

BUSINESS INSIGHT NEWSLETTER

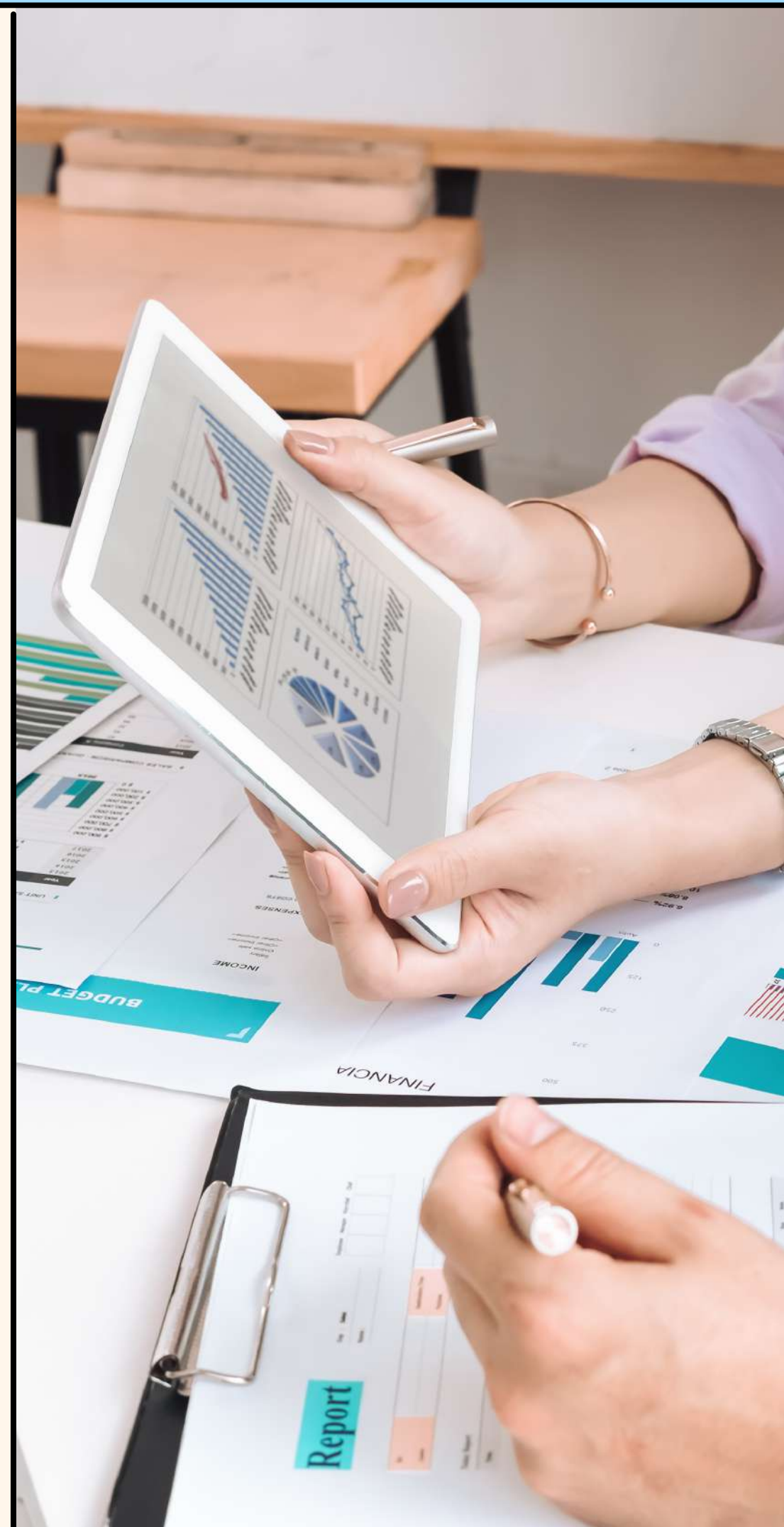
"A healthy society rests on three pillars: business, government and civil society... Each has a distinct and important role to play, and all three need to work together synergistically to create the most value for society." - John Mackey

Dear All,

Modern education is shouldered with the duty to cultivate young minds in a manner that prepares them for the unforeseeable challenges of a swiftly changing world. The future generation doesn't aspire to just be a cog in the wheel of the socio-political machinery. Rather, they aspire to be change makers and creators of a new social set up. Economic institutions and business enterprises have been recognised as integral pillars of human society. It follows that a fundamental change, for the advancement of our country and for the world at large, can be brought about by assessing and proposing suitable reforms in the domain of commerce. Children today must be endowed with the capacity to engage in the processes that shape the business sector.

Business Insight has emerged as a product of our learners' relentless exploration of new horizons in the field of business and finance. Their nuanced analysis of the effect the pandemic has had on different business models and their assessment of economic expansion in the post-pandemic world reveals a depth of thought and understanding. We are proud to present the inordinate talent and erudition, possessed by our children, in the form of this enlightening newsletter.

Warm Regards
Suruchi Gandhi
(Principal)





Bal Bharati
PUBLIC SCHOOL
Sector 12, Dwarka

BUSINESS INSIGHT

Newsletter of Bal Bharati Public School



PRINCIPAL'S MESSAGE

Dear Parent,

In the past few decades our country, along with its international counterparts, has been a participant in as well as a witness to the rapid growth and transformation of business models and ideas. With enhanced economic liberalisation and globalisation, the spirit of entrepreneurship has also scaled new heights. In addition to this, with governmental initiatives like 'Make in India' and 'Atmanirbhar bharat', several small scale and large scale industries have gained the impetus to put their vision to practice. Notably, the business sector of India not only makes a significant contribution to the economy of the country but is also responsible for providing employment to a sizeable share of the population. In this context, it becomes our social, moral and ethical responsibility to acquaint our children with the praxis of business economy. While students' knowledge is augmented through a theoretical engagement with books, they must also be equipped with critical thinking and analytical skills to understand the nuances of emerging trends in an insightful and incisive way. As an educational institution, we believe in providing suitable opportunities to learners through which they can imbibe these skills in a meaningful and productive way. Through the portals of this newsletter, our young intellectuals and future entrepreneurs have channelized their innate business acumen and sense of social responsibility by delving into the enormous impact of COVID-19 on the business world. Their creativity and artistic fervour is wholly evident in the way they have perceived and visualised contemporary issues of economic significance. We hope that with their unique vision and expertise, our children are able to shape the global economic landscape in an equitable and judicious manner for all.

FEATURED STORIES THIS MONTH:

Effect of COVID on commerce and industry.

HIGHLIGHTS

- Major Events
- Effect on World economies
- How the sub-industries reacted to the pandemic

(Suruchi Gandhi)
Principal

FROM THE TEACHER'S PEN

The impact of the first wave of Covid-19 and national level restrictions on the Indian economy was severe, with shrinking gross domestic product, and losses in several sectors. However, as we entered 2021, India seemed to be looking at a recovery, given the rollout of vaccines, fewer travel restrictions, and fewer disruptions to business operations. The optimism was evident when looking at India's financial markets, which performed relatively well in the towards the end of 2020.

An unprecedented rise in cases in Covid-19 starting in April 2021 is likely to affect the economy negatively, and slow down India's economic recovery. Most forecasters expect that the fall in output compared to pre-pandemic levels will be less than in the first quarter last year when the full lockdown was imposed. But while the economy will do better than last year, it is expected not to reach pre-pandemic levels this year due to the second wave. This article looks at the impact of the first wave in the financial year 2020-21, as well as where the economy is expected to go in the coming year.

Financial year 2020-21

When the pandemic hit in March of last year, India's economic growth was already decelerating.

The government estimates India's gross domestic product shrank 8% in the year ended March, its biggest contraction since 1952.

The impact of the pandemic, while largely negative, varied from sector to sector. A few sectors were hit badly, namely, aviation, tourism, automobile, hotel and real estate .These trends have been noted at a global level as well.

Financial Year 2021-22

Growth forecasts for Indian economy in 2021-22 were in double digits, mostly about 12 to 13 per cent. These have been pared down after the second wave.

While export prospects have improved due to a faster-than-anticipated revival in advanced economies, the contraction in domestic demand due to the rise in infections could delay recovery. The rural sector which was relatively unexposed during the first wave of the pandemic seems to have been adversely impacted due to the faster spread of the virus..

The Reserve Bank of India has stepped up and announced a slew of measures to counter the economic crisis and support health infrastructure in the country. This includes a term liquidity facility for priority lending to vaccine makers, hospitals, pathology labs, oxygen suppliers, medical equipment suppliers, and patients among others, support for micro and small enterprises, and restructuring of loans for individual and small borrowers for up to two years. While these measures will help ease some pressure on vulnerable sectors, the finance ministry will also have to chalk out a strategy in terms of fiscal support for vulnerable sectors to deal with the aftermath of health crisis.

(Monica Chawla)

PGT Commerce



WORLD AROUND COMMERCE - POST COVID FACTS !

-Anika Bhatnagar (XI D)



There has been a significant increase in business activities, indicating India's systematic management of the pandemic crisis compared to advanced nations



India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2021, growing at an annual rate of 51%, the highest in the world.

The gradual growth seen in the commerce industry and business, e-commerce has expanded at a much larger scale.



THE ECONOMIES WORLDWIDE

- Ramya Shukla (XI C)

The coronavirus pandemic, several countries across the world resorted to lockdowns to “flatten the curve” of infection . The pandemic has pushed the global economy. The IMF’s estimate of the global economy growing at to grow at 6 per cent in 2021, moderating to 4.4 per cent in 2022

South Korea’s output fell by 5.5 per cent, chose a method of aggressively testing and quarantine over lockdown.



REACTIONS FROM THE INDUSTRIES WITHIN

- Mimansa Sharma (XI D)

HYPERLOCAL MARKETPLACES

Delivery services like Zomato are offering contact-less delivery which has increased their sales.



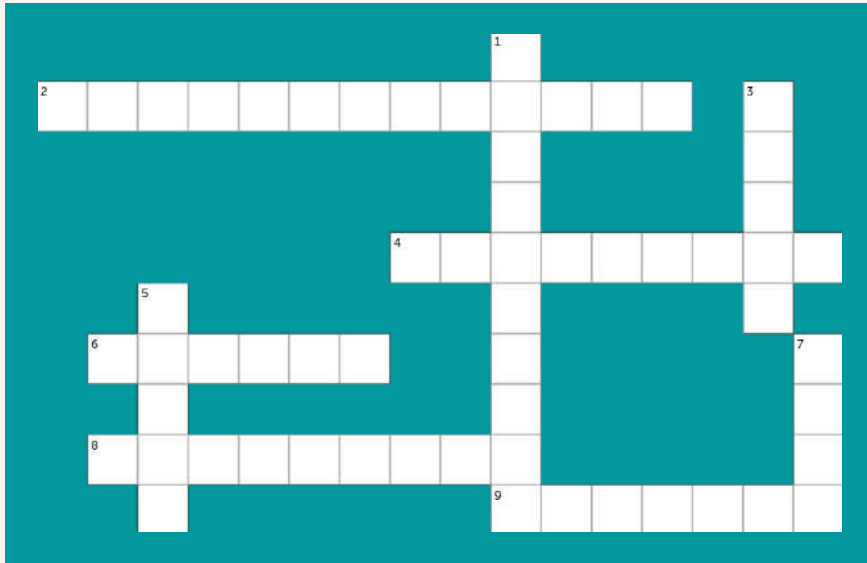
TECHNOLOGY

Zoom, an enterprise video communication solution is one of the most downloaded business apps in the US.

EFFECT OF THE PANDEMIC



-Divya Garg (XII C)



- Siya Sachdeva (XI D)

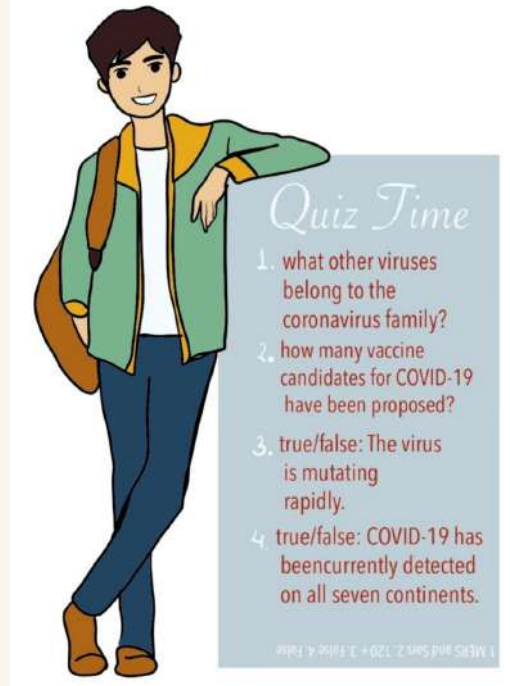
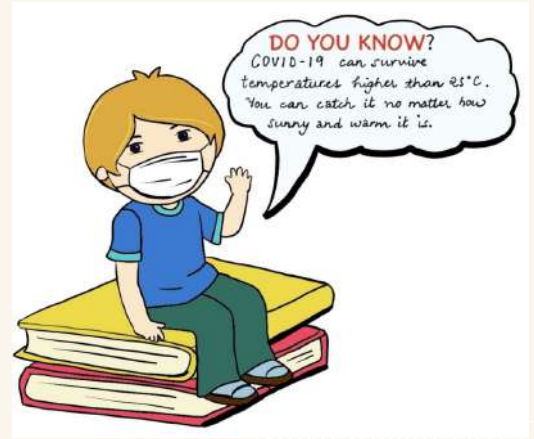
CROSSWORD PUZZLE

DOWN

1. The growth in E commerce sector will also boost for the community. [10]
3. Month when the country went under lockdown. [5]
5. Country which chose aggressive testing and quarantine over lockdown. [5]
7. Enterprise video communication solution is one of the most downloaded business apps in the US. [4]

ACROSS

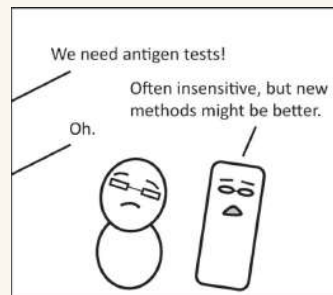
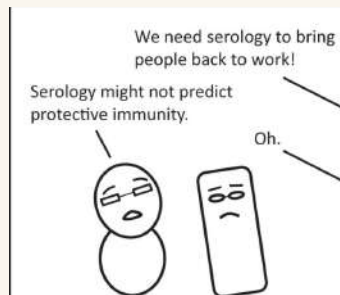
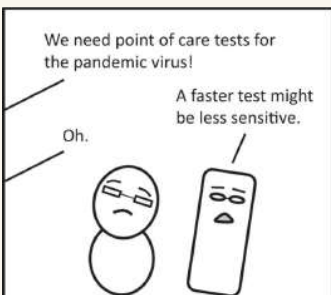
2. As more people stay at home, _____ industry has seen an increase in their demand. [13]
4. Industry which has expanded at a larger scale in this pandemic. [9]
6. Food delivery service application which is giving option to choose contact-less delivery. [6]
8. It is the phenomenon when economy starts shrinking and growth stops. [9]
9. Worst impacted industry by the coronavirus pandemic. [7]



-Nitika Kumar (XII C)

KEY

CROSSWORD PUZZLE



- from the students' pen

Unlike past recessions, the current crises seemed to affect the lower income groups, the vulnerable workers more than the higher income groups. This posed a greater threat to the Indian economy, given that a major portion of our population survives on the bare minimum. So, while the past year has undoubtedly been a challenging one; we must perceive that every recession brings in reforms and changes that take our world forward for there can be no growth without recession.

-Aditya Bakshi (XI A)



Lockdown to me is a blessing in disguise .Putting the pressure it causes on our economic resources and slowness it causes in our fast paced lives aside...

To me, the lockdown is no less than an opportunity. Opportunity to not waste time commuting and putting energy to places where it get channelized. Opportunity to embrace the advancements in field of technology .

-Anushka Kaushik (XII C)

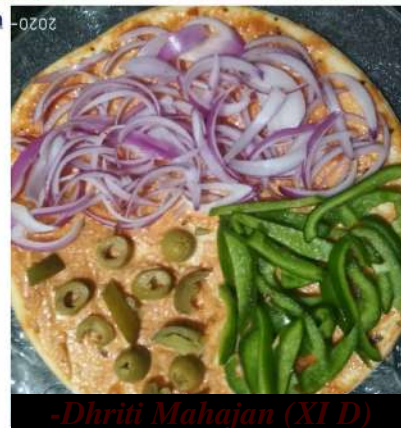
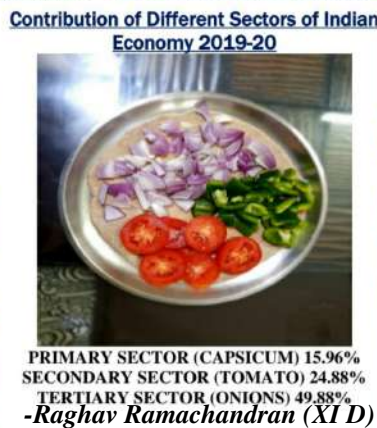
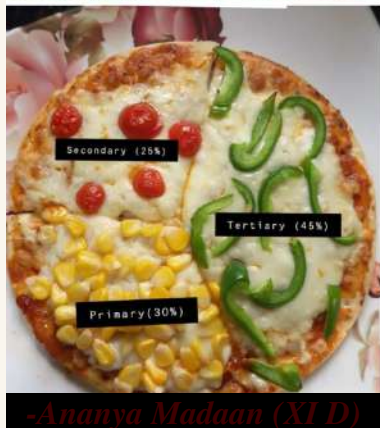
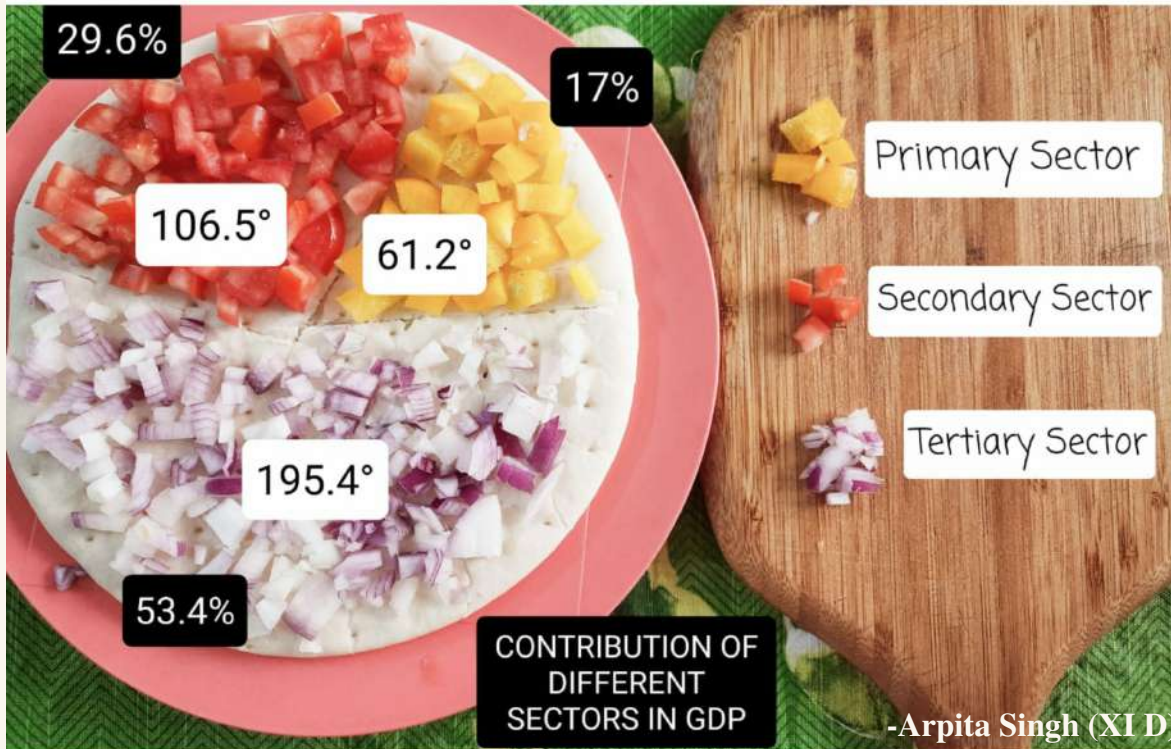
Businesses with extensive presence in or direct ties to affected areas must take immediate actions to assess organisational exposure, positioning them to appropriately support key stakeholders, employees and customers. Beyond immediate actions, organisations should use this as an opportunity to reflect on the ability to navigate a crisis and, going forward, consider actions to increase agility and become more resilient in the future.

-Aastha Sachdeva (XII C)



Art Integrated with Commerce

Contribution of Different Sectors in the Economy

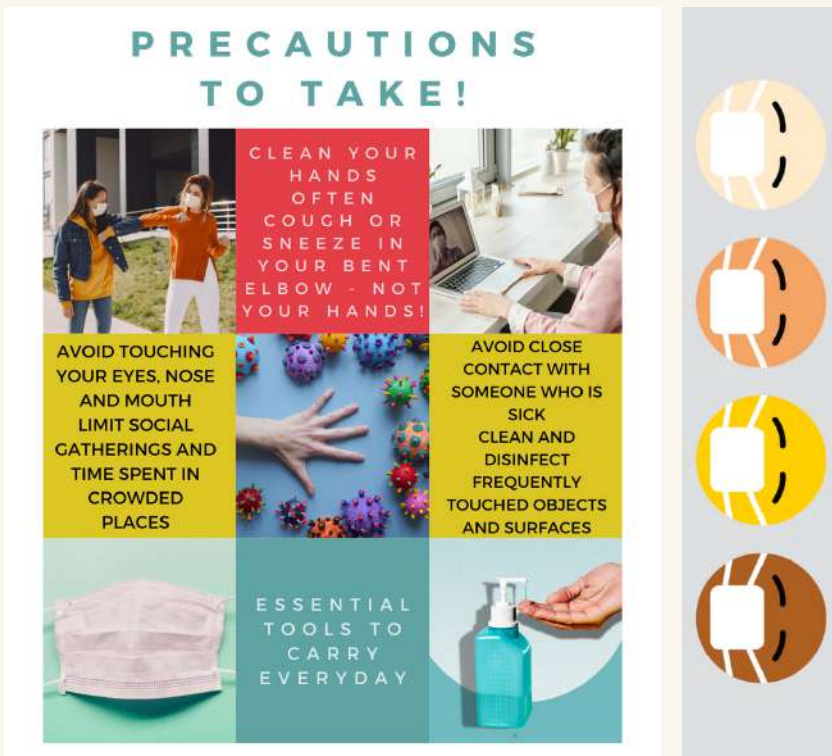


What is Digital Commerce ?

Digital commerce provides the ability for consumers to buy services and products online, without having to speak to or contact anyone – it's an entirely independent experience for the customer. And as we know, within a few clicks of the mouse, nearly anything you want can be delivered to your doorstep.



Covid on Call



- Siya Sachdeva (XI D)



LIFE POST COVID



Editorial Board

Manya Yadav (XI D)
Siya Sachdeva (XI D)
Ansh (XI D)

VACCINES IN THE INDUSTRY.

India has been inoculating people against Covid-19 since January using two Covid vaccines - Covishield and Covaxin. Covishield vaccine is developed by the Oxford University and AstraZeneca and is manufactured in India by the Serum Institute. It is based on Viral Vector based Technology which is also used to manufacture Ebola vaccines. On the other hand, Covaxin vaccine is manufactured by Bharat Biotech. It uses an inactivated form of the coronavirus that destroys the ability of the virus to multiply in the human body and increases the immunity system to fight the virus. About 3 percent of India's population has been fully vaccinated, and 9.2 percent of people have received at least one dose. The immunity doesn't build immediately after vaccination. It usually takes a few weeks to build immunity against the virus. In the meanwhile, a person can still get infected. Therefore, basic precautionary measures like wearing face masks, maintaining hand hygiene and social distancing are advised. Sputnik V is the third vaccine India cleared for use after Serum Institute of India (SII)'s Covishield and Bharat Biotech's Covaxin in January and pfizer will be available soon.