



# DOCUMENT

## INSIDE THIS ISSUE

### PG. 2

---

**BUSINESS NEWS:** Catch up with the business world as we bring you its biggest stories,

by *Srikruth Reddy*

### PG. 4

---

An Outlook of Artificial Intelligence in 2022

by *Catherine Gerard*

### PG. 6

---

The World's Largest Walled Garden

by *Chandrupal Shankar Hazarika*

### PG. 8

---

Mahabharata and Management

by *Swati Goud*

### PG. 12

---

Alumni Report- Samuel Jacob

by *Sagari S Sathianadhan*

# BUSINESS NEWS

By *Srikruth Reddy (BBA Section F, 2<sup>nd</sup> year)*

## *New Richest man in Asia!*

Asia's richest man is not Mukesh Ambani or an heir to a legendary company. In fact, he is a former employee of McDonald's and heads the world's largest crypto exchange. Meet Changpeng Zhao, the cryptocurrency company CEO of Binance, whose net worth surpassed Mukesh Ambani's.

A Bloomberg report reflected Mukesh Ambani's total net worth at \$96.8 billion and Changpeng's net worth at \$96.9 billion (at the time of publishing).

Changpeng Zhao, known as CZ, was born in China's eastern-central coastal province of Jiangsu to parents who were both teachers in China. The ascent of the Chinese-Canadian entrepreneur is symbolic of the rapid creation of wealth in the fast-moving world of digital currencies.

Last year, other crypto founders also enjoyed huge gains as the value of virtual coins rallied, with ethereum creator Vitalik Buterin and Coinbase founder Brian Armstrong both becoming billionaires.

## *A Golden Era of Indian startups*

Prime Minister Narendra Modi announced that January 16 would be celebrated as 'Startup' day and said that while small businesses are the spine of India's economy, startups are the game-changers.

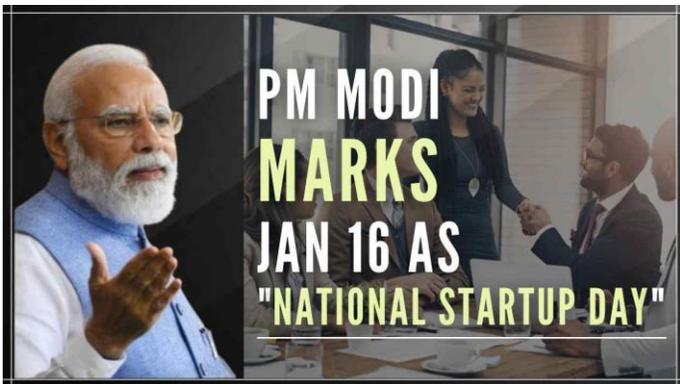
National Startup Day is a validation of the role of startups in the growth of the country's GDP and strengthening India's position at a global stage and will encourage young talent to see entrepreneurship as a primary career option.

"Small businesses are the spine of India's economy and Startups are the game changers. This partnership can benefit both, the society and the economy, especially women employment will get strengthened because of this," Modi said. India also emerged as the third-largest startup ecosystem in the world in 2021. India's unicorns are currently worth more than \$170 billion and counting.

Asserting that India's diversity is a crucial strength and keystone of India's global identity, Modi said, "Indian unicorns and Startups are the messengers of this diversity."



#startupindia





### A successful Q3 for Reliance

Reliance Industries (RIL) has reported solid earnings for three months. India's biggest private corporation has more than tripled its net profit in the last eight quarters to \$2.8 billion.

Strong performance in retail, oil and digital business boosted the overall profitability for the company. "Retail business activity has normalised with strong growth in key consumption baskets on the back of festive season and as lockdowns eased across the country," said Mukesh Ambani, chairman and managing director (MD) at RIL.

Analysts had expected more robust revenue growth for the company led by strong refining, oil and gas business. Further, the stock is likely to gain because of changes in these segments.

All-time high revenues were recorded across all consumption baskets driven by the highest ever store sales and sustained growth momentum in digital and new commerce.



### IPO incoming

The three-day initial public offering (IPO) of edible oil major Adani Wilmar Ltd will open next week on Thursday, January 27. The company has fixed a price band of ₹218-230 a share for its ₹3,600-crore initial share sale that will conclude on January 31. The bidding for anchor investors will start on January 25.

The IPO is a complete fresh issue of equity shares of ₹3,600 crores, and no existing promoters or shareholders will be selling any shares.

Adani Wilmar is a joint venture between Adani Group and Singapore-based Wilmar, formed in 1999. It sells cooking oils under the Fortune brand and various other food products like rice and sugar.

Its Fortune brand of oil has around 20% market share in India.

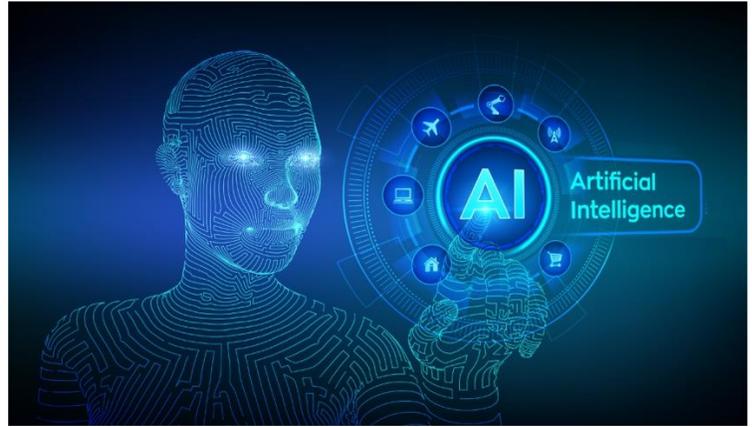
ICICI Securities, HDFC Bank, BNP Paribas, Kotak Mahindra Capital, JP Morgan and Credit Suisse are lead managers of the issue. Link Intime India Private Ltd is the registrar of the IPO.

The firm proposes to utilise Rs 1,900 crore for capital expenditure, 1,058.9 crore for repayment/prepayment of its borrowings and Rs 450 crore for acquisitions and investments.



# AN OUTLOOK OF ARTIFICIAL INTELLIGENCE IN 2022

By *Catherine Gerqrd (BCom Section A, 2<sup>nd</sup> year)*



Artificial intelligence has been extremely influential on businesses around the globe. Leaders in the tech industry predict that artificial intelligence will be the most transformative technology mankind has ever created. It has helped change and strengthen different industries. We might have questions about this fast-changing technological advancement in an AI-driven world. Allow me to let you in on the outlook for AI for the new fresh year of 2022.

There were several problems within businesses due to the pandemic in 2021. Companies addressed these problems by developing more advanced artificial intelligence-based products. Technology advanced in nearly every business area, including marketing, customer service, cybersecurity, and much more.

## AI in Cybersecurity:

Artificial intelligence algorithms to counteract cyberattacks have been around for many years now. It has been extensively used to prevent data breaches by monitoring corporate networks and detecting malicious software. It is estimated that by 2026, the cybersecurity industry for artificial intelligence and machine learning will reach US\$38.2 billion. Despite the steps taken, data is still being manipulated by hackers who find weak points in security and can gain access to sensitive information. According to the World Economic Forum, cybercrime poses a more significant and immediate risk than terrorism. In 2022, the key areas where AI-based security systems will be used are; transaction fraud detection, account takeover, ransomware detection, identity verification, etc. Using process behaviour analysis, potential malicious behaviour is identified using patterns in behaviour.

## The Metaverse:

We are all aware of the many discussions about creating a digital ecosystem. It is a digital space where people can interact i.e., conduct business, play games, and socialize through different avatars. As of 2022, the Metaverse is still a distant dream. A recent investment by Facebook to safely construct this Metaverse amounts to 50 million dollars. With so many investors already involved, there is hope that it will be successful. Facebook even changed its name to "Meta". Presently, the common technologies in the Metaverse are augmented reality and Virtual reality. Access to the Metaverse is currently through headsets. In a future Metaverse, powered by artificial intelligence, headsets might not even be necessary. According to PwC, AI would be a tremendous addition to AR and VR. In this context, AI could be of use by assisting the experimentation of cognitive agents with VR. At a later stage, these bots would become avatars. AI engines can analyze 2D images of users or 3D scans and create highly realistic simulations. As a result, the avatar can show a variety of facial expressions, emotions, hairstyles, ageing effects, etc. These avatars will enable us to live in the virtual space. It is a fusion of the physical and virtual worlds. Sounds pretty cool. However, The Metaverse will certainly not occur in 2022, but it will be an important year for the AI industry because it will mark the beginning of a digital ecosystem.

## AI in Healthcare:

Artificial intelligence will be used for various purposes in the healthcare industry by 2022. The pandemic has increased the digitization of the healthcare industry. Following the pandemic, telemedicine methods and procedures developed for dealing with patients remotely will be used more extensively in other healthcare fields. Preventative medicine is one area that AI will profoundly impact. The goal here is to predict when an illness will occur to treat it before it happens. The predictions can

include the occurrence of contagious diseases, hospital readmission rates, lifestyle factors that impact different demographics or geographical areas, and so on. Recently, researchers are also developing an algorithm that takes pulse and respiration signals from a video of someone's face while using the camera on their smartphone or computer.

Additionally, there has been discussion of the idea of having a virtual patient or even a whole-body simulation. This would enable one to test medications and drugs without putting one's life at risk. As such, digital twin technology is viewed as one of the most significant healthcare technology trends for 2022 due to its potential to develop treatments in a safe, rapid, and cost-effective manner.

#### **AI in Customer relations and Businesses:**

Gartner predicts that AI will handle 70% of customer interactions in 2022. Soon, ChatBots will play an essential role in delivering reliable information. Even sending personalized emails has been made easier with AI-based email systems. AI-powered automated responses can benefit customers by eliminating human errors. Thus, by 2022, even the banking sector might handle 90% of their interactions via chatbots. In customer service, AI-enhanced marketing is one of the most significant new trends. Data integration powered by artificial intelligence will offer considerable benefits to marketers all across the globe. This will enable them to consolidate data from multiple platforms and generate targeted recommendations based on prescriptive analytics. Using artificial intelligence has been a part of customer relationship management for a long time. The outlook for 2022 indicates that AI usage will continue to increase to enhance the industry. As e-commerce continues to grow, artificial intelligence will continue to drive the landscape through chatbots, personalization for shoppers, image-based advertising, and warehouse and inventory automation.

Video analytics is another tool used by different industries. Companies may benefit from video analytics for both security and marketing. Approximately half of the developed countries already use AI cameras as part of advanced AI vision systems. The global market for AI-based surveillance and security is expected to reach \$4.46 billion (USD) by 2023.

#### **AI in the auto industry:**

This industry is already using Artificial Intelligence in a variety of ways. The use of AI algorithms is already widespread in manufacturing and automated assembly lines. The trend is expected to continue in the coming years since AI can serve as a significant cost-saving and quality-improving tool. It is anticipated that fuel cell electric vehicles will also debut in 2022. The consumer journey of buying and selling a vehicle can also be streamlined using AI. Another cool feature that may appear in the future includes user interfaces powered by AI. These user interfaces will recommend the best car for you based on your driving skill, your insurance, health data, or maybe even penalties you have received.

The smarter the cars become, the more changes to the world's mobility infrastructure. AI would be used for next-generation city models to provide high-resolution 3D visuals of actual roads. The maps we use may be regularly modified using data from multiple high-resolution CCTV cameras, GPS systems, and algorithms from sensors. The auto industry can use AI extensively 2022 to enhance vehicle performance, improve customer experience, and increase production capacity.



## THE WORLD'S LARGEST WALLED GARDEN

By Chandrupal Shankar Hazarika (BBA Sec.E, 2<sup>nd</sup> Year)

*"Welcome to Apple. We are delighted to announce that our company's hardware, software, and services have built significantly giant and strong barriers around you. As a result, you'll never be able to escape. If you have an iPhone and at least one other Apple device, you're in luck. You share this figurative walled garden with billions upon billions of other individuals."*

But why is the world's most valuable company aligned with a garden? And what is a walled garden?

In simple words, it's an ecosystem that demands you to stay in with the numerous compatible features. Although getting beyond the walls of this garden is not necessarily impossible, it is just typically more challenging than staying within the proposed setting.

Similar to Apple's.



Imagine a garden. A gorgeous garden. It is divided into three almost equal parts. Entering the garden, we are exposed to Apple's Hardware. No one can enter the garden without it. It's pretty probable that our adventure into the park began with an iPhone. After that, we might have purchased an Apple Watch or AirPods since they were compatible with the iPhone. Perhaps we also own an iPad or a MacBook. And now we are stuck here indefinitely. Many firms, like Samsung and Google, have product

families, but Apple's strength comes from its complete control over the next part of the garden. Their Software. Here, I am referring to iOS, macOS, and WatchOS, as well as iPadOS. All of these include Apple-exclusive capabilities that help them operate together more effectively than they on android or Windows. There's iCloud, which syncs all of our images, documents, notes, and other files across all of our devices. AirDrop makes it so simple to transmit files between Apple devices. I feel iMessage is the most important as it allows us to send and receive messages, stickers, games, and money, but only to others who have Apple devices.

By now, We have reached the garden's final prominent feature, Apple services. The barriers rise higher and taller as the garden expands, making it even more difficult to escape. Is it, however, all that bad?

Well, it's called a walled garden for a reason: the stuff within is so lovely and functional that you might not want to peek over the fence to see what Samsung, Microsoft, or Google has to offer on the other side. Apple also claims that several of its barriers safeguard customer privacy and security. The App Store is a place where you may get apps. Consider it a giant pool enclosed within a walled garden. On iPhones and iPads, the iOS App Store is the only app

store available. There are a lot of apps in the pool, but Apple is the big fish, consuming a significant portion of paid app income and even digital in-app purchases.

So, as we can see, every aspect keeps you loyal to Apple and spending more money with them. The initial section is what allows us to enter. Assets that can be touched. The second stage is where we start applying and buying more of what we learned in the first portion. The third is that we buy more stuff, but it's digital content for our gadgets this time. The services provided. Everything from Apple TV+, Apple Music, Apple Fitness+, Apple Podcasts, and more can be found in this initial services section. We will have to pay more in the form of monthly memberships for the majority of these. And Apple frequently leverages its platform dominance to convince us. Because Android lacks iMessage, we may find ourselves missing out on contacts or even groups.

A question arises, if Apple's garden is so good, why does it need these walls to keep us in? There's also the argument that it stifles innovation. If Apple keeps making its versions of products, do we miss out on new ideas and innovations? And when it comes to the App Store swimming pool, developers argue Apple is unfairly abusing its power to charge developers more.

While the legal disputes over this garden continue, there will be an increase in antitrust lawsuits and other legal actions over the next several years. The aesthetics the tranquillity of the garden could be interrupted if we try to introduce a rival into the garden, such as switching to a Windows laptop or an Android phone.

To be fair, Apple has allowed us to change our default web browser or email app over the years. Well, that's a start. So, no, we might not even want to climb out or dig out; we may just break a few holes in the walls. It might let a little more sunshine in.



# MAHABHARAT AND MANAGEMENT

By Swathi Goud (BCom Sec.A, 2<sup>nd</sup> Year)

*“Do favours and don't expect anything in return (Karm Karo, phal ki chinta mat Karo)”*

*- Bhagwad Gita*

These are the wisest words that tell us how we should keep doing actions consciously and get the work done without expecting anything in return. We only have control over what we do but not the result. As all of us know- expectations lead to disappointment.

We work on something expecting too much in return or thinking of the fruit we achieve at the end and always end up with total dissatisfaction when we fail. This brings us bitterness, which is considered the greatest impediment to success.



With the modernized reflection in the recent era, we forgot the ideas and teachings of our ancient scriptures. One such epic scripture is Mahabharat, which taught us moral values and the entrepreneurial skills that can be adopted to our daily lifestyles, which would benefit us greatly in our fast-paced lives. This scripture has nothing to do with religion but everything to do with what we gain from its knowledge. Since childhood, many were brought up listening to the terms like Dharma(right way of living), Karma(our actions), rebirth, soul, Moksha(liberation). Let's look at some of them in detail-

Karma(our actions), rebirth, soul, Moksha(liberation). Let's look at some of them in detail-

## 1)Playing with your strengths:

Let's take the example of Arjuna, one of the five brothers. He focused on what he did best and loved- archery. He was considered the best at what he did cause he focused on the task he knew could be done best. Also, take, for instance, Bheema or even Yudhisthira, all of the Pandavas have gone after what they are blessed with and mastered their strengths.

Just like that, when you enter the world of masterminds, where you need to be constantly aware of what's happening in your surroundings, you need to seek what you feel is you're

passionate about and love. Sometimes it may not go how you planned it to, but you'll get a spectacular experience. And as we all know, experience is the best teacher!

## 2) Associating with the right people:



Be it personal or professional, surround yourself with the right people who share your ideas and passion. One-third of our life is spent working hence ensure to acquaint with people of the right attitude. During the war of Mahabharata, there was an offer made by Krishna to Arjuna and Duryodhana. It was a choice between Krishna and the

army (Narayani sena). Arjuna was wise enough to choose the right partner, Krishna, whereas Duryodhana chose the military, and we know it didn't end well for Duryodhana.

Also, take Karna as an example- He is considered the kindest king who even gave up his armour and earrings (The possession of these two ornaments ensures no supreme power can defeat him). He has to face the ill fate because he chose the wrong loyalties by tagging along with Duryodhana.

## 3) Adaptability:

Life always is uncertain, and the only thing you can do about it is get accommodated to the situations thrown at you. Being a part of royalty didn't deter the Pandavas to give up their riches and convenience for living in the wild (Vanvaas) and going incognito (Agnathavaas) for a year. Just like that, until and unless we come out of our comfort zones, we won't grow. We need to step out of solace and welcome the challenges thrown at us to grow stronger in life, and that's how we learn.

## 4) Win allies:

Have you ever wondered how only five brothers (Pandavas) won against a hundred brothers (Kauravas)? Choosing the right people and maintaining relationships paid off- Krishna, Gurus, saints, and their blessings.

Taking that into the record, networking is one of the essential things in this corporate world. Building social relations with people who can help us at the right moment would benefit us in the long run.

### 5) Leadership and management:



No one is blessed with all the skills, or not everyone can be good at everything. Here comes the picture of centralized and decentralized leadership. In the case of Pandavas (decentralized, each brother did what they are good at-

There was a clear channel of communication, roles, and responsibilities from the chief strategist Krishna followed by the ethical Yudhishthira, skilful Arjuna, and the mighty Bheema. They had common and clearly defined goals, which all strategized together and worked efficiently using the best use of their abilities.

Unlike them, Kauravas used a relatively centralized form of leadership where the power resided in the wrong hands.

As all of us are aware of Centralized and decentralized leadership, esprit de corps highlights the importance of the team as a whole.

### 6) Half Knowledge is more dangerous than ignorance:

At least once in their addresses, all of our adults must have mentioned the story of one of the greatest warriors- Abhimanyu. The sixteen-year warrior died breaking the Chakravyuha halfway because he was half-aware of its knowledge and went anyways ahead to shatter the ruse. This is what half knowledge can lead us to. No knowledge is rocket science and knowing things beforehand gives us the confidence boost we need. Also, we need to be constantly aware of opportunities and the threats surrounding us and give our best shot at things.

These are only a few of the lessons taken from the scripture; Let's conclude it with one beautiful analogy-

There's something known as yuga in the old texts: It roughly means a time period.

In Satyug, good and evil used to stay in different worlds. Ex- In Hindu mythology, during the beginning of everything, there used to be two Loks (worlds), i.e., Devlok (gods) and Asurlok (demons).

In Thretayug, good and evil stayed in the same worlds. ex- Ramayana (Ram and Ravan)

In Dwaparyug good and bad stayed in the same families. Ex- Krishna and Kamsa or Kauravas and Pandavas.

And today, in Kaliyug- good and evil reside in the same person. We are the people who deal with envy, jealousy, lust, greed, love, sorrow, anger, courage, fear, disgust, peace. All of us deal with too many inner battles daily, and even though the bad qualities outweigh the good ones, these practical lessons from our history manage to teach the lessons we need in life.

When we quit seeing them as religious texts and consider them the epics of Indian culture and start indulging in their knowledge, it'll fetch us great leaders who would learn great examples through these anecdotes. Why do you think even after several invasions and destructions, these scriptures hold the exact significance to our culture- cause they guide us through the dark times and are considered to answer all the questions that life can throw at us.



# KNOW YOUR ALUMNI

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

*"It never gets easy, you just get faster"-Greg LeMond*

Our super talented alumni Samuel Jacob proves this by this quote. Speed is what makes him feel alive.



Samuel's love for bikes started in his early days of childhood where he would get fascinated by seeing races and knew that one day, he would see himself racing great heights. As he went to college videos of professionals performing stunts on the internet caught his eye, he got inspired and started stunt riding.

Later, a local racer from his hometown motivated and gave knowledge about off-road racing and motivated him to give it a try. Step by step he got his bike race setup and started participating in races. "The journey was not at all easy. I had many hurdles but always had the never-give-up attitude later I focused, worked hard, and all this brought me here", says Samuel.

Samuel Jacob currently is the 2021 national rally champion is up to 260 ccs.

He is Currently a factory racer for TVS motor company. Samuel did his BBM in the Department of Commerce in e-banking and finance and later pursued my master's in logistics and supply chain management.

He also says that his professors were extremely supportive and motivated Samuel to get where he is today.

We wish him more achievements and we hope he continues to make the Department of Commerce proud.

# Featured Artwork

By Valeesa D'Silva (BCom Section A, Second Year)





# REBRANDING DOCUMENT!

*DOC's eMagazine, DOCUMENT is looking to rebrand the magazine with new cover pages and suggestions from the students of DOC.*

*Students can submit designs for the cover page and get featured.*

Submissions will be accepted from 31 January to 15 February 2022

Form for submissions:  
<https://forms.gle/f2MxSSvinxALJk3a8>

## Credits

### Editorial Board

*Kelvin T. Kurian - BCom 'A', 2nd year*

*Srikruth Reddy - BBA 'F', 2nd year*

*Chandrupal S Hazarika - BBA 'E', 2nd Year*

**Dr. Everil Fernandes**

*Assistant Professor*

**Mr. Praveen Kumar**

*Assistant Professor Senior Scale*

### Advisory Board

**Dr. Rashmi Yogesh Pai**

*Associate Professor*

**Dr. Vikram Baliga**

*Associate Professor*

## CITATIONS

### ***Business News***

PARASHAR, RADHIKA (JANUARY 11 2022). ["BINANCE CEO CHANGPENG ZHAO OVERTAKES RELIANCE'S MUKESH AMBANI AS ASIA'S RICHEST: REPORT"](#)

ANS, NEW DELHI (JANUARY 16 2022). ["MODI'S NATIONAL STARTUP DAY A 'NEW START' FOR INDIAN ENTREPRENEURS"](#)

RAJ, SHUBHAM. (JANUARY 21 2022). ["RELIANCE RETAIL Q3 RESULTS: PROFIT RISES 23% TO RS 2,259 CR; REVENUE UP 53% YOY"](#)

PTI (JANUARY 21 2022). ["ADANI WILMAR FIXES IPO PRICE BAND AT RS 218-230 PER SHARE"](#)

### ***An Outlook Of Artificial Intelligence***

Marr, Bernard (January 10 2022) ["The Five Biggest Healthcare Tech Trends In 2022"](#)

Chowdhury, Madhurjya (December 29, 2021) ["Everything You Must Know About The Metaverse 2022"](#)

Bhattacharya, Joydeep (August 23, 2021) ["Top 4 AI-Driven Customer Service Trends For 2022"](#)

### ***Mahabharata and Management***

Business Connect (September 7 2020) ["5 Lessons from Mahabharata that will Help Reshaping your Life as an Entrepreneur"](#)

Team Monster (January 27 2017) ["Mahabharata episode every entrepreneur should read"](#)