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(Institution of Eminence Deemed to be University)

**DEPARTMENT
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EARTH'S FIRST BUBBLE AND ITS BURST

**BY CHANDRUTPAL S. HAZARIKA,
BBA 3RD YEAR**

How much would you pay for a bouquet of tulips? Maybe a few hundred rupees. How about a thousand or lakhs? Probably not. I Hope!

How much would you pay for this house or partial ownership of a website that sells pet supplies? At different points in time, tulips, real estate, and stock on pets.com have all sold for much more than they were worth. In each instance, the price rose and rose and then abruptly plummeted. This is what's called a bubble.

I wrote an article on the Dot Com Bubble a few months back. The tech bubble from the early 2000s changed the whole tech game of the world. But there's a case of a bubble burst even before the French Revolution. Yes, that is old.

The location is the Netherlands. By the 1630s, Amsterdam was an important port and commercial center. Dutch ships imported spices from Asia in considerable quantities to earn profits in Europe. So, Amsterdam was brimming with wealthy, skilled merchants and traders.

who displayed prosperity by living in mansions surrounded by flower gardens. This meant the status symbol of a Dutch person. The same effect for Indians is to own a luxury car in India now. And there was one flower in exceptionally high demand: The tulip.

Tulips first appeared in Europe in the 16th century, arriving via the spice trading routes that lent a sense of exoticism to these imported flowers that looked like no other flower native to the Continent. Because of this, it was considered an exotic flower that was also difficult to grow since it could take years for a single tulip to bloom.

According to The Library of Economics and Liberty, "it was deemed a proof of bad taste in any man of fortune to be without a collection of tulips."



People went crazy with this trend. At the market's peak, the rarest tulip bulbs traded for as much as six times the average person's annual salary.

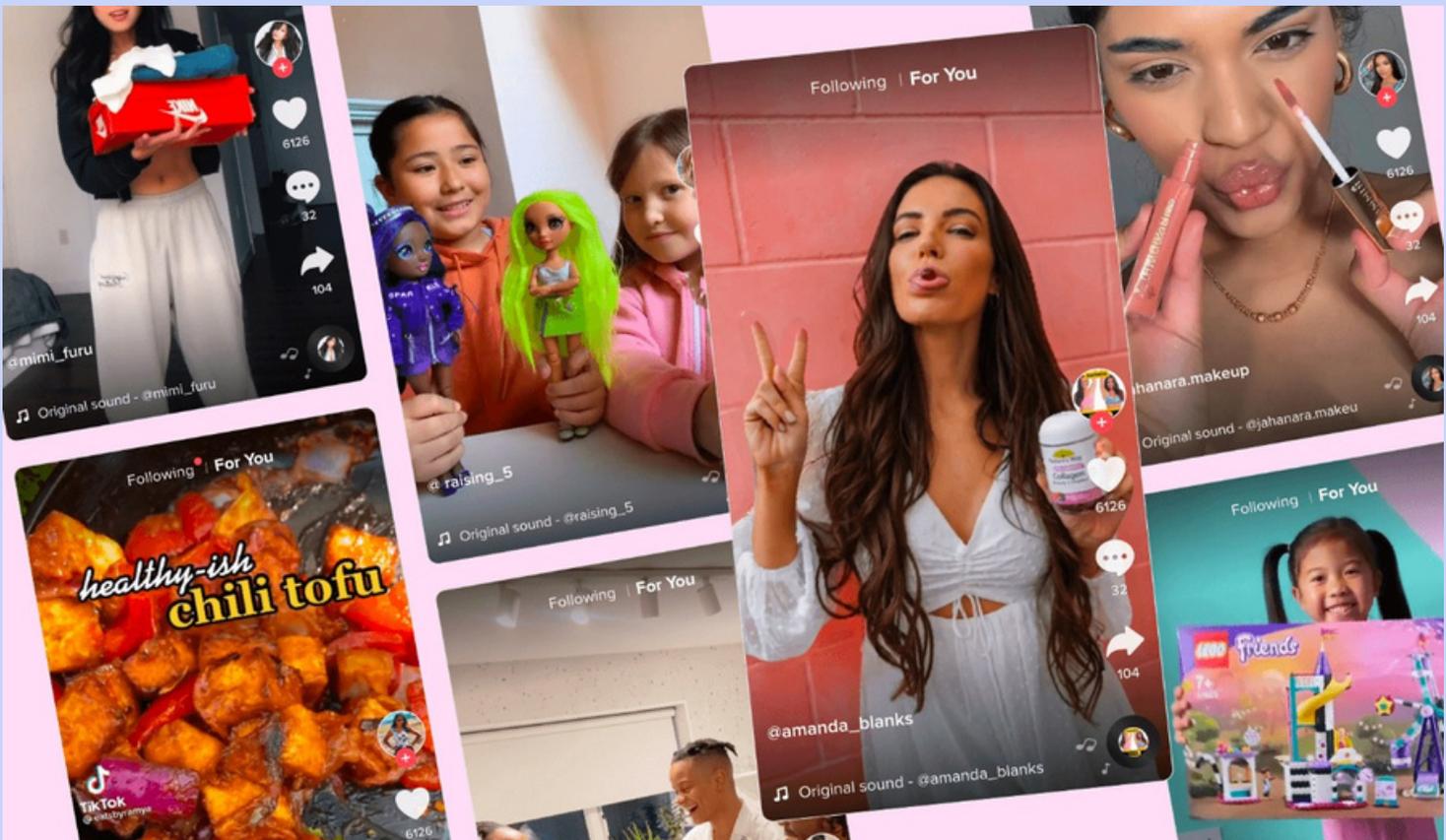
The Dutch slowly realised that they could quickly sell the tulip bulbs now rather than waiting for them to grow onto a flower whose process would take seven to twelve years. Around this time, a specific mosaic virus strain helped evolve the bulbs to grow a striped, multicoloured pattern rather than a single solid colour. This variation was a catalyst for the growing demand for rare "broken bulb" tulips, ultimately leading to the high market price.

In 1634, tulipmania swept through Holland. The Library of Economics and Liberty writes, "The rage among the Dutch to possess [tulip bulbs] was so great that the ordinary industry of the country was neglected, and the population, even to its lowest dregs, embarked on the tulip trade." A single bulb could be worth as much as 1.2 Cr today.

Professional traders began participating in the market then, and everyone seemed to be profiting just by owning a few of these valuable bulbs. At the time, it did indeed appear that the cost would continue to rise and that "the passion for tulips would linger forever." People used leveraged futures contracts to purchase more tulips than they could afford.

By the end of 1637, the bubble had burst. As quickly as the runup began, confidence was dashed. The market collapsed after buyers said they couldn't afford the high price they had previously agreed upon for bulbs. It didn't drastically affect the country's economy, but it did undermine social norms. The incident destroyed relationships based on mutual trust and people's willingness and ability to pay. Tulip mania is a practical illustration of the underlying principles at work in a bubble.

It can help us understand more recent examples, like the real estate bubble of the late 2000s. The economy will continue to go through phases of booms and busts. So while we wait for the next mania to start, and the next bubble to burst, treat yourself to a bouquet of tulips and enjoy that you didn't have to pay an arm and a leg for them.



COULD THIS BE THE NEWEST QUESTION/CHALLENGE IN TIKTOK ERA INFLUENCER MARKETING?

BY DOC MARKETING CLUB (MARS)

The popular TikTok song trend marketing strategy has brought many brands up since the 30 to 60-second formats became a mandate. Businesses, including their overall social media marketing strategies, may have to be rethought as record industry lawsuits pile up. UGC, or user-generated content, has been around for decades; however, with the growth of TikTok, the demand for UGC advertisements has also increased substantially.

While advertising on the platform is not illegal per se, the common trends that brands find themselves using for these sorts of adverts involve using popular tunes with a creator engaging in a fashion trend while nonchalantly marketing a product to their audience, sometimes in an informative way. This helps brands to weave a new overlay of credibility that further strengthens their connection and marketability to a new audience with a more advanced modus operandi to work through before making that purchase.

Now while informative influencers make advertisements look like they are here to stay. The trends that help increase the discoverability of these ads often come with a catch in the

legalities of just adopting a particular direction or using another creator's work as a part of their campaign.

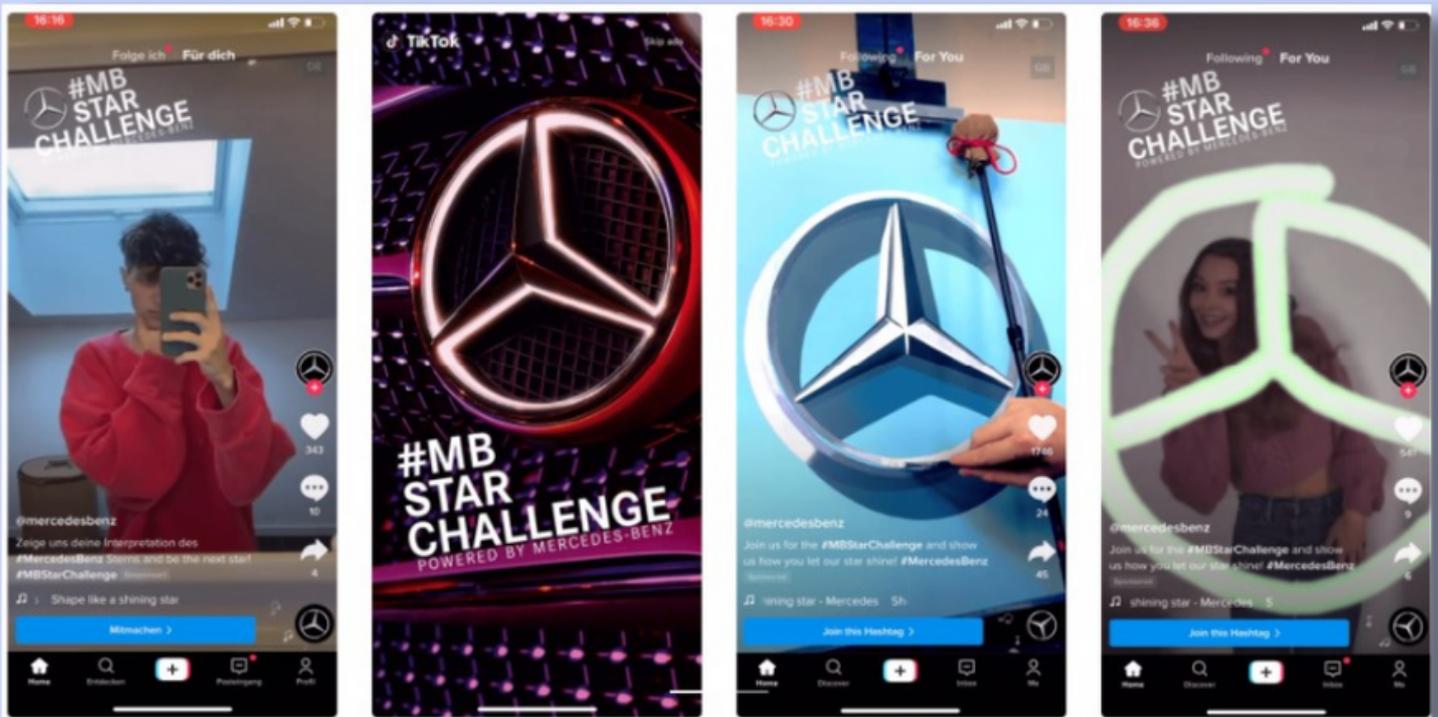
It's a frequent misperception that social media sites like TikTok, which let users easily search for music and add it to videos, authorize the usage of popular music. Many of the most well-known social media platforms have recently signed licensing contracts with some of the biggest record labels and music publishers, enabling users to sync copyrighted music to their videos. These licenses typically do not cover commercial usage, apart from the fact that the details of these agreements are closely kept secrets.

The recent ruling that brands must look to before planning their social media strategy can be found in the Universal Music Group vs Bang Energy case. A Federal judge found that Bang Energy had misused Universal Music Group's music as they violated Universal Music Group's rights and infringed upon their copyrights in Bang Energy's tik tok advertisements. According to U.S. District Judge William Dimitrouleas, nearly 140 TikTok advertisements uploaded by Bang and its CEO Jack Owoc breached UMG's rights to songs by artists like Mariah Carey, Justin Bieber, Dua Lipa, and Cardi B.

On Monday, Dimitrouleas claimed UMG had established that the Bang commercials violated the law. Bang's videos exploited the tunes without authorization, according to evidence provided by UMG, which held the copyrighted songs.

Bang's claim that it believed it had a licence is significant to the number of damages it owes, not whether it infringed, according to Dimitrouleas.

The fact that corporations will have to pay attention to the rapidly updating fine print not only for their operations but, in particular, for their marketing





SALUTING OUR BRAVE HEARTS ON THE AUSPICIOUS OCCASION OF OUR AZADI KA AMRIT MAHOTSAV:

**BY SWATI GOUD
BCOM PROF 3RD YEAR**

In the middle of nowhere, before the crack of dawn. Away from the loved ones, in the extreme climate conditions attempting to get a nap before running to the training ground and suddenly a thump on the door-

"You're asked to be stationed at the Tololing top in 5 mins. There has been an invasion from the enemies. Gear up!" Everything after that is a rush. They get back into uniforms, loading up the arsenal and getting into tanks. As the tanks near the ambushed site, the sounds of explosions, war cries, the raining of bullets from both sides, the wound moans, and the gore comes when the backup joins the mission.

One thing that he/she is a soldier- for the nation and to the people, like a phoenix emerging from the ashes dives into the mission with valour. Just keep going, fighting in life-or-death situations, and then is taken down by an enemy's bullet. But that didn't deter the soldier's courage a bit. Keep fighting, chanting this mantra until his body gave away, Yet saved his nation at the end of the day.

Finally, when his knees fell, he slipped into a ceaseless slumber where he could smell the delicious aroma of his mother's food, the adorable chit-chat of his children, and pleasant banter of his wife, and his dad's proud smile.

WHAT IF THE FUTURE COMING TO WARN YOU MAKES IT WORSE, NOT BETTER?

BY NEHA SURESH
BBA 3RD YEAR

It shattered, confused, scared. Is this how it is now?

What is realiy? Why does one day simply seep into the next?

I can only see from the telly static.

There is some connection between the horrors of the precedent and the trepidations of the subsequent. The worst is that they never repeat, never give you even a false sense of comfort; no, they always find a new way to haunt you.

I emerge from a sea of black. Everything is silent and still, except for a buzzing sound: a faint warning buzz.

We used to have this little machine-we called it the telly. But one day, unprovoked, they all blew up and suddenly, what we were watching on the telly seemed to become the only reality our minds could make up.

Well, I had the unfortunate reality of watching a psychological horror movie. Yeah, I should have just watched "Legally Blonde" instead.

I remember something- someone, a smile, a touch, my head on their shoulder, us watching the telly, laughing together, crying together.... a friend? A past lover? But they said they were from what I would only later consider a "past".

I remember the last day with them. We held hands and pushed on the telly screen like we were pretending to push a door into the telly's reality. Is my memory faint, or did my outstretched hand start to fade into it?

"Sorry". "I'm so sorry," they said, with tears streaming down their face. Then they disappeared. It was almost like they were never there.

I can't seem to stand up; I feel held down by some invisible force. I close my eyes. And when I open them again, I am my reflection.

I am trapped in my thoughts.

I see myself slowly breaking down. I know this is the end. I hear the buzz, knowing I will now drift into a peaceful sea of black. This hellscape is starting to fragmentize.

Until the next day, the next reality. Oh well, Until next time, folks!

It shattered, confused, scared. This is how it is now.

A JOURNEY TO LENANA



**BY POORVI PHADKE
BBA 1ST YEAR**

At 4985 meters above the mean sea level the ice capped Mt. Kenya is the 2nd highest peak in Africa. Mount Kenya has 3 peaks, Bation, Nelion and Point Lenana. Point Lenana is the peak which can be trekked. Every year many people accept the challenge to summit the Lenana point braving the harsh weather, tough terrain. Having heard so many thrilling discussions about summiting the peak I always dreamt of doing it. Our group of 7 members took up the challenge in the year 2021. Following the advice, training and guidance of Summit Seekers we got equipped for the climb.

With the final year exams fast approaching I never imagined that the year 2021 could be thrilling as well! Hiking was not my cup of tea. In the beginning of July 2021, my parents surprised me by informing me that we are going for a trek to Ngong hills. I agreed reluctantly. Though the hike was very exhausting it went well. After 2 weeks another hike to Kenze trail came up and I started liking it. This turned out to be a turning point for the upcoming big challenge.

By now our group of 7 were very serious and we approached Summit Seekers. The day we met our organizer we started questioning ourselves, "Do we have enough mettle to do this?". After 2 weeks we started our training vigorously with several hikes, Mt. Longonot, Mt. Kilimambogo to mention a few. Along with getting familiar with hiking we also got an opportunity to experience

the beauty of interior Kenya. Though the long list of gear required to be bought appeared too exhaustive we later realized the importance of each one of it. With a lot of apprehension about the hike, mountain sickness and summiting we departed from Nairobi.

Day 1: On October 8th, our journey started with the scenic Chogoria route. The first walk to the Roadhead camp was extremely tiring and the weather at night was freezing cold. This made us rethink our decision. But along with carrying our hefty luggage, preparing hot meals and mounting tents providing the much-needed comfort our porters and guides kept motivating us.

3 hours hiking, Distance covered: 9km, Altitude: 3300m

Day 2: Waking up to see our tents covered with the ice was a pleasant experience. We geared up for the next camp at Halls Tarn. This was our longest and tiresome hike with beautiful scenes of valleys and lakes. As we ascended the mountain the weather got worse. The piping hot delicious meals made by our porters on the way kept us warm. The night got even colder.



8 hours hiking, Distance covered: 12km, Altitude: 4200m

Day 3: Day three was a very short but steep hike to Simba Tarn. By now we were very close to LENANA PEAK!! The sight of the towering peak in front of us was exciting but intimidating as well.

4 hours hiking, Distance covered: 4km, Altitude: 4650m

Day 4: The hike had to begin at 2:00am so that we could reach the summit at the time of sunrise. With 4-5 layers of warm clothing and the dark surroundings we just kept following our guide without

knowing what to expect. Our only source of light was our head torch. Our drinking water in the camel backs started freezing. We were unable to see each other apart from the lights moving. At this point, every step was intensely challenging. As it was dark, we could not realize how dangerous our path was which probably was a blessing in disguise! As we got closer to the summit, the terrain was very tough. We came across huge rocks covered with ice making it very slippery and dangerous.

3 hours hiking, Distance covered: 3km, Altitude: 4950m (Peak)

At 6:00am we successfully summited the Lenana Peak. Though we were exhausted by now, we were proud of ourselves. The sunrise view at the top was breathtaking. One has to experience it to know how exactly it feels to summit a peak like Mount Kenya. However due to the cold weather we could not stay longer and started descending to Shipton's Camp. We started walking down savoring every moment of an incredible journey and personal achievement. Couple of times, we would look back astonished and wonder whether we really did it. It was UNBELIEVABLE!! Though descending felt like a never-ending long stretch, we were satisfied and cheerful that we completed our biggest challenge. The sense of achievement was so thrilling that Mount Kenya would haunt us even in our dreams for the next few days.

5 hours hiking, Distance covered: 7km, Altitude: 4200m

Day 5: For those having an adventurous bent of mind I strongly suggest that you should do it. No doubt physical fitness is a must but a strong will power is equally important to successfully summit. My parents successfully completing such a strenuous task kept motivating me. It is important to avoid extra baggage and wear appropriate gear. A well trained and experienced guide can make a very big difference in your successful summiting.

8 hours hiking, Distance covered: 14km, Altitude 3300m (Base camp)

SNAPSHOTS



BY YASH AGARWAL
BBA 1ST YEAR

BY CHANDRUTPAL S. HAZARIKA
BBA 3RD YEAR



BY LERON D'SOUZA
BBA 3RD YEAR



BY SRIKRUTH K. REDDY
BBA 3RD YEAR



DOC BULLETIN BOARD

DOC'S PG STUDENTS PERFORMED A STREET PLAY ON 'SAVING AND INSURANCE' AS PART OF FINANCIAL LITERACY PROGRAM IN KUNDAPURA. HERE ARE SOME STILL SHOTS OF THE SAME-



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