

EDC EXPRESS

(Entrepreneurship Development Cell, BMCC)

Quote -The people who are crazy enough to think they can change the world are the ones who do - Steve Jobs

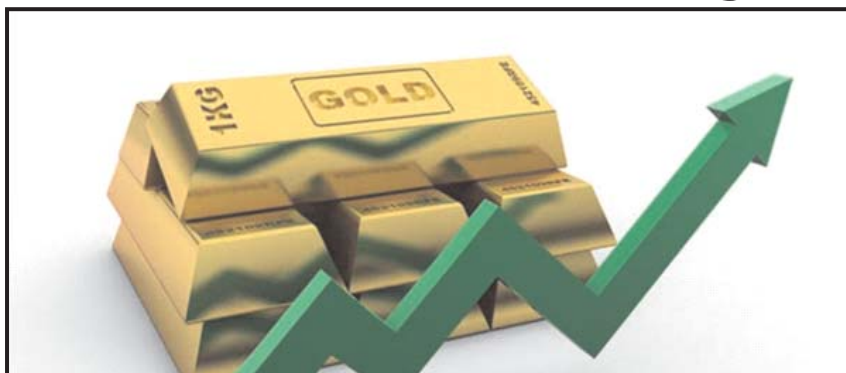
Riding the GOLDEN Wave Again

Introduction

We are seeing a lot of new investing trends these days. Buying NFTs and cryptocurrency, among other non-traditional assets, is the primary focus of this generation. In addition, a lot of investors are looking to the stock market to diversify their holdings outside of traditional FDs and gold investments. Nevertheless, the cost of gold is rising continuously. And as we are all aware, Indians have loved purchasing gold from the dawn of time. The second-biggest consumer gold market globally is found in India. So if the price of gold changes, we are the ones who are mainly concerned about it. However, why are both the price and demand for gold suddenly increasing?

The Golden comeback

During the Bretton Woods Conference in 1944, the United States and 44 allies forged the largest financial agreement in history. The US only succeeded in convincing its



References - <https://youtu.be/cYgufa8c14A?si=SegAvmFrXhX0yZxe>
<https://www.livemint.com/market/stock-market-news/explained-why-are-central-banks-like-rbi-pboc-accumulating-gold-in-large-quantities-gold-prices-today-gold-rates-11714963880948.html#:~:text=Central%20banks%20worldwide%20are%20actively,currency%20depreciation%20and%20geopolitical%20risks.>

allies to exchange and keep their foreign exchange reserves pegged in US dollars. Because the US guaranteed that they could exchange the value of a dollar for gold, all the countries accepted this offer. With its massive 20000-ton gold stash, the US was able to take the lead throughout dollar dominance. By showing to its allies that the value of their gold reserves is being maintained, the US cultivated trust. The US successfully backed its

dollar with gold before doing it again through the oil trade. And for that reason, the dollar became the ultimate currency. However, the conflict between Russia and Ukraine occurred following the post-Covid era, at a time when world instability was at its highest. As a result, when the US put harsh sanctions on Russian trade, the globe saw dollar dominance once more. Following these dreadful sanctions, the globe began to de-risk and once more

began purchasing gold as a reserve. The United States' long-standing practice of printing massive amounts of cash is the second factor contributing to this increase in demand as the dollar's worth decreased in relation to the golden reserves as more money was printed. The world began to doubt the gold-backed dollar as the reserve hit a low of 10,000 tons. Since gold retains its value better than any other currency in the world, several countries began purchasing an

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.

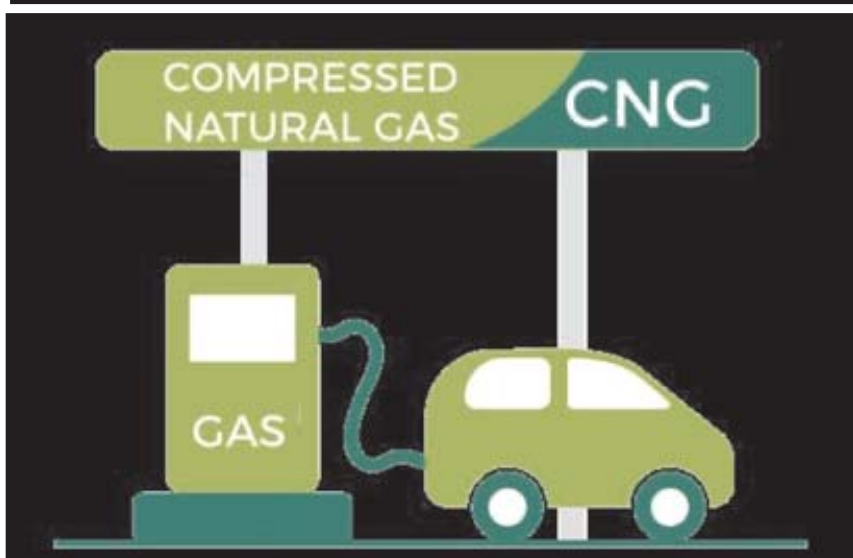
Join us on this journey to know more about the economy, celebrate the entrepreneurial spirit, and explore the evolving landscape of business. Scan the QR code on pg 6 to join us!!

increasing amount of it to prevent the reserves from losing value.

Conclusion

As a result, gold is becoming increasingly popular among Indian customers, and despite the recent price increase, many

are excited about gold as an investment possibility. It is advised that one should not trade based just on the sentiment of the market, although gold prices are expected to rise more in the future, indicating the asset's prominence.



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<https://youtu.be/Z2uCmS3qgpo?si=raBNdKfCDHjgdZGO>

Introduction

Nitin Gadkari has been speaking a lot about the future of fuel (diesel and petrol) in the Indian market ever since he became the minister of roads and

highways. The battle for crude oil is at its height in the previous ten years, following years of unrelenting volatility in the world market. These fuels have negative effects on the

environment and the economy. These factors have piqued the interest of Indian governments and major industry participants in fuel alternatives. And the most advantageous choice

CNG – Contesting for the fuel of the future.

among all of these alternatives is CNG.

Will CNG replace traditional fuels?

CNG is the most widely used fuel in India, mostly in the automotive and transportation industries, after diesel and petrol. By 2027, 18% of cars are expected to run on compressed natural gas (CNG). As of right now, it is evident that the majority of states power their public transportation with CNG. CNG is used to power the majority of buses and auto rickshaws. Studies and statistics gathered by various organizations indicate that CNG can save fuel costs by 45–50%. Consequently, a middle-

class family using a CNG vehicle can save an average of up to 50,000 rupees annually. And this helps us understand how cost-effective CNG is. Several major industry participants, including Tata, Mahindra, Bajaj, and Maruti-Suzuki, are investing a lot of money in creating an increasing number of CNG-powered vehicles in light of these conditions. Additionally, Bajaj just unveiled the first CNG motorcycle in history. With regard to CNG vehicles, Maruti Suzuki holds the largest market share, and Tata recently set out to boost CNG sales at the Ev level. Therefore, all of these changes in the auto industry point to CNG's

potential as India's next mainstream fuel.

Conclusion

One can take advantage of these impending market chances now that we know the Indian market's intentions regarding CNG. The CNG sector offers enormous opportunities for research and development. Additionally, it is noted that India has a significant shortage of CNG stations relative to gas stations. Thus, this industry presents a favorable investment opportunity. It is beneficial for the future of CNG that the government is also proactive in encouraging the use of CNG and growing the network of CNG stations.



MSME

MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम
OUR STRENGTH • हमारी शक्ति

Ministry of MSME, Govt. of India

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Innovative MSMEs schemes- <https://www.investindia.gov.in/schemes-msmes-india>

MSMEs have been the backbone of the Indian economy. They play a drastic role in promoting entrepreneurship. A revision in the Micro Small and Medium Enterprises (MSME) definition was announced under the

Aatmanirbhar Bharat Abhiyan Scheme on May 13, 2020. The MSME sector is a vital part of the Indian economy. These small businesses play a huge role in the country's GDP, exports, and employment opportunities. There are

over 63 million MSMEs in India, employing over 113 million people, which is around 40% of the workforce. They also contribute about 30% to the GDP and 45% to manufacturing output.

To support MSMEs, the

MSMEs in India- Growth and Opportunities

Indian government provides loans, tax breaks, and training programs.

The categorization of MSMEs is based on the investment in the plant and machinery equipment:

1. Micro Enterprise: Investment in plant and machinery not exceeding Rs. 1 crore and annual turnover not exceeding Rs. 5 crore.

2. Small Enterprise: Investment in plant and machinery exceeding Rs. 1 crore but not exceeding Rs. 10 crore and annual turnover exceeding Rs. 5

crore but not exceeding Rs. 50 crore.

3. Medium Enterprise: Investment in plant and machinery exceeding Rs. 10 crore but not exceeding Rs. 50 crore and an annual turnover exceeding Rs. 50 crore but not exceeding Rs. 250 crore.

The MSMEs have huge potential to grow and survive for the longest time in India as it promotes rural employment, business, and "Make in India".

MSMEs or micro, small, and medium

enterprises sector is expected to grow to \$ 1 trillion by 2028. This makes India a great place to invest in industries like textiles, and agriculture. The government allows 100% foreign investments with tax benefits.

MSMEs are adapting digital transformations to enter global transformations. MSMEs are the next biggest pool of opportunities in India, contributing to an individual as well as the whole nation. M

India's credit conundrum – Discrimination or the Western Dominance

Introduction

India's economy is currently among the fastest-growing major economies in the world, ranking fifth in terms of GDP. Despite multiple economic shocks such as the COVID-19 epidemic and various wars and conflicts, our economy continued to grow steadily. However, even with its stellar record, India's credibility is steadily dropping. However, why is this the case?

A credit rating is something that essentially aids international investors in choosing which countries to invest in. It is a ruling that assesses a nation's capacity to reimburse investors for their money or to pay interest on money they have

invested. Investors are advised not to purchase sovereign bonds issued by governments if a country has a low credit rating. As a result, the government finds it more challenging to raise money through the bonds. Additionally, it increases the government's interest rates. Because of this, the government is forced to borrow money. Also, taking out additional loans results in accruing greater debt and higher interest rates. This is one of the reasons why the finance ministry is only spending 11.4 lakh crores of the 18.6 lakh crore total budget in the interim budget for 2024 to pay the borrowers' interest. India now has a credit rating far worse than that of the

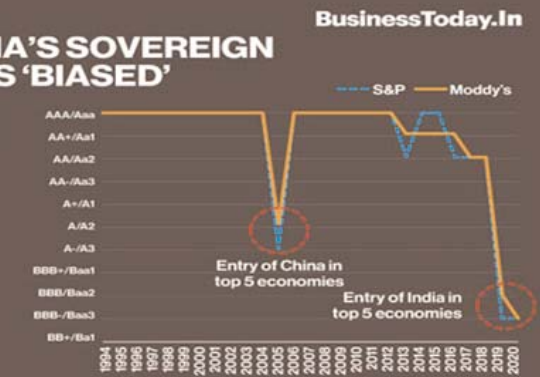
United States, China, and Japan, despite having a far better debt-to-GDP ratio than these nations.

Currently, three significant corporations hold the power to assign credit ratings to various nations based on their analysis and judgment. These businesses are Fitch, S&P, and Moody's. The headquarters of all three businesses are in Western nations. Even though India's economy is currently expanding at the quickest rate possible, these organizations have been consistently reducing India's credit ratings for the past 20 years. The majority of the world is expecting India to become a major global market, yet the

WHY INDIA'S SOVEREIGN RATING IS 'BIASED'

Countries occupying the spot of world's 5th largest economy in the past, were mostly rated AAA, but China and India are exceptions - China was rated A-/A2 in 2005 and now India is rated BBB-/Baa3

Source: Economic survey 2020-21



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<https://www.drishtias.com/daily-news-analysis/india-s-rating-downgraded>
<https://www.youtube.com/watch?v=ow5LxMPuRz0>

Indian economy is facing severe difficulties as a result of these low credit ratings.

The question now is whether this is merely discrimination or if India is being forced into such dangerous situations as part of a shady geopolitical game. India's government is demonstrating against the firms as well. The Indian

economy functions differently from a Western economy, which makes discrimination possible and contributes to a false impression of the nation. This needs to change. The Ministry of Finance has released a research paper that details the entire issue, which can be viewed to have a deeper

understanding of this case study. Thus, it becomes crucial for students like us to comprehend how our nation's economy functions and the challenges it faces. Gaining insight into the global situation always allows us to view things from a different angle.



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<https://youtu.be/iErH3BiTQBI?si=C4DG4LBVFRb6CH5I>

Introduction

The banking industry has a shadowy past in this unsettling world where wars, conflicts, and financial frauds are becoming more commonplace. And in the previous two years, we have seen significant bank

collapses as a result of these circumstances. However, Indian banks appear to be in a stable position in the market, avoiding any bank crises, following these numerous crises. The RBI implemented a new regulation known as Asset Quality forbearance

following the 2008 financial crisis and stock market decline. According to this regulation, bad loans were restructured rather than classified as substandard loans, hence there was no longer a requirement to maintain a 15% reserve of bad loans as per the

India – The banking crisis expert?

previous RBI regulations. Because of this, banks were able to lend money more aggressively even as the number of loan defaults increased. And this was the moment when the financial sector was killed by bad loans. Over the course of four years, from 2008 to 2012, India also saw several financial frauds involving the banking industry, which threatened the country's economy. As a result, in just three years, the NPAs of Indian banks saw a huge spike of 10%.

What did RBI do to save the Indian banking crises?

Following an analysis of the worsening circumstances, the RBI and the Indian government

increased their reserves by a staggering \$38 billion. Additionally, the 2.1 trillion rupee infusion gave banks the real hard cash they needed to continue operating and surviving. Subsequently, the government merged weaker public sector banks with stronger ones, therefore enhancing their operational efficiency and decreasing expenses. Additionally, the government implemented the PCA policy, which assigns RBI control over all banks on the designated guidelines and provides assistance to banks in need. Finally, following six long years of execution, India adopted the Basel 3 framework, which establishes guidelines and

requirements for bank safety. Furthermore, the RBI mandated that banks retain larger reserves, which further strengthened the two-layer defense. As icing on the cake, governments changed the Indian Bankruptcy Code in 2016, which made it easier for Indian banks to survive.

Conclusion

We can therefore guarantee that our money stayed safe in our banks because, in 2022, when many foreign banks were experiencing an economic crisis, Indian banks remained stable thanks to the RBI's astute strategic implementation and the regulatory work done in conjunction with the Indian government.



References-

<https://www.investindia.gov.in/sector/healthcare>

<https://economictimes.indiatimes.com/>

<https://www.ibef.org/industry/healthcare-presentation>

Introduction - The largest growing market is \$10 trillion. The healthcare sector in India has become one of the opportunities in the economy. The global Union Health Ministry's allocation of Rs 90,658.63

THE HEALTHCARE SECTOR IN INDIA

crore in the Interim Budget for 2024-25 shows a 12.59 % growth.

The Indian medtech industry is expected to reach \$50Bn by 2050. The Pradhan Mantri-Ayushman Bharat Health Infrastructure Mission (PM-ABHIM) aims to improve healthcare infrastructure in both rural and urban areas. Ayushman Bharat - NHP Scheme - is the world's largest government-funded

healthcare program.

Many healthcare companies are working to combine physical and digital services business models - phygital

Companies like Pharmeasy have opened over 80 diagnostic labs and more than 2,000 collection centers with similar goals. The reason behind this - to make a smoother consumer experience.

• Study shows that the Indian medical sector

will create about 3 million new jobs by 2028 with the integration of AI.

• Statistics -
- 255 Mn+ eSanjeevani telemedicine consultations have been completed.
- 4,000 + Healthtech startups working in India.
- 1.3 Mn Workforce of Allopathic Doctors in India.
- 170 K Functional Ayushman Arogya Mandir.

Zepto - The rising stars of the business world.

Introduction-

Zepto is one of the fastest-growing quick commerce platforms which delivers groceries and much more in a few minutes. It is headquartered in Mumbai and provides services to 10 major cities in India.

After the pandemic had ended, the online demand for food and groceries shot up like nothing before. With discounts like free delivery above a certain amount of purchase and fast delivery

facilities, people started buying more from these digital growing delivery apps.

But who runs this company which has achieved its first unicorn position in 2023?

The founders are Aadit Palicha and Kaivalya Vohra, friends who dropped out of Stanford University and participated in Y Combinator. Aadit Palicha then founded GoPool, the first company he started at the age of just 17. He left the

same company in April 2020 and founded KiranaKart and then Zepto.

These teenagers were suddenly confined to their homes in Mumbai due to Covid restrictions, despite having worked together on many projects, including a ride-hailing app for kids. While grocery delivery was still allowed by local authorities in most parts of the country as the virus spread, the duo struggled to get their supplies. Zepto is

inspired by Kiranakart, their first startup aiming at making grocery deliveries easier for Kirana stores. As of 2024, the company is worth \$3.6 billion. In August 2023, Zepto became a unicorn by raising \$200 million in a Series E funding round. This ended India's 11-month stretch without

any new unicorns.

Though young, these pals didn't give up on their dreams and goals after the first venture was abruptly rejected.

Lessons to learn from them-

1. Persistence- Amidst the COVID-19 situation, they continued and moved

their projects forward.

2. Innovation- They created unique solutions to dynamic changing market situations.

3. Resilience: They managed to overcome supply chain issues and other pandemic-related obstacles to keep their business growing.

Paytm's Plummet: understanding the downfall of fintech giant



References - https://youtu.be/aJBO5arsQrU?si=2tM1OrKgdGmSgk1_
<https://youtu.be/7JXkKVA5RAA?si=SU8UDw6vrb-LwAQx>

Introduction

One of the largest online payment platforms in India is Paytm, which is also credited with being the pioneer fintech company. However, since the RBI prohibited the Paytm payments bank a few days ago, there have been persistent rumors regarding the general state of Paytm. Thus, in this piece, we'll examine what went wrong with Paytm and the reasons behind the RBI's decision to outlaw the nation's pioneer in the fintech industry. When Paytm was launched, it was a popular online payment

platform. It was the pioneer platform in India to allow online payments, and it furthered the Digital India project. In the early days of Paytm, Vijay Shekhar Sharma's vision caused it to soar. Even with the presence of major rivals like Google Pay and Phone Pay, Paytm was able to grow and maintain its user base. However, the true issue arose when Paytm introduced Paytm banks as a byproduct of the Paytm app. Paytm misled clients by failing to clearly distinguish between the Paytm app and Paytm bank. A lot of users were

duped by the incomplete KYC process for the Paytm app, leading them to unintentionally open their Paytm bank accounts, which is against RBI regulations. Following that, Paytm engaged in multi-level marketing by employing representatives to approach clients and persuade them to open payment bank accounts. If the user declined the KYC for the payments bank, the Paytm app KYC was also immediately declined. Paytm disregarded RBI regulations despite multiple warnings and prohibitions, which led to

the RBI ultimately banning the payments bank. When prompted, Paytm also gave the RBI the bogus data. In 2022, Paytm was also unable to comply with KYC anti-money laundering regulations. Following Paytm's external audit, the RBI discovered serious errors in Paytm's KYC data. Paytm showed no interest in patching its vulnerabilities even after receiving multiple warnings and bans. There are numerous more problems with the Paytm system; the NHAI has prohibited the payment bank, and the ED is currently looking into Paytm as a potential source of money laundering.

Impact

Retail investors will undoubtedly be impacted as well. Paytm's share price is currently over 80% below its IPO price due to the company's ongoing decline. It is estimated that about 37 million merchants who currently have accounts with Payments Bank will move to other platforms in the near future due to potential issues with Paytm's overall transaction volume. Therefore, if Paytm is unable to comply with the regulations, it risks losing a significant portion of its user base quickly.

Conclusion

Paytm's case study reminds us that businesses of all stripes should always have a bias toward their clientele. It also instructs us to treat the policies with seriousness and to ensure that there are no obstacles

to our compliance. And a tiny error or unscrupulous behavior might quickly cause us to lose our valuable customer base. Therefore, we should never deceive our customers, regardless of how big our business grows.



Prajwal's studio
— HAIR AND BEYOND —

Prajwal's studio where style meets sophistication is a professional salon started by Prajwal Jadhav on October 27, 2022. They specialize in Male Hairstyling & Beauty. With Prajwal Jadhav at the helm, along with a dedicated team of two members, Prajwal's Studio has quickly gained momentum in the industry.

Located in the Heart of Pimpri Chinchwad, This salon offers a blend of modern trends and timeless beauty services. From expert haircuts and vibrant color treatments to rejuvenating skincare and relaxing massages, their talented team is dedicated to enhancing your natural beauty.

Prajwal's Studio Hair Salon offers more than just a trim; it provides a transformative experience. They cater to clients seeking sophistication and flair. Whether you're craving a bold new look or a subtle enhancement, their stylists are there to consult, create, and craft the perfect style tailored just for you.

Beyond exceptional service, they prioritize community. Prajwal's Studio is not just a salon; it's a hub where connections are forged and confidence is cultivated. Their welcoming atmosphere and personalized approach ensure that every visit leaves you feeling rejuvenated.

Boeing - Not Taking Off?

Introduction

We used to fantasize about taking to the skies as children. Furthermore, a lot of us continue to find aviation to be fascinating. And this is the tale of the firm that turned this vision into a reality. William Boeing established a business in 1906 that produced aircraft for the US military. Because of the superior quality of these aircraft, William Boeing was able to secure an increasing number of contracts. In 1930, Boeing launched the 707 on its maiden commercial flight, demonstrating that the sky was truly the limit. 707's sales were tremendous. Boeing's fundamentals were the driving force behind the company's enormous success. The group of top engineers and researchers who were

constantly striving for the ideal product-driven business comprised the core. They were so focused on creating the greatest aircraft that, even while they were on the verge of bankruptcy, they didn't even consider increasing their profits—instead, they invested \$32 billion to introduce the 747, their new model. As a result, the 747 increased Boeing's earnings and was hailed as the "queen of the skies." Thus, this presents an idealized image of a business with an ideal staff and a great end product. What precisely went wrong at Boeing in the past few years, then?

What turned Boeing's Daydream into a Nightmare?

Things deteriorated after Boeing and Macdonald Douglas merged significantly and

the Douglas management took over. Business professionals took over the engineering team and began managing the profit-driven company. Instead of innovation and research, profits took precedence. Simply because they didn't agree with the management, some of the greatest members were made to resign. Following all of these issues, Boeing's quality began to decline, which led to yet another major issue. Boeing's main rival, Airbus, was so much more efficient than Boeing that even some of Boeing's oldest customers were switching allegiances. Boeing intended to introduce their new product the 737 Max to comply with the new regulations and to rival Airbus. However, they compromised the quality of the new aircraft to save



References - <https://www.euronews.com/business/2024/02/07/boeings-tragedy-the-fall-of-an-american-icon>
https://youtu.be/HwQsgcayE88?si=K_H5xsWkZBgmSDab

money. Rather than constructing an entirely new apparatus, Boeing merely modified the engine of the older 737 and installed the MCAS system to accommodate the changes. It was this same technique that led to the two consecutive Boeing disasters that claimed the lives of over 350 passengers. Investigations conducted later revealed that because Boeing

considered this to be a minor update, even pilots were unaware of this alteration. Following this incident, there was a sharp drop in orders for Boeing 737 Max aircraft, and passengers expressed anxiety about flying on Boeing-branded aircraft, leading to the expression "If it ain't Boeing, I ain't going."

Conclusion

We are now learning

some excellent lessons from this case study. The first lesson is that if you, as an entrepreneur, create a business that is driven by products, it will always succeed provided you don't cut corners on quality. The second is that for the firm to run well, management and employees must collaborate. The third rule is to never, ever sacrifice quality to save money.



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Introduction

India's closest ally since gaining independence has been Russia. Russia and India have long had a strategic alliance that is important to both nations. Every year, the two nations hold a summit to debate global affairs and matters pertaining to strategic cooperation across a range

of industries. Recently, Russian President Vladimir Putin and Prime Minister Modi met at the Kremlin.

Importance of these meetings

Russia is already a major power on the world stage, and India is almost there as well. Both countries have powerful militaries and nuclear weapons. As is

common knowledge, the West and the USA are drawing closer together to establish a powerful, dominant power on the planet, as do Russia and India. Thus, the West will be monitoring this bilateral meeting between the Kremlin and New Delhi. It is anticipated that Modi and Putin will discuss four very

Strengthening the INDO-RUS partnership

significant areas: connectivity, energy, commerce, and defense. Additionally, they plan to address issues such as the sale of rubles for rupees. India and Russia began using their currencies to settle import payments after the United States imposed sanctions on Russia. Compared to what India imports from Russia, Russia imports relatively less from India. They therefore have rupees in reserve but nowhere to spend them. Therefore, they must correct this imbalance. Long-term contracts are supposed to strengthen the energy relationships on both sides. Since Russia continues to be India's main

defense supplier, providing us with almost 60% of our defense equipment, the defense sector will receive the most attention. India would nonetheless attempt to expedite the fulfillment of those orders because some of them are due from Russians. Additionally, it is anticipated that Russia will receive a few additional contracts because India cannot afford to neglect its security concerns, particularly considering our lovely neighbors. India would also concentrate on saving 40 Indians who were taken into the Russian military against their will. The kind of reception and warmth that Russian President Modi is receiving

demonstrates to the West that Russia has always valued India as a partner. The results of these bilateral discussions will improve ties between the two countries.

Conclusion

It is anticipated that international trade between the two countries will grow and improve since these discussions also center on topics like connectivity and trade. Positive effects on the stock market will also occur if the anticipated results materialize. This would instill confidence in New Delhi that Moscow is on our side in international situations, which will be a comfort to us.

The role of mentorship in entrepreneurial success

mentor

1. Personal growth-mentorship can help not only to enhance the skills the entrepreneur already has but also to build more value-adding abilities.

2. Networking – mentors often have valuable names and contacts in the industry

3. Avoiding common pitfalls- guidance from mentors helps to avoid and overcome common obstacles by sharing valuable experiences.

How to find the right

mentor

- Network and repeat-communicating not only with the defined goal mentor of your business but also with someone from

another industry can help you in pivotal decisions.

- Work in the same industry before starting something of your own.

Quiz

1. What type of funding involves raising small amounts of money from a large number of people, typically via the internet?

- a) Angel Investing
b) Venture Capital
c) Crowdfunding
d) IPO

2. Which term describes a company that is rapidly growing and expanding its market presence?

- a) Gazelle
b) Unicorn
c) Bootstrap
d) Lifestyle Business

Answer: (c) Crowdfunding Answer: (a) Gazelle



Introduction-

Mentorship plays a pivotal role in entrepreneurial success. It is known to promote development which later plays an impeccable credit to the success of entrepreneurs. The main reason for having a mentor is their previous exposure to the particular industry they have experience in. For example, a mentor who has

successfully launched a food manufacturing business can guide you in the direction of marketing, food technology, customer-centric approach, etc. Potential entrepreneurs or businessmen can decipher the path from networking and communication with them and thus sail through the obstacles more effectively. Mentors also provide emotional support

and motivation which cannot be unseen while making a businessman. Mentorship holds immense strength in the realm of entrepreneurship. They mold the potential leaders and act as the backbone of the business. Mentors give an intangible investment of experiences, time, networking, helping, and comprehension.

Benefits of having a

INDIA-MIDDLE EAST-EUROPE ECONOMIC CORRIDOR ON MAP



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https://youtu.be/Ayy-__ghfUI?si=oIh08EpfW6iQq4pF

Introduction

Over the past few years, India has continuously performed well in diplomacy and international affairs. We witnessed some possible advancements regarding the India-Middle East-Europe economic

corridor—the ultimate alliance project including India, the Middle East, and Europe—during the G20 meeting that was hosted in India. This is the BRI project's equivalent in China.

How will IMEC

benefit India?

India, in recent years, has been successful in maintaining friendly relations with many of the global powers and this is now helping India to secure its future by building the largest multilateral

IMEC – India's Impact Player

infrastructure connectivity project. IMEC will act as a trade chain starting from Indian coastal regions, then it will connect to ports like Jabel Ali in UAE, then it will further connect via railway infrastructure till Israel by crossing Saudi Arabian land and again end in Europe by marine connectivity. As of now, most trade between India and Europe happens through a single route of the Suez Canal which poses some uncertainties and disadvantages as well. The Suez Canal is a very narrow route that has immense traffic all the time. If this route stops working or is blocked for some reason, then traders face huge losses. There is also a risk of sea pirates attacking ships.

On the other hand, all the ships pay an additional 400,000 dollars as a tax to Egypt for using their marine routes. So to tackle this problem, IMEC will directly build a multilateral network through the Middle East bypassing the Suez Canal. This new route will be 40% faster and 30% cheaper. The second focus of this project will be an underwater data cable network. The Red Sea is the choke point of this cable network. There has been an underwater data cable war going on for the past few years. India cannot afford to allow America and China to become the primary owners of these data pathways. China will undoubtedly benefit from this in the current Indo-Chinese

disputes. Therefore, to mitigate all potential dangers, India is likewise planning a Trans Europe Asia Cable Network under IMEC.

Conclusion

In addition to opposing China's Belt and Road Initiative (BRI), IMEC is anticipated to give India the ideal location for trade with the West and the United States. This will undoubtedly aid Indian foreign businessmen in saving money and time, enabling them to increase the volume of their transactions. Since everyone's only interest in the world is their benefit, this research also teaches entrepreneurs how to seize the proper opportunities.

B2B is not about marketing but about supply chain and manufacturing.



B2B is a type of transaction that occurs between two business entities such as wholesalers to retailers. In B2B commerce, the success lies more in the efficiency of supply chains and the excellence of manufacturing than in flashy marketing campaigns. For business students aiming to dive into this sector, the key aspect is

to understand- the focus is crucial for navigating the complexities of B2B operations.

Supply chain is the key driver of B2B enterprises. It ensures the smooth flow of materials from suppliers to manufacturers and, ultimately, to buyers. Unlike models, where marketing and customer engagement are paramount, B2B businesses thrive on

the reliability and efficiency of their supply chains.

Companies invest heavily in advanced supply chain management systems, real-time tracking technologies, and predictive analytics to mitigate the risks. The goal is to create a seamless, efficient, and resilient supply chain that can adapt to challenges and maintain uninterrupted service.

EXAMPLE OF B2B business

In B2B commerce, manufacturing quality and consistency are critical. Clients expect products that exceed industry standards. Any deviation can lead to costly returns, penalties, and a loss of trust. Therefore, B2B companies

focus extensively on manufacturing processes to ensure reliability and high quality.

Manufacturing excellence in B2B involves rigorous quality control, adherence to strict industry regulations, and continuous improvement initiatives.

Consider a

pharmaceutical company that supplies medications to hospitals. The manufacturing process must be precise with regulatory standards to ensure patient safety. This level of attention to detail underscores the importance of manufacturing in B2B sectors.

Transforming Dining- AI in Food Restaurants



References - <https://www.publicissapient.com/insights/ai-in-restaurants>
<https://hazlnut.com/2023/09/15/impact-ai-in-restaurants/>

Artificial Intelligence has taken over all the corners of the world. AI has paved the way for many new successful routes including quick food restaurants. It may be placing an order in a restaurant or elsewhere to deliver the same and the payment method.

Let's dig into this
How is AI being used in restaurants?

Automated or Robotic kitchen assistants:

These are the back-end kitchen assistants to accelerate the cooking process. Miso Robotics, an automation technology company for restaurants, has partnered with various global chains to develop AI cooking robots to make tortilla chips, fry food, and dispense drinks.

AI-powered digital menu boards:

These digital menu boards improve customer as well as employee experience.

An example of this is: Starbucks a quick-service restaurant that plans to roll out digital menu boards within all the locations.

A few examples of QSRs that use AI: are McDonald's, Chipotle, and Yum!

The impact of AI in restaurants:

1. Addressing the labour shortage:

QSR Magazine writes "AI takes mindless, repetitive tasks from human employees, allowing them

to focus more attention on customer interaction at the drive-thru window." Using digital AI "employees" to take these tasks from your staff improves not just your staff's experience at work, but also your customers' experience.

2. Streamlining operations with AI:

AI estimates customer demand and the inventory supply and adjusts the staffing level accordingly. Thus, helping in reducing the resources and saving costs by automating tasks such as ingredient measurement and cooking time monitoring.

The future of AI in the restaurant industry:

The restaurants and chains that prioritise a solid data foundation and tie-ups in new technology to a holistic better customer experience will receive the best ROI on new investments.

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INTRODUCTION:

Aryan Aswani, a remarkable 15-year-old entrepreneur, has ventured into finance, entrepreneurship, and now project management with his creation, Project Arya. Despite his young age, Aryan's journey showcases

a unique mix of curiosity and a strong commitment to making a positive impact. In the competitive world of entrepreneurship, Aryan's story and his project stand out as a motivation.

What did he do?

At the mere age of 12, he enrolled in the Financial

Literacy Course at Harvard and Stanford expanding his knowledge of tax and the stock market.

A year later, he studied with like-minded kids for creative ideation.

In 2023, he had a pivotal experience, that exposed him to diverse facets of

business.

What is Project Arya about?

Aryan has created Project Arya to improve how public notices work in India. The current system has problems like limited reach, difficulty in access, and a disconnect between

Inspiring TEEN Entrepreneurship – Story of Aryan Aswani

senders and readers. Project Arya is a new platform that aims to solve these issues by making the process more straightforward and efficient.

Aryan's latest venture involves a machine designed to enhance the well-being of dogs facing mental health issues, showcasing his dedication to making a positive impact beyond the business sphere.

Recently, he presented Project Arya at the ET Global Summit, in Delhi.

He articulated his project in the presence of Honorable Prime Minister

Narendra Modi, Piyush Goyal, Nitin Gadkari, Manohar Lal Khattar, and other global business leaders.

What did we learn from him:

It's never too late or too early to stand on your own feet!!

You could be a successful entrepreneur at 15 or 50!!

Make a change in the world: create, shape, impact

Never give up on your dreams

India's SEMICONDUCTOR journey

Introduction

Chips for semiconductors are among the most significant parts of the world. Any electronic device's brain, or semiconductor chip, gives the gadget instructions on how to carry out different tasks. Every electronic equipment, including cars, laptops, and mobile phones, mainly depends on semiconductor chips. We saw how the global semiconductor shortage that followed the pandemic affected everyone. So, everyone's dream is to have a sizable semiconductor production facility in the nation.

Why Semiconductors are so important?

Every electric gadget, including laptops, vehicles, printers, and even PS5s, requires a semiconductor chip to function. The global pandemic of COVID-19 led to a sharp increase in the demand for electronic equipment as more people chose to work virtually. On the other hand, there was a drop in production as a result of semiconductor manufacturing facilities being closed caused to lockdowns throughout the world. We observed how severely the globe suffered as a result of this shortage. In India, Maruti Suzuki was unable to manufacture 1.16 lakh vehicles due to the shortfall. A shortfall forced Sony to stop making the

popular PS5, while HP had to raise the price of its printers by 20%. India decided to make semiconductors rather than just purchase them as a result of all these negative effects, which served as a reminder of the significance of semiconductor chips. To attract businesses and establish plants in India, India initiated the India Semiconductor Mission in 2021. Together, the QUAD nations are constructing a strong semiconductor ecosystem. Up until 2024, the government also intended to establish 20 industrial facilities across the nation. The government will provide the corporations with land,

water, power, logistics, and a research environment at subsidized rates to create the semiconductor environment. India has also partnered with Taiwan as Taiwan is the world's largest chip producer. Several of the businesses have also been approved for two greenfield projects. By the end of 2024, Micron, the company, promises to introduce a memory chip that is Made in India. Additionally, several fabless startups have launched the Shakti and Vega chips, which are indigenous, along with the introduction of Digital India and the RISK-V initiative. These changes show that people are becoming more



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optimistic about India's semiconductor program.

Conclusion

This is bad news for China because, with all of the current activities and plans in place, we may expect India to become a global semiconductor ecosystem

hub within a decade. India's semiconductor industry is currently growing and offers a plethora of prospects. India's stock market will be impacted by its semiconductor journey, hopefully in a positive way.

India's semiconductor industry is currently growing and offers a plethora of prospects. India's stock market will be impacted by its semiconductor journey, hopefully in a positive way.

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Pioneering Women Entrepreneurship – Falguni Nayar



Nykaa is an Indian e-commerce company selling beauty and fashion products through its website, apps and stores.

Falguni Nayar at the age of 50 broke all the barriers and started afresh, building success to moulding Nykaa into a unicorn in 2020.

The Falguni Nayar success story paves the way for future inspirational stories by young women entrepreneurs.

Falguni Nayar is an inspiration to all aspiring women entrepreneurs. She speaks of bravery and

growth.

In 2020, Nykaa became the first-ever Unicorn in India, initiated and led by a woman!

• Why did Falguni start Nykaa?

• Falguni Nayar recognized an opportunity to enter the e-commerce sector, meet the needs of Indian consumers, and provide a flawless online shopping experience by providing a variety of beauty items.

• In the third quarter of FY23, Nykaa registered a growth of over 26 percent, i.e.Rs, 1901 crore year-on-year

. Nykaa is expected to reach over 300 crores by 2027.

Reason behind the success-

Market Experience: With 20 years of corporate experience, Nayar has the market knowledge and strategic skills to grow the business successfully.

Effective Marketing: Nykaa prioritized product quality over heavy marketing spending, focusing on delivering value to customers.

Finding the Right Niche: Nykaa catered to the unmet beauty needs of Indian women.

Some key teachings

from Nayar-

Follow your passion: She highlights pursuing your passion and turning it into your reality regardless of your age. Better late than never!

Resilience and Perseverance: She encourages entrepreneurs to stay committed and not give up in the face of obstacles.

Empowerment and Inclusivity:

Falguni Nayar is a strong advocate for women's empowerment. She has created a work environment at Nykaa that promotes gender equality and inclusivity.

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