



JULY 2020

# INVISION



Volume VI

**The CED Newsletter**

In Touch, In Tune

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# LETTER *from* the **EDITOR**



Last month the anti-trust committee of the US Congress witnessed a unique hearing where heads of the top four tech giants- Amazon, Apple, Facebook and Google answered questions relating to how they destroy or intimidate competition due to the sheer size of their operations and penetration into the customer base. These four along with Microsoft represent around 20% of the total wealth of S&P 500. The questions pertained to issues like how Facebook resorts to either buying or copying competition and Amazon copies products of sellers on its platform and sells under its own brand name. The press has largely reported that the four CEOs although media trained to answer such tough questions did not appear convincing.

It has always been said that competition is good not only for the economy but also for the consumers. And it's that room for competition which promotes and encourages an entrepreneur to dream of creating a space for himself. However there is an increasing perception that these companies are out to destroy competition in the tech universe. For instance, Facebook got Instagram and Whatsapp and now its stranglehold on the social media can hardly be challenged by someone. Regulators are now giving it a second thought on whether permitting such mergers or acquisitions which create these behemoths is the right decision. With the online space gaining significance in the present business era, its staggering control under the hands of these companies is sure raising eyebrows.

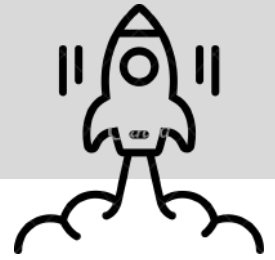
Although many people feel that this hearing could have been more effective if it was handled by tech experts rather than politicians who themselves are ignorant about how these tech giants really operate. Many of their questions were merely related to issues which were not of much concern to the average consumer or the competition.

The Big tech however opposed the notion about their market power and rather stressed on how they have benefited small businesses to create a niche for them and how micro size businesses wouldn't thrive without their support. This might be true to a certain extent but these big guns have not set out to be the messiah that we all know very well. The entrepreneur can break such shackles, albeit with breakthrough approach in designing as well as delivery of the idea. How can we forget, many of these giants were startups at one time!

Hope you like what has been packed for you this month!



# LAUNCHPAD



-Adhishree Belsare & Ishleen Kaur Viridi

## ESTABLISHING A WEB PRESENCE

Now that you are well equipped with how to start your business, making it legal, and fixing your accounts it's time to learn about establishing a web presence. It's quite a common phrase these days "establish a web presence". When and why did it gain such importance?

### **Why is Developing your brand on the web so important?**

In today's world of globalization, everything has changed in the way we trade and do business. The entire world has become a market for every buyer and seller out there. All you need is to make information about the goods or services you sell available to the world and wham! The entire globe is your potential customer. Having a web presence is a very important piece of the puzzle if you want to make the best of the opportunities granted by globalization.

In fact, according to Adaptive Marketing, 97% of consumers use the internet to find a business. This means that most people today turn to Google or other search engines to look for information about any company or firm they wish to get in business with. This is the customer's way of finding credible information about a business. The earlier method of spreading the word of mouth to increase the customer base has many flaws and is quickly getting outdated.



## What are the advantages of having a web presence?

- **It increases your credibility:** When a potential customer hears about your business he/she will try to find more information about you and your business. If you have a well-established presence on the web, say in the form of a website, a Wikipedia article, a LinkedIn profile then you are more likely to pique the interest of this customer. The customer is obliged to think that you mean serious business. And hence a proper web presence can improve your credibility.
- **Expands market:** A well-established web presence puts your business up of a stage for potential customers all over the world. Your customer base is no longer defined by geographic boundaries.
- **Gives you a platform to advertise your goods and services:** If you have a website or a social media page for your business, you can keep it updated with the information about all your products and services. You can even use this as a marketing platform for new launches and offers. You can also update your analytics to show your customers a proof of your performance in numbers.

- **Improves customer service:** A study has proved that customer is more likely to send a mail rather than call in case of any queries. Having a website or social media pages can help you stay in touch with your customers and their thoughts and opinions. This gives your customers a more comfortable way to connect to you. It is a great way of getting customer feedback as well.
- **Gives you an edge over your competition:** A well designed professional looking website can be an essential factor in wooing your customers. This can be a factor when it comes to staying ahead of the competition. In case of small scale businesses competing with the big leagues, having a professional web presence can help them catch up to their competitors.

## How to develop a web presence?

Now that you know the importance and advantages of establishing your web presence, let's discuss how to actually go about the task of creating a web presence for your business.

- **What platform to choose?** The platform for establishing your web presence will majorly depend on the kind of business you have. But one common for all businesses is to make a website. A business website is how the world is going to see your business. So make sure you put your best foot forward when it comes to the website. Other than the website you can go for making accounts on platforms like LinkedIn, Instagram, Twitter, and Facebook. Depending on the kind of business you have you can choose relevant platforms to engage in.
- **SEO:** "Keyword is key". Many of your customers type keywords in search engines such as Google, Yahoo, Bing, or MSN to find products and services or to simply find more information about a business. Optimizing your website for search engines meaning, making sure your site is populated with these keywords can improve your ranking and can drive more traffic to your website. You can then take advantage of this traffic to convert regular visitors to potential repeating customers.
- **List Your Business:** A lot of sites list businesses, for free. All you need to do is provide your contact and basic information. Take advantage of these! A good place to start is Google Business. Taking the time to find out more such sites that are more relevant to your type of business. You can check out this link for a list of all listings.
- **Being active and updated:** Once you've established your presence it simply doesn't stop there. You need to be as active as possible on these platforms. And when it comes to customer support try to give responses as quickly as possible, late replies tend to make a customer lose interest in you. When it comes to your websites, make sure they are up-to-date on all information regarding the business. Make use of analytics tools to show your stats on your websites. This can act as a validation of your past work.

Lastly, making and maintaining a web presence for your business is not a piece of cake, but it's no rocket science either. With a bit of determination and time, you can get your business nicely set-up on the web. But be sure to maintain it to keep it fresh.

Well, if you've been keeping up with the Launchpad series, you now know how to Think of a business idea, get started on making it a reality by getting all your licenses and permits, accounting for your business and now making a well-established web presence for your business. With this, we end our Launchpad series. Keep reading for more such series!

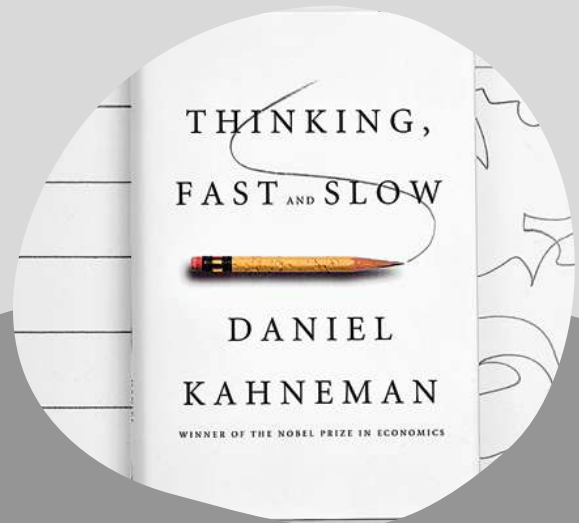


# THE BOOK CLUB



-Amulya Sharma

## Thinking, Fast and Slow



In 2002, **Daniel Kahneman**, the writer of “Thinking, Fast and Slow” gained the Nobel Prize in economic technology. Human irrationality has been a major subject of his.

**There are 3 main stages of his profession:**

- Within the first, he and Tversky did a sequence of resourceful experiments that found out twenty or so “cognitive biases” — unconscious errors of reasoning that distort our judgment of the sector.
- Inside the second section, Kahneman and Tversky showed that human beings making, choices below uncertain conditions do no longer behave inside the manner that monetary models have traditionally assumed; they do no longer “maximize software.” the two then advanced an opportunity account of selection making, one extra devoted to human psychology, which they called “prospect concept.” (It changed into for this fulfillment that Kahneman turned into awarded the Nobel.)
- Within the 0.33 segment of his profession, mainly after the dying of Tversky, Kahneman has delved into “hedonic psychology”: the technological know-how of happiness, its nature, and its causes.

Maybe you're wondering "why do i have to do through the life history of the author? Wasn't this supposed to be a book review?"

welll to answer your doubts -

The book spans all three of those stages. All that information was just to smooth you into the book. It's miles an astonishingly wealthy book: lucid, profound, complete of highbrow surprises, and self-help price. It's far always interesting and often touching, particularly when Kahneman is recounting his collaboration with Tversky

The book is defined as an outstandingly clean and particular observation of the 'dual-system' model of the brain and our embedded self-delusions. A person "is a dark and veiled factor; and while the hare has seven skins, the human being can shed seven instances seventy skins and still no longer be able to say: this is really you, this is not the outer shell." So said Nietzsche, and Freud agreed: we are unaware of ourselves. The concept surged inside the twentieth century and became a common, a "whole climate of opinion", in Auden's phrase. It's still a common, but it is converting shape. It used to be the notion that the things we failed to know about ourselves had been darkish – emotionally fetid, sexually charged. This was presupposed to be why we have been ignorant of them: we couldn't face them, so we repressed them. The deep clarification of our astonishing ability to be unaware of our authentic motives, and of what changed into simply right for us, lay in our hidden hold-ups. In recent times, the majority of the explanation is accomplished through something else: the "dual-manner" version of the brain. We now know that we apprehend the world in substantially adversarial approaches, using two fundamentally exceptional modes of notion: "system 1" and "system 2".

System 1 is rapid; it is intuitive, associative, metaphorical, computerized, impressionistic, and it can't be switched off. Its operations contain no sense of intentional control, however, it is the "secret author of some of the choices and judgments you are making" and it's the hero of Daniel Kahneman's alarming, intellectually aerobic ebook thinking, rapid and gradual.

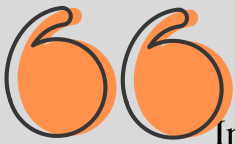


System 2 is slow, deliberate, effortful. Its operations require interest. System 2 takes over, as a substitute unwillingly, whilst things get tough. It's "the conscious being you call 'T'", and one in every of Kahneman's foremost points is that

is a mistake. You are wrong to pick out with system 2, for you also are and similarly and profoundly system 1. Kahneman compares system 2 to an assisting man or woman who believes herself to be the lead actor and frequently has little concept of what is occurring.

System 2 is slothful, and tires effortlessly (a process is known as "ego depletion") – so it generally accepts what system 1 tells it. It's frequently right to do so because system 1 is for the most part quite appropriate at what it does; it is fairly touchy to diffused environmental cues, signs of threat, and so on. It saved our remote ancestors alive. “Système 1 a ses raisons que Système 2 ne connaît factor”, as Pascal would possibly have stated. It does, however, pay a high price for velocity. It loves to simplify, to expect WYSIATI ("what you see is all there is"), even because it gossips and embroiders and confabulates. It is hopelessly bad at the form of statistical questioning regularly required for correct choices, it jumps wildly to conclusions and it is the situation to a remarkable suite of irrational biases and interference outcomes (the halo effect, the "Florida impact", framing outcomes, anchoring outcomes, the affirmation bias, outcome bias, hindsight bias, availability bias, the focusing phantasm, and so forth).

The general point about the size of our self-lack of information extends beyond the information of systems 1 and a couple of. We're astonishingly liable to be influenced – supported – with the aid of functions of our environment in methods we do not suspect. One well-known (pre-mobile telephone) test focused on a big apple city cellphone sales space. On every occasion someone got here out of the booth after having made a name, an accident was staged – a person dropped all her papers at the pavement. On occasion, a dime has been positioned within the cellphone booth, on occasion not (a dime became then sufficient to make a call). If there has been no dime within the telephone sales space, only 4% of the exiting callers helped to pick up the papers. If there has been a dime, no fewer than 88% helped.



In an experiment designed to check the "anchoring impact", noticeably skilled judges were given a description of a shoplifting offense. They had been then "anchored" to one-of-a-kind numbers with the aid of being requested to roll a couple of dice that had been secretly loaded to supply handiest totals – three or nine. In the end, they had been requested whether the prison sentence for the shoplifting offense should be more or fewer, in months, than the overall showing at the dice.

Commonly the judges might have made extraordinarily similar judgments, but those who had just rolled 9 proposed a median of eight months while individuals who had rolled 3 proposed a median of only 5 months. All have been blind to the anchoring impact.

The book has its roots in their joint work and is devoted to Tversky, who died in 1996. It's miles a wonderful book, prominent through splendor and clarity of detail, the precision of presentation, and gentleness of manner.

Its truths are open to all those whose gadget 2 is not absolutely defunct; I've barely touched on its richness. A few chapters are more taxing than others, however, all are gratefully brief, and none require any unique studying.

# FOODPRENEURSHIP

-Ishleen Kaur Virdi

## FOOD IRRADIATION - The Myths vs. Reality

If you are even remotely related to the food industry then you must be aware of the emphasis that is put on food safety and its preservation. Food safety is a very important parameter that encompasses each and every sector of the food industry starting from its production right until its consumption. Many traditional methods exist in achieving food safety, but like almost all old things they have some drawbacks. A major one of these drawbacks is their effect on the nutrient composition of the food product. Treatments involving heat, which are very common can have unwanted effects on the flavor, odor, color, texture, and nutritional value.

Another concerning factor is food wastage. Around 1/3rd of the world food production goes to waste when around 795 million people in the world do not have enough food to lead a healthy active life. It is the need of the hour to focus on the reduction of food wastages and this can be achieved by stressing on food preservation and its proper distribution. Hence, researchers are developing new "non-traditional" methods for food safety and preservation. Food Irradiation is one such emerging concept.



Food irradiation is not really a new concept. It has been around since 1963 when it was first approved by the FDA but its application to the industry has been very limited and slow-paced. To precisely define Food Irradiation, one would describe it as: The application of ionizing radiation to food. It is a technology that improves the safety and extends the shelf life of foods by reducing or eliminating microorganisms and insects. The use of Radioactive energy is widely used in sterilizing medical equipment.

## How is it done?

There are three approved methods of irradiating food for reducing its microbial or pathological load which are by use of :

- Gamma Rays,
- X-Rays,
- E-beams(electronic beams).

A common misconception about food irradiation is that it leaves a radioactive residue on the treated product. But it is a proven fact that is not the case. The food to be irradiated is exposed to either of the above-mentioned methods under a specified amount of time and dosage which is set by Food Safety authorities like the FDA.

## Why is it better?

A common problem with traditional methods of food preservation is that their treatments like extreme heating or cooling may lead to unwanted changes in the color, flavor, texture, and nutritive composition of the foods. The method of irradiation gives a higher quality product in the sense that it does not adversely affect the nutritional composition of the food product and also gives a comparatively safer work environment. For example, in the case of spices, traditionally they are fumigated to get rid of insects/pests or other microorganisms. These fumes can have harmful effects on the health of the workers in the long run. With the use of irradiation, this risk is reduced and better quality and safer products can be achieved.

## Misconceptions around the topic

There are a number of misconceptions and common doubts or fears in the minds of consumers when considering irradiated foods. The reason behind this may be consumer misconceptions about the term "irradiation" and it's easy to make, but not accurate, relation to the term "Radiation". The misconception stems from the inability of consumers to differentiate between "irradiation" and the contaminant that results from "radioactivity" like in case of the hazards in Chernobyl and Fukushima. Irradiation is generally linked to the destructive power of the atom, but it is crucial to generate awareness among consumers that irradiation does not change the radioactivity of food, nor does irradiation leave any residues.

To simply ensure whether a food is safe to consume or not a consumer must look for a "radura" sign on the label of the product. The presence of this sign validates that the product is free from any harmful bacteria or pathological organisms and also that the product has received an irradiation treatment within the specified dosage levels that have been set by the FDA.

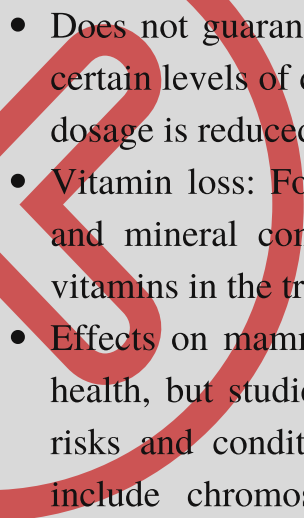


## What are the Advantages of Food Irradiation?

- It improves food safety: The use of irradiation reduces the risk of foodborne illnesses by completely removing or inhibiting harmful microorganisms like Salmonella.
- It Improves shelf life: Foods processed by ionizing aim for greater convenience, simplicity in preparation, and reduction of labor in the kitchen. Fruits and vegetables have a shelf life extension measured in days or weeks whereas it is around 3 to 5 years and possibly even longer in the case of meat, poultry, finfish, and shellfish.
- It improves availability: The advantage of this process is that we can put fresh-like food on the plate of a consumer on land, under the waters, in the air, and in outer space. NASA is making use of irradiation to keep the food for its astronauts. Their meals are kept in ready-to-eat form or as warm-and-serve or cook-and-serve items which is done by use of irradiation technology. This technology also helps to reduce the lead times in processing.
- Reduces processing hurdles: Another advantage of the process is its flexibility; that is, the process can be used to preserve a wide variety of foods in a range of sizes and shapes ranging from crates of potatoes to prepackaged flour in 50- or 100-pound sacks, to large roasts (beef, lamb, pork), turkeys, and hams, to sandwiches of sliced meat, fish, and chicken. The variety and dimensions of products that can be preserved by ionizing radiation fit in very well with present and anticipated future processing methods of the food industry.
- No Chemical Residue: The WHO and the US Department of Agriculture believe that technology is safe to use on food and does not produce any toxic substances.

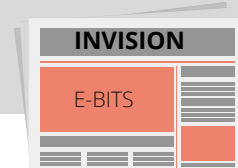
- **Minor Nutrient Loss:** While many claim that irradiation can affect the nutritional value of food, studies show that it helps preserve nutrients better than the common food preservative techniques such as boiling and freezing.
- **Properly Labelled:** Foods that have been irradiated come with a label, a Radura label that allows consumers to choose between buying or avoiding irradiated items.

## What are the Disadvantages of Food Irradiation?

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- **Does not guarantee complete food safety:** It is essential that food is treated to certain levels of dosage to bring it to a safe level for consumption. If the level of dosage is reduced, then the food will not be free of all pathological organisms.
  - **Vitamin loss:** Food irradiation has no effect on the fat, protein, carbohydrate, and mineral composition of the food, but it results or decreased levels of vitamins in the treated products.
  - **Effects on mammals and Aves:** Irradiation may not show its signs on human health, but studies have shown that irradiated food can pose numerous health risks and conditions to mammals and Aves in some rare cases. These can include chromosomal abnormalities, cancers of various kinds, and even premature death.
  - **Expensive:** While constructing and maintaining an irradiation facility is expensive in itself, but what is harder is to ensure that the surrounding environment is free from any kind of contamination and this can get costly as well.

It would not be wrong to say that Food Irradiation is a new aid in increasing the efficiency of food technology and its production. The world is moving in a direction of growth and development and to ensure that it is a holistic process it is essential for everyone to start accepting new technologies and their presence in our day-to-day life. Science is working hard towards creating a better and healthier future, and support from the consumers and the general public is essential to boost such developments. Food irradiation is one such scientific development that we believe needs more support from the consumers for it to be used to its full potential.

# E-BITS



-Vishaal

Have a look at what's been hapenning in the business world during the month of July with our E-Bits series.

## Chinese app ban opens the field for Vokal, Trell and other local tech ventures



Homegrown entrepreneurs and venture capitalists have given a thumbs-up to the government's decision to ban 59 Chinese apps, saying it presents a significant opportunity for local companies, particularly those operating in the e-commerce, social media and gaming sectors. Over the last two years, Chinese companies such as social media app

TikTok, short video platform Likee, and fashion and apparel-focused e-commerce companies, like Club Factory and SheIn, had made deep inroads into India's fast-growing digital content-guzzling populace, often outpacing local counterparts in the process.

## Some Chinese VCs looking for a quick exit

Chinese investors who have written small cheques in early-to mid-stage Indian tech companies are exploring a quick exit and have started talks with portfolio founders, co-investors and bankers amid the growing anti-China sentiment, people in the know said. The venture capital and individual investors exploring exits currently own about 4-5% in Indian companies, with some holding less

than 2%. Their presence in the capitalization table of Indian companies will only hurt business optics including future rounds, and not result in any significant long-term benefit during exit even years later



## Club Factory sellers, users worry about dues, refunds



Indian sellers and consumers are concerned over their payments and refunds owing to the ban of 59 Chinese apps, including e-commerce platform Club Factory. The Chinese e-commerce platform is popular for cheaper goods across the fashion, lifestyle and electronic segments coming from China. While the company has been facing government scrutiny over its various trade practices, it has

been able to hold on to a set of consumers looking for cheaper goods and was also trying to increase the base of Indian sellers here. Merchants TOI spoke to complained of delayed payments, which started earlier in the month. And now, the ban on the app is leading to uncertainties.

## Desi clones Roposo, Chingari, Mitron rush to fill space vacated by TikTok

The race to replace China's TikTok, and grab its users and creators, is heating up. A new set of Indian startups in the social and short-video sharing space - like Chingari, Roposo, Public, and Mitron - has emerged in the list of top 20 downloaded apps on Google's Play Store in the last few days. Among the 59 apps banned by the government, TikTok was the largest in terms of users, which stood at about 200 million registered and 120 million monthly active users (MAUs). While Roposo, owned by India's first unicorn InMobi, has been racking up downloads, new startups like Mitron, Chingari, and Trell are also gaining. Almost all of these platforms found themselves adding extra server capacity to host the rising volume of users.



## Chainsmokers band plans to invest \$50 million in startups



Grammy Award-winning artists the Chainsmokers are expecting to invest \$50 million in startups, with a newly formed firm, Mantis. Musicians Alex Pall and Drew Taggart, who were already investing in startups with their own personal capital, are raising a venture fund.

## 17-year old Akshat Mittal launches Bharat Shramik to get unemployed migrants back to work

The Covid-19 lockdown led to millions of migrants moving out of the big cities to their villages and the resultant loss of livelihood. With increasing unemployment rates and financial distress, Akshat Mittal, has launched a service to get these migrant labourers back to work. The country is now in the midst of Unlock 2.0 and a number of builders, factory owners, households and businesses wanted to resume their operations, but are unable to do so because of the workforce migrating out of the cities. This created a 2-way demand, supply gap.



## Forbidden Foods raises seed funding; to compete with PepsiCo, ITC



Packaged foods startup Forbidden Foods has raised seed funding of one million dollars from marquee angel investors and rolled out its first product line to compete directly with PepsiCo, Parle, ITC in the organized snacks space. The seed funding round was led by a curated crowdfunding platform and early-stage venture fund Globevestor, and Secocha Ventures, a statement by

Forbidden Foods said. Other investors in the round include First Cheque VC, HyperTrack founder and chief executive Kashyap Deorah, and Quess Corp chief executive Vijay Sivaram, among others.

## NBFCs seek emergency credit line for individuals

Non-bank lenders have sought inclusion of loans to individuals under the government-sponsored COVID emergency credit scheme as more than two-third loans of tiny and small enterprises are availed under the name of individuals and not under the corporate structures. In the absence of not bringing individuals under the guarantee, the program could not benefit the intended segment and might be cornered by those bigger ones with better financial strength.



## Mobility firms Ola, Zoomcar may downsize fleet as rides thin out



Shared mobility companies like Ola and Zoomcar may downsize their fleets, as demand stagnates amid rising cases of Covid-19 infections across the country. These companies have approached leading pre-owned car dealers, such as Mahindra First Choice (MFC) and Maruti True Value, to find prospective buyers for their vehicles, multiple people in the know. The plan is start unloading a large number of vehicles starting from the end of this month, they added. Ola Fleet Technologies has around 30,000 cars which it leases out to drivers on its platform. Zoomcar owns more than 10,000 cars that customers rent on a self-drive basis. A large portion of their fleets has been unused since the beginning of the lockdown

## Contactless retail tech player Gobbly raises \$500,000 seed funding from Sauce.

Gurugram based retail technology venture Gobbly has raised a seed equity funding of \$500,000 from Sauce.vc, an early-stage consumer VC fund. The startup plans to use the funds to develop its technology and marketing initiatives, said a press statement issued by the company. Gobbly is in the business of providing convenient and contactless forms of automated retail for categories including farm produce, curated fresh F&B products



including meals, snacks, salads, desserts, and select packaged third party brand packaged goods. Its first product includes mobile-operated unmanned fridges that allow for hand selection of products with customers being charged electronically from a mobile wallet on closing the fridge door to complete a transaction

## Ola partners PhonePe to expand payment options for riders



Ride-hailing platform Ola said it has entered into a strategic partnership with Flipkart-owned PhonePe to allow users to pay for rides using PhonePe within the Ola app. The feature is currently rolled out on Android and will soon be available on iOS, it added. The partnership will allow customers to use all of PhonePe's payment instruments, including the PhonePe wallet, to make payments, in addition to UPI, it said.

## Low-cost X-ray to detect virus among six products Bengaluru startups announced for COVID control

Six startups, incubated at the Bangalore Bio-innovation Center (BBC), have come up with products, all aimed at fighting the Covid-19 pandemic. India was importing some of these products, so far.” the firm said. According to Cyble the database includes usernames, emails addresses, passwords, date joined, last login date, first and last names. It was a matter of pride for the State as they were all developed by local scientists, innovators,

and research professionals with the government’s support, Ashwath Narayan said. All the six products have been approved by the Indian Council for Medical Research (ICMR) for immediate use and will also be commercially available. The government will support and promote these products the deputy chief minister, who also holds the IT/BT portfolio, said.



## Unacademy buys PrepLadder for \$50m in cash & stock deal



Education technology startup Unacademy has acquired Chandigarh-based PrepLadder for \$50 million in a cash and stock deal. This marks Unacademy’s fourth acquisition in less than two years, after it bought government exams preparation platform Wifistudy, competitive programming website CodeChef, and GATE coaching site Kreatryx. The entire 250-member team of the

postgraduate medical entrance exam preparation platform will join the Unacademy Group, including founders Deepanshu Goyal, Vitul Goyal, and Sahil Goyal.

## **Yatra.com partners with Zaggle to offer integrated expense management solutions**

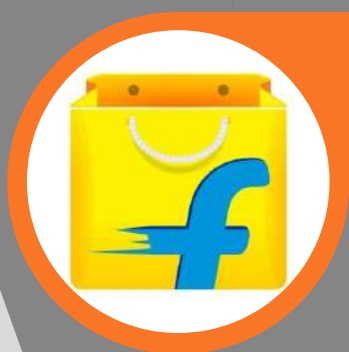
Yatra Online Private Limited and fintech startup Zaggle have announced a partnership to deliver streamlined, integrated expense automation solutions for corporates and SMEs. Zaggle's technology helps compiling corporate spending using proprietary tech platforms resulting in business efficiencies. The partnership will enable Yatra to deliver an efficient expense management

system and corporate card program along with the already existing online travel solution. The fintech solutions will enable Yatra to digitize business spends.



## **Flipkart to invest Rs 260 crore in Arvind Fashions' arm**

Walmart-owned Flipkart has picked up about a 27% stake in Arvind Fashions Ltd's subsidiary Arvind Youth Brands for Rs 260 crore, according to sources and a regulatory filing by the denim maker, as the homegrown e-commerce company looks to strengthen its mid-market fashion portfolio. The newly formed subsidiary will own its Flying Machine brand, which has been retailing on Flipkart Group platforms, including the fashion portal Myntra, for over six years.



## **IIT Madras-incubated startup develops a portable hospital unit to treat virus patients**

Indian Institute of Technology Madras (IIT-M)-incubated start-up, Modulus Housing has developed a portable hospital unit that can be installed anywhere within two hours by four people. Called 'MediCAB,' it is a decentralized approach to detect, screen, identify, isolate, and treat Covid-19 patients in their local communities through these portable microstructures. 'MediCAB' has

been launched recently in the Wayanad district of Kerala where the units are being deployed to treat Covid-19 patients. The startup is developing micro-hospitals that can be deployed rapidly across the nation. The Medicab is foldable and is composed of four zones – a doctor's room, an isolation room, a medical room/ward, and a twin-bed ICU, maintained at negative pressure.



## Sellers on Amazon India to disclose 'country of origin' of products by August 10



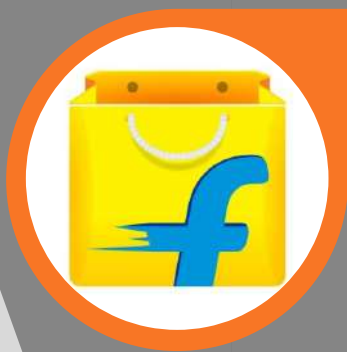
Sellers on Amazon India will have to disclose the 'country of origin' of new and existing product listings by August 10, the eCommerce marketplace has said in an email to sellers. The e-tailer has also warned sellers that their listings could be suspended if they fail to comply. The decision pre-empts any government move to set a deadline for sellers as well as eCommerce marketplaces to comply with the country of origin rule. The government is negotiating with eCommerce companies to ensure that all products listed on their apps and websites carry the country of origin tag, as part of India's strategy to curb foreign imports, specifically from China.

## Inflows into Jio Platforms limit H1 PE/VC dip to 10% at \$18.3 billion

A flurry of deals involving Mukesh Ambani's Jio Platforms has helped arrest the fall in private equity investments into India at only 10 percent in the first half of 2020 at \$18.3 billion. The \$9.6 billion invested into Jio accounted for more than half of the overall investments by private equity and venture capital (PE/VC) funds, and if not for those, the overall activity would be much lower.



## Flipkart to invest Rs 260 crore in Arvind Fashions' arm



Walmart-owned Flipkart has picked up about a 27% stake in Arvind Fashions Ltd's subsidiary Arvind Youth Brands for Rs 260 crore, according to sources and a regulatory filing by the denim maker, as the homegrown e-commerce company looks to strengthen its mid-market fashion portfolio. The newly formed subsidiary will own its Flying Machine brand, which has been retailing on Flipkart Group platforms, including the fashion portal Myntra, for over six years.

## Flipkart to acquire Walmart India's wholesale business



Flipkart said its wholesale unit will acquire parent Walmart's loss-ridden cash-and-carry business in India, Best Price, marking a consolidation of the American major's entire retail portfolio in the country. The deal clears the decks for Flipkart to expand its business-to-business vertical and take the fight to rivals Amazon and Reliance JioMart in the race to woo the legions of small retailers across the country. Bengaluru-headquartered Flipkart-- which was acquired by Walmart for \$ 16 billion in 2018-- will launch its wholesale unit next month with categories like fashion and grocery. This will pit the e-commerce giant against a slew of rivals from JioMart and Amazon B2B to business commerce enabler Udaan and German retail giant Metro Cash & Carry.

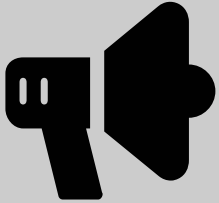
## Cheaper, faster and easier insolvency resolution process on cards for MSMEs: IBBI



A cheaper, faster and easier insolvency resolution process is on the cards for micro, small and medium enterprises (MSMEs), said Insolvency and Bankruptcy Board of India Inflows. The board envisaged a shorter time limit than the current 180 days for an MSME insolvency resolution process, along with cost-effective and easier procedures where the debtor continues to manage the business while negotiating with creditors. Further, it would provide a 'debtor in possession' model for MSMEs that would enable them to negotiate the resolution with creditors and incentivize them to continue running the business after insolvency resolution.

# ENTREPRENEURSHIP TIPS

-Abdullah Shamsi



## GUERRILLA MARKETING

### The Best Guerilla Marketing Examples From Around the Globe

Guerilla marketing is a form of marketing which instead of utilizing more money, makes use of imagination. The Wikipedia definition is as follows: “It is understood by guerilla marketing the set of strategies and techniques, executed by unconventional means, and that achieve their goal through ingenuity and creativity, instead of a high investment in advertising space.” The marketing strategy uses various elements of everyday life for its implementation like parking lots, bins, streetlights. This strategy is now being adopted by companies worldwide. We collected some of the best of these advertisements and have displayed them below:

#### McDonald's Zebra Crossing

It is not uncommon to see guerilla marketing displayed on zebra crossings. The marketing team at McDonald's very cleverly converted the normal black and white stripes of zebra crossing into their much-loved french fries coming out of the iconic package. Thousands of people come across these crossings each day. The reach becomes exponential. Apart from catching eyeballs, the brand succeeds in gaining praise for this innovative ad.





## IWC Handholds

The handholds of a bus is the last place you would go to for advertising your product. Well, you would not go there if you are someone who thinks inside the box. IWC, the watch company got these handholds designed in such a way that they resembled their company watches. Standing passengers who have nothing else to do can try these watches and see which ones fit them. An unusual place and time to try out a product but it works in the company's favor. They are getting tryouts without customers going to their shops. Interested customers will automatically try to learn more about these watches.



## Coca-Cola Bus Stand

There is hardly a person in this world who hasn't seen a bus stop with some advertisements. It would be an understatement to say that it is pretty common. They are a great place to showcase your product. These spots are hardly empty, people are coming and going. However, Coca-cola went a step further from the traditional display banner. They installed a refrigerator at various bus stops. This showed that they were giving a break to the commuters from the heat of the city. This goes a long way in promoting the brand image of spreading happiness.



## Kitkat Bench

As you can see in the above photo, Kitkat has designed this urban bench in such a manner that it resembles the renowned chocolate. Moreover, the chocolate protruding from the brand packaging also creates a buzz around the bench for the chocolate. This strategy is successful since this bench captures the consumer during their everyday hustle and the person observing the bench can not stop themselves from taking note of the bench.



## Amnesty International Drain

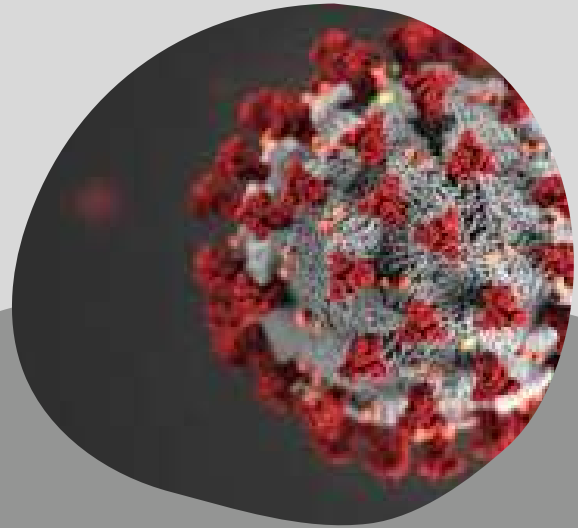
Even human rights organizations are now making the move towards guerrilla marketing. In the above photo, we can see an ordinary drain with presumably two hands clutching the bars from inside. This implies the locking up of innocent people illegally in faraway places; something which Amnesty International stands against. A depiction of the same is shown that a man or a woman is clutching the bars of a jail who is presumed innocent.

All these examples are for different causes and advertise a different product. Yet all of them have one thing in common. Creativity. Creativity is the most essential aspect when you are trying to run a guerrilla marketing campaign. Artistic expression lies in the root of these campaigns and it stimulates the imagination like no other advertisement.

# THE COVID CRISIS

-Himani Singh

## COVID-19 vs STARTUPS



Indian entrepreneurs are known for, “never-say-die” spirit and technological and managerial innovations. Even in these hard times when approx 70% of the startups are out of money. Still, there are few who have taken this challenge and came up with possible solutions. As entrepreneurship is all about taking risks and being nimble-footed to change course. Here is an article that highlights the before and after situation of the startups and how few start-ups have stabilized the situation by coming up with new innovative products and services.

## BEFORE LOCKDOWN

India was ranked the third-largest ecosystem for successful start-ups. In 2019, Indian start-ups were able to raise over \$11 billion. This was 55% higher than in 2018. According to the US-India Strategic and Partnership Forum, Indian startups could attract investment above \$21 billion, creating a large pool of direct and indirect jobs. Then came the Covid-19 pandemic, which led to global lockdown, closed borders across states and countries, and stuck funds.

## AFTER LOCKDOWN

“Everyone has a plan, till they get punched in the mouth.” And most of the startups have received their punch by Covid-19. E-commerce and online service platforms have played a very essential role in enabling the new norm of social distancing and providing necessary services in various fields such as retail, health, education, finance, agriculture, and marketing. Work from home is becoming the new normal, and similarly in the case of delivery of goods and services.

In such times, when the market trends are changing on daily bases, some start-ups have reduced their staff or trying to keep them on hold with reduced salaries, while others are working hard, trying to reinvent themselves with existing staff and innovated there products and services according to the needs of their clients.

For instance, **Zomato** saw a decline since people were concerned about food safety. To make the customers feel safe while buying food from their app they have put in a number of measures to comfort clients about the safety of its food, and converted these crisis situations into an opportunity.



They expanded their business by focusing “heavily on a small number of large market opportunities in the food value chain.” Zomato has now launched grocery and essential delivery service, with the

name, Zomato Market, across India. They are now about to launch the same in the UAE and Lebanon. Additionally, Zomato is also planning to enter into the home delivery services of alcohol.

While Covid-19 has badly affected most sectors of the Indian economy, it has put a full stop on the travel and tourism industry for the present. With most airlines and hotels shut, even the biggest home rental company

**Airbnb** has been busy redesigning its products to catch up with the situation. These redesigned products will include innovative services like lodging for medical professionals needing to

quarantine themselves from their families, and similarly, others needing quarantine.



As COVID-19 has brought a huge change in everyone's lifestyles, people have time to focus on their health and hobbies. Taking advantage of this Curefit, a health and



fitness start-up, has launched online classes as an alternative for physical fitness centers and gyms. The start-up has now launched paid subscription packages for its live virtual classes in groups as well as personal training.

E-pharmacy sector of startups has become the backbone to fight against the pandemic. Online pharmacies in India like **Medlife** and **PharmEasy** have started providing contact-less home delivery of medicines in bulk, different types of

medicines on one platform. Owing to these benefits more and more people are buying medicines and essential supplements from these platforms. Ordering medicines through online means has



proven to be convenient and safe for people during the COVID-19 pandemic and strict rules of lockdown.



**E-learning** segment of startups in India has seen a positive impact during the COVID-19. Companies such as **BYJU**, **Whitehat Jr**, **Unacademy**, **Toppr**, **Vedantu** have seen an increase in usage since the first phase of lockdown in March 2020. These startups are bridging the gap and taking education to the next level across India.



The worst-hit sectors are early and mid-stage businesses, especially in the business to consumer space (B2C). Around 60% of all B2C startups are facing closure. Around 33% of the funding is on pause. Whereas India's biggest e-grocers Big Basket and Grofers, have seen a nearly double increase in the orders.



As Robert H. Schuller said “Tough times never last, but tough people do.” To survive these unpleasant times and to make sure that businesses and the countries economy thrive and step back to the previous pace, the Government of India has been developing strategies and various actions. As entrepreneurship is all about taking up challenges. These crises have brought a chance for entrepreneurs to showcase their creativity by innovating there products and services according to new needs that have emerged and form a digital footprint in the market.



# THE IMPLICATIONS OF BOYCOTTING CHINA



-Ayush Ghosh

The people of India are showing animosity against Chinese products after the terrific clash on June 15 between India and Chinese troops at Galwan Valley. Can Indians help the Modi government in defeating China by boycotting their product? Indians' wallet power can defeat Chinese bullet power. Before going into the details of it I just want to ask you all a simple question - if Indians boycott all the Chinese products how bad will the Chinese economy be affected? Indian shares in Chinese export is only 3% of the total export. Even if we completely boycott Chinese products, it won't affect them much. This shows China's economy is not dependent on India whereas, on the other hand, the Indian economy is hugely dependent on China. China is the third-largest export destination for India. India exports goods worth \$16billion to China. If China retaliates and boycotts us then 67% of the drug import and 60% electronic import will affect our businesses heavily. In 2018, the USA increased the custom duties and taxes on Chinese imports. China also retaliated by increasing the tariff on USA import. In this US-China trade war, both countries incurred a huge loss. If a similar thing occurs in India then this can result in huge losses for the country due to the trade deficit of 53.6 billion dollars.

While India was busy giving loans to people like Nirav Modi, China was funding promising Indian startups with an estimate of over 4 billion dollars. Almost 2/3 of the Indian startups are funded by China. Why is China funding the Indian startup when we have schemes like Make in India, startup India? Although these companies are giving the job to Indians people profit of all these companies are going into the Chinese economy and you will be surprised to know that if the investment in a Startup is more than 50% then the decision making also goes in the hands of Chinese people which can be used in the adverse situation by the Chinese government in various ways.

Anil Razdan, former power secretary, explains,



We have to take a call on the urgency of investments as we cannot keep China out because of WTO and other global commitments. This is true of projects with global funding too unless we declare China as a hostile nation.



Indian corporate giants have ventured into China to sell their goods and services to India and the rest of the world. These include prominent pharma firms such as Dr. Reddy's Laboratories, Aurobindo Pharma, and Matrix Pharma, and leading IT majors like NIIT, Infosys, TCS, APTECH, Wipro, and Mahindra Satyam. Given such a broad range of cross-border investment inflows, a delicate balance has to be maintained with China. If each country refuses to protect the other's investments, it can lead to other problems.

It's high time that we start thinking about becoming solution-oriented and how in the long-run can we compete with China globally. Incoming of 5G technology by JIO is the epitome of doing so. Although this blueprint is going to take time, it's an effective and pragmatic way to go around with this issue.



## Some additional ways of giving china a good dose of their own medicine

- It has been over a month since the Galwan Valley incident in which the 20 Indian soldiers were martyred. Tibet is very crucial for India not just because of the historical and religious reasons, but diplomatically too. First Prime Minister Jawaharlal Nehru never thought that China would be able to brutally suppress the Tibetan rebellion and would take over the entire country. The Icing on the cake was when Atal Bihari Vajpayee legally recognized Tibet as Chinese territory. Diplomatically it was a complete failure of Indian governance.
- Identifying Tibet as a Chinese territory opened the way for China to claim Arunachal Pradesh as a part of "South Tibet". We all need to stop being spectators and become the foreground in this Tibet issue. Tibet was promised autonomy, but it proved to be a hoax. If we raise the Tibet issue then we can cause a serious loss to China diplomatically if not physically or economically.
- The second way to fight back with China is to help minorities. We are talking about the Uighur Muslims who were considered the most persecuted minorities in the world. Detention camps are built for this community in Xinjiang. China detention camp, "re-education camp" where this community which is considered terrorists is taught Nationalist values and ideology. China has managed its Global relation solely based on its economy. There is a significant importance to Uighur China's growing economy. All the Islamic countries around the world have stayed silent over this Uighur Muslim issue because of their trade relations. Some reports have shown that more than 80000 Uighur Muslims are forced to work in the factories for 82 Global brands. if today India starts raising its voice for the Uighur Muslim in the US along with America then China may face a serious issue against human rights because of the import and export of goods made with forced labor which is internationally illegal.
- To beat China we will have to empower our economy. For this, we can lay more emphasis on Pharmaceutical, textile industry, engineering, and chemical industry, we must strongly compete globally in all these sectors with China. The IT sector covers nearly 45 % of our total service export. It can prove to be extremely important for our economic growth if it is provided with the attention it needs. We should start investing more in our start-ups than China does. If we manufacture better products and better services then we can compete with China globally.

You must have heard about the protest in Hong Kong and the reaction of the Chinese government towards this protest recently. Not just today, China has always crushed people's voices in the name of national security. Just think about it, which country would like to set up their business in a country where basic human rights are not there. Detaining and house arresting the opposition leader, activist, threatening their family is more common in China than fake news. No Country has come out openly to stand against these atrocities in China. India can come forward and give a voice to the protests in Hong Kong. This will hurt China politically and will damage its image worldwide that China is trying very hard to revamp.



# RISE N FALL

-Himani Singh



**Tazzo** is a Bengaluru based on-demand delivery platform for the rental of self-drive motorbikes. It started in 2015, with an easy, quick, convenient and affordable option commuting option. The start-up provides services like location-based motorbike delivery and pick-up service and allows users to track the availability of two-wheelers at the nearest station, while also allowing them to request for free delivery and pickups, through its app. The mobile application was integrated with GPS technology for real-time tracking of their bikes. Due to Tazzo, the new kid in the startup world Bengaluru saw a fleet of bikes running on its roads. The owners Priyam Saraswat, Shivangi Shrivastava, Priyank Suthar, and Vikrant Gosain were ready with a full proof plan to run the service. Tazzo bikes recorded 1,000 daily rides with around 600 two-wheelers. They run on an asset-light model with vendors supplying inventory.

# THE BEGINNING OF FALL OF TAZZO

- Tazzo offered bike services for a mere RS. 5/Km. In addition to it they did offer GPS enabled services and doorstep delivery of bikes too. The level of services they were giving was definitely better than their rate.
- Giving these services had been difficult at these prices. Their business model didn't make profits. They started only in Bangalore but to expand the business, they would require more funds and their model was probably not the revenue-generating one.
- It was reported shut down in less than two years since its inception in January 2016.
- The company was formally declared functioning in January 2018.

## WHAT ACTUALLY WENT WRONG?

The reason stated for the closure of the start-up

- Deepak Shahdapuri, MD of DSG Consumer Partners, stated the non-profitable model of business was the biggest reason for its failure. He invested Rupees 1.5 crores in Tazzo in October 2016 but even this amount couldn't support the business for a long time.
- The project had capital investments but there was no profit model for the business to run.
- Moreover, they had huge operational activities on both online and offline ends which subsequently led to huge losses as both required too much capital to manage.
- It had to shut down before the funds dried up.



## WHAT TAZZO COULD'VE DONE?

- Modeling out a proper strategy: A startup shouldn't plan to only depend on capital investments.
- Profit is an important aspect of the business: As the services provided by Tazzo were way more than the rates. Profit earning was quite low.

Despite these obstacles the company is still actively providing it's services.

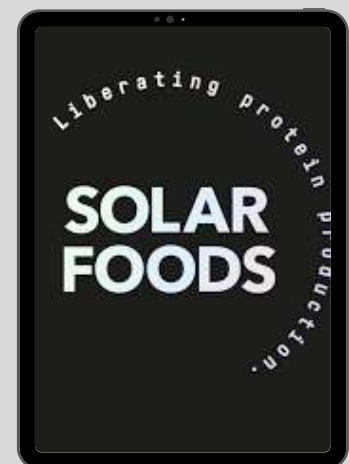
# TECH TRENDS

-Naiririti Sharma

## PROTEIN FROM THIN AIR

### Solar Food

Basically this developing technology is an effort to disconnect food production from agriculture as perceived by Pasi Vainikka the CEO of SOLAR FOODS. This Helsinki based start-up is giving its undivided attention to developing alternative protein free from the burden of agriculture. SOLAR FOOD (Solar Foods raised €300k in September 2019) has pioneered in inventing pure protein SOLEIN, it is a unique single-cell protein born from an equally extraordinary bioprocess of electricity and air. Its fully natural fermentation process is similar to the production of yeast, resulting in the purest and most sustainable protein in the world. The Solein protein, now in the pilot production phase, is 10-100 times more climate-friendly than any animal or plant-based alternative.



### Air Protein

Another start-up materializing this breakthrough technology is AIR PROTEIN. This has developed a process of making meat analogs out of carbon dioxide. Based on NASA's idea of growing food onboard long journey spacecraft, Air Protein claims that its technology can create protein in a matter of hours and without the use of any arable land. The entire process is based on the development of the Close-loop carbon cycle. The scientists at NASA considered many ideas about how to grow food in the '60s and '70s during the



Apollo space program. AIR PROTEIN leveraged some of their ideas and developed a novel technology that is able to make meat out of elements of the air, such as CO<sub>2</sub>. As the entire world demands sustainable alternatives, now is the time for this technology to go mainstream. Dr. John Reed and Lisa Dyson thought a better way to think outside the box than to consider food production onboard a spaceship keeping in mind the limited space and limited resource.

It could be used for future space travel, but, more importantly, it will reshape how we make food here on Earth, enabling us to make protein in a matter of hours and in the most sustainable way - without the use of any arable land. AIR PROTEIN has developed a robotic production process, it is a three-step process and the technology backing up this revolutionary thought sounds quite simple.



## How is it made?

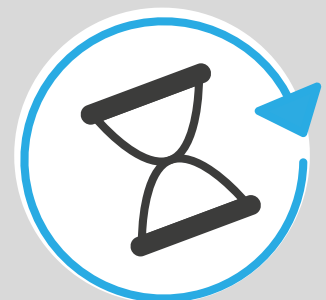
1) **The inputs:** Carbon source: crops need a carbon source to grow. They need a carbon source and they extract carbon from the atmosphere in the form of CO<sub>2</sub>, which is abundant and all around us. Similarly, Air Protein flour uses the elements



found in the air we breathe, like CO<sub>2</sub> as a carbon source. After all, we are a carbon-based life form that needs carbon to survive and we get that carbon through our food.

Energy source: Crops get it directly from the sun. The prebiotic production process can get its energy from the sun in the form of solar power, but it can also use wind, geothermal, or hydroelectric power. This power is used to split water. Air Protein flour is made by a special class of microbes called hydrogenotrophs

2) **Growth & time**: The medium of growth for Air Protein flour is water and does not require any arable land and can scale vertically. The process takes place in fermentation vessels, similar to what you use to make yogurt or beer. Growth occurs through a proprietary probiotic production process where the hydrogenotrophs are able to consume the



CO<sub>2</sub> and other elements to produce amino acids, Air Protein's probiotic production process is ready for harvest in hours



**3) Product:** Air Protein flour produced doesn't require additional extraction( like soy flour) and has an ~80% protein content (compared to 40% in typical soy protein flour).

## INDOOR FARMING and CLOUD FARMING

### INFARM

This is entirely based on aquaponics and hydroponics, which has been widely used over the years but its true potential to become a commercial sustainable agricultural solution was under negligence. Start-ups like INFARM have developed Cloud farming as solution to increase the efficiency and reach of hydroponics and aquaponics. Cloud farming means all the indoor farms are remotely controlled by cloud-based farming platforms. It learns, adjusts, and improves itself continuously, so each plant grows better than the last. Also when this is compared to soil-based horticulture this turns out to be needing less land area and farm-based resources. Each Infarm is a controlled ecosystem with the perfect amount of light, air & nutrients. This optimal set of conditions will enable plants to express their natural taste to the fullest. Keeping the roots on, plants keep all of their flavor and goodness. The plants grown are 100% free of chemical pesticides.



## BOWERY FARMING

Bowery Farming is on the way to make an impact through indoor farming. Bowery turns industrial spaces into smart farms where crops are stacked vertically to maximize and optimize the use of space. Every seed is protected from unreliable weather and defiantly free from pollutants or pests. This start-up owns a proprietary operating system i.e. BoweryOS which provides modern farmers with a granular



view into the well-being of the plants with real-time updates. This concept includes an entirely new set of granular factors: spectra of light, photoperiod (day/night cycles), the intensity of light, irrigation schedules, nutrients, airflow, temperature, humidity, and CO2. BoweryOS can control these variables indoors and adjust them hour by hour (or minute by minute) to optimize for plant health and, ultimately, flavor. As discussed in previous issues of INVISION agricultural robotics to soil and crop monitoring and predictive analytics, AI is becoming an integral part of modern agriculture. Companies like Blue River Technology are enabling farmers in the field to optimize their planting and herbicide usage thanks to computer vision. Trace Genomics is helping them detect early signs of disease. From sun-loving Basil to temperate Bok Choy, BoweryOS creates an individualized climate for every crop.

## PLANTLAB



Also yet another start-up PlantLab wants to make an impact on how the world is fed. It develops and operates custom-built indoor farms that we call 'Plant Production Units' (PPUs) worldwide. These PPU's require fewer inputs than conventional/organic farms and provide our growing world population with fresh produce that is safe, affordable, tastier, and more nutritious. PlantLab aims to provide the purest produce possible: it uses non-GMO

seeds and its closed growing environment ensures that the crops are not susceptible to pests and diseases, eliminating the need for pesticides. Additionally, its products and PPU's regularly undergo strict food safety controls to avoid foodborne diseases. Also, Freight Farms is a start-up that has developed one of the best hydroponic systems call Greenery and also a promising IoT system that can control hydroponic farms.

**Thus it's very evident how agriculture is taking a turn that eliminates "soil" as its basic determining factor.**

# READERS SAY



-Sakshi Jain

Readers Say is a special column with featured articles written by our reader base. This column is written by Sakshi Jain, who is an undergrad at NIFTEM. This article includes a detailed input about the world's highest airstrip! We hope you enjoy this tidbit of information.

## DAULAT- BEG- OLDI: WORLD'S HIGHEST AIRSTRIP

Daulat- Beg- Oldi, a name hard to forget. It is situated at a height of 5065m, which makes it the world's highest airstrip. Daulat Beg Oldi(DOB) lies near the base of Karakoram Pass in a cold desert region in the far north of India. It is situated 8kms south of Tibet-China border and 9km northwest of LOAC (Line Of Actual Control), this makes it an advanced landing ground for Indian Air Force. The temperature plummets as low as -55 C in the winters. The weather deteriorates frequently with strong icy winds lashing much of DBO. It has very little vegetation or wildlife. Communication is possible only through INMARSAT (satellite) phones. It is used for both defensive and offensive operations. Due to the altitude, it is a vantage point and used to oversee a large portion of the border region. Darbuk-Shyok-Daulat Beg Oldi road connects Darbuk in Leh to Shyok and Oldi.



Daulat Beg Oldie literally means "spot where the great and rich man died". According to British colonial-era surgeon Henry Walter Bellew, Daulat Beg Oldie means "the lord of the state died here" and the lord refers to the early 16th century Sultan Said Khan(Daulat Beg) of Yarkent Khanate. The sultan went on a military campaign invading Ladakh and Kashmir in the name of Islam in the early 1530s. He purportedly died at this place while returning to Yarkent. He is sometimes mentioned with the title of "Ghaza" for his military expeditions.



It was built during the Sino- Indian war in 1962, with the first landing by Squadron Leader C.K.S Raje who set a record for the world's highest aircraft landing at the time. But remained non-operational from 1965 to 2008, when it had to be closed down suddenly when an earthquake caused loosening of the surface soil, making the area unsuitable for fixed-wing aircraft. In May 2008, the airstrip was reactivated in a secret mission. Indian Air Force started deploying AM-32 and MI- 17S to supply troops, station nearby. In a subtle show of strength to China, Indian Air Force created history by landing C-130J Super Hercules in 2013 activated Daulat Beg Oldie airstrip in Ladakh near the Line of Actual Control (LAC), the scene of a stand-off with Chinese troops in April to transport aircraft, supplies to army deployed at this disputed region. This landing could qualify as a world record for a medium-lift aircraft landing at this altitude. India pushed to accelerate operations in this remote area, sending out a strong message to hostile neighbors. With this enhanced airlift capability, the IAF will now be in a better position to meet the requirements of our land forces who are heavily dependent on the air bridge for sustenance in these higher and inhospitable areas.

It is also one of the five officially agreed on Border Personnel Meeting points between the Indian Army and the People's Liberation Army of China for regular consultations and interactions between the two armies, which helps in defusing stand-offs.

**If you enjoyed this article and would like to share an article on a topic that intrigues you , then write to us at [niftemced@gmail.com](mailto:niftemced@gmail.com)**

# FUN COLUMN

## WORD SEARCH

CAN YOU FIND THE NAME OF THE COMPANIES  
BASED ON THE FACTS GIVEN BELOW



## HINTS

1. Largest Food and Beverage company
2. Largest organized bread conglomerate
3. Spurred India's white revolution
3. Brazilian company that is the largest meat processing company in the world
4. Predecessor of Mondelez
5. Largest chocolate and confectionery company
6. an italian chocolate and confectionery company
7. Introduced the first low calorie beer in the Indian market
8. The first company to introduce their product in a 2 litre bottle
9. Largest snack food company in India
10. 3.1% of all beverages consumed around the world are this company's products



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