

EDC EXPRESS

(Entrepreneurship Development Cell, BMCC)

Quote - "Never Give up. Today is hard and tomorrow will be Worse, but the day after Tomorrow will be Sunshine." - Jack Ma

What is EDC Express?

EDC Express stands as a student-led initiative run by the members of the Entrepreneurship Development Cell (ED Cell) at BMCC. This initiative is characterized by active involvement in the collection of statistical data, conducting thorough analysis of global events, assessing their implications on the economy, and spreading awareness through articles. Moreover, EDC Express extends its support to other student-led startups by providing valuable assistance in the realm of market research.

At EDC Express, our mission is to spread awareness and information; we aim to highlight the connections between current events and their impact on students' lives. In today's life, where information is key, we strive to make this information simple to understand and also help students in practical application of this knowledge.

At the core of our mission is the belief that understanding the economy and entrepreneurship is crucial for every student. EDC Express aspires to be your go-to source for breaking down complex economic concepts into informative insights. We aim to bridge the gap between the theoretical realm of academics and the practical applications of the business world.

Join us on this journey to know more about the economy, celebrate the entrepreneurial spirit, and explore the evolving landscape of business. Scan the QR code on pg 6 to join us!!

INTRODUCTION

Following years of discussion and demonstrations, the Indian Supreme Court ruled in support of the Ram Mandir in Ayodhya. Additionally, the Indian government has announced that the opening ceremony for the Ram Mandir in Ayodhya will take place on the auspicious day of January 22. On this day, a large number of dignitaries and government officials

will be in attendance. But regardless of a person's personal religious beliefs, the Ram mandir will undoubtedly benefit Uttar Pradesh's and India's economies.

BLESSINGS FOR AN ECONOMIC ENVIRONMENT.

As everyone knows, the vast majority of Hindus in India worship Lord Rama. Everybody grew up hearing the tales of Lord Rama.

Ayodhya Ram Mandir – A Blessing in a True Sense

Therefore, it seems obvious that the Ram Mandir will become the Indian community's new core of activity. It is anticipated that Ayodhya will see a significant increase in foreign tourists as well. It is also said that the government's guests will be welcomed to view the Ram Mandir and ask for Lord Rama's blessings. As we see at Kashi, Haridwar, Hrishikesh, and other places, tourists will continue to visit the temple as a result of the Ram mandir's establishment as a site of worship. As a result, a lot of residents are eager to seize this wonderful chance to start a new venture. The hospitality sector will see a sharp expansion as a result of the rise in tourism, and numerous hotel companies will establish locations in Ayodhya. The homes close to the proposed temple region are appreciating significantly because of the anticipated increase in demand for land. As the tourism industry is predicted to grow, local

retailers will likewise look to maximize their earnings. In addition, the Uttar Pradesh government intends to build an international airport for

totaling thirty thousand crores have been started to enhance rail, road, and aviation connections. Additionally, the new



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Ayodhya. The Ministry of Road Transport has also announced several significant highway construction projects that will link Ayodhya to numerous important cities throughout the nation. The Uttar Pradesh government claims that more than 200 infrastructure projects

will receive rs. 450 crores for the holy city. The main project that would increase road connection is the Lucknow-Gorakhpur highway. A proposal for 1200 acres of land to construct a "Bhakt-Nivas" for devotees traveling to Ayodhya has been made by the UP-Housing

Development Board. It is anticipated that over 50,000 individuals will travel to Ayodhya every day and that between 2.5 and 3 lakh people will attend the temple during major events like festivals. The number of religious donations will undoubtedly rise as a result, and the large number of followers will also strengthen the local economy. The government also intends to make significant advancements in technology.

CONCLUSION

There will be a significant effect on the local economy even if we maintain Ram Mandir's religious significance and only view it as a tourist destination. Locals anticipate a severe impact on the economy, as do retailers and hoteliers. Thus, it is advantageous that the construction of a single, divine temple dedicated to Lord Rama will foster economic growth in a genuine sense, and that growth will occur quickly, endure a very long time, and continue to trend upward in the future. Thus, we can conclude that Lord Rama would indeed bless India's economy in addition to the people of Ayodhya. Jay Shree Ram.



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Lakshadweep – India's Best-Kept Secret

Lakshadweep islands, the Indian prime minister paid a visit to the region.

However, the topic was brought up, and during Mr. Modi's Lakshadweep tour, the hashtag boycott Maldives was trending on Twitter as well.

But what happened that a simple tour of Modi in Lakshadweep followed a conflict between India and Maldives?

THE START OF A NEW CONFLICT

Ministers from the Maldives commented negatively on the pictures that Modi's X account had posted. This sparked a Twitter debate and made the hashtag #boycottmaldives trend.

Why, then, did the Maldives take issue with the Indian prime minister's tour of India?

Was it only a trip intended to increase tourism in Lakshadweep, or was the Indian government pulling off a diplomatic coup?

Lakshadweep and the Maldives both have strategically significant positions in the Indian Ocean.

Maldives had been India's best ally at first. However, the newly elected Maldivian government has shown anti-Indian sentiments even though Indian tourists make up the majority of the Maldives' revenue.

In Maldives, it is observed that every 1 in 4 tourists is Indian. Thus, it was assumed that Modi's trip to Lakshadweep would signal the end of the Maldives tourism boom.

On the other side, China has made significant

investments in the Maldives and the Maldives is very interested in working together.

This indicates that China is gaining control of a second location in the vital Indian Ocean.

India is creating its own Maldives, which it may deploy as a military base, when necessary, in response to that.

Aside from this geopolitical factor, this tour had a significant impact on Lakshadweep's tourism sector. Many well-known Indians praised Lakshadweep's beauty and exhorted their countrymen to go there.

Additionally, a lot of people have canceled their reservations for the Maldives and instead have chosen to travel to Lakshadweep.

Taj group has also recently announced to building of two luxury properties in Maldives to attract foreign tourists as well.

CONCLUSION

India is steadily rising to prominence. Diplomacy, leaders, the government, and geopolitics all play significant roles in these kinds of transitional times, but the significance of the nation's citizens cannot be understated.

We frequently choose holiday spots abroad, yet we frequently overlook India's abundance of undiscovered beauty.

Thus, we ought to think about traveling to an increasing number of Indian destinations and support the development of our nation's tourist industry.

INTRODUCTION
The visit by Indian Prime Minister Shri Narendra Modi to the Lakshadweep islands recently made headlines around the world, especially in light of the disparaging comments made by a

Maldivian official. Lakshadweep is a collection of islands. It is the smallest union territory in India, home to roughly 60,000–70,000 inhabitants. Following Niti Ayog's recent decision to promote eco-tourism on the



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INTRODUCTION

The decommissioning of the 2000 rupee notes throughout the nation was recently decided by the Indian government and RBI. Beginning on October 7, 2023, the 2000-denomination notes are no longer in circulation. The RBI's decision to stop

issuing 2000-rupee notes in 2019 led to the withdrawal. The 2000 Rupee notes won't be accepted as legal money any longer. Even though this is the second demonetization under the same administration, the Indian economy's standing in the world won't be damaged economically, but

from the standpoint of the average person, it can be seen as the government not being sufficiently decisive.

IMPACT & OPPORTUNITIES

According to the RBI, as part of the clean currency policy, central bankers around the world routinely exchange and withdraw old,

RBI's Decision to Withdraw 2000 Rupee Note: Impact and Implications

fake, and soiled notes. Therefore, the RBI claims that it is only a note withdrawal and not a demonetization. The usage of 2000 rs notes in the domestic market in India was quite low, thus it won't affect the country's average citizens. There are now just a few explanations for the disappearance of these notes that will have an effect.

1) People frequently avoid using bigger denomination notes because there is an issue with change at the time of the transaction. Therefore, transactions will now be hassle-free.

2) If we just compare the per capita incomes of the United States and India, the average per capita income in the United

States is roughly 45 times more than that in India (regardless of PPP), while the highest denomination note in the United States is only worth 4 times as much as the highest denomination note in India. Therefore, in Indian conditions, there is no need to print notes with larger denominations like 2000.

3) The fact that consumers will prefer to deposit money in banks is a favorable development for the banks. The no. of FDs is also expected to increase. Interest rates may also see a rise.

4) More people are anticipated to spend money solely to use the 2000rs notes, which will increase sales in the local markets.

5) Since black

money is typically held in greater amounts, it will now be simple for agencies to trace it and challenging for an individual to hold it as well. It will assist in lowering corruption.

CONCLUSION

There isn't a need for ordinary people to be worried. Since the process of creating these currency notes was stopped in 2019, there won't be any significant long-term effects. Hopefully, there will be less black money in the nation, and it will be harder to cling to it. The decision is undoubtedly positive for the nation because it advances the goal of "Digital India." The citizens will also be able to conduct transactions without difficulty.

Gaganyaan – India's Another Big Leap in The Space

INTRODUCTION

India is all set to take another leap into the space. Officially, India is prepared to become 4th nation to send a manned mission into space. Following the unprecedented success of Chandrayaan 3 and Aditya L1, ISRO is currently developing the eagerly awaited Gaganyaan space project. Gaganyaan, the first ISRO human mission, will send three "gymnasts" into space for a duration of five to seven days. This mission's goal is to use human touch to investigate space travel. Once the mission's goals are met, these astronauts will return to Earth. With the assistance of the Russian space agency ROSCOSMOS, the preparations are already

underway.

IMPACT & OPPORTUNITIES

Space missions are always important for any country. The human race has always been keen to know about the space and outer world. Countries like the USA, Russia, and China have already sent the manned missions into space and India won't be behind them. India is set to join the elite club aiming to complete this mission under an affordable budget of around 10000 Cr. Now the success of this mission will contribute to the country in many ways

1) Such missions always inspire the youth of the country by giving them a different perspective and increasing their curiosity

which results in increasing the interest of more and more students about space and science.

2) India is also collaborating with various countries like France and Russia in this mission so the multilateral relations with these countries will be strengthened.

3) The success of this mission will set a benchmark and will help grow the goodwill of ISRO. This will help the ANTRIX which is the commercial wing of ISRO. ANTRIX collaborates with other small countries to complete their space missions. This will help the ISRO and the Indian Govt. in monetary terms.

4) The success of this mission will also inspire



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potential investors and private space agencies to collaborate with ISRO. It will help India in the partial privatization of the Indian space industry.

5) The space industry will also provide some opportunities to young space performers.

CONCLUSION

By launching multiple

space missions, ISRO is pushing the envelope and advancing the Indian space sector. Additionally, these missions have had an incredibly high success rate, which makes every Indian proud. We now must make any contributions to our dear nation. Students should constantly be prepared to seize these possibilities

because the space sector is currently going through a golden age. Our experts are putting a lot of effort into realizing the Indian space ambition that our rocket man, APJ Abdul Kalam sir, had in mind. And with that optimistic thought, let's hope that the success of Gaganyaan will bring another dream to reality.

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ONDC – Spreading the Love and Festivity

INTRODUCTION

The start of the Indian holiday season is imminent with the arrival of Navaratri. We might also claim that shopping and festivals go hand in hand. Particularly, we Indians are notorious for loving to shop. Giving new gifts to our loved ones on such significant occasions is customary in our family. Amazon and Flipkart are two of the first names that come to mind when we discuss online buying nowadays, in the internet era where it has become ingrained. In India, these businesses have a sizable customer base. Although it may be beneficial to us in some ways, when it comes to celebration and joy, we should also consider other people.

WHAT IS ONDC

Local merchants face direct competition from large corporations like Amazon and Flipkart,

therefore their businesses aren't receiving enough attention or patronage. The Government of India under the vocal for local initiative has therefore introduced the online shopping platform known as ONDC to address these issues and to offer all merchants and local companies an equal chance. Open Network for Digital Commerce is referred to as ONDC. It is the cutting-edge platform that was introduced to completely transform the nation's digital commerce sector. It seeks to encourage innovation, improve user ease, and advance fair competition.

HOW DOES ONDC WORK?

In the world of online buying, the Open Network for Digital Commerce (ONDC) serves as a middleman to connect customers and sellers. It works similarly to the popular Unified Payment

Interface (UPI), which enables users to make mobile payments independent of the particular payment app they use. While ONDC hasn't released a dedicated transactional app, third-party apps like Paytm and Magicpin make it simple to use. You are given the freedom by ONDC to choose goods from a variety of merchants, from little corner shops to major supermarket chains. This gives you the freedom to research different products and discover the greatest offers.

WHY ONDC?

ONDC is a platform used by other online retailers. Although it is now connected to outside businesses, it is simple to utilize.

1) It establishes a direct connection between the customer and the seller, increasing mutual trust.

2) By bringing together

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<https://pib.gov.in/Pressreleaseshare.aspx?PRID=1814143>

various online merchants, ONDC gives customers more options at cost-effective prices.

3) It is also highly beneficial for customer groups that are cost-conscious because it provides food and consumables at very alluringly reasonable prices and the wide seller base also

enables obtaining excellent deals with discounts.

4) The primary benefit of ONDC is that it gives small vendors and neighborhood businesses access to a comparatively larger consumer base.

CONCLUSION

It is imperative to provide small company owners and local vendors in

varied and developing nations like India with possibilities and a customer base so they may thrive in this fiercely competitive environment. Our modest order from ONDC might make someone happy. So let's try something new this holiday season and spread joy and love to everyone.

INTRODUCTION

A person's wedding is one of the most significant occasions of their life in India. Nowadays, weddings are a big affair in general, and in India in particular, they are even bigger than any celebration and India is about to witness the largest wedding celebration in its history this year. As per various statistics and polls, India is expected to host over 35 lakh weddings until December 15, 2023. That indicates that 70 lakh people will tie the knot during the next 15 to 20 days. That works out to about two weddings every second. Thus, more than 22 people would have tied the knot by the time you read this paragraph. And the statistics are astounding. Thus, one now can easily speculate the kind of business India is

The Festival of Wedding in India

expected to face during this season. And just like these numbers, this business is also very huge.

SOME GLANCE AT THE BUSINESS.....

Geographically speaking, the states with the highest number of marriages are primarily in the North, including Delhi, Punjab, Gujarat, Rajasthan, Uttar Pradesh, and Madhya Pradesh. A money control survey claims that the food and catering industries alone account for 40% of all expenditures during this wedding season. Indians are quite passionate about food, especially when it comes to it. Gift items like candies, dried fruits, and other

snacks are also included in this. Since India has a highly rich cultural heritage, the economy of the wedding season genuinely depends on the type of expenditure. For the sole purpose of tradition and custom, weddings here can cost as much as hundreds of crores of rupees, with costs starting at 5 lakhs. It is estimated that approximately 8% of the budget will go on jewels, 10% toward décor, 10% toward clothing and apparel, and 15% toward event management. Based on these figures, we can conclude that mainstream merchants in these areas have a fantastic chance as

sales are expected to soar in the next three to four weeks. The hotel, resort, and banquet hall industries anticipate a sharp increase in sales as well. According to some forecasts, this wedding season might generate up to 3 lakh crores in revenue, with mainline markets likely to see an increase of up to 7.5 lakh crores by December 15th. So the expectation is the economy is going to do quite well in the upcoming days. Which will certainly affect the share market as well.

CONCLUSION

The following days will be nothing less than a celebration for both dealers and the economy. One of the biggest wedding seasons in Indian history is about to begin, which will be good for the country's economy as well. To support local businesses, increase tourism, and strengthen the local economy, Indian Prime Minister Mr. Narendra Modi has also asked people to arrange destination weddings within the country. Thus, there will be a lot of weddings in the next few days, so it's not surprising if any of you will be attending one of the weddings!



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https://youtu.be/mR-1tzRDfS8?si=hxDd-yDFj_r8gtfT

Quiz

1: Which country hosted the 2022 Winter Olympics?

- A) Japan B) South Korea
C) China D) Russia

2: In 2023, which environmental summit brought together world leaders to discuss climate change?

- A) COP28 B) G7 Summit
C) Earth Summit D) COP26

3: What is the capital city of Australia?

- A) Sydney B) Canberra
C) Melbourne D) Brisbane

4: Which tech company reached a trillion-dollar market cap in 2023?

- A) Apple B) Microsoft
C) Amazon D) Google (Alphabet)

5: Which space agency successfully launched the James Webb Space Telescope in late 2021?

- A) NASA
B) ESA (European Space Agency)
C) ISRO (Indian Space Research Organisation)
D) Roscosmos (Russian Space Agency)
E) Portugal

Ans(option) - C, A, B, A, A,

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INTRODUCTION

The Cricket World Cup was held in India in October 2023. India is regarded as the home of cricket, and its citizens are among the sport's largest fan base worldwide. However, events of this kind also bring business and

opportunity to the host nation in addition to entertainment, joy, and a festive mood and energy. And we're looking at some very important sports business through this article.

IMPACT & OPPORTUNITIES

India- An Emerging Silicon Valley

INTRODUCTION

South California's Silicon Valley is a well-known area in the United States. The main reason Silicon Valley is well-known is because it serves as a hub for start-ups, tech firms, young entrepreneurs, and billion-dollar organizations. People from all over the world are drawn to it because of the fantastic business environment it provides. However, once we hear all of these things, another well-known name immediately enters our minds: Bengaluru, India. Yes, that is what is meant by the India effect. India is currently poised to surpass the United States as the world's powerhouse and to establish an indigenous Silicon Valley.

IMPACT & OPPORTUNITIES

India is experiencing a startup revolution, and Bengaluru is recognized as the startup capital of the country. 108 successful unicorns are now operating in India across several industries. In many parts of the nation, new businesspeople are starting to emerge, and they are creating some incredible issues and ideas to solve. Many foreign-going students now want to stay in the country and use their bright minds for the country itself as a result of this transformation over the years. Numerous tech businesses, including software development firms, delivery services, and many more, are fuelling the growth

of their respective industries. Exceptional educational institutes like IITs and IIMs have also contributed significantly to the creation of such incredible entrepreneurs. As a result, a lot of international businesses like outsourcing their work to India. Indian students can now simply purchase a ticket to Bengaluru to see Silicon Valley without having to travel to the United States. And none of these events happened suddenly; rather, they all happened gradually. This presents several chances for students and budding businesspeople, as well as an opportunity for them to support their nation. The Indian age has begun because Indian marketplaces are always in demand.

CWC 2023 –

The Festival of Cricket

The hosting nations are always eager to hold international competitions since they generate significant economic benefits for their host nations. Examples of these competitions include the World Cup, Olympics, Asian Games, Commonwealth Games, and other championships. There have been hints recently from Prime Minister Narendra Modi that India will host the Olympic Games in 2036. And this excitement is motivated by a few things.

1) Since the cricket World Cup is an international competition, supporters from all over the world had travelled to India to cheer on their home country, which boosted the country's tourist sector.

2) As the number of travellers had increased to visit the nation, the hospitality, food, and restaurant industries had also seen growth.

3) To accommodate spectators on the match days, the airline sector and Indian railways were in high demand and sold some

additional tickets.

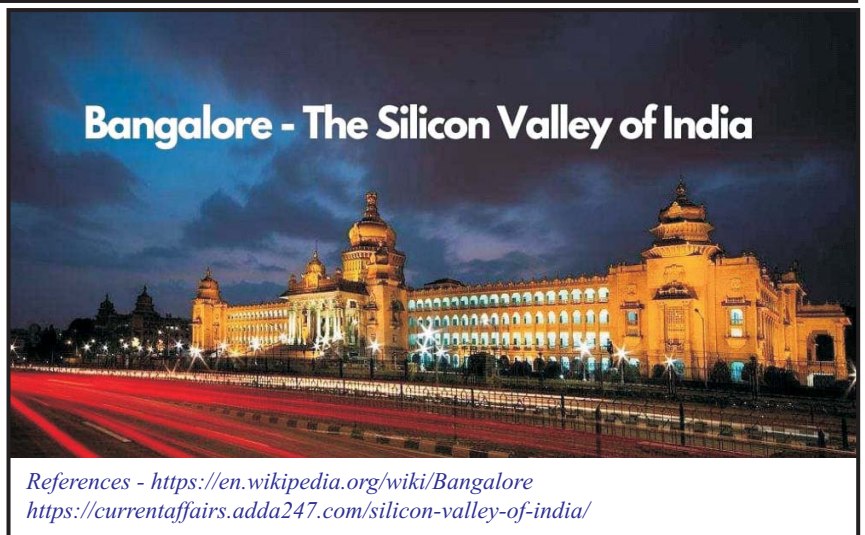
4) It was anticipated that India will make about 22,000 crore rupees. If this sum was split up, the sources of revenue are television rights (12000cr), ticket sales (2200cr), team expenses (250cr), and travel and tourism (850cr). The combined revenue from the food deliveries, screenings, and product sales across the nation will be about 5000cr, while the revenue from ticket sales, merchandise, and event management will be about 1700cr.

5) It was also anticipated

that the stocks of these related industries would climb favourably, enabling investors to turn a small profit. Though there are these great impacts, there is a slight downside that this will result in a rise in inflation by 0.25% but it won't bother the fans.

CONCLUSION

The hosting of a global event brings so much opportunity and also helps the country to boost its economy. It helps various industries to expand their businesses through marketing as well. So budding entrepreneurs should not only see such tournaments from the entertainment perspective but they should always try to grab these awesome opportunities.



Bangalore - The Silicon Valley of India

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Students are actively seeking answers to local issues by using unconventional thinking. This demonstrates the country's optimistic outlook and the atmosphere in contrast to the West or even the rest of the world.

CONCLUSION

It is always a plus for a developing nation like India to have such a great

business environment in the nation that is directly anticipated as a future Silicon Valley, despite some issues like intense competition, increase in cost of living due to rising standard of living, and high rate of rural immigration. Thus, we must seize the opportunities. There are a lot of issues to address, a lot

of industries to work in, and a lot of sectors in which to operate, but as business students, we need to shift our perspective and prepare ourselves for the betterment of this nation. And programs like entrepreneurial development cells in colleges could pave the way for this fantastic future.



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Israel Vs Hamas – A Beginning of a Trade War?

turning the tables, the conflict between Israel and Hamas will undoubtedly cause some disruptions in international diplomacy. The fact that so many major entities in the world are now tangentially involved in this conflict is complicating its circumstances.

CAN IT START A TRADE WAR?

Upon examining this battle situation from the standpoint of global trade, we may observe numerous impending issues. Israel has allies in the United States, Europe, and India. However, the majority of Middle Eastern nations, including Saudi Arabia, Iran, Qatar, Turkey, and other Islamic nations, support Palestine. Regarding India, it is tied in several trade accords

with both parties. India is one of Israel's main defence alliance partners. Israel provides about 15% of India's defence mechanisms. Additionally, Israel exports crude oil to India, which refines it and then sends the finished product back to Israel. Indian automakers send their vehicles to Israel as well. India and Israel have a positive trade balance. Therefore, Israel's involvement in such a conflict would undoubtedly hinder trade between India and Israel. However, India has partnerships with several Middle Eastern nations. Saudi Arabia is among India's principal allies. Middle Eastern nations including Kuwait, Saudi Arabia, and Iraq are major suppliers of crude oil

to India. Among the best goods that are shipped from Middle Eastern nations to India are jewels and jewellery. India is one of the world's leading markets for diamond refining. So, this war will also hurt the diamond business. World stock markets are greatly impacted by wars in general and the Indian stock market is no exception. According to IMF predictions, the world's war scenarios will cause India's GDP to decline from 6.3% to 6.1% in the next year. In such geopolitical settings, Indian diplomacy, which maintains a strong alliance with both interested forces, can be perceived as fragile. It is not good news for traders everywhere since these conflicts are predicted to negatively impact global

trade as a whole. The Suez Canal's location will also determine the global commercial landscape.

CONCLUSION

Any type of conflict has the unavoidable tendency to ruin the economies of the nations engaged, either directly or indirectly. The war affects many factors, including the distribution of resources, human capital, disruption of trade, strain on international relations, inflation, and economic uncertainty. Therefore, fighting is never helpful or a solution to any issue. As Neville Chamberlin said, "No one wins the war, everyone loses." Therefore, keeping the peace is the best way to ensure growth and harmony in international trade.

INTRODUCTION

We are rapidly approaching the end of 2023 and moving on into 2024. The world has seen a variety of situations in 2023. While some things had a good impact on the world, others had a negative one. Aside

from the war between Russia and Ukraine in 2023, there was also an ongoing struggle between Israel and the Palestinian organization Hamas. And eventually, this dispute was truly turned into a major war. Given how geopolitics is always

Ever-Grande – China’s Economic Crisis

INTRODUCTION

One of the world's top modern economies is thought to be China's. It can overtake the United States as the world's top economy. However, the Evergrande issue poses a serious threat that might dash Chinese hopes. The debt bubble in China is getting bigger every day. Property is regarded as a means of generating revenue for the government in China. In contrast to other nations, China's land is entirely controlled by the government and is leased to developers for 99 years. One of the largest real estate firms in China is Evergrande. In terms of sales, Evergrande was China's largest real estate developer up until 2016.

But Evergrande is also the world's most indebted developer having around 300 billion in liabilities. And this is how it creates a potential threat to the Chinese economy directly.

HOW THINGS WENT WRONG.....

These days, Evergrande is the main issue Beijing has to be concerned about. To stabilize and expand the economy following the 2008 financial crisis, the Chinese government implemented a stimulus package that made loans more accessible. Evergrande profited from this circumstance by obtaining further loans to construct an increasing amount of infrastructure. China had the largest-ever rural-to-urban migration in

2009, which caused the demand for city real estate to soar. Chinese enterprises borrowed a lot of money and constructed unnecessary projects as a result of the ease of financing procedures. Evergrande failed the government's three red line test in 2020, which evaluates a company's ability to borrow money. It means Evergrande was in a position where it cannot borrow more money. Evergrande's 2020 liquidity crisis confused investors about the company's financial standing. The credit ratings were regularly lowered and the bonds were regularly traded. Many Chinese people own property in metropolitan areas because real estate is

seen more as an investment in China. In 2021, about 1.5 million individuals contributed partially to the cost of the Evergrande homes, but the homes were never constructed as a result of debt problems. To force Evergrande to return their money or resume the construction projects that had been put on hold, the populace protested. Given the current circumstances, China may see Evergrande's largest debt restructuring process. Hainan state government recently asked Evergrande to demolish dozens of their concrete condo projects because they are built illegally without a proper permit. This led Evergrande to worsen their condition.

CONCLUSION



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The Evergrande case study imparts numerous valuable lessons to us as entrepreneurs. The corporation may completely collapse as a result of its unnecessary but aggressive expansion. Any corporation that has a large debt load is never in good shape since it always makes bondholders and investors nervous. It also teaches us that conducting a market study is crucial before making any decisions since it enables us to predict the level of demand for our goods. These small but dumb errors caused Evergrande, which was once China's largest infrastructure developer, to become the nation's most indebted corporation.

Our Home Grown Startup Vivantasocial



Vivantasocial is a dynamic social marketing startup founded by Siddhant Gaikwad on October 27, 2023. They specialize in Social Media Marketing, Social Media Management, Content Marketing, Advertising, Branding, and Brand Management and Website Development, helping businesses elevate their online presence and reach new heights. With Siddhant Gaikwad at the helm, along with a dedicated team of four members, Vivantasocial has quickly gained momentum in the industry.

strategic advertising tactics and meticulous brand management, the company ensures that its clients are equipped to stand out in their respective markets.

The startup's client portfolio spans across multiple sectors, showcasing its versatility and ability to cater to diverse business needs. With a focus on fostering meaningful and impactful connections between brands and their target audiences, Vivantasocial is committed to driving growth and success for its clients.

As a relatively new player in the market, Vivantasocial has already made significant strides and continues to draw potential clients on board, solidifying its position as a formidable force in the realm of social marketing.

Vivantasocial's expertise lies in leveraging the power of social media and engaging content to effectively promote businesses and enhance their brand visibility. By employing

JUMBLED WORDS

Unscramble the given words

- BAZRLI
- AJPNA
- STARUALI
- AGRMENY
- ANACDA
- NPELA
- BLIIVOA
- AIBDMACO

Hint- all of them are countries

Ans- Brazil, Japan, Australia, Germany, Canada, Nepal, Bolivia, Cambodia

GET TO KNOW ABOUT THE CONSTRUCTION INDUSTRY

INTRODUCTION

The construction industry refers to the industrial branch of manufacturing and trade related to building, repairing, renovating, and maintaining infrastructure.

The construction industry in India consists of 2 segments:

1. Real estate
It covers residential, office, retail, hotels, and leisure parks.
2. Urban development
It includes construction related to Water supply, Sanitation, Urban transport, Schools, and Healthcare.

The government of India has launched many schemes to promote the construction industry like the smart city mission to improve quality of life through modernized urban planning in over 100 cities!!

In the 2023 Union



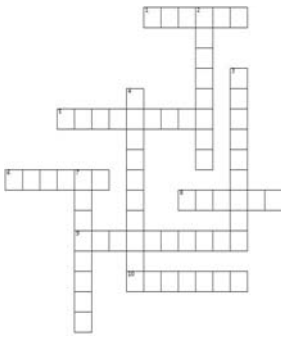
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Budget, the Urban Infrastructure Development Fund included INR 10,000 Cr per year for the development of tier 2 and 3 cities.

GROWTH & OPPORTUNITIES

The market size of the Indian industry was \$707.7 billion in 2022. The industry is expected to reach \$1.4 trillion by 2025. Residential construction is the highest sector of the construction industry. The increase in population has increased the demand for more space for accommodation. To fulfil the demand, construction activities have been increased by both government bodies and private sector companies. Some of the leading contractors in the Indian construction market are:
 * Larsen & Toubro Ltd
 * Hindustan Construction Co Ltd
 * Shapoorji Pallonji & Co Pvt Ltd
 * NCC Ltd
 * ITD Cementation India Ltd
 * Tata Projects Ltd

CROSSWORD

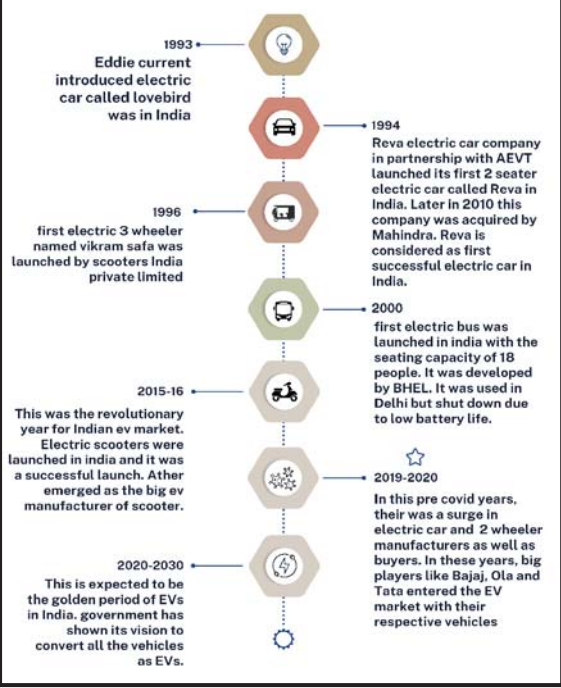


Use the clues to fill in the words above

- ACROSS**
1. A legal right to exclusively use, sell, or license an invention or product
 5. The process of determining the present value of future cash flows
 9. Money earned or lost through investment
 8. A financial instrument representing ownership in a

- company
9. A financial metric representing the efficiency of a company's use of its assets
 10. The act of combining two or more companies into a single entity
- DOWN**
2. An _____ rate is a relative price of one currency expressed in terms of another currency
 3. A measure of a company's ability to meet short-term obligations with its most liquid assets
 4. An economic system characterized by private ownership of the means of production
 7. The risk associated with changes in interest rates

Evolution of electric vehicles in India.



We Scale Businesses With Words

- Website Blogs
- SEO Content
- Copywriting
- Email Newsletters
- Social Media Content
- Product Descriptions
- SoP (Statement of Purpose)
- Transcriptions



Content Marketing Services



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INTRODUCTION

The fitness enterprises can be fitness centre, sports

club, fitness complex, etc. Fitness can include gyms, aerobics, zumba, etc.

The Fitness Industry

Fitness apps can now be used in wearable devices like smart watches and fitness trackers. These apps include in – app purchases. In – app purchases accounted for 11.67 million USD in terms of revenue in the year 2023. The total revenue for fitness industry in the year 2023 was 19.94 million USD. It is expected that by 2027, the revenue will reach 31.97 million USD. India's fitness market (including products and services both) is worth \$6.5448 billion !!

The fitness industry is

only going to expand in the upcoming year. There are several reasons that account for this.

* The millennials are among the most health-conscious people in India.

* With increase in technology and internet usage, the means of accessing fitness and exercise routines have become simple and cheaper.

* More people are adapting a healthy lifestyle.

TOP FITNESS BRANDS

1. Cure Fit-

It is an Indian based

company that offers various fitness programmes, including mental health.

They have a network of 200 fitness centres across India.

2. HealthifyMe-

It is a popular health and fitness app which provides consumer a personalized fitness routine. The app uses AI algorithms to help consumers achieve their targets. The app also allows users to measure their daily calorie intake. HealthifyMe also offers an option of consulting with certified trainers.

3. GOQii-

The company is known for their fitness band which tracks the user's activities and heartrate and then provides personalized coaching based on that data. GOQii also has a social initiative called Karma. It allows users to earn points for achieving their fitness goals. These points can then be donated to a cause of the user's choice, such as education or healthcare for underprivileged communities.

Challenging the Western Dominance - BRICS

WHAT IS BRICS?

The acronym of Brazil, Russia, India, China, and South Africa is a grouping of top non-western economies in the world. Originally BRICS was founded in later 2008 after the world faced one of the worst economic crises in 2008. Later in 2010, the fifth member South Africa was added to the group. BRICS as a group is such a huge power that it combined contains 26.7% of the world's land surface and 41% of the world's total population producing a GDP of around \$28.06 trillion.

The BRICS was founded to highlight investment opportunities and had not been a formal intergovernmental organization. Since 2009, they have increasingly formed into a more cohesive geopolitical bloc, with their governments meeting annually at formal summits and coordinating multilateral policies.

THE DE -

DOLLARIZATION MASTERPLAN?

As the United States is the only superpower in the world, no country can single-handedly counter it. Also, the West supports the US. But can a group of the world's fastest-growing economies challenge the monopoly of the West? Unlike the past, BRICS's objective seems to be loud and clear now. Now considering the geopolitical scenario, BRICS seems to be planning the END of the WESTERN POWER. The Russia-Ukraine war has reminded the world that the US dollar is not just a currency, it is a weapon, and the sanctions imposed on the Russian economy the evidence of how the US uses its weapon. 80% of the world trade takes place in US dollars. 59% of the world's forex reserves are in the US dollars. So we can say that the United States can control the world just by its currency. And this is why the BRICS is coming up with a new master plan for

introducing a GLOBAL CURRENCY. With the collapse of the Silicon Valley Bank in 2022 the de-dollarization started and from early 2023, each member of BRICS is increasing its gold reserves. Now by these signals, we can estimate that the BRICS is all preparing to launch its new global currency.

WILL THE MASTER PLAN WORK?

To execute a master plan like this, 3 things are most important, Trust, and Acceptance. BRICS has developed a trust in the world and more than 20 other countries are excited to enter this elite group. Now as the expansion of BRICS was necessary point the president of South Africa MR. Cyril Ramaphosa as a chairperson of BRICS announced the first phase of expansion with the inclusion of 6 other countries that are Argentina, Iran, Saudi Arabia, UAE, Ethiopia, and Egypt. This expansion will certainly result in the expansion of



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https://youtu.be/ajbb6qaPIqA?si=z2HYh7q_UAEudYtS

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the powers of BRICS and will help them to execute their master plan. But the big question is WILL THE BIGGEST RIVAL BECOME FRIENDS?

As we all know the relations of India and China are not good since the past. The two countries were involved in one full-fledged war in 1962 and many other conflicts since then. Currently, the scenario is in such a worse condition that China hasn't sent an ambassador to India in the last 10 months. 19 high-level military talks have been held but there was no result. Currently, India has banned around 300 Chinese apps, and around 68000

Indian troops are deployed at the LAC. And this is the main reason why West is feeling comfortable even with this masterplan of BRICS. But if BRICS wants to challenge the US and end the Western monopoly, the democracy will have to adjust to communalism and the diversity will have to adjust with uniformity. The Asian Giants will have to

come on the same page to execute this plan.

In conclusion, the BRICS currency is an interesting idea and quite necessary too. And it is quite inevitable to execute this in the future to break the Western monopoly. But for this, the coordination and friendship between the core countries and newly added members is important.

QR CODE

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