



DECEMBER 2023  
ISSUE NO 3

# THE COMSOC TIMES

**NO.1**  
VOLUME

## IMPACT

AR & VR SHAPING  
IMMERSIVE FUTURE

## WHY ?

INDIA IS STRIKING  
CHINESE SITES

## MILESTONE

INDIA TO ACHIEVE  
'THIRD-LARGEST  
ECONOMY' STATUS



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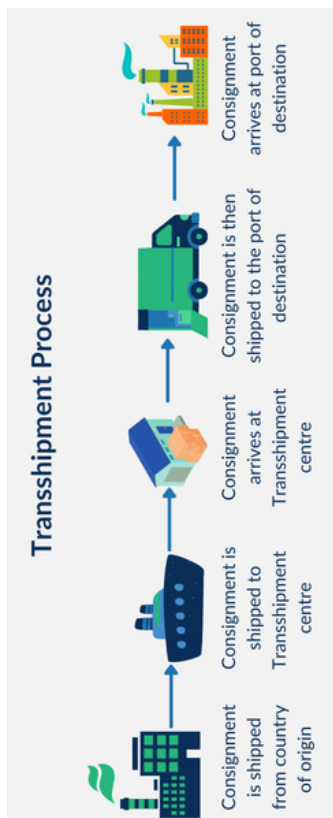
# TRANSHIPMENT PORTS AND THEIR ECONOMIC IMPACT- 1

## INTRODUCTION

Ports are integral to regional economies, offering substantial economic and social benefits. However, surges in port activity, especially in containerized shipping, necessitate new infrastructure development. While ports contribute significantly to economic growth, they also face environmental constraints



Port development is capital-intensive and intricately linked to global trade. Public sector expectations for measurable economic impacts drive substantial investments, often provided through port authorities or general funds. Although literature on port impacts is limited, evidence suggests that for every dollar of cargo handled, three to five dollars of additional manufacturing output are generated.



Economic impacts encompass the broad changes resulting from infrastructure investments, with benefits measurable in monetary terms. However, these impacts may only emerge post-investment, making forecasting challenging. Port forecast models often prove inaccurate. Estimating economic impacts focuses on transport infrastructure's effectiveness as a catalyst for indirect and induced benefits, contingent on the scale and scope of changes.

Key changes affecting ports include:

- **Economic Changes:** Seaborne trade rises due to manufacturing redistribution and ongoing economic growth. Container port growth reflects the impact of offshoring and regional development.
- **Technical Changes:** Larger ships for economies of scale, ship specialisation, and automation prompt ports to upgrade facilities.
- **Organisational Changes:** Strategic alliances and mergers in the maritime industry lead to vertical and horizontal integration for improved port transport chain performance.

# TRANSSHIPMENT PORTS AND THEIR ECONOMIC IMPACT- 2

Port infrastructure investments yield economic benefits, historically acting as promoters of commerce and national welfare. While many major cities are port cities, the role of port activity in their economies has evolved.

Port benefits extend beyond local communities, affecting regions and nations. Assessing benefits becomes complex as local impacts may be overshadowed by broader regional or national contributions. Local communities may face conflicts due to unmet economic expectations and concerns about environmental externalities



## CONCLUSION



Despite the challenges in assessing economic impacts, ports remain fundamental to the economic well-being of nations, regions, and localities. Their role in driving commerce and supporting global trade underscores the need for continued investment and strategic planning to navigate evolving economic and environmental landscapes.

**TIDBIT - Located near Mumbai, JNPT is India's largest Container Port and a key transshipment hub. It handles a substantial volume of containers and facilitates the movement of goods between major global shipping routes.**

Credits- Akshita, Tanisha, Tejasvi, Saumil Joshi

# THE FUTURE OF AR AND VR: TRENDS SHAPING IMMERSIVE TECHNOLOGIES- 1

## INTRODUCTION

Immersive technologies like Augmented Reality (AR) and Virtual Reality (VR) have redefined our digital landscape, offering experiences beyond our current realities. These technologies are shaping the future of technology and promising a more connected and interactive world. Big businesses are investing huge chunks of money in these technologies. Implementing these technologies in a wide range of industries such as gaming, entertainment, education, etc has today become the reality. In the near future, these technologies will be a part of our everyday life and it will be more widely available and reasonably priced. Multiple big investors are thus betting on businesses that are tapping into this latest technology as they strongly believe in the growth potential of such companies a few years down the line.



AR and VR hold immense potential to transform education and training by creating an interactive learning environment. Students can engage in realistic simulations, virtual field trips and do hands-on experiments. The deployment of 5G networks will further help in better streaming and establishing real time interactions. These technologies have secured a valuable place in the healthcare sector. AR will also help to assist doctors in diagnosis, therapy and thus, revolutionising healthcare services and patient care.

One of the most exciting trends coming up is the integration of AR and VR into the metaverse. This concept is rapidly becoming a concrete reality. 'Metaverse' is a collective virtual space in which users interact with computer-generated environments and other users in real time. Imagine attending virtual meetings, exploring digital environments, and collaborating on projects in a shared, persistent virtual space.

Another transformative trend is the convergence of AR, VR, and Mixed Reality (MR) to 'Extended Reality' (XR). XR represents a set of immersive technologies that allow users to seamlessly transition between augmented and virtual experiences. From enhancing real-world scenarios with augmented elements to fully immersing users in virtual environments, XR opens up new dimensions of interaction.



# THE FUTURE OF AR AND VR: TRENDS SHAPING IMMERSIVE TECHNOLOGIES- 2

Additionally, advances in AI and machine learning are enriching AR and VR experiences. These technologies enable more realistic simulations, intelligent virtual characters, and contextual interactions. AI improvements contribute to a more personalized and adaptive user experience, making virtual environments feel increasingly realistic and responsive.



AR and VR will transform industries: education with immersive learning, healthcare through virtual therapy, and business for customer engagement. Companies like Amazon are exploring AR to let consumers test products online from website while sitting at home,, enabling experiences like smelling perfume or virtually trying on clothes, enhancing customer satisfaction and boosting revenues significantly

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## CONCLUSION

In summary, the future of AR and VR is a fascinating journey into a more connected and immersive digital world. Metaverse, XR convergence, and AI-driven advances are key trends that will determine the development of these technologies. As AR and VR continue to evolve, they promise to not only reshape the way we interact with digital content, but also redefine the boundaries between the physical and virtual worlds. The journey to an immersive future has just begun, and the possibilities are as limitless as imagination itself.

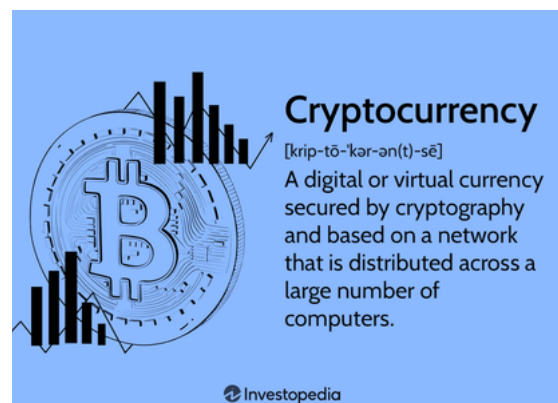
**TIDBIT – AR and VR Technology is not as new as it seems! In 1968, Ivan Sutherland and his student Bob Sproull created the first VR / AR head mounted display that was connected to a computer and not a camera. It was large, scary looking and too heavy for any user to comfortably wear.**

Credits- Arshpreet Kaur, Bhumika Sukhija, Tanishq Agrawal, Tanay Tulsyan

# CRYPTOCURRENCIES AND CENTRAL BANK DIGITAL CURRENCIES (CBDCS)- 1

## INTRODUCTION

**Cryptocurrency:** Decentralized Finance, has completely changed the world of Finance. Exemplified by Bitcoin and Ethereum, cryptocurrencies has revolutionized finance by establishing decentralization. Utilizing blockchain, it digitizes currencies, eliminating intermediaries like banks, ensuring transparency and security in transactions. However, ongoing debates about their sustainability arise due to the volatility of cryptocurrency prices and uncertainties surrounding regulatory frameworks



### The Rise of CBDCs: Central Banks Embrace Digital Innovation

Central Bank Digital Currencies (CBDCs) have experienced a notable rise and surge in popularity, shaped by technological advancements, shifting consumer preferences, and strategic responses from governments and central banks. The progress in blockchain and distributed ledger technologies has facilitated the secure implementation of CBDCs, responding to the growing demand for faster and more convenient payment methods. As central banks actively pursue CBDC initiatives to maintain control over monetary policy, global pilot programs and experiments have demonstrated their feasibility and benefits

**Navigating Regulatory Challenges:** Being aware of the legal issues surrounding cryptocurrencies is important but can be difficult because they are a developing asset class with a continually changing legal landscape.

- **Monitor Changes in Regulations:** Keep an eye on news and developments from governmental bodies, business associations, and professionals who focus on cryptocurrency legislation. Become acquainted with the rules that are relevant to your particular operations and area of jurisdiction.

# CRYPTOCURRENCIES AND CENTRAL BANK DIGITAL CURRENCIES (CBDCS)- 2

- **Seek Expert Guidance:** To be sure you're in compliance with all applicable legislation, consider speaking with a cryptocurrency-focused lawyer or accountant. Any company that deals with cryptocurrency needs to implement KYC and Anti-Money Laundering (AML) procedures.



## Interplay Between Cryptocurrencies and CBDCs: Coexistence or Competition?

How cryptocurrencies and CBDCs will coexist—or even compete—in the changing financial landscape is a fascinating aspect. For those who desire financial independence, cryptocurrencies present a decentralized option, but CBDCs combine the efficiency of digital transactions with the familiarity of government-backed money.

- **Partnerships & Synergies:** Investigating partnerships between central banks and the cryptocurrency ecosystem may create synergies that combine the stability of government-backed currencies with the inventiveness of decentralised technologies.
- **Competition and Market Dynamics:** The competitive environment will be shaped by an understanding of the relationships between the cryptocurrency markets and the adoption of CBDCs.

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## LOOKING FORWARD: NAVIGATING THE FUTURE OF FINANCE

The finance industry is rapidly evolving due to emerging technologies like blockchain, cryptocurrencies, AI, and machine learning. Digital wallets, online banks, and the Digital Rupee in India signal this trend.

**TIDBIT – China is the biggest cryptocurrency miner and controls around 75% of the mining network.**

Credits- Divyam Jain, Aman Garg, Krishna Goel, Anubhav Pareek, Prachi



# NEUROMARKETING: UNDERSTANDING CONSUMER BEHAVIOUR ON A PSYCHOLOGICAL LEVEL- 1

Understanding the psychological factors influencing consumer decisions is crucial in today's dynamic market. This article explores the layers of consumer choices.

## 1. Cognitive Perception:

- **Visual:** A product's visual appeal influences positive perceptions. For instance, an aesthetically pleasing phone case attracts buyers.
- **Aural:** Incompatible sounds in marketing can create a negative perception. For example, a sporty audio suits car promotions but not chocolate ads.
- **Olfactory:** Smell and taste impact product comparisons. Intense deodorants may be suitable for specific occasions but not for daily use.

## 2. Action Motivation:

- **Necessity:** The product's essential role determines its appeal. Luxury items target a specific, limited audience.
- **Social Influence:** Beyond features, products like iPhones offer social status and class, leveraging word-of-mouth recommendations.

## 3. Loyalty and Identity:

- **Marketing Honesty:** Trust is built when advertised features align with the actual offering.
- **Brand Value:** Positive reviews, customer experiences, and endorsements by prominent figures enhance brand reputation.

**4. Impulse Buying:** Limited-time offers, psychological store settings, and sales trigger spontaneous purchases. For instance, buying extra items to avail discounted offers.

**5. Technological Influence:** Continuous innovation is essential for products/services to stay relevant amid technological advancements. Eg. With the growth of essentials-delivery services, there is a gradual-ongoing shift towards applications like Blinkit, Zepto etc.



# NEUROMARKETING: UNDERSTANDING CONSUMER BEHAVIOUR ON A PSYCHOLOGICAL LEVEL- 2

## 6. Pricing:

- Premium Pricing: Putting high prices to show brand/products are high-value, luxury, or premium. Eg. iPhone, Mercedes, Audi charge a premium from their customers.
- Dynamic Pricing: Constantly changing price to match the current and market demand. Eg. The price of vegetables and fruits in market keeps on fluctuating with changes in the forces of market demand and supply.
- Skimming Pricing: This is usually seen in the technological sector where the prices are really high when it is newly introduced and then, over a period of time, the prices start to drop. Eg.- 4G Technology
- Penetration Pricing: Enter with an extremely low price to draw attention and popularity from customer bases of higher-priced competitors. Eg. Tata Motors launched Nano at a price that people from lower to middle class could purchase it.



To summarize, understanding these psychological aspects of consumers empowers businesses to adjust strategies and genuinely connect with consumers, fostering long-term success.

**TIDBIT – The principle of Paradox of Choice states that when too many choices are presented in front of a consumer, person may feel overwhelmed and less satisfied with their final decision, thus leading to decision paralysis.**

Credits- Rahul Aggarwal, Bhavishya, Yash, Gurrasna Kohli

# NEWS SECTION

## TDK Corp Sparks a Battery Revolution as iPhone Cells Find Home in India

TDK Corp, those Japanese electronics maestros, are gearing up to craft lithium-ion battery cells for Apple iPhones in India. They're setting up a 180-acre facility in Manesar, Haryana. This place is going to be the Apple of TDK's eye, with a design straight out of China's mega-factories. TDK, the brainiacs behind Apple's battery cells, are splashing around Rs 7,000 crore to make this dream happen. Production might kick off in 12-18 months.

Well, it's not just about batteries - it's about boosting the local vibe in Apple's gadgets. They're aiming to crank up the 'Made in India' value. Apple and TDK's bromance might just create 8,000-10,000 new gigs in the Indian job market.



## BJP's WIN, PINNACLE FOR INDIAN STOCK MARKETS



BJP's win in Madhya Pradesh, Chhattisgarh and Rajasthan proved to be momentous for the Indian stock markets as the market capitalization of all the listed companies leaped by ₹ 4.09 lakhs crores within minutes. Plus, the Indian rupee appreciated by 6 paise against US Dollar.

But the question is, how was this win so impactful?

Well, leading to the belief, strong macroeconomic data, BJP's win and crude oil prices oscillating below the 80-dollar mark conduce to the rally of stocks. Delving into the figures; a rising trend with Sensex, rising from 877.43 points to a new peak of 68,358.62 in early trade, and Nifty climbing from 284.80 points to zenith 20,552.70. The Adani group was established as a major advancer in early trade. SBI, ICICI Bank, Airtel, NTPC and Larsen & Toubro also surged significantly.

## India to work on resource mobilisation with IMF

Nirmala Sitharaman, who is the current Financial Minister of India expressed India's interest in encouraging resource mobilisation with other developing nations of the world. Resource management means all the activities that will increase human, material and financial resource attainment from all the sources possible that will advance the particular organization's missions and goals. During the September G20 submit in New Delhi, the New Delhi Leader's Declaration urged the IMF and the World Bank along with other financial institutes to enhance domestic resource mobilization among EMDEs (Emerging Markets and Developing Economies). It will help the developing economies to grow.



# NEWS SECTION

## Green Cash for a Warmer World: Why Developing Countries Need Climate Finance



Many developing countries struggle with climate change, contributing minimally to greenhouse gas emissions but suffering the most from droughts, floods, and rising sea levels. Climate finance provides resources to help them adapt, such as building seawalls, developing drought-resistant crops, and investing in renewable energy. Developed nations, who contribute the bulk of emissions, have a moral obligation to help. Climate finance is not just charity, but an investment in a healthy planet for everyone. Collaboration is needed to ensure climate finance flows freely, empowering developing nations to fight climate change.

## India set to achieve 'Third-Largest Economy' status by 2030, forecasts S&P Global Ratings

S&P Global Ratings has forecasted India to become the third-largest economy in the world by 2030.

Developing a strong logistics framework will play a critical role in making India the fastest-growing major economy in the next three years. India's expected growth rate is 6.4% in 2023–24, compared with 7.2% in FY 23, while 6.9% is the prediction for next year and 7% in FY 27.

The ever-growing domestic digital market is expected to bring a robust growth to the startup ecosystem during the next decade, especially in financial and consumer technology. In the automotive sector, S&P has also taken a positive call on India for an overall growth, infrastructural development, investment, and innovation.

## Investment Scam Crackdown: India Strikes, Shuts Down Scores of Chinese Sites

India has banned over 100 Chinese-operated investment scam websites, which were linked to multiple bank accounts and used to convert user money into cryptocurrency. The largest fraud of its kind was discovered by the Hyderabad Police, where a Chinese-run scam collected around Rs 712 crore. Victims were lured through the Telegram app with promises of part-time jobs, and were tricked into investing small amounts and rating assignments for profits. Similar cases were reported in Kerala, Uttarakhand, and Delhi.



# Entrepreneur success story

From Vision to Victory: The Journey of Inspiring Entrepreneurs



One day it was just the humble chuski, an ice pop and the next day it became a multi-crore business with monthly sales soaring from ₹5 lakh to ₹2 crore. We have all bought chuskis from our local store or outside the school gates. Skippi Ice Pops gave it a new-age twist-packed with more flavour, more juice, and lots of love. The entire panel, captivated by the vibrant flavors, especially the nostalgic Cola ice pop, struck a deal worth ₹1 crore. Skippi catapulted into the limelight, expanding nationwide, thanks to the founder's dedication to natural ingredients and guilt-free indulgence. Fast forward to May 2022, the brand experienced tremendous growth with a 40-fold increase in revenue, reaching sales of approximately 2-2.8 crore. The Ice Chuski Pop brand swiftly processed over 20,000 online orders, transforming from a local manufacturer to an international exporter, allowing people worldwide to enjoy these delicious and healthy frozen treats. By June 2022, Skippi Ice Pops was honored with the Economic Times Award for Corporate Excellence, acknowledging its outstanding entrepreneurial and business achievements. Currently, Skippi has expanded rapidly across more than 25 states, with products available in over 400-500 outlets in Hyderabad alone and over 10,000 outlets throughout India. All in all, Skippi Ice Pops surely got the whole nation smacking their lips in delight with their flavours!

# SKIPPI<sup>®</sup>

## Ravi & Anuja Kabra

Estb. 2020

Owners & Founders :  
Skippi Ice Pops

This is the story of Skippi Ice Pops- one of Shark Tank's most popular products and the pride and joy of its owners, Ravi and Anuja Kabra. The brand's journey was not as sweet as its product. COVID-19 pandemic had halted all mass production which took a huge toll on them. However, in the coming year, their breakthrough came on Shark Tank, where the charismatic founders showcased their tropical ice pops, including Cola, Orange, Mango, Raspberry, Lemon, and Bubblegum.

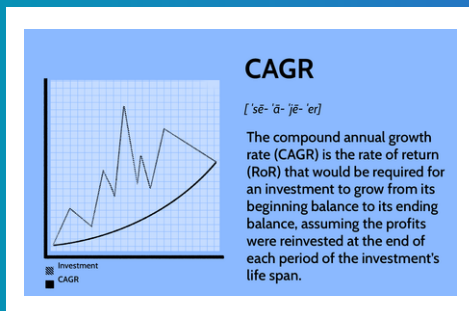


Credits- Jasdish, Ramneet, Sambhav Jain, Jhanavi, Ishaan

# Compound Annual Growth Rate (CAGR)

## JARGON OF THE MONTH

The Compound Annual Growth Rate (CAGR) is a financial metric that provides a smoothed annual rate of return by geometrically linking the initial and final values of an investment over a specified time period. It accounts for the compounding effect and normalizes the growth rate, making it more representative of the investment's overall performance.



### Layman's language definition:

It is like a steady pace for how something, like an investment, grows each year. It helps to give a smooth picture of growth over time, ignoring the ups and downs. To figure it out, you use a formula that considers the starting and ending values over a certain number of years.



### A funny example

Imagine your investment growing at a rate of interest like a caffeinated hamster on a wheel – Compounded Annual Growth Rate (CAGR) is like that hyperactive hamster's speed over time, making your money run faster than you thought possible!

### Formula to calculate CAGR:

$$\text{CAGR} = \left[ \frac{\text{Ending Value}}{\text{Beginning Value}} \right]^{(1/N)} - 1$$

Beginning Value- of the Investment

Ending Value- of the Investment

N = Number of Years of Investment

$$\text{CAGR} = \left( \frac{\text{Final value}}{\text{Starting value}} \right)^{\frac{1}{N}} - 1$$

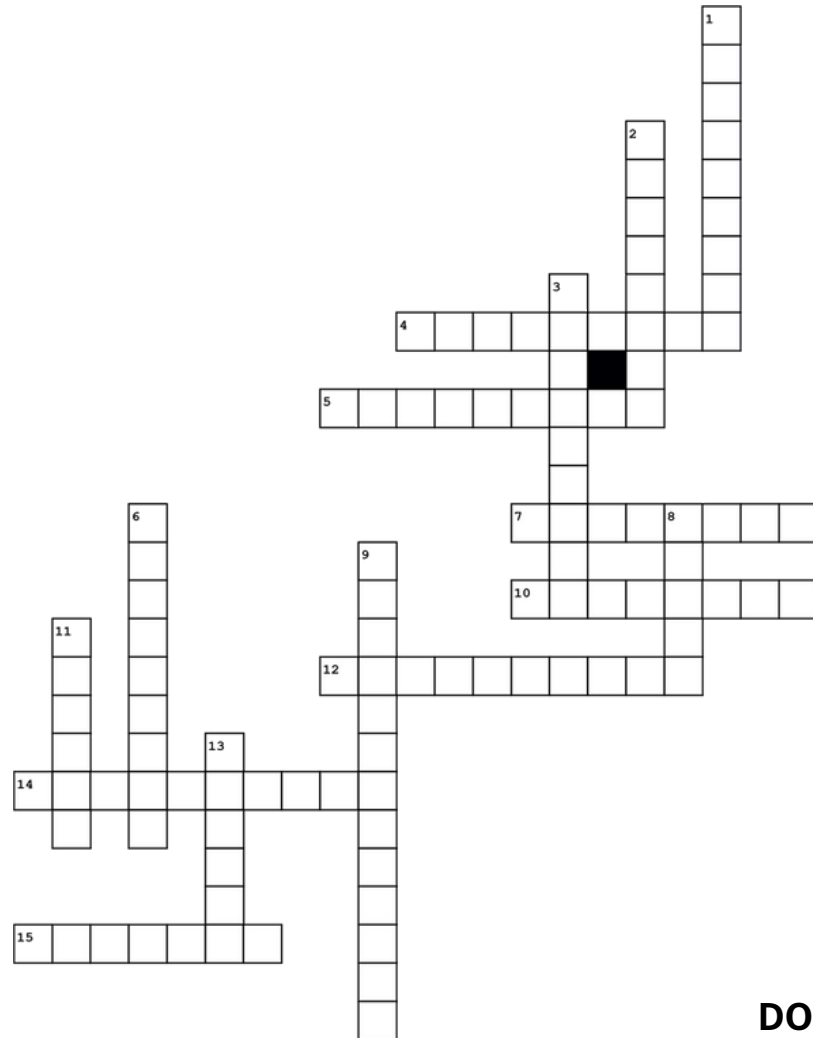
**Q.** The initial value of your investment is Rs 15,000, and the final value is Rs 25,000 in three years (N= 3 years). Calculate CAGR

CAGR is calculated as:  $\text{CAGR} = (25,000/15,000)^{(1/3)} - 1$

CAGR = 18.56%.

Credits- Kushagra, Jasmeet Singh, Harnoor Kaur, Amanjot Singh

# CROSSWORD



## ACROSS

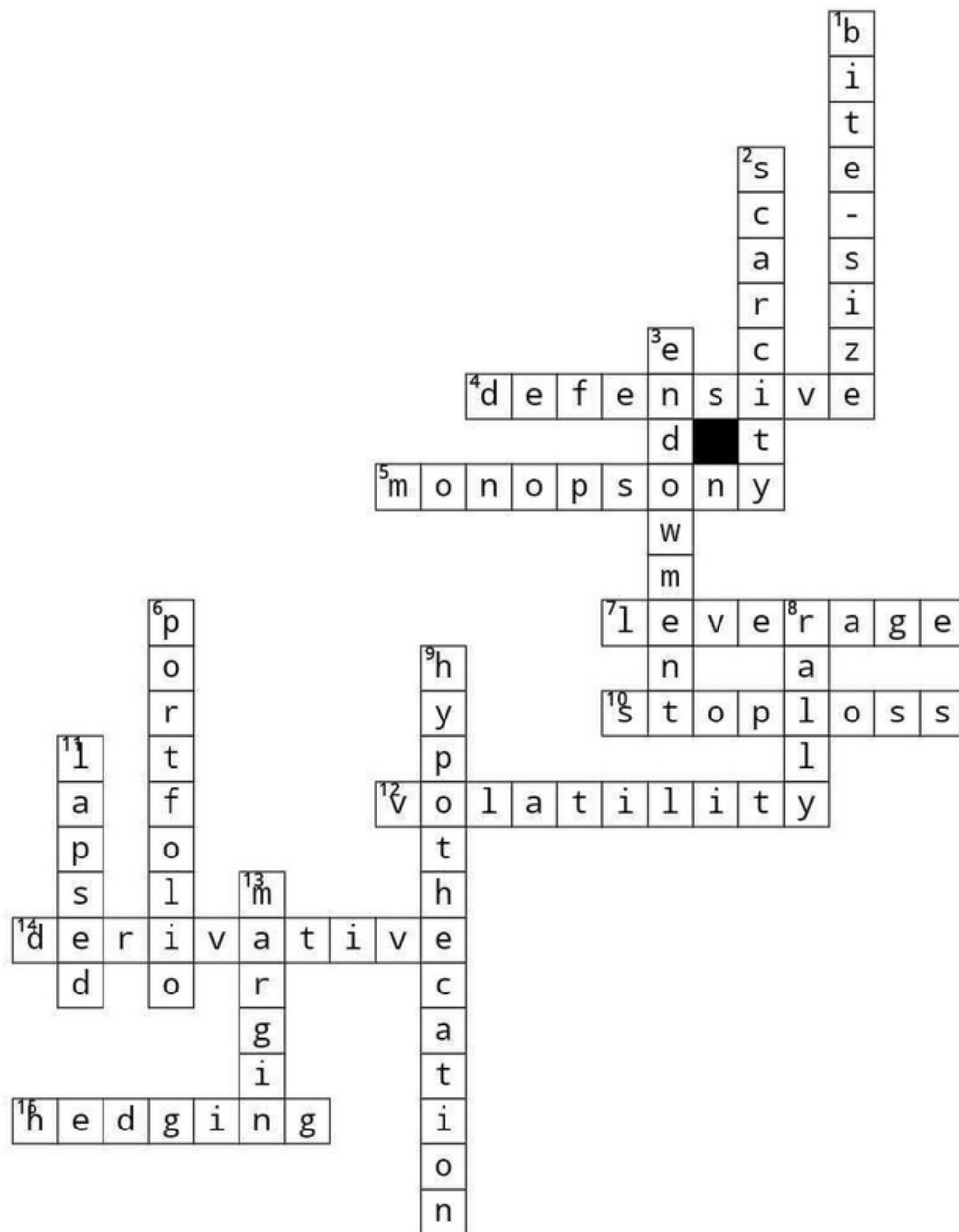
4. Stocks that provide consistent dividend and have stable earnings even during market downturn.
5. An economic market with several sellers but only one buyer.
7. Borrowed money used to magnify the percentage return on investment.
10. This is a type of order to buy or sell a security in the stock market when it reaches a particular price point.
12. Measure of the fluctuation of a security's price over time.
14. Financial instruments whose value is based on the performance of underlying asset.
15. Risk management strategy which works as an insurance against possible losses due to negative one.

## DOWN

1. This insurance policy refers to sachet insurance plans that minimize financial liability of an individual for a limited time period.
2. What is the fundamental problem of economics.
3. This policy is both a life insurance policy as well as a saving policy.
6. This is a collection of investments owned by a person or institution.
8. When a stock sees a rapid increase in the price of stocks over a period of time rapidly.
9. This means to give a certain asset in exchange for a loan.
11. A policy which is terminated due to non-payment of premium due.
13. What is the amount of money borrowed from a broker to buy securities?

# MISCELLANEOUS

## CROSSWORD SOLUTION:







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*Thank you for reading!*

*Hope you enjoyed the content.  
Stay tuned for the next edition!*

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