1. **Omnomnom: The language of Modern times**

The article well describes the issues of health problem around the globe, relating its influence by various factors such as: Industrialization, globalization and technology advancement throughout the space. It demonstrates well surveyed data which represents the population under influence of various health related issues. The new era of digitization has expanded widely in food industry where a few of popular apps have managed to deliver food products on door to door basis which eventually has affected the physical work scale of people in recent years and henceforth are contributing to rising health issues such as obesity.

The terms defined intrinsically, like: “The Meat Factor” are eye catcher, intuitively defining the income range of different geographies. It clearly signifies the relation between growing obesity/health problems with growth of processed food products and changing food habits due to mother labour involvement and hectic work culture in various shifts.

In the complete scenario of demonstrating the health issues of various geographical locations, the article somewhere deviates or lacks the clever way of data visualization and more practical approach to rising health issues, in context of administering the current government policies of different geographies.

Following are the few cases of Indian government policies that will affect the vision of healthy India.

Case 1:

Imposing taxes on tobacco and various sugar based beverages in addition to other stigmatize products are just a matter of goodwill gathering from government perspective to make up their vote bank.

As far as Indian government is concerned, according to data, India already has 1 million smoking deaths a year. Smoking deaths continue to rise. The absolute number of smokers has increased from 88 million in 1998 to 120 million in 2015.

Lately, in Union budget 2017 declared by honourable finance minister, modest tax increase will raise cigarette prices by about only 16 paise per stick (a 6% tax increase resulting in a 3% higher sales price). This increase is too small to reduce consumption. The 16 paise average cigarette increase does not keep up with increases in income and consumer spending, meaning that in relative terms, the Union Budget could contribute to an increase in smoking, especially among younger smokers.

This is the second year in a row that the most important tax on cigarettes has not been raised. Thus, the Union Budget tax hike may raise profits for the tobacco industry versus yielding greater revenues for the Government of India. It is also important to note that there is no change in the basic excise duty (BED) on cigarettes. The BED is the largest and most important tax, as it forms the largest component of total cigarette excise. This is the second consecutive year without a hike in the BED for cigarettes.

Filtered cigarettes constitute more than 94% of the total market share of cigarettes in India. The 6% tax increase will result in a small 3%- 3.5% increase in cigarette street prices. Indian GDP will grow at a rate of about 6.75% to 7.5% as per the Economic Survey 2017-18. Further, with an inflation rate pegged at 5.5% -6%, the cigarette price increase will be below inflation. This means that cigarettes will become more affordable relative to income.

Case 2:

It’s a matter of June 2016 when, The FM has announced an excise duty hike to 21% on aerated sugary drinks and mineral waters from the existing 18%. Contrary to which, soft drink major PepsiCo is setting up its plant in Andhra Pradesh at a cost of Rs.1,230 crore, with its single largest investment in India which clearly demonstrates an anxiety of industrialization and Indian brands have suffered and faced a bad market in comparison to such MNC’s as: PepsiCo etc., which already has 38 beverage bottling plants and three food plants in India, the new plant brings a set up on 80 acres of land. It will be completed in three phases by 2017 and will generate direct and indirect employment for 8,000 people. It will produce a range of beverages, including fruit juice based drinks, carbonated soft drinks and sports drinks. It is projected to consume an estimated 2 lakh metric tonnes of mango per year for its juice business, which eventually will give rise to the various health issues around the state due to low retail prices of sugar beverages.

Case 3:

Food prices may rise in the initial phase of newly to be implemented GST but the proposed tax will bring in several benefits for the industry and consumers, according to experts. Agricultural products will be able to reach more areas as trucks carrying perishable commodities will be able to cover longer distances without hindrance. However, "unless the overall GST is low for the food processing sector, it will lead to an increase in inflation and will not benefit farmers or consumers".

According to, Pritam Shah, MD at Parag Milk Food, GST is not beneficial for agricultural commodities and allied sector but might benefit the engineering sector. "Currently, there is no tax to procure milk from farmers," he said. "We only pay 2% central VAT on sale of milk powder to a company. When GST gets implemented, the tax can be 12.5% or 15% or 18%. There will be a straight cost hike in milk and milk products prices".

In the above case of price hike, middle to low background families will deviate significantly to low priced processed food which will have a proportional effect on rising weight levels.

1. **Coconuts may become rare for your daily diet**

Morale behind the article is to generate awareness of the coconut water products and it’s growing economic scale in recent years which the author has well influenced by the reference of two globally famous personalities. He encapsulated the increased sales turnover of the coconut product over the years and growth in sales network via networking with two big retail brands. The author had shown his concern for unreceptiveness of coconut products and continues his attempt to make readers aware of the fact, that coconut is one of 35 food crops listed in Annex 1 of the International Treaty on Plant Genetic Resources for Food and Agriculture and considered crucial to global food security. He had also shown his concern for the 11 million farmers who are dependent on coconut farming.

He discussed few coconut varieties in order to make people aware of the misconception of not even considering the product as coconut and shares information about the disease responsible for endangered product. Criticizing the way, white collar people perceive traditional varieties of coconut he mentioned about the native farmers locality and their appreciation towards coconut.

He concludes the article by clearly stating the negligence of research funds for coconut agriculture.

Author’s detailed information about coconuts is a value added to the article. He has clearly stated about initiatives so that every reader can understand with pretty sophistication. Criticism against people not preferring certain product was constructive to make readers realize the misconceptions.

Extension of the article to the readers can be followed by stating the business prospect for coconut products in Indian and other geography which can be attractive to few readers.

It’s been in talk recently that Nicholas Cator, executive director, Verlinvest Asia, who oversees the investment holding company's portfolio in India and China stated “For us, India is our largest market in the region, and we are actively looking for opportunities,".

Parked about $100 million in India till date, will invest a minimum of $20 million (Rs 133.1 crore) in potential investee companies, with the option of putting in up to $100 million-$150 million (Rs 665.3 crore-Rs 997.9 crore) over the lifecycle. Mr. sharma also mentioned

"If you take a 10-15 year snapshot, consumption and growth are are moving towards relatively few economies, and India is leading the pack, and that makes it very attractive for global strategic investors,"

This news will open gates for recognition of coconut products after they acquired 25% of vitacoco.

In contrary to Verlinvest, Redbull has also pushed their efforts for coconut products, the alliance with Red Bull China will offer Vita Coco country-wide availability via Red Bull China’s existing distribution and retail network, allowing the coconut water brand to reach some 1.3 billion consumers in a country that has long appreciated the taste and functional benefits of natural coconut water.

**3. Tell us about any two initiatives you would take, if selected for this role, to improve the efficiency and effectiveness of the team.**

Initiative is leadership skill which I will take progressively by coordinating with the vision and mission of my co-workers. Moreover, various measures can be taken to enhance the platform and readers list by targeting sensitive social, political loopholes.

With advent of technology various business model and scientific publications can be posted to attract readers from both segment.

India has vast heritage and diversity which exists since 1000’s of year ago and are being refurbished are new trends the social media follows. For say: Re-innovation of Nalanda University itself.

Two broad initiatives that I am fond to take off are:

1. Make the place a **knowledge source** for every kind of data mining.
2. Making articles more constructively criticizable so that readers enjoy reading with more logical aspects other than just considering it has media flashes.

**4. Which blogs/magazines do you follow? Analyse in brief The Indian Economist’s content vis-à-vis your favourite blog/magazine.**

Few names of blogs that I follow are:

1. Techcrunch
2. WIRED
3. Harvard Business Review
4. NDTV
5. Princeton press
6. The Economist Time

Each Journal has its own credibility relating to specific context. For example: Techcrunch is for finest technology publication whereas, HBR is critically acclaimed for its managerial articles.

Comparison:

In a recent article by TIE, they explained the rise of “NITI Aayog” and showed the failure of planning commision with modern economy. It stated that how revenue generation subjects went unde union list, whereas the states list had the kind of subjects that were more responsibility oriented. Author has defied how organisation has been reorganised and demonstrate single typical accounting approach to manage change.

Reference to article: <http://theindianeconomist.com/niti-aayog/>

I came across another article by NDTV that they have published by mentioning few points instead of a storyline which clearly defines organisational structure and change on policy making with respect to previous planning commission. The mentioned points are enough to get deep insights of NITI Aayog whereas the TIE article lack significant amount of information.

Few of the points are as follows:

1. The new National Institution for Transforming India (NITI) will act more like a think tank or forum, say its supporters, in contrast with the Commission which imposed five-year-plans and allocated resources to hit set economic targets.The new National Institution for Transforming India (NITI) will act more like a think tank or forum, say its supporters, in contrast with the Commission which imposed five-year-plans and allocated resources to hit set economic targets.
2. NITI will include leaders of India's 29 states and seven union territories. But its full-time staff - a deputy chairman, Chief Executive Officer and experts - will answer directly to the 64-year-old Prime Minister, who will be chairman. Etc..

Reference to article: <http://www.ndtv.com/cheat-sheet/niti-aayog-replaces-planning-commission-10-points-on-what-you-need-to-know-721421>

Behind almost every article that TIE curates, there exists a topic curator, who decides what exactly the magazine should cover, and how. Consider the following:

***5. Suppose you were to guide a team of 10 writers and ask them to write on different story ideas, how will you brief them? Expected output:***

**a. 10 story ideas (topic suggestions with just enough explanation about them, say in 5-30 words)**

Story Ideas

1. E-governance: With rising digitization government has launched various initiatives to help make backward areas more economic. Example : E-mitra.
2. Technological Advance startups : Growing startups in India has gain its acceleration with wide new variety of technology stack. Generating innovation and enhancing security on financial digitization are few examples to such startups. For Example: Roposo and spherical defence.
3. Agriculture Entrepreneurship : India has gained momentum on agriculture based startups. In dealing with various supply chain problems. Government backing such initiatives with flexible policies and funds are maintaining the phase of development of the sector. For Example: Union Budget 2017 has a lot of funding for agriculture sector.
4. National Election Poll : criticizing the election poll with creative statements are new trending stuff to be published, in contrast of general information of poll.
5. Foreign & Indian Economy : Journals are rising describing foreign economy by providing relevant details of complex topics. Recent changes in tax administration of India influence wide economic cycles of business. For an example : Financial crisis in Greece, Britain new economic treaties, Union Budget 2017 etc.
6. Foreign Election Research : With flood of articles on trump elected as new US president, this is the one of the main topics to be followed carefully handling election research perspective.
7. Telecom Industry focus : Relaince with great lead via Jio has disturbed telecom sector for all other companies which was one crucial topics around nation. The case handled by TRAI was an important conclusion to be judged and publish.
8. Science Coverage : Advancement in scientific discoveries in various fields are new around the journals. Websites like Pubmed, Princeton Press are few examples.
9. Art & Literature : Jaipur literature festival being held at jaipur it biggest example of such media coverage. Authors discussing and criticizing the current scenario makes readers curious according to fan following.
10. Psychology : I have noticed many journals on psychology with 1000’s of likes and shares which simply shows its publishing credibility.

**b. Guidelines to the writing team on how to go about covering the themes/writing the articles/ do's and don'ts and other considerations.**

Certain Guidelines:

1. Get sufficient data about the publication and draw certain conclusions which are the soul of one’s article.
2. Validate those points with various other sources so that credibility can be gained to make a hit in rational community.
3. Avoid direct names without solid proof to avoid any political or social issue that can be critical and criticizing.
4. Constructive criticizing is the crucial and most important part of article that is to be maintained for proper perception of article to reader.

**6. A tricky situation!**

**Mr. *X has been rated twice as Mumbai University’s top economist and is a regular contributor to TIE for the past two years. A recent article sent by his team is* on *the common theme ‘Demonetisation in India’ but is very technical in nature. The article exceeds our standard word limit and reiterates the points already made by many authors.* Mr. *X has never been sent a rejection mail.***

**Write an email to inform him that TIE will not be able to take this forward for publishing, stating the reasons for this decision. (Limit: 200 words)**

Dear Mr. X,

This is to bring your kind attention towards the article recently shared on your behalf, from our TIE team, who have been serving various readers from various different background.

Being an exclusive article on such critical issue demands excellence in related field which is not questionable in reference to your credibility.

But, as per our readers statistics who are from diverse background, we want you to be assured of a simple fact, that our readers would not be able to interpret the context as it is too technical in nature.

We as a journal have some predefined standards and policies under which we keep the publication in certain limit of words example : 200 words and run a plagiarism test on every ‘to be published’ article by using the following tool. (link to tool).  
This tool helps us in analysing and tracking the percentage of plagiarized or similar statements across the web.

We request you to kindly re-submit your recent article by following the above process so that we can publish for you.

TIE Team.