



ECONPULSE

2025

"E-magazine of Economics: Where Insights Meet Impact"



PUBLISHED BY

DEPARTMENT OF ECONOMICS

GAUHATI COMMERCE COLLEGE



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অধ্যাপক বিপুল দাস,
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Ref. No. :

Date :

MESSAGE FROM THE PRINCIPAL

It gives me immense pleasure to present **EconPulse**, the E-magazine of the Department of Economics- a remarkable initiative that showcases the talent, creativity, and intellectual engagement of our students. This publication stands as a vibrant testament to their dedication and enthusiasm, demonstrated through their diverse roles as writers, editors, curators, graphic designers, and core team members.

I extend my heartfelt congratulations to the Head of the Department of Economics and the dedicated faculty members whose guidance and unwavering support have been instrumental in bringing this project to fruition. Their mentorship has empowered our students to explore and express contemporary economic and business issues with clarity and creativity.

EconPulse reflects not only the individual brilliance of our students but also the collective spirit of collaboration that defines our college community. By thoughtfully engaging with global and local affairs through the lens of economics, this magazine adds significant value to academic discourse within the institution.

I congratulate everyone involved in this meaningful endeavor. May **EconPulse** continue to inspire thoughtful dialogue, critical thinking, and a deeper appreciation of economics in action—within the college and beyond.

With best wishes.




(Prof. Bipul Das)
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Dr. Amarendra Talukdar,
Principal i/c

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ভাৰতপ্ৰাপ্ত অধ্যক্ষ

Ref. No. :

Date :

MESSAGE

It gives me immense pleasure to learn that the Department of Economics of the College is going to publish E-magazine "EconPulse" which provides the students of the College to showcase their ability of critical thinking and research.

On this auspicious occasion, I congratulate the HOD and the faculty members of the Department, the student writers who contributed contents to the Magazine, student members of Core Team, Editorial Team, Designer Team and Curator Team for their all round efforts towards publication of this Magazine.

I wish all success in their mission and hope this Magazine will be well accepted by the readers.



AT
26/04/25
(Dr. Amarendra Talukdar)
Principal, i/c
Gauhati Commerce College
Guwahati-21

Principal i/c
Gauhati Commerce College
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INTERNAL QUALITY ASSURANCE CELL (IQAC)

It gives me immense pleasure to see the publication of the issue of 'Econpulse', the e-magazine of the Economics Department. The initiative showcases the department's commitment to academic excellence, creativity and intellectual discourse.

Econpulse provides a platform for students to share their research, insights and perspectives on economic issues, trends and policies. I am confident that this e-magazine will foster culture of academic inquiry, innovation, and collaboration within the department.

I extend my best wishes to the editorial team and contributors for their efforts in bringing out this publication. I look forward to seeing the impact 'Econpulse' will have on our academic community.

Best regards

Kaberi Bezbarua

(Kaberi Bezbarua)

Coordinator, IQAC



DEPARTMENT OF ECONOMICS

Gauhati Commerce College

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অৰ্থনীতি বিভাগ, গুৱাহাটী কমাৰ্চ কলেজ

ৰাধা গোবিন্দ বৰুৱা পথ, গুৱাহাটী, অসম-৭৮১০২১




A Few Words from the Department

"EconPulse-2025" is an E-magazine published by the Department of Economics which is designed to provide a platform for the students of the college to delve into various themes within economics, business and commerce and learn research skills. It also facilitates to express students' perspective and connect with the wider academic community. Our students have tried to pour their knowledge and passion into this magazine to the best of their ability, showcasing their talent to think critically and engage with contemporary socio-economic and business related issues.

We invite readers to explore the magazine and share their feedbacks. We believe that readers' insights and encouragement will motivate the students to pursue further excellence.

We congratulate our students who wrote articles in the Magazine and also the student members of Core Team, Designer Team, Editorial Team and Curator Team for their outstanding accomplishment.


05/06/2025
Dr. R. U. Ahmed


05/06/2025
Dr. J. Bordoloi.


05/06/2025
Dr. P. Bharali

Faculty Members, Department of Economics, Gauhati Commerce College

CORE TEAM'S NOTE

"Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family."— Kofi Annan

On behalf of Core Team, We are excited to present **EconPulse-2025** an E-magazine published by the Department of Economics at Gauhati Commerce College. This platform showcases the insights, research, and creative expressions of our talented students regarding various contemporary topics affecting our economy in a simplified manner.

In 2025, as our world encounters a range of challenges, this magazine serves as a channel for students to discuss contemporary issues that matter to us as global citizens. This edition reflects academic rigor and a commitment to initiate discussions on matters that demand our attention & enhance our collective understanding. We encourage the readers to engage with the content and reflect on how it relates to their experiences.

We extend our heartfelt gratitude to all contributors, including writers, curators, editors, designers of this magazine and especially our respected Principal Dr. Bipul Das Sir, former Principal i/c cum presently Vice-Principal Dr. Amarendra Talukdar Sir, Coordinator of IQAC Dr. Kaberi Bezbarua Ma'am, Head of the Department of Economics Dr. R. U. Ahmed Sir and respected faculty members of the Department of Economics. Their unwavering support has made this publication possible.

Thank you for joining us on this journey of exploration. We hope you find this magazine both informative and interesting.

Warm regards,
Gargi Sengupta
Dhrupad Kashyap
Divyarth Talukdar
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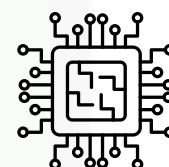


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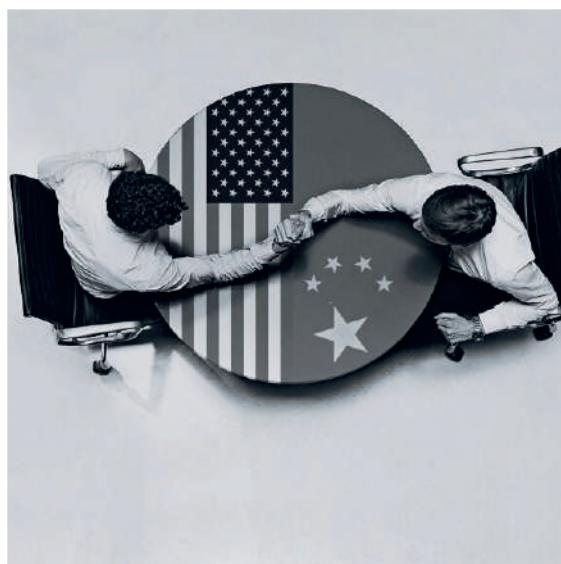


APPRECIATION



TRADE WARS

A GLOBAL CHESS GAME WITH HIGH STAKES



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Trade Wars: A Global Chess Game with High Stakes

Written by - GARGI SENGUPTA, 4TH SEMESTER, DEPARTMENT OF M.COM

Edited by – Nandini Kashyap, B.Com 2nd Semester



As the sun sets over the bustling markets of global trade, a storm brews on the horizon. Trade wars, once a mere whisper in the corridors of political power, have erupted into a loud and tumultuous reality. The United States, under multiple administrations, has embarked on a path of increasing tariffs, primarily targeting China, and now considers extending this strategy to its neighbours—Mexico and Canada. But what does this mean for the global economy, particularly for emerging markets like India? As we delve into this complex web of economics and politics, we uncover the stakes involved and what the future might hold.

A Historical Context: From Clinton to Trump

The roots of current trade tensions can be traced back to the 1990s, during Bill Clinton's presidency. In 1994, the North American Free Trade Agreement (NAFTA) was signed, aiming to create a trilateral trade bloc between the U.S., Canada, and Mexico. Clinton championed this agreement, believing that free trade would stimulate economic growth and create jobs. Fast forward to today, and the landscape has dramatically shifted. What was once seen as a pathway to prosperity is now viewed through a lens of skepticism and caution.

The trade war officially began in 2018 when the Trump administration imposed tariffs on 34 billion worth of Chinese goods, citing unfair trade practices and intellectual property theft. "We have been taken advantage of for many years," Trump remarked, framing the tariffs as a means to protect American workers.

By September 2019, the tariffs had ballooned to around 550 billion. According to the U.S. Trade Representative, this aggressive stance aimed to rectify a staggering trade deficit with China, which reached \$419 billion in 2018.

The Domino Effect: Impact on Global Economy



But how do these tariffs ripple through the global economy? The International Monetary Fund (IMF) reported that global trade growth slowed to 3% in 2019, down from 5% in 2017, largely attributed to mounting trade tensions. The World Bank warned that a full-blown trade war could shrink global GDP by up to 0.5% by 2021, translating to a loss of approximately \$1 trillion.



As the U.S. turns its gaze toward Mexico and Canada, considering potential tariffs as part of the revamped USMCA (United States-Mexico-Canada Agreement), the stakes grow even higher. Trade between the U.S. and Canada amounted to 615 billion in 2020, while trade with Mexico reached 512 billion in 2020. By imposing tariffs on these neighbours, the U.S. risks disrupting supply chains and increasing costs for American consumers. As Canadian Prime Minister Justin Trudeau aptly stated, "Tariffs are a tax on consumers."

The Indian Perspective: Navigating Uncertainty

What about India, a rising powerhouse in the global economy? The trade wars present both challenges and opportunities. As the U.S. seeks to diversify its supply chains away from China, India stands to gain. The Indian government has actively promoted initiatives like "Make in India," aiming to attract foreign investment and bolster manufacturing.

However, the potential for U.S. tariffs on Indian exports looms large. In 2019, the U.S. revoked India's preferential trade status under the Generalized System of Preferences, affecting Indian goods worth \$5.6 billion. This shift means Indian exporters now face heightened competition in the U.S. market, as tariffs create barriers that could stifle growth in sectors like textiles and pharmaceuticals.



Looking Ahead: The Future of Trade Wars

“

So, what does the future hold in this complex game of chess? The outlook is uncertain. As economist Larry Summers pointedly noted, “In the long run, trade wars are not won; they are merely lost.” The potential for prolonged tensions could lead to a fragmented global trading system, impacting relationships between nations and economic stability.

As trade wars continue to evolve, it's essential for policymakers to recognize the interconnectedness of the global economy. The stakes are high, not just for the U.S. and China, but for countries like India that are caught in the middle. The road ahead will require careful navigation to avoid the pitfalls of protectionism while fostering a more collaborative international trading environment.

Conclusion: A Call for Cooperation

In conclusion, the world stands at a crossroads. As trade wars escalate, the call for cooperation becomes more urgent. History has shown that the benefits of free trade far outweigh the temporary gains of tariffs. As we move forward, let us hope that nations will prioritize dialogue and collaboration over conflict, fostering a global economy that thrives on mutual benefit and shared prosperity. After all, in this interconnected world, our fates are inextricably linked.

BUDGET 2025 - 26

NAVIGATING INDIA'S
ECONOMIC FUTURE



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BUDGET 2025-26

NAVIGATING INDIA'S ECONOMIC FUTURE

Union Budget 2025-26 aims to balance economic growth, fiscal discipline, and structural reforms. With a strong focus on taxpayer relief, infrastructure development, and green energy, the government prioritizes long-term financial stability while ensuring sustained economic expansion. A key highlight of this budget is the reduction in the fiscal deficit to **4.4% of GDP**, down from **5.9%**, demonstrating the government's commitment to fiscal prudence. The economy is projected to grow at **6.5%**, driven by increased capital expenditure, estimated at **₹11.21 lakh crore**, to boost transport, manufacturing, and digital infrastructure. Inflation is expected to remain within the **4-4.5%** range, aided by stable fuel prices, improved supply chains, and targeted subsidies.

One of the most significant tax reforms is the increase in the tax-free income limit to ₹12 lakh, providing significant relief to middle-class taxpayers. The government has also proposed a new Income Tax Bill, aiming to simplify tax structures and reduce compliance burdens for businesses and individuals. The budget maintains continuity with past policies, such as Production Linked Incentives (PLI) and MSME support, while introducing new initiatives like the PM Dhan-Dhaanya Krishi Yojana, aimed at promoting crop diversification and strengthening rural economies..



Additionally, ₹40,000 crore has been allocated to green energy projects, reinforcing India's commitment to sustainability and clean energy. Unlike previous budgets, Budget 2025 emphasizes fiscal consolidation over direct stimulus measures, ensuring a responsible approach to economic management. By focusing on tax reforms, infrastructure expansion, and business-friendly policies, this budget paves the way for sustainable growth, investment confidence, and long-term economic resilience.

SECTOR-WISE ANALYSIS

AGRICULTURE

The agriculture sector is a key focus area in the Budget 2025-26, with initiatives aimed at enhancing productivity and making India a "food basket of the world." The budget emphasizes agricultural growth, rural prosperity, and inclusive development. However, critics argue that the allocation might not be sufficient to address issues like irrigation and rural infrastructure. The expenditure on schemes like MGNREGS and PM KISAN remains unchanged from the revised estimates of 2024-25.

MSMES

The MSME sector is recognized as a major driver of growth alongside agriculture, investment, and exports. The budget aims to support MSMEs through reforms and increased access to credit. However, concerns persist regarding liquidity challenges and regulatory hurdles. The allocation for MSMEs has seen only a marginal increase, raising questions about the adequacy of these measures.

CORPORATE TAX

The budget maintains stability in corporate tax rates, a positive move for businesses seeking predictability. The focus on tax simplification is welcomed, but critics believe more could be done to reduce compliance costs and enhance India's competitiveness in attracting foreign investment.

INDUSTRIES

The emphasis on manufacturing growth through infrastructure development and sector-specific support is strategic. However, critics highlight the need for faster infrastructure development to meet ambitious targets. The increase in allocation for centrally sponsored schemes could benefit industries dependent on government support, provided implementation is effective.

EDUCATION

The education sector has seen a 12.8% increase in allocation, reaching ₹1.28 lakh crore. Vocational education received a significant boost, with an 85% increase to upgrade 1,000 ITIs. The focus on quality education aligns with the "Viksit Bharat" vision for 2047. The budget prioritizes school education over higher education, considering the larger student base and infrastructure needs.

HEALTHCARE

The healthcare sector received a 9.78% increase in allocation, totaling ₹99,858.56 crore. Investments focus on infrastructure development, including ₹25,809.88 crore for hospitals and medical colleges. However, India's healthcare spending remains low compared to global standards.

Reactions to the Budget

Experts are divided. Some praise the focus on tax reforms and infrastructure development as steps to boost consumption and economic growth. However, others criticize the budget for not investing enough in climate adaptation and social welfare. Opposition parties, including the CPI and CPM, have been critical, describing the budget as a "betrayal" of the poor and jobless. They argue it lacks innovation and primarily targets middle class and Bihar voters. RJD MP Manoj Jha called it "old wine in an old bottle," suggesting nothing new for Bihar despite frequent mentions of the state. The public's response is mixed. Some appreciate tax relief measures that could boost consumer spending, while others worry about insufficient support for marginalized communities. Critics argue that the budget's focus on middle-class tax cuts overlooks pressing issues like poverty and unemployment. In conclusion, while the budget aims to drive economic growth through reforms and investments, critics highlight its limited focus on social welfare and its perceived bias towards the middle class.



KEY TAKEAWAYS FROM UNION BUDGET 2025:

The Union Budget 2025-26, presented by Finance Minister Nirmala Sitharaman, focuses on economic growth, tax relief, infrastructure development, and support for various key sectors. With a clear emphasis on boosting disposable income, enhancing capital expenditure, and promoting domestic industries, this budget has the potential to shape India's economic future.

KEY HIGHLIGHTS OF UNION BUDGET 2025

Tax Reforms and Relief Measures - One of the most anticipated announcements in the budget was changes in income tax rules.

Focus on Infrastructure Development - To boost long-term economic growth, the government has increased capital expenditure by 10.1% for FY26.

Boost for Startups and Small Businesses: The government has announced tax incentives and financial support for startups and MSMEs to encourage entrepreneurship and job creation.

Encouraging Second Home Ownership Tax Benefits on Home Loans: Homebuyers purchasing a second home for investment or rental income can avail of the new tax incentives.

Customs Duty Exemptions to Boost Manufacturing : To promote domestic manufacturing and exports, several customs duty exemptions have been introduced.

Changes in Income Tax Slabs Union Budget 2025

The Union Budget 2025 announcement did not include any adjustments to the tax rates or slabs under the old tax regime. Under the new tax regime, the tax structure is revised as follows:

Income Tax Slabs	Tax Rate
Tax Rate Up to INR 4,00,000	NIL
INR 4,00,001 - INR 8,00,000	5%
INR 8,00,001 - INR 12,00,000	10%
INR 12,00,001 - INR 16,00,000	15%
INR 16,00,001 - INR 20,00,000	20%
INR 20,00,001 - INR 24,00,000	25%
Above INR 24,00,000	30%

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ECONPULSE 2025

ADVANTAGE ASSAM



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Advantage Assam: Unveiling Investment Potential in Northeast India

Written by- [Labib Rahbar](#)

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Background



Advantage Assam is the largest investment promotion initiative by the Government of Assam, aimed at showcasing the state's potential for trade, business, and investment on both national and global platforms. Launched during the Advantage Assam: Global Investors' Summit 2018, this initiative seeks to position Assam as a business and investment hub in the northeastern region of India. It aligns with the Act East Policy of the Indian government, leveraging Assam's strategic geographical location as the gateway to Southeast Asia.

The initiative focuses on key sectors such as agriculture and food processing, tourism, petrochemicals, pharmaceuticals, IT & ITeS, handloom & textiles, logistics, and infrastructure development. By strengthening economic ties with ASEAN

countries and beyond, Advantage Assam aims to transform the state into a global investment destination.

➤ Vision



The vision of Advantage Assam is to drive sustainable economic growth, create employment opportunities, and establish the state as a major player in global trade and investment. The government aims to harness the state's rich natural resources, skilled workforce, and strategic location to attract investors and industries that will contribute to Assam's socio-economic development.

➤ Mission

1. Promoting Assam as a Preferred Investment Destination – By highlighting its unique advantages, such as proximity to Southeast Asia, improved infrastructure, and investor-friendly policies, Assam seeks to attract domestic and foreign direct investment.
2. Developing Key Industrial Sectors – The initiative focuses on harnessing Assam's strengths in oil and gas, agriculture, tourism, and logistics to boost industrial development.
3. Enhancing Connectivity and Infrastructure – With major investments in road, rail, air, and waterway infrastructure, Assam is improving connectivity with the rest of India and neighboring countries.
4. Facilitating Ease of Doing Business – Simplified regulations, single-window clearance systems, and investor-friendly policies ensure a smooth business setup and operational environment.
5. Encouraging Entrepreneurship and Skill Development – By fostering a startup ecosystem and skill development programs, the initiative aims to generate employment and encourage innovation.

➤ Opportunities for Investment

Advantage Assam offers a range of investment opportunities across multiple sectors:

1. **Petroleum & Natural Gas** – Assam is rich in oil and natural gas reserves, making it a hub for petroleum refining and petrochemical industries. Major refineries like Numaligarh Refinery Limited (NRL) and Indian Oil Corporation play a crucial role in energy production.

2. **Agriculture & Food Processing** – With vast fertile lands and diverse agro-climatic conditions, Assam is ideal for agriculture, horticulture, and food processing industries. The state is renowned for its tea industry, contributing significantly to global tea exports.

3. **Tourism & Hospitality** – Assam's rich cultural heritage, wildlife, and scenic beauty make it a prime tourism destination. Investment in eco-tourism, adventure tourism, and luxury resorts is highly promising.

4. **Logistics & Connectivity** – Assam's strategic location makes it a vital hub for logistics and warehousing, facilitating trade with Southeast Asia. The Bharatmala and Sagarmala projects further enhance Assam's transport network.

5. **Textiles & Handloom** – The handloom and textile industry, including Assam silk (Muga and Eri), offers immense potential for investment in

fashion, design, and export markets.

6. **IT & ITeS** – With growing digital infrastructure and IT parks, Assam is positioning itself as an emerging technology and services hub.

Why Assam?

Advantage Assam was held in Assam because it was aimed at promoting the state as India's business gateway to Southeast Asia. The event, which was a Global Investors' Summit, showcased Assam's investment potential across various sectors like infrastructure, tourism, agriculture, and IT.

Key reasons for hosting Advantage Assam in Assam:

1. **Strategic Location** – Assam is a crucial part of India's Act East Policy, offering direct connectivity to Southeast Asian countries.

2. **Natural Resources** – The state is rich in oil, natural gas, tea, and minerals, making it an attractive investment destination.

3. **Government Initiative** – The Assam government aimed to boost industrial growth, creates jobs, and brings investment to the state.

4. **Improving Infrastructure** – Assam has been developing better roads, airports, and industrial corridors to support business expansion.

5. **Showcasing Opportunities** – It provided a platform for investors to explore Assam's potential and form partnerships.

Focus sectors

Advantage Assam focused on several key sectors to attract investment and boost economic growth. The major focus sectors included:

1. **Agriculture & Food Processing** – Leveraging Assam's fertile land for commercial farming, organic produce, and agro-based industries.

2. **Tourism & Hospitality** – Promoting Assam's rich culture, wildlife, and eco-tourism potential.

3. **Petrochemicals & Hydrocarbons** – Utilizing Assam's oil and natural gas reserves for refining and chemical industries.

4. Textiles & Handloom – Supporting Assam’s traditional silk and handloom industry, including Muga and Eri silk.

5. IT & ITeS – Developing Assam as an emerging hub for information technology and software services.

6. Pharmaceuticals & Healthcare – Encouraging investments in hospitals, medical research, and pharma production.

7. Power & Energy – Focusing on hydroelectric, solar, and other renewable energy projects.

8. Infrastructure & Real Estate – Enhancing urban infrastructure, industrial corridors, and smart city projects.

9. Skill Development & Education – Promoting educational institutions and vocational training to create a skilled workforce.

10. Handicrafts & Sericulture – Boosting Assam’s rich handcraft and traditional weaving sectors for global markets.

These sectors were chosen based on Assam’s strengths and its potential to attract national and international investments.

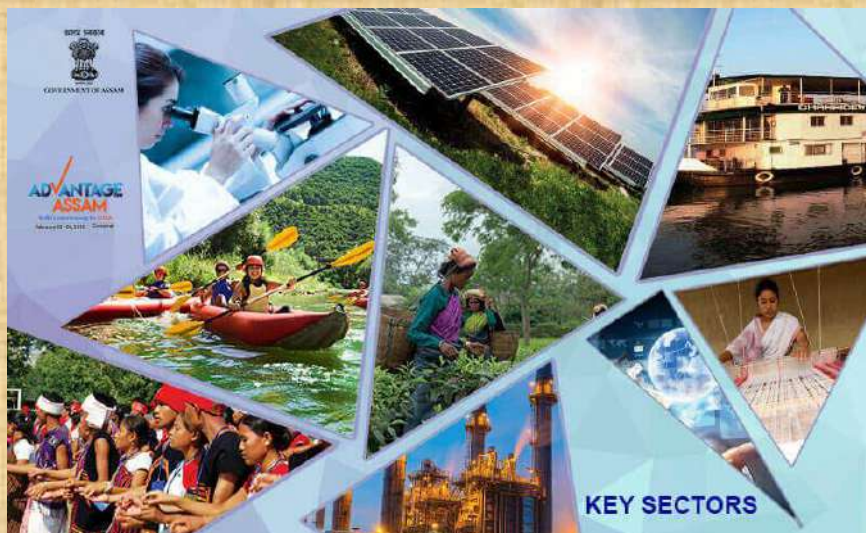
Partner Countries

The Advantage Assam – Global Investors’ Summit 2018 had several partner countries that participated to explore investment opportunities and strengthen trade relations. The key partner countries were:

1. Japan
2. United States
3. United Kingdom
4. South Korea
5. Germany
6. Finland
7. Canada
8. Thailand
9. Vietnam
10. Myanmar

These countries were chosen based on their economic ties with India, particularly in sectors like infrastructure, technology, tourism, trade, and manufacturing. Their participation reinforced Assam’s role as a gateway to Southeast Asia and helped attract global investors to the region.

Future of Assam Economy



Assam’s economy has a promising future, driven by growth in key

industries like agriculture, tourism, petrochemicals, IT, and renewable energy. The state's fertile land and rich natural resources will continue to support agriculture and food processing, creating jobs in farming, logistics, and packaging. Tourism will expand with eco-tourism and heritage tourism, boosting employment in hospitality, travel, and event management. Assam's strong presence in oil and gas will lead to more jobs in refineries, energy services, and petrochemical industries. The IT sector is also growing, with new tech parks in Guwahati attracting investments and generating employment in software development, data analytics, and customer service. Traditional industries like handloom and textiles will see further expansion, providing opportunities in weaving, fashion, and exports. The healthcare sector will grow with more hospitals, pharmaceutical plants, and research centers, creating jobs for medical professionals. Additionally, Assam's role as a gateway to Southeast Asia will boost logistics, trade, and infrastructure development, leading to employment in construction, transport, and supply chain management. With government initiatives and private investments, Assam is set to become an industrial and commercial hub, offering a wide range of job opportunities across different sectors.

Conclusion

Assam's economic future looks bright, with strong potential across various industries, from agriculture and tourism to IT, petrochemicals, and renewable energy. As investments continue to flow in and infrastructure improves, the state is set to become a key industrial and trade hub in Northeast India. The growth of these sectors will not only boost Assam's economy but also create diverse job opportunities for its people. With the right policies, government support, and private sector participation, Assam is on track to achieving sustainable economic development, enhancing livelihoods, and strengthening its position as India's gateway to Southeast Asia.

FUNDING SHORTAGES & MASS LAYOFFS

THE HARSH
REALITIES OF
STARTUPS LIKE:
BYJU'S, OLA &
SWIGGY



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BYJU'S



FUNDING SHORTAGES & MASS LAYOFFS



THE HARSH REALITY OF STARTUPS LIKE
BYJU'S, OLA, AND SWIGGY

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Startups have always fascinated me. They start with a vision, disrupt industries, and create jobs. But recently, I have been thinking—are they as stable as they seem!? Companies like **BYJU'S, Ola, and Swiggy** have been making headlines, but not for the right reasons. Thousands of employees have lost their jobs due to funding shortages, raising serious questions about how these startups operate. As I look deeper into this issue, I realize that the problem is not just about funding; it is about how these companies scale, manage money, and plan for the future.

- **The Boom and the Bust: How Did We Get Here?**

Over the years, I have noticed that startups grow at an unbelievable pace. Investors pour in money, and companies expand rapidly, hiring thousands of employees, launching new services, and even acquiring other businesses. It feels exciting at first, but what happens when the money stops flowing? That is exactly what we are seeing now.

Funding is not as easily available as before. The global economy is slowing down, investors have become more cautious, and startups that relied on continuous funding are struggling to survive. In such situations, cutting jobs seems to be the easiest way to reduce costs. But should employees always be the ones paying the price for poor financial planning?

- **Case Studies: BYJU'S, Ola, and Swiggy**

To understand this issue better, I looked into three well-known startups—BYJU'S, Ola, and Swiggy. Their stories reveal some common mistakes that many startups make.

• BYJU'S: The Fall of an Ed-tech Giant

I still remember when BYJU'S was the talk of the town. It was India's most valuable edtech startup, changing how students learn. But then, things took a turn. The company went on an acquisition spree, buying multiple edtech firms like Aakash and WhiteHat Jr. At first, it seemed like a smart move, but soon, the financial burden became too heavy.

With investors pulling back, BYJU'S found itself unable to sustain its operations. In an attempt to cut costs, it laid off thousands of employees. But the problem was not just about money—it was about mismanagement and over-expansion. If BYJU'S had been more cautious with its spending, maybe these layoffs could have been avoided.

• Ola: The Struggles of a Ride-Hailing Giant

Ola is another startup that made big promises. I personally know people who have relied on Ola for daily travel, but the company has been facing serious challenges. Rising fuel prices, government regulations, and post-pandemic shifts in consumer behavior have all affected its growth.

To make things worse, Ola invested heavily in electric mobility, which has not yet delivered the expected returns. As a result, the company decided to lay off nearly 2,000 employees. It makes me wonder—did Ola expand too fast without thinking about long-term sustainability?

• Swiggy: The Food Delivery Business is Not Easy

Swiggy's case is also interesting. During the pandemic, food delivery services boomed, and Swiggy saw massive growth. But once the lockdowns ended, demand slowed down, and operational costs remained high.

To deal with financial stress, Swiggy had to cut nearly 1,000 jobs. Meanwhile, its competitor, Zomato, managed to avoid such large-scale layoffs by diversifying its business and focusing on profitability. This shows that startups need to plan ahead instead of relying on temporary market trends.

• The Bigger Picture: What Can Startups Learn?

Looking at these cases, I think there are some key lessons startups must learn if they want to survive in the long run.

1. Sustainable Growth is More Important than Rapid Expansion

Many startups rush to expand, but without a solid financial base, they eventually collapse. It is important to grow steadily rather than aggressively.

2. Revenue Diversification is Crucial

Relying on a single source of income is risky. Zomato's ability to diversify helped it stay stable, while Swiggy's dependence on food delivery made it vulnerable.

3. Investor Confidence is Everything

If investors lose trust, funding dries up quickly. Startups must maintain transparency and financial discipline to avoid situations like BYJU'S.

4. Employees Should Not be the First to Suffer

Layoffs have become a quick fix for financial issues, but I believe startups should explore other cost-

cutting measures first. Employees are the backbone of a company, and treating them as disposable is unfair.

5. **The Global Economy Matters**

The startup ecosystem is not just about local demand. Economic slowdowns, rising interest rates, and global investment trends impact funding availability. Startups must factor these in while planning their finances.

What Lies Ahead?

After researching this topic, I believe that the future of startups in India depends on how well companies adapt to changing financial conditions. While the recent wave of layoffs has shaken confidence, it is not the end of India's startup dream.

Startups that focus on sustainable growth, financial discipline, and long-term planning will survive. But those that continue to depend entirely on investor funding without building a stable revenue model will face the same fate as BYJU'S, Ola, and Swiggy.

For employees, this situation is a reminder that working for a startup comes with risks. Job seekers must evaluate a company's financial health before joining. A big name does not always mean job security.

In the end, I think this crisis is a wake-up call for the entire startup ecosystem. If companies learn from these mistakes and make better financial decisions, India can continue to be a thriving hub for innovation. But if they ignore these lessons, we might see more layoffs and closures in the future. The question is—will startups change, or will history repeat itself?

A decorative border of various Indian coins, including 10, 20, and 50 paise coins, is arranged around the perimeter of the page.

ECONPULSE
2025

THE GIG ECONOMY

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The Gig Economy

TRANSFORMING WORK IN THE MODERN WORLD

INTRODUCTION

The gig economy has reshaped the workforce by offering flexible, independent work opportunities outside traditional employment structures. Enabled by technology, this model connects workers to short-term jobs through digital platforms, allowing for greater autonomy in career choices.

Gig employment comes in a variety of forms and suits a range of skill levels. Writing, graphic design, coding, and marketing are among the most popular types of freelancing. Opportunities for making money in the transportation industry are offered by ride-sharing and delivery services like Uber, Lyft, and DoorDash. Individuals can sell goods on online markets such as Etsy, eBay, and Shopify, and remote gig employment include virtual help, data entry, and transcription. Additionally, seasonal or temporary jobs in industries like retail and hospitality offer short-term employment for those seeking flexibility.

As the gig economy continues to expand, it is essential to evaluate its benefits, economic impact, and future to understand its growing role in modern work culture.



The Benefits of the Gig Economy

The most significant advantage of the gig economy is flexibility. Workers can choose their hours and projects, making it an attractive option for students, parents, and those looking to supplement their income. Many professionals take on gig work alongside full-time jobs, providing financial stability while pursuing personal interests.

Additionally, gig work exposes people to a variety of industries, which fosters professional advancement and the development of a broad skill set. In contrast to traditional employment, gig work enables people to get experience in a variety of professions, increasing their adaptability in a labour market that is always changing.

For businesses, the gig economy provides cost-saving benefits. Companies save on expenses related to office space, benefits, and long-term salaries by hiring independent contractors. This model is particularly beneficial for startups and small businesses that need skilled workers without the commitment of full-time employment.

The Economic Impact of the Gig Economy

The gig economy has significantly impacted employment by creating alternative work opportunities, reducing unemployment, and fostering entrepreneurship beyond traditional corporate structures. It allows individuals to build independent careers and offers businesses flexible, cost-effective labour solutions. However, it also presents major challenges, such as job insecurity, income instability, and a lack of benefits like health insurance, retirement plans, and paid leave. Gig workers often struggle with unpredictable workloads, delayed payments, and declining wages due to increasing competition. Furthermore, limited legal protections leave them vulnerable to exploitation. Despite these challenges, the gig economy continues to drive global economic growth, reshaping industries like ride-sharing, food delivery, and freelancing by enhancing accessibility, efficiency, and consumer convenience.

The Future of the Gig Economy

The gig economy is expected to evolve with new trends and regulations aimed at protecting workers' rights. Governments worldwide are exploring policies to ensure fair wages, social security benefits, and job security for independent contractors. While these regulations may introduce challenges for businesses, they could create a more balanced gig economy where workers enjoy both flexibility and financial security.

The future of gig labor will continue to be shaped by technology. Employee opportunities will be improved by AI-powered job-matching platforms, automated payment processing, and skill-development initiatives. The demand for skilled gig workers is likely to rise, making continuous learning and upskilling essential for career growth.

Businesses may adopt hybrid models that combine full-time employees with gig workers to optimize efficiency and cost savings. This approach could create a more structured gig economy where flexibility and job stability coexist.

CONCLUSION

The gig economy has revolutionized the job market, offering workers independence, financial opportunities, and exposure to diverse industries. However, it also poses challenges such as job insecurity, lack of benefits, and wage instability. As it continues to grow, there is a pressing need for policies that balance worker protections with the flexibility that makes gig work appealing.

With the right mix of innovation and regulation, the gig economy has the potential to become a sustainable and dynamic force in the future of work. As businesses and workers adapt to this evolving landscape, the gig economy will remain a crucial part of the modern workforce.

UNEMPLOYMENT & LAYOFFS

IN TECH SECTORS

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UNEMPLOYMENT AND LAYOFFS IN TECH SECTORS

INTRODUCTION

India's IT sector, featuring giants like Infosys, TCS, and Wipro has been a significant booster for the economy for a long time. Over the past few decades, these companies have played a crucial role in enhancing employment rates and the nation's economic growth. During the COVID-19 pandemic, despite the economic hardships it brought, the IT sector witnessed a rise in demand, prompting a hiring surge by companies such as Infosys, TCS, and Wipro. However, In recent years, India's IT industry, previously recognized for its rapid hiring, has experienced a notable deceleration. Studies reveal a steep drop in recruitment figures, sparking worries about the sector's long-term direction.



INFOSYS

Infosys experienced a 46% reduction in its hiring rate during FY2023. In the first quarter of FY2023, the company witnessed a slight decline, which was influenced by uncertainties in the global economy. As a result, the company decided to take a more careful and measured approach to its recruitment process. However, the hiring rates did not improve in the following financial years either. Instead, they continued to decline significantly. By the end of FY2024, Infosys announced a reduction in its workforce for the fifth straight quarter. The company reported having 25,994 fewer employees compared to the previous year. In the second and third quarters of 2024, the workforce declined by 5,433 and 3,611 employees, respectively. By the end of the fiscal year 2024, the company reported a total workforce of 3,43,234. This marked the first instance in over two decades that Infosys had experienced a decline in its employee count. In FY 2025, Infosys saw a slight recovery in hiring, ending a six-quarter decline. While the company reported mixed trends, with cautious optimism, it aimed to balance growth and cost management. By year-end, Infosys plans to ramp up hiring, focusing on fresh graduates.

TCS

In FY 2022, TCS sustained its strong hiring pace, concluding the year with a solid workforce. The company remained positive about future growth and kept investing in talent acquisition. In the first quarter of FY2023, TCS witnessed a slight dip in its hiring rates, influenced by global economic uncertainties. This led the company to adopt a more prudent approach to recruitment. The downward trend persisted throughout the subsequent quarters, posing challenges for TCS in sustaining its workforce levels while managing costs. By the end of the fiscal year, the hiring rate had declined significantly, resulting in a net reduction in the workforce. In response, TCS prioritized employee retention and focused on optimizing resource allocation. TCS reported a drop in hiring for the fifth straight quarter, concluding FY24 with a smaller workforce compared to the previous year. The headcount decreased further, and TCS continued to see a sequential dip, with a reduction in employees. The company concluded the fiscal year with a notable decrease in its total headcount, reflecting a significant workforce reduction. TCS recorded a net decrease of 5,370 employees during the October to December 2024 quarter, according to the company's Q3 earnings report released on January 9. The company struggled to increase hiring, with no evident improvement in the hiring rate.

WIPRO

Wipro witnessed robust hiring growth throughout FY2022, driven by increasing demand for IT services and strong financial performance. The company maintained steady recruitment across all four quarters, ending the year with a strengthened workforce. However, FY2023 marked the onset of a downward trend as global economic uncertainties impacted hiring. The company experienced a marginal decline in Q1, followed by reductions of approximately 1,000 employees in Q2, 1,200 in Q3, and 1,500 in Q4. This decline extended into FY2024, with headcount shrinking by 2,000 employees in Q1, 1,800 in Q2, 2,200 in Q3, and 2,500 in Q4 as Wipro prioritized efficiency and cost control. The trend persisted in FY2025, with workforce reductions of 1,157 in Q1, 1,000 in Q2, 1,200 in Q3, and 1,500 in Q4. By the fiscal year's end, Wipro's total headcount stood at 232,732 as the company continued its focus on resource optimization and operational efficiency.

CONCLUSION

The decline in hiring rates at major IT sector companies like Infosys, TCS, and Wipro can be attributed to several key factors: The decline in IT sector hiring can be attributed to several key factors. Global economic uncertainty and recession fears have prompted companies to adopt cautious recruitment strategies. Profit misses by major IT firms like Infosys, TCS, and Wipro have further driven efforts to enhance operational efficiency and reduce costs. Additionally, automation advancements have diminished the need for larger workforces. Despite a decline in attrition rates, they remain relatively high, impacting hiring decisions. Internal challenges, such as employees failing internal assessments, have also influenced companies to focus on optimizing their current workforce. Geopolitical concerns, including the Israel-Hamas and Russia-Ukraine conflicts, have led to reduced client spending in the US and Europe, slowing IT service demand. Lastly, the sector's aggressive hiring during 2021 and early 2022 to meet post-pandemic digitization demands has resulted in over-hiring, contributing to the current slowdown.

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DIGITAL ECONOMY & FINTECH



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INTRODUCTION TO DIGITAL ECONOMY AND FINTECH

As children many of us have imagined a future in which we could just scan things for payments-no use of cash, no need to count how much to pay and how much would the shopkeeper return to us? But now it is possible because of the Digital economy – a revolution in reshaping the way the businesses, individuals and government interact with Financial Technology(FinTech) in the global market. Now the question arises, what is FinTech? It is the integration of technology in offering financial services and products.



DIGITAL ECONOMY- DRIVING THE GROWTH OF NATION

Prior to demonetization, digital payments included only 10% of total transaction in India. However the termination of cash supply in 2016 led to aggressive promotion and adoption of digital ecosystem in India. With the mission to target 2,500 crores digital transactions in 2017-18 through UPI, USSD, IMPS and Debit cards, govt. had significantly stepped into reducing the dependence on cash transaction. One of the key initiative in this digital ecosystem growth is the launch of UPI- Unified Payment Interface allowing the users to have real time inter-bank transactions. As per recent data, UPI transactions have witnessed a rise of around 74% over the past few years. Also , for the financial year 2022, the total UPI transaction value counted for nearly 86% of India's GDP. More significantly, India's digital economy is expected to grow almost twice as fast as the overall economy , thus contributing to nearly one-fifth of country's total National Income by 2029-30. However, FinTech is also redefining the digital financial structure of the country. Digital-only banks (Neobanks) like Niyo and Jupiter has eliminated the need for physical bank branches. The growth of Decentralised Finance(DeFi) is also expected to boost peer-to-peer trading , thus eliminating intermediaries.

BNPL- Buy Now Pay Later is a game changer tool of the digital economy that has highly stimulated consumer spending. It is a payment option lets customers buy something now and pay for it later in small parts, usually without interest for short time. It is a type of short term loan but without interest which is very helpful for salaried persons as they get a salary at the start of the month and have very limited funds till the month end . Many online platforms like Flipkart and Amazon provide a buy now pay later facility in which they accept the order and pay the amount to the merchant and then collect the amount from the buyer later.

To use BNPL, users have to register by filling the form submitting their details like :-

- PAN
- Name & Age
- Salary Information
- Bank Account Details
- Employer Details.

Then there is an eKYC process done and BNPL is ready to work for the customers. It increases sales but also helping buyers to purchases their needs at any time and enhances budgeting.



INTERNATIONAL POSITION OF THE INDIAN DIGITAL ECONOMY

India is witnessing a remarkable growth in terms of digitalization over the last decade. According to States of India's Digital Economy(SIDE) Report 2024, at the country-level, India stands as the third largest digitalized country in the world, following the United States and China as first and second respectively. However with UPI, India holds the position of global leader. The acceptance of UPI services in Mauritius and Sri Lanka also proves to be a robust linkages between the countries. If there is one Indian innovation that has become a global front-runner , it would be UPI. Among the G20 countries, India ranks 12th in the digitalization level of individual users.

WHO IS RESPONSIBLE FOR GOVERNANCE OF FINTECH?

In India, the Reserve Bank of India (RBI) sets and oversees policies, rules, and guidelines for FinTech .The RBI has launched Inquiry for direct engagement with FinTech firms and the regulator and it also regulates its CBDC.

Additional regulatory bodies, including Securities and Exchange Board of India (SEBI) and Insurance Regulatory Development Authority of India(IRDAI),work within the RBI's framework to ensure safe and smooth FinTech operations.

Primary Regulation:- The Reserve Bank of India is responsible for regulation of FinTech companies in areas like payments, lending and digital banking through various guidelines and policies.

Stock Market Regulation:- Securities and Exchange Board of India is responsible for regulation of FinTech products related to capital markets and investments.

Insurance Tech Regulation:-Insurance Regulatory Development Authority of India overseas insurance technology (InsurTech) companies.

Data Protection:- The Ministry of Electronics and Information Technology oversees data protection in the FinTech sector through the regulatory framework established by the Information Technology Act and the newly enacted Digital Personal Data Protection Act.

The Digital Rupee or eINR or E- Rupee is an electronic form of money or can be called as a tokenized digital version of the Indian Rupee issued by RBI. The users of eRupee can store it in a digital wallet and can withdraw the same from their e-wallet linked to their existing bank account .

But does India with its already strong DPI, really need eRupee? Where UPI already offers safe, secure, instant and cost-effective digital payments, then why eRupee? The answer however depends on the situation. For an average user the difference may be negligible. However, unlike UPI that operates through banks, intermediaries, etc., RBI is directly responsible for the operation of eRupee and thus ensures security, as it can track every transaction innovation of eRupee might seems redundant but the regions which have lesser engagement in digital transaction, eRupee may serve as a blueprint. However, to convince the users to switch to eRupee from a familiar and highly accepted mechanism like UPI, it may prove to be hardship. The final conclusion – a step forward or a redundant step? Whether e-Rupee becomes a milestone in India's digital economy or just another experiment will depends on how well it is implemented and adopted. If the RBI can deliver its innovation, it can prove to be a new chapter in India's digital success story or else a trial in the path of growth.

E-RUPEE- A REVOLUTION OR A DISMISSIVE STEP?

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ECONOMICS OF DIGITAL PRIVACY & RISE OF ONLINE CREATORS

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ECONOMICS OF DIGITAL PRIVACY AND RISE OF ONLINE CREATORS

INTRODUCTION

EVER WONDERED WHY AFTER A SIMPLE SEARCH ABOUT YOUR FAVOURITE SNEAKERS, YOUR FEED IS FULL OF SHOES? DO YOU REALLY KNOW WHAT'S HAPPENING TO YOUR INFORMATION? HOW THE PRIVACY LAWS WORK AND HOW THE RANDOM CREATOR SUDDENLY POPS UP WITH THE PRODUCT YOU ARE USING? IN TODAY'S DIGITAL WORLD, DATA IS MORE THAN INFORMATION, IT'S POWER, CURRENCY, AND PROFIT. IN THIS ARTICLE, WE CRACK THE CODE FOR YOU TO UNDERSTAND DIGITAL ECONOMICS AND WHY THERE IS A RISE IN ONLINE CREATORS.



DATA IS POWER, MONEY, CURRENCY: THE PRICE WE PAY

DATA IS MONEY FOR THE DIGITAL WORLD. IT GRANTS CONTROL, INFLUENCE, AND POWER TO THE OWNER. THINK AGAIN! HOW MANY ONLINE PLATFORMS ARE YOU ACCESSING FOR “FREE”, PAYING WITH YOUR PERSONAL INFORMATION, EXISTING AS DATA FOR THE COMPANIES BEHIND THEM? COMPANIES AND ONLINE CONTENT CREATORS USE THIS DATA TO PERSONALIZE WHAT YOU SEE, TARGET ADS, AND SELL YOUR ATTENTION TO THE HIGHEST BIDDER. IT IS A SYSTEM WHERE YOU ARE BOTH THE AUDIENCE AND THE PRODUCT. WHILE DATA MIGHT BE FREE FOR THEM, BUT IT WILL COST YOU IN TERMS OF PRIVACY, FREEDOM OF CHOICES, AND CONTROL OVER YOUR DIGITAL LIFE.

LOOKING THROUGH THE BLURRED LINES OF CONSUMER RIGHTS

THE DIGITAL ECONOMY IS FAST-EVOLVING, CONSUMER RIGHTS OFTEN OVERLAP AND CONFLICT. IN THE DIGITAL WORLD, CONSUMERS ARE NOT ONLY BUYERS BUT ALSO SOURCES OF DATA, TANGLING THEIR ROLE AND RIGHTS.

THE USERS' RIGHT TO INFORMATION AND RIGHT TO PRIVACY OFTEN COLLIDE WHEN THEY ARE SWAMPED WITH COMPLEX TERMS AND CONDITIONS ABOUT DATA COLLECTION, WHICH ARE MOSTLY IGNORED BECAUSE OF THE ENDLESS LIST CONTINUING WITH COMPLEX UNDERSTANDING OF LEGAL LANGUAGE. THE CLAUSE OF RIGHT TO CHOOSE FREELY IS ALSO A MIRAGE AS THE CONTENT CONSUMED IS HEAVILY PERSONALIZED ALGORITHMS CAREFULLY CURATED TO SUBTLY INFLUENCE THE USER INTO THE PICKED OUT CATEGORIES.

DATA IS THE DIGITAL CURRENCY. AS PLATFORMS MONETIZE CONSUMER DATA, MULTIPLE QUESTIONS ARISE ABOUT WHO DOES THE DATA ACTUALLY BELONG WITH?- THE CONSUMERS WHO WISH TO ACCESS PERSONALIZED AND RELATABLE CONTENT OR THE SLY GENIUSES BEHIND THE SCREENS, FINDING VARIOUS WAYS OF MONETIZATION OF EVERY INFORMATION AVAILABLE TO THEM.? WHATEVER MAY BE THE ANSWER, WHAT IS CLEAR TO US IS THE NEED FOR INTEGRATED CONSUMER PROTECTION FRAMEWORK BECAUSE HERE YOU ARE NOT JUST A BUYER, YOU ARE A PRODUCT TOO.



THE PRIVACY LAWS AND THE ECONOMIC MODELS

THE INTERSECTION OF PRIVACY LAWS AND ECONOMIC MODELS IS THE LIFEblood OF TODAY'S DIGITAL ECONOMY. PERSONAL DATA HAS BECOME A VALUABLE ASSET, SHAPING BUSINESS STRATEGIES, TARGETED MARKETING, AND REVENUE GENERATION. BUT WHAT CONCERNS US IS HOW THIS POSES SERIOUS CHALLENGES TO INDIVIDUAL PRIVACY, DEMANDING STRICT LEGAL FRAMEWORKS. PRIVACY LAWS LIKE GDPR(GENERAL DATA PROTECTION REGULATION) IN EUROPE, CCPA(CALIFORNIA CONSUMER PRIVACY ACT) IN U.S., THE INFORMATION TECHNOLOGY ACT, AND THE DIGITAL PERSONAL DATA PROTECTION ACT IN INDIA AIMS TO GIVE USERS CONTROL OVER THEIR DATA. HOWEVER, THE ENFORCEMENT AND SCOPE OF THESE LAWS OFTEN LAG BEHIND THE RAPIDLY EVOLVING ECONOMIC MODELS. THE USE OF SURVEILLANCE CAPITALISM, WHERE USERS' DATA IS COLLECTED, ANALYSED, AND SOLD MOSTLY WITHOUT CONSENT, IS MAKING THE CONSUMERS QUESTION IF "PRIVACY LAWS" CAN TRULY PROTECT THEIR PRIVACY.

ECONOMICS OF ONLINE CONTENT CREATION

WHILE "CONTENT IS KING," MONETIZATION IS KEY TO SURVIVAL. CREATORS EARN THROUGH AD REVENUE, SPONSORSHIPS, AFFILIATE MARKETING, SUBSCRIPTIONS, AND PRODUCT SALES. HOWEVER, THE MARKET IS COMPETITIVE, AND SUCCESS DEPENDS ON PLATFORM ALGORITHMS, ENGAGEMENT METRICS, AND ADAPTING TO TRENDS. ALGORITHM CHANGES CAN AFFECT VISIBILITY AND INCOME, MAKING DIVERSIFICATION ESSENTIAL FOR LONG-TERM FINANCIAL STABILITY. MANY CREATORS EXPAND INTO MERCHANDISE, COURSES, AND EXCLUSIVE CONTENT PLATFORMS TO REDUCE DEPENDENCE ON A SINGLE INCOME SOURCE.



COST STRUCTURE AND SUCCESS FACTORS



WHILE "CONTENT IS KING," MONETIZATION IS KEY TO SURVIVAL. CREATORS EARN THROUGH AD REVENUE, SPONSORSHIPS, AFFILIATE MARKETING, SUBSCRIPTIONS, AND PRODUCT SALES. HOWEVER, THE MARKET IS COMPETITIVE, AND SUCCESS DEPENDS ON PLATFORM ALGORITHMS, ENGAGEMENT METRICS, AND ADAPTING TO TRENDS. ALGORITHM CHANGES CAN AFFECT VISIBILITY AND INCOME, MAKING DIVERSIFICATION ESSENTIAL FOR LONG-TERM FINANCIAL STABILITY. MANY CREATORS EXPAND INTO MERCHANDISE, COURSES, AND EXCLUSIVE CONTENT PLATFORMS TO REDUCE DEPENDENCE ON A SINGLE INCOME SOURCE.

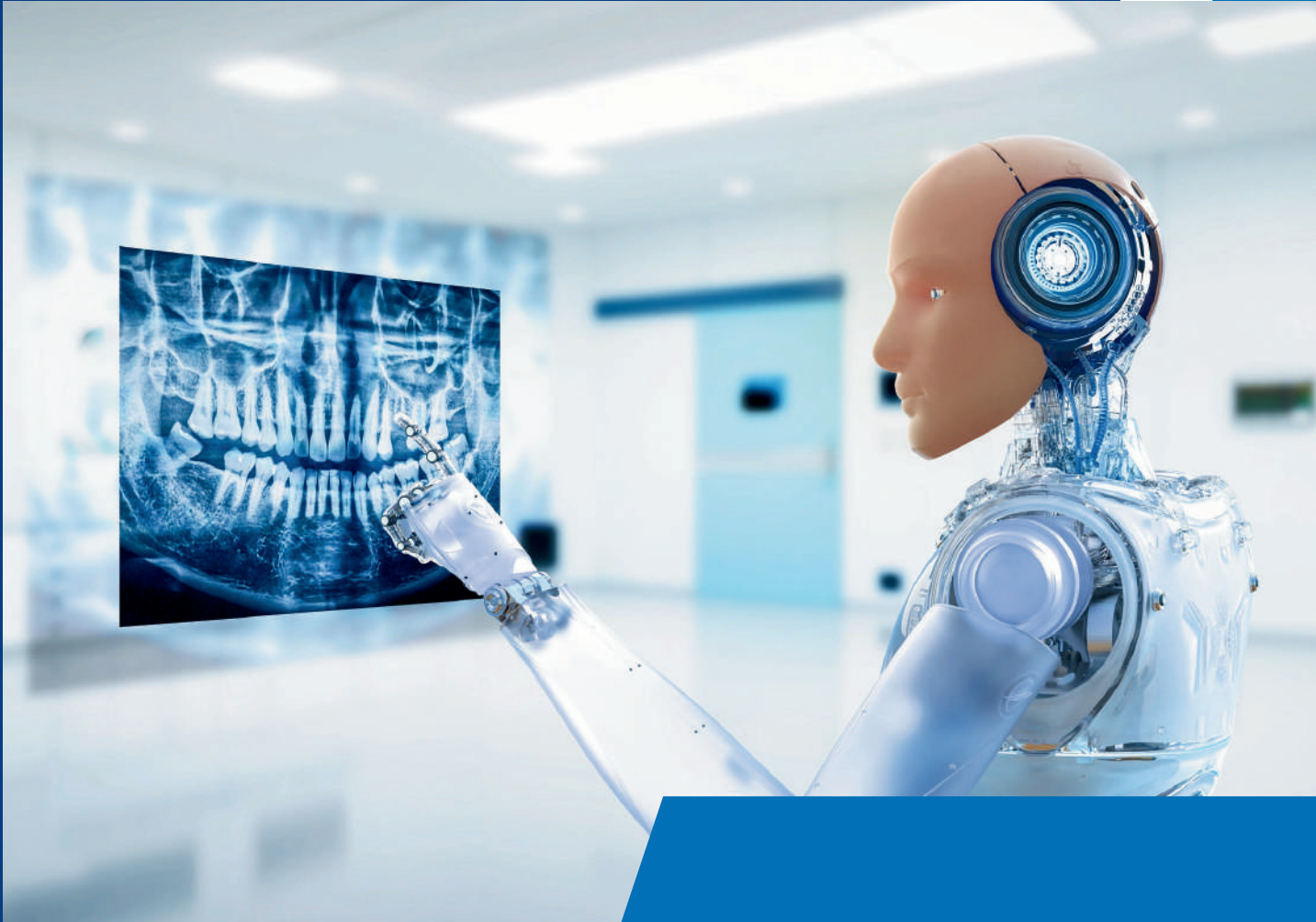
OWNERSHIP AND REGULATION OF CUSTOMER DATA

EVERY ONLINE ACTION GENERATES DATA, FUELLING PERSONALIZED ADS AND PLATFORM ALGORITHMS. HOWEVER, TECH GIANTS LIKE GOOGLE, META, AND TIKTOK MONETIZE THIS DATA, TURNING USERS INTO UNPAID SUPPLIERS OF VALUABLE INFORMATION. GOVERNMENTS HAVE RESPONDED WITH PRIVACY LAWS LIKE GDPR (EUROPE) AND CCPA (CALIFORNIA) TO GIVE USERS MORE CONTROL, BUT THESE REGULATIONS ALSO LIMIT AUDIENCE INSIGHTS FOR CREATORS, IMPACTING ENGAGEMENT AND REVENUE. THE TRADE-OFF BETWEEN PRIVACY AND PROFITABILITY FORCES PLATFORMS TO ADAPT BY SHIFTING TOWARD SUBSCRIPTION-BASED MODELS AND ALTERNATIVE MONETIZATION STRATEGIES.

CONCLUSION

IN THE DIGITAL ECONOMY, DATA IS POWER, CURRENCY, AND A KEY DRIVER OF REVENUE. HOWEVER, THE OVERLAP BETWEEN CONSUMER RIGHTS AND BUSINESS INTERESTS RAISES CRITICAL QUESTIONS ABOUT DATA OWNERSHIP, REGULATION, AND PRIVACY LAWS. WHILE PLATFORMS PROFIT FROM USER DATA, EVOLVING REGULATIONS AIM TO PROTECT CONSUMERS, RESHAPING ECONOMIC MODELS. AT THE SAME TIME, ONLINE CONTENT CREATION HAS BECOME A COMPETITIVE INDUSTRY WITH DIVERSE REVENUE STREAMS. SUCCESS DEPENDS ON MONETIZATION STRATEGIES, PLATFORM ALGORITHMS, AND SUSTAINABLE COST MANAGEMENT. IN THIS RAPIDLY CHANGING LANDSCAPE, BOTH CREATORS AND CONSUMERS MUST NAVIGATE THE BALANCE BETWEEN PRIVACY, PROFITABILITY, AND INNOVATION.

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ARTIFICIAL INTELLIGENCE

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ARTIFICIAL INTELLIGENCE



ARTIFICIAL INTELLIGENCE : Transforming the Future of Commerce and Economics



In the era of rapidly evolving AI has become the epitome of efficiency and innovation. Once a futuristic concept, AI is now deeply embedded in business process, it's influencing expanding from products to deploying the best of customer services to making stock market predictions, leaving its mark everywhere.

AI in Commerce: The Rise of Smart Business Operations



AI's vast capabilities—powered by machine learning, natural language processing (NLP), and predictive analytics has enabled businesses to enhance their effective range of capabilities—designing products, answering customer queries, resulting in quickness and competent operation of resources

AI or artificial intelligence is like a teaching computer which is a part of technology that can process information without human supervision. According to researchers there are four boards of AI first is Reactive Machine, second is Limited Memory, third is theory of Mind and last is self-awareness. It's like magic that makes machine think and learn.

AI is in everywhere like games, phones and even some toys. It's help us to understanding what we say and what we do. Just like friends, we need to teach AI the right things. We want it to be careful and kind. AI can help us in many ways and it's already helping us like if we think about robots used in the factory, these robots run in principle of AI. In the automobile sector some vehicles have been invented that don't need any humans to drive them, they are self-driving such as Tesla.

Key Areas of AI in Business

➤ **Personalized Marketing:** Trends have begun to emerge of AI analysing customer data which was time consuming before the later emergence due to vast amount of data. Enterprises started to personalize its market operation based on the customer's want thereby gaining a huge momentum in success. For example, popular E-commerce giants like Amazon and Alibaba used AI-powered recommendation systems to increase sales and customer retention.

➤ **Chatbots & Virtual Assistants:** Due to a steep rise of advanced AI models like GPT-4 has led to widespread use of chatbots and virtual assistants are heavily used in answering customer queries, cutting edge across cost of maintaining staffs and not to mention these support systems are available 24/7.



AI IN HEALTHCARE: A LEAP TOWARDS PRECISION

AI (artificial intelligence) has transcended science fiction and becoming a defining force in shaping modern civilization. While in economics its impact is undeniable, AI's influence has spread over to education, healthcare, creativity and somewhere towards ethics as well. But the most highlighting sight is in medicine and surgeries.

- **Personalized Medicine:** Since the growth spurt from new ai models, like GPT4+, AI have been tailoring personalized medicine for patients based on clinical profiles, providing effective drugs prescription and reducing side effects. This is particularly crucial in cancer treatment, where AI helps design individualized chemotherapy plans.
- **Robotic Surgery & AI-Powered Assistants:** Robotic surgery has been used in India for nearly two decades, starting with a heart surgery in Delhi. Large hospitals such as Apollo, in the last two years alone has witnessed a sharp increase of over 400% robotic-assisted procedure performed across hospitals in India.



AI in Creativity: A New Era of Art & Entertainment

Contrary to the belief that AI is only good at logical tasks, it is now disrupting creative fields like art, music, and writing.

- **AI-Generated Art:** Tools like DALL-E and Deep Dream can generate stunning artwork within seconds based on just a few prompts.
- **AI in Music & Writing:** Models like OpenAI's Jukebox create music in various genres, from classical to electronic. Meanwhile, AI-driven tools like ChatGPT assist in scriptwriting, novel creation, and even poetry.

However, AI's impact on creativity has been controversial. Many artists argue that AI is "stealing" their work by being trained on existing human-made art. This raises ethical concerns about originality and fair use in creative industries.

AI is now no longer a distant future or a child fantasy—it is the present, reshaping and blending into our everyday task to industries and challenging our traditional norms. While it brings efficiency let's do not forget the risk of ethical concerns and the missuses of such, which is now readily available to the masses. At the end, it comes down to how we harness it's potential for the betterment of society and not the destruction.

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ECONPULSE 2025

MAHAKUMBH 2025

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MAHA KUMBH 2025

Mahakumbh 2025: A Festival of Faith and Economic Power

The Mahakumbh Mela is known as the world's largest religious gathering, bringing together millions of devotees in India. Held every 12 years at four holy cities—Prayagraj, Haridwar, Ujjain, and Nashik—the Mahakumbh is not just a spiritual event but also a significant economic force. The upcoming Mahakumbh in 2025 is expected to be the biggest ever, with over 45 crore people likely to attend, including 15 lakh foreign tourists. In comparison, the 2019 Kumbh Mela saw 25 crore attendees. The event's theme of unity and equality aims to connect people from different cultures and traditions, making it a true symbol of India's diversity.



Economic Impact of Mahakumbh 2025

The Mahakumbh 2025 is predicted to give a major boost to India's economy, contributing up to ₹2 lakh crore. This impact will also help Uttar Pradesh's GDP grow by more than 1%. Several sectors are set to benefit significantly:

- Daily essentials: Sales are expected to reach ₹17,310 crore as millions of pilgrims will need food, water, and other necessities.
- Hotel and travel: The hospitality sector is projected to earn around ₹2,800 crore. Affordable hotels, especially those under ₹10,000, have already been fully booked, according to *Manan Bajoria from Ixigo.

- Religious items and flowers:
Sales of items like garlands and offerings are estimated to generate ₹2,000 crore and ₹800 crore respectively.

With 132 flights operating to Prayagraj every month and millions of tourists spending on food, transport, and local products, the Mela acts as a massive marketplace. The economic activities during the event will also lead to higher tax revenues through GST and other taxes, further strengthening state finances.



Infrastructure Development in Prayagraj

To handle the massive crowd, the government has invested heavily in infrastructure. Some of the key developments include:

- 14 new flyovers and 9 permanent ghats for smoother transport and safer pilgrim experiences.
- 7 new bus stations and 12 kilometers of temporary ghats for managing the rush during key bathing dates.
- Security arrangements: About 37,000 policemen, 14,000 home guards, and 2,750 AI-based CCTV cameras will be deployed to ensure safety.

Healthcare services are also well-prepared with 6,000 beds, 43 hospitals, and even air ambulances on standby. Additionally, 10,200 sanitation workers and 1,800 Ganga Seyadut volunteers will help

maintain cleanliness and hygiene at the festival grounds.



importance, attracting media coverage and promoting India as a top destination for religious tourism. The presence of 15 lakh foreign tourists will also boost foreign exchange earnings and enhance India's soft power on the world stage.

Promoting Equality and Cultural Diversity

Mahakumbh 2025 will see the participation of 13 Akharas, including the Kinnar Akhara, Dashnam Sanyasini Akhara, and women's Akharas. This inclusion sends a strong message of gender equality and a progressive approach within religious traditions. By bringing together people of different castes, religions, and cultures, the Mela promotes a sense of national unity and harmony.

A Global Event of Unmatched Scale

Uttar Pradesh officials have stated that Mahakumbh 2025 will surpass other major global events in terms of attendance. For instance:

- Rio Carnival: 70 lakh attendees.
- Haj: 25 lakh attendees.
- Oktoberfest: 72 lakh attendees.
- Mahakumbh 2025: Expected 45 crore attendees.

This incredible scale highlights the Mahakumbh's global

Challenges and Solutions

«Un: - Nerpectel
ry by Underdogs»

While the Mahakumbh promises huge economic benefits, managing such a massive crowd remains a challenge. Effective crowd control, safety measures, and cleanliness are crucial to the festival's success. The government's investments in infrastructure, security, and health services show a proactive approach to these challenges. However, sustainable practices and strategic management will be necessary to minimize environmental impacts and ensure that the benefits of the Mela are long-lasting.

Conclusion

The Mahakumbh 2025 is more than just a spiritual event; it is a symbol of India's cultural richness and economic strength. With careful planning and execution, this grand festival can serve as a model for balancing tradition with modern economic growth, turning an

ancient tradition into a powerful force for both unity and prosperity.

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ASSAM'S RISE AS A SEMICONDUCTOR HUB

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ASSAM'S RISE AS A SEMICONDUCTOR HUB

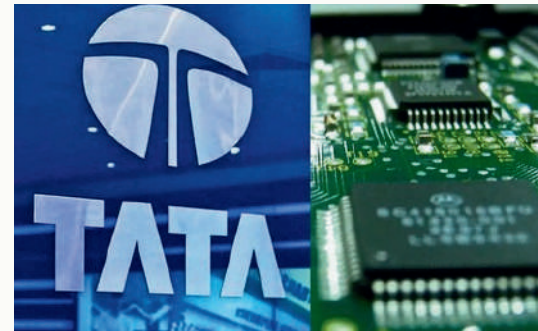
TATA'S ATMP UNIT TO GENERATE EMPLOYMENT & REVENUE

In a significant step towards creating an end-to-end semiconductor manufacturing ecosystem in India, Government of India has approved a proposal by Tata Electronics to build a state of the art, Greenfield semiconductor assembly and test facility in Jagiroad, Assam.

The project was approved by the **Union Cabinet** chaired by **Prime Minister Narendra Modi** on February 29, 2024. A meeting was held on July 29, 2024, at Janata Bhawan with officials from the **Tata Group and the state government**, preceding the scheduled August 3, 2024, Bhumi Pujan ceremony for the upcoming Tata Group semiconductor unit. The facility will be built with an investment outlay of **INR 27,000 crore** and is expected to generate over 27,000 direct and indirect jobs in the region

VISION :

This project aims to boost the local economy and advance India's position in the global semiconductor industry. The government has also focused on modernizing the Semi-Conductor Laboratory in Mohali and implementing the Scheme for Promotion of Manufacturing of Electronic Components and Semiconductors (SPECS) and the Production Linked Incentive (PLI) Scheme for Large-Scale Electronics



So, what is ATMP?

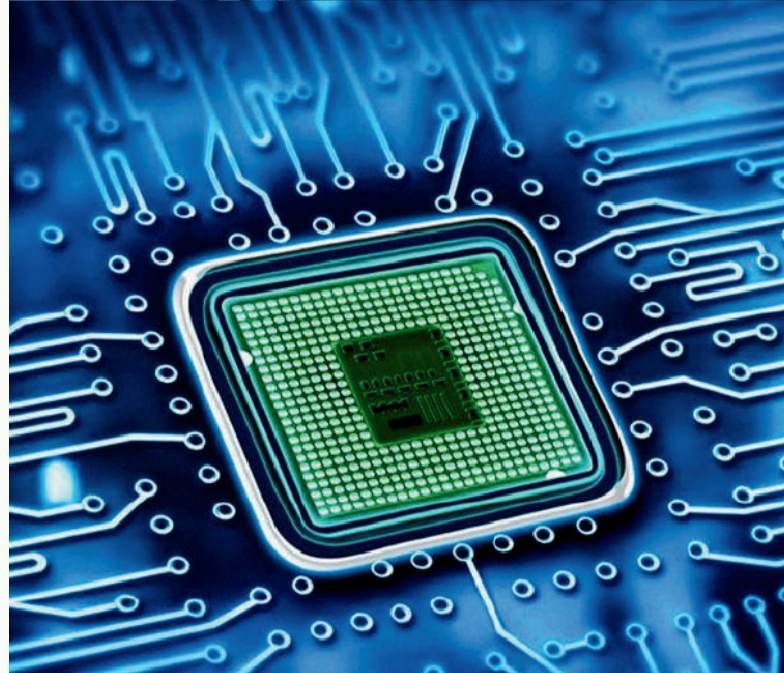
ATMP stands for advanced technology manufacturing platform. It is a state-of-the-art manufacturing platform designed for producing advanced semiconductor chips using cutting edge technology which facilitates fabricating complex chips with high precision and speed. It will help meet the growing demands of various industries like electronics, automotive, aerospace, etc. You might be wondering what makes a ATMP unit different from other existing manufacturing units. So let's look deeper into it. ATMP uses advanced technology to fabricate complex chips with high speed and also with precision. The facility of ATMP is designed in such a way that it will facilitate the production of chips in large volume which will help cater to fulfilling the growing demands. The unit will also have advanced packaging capabilities which include 2.5D and 3D packaging. The facility features an advanced clean room which will help prevent contamination in the environment of chip manufacturing.



BENEFITS AND OPPORTUNITIES

The establishment of the semiconductor unit in **Morigaon, Assam**, marks a pivotal step toward achieving India's semiconductor ambitions. This project, along with others approved under the Semicon India program, strengthens India's technological foundation and supports the nation's vision for economic resilience and self reliance. It brings significant socio-economic benefits by generating **15,000 direct** and **11,000-13,000 indirect jobs**, contributing to regional economic growth in Assam and nearby areas. Assam has technical and engineering workforce available from the entire North-East India, providing a stable talent pool for this project as well as the ecosystem development that this project will seed.

This new initiative from Tata Electronics will bring to India a portfolio of cutting-edge semiconductor technologies, an advanced skill set and talent, and a network of semiconductor manufacturing suppliers and ecosystem partners, resulting in the foundational development of the indigenous semiconductor ecosystem in India. This Assembly & Test facility will be able to directly ship semiconductor chips to end-users and OEMs (Original Equipment Manufacturers) in India and the world.



ECONPULSE 2025

THE PLACEMENT PARADOX



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THE PLACEMENT PARADOX: WHAT'S AILING INDIA'S FRESH GRADUATES

Imagine a room filled with bright, eager faces, all clutching degrees from India's top universities. Now imagine the disappointment and frustration etched on those faces as they struggle to find employment. This is the harsh reality faced by many of India's top graduates. India is often touted as a hub for IT and technology, with multinational companies flocking to set up shop. Yet, despite this growth, many of the country's top graduates are struggling to find jobs. What's behind this paradox? Well, one reason for this disconnect is the mismatch between the skills imparted by Indian universities and the requirements of the industry. While Indian engineers are renowned for their technical prowess, many lack the soft skills, creativity, and problem-solving abilities that are increasingly valued by employers. Moreover, the proliferation of automation and AI has rendered many traditional IT jobs obsolete, leaving graduates with skills that are no longer in demand.



The decline in campus placements has serious implications for India's graduates, who are often left with significant debt burdens and uncertain career prospects. It also raises questions about the quality of education being provided by Indian universities and the need for reforms to ensure that graduates are equipped with the skills and training required by the industry.

To address this issue, experts recommend that universities focus on providing students with skills training and industry-specific knowledge, rather than just theoretical education. Additionally, the government and industry leaders must work together to create jobs and stimulate economic growth.



The job market is extremely competitive, and it's getting tougher every year," says Dr. Kumar, a placement officer at IIT Bombay. His words echo the concerns of thousands of graduates who are struggling to find employment despite having degrees from top institutions. According to data from the All India Council for Technical Education (AICTE), the number of students placed through campus recruitment drives has declined by over 10% in the past two years. This decline is not limited to smaller or lesser-known institutions; even top-tier universities like the Indian Institutes of Technology (IITs) and the National Institutes of Technology (NITs) have seen a significant drop in campus placements

- a. Mismatch between skills and industry demands:** Many Indian graduates lack the skills and training required by the industry, making them less attractive to potential employers.
- b. Rise of automation and AI:** The increasing use of automation and AI in various industries has reduced the demand for certain types of jobs, leaving graduates with skills that are no longer in demand.
- c. Economic slowdown:** The economic slowdown in India has led to a decrease in hiring across various industries, making it tougher for graduates to find jobs.

As the Indian economy continues to evolve, it's clear that the traditional model of campus placements is no longer sufficient. It's time for universities, industry leaders, and policymakers to come together to ensure that India's graduates are equipped with the skills and training required to succeed in the modern job market.

THE WORK- CULTURE REVOLUTION



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THE WORK CULTURE REVOLUTION: TRANSFORMING THE MODERN WORKPLACE THROUGH WORK-LIFE BALANCE

In a world, where corporate landscapes shift at breakneck speed, one constant remains: the transformative power of corporate culture. As organizations navigate the complexities of the modern workplace, a well-defined and positive work culture has emerged as the linchpin of success. A well-defined and positive corporate culture is the backbone of any successful organization. It's the glue that holds employees, leaders, and stakeholders together, driving engagement, motivation, and productivity.

Corporate work culture refers to the shared values, beliefs, and practices that define an organization's work environment. It encompasses everything from communication styles and leadership approaches to employee engagement and well-being initiatives. A positive corporate work culture can be a game-changer, driving business outcomes, talent attraction and retention, and ultimately, long-term success.

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The 9-to-5 Dilemma: Balancing Efficiency and Well-being in the Workplace

The debate on work hours and its impact on work culture and productivity highlights the need for a nuanced approach. While traditional 9-to-5 schedules provide structure and routine, flexible work hours offer autonomy and improved work-life balance. Compressed workweeks or reduced hours can increase efficiency and provide environmental benefits. Ultimately, the most effective approach will depend on the organization's specific needs, industry, and workforce demographics. A balanced approach, considering organization-specific needs, industry, and workforce demographics, is crucial. Flexible work arrangements can boost productivity and work-life balance, but may require adjustments to ensure team collaboration and equity.

As the modern workforce evolves, organizations must adapt their approach to work hours to remain competitive. With the rise of remote work, digital communication tools, and flexible work arrangements, the traditional 9-to-5 model is no longer the only viable option. By embracing flexibility and autonomy, organizations can attract and retain top talent, improve job satisfaction, and drive business success.

However, implementing flexible work arrangements requires careful consideration of several factors, including:

Employee needs and preferences:

Understanding the diverse needs and preferences of employees is crucial to designing effective flexible work arrangements.

Business objectives and outcomes:

Aligning flexible work arrangements with business objectives and outcomes ensures that productivity and performance are not compromised.

Technology and infrastructure:

Investing in digital communication tools and infrastructure is essential to support remote work and flexible work arrangements

Managerial training and support:

Equipping managers with the skills and training needed to manage flexible work arrangements effectively is vital to success.

Narayana Murthy's 70-Hour Workweek: A Strategy for Sustained Success or a Formula for Burnout?



In a provocative statement, Infosys co-founder Narayana Murthy recently advocated for a 70-hour workweek, positing that this demanding schedule is essential for young professionals seeking to succeed in the fiercely competitive tech industry. This assertion has reignited the longstanding debate about the optimal number of work hours, sparking intense discussion among business leaders, policymakers, and employees. As the modern workplace continues to evolve in response to technological advancements, shifting workforce demographics, and changing employee expectations, organizations are confronting a complex paradox: how to balance the imperative for productivity, innovation, and competitiveness with the need to prioritize employee well-being, work-life balance, and talent management.

The implications of this paradox are far-reaching, with potential consequences for employee health, job satisfaction, and turnover rates. Moreover, the rise of the gig economy, remote work, and digital communication tools has blurred the boundaries between work and personal life, making it increasingly challenging for employees to disconnect from work-related tasks. As organizations navigate this complex landscape, they must consider the ethical, social, and economic implications of their work hour policies and strive to create a sustainable, supportive, and inclusive work environment that benefits both employees and the organization as a whole.

ARGUMENTS IN FAVOR	ARGUMENTS AGAINST
1. Increased Productivity: Working longer hours can lead to increased productivity, as employees have more time to focus on tasks and deliver results.	1. Burnout and Exhaustion: Working excessively long hours can lead to physical, mental, and emotional exhaustion, negatively impacting employee well-being.
2. Improved Work Quality: Spending more time at work can allow employees to refine their work, pay attention to details, and deliver high-quality results.	2. Decreased Productivity: Research suggests that productivity declines after a certain number of hours worked, making longer workweeks less effective.
3. Better Time Management: Working long hours require effective time management, which can help employees prioritize tasks, manage deadlines, and stay organized.	3. Impact on Work-Life Balance: Excessive work hours can encroach on personal time, affecting employees' ability to maintain a healthy work-life balance.
4. Enhanced Team Collaboration: Longer work hours can provide more opportunities for team members to collaborate, share ideas, and work together towards common goals.	4. Negative Impact on Health: Chronic overwork has been linked to various health problems, including cardiovascular disease, diabetes, and mental health issues.

The Multiplier Effect of Excellent Work Culture: Strategic Solutions for a High-Performance Work Environment

In today's increasingly complex and dynamic economic landscape, organizations that prioritize excellent work culture reap a myriad of benefits that transcend the boundaries of their workplaces, yielding a positive impact on human capital, economic growth, organizational resilience, and societal well-being. By cultivating a culture of excellence, businesses can unleash the full potential of their human capital, drive economic expansion, enhance organizational agility, and contribute to the betterment of society. This, in turn, can lead to increased productivity, improved employee engagement, and enhanced customer satisfaction, ultimately conferring a sustainable competitive advantage in the market. Moreover, excellent work culture plays a pivotal role in attracting and retaining top talent, driving innovation, and promoting entrepreneurship, thereby fostering a culture of excellence and meritocracy.

To achieve these outcomes, the following solutions offer a comprehensive framework for optimizing workplace productivity:

- 1

Flexible Work Arrangements
- 2

Prioritizing Employee Well-being

3 Fostering a Culture of Feedback

4 Encouraging Collaboration and Teamwork

5 Investing in Technology and Tools

6 Recognizing and Rewarding Employees



INDIA'S GROWTH AGENDA: THE CRITICAL ROLE OF WORK CULTURE AND PRODUCTIVITY

The imperative of work culture productivity in India cannot be overstated, as the country strives to solidify its position as a major economic power and accelerate its GDP growth rate. A culture that emphasizes efficiency, innovation, and entrepreneurship is crucial for India to overcome its developmental challenges, such as low labour productivity, inefficient work practices, and a shortage of skilled workers, thereby increasing its human capital and enhancing its competitiveness in the global market. By fostering a productive work culture, India can unlock its vast human potential, drive economic growth, and improve living standards, leading to increased consumer spending, investments, and aggregate demand. This, in turn, will enable Indian businesses to compete more effectively in the global market, create new job opportunities, and promote innovation and entrepreneurship, thereby stimulating economic growth, reducing unemployment, and increasing per capita income. Furthermore, a culture of productivity and efficiency will facilitate India's transition to a knowledge-based economy, driven by cutting-edge technologies and innovative business models, thereby increasing its comparative advantage and competitiveness in the global economy. Ultimately, a culture of productivity and efficiency will be instrumental in transforming India into a major economic powerhouse, capable of sustaining its growth and development over the long term, and achieving its aspirations of becoming a \$5 trillion economy.

Key Benefits

- Human Capital: Enhanced employee retention, improved engagement, increased productivity, and talent attraction, ultimately driving human capital development and optimization.
- Economic: Accelerated revenue growth, enhanced profitability, sustained competitive advantage, and improved brand reputation, contributing to economic expansion and prosperity.
- Social: Improved work-life balance, increased job satisfaction, better social responsibility, and enhanced community engagement, promoting societal well-being and prosperity.

As India continues on its trajectory of rapid economic growth, it is essential that its workforce adopts a culture of productivity, innovation, and excellence, thereby ensuring that the country remains competitive and resilient in an increasingly globalized economy. By doing so, India can capitalize on its demographic dividend, leverage its vast talent pool, and emerge as a major driver of global economic growth. Moreover, a productive work culture will also enable India to improve its ranking in the Ease of Doing Business Index, attract more foreign direct investment, and increase its share in global trade.

SUSTAINABLE BUSINESS

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SUSTAINABLE BUSINESS

In today's fast-changing world, businesses can no longer ignore sustainability. It has become a necessity rather than a choice. The environment is facing serious problems like climate change, pollution, and the overuse of natural resources. These challenges affect not just the planet but also the way companies operate. If businesses do not take action now, they may struggle in the future. To deal with these problems, companies need to adopt eco-friendly practices. This means finding ways to grow and make profits while also taking care of the environment. This approach is called green growth, and it focuses on economic development without harming nature. Businesses that follow sustainable methods help reduce pollution, save energy, and make better use of natural resources.

Apart from protecting the environment, sustainability also offers many benefits to companies. It gives them a competitive advantage by making their products and services more attractive to consumers who care about the planet. More and more people prefer to buy from businesses that follow ethical and eco-friendly practices. Additionally, governments around the world are introducing stricter environmental laws. Companies that meet these regulations on time avoid penalties and maintain a positive reputation. Sustainability also leads to innovation, as businesses develop new ways to save energy, reduce waste, and use renewable materials. These changes often result in lower costs, helping companies increase their profits in the long run. Businesses that invest in sustainability today are likely to succeed in the future, as the world moves towards greener and more responsible practices. By taking steps to protect the environment, companies not only secure their own future but also contribute to a healthier planet for everyone.



The Environmental Challenges for Business

One of the biggest challenges industries faces is climate change, driven by high carbon emissions. Businesses must transition to clean energy solutions to reduce their environmental footprint. Tata Power, for instance, has made significant investments in renewable energy sources like solar and wind power to reduce dependence on fossil fuels. Water conservation is another pressing issue, as industries often overuse and pollute water resources. Tata Steel has implemented effective water management initiatives, significantly reducing freshwater consumption per ton of steel produced. Waste management is also a growing concern, with improper disposal leading to land, air, and water pollution. Companies are now adopting recycling, upcycling, and waste-reduction strategies. IKEA, for example, has committed to using only renewable and recycled materials by 2030. As of 2023, over 60% of its products meet this goal, reducing plastic and resource wastage. Another critical issue is deforestation, as industries rely on raw materials that harm forests and biodiversity. Unilever has taken significant steps to ensure that its palm oil is sourced sustainably, reducing deforestation and supporting ethical labour practices.

Innovative Sustainable Solutions

Sustainability is also driving innovation, leading businesses to develop new technologies, processes, and products that minimize environmental harm. One of the biggest developments in this space is the rise of electric vehicles (EVs). Tata Motors has been at the forefront of India's EV revolution, with the Tata Nexon EV becoming one of the most popular electric cars in the country. In 2023, India's EV market grew by 150%, with Tata Motors holding a dominant 70% market share. Similarly, companies are making strides in sustainable packaging, replacing plastic with biodegradable and recyclable materials. Tata Consumer Products, for example, is actively reducing plastic use and shifting towards alternatives. ecofriendly Renewable energy investments are also shaping the future of sustainability. Tata Power aims to generate 80% of its electricity from renewable sources by 2030. Meanwhile, global brands like IKEA have invested €2.5 billion in wind and solar energy to power their stores and factories. Another innovative practice is the zero waste policy adopted by Tata Steel, ensuring that nearly all its industrial waste is reused or recycled. These initiatives not only protect the environment but also lower operational costs, proving that sustainability and profitability can go hand in hand.

Eco- friendly Business Practices

Many companies are now incorporating sustainability into their daily operations by implementing eco-friendly practices. Businesses are shifting to renewable energy sources like solar and wind to reduce reliance on fossil fuels. Green building initiatives are also gaining traction, with companies designing offices and factories that incorporate energy-efficient architecture, rainwater harvesting, and solar panels. Sustainable supply chains are another important aspect, with businesses prioritizing suppliers that follow ethical and environmentally friendly practices. Additionally, recycling programs, waste segregation, and minimal packaging are becoming standard practices in several industries. Water conservation efforts, such as industrial water recycling systems, are also helping businesses minimize wastage while ensuring long-term resource availability.

The Benefits of Sustainable Business Practices

Embracing sustainability brings multiple advantages for businesses, including cost savings, an improved brand image, and better regulatory compliance. While sustainable practices require an initial investment, they lead to significant long-term savings. Energy-efficient machinery, waste reduction strategies, and the use of renewable energy sources lower operational expenses. For instance, New Belgium Brewing reduced its costs by switching to wind energy, demonstrating the financial benefits of sustainability. A strong commitment to sustainability also enhances brand reputation and consumer trust. A 2022 Nielsen study found that 73% of global consumers prefer brands that prioritize sustainability. Companies like Unilever have experienced faster growth in their sustainable product lines, such as Dove and Ben & Jerry's, compared to the rest of their portfolio. Businesses that proactively adopt sustainability measures also stay ahead of government regulations, avoiding potential fines and restrictions. India's push for electric vehicle adoption, for example, has positioned Tata Motors as a market leader. Sustainable companies also attract top talent and investors who value ethical business practices. The Environmental, Social, Governance (ESG) and investment market reached \$2.5 trillion in 2023, highlighting the rising interest in sustainable businesses. Furthermore, integrating sustainability into core business strategies ensures long term resilience, helping companies adapt to climate change, resource shortages, and evolving consumer preferences.

The Future of Sustainable Business

The global market is shifting towards sustainability, with consumers and investors favoring companies that prioritize environmental responsibility. Tesla, for instance, surpassed traditional automakers like Toyota and Volkswagen to become the world's most valuable car manufacturer, highlighting the growing demand for green technology. On the other hand, companies that failed to adapt to sustainable practices, such as Forever 21, struggled to maintain profitability and faced bankruptcy. By 2030, the green economy is expected to be worth over \$10 trillion, proving that businesses that invest in sustainability today will have a significant advantage in the future.



Conclusion

Sustainability is no longer just an ethical choice—it is a business necessity. Companies that integrate green growth strategies not only contribute to environmental well-being but also achieve long-term success. Tata Group, Tesla, Unilever, and IKEA serve as prime examples of how businesses can balance profitability with sustainability. From renewable energy and electric vehicles to waste management and ethical sourcing, these companies demonstrate that sustainable business is both achievable and financially rewarding. As more businesses embrace sustainability, the future of commerce will be defined by innovation, responsibility, and resilience. Sustainable business is not just about growth—it is about creating a better world for future generations. Organizations that fail to adapt risk falling behind in an era where consumers, investors, and governments increasingly demand ecoconscious practices. The transition to a greener economy is no longer optional; it is a driving force for corporate success and long-term survival. By making sustainability a core part of their strategy, businesses can unlock new opportunities, build stronger relationships with stakeholders, and ensure they remain competitive in an evolving marketplace. The companies that act today will lead the industries of tomorrow, setting new benchmarks for responsible and profitable business. The journey toward sustainability may be challenging, but the rewards—both for businesses and the planet—are immeasurable. Now is the time to act, innovate, and redefine success through a sustainable lens.

APPENDIX

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WRITER: ANUSUA ROY

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WRITERS: - SUBHAJIT DEB, SANCHARI
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WRITERS: ARZOO AZAD, SASWATI
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WRITERS: SAGNIK DATTATREYA,
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WRITER: PALLAB KASHYAP

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WRITER: - ARNAV TALUKDAR,
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NAME: SHATADRUTY GUPTA

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WRITERS: PRATIM RAHANG, BISMITA CHETRY

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Appreciation

That's a wrap on this issue! Born from a dynamic class discussion in 2023, we're thrilled to continue the legacy and present "EconPulse " in 2025! We're incredibly grateful for our amazing community of writers, editors, curators, designers, readers, and especially our supportive faculty in the Department of Economics. As we look ahead to our next edition, we invite you to join the conversation! If you're passionate about economics and the latest happenings in our economy, send us your article ideas or consider joining the team. A HUGE thank you to everyone who made this issue possible!

-Core Team-

