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THE REAL CRISIS: CLIMATE CHANGE

By **Swathi Goud (BCom Professional Section A, Second Year)**

A nation that destroys its soils destroys itself." The soaring pollution level has always been a predicament that none of us is eager to look into. The alarming situation in the capital city has been a significant concern for the past few decades. Now the SC is contemplating posing a lockdown due to the extreme climate change that recently took place. Why isn't the authority considering any action against the said problem? Why isn't the environment taken seriously?

Delhi submitted its previous plan to combat climate change to the Centre in 2019, but it "remained mostly on paper and could not be implemented properly", a senior official of the environment department said.

The poor air quality has reduced the lives of Indians by 17 years.

Apart from that, according to the world air quality report- 22 out of 30 most polluted cities in the world are from India. And Delhi has been tagged as the world's most polluted capital city in the world in the 3rd consecutive year. The Air Quality Index (AQI) is used to warn the public when air pollution is dangerous. Usually, it should be between 0-50, But in Delhi, it sometimes reaches 600, which is an alarming unit, and measures need to be taken as soon as possible. Our country is ranked 3rd in carbon emissions after China and US; If this scenario continues, it will overtake the US and emerge as the second-largest emitting country. During the time of covid, the impact on the climate was positive as there was a reduction in industrial activities and any other activities because of the quarantine. But the change was short-lived as China brought the pandemic under control and the re-commencement of the industrial activities again led to poor air quality.

The issue has taken a phase where it became dangerous for people to come out without masks. The reason behind this is PM 2.5 (Particulate matter), which can be fatal for anyone's health and kills around 7 million people every year. It has been a major cause of sudden illnesses.

The situation in Delhi gets quite problematic at the time of October, November, and December. Is this just a seasonal crisis? The quality of air is cited as bad or worse in most of the cases in Delhi- The people endure this quality of air during the whole year, and the problem worsens during winters when fog envelops the city.

The stubble burning by farmers from the surrounding regions and firecrackers during the festival, the transport industry, industrial emissions, biomass burning, and dust can be blamed for, but what can be done to rectify the situation?

The solutions might sound like a cakewalk, but they do bring a significant change if appropriately implemented. For instance, the Delhi Government has figured out that stubble burning by surrounding region farmers has been a primary problem and even got under the crisis with keys. Still, the point that lacked the result is the proper implementation. The change can be started at an individual level- start using eco-friendly transportation. Moving to electric vehicles, moving to electric cars and hydrogen vehicles, and encouraging shared mobility (i.e., carpooling, and public transports) could reduce air pollution.

Strict road pricing mechanisms can help in the reduction of private vehicle use. Delhi could take some points from Beijing in this situation. Some time back, Beijing had to lessen the air pollution in its region for the approaching Olympics.

The measures it took and followed had brought a great change in the climate- the Beijing government has fixed the number of cars sold in one year, and the limit will be lowered further every year. They have also proposed banning half of the private vehicles on the road based on odd and even license plate numbers and introducing Euro V standards. A well-integrated public transport system is also scaled up. Beijing even unveiled a plan to cut coal use in the industrial north and to reduce air pollution by 20 per cent in Beijing.

The most basic solution for air pollution is to move away from fossil fuels, replacing them with alternative energies like solar, wind, and geothermal. There's a lot of potential for the mentioned energy if the authority comes up with the proper utilization of these resources.

Segregation of waste. How would this bring a change? Sorting out bio-degradable and non-biodegradable waste brings a lot of differences. Biodegradable waste can be easily decomposed and can be even converted to electricity using bacteria. And non-biodegradable waste like plastic can be recycled. This would lessen the number of carbon emissions that are usually released during the burning of plastics.

Last but not least- Plant trees. Adopt Go green, pursue knowledge and practices that can lead to more environmentally friendly and ecologically responsible decisions and lifestyles, which can help protect the environment and sustain its natural resources for current and future generations.

Adopting these simple ways would cause an enormous difference to our environment. Let's stop talking and start acting. "The environment is where we all meet; where we all have a mutual interest; it is the one thing all of us share."

-Lady Bird Johnson

WHAT ARE NFT'S AND HOW TO PICK THE BEST ONE

By **DeFin Club**

There's nothing like an explosion of blockchain* news to leave you thinking, "Um... what's going on here?" That's the feeling I've experienced while reading about [Grimes getting millions of dollars for NFTs](#) or about [Nyan Cat being sold as one](#). And just when we thought we knew what the deal was, the founder of Twitter put an autographed tweetup for sale as an NFT.

An NFT is a digital asset representing real-world objects such as game art, music, articles, and videos. They are bought and sold online, often using cryptocurrencies, and are generally encoded using the same underlying software as many crypto's. NFTs are unique cryptographic tokens that exist on a blockchain and cannot be replicated. But many NFTs, at least in those early days, were digital creations that already existed in some form elsewhere, like iconic video clips of NBA games or titled versions of digital art already floating around on Instagram. NFTs can also be used to represent people's identities, property rights, and more.

The distinct construction of each NFT has the potential for several use cases. For example, they are an ideal vehicle to represent physical assets like real estate and artwork digitally. Because they are based on blockchains, NFTs can also be used to remove intermediaries and connect artists with audiences for identity management, simplify transactions, and create new markets.

In early March, for instance, famous digital artist Mike Winkelmann, better known as "Beeple" crafted a composite of 5,000 daily drawings to create perhaps the most renowned NFT of the moment, "EVERYDAYS: The First 5000 Days," which sold at Christie's for a record-breaking \$69.3 million.

Anyone can view the individual images—or even the entire collage of images online for free. So why are people willing to spend millions on something they could easily screenshot or download?

An NFT allows the buyer to own the original item; not only that, it contains built-in authentication, which serves as proof of ownership. Collectors value those "digital bragging rights" almost more than the item itself.

How can one buy or sell NFTs (Non-Fungible Tokens*)?

Well, it is straightforward. Like you go to OLX or Amazon to buy a product in exchange for money (INR, \$, etc.), NFTs are very similar except they have their platforms and can be bought with crypto-only, the most widely accepted being Ether or Bitcoin.

Open Sea and Rarible are the two most popular websites for buying, creating or selling NFTs. To buy one, you need:-

1. An account on an NFT marketplace such as - Open Sea, Rarible, Foundation, WazirX, etc.
2. A digital wallet for all your crypto, without which the transaction won't take place.
3. Linking your wallet to the Marketplace.

Choosing the right NFT to put your money in is highly subjective. Its value depends entirely on the price someone is willing to pay for and not any other economic factors. Plus, you have to pay a one-time network operating fee. As these tokens are non-fungible, they cannot be interchanged as we can do

with money or crypto. They are similar to collectables, like expensive art, gemstones, etc., as owning a digital token will feel like a collectable; they are both non-fungibles.

For people who love art, there is digital art available; for gamers, there are game skins, for musicians, there is music and much more for pretty much anyone.

* Blockchain is a way of keeping track of who owns what.

*A unique digital identifier that cannot be copied, substituted, or subdivided, that is recorded in a blockchain

NFT Gallery



Beeple



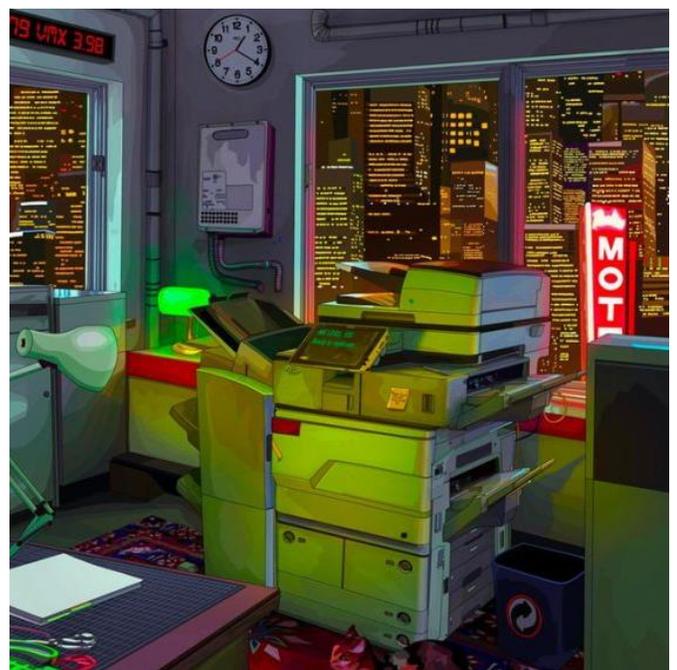
Nyan Cat



CryptoPunk



Ocean Front

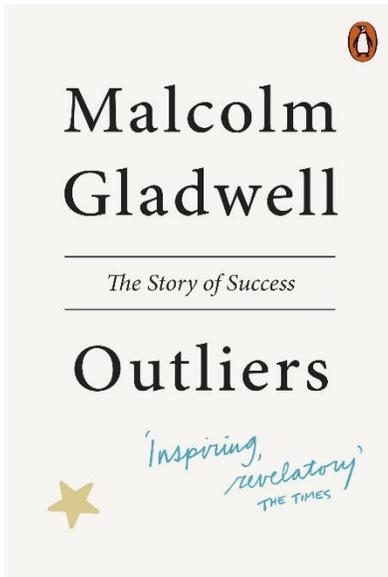


Replicator

REVIEWS: BOOK, MOVIE, PODCAST, PERSONALITY

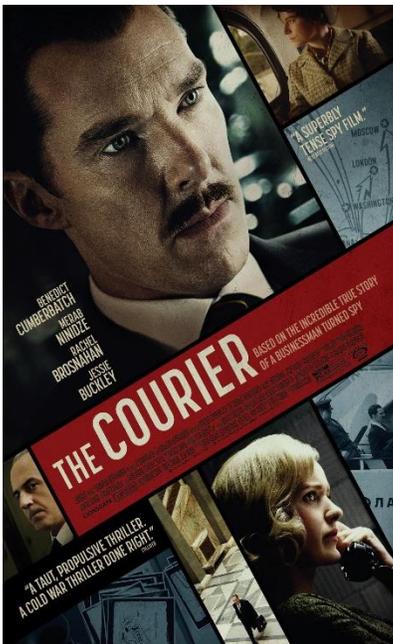
By Catherine Gerard (BCom Professional Section A, Second Year)

BOOK



Outliers by Malcolm Gladwell: This book discusses how someone's success is not just attributed to their intellect but also how they seize opportunities presented to them. In addition to talent, hard work and IQ, circumstances, and the situation in which someone works under are equally important. Furthermore, the author discusses how the cultural legacy of a person contributes to one's success. A person's culture, i.e., the deep-rooted values and morals, will play a significant role in their journey to success. There was a lot of thought-provoking material in this book, making one realize that success is a multi-factor process. In his book, he uses exciting topics like why Asians are good at math, how The Beatles became highly successful, and how Bill Gates benefited from the opportunities created by the era he lived in. Additionally, he mentions many business tycoons and other successful individuals who did things out of the ordinary. It is an interesting read with many eye-opening details and evidence.

MOVIE

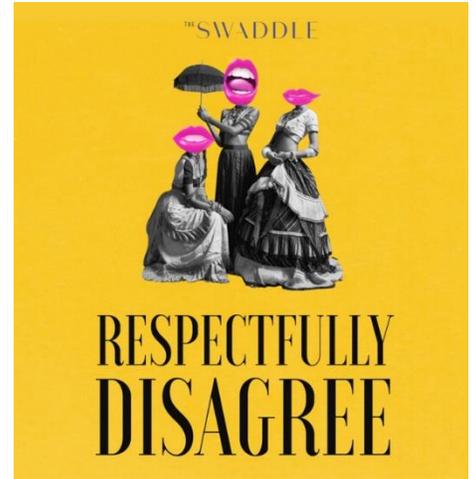


The Courier: The film is based on actual events which took place during the 1960s Cold War. DURING THE CUBAN MISSILE CRISIS, the CIA and MI6 recruited a business salesman, Greville Wynne, to act as an information conduit between the CIA and MI6 and the Russian spy, Oleg Penkovsky. The portrayal of Greville Wynne was spot on. He was shown to be a capitalist Brit who only cared about money and booze, which was perfect for a risky and delicate operation because such a person would be the last person trading high profile information. As the story unfolds, it just keeps getting intense. It was phenomenal to watch Wynne's character, played by Benedict Cumberbatch, develop from a nervous, uneasy man trying to get out of this situation as soon as possible to a man who eventually found it hard to walk away from. The filmmakers' creative freedom helped them portray Oleg and Wynne's relationship as fun and empathetic. Although the climax is pretty bittersweet, it certainly lives up to one of the most important Cold War espionage operations. As an espionage-thriller, it does justice to the honest Greville Wynne and Oleg Penkovsky, who helped the west run a hazardous

operation to prevent the two sides from having a nuclear war.

PODCAST

Respectfully Disagree: Interested in civil debates in which a bunch of friends discuss anything and everything under the sun? Then, this is the podcast for you. In this show, five women-Srishti, Rajvi, Aditi, Karla, and Pallavi, discuss controversial issues worldwide that are hotly debated, or problems never heard of before. One of the things that makes this podcast so unique is that we can see a spectrum of opinions from each person and how they respectfully approach each other's views. It's a beautiful illustration of how millennials and Gen Z differ on different issues passionately. Their willingness to listen, learn and understand before rebutting makes this podcast even more enjoyable to listen to. These conversations touch on issues that are both popular and personal. These women provide incredibly articulate commentary on everything from farmers' protests to COVID-19 conspiracy theories and even about the British royal family. Through multiple reflections, they bring the issues to life. There are no words that can adequately describe this podcast. It is one of the healthiest and civil conversations I've ever heard, with thoughtful rebuttals that give hope that civil discussion is also possible without shouting out your opinions to be heard. At "respectfully disagree" they LISTEN.



PERSONALITY

Falguni Nayar: 58-year-old Falguni Nayar, the CEO of Nykaa, is India's newest billionaire. Earlier this month, Nykaa was listed on the stock market for the first time. Stock prices have nearly doubled since the company's IPO, making the company worth roughly \$14 billion. She has surpassed all stereotypes by becoming India's second self-made billionaire woman after Biocon's Kiran Mazumdar-Shaw. She founded this company in 2012 when most Indians bought their make-up products from local stores. She seized the opportunity offered by the shift to online shopping and ventured into entrepreneurship. Having a passion for cosmetics and recognizing the potential of having an online platform is the driving force behind her career. She studied at the Indian Institute of Management in Ahmedabad and then worked as an investment banker until she decided to take the risk and create a startup. Nykaa's IPO was open for subscriptions from October 28 to November



1, 2021. Rs 5,352 crore was raised through the primary stake sale. According to Bloomberg, her startup was founded in 2012, and now she is India's richest self-made billionaire. Through this success, she hopes that women will be inspired by her story to take risks and create their jobs instead of just seeking them.

HOW TO DO YOUR MASTERS ABROAD

By **Sagari S Saththianadhan (BBA Marketing, Third Year)**

(This article is a report of an Alumni Talk conducted by Department of Commerce, MAHE)

DOC has hosted its first alumni talk of the new academic year on 17th November 2021

Dr Sandeep Shenoy inaugurated the event, headed by faculty coordinators Dr Varalakshmi Alapati and Prof. Praveen Kumar, and hosted by Ms Sagari S Saththianadhan.

The Guests for this Alumni talk were Mr Nandan Ravinder-BBA 2017-20 Batch, currently pursuing his MSc in Business Analytics at the University of North Texas, and Mr Pruthvin Batham, BBA 2018-21 batch is presently pursuing his MSc in Finance in HEC, Montreal.

The talk began with Nandan telling the student body how he applied to a university abroad and the criteria, requirements, and skills needed to apply abroad. He further explained that criteria for specific colleges might be different, so it is always better to obtain information directly from a counsellor who works in a college you are interested in.

The talk involved pivotal discussions pertaining to the time duration it would take to apply to colleges and complete the formalities required, such as the visa application, scholarship prospects, and external exams such as IELTS or GMAT.

A thorough emphasis was laid on the Statement of Purpose, as he went into specific details as to where to focus and how to write it through a repetitive but highly effective process.

Pruthvin had further elaborated on the topic, which bridged into how to apply to Canadian universities and the requirements such as Visa and external exams. He then explained the time management involved with these processes, such as obtaining a visa, scholarship, and preparing an SOP. He indicated that it was of the utmost importance for applying to universities on time.

Further, Shashank had arrived as a guest speaker and elaborated on applying abroad for masters. His speech was interactive and provided students with much-needed wisdom about dos and don'ts while applying for international universities.

When the talk was coming to a close, our esteemed HOD, Dr Sandeep Shenoy, opened the floor to questions by asking his own, after which other students followed suit.

Through everyone's effort and commitment, the event was a massive success. We plan on conducting many such sessions to present students with a spectrum of opportunities and viewpoints of alumni who have travelled a similar path.

Contact details of the Alumni speakers:

Nandan Ravindra - nandanr.1295@gmail.com

Pruthvin Batham - pruthvinnbatham@gmail.com

PURSUIT OF HAPPINESS

By *Sheetal Tania Gomes (BCom Professional Section B, First Year)*

She dwells herself, loneliness piercing, for the pursuit of happiness.

Where would she be enlightened in this world full of miseries?

She would wander in the forest searching amongst the wild, the dark and the venomous.

Little did she know where to find it?

She returns empty-handed with nothing but worn-out shoes

She tells me, "I saw the masses of beasts, multitude of ornamental flowers but not my curious subject".

Then again, she is in reprise, this time a salt chuck probing through the waves, the winds, and the jetties.

Little did she know?

he would be left solitary on the shore as a mere driftwood.

She tells me "I saw the half-light tang of briny blues but not my curious subject".

Then again, she is on a hunt with flashing memories in her noddle. This time she walks aim fully, Moments later her shoes off kneeling down, shut eyes, she prays silently. Little did she know? what awaited her fate? She tells me "I have found it within 'I', to not seek anymore

cause now I found my curious subject".

NASHA MUKTI ABHIYAAN WORKSHOP

By *Nimisa Bhagchandani (BBA Section B, Second Year)*



In a successful attempt to make students aware of the consequences of drug usage and to support the Nasha Mukti Abhiyaan, the Department of Students Affairs (DSA) in collaboration with the Department of Commerce (DoC), MAHE, organized a workshop to elaborate the Role of Students in making Udupi Nasha Mukti. The workshop had over 500 students in attendance.

The event began with welcoming the dignitaries and lighting the lamp. The chief guest of the event, Shri Kurma Rao, IAS, Deputy Commissioner of Udupi, addressed the students and urged them to stay away from drugs and instead take part in college activities to create memorable experiences.

Dr. Geeta Maiya, Director of Student Affairs, the person responsible for bringing Nasha Mukti to DoC, administered an oath to the core committee members who pledged to stay away from drugs. She went on to inform students about the Nasha Mukti Udupi Abhiyaan and provided tips on how to avoid drug-related problems.

Dr. Narayana Sabhahit, Registrar, MAHE, brought to light, the need for peers to help afflicted students since it is difficult for administration to identify the students in need of aid.

Mr. Sandeep Shenoy, Head of DoC, expressed concerns about the alarmingly increasing rates of drug abuse in the country, especially among students. He was delighted to see the initiative taken by the students to fight the problem and applauded their active participation.

Dr. Vinod C. Nayak, Professor, Dept. of Forensic Medicine & Coordinator, Centre for Clinical and Innovative Forensics, Kasturba Medical College, delivered his keynote speech which not only urged student to refrain from drugs but also emphasized on the ill-effects of various drugs and the strict legal consequences of consuming them.

Towards the end of the workshop, there was a small skit put up by the students of DoC which depicted peer pressure leading to drugs, and the emotional, mental, physical, and legal repercussions of drug consumption.

Overall, the workshop was highly educational and motivating. The DSA can be expected to organize several more workshops in the upcoming months to support the Nasha Mukta Udupi Abhiyaan in several villages of the Udupi district.

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The Real Crisis: Climate Change

Mirror Now Digital (October 17, 2020) “ [Five ways to reduce Air Pollution in Delhi](#) ”

Sengar, Shweta (October 29, 2018) “ [A Lesson or two Delhi can learn from Beijing, Once most Polluted, to save itself from 'Apocalypse'](#) ”

What Are NFT's And How to pick the best one

Conti, Robyn and Schmidt, John (May 24, 2021) “ [What you need to know about NFTs](#) ”

Dylan, Josh (September 21, 2021) “ [Best NFTs to buy this Week](#) ”