seem less unreasonable – for a phone that's pretty much the same as the iPhone 7 Plus,

**6. Lead with your core selling point:**

Anchoring bias isn't the only something you can use to influence the perception of price. By leading with your core selling point, you also define how people interpret the information you then tell them about your product or service. If you convince them your product is innovative in your core selling point, everything on your spec sheet will appear innovative – even if it's not industry-leading.

**7. Gear Acquisition Syndrome:**

Gear Acquisition Syndrome (GAS) is the constant desire to add new equipment to your collection. It tells photographers that their £6,000 camera is no longer good enough, musicians that their 400kw amp is no longer loud enough and drivers that last year's M5 isn't impressive enough anymore. Essentially, it's the irrepressible habit of buying new things we don't need. This works a treat with consumer electronics because power users are obsessed with features and specifications. This is why people ditch their 4K TVs in favor of 8K displays even though there aren't any 8K broadcasts available to get the benefit from the jumbo 8K resolution. It's the same reason people buy computers based on processing power that many never use.

**By Yesh R Solanki**



## Update for the day #1162 | Conquer Land Air Water.

### **The Origin:**

Team CLAW's founder Major Vivek Jacob served 14 years as a Special Forces operator. Post his training in the National Defence Academy and the Indian Military Academy, he volunteered for and successfully completed one of the harshest Special Forces selections in the world. Major Jacob's parachute malfunctioned mid-fall during a Combat Skydive in 2015. He escaped alive but suffered a spinal cord injury. During his recovery in a military hospital he met an Airforce officer, Flight Lieutenant Bhaduria, who was permanently paralysed in a freak accident and had spent the last four years in hospital on a wheelchair. They formed a bond of friendship over their days together. Flt Lt Bhaduria rolled up on his wheelchair one morning and asked Jacob if he could SCUBA Dive despite being waist down paralysed. The promise made in reply that day, set Jacob on a completely different life path. It became a guiding light of purpose and sowed the seed of what was to unfold.

In Jan 2019, Team C.L.A.W was born. Each team member had been a crack soldier in the Army / Navy Special Forces and was highly trained with multiple specialisations in Mountaineering, Skydiving, SCUBA diving, Un-armed combat, Multi – terrain survival tech, Emergency Med Response, etc. Each team member had undergone some of the toughest selection, training and operational environments anywhere on the globe.

In Feb 2019, Team C.L.A.W gave life to 'Operation Blue Freedom' – A movement to express the powerful spirit and ability of people with disabilities. To evolve the perception of society towards who they are and what they are capable of. To secure their right to dignity. To exercise their ability to contribute value and inspire freedom. For all.

### **Operation Blue Freedom.:**

Team C.L.A.W travelled across India and trained more than 100 people in 'Rehabilitative SCUBA Diving'. Through this journey, the team's vision expanded to address the entire spectrum of issues faced by people with disabilities. Team C.L.A.W is in the process of setting up centres across the globe where-in Special Forces Veterans and People with Disabilities are merging in action for creating a better life experience, for not only persons with disability but the non-disabled as well.

### **Triple World Record:**

People of Determination and former Special Forces veterans from across the world are coming together with Team C.L.A.W. to create the Triple Elemental 'Adaptive' World Records – **Land, Air and Water.**

#### **1. Land:**

Largest team of People with Disabilities to climb the world's highest 'Battlefield' – Siachen Glacier, India.



2. **Air:**  
Largest team of People with Disabilities to Skydive (Accelerated Free Fall) – Dubai, UAE.

3. **Water:**  
Adaptive Scuba Diving – World’s Largest SCUBA Occupational Therapy and skill training programme for people with disabilities. – Maldives.



By Roshan Bhandari.



## Update for the day #1163 | The Legend of Sri Puri Jagannath Temple

**Krishnaya Vasudevaya Devaki Nandanaya cha |  
Nandagopa kumaaraya Govindaaya Namoh Namaha | |**

On today's update let us know the legendary story of Puri Jagannatha Temple and few amazing facts about it;

The Puri Jagannath Temple is an important Hindu temple dedicated to Jagannath, a form of Sri Krishna in Puri in the state of Odisha on the eastern coast of India. The temple was begun by Anantavarman Chodaganga Deva, the first king of the Eastern Ganga dynasty in 12th Century.

Jagannath, Balabhadra and Subhadra are a trio of deities worshipped at the temple. The inner sanctum of the temple contains statues of these three Gods carved from sacred neem logs known as daru, along with statues of Sudarshana Chakra, Madanmohan, Sridevi and Vishwadhatri.



The legendary account as found in the Skanda-Purana, Brahma Purana and other Puranas and later Odia works state that Lord Jagannath was originally worshipped as Lord Neela Madhava by a tribal king Viswvasu. Having heard about the deity, King Indradyumna sent a Brahmin priest, Vidyapati to locate the deity, who was worshipped secretly in a dense forest by Viswvasu. Vidyapati tried his best but could not locate the place. But at last he managed to marry Viswvasu's daughter Lalita. At repeated request of Vidyapati, Viswvasu took his son-in-law blind folded to a cave where Lord Neela Madhava was worshipped.

Vidyapati was very intelligent. He dropped mustard seeds on the ground on the way. The seeds germinated after a few days, which enabled him to find out the cave later on. On hearing from him, King Indradyumna proceeded immediately to Odra desha (Odisha) on a pilgrimage to see and worship the Deity. But the deity had disappeared. The king was disappointed. The Deity was hidden in sand. The king was determined not to return without having a darshan of the deity and observed fast unto death at Mount Neela, Then a celestial voice cried 'Thou shalt see him.'

Afterward, the king performed a horse sacrifice and built a magnificent temple for Vishnu. Narasimha Murti brought by Narada was installed in the temple. During sleep, the king had a vision of Lord Jagannath.

Also an astral voice directed him to receive the fragrant tree on the seashore and make idols out of it. Accordingly, the king got the image of Lord Jagannath, Balabhadra, Subhadra and Chakra Sudarshan made out of the wood of the divine tree and installed them in the temple, for which he took Vishwakarma's help (who disappeared in between due to not following his requests by the king).

The Rath Yatra that happens in Puri is said to be the most crowded occasion in the whole of India which nearly receives around 3 lakh people annually.

### Amazing facts about the Temple

1. **Defying Nature's Code of Conduct** – the flag mounted on the top of the Jagannath Temple is a unique exception to the principle. This particular flag flows in the opposite direction to the wind's course without any scientific background to back it up.
2. **The Climb** - Every day a priest scrambles the walls of the temple with a height equivalent to that of a 45 storey building, to change the flag atop the temple dome. This ritual dates far back to the day the temple was built. The practice is done with bare hands without any protective gear.
3. **A light with no darkness** - The temple is reported to have no shadow at all, at any time of the day from any directions possible.
4. **The Riddle of The Sudarshan Chakra** - There are two mysteries present at the pinnacle of the temple in the form of the Sudarshan Chakra. The first oddity revolves around the theory of how the hard metal weighing about a tonne, just got up there without any machinery just with a human force of that century. The second is one deal with the architectural technique related to the Chakra. From every direction you look, the Chakra looks back with the same appearance.
5. **Nothing's Above God, So Nothing Fly Above It Either** - not even a single bird is encountered above the temple dome, even an airplane could not be seen hovering above the temple.
6. **Mute Water** - Seconds, after you put the first step inside the temple from Singha Dwara entrance, the audibility to the ocean waves is entirely lost. This phenomenon is more prominent in the evening time. Again, no scientific explanation adds up to this fact. The sound returns when you leave the temple.
7. **Magical Methods to Cook** - The traditional way to cook the Parsadam is preserved by the priests here. Exactly seven pots are used as vessels mounted over one another and are cooked using firewood. Enchantingly, the top most pot is cooked first, and the rest follows the same order!

- 8. Reverse gear of the Breeze** - Take any place on Earth, on daytime the breeze from sea comes to land and the opposite happens in the evening. But, in Puri, the breeze has a tendency to contradict and opt for the exact opposite direction. In the daytime, the breeze blows from land to sea and the opposite in the evening happens.

Like wise a lot of mysteries and interesting facts exist about the Sri Puri Jagannath temple.

**By Vijaya Simha S**



## Update for the day #1164 | Microsoft Power Automate

"Success is a journey, not a destination. "

Power Automate is simple, you just need an email address and a web browser. The first step is to register for free and you would be ready to start. The app comes with **ready-to-use templates and recommendations** on which applications can be linked. The navigation is very intuitive, which makes it perfect for users with little or no programming knowledge.

From there you can create a flow that takes the data of a potential client and transfer it to Dynamics, capture tweets with certain parameters and retweet them automatically, save document attachments in emails on OneDrive or SharePoint, receive notifications on your mobile device... The list is endless.



### Microsoft Power Automate is a suitable tool for:

1. Companies that want to optimize their workflows – in favor of a more efficient way of working in business processes and a reduction in operating costs.
2. IT decision-makers who want to allow industry partners to create solutions themselves so that IT experts and integration specialists can focus on more sophisticated integration tools, e.g. Azure Logic Apps.

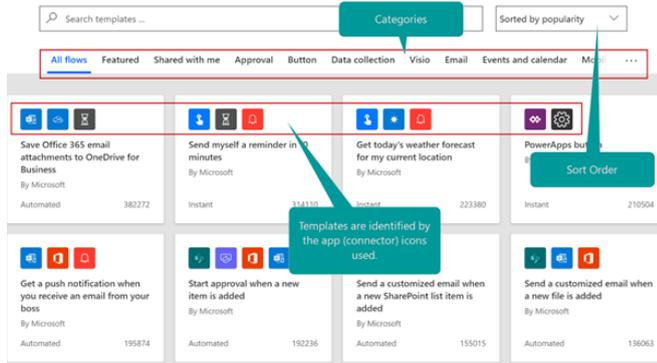
### Connect Various Cloud Services and Local Data:

You can use Microsoft Power Automate to approach interfaces of individual tools and initiate actions without any programming skills required. You can use Power Automate, for example:

1. To automatically save your attachments from emails in a folder in OneDrive or other services.
2. To connect your CRM system with Microsoft Project in such a way that in case of an obtained business opportunity a project is created automatically etc.

### Creating Workflows Quickly Using Templates:

Microsoft Power Automate provides you with templates for workflows. This allows you to automate your business processes easily in a few steps at the click of a mouse.



By Prathyush Kumar



## Update for the day #1165 | Bird In Hand

### **What Is Bird in Hand?**

The bird in hand is a theory that says investors prefer dividends from stock investing to potential capital gains because of the inherent uncertainty associated with capital gains. Based on the adage, "a bird in the hand is worth two in the bush," the bird-in-hand theory states that investors prefer the certainty of dividend payments to the possibility of substantially higher future capital gains.

### **Understanding Bird in Hand:**

Myron Gordon and John Lintner developed the bird-in-hand theory as a counterpoint to the Modigliani-Miller dividend irrelevance theory. The dividend irrelevance theory maintains that investors are indifferent to whether their returns from holding stock arise from dividends or capital gains. Under the bird-in-hand theory, stocks with high dividend payouts are sought by investors and, consequently, command a higher market price.

### **Bird in Hand vs. Capital Gains Investing:**

Investing in capital gains is mainly predicated on conjecture. An investor may gain an advantage in capital gains by conducting extensive company, market, and macroeconomic research. However, ultimately, the performance of a stock hinges on a host of factors that are out of the investor's control.

For this reason, capital gains investing represents the "two in the bush" side of the adage. Investors chase capital gains because there is a possibility that those gains may be large, but it is equally possible that capital gains may be non-existent or, worse, negative.

### **Example of Bird in Hand:**

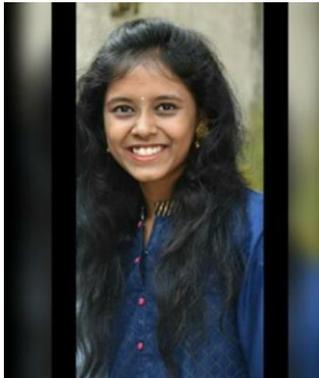
As a dividend-paying stock, Coca-Cola (KO) would be a stock that fits in with a bird-in-hand theory-based investing strategy. According to Coca-Cola, the company began paying regular quarterly dividends starting in the 1920s. Further, the company has increased these payments every year since 1964.

### **Key Takeaways:**

1. The bird-in-hand theory says investors prefer stock dividends to potential capital gains due to the uncertainty of capital gains.

2. The theory was developed as a counterpoint to the Modigliani-Miller dividend irrelevance theory, which maintains that investors don't care where their returns come from.
3. Capital gains investing represents the "two in the bush" side of the adage "a bird in the hand is worth two in the bush."

**By Varsha N K**



## Update for the day #1166 | A glimpse into Lakme's growth into one of the best Indian Cosmetics companies

Lakme was Tata group's first foray into the cosmetics industry. Set up during J.R.D. Tata's chairmanship of the group, it is also the first cosmetic company set up in independent India.

Lakme was set up as a subsidiary company of Tata Oil Mills Company (TOMCO). TOMCO was established in Cochin or present-day Kochi in 1920 to crush copra and produce coconut oil for export. The company gradually grew and diversified into a manufacturer of soaps, detergents, shampoos, perfumed oils, etc. In 1953, TOMCO capitalised on the opportunity present in the lack of indigenous cosmetics in the Indian market and launched Lakme in collaboration with two reputed French firms - Robert Piguet and Renoir. The initial collaboration and others that followed, such as with American cosmetics manufacturer Kolmar, had no equity participation by foreign collaborators. They only contributed knowhow about their closely guarded perfume bases for a fee. It was a 'Make in India' mission from the word go.

The expansion and success was aided in no small measure by Simone Tata, Naval H. Tata's wife, taking over as the managing director in 1961. Simone Tata's aesthetic sense and business acumen soon spearheaded Lakme to new heights and into an iconic brand. She led the company for many more years, becoming its chairperson in 1982.



1996 - 2011

2011 - NOW

1. Lakme was started by TATA in 1950s, here's how Jawaharlal Nehru played a key role.
2. In early 1950s, young Indians couldn't afford to spend foreign exchange on western products. Thus, a ban was imposed on imports.
3. As a response, a couple of females went to our PM, Nehru's house and expressed their concerns, & I quote "Our lives are already full-life drudgery, please let us enjoy one thing that makes us look and feel special."
4. Nehru talked about this to his secretary, M.O.Mathai, and asked him "Why can't this get manufactured in India?"

5. His secretary, Mathai, then contacted the director of TATA Mr. Kish. Thereon, Kish forwarded the same request to JRD Tata.
6. JRD Tata assigned this project to Naval Tata, director of then TOMCO & finally Naval Tata's wife, Simone Tata took this project up. And this is how Lakme was born! It was named 'Lakme', an English derivative of the goddess of wealth and beauty.
7. In 1996, Tata sold off their stakes in Lakme Lever to HUL, for Rs.200 Crores.
8. Having Kareena Kapoor and Chamma as the ambassador, it ranked number 1 among all the cosmetics brands in India, in 2015.

### **Lakme At Present**

The Tatas sold Lakme to Hindustan Unilever, the rapidly growing company in the FMCG sector in 1996. Today, the company has over 300 diverse products that are sold in more than 70 countries worldwide. Their wide price range, starting from Rs 100 to the most expensive ones at Rs 1,000, caters to every kind of audience.

Despite the cut-throat competitions from homegrown as well as international cosmetic brands, Lakme has managed to thrive in the industry over the years. It is probably one of those brands that have transformed society in more ways than one.

**By Sai Manjush Y**



## Update for the day #1167 | The story behind origination of Taj Hotel

Taj Hotels is a chain of luxury hotels and a subsidiary of the Indian Hotels Company Limited, headquartered at Express Towers, Nariman Point in Mumbai. Incorporated by the founder of the Tata Group, Jamsetji Tata, in 1903, the company is a part of the Tata Group, one of India's largest business conglomerates.



The company employed over 20,000 people in the year 2010. As of 2020, the company operates a total of 100 plus hotels and hotel-resorts, with 84 across India and 16 in other countries, including Bhutan, Malaysia, Maldives, Nepal, South Africa, Sri Lanka, UAE, UK, USA and Zambia.

### History

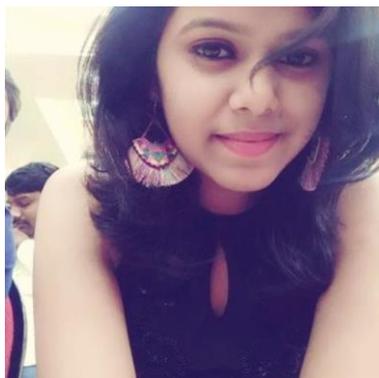
Jamsetji Nusserwanji Tata, founder of the Tata Group, opened the Taj Mahal Palace, a hotel in Mumbai (formerly called Bombay) overlooking the Arabian Sea, on 16 December 1903. It was the first Taj property and the first Taj hotel. There are several anecdotal stories about why Tata opened the Taj hotel.



According to a story, he was invited to dine at a five-star hotel in Mumbai. When he walked in with his foreign friend, the English hotel manager stopped Tata from entering because he did not allow Indians in the hotel! Being a nationalist, Tata decided to respond to the discrimination he faced. The insult was more than personal, it was to his countrymen and nation!

According to another story, he opened the hotel when one of his friends expressed disgust over the hotels that were present in Bombay then. But a more plausible reason was advanced by Lovat Fraser, a close friend of the Tata and one of the early directors of the IHCL group, that the idea had long been in his mind and that he had made a study on the subject. He wanted to attract people to India and to improve Bombay. It is said that Jamsetji Tata had travelled to places like London, Paris, Berlin, and Düsseldorf to arrange for materials and pieces of art, furniture and other interior decor for his hotel. The Taj group has since then developed and flourished, under the Tata Group.

**By Smitha R**



## Update for the day #1168 | Learning to Fly - Lessons from a Butterfly

**“A dream does not become reality through magic; it takes sweat, determination, and hard work” ~ Colin Powell, former U.S. Defence Secretary**

The incredible transformation of creepy-crawly caterpillars into amazingly colourful butterflies is one of the marvels of nature. As the caterpillar forms a cocoon - and then emerges from it as a butterfly - it holds out a valuable reminder for all of us. Don't be dismissive of seemingly ordinary, average performers. There might just be a butterfly in them, waiting to emerge! There's an even more powerful life lesson hidden in this natural phenomenon, as the following story shows:

A man was sitting in a garden when he saw the incredible sight of a cocoon with a tiny opening through which a butterfly was trying to emerge. He watched for over an hour, captivated, as the butterfly struggled to come out of that tiny hole, bit by bit, flapping its wings, shaking itself, fighting, struggling to free its body. But even after an hour of frantic struggling, it seemed that the poor little insect was making no progress. It had probably got as far as it could on its own.

So, the man decided to help the poor butterfly. With gentle hands, he tore open the hole in the cocoon, just a bit wider to allow the butterfly to emerge easily. The butterfly came out. It had a shrivelled body and tiny wings. It looked weak and tender. The man eagerly waited for the butterfly's wings to open up and expand, for it to fly away. But that did not happen. In fact, the butterfly stayed weak and shrivelled, unable to fly.

The man did not realize that in his attempt to help the butterfly, he had in fact harmed it. The struggle to break free from the cocoon is nature's way of preparing the butterfly to learn to fly. As it fights to emerge from the restrictive cocoon, fluids from the body get pushed into the wings, making them stronger, making them larger, enabling them to fly. Without that struggle, the butterfly stays weak and unable to fly.

No struggle, no success. That's as true for butterflies as it is for all of us. Struggles and challenges make us stronger, more capable. The next time you find yourself struggling and feel like giving up, remember it may be nature's way of helping you fly and soar to your true potential. At times, you may find that a dear friend or your boss or your mentor is deserting you in your hour of need. Don't be too harsh on them. They may be doing it to help you, to help your wings develop fully, so that you learn to fly.

One of my fondest memories of my career revolves around my first few months as a management trainee at Hindustan Lever. As part of the training programme, you start off as a frontline salesman, selling soap and toothpaste and shampoo. The sales stint requires all trainees - freshly minted from blue-chip B-schools - to spend the first few months living the salesman's life. You live in lodges in small towns on salesman's allowances. You travel by bus and train and get a first-hand feel of the real thing.

Another incredible learning experience in those days was my two-month rural stint, living in Etah district of Uttar Pradesh, getting a taste of how 70 per cent of the country lives. Those experiences, I believe, helped us all emerge stronger, become better human beings and smarter managers. Corporate India has seen some of its finest leaders emerge from the 'Hindustan Lever School of Management'. Those early days of struggle, no doubt, played their part in the process.

In cricket, Suresh Raina is perhaps the latest example of the cocoon syndrome. Seen as a precocious talent, Raina found himself pitch-forked into the Indian squad, without going through the real grind of first-class cricket. After a brief stint on the team, where he promised much but delivered little, he was dropped. Then, he went out and pushed himself through the hard yards first-class domestic cricket. For eighteen rigorous months. After consistent performances there, he fought his way back into the team - and has only improved ever since! Not all of us are as lucky as Raina though. We don't always get a second chance to return to first base. The tiny, shrivelled butterfly can't choose to go back into the cocoon and fight its way out to strengthen its wings.

The next time you find yourself struggling, remember it might just be your preparation for take-off. When you get that chance to struggle, make the most of it. After all, in dictionaries and in life, success never comes before struggle.

Source: 'The Habit of Winning' by Prakash Iyer

**By Raghuram S Mallya**



## Update for the day #1169 | PARALYMPICS

Paralympics is a major international sports competition for the athletes with disabilities. It is comparable to the Olympics and is held shortly after the Olympic Games are concluded.

### History of Paralympics:

Small sporting events for athletes with some specific disabilities are believed to be in existence for a long time. Sir Ludwig Guttmann, in 1948, organized a sporting event for war veterans with spinal injuries. The event was organized in Stoke Mandeville, England where the government of Britain had opened a hospital in 1944, at the request of Dr. Guttmann, for the rehabilitation of the veterans with spinal injury. The rehabilitation sport at the hospital evolved to recreational and then to a competitive sport.

The first competitive game for the wheelchair athletes at the Stoke Mandeville was organized by Dr. Guttmann on 29 July 1948. An event for archery was organized in which 16 injured servicemen and women took part. Four years down the line, ex-servicemen from Holland joined in and the International Stoke Mandeville Games were founded.

The Stoke Mandeville Games later evolved to become the Paralympics Game. The first Paralympic Games were organized in Rome, Italy in the year 1960. 400 para-athletes from 23 countries took part in the first Paralympics and since then they are held regularly every four years.

The first winter games in Paralympics were organized in 1976 and are held every four years just like the Paralympic summer games. Opening and Closing ceremonies for the Paralympic games also started in 1976 only.

### Eligible Impairment Types for the Paralympics:

The International Paralympic Committee provides opportunities to athletes who fall under any of the following ten impairment criteria:

1. **Impaired Muscle Power** – This impairment category includes those with the reduced force generated by the contraction of their muscle or muscle groups. The category includes athletes with paraplegia, quadriplegia, muscular dystrophy, post poliomyelitis and spina bifida.
2. **Impaired Passive Range of Movement** – Includes athletes with a systematically reduced range of movement in one or more joints. (Note: this does not include hypermobility of joints, joint instability and acute conditions resulting in reduced range of movement such as arthritis).
3. **Limb Deficiency** – Total or partial absence of bones or joints as a consequence of trauma. This may include traumatic amputation, amputation due to bone cancer or congenital limb deficiency like dysmelia.
4. **Leg Length Difference** – Shortening in one leg due to congenital deficiency or trauma

5. **Short Stature** – Includes athletes whose standing height is reduced due to aberrant dimensions of upper and lower limbs or trunk. It may include growth hormone dysfunction.
6. **Hypertonia** – It is a condition marked by an abnormal increase in muscle tension and a reduced ability of the muscle to stretch.
7. **Ataxia** – Neurological sign and symptom that consists of a lack of coordination of muscle movement.
8. **Athetosis** – It is characterized by unbalanced, involuntary movements and difficulty in maintaining a symmetrical posture.
9. **Vision Impairment** – Includes vision impairments caused due to impairment of the eye structure, optical nerves or optical pathways, or visual cortex of the central brain.
10. **Intellectual Impairment** – Characterized by a limitation in intellectual functioning and adaptive behavior as expressed in conceptual, social and practical adaptive skills.

Each Paralympic sport, in their classification rules, define which among the ten impairment criteria are provided the opportunity in that particular sport. The assessment of the eligibility impairment of an athlete must be conducted by the International Sports Federation governing that sport.

#### **List of sports in Summer Paralympics:**

1. Archery
2. Athletics
3. Badminton
4. Boccia
5. Canoe
6. Cycling
7. Equestrian
8. Football 5-a-side
9. Goalball
10. Judo
11. Powerlifting
12. Rowing
13. Shooting Para Sport
14. Sitting Volleyball
15. Swimming
16. Table Tennis
17. Taekwondo
18. Triathlon
19. Wheelchair Basketball
20. Wheelchair Fencing
21. Wheelchair Rugby
22. Wheelchair Tennis

**List of sports in Winter Paralympics:**

1. Alpine skiing
2. Biathlon
3. Cross-country skiing
4. Para Ice Hockey
5. Snowboard
6. Wheelchair Curling

**By Dhaarani MV**



## Update for the day #1170 | Earn on The Run

With the need for a speedier transport and keeping in view the comfort, the growth of motor vehicles grew at double the rate than human population. Yet we all love walking around, enjoying the beautiful weather, sunrises and sunsets. Not only does walking/running keep us physically fit but also helps in the oxygen flow towards the brain. Increased flow to the brain is linked to better cognitive function and improved memory. On an average an Indian takes about 4297 steps in a day. Imagine getting paid for every single step that you take every day. Yes, hear it out, apps that pay you to walk are a thing now. These apps will not make you rich, however an incentive for every step towards being healthy is a win-win situation.

The apps that pay us for our steps,

### 1. Step Set Go –



It is among the oldest apps. The mode of payment is through SSG Coins. One SSG coin for every thousand steps. These coins can be redeemed to purchase products in the platform or discount coupons on various sites.

### 2. Growfitter –

This app isn't just about walking but it also includes running and cycling. In this app, you're required to activate a reward first and then you get daily targets to achieve your rewards. These tasks include some walking, running and cycling daily and each task can last from days to months depending upon the product you selected as a reward.

### 3. Feet Apart –

At feet Apart you get two options to earn feet Coins one by walking and another by playing a quiz consisting of 5 questions each right answer gets you 2 feetcoins. For every 1000 steps you get 1.5 feet coins I have been using this one as well for a long time and it's a decent app. Here you can also keep track of your water intake and sleep. Plus, you can earn 6 feetcoins per referral once they complete 10k steps on Feet Apart.

#### 4. Yodo –



Yodo is one of the few apps that pay you directly to your bank account via PayPal. Here you get points to complete targets (ex – you get 300 points to complete 1500 target steps) and you get 300 points per referral

#### 5. Lym-po-

Walk and win exciting giveaways such as Amazon gift cards and other products. You can earn LYM coins for completing daily tasks and use them to purchase sporting goods right in the app! It is like you almost walk for cash. Join new challenges every day, track your walk and earn money after you complete your task. Share your achievements and get to pick cool products for free.

#### 6. Fit Potato –



With the FIT Potato application, you can start tracking your workouts and meals, measuring results, and achieving your fitness goals, all with the help of your very own Personal Coach at your fingertips. But guess what? You can win exciting prizes by walking and working out with Fit potato. At Fit Potato each week, there is a cash prize pool up for grabs at 1000 dollars.

#### 7. Sweat Coin –

Sweat Coins are digital cryptocurrencies similar to Bitcoin which you earn by walking or running. You can earn them through an application on your phone that tracks your outdoor steps throughout the day and rewards you with about 1 SWC (1 Sweatcoin) per 1,000 steps you make.

## 8. Runtopio –



Runtopia GPS tracker is a running app for marathon training and treadmill workout. The application works as your mileage tracker, pace tracker, calorie tracker, and even heart rate tracker. It records your activities like running, jogging, and cardio workout that can be redeemed for products, free memberships, coupons, and even PayPal cash.

**By Sadhana V Raghavan**





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