



EMERGING THOUGHTS

September 11, 2022

VOLUME 5 | ISSUE 05

SURESH & CO.

Chartered Accountants

Contents

Foreword.....	3
Update for the day #1381 Save Soil by SadhGuru.....	4
Update for the day #1382 Single-use Plastic ban.	7
Update for the day #1383 An EV Storm by Maruti	9
Update for the day #1384 Is the Pizza tax absurd.....	11
Update for the day #1385 Tata Neu	13
Update for the day #1386 National-level fair in Bengaluru.....	15
Update for the day #1387 Aghori Sadhus of India	15
Update for the day #1388 SS Rajamouli's RRR crosses Rs 1000-crore mark	18
Update for the day #1389 Are Dubai's drone-powered clouds a sliver lining for future?	19
Update for the day #1390 How Swiggy forced Zomato to acquire Blinkit	20
Update for the day #1391 B R Amedkar Jayanti.....	22
Update for the day #1392 How the fast food brands aced marketing.....	23
Update for the day #1393 Amazing facts about Indian Railways	25
Update for the day #1394 Coal India to launch its e-auction platform,asks bidders to register.....	29
Update for the day #1395 Sri Lanka Economic Crisis.	28
Update for the day #1396 Folk dance of Indian states.....	29
Update for the day #1397 Why Was NATO Created.....	40
Update for the day #1398 Understanding the rally in global aluminium prices	42
Update for the day #1399 The story of Dinesh Karthik.....	37
Update for the day #1400 Negotiation As If Your Life Depended On It	39
Update for the day #1401 Why are airlines betting on the Metaverse?	41
Update for the day #1402 Russia V Ukraine	50
Update for the day #1403 A Credit card from anyone?	52
Update for the day #1404 Is Nepal Going the Way of Srilanka.....	47
Update for the day #1405 ShankarNag: An intense,amazing life and carrer	48
Update for the day #1406 The Belt and Road initiative	50
Update for the day #1407 Will the Stock Market Crash in 2022?	60
Update for the day #1408 Elon Musk Twitter deal for \$44bn	63
Update for the day #1409 Blue Ocean Strategy : Grow your Bussiness without having to Compete	56
Update for the day #1410 Netflix isn't chilling anymore.....	58

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 the near future and employees.

Knowledge builds character, solves problems, makes great leaders, and provides tools and opportunities to those who hold it. Aside from using knowledge as a tool for success, one can use their knowledge to help fund the success of others.

The more knowledge we have, the more power we possess. It is important for our personal and professional development and leads us to achieve success in life. Knowledge helps us in several ways but the best part is that it helps us understand ourselves as well as those around us better. It also helps us act wisely in different situations.

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 and making you all a part of this family. 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.

“ The Beginning of knowledge is the discovery of something we do not understand .”

Update for the day #1381 | "Save Soil" by Sadhguru



Why Do We Need to Save the Soil?

Eighty-seven percent of life forms on this planet – microbes, worms, insects, birds, animals, human beings, plants, trees and every other vegetation on the planet is sustained by an average of thirty-nine inches of topsoil. And that is in grave danger right now. In the last forty years, forty percent of the world's topsoil has been lost. The United Nations says we have soil left only for approximately eighty to hundred harvests, which means another forty-five to sixty years of agriculture. After that, we will not have the soil to produce food. You can imagine the suffering that we will unfold in the world. Thirty percent of India's land is already degraded, and 90% of India's states are seeing soil turn to desert. That means nothing can be cultivated there. So, protecting the soil for the future generations of this land is the most important thing.

What is Sadhguru doing?

Yoga guru and Founder of Isha Foundation, Sadhguru has always been vocal about the conservation of natural resources. Although he initiated the concept of saving soil earlier, Sadhguru has now embarked on a 100-day solo journey during which he will visit 27 countries on a motorcycle. Covering a distance of 30,000 km he shall engage with world leaders and media to spread awareness.

Methods of Soil Revitalization

1. Organic Content Builds Healthy Soil

In India, people have been tilling the same land for thousands of generations. But in the last generation, the soil quality has become so poor that it is on the verge of becoming a desert. If you want to preserve the soil, it means organic content has to go into it. But our trees have all been cut and millions of animals are being exported from the country.

There is one fantastic thing about this land for which we have scientific data but no scientific reasoning yet. If you go to a place in this country where the soil is good and take one cubic meter

of this soil, it is said that there are approximately 10,000 species of life in that one cubic meter. This is the highest concentration of life found anywhere on this planet. We do not know why. So, this soil just needs a little support. If we give it that little support, it will bounce back quickly. But as a generation of people, do we have the necessary brains to give that little support or will we just sit around and watch it die?

We cannot keep soil rich with fertilizer and a tractor. We need animals on the land. Right from ancient times, when we grew crops, we only took the crop and the rest of the plant and animal waste always went back into the soil. We seem to have lost that wisdom.

2. Tree-based Agriculture or Agroforestry

The term “forest produce” must go out of our vocabulary. There is no such thing as forest produce because there is not enough forest on this planet to harness it as produce. That is an era which has gone by. We cannot talk about forest produce in the future.

We cannot create a new rainforest because that takes millennia of work. But we can definitely create tree cover, and tree cover cannot happen unless we move into tree-based agriculture. And because a large part of the land is held by farmers, unless we make it lucrative for them to grow trees, trees will not happen.

3. Reduce Meat Consumption

Nearly 77% of the land, about 40 million square kilometers, that is used for agriculture in the world is used to raise animals and their food. Compared to various other available solutions, meat consumption is one of the simplest things that you can reverse. If you reduce your meat consumption by 50%, 20 million square kilometers of land on this planet will become available for tree-based agriculture. If you raise those many trees, you can produce all the things that you are getting from the forest on agricultural land. Farmers will become rich and you will also enrich the soil. In this context, you do not have to give up meat – just eat 50% less. All the doctors are telling you to do it. This is not even an ecological solution, this is a health solution for your life.

4. Fruit Diet – Healthy for You and the Planet

When travelers like Hiuen Tsang and Megasthenes came to India, they observed that the Indians have a disproportionately large part of fruit in their diet and they said, “That could be the reason why they are so intellectually sharp.” We are becoming dumb because we are not conscious of the food we consume.

If what we eat has over 75% water content, our health will get managed very easily. If we eat a raw vegetable, the water content is somewhere over 70%. If we eat a fruit, it is generally over 90% water. So that is the best diet. At least 30-40% of our diet should come from the trees, not from 4-month cycle of crops. That means all of us should eat a little more fruit.

5. Building a Conscious Planet

Right now, over 95% of the global population have absolutely no awareness of the ecological disaster building up around them. Ecological awareness is confined only to a small segment of people, and even among them, the idea of ecology is largely limited to using less water while showering or turning off the tap when brushing teeth. It is wonderful that people are conscious about what they are using, but this is not a comprehensive ecological solution. Only when ecology becomes an election issue, will it become government policy, and only then will there be large budgets allocated so that solutions manifest.

How can you help?

This movement is all about generating awareness and getting more people involved. As Sadhguru said, for 100 days we should talk about saving soil. Those hundred days he travels and meets world leaders to get the matter enshrined into governmental policies, we have just a tiny task of talking about #SaveSoil. A post per day on social media is enough to do your part.

By **Chandana KA**



Update for the day #1382 | Single-use Plastic ban

Plastic is a global menace. But it's single-use plastic that does the most damage. Stuff like plates, cups and straws that you discard once you use them. And here's the kicker—the world produces 300 million tonnes of plastic each year. Half of this is just single-use plastic.



Granted, some of this stuff is recyclable. But the sheer volume of waste can be overwhelming. A whopping 91% of all plastic items aren't recycled. These eventually end up in landfills, rivers and oceans. One study claims that global oceans will have to deal with over 29 million tonnes of plastic waste by the year 2040. At some point, our oceans will have more plastic than fish.

And India isn't an outlier in this department. We produced over 660,000 tonnes of plastic waste in 2019. 43% of this waste could be attributed to packaging alone and yes, it's mostly single-use items. However, considering we've made global commitments to reduce our plastic footprint, the central government will be banning a select list of 20 single-use plastic items forever. This will include plates, cups, cutlery and packing film. The ban will go into effect come July 1st 2022 and we need to talk about it.

Now bear in mind, this isn't the first time the country is trying to rid itself of single-use plastic. Many state governments have tried to ban these items with varying degrees of success. However, there is a common consensus that most efforts have failed to bear fruit. So, we must ask—why? Why have repeated attempts to ban single-use plastic failed?

Well, the first problem is simple—Enforcement. Once you ban single-use plastic, you'll need people to enforce the ban. Right now, this responsibility is divided between the central pollution control board and the many state pollution control boards spread across India. However, despite their moniker, these agencies are often plagued by staff shortages, high workload, and poor coordination. They lack control and it's no wonder that multiple bans over the past 3 decades have failed to bear fruit.

The second problem must also be obvious—alternatives. Now the thing is, it's easier to enforce bans on large entities that either manufacture or consume these items in bulk. For instance, if Amazon were found to be in breach of these regulations, then you can easily get them to mend their ways. However, small manufacturers and consumers don't fall in line easily, at least not when affordable alternatives are hard to come by. Let us restate all the single-use plastic items that are going away come July 1st.

Ear buds with plastic sticks, plastic sticks for balloons, plastic flags, candy sticks, ice-cream sticks, polystyrene [Thermocol] for decoration, plates, cups, glasses, cutlery such as forks, spoons, knives, straw, trays, wrapping or packing films around sweet boxes, invitation cards, and cigarette packets, plastic or PVC banners less than 100 micron, stirrers.

Now think about the alternatives we will need at scale to replace them. It's going to be a logistical nightmare. Which is why you see illegal manufacturing units crop up to keep pace with demand. And this imposes an even higher load on the regulators. In fact, the Tamil Nadu Pollution Control Board (TNPCB) has been so incensed with matters that they announced a reward for information on units illegally manufacturing banned plastic items just last year. And this brings us to the final point.

Time—Bans and enforcements take time. The government has often tried to do the right thing i.e. eliminate the scourge of plastic waste once and forever. However, you can't do it overnight. When Maharashtra banned the use of single-use plastic in 2018, there was pandemonium on the streets. Although the guidelines were communicated much earlier, there was poor awareness surrounding the move anyway. So, when D-day kicked in, both manufacturers and consumers were caught off guard. Soon enough the state had to concede ground. They immediately exempted several items from the list—including PET bottles, plastic items used to package food and garbage bin liners.

And that brings us to today. It's likely that these problems will surface once again. The plastic lobby is already seeking a deferment. Consumers still aren't aware that the regulations will be enforced this year. And the pollution control boards will have a tall task ahead of them.

The government for its part has tried to alleviate some of these concerns. For starters, state pollution boards will now have more power to lead the fight against single-use plastic. It's also likely that they will work closely with manufacturers to make the switch. They are also keeping an eye out on intermediaries—people that supply raw materials to these institutions. And finally, they'll be issuing fresh commercial licenses to stockists, retailers, and sellers with the condition that they shall not be selling banned plastic items.

So yeah, we will have to wait and see if the new plastic ban is going to be any different from all the plastic bans, we've seen these past 3 decades.

By **Anjali Baghel**



Update for the day #1383 | An EV Storm by Maruti

Zero-emissions. Futuristic designs. Virtually no fuel costs.

What's not to love about electric vehicles (EVs)?

But Maruti Suzuki, an icon in the car making space, has refused to jump on the bandwagon. It seems they are waiting for the right moment—for regulations and the infrastructure to fall in place. Their chairperson even said, “if I start selling EVs I would like to sell maybe 10,000 EVs in a month or something like that.” And this sentiment is understandable. For a carmaker that sells around 120,000 cars every month, of course, you'd expect them to sell at least 10,000 EVs a month.

So maybe they were waiting—on the side lines to make their mark.

But not anymore. Now they're ready. Ready to finally hit that magic number. They've set a target for 2025 and they have some big plans in place. For starters, they've already made the announcement. Over the next few years, they will pump in ₹10,400 crores to nurture the EV ecosystem—an ecosystem built in Gujarat. ₹3,100 crores will go into a new plant that can crank out electric vehicles. And ₹7,300 crores to manufacture electric batteries.

But why are they splurging this kind of money? Couldn't they have just built a plant to accommodate the EVs and left it at that?

Well, there's a reason why electric cars are so expensive. Their batteries cost a bomb and can make up nearly 50% of the EV's cost. You need rare earth materials like Lithium. You need R&D to make sure they work properly. And you need to build it at scale while keeping costs low.

You can't do all of this unless you invest serious money in hashing out your battery technology.

But there's also another angle here. Maruti Suzuki understands Indian consumers better than most people. They know that almost 80% of car buyers in India shop in the “lower than ₹10 lakhs” category. And the only way to entice people and sell the desired 10,000 EVs a month is by creating a car that's actually affordable. In fact, barring Mahindra's e20, there isn't a single EV under the ₹10 lakhs range. This is a market waiting to be tapped and it becomes all the more important when you consider the fact the prices of rare earth metals (like lithium) are trending upwards.

However, Maruti Suzuki has one big problem. And that problem is called Tata. In February alone, Tata Motors sold 2,264 electric vehicles out of the 2,352 EVs sold. So by the time Maruti Suzuki gets up to speed in 2025, they could become laggards in an industry dominated by the likes of Tata. In fact, Tata has its own plans of investing ₹15,000 crores, coupled with 10 EV launches.

And this early mover advantage trickles down to everything else Tata has built over the years. The group has Tata Power which has gone on to set up more than 1,000 charging points across

180 cities. It has Tata Chemicals that aids in lithium-ion cell production. It has Tata Auto Comp that assembles battery packs. And it recently raised \$1 billion just to finance its newly formed EV subsidiary. Tata Motors is the EV juggernaut.

Finally, there's one other thing we haven't talked about yet. Maruti Suzuki isn't the one making the investment right now. Rather, it's another subsidiary set up by the Japanese parent company Suzuki Motors—called Suzuki Motors Gujarat (SMG). They're the ones building things. So effectively, once they start production, they'll likely transfer the cars to the Indian entity at cost i.e. the money it takes to manufacture these things. And Maruti Suzuki will likely mark it up, sell it, and pocket the difference.

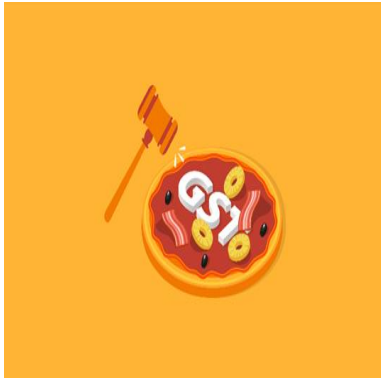
Now technically, this sounds like a pretty neat agreement. However, if the partnership goes sour (remember Hero and Honda), maybe things won't be as rosy. At least, that's what one proxy advisory firm seems to be suggesting.

In any case, all this is speculation. And we will probably have to wait and see how Maruti Suzuki goes about this business. Will it upstage incumbents and become the top player in the EV space (as in the conventional market) or will other companies like Tata Motors power the next-gen revolution.

By **V. Sai Saran**



Update for the day #1384 | Is the Pizza tax absurd ?



The Story

Nearly 1725 days ago, at the stroke of midnight, India launched its most ambitious tax reform—the goods and services tax (GST). It was supposed to be a magic pill—a silver bullet for all those pesky tax complications. The Prime Minister even called it the “Good and Simple Tax.”

But last week, we had a stark reminder that even the most well-intentioned schemes can spawn confusion. So here’s what happened.

Haryana-based Khera Trading Company sells a cheesy pizza topping under the brand name Goodrich. You know what a pizza topping is, right? You take some of this stuff, splash it over your pizza and you’ll have a nice stringy cheesy meal once it’s out of the oven.

But a court in Haryana didn’t quite agree with this assessment. Their argument was simple—“The processed cheese, in this case, isn’t processed cheese at all, for processed cheese must be manufactured by combining, mixing, melting and emulsifying, with the aid of heat... one or more varieties of cheese, and one or more of the following: cream or other dairy products, salt, spices, flavouring and water.”

The Goodrich pizza topping however included Water, Mozzarella Cheese, Milk solids, Skimmed milk powder, and... this is the most important bit... Vegetable oil. In fact, here are the proportions—14.5% Mozzarella cheese and 22% Vegetable oil.

Now, you might look at this and go—Why is the company using vegetable oil in what is cheese topping? Well, we can’t say for sure, but there could be multiple reasons. Vegetable oil helps with texture. It helps with consistency and is inexpensive. But as we noted earlier, the definition of processed cheese precludes Vegetable oil altogether. So the court believed that the Goodrich preparation fails the key ingredient test. A test that is used to determine what a product truly is.

The court believes that Goodrich pizza topping is what you would call an edible preparation taxed at 18%. However, the lawyers for Khera Trading company argued otherwise. Their contention was this—“The Milk solids and the Mozzarella cheese combined account for nearly 30% of the product. Besides, it doesn’t matter what the key ingredient is, so long as it passes the common parlance test i.e. how do regular consumers see this product?”

Do they see it as processed cheese? Or do they see it as something else?

In fact, they even quoted a ruling from the US Customs department—a matter related to the classification of Mozzarella Cheese sticks. For the uninitiated, the cheese sticks contain more bread than cheese. In fact, almost twice the amount. However, the product was classified under the header “Cheese and Curd” since the essential character of the product (cheese) was retained even after the addition of bread.

The court didn’t buy this argument. They ruled that any product with such high contents of vegetable oil couldn’t possibly be treated as processed cheese and as such classified it under the header “Miscellaneous edible preparation” taxing it at 18%. Now, this ruling immediately created a lot of confusion since people automatically believed that all pizza toppings would now court a tax rate of 18%.

However, after reading this story, you probably understand the precarious nature of this ruling. This ruling was limited to Goodrich Pizza Toppings—a product containing high amounts of vegetable oil. If it only contained Mozzarella Cheese, then the court wouldn’t have ruled this way. But that being said, there is a problem here.

Oftentimes, tax rulings such as these can be extremely confusing for industry incumbents. Take for instance court rulings on classifying flavoured lassi and flavoured milk. It seems flavoured lassi continues to be treated just like Lassi (courting no tax at all), but flavoured milk carries a tax rate of 12% unlike regular milk (with no tax).

In other cases, tax authorities extend contradictory rulings in different states. Take the case of auto manufacturers. In one case, the AAR (tax court) in Madhya Pradesh ruled car manufacturers wouldn’t be able to claim any tax credit on demo vehicles. However, the AARs in Maharashtra and Kerala didn’t agree with this assessment. They argued that companies could claim tax credit on demo cars.

So you see, GST isn’t just about setting a tax structure. But it’s also about classifying different items. And if there isn’t a way to consistently deliver unambiguous rulings, then you’ll have entrepreneurs scratching their heads more often than not.

By **Brinda Rameswaran**



Update for the day #1385 | Tata Neu

The development of technology has revolutionized the world, and nowadays, almost every country is focusing on its digital transformation. A launch date for Tata Neu, the company's much-anticipated Tata super app, has been announced by Tata Group. The company announced that Tata Neu would be available for download on April 7 through the Google Play Store and Apple's App Store.

Tata Super App

Tata Neu, the super app of the Tata Group, will be unveiled on April 7. The Google Play Store page for the app contained a teaser image for the announcement. With the ongoing Indian Premier League tournament, it had begun advertising the super app publicly for the first time. Only Tata Group employees have been able to use the app. The Tata group's super app, Tata Neu, integrates all of its mobile apps and digital services on one platform. "Explore and experience the world of Tata Neu by browsing cutting-edge digital content, making payments, managing your finances, planning your next vacation, or even getting your next meal – there's a lot to discover and experience."

Tata Super App Launch

The Tata Group recently announced plans to launch an app called 'Neu' that will unite all its digital services and apps on one platform. The app's description read, "Consume the latest digital content, make payments, manage your finances, plan your next vacation or even just the next meal." "Tata Neu." Tata Group offers plenty to discover and experience. It aims to stop different loyalty programs offered by BigBasket and 1mg and merge them with 'NeuCoins,' which it has been testing with its employees for some time.

You will be able to enjoy exclusive benefits, offers, and privileges when you experience the Tata Neu world. You can shop and pay right from one place. Tata Neu offers groceries, gadgets, and getaways. Make instant payments for the items you buy online and in-store and utility bills with Tata Pay.

Tata Super App Features

To be one of them, they must possess a few of these, if not all.

Social networking platform with interactive features

It is a social networking platform for chatting, sharing pictures and videos, and interacting with others. This feature of the app can help build a strong community.

Services related to e-commerce

With the world moving towards a digital future, shopping online has become the norm. The app has a great feature of allowing users to shop online and even sell items they prefer. For this to be a Super App, it needs an E-Commerce platform.

The transport sector

Getting from one place to another is another important aspect of our lives. There's nothing better than having a service that can provide a bicycle or a car ride. This feature would enhance a super app.

Food delivery service

Especially for individuals who live alone, the food delivery app is one of the actual applications. Therefore, including a meal delivery feature in a super app is excellent.

Payment of a bill

I think anyone late in paying their electricity, water, or any other kind of bill feels relieved that there is an app that can help them. In my opinion, nothing would be better than including this feature in this Super App.

Services related to finance

A Super App needs to have at least one of these features. It is possible to carry out any transaction through this feature of a Super App.

Insurance and Health Services

A Super App with healthcare and insurance-related functions would be an excellent addition.

By **Sahana Shree Herle.S**



Update for the day #1386 | National-level fair in Bengaluru

National-level fair in Bengaluru to showcase products of 700 women micropreneurs

More than 700 women micropreneurs from 300 self-help groups (SHGs) across the country has taken part in the annual exhibition Sanjeevini SARAS held on the National College Grounds, Basavanagudi.

The fair, to be held between April 8 and 18, will provide a platform for women micropreneurs to showcase their products and skills. The fair is organized by Sanjeevini-Karnataka State Rural Livelihood Promotion Society in partnership with the National Livelihood Mission under the Department of Skill Development, Entrepreneurship and Livelihood.

Participants representing SHGs under the National Rural Livelihood Mission and the National Urban Livelihood Mission will sell handloom, handicrafts, delicacies, spices, toys, and other products.

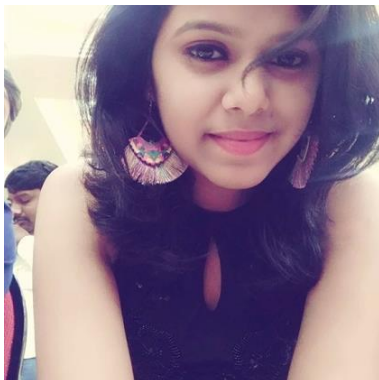
At the curtain-raiser and logo-launching ceremony for the SARAS mela, Minister for Skill Development, Entrepreneurship and Livelihood Dr C N Ashwath Narayan said two lakh SHGs are functioning in the state and the 50,000 micropreneurs are led by SHG women.

“We want to add 30,000 more enterprises. A selected 150 micro-enterprises will be able to put up their stalls at the mela,” Narayan said, noting that the demand for handmade products exist worldwide since they are environment friendly and sustainable.

The minister also urged the public to attend the mela and support the artisans. Narayan said start-ups, corporates, NGOs and Corporate Social Responsibility (CSR) conclaves will be integrated to help the artisans build their trade. “They will be provided market and financial accessibility at the mela,” he said.

Principal secretary at the department S Selvakumar said the mela will be a springboard for micropreneurs to reach the global market. “An urban market will provide more opportunities and resources than a rural market to the micro-entrepreneurs,” he said.

By **Smitha R**



Update for the day #1387 | Aghori Sadhus of India

The religions prevalent in India, throughout history, have led to the creation of different cults and practices, which act as subdivisions of the main body. Each sub-group has its own beliefs, rituals, deities, and dictate their own ways of living.

One of the most feared and simultaneously revered cults are the Aghori sadhus. Worshippers of the deity Shiva and his female counterpart, the Goddess Kali, these sadhus incite bafflement, fear, and loathing in equal measures, in all those who see, speak, or even merely hear the name. Simply known as Aghoris, these sadhus are associated with the post-death rituals and cremation activities, engaging in all post-mortem rituals. Infamous for their ascetic ways of living, the religious practices of these sadhus are often viewed as notorious and seeking to gain a higher level of spirituality.

Shrouded in an aura of mystery, the sadhus' bizarre lifestyle has led to the spreading of off-putting rumours, leaving the general population more fearful. Other than mystifying Indians, Aghori ascetics also attract the attention of intrigued foreigners. These tourists spend days with these sadhus, photographing and interviewing them as they go about their daily lives, attempting to learn more about this self-induced and extreme asceticism.

As is with every cult, these sadhus also have a motive for their practices, which is in a lot of ways, inconsistent with the beliefs of the rest of the Hindus. While the vast pool believes in and worships the innumerable gods present in the Hindu mythology, the Aghoris believe that Shiva is everything and everything is Shiva; that every other god is but a manifestation of the One God.

They mainly worship Bhairava: Form of Shiva associated with death. Their divergence from the standard Hindu worship rituals does not end here. Aghoris seek spiritual enlightenment and upliftment and do not practice idol worship, relying instead on meditation and a combination of alcohol and marijuana (now infamously and rhetorically known as "baba ka prasad") to practice greater concentration. They claim that the use of recreational drugs transports them to a different 'spiritual level', which is one step closer to God. The purpose of incorporating these "polluting and corrupting practices" through their various customs is the realisation and embracement of non-individuality.

Aghoris live on the margins of societies, choosing to make places with extreme weather conditions – deserts, caves, the mountains in the Himalayas—their homes. In holy cities such as Varanasi, which are the centre points of holy rites, the sadhus live in cemeteries and other places where most people don't willingly choose to venture. Other than to be separated from society, Aghoris choose to live close to the dead since the latter play a huge role in their rituals of worship.

The Aghori cult has not been present for a very long time. Their origin can be traced back to Baba Keenaram, an ascetic who died in the mid-18th century, allegedly having lived for 150 years. Dattatreya, an avadhuta, was a founding adi-guru of the Aghori way of living. According to writer Ron Barret's study of and the consequent book on the Aghoris:

Aghoris look like living embodiments of Lord Shiva. They have long hair, which remains uncut throughout their lives. Covered head to toe in human ash and sometimes dressed in all black clothes. Aghoris actually live quite simple and straightforward lives, in spite of their abnormal

practices. If an Aghori sadhu carries hatred in him, he will eat that which he hates. If he feels violent, he will practice meditation to learn to let go of that violence.

Aghoris are also known for their practice of medicine. Their healing processes comprise of purification. People often come to these sadhus in order to be treated for diseases, when western medicines fail them.

These bizarre traditions and lifestyle of the Aghoris are what incite the crowd into being fearful, yet reverent of them. Despite these cannibalistic diet and rituals involving the dead, the Aghoris have the same motive for their practices as any other theist—seeking God. Aghoris seek an ascetic lifestyle, and as long as their practices do not cause harm to the rest of the population, it is imperative that they are left on their own, as is their wish.

By **Nishika Nayan Shah**



Update for the day #1388 | SS Rajamouli's RRR crosses Rs 1000-crore mark

Jr NTR and Ram Charan -starrer RRR has set the box office on fire, breaking records left and right. SS Rajamouli's RRR has now achieved another massive milestone at the box office. The film's lifetime worldwide box office collection has now crossed Rs 1,000 crore. RRR has become the third film in the history of Indian cinema to cross the Rs 1,000-crore mark at the worldwide box office. It is also the third highest-grossing Indian film ever. Only 'Dangal' and 'Baahubali 2: The Conclusion' with lifetime grosses of Rs 2,024 crore and Rs 1,810 crore, respectively, now stand ahead of RRR.

Director Rajamouli's epic was released in theatres on March 25 after facing several delays due to the COVID-19 pandemic. The epic period action drama film also stars Bollywood superstars Ajay Devgn and Alia Bhatt in key roles. RRR has received positive responses from audiences and critics alike.



RRR crosses the Rs 1,000 crore mark

In its third week of release, RRR has managed to the Rs 1,000-crore mark. The makers of the film have released a special poster to celebrate this achievement.

"1000 crore is a dream run for a film from India. We made our best for you, and you in return showered us with your priceless love," wrote RRR's official Twitter handle. The makers thanked Jr NTR and Ram Charan fans and audiences across the world.

By **Sai Manjush Y**



Update for the day #1389 | Are Dubai's drone-powered clouds a silver lining for future?

Cloud seeding

That's one way to beat the sweltering summer heat!

Like India, US and Canada, Dubai is also witnessed scorching heat to the extent that the temperatures have surpassed 50 degrees celsius at a point.

To beat the heat, the United Arab Emirates's (UAE) National Center of Meteorology came up with a solution that resulted in monsoon-like rainfall in the desert country. The enhanced rain is created using drone technology known as **cloud seeding**, and it has existed in various forms for several decades. Adding certain substances or chemicals, such as silver iodide, to existing clouds can induce rain or snow.

You might recall stories of efforts by China to ensure clear skies before the 2008 Summer Olympics in Beijing, or an accident where Russia mistakenly dropped a very much non-powderized block of cement onto some poor Muscovite home. This technology, used to enhance precipitation, generates electrical charges prompting clouds to coalesce and produce water. Each year, the average precipitation in the country measures just 100 mm.

What is Cloud seeding??

Cloud seeding is a weather modification technique that improves a cloud's ability to produce rain or snow by artificially adding condensation nuclei to the atmosphere, providing a base for snowflakes or raindrops to form. After cloud seeding takes place, precipitation falls from the clouds back to the surface of the Earth.

Given that the byproducts of these weather altering missions will quite literally be raining down on people's heads, crops, and drinking water, there are significant safety concerns surround cloud seeding. Some fear that accumulated particles might linger, eventually proving carcinogenic to humans or harmful to the local environment.

The UAE have invested more than \$15 million on 9 'rain enhancement projects' over the years, the first 8 of which used traditional cloud seeding methods

Benefits of Cloud Seeding

Cloud seeding is used all over the world as a method for enhancing winter snowfall and increasing mountain snowpack, supplementing the natural water supply available to communities of the surrounding area.

The effectiveness of cloud seeding differs from project to project, but long-term cloud seeding projects over the mountains of Nevada and other parts of the world have been shown to increase the overall snowpack in the targeted areas by 10% or more per year (Manton and Warren 2011, Huggins 2009, Super and Heimbach 1983).

At a study site in the Snowy Mountains of New South Wales, Australia, a five-year cloud seeding project designed by DRI resulted in a 14 percent increase in snowfall across the project area. This

enhanced snowfall was shown to be a result of cloud seeding, at the 97 percent confidence interval (Manton and Warren 2011).

In Wyoming, a 10-year cloud seeding experiment in the Snowy Range and Sierra Madre Range resulted in five to 15 percent increases in snow pack from winter storms (Wyoming Water Development Office 2015). And older research from a cloud seeding program in the Bridger Range of western Montana showed snowfall increases of up to 15 percent from cloud seeding using high altitude remote-controlled generators (Super and Heimbach 1983). These generators are similar to the cloud seeding methods used by DPI's modern cloud seeding projects.

Harmful Impact

However, some scientists and environmental activists have also raised concerns over the use of chemicals and salts that may be harmful to the environment in the creation of clouds. Doubts remain over whether creating artificial precipitation in one area would affect nearby areas.

By **Sadana V Raghavan**.



Update for the day #1390 | How Swiggy forced Zomato to acquire Blinkit.

A new chapter has been added to the growing corporate rivalry between online food-delivery platforms Zomato and Swiggy. The new twist comes after Zomato has reached an all-stock acquisition and merger of quick commerce start-up Blinkit. Before acquiring Blinkit, Zomato participated in 3 rounds of funding Blinkit. After a few hundred million funding, Zomato has finally decided to take control of the start-up. The deal to acquire Blinkit doesn't come as a surprise. For keen watchers who like to watch the development of Indian start-ups, a similar arrangement has been in the making for quite some time now. However, it was Swiggy who forced Zomato to acquire Blinkit.

Swiggy and Zomato are the biggest players in the Indian food tech space. Since its beginning, Swiggy and Zomato have fought to dominate the market. With Swiggy's latest move, it was clear that Swiggy wants to bring the battle to Zomato's home ground. Zomato started as a restaurant discovery start-up. Over the years, Zomato developed and offered a complete suite of tools to restaurants to manage their day-to-day operations. From inventory management to customer relations, Zomato has a tool for everything.

In February 2022, Swiggy decided to acquire DineOut, a start-up that provides deals to customers and offers similar software like Zomato's to restaurants. It was a direct attack by Swiggy on Zomato's oldest business. Before this, Swiggy has already launched Instamart, a grocery delivery service. And Instamart is witnessing a massive growth in order volume since then.

With Swiggy opening attacks on all fronts, Zomato has no option other than to acquire Blinkit to even things out. With Blinkit, Zomato now can compete against Swiggy's Instamart and carve a piece in the quick commerce business. Zomato with Blinkit and Swiggy with Dineout will now fight in every Indian food tech space segment, from food delivery to quick commerce, restaurant B2B software to groceries. For customers, the Indian food tech battle is getting more intense with each passing day.

By **Akshit K jain**.



Update for the day #1391 | B R Ambedkar Jayanti

The nation celebrates Ambedkar Jayanti today to commemorate the birth of Dr. Babasaheb Ambedkar, who was a key architect of the Indian Constitution. The Indian jurist, politician, philosopher, economist, and historian was born on April 14, 1891. Dr Ambedkar was a staunch critic of the Indian caste system and is credited with bringing various reforms to elevate the marginalized communities. As a scholar, he acquired doctorates for his studies in law, economics, and political science while pushing for political and social freedom for Dalits.

There are reasons why everyone in India needs to know and read more about Babasaheb Ambedkar. In an age where role models are often difficult to find in India outside the world of cinema and sports, this is especially important. What distinguishes Ambedkar's life from that of other great national leaders is that unlike leaders such as Gandhi, Nehru and Bose, he faced immense obstacles and discrimination even as a child, and succeeded against all odds. This makes his life's journey especially relatable for children and young adults.

Early Childhood:

As a child, young Bhim couldn't even drink water from the tap at the school unless there was a peon there to open the tap for him. He sat on a gunny bag at the end of the class. As a young adult, he couldn't even access the basic human right of housing. It is a matter of historical record that when Ambedkar returned to India after having finished his higher studies overseas, despite his qualifications and brilliance, he could not find a place to stay in Baroda. He then sought accommodation first at a friend's home, but there too he was unsuccessful. All these disturbing events are recorded in his autobiography.

Achievements:

Ambedkar played a key role in the formation of the Reserve Bank of India (RBI) in 1935. Back in 1955, he was the first person to propose the partition of Madhya Pradesh and Bihar for better government. He also wanted to make Sanskrit the Indian union's official language and he took part in the 'Lok Sabha' election twice but failed to win on both occasions. 'Waiting for a Visa,' his autobiography, is used as a textbook at Columbia University. He was opposed to the principle of employment and constituency reservation and didn't want the system to exist at all. He was the first Indian to earn a Ph.D. degree outside of India. Ambedkar was the one who pushed for a reduction in India's working hours from 14 to eight hours a day.

Ambedkar was involved in campaigning and negotiation of India's Independence. After Independence, he became the chairman of the drafting committee of the Indian constitution. After India's Independence, he was the first minister of law and justice and is considered to be the architect of the constitution of India.

By **Shraddha Vishwananth**



Update for the day #1392 | How the fast food brands aced marketing.

When the sky is the limit and the opportunities seem endless, it can be difficult to develop an initial marketing strategy. Learning by example can help get you started.

Chipotle

Chipotle, a fast-food Mexican grill that is attempting to revolutionize the fast-food experience, is known for its Food with Integrity initiative, a commitment to finding the very best ingredients that are raised with respect to the environment.

To promote this unique initiative, they produced and posted an animated film on YouTube and developed a new mobile game. In under two weeks, the film received over 6.5 million views on YouTube, and the game, Chipotle Scarecrow, was ranked among the top 15 free iOS applications in the iOS app store.

Experts attribute this success to the fact that the game's production value was very high. It wasn't just thrown together. It has well-developed characters and an emotionally driven plot, and it stays away from pushy advertisements. To users, it's actually a game, not just a marketing ploy.

Starbucks

When the mobile revolution took a stride, Starbucks used the opportunity to make paying for coffee easier and quicker for customers. In January of 2011, nearly 6,8000 company-operated Starbucks in the United States started accepting mobile payments from the Starbucks Card Mobile payment program.

Consumers can download the application to their phones and load money onto their Mobile Card. Then when they make a purchase, the barista scans the barcode on the screen and the total is deducted from the account.

Just three months from when it was first introduced, the application gained over 3 million users. There are a number of reasons why this app was so successful. Besides making buying coffee easier than ever, having the app encourages customers to revisit the store, and it promotes customer loyalty. Customers also get to engage regularly with the Starbucks brand in a new, innovative way.

McDonald's

McDonald's is leveraging Instagram, one of the most popular photo and video sharing apps in the world, to interact with customers in a new way. Back in March of 2013, the company ran a promotion encouraging customers to take pictures of their favorite meals using the application. They then created a mobile ad asking users to "Share Your Biggest Instagram Moments." If users expanded the ad, they could share pictures of their food and even view a gallery of other photos.

McDonald's isn't a stranger to mobile marketing. When they were running their famous Monopoly promotion, they used mobile advertising to educate customers about the promotion. They also took to mobile to get the word out about their new product, Fish McBites. This particular campaign was meant to broaden McDonald's Instagram presence, and it was successful because it brought fresh attention to older products. It also bolstered a ton of user-generated content, which tends to be more influential on customers.

By **Naren pai.**



Update for the day #1393 | Amazing facts about Indian Railways

When the sky is the limit and the opportunities seem endless, it can be difficult to develop an initial marketing strategy. Learning by example can help get you started.

Chipotle

Chipotle, a fast-food Mexican grill that is attempting to revolutionize the fast-food experience, is known for its Food with Integrity initiative, a commitment to finding the very best ingredients that are raised with respect to the environment.

To promote this unique initiative, they produced and posted an animated film on YouTube and developed a new mobile game. In under two weeks, the film received over 6.5 million views on YouTube, and the game, Chipotle Scarecrow, was ranked among the top 15 free iOS applications in the iOS app store.

Experts attribute this success to the fact that the game's production value was very high. It wasn't just thrown together. It has well-developed characters and an emotionally driven plot, and it stays away from pushy advertisements. To users, it's actually a game, not just a marketing ploy.

Starbucks

When the mobile revolution took a stride, Starbucks used the opportunity to make paying for coffee easier and quicker for customers. In January of 2011, nearly 6,8000 company-operated Starbucks in the United States started accepting mobile payments from the Starbucks Card Mobile payment program.

Consumers can download the application to their phones and load money onto their Mobile Card. Then when they make a purchase, the barista scans the barcode on the screen and the total is deducted from the account.

Just three months from when it was first introduced, the application gained over 3 million users. There are a number of reasons why this app was so successful. Besides making buying coffee easier than ever, having the app encourages customers to revisit the store, and it promotes customer loyalty. Customers also get to engage regularly with the Starbucks brand in a new, innovative way.

McDonald's

McDonald's is leveraging Instagram, one of the most popular photo and video sharing apps in the world, to interact with customers in a new way. Back in March of 2013, the company ran a promotion encouraging customers to take pictures of their favorite meals using the application. They then created a mobile ad asking users to "Share Your Biggest Instagram Moments."

If users expanded the ad, they could share pictures of their food and even view a gallery of other photos.

McDonald's isn't a stranger to mobile marketing. When they were running their famous Monopoly promotion, they used mobile advertising to educate customers about the promotion. They also took to mobile to get the word out about their new product, Fish McBites. This particular campaign was meant to broaden McDonald's Instagram presence, and it was successful because it brought fresh attention to older products. It also bolstered a ton of user-generated content, which tends to be more influential on customers.

By **Kiran kumar M.**



Update for the day #1394 | Coal India to launch its e-auction platform, asks bidder to register.

E-auction sales account for around 120 million tons annually for Coal India.



Coal India Ltd is set to launch its own e-auction platform, and the mining major has informed new and existing bidders to register on the portal, a top company official said.

At present, the e-auction portal is managed by mjunction and state-owned MSTC Ltd. E-auction sales account for around 120 million tons annually for Coal India, while the rest is sold through fuel supply agreements and other special sales windows.

The miner's dedicated e-auction portal has been developed by National Informatics Centre and supported by CIL subsidiary Central Mine Planning & Design Institute Ltd. "We expect to commence in-house coal e-auction in the next six months. Let the auction happen with volume, and then we will come to know about the cost benefits," the official told PTI. E-auction of Coal India is executed in a 60:40 ratio between mjunction and MSTC.

"We value Coal India's decision. We had designed, developed and introduced the e-auction 15 years ago, and are still carrying on with the service without any grievance," a senior executive of mjunction said on the development.

The Centre is also planning to introduce a coal exchange after taking into account consumer feedback. It had appointed Crisil as consultant for the proposed exchange, and a report in this regard is expected in the next six-nine months.

By **Rithick jain**



Update for the day #1395 | Sri Lanka Economic crisis.

Sri Lanka is in the midst of an unprecedented economic crisis which is slowly but surely snowballing into a political crisis that threatens to dislodge the Rajapaksa brothers. The island nation needs between \$3 billion to \$4 billion to pull itself out of the economic crisis. The extent of the crisis can be gauged from the fact that Colombo has stopped external debt payments to ensure it has enough cash reserves for emergency supplies like fuel, gas, medicine and other essential items for its people.

How did Sri Lanka get here?

Critics say the roots of the crisis, the worst in several decades, lie in economic mismanagement by successive governments that created and sustained a twin deficit – a budget shortfall alongside a current account deficit. Twin deficits signal that a country's national expenditure exceeds its national income, and that its production of tradable goods and services is inadequate.

But the current crisis was accelerated by deep tax cuts promised by Rajapaksa during a 2019 election campaign that were enacted months before the COVID-19 pandemic, which wiped out parts of Sri Lanka's economy. With the country's lucrative tourism industry and foreign workers' remittances sapped by the pandemic, credit ratings agencies moved to downgrade Sri Lanka and effectively locked it out of international capital markets. The Rajapaksa government's decision to ban all chemical fertilizers in 2021, a move that was later reversed, also hit the country's farm sector and triggered a drop in the critical rice crop.

What happens with Sri Lanka's foreign debt?

As of February 2022, the country was left with only \$2.31 billion in its reserves, but faces debt repayments of around \$4 billion in 2022, including a \$1 billion international sovereign bond (ISB) maturing in July. In a review of the country's economy released in March 2022, the International Monetary Fund (IMF) said that public debt had risen to "unsustainable levels" and foreign exchange reserves were insufficient for near-term debt payments.

Who is helping Sri Lanka?

For months, Rajapaksa's administration and the Central Bank of Sri Lanka (CBSL) resisted calls by experts and opposition leaders to seek help from the IMF despite rising risks. But after oil prices soared in the wake of Russia's invasion of Ukraine in late February 2022, the government eventually drew up a plan to approach the IMF in April 2022. In the interim, Rajapaksa has also sought help from China and India, particularly assistance on fuel from the latter. A diesel shipment under a \$500 million credit line was signed with India in February 2022, along with a \$1 billion credit line for importing essentials, including food and medicine, and the Rajapaksa government has sought at least another \$1 billion from New Delhi. After providing the CBSL with a \$1.5 billion swap and a \$1.3 billion syndicated loan to the government, China is considering offering the island nation a \$1.5 billion credit facility and a separate loan of up to \$1 billion.

By **Hiral songara.**



Update for the day #1396 | Folk dance of Indian states.

1. Bharatnatyam

Tamil Nadu, South India

Performed on the celestial tunes of the Carnatic music, Bharatnatyam comes from the state of Tamil Nadu in South. The origins of Bharatnatyam can be traced back to 1000 BC, and it originates from the ancient temples of Tamil Nadu performed by the women of the classical period. The dance form is known for its beautiful body movements and gestures which are called Mudras in the traditional language. It focuses on the hand gestures, leg movement and the facial expressions of the dancer. This dance form was very prevalent before the British era but was profoundly depressed during the colonial period. However, India kept the dance form alive in the houses, and today it is recognised as one of the most respectable art forms in India especially in the Southern region of the country where it is a moment of pride for the women of the house to learn the classical dance form of Bharatnatyam.

2. Kathak, Uttar Pradesh, North India

Coming from the northern part of the country from the state of Uttar Pradesh, Kathak comes from the word 'Katha' which means "story" in Hindi. It isn't a very smart guess for one to make that Kathak is performed in the form of storytelling through the body movements used by the dancer. Kathak is often referred to as the dance of love, and it can be performed by both by the male and female dancer together. This dance form focuses highly on the ankle movements complemented by the ankle that has to match the beats of the music. Ankle bells or gungroos as they are called in the traditional language is an important part of the discipline of this dance form. Various distinctions can be witnessed in this dance forms as it is performed in various places in the country which includes Jaipur, Benaras, and Lucknow.

3. Kathakali, Kerala, South India



Kathakali is another traditional dance form of India which relates to the storytelling. Kathakali translates to the 'storyteller' in the country's language. Coming from the Southern region of the country from Kerala, Kathakali is one of the most renowned and religious dances forms of India. It originates from the tales of Ramayana and Shiva stories. Kathakali includes the intriguing face movements and the heavy costumes which include the traditional face masks and body paints (generally green). The music which includes only the vocals is called Soppanam. The storytelling of the epic Hindu mythology tales depicting both evil and good is shown through the conversation between the dancers only through their body gestures and facial expressions. Simply fascinating to watch!

4. Manipuri, Manipur, North East India

As you stroll towards the North-east India which is brimming with the rich tradition and their unique culture, Manipuri comes as an important symbol to represent the state of Manipur from the region. This dance form is performed to narrate the romantic relationship between the Hindu gods Radha and Krishna, which is famously known as RaasLeela. This art form is performed in a team with the traditional Manipuri costumes and makeup to narrate the tale of the two gods. The dance is performed on the narrative chanting and the music created by the Indian classical instrument.

5. Kuchipudi, Andhra Pradesh

Belonging to the Andhra Pradesh, Kuchipudi is probably the toughest form of classical dance in India. Kuchipudi is not just considered as the dance but a whole religious procedure dedicated to God which includes certain rituals such as sprinkling the holy water, burning the incense sticks and praying to God. Kuchipudi includes both singing and dancing by the performer which is why it requires both the skill and much more dedication than any other art forms in India. In the earlier period, Kuchipudi was only performed by the male dancers in the temples, specifically the Brahmins (Upper caste of the society) but with the passage of time, it became famous amongst the women and nowadays it is mostly performed by the female dancers.

6. Odissi, Odisha, East India

Odissi dance form comes from the state of Odisha in the eastern part of India. The traditional dance has been derived from the Hindu temples in Odisha. Most of the gestures and movements (Mudras) are inspired by the sculptors and idols belonging to the ancient temples of India. The dance is performed as a way to express the mythological tales of Hindu gods, including that of Shiva and Surya. The dance is accompanied by a mythical story, Hindi poem in the form of music by the musicians. Odissi is considered as the oldest dance forms of India which are surviving till today. Odissi dance is performed mostly by the women dancers, and it includes more than 50 intriguing mudras (body movements).

7. Bhangra/Gidda,Punjab, North India

Belonging to Punjab, Bhangra is a heart-pumping dance adorned with the loud beats of dhol(traditional Indian instrument). It is very prevalent in traditional Punjabi festivals.

8. Garba,Gujarat, West India

Garba comes from Gujarat which is a traditional dance form dedicated to Goddess Durga. It is performed in a couple on the typical Gujarati music, and the sticks are used to perform this art form.

9. Rouf,Kashmir , North India



Performed by the Kashmiri people to celebrate their festivals and important occasions, Rouf is a soothing dance form generally performed by the female dancers on the traditional Kashmiri music.

10. Ghoomar,Rajasthan,[Source](#)

Wearing heavy jewellery and the beautiful costumes you will find the people of Rajasthan dancing on the beats of music to give away their traditional dance form. Ghoomar includes the intriguing circular movements complemented by the hand gestures.

11. Chhau,Mayurbhanj, Odisha

The beautiful women dressed in the elegant attire performing the dance form of Chhau is what you see during the festival time in Kolkata. The popular art coming from eastern India is considered as the dance in the form of martial arts.

12. Bihu,Assam, North-east India

Young men and women mostly perform this joyous folk dance from Assam during the Bihu festival. The dancers follow a pattern of rapid hand movement, quick steps and a rhythmic swaying of hips wearing the traditional Assamese clothing with beautiful accessories. Marking the beginning of spring season, Bihu recites the happiness and heritage of Assam and is performed on the occasion of Rangali Bihu. The dhol, Xutuli, Toka, Baanhi, Gogona are the instruments used to play the traditional tunes for the performance. The origin of Bihu is not very known, although the records profoundly state that it is originated

from the Bihu dance performed by communities of Upper Assam like the Sonowal Kacharis, Deoris, Moran, Chutias and Borahis. The dance form isn't just known in India but globally popular. This popular Indian Dance was performed at the London Olympics in 2012.

13. Lavani Maharashtra, West India

Originated from the state of the Maratha empire, Lavani is a dance form of Maharashtra. The female-oriented dance is a blend of traditional music and tales of deities. The origin of Lavani comes from the word Lavanya which means beauty. Apart from helping in the upliftment of the Marathi folk theatre, the dance form was also a morale booster during the war in the 18th century. Lavani has two forms; One that's philosophical - Nirguni Lavani and the other that's sensual- Shringar Lavani. With the powerful and quick foot-tapping tempo, the dance form is performed along with the beats of the Dholak. The stories or subjects this dance is based on revolves around topics of religion, politics, society and mostly romance. Dancers are dressed in nine-yard of saree with golden jewellery. The dance was initially staged at local temples in the form of worship, but now it's a sensual dance performed to the pulsating beats rendering a socio-political satire.

14. Mohiniyattam

Kerala, South India

In Indian mythology, Mohini is the female avatar of Lord Vishnu, and the meaning of Attam in Malayalam is rhythmic motion hence adhering to the dance of the divine enchantress. It is the second most popular dance form of Kerala. This classical Indian dance form roots from the age-old Sanskrit text - Natya Shastra.

It is traditionally performed by women following a repertoire of Carnatic music, singing and acting a play. At times, the song, a typical hybrid of Malayalam and Sanskrit also called Manipravalam, is sung by the performer herself. With a repertoire of instruments such as Mridangam, Madhalam, Flute, Idakka, Veena and Kuzhitalam; the music is rendered in ragas and performed in a slow melodic style.

Although the Lasya dance is often portrayed as gentle, graceful and feminine, it also exhibits a vigorous dance of Tandava relating to Lord Shiva.

Besides its popularity, the dance was ridiculed by a series of laws as a devadasi prostitution system during the colonial British Raj. A ban that was protested repealed in 1940 and with the help of the locals of Kerala, Mohiniyattam was revived and reconstructed.

15. Sattriya Dance Assam, North East India

Mahapurusha Sankaradeva, a Vaishnava saint and reformer of Assam, introduced Sattriya dance in the 15th century AD. This dance form was preserved in the Sattras or the Vaishnava Maths; therefore, it remained a living tradition. This dance was an artistic way of presenting mythological teachings. Traditionally this dance was performed by the male monks or

bhokots. However, today, the practice has changed in many ways. The theme is not just related to mythology, and the performances are not limited to the Sattras. Even women can perform Sattriya dance and on the stage.

By **Hardik S patel**



Update for the day #1397 | Why was NATO created.

The North Atlantic Treaty Organization was created in 1949 by the United States, Canada, and several Western European nations to provide collective security against the Soviet Union

The North Atlantic Alliance was founded in the aftermath of the Second World War. Its purpose was to secure peace in Europe, to promote cooperation among its members and to guard their freedom – all of this in the context of countering the threat posed at the time by the Soviet Union. The Alliance’s founding treaty was signed in Washington in 1949 by a dozen European and North American countries.

It commits the Allies to democracy, individual liberty and the rule of law, as well as to peaceful resolution of disputes

Importantly, the treaty sets out the idea of collective defence, meaning that an attack against one Ally is considered as an attack against all Allies. The North Atlantic Treaty Organization – or NATO – ensures that the security of its European member countries is inseparably linked to that of its North American member countries. The Organization also provides a unique forum for dialogue and cooperation across the Atlantic.

Formed in 1949 with the signing of the Washington Treaty, NATO is a security alliance of 30 countries from North America and Europe. NATO’s fundamental goal is to safeguard the Allies’ freedom and security by political and military means. NATO remains the principal security instrument of the transatlantic community and expression of its common democratic values. It is the practical means through which the security of North America and Europe are permanently tied together.

NATO enlargement has furthered the U.S. goal of a Europe whole, free, and at peace that an attack against one Ally is an attack against all — is at the core of the Alliance, a promise of collective defence. Article 4 of the treaty ensures consultations among Allies on security matters of common interest, which have expanded from a narrowly defined Soviet threat to the critical mission in Afghanistan, as well as peacekeeping in Kosovo and new threats to security such as cyber-attacks, and global threats such as terrorism and piracy that affect the Alliance and its global network of partners. In addition to its traditional role in the territorial defence of Allied nations, NATO leads the UN-mandated International Security Assistance Force (ISAF) in Afghanistan and has ongoing missions in the Balkans and the Mediterranean; it also conducts extensive training exercises and offers security support to partners around the globe, including the European Union in particular but also the United Nations and the African Union.

By **Punith BD**



Update for the day #1398 | Understanding the rally in global aluminium prices

The Story

What's the most used metal in the world?

Yeah, it's not aluminium. It was a trick question. It's iron actually—a metal used to make steel—an alloy that's practically everywhere.

But Aluminium is a close second. It's called the wonder metal and for good reasons. It's light, it's sturdy and is the preferred choice for engineers who build cars, aeroplanes, space shuttles and other electric appliances. But we are running short of aluminium. Global demand has skyrocketed and supplies haven't kept pace. In the meantime, prices have been on the up. Back in February, Aluminium was selling at \$3,250 per tonne. It's expected to touch over \$4,000 in the coming months. According to one report from Morgan Stanley, we could be witnessing a deficit of nearly 1 million tonnes of aluminium this year.

But why is this happening?

Why are aluminium prices soaring?

Well, like most things, Covid has a role to play here. When multiple countries across the world shut down for good, demand for aluminium plateaued. But then they were back up, chugging at a frenetic pace to make up for the lost time. Manufacturing and allied activities received a massive boost and the wonder metal was back in demand.

Only problem—This also coincided with China's power crisis. A crisis precipitated due to a shortage in coal. Not following? Let us explain.

You see, China accounts for more than half of the global aluminium output. However, their factories are mostly powered using coal. Now, if you don't remember, China witnessed a small blip in their coal production thanks to intense flooding in some regions.

This forced Chinese authorities to start rationing power. It's like this—If coal is powering a good chunk of the country, and you don't have enough of it, then you have to make sure that it goes to places that truly need it. Aluminium manufacturing isn't seen as an essential activity per se. So when the power rationing began, metal manufacturers were the first to feel the pinch.

And then to make matters worse, China also deliberately forced aluminium makers to scale down operations. The reason? China wants to become a carbon-neutral nation by 2060. And since over 80% of aluminium manufacturers still rely on coal plants, they are in the firing line once again.

Elsewhere, Europe is dealing with its own demons. The region accounts for more than 7% of the global aluminium production. But gas prices have been on a rise. In fact, according to one report by the World Bank, prices shot up by a whopping 550% from December 2020 to December 2021. And needless to say, the Russian invasion has made matters worse.

This is obviously more than a tiny hiccup.

Electricity represents 37% of the total production costs of primary aluminium smelters. And Europe already has one of the highest electricity prices in the world. This increased cost is crippling their aluminium industry. For instance, Alcoa, a major aluminium manufacturer has already stopped production (primary smelting) at a plant in Spain for 2 years. Meanwhile, another manufacturer Slovalco has planned to reduce its production capacity to 60%.

Then there's Russia. Russia contributes nearly 5.6% of the global supply. But the country's manufacturer, Rusal is having trouble sourcing bauxite—a key mineral used in the manufacture of aluminium.

Why's that happening you ask?

Well, they source most of the bauxite from Guinea. However, with the sanctions in place, they're having trouble keeping the operation going. And you know what? Perhaps India is one of the few countries that hasn't witnessed massive disruptions in aluminium production. And we aren't an insignificant player either. We are the second-largest producer of aluminium in fact and maybe this is an opportunity for us.

In the meantime, global demand is expected to remain robust. People will want more cars, more planes, more everything. And manufacturers will need more aluminium to keep pace with demand. According to one forecast, aluminium prices are expected to reach \$4,399.87 a tonne in the next 12 months and may even hit \$8000 in the next five years. So yeah, this is a developing story and we will have to wait and see how the world navigates this rally.

By **Vidya Shree V**



Update for the day #1399 | The Story of Dinesh Karthik

Dinesh Karthik (born 1 June 1985) is an Indian professional cricketer who plays for the Royal Challengers Bangalore in the Indian Premier League. He is also the current captain of the Tamil Nadu cricket team in domestic cricket. He made his debut for the Indian cricket team in 2004. Karthik has become the 4th Indian batsman to play 300 T20 matches.



It was 2007 when 21-year-old Dinesh Karthik married his childhood friend Nikita Vanjara. Nikita's father and Dinesh's father were good friends and their children grew up together.

Both families had agreed to marry off their kids and as soon as they reached the marriageable age, the two tied the knot in Mumbai. However, 5 years into the marriage, Nikita started losing interest and fell in love with Murali Vijay who was Karthik's teammate in Tamil Nadu.

In 2012, Tamil Nadu were playing a crucial Vijay Hazare Trophy match against Karnataka, and during this match, Karthik came to know about his wife's affair with Murali Vijay. Soon after knowing about Nikita's affair with Murali, Dinesh Karthik had decided to part ways with her. Dinesh Karthik and Nikita Vanjara had a divorce in 2012 while she was pregnant with a boy. After her divorce, Nikita had married her boyfriend, Murali Vijay. Since then, both Dinesh and Murali have kept their silence on the issue and have acted maturely, moving on in their lives, rather than mudslinging on one another.

After divorce from his first wife, Nikita Vanjara, but the juggle in personal life affected Karthik's performance in cricket. Because of the fierce competition for a place with MS Dhoni, Karthik remained in and out of the Indian side. He didn't play an ODI from 2011 to 2012 during which he was also disturbed with his personal life. The gloveman was recalled in 2013 but never has been consistent in the XI.

Dinesh Karthik had found love in India's Squash queen, Dipika Pallikal, and had decided to give their relationship a try. At first, Dipika had hated Dinesh as she believed that this kind of hype and fame will disturb their careers. Dipika and Dinesh were taking fitness classes with the same coach, Basu Shankar, and there they had met each other formally. After a few meetings, Dipika's misconceptions were cleared and the duo had become friends.

Dipika Pallikal had grown fond of Dinesh Karthik as she had found him to be a humble gentleman and a family guy. During an interview with the sports keeda, Dipika had shared how she had fallen for him and had said:

“It was February 2013, and I had just won a tournament in Canada while Dinesh was playing domestic cricket in India. I went to Leeds (England) to train for a week and I found him there, coming all the way to see me. That was when I fell for him, realising not many would do something like that. He used to watch me train at the academy and even tried his hand at squash. He played much better than I thought.”

Dinesh Karthik had proposed to Dipika Pallikal in London after the Indian team had won the champions trophy. It was on November 15, 2013, when Dinesh and Dipika had made their relationship official after exchanging rings with each other in Chennai, in the presence of their family members and close friends.

By **Priyanshi Jain**



Update for the day #1400 | Negotiation as if your life dependence on it .

Negotiations don't just take place in hostage and crisis situations. In the book 'Never Split the Difference', Chris Voss aims to teach you how to take control of the conversations that will influence your life and career. This Never Split the Difference summary will guide you through Voss' negotiation techniques, so you'll never have to compromise again.

1. Be a Mirror

When entering a negotiation, experts hold multiple possible hypotheses about their counterpart's wants. They then use each new psychological insight and piece of information that their opponent reveals to narrow down which hypothesis is true. Often, people enter a negotiation viewing it as a battle between two arguments. Instead of listening to the cues and clues of their opponent, they listen to the arguments and counterarguments they are conducting in their head.

2. It's Not What You Say, It's How You Say It

It's not what we say, it's how we say it that matters in a negotiation context. Your voice is your greatest asset. Tone is everything. To be effective, you should adopt a positive, playful voice that makes you sound relaxed and good-natured. When people are put into a more positive frame of mind, they think quicker and are more open to problem-solving and collaboration. However, if the situation requires more professionalism, such as a contract negotiation, Voss suggests using what he calls the "late-night FM DJ voice." This involves inflecting your voice downward, thus, insinuating you have everything firmly under control.

3. Beware of "Yes," Master "No"

Human behavior is driven by two needs: the need to feel secure and the need to feel in control. If you can facilitate these needs in your opponent, you will understand what lies behind their "no" answer and adapt to it.

4. Trigger the Two Words That Immediately Transform Any Negotiation

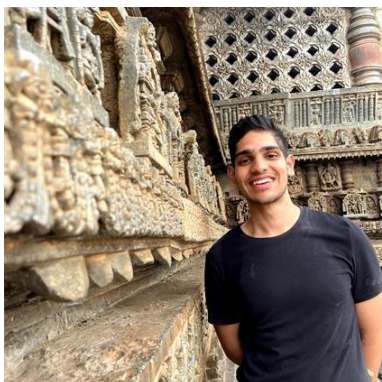
The two words every negotiator should long hear are "that's right." It's the winning strategy in any negotiation. When your counterpart says, "That's right," they feel like they've been seen, and they will trust you more. Once you've shown them that you understand their dreams and feelings, change becomes possible, and you've paved your way to a successful negotiation.

5. Bend Their Reality

In a negotiation, you have the possibility to bend your counterpart's reality to conform to what you're willing to give them. Voss argues strongly against creating a win/win situation as they often lead to disastrous results. When you're negotiating, you don't want to compromise. Often, no deal is better than a bad deal.

A common barrier to settling for splitting the difference is the perceived threat of time running out. Voss states that to be an effective negotiator, you need to resist succumbing to the pressure of deadlines, most of which are imaginary. Deadlines are often arbitrary and rarely result in the negative consequences you think they will. Consequently, they frequently derail negotiations unnecessarily.

By **Vivek kamath**



Update for the day #1401 | Why are airlines betting on the Metaverse?

Unless you spent the last year completely disconnected from the world, you'll have a fair inkling of what the "metaverse" is. But if you don't, think of it as a parallel reality that exists only virtually. You can interact with people, buy land, build houses, dress up, and even get married. So pretty much everything you do in the real world, you can do in the metaverse too.

And companies like Meta (remember Facebook?) are going all out to build a presence in the metaverse. In fact, JP Morgan expects the metaverse to have a deep impact on every business and they peg the market opportunity at some \$1 trillion. Nobody wants to miss out on this.

And one industry, in particular, is looking at this latest digital revolution with a keen eye. We're talking about airlines.

Emirates, the state carrier of Dubai, is the latest entrant and plans to invest \$10 million to build its signature brand experience in the Metaverse. And it's not just them. All the biggies like Singapore Airlines, Lufthansa, Qatar Airways and Qantas too are trying to get a piece of the metaverse.

Now before we get into how exactly airlines are playing the metaverse game, we probably need to understand why the metaverse is so important for the aviation industry. Right?

Well, like most things these days, the answer is the coronavirus. The global pandemic decimated the industry and in 2020 alone, McKinsey estimates that aviation suffered losses to the tune of \$168 billion! Many of the carriers needed an infusion of funds or a bailout just to survive. But it wasn't just about dealing with the current predicament. Airlines were facing an existential crisis since more people turned to virtual meetings. They weren't flying as much anymore and the aviation industry needed to reinvent itself.

And that's where the metaverse could come in. How's that, you ask?

Well, let's take the frequent flyer programme for instance. People who fly a lot (think business travellers) tend to fly with the same airline for one simple reason—"points"! Because when you fly, airlines reward you with "loyalty points" for being a loyal customer. And when you accumulate enough points, you can redeem them to get free flights and cabin upgrades.

So, it becomes quite an attractive proposition to stick to the same airline company for all your travel needs.

But here's the thing—this business of frequent flyer miles is actually quite lucrative for the aviation industry. How so? Well, in a lot of cases airlines sell these points to partner businesses. Say a credit card company or a bank. These financial institutions can then offer consumers the opportunity to accumulate those very same points by using their credit cards more often. Now you'll look at this and go—"Oh great, that's a nice way to accumulate airline points which I could then use for those free flights and cabin upgrades." And in the process, you become a valuable customer for the credit card company.

Everybody benefits. But ultimately the loyalty program is a cash cow for the airlines' company. Not only do they make money by getting you to stick with the airline for the long haul, but they can also sell the points to credit card companies who always want to offer their customers more benefits.

Take American Airlines for instance. They used their frequent flyer program as collateral to borrow money from the US government. And while the airline is valued at \$12 billion, its passenger loyalty program is estimated to be worth a whopping \$24 billion.

But in a post-Covid world, if people aren't flying as much, this important source of revenue could also dry up.

And that's where the metaverse could help turn things around. Imagine that you're someone who loves "airports" and the "flying" experience. You love the lounge access. You love shopping at the airport. You love dining out at the airport too. You get the drift. But you're not travelling as much on business and you miss this experience. Now, what if you could still accumulate frequent flyer miles to experience all this in the digital world? You could network with fellow travellers in the lounge. You could shop for e-books in the airport mall. It's the entire experience, only digitally.

For example, Qatar Airways recently ventured into Metaverse. The airline launched QVerse- a virtual reality program that allows passengers to look inside the aircraft from the comfort of their homes. The experience starts with a virtual tour of the premium check-in area and ends with a detailed display of the cabin. Also, the airline launched the first Meta-human cabin crew to engage customers and to provide virtual tours of the business and the economy class. Now once again, you could argue if this is actually useful and whether customers will burn loyalty points to experience some digital universe. But they're giving it a shot.

Also, some of them are turning to NFTs—those unique tokens that represent you own something in the Metaverse.

Now airBaltic recently announced plans to launch an NFT series called "Planies". With just 10,000 tokens available, it'll be linked to the Club Loyalty program with buyers getting access to exclusive points and benefits. Even Emirates Airlines has plans to launch its NFT to boost its frequent flyer program.

By **Roshan Bhandari**



Update for the day #1402 | Russia V Ukraine

Tensions between Russia and Ukraine escalated drastically as Moscow Thursday launched a "military operation" against its neighbor. Multiple casualties have been reported as air sirens indicating an invasion in Kyiv caused the panicked public to flee. Ukraine called upon its civilians to join the armed conflict, while Russia says it doesn't intend to infringe on Ukraine's interests. How did the situation become this bad?

History of Russia and Ukraine

To understand the dynamic of the two countries, it is important to know that Ukraine was a part of the Russian empire until the fall of the USSR in 1991. Ukraine has since tried to align itself with the West. After citizen protests led to the removal of Ukrainian President Viktor Yanukovych in 2014 (who leaned toward Russia), Moscow annexed Ukraine's Crimean Peninsula

Russia blamed for fueling separatism in Ukraine

Following these developments, pro-Russia and anti-government separatist groups became more prominent in east Ukraine; particularly in the Donetsk and Luhansk regions—collectively called Donbas. Russia continues to deny accusations of backing the separatist movement in Donbas, where 14,000 people have reportedly died fighting since 2014.

Russia miffed over Ukraine's desire to join NATO

Last year, Ukrainian President Volodymyr Zelenskyy asked to be able to join the intergovernmental military alliance NATO (North Atlantic Treaty Organization). However, Russia feels strongly against NATO's eastward expansion. According to Russia, this would provide NATO members the opportunity to establish military bases in the region. Russia also justifies its opposition saying the move would allow Ukraine to take the separatist-held regions by force.

Situation worsened after US intervention

In December 2021, United States President Joe Biden threatened economic sanctions against Russia if it invaded Ukraine. Several rounds of talks were held between US and Russia, however, Moscow said its concerns regarding NATO remained unheard. The US also found Russia's security demands unacceptable. Meanwhile, NATO increased deployment in Eastern Europe to remain on stand-by, much to the chagrin of the Kremlin.

Russia then sent troops to Ukraine border

As Ukraine continued to push for its NATO membership, Russia heightened military deployment near its border for "training exercises." By November, 1,00,000 soldiers with tanks were present along the border, according to Ukraine. Russia justified the move as a response to aggression by NATO allies.

Ukraine, Russia warned West against spreading panic

In January, Chinese Foreign Minister Wang Yi asked US Secretary of State Antony Blinken to take Russia's "legitimate security concerns" seriously. As tensions rose, Ukraine's President warned Western countries against creating "panic" that would only hurt his country's economy. Russia's UN envoy Vasily Nebenzya also blamed the US for exaggerating the threat even as Moscow said it did not intend to invade Ukraine.

US recently said 'invasion could begin in days'

The Russian military build-up, however, continued along the Ukraine border. Earlier this month, Biden's National Security Adviser Jake Sullivan said an invasion could begin within days, citing US intelligence reports. Several countries called upon their citizens to leave Ukraine. On February 21, Russia's Vladimir Putin signed a presidential decree recognizing the rebel-led regions of Donetsk and Luhansk as independent and sent troops there.

Putin announced 'military operation' against Ukraine today

As the situation continued to heat up, Western sanctions against Russia were announced. On 22/02/2022 morning, Putin announced a "military operation" against Ukraine to eliminate, what he said, was a serious threat.

By **Tejas Chandra**



Update for the day #1403 | A credit card from anyone?

In a circular published recently, the RBI opened the doors for non-banking financial institutions (NBFCs) like Bajaj Finance to issue credit cards. The only caveat? They'll have to seek permission before venturing down this road.

At this point some of you will probably go—"Wait a minute! I already have a Bajaj Finance credit card. What's this new gimmick?"

Well, what you have is a co-branded card. For instance, Bajaj Finance has partnered with RBL bank and they've already issued over 2.59 million credit cards this way. However, within this arrangement, RBL bank extends the credit line and Bajaj Finance takes care of distribution and marketing. They get to make some money, but it's really not the same as issuing their own credit cards.

Does this mean the likes of Slice and Uni could also start issuing their own credit cards? Well, if they own an NBFC, they can. However, right now, these companies don't issue credit cards. Instead, they deal with something called prepaid instruments (PPI) and oftentimes the credit limit is capped at figures as low as ₹60,000. Once again, there's a bank powering all of this. However, with the new regulations, there's nothing stopping these entities from going their own separate way and issuing credit cards, assuming they hold an NBFC license and that all-important permission from the Reserve Bank of India.

And there's a good reason why NBFCs are excited about this. Credit card companies make a lot of money. There's the annual fee, late payment charge, exorbitant interest rates, and the list goes on. Take for instance, the credit cards division of SBI. The company's profits soared from ₹284 crores in the financial year 2016 to ₹1245 in FY20 (right before the pandemic kicked in). That's nearly a 35% annualised growth!

Also, there are only 3 credit cards for every 100 people in India. Compare this to emerging markets like Indonesia (7%), China at over 42%, and Brazil with over 73%, you can see that India is still a nascent market.

The only problem? RBI's circular on the matter isn't the first. In fact, they did something very similar back in 2004. In it, they wrote—"NBFCs are not allowed to undertake credit card business without prior approval of Reserve Bank of India"

And rumour has it that the likes of Tata Capital and Bajaj Finance have tried to convince the RBI in the past. However, those results haven't borne fruit. The only two non-banks that have been allowed to issue their own credit cards happen to be SBI Cards and BoB Cards. Both subsidiaries of big public sector banks. So it's all within the family really.

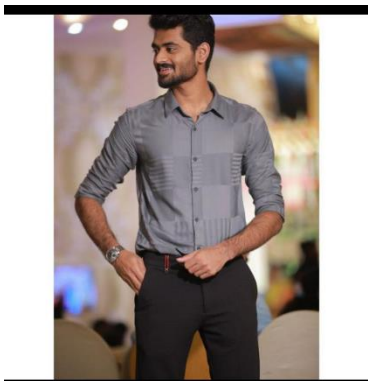
And that means we have to ask—Why will this time be any different?

Well, for one, the 2004 notice was a curt 10 liner. This time around, it's much more fleshed out and covers a whole host of other factors as well.

Also, the RBI has spelt out stricter guidelines for co-branding. It says, and we quote: "The co-branded credit/debit card shall explicitly indicate that the card has been issued under a co-branding arrangement. The co-branding partner shall not advertise/market the co-branded card as its own product. In all marketing/advertising material, the name of the card-issuer shall be clearly shown. The co-branded card shall prominently bear the branding of the card-issuer."

So if they're tightening the noose around co-branded credit cards, perhaps they'll make more leeway for NBFCs to issue their own. Finally, there's speculation that the regulator is now holding NBFCs to a higher standard. They want these entities to be better regulated, like the banks. So maybe they're willing to extend some of the benefits too.

By Tejas D.



Update for the day #1404 | Is Nepal going the way of Sri Lanka

The economic and subsequent political crisis in Sri Lanka has heightened apprehensions in Nepal.

During the first eight months of the current fiscal year 2021-22, imports increased by 38.6 percent to \$10.7 billion. However, exports totaled \$1.2 billion, resulting in a total trade deficit of \$9.5 billion, accounting for almost 28 percent of Nepal's GDP in 2021.

The current account deficit also increased from \$1.29 billion to \$3.88 billion. Nepal finances the current account deficit primarily by trade credit, external concessional loans, and reserve drawdowns. Its export is boosted by palm oil and soybean oil imported from third countries and exported to India, taking advantage of zero tariffs.

As a result, Nepal's gross foreign exchange reserves decreased to \$9.58 billion from \$11.75 billion. As a result, its foreign exchange reserves are sufficient to cover prospective merchandise and services imports for just 6-7 months.

Nepal has banned imports of cars, alcohol, tobacco and other luxury items to help conserve its dwindling supply of foreign exchange. A notice published in the government gazette said only emergency vehicles can be imported. No imports of any type of alcohol or tobacco products, large-engine motorcycles and mobile phones costing over \$600 will be allowed. The ban is in effect until the end of the fiscal year in mid-July, also forbids imports of toys, playing cards and diamonds.

Nepal's main sources of foreign currency are tourism, remittances from overseas workers and foreign aid. Thousands of foreign tourists usually visit the Himalayan country every year, but the number of visitors plunged during the coronavirus pandemic.

Rising prices for oil have added to pressure on Nepal's foreign reserves. So, to conserve fuel, the Nepal government has announced the reduce of the workweek from five and a half days to five.

However, the crisis is already easing, as tourists resume visits and more Nepalese go overseas to work, sending their earnings home.

By **Harshith Metha** .



Update for the day #1405 | ShankarNag: An intense amazing life and career.

The fact that when this versatile actor breathed his last, he was just a 35-year-old man and had reached many heights proves that he was larger than life.

What puts this Karate King of Sandalwood in a class by himself is that he could think and contribute beyond cinema. As many of his contemporaries acknowledge, Shankar Nagarakatte, born on Nov. 9, 1954, at Honnavar in Uttara Kannada district, was undoubtedly ahead of his time.

When the Bangalore Transport Corporation was still making inroads, this award-winning filmmaker was meditating about metro trains in the early 1980s. He was one of the first few visionaries to have strongly batted for metro trains, which became a reality two decades later.

Shankar wanted the then Chief Minister Ramakrishna Hegde to implement a low-cost housing project for the economically weaker sections of society, a project that the government would eventually implement.

Shankar, who transcended the boundaries of cinema and tried his hand at tele serials, continues to live on even after his demise. Only a few people par excellence can achieve that distinction.

Virtually across Karnataka, one autorickshaw out of five has Shankar's portrait. Associations named after Shankar are still active. It was his Auto Raja (1982), a super hit film, that brought esteem to autorickshaw drivers.

"He was shooting for a film when he was approached to adopt RK Narayan's Malgudi Days for television," Shankar's wife Arundati Nag recalls. "He cooked up a story and drove back abruptly leaving the sets. He was breathless when he reached home. He told me that he got an offer that he was yearning for and that his career as an actor was meaningful."

Malgudi Days (1987) introduced his abilities as a director to a national audience.

Ramesh Bhat, a contemporary and close friend of Shankar, remembers that he did not like to waste a minute. There was a typewriter in his car and books. "He either typed or read while travelling," Bhat says. Veteran filmmaker Upendra agrees. "Shankar Nag's energy was immeasurable. He never wasted time." Shankar was extremely passionate about theatre and theatre lovers. Ranga Shankara - a space dedicated to theatre - was opened in 2004.

In films, Shankar either donned the role of a Supercop or angry young man fighting against a corrupt system. He was considered the messiah of a transparent system. In his career spanning just 12 years, he acted in movies like Muniyana Madar (1981), Nodi Swamy Navirodu Heege (1983) Karmika Kallanalla (1982) and SP Sangliyana (1988). His last film was Nigoodha Rahasya(1990).

He began his career in 1978 with Girish Karnad's Ondanondu Kaladalli. It won a national award at the Delhi International Film Festival. Between 1978 and 1980, he acted in over 80 movies. Apart from matinee idol Dr Rajkumar, he is the only actor to have acted in 15 films in a single year.

Minchina Ota, his directorial debut, won him a state award. Geetha (1981), Accident (1984), and Ondu Muttina Kathe (1987), directed by him, are considered as classics of Indian cinema.

On September 30, 1990, while returning to Bengaluru after visiting a few places in North Karnataka for his dream project Jokumaraswamy, Shankar met with an accident near Davangere and breathed his last.

The accident did not just end an eventful journey for a Sandalwood star, but also, possibly, ended attempts to expand the boundaries of the market for the Kannada film industry.

By **Chaitra P**



Update for the day #1406 | The Belt and Road initiative.

China has both geopolitical and economic motivations behind the initiative.

President Xi has promoted a vision of a more assertive China while slowing growth and rocky trade relations with the United States have pressured the country's leadership to open new markets for its goods.

China is motivated to boost global economic links to its western regions, which historically have been neglected. Promoting economic development in the western province of Xinjiang, where separatist violence has been on the upswing, is a major priority, as is securing long-term energy supplies from Central Asia and the Middle East, especially via routes the U.S. military cannot disrupt.

Chinese leaders are determined to restructure the economy to avoid the so-called middle-income trap. In this scenario, which has plagued close to 90 percent of middle-income countries since 1960, wages go up and quality of life improves as low-skilled manufacturing rises, but countries struggle to then shift to producing higher-value goods and services.

The Belt and Road Initiative has also stoked opposition. For some countries that take on large amounts of debt to fund infrastructure upgrades, BRI money is seen as a potential poisoned chalice. BRI projects are built using low-interest loans as opposed to aid grants. Some BRI investments have involved opaque bidding processes and required the use of Chinese firms. As a result, contractors have inflated costs, leading to canceled projects and political backlash.



Some governments, in places such as Kenya and Zambia, are carefully studying BRI investments before they sign up, and candidates in Malaysia have run—and won—campaigns on anti-BRI platforms. Chinese leaders were reportedly surprised by such pushback, and BRI investment began to slow in late 2018.

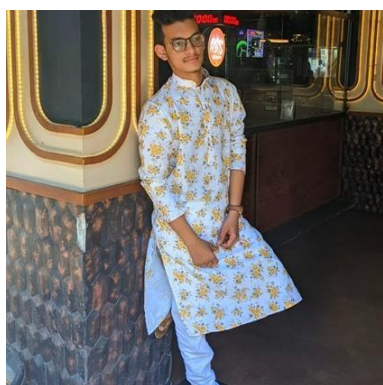
Yet by the end of 2019, BRI contracts again saw a significant uptick. India has tried to convince countries that the BRI is a plan to dominate Asia, warning of what some analysts have called a “String of Pearls” geoconomics strategy whereby China creates

unsustainable debt burdens for its Indian Ocean neighbours in order to seize control of regional choke points.

In particular, New Delhi has long been unsettled by China's decades-long embrace of its traditional rival, Pakistan. Meanwhile, India has provided its own development assistance to neighbours, most notably Afghanistan, where it has spent \$3 billion on infrastructure projects.

The United States views India as a counterweight to a China-dominated Asia and has sought to knit together its strategic relationships in the region via the 2017 Indo-Pacific Strategy. Yet, despite U.S. misgivings, India was a founding member of China's Asian Infrastructure Investment Bank (AIIB), and Indian and Chinese leaders have invested in developing closer diplomatic ties. "India does a lot with China in the multilateral arena for its own reasons," says CFR's Alyssa Ayres.

By **Rithick Kumar**



Update for the day #1407 | Will the stock market crash in 2022?

What is a Stock Market Crash?

A stock market crash is a sudden and big drop in the value of stocks that's caused by investors selling their shares quickly. That drives down the value of stocks for other shareholders, who also start selling their shares to try to cut their losses. The end result is that people could lose a lot of the money they invested.

To help us visualize how well the stock market is (or isn't) doing, we look at indexes like the Dow Jones Industrial Average (DJIA), the S&P 500, and the Nasdaq. If you look at a historical graph of one of these indexes, you can see why we use the term crash. It's like watching a plane take a nosedive.

Previous Stock Market Crashes:

Throughout history, the market has gone through a lot of extreme ups and downs. When we look back, we're reminded that, yes, a market crash is a very difficult thing to go through, but it's something we can and will overcome.

The Great Depression, 1929: Over the course of a few days, the DJIA dropped nearly 25%.³ It took a little over a decade for the economy to get back to predepression levels. It was the industry from World War II that helped get things back up and running.

The Stock Market Crash, 1987: The market lost 22.6% of its value in one day known as Black Monday.⁴ But within two years, it had recovered everything it had lost.⁵

September 11, 2001: Terrorist attacks in our country caused a major hit on the market, but it corrected itself super quick. Just one month later, the stock market had returned to September 10 levels and kept going up throughout the end of 2001.⁶

The Great Recession, 2008: The DJIA lost more than 50% of its value in a really short time.⁷ But after a couple of years, the market was stronger than ever before—we were basically in a bull market (a period of strong economic growth) from 2009 to just before the coronavirus crash.

The Coronavirus Crash, 2020: In March of 2020, the COVID-19 pandemic triggered the most rapid global crash in financial history. Still, the stock market recovered ground pretty quickly, and the year closed with record highs.

So, keep your head up. Chances are, you've already lived through at least two major crashes and recessions. It's part of the rhythm of life!

What Causes a Stock Market Crash?

A stock market crash is caused by two things: a dramatic drop in stock prices and panic. Here's how it works: Stocks are small shares of a company and investors who buy them make a profit

when the value of their stock goes up. The value and the price of those stocks are based on how well investors believe the company will do. So, if they think the company, they're invested in is headed for hard times, they sell that stock in an attempt to get out before the value drops.

Will the Stock Market Crash in 2022?

Let's get one thing straight: No one can perfectly predict whether the stock market is going to crash during the rest of 2022. Just think back to everything that has happened these past few years—you can't make this stuff up!

So, will the stock market crash in 2022? All we can do is look at the things that will influence the market and your investments throughout the rest of the year. Let's dig into the specifics and where we are now.

Reasons to Feel Cautious About the Stock Market in 2022:

1. High Inflation
2. Rising Interest Rates
3. Tension in Europe

Reasons to Feel Optimistic About the Stock Market in 2022:

1. COVID-19 fading
2. Unemployment falling
3. New industries growing

What to Do During a Stock Market Crash:

1. Refuse to panic
2. Cut back on everything

Focus on funding the Four Walls before spending money on anything else:

- Food
- Utilities
- Shelter
- Transportation

3. Follow the proven plan.
4. If you're investing, stay invested.
5. Meet with an investment professional.

Stay Calm During a Stock Market Crash

You've got to choose to be patient and think long term here.

By **Umesh Pareek**.



Update for the day #1408 | Elon Musk Twitter deal for \$44bn

Elon Musk struck a deal on Monday to buy Twitter for roughly \$44 billion, in a victory by the world's richest man to take over the influential social network frequented by world leaders, celebrities and cultural trendsetters.

Twitter agreed to sell itself to Mr. Musk for \$54.20 a share, a 38 percent premium over the company's share price this month before he revealed he was the firm's single largest shareholder. It would be the largest deal to take a company private — something Mr. Musk has said he will do with Twitter — in at least two decades, according to data compiled by Dealogic.

“Free speech is the bedrock of a functioning democracy, and Twitter is the digital town square where matters vital to the future of humanity are debated,” Mr. Musk said in a statement announcing the deal. “Twitter has tremendous potential — I look forward to working with the company and the community of users to unlock it.”

The deal, which has been unanimously approved by Twitter's board, is expected to close this year, subject to a vote of Twitter shareholders and certain regulatory approvals.

The blockbuster agreement caps what had seemed an improbable attempt by the famously mercurial Mr. Musk, 50, to buy the social media company — and immediately raises questions about what he will do with the platform and how his actions will affect online speech globally.

The billionaire, who has more than 83 million followers on Twitter and has romped across the service hurling gibes and memes, has repeatedly said he wants to “transform” the platform by promoting more free speech and giving users more control over what they see on it. By taking the company private, Mr. Musk could work on the service out of sight of the prying eyes of investors, regulators and others.

Yet scrutiny will likely be intense. Twitter is not the biggest social platform — it has more than 217 million daily users, compared with billions for Facebook and Instagram — but it has had an outsized role in shaping narratives around the world. Political leaders have used it as a megaphone, while companies, celebrities and others have employed it for image-making and brand building.

In recent years, Twitter has also become a lightning rod for controversy, as some users spread misinformation and other toxic content on the service. Former President Donald J. Trump frequently turned to Twitter to insult and inflame, before getting barred from the platform after the Jan. 6 riot at the Capitol last year. The company has repeatedly been forced to create policies on the fly to deal with unexpected situations.

In a statement, Bret Taylor, Twitter's chairman, said the board had “conducted a thoughtful and comprehensive process to assess Elon's proposal with a deliberate focus on value, certainty, and financing. The proposed transaction will deliver a substantial cash premium, and we believe it is the best path forward for Twitter's stockholders.”

Mr. Musk himself has had a rocky relationship with online speech. This year, he tried to quash a Twitter account that tracked the movements of his private jet, citing personal and safety reasons. On Monday, he tweeted that he hoped his worst critics would remain on Twitter because “that is what free speech means.”

“Without any conditions for Musk to purchase Twitter, the platform’s community standards and recourse to ban users who violate those standards, Twitter could set a dangerous precedent for other social media companies to follow,” said Bridget Todd, director at UltraViolet, a women’s rights organization. “This is a massively slippery slope.”

Beyond speech issues, Twitter faces questions about its business. For years, the company has struggled to gain new users and to keep people coming back to the service. Its advertising business, which is the main way Twitter makes revenue, has been inconsistent. Twitter has not turned a profit for eight of the last 10 years.

By **Muskan Jamadar.**



Update for the day #1409 | Blue Ocean strategy: Grow your business without having to compete.

Working with something completely new is always thrilling and a little bit scary as we don't have any guides or templates to help .

Very often, startup owners who come up with an innovative product don't know where to start and how to implement all their thoughts into a real product that speaks its value.

While people tend to think that the secret of innovative products lies in a unique idea, the blue ocean strategy guides entrepreneurs on how to turn their ideas into a profitable company. The red ocean stands for a market that is overwhelmed with competitors, and the blue ocean represents an unknown market without rivals.

Blue sea market is characterized by:

1. Low competition or absence of it
2. Products that combine good value and affordable price
3. Large enterprises on the market

Companies that created an uncontested marketplace :

Adding something innovative to an already existing industry doesn't mean you have to develop a completely new product.

For example, Netflix is focused on providing great customer service instead of opening DVD stores

Uber didn't spend money on buying cars to compete with taxi owners. They decided to create an application that would connect drivers and customers in one place.

Airbnb didn't buy houses in different locations, instead, they created an easy-to-use service that unites already existing houses for rent in one place.

All the above companies used the blue ocean strategy to create new demand. Read further to learn how they did it and what a successful blue ocean strategy requires.

The first company that used the blue ocean strategy is Netflix, a popular subscription-based streaming service. But at the beginning of its existence, in 1997, it was one more company competing in the industry of DVDs rental and sales.

With the increasing popularity of the Internet, Netflix has become a streaming service with a wide choice of films and TV series. Later they launched their shows and movies available only on their platform. Netflix managed to change the shrinking red ocean into full of opportunities for blue waters.

Let's see what steps Netflix took to change the rules of a game.

According to the blue ocean strategy, Netflix analyzed the existing market and came up with a couple of issues that could be improved to better satisfy customer's needs. Netflix's strategy can be analyzed in four points:

Eliminate:

First of all, they removed physical stores and made all the films available online. From that moment Netflix needed to pay only for a film license, without spending money on buying and storing DVDs. At that time it was innovative for this kind of industry.

Raise:

The process of watching movies has become much more comfortable. You don't have to leave their houses to buy a DVD. As well, if you close the movie at some point, it is very easy to get back to the moment where you've stopped watching. Finally, the payment process is very simple as it requires only a card number.

Create:

Customers have a great choice of movies available online. Netflix created personal subscription-based accounts. Users can pay monthly and watch as many movies as they want, without any limitations. As well, the service learns users' preferences and suggests films based on their previous views.

Reduce:

Netflix managed to reduce the cost as they pay only for obtaining licenses. They got rid of expenses that are not compulsory in their industry but continued to offer high-quality movies at affordable prices.

Netflix's blue ocean idea was to make movies available online. When their competitors started applying the same strategy, Netflix launched its original shows and films. This way they proved that it is possible to switch to the blue ocean more than once in the same industry.

By **Namratha N.**



Update for the day #1410 | Netflix isn't chilling anymore.

2.5 million new subscribers!

That's what Wall Street expected Netflix to announce this quarter. But instead, they got a very different figure.

200,000!

And no, they didn't gain these subscribers. Instead, they lost 200,000 subscribers between January and March 2022. For the first time in 10 years, people decided that Netflix simply wasn't worth the money and removed their credit cards from the app. But it didn't stop there. Netflix also said that it expected to lose another 2 million subscribers in the coming quarter!

Obviously, stock market investors were appalled at these projections. And Netflix shares have tanked by a staggering 35% since the announcement!!! In fact, it has lost 60% of its value in 2022.

But how did it get here?

Well, for starters, the pandemic seems to be on its last leg right now. People are slowly trudging back to work and they aren't spending as much time "Netflix and chilling" anymore.

so if you're wondering how Netflix went from adding 36 million new subscribers in 2020 to this, it's because the pandemic year was an anomaly. Since then, their performance has been anything but stellar. This is even more obvious when you consider the fact that Netflix was only able to add 18 million subscribers in 2021—half the number they did back in 2020. In fact, they dubbed it the "Covid overhang" at the time.

As we noted, people were no longer spending as much time watching TV shows and Netflix suffered in tandem.

Also, the competitive landscape is changing. At one point, Netflix's CEO famously proclaimed that their primary competition was "sleep." But today, everyone and their mother is competing against the streaming giant. Amazon Prime, Hulu, HBO Max, Disney+, Apple TV Plus, YouTube, TikTok and the list goes on. Everybody wants your attention.

But there's something else making it worse. In times of plenty, the attention economy can thrive as a collective even with multiple players in the ecosystem. However, this time inflation is eating into people's savings. British households for instance have cancelled video subscriptions in record numbers in a bid to curb non-essential spending. And it's not just Netflix feeling the heat. Everyone is. Consumers have closed nearly 1.5mn video-on-demand accounts across streaming platforms including Disney Plus and Apple TV Plus according to figures from analytics group Kantar.

In the US meanwhile, the situation is equally grim. With inflation at a 40-year high, reports indicate that 36% of Americans could axe their streaming subscriptions to cut costs.

And while some are sticking to the honour code, others are resorting to more innovative methods—password sharing.

In its letter to shareholders, Netflix said that close to 100 million households simply share their passwords outside of the 222 million households that subscribe to the service. Why pay ₹500 a month when you can just share your account with friends, no?

And for the longest time, Netflix has simply looked the other way. Because, believe it or not—The password sharing business isn't entirely a loss-making proposition. Take it from Microsoft—a company that's well acquainted with such an enterprise. We all used Microsoft products (including Windows) at some point by downloading and installing them using less than legitimate means. But when Bill Gates asked about the piracy menace, he simply said—“...as long as they're going to steal it, we want them to steal ours. They'll get sort of addicted, and then we'll somehow figure out how to collect sometime in the next decade.”

Netflix probably thinks along the same lines. In fact, the streaming giant knows fully well that password sharing has fuelled its growth. Now all they need to do is figure out ways to get them to pay.

And they'll likely do it in 2 ways.

One—a crackdown is coming. They've been working on a solution to prevent password sharing for about 2 years now. And it seems the company will begin rolling out this feature next year. so when it hits the shelves, the 100 odd million people who are currently using someone else's password will have to pay up or log off altogether

Also, they'll likely start experimenting with lower-priced subscriptions supported by advertisements. This is something that the likes of Hulu and HBO Max have already worked on. In fact, one report indicates that advertisers in the US are spending nearly \$1 billion a month advertising on OTT platforms. And you can see why Netflix wants a piece of this pie.

But there's something else here. Streaming companies might also want to thank Apple for this windfall. Not following?

Well, remember last year when Apple rolled out something called App Tracking Transparency on their new operating system. Well, let's just say that the feature made it extremely hard for companies to measure ad performance on social networks like Facebook. And since they couldn't measure the efficacy of their campaigns here, they simply took their business elsewhere—to streaming platforms.

By **Adithiyya JS.**





CONTACT US - SURESH & CO.

#43/61, Surveyors Street, Basavanagudi, Bengaluru – 560004

P – (080) 26609560

Compiled by: M Aman Jain and Namratha DV

Guided by: Udupi Vikram

<p>D S Vivek</p> <p>Managing Partner</p> <p>vivek@sureshandco.com</p> <p>+91 98453 78991</p>	<p>Udupi Vikram</p> <p>Partner</p> <p>vikram.u@sureshandco.com</p> <p>+91 97387 79117</p>
---	---

Disclaimer -The information included above is a summary of recent developments and is not intended to be advice on any matter. SURESH & CO. expressly disclaims liability to any person in respect of anything done in reliance of the contents of these publications. Professional advice should be sought before acting on any of the information contained in it.