

A CREATIVE PURSUIT OF MANAGEMENT UNDERGRADUATES

# OSMOSIS

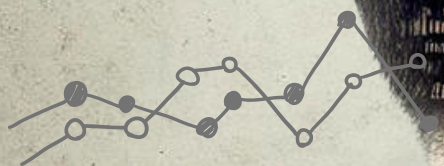
CONNECTING THOUGHTS

**BUSINESS**  
*& Economics*

**POLITICS**

Israel's  
Economic  
Resilience

The Future  
of Globalization



**FINTECH**  
*& finance*

Blockchain Technology and  
Cryptocurrency

Central Bank Digital  
Currencies (CBDCs)



# PRINCIPAL'S MESSAGE



**Dr. Praveen Arora**  
(Principal,  
IPU Affiliated Programs)

As we gather again to celebrate one more year of growth, innovation, and achievement, we have immense pride in our college community and its seemingly endless optimism regarding the future. To our students: You are the heart of this institution. Each of you brings unique talents, perspectives, and dreams that enrich our campus and inspire us all. Do not forget, education is much more than acquiring knowledge. It's about the strength to question, the strength to be persistent in trying to overcome the challenges set before you, and the vision to create a world you would like to live in. Grasp every opportunity in these academic travels to learn, grow, and lead. The way ahead may not always be easy, but obstacles help shape you into who you are meant to be.

This magazine will stand testament to the hard work, innovation, and commitment that our students, faculty, and staff consistently demonstrate. Such is a representation not only of our successes but also of a sense of cooperation and excellence reflected in each one of us. As we go forward, we must continue on the path to greatness, innovation, and inclusion. Let us challenge ourselves to go beyond boundaries, to be different, and to contribute meaningfully to society. Together, we shall create an impact and inspire one another for generations.

Dream boldly, work hard, and never lose sight of the values that guide us. Success is not only about what we achieve, but also how we help each other up.

# OSMOSIS

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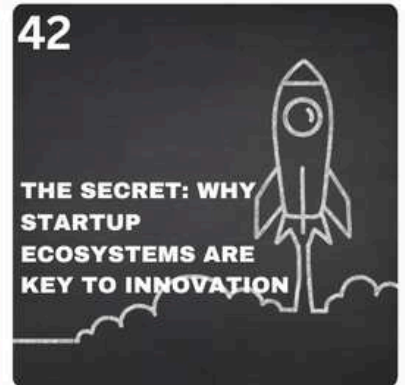
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# “NATO EXPANSION: THE ACCESS PATH TO MEMBERSHIP FOR FINLAND AND SWEDEN”



NATO, the North Atlantic Treaty Organization, was formally established back in 1949. When the alliance was initially established, 12 members of the alliance existed, but as of the current date, there are 31 member countries. Recently, there has been increasing interest from Finland and Sweden in joining NATO membership. Their potential expansion still holds much when related to what would happen concerning European security and international politics. NATO's main aim is to provide security assurance to its member states in the event of collective defense, meaning when one member is attacked, all others will rush to their assistance. It stabilizes politics and deters potential aggressors to ensure it plays a cornerstone role in the international security field.





Finland and Sweden have always strived on a neutral path. They never had any military alliances, but due to the changing nature of security mainly because of Russia's acts such as its annexing of Crimea in 2014 and the recent attacks on Ukraine, which has created a serious escalation of security concerns in Europe they have had to knock on NATO's door. Finland shares a 1,340 kilometer border with Russia to the east. This closeness has always made defense and security a matter of grave concern for Finland. Although Finland is not a NATO member country, it still has an exceptionally strong defense force and has maintained close links with NATO through joint exercises. In 2022, Finland formally applied for membership in NATO, a move supported by the majority of the population. It is an outcome of Finland's new defense strategy.

Sweden is a neutral country but has progressively cooperated with NATO. The security interests shared by Sweden and Finland are the same, particularly in light of a more aggressive Russia. Their government wants to join NATO for collective defense purposes.



The admission of these two nations will improve NATO's safety in that area of the Baltic Sea, thus increasing its safety from potential threats by Russia, which has always opposed NATO's expansion towards its borders deeming it to be a threat to its security. The merger of Finland and Sweden with their well-equipped military forces will strengthen NATO as both countries bring efficient systems for defense with strategic locations to the alliance. Their membership will remind the world that democratic countries do not go down in times of attack on them and that democratic countries stand united in the face of aggression.

The course of events that could bring both Finland and Sweden to NATO carries with it a new development in the European policy on security. That development brings attention in times of growing uncertainty to what has classically been considered the principle of collective defense. Finland and Sweden advance toward membership in NATO, which remains the affiliation that continues to define what global security should look like in the future of international relations.



**PRACHI SINGH**  
BBA 3rd year





# METaverse AND BUSINESS: THE FUTURE OF DIGITAL COMMERCE



A recent creation of the last two decades of the new commercial revolution is the Metaverse, a way by which companies engage customers, place commercial messages before their consumers, or even craft virtual experiences. The Metaverse can be considered as a 3D digital universe consisting of the new frontiers of Virtual Reality (VR), Augmented Reality (AR), Artificial Intelligence (AI), and Blockchain, all aimed to create sublime experiences. The metaverse is fast being adopted for business, which is already setting the future tone for commerce and entrepreneurship.

Businesses and industry leaders are becoming increasingly aware of the Metaverse, which is going to become a major change in the traditional business processes. Online shopping and e-commerce are evolving into immersive environments, thus creating a unique relationship between brands and consumers. Companies are promoting their products through avatar-to-avatar interactions in virtual setups.

This move will be a new era in the e-commerce world. Actual virtual stores of well-known brands like Nike and Gucci have been launched, where visitors can buy digital fashion items, including purchasing 3D models. This is a sign of a significant change in the e-commerce industry. In addition, the trading of virtual real estate is skyrocketing, and in some cases, virtual land on platforms such as Decentraland and The Sandbox is reportedly being sold for millions of dollars. Businesses are also using Metaverse to create digital offices where they can do things like events.





A promising perspective of the topic is formed by the fact that marketing and branding strategies have become completely innovative as different companies have started to explore how they can use the Metaverse to their advantage, with interactive advertising campaigns that are designed in such a way that the customers have the possibility to play out such scenarios in a virtual landscape like, for instance, Coca-Cola's NFTs. A consequence of the Metaverse's growth is the increasing usage of virtual offices and meetings for remote work, as virtual offices are set up using platforms like Meta Horizon Workrooms and Microsoft Mesh to enhance employee engagement. Moreover, the Metaverse offers an open flow of customer attention, enabling interactive experiences, customization options, and AR trials in virtual showrooms.

There are a variety of challenges for business establishment within the virtual space presented by the Metaverse. One key challenge is the significant capital investment needed to set up and run a business within this virtual environment, mainly due to performance-orientated technologies such as VR headsets and high-speed internet requirements that increase the costs. Long deployment times may pose risks as well since failure at any step can be financially very expensive for the companies. Cybersecurity threats also hover as virtual spaces are prone to hacking and data theft, compromising confidential information.



## DID YOU KNOW?



Did you know that the term "metaverse" was coined by science fiction author Neal Stephenson in his novel "Snow Crash," and while virtual reality is a key component of the metaverse, the metaverse is a broader concept encompassing various digital spaces that can be accessed with or without a VR headset

### INTERESTING FACT

Another complexity lies in the unavailability of fixed laws on transactions in the Metaverse and digital assets because the respective governments are yet to enact those relevant laws. Other challenges include user adoption and accessibility: the Metaverse has to be accessible to all users if it is to be widely accepted. Finally, ethical considerations in virtual identity, ownership, and abuse of such spaces add another layer of complexity that businesses have to navigate as they explore opportunities in the Metaverse.

The Metaverse is so much more than a trend; it is going to be business's future. Companies that seize this opportunity will be poised for a gain; those who ignore it, however, might find themselves archaic. As the technology further develops, more industries will evolve, and more enterprises and entrepreneurs will open their doors all over the globe.



**RIDDHI GUPTA**  
BBA 1st year





# "HOW BLOCKCHAIN AND CRYPTOCURRENCY ARE REVOLUTIONIZING TRANSACTIONS"



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## BLOCKCHAIN TECHNOLOGY

Invented along with Bitcoin in 2009 by Satoshi Nakamoto, blockchain is decentralized digital ledger recording transactions across multiple computers. It is what makes it nearly impossible for one person to control the data thereby boosting security and transparency. Each transaction is grouped into blocks, then linked together to form a chain that cannot easily be altered retrospectively.

## CRYPTO CURRENCIES

Crypto currencies are electronic money designed to serve secure and anonymous transactions. Cryptocurrencies are cryptocurrencies that are unrelated to central banks in terms of security, with reliance on cryptographic techniques. Bitcoin is still the best-known cryptocurrency, but thousands of others

have been created: Including Ethereum and stablecoins, pegged to stable assets such as a U.S. dollar.

## KEY BENEFITS OF BLOCKCHAIN IN FINANCE

**Decentralization:** Disintermediation reduces costs and time taken for transactions.

**Transparency:** All the transactions are made public so trust in the users is fostered. **Security:** The data will never be damaged with the help of the up-to-date cryptography and fraud-proof.

**Efficiency:** The process of the whole banking, trade finance, and capital markets are smoothed with the help of smart contracts by reducing a lot of taskwork



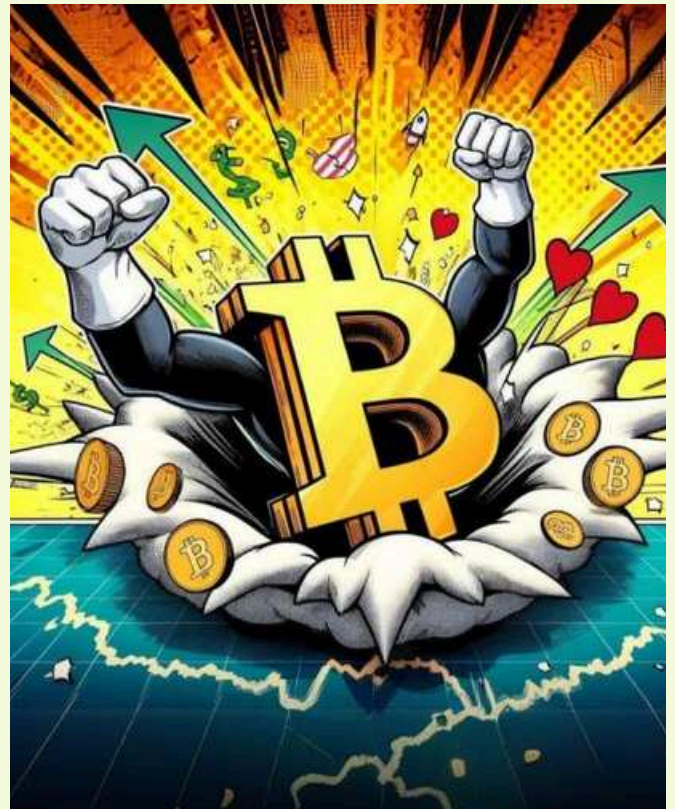
# The Future of Cryptocurrency and Blockchain

## The Rise of Institutional Interest in Cryptocurrency

As regulatory regimes evolve, institutional interest in cryptocurrency will be on the rise. Large banks are developing strategies for integrating blockchain technology into their operations, then to better serve others while navigating all the compliance challenges. The next few years can be transformational in the way financial services would operate because of the confluence of TradFi and DeFi. In a word, blockchain technology and cryptocurrencies are going to change the financial world with innovative solutions promising efficiency, security, and accessibility in this rapidly changing world.

## Blockchain's Versatility Across Industries

Blockchain technology and cryptocurrency have revolutionized the way we perceive and engage with digital transactions. Blockchain is a technology that brings a decentralized, transparent, and safe structure that has opened wide possibilities across industries such as healthcare supply chain management, finance, and so much more. Amongst the most popular applications of blockchain are cryptocurrencies that disrupt traditional financial structures by bringing alternatives to centralized currencies and empowering financial inclusion.



## Challenges in Blockchain and Cryptocurrency

There are challenges including regulatory hurdles, security risks, and issues concerning scalability. Indeed, the future of a new era in global economic and digital systems rests upon blockchain and cryptocurrencies. Therefore, just as it is more important for businesses and individuals to understand and adapt to a new landscape, so too do rising tides of technological progress logmake such understanding crucial.







## **THE EVOLUTION OF BITCOIN AND CRYPTOCURRENCY**

In recent years, Bitcoin and cryptocurrency have emerged as transformative forces in the world of finance. What began as an experimental digital currency has evolved into a complex financial ecosystem encompassing various alternative currencies, decentralized finance (DeFi) platforms, and blockchain technologies. As we navigate the digital age, the integration of Bitcoin and cryptocurrencies into financial technology (fintech) is set to reshape the future of the financial landscape.

## **THE PROMISE AND RISKS OF CRYPTOCURRENCY INTEGRATION**

This article delves into how these innovations promise to revolutionize traditional financial systems, making transactions more secure, efficient, and accessible. Bitcoin technology and the cryptocurrency market of assuring in a new era of financial transactions that offer significant advantages over traditional systems. The decentralized and secure nature of blockchain technology provides a promising future for peer-to-peer financial interaction. However, as the cryptocurrency landscape continues to evolve, it is crucial for potential users and investors to remain informed about the risks and regulatory environment that accompany this revolutionary form of currency. As we move forward, the integration of Bitcoin into finance could redefine our understanding of money and its role in society.



**KHUSHI WADHWA**  
BBA 2nd year

# The Evolution of Bitcoin and Crypto- currency



# "India's Glorious *T20* Triumph: A FAREWELL TO REMEMBER"



For India, the wait of 13 years ended in sweet success on a glorious day in Barbados. For South Africa, however, the agony persists, with no promise of a reprieve in sight. What unfolded at the Kensington Oval in Bridgetown was nothing short of a spectacle deserving of a World Cup final. The contest swung like a pendulum, with each blow countered by another, keeping the result hanging in the balance until the final moments.

Even before the match began, the streets surrounding the Kensington Oval were bathed in blue. Among the neutrals and the odd South African fan, the overwhelming majority of supporters were Indians, eager to witness Rohit Sharma lift the coveted trophy. Little did they know it would be his last outing in this format. Rohit, who first wore a winner's medal as a rookie in 2007, bowed out as the victorious leader in Barbados. The symmetry of his journey was complete as he lifted the weight of a billion expectations off his shoulders.

Rohit Sharma announced his T20I retirement almost as an afterthought during his media address. He graciously let Virat Kohli take the spotlight after the latter declared it was his final T20 International. Few greats get to script their perfect farewell, and while Rohit's was a sweet triumph, Kohli's performance was the stuff of legend.

Kohli entered the final with just 75 runs from seven innings throughout the tournament but walked away with an additional 76 runs in a single, match-winning knock. He silenced critics who doubted his role as an anchor in T20 cricket. His innings tethered India to victory when it mattered most, cementing his reputation as a player who rises to the occasion, especially in World Cups. For Kohli, this triumph marked the crowning moment of his illustrious career in this format.







The team effort was undeniable. Axar Patel justified his promotion up the batting order, excelling as a pinch-hitter. After his dismissal, Shivam Dube carried on the momentum seamlessly. When it came time to defend their formidable total, India's bowling attack took on a ruthless persona.

India's bowlers, relentless and fierce, dismantled South Africa's batting lineup with clinical precision. Two early wickets sent the Indian crowd into a frenzy, but Quinton de Kock and Tristan Stubbs fought back to drag the Proteas ahead. Axar's crucial wicket of Stubbs reignited Indian hopes, but Heinrich Klaasen's arrival raised the tension. Known for his ability to turn games

around in mere overs, Klaasen posed a significant threat.

Despite their statistical shortcomings—ranking third in batting and bowling averages, fifth in strike rates, and ninth in economy—India defied the odds. Their undefeated campaign in the Men's T20 World Cup 2024 made them the second team after Australia to achieve this feat. This historic win was a redemptive moment for a team that had fallen short in the Men's ODI World Cup 2023 final. With this triumph, India not only claimed the title but also etched a story of grit, redemption, and brilliance into cricketing history.



**NAMAN MANOCHA**

BBA 3rd year





# The Vital Importance of **DATA PRIVACY AND CYBERSECURITY** in Fintech

In a time when digital environments rule the roost, the constant development of cyber threats is a serious problem for companies everywhere. However, ongoing digital revolution brings with it a serious challenge: the constant evolution of cyber threats. The hazards associated with this rapid technological advancement are elevated, particularly in the areas of cybersecurity and data privacy. This article looks into the intricate arena of cyber dangers, with a specific focus on defending organisations against the pervasive menace of ransomware assaults.

## "Rising of Cyber Danger: A Basic Challenge of Companies"

Businesses face an expanding range of cyber risks in the dynamic digital era emerging as a particularly dangerous foe. These sophisticated attacks use a variety of techniques, ranging from mitigation that may paralyse entire networks to misleading phishing emails. In this situation, Cybersecurity becomes critical in this scenario since successful assaults might result in consequences that go beyond immediate monetary losses.

Cyber risks have a huge effect on organisations. Organisations deal with reputational harm, sensitive data loss, and possible legal ramifications in addition to financial concerns. Strong cybersecurity measures are required since organisations are depending more and more on cloud services and networked systems, which increases the attack surface.





## "Fortifying Your Cyber Barriers: Uncovering Data Security and Threats in Contemporary Companies"

Cybersecurity solutions provide a defence against attacks, yet these problems still exist. The potential of false positives, continuous updates, and implementation cost all add to the complexity. Still, the benefits exceed the disadvantages. Secure data is protected, client confidence is maintained, and business continuity is guaranteed by efficient cybersecurity.

Furthermore, compliance with data protection regulations becomes possible, minimizing legal risks. Fintech businesses need to make substantial investments in cybersecurity infrastructure to minimize these risks. This includes robust firewalls to stop unwanted access, multi-factor authentication (MFA) to verify user identities, and innovative encryption techniques that protect data both in transit and at rest. To identify vulnerabilities before thieves can exploit them, rigorous penetration testing, security audits, and continuous system monitoring are also necessary.

Employee training is crucial to avoid these scams. Future barriers mechanisms against cyber threats will be shaped by the introduction of international cyber security laws. To protect resources and maintain organizational integrity, companies operating in the digital world must make cybersecurity a priority.

## Conclusion: "Protecting the Future: Cyber Security and Ransomware Mitigation for Your Business"

In today's digital world, businesses are encountering a growing cyber threat presenting a formidable obstacle. By emphasizing data protection and making sophisticated cybersecurity investments. Fintech businesses may foster trust, guarantee compliance, and protect their clients' financial interests. Your most important line of defence is cybersecurity, which helps prevent financial loss, reputational damage, and business disruption. Despite the implementation challenges, the benefits of maintaining data integrity, customer trust and regulatory compliance are undeniable. To adapt to the changing threat landscape, it is important that employees continue to train and use technologies such as artificial intelligence.

As companies strengthen their digital walls, the combination of cybersecurity practices and robust programs is the cornerstone of the solution to the growing problem of cyberattacks.



**SEJAL TYAGI**  
BBA 3rd year







## NOSTALGIA

*nostalgia is a warmth, bittersweet.  
Lingering like a scent, gentle yet fleet.  
it sneaks into moments, soft and rare,  
Filling silence with laughter, lost in the air.*

*In its embrace, time bends and slows,  
returning us to youth in fleeting glows.  
"Fragments untouched, perfect and bright,  
echoes of joy, a soft, lost light.  
Each memory, a painted hue  
of happiness deep, and longing too.  
A reminder of dreams we once held tight,  
though faded now, like photo's light.*

*Nostalgia, a gift, yet longing's call-  
it gives, yet reminds we can't have it all.  
In every smile, song and scent that stays,  
our memories rest, unclaimed by days.*

*It lets us dance in a gentle ache,  
with days that shaped each choice we make.  
a tender ache,  
a soft refrain.  
of love and life and laughter's stain.*



**KHUSHI WADHWA**  
BBA 2nd year



# CORPORATE SOCIAL RESPONSIBILITY AND POLITICAL ENGAGEMENT



## The Evolving Role of Corporate Social Responsibility

Corporate Social Responsibility (CSR) nowadays is not only a phrase, it indicates the trend of being accountable, ethical, and committed to bringing values into business for social and communal benefits. Part of this concept also involves the rise in political engagement by companies, as they weigh in on relevant policy positions.

However, balancing CSR with political engagement is complex. Since global issues such as climate change, social inequality, and political polarization come into focus, companies are recognizing their role in shaping society beyond making profits. They always try to support important causes without upsetting their stakeholders or losing sight of their values.

CSR means more than just making a profit. It is about what companies can do to make the world better for everyone. CSR, in the past, was downright philanthropy in terms of donations and community programs. Lately, it includes social equity, ethical governance, environmental sustainability, and stakeholder engagement. Major examples include companies that are reducing their carbon footprint, providing fair wages, investing in employees' well-being, and supporting causes aligned with social equality.





CSR is not merely selfless but it has real business benefits. It intensifies brand reputation, builds trust with consumers, and boosts employee morale. Research shows that younger people, like millennials and Gen Z, prefer brands that match their beliefs. They're often okay with paying more for products from companies that do good things. Employees also feel more motivated and loyal when they work for companies that are invested in causes they care about. This has pushed enterprises to integrate CSR within their main strategies and shift away from occasional charity initiatives toward longer-term, higher-impact initiatives.

An increasing number of firms have been drawn into politics because they believe that their values align with social issues and should therefore be an integral part. For instance, when the BLM movement drew attention to systemic racism, many businesses said things and did appear to be combating diversity.

However, there are risks to getting involved in politics. Choosing a side can alienate some customers, which leads to potential backlash and lost custom, whilst causing friction with investors who may be based in the other camp. Companies dealing with politics often make public statements, lobby, or donate (or sue) over certain policies. This can be tricky.



In the process, companies back up their values and those that are close to heart for them from both customers' and even employees' perspectives. This can ruffle some feathers with customers. On the other hand, they define a very clear desirable outcome. Some social reformers or critics argue that companies should stop trying to be political and more effectively serve stakeholders in ways less likely to divide people. Proponents argue that, as influential organizations, companies have a responsibility to speak out on important issues.

One of the ways companies can get involved is by using their Corporate Social Responsibility (CSR) efforts as a great reference. Ensuring that they walk the talk—i.e., engaging in social responsibility by aligning actions with their values and positively impacting society. This could be by supporting policies that protect the environment or investing in renewable energy, for instance, if they were an environmentally socially focused company.







Conversations on politics can turn controversial, but companies that keep themselves within the bounds of their work and supporters make it easier for themselves to take part in political discussions.

A practical example is how tech companies insist on data privacy laws. As data privacy becomes more important, these companies help shape laws that protect users and meet their CSR goals of managing data ethically. Similarly, companies that focus on diversity and inclusion in their CSR efforts may support policies that fight discrimination.

The connection between CSR and political engagement shows the bigger responsibility companies have today. With greater influence comes the need to act ethically, as their actions can have a greater impact on society. Consumers and supporters expect companies to be transparent and accountable, so it's important to avoid empty gestures and always follow through. When political engagement is based on genuine CSR efforts, it shows that a company is committed to driving positive change even during difficult or unsettling times.

Finally, CSR and political engagement are changing areas where businesses need to be conscious of their roles. By aligning their political views with their CSR values, companies can responsibly support social change and build trust with supporters. When used thoughtfully, corporate influence can help create a fairer and more ethical society that reflects the values of both companies and the communities they serve.



**KRISHA VORA**  
BBA 3rd year



# The Impact of Social Media Algorithms on Influencer Marketing Strategies

Alterations in technology and globalization brought by the modern age have also affected communication. Primarily, negative effects came in the form of social marketing through social media. Most of these social media cool new features include algorithm changes affecting how users are served with content and how influencers are marketed. As all these aspects undergo some transformation, it is vital to comprehend the algorithms for developing efficient marketing strategies.

The last few years have seen a comprehensive change in marketing techniques owing primarily to social media, more so regarding influencer marketing. There is increasing need to understand how social media helps in reaching the target audiences as brands are now relying on influencers more than ever. These algorithms are essentially used to control the distribution of the content and this affects the campaigns greatly.







Generic social media users do not control their feeds, instead the feeds are controlled by algorithms driven by interactions, feedback, and other engagements such as reposts, and responses. This implies that the reach of an influencer's content can be dynamic dependent on the performance of the content posted by the influencer and retweeted by followers. In turn, this means that strategies of the influencers must equally change in order to fit these social media algorithms. For instance, an engaging post that was interesting a few months ago may perform poorly today and vice versa owing to the algorithm's chin or the butterfly effect. It is this unpredictability that poses threats and offers unique opportunities to influencers and brands in equal measures



In order to expand their audience, influencers have the tendency to concentrate on the production of high-grade interactive content. Cooperating brands, who understand the importance of providing assistance to their influencer counterparts, are now coming up with content recommendations that connect with the target audience and do not limit on product marketing only.

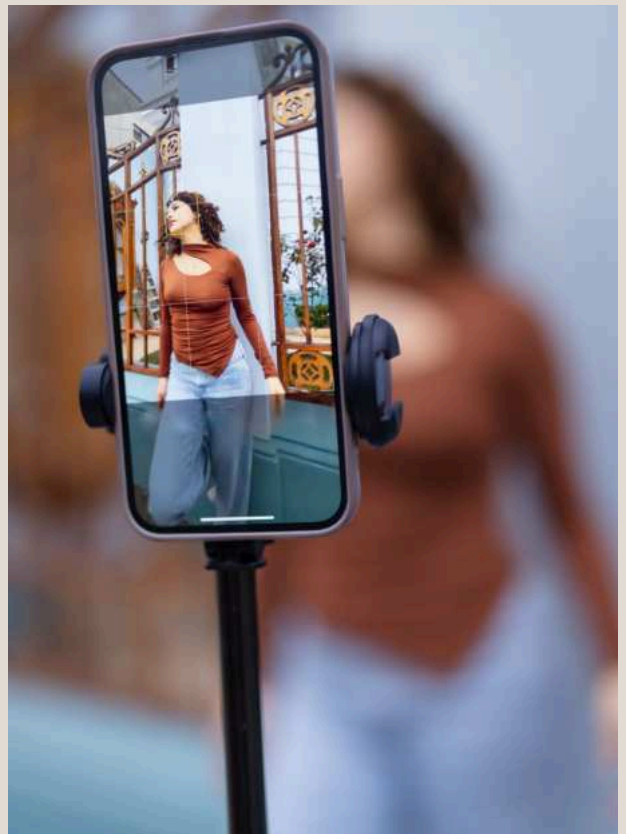
Influencers who have two-way conversations with their fans—by responding to comments and joining discussions—are generally more productive, and because this exchange represents a type of engagement with content, their algorithms reward it.







The nature of partnerships with influencers changes. Brands now want to have long term relationships with influencers instead of doing one off campaign and this gives the opportunity for influencers to engage their audience at greater lengths. Such an approach not only meets the demand of Social Media algorithms for regular posting and engaging activities but also helps retain and build followers' confidence. This is because when followers see influencers routinely promote the same brand, they grow confident about such promotions and would want to purchase products. Yet even as they observe these rules, practitioners remain in tension because of the need to analyse and adapt continuously owing to the complexities arising from various social media platforms. Influencers and businesses have to keep apprised of any changes in algorithms or movements of users so as to change their content strategy in accordance with the change.



For instance, the distribution of content engagement changes and affects the success of content types such as videos, stories, live videos, etc. depending on what engagement type has higher priority in the algorithm. Analytics platforms help infer what goes with the audiences in order to perfect their strategy and increase the validity of the influencer marketing campaigns.

Another trend is the emergence of new algorithms as the platform evolves, which will further influence the cultural schema of influencer marketing. It will not be a surprise when they notice that algorithms increase the chances of visibility for quality content that tends to engage, on the contrary, it may be difficult for influencers who constantly wish to reach their targets. The important thing is how the influencers can be able to keep being genuine but also flexible in producing content that will satisfy the audience and the algorithms.

As students and aspiring marketers, understanding these dynamics can empower you to harness the full potential of influencer marketing in your future endeavours, ensuring your strategies are both effective and innovative



**BENICA**  
BBA 2nd year





# THE FUTURE OF FINANCE: ESG INVESTING

With rising awareness about environmental, social, and ethical considerations, the world of investing has become increasingly conscious about its decision-making. Sustainable investing has now become an inextricable part of investing decisions, not just because of ethical principles, but also because of their growth potential and regulatory and legal interventions.

Sustainable investing helps investors kill two birds with one stone- they can consider financial returns while keeping in mind the environmental, social, and governance factors. It is an investment strategy where ESG factors are given just as much priority as financial gain so that while investing in lucrative companies, investors can cater to ethical principles and indirectly partake in impact investing.

Moreover, due to an increase in public awareness regarding environmental and social issues, according to Grand View Research, the global ESG investing market was estimated at USD 25.10 trillion in 2023 and was projected to grow at a CAGR (Compound Annual Growth Rate) of 18.8% from 2024 to 2030.

Environmental factors refer to how the operations and decisions of a company have an impact on the ecological environment. This includes considerations such as the carbon footprint of a company, whether it's using eco-friendly substances in its manufacturing practices, and whether a company contributes to pollution to any extent.

How a company contributes to the society around it, whether it supports marginalized communities or treats its staff members with equity, what actions a company takes to oil the wheels of Corporate Social Responsibility (CSR)- all these factors are some examples of what makes up the 'social' component of ESG factors. According to Forbes Advisor, "It even looks at how a company advocates for social good in the wider world, beyond its own limited sphere of business."

Ensuring transparency and accuracy in accounting practices, encouragement of positive change by the company's board as well as having healthy and communicative leadership-subordinate relationships in an organisation are some illustrations of how governance can be correctly practiced in an organisation.





Apart from the obvious benefits of positive firm value and profitability, a strong ESG proposition helps companies diversify their portfolios by investing in new markets and expanding to existing ones. Furthermore, McKinsey research shows that, “customers are willing to pay to ‘go green’... Upward of seventy percent customers surveyed on purchases in multiple industries... said they would pay an additional five percent if it met the same performance standards as a nongreen alternative.”

A solid ESG proposition can help a company retain loyalty in not just its customers, but even in employees. Employees’ perception of a company improves when it takes into account the environmental, social, and governance-related effects its functions would have on the internal and external environment of the business. This results in an increase in employee morale and productivity by instilling in them a sense of purpose and a positive connotation to their work. Once the employees are satisfied, it leads to better efficiency and eventually, better returns for shareholders.



From Infosys with its renewable energy and education support initiatives, and Wipro with its commitment to employee well-being and ethical business practices, to Unilever with its goals to reduce its environmental footprint and promote human rights, these are some industry giants in India and globally that have understood the importance of ESG factors and why they need to be heeded to so that their future is secure.

The trend towards sustainable investments is only expected to grow as more investors increasingly become aware of their importance and eventually, it will become easier for investors to incorporate ESG considerations into their decision-making processes.



**BHAVYA ARORA**  
BBA 3rd year



# GLOBALISATION 2.0

## *A New Era of Challenges and Opportunities*

Globalization is a modernizing trend that has gradually increased the interconnectedness and interdependence among countries. As such, globalization remains the process that reshapes economies, societies, and cultures all over the world, bringing benefits as well as grave challenges. Looking into the future, it continues to evolve due to technological advancements, geopolitical shifts, and societal concerns. But what's next for globalisation?

The dynamics of globalization are changing. In the 21st century, it is increasingly digital: it is as much a matter of flow of data as flow of goods. Blockchain, and 5G are organizing new forms of collaboration and competition, where, with heightened interconnectivity, businesses and individuals are making unprecedented connections.



Technology is likely to continue its role as a major driver of globalization. The onset of the digital economy has enabled relatively smaller firms and even persons to play in global markets. The use of e-commerce, remote working tools, and cloud computing exemplifies decentralizing prospects toward the smallest players.



However, technology also poses risks: cybersecurity threats, digital inequality, and the possibility of cyber-criminals, terrorists, and rogue states represent potential weaknesses in this global relationship, and it reminds the world that there is a need for global cooperation and governance in terms of really pushing these ends upon cyberspace. Moreover, equitable access to technology and the protection of the digital ecosystem will be crucial elements for the long-term sustainability of globalization's benefits.

*"We need a greening of globalisation."*





While the traditional assumption remains that globalization is all about global integration, an emerging phenomenon for regionalization is in the works. Geopolitical tensions are around across the globe, especially between the US and China, which have provided grounds for a rethinking of the global supply chain and an ambition to establish self-sufficiency in critical sectors. Regional trade agreements such as CPTPP (Comprehensive and Progressive Agreement for Trans-Pacific Partnership) and AfCFTA (African Continental Free Trade Area) are now coming to the spotlight. This change does not bring an end to globalization but transforms it instead. In the future, one would possibly see more regions becoming multipolar, with regional hubs complementing global networks.

While the traditional assumption remains that globalization is all about global integration, an emerging phenomenon for regionalization is in the works. Geopolitical tensions are around across the globe, especially between the US and China, which have provided grounds for a rethinking of the global supply chain and an ambition to establish self-sufficiency in critical sectors. Regional trade agreements such as CPTPP (Comprehensive and Progressive Agreement for Trans-Pacific Partnership) and AfCFTA (African Continental Free Trade Area) are now coming to the spotlight. This change does not bring an end to globalization but transforms it instead. In the future, one would possibly see more regions becoming multipolar, with regional hubs complementing global networks.

Future trials concerning globalisation will have to be dealt with together. International institutions like the United Nations, the World Trade Organization, and the World Health Organization are going to have to be strengthened. But so too are those institutions going to need to reflect the new realities of the 21st century and be more representative and responsive. Simultaneously, such new global challenges necessitate new forms of governance in such areas as cyberspace, and biotechnology, for which current structures are woefully insufficient.

While globalization brings many benefits, society continues to push back against it. International criticisms related to lost cultural identities, displacements of jobs, and erosion of sovereign rights are what spark nationalist and protectionist movements in various countries. The preservation of local identities and alleviation of the anxieties of those left behind will be critical in balancing the merits of globalization.

The future of will not be linear and predictable, rather it will be more complicated, amalgamating integration and fragmentation, opportunity and risk. Technological innovation, sustainability, and regionalization will define the contours but the overarching goal should seek to forge an inclusive, equitable, and resilient globalization. This means that global leaders, companies, and societies will have to become much more flexible, collaborative, and value-committed. While globalization might be morphing, its capacity to forward human progress and unity stays as potent as ever.

Climate change and environmental concerns are resizing the narrative of globalization. Subsequent trade and investment policies will likely focus on sustainability; the thrust for green technologies, renewable energy, and circular economies will come to be at the heart of economic activity across the globe. Above all, there will be a growing recognition of the imperative for inclusive globalization.



**KHUSHI KUMARI**  
BBA 2nd year



# Innovation VS REGULATION

## FINDING HARMONY IN THE FINTECH LANDSCAPE



Imagine getting a loan in minutes with a blockchain-powered app or paying for groceries with a phone scan. That is how fintech, short for financial technology, is changing how we deal with money. Fintech has changed modern living by transforming banking into something more inventive and accessible, from digital wallets like Paytm and Google Pay to blockchain lending platforms.

Companies must traverse a maze of rules that lie beneath the slick apps and smooth transactions because of how fast fintech's rapid innovation has outpaced regulations, creating a contradiction between advancement and compliance. While these restrictions aim to protect consumers and maintain market stability, they often impose barriers that can hinder innovation.



Fintech innovation comes ahead of regulatory frameworks, and the necessity for compliance and new regulations has arisen subsequently. The biggest issue that fintech faces is the separation fostered by regulatory legislation. It may make crossing places with different laws challenging for companies, both across regions and countries. At the federal level, for instance, a U.S. fintech company will be subject to the Federal Rules governing them, though the states could have other rules. This complexity can hold up operations and push compliance costs so high that they amount to 15% of a startup's budget, according to a report put together by Deloitte in 2022. As a financially restricted firm, it will continue to spur its growth and innovation.





International legal differences complicate compliance for fintech companies, which face challenges such as data privacy, fraud prevention, and anti-money laundering. While U.S. regulations mainly target fraud prevention, the EU's General Data Protection Regulation imposes rigorous data protection standards. Such differences in the requirements make the start-ups end up investing so much that they might end up missing a few opportunities.

Modern regulatory frameworks will be needed to allow sustainable growth. Regulations are like a safety net for consumers. A 2023 PwC survey found that 72% of consumers are concerned about the security of their financial information on fintech platforms. Clear guidelines on data protection and how to avoid fraud can alleviate some of these concerns. Indeed, trust is the basis of any financial system and, in this case, fintech as well. When consumers feel secure, they're more willing to accept new technologies, then comes wider adoption.

Regulations are just what the markets need to be stable. They are the key to preventing blunders like the recent financial disaster of the 2020 collapse of WeWork, which dumped billions in losses and dented the reputation of the fintech sector. Strong laws will establish accountability channels to prevent such incidences, retain the trust of customers and uphold the reputation of the sector. Well-structured regulations form a true source of innovation. The regulatory sandboxes ensure the safe experimenting by the start-ups, all this while complying with the rules.



Initiatives from the UK and Singapore have shown some exemplary progress without harming the consumers. When UPI was launched in India, it standardized digital payments and pushed startups like PhonePe and Paytm to billions of transactions every month. In the US, localized rules were a hindrance to growth in terms of severe penalties for offending companies. By all accounts, it is agreed that innovation and financial integrity should come in a balance. "The way ahead for the future of finance is coordination between regulators and the industry plus policymakers laying out roadmaps for regulatory frameworks that fit fintech's dynamic world, while at the same time respecting consumer protection and market stability", European Central Bank President Christine Lagarde said. Compliance needs to be seen more as an enabler of growth rather than solely as an inhibitor by fintech companies. In this ever-changing fintech landscape, it is high time to create policies that spur technological advancement and financial security for a resilient ecosystem that serves all: consumers, markets, and innovators.







# The Vistara and Air India Merger:

## New Dawn in Indian Aviation

The merger between Vistara and Air India has not only attracted much focus, but it is a defining moment for the global aviation industry, which seems to hold great potential to revise the existing picture of air communication in India. But these opportunities won't be without the challenges that will come hand in hand.

Founded in 2013 by Tata Sons and Singapore Airlines, Vistara quickly rose to the status of a full-service airline that paid special attention to customers' satisfaction. However, Air India has a much longer history as it was established even earlier in the year 1932. Long plagued by poor financial situation, in 2021, Air India was disinvested and was sold to Tata conglomerate. This acquisition laid the foundation for the future merger with Vistara, thus developing the right kind of entity that can well and truly compete with both domestic and international players.

There are several important strategic reasons that contributed to the merger. First of all, it is meant to provide a stronger airline company, which in turn offers better operations. Through the joining of the fleets, resources, and networks, this new entity is now able to cut on costs of operation through efficiency in route management. This is important, especially given competing pressures that result in thin margins due to the current intense competition and increasing fuel costs.

Apart from that, the merger leads to a lengthened network, thus giving travellers more flight choice and better connection. As Air India has strong international network connectivity and Vistara has a reputation for rendering premium services, the synergistically merged airline can effectively cater to the domestic and international markets, respectively.

The merger is forecasted to have special benefits for customers too. The future combined loyalty program could provide better opportunities for earning and redeeming air miles. In addition, there are expectations that services provided by the airlines will reflect a high level of service delivery since the best practices are expected to be borrowed from both companies.



**vistara**  
Fly the new feeling



It also brings about the ability to offer other foods and services that can be consumed by a wider population. The synergies of the new buyer and the offerings of the new product— Vistara's premium services and Air India's broad connectivity— could appeal to various segments within the travel community.

However, it is not all rosy, with a number of challenges arising from the merger. Merging two different corporate cultures is always a challenging process. While a customer service-oriented culture of Vistara needs to be followed, it needs to be merged with Air India's old-school organizational culture. Managing the transition and, at the same time, delivering good services will be important.

The regulatory process can also act as a barrier at times. The combination will face legal necessities such as aviation regulation rules and antitrust laws that might slow down the integration. The management teams will have to be very sensitive in these legal terrains in a bid to achieve the merger.

The merger has taken place right at the time when the domestic aviation market in India is experiencing enormous growth and more players are coming into the market. Indigo and Spice Jet have made deep inroads, and other new players also coming into the market. The potential of the amalgamation of Vistara and Air India can pit them against each other in a competition for dominance, but it poses a big challenge for the existing players to create a new value proposition to customers.

Moving forward, it is the newly formed Vistara Air and Air India that has come as a turning point in the Indian aviation industry. When operated appropriately, it could lead to the generation of a great airline that would assist in boosting India's position on the international platform in aviation. The rationale of the merged entity could be to tend towards modernizing the operations and widening the range of services in the Indian and potentially global market.

All in all, the merger of Vistara and Air India is a major event in the Indian aviation sector. Indeed, there are potential foreseen problems; however, the advantages of such a move for customers as well as the airline are significant. Shortly, viewers have been eagerly observing this state of integration, intending to launch a new actor that fits into the aviation environment and strive for better service quality and organizational performance in the continually changing environment of the aviation industry.



**SHREYA BANSAL**

BBA 1st year





# IS THE CURRENT WORKFORCE READY FOR THE FUTURE?

## *The Skills Gap Threat*

Changes in economic landscapes plus accelerating rates of change due to technological innovation are causing the world of work to change rapidly. With the outlook that many industries will begin embracing automation and increased dependence on digital tools to ensure smooth execution, demands for certain skill sets have changed suddenly. The result has been this growing concern about the skills gap-the disparity between the skills that employers need and the skills available in the workforce. This gap is accelerating in terms of urgency with the speed at which technology innovation is rapidly increasing.



The COVID-19 pandemic has accelerated work from home, and most organisations today operate hybrid models with equal parts of on-site and off-site work. Location no longer becomes a barrier to talent attraction as companies can reach into the largest pool of potential employees. The important part is that employees will need to acquire new skills for effective communication, time management, and digital collaboration. More and more workers in all sectors demand flexibility, work-life balance, and up skilling. Employment in the future of work is increasingly going to be a balance between traditional on-site arrangements and remote or hybrid arrangements.





The rise of the gig economy and freelance work is yet another hallmark of changing the work environment. New platforms such as Upwork, Fiverr, TaskRabbit were designed to brand independent workers who on a project-by-project basis. This system suited both workers and business with its flexibility, but emphasized skills that are easily marketable and adaptable to unrelated industries.



Basics of digital literacy are now ubiquitous and universally expected. Workers are supposed to be able to use some tools to use a word processor to create spreadsheets, to use collaboration software, as well as to know something about data privacy, cybersecurity, and best practices around digital communication. Indeed, in many sectors today, digital literacy is no longer a "nice-to-have" but is instead something that is fundamentally required.



As more workers engage in freelancing, they will be combining technical competencies with entrepreneurial skills, such as self-marketing and negotiation skills and management of finances. On the other side, firms must find how to include and supervise freelance talent in such a way that quality and productivity do not suffer.

Technological development is occurring much too fast for many workers to adapt accordingly. According to the "Future of Jobs Report" released by the World Economic Forum, 44% of workers' skills will change over the next five years due to automation and other technological shifts. This produces a huge gap in the skill levels of the workers, making most of them helpless in the changing requirements for jobs.







Although the technical skills are central, the role of soft skills becomes even more dominant. Monotonous work would be automated by machines, while human professionals, therefore, have to focus their energies on emotive intelligence, creativity, leadership, and critical thinking, all of which fall beyond the realm of machines.

Given the current circumstances, it's not a zero hour. The businesses, the workers, and the institutions have to put hands and feet together and fill up this gap of skill. A good strategy for this could be re-skilling and up-skilling programmes. Investment in these is very imperative in any business. Workers who at one time were performing manual tasks would need to be educated on modern technologies to remain relevant in their job or courses. Anything from data analytics to teaching workers how to code for non-tech employees falls in this category. Companies should, therefore, foster a continuous learning culture that will offer access to online courses, mentorship programs, as well as professional development opportunities for worker



This future of work promises innovation, flexibility, and a lot of opportunity but poses some very severe challenges in the name of the huge skill gap. Technology needs to continue reshaping industries and changing manners, and workers need to keep up acquire new skills and be innovative in new ways of working. Businesses, educational institutions, and the government need to join forces to equip workers with the right tool for success in this fast-changing landscape. By focusing on digital literacy, soft skills, and re-skilling and up- skilling interventions, the skill gap can be conquered in the future workforce to meet the mandates of the future that lies ahead.



**KASHISH BANSAL**  
BBA 2nd year



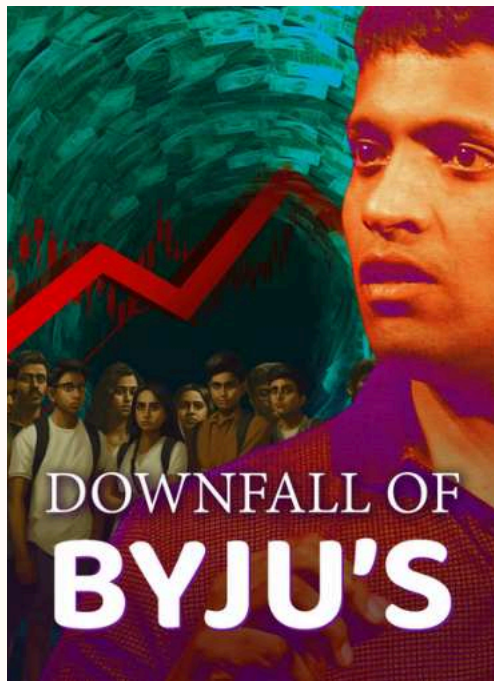
**BYJU'S**  
The Learning App



# Byju's

## and their Downfall





"I did not start this as a business, it was a passion which ended up becoming a business" (Raveendran Byju, 2018). Once a comp-any that was valued at \$22 billion in 2022, with over 150 million registered stud-ents, India's first ed-tech u-nicorn is now valued at ze-ro.

Raveendran Byju founded Byju's along with his wife Divya Gokulnath. Byju's quickly rose to success after its launch in 2015, scaling to 20 lakh students within three months. To boost its personalised learning products, it acquired the learning guidance platform Vidyarthi. In March 2017, Byju's had reached an alleged valuation of \$600 million. Further, to expand internationally, the company acquired TutorVista and Edurite, reaching students on a global scale. It signed Shah Rukh Khan and Lionel Messi as its brand ambassadors, which is an accomplishment of its own. This boomed the company's valuation to over \$1 billion by March of 2018, making it India's first ed-tech unicorn. Ironically, all the quick achievements that Byju's gained led to an even quicker and unexpected down-fall.

The COVID-19 pandemic was the prime reason for the success of Byju's since learning completely shifted from offline to online. In the pandemic, the company gained millions more students and expanded enormously, which required aggressive investments and acquisitions. But as it turned out, this was one of the key reasons that led to Byju's downfall.

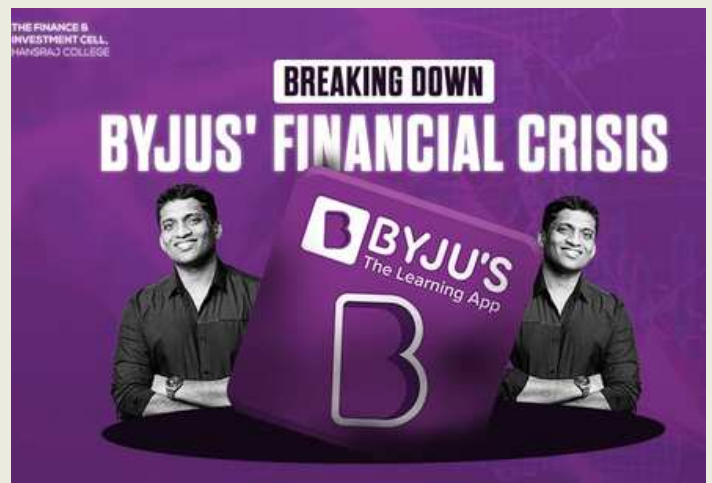
Since students started going back to offline learning post-pandemic, the over expansion led to financial strain. The heavy borrowings to fund the growth led the company in a state of debt which led to Byju's laying off thousands of employees and terming it as "over hired during the pandemic." The company took the biggest hit when its offices in Bengaluru were raided by Enforcement Directorate (ED) under Foreign Exchange Management Act (FEMA) violations in April 2023. Between the years 2011-2023, the company received Foreign Direct Investment (FDI) to the amount of Rs 28,000 crore.





Further in the name of overseas direct investment, the company allegedly transmitted Rs 9,754 crore to various jurisdictions during the same period. The ED had also alleged that the company did not get its mandatory auditing of accounts and had not prepared its financial statements since FY 2020-21 (IANS, 2023).

Few months later, in June 2023, Byju's auditing firm, Deloitte, resigned from the company citing the reason of delay of financial statements for the year ending 31st March 2022. Another recent big blow suffered was when Board of Control of Cricket in India (BCCI) filed a case against Byju's for the unpaid dues by the company centring around the sponsorship between both. BCCI then approached National Company Law Tribunal (NCLAT) to initiate bankruptcy proceedings against Byju's, seeking to recover the outstanding payments. NCLAT then allowed a Rs 158 crore settlement between BCCI and Byju's which was then set aside by the Supreme Court.



FByju's staggering journey from early success and immense valuation to its current state of relentless decline raises serious doubts about its future. The question remains whether the company can recover from such a significant setback. Given its current challenges, making a comeback will undoubtedly be an uphill battle, but it stands to be seen whether this 'unicorn' will turn into a phoenix and rise from the ashes or not.



**AADITYA JAIN**  
BBA 2nd year



# Forever Glistening

**Is your spark so very perishable?**

**Does your essence have a deadline?**

**Does the ink of your style dry out amidst your marathon on the paper of life?**

**The answer to all of what's above is a beautiful 'no'.**

**No matter the grip, the life flows.**

**The sun once again thaws the ice cold pains after it snows.**

**You'll utter the sweet words of gratitude again.**

**Your eyes will find themselves reflecting on mirrors as a proud human.**

**You'll drink your own tears and laugh through the years and live to be forever glistening.**



**YASHICA JETHANI**  
BBA 3rd year



## MILESTONES FOR WOMEN IN AND THROUGH SPORT

### 1970s

'76 International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS) created

'79 Sport included in the [convention on the elimination of all forms of discrimination against women](#)

### 1980s

'81 Flor Isava Fonseca and Pirjo Häggman become first two women co-opted as IOC members

### 1990s



'91 Non-discrimination on the basis of sex added to the Olympic Charter

'90 Flor Isava Fonseca becomes the first woman elected to the IOC Executive Board.

'91 Criteria introduced for new sports to have at least one women's and men's event in order to be included in the Olympics

'94 Brighton Declaration established

'95 Sport included as a tool for gender equality and women's empowerment in the [Beijing Declaration and Platform for Action](#)

'95 Creation of IOC Women & Sport Working Group

'96 Promotion of women becomes a mission of the IOC and is enshrined in the [Olympic Charter](#)

'96 The IOC sets itself a target of having 10% of decision-making positions held by women by 2000 and 20% by 2005

'97 Anita DeFrantz becomes the first woman IOC Vice-President

### 2000s

'00 Millennium Development Goals Established  
Goal 3: promote gender equality and empower women



'04 Evolution of IOC Women & Sport Working Group into official IOC commission

### 2010s

'10 Creation of United Nations Entity for Gender Equality and the Empowerment of Women



'13 The number of women IOC members and the number of IOC positions held by women passes 20%

'14 Number of women IOC commission chairs passes 20%

'14 IOC signs [Brighton plus Helsinki 2014 Declaration](#)



'15 Release of [Olympic Agenda 2020](#)

'16 Number of IOC commission positions held by women passes **↑30%**

'16 Sustainable Development Goals Established  
Goal 5: Achieve gender equality and empower all women and girls



'16 IOC EB approved a minimum target of 30% for women's representation in Olympic Movement governing bodies by 2020



'17 Kazan action plan created

'18 IOC Gender Equality Review Project published

'18 Number of IOC commission positions held by women passes **↑30%**

'18 Number of women IOC members passes **↑30%**

'19 Number of women IOC commission chairs passes **↑30%**



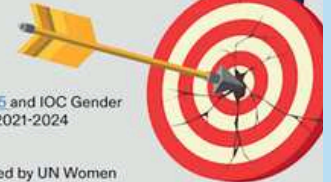
### 2020s

'20 Number of women IOC Executive Board members passes **↑30%**

'20 IOC joins UN Women's Sport for Generation Equality Initiative

'21 Release of [Olympic Agenda 2020+5](#) and IOC Gender Equality & Inclusion objectives for 2021-2024

'21 Gender Equality Forum convened by UN Women



Add a little bit of body text

# Gender Equality at the Olympics: How Far Have We Come?

Politics and Olympics, the two terms seem incompatible but the Olympics is an event that unites people from all over the world to participate in a global sporting event. But underlying this performance, there is a history of hundreds and, perhaps, thousands of years of women's rights activism. While waiting for the next Olympics, now is the best time to look at the progress made towards the Parity in the Games movement. This article talks about how effective the world has been in its effort at providing a level playing field to the male and female contenders in this global field.

The fight for gender balance with regard to the Olympic games remains one of the most slowly progressing yet unrelenting battles till today. Originally when the modern version of Olympic games started in 1896 there were no women allowed to participate at all. This was typical for the given period of time while people believed that sports were exclusive to men only, and the physical capacities of women were not taken seriously. Women eligibility for participation only began in the 1900 Paris Olympics but they could only take part in a few events. However, the victory was quite limited and the battle for the equal Rights for women continued.





## Barriers Faced by Women in the 20th Century Olympics



During most of the twentieth century women were restricted from participation in the Olympics. The participation remained limited and women could hardly participate in as many sports as men, moreover, they had to fight societal and institutional concern that might hinder them to showcase their true potential. However, the feminist movements from the late 1960s and early 1970s coupled with pressure from women athletes, began to change the situation.

By the time of the Tokyo 2020 Olympics there was much to cheer about. It was noted that women's participation level raised to as high as 48.8% which can be deemed as historical new level. Moreover, for the first time in Olympics, all the participating countries had females participating in the event. The International Olympic Committee (IOC) had also come a long way due to the new policies that sought to embrace the causes that would help in closing the gap between males and female, this was changing the perception of people that women sports was as important as that of men.



## Paris 2024: Achieving Gender Parity in Participation



As we look forward towards the Paris 2024 Olympics, the pledge of gender parity has reached to another level. Paris was the first Games, where men's and women athletes' participation was nearly equal, which was dreamed of and aimed for a number of years.

This is a big win for the IOC and for the international sporting fraternity in a sense it marks a historical shift in the way society appreciates women's roles in sport. In addition to this, there was a balanced representation of the mixed-gender games as well, giving credence to men and women as equals in every respect.

## PERSISTENT CHALLENGES: SPONSORSHIP AND MEDIA COVERAGE

However, there are still questions that need to be answered. Concerns that remain include; sponsorship opportunities, and media coverage. For instance, having been granted an equal platform with their male counterparts, female Olympians continue to receive minimal support and recognition as their male counterparts. These discriminations are systemic to discourage those who step out of their place in the hierarchy to tell a different story than the story of oppression.



## Cultural Recognition of Women's Sports



This change in the Olympics is not simply in terms of representation, but of culture. Instead of being considered as 'small events', 'lesser significant', or 'less entertaining' women's sports are now getting the amount of respect and importance that they deserve. At the 2024 Paris Olympics, women athletes' broke barriers by competing in new events, such as women's boxing in every weight class and the introduction of women's ski jumping.

The Games featured a record number of female participants, highlighting their dominance and challenging long-standing gender norms in competitive sports. Katie Ledecky made history by winning her sixth Olympic gold medal in swimming, cementing her status as one of the greatest female swimmers of all time. Her achievements not only shattered records but also helped challenge perceptions about women's endurance and strength in competitive sports.

## CONCLUSION: THE FUTURE OF GENDER EQUALITY IN THE OLYMPICS

In conclusion, the climb towards the status of gender equality at the Olympic level has been gradual but positive and we are at the verge of a new phase. Paris 2024 has been symbolic imaging as the pinnacle achievement of growth after over a century. The advancement of women in sports has significant progress, and there is hope for better days as many barriers to the sports for women have been taken down. While we applaud the progress that has been made, more must still be done to achieve real equity – not only in the Olympics but in all other activities and sports events.



**SHREYA BAJAJ**  
BBA 3rd year

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# ISRAEL'S ECONOMIC RESILIENCE:

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**A NATION  
BUILT ON  
INNOVATION**

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Israel has established itself as a global innovation leader, demonstrating excellence in technology, defense, agriculture, and healthcare. Often referred to as the "Startup Nation", Israel's economic success results from a thriving entrepreneurial ecosystem, strong government policies supporting education and research, and diverse industries.

In its early years, Israel's economy relied on foreign aid, agriculture, and military spending. But by the 1980s, major changes had begun to push the country toward a knowledgeable economy. This shift was accompanied by major investments in technology and education to produce the most talented workers who would determine future success. Immigrants, many from the former Soviet Union, are expanding the talent pool and reinforcing this economic transformation.



A strong business ecosystem is the foundation of Israel's economic success. The country has a strong entrepreneurial culture, with companies like Waze, Mobileye, and Check Point Software standing out globally. This has positioned the country as a pioneer in areas such as cybersecurity, artificial intelligence, and health technology. The Israeli government has played a key role in supporting this innovation, investing heavily in research and development and providing significant support to startups through venture capital. Besides its high-tech sector, Israel has a well-regulated financial system that provides economic stability and attracts foreign investment, making it an attractive destination for global business ventures. Additionally, Israel's defense industry is not only for national security but also for the promotion of technological advancements with commercial applications, especially in aerospace and cybersecurity.





Israel's geographic realities in the Middle East require it to operate in an often-volatile environment and face security challenges. However, the country's diverse economy makes it more resilient to external influences. Strong infrastructure, especially cybersecurity, is an important safeguard against financial instability.

Israel has established strong international trade ties, particularly in the areas of technology and defense. International cooperation provides it with access to markets and resources that support its economic growth and plays an important role in reducing the risks associated with regional conflicts.



One of Israel's greatest strengths is its ability to recover quickly from economic downturns resulting from global financial crises or military action. In response to the COVID-19 pandemic, Israel announced an emergency economic package that helped reduce the impact of the crisis on the economy, businesses and people. These measures helped stabilize the Israeli economy during a time of global crisis.



There is no doubt that the conflict in Israel has greatly affected many sectors, including the high-tech and manufacturing sectors. The high-tech sector, despite facing some major challenges such as production and product disruptions, remains one of the country's strongest sectors. Recent developments suggest that the economy is recovering; the stock market is recovering, and the Shekel is not falling in value, indicating a bright future for the country.

The Israeli government plays a key role in stabilizing the economy in times of crisis. It implements support strategies for business, start-ups, and micro, small, and medium-sized enterprises (MSMEs). The government has mitigated some of the negative impacts of the conflict and enabled key economic sectors to recover and develop.



While challenges remain, Israel's economy is built on solid foundations of innovation, diversity, and recycling. Israel's technology sector is now recognized worldwide and has established itself as one of the world's leading players in cyberspace, artificial intelligence, and medical technology. Israel's focus on national defense and its continued commitment to advancing technological development and achieving financial security will continue to maintain its status as a major player on the world stage for many years to come.

Israel has faced geopolitical challenges throughout its continuous evolution but has always shown resilience to external pressures in terms of innovation and change. That's the reason Israel is a place with a diverse, profitable economy and thriving industries like defense, technology, and agriculture.



# FINTECH & 5G

## *Unlocking the Potential of Fintech with 5G*



### WHAT IS 5G?

5G, or fifth-generation mobile technology, is a new standard for mobile communications developed by mobile phone companies in 2019.

Most mobile phones, whatever their speed, latency, and bandwidth, allow 5G networks to provide faster upload and download times, better connectivity, and improved reliability, making it a good alternative to 4G technology.



### IMPACT OF 5G ON THE FINTECH INDUSTRY

Given that 5G will impact almost every industry, financial services is no exception. The fintech sector is rapidly moving towards digitalization and now facilitates online transactions, contactless payments, online banking, and online lending.

Banks worldwide are also looking to digitize their services and offer new and innovative products to help their customers grow their businesses. 5G networks are expected to accelerate the digitalization process as they can perform more tasks than current networks.





## HOW 5G ENHANCES FINTECH

### 1. Introduce a real-time user experience to mobile devices

According to the World Bank, around 1.7 billion people worldwide still do not have a bank account. 5G and mobile technology will soon solve this problem. The introduction of 5G will provide high-speed internet access to rural areas and create an important platform for fintech companies. 5G will help fintech companies enter these sectors and transform the digital economy by enabling fast, real-time mobile transactions, faster payments and other technologies.

### 2. Enable better lending decisions and optimise lending rates.

Fintech companies will be able to use the speed and capabilities of 5G to develop new products and processes that will help them increase the speed and accuracy of credit decisions. This will also help adjust interest rates to suit all applicants. In addition to supporting fintech companies, 5G can help consumers make informed financial decisions digitally by bringing them closer to their financial advisors in the virtual world.

### 1. Accelerate the push towards digitalisation

The pandemic has changed consumers' behaviour toward digital commerce and created a need for cashless payments. This has led fintech companies to focus on creating contactless, secure, flexible, and easy-to-use customer experiences. 5G will change the game's rules by making these resources accessible everywhere especially in rural areas.

With the introduction of 5G, fintech companies' applications and products are likely to become innovative due to their ability to store large amounts of data in the cloud and implement them quickly and seamlessly with the support of augmented reality (AR).







#### 4. Improves security

5G will allow fintech companies to instantly update and improve applications without disrupting their customers. The high speed and high coverage of 5G will enable facial recognition technology and enable real-time analysis of data in the cloud, which is not possible with 4G. 5G will also support the use of multiple biometric security methods to authenticate mobile phone users.

### CHALLENGES FACED BY FINTECH INDUSTRIES

The key challenge for the 5G fintech industry is ensuring data security and privacy. 5G's faster speeds and improved connectivity could expose financial data to threats if not properly protected. Other challenges include managing new regulations for 5G services, maintaining compatibility with existing infrastructure, and ensuring everyone can use 5G technology for financial computation.

#### 1. CYBERSECURITY CONCERNS

The high speed and low delay of 5G may make financial systems more attractive to hackers, needing better security to protect customer data.

#### 2. REGULATORY LANDSCAPE

New 5G financial services might have to follow changing regulations, which can be complicated for fintech companies.

#### 3. DATA PRIVACY ISSUES

More data collection from 5G devices makes managing user privacy very important.

#### 4. INTEGRATION WITH LEGACY SYSTEMS

Combining new 5G applications with existing financial systems could lead to technical problems.

## CONCLUSION

5G technology will transform FinTech by enabling faster, smarter, and more inclusive financial services. Its fast, low-latency connections are essential for instant commerce, mobile banking, AI-powered analytics, and IoT integration. While challenges remain, the potential benefits outweigh the risks, and 5G is set to become the foundation for the next wave of fintech innovation. As 5G networks continue to expand globally, the fintech sector is likely to experience unprecedented growth and change, ultimately transforming the way people interact with services.



**SNEHA JAIN**  
BBA 2nd year



# THE SECRET: WHY STARTUP ECOSYSTEMS ARE



## KEY TO INNOVATION

Innovation and entrepreneurship are important determinants of economic development in the contemporary world. In this connection, startup ecosystems, which can be defined as cooperative networks of entrepreneurs, investors, institutions, and support organizations also play a significant role in stimulating economic growth and enhancing local competitiveness. Such an ecosystem generates jobs by encouraging new ideas and teamwork while also attracting investment, which forms the basis of any successful economy.

A startup ecosystem is a diverse collection of interrelated parts that interact to facilitate the birth and sustenance of new businesses. The centre of a startup ecosystem has entrepreneurs who develop businesses. Surrounding the core are investors, such as venture capitalists and angel investors, government agencies, educational institutions, and accelerators. Service providers offering complementary services play an equally important role in the ecosystem.

Strengths in teamwork, collaboration, knowledge-sharing environments, and risk-taking ecosystems brought Silicon Valley, Bengaluru, and Tel Aviv examples of ecosystems that can be hubs for worldwide innovation.



Such ecosystems are vital for economic development. Startups typically introduce new technologies and innovative business models, forcing traditional industries to adapt and become more efficient. A good example is the emergence of fintech companies that have revolutionized banking by making financial services accessible and affordable to many more people around the globe.

The other vital contribution of startup ecosystems is the creation of employment opportunities. Studies show that young companies are indeed the major contributors to net job growth, especially in regions where unemployment is high. Successful startups generate direct employment and also encourage economic activities in their communities.







Apart from creating jobs, these ecosystems attract investments both domestically and internationally. Such successful startups often reinvest their profits back into the ecosystem, thereby creating a cycle of mentorship, funding, and growth for new ventures.

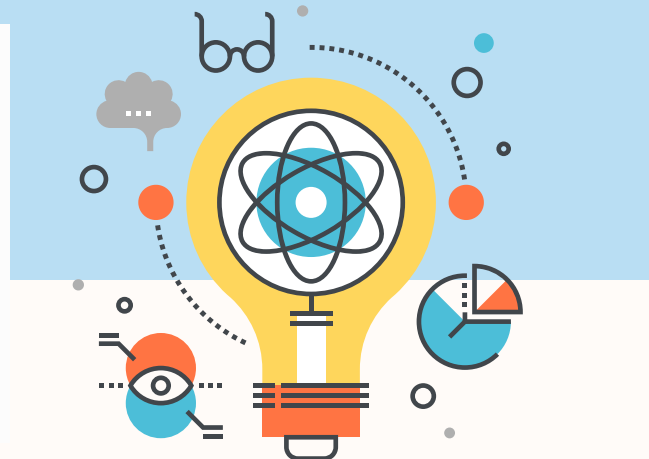
A vibrant startup ecosystem enhances a region's competitiveness in the global marketplace. It attracts skilled professionals to active hubs where they can work on innovative projects and enjoy a great community. All this talent boosts productivity and further increases innovation.

Such spots become internationally recognized, such as Toronto with artificial intelligence or Stockholm with green technology, leading to partnerships and trade that contribute to economic growth.

Competitiveness in a startup ecosystem encompasses not just the attraction of talent and funding but also the creation of a space where companies can stand out by being innovative. The above corporate culture is likely to prevail in areas that provide a requisite environment that supports innovation and creativity, which are the major ingredients in volatile markets.

This is the kind of competitiveness that brings about improvement and guarantees that ecosystems are strong enough to respond to global economic change. With competitively dynamic startups as well as industries, such ecosystems tend to establish a progressive trend that eventually benefits the wider economy.

Governments and schools are the main nurturers of these ecosystems. The policies that encourage entrepreneurship, such as tax incentives, grants, and regulatory simplifications, provide a conducive environment for startups to thrive.



These also require investments in infrastructure like affordable co-working spaces and high-speed internet. Lastly, universities play a role in developing skilled human resources and fostering innovation. Shared research efforts with businesses and entrepreneurship programs help put ideas into action.

With all the possibilities, startup ecosystems also face many challenges. A crucial challenge faced by nascent enterprises is the lack of access to capital. In addition, regulatory hurdles and also lack of infrastructure may further hinder development. Policymakers overcoming these barriers should build ecosystems with comprehensive support such as seed funding, mentorship opportunities, and access to international markets.

There is a need for public-private collaboration to create an environment in which startups will thrive.

Ecosystems of startups are revolutionary in terms of economic development and competitiveness within a region. Because of such a varied, rich pool of talents and innovative ideas, ecosystems generate possibilities that can positively impact communities and industries. However, the sustainability of such success depends on the collective action of entrepreneurs, investors, governments, and institutions. As more regions realize the importance of startups, their role in shaping the global economy will continue to grow.



**SHREYA BAJAJ**  
BBA 3rd year



# FROM FIELD TO FAN: THE ROLE OF TECHNOLOGY IN SPORTS TODAY

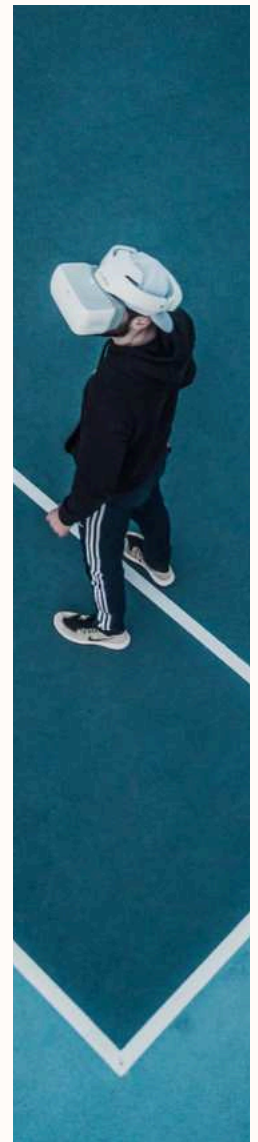
Technology and innovation play a very important role in shaping today's sports world. The modern era has witnessed cutting-edge advancements that are changing the sporting world. From an athlete's perspective, these innovations prioritize safety, performance, and endurance. They help manage time and strengthen abilities to perform well in a particular sport. This is possible through utilisation of smart equipment, personalized training tools, and wearables such as smartwatches, health bands, and sensors embedded in tracks.

Needless to say, basketball is a growing sport in today's world. Several pieces of equipment are used for players to define and develop their skills with data-driven feedback. For example, Wilson's basketball integrates sensors within the ball to track the short arc, release angle, and the rate at which the ball spins. These qualities attract the players and encourage them to improve their practices. It works on shooting techniques and makes adjustments as per their requirements.

This kind of technology boosts present as well as future competitive edge. Moreover, a system was introduced to combine basketball hoops with high-speed cameras, ensuring shot ability and providing instant coaching cues. These tools are pivotal for players and are also opted by professional teams such as the NBA (National Basketball Association) and international teams.



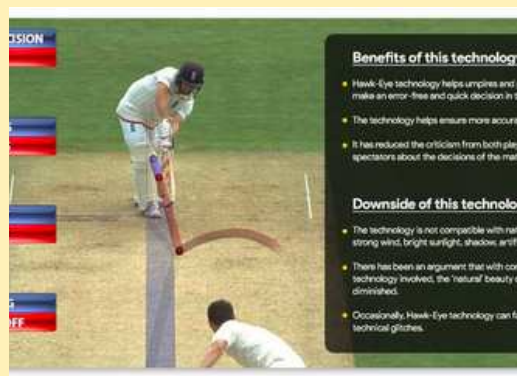
Beyond equipment innovations in sports like basketball, advancements in apparel have also transformed athletic performance. Companies like Nike and Under Armour are developing lightweight jerseys and “Dry-Fit” technology in the clothing sector. This innovation, endorsed by athletes like LeBron James and Stephen Curry, is promising and favourable for upcoming athletes. Dri-Fit clothes are believed to be extensively more comfortable for a person because they wick away sweat more efficiently and effectively. Undoubtedly, different sporting events such as marathons, long jump, shot put, and javelin require lightweight gear and comfortable shoes with a perfect fit. For example, Adidas has introduced specialized running shoes for athletes who are dedicated to their sport. In cycling, a specialized technology like Q-Collar, a neckband, is designed to reduce brain injuries, which extremely satiates the athletes and ensures their safety.



In contrast to traditional times, when people didn't know about gaming gear and streaming platforms, the present scenario has seen a surge in e-sports. Events now showcase the talents of exceptional players, with games like Bat-Battlegrounds Mobile (previously known as PUBG) creating a massive craze in India. This provides them with a digital platform to showcase and highlight their skills. Looking at the technology involved, the rise of high-performance gear and tools like gaming headphones, personal computers and streaming platforms like YouTube helped e-sport athletes earn efficiently. Such innovations have enabled e-sports become an engaging and legitimate field in which players get the chance to compete all over the world.







Social media has revolutionized the way of promoting sports by offering opportunities to connect fans, athletes, and sponsors all over the world. Digital platforms like Instagram, Twitter, Facebook, and YouTube have become essential tools for sports organizations and teams. This has become imperative for building brand identity, engaging the audience, and encouraging participation. Using real-time technology can facilitate interactive engagement between sports entities and their audience. For example, using hashtag campaigns, polls, Q&A sessions, and user-generated content creates a sense of ownership and involvement in the sport.



Sports and technology are intertwined with each other. Updated smart equipment and eco-friendly materials are helping athletes recover and train comprehensively. Many of these trends are not only improving athletic performance but are also opening the door to a vibrant and future-focused sporting world. By embracing these innovations, athletes and organizations can unlock new opportunities, shaping a promising future for the world of sports.



**VISHAL SOLANKI**  
BBA 3rd year





# THE NEW GLOBAL ORDER:

## HOW CHINA, INDIA, AND BRAZIL ARE RESHAPING THE WORLD ECONOMY



In the global economy, emerging powers like China, India and Brazil are challenging the traditional dominance of the US. These emerging powers are growing not just because of their flourishing economies but also because of technological advancement, geopolitical importance and strategic policies. Traditionally dominated by Western countries economic leadership is now becoming diversified.

The rise of the developing countries has been identified as one of the most important transformations in modern history. These three nations are reshaping the world economy, for instance, India is taking the full advantage of its young workforce to position itself as a future leader in services, China, with its massive manufacturing sector, has become the dominant player and Brazil, which is rich in natural resources and agricultural exports plays an important role in the global supply chain.



### China's Global Influence

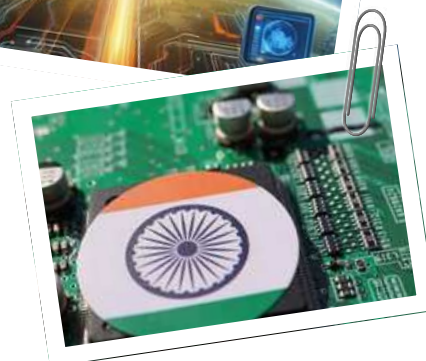
China's economic rise has been extraordinary. The manufacturing sector and the rapid industrialization has helped it to become the second largest economy. In the past few decades, it has transformed from an agricultural society to a global powerhouse. With Road initiative, China has expanded its influence across Asia, Africa and Europe through trade partnerships. It's emphasize on technology and innovation has allowed it to become a top leader in artificial intelligence (AI). The heavy investment in research and development has enabled China to drive changes in industries from healthcare to transportation.



## India's Technological Advancement and Workforce advantage

The economic transformation in India is driven by its thriving technological industry and a youthful and growing workforce. The educated talent pool has served India with an advantage of becoming the global leader in Information Technology services and software development. With cities like Bengaluru, which serves as a technological hub, India has become a major centre of innovation and entrepreneurship. The country's startup sector is growing quickly, drawing in international investments and helping new industries thrive.

On the top of that, India's dynamic workforce provides a competitive edge in local as well as the international market. Since India has a big population count, with the significant proportion below the age of 35, it ensures the steady supply of skilled workforce. With its rapidly advancing digital economy, India is not only reshaping its own economic future but also contributing significantly to global technological progress.







## Brazil's Influence in Global Trade

Brazil holds a critical position in the global supply chain, especially in the field of agriculture and natural resources. The country is the major exporter of commodities like oil, coffee and soybean, playing a vital role in meeting global demand. It's agricultural sector, which grows crops like sugarcane and corn, plays a key role in feeding many parts of the world, especially in growing markets.

The natural resources of Brazil, with minerals and freshwater, have strengthened its position in the global economy. These resources also assisted Brazil in making it a pivotal player in the energy market. As the world's demand for resources grows, Brazil will keep playing a key role in shaping trade deals and economic policies worldwide.

## Conclusion: The New Global Economic Landscape

The economic rise of China, India, and Brazil marks a pivotal shift in global power. As these nations continue to grow and expand their influence, they are not only reshaping their own economies but also driving change in international trade, investment, and policy. China's dominance in manufacturing and infrastructure, India's technological advancements, and Brazil's strength in commodities and agriculture have positioned them as key players in the global economy. Together, they are challenging traditional Western economic power and advocating for a more balanced, multipolar world.



**SEJAL TYAGI**  
BBA 3rd year

# FINTECH GLOBAL FEST

**FORGING PARTNERSHIPS,  
DRIVING INNOVATION**

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The economic transformation in India is driven by its thriving technological industry and a youthful and growing workforce. The educated talent pool has served India with an advantage of becoming the global leader in Information Technology services and software development. With cities like Bengaluru, which serves as a technological hub, India has become a major centre of innovation and entrepreneurship. The country's startup sector is growing quickly, drawing in international investments and helping new industries thrive. On the top of that, India's dynamic workforce provides a competitive edge in local as well as the international market. Since India has a big population count, with the significant proportion below the age of 35, it ensures the steady supply of skilled workforce. With its rapidly advancing digital economy, India is not only reshaping its own economic future but also contributing significantly to global technological progress.

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## **A Global Platform for Fintech Innovators**

This platform is one-of-a-kind for its global perspective. The participants range from banks and technological companies, regulators, and investors to a wide range of fintech companies. Through expanding presence around the world, it provides opportunities for participants to share diverse perceptions of fintech.

This platform enables startups to present their solutions, connect with potential partners, and receive feedback from industry experts. This serves two purposes- the startups can benefit from the wisdom of the industry giants, and large organizations can explore what new technologies can power their own innovation and growth.





## EXPLORE THE FUTURE OF FINANCE

Keeping abreast of the latest trends and breakthroughs in the fintech world is a core focus of the Fintech Global Fest. The subjects covered under keynotes and panel discussions include blockchain, AI, machine learning, regulatory technology (RegTech), embedded finance, and fintech for inclusion. Sessions delve deep into how these technologies are changing areas like payments, lending, wealth management, and insurance.

The festival is also highlighted by live product demos and workshops, which makes it possible for the attendees to see how these emerging technologies could be applied in the real world. This mixture of insights and practical demonstrations has made the festival a must-attend for all those looking to stay ahead of the rapidly evolving fintech landscape.



**BHAVYA ARORA**  
BBA 3rd year



## COLLABORATION AND NETWORKING OPPORTUNITIES

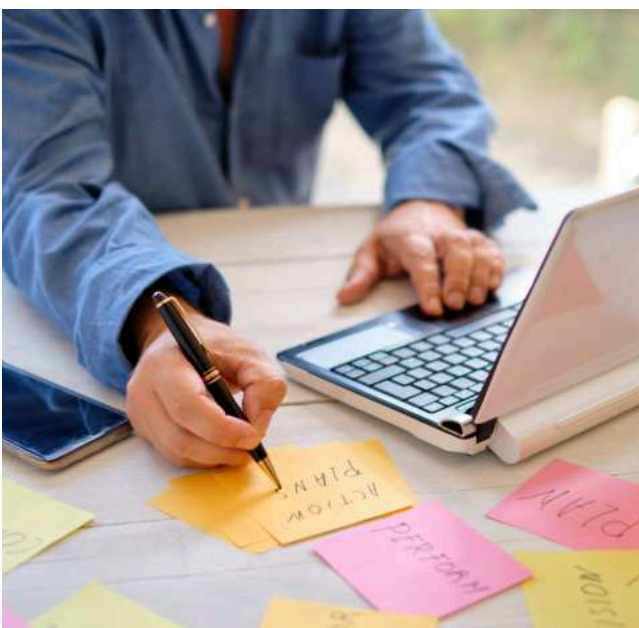
The Fintech Global Fest is primarily an innovation event. It has a networking focus, and there's the utmost scope for the attendees to interact with potential partners, investors, or clients. Startups can especially leverage one-on-one investor meetings and pitch sessions in securing funding or strategic partnerships.

These connections encourage open dialogue and collaboration between regulators and fintech companies in a space to create opportunities for discussing critical topics such as compliance, cybersecurity, and data protection that are essential to the responsible development of new financial technologies.

## WHY IT MATTERS

The Fintech Global Fest offers an invaluable opportunity to learn, network, and grow to any stakeholder in the fintech sector. It is at this event that the attendees would catch a glimpse of innovations defining the future of finance and realize the importance of collaboration in moving the sector forward. The festival offers an unmatched environment for growth and discovery.

The Fintech Global Fest is more than just a celebration of technology; it is a testament to the power of fintech in making an efficient, inclusive, and accessible financial ecosystem for the future.



WHERE STARTUPS THRIVE:

# THE POWER OF ENTREPRENEURIAL HUBS



The rise of entrepreneurial hubs is both a new and dynamic ecology that is a catalyst for innovation and economic growth. A seen change in the world of business has occurred. Businesses and industries are growing, or so says the story, as entrepreneurial hubs emerge as the facilitators of innovation and collaboration. Typically, the growth trend is concentrated in one city or region, and in recent times, such locations have exploded as hotbeds for technological development and entrepreneurship. Entrepreneurial hotspots like Silicon Valley, California, or Bangalore, India, are indeed changing the paradigms wherein businesses form, measure success, and integrate themselves within the world's economy.

These ecosystems are built on collaboration: they are open spaces where startups feel free to experiment, fail, and succeed. Silicon Valley remains the gold standard for a startup hub, housing giants like Apple, Google, and Meta, which have earned it a shining reputation for innovation. However, new entrepreneurs and investors no longer look solely to the West. Emerging leaders include Berlin, Tel Aviv, and Singapore. Each of the cities uses its unique strength and freedom to take advantage of technological advancements.



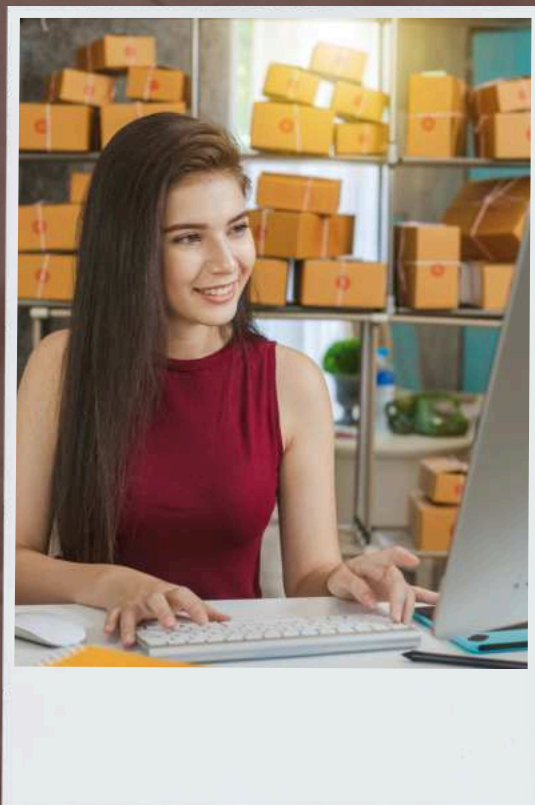
Barriers to entering new startups have lowered with cloud computing, open-source software, and affordable hardware. This has allowed entrepreneurs in all walks of life to take an idea and go into business. For example, Bangalore, often called the "Silicon Valley of India," has progressively developed into the ultimate destination for every kind of tech startup. Its good IT infrastructure and talented labour force, combined with government support, have helped it survive. Flipkart and Ola started as a small business that went on to become a billion-dollar business that put India on the world entrepreneurship map.

Investors are increasingly looking beyond conventional markets and accessing emerging economies due to their high output. For instance, some African cities, like Lagos and Nairobi, are seeing a rise in startups led by young, ambitious entrepreneurs, with the middle class continuing to grow. These cities are now viewed as hubs of innovation, with companies like Flutterwave and Andela securing significant funding.



The same case is applied in Singapore, which is seen in Southeast Asia as a gateway through which startups are moving from there to the rest of the region, considering that it has a relatively good business environment and availability of capital.

Many countries now understand that an entrepreneurial society is very beneficial economically and establish conditions that support such an environment. For instance, the e-Residency program of Estonia allows entrepreneurs to develop and run businesses within their home countries and thereby enhances its reputation as a center for digital innovation. Analogous is the case with Razorpay, which is a fintech startup formed in 2014 by Harshil Mathur and Shashank Kumar. Razorpay, one of India's largest fintech startups in the payment solutions space, raised a funding round worth \$100 million led by Singapore's sovereign wealth fund GIC. Its growth is still being restrained due to capacity issues and regulatory issues, while there is an always-present danger of market saturation. However, it has been consistently proven that changes and developments in the ecosystem are ones for the long run.



**KHUSHI WADHWA**  
BBA 2nd year





## PURPOSE-DRIVEN BUSINESS: THE *Millennial* AND *Gen Z* EFFECT

Millennials and Gen Z are redefining the business map in the social enterprise field. They have been recognized to be strongly driven by a concern for social justice, environmental sustainability, and proper ethics in business operations. In these generations, social business paradigms are seen as challenged to the norm; they look forward to achieving that balance of purpose and profit which has resulted in a new breed of socially responsible entrepreneurs.

Millennials and Gen Z have been raised with awareness about the issues around the world: climate change, economic inequality, political instability, etc. This gives them a much more mature sense of responsibility, and they can see firsthand how businesses have devastated their environment and are no longer willing to fund businesses that operate merely for profit returns.

A company's values and its effect on society are just as important as the bottom line. This is making social enterprises – businesses that make money while fulfilling pressing social, environmental, or cultural needs in society – proliferate.

How they exercise consumer power to influence social enterprises is the most powerful weapon in their arsenal. They want the companies they are supporting to be clear about where they stand on social and environmental issues. Younger consumers will buy more from brands that align with their values, for example, considering transparency in the supply chain, sustainability practices, and ethical sourcing. This is making companies think twice about their business models and embracing more responsible, purpose-driven practices.





Successful examples of this approach are brands like Patagonia and The Body Shop. Patagonia has been a trendsetter in environmental responsibility by using recycled materials and donating part of its profits to environmental causes. This aligns well with the values of the Millennials and Gen Z, who are keen on sustainability. Similarly, The Body Shop, under the leadership of Anita Roddick, set a foundation that promoted ethical beauty products and fair trade. Such companies show how a business might thrive by advocating social and environmental change while appealing directly to younger generations that demand more than a quality product; they want a company that stands for something.

Technology has played an important role in amplifying such efforts. Millennials and Gen Z are digitally native, and they have scaled their ventures online and reached out to global audiences. Platforms such as Benevolent, which facilitate direct donations to individuals in need, use digital tools to facilitate social good. The transparency, ease of use, and direct impact these platforms offer resonate with younger generations who value efficiency and accessibility in their social contributions.



In a nutshell, the success of social enterprises depends on Millennials and Gen Z; they have come to prove that businesses can both thrive and benefit society at the same time. Their approach has redefined what success is, by making integration of technology, innovation, and purpose. These generations are challenging the profit-alone focus of traditional business models, building a future where business is not just about making money but also working toward solving some of the world's most significant problems. They are establishing a new frontier of purposeful entrepreneurship that promises to evolve even further for the next several decades.

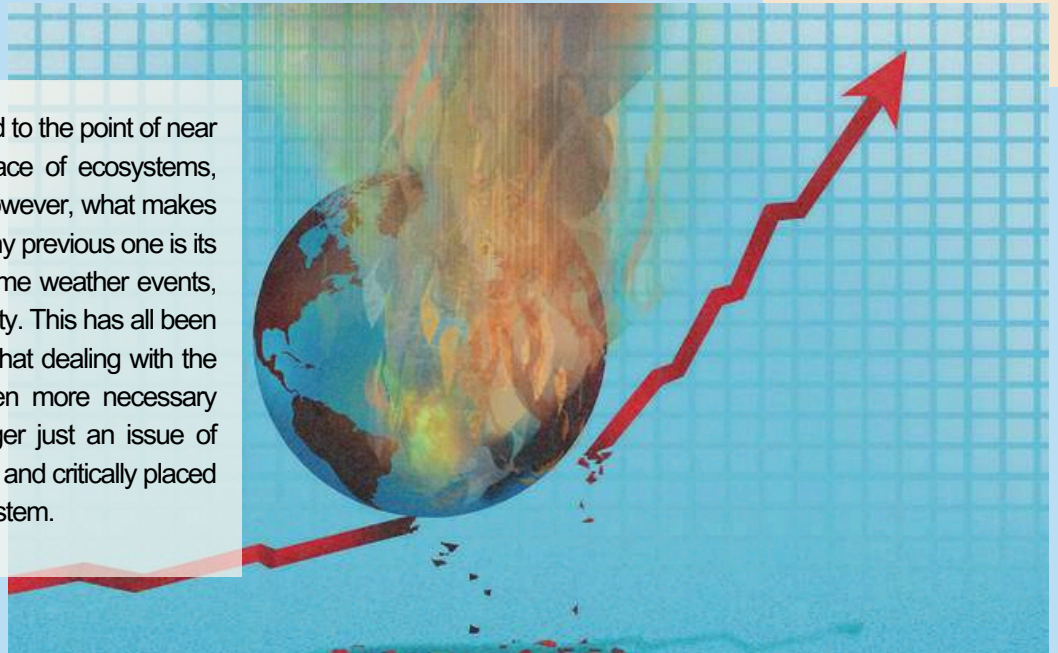


**BHAVYA ARORA**  
BBA 3rd year

# RETHINKING WEALTH

## The Climate-Driven Economic Shift

Climate change has hastened to the point of near irreversibility, changing the face of ecosystems, economies, and societies. However, what makes this temperature rise unlike any previous one is its progressive increase in extreme weather events, along with declining biodiversity. This has all been conclusive enough to prove that dealing with the climate crisis has never been more necessary than today. But it is no longer just an issue of environmentalism; it is deeply and critically placed within the global economic system.



### SOCIAL AND ECONOMIC IMPACT OF CLIMATE CHANGE



The cost of adapting coastal areas to rising sea levels



Loss of the capacity to work due to heat



More wars to gain access to limited resources



Fresh water will be in short supply in some areas

Relocation of whole towns



Shrinking productivity of harvests

Prices of basic foodstuffs and consumer goods will rise

Extreme meteorological phenomena will cause widespread poverty

Diseases will spread due to higher temperatures



Shifting to a sustainable economy has become not just an option but a prerequisite to remaining alive, balanced, and prospering for more generations down the lane. This shift requires redefining how we create, use, and allocate resources in a way that moves us away from fossil fuels and toward a future focused on planetary health and human welfare. For over a century, the world economy has been powered by fossil fuels that power industrialization, urbanization, and technological change.





While this has lifted billions out of poverty, it has come at an ecological price that is staggeringly high. Carbon emissions from coal, oil, and gas have pushed atmospheric CO<sub>2</sub> concentrations to their highest levels in 800,000 years, derailing climates and ecosystems. Another domain through which unlimited expansion and resource depletion have perpetrated inequality is the economy, imposing climate impacts such as rising sea levels and food shortages on vulnerable populations—usually the ones most blameless of greenhouse gas emissions. The 2023 IPCC report clearly states that a 45% reduction in emissions is required by 2030—just as the most devastating impacts are expected to emerge at the 1.5°C threshold. This necessitates a radical economic transformation and a systemic transformation of the existing power dynamics.

The good news is that the seeds of this transition have already been sown and are beginning to sprout. Most regions of the world have witnessed that renewable energy sources such as solar and wind energy are cheaper than fossil fuels and have attracted trillions of dollars in investments. Electric vehicles challenge the automotive industries, while green hydrogen and battery storage promise the decarbonization of heavy industries. Countries such as Denmark and Costa Rica are already producing well over 50% of electricity from renewable energy sources.



At the heart of this shift toward a "green economy" lies value: low-carbon infrastructure, circular production systems, and regenerative agriculture, all of which provide jobs. According to the International Renewable Energy Agency, renewable energy alone can employ over 40 million people by 2050, overtaking fossil fuel sectors. However, economic transition is not simply about replacing coal with solar panels. It would involve a rethink in terms of financial systems, labor market structures, and the pattern of consumption.

Subsidies on fossil fuels alone, amounting to more than \$7 trillion a year, should be phased out, and the money could then be used for green infrastructure as well as social safety nets.

Carbon pricing through either tax or cap-and-trade systems can internalize the environmental costs of pollution. But business needs to bring such profit motives in line with sustainability goals by ESG principles. Yet, this transition has to be inclusive.

Coal miners and oil refinery workers cannot be left behind; it is time to prepare and invest in these new greener industries that guarantee us a "just transition" against inequality. Developing countries—most of which have abundant renewable resources but are poor in capital—need financial and technological assistance to accelerate their shift to clean energy.

A paradigm shift is also required in consumer habits—from overconsumption, driven by fast fashion, single-use plastics, and energy-intensive lifestyles, to a model of sufficiency and mindfulness. Education and advocacy have proven to unlock human potential and empower people to demand responsibility from politicians and companies.

University campuses, for instance, are modelling sustainability through zero-net buildings and waste reduction measures, fossil-fuel divestment campaigns, and students and scholars undertaking interdisciplinary research into climate policy and green technologies. Students can become agents of changing the economy for tomorrow by joining climate movements, advocating change in curriculums for climate education, or pursuing careers in sustainability.

The climate crisis must not be framed as a doomsday scenario but as an opportunity to redefine economic systems and build resilient communities where access to clean air and renewable resources is fundamental. Thus, high risks are balanced with a potentially equal, even greater potential of achieving the economy we all desire—that is to say, the one that helps people and the planet together.

Now is the time for transformative action—not just incremental change.





# Student's Achievements



**SHREYA BAJAJ**  
**BBA 3rd YEAR**

1st position in an Inter-College  
STP presentation competition at  
BCIPS College.

1st position in a Debate  
organized by iThink and  
Academics club



**KHUSHI WADHWA**  
**BBA 2nd YEAR**

3rd position in a Debate  
organised by the Gender  
Championship Club



**SEJAL TYAGI**  
**BBA 3rd YEAR**

2nd position in a debate  
organized by iThink and  
Academics club



**ISHA KHULLAR**  
**BBA 1st YEAR**

Mandala art (art competition at  
Bennett)- 2nd position



**KSHITIJ KAPOOR**  
**BBA 3rd YEAR**

1st position in Klick Klick  
Competition of Varchasva  
Media Fest 2024 of Technia  
Institute of Advanced Studies



**HANUT SINGH**  
**BBA 2nd YEAR**

3rd position in open house discussion  
organized by the Academic club

2nd position in Rock Band Competition at  
Verve

High Commendation Award at Pravaah:  
Model United Nations

# Student's Achievements



**NIKHIL RAMCHANDANI**  
BBA 3rd YEAR

Awarded a gold medal as a  
Sales Management  
Trainee/Intern at Krisumi  
Corporation.



**PULKIT JINDAL**  
BBA 3rd YEAR

1ST POSITION (DANCE EVENTS) Technia  
(Varchasva) IBS Gurugram (Blitzkreig)  
2ND POSITION VMMC medical college(Pandemonium)  
OP Jindal Global University (Biswamili)  
IIM Rohtak Maharaja Surajmal Institute (Pehchan)  
3RD POSITION Rishihood Uni (Stepsync) Northcap Uni  
Gurugram



**PRACHI**  
BBA 3rd YEAR

2nd position in a poster-making  
competition organized by ELC  
Club

3rd position in paper craft event  
at Verve 2024



**TANYA BIRATH**  
BBA 3rd YEAR

1st position in a poster-making  
competition organized by ELC Club

1st position at book cover redesign,  
confluence at Verve 2024



**SHREYA BANSAL,**  
BBA 1ST YEAR

1st prize in NEP Saarthi quiz  
organized by IIC

Best Actor in Panel Discussion  
organized by iThink Panel



**HARSHAL SETHI**  
BBA 3RD YEAR,

1st prize in IIM Indore Nukkad Natak  
(Halla Bol)

1st prize in Verve Nukkad Natak  
(Rangmanch)

1st prize in Confluence-Verve





# ज़िन्दगी







# IN JIMS







## JAGAN INSTITUTE OF MANAGEMENT STUDIES, ROHINI-5

### ABOUT US

Connecting  
OSMOSIS  
Thoughts

Jagan Institute of Management Studies (JIMS), with 30 years of excellence, has established a distinct identity in the fields of management and information technology. The institute offers several undergraduate and postgraduate programs, including BBA, BCA, and B.A. Eco (H), affiliated with Guru Gobind Singh Indraprastha University (GGSIPU). The postgraduate programs, namely PGDM, PGDM (International Business), and PGDM (Retail Management), offered on our campus are approved by the All-India Council for Technical Education (AICTE) and accredited by the National Board of Accreditation (NBA). All programs have also been granted equivalence to an MBA degree by the Association of Indian Universities (AIU).

JIMS has been accredited with an A++ grade by the National Assessment and Accreditation Council (NAAC). Our MCA program is affiliated with Guru Gobind Singh Indraprastha University, Delhi, and is also accredited by the National Board of Accreditation (NBA). The institute is also among the top management colleges in Delhi to start a Fellow Programme in Management, a full-time doctoral-level program to equip students for careers in research and management.

The institute has been awarded the prestigious accreditation certification named South Asian Quality Standards (SAQS) from the Association of Management Development Institutions in South Asia, a SAARC-recognized body. We are also a member institution of AACSB, a prestigious international accreditation body. JIMS continues to remain on the list of ELITE B-SCHOOLS (Top 100) of India for eight consecutive years as ranked by the National Institutional Ranking Framework (NIRF) of the Ministry of Education, Government of India.