

Bunts Sangha's
S.M.Shetty College of Science, Commerce & Management Studies, Powai.
NAAC ACCREDITED 'A' GRADE ISO 21001:2018 CERTIFIED
IMC RBNQ CERTIFICATE OF MERIT 2019

MANAGEMENT ASSOCIATION

Activity Approval Format

Date:25th November, 2021

Program: Wednesday Wisdom

Objective: To impart information about recent business updates.

Need: To keep students up-to-date with the latest business developments.

Content: Every wednesday an Instagram post was posted in the BMS handle which contained the latest business developments.

On: 8th December, 2021 to 4th May, 2022

Fees: N/A

Proposed By: Asst.Prof. [Preeti Matharu](#).

Verified By: 

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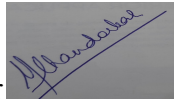
MINUTES OF MEETING

Meeting 25th November, 2021

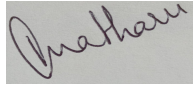
- The dates of the event were finalized.
- The flow and frame of the posts/events were discussed.
- The work related to the posts was divided among the team.

Members Present:

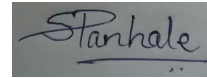
Ms. Nidhi Chandorkar



Ms. Preeti Matharu



Ms. Shruti Panhale (Overall student head - Management Association)



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NOTICE



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REPORT:

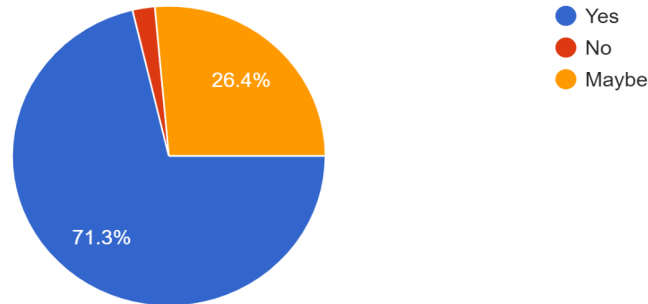
The department of Management Studies organised a series of informative posts on its Instagram handle under the name “Wednesday Wisdom”. The posting of the series started on 8th December, 2021 and the last post was on 4th May, 2022. Recent business developments were posted on every Wednesday during this period. The objective of this event was to keep the students up to date about business developments.

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FEEDBACK:

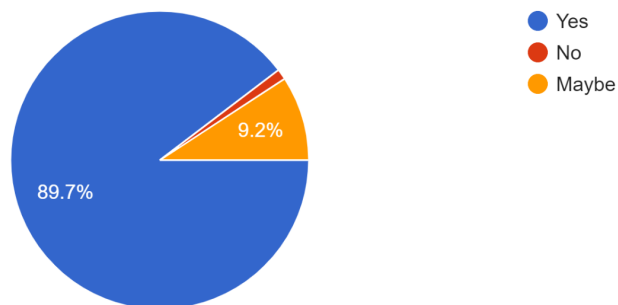
Did you gain knowledge about latest business developments?

87 responses



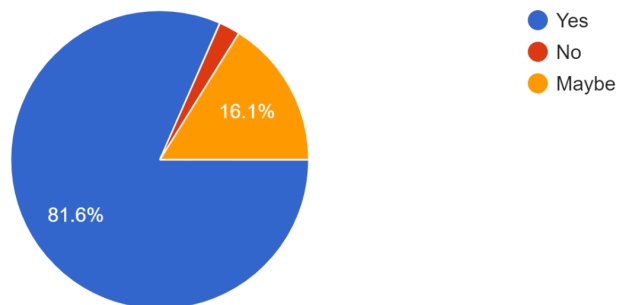
Do you feel that such activities are beneficial for management student?

87 responses



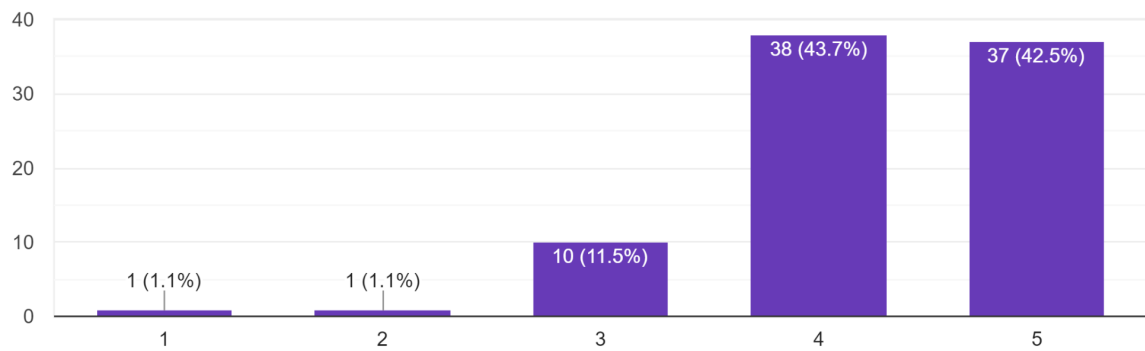
Do you think more such posts/events should be organised?

87 responses



Give overall rating to the event.

87 responses



ACTION TAKEN REPORT

Participants appreciated the efforts taken by the college to conduct the activity and were happy with the information gained due to the activity. Based on this feedback, it was decided that the Management Association will conduct more such activities.

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PICTURES:

The screenshot shows a mobile application interface for 'smsheettybms'. At the top, there is a navigation bar with a back arrow, the app name 'smsheettybms', a bell icon for notifications, and a vertical ellipsis for more options. Below the navigation bar is a grid of icons for gallery, video, play, and camera. The main content area displays a grid of article cards. Each card features a title, a list of bullet points, a central image, and a 'Wednesday Wisdom' tag. The articles include:

- "Cafe Arpan Employs People With Disabilities"**: Discusses a cafe in Santacruz West that employs people with disabilities, offering various food items and beverages. It mentions the cafe's history since 2015 and its growth to 15 members.
- "Entrepreneur Takes Indian Shawls To The World Via Facebook, Helps 1000 Weavers"**: Tells the story of an entrepreneur who started a business selling Indian luxury shawls, helping thousands of weavers through online sales.
- "How DeHaat has helped 650,000 farmers across India increase crop yield with technology"**: Focuses on DeHaat, a digital agriculture platform founded in 2012, which provides services to farmers and has seen significant growth.
- "Failing to Crack Exams Like UPSC, Friends Start 'Super Mushrooms' Biz, Now Earn in Lakhs"**: Shares the story of two friends who started a mushroom farming business after failing to crack competitive exams like UPSC.

At the bottom of the screen, there is a decorative banner with the text 'WEDNESDAY WISDOM' and a photo of two women. The bottom navigation bar includes a hamburger menu, a home icon, and a back arrow.



...makes sustainable tableware, grow bags and more from arecanut leaf sheem.

- Launched in 2018, Papla now manufactures products ranging from tableware to grow bags out of arecanut leaf sheaths, clocking a turnover of Rs 2 lakh per month.
- Arecanut leaf sheaths are available only in flowering season which is 6 month, so to overcome the problem of shortage of leaves they had set up a large storage unit along with their main unit.
- Their products include mostly tableware like plates, bowls, spoons. They have tableware in different sizes and shapes also give option customising them according to requests.

-Wednesday Wisdom



"PAPLA - A VENTURE THAT MAKES SUSTAINABLE TABLEWARE, BAGS AND MORE FROM ARECANUT LEAF"

-Wednesday Wisdom

and also wedding invites.

- The tableware, priced between Rs 150 to Rs 10, is Papla's best sellers. Handmade products like grow bags are priced at Rs 40 and the hats at Rs 100. They take orders through their website and sell as over the phone.
- Besides manufacturing Papla products in our micro-unit, they also help several other small local units who work on arecanut leaf sheaths by giving them a space to market their products.
- The couple says that they also export their products on a small scale, and plan to eventually expand their venture into handicrafts as well.

-Wednesday Wisdom

- ReCharkha, a Pune-based organisation upcycles plastic waste into beautiful bags, mats, pots, jholas, cutlery kits, storage basket and more was established by a software engineer Amita Deshpande. They use charkha for spinning plastic waste into yarn
- Her social enterprise has employed waste pickers from Pune and tribals from her native, Dadra Nagar Haveli, as a means to uplift the needy.
- The model of ReCharkha is simple. They collect plastic waste from individuals and organisations involved in plastic collection drives in Pune, send it to the centre where it is cleaned, washed, sanitised, dried, segregated according to colours and sent to another unit in Dadra and Nagar Haveli where it is made into yarn.

-Wednesday Wisdom



"IT ENGINEER USES CHARKHA TO UPCYCLE 70000 PLASTIC WRAPPERS INTO BEAUTIFUL BAGS & MATS"


-Wednesday Wisdom

- In the last year, the organisation claims to have upcycled 7,00,000 plastic and their revenue before pandemic was Rs 70,00,000.
- Close to 70% of the workforce comprises women and Amita has also hired a 26-year-old speech and hearing impaired villager.
- She made a video of the entire process starting from segregation to the final product. This visual narrative paved the way to create an understanding about product and to go in market.
- Products are retailed offline and also online through their website. Corporate gifting is also supplied by the organisation.

-Wednesday Wisdom

- The view of large amount of thermocool in Yamuna river left Puneet Dutta terribly disheartened but also motivated him to start an eco-friendly venture selling edible cutlery- "ATTAWARE"
- The idea of making edible cutlery strike him when he saw a person using puri as a bowl for chole when he couldn't get bowl/plate. Observation and out of the box thinking helps create innovative products/business.
- The first of his innovative solutions was an edible teacup which was then expanded to various edible products like plates, spoons and cups.

-Wednesday wisdom



"Edible Cutlery Startup Saves 90 Tons of Plastic From Entering Landfills"

-Wednesday Wisdom

- Attaware's products can be bought through their account on social media platforms.
- The brand sells close to 95 lakhs cups every week.
- With newer ideas in the pipeline, the sales are going to increase more. Truly, Eco-friendly products are the future.

-Wednesday wisdom

- KoGeetha Saleesh from Thrissur, Kerala, was diagnosed with retinitis pigmentosa and started turning blind by the age of 15.
- But being disabled never stopped her from achieving her goals. At the age of 39, Geetha runs an online business that sells homemade food products like ghee, pickles and also a superfood supplement made out of turmeric.
- She launched 'Geetha's Home to Home' 2020. With her prior experience in cooking (she ran a restaurant business with her husband earlier), She was confident enough to start a food business in the lockdown.



"Blind Women Beats Odds to Earn Rs 50k/Month Selling Ghee & Superfood Supplement"

- Wednesday Wisdom

- Geetha started her business early last year, mainly used social media to sell and promote her products.
- They developed a special product named Curcu meal after researching it for three years. It is a blend of turmeric, dates, almond, coconut milk and jaggery.
- With the success of her signature product, Geetha now earns over Rs 50,000 per month and has launched a website to showcase and market her products.

- Cafe Arpan That Employs People With Disabilities is Located across the SNDT Women's University's Juhu campus in Santacruz West.
- It offers varieties of things like focaccia bread sandwiches, methi puri chaot, nachni wraps, hummus and falafel, among other small bites and hot & cold beverages.
- Cafe Arpan enjoys an excellent reputation in the neighbourhood, its humble beginnings are to be traced to a dabba service launched by YCT in 2015 with a team of only four members.
- They had decided to convert a family-owned garage in Juhu to a small kitchen and collaborated with a home chef.
- It had gone viral on WhatsApp. By 2017, they had about 15 members and the kitchen was starting to become crowded.

-Wednesday Wisdom



"Cafe Arpan Employs People With Disabilities"

-Wednesday Wisdom

- The Hffin service was later rebranded to Arpan Food Services. Even as the YCT primarily relied on the family's personal network for monetary support, the trustees launched a fundraising campaign on ImpactGuru to raise additional money for setting up Cafe Arpan.
- In 2019, they decided to launch a skill development centre. Right now they have about four trainers leading enrichment therapies by way of music, dance, art and craft, yoga and other physical fitness activities.
- Out of the 32 PwIDDs associated with them, 16 are salaried employees who work rotating shifts.
- They are also training two women to become trainers so that it might help in possible expansions in the future.

-Wednesday Wisdom

- Pashush is an Amritsar-based business that sells Indian luxury shawls, founded by Pranav Malhotra. It exports hand-crafted products to



- And Finally, there's the embroiders, generating income for thousands of families.



<ul style="list-style-type: none"> Cafe Arpan That Employs People With Disabilities is Located across the SINDT Women's University's Juhu campus in Santacruz West. It offers varieties of things like focaccia bread sandwiches, methi puri chaat, nachni wraps, hummus and falafel, among other small bites and hot & cold beverages. Cafe Arpan enjoys an excellent reputation in the neighbourhood, its humble beginnings are to be traced to a dabbba service launched by YCT in 2015 with a team of only four members. They had decided to convert a family-owned garage in Juhu to a small kitchen and collaborated with a home chef. It had gone viral on WhatsApp. By 2017, they had about 15 members and the kitchen was starting to become crowded. <p>Wednesday Wisdom</p>	 <p>"Cafe Arpan Employs People With Disabilities"</p> <p>Wednesday Wisdom</p>	<ul style="list-style-type: none"> The tiffin service was later rebranded to Arpan Food Services. Even as the YCT primarily relied on the family's personal network for monetary support, the trustees launched a fundraising campaign on ImpactGuru to raise additional money for setting up Cafe Arpan. In 2019, they decided to launch a skill development centre. Right now they have about four trainers leading enrichment therapies by way of music, dance, art and craft, yoga and other physical fitness activities. Out of the 32 PwIDs associated with them, 18 are salaried employees who work rotating shifts. They are also training two women to become trainers so that it might help in possible expansions in the future. <p>Wednesday Wisdom</p>
<ul style="list-style-type: none"> Pashutash is an Amritsar-based business that sells Indian luxury shawls, founded by Pranav Malhotra. It exports hand-crafted products to 120 countries. Each shawl is carefully crafted with 30-40 people behind each piece. They are not made under one roof. The journey begins by sourcing the raw wool to make the yarn, then it comes to the spinners, dyers, weavers, artisans and sketchers who come up with the designs. <p>Wednesday Wisdom</p>	 <p>"Entrepreneur Takes Indian Shawls To The World Via Facebook, Helps 1000 Weavers"</p> <p>Wednesday Wisdom</p>	<ul style="list-style-type: none"> And finally, there's the embroiders, generating income for thousands of families. Pashutash doubled its business when the pandemic struck and grew at a 2.5x rate through online sales. Meta and its apps helped expand their business, the artisans behind the brand also found a new purpose as a post on Facebook resulted in thousands of inquiries from all over the globe which helped build the community around people who are interested in their products. <p>Wednesday Wisdom</p>
<ul style="list-style-type: none"> DeHaat was founded in 2012 by Amrendra Singh, Shyam Sundar, Adarsh Srivastav, and Shashank Kumar. The core idea behind DeHaat has always been to resolve issues within the Indian farming ecosystem, by using modern technology, providing agricultural services and access to financial services and insurance. In the beginning, a major part of their effort focused on ground-level operations which eventually resulted in DeHaat Centres. <p>Wednesday Wisdom</p>	 <p>"How DeHaat has helped 650,000 farmers across India increase crop yield with technology"</p> <p>Wednesday Wisdom</p>	<ul style="list-style-type: none"> They slowly worked on digitalising and their team went on to develop the DeHaat Business App; 95 percent of the DeHaat Centres use this app on a daily basis. In the last seven months alone DeHaat has witnessed 5X growth, and are well poised to replicate this success in all major agricultural clusters of India in the next 12-15 months. The team aims to onboard five million farmers by 2024. <p>Wednesday Wisdom</p>
<ul style="list-style-type: none"> Abhay Bishnoi from Rajasthan joined a company after completing his graduation in engineering, soon realising the disappointment in his career and in search of better options he started attempting competitive exams which he couldn't crack. The same problem was faced by his friends Manish and Sandeep so they decided to start a mushroom farming business which could serve as a lucrative business model to earn money specifically cordyceps militaris mushroom as this type can be used as a health supplement and has many benefits. <p>Wednesday Wisdom</p>	 <p>"Failing to Crack Exams Like UPSC, Friends Start 'Super Mushrooms' Biz, Now Earn in Lakhs"</p> <p>Wednesday Wisdom</p>	<ul style="list-style-type: none"> A kilo can fetch a sum of Rs 15 to Rs 2 lakh, after completing their training they launched their start-up and established a unit in Rajasthan. They raised Rs 12 lakh from their family and government. Today, they earn Rs 6 lakh quarterly from their business, they recently expanded their online presence on Flipkart, Amazon and other platforms. <p>Wednesday Wisdom</p>
<p>WEDNESDAY</p>		<p>WISDOM</p>



- UAN with EPFO is the first step towards the government's plan to provide a universal social security to all," the official quoted above said.
- Industry is of the view that supply chain and ecosystem of informal economy directly impacts the economic growth and efficiency of the formal sector and hence the well-being of informal sector workers is very essential.
- "There are migrant workers amongst these unorganised workers and we have had a challenge of tracking them during the pandemic."



Unorganized Workers' UAN Now Portable with EPFO

- Out of this, at least 100 million workers are in the formal sector and covered under EPFO and ESIC. Of the remaining 370 millions workers who are in the unorganized sector.
- The government has enrolled and issued a unique number to 280 million workers and another 90-100 million are expected to be covered before the end of 2022.

- What took RIL, India's largest conglomerate, 13 years to achieve, the Ahmedabad-based Adani Group is almost there in 19 months.
- Against this, transport, logistics and energy utility-focused Adani Group has seen its valuation rise from the same amount of Rs 1.9 lakh crore on August 3, 2020, to Rs 15.91 lakh crore on April 19 this year.
- "It shows that over the years as RIL diversified from energy into retail and telecom, Adani Group stuck to the infra utilities space and saw its valuation soar from there."



Adani valuation just 12% away from Reliance Industries.

- In the same period, Adani Total Gas saw a 1,414% rise, which led the rise in the market cap, followed by Adani Enterprises, and Adani Transmission.
- The difference in market caps between the Adani group and RIL was maximum in August 2020 and the rapid rise in share prices of the companies cited above caused the gap to narrow on a sustained basis.
- Meanwhile in a separate development, on Wednesday, Adani Group announced Rs 10,000-crore investment in Bengal over next 10 years.
- Adani Enterprises share on Wednesday rose over 1 percent Rs 2,194, while RIL gained close to 3% to 2,717.5 on the NSE.

1. Bike taxi platform Rapido has raised \$180 million in a Series D funding round led by Swiggy, that also saw participation from TVS Motor Company.
2. Rapido said the funds would be used to strengthen its technology, amplify and boost teams across diverse sets of capabilities, and increase overall supply to create an enhanced consumer experience across a larger audience base in metros, tier I, II and III cities.
3. Swiggy's participation in this round will build on the synergies between the two companies, the company said.



RAPIDO RAISES \$180 MN IN FUNDING ROUND LED BY SWIGGY

4. Commenting on the fundraise, Rapido co-founder Aravind Sanka said, We look forward to learning from Swiggy's experience to scale up throughout the country and enhance our captains' / customers' experience, who are the backbone of our business.
5. On the company's investment in Rapido, Swiggy co-founder and CEO Sriharsha Majety said, Swiggy and Rapido share a vision to build a logistics platform that empowers riders through more opportunities and higher earnings.

- The Production Linked Incentive (PLI) scheme, announced for 13 sectors, will be the hallmark of our transition to a confident, atranishkar country, through the development of a wholesome manufacturing ecosystem that will have the right enablers and factors to uplift the entire manufacturing industry.
- It is the Scheme for Making Indian auto value chain globally competitive. This PLI scheme has already attracted proposed investment of Rs 74,850 crore as against the target of Rs 42,500 crore.
- While Indian auto components industry exports 30% of its production, its share in the global auto components trade is a mere 1.3%. PLI can help improve that.

" PLI Scheme: Making Indian auto value chain globally competitive "



- Wednesday Wisdom

- The PLI scheme for the automobile and auto component industry, with an outlay of Rs 26,000 crore (\$3.5 billion) for five years commencing FY23, will incentivise investments in 105 new-age, advanced automotive technologies
- The automotive industry, with over \$100 billion in turnover and accounting for almost 7% of India's GDP, is a key driver of the economy. The auto components industry, with \$46 billion in turnover, is a testimony to the Indian spirit of entrepreneurship.
- Apart from making India a world-class manufacturing hub, the PLI scheme is also aimed at reducing our import bill and improving the cost competitiveness of locally-produced goods by incentivising incremental production.

- Suneeth Tatineni and Chaitanya Ayinapudi from Hyderabad quit their IT jobs to start Caro Water, a one-of-a-kind startup delivering drinking water in paper boxes.
- On his way back from a trip to Tirupati, Suneeth Tatineni from Hyderabad realised that he and his family had consumed over 24 plastic bottles of water on a single day.
- This realisation made him reflect on the enormous amount of plastic waste that's being produced daily.
- Caro's water boxes are tamper-proof that use corrugated paper and the BIB (bag-in-box) system.

" TECHIES QUIT THEIR JOBS TO INNOVATE INDIA'S FIRST ECO-FRIENDLY DRINKING WATER BOX "



- WEDNESDAY WISDOM

- Their Packaging reduces plastic consumption by 85% and the rest is recyclable
- The boxes can be booked via an app that also offers a subscription model for frequent deliveries.
- The startup also takes these boxes back for responsible recycling, by paying the customers a small percentage of money.

norms for taxation of cryptocurrencies by

Amendment in Customs Act

