

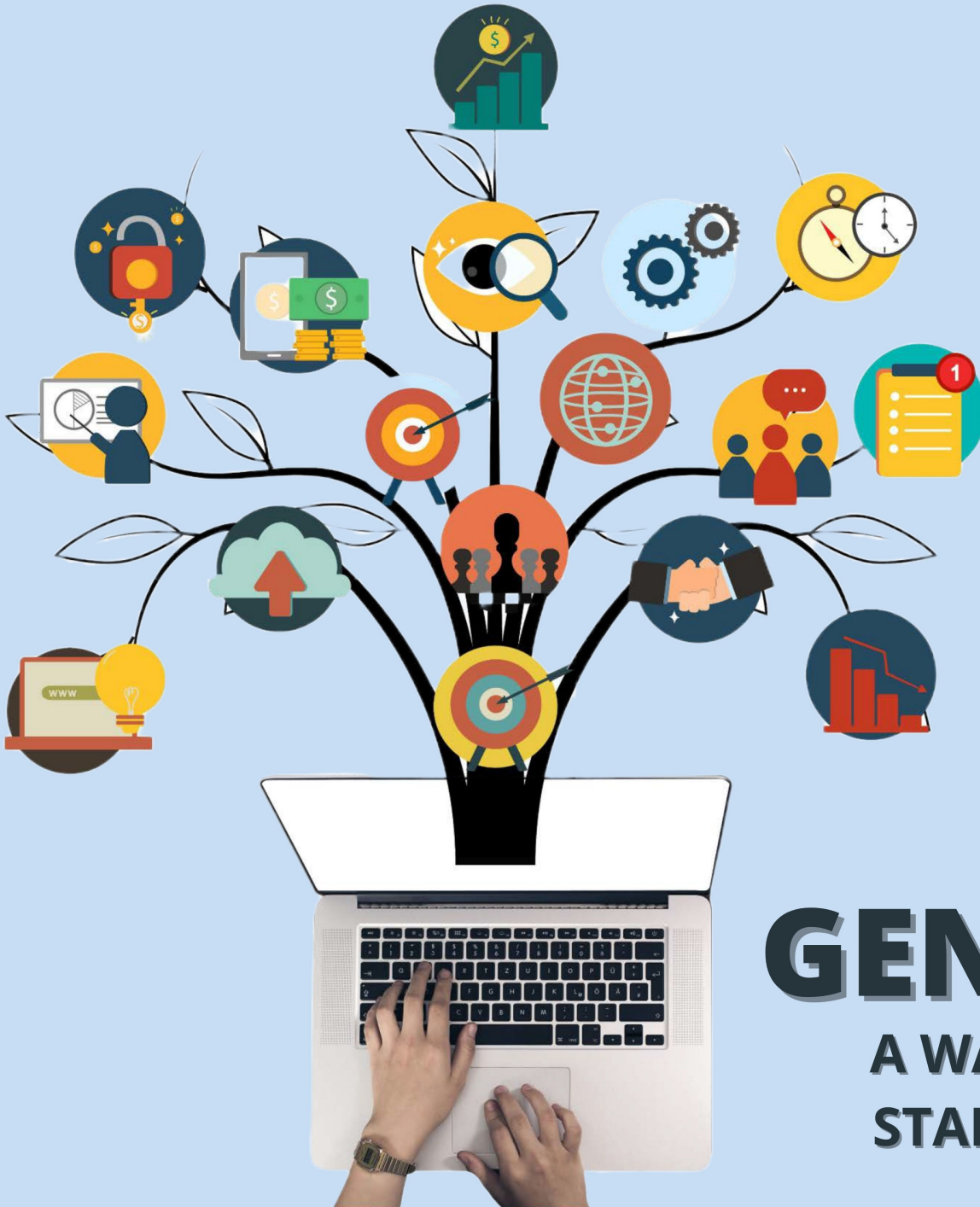


UDYAMEE

AN IDEA TODAY, A BUSINESS TOMORROW

Volume 1 | Issue 2, 2022

- | Industry Leaders
- | Metaverse
- | The Unicorn Club – 2021
- | Stars of Dalmia



GENESIS

A WAVE OF
START-UPS





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Nurtur-E, The Entrepreneurship Cell

About Nurtur-E

Nurtur-E the Entrepreneurship Cell (E-Cell) is a student-driven body of N. L. Dalmia Institute of Management Studies and Research solely with the purpose to promote and inspire the entrepreneurial spirits among the students. We believe in facilitating the ideas and current start-ups on the campus to help develop them into businesses.

Nurtur-E focuses on providing business knowledge and exposure to the students through seminars, events, debates, competitions, alumni interactions, and interactive sessions with existing Entrepreneurs and Venture Capitalists.

Vision

To create an entrepreneurial environment and provide a platform for our students with creative ideas to see themselves as future business leaders.

Mission

To encourage and lend a helping hand to the students of NLDIMSR embarking on their entrepreneurial journey.

Objectives

Inculcate the passion and spirit among students to pursue entrepreneurship To spread knowledge about entrepreneurship through guest lectures, workshops, etc. Identifying unique ideas and providing a platform to budding entrepreneurs Motivate students to develop their start-ups

Editorial Note

“Entrepreneur is not a job title. It is a state of mind of people who want to alter the future”.

*- Guy Kawasaki, Venture Capitalist &
Author*

It gives us immense pleasure to present before you, the second edition of Udyamee, an annual magazine by the Entrepreneurship Cell of N. L. Dalmia Institute of Management Studies and Research. We at Nurtur-E, believe in creating a strong entrepreneurial ecosystem within our college and the magazine is our first step in this direction. We hope you enjoy our first issue and many more that will follow in the future.

We are showcasing advice, insight, profiles, and guides from established alumni entrepreneurs from our college as well as aspiring entrepreneurs. Most of the time, entrepreneurs give up on their ideas not knowing how and where to start from. With this magazine, we want to bring forth all those challenges that entrepreneurs face. So, the theme is Entrepreneurship and how to foster and build on the ideas you have.

We would like to thank the CEO of our college, Prof. Seema Saini, and our Director, Prof. Dr. M. A. Khan for their solid support and active engagement with the project. As every journey begins with a tiny spark of an idea, thanks to our faculty guides, Prof. Anand Dhutraj and Prof. Dr. Vaishali Kulkarni for igniting our minds with one such great idea and guiding us. We sincerely appreciate the dedication of all our students who ensured the smooth completion of this magazine by putting their heart and soul. Last but not the least, we would like to thank everyone who has contributed to the magazine and wishes for enthusiastic participation in the future as well.

We hope you read, share and grow with us!

With warmest regards,
Team Nurtur-E, NLDIMSR



FACULTY MESSAGE

Prof. Anand Dhutraj
Faculty Head
Nurtur-E, The Entrepreneurship Cell

Dear Aspiring Entrepreneurs,

India's next wave of growth will be driven by the increasing number of new age entrepreneurs. From expanding traditional family run businesses to setting up unicorns, the Indian start-up ecosystem has never had it so good.

Welcome to the second edition of **Udyamee (उद्यमी) - An idea today, a business tomorrow**. Well, it doesn't delve in-depth into any single subject, but rather mentions a whole array of topics that budding entrepreneurs should go through to put their plans into action. One of the key ingredients to success is the ability to adapt. Whether one's goal is to become a millionaire or merely to generate a satisfactory annual rate of return on equity, one is required to construct a solid plan

India has no dearth of talent, what we need is to channel their ideas and efforts into ventures that have the potential to grow and generate wealth and employment. We also require people who will combine business goals with a social purpose..

So, let us know what you think about our second attempt, you can email directly to us. Tell us what you love, tell us what you hate, and tell us how we can continue to make this better.

Best Wishes,

Prof. Anand Dhutraj

FACULTY MESSAGE

Prof. Dr. Vaishali Kulkarni
Faculty Head
Nurtur-E, The Entrepreneurship Cell



I am very delighted that Nurtur-E, the Entrepreneurship Cell of N. L. Dalmia Institute of Management Studies and Research is releasing its Second Edition of Udyamee: **"Genesis- A wave of start-ups"**. Genesis is the first book of the Bible, dealing with the Creation. Creation of a new world! Genesis means the origin or mode of formation of something. What a wonderful thought of crafting, giving a shape to the creation and nurturing it!

Entrepreneurship is all about creating your own venture, developing it and nurturing it. Entrepreneurs are the real creators of innovative ideas, businesses, employment opportunities and nation building activities.

Nurtur-E team has a plethora of various themes for the magazine under the same theme like technical start-ups, fin-tech start-ups, role of angel investors, India and innovative ecosystem, to name a few.

I congratulate Nurtur-E team and each one who has contributed to the second edition of Udyamee.

I am sure that this publication would certainly help students to know about the importance and need of start-ups and its role in the Nation's development. I wish all the very best to the Nurtur_E team for conceptualizing the theme and releasing it with great efforts.

STARS OF DALMIA

1

The Food's Shastra

The Food's Shastra is online platform where we bring genuine Indian traditional foods from different cities and states of India. We firmly believe that each and every cities of India have their unique traditional food made by traditional and natural method. We want that each and every Indian should enjoy the food legacy of our country.



Prajwalit Nagdeve

2

Vatscorp India Pvt LTD

It is an HR consultancy where in we try to line up as many candidates as possible for various job openings ranging from IT sectors to BPO's and KPO's.

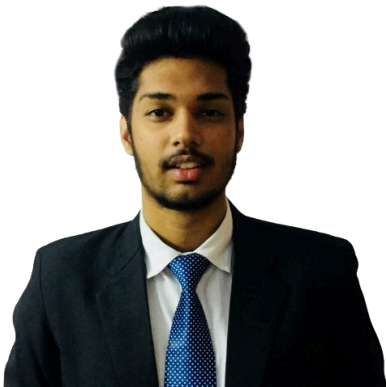


Atul Pandey

3

Sprunt Apparels and Adventure

In covid -19 everyone was doing workout in homes but main thing which was missing was a need of smart and comfortable active wear and excitement towards natural surroundings. That's the time I decided that I will give people a smart looking and Comfortable active wear and take people for trekking in my home town Udaipur which is situated in the Aravalli ranges. By this I saw people retrieving their excitement in tough times by connecting to nature and



Jugal Wadhvani

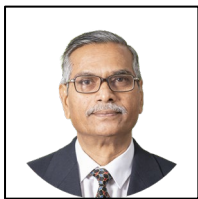
4

Crossdash Solutions

Cross dash Solutions is a web and application development platform that helps businesses in building dynamic websites and robust applications to meet their day to day business activities and functions. With the incorporation of coherent strategy, cutting-edge tools & technologies, deepest knowledge of user-requirements, we have been helping clients in transforming their businesses.



Akshat Kumar Singh



Prof. Dr. Machhindranath Koshti

BOOM OF INDIAN START-UPS

It's ironic that unicorns, which are supposed to be extremely rare, mythical beasts, are now so commonplace. This time around, though, it is the unicorn's namesakes or privately-held start-ups valued at \$1 billion or more to get this label that are grabbing investor and media interest. There were eight unicorns minted in 2018, nine in 2019 and 11 in 2020. But the year 2021 has seen 42 unicorns so far, an almost four-fold jump over last year. The pandemic has created an accelerated push towards digitization. Several companies, SMEs, and large corporations have been adopting newer models for growth.

India has over 61,400 start-up recognized by the Department for Promotion of Industry and Internal Trade, with at least 14,000 recognized during fiscal 2022, according to the Economic Survey 2021-22. The survey added that 555 districts in India had at least one new start-up, highlighting that start-up in India have grown remarkably over the past six years, with most of them in the IT/knowledge-based sectors. Start-up in India have grown remarkably over the last six years. The number of new recognized start-up has increased to over 14,000 in 2021-22 from only 733 in 2016-17.



Banking, Financial services and insurance (BFSI) sector accounts for 13 Unicorns, 35 potential unicorns, and 25% of investments in 2021. 35% of investments went to Retail and Retail Tech, EdTech, Food Tech, SCM, and Logistics. A significant uptick in Agriculture Tech, Automotive, Social Platforms, Industrial and Manufacturing. India has become the third largest start-up ecosystem in the world after the US and China. Quoting data from the Securities and Exchange Board of India (SEBI), it further said that eight IPOs were subscribed more than 100 times in 2021, while 11 IPOs were subscribed between 50 and 100 times in the same period.

India's changing reforms and policies towards start-ups and various government initiatives have helped the Indian start-ups scale. The inflow of forex especially from leading tech companies such as Facebook, Google, and Microsoft into the Indian start-up ecosystem signals the immense potential of the domestic market. Most of the unicorns have leveraged technology in all possible ways, from refining internal organizational processes to enhancing the value proposition for their customers. The lockdown and social distancing pushed several businesses to shift from conventional methods to entirely digitally-driven operations, thereby creating better avenues for market forces. Leveraging new-age technologies such as artificial intelligence, internet of things, data analytics, big data, robotics, etc. several start-ups worked towards bridging wide-ranging gaps that were introduced in the market.

Role of Government in Indian Start-ups

The government under the leadership of PM Narendra Modi has started and promoted Start-up India. Start-up India initiative intends to build a strong ecosystem that is conducive for the growth of start-up. It aims to empower start-up to achieve growth through

innovation and technology. To promote growth and help Indian economy, many benefits are being given to entrepreneurs establishing start-up. The start-up recognized through the Start-up India initiative are provided ample benefits for starting their own business in India.



The government of India has launched a mobile app and a website for easy registration for start-up. Anyone interested in setting up a start-up can fill up a simple form on the website and upload certain documents. The entire process is completely online. The government also provides lists of facilitators of patents and trademarks. They will provide high-quality Intellectual Property Right Services including fast examination of patents at lower fees. The government will bear all facilitator fees and the start-up will bear only the statutory fees. They will enjoy 80% reduction in the cost of filing patents. A 10,000 crore rupee fund is set-up by government to provide funds to the start-up as venture capital. The government is also giving guarantee to the lenders to encourage banks and other financial institutions for providing venture capital.

Start-up can apply for government tenders. They are exempted from the "prior experience/turnover" criteria applicable for normal companies answering to government tenders. Seven new Research Parks will be set up to provide facilities to start-up in the R&D sector. Various compliances have been simplified for start-up to save time and money. Start-up shall be allowed to self-certify compliance (through the Start-up mobile app) with 9 labour and 3 environment laws. People investing their capital gains in the venture funds setup by the government will get exemption from capital gains. This will help start-up to attract more investors. In case of exit – A start-up can close its business within 90 days from the date of application of winding up. The government has proposed to hold 2 start-up fests annually both nationally and internationally to enable the various stakeholders of a start-up to meet. This will provide huge networking opportunities.

With the objective to build a strong ecosystem for nurturing innovation and Start-up in the country the Government launched a Start-up India Action Plan that offers the following support to recognized supports through:

- 4000+ Start-up have benefitted in the last year through various programs of the Central Govt.
- 960 crore of funding has been enabled to Start-up through various schemes
- 828 Cr sanctioned funds for infrastructure

Prime Minister Narendra Modi said that January 16 will be celebrated as National Start-up Day to help percolate start-up culture to the grassroots level. PM Modi said India has over 60,000 start-ups with 42 unicorns. The PM called for innovating for India and from India to tackle challenges facing the country as he counted steps taken by the government

in freeing entrepreneurs and innovation from bureaucratic silos. National Start-up Day is a validation of the role of start-up in the growth of the country's GDP and strengthening India's position at a global stage, and will encourage young talent to see entrepreneurship as a primary career option.



Prof. Anand Dhutraj



START-UP FUNDING ROUNDS

WHAT ARE THESE?

A startup with a brilliant business idea aims to get its operations up and running. From humble beginnings, the company proves the worthiness of its model and products, steadily growing thanks to the generosity of friends, family and the founders' own financial resources. Funding refers to the money required to start and run a business. It is a financial investment in a company for product development, manufacturing, expansion, sales and marketing, office spaces, and inventory. Many startups choose to not raise funding from third parties and are funded by their founders only (to prevent debts and equity dilution).

Startup funding is the act of raising capital to support a business venture. Funding comes in many forms and differs by company maturity, but a large majority of companies engage in some sort of fundraising to boost their growth potential. A startup has to go through a number of funding rounds

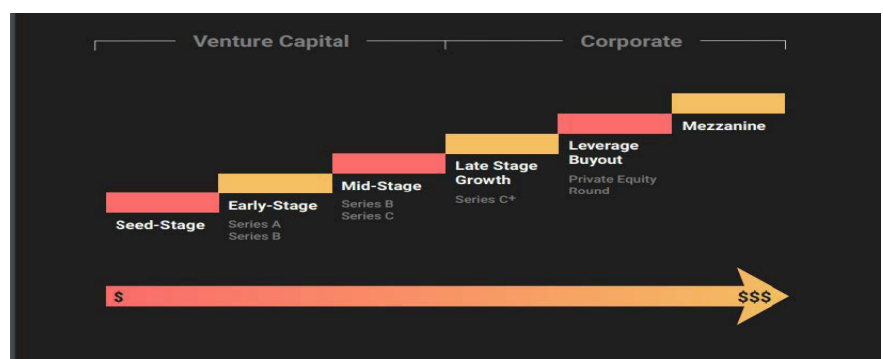
and prove that its idea deserves the money, meeting different goals and challenges every time. Each round is designed to raise enough capital to grow further and can take as long as a year. However, many entrepreneurs rush things down to a 6 or even 3 months' timeframe.

Based on the raising purpose, startup funding rounds are divided into the following stages:

- Seed Stage - pre-seed/seed;
- Early Stage - series A & B;
- Mid Stage - series B & C;
- Late Stage - series C*;
- Leverage Buyout
- Mezzanine - IPO

Seed Stage Funding

Pre-seed funding is when founders are trying to give their idea the initial push and often invest their own money. It is followed by the Seed stage, where founders attract so-called angel investors. These people provide funds for further research, testing market needs, hiring a team, and production start. At the seed stage, tech startups can aim at anywhere between \$500K and \$2 million investments, depending on their needs and presentation. Investors are ready to take risks, and typically invest in a number of startups. Those that go through then receive additional capital. Some of the well-known companies



considered for this stage are Y Combinator, 500 startups, SV Angel, and Techstars.

Early Stage

Series A – Next comes round A. It is focused mainly on the startups that have a proven business model, decent customer base, and are already generating profit. The investments at this stage can start from \$3 million and require a specific strategy to reach higher ROI. Typical investors here are venture capital firms that ask startups to show real data and progress received from previous investments. They want to see the startup turning into a valuable money-making machine ready to scale and get to the next level.

Series B – Round B helps startups turn into enterprises. At this point, they've already matured, have a large user base, and are looking for VC-level participation. Investments at this stage can range anywhere around \$10 million and up (Mixpanel raised \$65 million series B). This stage is all about scaling up the team and exploring new markets. Some of the biggest investors here are Accel, Insight Venture Capitals, and Sequoia Capital.

Mid Stage

Series C – Moving to round C implies an even higher level of expansion. The companies are already successful, value \$100+ million, and are aiming to receive equal funding

(again, Magic Leap has raised almost \$1 billion). As one of the last funding stages, round C includes not only extending current project capabilities but creating new products. So, prepare to work with the largest VC firms and corporate-level investors that are far more demanding.

Late Stage

Most commonly, a company will end its external equity funding with Series C. However, some companies can go on to Series D and even Series E rounds of funding as well. For the most part, though, companies gaining up to hundreds of millions of dollars in funding through Series C rounds are prepared to continue to develop on a global scale.

Leveraged Buyout

If a startup wants to buy a company but don't have the cash, consider a leveraged buyout. A leveraged buyout (LBO) is one company's acquisition of another company using a significant amount of borrowed money (leverage) to meet the cost of acquisition. The assets of the company being acquired are often used as collateral for the loans, along with the assets of the acquiring company. The use of debt, which normally has a lower cost of capital than equity, serves to reduce the overall cost of financing the acquisition. The cost of debt is lower because interest payments often reduce corporate income tax

liability, whereas dividend payments normally do not. This reduced cost of financing allows greater gains to accrue to the equity, and, as a result, the debt serves as a lever to increase the returns to the equity.

Mezzanine

Once the startup is growing and looking to scale significantly with a commercially available product, revenue should be coming in regularly even if the startup is not yet profitable. The funds raised at this point will be geared toward expansion to new markets, mergers, acquisitions, or preparing for an IPO. Investors at this stage want to see a clear roadmap toward profit shortly. For example, mezzanine financing can cover the expenses that an IPO involves. With the profits made from the IPO, the mezzanine investor is paid back with interest.

IPO (Initial Public Offering)

This is not the end goal for all startups. However, if a startup has raised money through each of the preceding stages, going public is an option to expand further. All of the investors who have traded their money for equity until this point will ideally recoup their investment along with additional profit. Some investors may retain their shares, but don't be surprised if many of them sell their stock at the beginning to reap the rewards of getting in early.

CASE-A-THON 2.0



Case-a-thon, an annual case study competition to solve real-life business challenges

5 Teams presented the topic before 2 field-expert judges

Judges enlightened their insights and experience on the topic

Nurtur-E, The Entrepreneurship Cell has organized a case study presentation for the first-year students, Case-a-thon 2.0!

The purpose of this competition was to encourage MBA students of all specializations, streams, and programs to research a specific topic related to start-ups.

This year's topic was "The steady rise and sudden fall of Hike Messenger". We were honored to host Mr. Balasubramaniam Gauthaman, Project Director, Ministry of Rural Development, and Mr. CharitAnchan, Digital Marketing Manager, Amazon as our esteemed judges for the event.



N. L. Dalmia
Institute of Management Studies and Research
(A School of Excellence of N. L. Dalmia Educational Society)

Case-a-thon 2.0!

Our Judges for the Event



Mr. Charit Anchan
Digital Marketing Manager,
Amazon



Mr. Balasubramaniam Gauthaman
Project Director,
Ministry of Rural Development

Event Details

Name of the Competition: Case-a-thon 2.0 (Case Study Competition)
Theme: The Steady Rise & Sudden Fall of Hike Messenger
Date: Saturday, August 28, 2021 **Time:** 2:00 p.m.



DEVELOPING AN ENTREPRENEURIAL MINDSET – PART 2

E-cell was thrilled to organize the second podcast, “Creating an Entrepreneurial mindset Part-2” featuring Mr. Amit Kumar Agarwal, the CEO of NoBroker, IIM Ahmedabad.

Nurtur-E, the Entrepreneurship Cell of N. L. Dalmia Institute of Management Studies and Research conducted its second online podcast on 21st July 2021. The topic of the 2nd podcast session was ‘Developing an Entrepreneurial Mindset, Part-2’, and its objective was to help aspiring entrepreneurs having the mindset required to start a business.

Our guest speaker for the session Mr. Amit Kumar Agarwal is an alumnus of IIM Ahmedabad and IIT Kanpur. Amir Sir is the Founder and CEO of NoBroker.com, which is the world’s largest peer-to-peer real estate portal.

During the 50-minute session, the hosts Saumil Shah and Vishaldev Kadam put forward their questions and Sir provided us with his learnings and experiences over the years. He gave instances of how he dealt with problems in the entrepreneurial world. Being an MBA himself, he spoke about how he left the

corporate ladder to build up to something of his own, and today, his company is the world’s largest peer-to-peer real estate portal.

Key Learnings

- Try something at a very small level, pilot testing is imperative for validating the idea
- If you want to achieve something bigger, then you have to come out of your comfort zone
- Financial savings (of 12-18 months) should be planned before getting into start-up
- Not taking risks is the biggest risk

- It’s a good idea to ask customers about what they need instead of being arrogant about your idea
- Always deal with money and customers with respect
- Family support plays an important role during weak points of the start-up journey



“If you risk nothing, then you risk everything”

- Geena Davis

N. L. Dalmia
Institute of Management Studies and Research
(A School of Excellence of N. L. Dalmia Educational Society)

Online Interactive Podcast Session (Zoom)

CREATING AN ENTREPRENEURIAL MINDSET PART 2

FEATURING

AMIT KUMAR AGARWAL
(CEO- NoBroker, IIM Ahmedabad)

Wednesday, 21 July 2021

4:30 p.m Onwards

Nurtur-E
The Entrepreneurship Cell

DEVELOPING AN ENTREPRENEURIAL MINDSET - PART 3

E-cell was thrilled to organize the third podcast, "Developing an entrepreneurial mindset featuring Part-3" Mr. Abhishek Kar.

Nurtur-E, the Entrepreneurship Cell of N. L. Dalmia Institute of Management Studies and Research conducted its 3rd online podcast on 26th October 2021. The topic of the podcast session was 'The Business Saga with Abhishek Kar', and its objective was to help

aspiring entrepreneurs develop the right mindset required to start business and their trading journey in stock market. The session took place under the guidance of the committee's faculty heads, Prof. M.R.Koshti, and Dr. Vaishali Kulkarni.

Our guest speaker for the session Mr. Abhishek Kar full-time trader-cum-investor and the recipient of 98 national and prestigious honours, including the Young

Leadership Award. Abhishek Kar is one of the most highly followed stock market enthusiast and entrepreneur.

The host Atul Pandey along with co-host Akshat Singh started by the podcast NLDIMSR's then introducing Director, Mr. Vijay Ramchandran and CEO, Dr. Seema Saini, followed by the introduction of our esteemed speaker.

During the 75-minute session, the hosts put forward their questions and Sir provided us with his learnings and experiences over the years, and also gave instances on how he dealt with problems in the trading and investing world. Being an MBA himself, he spoke about how he dreamt about becoming an entrepreneur from his college days in the world of stock market. The session was concluded after answering questions from the audience and a vote of thanks.

The graphic features a central image of Abhishek Kar speaking into a microphone. To the left is the logo of N. L. Dalmia Institute of Management Studies and Research. To the right is the logo for Nurtur-E, The Entrepreneurship Cell. Text boxes provide details about the session: it is an online interactive podcast session on Zoom, featuring Abhishek Kar (Speaker | Trainer | Investor | Youtuber) on Tuesday, 26 October, 2021, from 3:00 p.m. to 4:00 p.m.



RAVI RAJAN

(Shark Tank India, Entrepreneurship Evangelist, Start-up Expert, Govt. Advisor (Entrepreneurship), Open Innovation, Policy Advocacy, 2x TEDx Speaker, Public Speaker)

Thought - Entrepreneurship is the only way ahead to solve world problems, contribute to economic growth, generate wealth and create employment opportunities at Scale India is today world's 3rd largest start-up ecosystem and we will certainly become number 1 if Academia starts working hand in hand with Industry and start promoting Entrepreneurship as a major career option.



HARSH LAL

(Co-founder at The Souled Store)

Thought - Starting your own company is not a sprint, it's a marathon. If you are not 200% driven, it can seem like a long road ahead. Make sure you're in it for the right reason, surround yourself with a good team, and it can be one of the most fulfilling journeys.



AJAY KUMAR

(Co-Founder & CEO, TheHouseMonk)

Thought - The greatest way to serve society is to build a company that serves customers well, generates meaningful employment to people, and gives above average returns to investors. Being an entrepreneur is the best way to serve society.



PARSH KOTHARI

(Building a Digital School on the Internet for India | YouTube: 1M+ subscribers | CEO at Think School)

Thought - If you are young and want to be an entrepreneur, ask yourself why? For billion \$ valuations, or because you want to be your own boss? Or is it because it's cool?



ANKUR JHAVERI

(Founder, Jackfruit)

Thought - Entrepreneurship is tough. But as they say, nothing in life worth having is easy. You go through a lot of ups and downs as an entrepreneur. But at the end of the day, the fact that you are building something that will make a difference to people's lives, is what matters. And that is what drives the business!



ALAN ROY VARGHESE

(Founder at Hovers | D2C | Performance Marketing | Growth | CRO | Consultant | COEP)

Thought - Entrepreneurship to me is nothing but the will to make it happen anyhow. The vision to make this world a better place one step at a time. Everything that comes with it is only a by-product. Strive for greatness & success awaits.



ANURAG YADAV

(Dalberg | Co-Founder @ Career Edge | ISB (Institute Rank 2, Scholar of Excellence, SRITNE Merit Scholar, Dean's & Merit List and Torch Bearer) | ZS | Harvard)

Thought - "Why should you pursue entrepreneurship?"

1. Impact - You will be able to impact people directly and the joy of doing it is inexplicable

2. Learnings - A startup teaches you everything from sales, marketing, HR, finance, operations, technology - no job can beat such learning

3. Growth - One can grow his/her startup every month. Take a 10% growth rate (month over month) and see how it will take you far ahead than any job in terms of both brand and money you would make.



SUROJIT MAHATO

(Co-Founder@ GrowthDish Marketing | Digital Marketing Consultant & Trainer | LinkedIn Coach | Career Advisor | Personal Branding Strategist | Content Marketer | Blogger)

Thought - "If you are in business, first of all, you have to be kind, have compassion, and have a genuine willingness to help your target audience. Treat your customers with respect. Show them that you care. Exhibit your craft in an attractive way. Create a desire. Be generous with your knowledge. Be truthful. Be authentic. If you can't provide what your customer is looking for, show them the right direction. Don't cheat. Don't trick them into buying something you won't. Don't think of your customer as a temporary money machine. Consider every customer as an opportunity to construct stories about who you are and what you stand for. Then, and only then, you can expect trust and loyalty from your customers."



Sri Ram Kumar C:

Intro: TEDx Speaker | Author | Consultant | Coach |
Trainer/Facilitator | Rambler | Director TLRNOW

1. How has your corporate experience been so far?

I spent close to 25 years in the corporate world and it was a fascinating experience. I had the opportunity to work in three different industries (Banking, BPO and IT) and in a variety of functions, countries and some incredibly talented people.

2. Could you please share your experience as a corporate trainer and a coach?

It has been around 5 years since I have been in the corporate training/coaching space. It has given me an opportunity to look inwards and cement my true purpose. It has also been a satisfying experience, working with my Coaches and Trainees, playing but a small part in their transformational journey.

3. What do you think about the rising entrepreneurial wave in India?

I am particularly excited about the entrepreneurial wave sweeping across the country. It provides for a fabulous opportunity for people to showcase their capabilities and play a pivotal part in national building.

4. Would you like to give any suggestions to the young talents who are gearing up towards starting up?

I would urge all the young talents out there to keep the following in mind

- Be guided by the attitude of D.A.R.E – Disciple, Achievement Focus, Resilience and Energy
- Never lose sight of the purpose of what you are doing and that should transcend making money.
- Utilize the power of networking and personal brand building to forge meaningful and profitable relationships.

5. What excites you to keep engaging with your audience on LinkedIn and share your thoughts?

Writing has always been a passion since my school days and it grew as the years went by. I would write and keep it to myself. Over time, I slowly developed the confidence to start sharing this on LinkedIn. The journey was not smooth sailing and over time I was able to build a small audience through my writings. My writings became a means to connect with people of diverse backgrounds and build some amazing friends and well-wishers and that keeps me going.



Mr. Ritesh Sabharwal

Manager - EY | Certified Financial Planner |
Helps freelancers and professionals manage
personal
finance | | Ex-J.P. Morgan | SRCC

1. Spending so many years in corporate, how do you feel, how has this journey been so far? Also, where do you see yourself 10 years down the line from now?

The overall 14 years of corporate experience was pretty much interesting and gave me a lot of exposure in terms of working for different companies like JP Morgan chase, to Black Rock and Now EY. The journey in itself was an experience starting from the first job where you don't have much choices in terms of choosing your areas of work. Working in the financial services space has always been one thing I liked to talk about. Especially the game changer for me was the pandemic where I thought of self-introspection as what I can do apart from my full time, something I was passionate for. I am not sure where I will be 10 years down the line, but obviously the thing which I have started of mentoring and guiding people for their finances will try to keep it intact apart from wherever I will be in corporate space.

2. You have always been seen talking about financial stuff? What excites you to talk and have great discussions on financial topics?

I made a lot of mistakes during my early 20s, I easily used to rely on people's financial advice and tips, and get into those traps. I have been doing every other sort of financial stuff from advising mutual schemes to neo families, to playing in investment products and losing money in options and futures as well. So slowly and slowly I got a clarity on all those mistakes and started building my financial understanding more. The one thing which excited me throughout was to guide and teach people to manage their personal finances, as it was similar to what I was passionate about.

3. How fintech in a box is supercharging new opportunities for young entrepreneurs?

No doubt fintech is now emerging as a booming sector in the Indian market. Since the demonetisation happened, many virtual and digital payment systems and channels have evolved and transformed be it from Phone P, G Pay, Paytm and so on. Fintech in today's time is making these end- to end services easier and more reliable. The best example comes out to be Zerodha who has made investing and trading easy with its user-friendly UI. The young entrepreneurs are realising the need of hour to take a dive into the fintech pool. Things like insurance, mutual funds are still highly under penetrated in India, but at the same time due to the emergence of rising fintech companies which are trying to fill all those gaps, is an indication of a boom in the sector which even in future will attract more and more entrepreneurs.

4. Have you ever tried to start a start-up? If ever got a chance in which field or sector you would give a chance to do it?

As my passion is in finance, I would definitely think about doing something in fintech. But at the same time, I am also quite fascinated with Ed tech and thinking about using my personal financial knowledge and guidance in the form of teaching, where I can start mentoring more and more people, trying to educate them on different financial subjects, specially those 80s and 90 gen people who are bit insecure about investments. Will also try to think of building a community for the same, where I can interact with people, trying to know their side of financial problems and can guide them in any way would be a thing I would like to have in my to do list.

5. Describe your take on the financial literacy of Indians in 2022?

The financial literacy in the country has been classified into urban and rural, and then further bifurcated into subsections of the same. As we see, the majority of the population lives under 100000 per annum income, who can't invest in stocks or other assets, their major investments are in land or real estates. So, I feel that is a big challenge they are facing where they can't find other sources of income generation and investments. People still somewhere lack interest in paying for financial advice. The trust and reliability aspect play a major role in financial literacy, as people still feel insecure in relying on stock market investments. Many of the times people don't have the patience and after losing a certain amount of money they pull their interest back. Also, I see one major problem is schools not teaching financial topics to the students and not educating them to manage their personal finances. But I would say due to the emergence of various digital sources, the literacy rate will soon increase in India.



Vipul Oberoi

Director-Marketing, Dun & Bradstreet
India

1. How has been your marketing journey so far in corporate? What do you most like about marketing?

I have spent close to 16 years in marketing now. When I started my career in the year 2006, the term 'digital marketing' was not used much in India. Marketing then was more about creating a strong brand, by means of above-the-line communication, on-ground marketing and direct marketing.

Digital marketing really took off from the year 2010 onwards especially with the advent of smartphones and email marketing. In course, digital advertising became one of the most important channels for creating awareness, demand generation and building the brand, and the world hasn't been the same since then. However, what has not changed in marketing is its 'customer centricity'. What I like about marketing is that it is a convergence of psychology, behavioural analysis, technology, data analytics and strategic thinking. Over the years, I have realized how marketing is critical to the fortunes of a business.

2. What is your take on the rising entrepreneurial wave in India?

The electric bulb was not created by making continuous improvements on the candle. Obviously, it was a result of out-of-the-box thinking, experimentation, risk-taking and the process of unlearning. This is the entrepreneurial spirit. If change were to come, and if that change were to become a revolution, then it can be possible only through entrepreneurship.

It is amazing that in the past one year there have been more than 40 new unicorns that have come up in India. I would like to take the attention away from the glitz of the unicorn world and shift it to the entrepreneurial spirit that runs in thousands of smaller businesses across the country and in thousands of intrapreneurs in the corporate world. Scratch the surface and you will find that most unicorns are powered by these two.

In the past, start-up founders were those who were either financially comfortable after putting dog years in the corporate world, or those who had a "crazy bent of mind". In the past half-decade, the start-up community has exploded manifold and I am pleased to see that starting your own enterprise is not frowned upon or looked down upon.

3. Please share your best experience working as the Director of Marketing at Dun & Bradstreet so far?

My best experience of working at Dun & Bradstreet has been with the work culture. A work culture is built top-down. The work ethics, the humility, the inclusiveness and the supporting nature of the top management at Dun and Bradstreet in India and even at the headquarters in the US, is very encouraging for any employee who wants to take his or her ideas to execution. This is further strengthened by the collaborative attitude of my colleagues in various sales and non-sales departments.

It is said that culture eats strategy for breakfast. What it means is that you can have the best strategy, but it will fail if the culture of the organization is not conducive to collaboration and productivity.

At D&B, we strive to maintain our high-performance, high-trust culture and that is the reason why we have been certified recently as a “Great Place To Work” by The Great Place To Work Institute.

4. If you would ever be doing a start-up of your own. What would it be and in which sector you would like to start it up and why?

If I were ever to start something of my own, then it will most probably be in the social sector. My start-up would utilize data insights to solve real-world problems and strive to disseminate information in the best possible manner. I feel most problems have their solution, but solutions remain localized because of lack of access (to these solutions) to others who are facing the same problem.

5. Any suggestions to the young marketing entrepreneurial minds?

My first suggestion would be to keep your mind open. Think like a child, unfettered and curious. Try to read as different content as possible, observe as many people as possible, and experience as many cultures as possible. On the work front, you need to be comfortable with numbers as marketing is now data-driven. Sincerity, dedication and willingness to learn will take you places.



Dhairya Gangwani

Founder - Dhairya Decodes | Career Coach | Content Creator
| SAP Associate Consultant KPMG.

She has done over 25+ internships in different management domains. She is also a content creator, mentor, and keynote speaker having delivered 250+ sessions all across the globe.

1. What keeps you inspired and motivated in your day-to-day life, also in your work?

My ambition to create an impact and help others via my skills is what really keeps me going. Mentoring and guiding students in their careers and helping them land their dream jobs make me feel fulfilled and keeps me going in my day-to-day life as well as work. My characteristic of always wanting to do more and thinking of what next keeps me going and motivated most of the time.

2. What according to you is personal branding, and how was your journey so far in creating your personal brand and presence?

Personal Branding is all about making a mark in a niche field and gaining recognition and trust from people based on your work done in that domain. It's about building a strong individual profile that defines your strengths and what you bring to the table. Personal Branding on LinkedIn has helped me leaps and bounds. It opened doors to opportunities that I could have never thought of both professionally and personally.

Networking with the right kind of people and impacting people via my content allowed me to build a strong online presence and personal brand in the Careers & Content Creation space helping me build multiple sources of revenue.

3. In your past experiences how many times you have applied entrepreneurial mind in your work, would you like to share any thoughts on the same?

An entrepreneurial mindset is something I have always possessed and that's the mindset with which I try to look at problems at my workplace or when it too comes to managing my team at Dhairya Decodes (My initiative). An entrepreneurial mindset is all about finding solutions and not getting bogged down by the problems.

It's about making sure everything is catered to, you need to take ownership of everything that you do.

4. What according to you is time management, and what skills one should have to effectively manage it in their personal as well as professional life?

Time Management is nothing but task prioritization. There is nothing like managing time. All you do is complete tasks based on priority and try to manage them.

Being mindful of what is important and urgent can really help when managing time. Knowing when to take breaks and understanding the best conditions for you to work and deliver results is what will help you manage your time effectively.

NEW ENTRANTS TO THE CLUB

Unicorn is the term used in the venture capital industry to describe a start-up company with a value of over \$1 billion. There are 30+ Unicorn start-ups in India and over 600 unicorn start-ups around the world, as of June 2021.

Every entrepreneur wants to see his/her start-up enter the prestigious billion-dollar unicorn club one day. However, attaining the status of 'unicorn' amidst the COVID pandemic was difficult to realize for many start-ups, owing to the many setbacks, especially business slowdown.

According to a recent report, President Rajan Anandan said, the investor sentiment in the third-largest start-up ecosystem is seeing a rapid recovery since September, with the Indian unicorn club expected to steadily expand through 2020 and 2021. He also added that India is on a path to have 100 unicorns by 2025..

Let's have a look at few of the Indian Start-ups that achieved the "Unicorn" status in 2021 for their ideas as well as their growth and reach.



OfBusiness

OfBusiness' s B2B ecommerce platform has become the latest entrant to the popular unicorn club in the Indian startup ecosystem with a new \$160 Million sponsorship deal, led by Japan's SoftBank. The round made the first total estimated at \$1.5 Billion. While Sonayoshi-led SoftBank led by Son dropped \$150 Million, Falcon Edge, Matrix Partners invested the remaining money.

Initially started up said it would use the money to make purchases and invest strategies in a series of supply chain chemicals for petrochemicals, metals, plastics, food grains, among others.

Founded in 2016 by Bhuvan Gupta, Vasant Sridhar, Ruchi Kalra, Nitin Jain, and Asish Mohapatra, the market facilitates the purchase of immature goods and credit from SMEs in the manufacturing and infrastructure sectors. Getting started incorporates technology into buying SMEs to make better products available, at better prices, on better timelines for customers with extensive online and offline support.

Ofbusiness competes with B2B e-commerce unicorns Infra. Market, Moglix, and Udaan apart from other companies such as IndiaMART and Zetwerk in the public domain.

Digital Insurance

Bengaluru-based insurtech start-up Digit Insurance became the first start-up member of the Indian unicorn club in 2021. The company had raised \$ 18 Million (INR 135 Cr) to existing investors A (! Partners, Faering Capital ,and TVS Capital in January, at a cost of \$ 1.9 billion.

This was the company's second round of foreign funding, the first of which came in January 2020. The company

raised \$ 84 million (INR 614 Cr at the current conversion rate) as part of this round, in which Indian cricketer Virat Kohli and Bollywood actor Anushka Sharma deposited about \$ 340K (INR 2.5 Cr). In total, the company has raised \$ 200 million so far for internal and external investment.

Digit Insurance is a technology-driven general insurance company, founded in 2016 by Kamesh Goyal and Prem

Watsa's Fairfax Holdings. The company offers customized policies for health, cars, travel, smartphones, commercial buildings such as shops and holiday homes. It states that it recorded 31.9% growth between March 2020 and December 2020, with 20 Lakh Indians opting for their Covid-19 disease insurance product and seven vector-borne diseases including dengue, malaria and others.



Innovaccer

The difficulty in health care worldwide as a result of Covid-19 was enormous and shocking in the fear of mass outbreaks hanging over the community. If it were not for the health care provider's efforts to ensure the smooth recovery of those infected, the worldwide death toll would be much higher. As the world came to a close, health care became as important as solutions in this field.

Innovaccer was one of the brightest stars of the first Indian ecosystem, and eventually became the first unicorn of Indian healthtech. A company that develops western market solutions like the US, analyzes health care data to provide possible information to healthcare providers, hospitals, insurance companies and other organizations and businesses.

The product is used by several governments and private institutions to maintain the medical records of more than 3.8 Million patients and generate \$ 400 Million savings from healthcare providers. The launch aims to take its current patient record number to 100 Million + and reach 500,000 caregivers over the next five years.

In a year that pushed many start-ups to the brink, healthtech companies introduced record funding levels. Healthtech initiatives have raised nearly \$ 15.3 billion by 2020, representing a 44% spike from the \$ 10.6 Billion of 2019. In India, the launch of healthtech has raised \$ 455 Million on 77 deals.



Meesho

India's social trade share may be high at the moment but it is poised to grow at a combined annual growth rate (CAGR) of 55% -60% to reach \$ 16 Billion- \$ 20 Billion gross merchandise value (GMV) by 2025. . One of the major events of the segment should be Meesho's entry into the unicorn club, which will have a full impact on the segment and its growth momentum.

Founded by IIT-Delhi graduates Aatrey and Sanjeev Barnwal in 2015, Meesho is an online retailer of individuals and small and medium enterprises (SMBs), who sell products within their network on social media platforms such as WhatsApp , Facebook, and Instagram. The forum has about 13 million entrepreneurs; to bring ecommerce benefits to 45 million pan customers in India.

The company claims to have registered 100K registered suppliers in more than 26K postal codes in all 4,800 cities, generating more than INR 500 Cr (\$ 68 Million at current conversion rate) in the income of individual entrepreneurs. Increased \$ 415 million in funding to date, to investors such as SoftBank, Prosus Ventures, Facebook, Shunwei Capital, Venture Highway and Knollwood Investment.

It competes with other smaller companies Glow Road, Deal share, City Mall and Bulbul, which also have a long list of sponsors.

PharmEasy

With eyes on market dominance and the unicorn club, API Holdings was determined to form a merger between its subsidiary PharmEasy and its rival Medlife by 2020. After the merger took place in the last half of last year, the company managed to win one. of its purposes - to join a unicorn club. The company raised \$ 323 million in the Series E funding round, valued at \$ 1.5 Billion. Notably, it is the first Indian unicorn at the pharmacy.

PharmEasy was founded in 2015 by Dharmil Sheth and Drs. Dhaval Shah is in the field of chronic illness care and offers a variety of services such as telecommunications, drug delivery, and sample diagnostic samples. It connects more than 60K pharmacies with bricks and mortar and 4K doctors in 16K postal codes throughout India.

The forum also offers a SaaS solution for pharmacies that will be used for integrated purchasing and delivery of goods, as well as credit solutions. It says it has helped more than 20 Mn patients since its inception.

The company's merger with Medlife was behind the growing competition in the segment. Reliance has found a rival of Netmeds, Amazon is launching its straightforward pharmacy and Flipkart is also considering a move. The only competition left was 1mg, which was also negotiated with Tata Group for a purchase agreement. The company hopes to block the competition to reach 100K pharmacies next year.

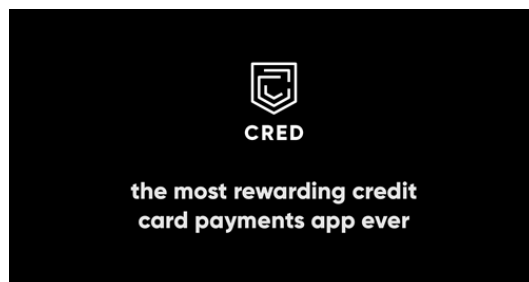


Eruditus

Mumbai-based edtech start Eruditus became the fourth edtech unicorn in India, after raising \$ 650 million in funding from Accel US and Masayoshi Son led by SoftBank Vision Fund II. The installation of the new capital quadrupled the value of Eruditus to \$ 3.2 Billion from \$ 800 Million last year.

The start will be \$ 430 Million in initial investment and \$ 220 million of the proceeds from the sale will go to existing investors who are withdrawing part of their shares. Founder Ashwin Damera and other senior executives have announced that they will eliminate shares worth about \$ 100 Mn in this cycle.

Eruditus was founded in 2010 by Chaitanya Kalipatnapu and Ashwin Damera. Provides higher education programs in partnership with international business schools such as MIT, Columbia, Harvard Business School, INSEAD, Tuck at Dartmouth, Wharton, UC Berkeley and London Business School.



Cred

With only INR 57 Lakh (\$ 76K, at the current conversion rate) as operating revenue for the 2020 financial year, the fintech forum led by Kunal Shah CRED entered the unicorn club with a maximum value of \$ 2.2 Billion.

Several major VC ecosystem names such as DST Global, RTP Global, Tiger Global, Greenoaks Capital, Dragoneer Investment Group and Sofina bet on CRED, which focuses on advanced credit card users, offering them prizes and credit card debt benefits. . Over the past two years, CRED claims to have added more than 5.9 million credit card users with 830 intermediate credit points.

Last year, the company decided to try ecommerce to raise revenue and use its user base. Entered into ecommerce via CRED Store and in December, CRED introduced CRED Pay to allow users to use their CRED prize money on all ecommerce sites and open discounts.

The company is in the process of closing deals with ecommerce partners such as Big Basket, Dine out and ixigo. Collaborate with Razorpay and Visa to improve features. Prior to launching the payment feature, following an experimental project with more than 30 vendors including the likes of Vahdam Teams, The Man company, Epigamia and Man Matters among others.



Grow

India acquired its second wealth management unicorn in Groww just eight months after Zerodha was arrested for more than \$ 1 Bn. Like Zerodha, Groww allows users to invest in stocks, shared funds, ETFs, IPOs, and gold using its own technology platform available through the mobile app and web platform. The company also introduces shares with an easy-to-use interface for do-it-yourself (DIY) investors.

The five-year-old company was founded by former Flipkart employees Lalit Keshre, Harsh Jain, Neeraj Singh, and Ishan Bansal, and has more than 15 million subscribers to date. More than 60% of Groww users come from small towns and villages in India and 60% of them have never invested before, the company said.

The company raised \$ 83 million in its Tiger Global-led Series D sponsorship this week, becoming the 50th Indian unicorn. The company raised \$ 30 Million in Series C last September. It aims to use this money to invest in new products, discover talent and continue to build our financial education platforms.

ShareChat

ShareChat has finally found its way to the unicorn club, after capturing user attention throughout Tier II and III India. The launch of the regional language communication platform has seen tremendous growth by 2020, with its active users growing by 166% from 60 million to 160 million in one year. The most interesting practice seen in the beginning was that it had moved out of its comfort zone in the Tier II and Tier III regions of India and began to receive attention in Tier I and major cities during the violence, without having any English communication.

ShareChat, founded by IIT-Kanpur alumni Farid Ahsan, Bhanu Singh and Ankush Sachdeva in 2015, began its journey in 2015 as a WhatsApp content sharing tool with users sharing about 100K content pieces per day. It has received its call on indigenous language communication forums and has been focusing on it ever since.

The company also launched the short video Moj last year, after the Indian government banned Chinese applications such as TikTok and Likee. Moj also attracted the attention of the audience and has an estimated 80 million active users at present.

ShareChat has raised \$ 828 Million in eight rounds of sponsorship, and \$ 502 Million comes in its Series E round. Funding eliminates speculation about a possible Google investment in Sharechat.



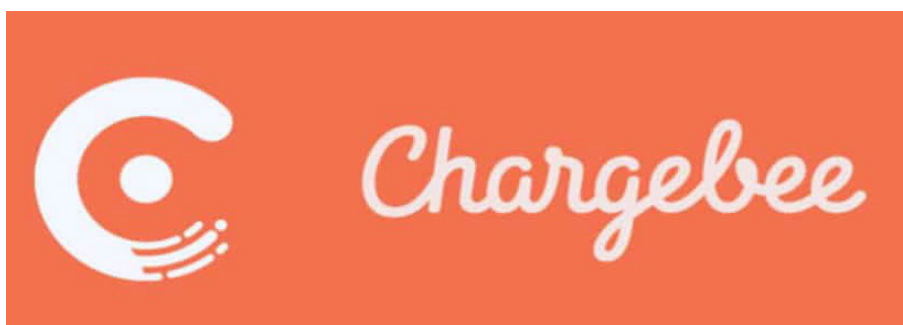
Chargebee

Chennai-registered Chargebee has become the tenth unicorn of 2021, after raising \$ 125 Million in its Series G sponsorship round for a total of \$ 1.4 Billion. Once again, the round was led by Tiger Global, with Sapphire Ventures and Insight Venture Partners. Steadview Capital also participated in the round, which reduced the company's value in less than six months.

Chargebee is an automated registration software platform, founded in 2010 by Rajaraman S, Thiyagarajan T, KP Saravanan and Krish Subramanian.

The company also incorporates payment gateways to automatically collect payments, invoices, email notifications and customer management. Its latest product reviews empower clients to improve revenue performance, compliance and revenue recognition.

The company claims to cater for 2500 businesses in 53 countries. Chargebee's customer portfolio covers the company's access to Okta, Freshworks, Calendly, Study.com, among others.



Karan Dholakia

2021-2023
PGDM - Marketing

ENTREPRENEURS AND THEIR IMPACT ON JOBS AND ECONOMIC GROWTH

When the economy is strong, there is less motivation to support new, enterprising businesses. Why take a chance on something new and unproven when individuals and businesses are profitable? While this may appear to be unwelcome, unchallenged incumbent corporations tend to become complacent, willing to collect their earnings without investing in research and development to better their business. When imports arrive, these stagnant businesses are the first to suffer, wilting quickly and unable to compete. As a result, a benefit of entrepreneurship is that it pushes incumbents to do better during strong economic times. When the economy is suffering, entrepreneurs are just as crucial, if not more so. When unemployment is high and the economy is shrinking or stagnating, dynamic entrepreneurship may be able to assist. resurrect the economy New enterprises can improve demand by inventing novel products or increasing competition, which could lead to the creation of new jobs and a reduction in unemployment. When entrepreneurs are regularly supported, in both good and bad economic times, all businesses are kept on their toes, spurred to improve and adapt (see Different types of entrepreneurs). Entrepreneurs provide the vitality that keeps economies healthy and thriving, even when some businesses fail. Entrepreneurship is not limited to capitalist economies. China's managed economy is beginning to stimulate and support entrepreneurship. They've realized



The best way to predict the future is to create it.

- Peter Drucker

that entrepreneurial activities, which were once seen as a threat to the established system, are essential for economic competitiveness and long-term success.

Entrepreneurship is considered crucial to a dynamic economy. Entrepreneurs create employment opportunities not just for themselves except for others also. Entrepreneurial activities may influence a country's economic performance by bringing new products, methods, and production processes to the market and by boosting productivity and competition more broadly. Realizing these advantages requires institutions that contribute to an environment that is friendly to entrepreneurs. It's especially important to guard intellectual and other property rights, streamline and enforce commercial laws, improve the business climate, reduce regulatory burdens, and make a culture of second chances for entrepreneurs who fail. More specifically, the subsequent

policy measures should be considered:

- Government policies and legislation on property rights are important in shaping a country's innovativeness. Protecting material property rights ensures that any wealth creation stays with the entrepreneur, while protecting property rights fosters entrepreneurship and innovation. Bureaucratic obstacles constrain innovation-driven activities in many economies. Entrepreneurial opportunities are going to be greater in deregulated economies with freely operating markets and efficient licensing, because entrepreneurs can operate flexibly, and their entrepreneurial activities can answer changes within the market. It is also important that laws and regulations be enforced fairly and evenly.
- Administrative burdens for start-ups must be low, including the time needed to register a business, the number of bureaucratic steps, and therefore the number of regulations, fees, and reporting requirements. As a benchmark, leading business friendly countries enable companies to register for business within at some point, without the need for normal renewal. This will be achieved by fixing a state-of-the-art online e-administration for all standard businesses.
- Conflicting legislation creates uncertainty, and uncertainty discourages business activity. Codification means bringing all amendments to a given law, adopted at different times, into one code. Swift and comprehensive codification of the legislation eliminates contradictions. It should also include reducing and unifying administrative procedures concerning a specific activity.
- In many countries, one failed business effort brands an individual for all times as a loser. The opposite experience within the US, where entrepreneurs are more readily given a second chance, even following a bankruptcy, makes

clear that destigmatizing failure is crucial to the event of an upscale entrepreneurial culture. Creating such a culture also reduces the fear of failure, which remains the foremost important impediment to entrepreneurship.

- The negative effects of layoffs in firms that are unable to compete are often eased by improving search options for brand spanning new jobs and by supporting vocational education for workers who lost their jobs.
- Start-up subsidies should be considered to foster entrepreneurial activities. These can reduce the danger of early business failure.

If regulatory burdens are reduced and corruption is eliminated, countries will encourage and retain their own entrepreneurs and even attract innovators from other countries. Thus, policy can influence the quantity of entrepreneurial activity most effectively by adjusting the regulatory environment in favor of entrepreneurship.

Harsh Agarwal

2021-2023
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AI AND IT'S APPLICATIONS

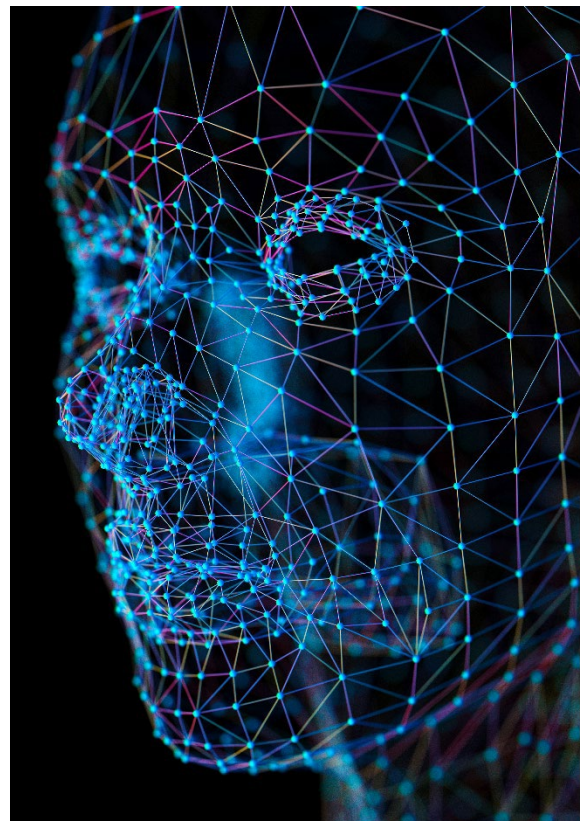
Artificial intelligence (AI) is a truly groundbreaking computer science achievement that will become a critical component of all modern software in the future years and decades. This is both a danger and an opportunity. Artificial intelligence will be used to support both defensive and offensive cyber operations. In addition, new cyber-attack methods will be developed to exploit AI's specific flaws. Finally, AI's demand for enormous volumes of training data will amplify the value of data, altering how we must think about data protection. Prudent global governance will be required to ensure that this era-defining technology brings about widespread safety and wealth.

Databases have grown greatly in the previous decade to manage the new phenomena known as "big data." This refers to the extraordinary number and scope of modern data sets, which are mostly derived from the computer systems that now mediate practically every aspect of daily life. YouTube, for example, receives almost 400 hours of video footage per minute (Browser 2015).

One of AI's most important goals is to automate tasks that formerly required human intelligence. Cutting down on the amount of labour an organisation needs to execute a project, or the amount of time an individual needs to commit to everyday chores, allows for significant efficiency benefits. Chatbots, for example, can

answer customer service concerns, while medical assistant AI can identify diseases based on a patient's symptoms.

Artificial intelligence can also be used to automate the search for software security problems, such as "zero-day vulnerabilities." This can be done for either legal or illegal reasons. Just as thieves look for unknown loopholes in operating systems, software designers may utilize AI to evaluate for security flaws in their products.



The introduction of AI technology to pre-existing cyber attack techniques such as spear phishing will improve their effectiveness while also expanding the number of actors capable of carrying them out by evading labour limits. Existing initiatives to develop effective global governance in cyberspace and international data protection, such as the United Nations Group of Government Experts' endeavour to define agreed norms of behaviour, take on additional significance as a result.

The output of AI may be separated from the original training data, and AI algorithms learn from data to develop a valuable new prediction tool. As a result, in

order to truly control data and its value, any assets derived from data must be controlled as well. The infrastructure that enables for the collection, storage, and analysis of big data should be viewed as an asset in the same way that it is in any other industry. Furthermore, some industries, such as finance, have systemic ramifications and are much more critical to safeguard due to third-party ties. In these and many other areas, including identity fraud, government institutions will need to continue to improve their security posture. Because the AI software used for attack purposes might evolve quickly, this is a long-term investment rather than a one-time purchase.

Saahil Chaudhari

2021-2023
PGDM - Finance



A REVOLUTION IN THE TAXI INDUSTRY (UBER)

Uber Technologies Inc. (UBER) is one of the most exciting firms to emerge in the last decade, thanks to its tremendous expansion and continual controversy. The worldwide ride-sharing software, which was created in 2009, revolutionised modern transportation and rose to become the world's most valuable private start-up company at one point.

Uber, the ride-hailing firm, has grown at a breakneck pace around the world by outsmarting governments, regulators, and competitors. The company's success has been built on a well-thought-out strategy of acting as a market disruptor and trendsetter using user-friendly technology and 'sharing economy.' These characteristics are not unique, but they are complemented by a merciless expansionary urge and the ability to maintain volume in order to innovate.

Uber was an instant hit when it first began its operations in San Francisco and has since expanded to 83 countries. Uber launched in New York City in May 2011, and it has since grown to become one of the company's most infamous markets. Uber unveiled its top-secret, low-cost "Uber X" concept to the world in July 2012. When the service first launched, it was 35% less expensive than the original black cars and featured vehicles such as the Toyota Prius and the Cadillac Escalade.

Uber offers commercial delivery services such as UberEATS, a food delivery service,

and UberRUSH, a same-day courier service. Uber also offers UberPool, which allows drivers to pick up multiple passengers on a single ride, making it a less expensive choice than UberX and UberBlack.

Uber was fast expanding to other businesses and was on its way to becoming the world's most valuable start-up, with a valuation of \$69 billion after only 9 years in operation. DE Carta and Jump bikes, for example, were successfully bought by Uber. Uber made a profit in 2018 under the leadership of CEO Dara Khosrowshahi: \$2.5 billion to be exact.

On the Future of Uber, Khosrowshahi, the company's CEO, says he intends to turn Uber into a multi-modal company that connects consumers to bikes, buses, auto rentals, and even flying taxis. Bikes and buses appear to be a sidetrack from the core goal of establishing a sustainable ride-sharing firm that is not reliant on capital-backed subsidies.

Uber, as one of the most major technological disruptors of the twenty-first century, has had a wide-ranging impact that we can call "the Uber effect." What exactly is the 'Uber impact?' The importance of the ride-sharing app in the creation of the aforementioned gig economy, in which drivers can easily take on rides while working full-time, is just one example of how it has revolutionized the environment.



Ishita Gupta

2021-2023
PGDM - Finance

EdTech

Quoted by US Secretary of Education, “Technology alone isn’t going to improve student achievement. The best combination is great teachers working with technology to engage students in the pursuit of the learning they need.”

Educational technology commonly known as edutech or edtech is the combined use of computer technology and educational theory to facilitate the idea of learning. Education Technology aids the traditional way by adding sense of audio-visual, artificial intelligence making learning more impactful and engaging.

A comprehensive ed-tech policy must focus on four key elements — providing access to learning, especially to disadvantaged groups; enabling processes of teaching, learning, and evaluation; facilitating teacher training and continuous professional development.

EdTech and COVID 19

By the end of May 2020, the disease had spread to over 150 countries and resulted in the closure of over 75 percent of all schools, colleges, and universities impacting many students. Clearly like other sectors, the education sector has been impacted as well. The rapidity with which the infection has spread causing the closure of educational institutions and the transition to online teaching was instant.

COVID-19 crisis became an opportunity for the EdTech ecosystem to scale up and become the new normal.

The growing edtech industry encompasses all technology that facilitates learning not only for kids but for adults too. Companies like Byju’s, UpGrad, Coursera, etc. have been a great platform in enhancing our knowledge and skills. From learning a new language to understanding fundamentals of a particular topic, they got it all. This has given opportunity to people to add on to their knowledge and build a strong career base.

While EdTech offers many benefits, there is one major concern regarding its use for children. There has been a fear that students learning solely online will suffer from a failure to develop social skills that come only from interacting in person with other people.

Education technology, or EdTech, has evolved from supplementing offline teaching to becoming more interactive and user friendly. Now we are entering a phase where the EdTech space is more personalized, catering to ‘out-of-box thinking’ or critical thinking and not just the age-old rote learning methods for students. It is a phase of adaptive learning wherein the true sense technology will change the traditional teaching methods.

Tanya Bajaj

2021-2023
PGDM - Finance



DRONES AND DELIVERY

Imagine a sky filled with drones carrying little products packages to customers in their driveways and backyards. Drones can navigate through congested areas and find the quickest ways around buildings and other barriers. They can be distributed to regions that are difficult to reach by car. Some firms, such as Amazon and Google, are already advocating for this future. Only a few areas in the United States have access to drone delivery, but this could change in the future. Wing, a drone delivery service owned by Google's parent company, Alphabet, began testing drone delivery in the rural hamlet of Christiansburg, Virginia, in late 2019. For retailers and e-commerce businesses, drone delivery has both advantages and disadvantages.

What do online shoppers think about drone delivery service, though?

The largest percentage of online shoppers are unsure of their opinion on drone delivery. When asked to consider the advantages and drawbacks of drone delivery, online consumers expressed optimism about the potential cost and time savings of drones but expressed concern about their products being destroyed during delivery. While drone delivery makes news, the ability to receive an item via drone has little effect on how likely most online buyers are to place a purchase.

Nearly half of all online buyers (39 percent) think they are neither more nor less inclined to order a package if it is delivered by drone.

People do seem to have some reservations about the same. However, 36% of online shoppers say they are more likely to order if they will get their item via drone. One-quarter (25%) say they are less likely to order.

Drone delivery does not currently impact purchasing decisions for the largest amount of online shoppers, but companies should pay attention to their customers' specific preferences and demographics. Because of the newness of the technology and legal restrictions, drone delivery is mostly a fantasy for consumers. As a result, when asked how they feel about drone delivery, the majority of online shoppers are undecided.

Benefits of Drone Deliveries Include Potential Speed and Cost Savings Customers perceive several advantages of drones as part of the supply chain. The potential benefits of drone delivery include a decrease in the cost and time of online deliveries.

Companies may need to grow their drone delivery programs first to see significant time or cost savings, though.

Is Drone Delivery Faster Than Other Options?

Many people have high expectations for how soon drones can complete deliveries. However, the speed with which a drone can deliver products in reality appears to be a little too good to be true.

The following factors can have a significant impact on the timeline for each drone delivery:

Location of the warehouses from where they are launched
Airspace across which they are legally permitted to fly
Weather, such as rain, wind speed, and so on.



Future of Drone Delivery Offers Both Solutions and Challenges.

How Much Does a Drone Delivery Cost?

In some countries, autonomous drone deliveries are already happening. These services are 90% cheaper to operate than delivery services requiring a car or truck. However, drone delivery may not be cheaper in places without existing resources and infrastructure for these delivery programs. For now, drone delivery costs will be higher for most items.

Solutions:

- Consumers are particularly enthusiastic about the possibility for faster delivery times and cost savings that drone delivery may provide.
- Consumer perceptions may shift as corporations continue to roll out drone delivery possibilities.

Challenges:

- Many internet shoppers are unfamiliar with the concept of drone delivery.
- Most online buyers aren't sure how they feel about drone delivery and aren't more or less likely to buy anything if it'll be delivered by a drone.



THE RISK OF AVERAGING DOWN

Averaging Down - it is the idea that averaging down or purchasing a greater amount of the stocks from the portfolio after they tumbled from their unique purchasing costs just so they could 'average down' their expenses.

The math is straightforward. For instance, you purchase 100 shares of ABC Co. for ₹120 per share. Your total investment is ₹12k. The stock tumbles to ₹90, on the grounds that the securities exchange falls, and you purchase 100 additional shares. Your new investment is ₹9000. Your current investment is ₹21k (12k + 9k) and for an all-out holding of 200 shares, your average cost currently remains at ₹105.

Presently, this isn't an issue assuming the underlying business stays good however the stock has fallen on the grounds that the general market has endured a shot. At any rate, ABC Co. tumbles from ₹90 to ₹60 on the grounds that there is gossip in the market about a few botches in the organization, however you disregard that. You purchase 100 additional shares for a complete investment of ₹6000. Your absolute expense presently is ₹27000. Your complete holding is 300 shares. Your average cost of holding is ₹90.

You feel cheerful seeing your average cost descend, from ₹120 for the first exchange to ₹90 for the all out of three exchanges. The stock doesn't have the slightest of idea about that 'you' own it and it keeps on falling. Presently at ₹40, you purchase

100 additional shares. The all-out cost of your whole holding of 400 shares is currently ₹31000. In this way, your average cost is ₹77.5.

This lessening cost excites you a bit, however there is likewise a 'sinking feeling' since you are presently holding an enormous and rising part of your complete interests in this one stock, which is falling.

At some point, you get the news that the administration has been engaged with a few obscure dealings and the effect is found in the stock's cost. It tumbles to ₹20. You are stunned. Yet, you are sure that the situation will improve, and you purchase 100 additional shares. The all-out cost of your whole holding of 500 shares is presently ₹33000. Your average cost drops to ₹66.



The truth at last sinks in, however it appears to be past the point where it is possible to have worked out. In your quest for bringing down your average cost and your reluctance to acknowledge your slip-up of claiming an awful, botched business, you understand you own an enormous piece of your portfolio in this one stock. More regrettable, it is still down almost 70% from your lower averaged-down cost of ₹66. Surprisingly more dreadful, you should acquire 230% on ₹20 to simply return to your arrived at the midpoint of down cost.

In investing, this thought of averaging down your expenses is a dangerous thought when you do it only for the good of its name, or at least, averaging down your expenses. You might be averaging down your expenses of an awful business or one that is going to get horrendous.

Try not to misunderstand me entirely here. I wouldn't want anything more than to purchase an extraordinary business at ₹80 in the event that I had gotten it first at ₹100 or more, and assuming the fundamental business stays as great as when I got it first and simply the stock cost has fallen. Also, I will continue to purchase such a stock till my concept of the business continues as before (great), and till it stays a sensible piece of my complete portfolio. Yet, averaging down on an awful business simply taking a gander at its falling stock cost isn't something I would enjoy for the risks it has.

Investing in stocks is likewise. Your original thesis does not matter in the event that the ground real factors have changed. Your original cost is irrelevant. Whether you have made a five-bagger on the stock, or it is down by half from your unique price tag. None of those matters. The only thing that is important is where the business is today and your assessment of where it could be going in the following five, or ten, or twenty years.

Consider every option, acknowledge your slip-ups, overlook sunk costs, cut free, and push ahead.

The very way the life progresses.



I will tell you how to become rich. Close the doors. Be fearful when others are greedy. Be greedy when others are fearful.

- Warren Buffett



Ayush Haria

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METAVVERSE

The next big thing? Or maybe just a hype?

To set the base first, it all began when the social media giant – Facebook Inc. rebranded itself as Meta Platforms Inc. When the boss of Facebook was asked the reason behind rebranding told that he sees Metaverse as the future of Internet. He said that the new name reflected its work investing in the metaverse, rather than its namesake social media service.

And now, other companies took no time to jump in this futuristic tech trend – Microsoft, another global tech giant announced its entry into Metaverse with its 69\$ billion acquisition of maker of Call of Duty game Activision Blizzard. This acquisition will accelerate the growth in Microsoft's gaming business across mobile, PC, console, and cloud and will provide building blocks for the metaverse

Footwear and Apparel giant Nike also announced its entry into metaverse when it filled trademarks

for its name "Nike", "Just do it", "Air Jordan", "Jumpman" all for the virtual world. And don't be surprised, it also announced its shoe collection for the virtual world

Now the question which might be popping in your mind is what is the Metaverse?

The metaverse is basically a seamless convergence of our physical and digital lives, creating a unified, virtual community where we can work, play, relax, transact and socialize. In simple words, you would be

able to do everything in the virtual world which you are currently doing in the physical world.

How is this possible?

You will have to create your digital avatars (similar to Snapchat Bitmoji), which means others would be able to see you as the avatar you've created for yourself. Similarly, you would be interacting with their digital avatars. As of now, you can enter into metaverse with the help of an Virtual Reality headset, Augmented Reality glasses or just from your



smartphone. Apart from this, there would be many other tools available from which users can achieve a realistic sensory experience (yeah you could be slapped by someone in Metaverse and experience real pain :/)

The metaverse is still early in its evolution, and there is no singular, all-encompassing definition to which people can turn.

But why? What is the need for it?

Don't worry if this question popped into your head, it popped in mine and probably into million other heads. You see, to get into the answer for this question, you need to understand its requirement from both perspectives, importance of launching Metaverse for tech giants and Importance of Metaverse for us : The consumers

- Need for tech giants to get into metaverse - The tech industry has been constantly evolving. We have been moving toward more and more engaging media. Just more than 2 decades back, Internet came up and feature phones were in trend. In 2008, Iphone was launched and it took the world by storm. Since then there have been a number of apps launched with an aim of connecting the world. We went from just texts, to photos, and now Videos. Social media

- kept growing and the world including you and me probably was more engaged into the digital ecosystem than the real world. These tech giants build their products in ways to keep you more and more hooked into their ecosystem. Imagine if the tech advancement would have stopped till video calling. The reach and growth of these tech giants would be limited. And yes, why would someone want to stop their growth? Hence, they constantly keep looking for development of new technologies, products which would keep them alive in the game of making money. And as a result of this, Metaverse is their next growth driver, an internet where you are not just looking at your screen, but actually inside it.

- Importance of Metaverse for us : The consumers Believe it or not, if things go in the right direction, Metaverse is going to impact our lives in a big way. Imagine doing day-to-day things which you do in real world, take for example shopping. Now imagine what if you can sit at your home and wear your AR headset and enter into Dmart virtually where you can touch and feel things (that to virtually) and do your shopping. You can interact with anyone you want and put your shopping items in your basket and within

minutes, the goods are delivered to your home. Sounds exciting right ?

Now you might argue, that shopping could be done via the mobile applications as well. Yes, it can be done, but hey, you wouldn't be getting an interactive and similar to real world experience of going to shopping mall on an app right? This is what metaverse is all about!!

Another use is in Remote workplace - Metaverse has the potential to address all the existing challenges of remote work. It will allow managers to effectively communicate with the employees, including reading their body language and in-person interaction. Moreover, the employer can resolve problems like productivity time theft and goldbrick at the workplace by keeping track of team productivity through their unique avatars.

To conclude, a full-fledged metaverse might be years, if not at least a whole decade away. There are still plenty of technical hurdles to overcome, Only time will tell when the stepping into the first true metaverse will be reality - but when you do, I'll see you there.



DESRUPTIVE START-UPS

The Indian start-up ecosystem is booming. As per Economic Survey 2021-22, India has become the third largest start-up ecosystem in the world after the US and China. As per the survey, the government recognized over 14,000 new start-ups in 2021-22 as against 733 in 2016-17. 44 start-ups turned unicorns in 2021 and India went ahead of the UK to have the 3rd highest unicorns after the US and China which added 487 and 301 unicorns respectively.

As we talk about start-ups, there are certain start-ups that shake up the way things are going in the industry. They are ground-breaking, have brand new technologies that change the way consumers, industries, and businesses operate. They are known as disruptive start-ups.

Remember in history how certain great innovations were disruptive like email disrupted postal services, cars disrupted democracy, airplanes disrupted monarchy, etc.

The same goes for such start-ups. Michael Raynor in his book "The Innovator's Manifesto" says all disruptive innovations stem from technological or business model advantages.

A few examples of disruptive start-ups and the industry they disrupted are; Netflix and other OTT platforms that brought change in the entertainment industry. Spotify in music, Amazon in

retail. Airbnb in the hotel/accommodation industry etc.



History is replete with examples of disruptive innovation, dating back to ancient times. Examples include the compass, the printing press, currency, gunpowder... Imagine that you are Kodak, a company based largely on film, and someone develops digital imaging, or that you are a mainframe computer company like IBM or DEC, and advances in processors lead to the development of inexpensive but powerful personal computers. In our own lives, we recognize how cable or satellite TV has displaced air antennas and how cell phones have displaced landlines.

All of them in some ways have disrupted the way old players in the industry functioned and hence can be classified as disruptive start-ups.

To conclude, there are many start-ups, but only a few have successfully become industry changers. They bring in such products or services that bring convenience to the consumer's life and are there to stay in the longer run!

- Disruptive innovation as a driver of science and medicine, J. Larry Jameson

“

If you are trying to create a company, It's like baking a cake. You have to have all the ingredients in the right proportion.

- Elon Musk



MEET THE TEAM



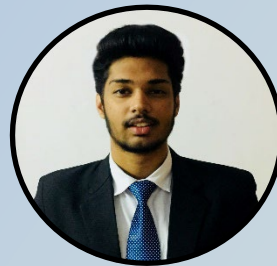
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