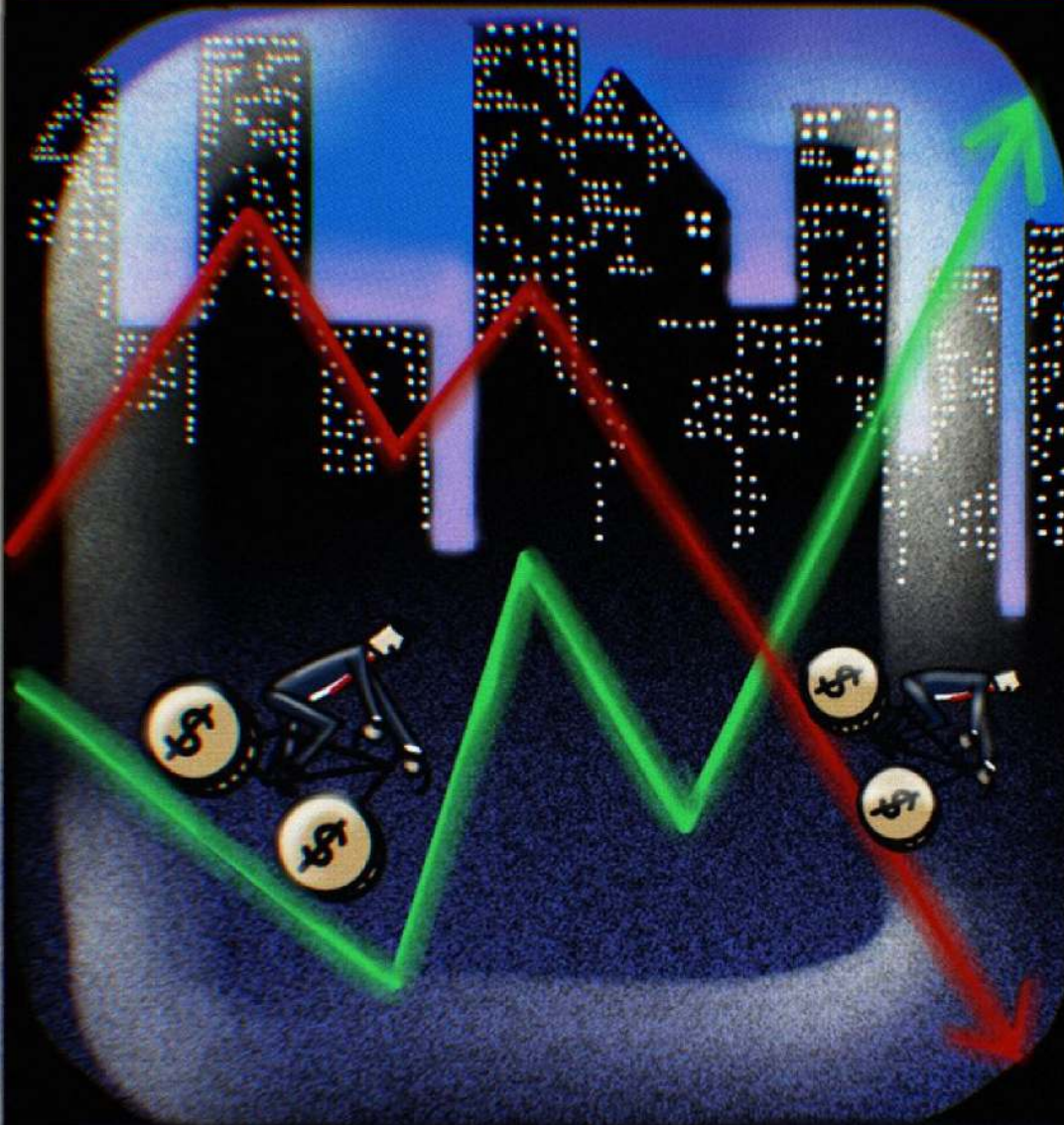


NEWSISH

2023
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DREAM BIG

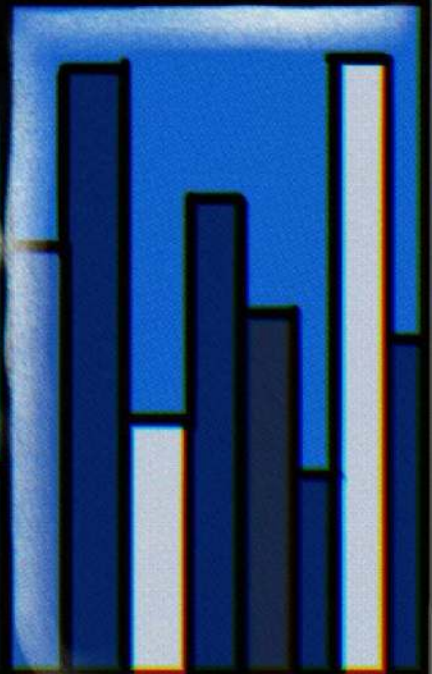


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FROM THE EDITORS

From witnessing the rise of industrialization and machinery to transforming into an entrepreneurial powerhouse, India's trajectory in the business landscape has been nothing short of extraordinary. This growth and excellence has only been amplified by the introduction of Start-ups, with the emergence of a multitude of visionary minds, solving problems with their disruptive technologies and sometimes unconventional business models and turning them into successful empires. In this edition, we have aimed to capture the essence of this exciting era with the central theme being 'The Start-up Renaissance'.

We would like to express our sincere gratitude to our Principal Mrs. Omana Thomas for giving us the opportunity to lead the NewSish team for 2023. This magazine would not have been possible to put together without Mrs. Jhimli Mitra, and her unparalleled support and guidance throughout the process. We would also like to appreciate the Editorial board for their hard work and diligence.

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STARTUPS IN INDIA

A booming landscape

Start-up enterprises are going through a boom phase in India and there are many which have become 'unicorns' – having USD 1 billion in market valuation.



The Union Commerce Minister announced in Sep 2023, that India had over 1 lakh registered start-up entities. This compares favourably with the world largest economies including the United States.

What are the factors contributing to this start up boom in India?

Key element of a start-up is an innovative idea which solves a genuine consumer problem with the capability to scale up fast and profitably. Add to this a hustle culture with application of youthful energy, ability to quickly adapt to the consumer demand and capitalisation through well organised funding rounds.

Indian enterprises have never lacked in innovation, however the ability to set up large scaleable enterprises were often hamstrung by the lack of capital and technical know-how. The innate ability to improvise and innovate which is a variant of the oft misused term, 'jugaad' has always been a feature of our enterprises. This combined with the confidence in harnessing IT enabled platforms has been the ingredients of the Start-up success story.

The turn of the last century demonstrated that the Indian IT industry had come of age and had world class capabilities. The young Indian who in the past looked for a secure government job or a secure profession has now realised that they can be 'job creators' rather than 'job seekers'.

Consumer problems are aplenty in a country of our size with a vast and varied demography, requiring innovative, IT enabled solutions. There is hence an app (application) for every problem.

Many of the successful start-ups have focussed on the area of logistical efficiencies by providing a bridge connecting the service provider with the consumer. Easy to remember examples being Ola-Uber which became a bridge between the commuter and the vehicle operator, or an OYO which became an intermediary between the traveller and the hotelier.

While there were intermediaries earlier also in the form of a travel agent or a commission agent, the absence of an IT enabled platform, meant that they could not provide the breadth of access and options to the consumer. A few years back, travel to another city would have involved extensive discussion with relatives, thumbing through travel magazines or calling up travel agents for accommodation, ticketing and local commute.

Today each aspect of the trip can be negotiated, booked and paid for over a single app. Digitisation of payment post demonetisation has also given a leg-up to the start-up environment.

So where does the start-up story, go from here? Unfortunately, it is not all a rosy picture, industry estimates that of all start-ups only 4-5% mature into profitable organisations. The global credit crunch has resulted in a 'funding winter' with many start-ups beginning to wither. Successful start-ups would be the ones which have a robust revenue generation model focussed on profitability, strong governance systems which put consumers at the centre of their business model.

- ALISHA MATHEWS 11A

STARTUPS AS ECONOMIC PILLARS OF INDIA

Their Contribution to India's Prosperity

In recent years, startups have become significant drivers of economic growth in India. These innovative and dynamic companies have made a substantial contribution to the nation's prosperity. We can try to understand about how start-ups have helped in increasing the economic prosperity of the country.

First and foremost, startups have emerged as key job creators in India. With a large and young population, unemployment has been a significant challenge. Startups have stepped in to provide employment opportunities to numerous number of young individuals. These companies hire graduates, professionals, and skilled workers, helping to reduce unemployment rates and improve the livelihoods of countless people. As a result, they stimulate economic activity and increase individual and family incomes.

In addition to job creation, startups have been at the forefront of technological innovation. They are known for their ability to develop cutting-edge solutions and products that cater to the changing needs of the market. This innovation is not only important for the startup sector but also for the entire country. It encourages a culture of research and development, leading to advancements in technology and industry. These innovations often have a broader impact, benefitting other sectors of the economy and improving the overall quality of life for the citizens.

Furthermore, startups have diversified the Indian economy. Traditionally, the Indian economy heavily relied on agriculture and services. However, startups have introduced new industries and sectors such as fintech, edtech, and renewable energy. This diversification has made the economy more resilient, reducing its vulnerability to external shocks and market fluctuations. It has also created new opportunities for entrepreneurs and investors, making India an attractive destination for both domestic and foreign investment.

Another significant contribution of startups is their role in democratizing entrepreneurship. In the past, starting a business was often reserved for those with substantial capital and resources. Startups have changed this by lowering the barriers to entry for aspiring entrepreneurs. With the availability of venture capital, angel investors, and government support, even individuals with modest means can now launch their own businesses. This inclusive approach to entrepreneurship has empowered people from diverse backgrounds to follow their dreams and contribute to India's economic growth.

The Indian government has also played a vital role in supporting the growth of startups. Initiatives like "Startup India" and "Make in India" have created a favourable environment for startups by offering tax incentives, funding opportunities, and regulatory reforms. These policies have attracted both domestic and foreign investors, further accelerating the growth of startups in India.

In conclusion, startups have evolved into economic pillars, and their contribution to India's prosperity cannot be understated. They have addressed the issue of unemployment, driven technological advancements, diversified the economy, and made entrepreneurship accessible to a broader population. With continued support from the government and a thriving entrepreneurial spirit, startups are set to play an even more significant role in India's economic growth and development in the future.

-VEDANT KHATTAR 11B

THE EASE OF ENTREPRENEURSHIP IN INDIA



Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. In simple words entrepreneurship is the starting of a new business. With the digitization, almost anyone can become an entrepreneur in today's world.

Entrepreneurship in India began with the 'Economic Policy Reform' in 1991. The liberalization of the economy in 1991 gave a big boost to entrepreneurs in India.

The year 2016 gave rise to start ups. India came to be known as 'the poster child of an emerging market'. The current Indian entrepreneurship world is becoming a highly favorable market for any company to invest in. Most Indian companies have marked their potential in international trade and shown the growth of entrepreneurship in India.

The pandemic has pushed many people to engage in new activities and explore various realms of interests. Novel ideas and creations bloomed in the minds of young people as a way to fight off the boredom of quarantine. Social media became one of the most prominent methods of communication during the time and led to the emergence of businesses.

Social media platforms have become powerful tools for individuals to showcase their products or services, reaching a global audience with just a few clicks. While the phrase "starting a new business" might sound difficult and may seem like a long journey, with creativity, dedication, and a solid strategy for engagement, individuals can turn their passions or skills into viable businesses with the help of social media. The ability to connect directly with potential customers and build a brand without substantial upfront costs has lowered the barriers to entry into the entrepreneurial space.

Aspiring to become an entrepreneur is one thing, becoming a successful one is another. The road to a successful business may not be a smooth one, but with perseverance and determination one can reach their desired goals.

○ ○ ○ MAKE IN INDIA ○ ○ ○

The "Make in India" scheme is an initiative launched by the Government of India under the leadership of Prime Minister Narendra Modi to improve the country's manufacturing sector and promote economic growth. It was introduced on 25th September 2014.

The program aims to make local and foreign companies invest in India, especially in manufacturing goods. This was intended to create more jobs and increase the GDP eventually. Key people involved include Prime Minister Modi, various government ministries, and industry leaders who collaborated to support these initiatives. The goal was to make India a global manufacturing hub to boost its economic development.

"Make in India" focuses on different industries such as automotive, electronics, textiles, defense, and more. Out of these, Automobiles and Auto Components have been most impacted with players like General Motors and Kia. Our very own B.K.Modi group has set up a plan to manufacture electronic buses near Moradabad. Another feather in its cap is the plan to set up a Tesla plant by Elon Musk in India as a part of the Make in India drive.

Russia has strengthened its ties with India by contributing to the Make in India project. Russia's Irkut Corp has decided to lend technology to manufacture fighter aircrafts in India along with twin engine and multi utility helicopters and the Brahmos cruise missile. Even Boeing has announced that it will set up a plant in India to make defence helicopters.

The campaign also focuses on promoting traditional Indian food like pitha, khakra, medu vada and chicken curry and marketing it worldwide.

Our Vande Bharat trains were also a result of this project as 80% of the material has been domestically sourced.

The "Zero Defect Zero Effect" (ZED) scheme is part of the "Make in India" initiative. It encourages industries in India to make high quality products without any defects and also to reduce harm to the environment. "Zero Defect" means making products without any problems, and "Zero Effect" means not harming the environment. The ZED initiative trains industries to achieve these goals, making them more competitive and eco-friendlier.

There are however a few disadvantages of this initiative such as negligence of agriculture, loss for small entrepreneurs, bad relations with China, disruption of land and depletion of natural resources. Although the scheme has seen many positive outcomes, they still need to iron out the issues like availability of skilled labour and better infrastructure. Hence it focuses on its four pillars, New Mindset, New Sectors, New Infrastructure and New Processes.

FUN FACTS

- The campaign features a lion logo symbolizing India's strength. This logo was inspired by the Ashoka Chakra, to represent India's success in all spheres.
- The "Make in India" website is available in several languages to engage a diverse global audience.
- The campaign seeks partnerships with other countries and organizations and actively uses social media to connect with people and share updates on its progress and achievements.



- TASHA NITI RAJAN 9C

DECODING START-UP JARGON

In the vibrant landscape of startups, unique terms serve as the key to unlocking the mysteries of entrepreneurship, painting a vivid picture of the startup journey.

The term 'MVP,' or **Minimum Viable Product**, within the startup context refers to the initial version of a product streamlined with essential features. This approach allows rapid feedback acquisition for swift product improvement.

'**Bootstrapping**' embodies a strategic self-reliance within startups, minimizing reliance on external funding. Such startups diligently maximize available resources, showcasing resilience and independence.

A '**unicorn**,' not a mythical creature but a rare, highly successful company valued at one billion dollars, signifies diligent effort, innovation, and exceptional success in the startup world.

The term 'pivot' mirrors a strategic maneuver akin to adjusting tactics in a game. It signifies a shrewd adaptation in a company's strategy, not conceding defeat but enhancing its approach for greater success.

Another term, '**freemium**,' entails providing a basic service for free while enticing users to opt for premium features. It offers a glimpse of the offering while providing a premium experience for interested patrons.

Lastly, 'growth hacking' signifies employing ingenious tactics and astute maneuvers to achieve rapid growth. It encapsulates innovative strategies adopted by startups to swiftly attain substantial success, akin to a secret recipe for rapid ascendancy.



FROM HUMBLE BEGINNINGS TO GLOBAL GIANTS

Notable Small Startup Success Stories

ZOHO

In the bustling city of Chennai in 1996, a small apartment served as the birthplace of what would later become a global tech phenomenon 'ZOHO'. Sridhar Vembu, along with his team, embarked on a journey to revolutionize the software industry. This was the humble beginning of Zoho Corporation, a company that has not only transformed the landscape of cloud-based solutions but has also become a testament to the prowess of Indian entrepreneurship. Sridhar Vembu's roots trace back to a small village in Tamil Nadu, India. Growing up in a modest environment, he faced financial constraints during his childhood. However, Sridhar's passion for learning led him to pursue education relentlessly. Despite Zoho's global success and recognition, Sridhar Vembu has maintained a reputation for leading a simple and frugal lifestyle. He has made a profound impact by actively employing people in rural areas, embodying a commitment to inclusive growth. Recognizing the untapped potential of rural talent, Vembu has implemented initiatives to create job opportunities in these often-overlooked regions.



FRESHWORKS

In the vibrant streets of Chennai, Girish Mathrubootham and Shan Krishnasamy set out to redefine customer engagement. Born in 2010, Freshworks quickly evolved from a modest venture in a small apartment to a global player, disrupting norms with innovative solutions. Its journey mirrors the spirit of Indian startups, proving that from humble beginnings, extraordinary empires can emerge. With an unwavering commitment to simplicity and customer satisfaction, Freshworks not only revolutionized the customer service landscape but also showcased the limitless potential arising from visionary entrepreneurship. In the intricate web of technology, Freshworks weaved a narrative of humble beginnings blossoming into a global giant, forever changing how businesses connect with their customers.



WIPRO



In the quiet town of Amalner in 1945, Azim Premji initiated Wipro as Western India Vegetable Products. From manufacturing vanaspati to venturing into IT, Wipro's transformation is nothing short of remarkable. Azim Premji's leadership catapulted Wipro from a small-town enterprise to a global IT giant. The journey, akin to a dynamic novel, unfolds from modest beginnings to establishing a significant footprint in the technology realm. Today, Wipro stands as a testament to the potential embedded in small startups, illustrating that visionary leadership and adaptability can propel a company from humble origins to international prominence. Wipro's evolution mirrors the incredible growth possible within the landscape of Indian entrepreneurship.

INFOSYS



In 1981, Pune witnessed the inception of Infosys, a small startup founded by Narayana Murthy and colleagues with a modest \$250 investment. From these humble origins, Infosys has evolved into a global IT leader. Navigating the dynamic tech landscape with innovation, Infosys transformed into an industry frontrunner. Its journey from cramped spaces to expansive campuses embodies the classic Indian startup success narrative, illustrating that from modest beginnings, significant global impacts can unfold. Infosys's legacy is not just in technological prowess but in a story of resilience and unwavering commitment to excellence, showcasing the extraordinary journey from a small startup to a global influencer.

-TANVE HEMDEV 9A

GLOBAL GIANTS EMBRACE INDIAN MANUFACTURING

Lately, multinational companies particularly technologies companies e.g. Apple and car makers like Tesla are increasingly moving towards India in their production policies.

This decision is mainly motivated by the attractive low costs of operation achievable in India. The country has a workforce that has low wage expectations compared to some manufacturing hubs resulting in higher operating efficiency for corporate entities. This cost lead becomes one of the driving factors for considering India for manufacturing possibilities because of its diverse environment.

In addition to these, the huge and growing consumer market in India is an attraction for multinational companies. It is cheaper and easier for these manufacturers to set up manufacturing facilities in the country because this reduces shipping costs as well as quicker product distribution to the increasing Indian market. The government has brought forward “Make in India” which offers several benefits like tax holidays, simplified approval process etc., in order to make conditions more conducive for foreign investments on manufacturing in the country.

With respect to India’s strategic place, geographical importance becomes evident in this shift of manufacture. India sits at the middle point between Asia, the Middle East, and Africa hence connecting them in an unequalled way. India turns out to be an important consideration for companies seeking to broaden their production centers in order to increase supply-chain agility and robustness.

For instance, a crucial factor in this change is the availability of trained and trainee labour force in India. It has a large human resource that matches it with the elaborate manufacturing needs of companies such as Apple and Tesla specifically in technological industries and engineering. These skilled laborers serve as a beacon guiding companies toward India as their choice manufacturer's location.

To top it all off, government initiatives and investments in infrastructure build-up! The “Make in India” initiative together with the continuous measures to enhance roads, ports, and logistics is indicative of the desire to foster an environment for manufacturing superiority. These address issues of convenience and efficiency while doing business.

As a result, increasing focus is being directed towards environmental matters as additional players in production change trends. Given the growing worldwide focus on sustainability practices, firms are turning toward countries whose environmental objectives match their own. The companies looking towards integrating green production in India will find this gesture very agreeable, as it echoes India's commitment towards renewable energy and sustainable development.

Lastly, the choice by multinationals to locate its production in India entails both economic, strategic and ecological issues intertwined. It is a significant consideration for manufacturers as well in addition to cost reduction, market access, and a skilled workforce that makes India more attractive. In future, as global manufacturing changes, India’s role on the world market will be bigger and operations of multinational corporations will be shaped by that.

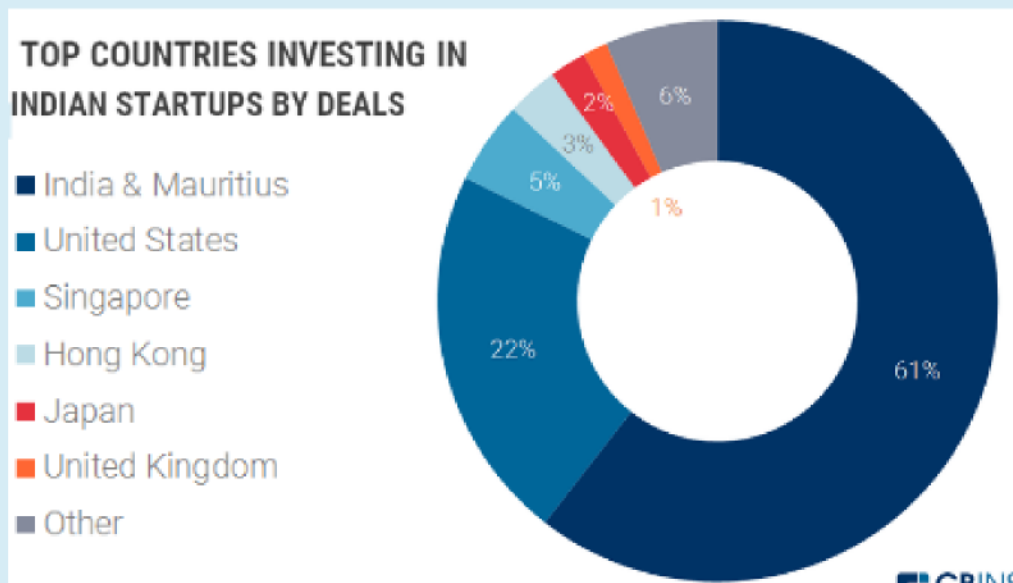
- TANVI ARVIND 12A

INTERNATIONAL INVESTMENT IN INDIA

Foreign companies and investors have been attracted to invest in Indian manufacturing due to many reasons. India's economy is ever expanding and can be largely attributed to this as well.

Firstly, India boasts a population of over 1.3 billion people, making it one of the largest consumer markets globally attracting businesses that are looking to tap into a huge customer base. Due to this, we have a skilled labour force, particularly in industries like technology and engineering, which is essential for manufacturing and innovation.

India also offers cost-competitiveness in terms of real estate and production, making it an attractive destination for foreign investors who are seeking cost-effective manufacturing solutions. Additionally, investments in infrastructure development, including transportation and logistics, are improving, making it easier for foreign companies to set up and run manufacturing facilities.



The impact of these investments on the Indian economy are significant. Firstly, foreign investments in manufacturing have created numerous job opportunities for the Indian workforce, hence reducing unemployment rates and thereby improving livelihoods. Next, since India can produce goods at a competitive cost, this leads to increased exports. This contributes majorly to the country's foreign exchange earnings and overall economic stability. Overall, a robust manufacturing sector boosts economic output and national income.

Proper governance is essential to maximise the positive impact of foreign investments on the Indian economy while addressing potential drawbacks like resource depletion, labour rights, environmental sustainability etc.

Due to the impact of these investments on the economy, Indian startups are increasingly forging partnerships with international companies and investors to fuel their expansion into global markets. This trend is driven by a combination of factors, including India's burgeoning tech talent, its vast consumer base, and the desire of Indian startups to tap into global opportunities.

One common approach is strategic collaborations with international corporations. For instance, Indian fintech firm Paytm joined forces with Alibaba's Ant Group to offer digital payment solutions in various countries. Such partnerships provide startups with access to global expertise, resources, and markets.

Additionally, startups seek funding from international investors, which not only provides the necessary capital but also global market insights and connections. Investment rounds led by prominent global venture capital firms like Sequoia, SoftBank, and Tiger Global have been instrumental in enabling Indian startups to expand their operations beyond the subcontinent.



Lastly, Indian startups leverage cross-border incubators and accelerators, such as Y Combinator, to gain exposure to international markets and networks. These programs offer mentorship and resources to help Indian startups adapt and thrive in a global context.

These startups recognize the value of international partnerships and investments as a means to reach a wider global audience. These collaborations facilitate knowledge transfer, financial support, and market access, enabling them to compete on a global scale. This approach is essential for the continued growth and success of India's vibrant startup ecosystem.

WOMEN IN ENTREPRENEURSHIP

“Think like a queen. A queen is not afraid to fail. Failure is another stepping stone to greatness.” - Oprah Winfrey. Unfortunately, the old stereotypical thinking exists even today and prevent several women from reaching their full potential and achieving their goals. A little bit of support, encouragement, access to resources, and changes in societal attitudes can go a long way in helping them to create an impact in this world. Here are 4 powerful and successful women entrepreneurs of India, who truly are the queens in their respective domains.

1. **Falguni Nayar:** - Founder and CEO of Nykaa Falguni Nayar is one of India’s leading women entrepreneurs being the CEO of Nykaa, one of India’s best beauty product retailers with over 850 brands. She had the courage to leave her 20-year-old career as the Managing Director of Kotak Mahindra and start a new one when she was nearly 50. Graduating from IIM, Ahmedabad and watching her father run a small business as she grew up told her that age didn’t matter when it came to fulfilling goals. With her inspiring entrepreneurial journey, this prominent self- made billionaire is now pushing more women to rise to positions of authority and equality.



2. **Aditi Gupta:** - Founder of Menstrupedia Aditi Gupta is a social-cause entrepreneur and the co-founder of Menstrupedia which works on spreading awareness about menstruation. Menstruation was often a painful time she had to go through without any help to alleviate the pain. She is from Garhwal in Jharkhand. The people around her used to consider menstruation an evil or taboo. When she found out there were many girls like her who weren’t educated about this or had no support, she decided to help girls and women all around the world by creating a website called Menstrupedia along with her husband and business partner Tuhin Paul. This has become very popular among girls and has created and awareness among people. She hopes in creating a future where menstruation is not considered an evil, but a welcome in the life of a girl.



3. **Richa Kar:-** Founder & CEO of Company Zivame, Richa Kar graduated from NMIMS with an MBA in 2007. Richa worked on Victoria's Secret-related project where she discovered the difficulties women face when looking for innerwear and conceived the idea to launch an online lingerie store. Zivame was started in 2011 to allow women to shop for intimate apparel without fear of being judged. Richa has received several awards and honors, including the Economic Times 40 Under 40 Award. Zivame has raised over \$60 million in funding from various investors. Online lingerie brand Zivame unveiled its new brand identity with a new logo and tagline - 'Love Yourself Inside Out.' Richa Kar has not only built a successful business but also made a lasting impact on society through her leadership at Zivame and her advocacy for women's entrepreneurship. Her journey exemplifies the transformative power of entrepreneurship and its potential to create a more equitable and inclusive world.



4. **Indira Nooyi:-** (CEO of PepsiCo (past), Board of Directors Amazon & Others.) Indra Nooyi, a business leader and strategic thinker, is widely considered to be one of the top CEOs in the world for her leadership of the global behemoth PepsiCo for 12 years. She was the first woman of color and first immigrant to head a Fortune 50 company. Indra K. Nooyi has received various awards. She has also been named consistently in many reputed magazines, journals and reports across the world. Her inspiration for success stemmed from her desire to make her family proud. Indra Nooyi firmly believes in the power of a growth mindset. She once said, "If you want to improve, be content to be thought foolish and stupid." By embracing this philosophy, she encouraged her team members to take risks, learn from failures, and constantly push their boundaries



-KHUSHI CHABBRIA 8C, SARAH KURIAN 9B

SOCIAL IMPACT STARTUPS



Social impact startups in India are like shooting stars in the night sky, blazing a trail of impact and illuminating the path to a brighter future for not just them, but the entire country and eventually our entire planet. Armed with innovation and fueled by a powerful mission, they're rewriting the rules, creating impact-driven revolutions, and transforming lives across the nation. With that in mind, here are some social impact startups embarking on captivating and meaningful missions.

Nazdeek: Empowering the Marginalised

Meet Nazdeek, a down-to-earth non-profit that's all about making life better for marginalised communities. Despite the rapid development in the South Asian region, millions of people continue to live in poverty and are subjected to extreme exploitation and marginalization. Therefore, Nazdeek partners with grassroots organisations to address the lack of access to wellbeing, with a focus on those most marginalized. They are a women-led organisation that advances community justice and legal empowerment through grants, strategic advising, and research support across South Asia. Nazdeek focuses on things like maternal and child health and the Right to Food. They work hand-in-hand with other nonprofits and local folks, making a real impact and creating a fairer and more inclusive India.



RuralShores: Bridging the Gap

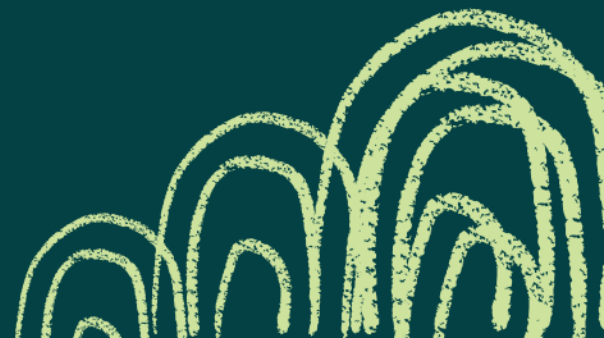
In the vast expanse of rural India, unemployment has been a longstanding challenge, driving countless young people to urban centres in pursuit of better prospects. RuralShores, a pioneering social enterprise, has emerged as a catalyst for change, addressing this issue through the establishment of Business Process

Outsourcing (BPO) centres in rural areas. They provide the less-privileged rural youth with sustainable employment opportunities, while also providing the corporate world with access to the talent of rural India. For over a decade, they have evolved a proven operating model for successful delivery across processes and geographics. They are currently empowering over 2300 employees in 14 centres across 8 states and are delivering over 45 processes to more than 20+ blue-chip clients. RuralShores' work carries a ripple effect. It not only revives local economies but also minimises urban-rural migration, contributing to more balanced national development.



Swajal: Pioneering Clean Water Access Through Innovation

Swajal, a beacon of innovation in the realm of social impact startups, emerges as a captivating force dedicated to transforming the landscape of water accessibility and sustainability. Born from a vision that envisions a world where every community has access to clean and safe drinking water, Swajal combines cutting-edge technology with a profound commitment to create a lasting impact. At the heart of Swajal's mission is the belief that access to clean water is not just a necessity but a fundamental right. The startup employs ingenious solutions that go beyond traditional approaches, deploying smart water purification systems powered by renewable energy sources. This not only addresses the immediate need for clean water but does so in a sustainable and eco-friendly manner. By leveraging data analytics and real-time monitoring, Swajal ensures that water quality remains consistently high, leaving a lasting positive impact on the health and well-being of the communities they serve.



Greensole: Stepping Towards Sustainability

Did you know that worldwide, every year, more than 35,00,00,000 pairs of shoes are discarded, while, as per the recent report by WHO, 1.5 billion people are infected by diseases that could be prevented by wearing proper footwear? This is where a forward-thinking social enterprise steps in and boldly declares, 'Not on our watch.'

Greensole, a pioneering eco-friendly initiative, is making strides in both fashion and environmental conservation. Founded by Shriyans Bhandari and Ramesh Dhama, the company breathes new life into discarded sneakers by upcycling them into stylish, comfortable footwear. In fact, our school has recently worked with them to fundraise money in order to provide back-to-school kits for underprivileged children. Each kit not only reduces the burden on landfills but also promotes social welfare and helps people in need. Since its creation, Greensole has repurposed thousands of shoes and planted trees to offset carbon emissions. Their commitment to sustainable fashion and social impact showcases the power of innovation to create a more eco-conscious and compassionate world, one step at a time.



Empower: Harnessing Everyday Actions for Positive Change

Empower is a fantastic social impact startup that focuses on empowering individuals to make a positive change in the world through small, everyday actions. The platform provides users with tools and resources to track and reduce their carbon footprint, promote sustainability, and support various social causes. One of Empower's key features is its user-friendly app that allows people to easily monitor and offset their carbon emissions. It provides personalised recommendations on how users can reduce their environmental impact, whether it's through energy-efficient choices, sustainable transportation options, or supporting eco-friendly initiatives. Empower's innovative approach makes it not only a tool for personal accountability but also a catalyst for collective action. It's inspiring to see how technology can be harnessed for positive change, and Empower is leading the way in making sustainability accessible and engaging for everyone.

-ANYA MERCY GEORGE 9B, VAISHALI NORONHA

SHARK TANK : FUELING THE STARTUP FIRE

HOW TV SHOWS ARE BOOSTING ENTREPRENEURSHIP

In the modern age of online streaming platforms and reality tv, television shows have become a part of routine in our lives, but what's left unnoticed is the major role it plays in determining the success of a startup. Startups in India face various obstacles like lack of money/funding, lack of skilled workers, marketing, competitors with established businesses and so on. Television shows such as "Shark Tank India" and "The Vault" give new startups solutions to the problems listed above. In these programmes, the "Sharks" and "Vault Keepers" respectively, are panels of seasoned investors who have successful businesses of their own.

They listen to the entrepreneurs' pitch ideas for a business or product and then decide whether to help market and mentor each contestant. Consequently, with great fame comes scrutiny. The exposure these shows provide to startups, opens them up to criticism from the public and the investors which may lead to a bad image of the company. Those who pitch their ideas on a public platform run the risk of others trying to replicate their business, which compete against the original startup.

Recent years have shown the release of many new startup related shows, showcasing funding, mentorship and innovative ideas to new audiences. "Nenu Super Woman" a Telugu show launched not long ago, focuses on women entrepreneurs and their businesses. On its second week on air, the investors financed various companies with approximately 1.65 crores. Our own Tamil Nadu Government's entrepreneurship agency will soon broadcast "Startup Thamizha" to spread awareness through the state. Another show "Indian Angels", allows the panel of business experts to support several startups, and invites the viewers to become investors themselves.



This show makes startup investing more accessible for anyone who has felt limited by their lack of knowledge. The investments made by Shark Tank India's impressive judges/entrepreneurs like Anupam Mittal (Shaadi.com), Vineeta Singh (Sugar Cosmetics), Namita Thapar (Emcure Pharmaceuticals) and Peyush Bansal (Lenskart), etc. have helped the growth of many businesses across India. The most notable startups are- Skippy Ice Pops (founded by Anuja and Ravi Kabra), Auli Lifestyle (founded by Aishwarya Biswas), The Nomad Food Project (founded by Aditya Raj and Advait Inamke) and lastly, Bamboo India (founded by Ashwini and Yogesh Shinde). In the past few years these companies have grown exponentially with guidance from the Sharks as well as the exposure from the show. In conclusion, as Shark Tank India and similar reality shows continue to gain popularity, it inspires more and more people to start their own businesses and changes the lives of founders pitching their ideas to the sharks.



- NYNIKA YASHWANTH 8A

INTERVIEW WITH AR. SADHNA RAGHU

Principal Architect and Founder of
'SERENITY BY SADHANA'

1. What made you choose to become an entrepreneur?

'Personally, it was something I was thinking of since my college. I wanted to eventually build my own business after getting some experience in the field. I wanted to carve a niche for myself in the world while being my own boss. In the long run, there would be a lot more financial independence and flexibility to have a proper work life balance by being an entrepreneur.'

2. Can you briefly describe what you do?

I'm an Architect and Interior designer based out of Chennai. Our firm 'Serenity by Sadhana' comprises of a design and execution team. We focus more on interior projects – both residential and commercial spaces. We're fundamentally designers and our passion for design drives us to work towards giving our clients a space of their dreams. Since we are in the business of building homes, there is a lot of joy and job satisfaction.

3. What are the prerequisites to become one?

'I think first and foremost, you need to be passionate about your work, whatever field that may be. You need to identify the thing that drives you to wake up in the morning, something that motivates you. Being an entrepreneur is a big responsibility. At the end of day, you're answerable to your clients.

The financial risks involved in starting a business is also more compared to working for someone else. You need to have a solid plan as to how to make your business stable first and then make it sustain.'

4. What is the atmosphere like in India towards entrepreneurs?

"It's good to know India's entrepreneurship is growing at a fast rate. People are coming up with new innovative ideas for business. India has seen a significant rise in venture capital and angel investment in recent years, which is very motivating for start-ups to obtain funding. There's also been an economic boom for small businesses."

5. What are the qualities you think make up an entrepreneur?

“Someone who is a leader and takes care of his/her team. Someone who is approachable, organised, has a game plan, and is not afraid to take calculated risks.”

6. What are the ways you received funding for your company?

To be honest, my venture was a small business initially that did not need a very large capital as such. I worked for a while in another Interior Design firm before I decided to start on my own. I relied on my own savings. We operated from home for the first few months and then slowly started expanding the team once we started getting regular projects and income.

7. What were your short-term and long-term goals while establishing your start-up? And how much of it have you already fulfilled?

Short term goal was to just to build a good client base and deliver projects that my clients were satisfied with, that would help add to our project portfolio. It's safe to say we are very happy we are along those lines now. We have completed more projects so far than we had planned to initially take up in this time frame.

Long term goal is to grow the team, to be able to have/ employ resources to develop my team into different departments. We're just starting in this field, there's a long way to go!

8. Were there any setbacks that you faced in your project and how you overcame them?

Being the first entrepreneur in my family, and being the first Architect in the family, this field is entirely new to me. Every day is a learning experience. The most challenging part of any new business is identifying or finding your first set of clients. It's very difficult to find people who trust your work when you are new to the field. Other challenge was also ensuring stable income the first few months. There are highs and lows in all businesses for the first few years.

9. Few words to encourage the budding entrepreneurs in Sishya.

As long as you're passionate about your work, and if you think you have it in you to be an entrepreneur, you should totally work for it. Dream big, do the needful research before you leap, start small and expand. But most importantly, just start! Good luck to all the Sishya students! Can't wait to see you all make your mark in the world someday!



- SOWMYA ARUN 12 C, SELINA CHRISTA 9A

COMMERCE CHRONICLES

NEWS & UPDATES

- The Indian Toy Industry is expanding; with increased exports to the Middle East and the African countries.
- The Minister of Road Transport and Highways, Nitin Gadkari, announced the launch of the Bharat New Car Assessment Programme (Bharat NCAP); India's own crash testing programme, which is aimed at improving safety standards for motor vehicles up to 3.5 tonnes.
- 'Make in India' smartphones have crossed 2 billion cumulative units, according to a report by Counterpoint Research. As per the report, India has also become the second largest mobile phone producing country in the world.
- Google made an announcement at the annual 'Google for India' event, that they will be manufacturing Pixel smartphones in India, which will be debuted by 2024. Google will be joining Apple, Samsung, Vivo, Oppo and Xiaomi in the 'Make in India' programme.



- HP and Google have also joined forces to manufacture Chromebooks in India, which is an immense boost to the government's 'Make in India' plans. Their target is to manufacture affordable PC's for all students; which will enhance their education. HP is committed to advance technology and enable digital education across India. They will be manufactured at the Flex Facility near Chennai. This is the first time Google Chromebooks will be manufactured in India.

- Prime Minister Narendra Modi insists the people of India to use Indian products to light up their Diwali, this year. He encourages Indians to promote the 'Vocal for Local' campaign, a program that promotes the usage of indigenous products over imported goods; to achieve the dream of Aatmnirbhar Bharat, or a self-sufficient India.



- 'Make in India' smartphones have crossed 2 billion cumulative units, according to a report by Counterpoint Research. As per the report, India has also become the second largest mobile phone producing country in the world.
- Google made an announcement at the annual 'Google for India' event, that they will be manufacturing Pixel smartphones in India, which will be debuted by 2024. Google will be joining Apple, Samsung, Vivo, Oppo and Xiaomi in the 'Make in India' programme.
- The Union Minister of Technology, Ashwini Vaishnaw, said that earlier, 98% of mobile phones used in India were imported. Now, 98% of mobile phones used in India are made in India.
- This shows the development and progression India has made over the years; inspiring Indians to manufacture and promote their own products, transforming India into a self-sufficient, autonomous and independent country.

- **NEHA PANCHOLI 7A, ANAISHA BHATLA 7A**

CREATIVE PALETTE

Art and Poetry:

The Road Forward-

A whirl of times old and afresh
Scars, some old, forever imprinted on your flesh
The appealing resting stops on the paths of youth
Filled with deception, so seldom the truth

The paths are open for you to explore
Questions with no answers left to implore
The highest of highs and the lowest of low
Must be met with if you wish to go with the flow

The stones that trip you come along with the ride
But you are meant to get back up and take your stride
Let this poem give you the will to keep going
To observe the way in which you seem to be growing

With only the knowledge of the times present
You look into the future in vain, dire or pleasant
Predictions and prophecies, unreliable till date
The road forward is controlled only by your fate

-ANUPAMA JANAKIRAMAN, 8B

The swimming pool- A Cinquain poem-

Sunny
By the poolside
Ripples, waves, splashes as
You feel the wind; the pool calling,
"Dive in"

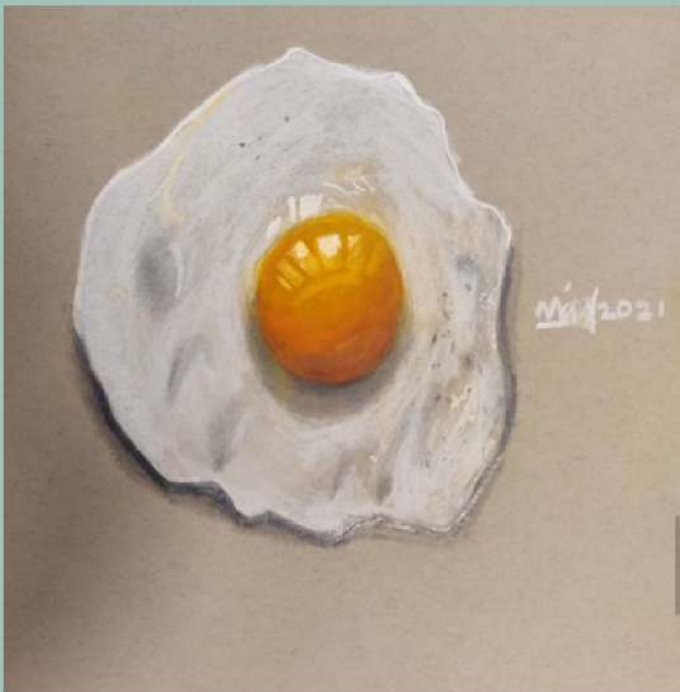
-EESHA SAMBASIVAN, 8B



Inspired by C.J Hendry, an Australian artist who draws smeared paint with coloured pencils, this is a drawing of a blob of oil paint with no paint whatsoever.
~ NIA RAJAN, 7B



This is a mixed-media piece inspired by George Stubbs, who was known to paint animals in the foreground along with a natural, vibrant background.
~ ANUPAMA J, 8B



This is a realistic drawing of a fried egg, inspired by the work of Marcello Barenghi, an Italian artist who draws stunning, mixed media, hyper-realistic pieces.
~ NIA RAJAN, 7B

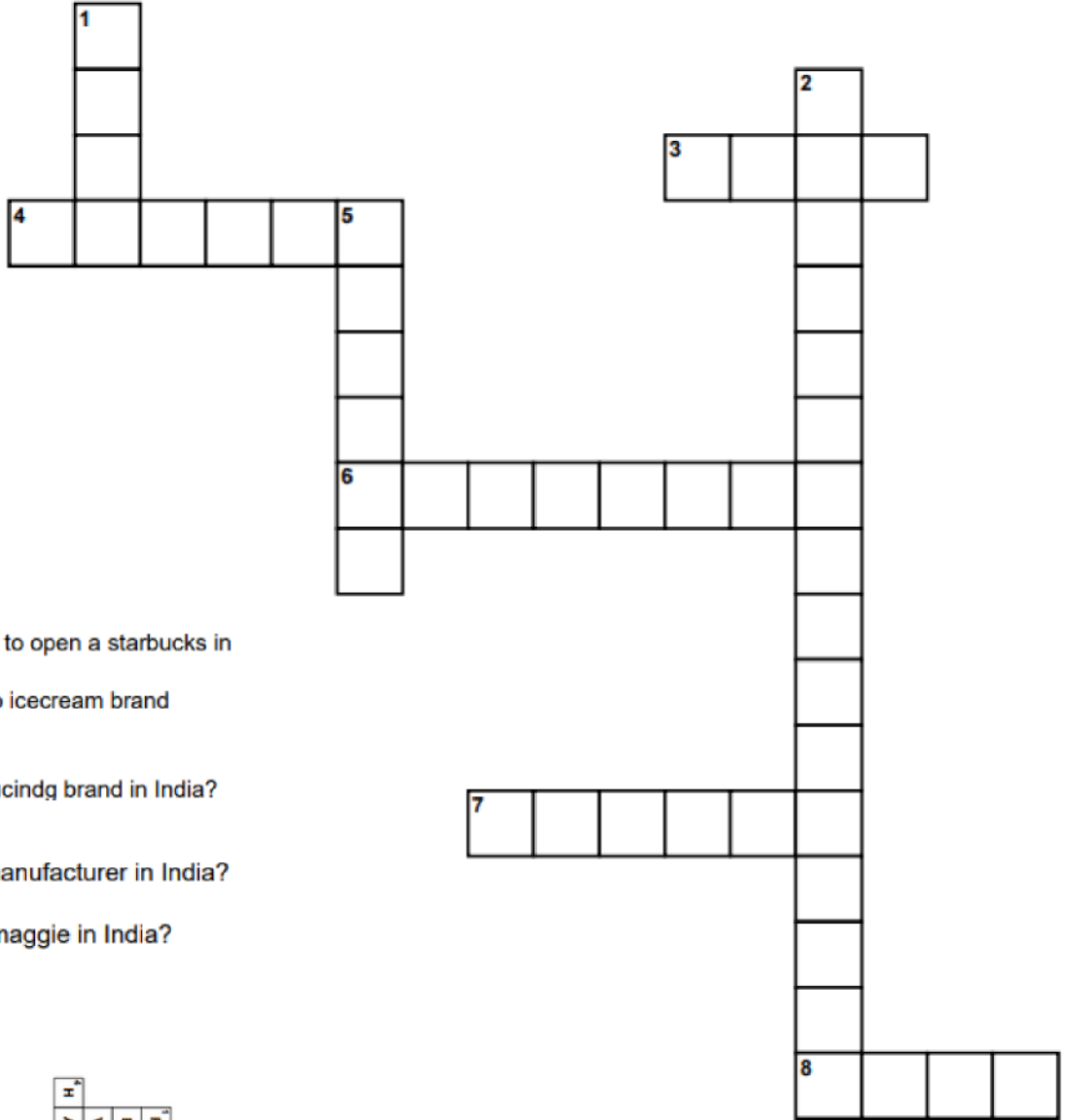


An undertake of the style of Sarah Esteje, this piece is made with the sole medium she uses- pens
~ANUPAMA J, 8B

FUN CORNER



Business Crossword

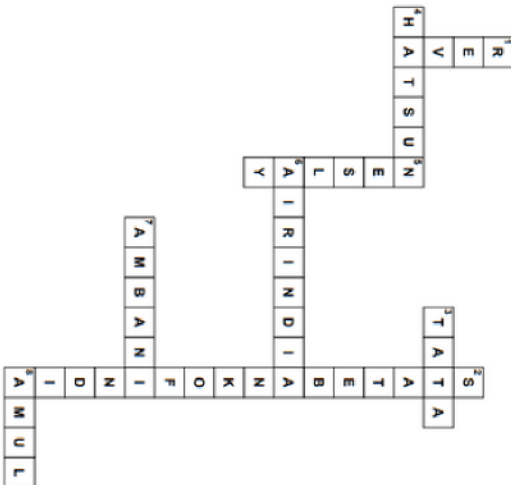


Across

- [3] Which was the first company to open a Starbucks in India?
- [4] Which company owns the IBCO ice cream brand?
- [6] The first airline in India
- [7] Who introduced Jio in India?
- [8] Which is the largest dairy producing brand in India?

Down

- [1] Who is the first electric car manufacturer in India?
- [2] Largest bank in India
- [5] Which company introduced Maggi in India?



Solution



FUN CORNER

Here are a few jokes :

1. Why do maths textbooks always look sad?

Ans- Because they are full of problems

2. Knock, knock!

Who's there?

Pencil.

Pencil who?

Never mind, this is pointless.

3. Why did the teacher wear sunglasses to school?

Because their students were so bright.

4. What are 10 things a teacher can always count on?

Their fingers.

5. What does an English teacher like to eat for breakfast?

Synonym rolls.

6. Why did the kid cross the playground?

To get to the other slide.

7. Where do math teachers like to go on vacation?

Times Square!

8. Why did the kids eat their homework?

Because their teacher said it was a piece of cake



Help Omana Ma'am get back to her office:

