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BUSINESS REVIEW

ECONOMICS AND COMMERCE SOCIETY

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Compiled By Members Of The Society

LETTER *from the* EDITOR

Fostering awareness about Commerce, Business and Economics in the young minds of Mayo is our society's motto.

Aarjav Mehendiratta, President, Economics & Commerce Society

I had an excellent time making this magazine with my fellow executives of the society. This magazine embodies the true essence of what the society stands for, Making sure that the young minds of Mayo are aware about how the different worlds of commerce work. I am amazed at how hard working the members of the society are, From writing articles to making boards, They have never disappointed me. The legacy that the Economics and Commerce Society leaves behind is something that is unmatched and unique. I received the pleasure of taking over the society from my seniors and I hope to do the same for my juniors. We hope you enjoy reading this magazine as much as we enjoyed making it for you. As I end this letter I would like to thank the excellent faculty of commerce and specifically Mr. Sunil Gupta,HoD. I hope the juniors cherish this for years to come and make us even more proud. Go Mayo!

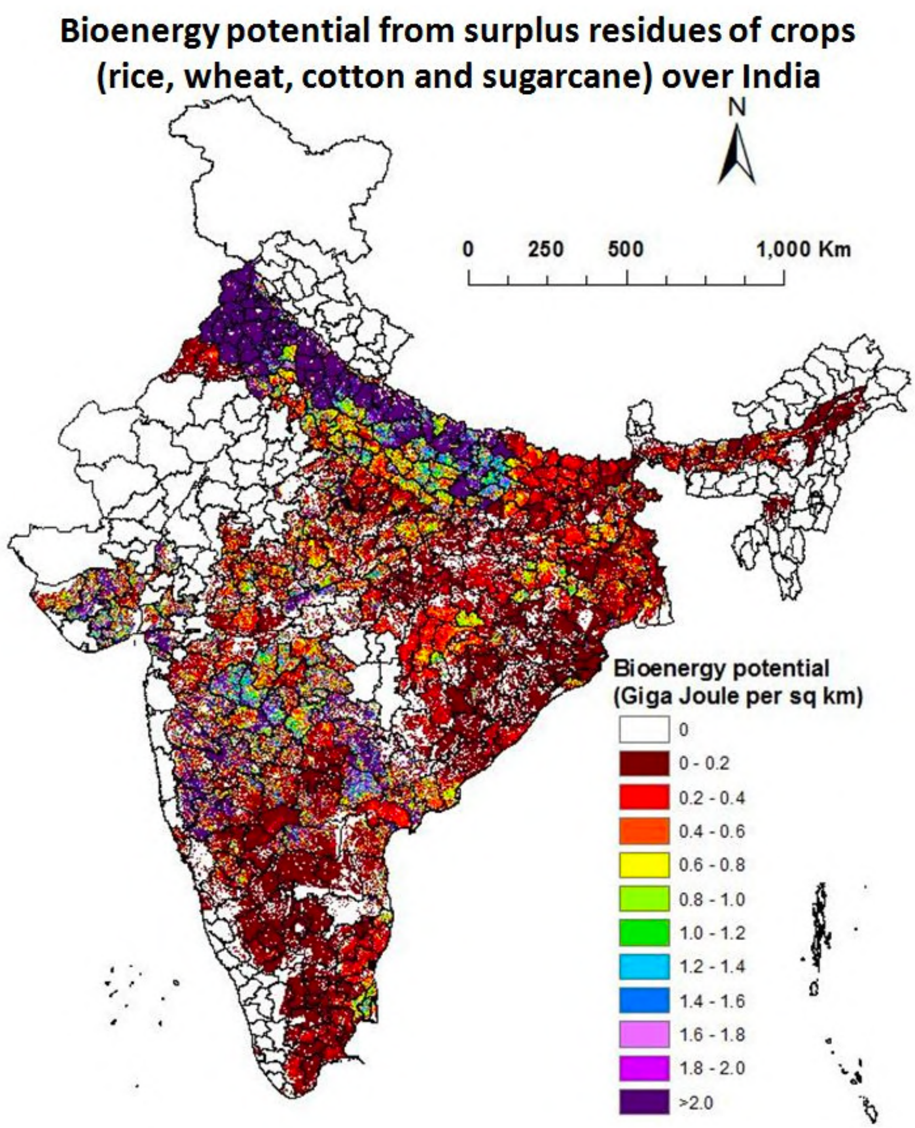
INDIA'S

BIOFUEL INDUSTRY

India, one of the world's most populous and rapidly developing nations, faces a multitude of challenges, including energy security, environmental sustainability, and the need for economic growth. In response to these challenges, India is turning to the biofuel industry as a key solution to reduce its reliance on fossil fuels, lower greenhouse gas emissions, and create economic opportunities. With a growing focus on renewable energy sources, India's biofuel industry is emerging as a significant player in the country's efforts to achieve a more sustainable and energy-efficient future. Biofuels, derived from biological sources, have gained prominence globally as a cleaner and more sustainable alternative to traditional fossil fuels. They are produced from organic materials like crop residues, vegetable oils, animal fats, and algae. In India, the biofuel industry is undergoing a remarkable transformation, driven by government policies, technological advancements, and a burgeoning demand for greener energy sources.

This article explores the dynamics of India's biofuel industry, highlighting its evolution, current status, key players, government initiatives, and the potential it holds for a greener and more energy-secure future.

India's journey towards a sustainable biofuel industry began in the early 2000s, with the National Biofuel Policy formulated in 2009. This policy laid the foundation for the development of biofuels, aiming to reduce the nation's reliance on imported oil and curb carbon emissions. Since then, the industry has witnessed steady growth and a series of policy updates that have provided the necessary impetus for expansion.



The Indian biofuel industry primarily focuses on three main types of biofuels: bioethanol, biodiesel, and biogas. Bioethanol, made from crops like sugarcane, maize, and wheat, is widely used as a fuel additive in the transportation sector. Biodiesel, derived from sources like jatropha and used cooking oil, is an essential component in the automotive industry. Biogas, produced through the anaerobic digestion of organic waste, is utilized for electricity generation and cooking. Furthermore, the Pradhan Mantri JI-VAN Yojana and the National Policy on Biofuels 2018 provide a clear roadmap for the development of second-generation biofuels, which are produced from non-food sources like agricultural residue and waste biomass.

-Mr. Sunil Gupta, HoD, Commerce Department

Cloud Kitchens
VENTURES OF MODERN INDIA

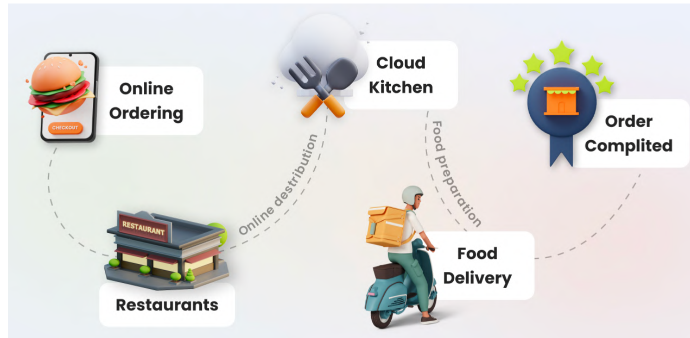
In an era marked by technological advancements and changing consumer preferences, the food industry has witnessed a significant transformation. One of the most prominent innovations in this space is the emergence of cloud kitchens, also known as dark kitchens, virtual kitchens, or ghost kitchens. These kitchens have disrupted the traditional restaurant model, offering a fresh and efficient way to meet the ever-growing demands of India's diverse and discerning diners.

Cloud kitchens represent a novel concept where the focus shifts from brick-and-mortar restaurants to online delivery platforms. These kitchens operate without a traditional dine-in option and are purpose-built to cater exclusively to the food delivery market. This article delves into the world of cloud kitchens in India, exploring their rise, the reasons behind their success, key players, and the impact they are having on the Indian culinary landscape. The concept of cloud kitchens has gained immense popularity in India over the past few years. This rise can be attributed to several factors, with changing consumer behaviors and the convenience of online food delivery services leading the way.

Cost Efficiency

01

Cloud kitchens eliminate the need for prime real estate, elaborate interior decor, and extensive front-of-house staff, significantly reducing operational costs. This cost efficiency allows cloud kitchen operators to offer competitive prices to customers.



Agility & Experimentation

02

Cloud kitchens provide a flexible environment for culinary experimentation. Without the constraints of a physical restaurant, chefs and entrepreneurs can quickly adapt to changing consumer tastes and preferences, introducing new dishes and concepts with ease.

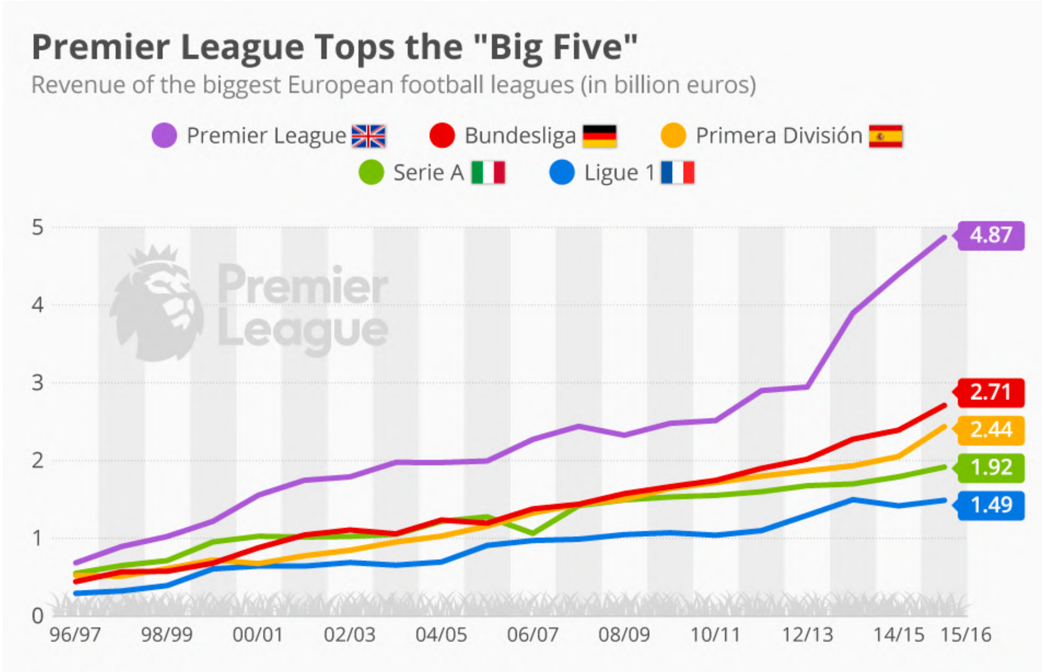
Online Ordering & Delivery

03

The growing popularity of food delivery platforms like Zomato, Swiggy, and Uber Eats has made it easier for cloud kitchens to reach a wide customer base. These platforms offer a convenient way for customers to order their favorite meals from a variety of cloud kitchen brands.

-Darsh Khandelwal, XII

BUSINESS FOR THE CHAMPIONS FOOTBALL



Football, often referred to as the beautiful game, has transcended its status as a mere sport to become one of the most lucrative businesses in the world. The global passion for football, coupled with astute marketing, broadcasting deals, and the expansion of the sport's reach, has turned the game into a multi-billion dollar industry. This article explores how football has evolved into one of the wealthiest businesses on the planet, from the grassroots to the highest echelons of the sport.

Football's universal appeal is one of the key factors behind its financial success. Unlike many other sports, football is a game that transcends borders, languages, and cultures. It has a passionate following in every corner of the globe. The sport's accessibility makes it easy for fans to connect, support their favorite teams, and participate in the football community, whether they are in Europe, Asia, Africa, or the Americas. This massive global fan base has paved the way for a diverse range of revenue streams.

Football's popularity attracts a wide array of commercial sponsors and partners. From sportswear manufacturers to major multinational corporations, companies vie to associate their brands with the sport. Shirt sponsorships, stadium naming rights, and exclusive partnerships generate significant income for clubs. These deals not only boost the clubs' coffers but also provide exposure to a vast audience.

The construction and renovation of stadiums have played a crucial role in the financial transformation of football. Modern, state-of-the-art stadiums generate revenue from ticket sales, corporate boxes, Make football as wealthy as it gets

-Aarjav Mehendiratta, XII

INDIAN STOCK MARKET DRAMA

The Rollercoaster Ride: The Drama of the Indian Stock Market

The Indian stock market has always been a place of intrigue, excitement, and drama. Investors, traders, and market enthusiasts flock to this financial battleground to participate in a thrilling, high-stakes game. Over the years, the Indian stock market has seen its fair share of ups and downs, making it a hub of financial drama that often captures the nation's attention. This article delves into the fascinating world of the Indian stock market drama, exploring the key elements that contribute to its allure.

The Indian stock market is known for its breathtaking volatility. Stock prices can fluctuate wildly in response to various factors, including economic indicators, corporate earnings reports, and global events. Such fluctuations can be both thrilling and nerve-wracking for investors, as fortunes are made and lost in the blink of an eye.

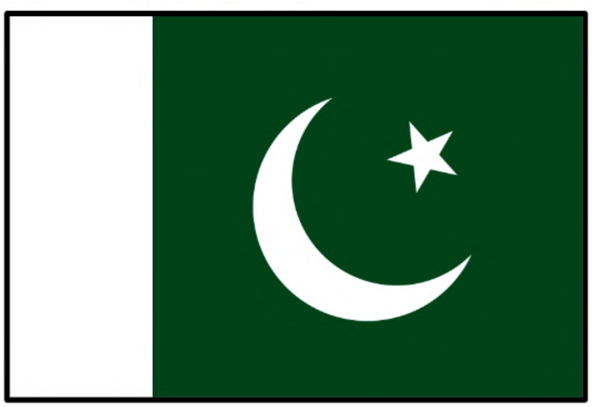
"Nifty Touching 20,000 points signifies that the economy is growing at a rapid rate"

Sentiment plays a significant role in stock market drama. Positive news, government policies, or corporate developments can drive market optimism, leading to surges in stock prices. Conversely, negative news or geopolitical tensions can create panic, causing rapid selloffs. The emotional rollercoaster of market sentiment often leaves investors on the edge of their seats.
Scandals and controversies are part and parcel of the Indian stock market drama. Whether it's corporate fraud, insider trading, or accounting irregularities, these incidents can send shockwaves through the market. High-profile cases have grabbed headlines and led to regulatory changes aimed at enhancing transparency and investor protection.

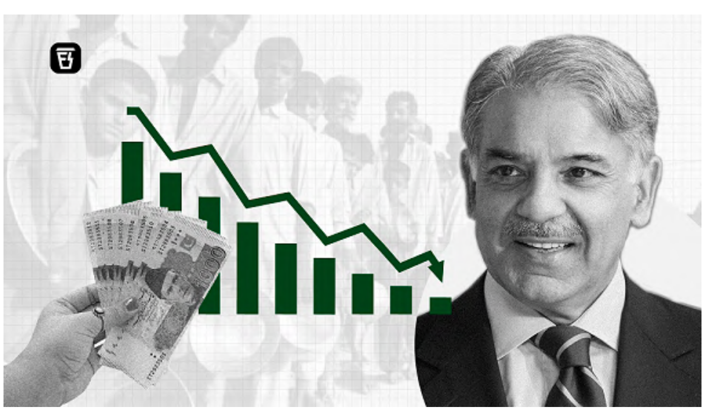
Regulatory interventions have often added to the drama. The Securities and Exchange Board of India (SEBI) plays a crucial role in ensuring market integrity and protecting investor interests. Its interventions, such as suspensions of trading or changes in market rules, can have profound effects on market dynamics, leading to intense debates and speculations.

-Jai Abani, XII

PAKISTAN'S *Economic* CRISIS



Pakistan's Economic Crisis: Challenges and Prospects



Pakistan, a nation with a rich history and diverse culture, is currently grappling with a significant economic crisis. The country's economic woes have been exacerbated by a combination of internal and external factors, leaving the government with a formidable challenge to stabilize the economy and chart a path towards sustainable growth. This article delves into the multifaceted issues behind Pakistan's economic crisis, the key contributing factors, and the potential avenues for recovery.

Pakistan has faced persistent fiscal deficits, where government expenditures have exceeded revenue collection. This deficit has been a primary driver of the country's external borrowing, leading to an unsustainable level of debt. The trade imbalance and the higher cost of importing goods and services have resulted in a current account deficit. This further adds to the country's reliance on external borrowing.

Implementing structural reforms in taxation, governance, and the energy sector can help address some of the long-standing issues hindering economic growth. Diversifying the economy beyond its heavy reliance on agriculture and remittances can reduce vulnerability to external economic shocks. Collaborating with international financial institutions and seeking assistance can help alleviate the debt burden and provide financial support for reform programs.

-Vinayak Agarwal, XII

ACHIEVEMENTS

Our society members have achieved numerous applaudable achievements which are listed here below

1) National Level Financial Literacy Quiz 2023
All India North Zone #3(Seniors) - Aarjav Mehendiratta (XII), Cash Prize of 5K INR
All India North Zone #1(Middles) - Neil Tyagi (X), Cash Prize of 5K INR

2) LPS Business Conclave Chandigarh 2023
Business Quiz Winners - Raunaq Raj Gupta, Ishan Phutela and Vedant Arya
Let's Startup Competition 2nd Runners-Up - Gaurang Bhanger and Rahil Aggarwal

3) Young Entrepreneurs Challenge 2023
Gold Medal (Team Nazarya) - Jai Abani, Darsh Khandelwal and Adwait Chowdhury

4) Global Economics Olympiad and International Finance Olympiad
Distinction(A+) - Aarjav Mehendiratta

5) Wolves Of Wall Street Stockbroking Competition
2022 - Aarjav Mehendiratta (15 out of 500 teams)
2023 - Vinayak Agarwal (20 out of 500 teams)

6) Various Courses on Business and Economics from Cambridge, Harvard and Yale
Aarjav Mehendiratta(98% average)
Vinayak Agarwal(97.5% average)
Darsh Khandelwal(98%)
Jai Abani(97%)

7) InterHouse Economics Debate 2023
Winners(Rajasthan House) - Aarjav Mehendiratta, Shaheem Aijaz Khan and Siddhant Singh Parmar
Runners-Up(Jaipur House) - Dhruvpratap Singh, Anirudh Gupta and Darsh Lakhani

8) InterHouse Business Quiz 2023
Winners (BT House) - Vedant Arya Agarwal and Rahil Aggarwal
Runners-Up(Jodhpur House) - Dhruv Khandelwal and Ahaan Jain
2nd Runners-Up(Bharatpur House) - Adwait Chowdhury and Raunaq Raj Gupta

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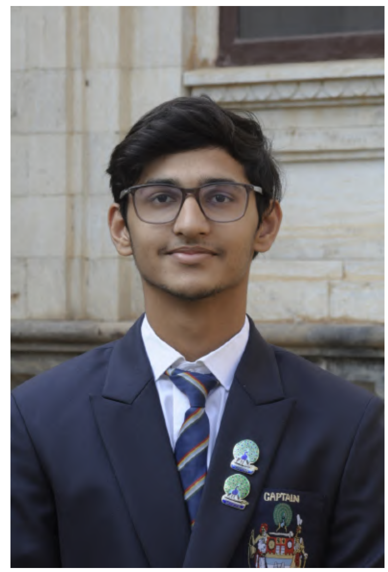
Economics & Commerce Society



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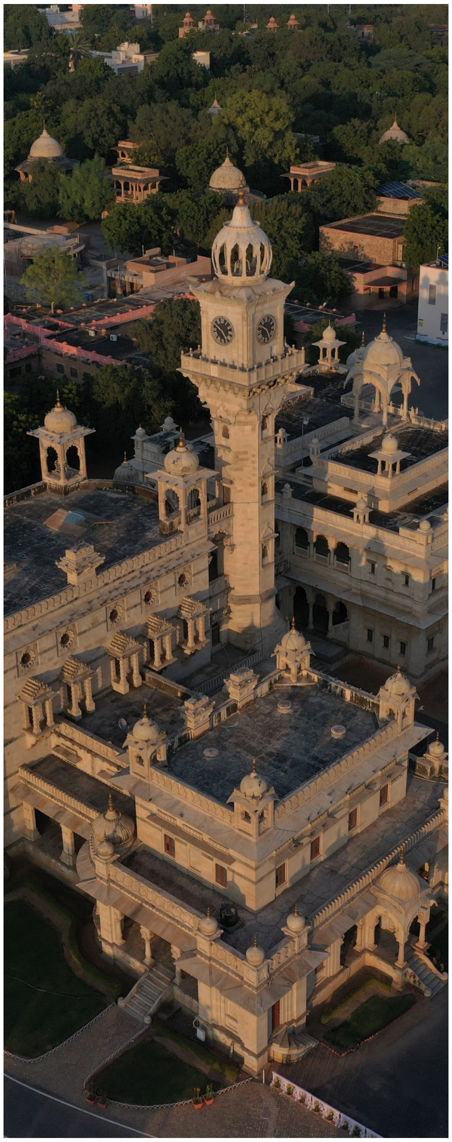
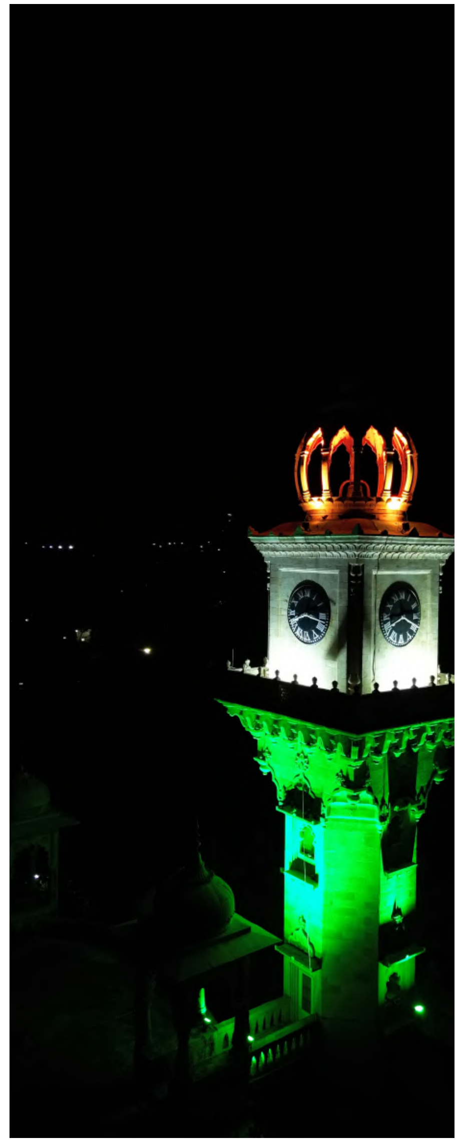
LET THERE BE LIGHT

ECONOMICS AND COMMERCE SOCIETY

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