



H.R. COLLEGE
of Commerce & Economics



VOL.2 ISSUE 13

FEB 2021

FINNACLE



SHORT SQUEEZE

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REAL ESTATE TOKENIZATION

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#INDUSTRYCONNECT EXCLUSIVE

BUILDING YOUR CV WITH CVIEW: CHAVI AGARWAL



Ms. Chavi Agarwal, Founder & CEO, Cview is an entrepreneur with a demonstrated experience in profile building and CV curation. She did her Bachelor's in Finance from Warwick Business School, UK, and has a Masters in Innovation, Entrepreneurship, and Financial Technology from Imperial College London. She took leadership roles, certifications, part-time jobs, and internships to build a holistic and comprehensive profile. Over the years she has created multiple profile Building hacks and strategies and would now like to climb the ladder in this field.

1) What was your vision behind CView?

Ms. Agarwal saw a huge gap in the market between the recruits and the employers. She noticed that students did not know the importance of an effective CV and did not even know that their CV went to certain software called the Applicant Tracking System and not to a human anymore.

She observed that maximum applications globally are rejected because of a poor CV. Upon research in the market, she also realized that existing services are generic and create CVs out of prototype templates.

This is when she combined her knowledge from personal experiences with her learning in artificial intelligence and machine learning and started CView, a software development company that combines AI and Human expertise to guide students with their first impression into a firm- their CV. She combined her human expertise with artificial software and built an in-house Applicant Tracking System to easily churn out CVs so the students would be able to get better opportunities.



CView

She was able to In noticing the issues recruits and students all around the world face during their application process Ms Agarwal is determined to alleviate the problem of lack of right Job-Person fit and awareness of ATS compliance. She was able to see scope in this field which is still manual, in a technologically heavy environment.

Our endeavour is to train our software with machine learning so that it can replicate a recruiter's acumen to perfection. We also wish to remove any human interface in the CV building and checking process.

2) Could you briefly explain ATS and the role it plays in building a profile?

Nowadays, Your CV does not go to a human directly. Instead, it goes through a software called the Application Tracking System first. This software automatically screens CV's and filters applications without the requirement of any human contact.

Thereby facilitating the application shortlisting process of companies through Artificial Intelligence and Machine Learning. Microsoft gets over 5,00,000 resumes per week while Google gets 75,000+. Can a human recruiter go through all of them in a short span of time? This is where the Application Tracking System comes on board. Even Medium and Small firms are investing in this software now.

The Application Tracking System rejects 70% CV's that are not ATS compliant and do not match the job description. Our in-house Application Tracking System has similar capabilities to any MNC based ATS software. All our CV's get a score of more than 90% because our ATS is made using a database of more than 50,000 CV's. With unmatched designs and results, our ATS Compliant CV's increase your chances of getting an interview by 60%.

3) You've worked to give almost a 100+ webinars! How do you manage not just Cview but also work simultaneously?

The key to multitasking is creating your schedule and maintaining a journal. I personally have maintained an yearly, a monthly and a daily goal planner where i plan and schedule my next day a night before and give confined time to everything. I also work on weekends especially on Saturday and do all the recreational activities which do not directly affect Cview but create a huge impact on people's life.

This also includes volunteering activities by us, donations by Cview, meeting underprivileged students and assisting them in professional development, doing webinars in different colleges and universities to spread awareness about the ATS and Cview's initiative to help them grow.

This is how I am able to work simultaneously on different things together. An effective planning along with setting reminders, maintaining and sticking to daily schedule, being very timely to my approach and making sure that I work in fixed hours and be as productive as possible. Webinars are something I really enjoy giving as I get to meet students- our potential clients and interact with them. This is how I am able to give webinars and work on CView simultaneously.

4) CView also works towards humanitarian causes, especially women's empowerment. Why did you decide to work on this cause?

CView believes that there is nothing more rewarding than making a difference in the lives of people. Ms Chavi Agarwal is a propagator of Women Empowerment and hence CView donates 30% of its proceeds from each order towards Women Education as well as to underprivileged college students in India so that they can become self-sufficient and get better work opportunities. Along with this CView has also hosted pro-bono webinars on the subject of entrepreneurship for multiple different organisations as well as universities all across the world.

5) What impact does prior internship experience have on your resume?

Internships have a huge impact on your profile. Not only internships, extracurricular and volunteer activities have a major role in building an exceptional profile. Since our education system is very theoretical, it is better for the recruiter to see that you have hands-on experience in doing something. Internships tell that you can work as a team player. This helps know that you can demonstrate your education and put it in application if required. Internship experience is very essential in the field you want to get into.

Even if you are exploring different industries and interning at different places that's also very exciting as you are making an informed decision regarding your career. Internship experiences are a key in your entire application. It also showcases that you utilised your educational years. A student who is leveraging this time and making the best possible use of it by gaining experience is way ahead than a student who is not. Summer and winter internships or part time work can become really useful as they showcase that you are applying your knowledge. So, internship experience has a huge impact on your resume.

6) In this tech savvy generation, one flourishing field is social media, is a digital footprint important for students while looking for jobs?

Digital footprint is important for students while looking for jobs now, but to be honest we are still at the tipping point where we can still do away with it at this moment. Maybe in the next 10 years digital footprint will be the most important thing that a student can portray.

We already are doing a lot of digital portfolios, online website based portfolios, finding jobs through Quora, LinkedIn, Instagram, web search, doing SEO for your own profiles. We work on all these things and understand that social media and digital footprints are extremely essential for the youth to find jobs and internships. Even after finding the job, digital footprints are important for maintaining compliance in companies.

I agree that to flourish in any industry, digital footprints are becoming increasingly important to find jobs. Not only for students, it is essential for recruiters also as they can also screen students based on their digital presence. So definitely, they are extremely important and one should leverage it to their best.

There is a wrong assumption about it due to the new data protection act across the globe as a lot of information should not be put online due to privacy concerns. So there is a constant battle between digital footprints and data protection. In the next 10 years it would be crystal clear and people would be solely judged upon their digital footprints and online profiles.

7) What do you envisage the role of entrepreneurs in 2030?

I think entrepreneurs in 2030 would be pioneers rather than MNCs and working in big positions as there is so much more to offer to this world right now which is not traditional any more. Anybody can be an entrepreneur by making an incremental change. They don't even need to make a radical change anymore. People are becoming more self sufficient and self reliant as there is so much knowledge and information available online. Our education is getting more power. The Startup culture is being built in India at a fast pace. It is already prevalent across the globe. Even in major parts of Asia, it is at a rise. People are wanting to become self-reliant entrepreneurs.

I don't think the role of entrepreneurs can change at any point of time in an economy. They are the people who are going to bring in the money in the market and that is the truth. They are the people who will add better value to all the sections of the society. So i don't think the role of entrepreneurs can ever change as they will be the people that eject money, ideas and ease of operations into the economy and will continue to do so with much better technology, information and innovation and combine multiple factors of machine learning and artificial intelligence and I definitely feel like they will be the backbone of the indian economy in the next 10 years.

8) How important is the "Describe yourself" question in an interview? What are the other set of questions that play a decisive role in the process of recruitment?

Describing yourself is a question which is not asked often anymore.

Only rookie interviewers ask this question but this question will still come a lot to you. If you go to an MNC, they won't ask you this question any more. I also feel that any interviewer who has done thorough research on your profile won't ask you this question any more. We need to keep this in mind that this is a good judging point for the person who is giving the interview. This means the interviewer is not well read about you and this gives you a chance to speak more about yourself and explain them in a better way. However if a person doesn't ask this question, this means that they have done research about you through your application, CV, Cover letter or LinkedIn.

Each and every question is important in an interview as he is judging some part of your personality through that question. Another set of questions that are increasingly becoming important and are usually asked are about technology like How is technology going to change your life? What technology do you see being put in this industry in which we operate in? What is one thing you think is missing in our company's culture set or One thing we are not that good at according to you?

People ask negative questions now like your best strengths and weaknesses. They also ask Why do you want to enter into this industry? Why do you want to work here? Why do you want to live in this city (any particular city you are applying to). I also feel one of the most decisive questions is about team playing. They constantly ask us to tell us an experience where you behaved like a team player or a leader or share an experience where you showed initiative or tell us through an experience if you'll be able to multitask. So people have changed their questions from YOU to be more skill based and talk about your skills rather than you in the interviews.

9) An advice for students who are starting their business/planning to start their business

"As a budding female entrepreneur, I cannot stress enough on the fact that you really do not need high investments, tons of experience or a million-dollar plan. You can leverage your skills, existing platforms and tools available to create value and establish something you enjoy doing. We had a 0 INR investment and have a 87% profit ratio at the moment through our bootstrapping efforts. You just need the will and the urge to create value for people and address existing problems in the market. We are constantly told to innovate something unique, be disruptors and create new markets to be called an entrepreneur. That is not true, you can be innovative in the way you tackle a problem by creating a new value proposition for the market." I strongly believe that entrepreneurs really just learn on their journey, you may start at 20 or at 40, it will be an all new experience and learning curve.

PERSONAL FINANCE AND ITS IMPORTANCE

With PROF. MANISH MALKANI

#INDUSTRYCONNECT EXCLUSIVE

1) What is personal finance and why is it important?

Personal finance is all about the management of your incomes, monthly expenditures, savings, how you use up your savings, weighting various risks and opportunities that you have while you save your money. There are some investments that are risky and some investments that give safe returns. Depending upon your age and needs you need to weigh your options and invest accordingly. It is finding a middle path whereby somewhere between your income and expenses, you find your savings as well. In India we do not have social security, we have to pay for everything. There is no free education, there is no income for people when there are job cuts. So, if at that time if you do not have savings or manage to have personal finance, you will be left in a bad position. This is why personal finance is important.

2) What financial mistakes one should refrain from?

Too much exposure into one kind of asset class is not advised. People usually suggest investing in gold and property. Gold over the years has outshined various other asset classes. Gold and

property have been doing really well in the past 12-15 years. Properties will give you profit in the form of range, appreciation. But it is difficult to liquify the asset. Your asset allocation should be such that one portion gives you liquidity and one which will give you long term growth. It is advised to not have all your eggs in one basket. You should not depend on only one asset class. To create your wealth, you need to diversify. Not diversifying is a big mistake.

3) When should students learn more about financing their money?

It would be a bit early for students to learn about personal finance in school. It becomes very important for students to understand personal finance at/after the age of 18 in college irrespective of their course as they would start earning in 3-4 years. That is the time when they need to manage their money. It is not only about spending, it is about earning, spending and saving also.

4) Why should students learn about personal finance?

It is vital for students to understand as to how to manage money. When they receive money in the form of pocket money or any other source, they do not understand how they spend this money and why is personal finance as age progresses. As you progress in age you look towards safety. At a younger age you can expose yourself to asset classes that are risky as well. But as age progresses you look for stability and safety. It is important to understand these concepts earlier as it helps them take better decisions. At times they do not know to plan their personal finance. The students end up spending a high percentage of their income because they don't get educated about personal finance.



5) How do you lay a strong foundation for long term earnings and wealth?

Wealth is always created in long term and for that patience is a virtue one should have. One should always think of long term as 15-20 years and not 2-3 years. By investing for long term, you make compounding work for you fantastically and that's how wealth is created. All I would say is seek wealth not money.

6) How to ensure personal finance isn't mixed with business finance?

There always has to be a line between the both the aspects. One should identify as per their needs as to how much one can put into their business and how much will they require for their personal finances.

7) What proportion of income should one invest and spend?

That totally depends upon your age and as to how much you earn. One should also consider the responsibilities one has on their shoulders like House Rent, EMI, Loans apart from this the taxation aspect should be taken into consideration as well. I suggest one should try saving at least 1/3rd or 40% of their income.

8) How to make sure a particular strategy of personal finance is maintained?

Diversification is the key here. One should avoid putting all eggs in the basket, one should be aware of various investment alternatives available out there choose one which suits their risk profile. Make sure you have an emergency fund created before venturing out into other investment alternatives. We should not be lured by the returns of a financial instrument by understanding the instrument and then investing wisely. Always remember with high returns, comes high risk. An important instrument where one should definitely invest if he/she is a sole earner is insurance. Insurance should be looked as a fund which can be tapped into during uncertain events and not as a tool to earn returns.



9) What changes should be made if a particular finance strategy seems inadequate for maintaining a balance between expenditure and savings?

We should always keep aside a certain amount for basis expenses which cannot be avoided like groceries, education, health insurance etc. When you are young you could have a higher exposure to equities and as and when your age increases you should increase your allocation to debt and less to equity. Be flexible and adapt yourselves as per the situations around you and then tweak your budgets and finances accordingly. I would end by saying “Avoid expenses which can be avoided”

How Burma became Myanmar after a Coup 3 Decades Ago

READ TIME: 3 MINS

BURMA VS MYANMAR



“The only real prison is fear, and the only real freedom is freedom from fear”

Aung San Suu Kyi

State Counsellor of Myanmar

When British imperialists annexed what is today's Myanmar during the 19th century, they called it Burma after the dominant Burman ethnic grp, and administered it as a province of colonial India.



Even after the country became independent in 1948, it retained the same name, becoming the ‘Union of Burma’. In 1962, the military took over from a civilian government for the first time, and amended the official name to the ‘Socialist Republic of the Union of Burma’ in 1974. Then in 1988, the armed forces again took power in the country, suppressing a popular uprising that led to the deaths of thousands, and reversed the official name to ‘Union of Burma’. But a year later, the military junta adopted a law that replaced Burma with Myanmar, making the country the ‘Union of Myanmar’.



Why the controversy?



While changing the country's name, the military said that it was looking for a way to shake off its colonial past, and adopt a new name which could unify all 135 of its officially recognized ethnic groups, and not just the Burman people. Critics decried the move, arguing that Myanmar and Burma mean the same thing in the Burmese language, only that the 'Myanmar' is a more formal way of saying 'Burma'.



The other name changes too, such as Rangoon to Yangon, only reflected greater conformity with the Burmese language, and nothing else. Also, the name changes took place only in English. Even in English, the adjective form remains Burmese, and not Myanmarese. As the Myanmar vs. Burma debate became less polarizing, most foreign governments and international organizations decided to recognize Myanmar as the official name.

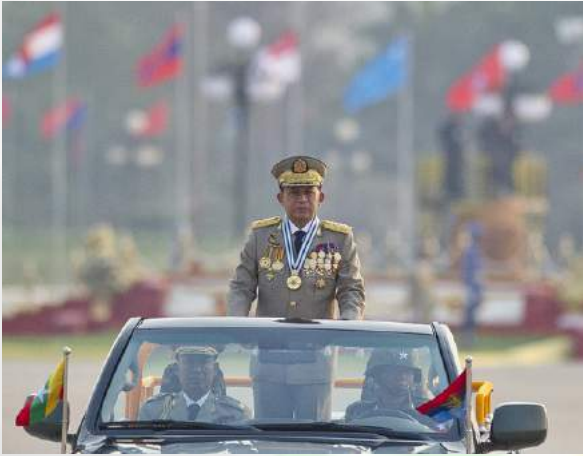
What happened in Mynmar recently?



The Parliament was scheduled to hold its first session since the country's Nov. 8 elections, in which the National League for Democracy, the country's leading civilian party, won 83% of the seats.



The military refused to accept the results of the vote, which was widely seen as a referendum on the popularity of Ms. Aung San Suu Kyi. She is the head of the N.L.D., and has been the country's de-facto civilian leader since her election in 2015.



Who is in charge now?

Power has been handed over to commander-in-chief **Min Aung Hlaing**.

He has long wielded significant political influence, successfully maintaining the power of Myanmar's military.



How was the coup carried out?


The military detained the leaders of the governing N.L.D. party and Myanmar's civilian leadership, including Ms. Aung San Suu Kyi and President U Win Myint, along with cabinet ministers, the chief ministers of several regions, opposition politicians, writers and activists. The coup was effectively announced on the military-owned Myawaddy TV station when a news presenter cited the 2008 constitution, which allows the military to declare a national emergency.

The state of emergency, he said, would remain in place for one year. The military quickly seized control of the country's infrastructure, suspending most television broadcasts and cancelling all domestic and international flights. The stock market and commercial banks were closed, and long lines were seen outside A.T.M.s in some places.



People's reaction :

Here have been massive protests against the coup in many cities in Myanmar spearheaded by the youth. The Myanmar army is notorious for its ruthlessness in handling public protests. During the first three days of the protest, the police used water cannons to disperse the crowds. They are now using rubber bullets and live firing, which resulted in the death of a woman on February 2, 2021. A civil disobedience movement in Myanmar is gaining momentum, with teachers and students protesting against the coup. Hundreds of teachers and students gathered outside Dagon University in Yangon, where they displayed the three-finger salute - a sign that has been adopted by protesters in the region to show their opposition to authoritarian rule. They chanted their support for Ms Suu Kyi and carried red flags. The military has blocked the most popular social media platform, Facebook , but most people are still able to access it using virtual private networks and are mobilizing through them.



International reaction :

Several world leaders quickly condemned it, demanding that the military immediately free Ms. Aung San Suu Kyi, the other government officials and honor the election results. The Biden administration suggested that it would penalize Myanmar's military hierarchy with unspecified sanctions. China, having cultivated cordial relations with both Ms. Suu Kyi and the military hierarchy, responded by saying that differences need to be reconciled within a legal framework to maintain political and social stability. Britain and the European Union requested that the United Nations Human Rights Council holds a special session in response to the ongoing political crisis. António Guterres, the United Nations Secretary-General, said the coup developments "represent a serious blow to democratic reforms in Myanmar."



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Sources: Al Jazeera, NewYork Times,
The Economist, BBC



Key Takeaways from the Davos Agenda

READ TIME: 3 MINS

The World Economic Forum in Davos is an annual gathering nicknamed for the ski town it's held in: Davos-Klosters, Switzerland. The four-day conference brings together heads of state, CEOs, the world's top academics, politicians, business, youth, and civil society leaders to engage in addressing the most pressing issues on the global agenda and other government and business leaders from around the world. In short there should be a 'Great Reset' of capitalism.



World Economic Forum's Davos Agenda was held between January 25 and 29. Mukesh Ambani, Anand Mahindra, Union Ministers Nitin Gadkari, Piyush Goyal, Bill Gates, Punit Renjen of Deloitte, Brian T Moynihan of Bank of America, Al Gore, Ishaan Tharoor, Mark Carney, Angel Gurría of OECD, Ajay Banga, KT Rama Rao and Masayoshi Son of Softbank and others attended the online event. Those who registered for the event also included former RBI governor Raghuram Rajan and ex-IMF chief Christine Lagard

Every year, the event is held around the same time in the Swiss ski resort. The decision to host the event online comes amidst the Covid 19 pandemic situation, as the World Economic Forum writes in its statement, the pandemic has accelerated systemic changes that were apparent before its inception. The fault lines that emerged in 2020 now appear as critical crossroads in 2021.

COVID-19 :



“Facing the ongoing public health crisis of COVID-19 and the pandemic’s lasting effects on the global economy, policy-makers around the world must take this moment to reflect not just on the immediate recovery, but on how this time can be used to transform their economic systems,” wrote Forum Managing Director Saadia Zahidi.

Building back better must include rebuilding the global economy in a way that’s more equitable, sustainable and inclusive – here's how,

Reduce inequality and improve social mobility

“Inequality is rising even in those countries that have experienced rapid growth,” said Forum Founder and Executive Chairman Klaus Schwab in the Global Social Mobility Index 2020. And that was before COVID-19. The pandemic has exacerbated inequality, with the communities most affected by the dual economic and health crises already at a significant disadvantage. An estimated 88 to 115 million people could fall back into extreme poverty as a result, explained the Forum’s Future of Jobs 2020. In the immediate term, emergency measures to enhance social safety nets remain critically important, as well as equitable COVID-19 vaccine distribution to ensure no economies are left behind.



GEOPOLITICS :

Following the 2020 Annual Meeting in Davos, World Economic Forum President Børge Brende called for “another period of multilateral renewal” in order for the world to tackle the multitude of economic, environmental and technological risks ahead.

Within weeks, we would see more clearly just how true this was – with the COVID-19 coronavirus swiftly making its way around the globe, wreaking economic destruction and heightening geopolitical tensions.

“*The COVID-19 pandemic is a tragic reminder of how deeply connected we are. The virus knows no borders and is a quintessential global challenge. Combatting it requires us to work together as one human family,*” said UN Secretary-General António Guterres



Solving the many crises before us – the pandemic, the recession, climate change, cracks in our global institutions– requires international cooperation. Top priorities for reshaping the geopolitical landscape are shaping strong and effective international institutions and advocating equality and social justice.



Climate Change :

There is increased urgency to address the global climate and sustainability agenda to protect the global commons. What we have collectively learned over the past decade – as we enter a period punctuated by pandemic – is that fundamental change and real action is needed.

The years immediately after the Copenhagen Summit in 2009 were in many ways characterized by advocacy and activism. By the time of the UN Climate Change Conference in Paris (COP21), society at large embraced goals such as keeping global warming to below 2°C

But as we move into 2021, top-down advocacy is insufficient to make the necessary difference. Sustainability must be both embedded in approaches to policy-making and aligned with bottom-up business growth to solve the climate challenge ahead of us. This is especially critical in emerging countries, where the global climate and sustainability agenda can be perceived as a barrier to development under their sovereign agenda.

NGOs, civil society organizations and multilateral agencies must partner alongside governments and companies to jointly walk this challenging and complex path of policy implementation. Not all models and methods will succeed, but out of this by taking a learning-by-doing approach a number of successful pilots will emerge that can be replicated at scale. Only through such a journey can comradeship be forged and trust earned across organizations to jointly tackle the climate and sustainability agenda.






DIGITAL CURRENCY :

Digital currencies, whether these are central-bank issued, price-stabilized cryptocurrencies (“stablecoins”), or non-stabilized cryptocurrencies such as bitcoin, are poised to have an impact on the financial system. The recent BIS survey found that 86% of central banks are now exploring the benefits and drawbacks of a CBDC. And about 60% of central banks (up from 42% in 2019) are conducting experiments or proofs-of-concept, while 14% are moving forward to development and pilot arrangements (e.g. Project Helvetia with the Swiss National Bank , Turkey). In addition, one of the first use cases to move into production ha emerged in 2020 with the live CBDC in the Bahamas: the Sand Dollar.

There are also significant regulatory proposals and guidance coming out of the US government (such as those from the SEC ,CFTC, OCC and FinCEN) and Europe (including France, Germany and the European Commission’s Markets in Crypto – Assets Regulation). Unfolding right before us is a potentially momentous worldwide transformation of digital money and its use. During panel discussions (Session 1, Session 2), key conversations arose on global readiness to adopt digital currencies, the extent to which regulation should support innovation and some prerequisites for financial inclusion. Acknowledging lessons from history, Her Majesty Queen Máxima summarized three key design principles that are important to get right:

- 1. A design of the currency that makes it stable and flexible.**
- 2. A governance regime that instills trust in the currency**
- 3. The provision of sufficient liquidity and some sort of stable backing.**



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Sources: World Economic Forum,
Money Control, Reuters

CAN LAB GROWN DIAMONDS REPLACE THE REAL ONES?

READ TIME: 3 MINS

*“Lab-grown diamonds are the biggest disrupter the diamond industry has faced and are identical in every way to a mined stone. Machines are now growing diamonds in a matter of weeks for two-thirds of the price. But can they replace the magic of a mined stone? These stones were created by nature. Thousands of years ago, lab-created diamonds could never take the place of the real thing. Could they cause the **82 billion dollar diamond jewelry industry to lose its sparkle?**”*

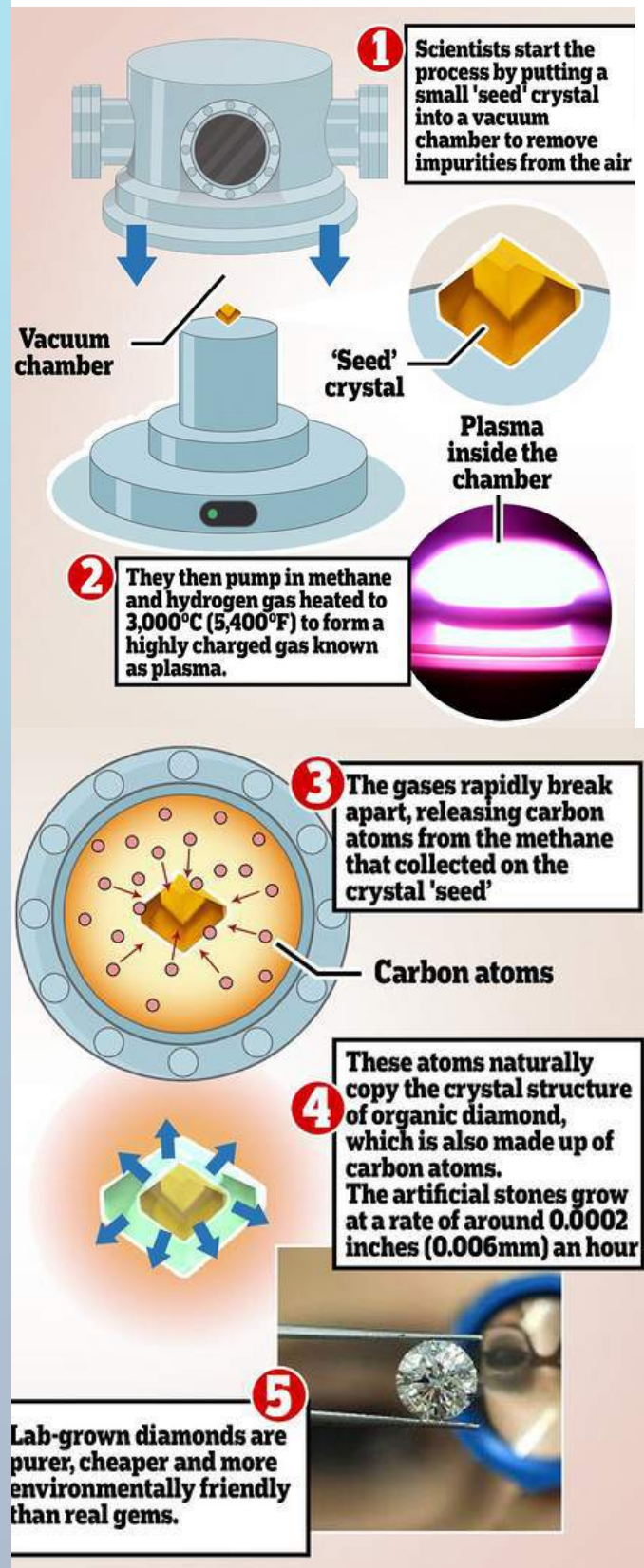
In the past, when faced with an existential threat, the mined diamond industry has advertised its way out of trouble. Indeed, the reason **many of us are so fond of diamonds stems from a clever advertising campaign launched in 1947 by De Beers**, the world's biggest rough diamond producer by value. The company forever changed culture when it convinced us that “a diamond is forever” and that a diamond ring is a quintessential part of getting engaged. The idea that diamonds are rare is also a carefully crafted marketing illusion.



But as lab diamonds grow in popularity, the usual rebranding effort doesn't appear to be working for mined diamonds. The industry faces issues of oversupply and a slump in demand across the globe – particularly in China, the world's second-largest diamond market, where sales declined by 5% in 2019.

Lab-grown diamonds have been around for more than 60 years, but recently, the process and the product have been refined. Any gemologist in the world who puts one of these stones under a grading lamp will grade it exactly the same as a mined stone, although the difference can be detected using specialized equipment in a lab.

In recent times, Indian consumers too have turned to lab-grown diamonds during the pandemic to flaunt their jewelry with sparkling gems. Industry sources said about 95% of the lab-grown diamonds manufactured in Surat are exported to the US as they are 60% cheaper than natural gems.

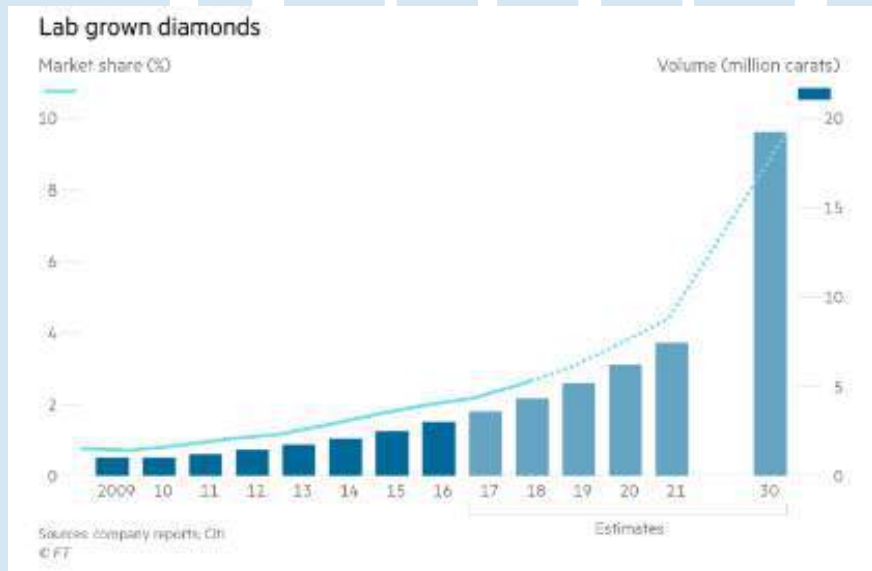


Today, lab diamonds are coming in significantly cheaper than natural diamonds. **They are 30-50% cheaper, or even more in some cases.** The difference is due to supply. Natural diamond supply is limited, due to the billions of years it takes for nature to create a diamond. Yet with synthetic diamonds, there is no cap on the supply, which drives the price lower and lower as supply goes up. Now buyers can pick up a lab-grown diamond for a third less than a mined stone and as technology improves, prices will drop further.



Besides, lab-grown diamonds provide an ethically sourced alternative. They're giving customers the option of a product that is **100% traceable & origin guaranteed**, which hasn't been possible in the industry

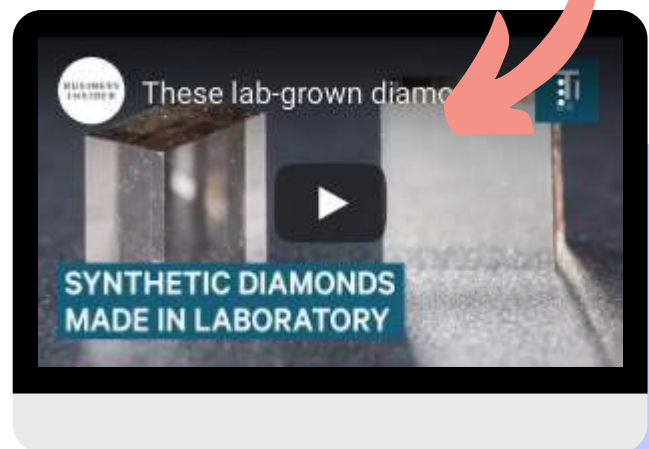
before as it has been linked to conflict, human rights abuses, and state corruption.





The hope is that lab-grown diamond growth in the industry will be a call to action for the entire industry to clean up its practices. It's a direction the diamond market is already heading. But, for the makers of lab-grown diamonds, the jewelry world is only the beginning. Diamonds can be used in everything from cutting and grinding to quantum computing, which can drive the true future of computing. It's not the end for the diamond industry, it's just the beginning.

Watch the diamond crafting process here...



Sources: CNN, Bangaloremirror, brilliantearth

Researchers:
Palak Mehta, Shaivi Shah

Writer: Kirthi Unnikrishnan

Article Designer: Aishwarya Badhe

India & Sri Lanka: Friends or Foe?

READ TIME: 2 MINS

Historical relations between India and Sri Lanka

The relationship between India and Sri Lanka is estimated to be more than 2500 years old. As both the countries have had cultural, intellectual, linguistic and religious legacies, the relation of India with Sri Lanka has been cordial and understanding in the first 30 years of the post independent period.

Commercially speaking, India is Sri Lanka's biggest exchange accomplice around the world. Bilateral trade considerably increased rapidly after the Free Trade Agreement between India and Sri Lanka, which came into force in March 2000. A powerful connection between India and Sri Lanka is also established by with 1 in 5 visitors being from India.

Furthermore, the India-Sri Lanka Foundation which was established as an intergovernmental initiative in December 1998, aims to strengthen interaction between the younger generations of the two countries.

Conflicts that have taken place between India and Sri Lanka

This friendly neighbour relation experienced a bump when it deteriorated because of the escalation of the civil war in Sri Lanka.

And given the proximity of the territorial waters of both countries, especially in the Palk Strait and the Gulf of Mannar, incidents of straying of fishermen are common.



Both countries have agreed on certain practical arrangements to deal with the issue of bona fide fishermen of either side crossing the International Maritime Boundary Line in a humane manner. India and Sri Lanka have agreed to set up a Joint Working Group (JWG) on Fisheries as the mechanism to help find a permanent solution to the fishermen issue.

Current relations between India and Sri Lanka

The least controversial relationship of India and Sri Lanka, nowadays seems to be up in flames ever since the Sri Lankan cabinet announced that the country will operate the East Container Terminal (ECT) in the Colombo port as “a wholly owned” facility, going against a 2019 agreement that would have seen the ECT developed in partnership between India, Japan, and Sri Lanka.

Reason stated by Sri Lankan officials for the same is a pressure from Sri Lankan port workers had led the ruling dispensation in Colombo to take this decision. According to the 2019 agreement, while Sri Lanka would retain majority stakes in the ownership of the terminal, the facility would be operated by the Indian multinational Adani Group – a point of contention between Sri Lanka port workers and the Rajapaksa government.

Sri Lanka’s cabinet has now approved a proposal to develop the west terminal of the Colombo port as a Public Private Partnership with Japan and India, the final decision is yet to come from the Indian government.

If a policy window opens for a comprehensive agreement, the opportunity can be taken. But even here, would it not be better to have ongoing “pilot projects” from which lessons can be learned? Pursuit of the comprehensive approach has been unproductive, so far. A different, incremental approach is worth trying.



Researchers: Vidhi Barman,
Saurav Mehta

Writer: Parul Dixit

Article Designer: Tanya Mulchandani

Sources: News18, Researchgate,
Indian Express, Drishtiias

As Bezos Exits, What's Next For

READ TIME: 3 MINS

In a surprising announcement, Jeff Bezos announced plans of transitioning to the role of Executive Chair this year. He will now be replaced by Andy Jassy, current CEO of AWS, one of the fastest-growing business-segment of the company.

This transition may not significantly affect the company's operations, but there are reasons to believe that Amazon will now be more focused on the AWS business, the brainchild of the new CEO.

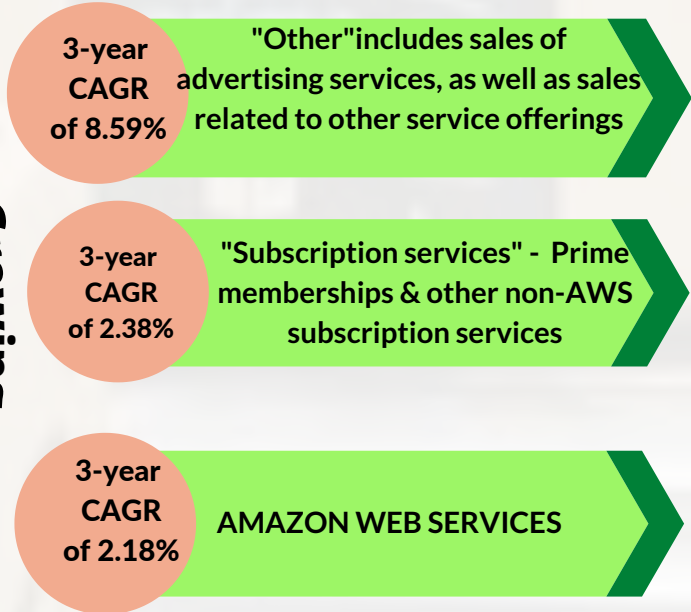
AWS is not the largest segment in terms of revenue, but it is the most marginal, so it brings the most in terms of operating profit. Obviously, Bezos understands that the future of Amazon will be connected precisely with the development of AWS services, which is why he gives his place to those who understand this better.







Fastest Growing segments



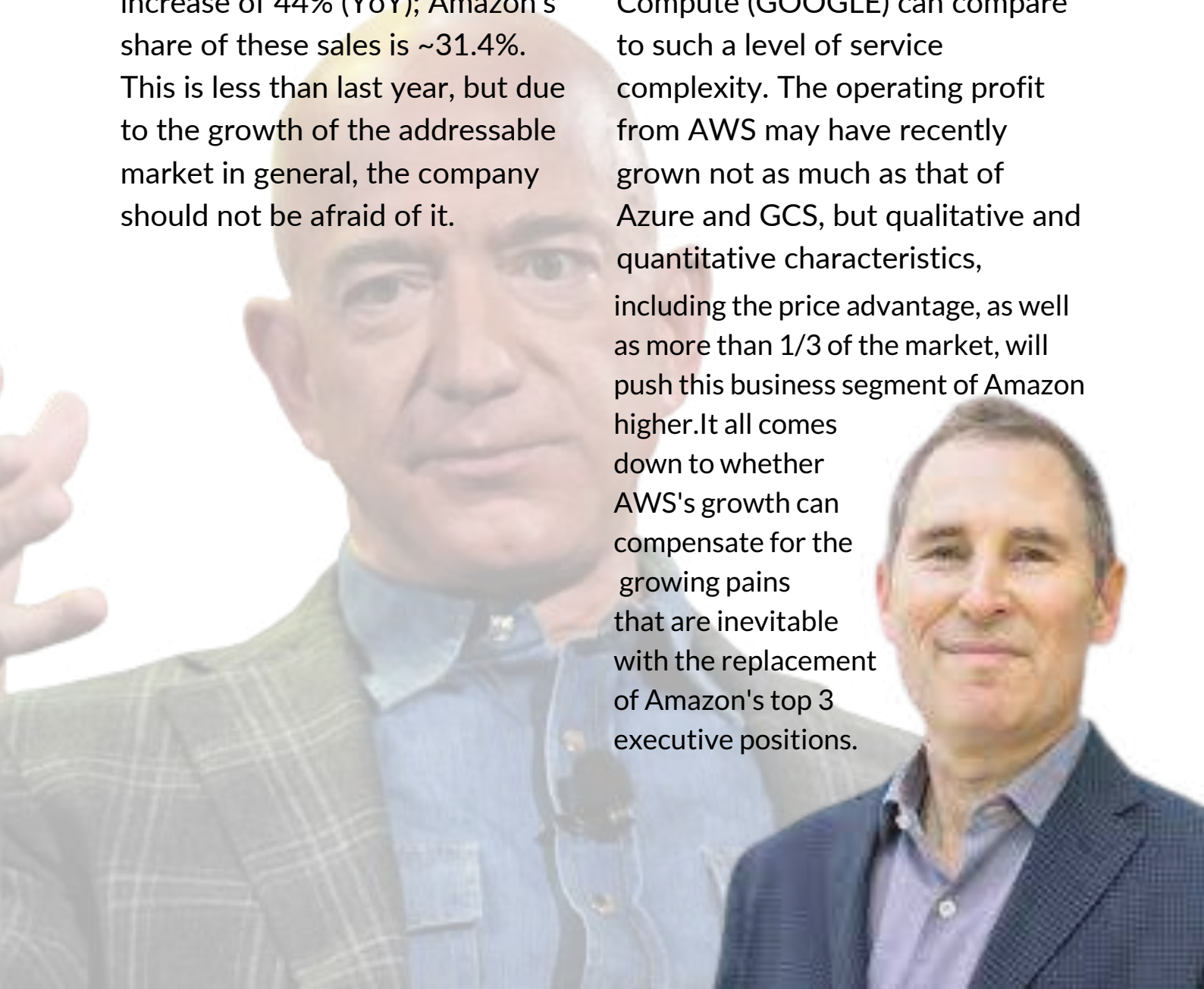
Third Party Selling Services:

Amazon is the undisputed leader in this segment. The biggest competitor is still eBay, primarily due to the similar business specifics and geographic breakdown of its revenue.

Online stores: In the e-commerce market, Amazon occupies about 13% of the global world market. Americans spent about \$861.12 billion in 2020, which was an increase of 44% (YoY); Amazon's share of these sales is ~31.4%. This is less than last year, but due to the growth of the addressable market in general, the company should not be afraid of it.

Amazon Web Services: IaaS

market was valued at \$38.94 billion in 2019 and is projected to grow at a CAGR of 23.2%, reaching \$201.83 billion by 2027. At the beginning of 2019, AWS was the absolute leader in the market, having a share of ~35%. This Amazon's business segment has a lot of competitors in the market, but only Microsoft Azure (MSFT) and Google Cloud Compute (GOOGLE) can compare to such a level of service complexity. The operating profit from AWS may have recently grown not as much as that of Azure and GCS, but qualitative and quantitative characteristics, including the price advantage, as well as more than 1/3 of the market, will push this business segment of Amazon higher. It all comes down to whether AWS's growth can compensate for the growing pains that are inevitable with the replacement of Amazon's top 3 executive positions.



THE SUM OF ITS PARTS

A breakdown of Amazon's revenue model

Footnote: Numbers have been rounded for clarity.
Source: Statista, Investopedia

1 ONLINE STORES

\$163 B

2 THIRD-PARTY SELLING SERVICES

\$63 B

3 AMAZON WEB SERVICES

\$40 B

4 SUBSCRIPTION SERVICES

\$22 B

5 OTHER

\$17 B

2

3

6 PHYSICAL STORES

\$17 B



AWS has been the clear choice for many companies when faced with the alternative of creating in-house systems. But "has been" is the key phrase here: Amazon's competitors in this realm are catching up. For Amazon to tilt its scales of focus toward AWS and away from retail is certainly a gamble and makes the stock seem like less of a safe holding, more of a growth stock.

Sources: The Economist, Amazon, GeekWire, Investing.com, Seeking Alpha, IntelliPaat, Euromonitor International, Statista, Yahoo Finance, The Visual Capitalist

Researcher and Writer: Drishika Gala

Article Designer: Nidhi Dhanani



THE SHORT SQUEEZE

READ TIME: 3 MINS

The term short squeeze has recently gained a lot of popularity. But to understand the meaning of short squeeze one must first focus on the concept of short selling.

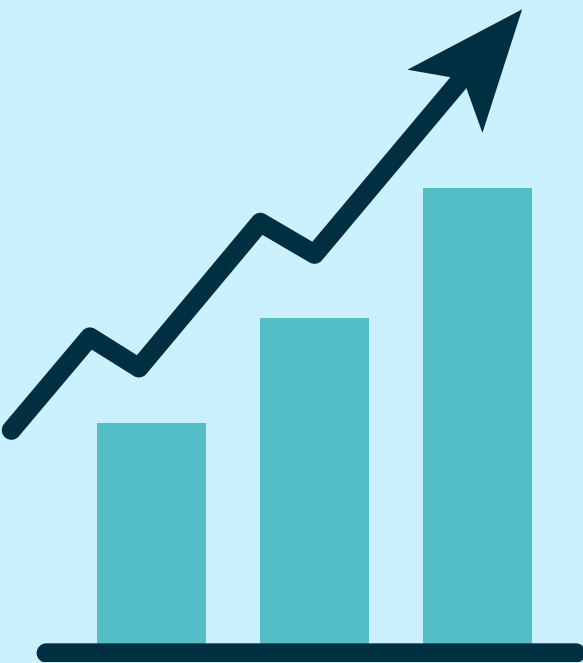
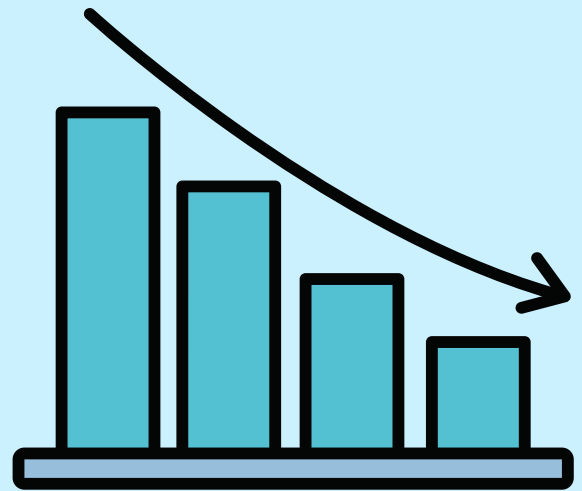
WHAT IS SHORT SELLING?

In finance, being short in an asset means investing in such a way that the investor will profit if the value of the asset falls. This is the opposite of a more conventional "long" position, where the investor will profit if the value of the asset rises.



This diagram depicts the process of short selling. The short seller borrows shares and immediately sells them. The short seller then expects the price to decrease, after which the seller can profit by purchasing the shares to return to the lender.

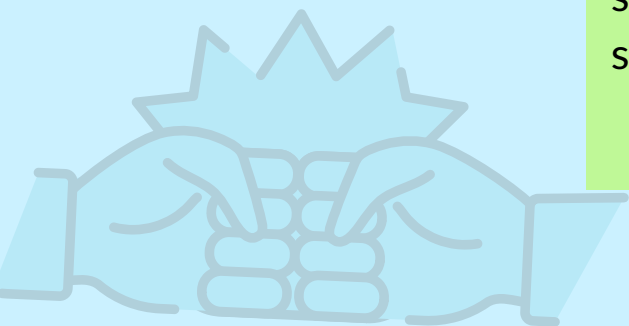
For example, if an investor thinks that ABC stock is overvalued at \$50 per share, and is going to drop in price, the investor may "borrow" say 10 shares of ABC from their broker, who then sells it for the current market price of \$50. If the stock goes down to \$40, the investor could buy the 10 shares back at this price, return the shares to their broker, and net a profit of \$100 ($\$500 - \400). However, if the ABC stock price rises to \$60, the investor would lose \$100 ($\$600 - \500).



WHAT IS SHORT SQUEEZING?

A short squeeze occurs when a stock or other asset jumps sharply higher, forcing traders who had bet that its price would fall, to buy it in order to forestall even greater losses. Their scramble to buy only adds to the upward pressure on the stock's price.

In the stock market, a short squeeze is a rapid increase in the price of a stock owing primarily to an excess of short selling of a stock rather than underlying fundamentals. A short squeeze occurs when there is a lack of supply and an excess of demand for the stock due to short sellers having to buy stocks to cover their short positions.





THE GAMESTOP INCIDENT



The recent unprecedented rise in the stocks of GameStop was a result of short squeezing. Hedge funds and financial institutions were short on the stocks of GameStop; that is they believed that the stocks of GameStop would lose value. But as a result of an extraordinary frenzy among retail traders the value of the stock rose rapidly. This increase led to short sellers staring at gargantuan losses. Thus the short sellers were forced to create a long position on GameStop just so as to cover their losses on their short position. On January 27 shares of GameStop Corp jumped by over 130 per cent to close at \$345, taking its market cap to \$24 billion.

This example is a testament to the effects of short squeezing in the stock market. The shares of GameStop rose without any fundamental reason; and though things have returned to normal since then, we can safely conclude that excess short squeezing can disrupt proceedings in the stock market.



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Writer: Rishit Jhaveri

Article Design: Sharan Israni

Sources: Investopedia, The Financial Times, The Wall Street Journal



Car Museums in India- How Much Do They Make?

READ TIME: 3 MINS



While most folks have an incessant hankering for adventurous excursions or places hugging nature, there are a few places that could better a car museum for a true gearhead. These places are not only wonderfully evocative of the automobile industry's rich heritage, but also offer profusion of intel to us in the form of unique features of a particular automobile, the emperor or aristocrat fortunate to have owned it and how it became a part of the diverse vintage fleet at the museum along with other luxobarges, convertibles, utility vehicles and quaint wheeled objects.



India having been a plenary habitat to diverse cultures, forts and been ruled by innumerable emperors, we have had the opportunity to feast our eyes on the finest collection of cars. Some of the museums worth visiting are:

1) Vintage Car Museum-Udaipur, Rajasthan: Rajasthan has been home to the most number of intricate palaces in India. As most emperors were fond of their varied prized possessions, the Vintage Car Museum in Udaipur has been around for over two decades and portrays 4 Rolls-Royces, 2 Cadillacs, one MG TC convertible, Ford Model A Convertible, a Vauxhall 12 and several solar-powered rickshaws to bring out its idiosyncrasies.


2) AutoWorld Vintage Car Museum-Ahmedabad: Gujarat While most have images of delectable variegations of food and textiles harkening the name Ahmedabad, it also nestles the AutoWorld Vintage Car Museum situated very close to the International airport. One can bear witness to a luxe collection encompassing Mercedes-Benz models, Bentleys, Chryslers and Lincolns. Furthermore, it is open all days of the week and also provides an opportunity to ride in those cars.

3) Sudha Cars Museum-Hyderabad: This museum should definitely be on the cards along with devouring the taste of Hyderabadi Biryani rice as it is a one of its kind hand-built car museum. It stresses on sustainability by building bespoke vehicles using residue. The cars it houses are also brought on the streets occasionally for roadshows.



While these museums are wonderfully designed, just how much do they earn? The major source of earnings for automobile museums in India is tax-deductible gifts which are received as these are Non-profit Organisations. While the exact figures are caught, there are some museums run by big marques whose honchos provide the financing required. A major takeaway here is that these museums do not earn a substantial amount of money through fees but more through the gifts stores and wealthy individuals. Through all the revenue sources, funding for 40-70 percent of the operating budget is obtained implying that these run either in losses or just break-even.

Low entry fees, lack of interest by directors, bureaucracy and less funds allocation by Government to the Cultural Ministry are reasons for the loss and dismal state of car museums in India. Despite these bottlenecks, these museums can come as a manna from heaven for car enthusiasts willing to inhale the true and unexpurgated essence of automobile manufacturing. These inform us how far we have transcended and the road that lies ahead of us making such places worthy of the high reputation and interest they have garnered.



Researchers: Preet Dodeja
Writer: Neel Patira
Article Designer: Suhani Agrawal



Sources: Republic World, Job Monkey, DNA, Swarajya Mag



Tokenization of Real Estate

READ TIME: 3 MINS



Real estate has always enjoyed the reputation of being one of the most dependable avenues of investment. Parallel to this, it has also enjoyed a dubious reputation of being one of the most illiquid assets. Is there a possibility for real estate to retain its value but at the same time, but at the same time, enhance its liquidity? The answer lies in real estate tokenization!

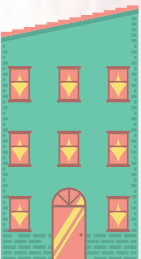


So, what is a tokenized real estate? Tokenization is the process of creating a virtual token to represent ownership of a real estate interest in lieu of dealing traditionally with regular real estate interests in an outdated manner using paper documents, investors are able to transact digitally using tokens. Unlike traditional investing, tokens are divisible, investors can purchase tokens that represent small units of underlying assets. Suppose you want to tokenize a 100,000 sq ft property that's worth \$30M. A simple way to divide the property into shares is to offer one share for every square foot. So you would divide the property into 100,000 shares, each representing one square foot of the property and valued at \$300.



The process of tokenization is abridged in 5 stages -

1. Deal Structuring involves crucial decisions, structures terms and conditions of a token, frames applicable legal and regulatory requirements while dealing in tokenization of property.
2. Digitization involves coding the information stored in documents into smart contracts, and eventually issues tokens.
3. Primary Distribution engages in distribution of tokens to investors in exchange of capital invested, the investor's details are recorded on the digital ROM.
4. Post Tokenization Management deals in dividend distribution and shareholder voting through automation, this process continues until maturity or redemption.
5. In the Final Stage, value of tokenization in enhancing liquidity is realized and is further traded in secondary market.





Benefits-

- Liquidity, a chief benefit eases through tokenization. Property once tokenized, the tokens are traded on a secondary market of issuer's choice.
- Tokenization creates a global investment pool of potential investors. Investors with required capital and an internet connection can buy, sell, or hold an asset, located anywhere.
- Tokenization is completed using automation, reduces middlemen, increases efficiency, lowers entry costs.
- Tokenization establishes transparency by the capability of having the holder's rights and legal obligations embedded directly onto the token, and an immutable record of ownership.

Challenges -

- Regulatory Structure - The biggest drawback is that the concept of security tokens is not clearly regulated across the globe.
- Security- The blockchain platform is secure, yet details of custody solutions and security for digital tokens need to be worked out.



Governance -

The regulatory regime entails requirements related to licensing, risk monitoring and reporting for the issuers of tokens, their service providers and token investors that include, Know Your Customer procedures & compliance, accounting, and investment due diligence.

Misconceptions -

Blockchain is considered to be volatile, however it is stable, at its core it is notary. Smart Contracts can replace legal contracts - Blockchain can be used in the legal sector but cannot replace, legal contracts or documents.



Reseachers: Bhavika Jeswani, Vedant Garodia

Writer: Mahek Mehta

Article Design: Siddhant Agrawal

Sources: Dilendorf,
KPMG, JLL, MIT, Deloitte

UNISWAP :



THE NEW WAY TO

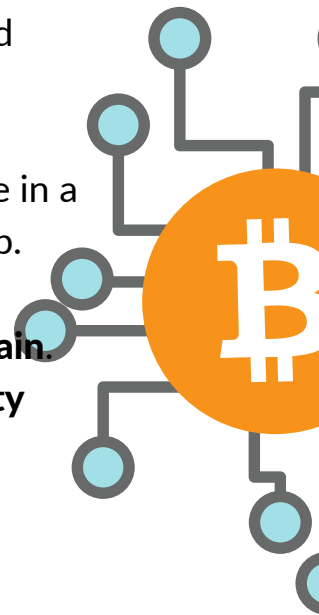
CRYPTOTRADE



READ TIME: 3 MINS

On 8th of February, there is a news flash across all the media houses, "**Musk's Tesla Inc. buys \$1.5 billion worth of Bitcoin and might start accepting it as method of payment.**" On 9th, Bitcoin made an all-time high of \$48000. Cryptos have been talk of the town for quiet some time now. From ban by a Central bank to praise by famous personalities Crypto currencies have endured it all. The vast majority of cryptos are traded on a Centralized exchange such as Coinbase and Binance.

However, in recent times there has been a rise in a new decentralised exchange called as Uniswap. **Uniswap is a leading decentralized crypto exchange that runs on the Ethereum blockchain.** To be more precise, it is an **automated liquidity protocol.** There is no order book or any centralized party required to make trades. Uniswap allows users to trade **without intermediaries**, with a high degree of decentralization and censorship-resistance.



Uniswap runs on two smart contracts; an **“Exchange” contract** and a **“Factory” contract**. These are automatic computer programs that are designed to perform specific functions when certain conditions are met. In this instance, the factory smart contract is used to add new

tokens to the platform and **the exchange contract facilitates all token swaps, or “trades.”** Any ERC20-based token can be swapped with another on the updated Uniswap. The way Uniswap solves the liquidity problem of centralized exchanges is through an

How

works?



Each token listed has its own pool that users can contribute to, and the prices for each token are worked out using a math algorithm run by a computer. With this system, a buyer or seller does not have to wait for an opposite party to appear to complete a trade.

automated liquidity protocol. This works by incentivizing people trading on the exchange to become liquidity providers. Uniswap users pool their money together to create a fund that’s used to execute all trades that take place on the platform.

How Uniswap system determines price?

Another important element of this system is price determination of each token. Instead of an order book system where the price of each asset is determined matching buyer and seller price, Uniswap uses an automated market maker system. This alternative method for finding price of asset uses a long-standing mathematical equation. It works by increasing and decreasing the price of a coin depending on the ratio of how many coins there are in the respective pool.

One among the essential components of Uniswap ecosystem is Arbitrage traders. These are traders that specialize in finding price discrepancies across multiple exchanges and use them to secure a profit.

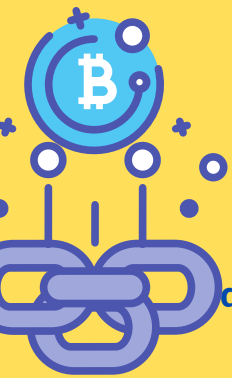
If you're planning to get started with Uniswap you just have to follow the following simple steps :

After clicking "Swap," preview the transaction in a pop-up window and then confirm the request directly from your wallet.

Select the token you'd like to convert in a dropdown menu, and the cryptocurrency you'd like to swap it for.

Connect an Ethereum wallet such as MetaMask.

Go to the Uniswap app.



4

3

2

1



Sources: Uniswap, Coindesk, Stanford

Researchers:

Chanchal Dhar, Karan Tiwari

Writer: Atharva Anerao

Article Designer: Aishwarya Badhe



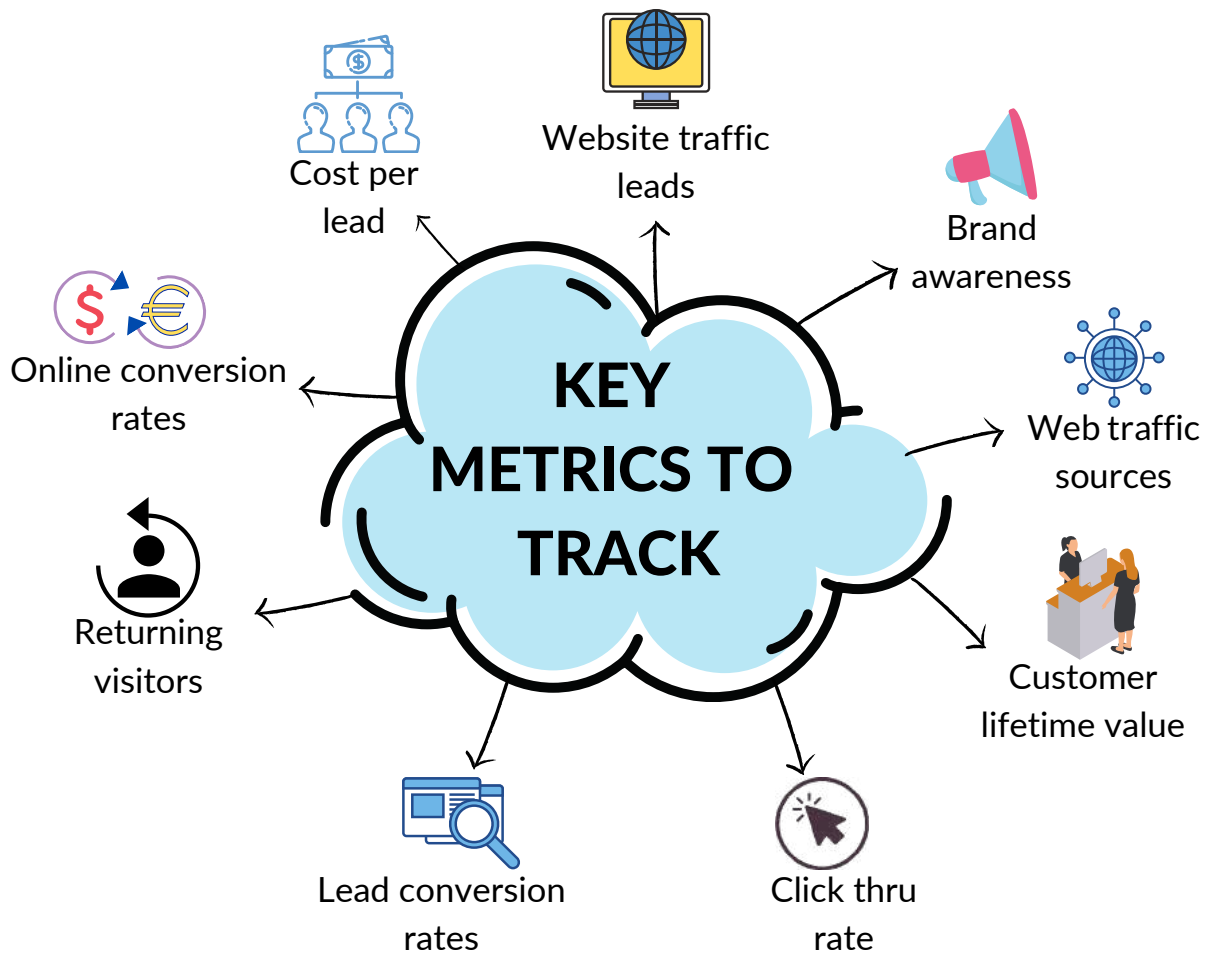
DIGITAL MARKETING MADE SIMPLE

A STEP BY STEP GUIDE


READ TIME: 3 MINS

Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers. Digital marketing is on the rise and includes search result ads, email ads, and promoted tweets – anything that incorporates marketing with customer feedback or a two-way interaction between the company and customer.


These are some of the key metrics to track in digital marketing:




HOW TO OPTIMIZE YOUR DIGITAL MARKETING STRATEGY THROUGH CREATIVE OPTIMIZATION?



Paid Channels and Retargeting : Paid search is one of the most effective direct response tools available to Internet marketers, as it lets you get in front of people while their intent is at its highest, and you know your product or service is relevant to them. Depending on your product or service, you may be able to see increased traffic and conversions almost immediately. Retargeting is the practice of serving online display ads to users who have previously engaged with your brand online.




SEO : A strong SEO that is search engine optimization strategy helps your company gain visibility, and is one of the best ways to drive relevant initial traffic.




Content : Creating relevant online content is one of the best ways you can establish your brand's identity, drive people to your site, nurture leads and educate your customers.




HOW TO LEVERAGE USER DATA THAT REALLY PERFORMS?

Use Traffic Analytics to Identify Unique Niches
By leveraging analytical programs for deeper traffic insights within demographic information, you can identify specific niches that could be reached with certain products or marketing messages.

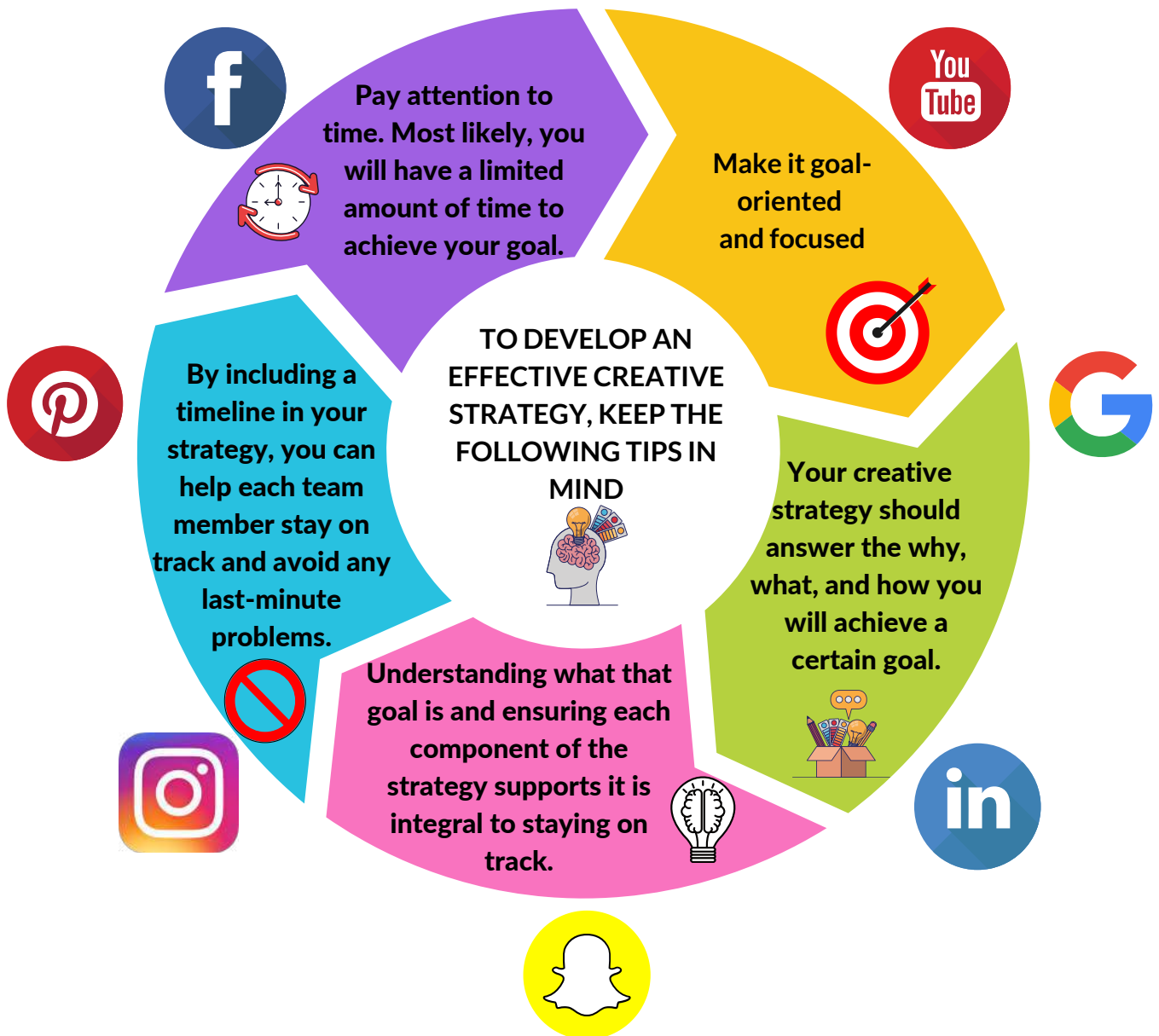


Use Natural Language Processing (NLP) for Engagement Opportunities
Brands that engage with customers at the right time can increase the likelihood of conversions, as well as overall audience sentiment.



Create Smarter Customer Journey Paths
Another important way that businesses can apply data is by using past consumer behavioral information to create more accurate customer journey maps.

HOW TO DEVELOP A SUCCESSFUL CREATIVE STRATEGY FOR ALL YOUR SOCIAL CHANNELS?



SOURCES: DIGITAL MARKETING INSTITUTE, INVESTOPEDIA, POWER DIGITAL MARKETING



Researcher: Vanshika Khurana
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Sources: Venture Beat, We are Marketing, Hootsuite, Sprout Social

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