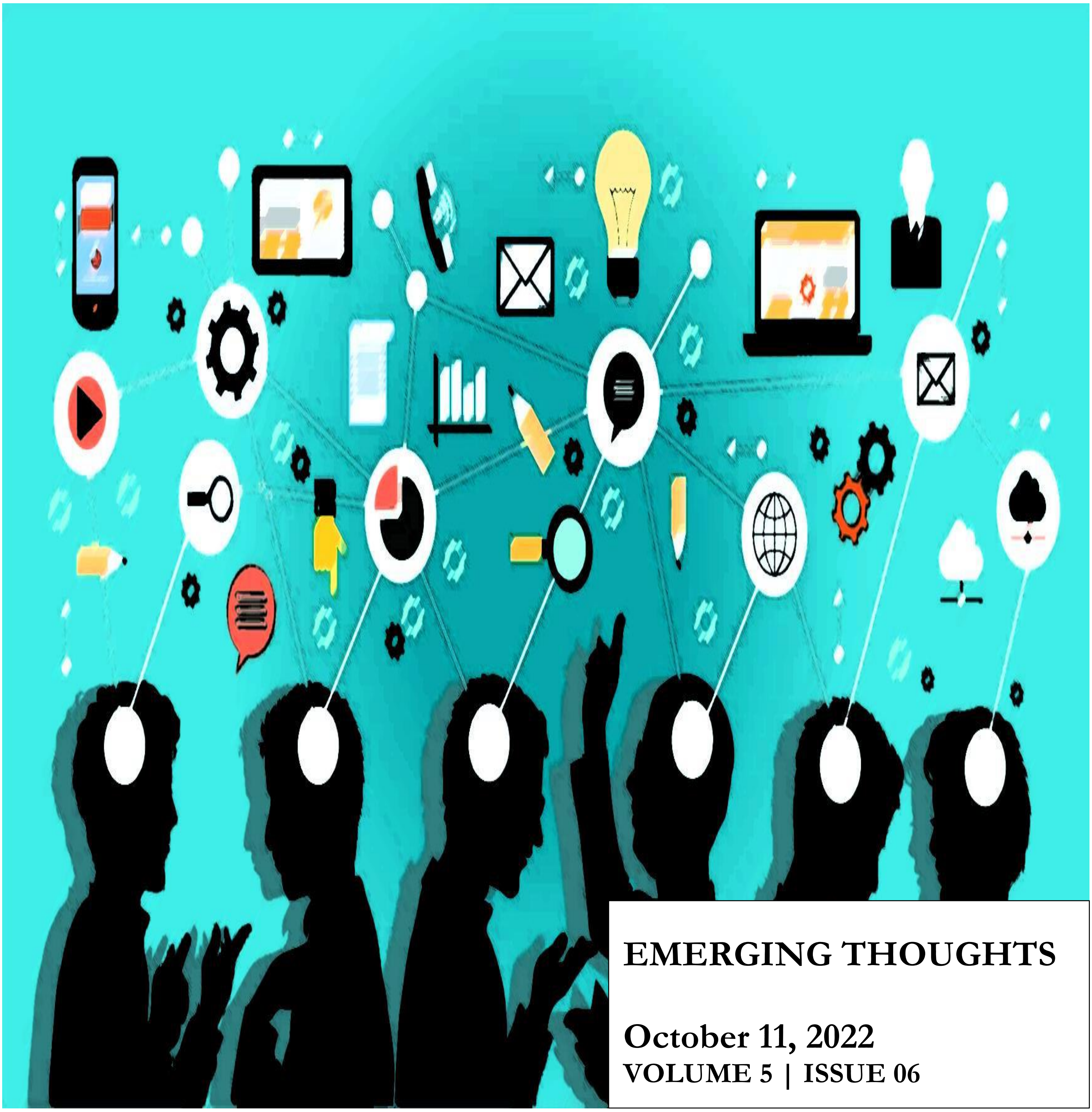
"Power is gained by sharing knowledge and not hoarding it"



EMERGING THOUGHTS

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Chartered Accountants

Contents

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.

"Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young."

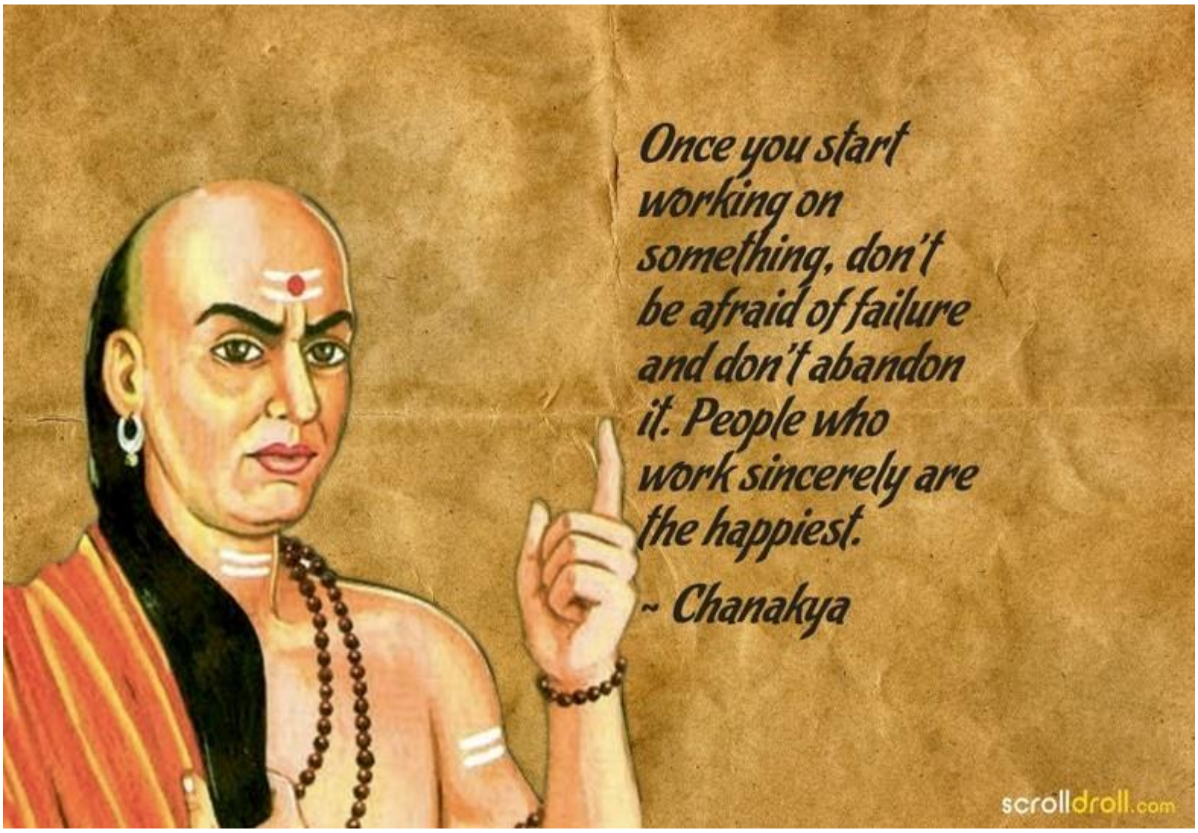
"You are always a student, never a master. You have to keep moving forward."

Update for the day #1411 | Chanakya.

Chanakya (375–283 BCE) was an ancient Indian polymath who was active as a teacher, author, strategist, philosopher, economist, jurist, and royal advisor.

He is traditionally identified as Kauṭilya or Vishnugupta, who authored the ancient Indian political treatise, the Arthashasthra, a text dated to roughly between the fourth century BCE and the third century CE. As such, he is considered the pioneer of the field of political science and economics in India, and his work is thought of as an important precursor to classical economics.

Around 321 BCE, Chanakya assisted the first Mauryan emperor Chandragupta in his rise to power and is widely credited for having played an important role in the establishment of the Maurya Empire. Chanakya served as the chief advisor to both emperors Chandragupta and his son Bindusara.



There is little documented historical information about Chanakya: most of what is known about him comes from semi-legendary accounts. Thomsas Trautmann identifies four distinct accounts of the ancient Chanakya-Chandragupta katha (legend):

Buddhist version - Mahavamsa and its commentary Vamsatthappakasini (Pali language)

Jain version - Parishistaparvan by Hemachandra

Kashmiri version - Kathasaritsagara by Somadeva, Brihat-Katha-Manjari by Ksemendra

Vishakadatta's version - Mudrarakshasa, a Sanskrit play by Vishakhadatta

In all the four versions, Chanakya feels insulted by the Nanda king, and vows to destroy him. After dethroning the Nanda, he installs Chandragupta as the new king.

Identification with Kauṭilya or Vishnugupta

The ancient Arthashastra has been traditionally attributed to Chanakya by a number of scholars. The Arthashastra identifies its author as Kauṭilya, a Gotra or clan name, except for one verse that refers to him by the personal name of Vishnugupta. Kauṭilya is presumably the name of the author's gotra(clan).

One of the earliest Sanskrit Literatures to identify Chanakya with Vishnugupta explicitly was the Panchatantra.

According to the Mudrarakshasa version, the king Nanda once removed Chanakya from the "first seat of the kingdom" (this possibly refers to Chanakya's expulsion from the king's assembly). For this reason, Chanakya vowed not to tie his top knot (shikha) until the complete destruction of Nanda. Chanakya made a plan to dethrone Nanda, and replace him with Chandragupta, his son by a lesser queen.

Chanakya engineered Chandragupta's alliance with another powerful king Parvateshvara (or Parvata), and the two rulers agreed to divide Nanda's territory after subjugating him. The army invaded Pataliputra (Kusumapura) and defeated the Nandas. Parvata is identified with King Porus by some scholars.

Two books are attributed to Chanakya: Arthashastra, and Chanakya Niti, also known as Chanakya Neeti-shastra. The Arthashastra was discovered in 1905 by librarian Rudrapatna Shamashastry in an uncatalogued group of ancient palm leaf manuscripts donated by an unknown pandit to the Oriental Research Institute, Mysore.

· The Arthashastra, which discusses Monetary and fiscal policies, welfare, international relations, and war strategies in detail. The text also outlines the duties of a ruler.

· Chanakya Niti, which is a collection of aphorsims, said to be selected by Chanakya from the various shastras.

Radhakrishnan Pillai has written a number of books related to Chanakya

"Chanakya in the Classroom: Life Lessons for Students",

"Chanakya Neeti: Strategies for Success",

"Chanakya in You",

"Chanakya and the Art of War",

"Corporate Chanakya",

"Corporate Chanakya on Management"

"Corporate Chanakya on Leadership"

By Charvika Rathore

Update for the day #1412 | The economic impact of India's heatwaves

This year, the heatwave has been severe, no doubt. But it's also arrived uncharacteristically early. We first declared a heatwave on March 11. That's supposed to be "springtime", right?! But it didn't stop abruptly either. If anything, the heatwaves are getting longer. One study found that we are seeing these heatwaves last more days than ever before. For instance, we went from 413 days between 1981 and 1990 to 575 between 2001–2010 and 600 between 2011–2020.

Well, blame global warming. The earth's temperature has risen 1.2 degrees since the industrial era. And the increased human activity is warming up the planet. The greenhouse emissions building up inside the atmosphere trap reflected sunlight from the earth's surface and it heats up the whole planet. And while historically, India's emissions have stayed below a certain threshold, it is the third-largest emitter of CO2 in the world today. The country emits about 2.46 billion metric tons of carbon pollutants each year. Which roughly translates to about 6.8% of the total global emissions. And if we continue along this path, heatwaves in India are likely to last much longer.

Then there's the indirect economic impact. For instance, the effect heatwaves have on people who are out there slogging each day in the sun—the construction workers and the farmhands. When their productivity takes a turn for the worse, the whole country slows down. The economic impact will reach you.

And it's not like they're a tiny minority. According to some estimates, the number could be as high as 49% of the total labor base. Or about 231 million people. These are folks working outside, facing the full wrath of the sun. A sick day for them doesn't just involve a pay cut. It means not making rent this month. And if the heatwaves persist, we could lose 5.8% of the total working hours by 2030. That's worth 34 million jobs.

Then there's crop damage. Think wheat—a commodity in short supply since war broke out in Ukraine. As supplies dwindled, we hoped that India could jump in and meet the shortfall. However, the sudden rise in temperatures in wheat-growing states such as Uttar Pradesh, Punjab, and Madhya Pradesh have had a severe impact on wheat harvests. The Indian government had originally predicted wheat output to be over 122 million tons this year. But now, some estimates suggest that nearly 15% of this crop could've withered away because of the unbearable heat. And reports suggest that India is already considering banning the export of this staple commodity.

And it's not just wheat, cumin is also taking a beating. A report from CRISIL points out that cumin yields have dropped - about 20% in Rajasthan and 15% in Gujarat. And if all this hasn't stirred you, there's the loss of human life. According to the IMD, severe heatwaves have killed more than 17,000 Indians during the past 50 years in India. And a report by IndiaSpend claims that about 6,167 people lost their lives between 2010 and 2018.

Now the Indian government has pledged to reduce emissions and become carbon neutral by 2070. But we also intend to become a $5 trillion economy before FY29. So, it seems the country will have to walk a tightrope—keep pace with growth while making sure we don't increase our carbon footprint by a huge margin.

By Shreemanth B

Update for the day #1413 | Poison Pill - A Defensive Strategy to dissuade any hostile takeovers

What is a Poison Pill?

A shareholder rights plan, more commonly known as a poison pill, is a company's defence against a potentially hostile, or unsolicited, takeover attempt.

The general idea of a poison pill is to dissuade any outside takeover attempt by either making the company less desirable or by typically diluting an acquirer's ownership of the target. A common type of poison pill strategy is known as the "flip-in."

The flip-in strategy entitles existing shareholders to acquire shares of the company at a significant discount. However, the flip-in option is only triggered when a potential acquirer purchases a specific percentage of the target company's stock. Once that threshold is reached, then the poison pill becomes effective for all target shareholders, excluding the potential acquirer. Therefore, the potential acquirer's ownership will be diluted to unacceptable levels.

In 2022 Twitter enacted a poison pill strategy after Elon Musk acquired a little over 9% of Twitter's common stock. According to Twitter's press release:

"The Rights Plan will reduce the likelihood that any entity, person or group gains control of Twitter through open market accumulation without paying all shareholders an appropriate control premium or without providing the Board sufficient time to make informed judgments and take actions that are in the best interests of shareholders."

Twitter's rights plan becomes exercisable if an entity, person or group acquires beneficial ownership of 15% or more of Twitter's outstanding common stock in a transaction not approved by the Board. If the 15% threshold is crossed, rights holders would then be able to purchase Twitter stock for a 50% discount.

As WLRK's takeover outline notes: "A rights plan may also allow the target company to exchange each right held by shareholders for one share of the target's common stock. This provision avoids the expense of requiring rights holders to exercise their flip-in rights and eliminates any uncertainty as to whether individual holders will exercise their rights and produce the intended dilution."

History of the Poison Pill:

The poison pill tactic was first credited to the law firm Wachtell, Lipton, Rosen, and Katz in the 1980s. The poison pill term originated from spies who carried toxic pills that could be ingested to avoid capture. Spies would swallow these pills if they thought they were about to be caught, similarly to how a target company may employ poison pill tactics to avoid hostile takeovers.

Effectiveness

Poison pills can be very effective in dissuading a purchase but are often not the first line of defence. This is because the strategy is not entirely guaranteed to work, as a poison pill will not necessarily prevent the acquisition of the corporation if the acquirer is persistent. Furthermore, this tactic may weaken the company if employed incorrectly.

Other Examples of Poison Pills

In 2012 Netflix adopted a Poison Pill to fend off Carl Icahn from effecting a hostile takeover. Upon learning that Icahn had acquired a 10% stake in the company, Netflix immediately went on the defensive. Any attempt to buy a large equity position in Netflix without board approval would result in flooding the market with new shares, making any stake attempt very expensive.

By Nagarjuna A M

Update for the day #1414 | Influence of Music on Mental Health

Music is a powerful tool. It can help boost your mood as well as mend a broken heart. For centuries, music has played an important role when it comes to our ability to cope through life's greatest highs and lows. It's only been in recent years that research has suggested music can help combat depression and anxiety, along with a host of other mental health issues.

What is music therapy?

Music therapy is a clinical and research-based practice in which music is used to enhance a person's overall mood and well-being. Music therapists are trained to incorporate a range of music-making methods as they support and work with their clients to achieve good mental health.

Here are six benefits that music therapy can have on your mental health:

1. Improve focus on work or study: there have been numerous studies proving that listening to classical music helps the mind to focus. Music with a tempo of 60 bpm (beats per minute) increases the brain's ability to process information. There have also been studies suggesting that EDM (electronic dance music) helps sharpen focus while studying.

2. As a form of expression: music is a wonderful way of expressing emotion and creativity without having to say anything. Whether it's playing a playlist of your favourite songs with friends or strumming your guitar, music is the perfect non-verbal way of expressing emotions that are too complex to talk about.

3. To lift the mood: playing uplifting songs has a profound effect on the brain, stimulating it to increase feel-good hormones which boost our mood.

4. To boost confidence: subliminal and ambient music such as binaural beat music is proven to assist in anxiety and low-confidence. Using alpha waves from 8-14 hz help the mind get into a more sharpened and confident state of mind. Listening to binaural beat and isochronic tone music is ideal when you're feeling nervous or fearful. It is believed that the brain syncs to the new frequency introduced by the binaural beat, altering your 'brain state' to a more happy, confident sense of being.

5. To relax: meditative music has a cathartic effect on us, improving our mood and inducing relaxation of both the body and mind. Research has shown the calming sounds of piano, nature, and string-instruments are very effective in helping you to relax.

6. To express anger or negative emotion: music is an incredible vehicle to help us process negative emotion. Listening to 'angry' music can be therapeutic when we're dealing with stress and anger.

By Manu M

Update for the day #1415 | Is TATA better than Tesla? | How TATA is making world class EVs in India

Is TATA better than Tesla?

When will Tesla come to India? Everyone is asking the same question. Does India need Tesla?

Tesla is the world's biggest car company. But an Indian company is getting ready to compete with Tesla. And that company is TATA Motors. A few days ago, TATA revealed how their Made-in-India car would look like and we were shocked! Tata is secretly Revolutionizing Our Car and how it is working to send Indian EVs to the world.

Elon Musk is the world's richest man today. He can buy out a big company like Twitter in one go for $44 Billion all cash! And the reason for this is Tesla. Before Tesla, people thought differently about EVs. People used to think that EVs are not powerful enough, they are only good for Golf Carts or for short trips and EVs cannot replace cars on road! But Tesla revolutionised the auto industry. They made EVs cool.

Tesla is a company that makes new sales records every month. The waitlist for their cars keeps increasing every day. There is so much demand for their cars that the company cannot fulfil orders as fast. Because, Tesla will not compromise with power and they offer many futuristic features. One futuristic feature is auto pilot, where your car automatically maintains the lane and speed.

Because of Tesla's revolutionary success, traditional car companies like Ford, Toyota, GM are now offering electric variants of their cars. By 2040, the world will have more EVs than ICE cars. **The future is ELECTRIC!**

But this presents a huge challenge for India, because Tesla won't be able to run in India. Even if a car like Tesla comes to India, its cost won't be less than Rs. 60 lakhs. And India does not have Tesla's charging infrastructure. And India's roads, which are considered the most dangerous roads in the world, on these types of roads, many of Tesla's features will not even work.

At present, Tesla manufactures their vehicles in China. And we all know about our relations with China. Will India stay behind in this electric revolution? Absolutely not!

The reason is **Tata**. The Indian Government plans that by 2030, 1 out of 3 vehicles will be an electric vehicle. But how will this happen without Tesla in India? When Ratan Tata acquired Jaguar and Land Rover, people called it a mere publicity stunt. But today, that R&D from manufacturing those vehicles is helping us manufacture world class EVs.

Just 2 years ago, TATA was making 8 EVs in a day, that same company is making 100+ EVs in a single day. TATA is dominating India's EV sector. Out of all the EVs sold in India in February 2022, 96% of those were TATA EVs. And this is not because TATA EVs are the cheapest, but the real reason is TATA has an excellent charging infrastructure in India. EVs save the cost of petrol, it reduces the air pollution, EVs look futuristic and governments give subsidies on buying EVs as well.

There is another problem, Semiconductors. EVs use chips and there is a global semiconductor shortage. Tata is in plans to start a semi-conductor unit as well. TATA is not one company; it is a group of companies. That's why one company's progress helps other companies progress and grows as well.

In the next 4 years, TATA will release 10 new EV models, from SUVs to luxury cars all cars will be electrified. This is **AVINYA**, which will be launched in 2025 in India. In single charge, can run for 500 kms. At a fraction of the cost of a Tesla. Avinya means INNOVATION. A welcome move in India's auto sector so that India is never left behind!

And seeing India become self-reliant (Atmanirbhar) in the EV race, makes a difference to us!

By Chandana KA

Update for the day #1416 | Dream hacking

Dreams are a window to the unconscious mind. They can be explored and hacked as an efficient way to regulate emotion, improve memory and augment creativity.

There are three ways you can hack your dreams:

1. Lucid Dreaming
2. Dream Incubation
3. Hypnagogia

Lucid Dreaming

Lucid dreaming is a state of self-awareness during a dream where you are aware that you are dreaming, and have some control over the dream.

Getting Started

· Before sleeping, use auto-suggestion and tell yourself that you are going to lucid dream.

· Practice having a cue or something that lets you know you are in a dream, like checking your clock twice – which will be different or bizarre in your dream every time you check. Make this a daily habit when you're awake.

· Keep a Dream Journal to write down as much as you can remember about every dream. From the journal, look for recurring themes so you can use them to be aware that you are dreaming.

· Finally, once you realize you're lucid dreaming, avoid getting too excited because you will wake up if you do.

Dream Incubation

Dream incubation is planting an idea in your dream by simply thinking about what you want to do or dream about, in your dream. It is a goal-oriented form of dreaming that can either be a lucid dream, or not.

It's a great hack for problem-solving that simply works by autosuggestion. By repeating what you want to solve or dream about right before you sleep, you will – with enough practice, have productivity during the sleep state.

Hypnagogia

Hypnagogia is a transitional state between wakefulness and sleep. It is characterized by micro-dreams mixing with reality, vivid hallucinations and other sensations that can enhance creativity.

Nikola Tesla used to grab a steel ball, and once he fell asleep, it would crash on the floor – slightly 'waking' him up into a hypnagogic state. You can use this technique, or just hold your hand up in a clenched fist – right before sleeping, and when you're falling asleep, it will fall and semi-wake you up.

By Dhanush D D

Update for the day #1417 | Understanding the new VPN rules in India.

Understanding the new VPN rules in India.

Governments do have a tendency to censor stuff they don't like. It could be websites hosted in countries deemed unfriendly—think Russia Banning access to Ukrainian websites. Or a ban on social media networks—the kind we witnessed during the Arab Spring. Or gatekeeping from the judicial system —when Indian courts banned access to certain adult websites.

But the thing about the internet is that it's hard to gatekeep. People will find ways to circumvent these invisible walls. And one of the easiest ways to do it is to simply use what is called a VPN.

A VPN or a Virtual Private Network offers you a private connection to the internet that's invisible to most people. And it hides your IP address. Now IP addresses are usually tied to geographic locations. So in the absence of a VPN, people could track your whereabouts (albeit not very precisely). And for governments simply looking to block access to websites, this is a lifesaver. They could simply prevent users from accessing websites in concert with Internet service providers. But VPNs offer you a workaround. It could make it seem as if you are browsing the internet from Europe when in fact you're doing it from Bengaluru.

So you can see why VPNs have surged in popularity. In fact, according to some reports, it seems VPN use has risen by a whopping 600% in the first half of 2021 alone. And this has got the Indian government worried. If people continue to bypass their diktats using these private gateways, then it could spell trouble for the state. So last week, the Indian government passed a mandate that requires all VPN service providers operating in the country to keep a record of their users for five years.

Effectively telling them to monitor and record all user activity. They'll be asked to store user names, IP addresses, usage patterns as well as other kinds of identifiable information. And they'll also be expected to store this information even if the user were to close the account.

Now before you jump the gun and criticize the government, let's see why they're doing it in the first place. Or in other words, what is the stated goal here? According to the good people at CERT (Central Emergency Response Team)—a national agency responsible for matters related to cybersecurity, this is aimed at preventing cybercrimes. Their contention is that criminals routinely use VPNs to hide their activity on the web and as such get away with the most dastardly things. So if you have some ways to track them, then you could bring them to justice when they do in fact commit cybercrimes.

And it's not like India is the only country to have considered placing restrictions on VPN providers. Many countries including the likes of Russia, China, Belarus, and the UK have placed some version of restrictions on the use of VPNs in the country—for national security reasons of course.

But with such restrictions, you always have to ask—Will the state push the boundaries too far? Some experts contend that this is a way for the Indian government to further restrict people's freedoms. They argue that journalists and whistleblowers also try to work in anonymity for fear of retaliation and VPN logs could be used to persecute them.

And VPN providers are definitely unhappy with this move. Anonymity is their whole USP and if the state can simply access VPN logs, this whole value proposition goes for a toss. More importantly, recording all of this information is no walk in the park either. Right now, it seems most providers don't have access to the infrastructure needed to immediately comply with the government's diktat. And even if they did, their operating costs would rise substantially.

The government for its part has given them a month to comply. But some VPN providers are threatening to quit India entirely. So yeah, it's kind of a sticky situation for everyone involved and we will have to see how the landscape changes come June.

By Yesh R Solanki

Update for the day #1418 | Dream11

Dream11 was co-founded by Harsh Jain & Bhavit Sheth in 2008. In 2012, they introduced freemium fantasy sports in India for cricket fans. In 2014, the company reported 1 million registered users, which grew to 2 million in 2016 and to 45 million in 2018. In April 2019, Steadview Capital completed a secondary investment in Dream11.

In 2018, Dream11 announced its partnership with ICC (International Cricket Council), Pro Kabaddi League, International Hockey Federation (FIH), WBBL and BBL. In 2018, through the above partnership, Dream11 introduced two new games on their platform viz., kabaddi and hockey.

In October 2019, New Zealand Cricket (NZC) announced Dream11 as the title sponsor for the Super Smash domestic Twenty20 competition. In January 2021, this partnership was extended for another six years until 2026.

On 18 August 2020, Dream11 won the title sponsorship rights for the 2020 Indian Premier League for ₹222 crore (US$29.96 million), after Vivo pulled out for the season.

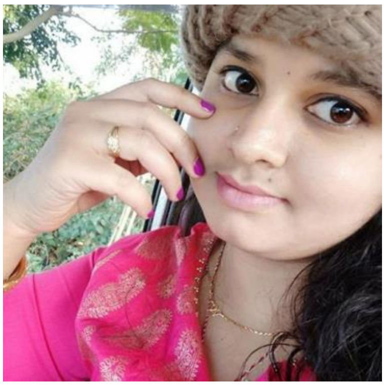
Dream11 provides a fantasy gaming platform for multiple sports such as cricket, football, basketball, kabaddi, hockey, volleyball, handball and baseball. It is an online game where users create a virtual team of real-life players and earn points based on the performances of these players in real matches. A user who scores the maximum points in their joined contests attains the first rank on the leaderboard. Dream11 offers free and paid contests. A user has to pay a certain fee to join a contest and can win real cash. To participate in a Dream11 game, a user must be at least 18 years old and needs to get their profile verified using their PAN.

As it stands, the states that have banned the game are Assam, Sikkim, Nagaland, Odisha, Telangana, and Andhra Pradesh. This ban is specific to Dream 11 in these states. Karnataka had previously banned all forms of online gaming which includes wagering, betting and gambling in any form.

After the recent High Court order by the Karnataka government on regulating fantasy sports, platforms like Dream 11 have been exempted from the previous ban laid down by the government. This adds to the growing number of Indian provinces that are interpreting fantasy sports in their own manner. The debate is much larger than the usual 'Game of Skill v Game of

Chance' conundrum that has continued to cause problems all over. It extends to several other reasons which states have used at their discretion to ban or allow it.

By Renuka Bharadwaj N



Update for the day #1419 | Can India's new rules bolster Ayurveda's image?

If you've been active on social media these past two years, you've probably seen videos or posts of people drinking something called 'kadha'—a concoction whipped using a combination of different ayurvedic herbs. The claim was that kadha could help boost immunity and offer much-needed protection against the coronavirus.

Even India's health ministry issued an advisory during the time, recommending Kadha and other such Ayurvedic preparations. What followed eventually was mass confusion. You had manufacturers from across the country dabble in all kinds of claims about their products and you had nefarious operators whip up random concoctions and brand them as Ayurvedic preparations. In one egregious case, a man in Kerala contracted severe liver disease after drinking a herbal concoction aimed at preventing Covid-19.

And look, it's debatable whether these claims had any merit. But it brought to the forefront a problem that had been discussed at length earlier. A classification problem.

Take Triphala for instance—A classic Ayurvedic preparation that includes Amla, Bibhitaki and Haritaki. It's known to have anti-inflammatory properties and is routinely sold as a supplement across the country. But in actuality, it is categorized as Ayurvedic Medicine—an item that has its own unique definition.

For instance, Ayurvedic medicine includes all medicine intended for internal or external use in the diagnosis, treatment, mitigation, or prevention of disease or disorder in human beings, exclusively in accordance with the formulae described in the authoritative books of Ayurveda, Siddha and Unani. However, Triphala isn't always used to treat a medical condition. It's generally recommended as a supplement, for general health and well being. But since there wasn't an appropriate way to classify such items, we had a bit of trouble.

This point is further illustrated when you look at the export use case. The Ayush Ministry would categorize Triphala as medicine, and as such, importing countries abroad would seek details on clinical trials before approving shipments. However, if we had only categorized it as a food supplement, then it wouldn't have to meet such stringent requirements.

And as we already noted, this was all the more obvious during Covid. Routine botanic supplements were sold as cures for Covid-19 alongside actual Ayurveda medicine that is known to treat cold, fever and other benign illnesses. So the government had to expedite matters. They had to find a way to clearly separate the two and so they came up with a new classifier called Ayurveda Aahara. They even had FSSAI (Food Safety and Standards Authority of India) clearly describe this in explicit detail. According to the new regulations, manufacturers of Ayurveda Aahara cannot make claims about their ability to treat and cure illnesses. And they cannot incorporate vitamins and minerals alongside the more traditional compositions. Also, products won't be sold to infants and they will be labelled clearly—with specifications such as intended purpose, target consumer group, recommended duration of use, etc.

The hope is that this will clearly establish a new sub-segment within the Ayush portfolio and perhaps boost Ayurveda's image across the world.

But it doesn't end there. Prime Minister Narendra Modi is also intent on pushing the AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy), mark across traditional products to give them a seal of approval. The preparation we talked about earlier will have the "Ayurveda Aahara" seal printed on it rather prominently. And this will hopefully help global consumers to identify Ayurvedic preparations with India exclusively.

If all goes according to plan, the global ayurvedic market could reach $16bn by 2028 and if we solve for some of the quality control issues, maybe this figure could be even higher.

By Priyank N Jain

Update for the day #1420 | A Brief on Blockchain

Blockchain defined: Blockchain is a shared, immutable ledger that facilitates the process of recording transactions and tracking assets in a business network. An asset can be tangible (a house, car, cash, land) or intangible (intellectual property, patents, copyrights, branding). Virtually anything of value can be tracked and traded on a blockchain network, reducing risk and cutting costs for all involved.

Why blockchain is important: Business runs on information. The faster it's received and the more accurate it is, the better. Blockchain is ideal for delivering that information because it provides immediate, shared and completely transparent information stored on an immutable ledger that can be accessed only by permissioned network members. A blockchain network can track orders, payments, accounts, production and much more. And because members share a single view of the truth, you can see all details of a transaction end to end, giving you greater confidence, as well as new efficiencies and opportunities.

How blockchain works

As each transaction occurs, it is recorded as a "block" of data
Those transactions show the movement of an asset that can be tangible (a product) or intangible (intellectual). The data block can record the information of your choice: who, what, when, where, how much and even the condition — such as the temperature of a food shipment.

Each block is connected to the ones before and after it
These blocks form a chain of data as an asset moves from place to place or ownership changes hands. The blocks confirm the exact time and sequence of transactions, and the blocks link securely together to prevent any block from being altered or a block being inserted between two existing blocks.

Transactions are blocked together in an irreversible chain: a blockchain
Each additional block strengthens the verification of the previous block and hence the entire blockchain. This renders the blockchain tamper-evident, delivering the key strength of immutability. This removes the possibility of tampering by a malicious actor — and builds a ledger of transactions you and other network members can trust.

By M Aman Jain

Update for the day #1521 | What is happening to the Indian rupee?

What is happening to the Indian rupee?

The Indian rupee hit an all-time low against the dollar. Exactly one year ago, you could've got a dollar by forking over just 73.50 rupees. But now, if you want to buy one dollar, you need to hand over 77.58 rupees—our currency has lost 5% of its value in a year!

Now, let's start off by saying that there's no need to hit the panic button. At least, not yet. Currency fluctuations like these are pretty commonplace. Because like any other commodity, currencies also have a marketplace where people buy and sell. And just like in any other market, demand and supply dictate how prices fluctuate. To put it in the Indian context, whenever the demand for the Indian rupee is high and it's in short supply, its value rises. On the other hand, if the demand is low and supply is high—the rupee's value drops.

So, what's happening today?

Well, some of it has to do with the global pandemic. When the pandemic struck in 2020, economies were devastated. Companies were on the verge of bankruptcy and millions of people lost their jobs. And governments and central banks, especially in the developed world, saw only one way out of it—print more money! They wanted to put this money in the hands of people and they hoped that it would revitalize the economy. And it did, at least to a certain extent.

But some of that money also made its way outside the walled garden. For instance, money printed by the US Federal Reserve didn't just stay inside the US. Some of it made its way into India. In fact, some believe that this is what eventually helped prop up the Indian markets. We received foreign inflows of over $30 billion in 2021. And according to the Economic Survey, India was one of the few countries where foreign investors pumped more money than they took out.

In any case, once the dollar inflows hit our shores, they're usually traded for rupees. And as a consequence, demand for rupees skyrocketed. So much so that the currency actually gained value—about 3%.

And what happened to all the dollars?

Well, the RBI went on overdrive and started stocking up. They amassed a whopping $640 billion of foreign exchange reserves. Think of these reserves as insurance of sorts if things go downhill. That is, if the rupee were to lose value precipitously, then the RBI could start selling some of these reserves to stop the fall.

And it looks like they may have to intervene at the moment. Because the US Federal Reserve is reversing some of its pandemic-era policies. It is increasing interest rates and also trying to suck back the excess money it once printed. And as a result, dollars are flowing out of India. In fact, foreign investors have pulled out $25.5 billion from the Indian stock markets in the past 6 months. So now we have a lot of rupees floating around and its value has deteriorated quite a bit.

And as we already noted, it isn't all that bad just yet. But if it continues along this path, then it will get problematic. Because—inflation!

As a country, we import a lot of stuff. Expensive stuff like oil. If the rupee falls in value, we now have to shell out more money to buy the same stuff. And this higher cost is eventually passed on to consumers like us. In fact, as per the RBI, almost every 5% fall in the Indian rupee increases inflation by 0.15%.

And the RBI most certainly can't let that happen! Inflation is already running amok in the country and we can't "import" more inflation. So, after having built up a massive war chest of forex reserves, the RBI is putting it to use.

How? In this case, the RBI can sell the dollars from the forex reserves and buy Indian rupees. It mops up the excess supply and helps stabilize the value of the currency. And it seems they have been dabbling in this sort of currency management for a while now. Our forex reserves have already fallen by over $40 billion—to $597 billion!

And while the road ahead might be bumpy for the rupee, hopefully, RBI's massive war chest can come in handy to prevent a calamity.

By Gunda Naga Abhigna

Update for the day #1422| Terra Flops

TerraUSD, or UST, the US dollar stablecoin of Terraform Labs, has been having a bit of a death spiral this week. UST traded as low as $0.30 and Terra, the other currency which you can exchange for Luna, is down about 97% from last week.

An "algorithmic stablecoin" sounds complicated, and there are a lot of people with incentives to pretend that it is complicated, but it is not. Here is how an algorithmic stablecoin works:

1. You wake up one morning and invent two crypto tokens.
2. One of them is the stablecoin, which I will call "Terra," for reasons that will become apparent.
3. The other one is not the stablecoin. I will call it "Luna."
4. To be clear, they are both just things you made up, just numbers on a ledger. (Probably the ledger is maintained on a decentralized blockchain, though in theory you could do this on your computer in Excel.)
5. You try to find people to buy them.
6. Luna will trade at some price determined by supply and demand. If you make it up on your computer and keep the list in Excel and smirk when you tell people about this, that price will be zero, and none of this will work.
7. But if you do a good job of marketing Luna, that price will not be zero. If the price is not zero then you're in business.
8. You promise that people can always exchange one Terra for $1 worth of Luna. If Luna trades at $0.10, then one Terra will get you 10 Luna. If Luna trades at $20, then one Terra will get you 0.05 Luna. Doesn't matter. The price of Luna is arbitrary, but one Terra always gets you $1 worth of Luna. (And vice versa: People can always exchange $1 worth of Luna for one Terra.)
9. You set up an automated smart contract — the "algorithm" in "algorithmic stablecoin" — to let people exchange their Terras for Lunas and Lunas for Terras.
10. Terra should trade at $1. If it trades above $1, people — arbitrageurs — can buy $1 worth of Luna for $1 and exchange them for one Terra worth more than a dollar, for an instant profit. If it trades below $1, people can buy one Terra for less than a dollar and exchange it for $1 worth of Luna, for an instant profit. These arbitrage trades push the price of Terra back to $1 if it ever goes higher or lower.
11. The price of Luna will fluctuate. Over time, as trust in this ecosystem grows, it will probably mostly go up. But that is not essential to the stablecoin concept. As long as Luna robustly has a non-zero value, you can exchange one Terra for some quantity of Luna that is worth $1, which means Terra should be worth $1, which means that its value should be stable.

All of this is, I think, quite straightforward and correct, except for Point 7, which is insane. If you overcome that — if you can find a way to make Luna worth some nonzero amount of money — then everything works fine. That is the whole ballgame. In theory this seems hard, since you just made up Luna. In practice it seems very easy, as there are dozens and dozens of cryptocurrencies that someone just made up that are now worth billions of dollars. The principal ways to do this are:

- Collect some transaction fees from people who exchange Luna for Terra or Terra for Luna, and then pay some of those fees to holders of Luna as, effectively, interest on their

Luna holdings. (Or pay interest on Terra, creating demand for Luna that people can exchange into Terra to get the interest.)

- Talk about building an ecosystem of smart contracts, programmable money, etc. on top of Terra and Luna, so that people treat Luna as a way to use that ecosystem — as effectively stock in the company that you are building — and ascribe a lot of value to it.

But there is no magic here. There is no algorithm to guarantee that Luna is always worth some amount of money. The algorithm just lets people exchange Terra for Luna. Luna is valuable if people think it's valuable and believe in the long-term value of the system that you are building, and not if they don't.

The danger here is that Point 7 never goes away. Any morning, people could wake up and say "wait a minute, you just made up this all up, it's worthless," and decide to dump their Lunas and Terras.

If people are confident, Luna is valuable and Terra is worth $1; if they lose confidence, Luna goes down and Terra breaks its peg. Implicitly I am assuming a world where people either own Terra/Luna or they don't.

But in the real world there is also the possibility of betting against Terra and Luna: Instead of just owning Terra (and hoping the peg holds) or not owning Terra, you have the option of betting against it, trying to profit from the peg breaking. It seems to be more or less accepted wisdom that the loss of Terra's dollar peg was caused by an attack, by someone intentionally selling UST in order to make money from the loss of the peg.

In good times, the algorithmic stablecoin essentially works because everyone wants to get rich. If everyone believes in the ecosystem, in the equity-like returns on the Luna token, in the stability of the Terra token, in the interest rate on Terra, then it all works and they all do get rich. But once the peg breaks, the calculation changes. Now you can get rich by betting on Luna if the peg recovers, but you can get rich by betting against it if it doesn't. Everyone isn't in it together anymore, and it's not clear which side will win.

By Sharan Manjunath

Update for the day #1423 | Systematic Transfer Plan

A systematic transfer plan allows investors to shift their financial resources from one scheme to the other instantaneously and without any hassles. This transfer occurs periodically, enabling investors to gain market advantage by changing to securities when they offer higher returns. It safeguards the interests of an investor during market fluctuations, to minimize the damages incurred.

The primary advantage of opting for an STP is the streamlined process of fund transfer and utilization. As the money is automatically adjusted between the selected funds, investors can benefit from the seamless and efficient allocation of the available resources.

A systematic transfer plan Mutual Funds can only shift the financial resources of an investor between various funds operated by a single asset management company; inter shifting between multiple schemes offered by several companies cannot be done.

Types of Systematic Transfer Plans:

A best systematic transfer plan can be of primarily three types –

1. Flexible STP

   Under this type of systematic transfer plan, the total funds to be transferred are determined by investors as and when the need arises. Depending upon market volatility and calculated predictions about the performance of a scheme, an investor may want to transfer a relatively higher share of his/her existing fund, or vice-versa.

2. Fixed STP

   In case of a fixed systematic transfer plan, the total amount to be transferred from one Mutual Fund to another remains fixed, as decided by the investor.

3. Capital systematic transfer plans

   Capital systematic transfer plans transfer the total gains made from market appreciation of a fund to another prospective scheme with a high potential for growth.

Benefits of a Systematic Transfer Plan:

1. Higher returns

STPs allows you to earn higher returns on your investments by shifting to a more profitable venture during market swings. Gaining market advantage in this method maximizes the profits through securities bought and sold in the capital sector.

2. Stability

During times of high degree of volatility in the stock market, investors can transfer their funds via an STP into relatively safer investment schemes such as debt funds and money market instruments. This allows an investor to ensure the safekeeping of his/her financial resources while earning stable returns at the same time.

3. Rupee Cost Averaging

This method is implemented while investing in Mutual Funds via STP, allowing investors to lower their average costs incurred on investments. Rupee Cost Averaging follows the technique of investing in funds when their average price is low and selling them when their market value increases, thereby realizing capital gains on the individual securities.

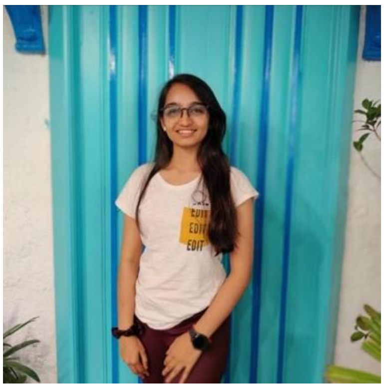
4. Optimal balance

Top systematic transfer plans aim to create a portfolio with a mixture of equity and debt instruments, to provide an optimal combination of risk and returns. In the case of risk-averse investors, the transfer of funds is made to mainly debt securities, while equity instruments are meant for investors with an aptitude for risk.

5. Taxability

Each transfer under the systematic transfer plan is subjected to tax deductions, provided capital gains are incurred. Redemption of the investment from such Mutual Funds before 3 years makes the gains deductible at 15% under short term gains. Long term capital gains are subject tax deductions but depend upon the annual income of the investor.

By Sahana Shree Herle



Update for the day #1424 | Mamaearth parent buys majority stake in skincare brand Dr. Sheth's

Honasa Consumer, the parent company of Mamaearth, and The Derma Co, has bought a majority stake in dermatologist-formulated skincare brand Dr Sheth's, valuing the company at Rs 28 crore.

The primary round of funds will be directed to accelerate the growth of the Dr Sheth's brand, Honasa Consumer said on May 16, without sharing more financial details of the deal.

"This partnership as it will help us widen our portfolio offerings under the HCPL (Honasa Consumer) umbrella. It will be a symbiotic relationship wherein there will be knowledge sharing across brands and collaboratively build the brand and its product portfolio, said Varun Alagh, Co-founder and Chief Executive Officer, Honasa Consumer.

Dr Aneesh Sheth, who founded Dr Sheth's in 2016, will continue to lead the business and product innovation for the brand.

The company manufactures products for skin concerns like pigmentation, acne, dryness, and wrinkles and houses popular brands like Amla VC20 Vitamin C Serum, Haldi and Hyaluronic Acid Sleeping Mask, Cica and Ceramude Overnight Repair Serum, among others.

Dr. Sheth's claims to have over 30 store-keeping units and said it catered to over 200,000 consumers. The company said it was betting on the evolving needs of millennials who want skincare products having a mix of traditional Indian and science-based ingredients.

Honasa Consumer's digital-first capabilities will synergise well with Dr Sheth's expertise of creating specialised skincare products for Indian consumers helping Dr Sheth's to scale its operations, Honasa Consumer said.

Honasa Consumer had attained expertise in building millennial brands with a digital-first approach, Alagh said.

"We will utilise our expertise and proficiency in digital marketing to accelerate the growth and scale growth for Dr. Sheth's and we are confident that we will make it a Rs 100- crore run rate brand in two years," he added.

By Ganesh S Bhat

Update for the day #1425| Ahilyabai Holkar

Ahilya Bai was a great pioneer and builder of Hindu temples who constructed hundreds of temples and Dharmashalas throughout India. She is especially renowned for refurbishing & reconsecrating some of the most sacred sites of Hindu pilgrimage that had been desecrated & demolished in the previous century by the Mughal Emperor Aurangzeb.

Ahilyabai Holkar (1725-1795) was a great ruler and the Queen of the Kingdom of Malwa. Popularly known as Rajmata Ahilyadevi Holkar and she was born in 1725 in the village of Chondi in Maharashtra, India. She was the daughter of Mankoji Shinde who belonged to the Dhangar community, serving as patil of the village.

Her father educated her himself and she grew up living a humble pious life, when one day, her destiny changed forever to eventually see her become the ruler of Malwa in the 18th century.

Young Ahilyadevi's character and simplicity impressed Malhar Rao Holkar, who then served under Peshwa Bajirao's army as a commander. So great was his liking for the girl, that she was married to his son, Khande Rao, thus becoming a bride in the esteemed Maratha community of the Holkars. After her husband's death in the battle of Kumbher in 1754, Ahilyabai was introduced to the administrative and military affairs of the state by her father-in-law, which saw her perform brilliantly under his guidance.

After Malhar Rao's death, she requested the Peshwa to grant her the power to lead the administration of the region. His approval saw Rani Ahilyadevi take hold of the reins of the state in 1766, to become ruler of Malwa, with Tukoji Holkar appointed as her new military head. Receiving the full support of her loyal army, Ahilyadevi led them into several wars, whilst, she being a brave warrior and skilled archer herself, fought with valor atop elephant-back, even protecting her kingdom from the plundering Bhils and Gonds.

Rani Ahilyabai moved her capital to Maheshwar, constructing the splendid 18th century Maratha-architecture based, Ahilya Fort, on the banks of the sacred Narmada River. Besides her capital being an industrial enterprise for textile, it was also a thriving destination for literary, sculpture, music and arts, which saw Moropant, the famous Marathi poet, the Shahir Anantaphandi and Sanskrit scholar, Khushali Ram, being patronized during her era.

A wise, just and enlightened ruler who cared for her people, she was available to the aid of everyone holding a daily public audience in her court. During her glorious reign (1767-1795), Rani Ahilyadevi's innumerable contributions made her a beloved and respected queen amongst her people in a prospering kingdom. She wisely spent the governmental money building several forts, rest houses, wells and roads, celebrating festivals and donations to Hindu temples.

Her feminine side saw her aid widows in retaining their husband's wealth and in adoption of a son. Besides her transformation of Indore from an erstwhile village into a prosperous and enchanting city, she is also accredited with renovating temples. Her most memorable activities include the construction of numerous temples and pilgrimage centers across an area extending from the Himalayas to South India, at sacred sites like Kashi, Gaya, Somnath, Ayodhya, Mathura, Hardwar, Dwarka, Badrinarayan, Rameshwar and Jaganathpuri.

Ahilyabai Holkar's magnificent and glorious rule ended when she passed away in 1795. In memory and honour of her greatness, the Republic of India issued a commemorative stamp on 25 August 1996. The citizens of Indore also instituted an award in her name in 1996, to be bestowed annually on an outstanding public figure, the first recipient of it being Nanaji Deshmukh.

By Vaibhav Bhansali

Update for the day #1426| Why Tata Group is going for IPL branding?

For the IPL, the deal could be seen as a face-saver. After clashes between the Indian and Chinese armies in Ladakh's Galwan Valley in 2020, the BCCI had received a lot of backlash for having a Chinese company as the title sponsor.

This meant that Vivo pulled out of its sponsorship deal for the 2020 season, making way for homegrown Indian startup Dream11. And while Vivo returned as title sponsor for the 2021 season, there were reports about the Chinese company wanting to get out of the deal and transfer its sponsorship rights.

"This is indeed a momentous occasion for the BCCI IPL as the Tata Group is the epitome of global Indian enterprise with an over 100 year old legacy and operations in more than 100 countries across six continents," says BCCI Secretary Jay Shah.

Vivo will pay the BCCI around Rs 454 crore for the termination of its contract. But what does a well-known enterprise such as Tata Group, with a loyal customer base, stand to gain from being the title sponsor of the IPL?

The sponsorship deal comes just as Tata is inching towards the launch of its 'super app' TataNeu.

The app will consolidate all of Tata's consumer-facing businesses, from online grocery (BigBasket), online pharmacy (1Mg), ecommerce (TataCLiQ), consumer electronics (Croma), fashion retail (Westside) and more.

Presumably, the app will also allow users to book hotel rooms in Tata owned hotel chains such as Taj and Vivanta, while one could also book flight tickets in Air India. There will also be an option for digital and bill payments. The app is currently being tested amongst Tata Group employees, and is expected to be launched around March this year, just around the time of IPL 2022 that will commence in April.

At 400 billion total viewing minutes for IPL 2020 and 10 billion for the first match of IPL 2021, the T20 cricket league is easily the most attractive sports property for advertisers and sponsors.

And it's had considerable success in increasing brand recall for sponsors.

IPL 2020 title sponsor Dream11 crossed 100 million users during the tournament, experiencing a 44.4% surge in traffic during the final match compared to 2019.

MPL (sponsor of IPL teams KKR and RCB) began in 2020 with 40 million users, but ended with 70 million. In fact, even companies far removed from sports, such as menstrual hygiene startup Nine (principal sponsor for Rajasthan Royals) increased monthly sales from Rs 14 crore to Rs 20 crore following IPL 2020.

The surge in cryptocurrency adoption in India happened as exchanges such as CoinDCX and CoinSwitch Kuber became IPL 2021 sponsors.

"What we have observed is that across brands, personal and collective perceptions have improved with the onset of the IPL. Personal parameters like value for money and convenience, and collective perceptions of trust and respect saw the highest increase across brands," says Sanchita Roy, Head – Strategy, Havas Media Group India.

As Tata gears up to challenge ecommerce behemoths Amazon and Reliance, an association with a high-impact broadcast property such as the IPL will provide it the much-needed boost for the launch of its super app.

By Pratham Sakaria V

Update for the day #1427| Deep-Fakes

Fake images and videos are not a new thing. For as long as photographs and film have existed, people have been fabricating forgeries designed to deceive or entertain, and this has only accelerated since the mass adoption of the internet. But now, rather than images simply being altered by editing software such as Photoshop or videos being deceptively edited, there's a new breed of machine-made fakes – and they could eventually make it impossible for us to tell fact from fiction and computers have been getting increasingly better at simulating reality.

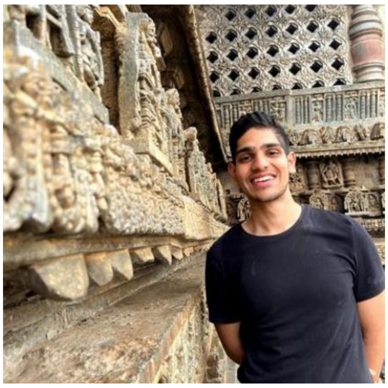
Modern cinema, for example, relies heavily on computer-generated sets, scenery, and characters in place of the practical locations and props that were once common, and most of the time these scenes are largely indistinguishable from reality.

What is a deepfake and how does it work?
Deepfakes are, in their most common form, videos where one person's face has been convincingly replaced by a computer-generated face, which often resembles a second person. The term "deepfake" comes from the underlying technology "deep learning," which is a form of AI. Deep learning algorithms, which teach themselves how to solve problems when given large sets of data, are used to swap faces in video and digital content to make realistic-looking fake media.

You first need a target video to use as the basis of the deepfake and then a collection of video clips of the person you want to insert in the target. The videos can be completely unrelated; the target might be a clip from a Hollywood movie, for example, and the videos of the person you want to insert in the film might be random clips downloaded from YouTube.
The AI program is tasked with studying the video clips to understand what the person looks like from a variety of angles and environmental conditions, and then mapping that person onto the individual in the target video by finding common features

What kind of deepfake videos are being made?
For the most part, creating deepfakes requires a lot of facial data in the form of pictures and videos, so it's no surprise that almost all of them involve celebrities.
Many experts believe that, in the future, deepfakes will become far more sophisticated as technology further develops and might introduce more serious threats to the public, relating to election interference, political tension, and additional criminal activity.

By Vivek Kamath



Update for the day #1428| India's digital tax revenues.

Rs. 4000 crores! That's what India earned from digital taxes in 2021–22.

But what are these digital taxes we speak of?

A retail store located in the UK can sell clothes directly to Indian customers without a single storefront or an actual salesperson. A gaming company located in Australia can have players all over the world congregate on its platform using remote servers. A streaming giant in the US can push its content digitally anywhere anytime, without a hitch.

This means that companies in the US, UK and Australia can make money off of Indian clients by slipping the taxman's net entirely. They just need to say, "Hey, my business is set up in Ireland (a tax haven) and I pay taxes there."

It offers them an unfair tax advantage and domestic companies have been seething about this

So, in 2016, India decided to introduce digital taxes. Or an "equalization levy". It started off with a 6% tax on companies such as Google that made money off of Indian advertisers. And then in 2020, it followed it up with a 2% tax on foreign e-commerce companies

Now you could argue that the plan was to level the playing field for Indian companies. But there was an added bonus—Tax revenues! In 2019–20, India collected ₹1,136 crores in digital tax. The next year they collected ₹2,057 crores. And in FY22, they made ₹4,000 crores—a staggering 100% increase from the previous year.

However, the good old days may not persist forever thanks to the Organization for Economic Co-operation and Development (OECD).

A few years ago, there was no consensus on digital taxes. Countries arbitrarily decided their own tax rates. India introduced a tax of 2%. Kenya imposed a tax of 1.5%. Countries in Europe levied taxes of up to 5%. And the US wasn't happy about it. After all, it's the American multinational corporations that had to bear a brunt of the burden—the likes of Google, Netflix, Meta (formerly Facebook), and Amazon.

And like said earlier, the US did not take kindly to this provocation. They woke up and chose violence. It doesn't mean the physical kind. Instead, they imposed retaliatory, tariffs on these countries. In some cases, it went as high as 25%—on certain products from India!

And to settle this, the OECD stepped up—an entity with some global standing and an uncanny ability to arbitrate matters. It said—Let's have a pact. Let's build a model to tax digital services uniformly across the world and let us set up a collaborative endeavour with 140 countries together.

Eventually, they came up with —Two pillars to fix the dispute.

Pillar one: Multinational enterprises with global sales of over €20 billion and profitability of 10%

will have to pay some taxes on where they conduct business irrespective of their home market.

Pillar two: They agreed on a global minimum tax rate of 15% and made sure that every company had to pay at least 15% tax on income irrespective of where they set their home base.

Now India agreed to it alongside 135 other nations.

And if all goes well, it looks all set to be implemented by 2023.

But there are still some worries. For starters, not every company will be forced to comply with this diktat. You have to be making sizeable revenues and profits to breach the lofty threshold. And so, if you only took these select companies and made them pay their dues, it's possible the tax revenues may not amount to much. In fact, India could make more money by just sticking to the equalization levy and the digital tax.

Or they could pursue a very different strategy—push for amendments in the Model Tax conventions.

If you don't know what that is, well, think of it this way. The United Nation's (UN's) tax committee has been working on putting together a new set of rules to tax digital services and implement it multilaterally. And India is part of this committee. If somehow this goes through, then we won't have to worry about minimum thresholds and falling tax revenues. This could make things a whole lot easier for India.

And if that doesn't work out, maybe we could take a lesson from Switzerland and go down a slightly more controversial route.

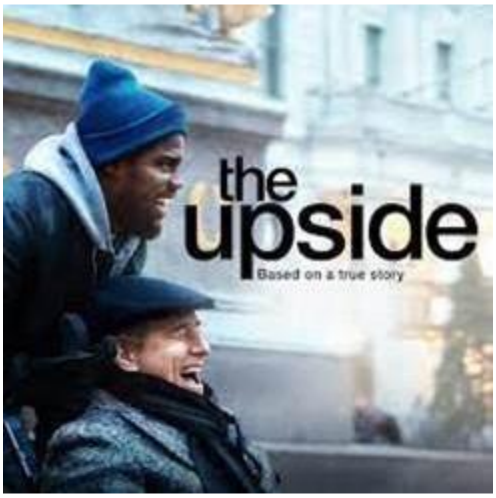
You see, after nodding along to all proposals on digital taxes, Switzerland quite smartly altered its Film Production Act. This modification called 'Lex Netflix' forces streaming services to invest 4% of their local revenues in Swiss film and TV productions! It isn't a tax per se. So, they don't have to worry about breaching international tax guidelines. And while some feared that it would affect Switzerland's reputation for free trade, its citizens didn't quite agree with the assessment. On May 15, they asked Swiss Citizens to vote and 58% said yes to passing the referendum.

So yeah, maybe we'll see such novel adoptions in India too.

By Anjali Baghel

Update for the day #1429| 5 Life Lessons You Can Learn From 'The Upside'

I recently watched "The Upside," which stars Kevin Hart and Bryan Cranston. The movie taught me a lot about learning how to adapt to difficult situations and finding true happiness despite the obstacles you face. I believe it can teach you valuable lessons too.



Here are five things you can learn from watching this phenomenal, inspirational film:

1. Even if you have a past, you deserve chances in life:

In "The Upside," one of the main characters, Dell Scott, doesn't have the cleanest past. Before he became Philip's caregiver, he was in prison and then on probation. Still, Philip gives Dell a chance to prove himself. Look at the people in front of you, not everything they've been through.

2. Stepping outside your comfort zone can be rewarding:

In the movie, Philip was interested in a woman, but he had only corresponded with her through letters. He put off meeting her face-to-face because he uses a wheelchair and was afraid of what his love interest might think.

Dell took the initiative and called the woman with whom Philip had been corresponding. They set up a time and place to meet up, and Philip went on a date and confronted his complicated feelings about his wheelchair use. Challenge yourself to do something you typically wouldn't, because it will benefit you later.

3. Not everyone is going to understand that your circumstances don't define you:

While Philip was on his date, the woman was uncomfortable with the idea of being in a relationship with a wheelchair user. She saw him as a "burden" and even rejected him on their date.

At first, Philip was devastated, but then he realized that not everyone is willing to look past our flaws, and that's OK. No matter what others think of us, we still have to continue living our lives. No matter what people say, no matter what they do, you have to keep going.

4. Life's better with a little humor:

At the beginning of the movie, Dell and Philip get pulled over by the police. While the police arrest Dell, Philip uses his disability to his advantage and pretends to have a seizure so that they can escape. It's OK to take those hard parts of your life, make them fun and even use them to your advantage!

5. It's OK to be angry sometimes:

In the movie, Philip buries his anger inside. Eventually, though, he explodes. Phillip locks himself in his office, where Dell gives him a reality check and encourages him to break things to express his feelings. This semi-violent "break session" helped Philip feel at peace. It's OK to have those days when you're angry about life – just let it all out in a healthy way.

"The Upside" can teach you many lessons about how to live your life to the fullest. I strongly encourage you to watch this wonderful movie – and learn from it along the way.

By Priyanshi Jain

Update for the day #1430 | History of ITC Empire

Name: The Company was incorporated on August 24, 1910 under the name Imperial Tobacco Company of India Limited. As the Company's ownership progressively Indianised, the name of the Company was changed to India Tobacco Company Limited in 1970 and then to I.T.C. Limited in 1974.

Modest Beginnings: The Company's beginnings were humble. A leased office on Radha Bazar Lane, Kolkata, was the centre of the Company's existence. The Company celebrated its 16th birthday on August 24, 1926, by purchasing the plot of land situated at 37, Chowringhee, (now renamed J.L. Nehru Road) Kolkata, for the sum of Rs 310,000.

ITC & Kolkata: This decision of the Company was historic in more ways than one. It was to mark the beginning of a long and eventful journey into India's future. The Company's headquarter building, 'Virginia House', which came up on that plot of land two years later, would go on to become one of Kolkata's most venerated landmarks.

The Early Decades: The first six decades of the Company's existence were primarily devoted to the growth and consolidation of the Cigarettes and Leaf Tobacco businesses.

Best in Class: IITC's Packaging & Printing Business was set up in 1925 as a strategic backward integration for ITC's Cigarettes business. It is today India's most sophisticated packaging house.

Big Leap: The Seventies witnessed the beginnings of a corporate transformation that would usher in momentous changes in the life of the Company. In 1975, the Company launched its Hotels business with the acquisition of a hotel in Chennai which was rechristened 'ITC Welcomgroup Hotel Chola' (now renamed My Fortune, Chennai).

Expansion: Since then ITC's Hotels business has grown to occupy a position of leadership, with over 100 owned and managed properties spread across India under four brands namely, ITC Hotels - Luxury Collection, WelcomHotels, Fortune Hotels, and WelcomHeritage.

Valuable Brand: ITC's journey, over a century, has indeed been one of extraordinary transformation - from a small outpost of an overseas-owned company with a single product to one of India's most valuable and admired multi-dimensional and multi-business enterprises.

New Areas: Under the leadership of two successive CEOS, J.N. Sapru and K.L. Chugh, in the mid-'80s ITC entered the financial services business, setting up a new division named ITC Classic Finance Ltd in 1986.

Papers: In 1988, the company made a foray into the edible oils business. In 1990, ITC acquired the specialty papers company Triveni Tissues Ltd while ITC Global Holdings was set up in Singapore in 1991. But success did not come without attendant challenges.

Challenges: In 1996, a retrospective excise duty of Rs 803 crore was demanded of it and there also ensued a battle for control of the company.

ITC and Cricket: ITC, through the brand 'Wills', also supported the 1996 Cricket World Cup.

New Man at the Top: Y C Deveshwar took over as the organization's administrator in 1996, and the corporate administration structure was re-framed to help the successful administration of various organizations.

Top Tax Payer: ITC is now among the top taxpayer in India in terms of contribution to the exchequer. Over the past 21 years, the company's contribution to the Indian exchequer has been about Rs 2.7 lakh crore.

Best in Class: ITC is crowned among the world's best big Companies, Asia's FAB 50, the World's Most renowned Companies by Forbes magazine, and as 'India's Most Admired Company' in an overview directed by Fortune India magazine and Hay Group.

Food Foray: ITC's foray into the Foods business is an outstanding example of successfully blending multiple internal competencies to create a new driver of business growth. It began in August 2001 with the introduction of 'Kitchens of India' ready-to-eat Indian gourmet dishes.

New Segments: In 2002, ITC entered the confectionery and staples segments with the launch of the brands mint-o and Candyman confectionery and Aashirvaad Atta (wheat flour).

Snacks & Others: 2003 witnessed the introduction of Sunfeast as the Company entered the biscuits segment. ITC entered the fast-growing branded snacks category with Bingo! in 2007. In 2010, ITC launched Sunfeast Yippee! to enter the Indian instant noodles market. In September 2014, ITC launched GumOn Chewing Gum marking the entry into the category of gums.

Personal Care: ITC entered the Personal Care Business in 2005 and the portfolio has grown under 'Essenza Di Wills', 'Fiama', 'Vivel' 'Superia' brands which have received encouraging consumer response and have been progressively extended nationally.

Cigar: In 2010, ITC launched its hand-rolled cigar, Armenteros, in the Indian market. Armenteros cigars are available exclusively at tobacco selling outlets in select hotels, fine dining restaurants and exclusive clubs.

Respected Business House: ITC as a company evokes great respect among corporates and investors. The conglomerate has withstood time and consumer preferences to emerge as one of the country's most respected business houses.

By Akshit K Jain

Update for the day #1431 | World Economic Forum 2022

The World Economic Forum (WEF) is an international non-governmental and lobbying organisation based in Geneva, Switzerland. It was founded on 24 January 1971 with its own mission as "improving the state of the world by engaging business, political, academic, and other leaders of society to shape global, regional, and industry agendas".

The WEF is mostly known for its annual meeting at the end of January in Davos, a mountain resort in the eastern Alps region of Switzerland. The meeting brings together some 3,000 paying members and selected participants - among which are investors, business leaders, political leaders, economists, celebrities and journalists - for up to five days to discuss global issues.

The Annual meeting 2022 is being conducted from 22nd - 26th May, in which most of the businessmen, political leaders are going to participate. Many Chief ministers of the states of India are also be joining the summit. Even our Karnataka Chief Minister Basavaraj Bommai said that he was confident of getting a good response to the efforts to attract investments to the state. He said that interactions at the summit would be of significant help in drawing investors to the state during the Global Investors Meet in November, referring to the Global Investors' Meet scheduled to be held in Karnataka in November. Ministers Murugesh Nirani (industries) and Dr Ashwath Narayan (IT and biotechnology) and senior officials are accompanying CM Bommai to the summit.

NEWS HIGHLIGHTS:

On the first day of the summit, The Lulu Group has come forward to invest Rs 2000 cr in Karnataka. The company intends to open 4 shopping malls and Hyper Market. It is also keen to establish export-oriented food units in the state. The projects are expected to create employment opportunities for 10,000 persons. In the presence of Chief Minister, we signed a Memorandum of Understanding(MoU) with AV Anantharaman, Director of Lulu International Group for an investment of Rs2000 cr.

(CM Basavaraj Bommai signing an MoU with ReNew Power)

ReNew Power, a leading name in the renewable energy sector, also signed a Memorandum of Understanding (MoU) with the Karnataka government in the presence of Chief Minister Basavaraj Bommai at the World Economic Forum, meet being held at Davos, for an investment of Rs 50,000 crore over the next seven years. The company intends to set up production units in renewable energy, battery storage and green hydrogen with the potential to create employment opportunities for 30,000 people.

The Chief Minister held talks also with heads of Jubilant Group, Hitachi, Hero MotoCorp, Siemens, Dassault Systems and Nestle, among others.

This was a highlight of the first day of Karnataka CM plans in forum. The summit is held till 26th May.

Let us be updated with the forum through https://www.weforum.org/ and also with kannada news channel

By Arjun V

Update for the day #1432 | List of Wealth in India

India has generated a good number of billionaires, many of them even ranking substantially among the richest persons in the world. Hailing from a variety of industry backgrounds, Indian billionaires have helped build the country's economy in a significant way. Wealth is bound to fluctuate under the volatile market conditions, especially since most billionaires have their fortune invested in publicly traded stocks. Here is the latest ranking of 10 richest persons in India in 2022 as per 'The World's Real Time Billionaires 2022' published by Forbes.

Gautam Adani and family

The first in the list of India's richest persons, Gautam Adani & family has a staggering net worth of $112.6 billion. Gautam Adani controls the Mundra Port, which is the largest in Gujarat. Adani Group has its interests spread across sectors like power generation and transmission, real estate, commodities and infrastructure. In September 2020, Adani acquired a 74% stake in the second busiest airport of India, the Mumbai International Airport. Adani also owns a coal mining project in Australia known as Abbot Point.

Mukesh Ambani

Scoring among tenth place among the richest persons in the world in 2022, Mukesh Ambani has $100.0 billion in net worth. The founder and chairman of Reliance Industries has his interests across petrochemicals, oil and gas, retail and telecom. The launch of 4G phone services in the Indian telecom market by Reliance in 2016 spiked a price war creating strong whirls and sending several networks out of business. During the COVID-19 lockdown period, Mukesh Ambani sold one third of Jio to some investors like Google and Facebook raising over $20 billion.

Shiv Nadar

Shiv Nadar, the cofounder of HCL ranks in the third place among India's richest billionaires with his wealth estimated at $28.7 billion in 2022. HCL started in 1976 manufacturing calculators and microprocessors and today it is among the largest providers of software services in the country with a $102 billion revenue. HCL technologies has employed 169,000 people across 50 countries. After Shiv Nadar stepped down as the CEO of HCL in 2020, his daughter occupied his seat. Shiv Nadar is currently chairman emeritus. A leading philanthropist in the country, he has given away over $662 million to Shiv Nadar Foundation to support causes related to education.

Cyrus Poonawalla

Cyrus Poonawalla's net worth stands at $25.8 billion making him the fifth richest person in India in 2022. He founded Serum Institute of India in 1966, which is today the largest vaccine maker in the world in terms of doses. The firm produces more than 1.5 billion doses of a variety of vaccines for flu, polio and measles. His son Adar is the CEO of Serum which has also invested around $800 million to build a new factory producing Covid-19 vaccines.

Radhakishan Damani

Radhakishan Damani's $20.2 billion net worth places him in the fourth place among India's richest persons. The champion of Avenue Supermarket, he became the retail king of the country after the supermarket chain completed the I|PO in March 2017. He started retailing in India with just one supermarket in the suburb of Mumbai. Now the retail chain has over 221 DMart stores across the country. Damani has his stakes in other businesses like the tobacco firm VST and India Cements. He owns the 156-room Radisson Blu Resort in Alibag, which is a famous beachfront getaway near Mumbai.

Savitri Jindal and family

With their $19.9 billion net worth in 2022, Savitri Jindal and family occupy the seventh position among the richest persons in India. The interests of Jindal Group range across power, cement, infrastructure and steel. The group is now chaired by Savitri Jindal, widow of Om Prakash Jindal who founded the Jindal Group. In 2005, Om Prakash Jindal died in a helicopter crash after which the group's firms were divided under his four sons.

Lakshmi Mittal

The sixth rank in the list of India's richest persons in 2022 is scored by Lakshmi Mittal who has a net worth of $182 billion. He is the chairman of ArcelorMittal, the largest steel and mining company of the world in terms of output, generating $53.3 billion in revenue. In 2019, Arcelor and Nippon Steel acquired Essar Steel, earlier controlled by billionaires Ravi Ruia and Shashi. After ceding the firm's CEo position to his son Aditya Mittal, Lakshmi Mittal continues to be Arcelor Mittal's executive chairman.

Kumar Birla

Kumar Birla is the eighth richest person in India with his $17.5 billion net worth. Known as the commodities king, he is the head of the Aditya Birla Group making $46 billion in revenue. The group has its interests in aluminum and cement besides offering telecom and financial services too. In August 2021, Kumar Birla stepped down as the chairman of Vodafone India, a debt strapped firm after which Idea Cellular and Vodafone India merged in 2018.

Dilip Shanghvi

Dilip Shanghvi's $16.3 billion net worth places him in the ninth position among the country's richest persons in 2022. In 1983, his father gave him $200 to start Sun Pharma manufacturing psychiatric drugs. Today, the firm is among the nation's leaders in pharmaceutical supplies with an annual revenue of $4.5 billion. Sun Pharma grew through several acquisitions and the notable one was the purchase of Ranbaxy Laboratories in 2014 in a deal worth $4 billion. Over the recent past, Shanghvi has also invested in oil and gas and renewable energy.

Sunil Mittal and family

The tenth place in the list of India's top 10 richest persons is occupied by Sunil Mittal with his $15.3 billion net worth. Founder and chairperson of Bharti Enterprises, Sunil Bharti Mittal, a first-generation entrepreneur is the owner of India's second largest telecom company - Bharti Airtel. Mittal is also known to work towards educating India through the Bharti Foundation, the philanthropic arm of Bharti Enterprises

By Akshit Jain

Update for the day #1433| Can You Fix Farming by going back 8000 years ?

In 1968, Stanford University professor Paul Ehrlich wrote the infamous book titled The Population Bomb. His primary contention was simple — The world's population keeps growing exponentially while we continue to cultivate a fixed land stock. If the trend persisted, then we'd have a hard time producing food for everyone. Mass starvation was inevitable, he professed rather confidently.

Needless to say, this prediction was a dud. Despite a growing population and fixed land stock, we managed to do just fine for the most part. So what happened? How did we avert this crisis?

Well, Paul Ehrlich got two things wrong.

Human population didn't explode as he originally predicted, instead, we saw a lull. And if you look at data from the past few decades, you'll see that growth rates have actually been plateauing rather quickly.

The second thing he missed — Fertilizers.

You see, agriculture output increased substantially after farm mechanization. But then it dropped once again, only for scientists to discover another potent solution — a heady concoction of fertilizers based on nitrogen, phosphorus, and potassium (NPK). And it worked wonders. In fact, some estimates suggest that 50% of all crops used to feed people grow on fields laden with nitrogen-based fertilizers.

However, that proposition is a tad bit untenable right now.

Why's that the case you ask?

Well, for starters, there's the short term problem — price rise! Fertilizer prices are going through the roof thanks to the Russian invasion of Ukraine. You have two massive fertilizer exporters completely isolated right now and it's had a veritable impact on prices. This doesn't just mean lower income for farmers. But it also means less output (less food). And if there's less food going around, consumers will have to pay a premium. So this affects us directly.

Now some in India will argue that this doesn't affect us as much since fertilizer prices are managed by way of offering subsidies. But if prices keep rising, the government will not be able to absorb the full cost. It may come to affect us too.

The second problem (and a more long term issue) is that the indiscriminate use of chemical fertilizer is fundamentally unsustainable.

Take India for instance. According to research, a desirable mix of NPK has to be in the ratio of 4:2:1. But in our quest to keep beefing up output, we amped up fertilizer use and the soil now boasts NPK of 7:2:4. In agricultural heavy states like Punjab, things are even worse — the ratio is at 31:8:1. And a 2019 report sounded an even more ominous proclamation— Nitrogen levels were at "alarming levels" with soil health taking a turn for the worse. Sure the excess fertilizers will help boost output in the short term. But if the trend persists then the soil may turn toxic. That's pretty bad.

And so farmers occasionally have to turn to alternatives. An alternative from a bygone era — from 8000 years ago.

Manure.

Yup, when prices start rising, farmers across the world begin to rely on dung —from cows, horses, pigs, and poultry. And since there's quite a bit of it going around, it kind of makes economical sense. A milk-producing cow could provide 62kg of manure a day, a bull around 42kg and poultry around 1kg. However, despite the abundance, demand for manure has shot up recently with prices already heading north.

So you can kind of imagine how bad the situation is.

But there's something else that's even more plentiful — human waste. Humans produce five times more wastewater than the volume of water flowing over Niagara Falls. It's not a fact that you definitely needed to know. But we just thought it would be best if you knew it anyway :)

And guess what? One study concluded that over 13% of all nutrients needed to pursue agriculture could come from municipal wastewater — aka human urine. In fact, it's quite rich in nitrogen and phosphorous — things that plants need. And while you can't just dump human waste on fields, the right infrastructure could help us in extracting the full "nutritional" value.

So that's the solution then isn't it? Go back to pee and poo!

Not quite. See, manure does help when fertilizer prices tend north. But the output isn't all that enticing. Farmers almost inevitably switch back to fertilizers the moment prices rationalise. And if the government tries to intervene and force farmers to adopt the more organic alternatives, then that could have a disastrous impact as well. Look at Sri Lanka. Their government banned chemical fertilizers and agriculture output has dropped precipitously. They are now struggling to meet the bare necessities. So yeah, while it’s nice to imagine a world free of chemical fertilizers, the harsh reality is that it’s incredibly hard to make the switch.

By Brinda Rameswaran

Update for the day #1434 | Six Degrees of Separation : It's a Small World

Six Degrees of Separation: the theory that everyone and everything is six or fewer "degrees", or steps, away from each other.

You might be familiar with Stanley Milgram, social psychologist best known for his experiments on obedience at Yale (which involved delivering electric shocks in a so-called "memory test" with increasing intensities).

In 1967, Milgram coined the phrase "six degrees of separation" after his small-world experiment, describing that growing social networks had a world-shrinking effect.

His small experiment tested this theory by seeing how many "steps" it took for a package to be delivered from the West coast in the U.S. to a stockbroker in Boston.
One acquaintance would mail it to another, and the results? The only took an average of six steps to reach Boston– in the 1960's!

But what about now, in the 21st century, where social networking sites dominate the internet?
If you use LinkedIn or Facebook, you've seen the Six Degrees of Separation at work.

LinkedIn uses a "connections" system, where individual profiles in the "People You May Know" section are labeled as 2nd or 3rd connections, with a map showing how that person is related to you through your 1st connections (acquaintances already on your friend list).

Similarly, Facebook shows a "mutual friends" count, and now has a function that enables messaging to friends of friends, if enough shared contacts exist.

Which brings me to the next fascinating study.. as social networking increases, are the number of "degrees" decreasing?

It used to be that we were all just six degrees of separation apart, 'connecting' anyone to anyone else via finding a friend who knew someone else, who knew someone else, and so on.

But research conducted by Facebook and the University of Milan (Università degli Studi di Milano) in 2011 shows that the number of degrees is now as small as four.

721 million active users and 69 billion friendships were analyzed for one month, and the results were as follows:

99.6% of all pairs of users are connected by paths with 5 degrees (6 hops)
92% are connected by only four degrees (5 hops).
"When considering even the most distant Facebook user in the Siberian tundra or the Peruvian rainforest, a friend of your friend probably knows a friend of their friend."
The average distance between all people on Facebook in 2008 was 5.28 degrees, while in 2011 it is 4.74.
Who knows what the number would be three more years later, today in 2014?
It's a small, small world. (Maybe too small.)

By Kiran Kumar M

Update for the day #1435 | Pradhanmantri Sangrahalaya

Prime Minister Narendra Modi inaugurated the Pradhanmantri Sangrahalaya in New Delhi on April 14, located at the iconic Teen Murti complex. It was inaugurated as part of Azadi ka Amrit Mahotsav — a 75-week celebration launched to mark 75 years of Independence

PM Modi inaugurated the Sangrahalaya by buying the first ticket to the museum dedicated to the former PMs of the country and said, the museum will become the source of inspiration for the youth who will be able to witness the hardships each PM faced and how they overcame them to lay the foundations of new India. He added that the museum will reflect the shared heritage of each government.

Key features of Pradhanmantri Sangrahalaya:

The museum building integrates the Teen Murti Bhawan in New Delhi, designated as Block I, with the newly-constructed Block II. The total area of the two blocks is over 15,600 square metres. There are 43 galleries in the Sangrahalaya.

The museum covers the life and times of all the 14 Indian prime ministers so far and will showcase their contributions. The museum is a right mix of artefacts and personal belongings of the former prime ministers collected from their families and digital displays.

The logo of the museum represents the hands of the people of India holding the Dharma Chakra symbolizing the nation and democracy.

The museum design incorporates sustainable and energy conservation practices and no tree was felled or transplanted during the course of work on the project.

The museum has a capacity of about 4,000. For Indians, an entry ticket will cost ₹100 through online booking and ₹110 for offline. Foreigners will be charged ₹750.

What will be on display?

From the freedom struggle to the framing of the Constitution, the museum will have displays that showcase stories of how the respective Prime Ministers steered the nation.

Personal items, gifts and memorabilia like medals, commemorative stamps, speeches of PMs and anecdotal representations of ideologies will be on display at the museum. The families of the former Prime Ministers were contacted for information about them.

The museum has employed cutting-edge technology-based interfaces to encompass heterogeneity in content and frequent rotation of display like Holograms, Virtual Reality, Augmented Reality, Multi-touch, Multimedia, interactive kiosks and interactive screens

The content displayed at the museum has been collated from information collected from Prasar Bharti, Doordarshan, Film Division, Sansad TV, Ministry of Defence, and Indian and foreign media houses.

By Harshith Mehta

Update for the day #1436 | Real Madrid – European Champions

Real Madrid are champions of Europe for the 14th time after beating Liverpool in Paris. The match was severely delayed with ugly scenes around the stadium but Real and Toni Kroos, did what they do best.

Liverpool 0-1 Real Madrid(Vinicius 59')

The seizing of a rare moment. A pinpoint cross, a loss of defensive concentration, a back-post finish from Vinicius Jnr. It may not have been as dramatic as their path to reach Paris but this Real Madrid team once again head home with the trophy, even if it's not entirely clear how they keep doing it.

Until that goal, the 2022 final had been defined by delays, confusion and acrimony. On the pitch, Karim Benzema's first-half strike was ruled out after an enormous wait, while outside fans still tried desperately to get inside the stadium fences and clashed with police and security personnel.

Even before that, kickoff had been delayed for more than half an hour because fans weren't able to make it in to the stadium. A series of poorly designed entrances causing bottlenecks, inadequate numbers of stewards and poor communication were among many failings.

Organizers UEFA claimed fans arriving late was the problem but this reporter arrived three hours before kickoff and still had to wait about 40 minutes to get squeezed through the initial ticket check queue. Things only got worse the closer it got to kickoff.

With hundreds of Liverpool fans streaming in to fill the pockets of empty seats, French police resorted to tear gas to keep them back. Just as with the final of the Europa League last month and Euro 2020 last summer, organizers UEFA have plenty to answer for. Though it's rarely apparent who they answer to.

"We are hugely disappointed at the stadium entry issues and breakdown of the security perimeter that Liverpool fans faced this evening at Stade de France," read a statement released by Liverpool in the second half.

"This is the greatest match in European football and supporters should not have to experience the scenes we have witnessed tonight. We have officially requested a formal investigation into the causes of these unacceptable issues."

Game on

Those who made it in for the start saw their team begin brightly enough, with Thibaut Courtois keeping out Mohamed Salah and Sadio Mane early on. But, just like their Premier League rivals Manchester City in the semifinals, they could not deal the fatal blow. With this Madrid team in this competition, it's tempting to think there's no such thing.

Courtois was immense, with a late save from Salah capping a man-of-the-match performance. Karim Benzema and Vinicius were willing workers who made the most of what they were provided with. But really it's experience, and a series of intangibles that seem to make up the magic of the men in white.

Carlo Ancelotti's side have an unmistakeable aura, experience and an unshakeable belief forged in success. Those last two qualities combine in Toni Kroos. While nearly half of the Stade de France erupted after the goal, and nine of Real's outfield players went to join them, the German strolled calmly over to his coach.

King Kroos

With the comebacks of previous rounds often sparked partly by the introduction of dynamic young French midfielder Eduardo Camavinga, and the removal of Kroos, there may have been some suggestion that the veteran midfield axis of Kroos, Luka Modric and Casemiro might be broken up. That's not Ancelotti's style.

Just as he had in the semifinal, the Italian consulted his metronome to try to keep the rhythm of the game to his liking: "It describes him perfectly as a coach," Kroos said of the chat they had in the City game. But it also reveals a lot about what a key cog in the Real wheel Kroos remains. His brain has become as important as his boots to Ancelotti. "I don't think there's a coach closer to his players," said Kroos after the match.

Ancelotti's trust was repaid and the trio remained in place until Modric was withdrawn in the 90th minute. All three players have now won five Champions League titles, while it's a record-breaking fourth for Ancelotti.

After a last, desperate chorus of 'You'll Never Walk Alone' rang out from the Liverpool stand, Courtois claimed another cross and launched the ball long before Kroos' tactical foul prevented a final Liverpool attack and secured number 14. Experience won't allow him or Real to stop.

Fan trouble ahead of champions League final

As mentioned, earlier the at Stade de France in Paris on Saturday started after a 36-minute delay (1.06am IST Sunday) due to crowd trouble.

"The kick-off must be delayed for some minutes for security reasons," a stadium announcer said 15 minutes before the 2100 local time (12.30am IST) scheduled start.

"The start of the match is delayed due to the late arrival of fans," it was announced later.

"Supporters attempted to penetrate the stadium. They forced their way through the first filter. The screening at the Stade de France is watertight," French police said. Reuters TV footage showed riot police chasing fans outside the stadium as they ran away and others being escorted away. "We have intervened to push back fans trying to force their way through," French police said.

By Rithik Jain

Update for the day #1437 | Indian Cinematic Universe

Movies and Cinematic universe

Fictional universes with major presence in films are referred to as cinematic universes, while fictional universes with major presence in television are referred to as television universes. Universes with major presence in both films and television are also generally called cinematic universes.

The first of its kind was witnessed when the Rosso Brothers took the world in a sweep with the release of the Marvel Cinematic Universe. The combination of world class actors and a story that has strings in various movies, has not only impressed the audience, but also has obtained an heart for the suspense thriller in the spoilers.

Indian Version

Film makers in India have majorly focused on hero centric- lead story scripts for a long time until Prashant Neel introduced his newest projects. The picture above is one of his latest tweets hinting on a possible cinematic universe involving the story lines of the fierce blockbuster KGF and KGF 2. His new projects are Salaar with Bahubali Fame Prabhas and NTR 31 with RRR fame Jr NTR. The teaser posters resemble such a similarity and even the production house Hombale films being common. Looks like, Prashant neel is on a roll and the audience are going to witness a true Indian multiverse.

Another Attempt in South India

Kaithi 2019 Fame director Lokesh Kanagaraj is coming up with his new movie Vikram set to release worldwide on June 3. The interesting Factor in this project is the fact that the movie already includes refernces from his previous work Kaithi (the Gang emblem Scorpion). Kamal Hassan who is in lead in Vikram has confirmed in his press meet in Malaysia, about actor Surya's Cameo role in the movie and that Surya will be acting a standalone movie of his character in Vikram. The audience has already speculated various references of his movies in Vikram and are hyped for Vikram and LOKI UNIVERSE That's what the public refers to Lokesh kanagarj's works).

Reaction

The Public is completely in awe on learning the fact that there are multiverses in action in the south Indian movie industry. And they are open to such a risky idea. The Fans of the actors and the directors are already hyped and are going berserk in social media on these announcements. Only time will tell now, on how the Indian film industry is going to change with such huge projects with hopes as high as the sky.

Stay tuned folk, India is making a mark, and the world will be taken down with surprise

By Vinod Kumar R

Update for the day #1438 | Understanding the debate – Overpaid CEO's vs Underpaid Employees

If you've been following recent headlines, you've probably heard about Infosys CEO Salil Parekh and the massive salary hike he received this year. A whopping 88% hike over the previous financial year with his annual compensation now standing at a staggering ₹80 crores.

It's kind of insane and it has got some people talking.

What did Parekh do to deserve all the love?

Well, in the words of Infosys, "Under his leadership, the total shareholder return (TSR) was an impressive 314 per cent, the highest among peers. Revenue has grown from Rs 70,522 crore (fiscal 2018) to Rs 1,21,641 crore (fiscal 2022), a compound annual growth rate of 15 per cent (versus nine per cent for the four years before that)…"

And in totality, it seems he did a better job than his predecessor. He outperformed his peers. And he was able to create massive wealth for the shareholders in the past 4 years. So the annual compensation makes sense.

Also, there is a caveat—fixed pay will account for less than 15% of Parekh's total new compensation. The rest is variable—linked to his performance. He will likely have to show better revenue, better profits and transition into new business segments. Maybe even improve other qualitative metrics—Employee attrition and all that. And if he does hit all the benchmarks, he will then likely be awarded more money in cash and equity i.e. company shares. So in effect, if the company does well as a whole, his shares will also be worth a tidy sum of money. And when you think about it, you'll realise that this is more about aligning objectives.

But even then, some people will argue that the compensation is obscene in its extravagance. It's crazy that a CEO gets paid this kind of money when workers are still trying to make ends meet. Take for instance the CEO-to-worker pay ratio. Parekh's compensation, including stocks, is a massive 872 times the company's median pay! Even if you exclude the stocks, it's still 229x the median salary. And it isn't just limited to Infosys. CEOs in private sector companies across India make 137 times more than their median employee. In the IT sector, CEO pay is 141 times higher than the median pay. In the Pharma sector, we see a multiple of 238.

Globally too, we see the same story unfold. The CEO-to-worker pay gap has expanded exponentially over the past few decades. During the 1970s, the average CEO in the US made 31 times more than the typical worker. That jumped to 61 times by 1990. By 2020? Well, you better sit down for this—it was a staggering 351 times higher!!! And some studies show that this burgeoning inequality leads to high attrition, low levels of employee satisfaction, and even lower sales. So policymakers are now deliberating on whether to rein in this inequality. They're considering capping CEO salaries to improve outcomes.

If you're reading this, you will most likely agree with this assessment. You'll likely concede that there's absolutely no reason why CEOs should get paid these obscene amounts of money while employees continue to scrape the bottom of the barrel.

However, this thinking has some flaws. For instance, consider a cricketing analogy. As a batsman, Virat Kohli gets paid disproportionately more than his peers trying to ply their trade in Ranji cricket. Both cricketers try and hit a ball with a piece of willow and yet there's this massive gap in pay. In fact, over the years, this inequality has only exacerbated some more. But if you think about it, you can see why this is happening. Elite cricketers are a step above "good" cricketers. And the market for elite cricketers looks very different when compared to the market for just "good cricketers." There just aren't enough people who can do what Virat Kohli does on a daily basis. And since cricket lovers are willing to pay a premium for quality entertainment, Virat Kohli continues to get paid the big money.

Now some of you will look at this and go—"Well, his performance doesn't warrant this kind of money. At least based on current form." And you'd have a point. But then, the market will also account for this anomaly. If his form continues to deteriorate some more, it's unlikely he will be able to pull the same kind of money from his cricketing pursuits. Somebody will replace him—as people do in a system based on meritocracy. And this is what free-market economists believe.

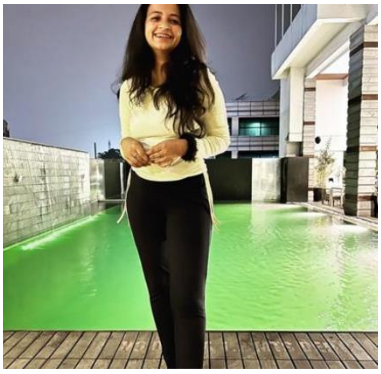
The market for CEOs is tiny. You just don't have enough people who can consistently do what these top professionals do. So it's natural they get paid a sum that reflects their ability. In fact, some studies show that capping CEO salaries can in fact have an adverse effect on employee outcomes.

After China imposed pay restrictions on CEOs of Centrally Administered state-owned enterprises, the top-level executives simply increased the consumption of perks and siphoned off firm resources for their own benefit. The performance of these firms also dropped following pay restrictions and affected both hiring decisions and employee pay.

Even simple disclosures about pay ratios can have unintended consequences. For instance, one researcher argues that—"A CEO wishing to improve the ratio may outsource low-paid jobs, hire more part-time than full-time workers, or invest in automation rather than labour. She may also raise workers' salaries but slash other benefits."

So clearly it's not just as simple as capping CEO salaries or forcing them to improve the "CEO-to-worker" pay ratio. What we really need is reform to ensure that CEOs have the right incentive to create value that will help elevate the salaries of everyone, not just their own.

By Ishika Jain



Update for the day #1439| Why is Axis Mutual Fund under the Scanner ?

Why is Axis Mutual Fund under the scanner?

The mutual fund industry is once again in the limelight after two fund managers at Axis Mutual Fund were suspended pending an investigation. So, I explain what the allegations are and why everyone seems to be talking about them.

The Story

Imagine you're a fund manager in a popular mutual fund company. You manage hundreds of crores in people's wealth. News media companies want to know about your hot take on the market. And regular people want to know what you think about specific stocks.

If you do your job well, you could turn these people into crorepatis. And your employers pay you rather handsomely when you outperform expectations.

But maybe this isn't enough for you. Maybe you want to make more.

Well, in that case, you could use the great powers conferred on you to make money using illegitimate means.

Let me explain.

As a fund manager, you're buying a whole bunch of stocks to make up a portfolio that can help your customers make enormous wealth. And you probably have a very good idea about the kind of stocks that will help you get there. However, the Indian markets aren't particularly liquid. That is, you don't always have enough buyers and sellers dabbling in every stock imaginable. So if you were expecting to buy a few crores of a medium-size listed company, you'll notice that you'll have a hard time doing this. In fact, every time you try and accumulate this stock, the buying action alone will push the prices of these stocks higher. And you'll have to keep buying them at even higher prices. This makes the whole endeavour more expensive and in common parlance, they call this the "impact cost."

But if you knew this singular detail, you could also try and use it to your advantage. For instance, if you knew you had to accumulate a certain stock in large quantities, you could slip this information to somebody else. These people in turn could start buying the stock even before you begin your move. And when you're done with your bit, the share price would have rallied considerably. At which point, your friends/agents could dump their holding for a neat profit. You could even share a part of the spoils and buy yourself a cool Lamborghini.

This illicit game is called front running and needless to say, it's illegal to participate in such an enterprise.

However, reports allege that a couple of fund managers in Axis Mutual Fund house have been dabbling in such a thing. And they also go on to claim that both individuals have made quite a bit of money in the process. Also, it seems SEBI is already investigating the matter, despite no official confirmation from the regulator. But the all-important question is—Will these people be found guilty?

Well, it's hard to say. People do get away with financial crimes without leaving behind a paper trail. They use intermediaries to conduct illegitimate transactions and deal with cash to escape scrutiny. However, under the current law, SEBI doesn't need to find a smoking gun. They just need to establish circumstantial evidence that the fund managers likely did front run trades, based on a preponderance of probability. Patterns of trades, suspect conversations, and disproportionate assets all help SEBI to build its case. In the event they are found guilty, SEBI could impose penalties of up to 25 crores and also initiate criminal proceedings if they so desire.

But what about the retail investors? Doesn't it shake their confidence in the ecosystem? After all, this isn't a one-off. It has happened at HDFC Mutual Fund. It's happened at Deutsche Mutual Fund. And it has happened at Reliance Securities.

How do they deal with such things?

Well, you can't do much, can you? Sure, you could immediately run for the woods—Redeem all your investments from your mutual fund schemes and park them elsewhere. And you would be well within your rights to do it. But here's the thing—instances of front running at HDFC, Reliance and Deutsche haven't precipitated system-wide failures. They've largely been localised and the effects haven't had a massive bearing on retail investors. Having said that, if you're uncomfortable with some of the developments that have made it to the forefront recently, maybe you should prioritize peace of mind above all else.

Finally, it's also important to know what Axis Mutual Fund has had to say about all this. In a statement released yesterday, they noted that the errant individuals have been suspended pending an investigation. An investigation that apparently began in February after the company was made privy to certain irregularities. And while it's entirely possible that the top brass at Axis had nothing to do with any of this, it's also important to note that they only publicly admitted as much, after news outlets started reporting on the matter.

By Rajesh S

Update for the day #1440 | Cyberattacks is plaguing Indian Firms

7.3 crores!!

That's the amount hackers stole from Indian fintech startup Razorpay over a three-month period.

For the uninitiated, Razorpay is a payment gateway firm. They enable payments when you're trying to pay for pizza on your favourite food delivery app for instance. They're quite good at it. But one of these days hackers were able to compromise the payment verification process and it seems they made off with 7.3 crores in the process. Now Razorpay has contested that no other parties have been affected by all this but we have to ask — "Why isn't this big news?" "Why aren't more people talking about this?"

Well, the truth is… The ecosystem is kind of used to it by now. At least Razorpay has been fairly transparent about what happened. But most companies don't even acknowledge data breaches. In the past couple of years, news reports have alleged that JusPay, Pinelabs, MobiKwik have all witnessed data breaches and not everyone has been forthcoming about the breach. At least not until independent researchers stumbled on it.

You can kind of understand why they're so reluctant to do this. After all, it's not a great look for your business. But since we don't have stringent guidelines on issues like these, some companies can get away with the most egregious things. And the implications are massive. One simple hack and they get access to millions of bank account and credit card details, all in one place. And more often than not, the data then makes its way into the dark web — an underworld for the internet of sorts. And there it's sold to the highest bidder. For instance, credit card details are sold for $12 — $20. And stolen banking credentials with a minimum balance of $2000 can go for $65 on average.

But data breaches aren't the only thing companies need to worry about. There's also Ransomware.

Think of Ransomware as computer code that encrypts (or locks) your data. If the code executes on your device successfully, then it's quite possible you may never be able to retrieve your files. Unless that is, you had access to a special key — a key that will only be made available to you if you pay the ransom demanded by those holding your data hostage.

In some cases, the attackers will step it up a notch and threaten to publish sensitive data on the interweb if their demands aren't met. At which point you have two options in front of you — either cede to their demands, pay the ransom and hope they decrypt the files for you, or simply risk dealing with the consequences yourself.

One report summarizing the impact of ransomware on 5,600 mid-sized organizations across Europe, the Americas, Asia-Pacific and Central Asia, noted that 78% of Indian organizations surveyed in the study reported ransomware attacks. And in total had to cough up $1.2 million for each attack. It's quite insane.

So, the question is, why are these hacks and ransomware attacks happening at such an alarming frequency? Aren't we well-equipped to fend off these bad actors?

Well, for starters, there's the digital revolution. The pandemic gave birth to the work-from-home model and security threats are no longer confined to the perimeter of an office building. In the meantime, hackers are adapting by exploiting vulnerabilities in "safe VPNs and other collaboration tools."

And sometimes, it doesn't matter even what high-end intricate cybersecurity solution you use because the 'user' is the weakest link in the system. A single employee clicking on a suspicious link or opening unsolicited emails could potentially bring the entire organisation's IT infrastructure to its knees.

There's also the fact that we are building too fast these days. In a bid to ship products within a specified timeline, fintech firms are being forced to take the occasional shortcuts. Which in turn creates security flaws.

The only positive news perhaps? Policymakers are trying to catch up.

For instance, our country doesn't have breach disclosure policies at the moment. Companies may choose to report a breach to the Computer Emergency Response Team (CERT-IN) — an office under the Ministry of Electronics and Information Technology. However, they aren't obligated to.

This is not the case in other parts of the world. For instance, in the EU, companies must report breaches within 72 hours. So right now, without a mandate to report these breaches, we might not even know when our personal data is compromised.

But that's changing and CERT-In has announced its own data breach policy— giving companies just a six-hour window to report security breaches. These new rules will likely come into effect by July and hopefully shine more light on cybersecurity matters.

The government has also ramped up its budget for spending on cybersecurity matters and is also in the throes of formulating a National Cybersecurity Strategy to beef up our defences.

But will all this be able to thwart the attacks by bad actors? Unlikely. They'll adapt and hone their skills too and we just have to be prepared for the inevitable

By Guruprakash S

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