

ENTREPRENEUR TIMES

ABBS ENTREPRENEURSHIP DEVELOPMENT CELL

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EDITORIAL TEAM



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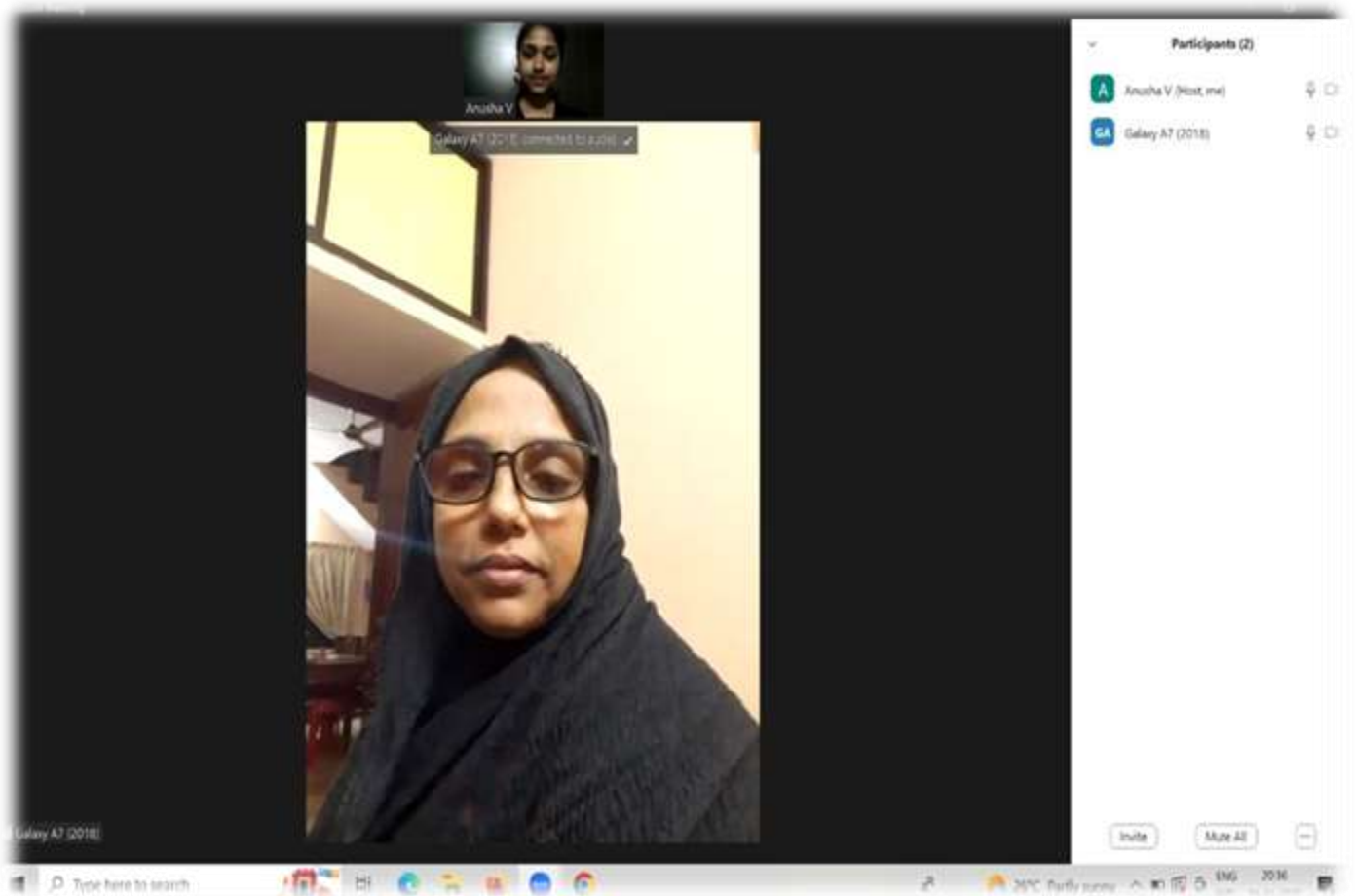
Ordinarily Extraordinary-*Interview of Entrepreneurs*

Series 2: Ms.Fareeda Banu, *The Crochet Quest*, Mangalore

Interviewer: Ms. Anusha V, II Semester, MBA

Networking: Ms.Aparna Nair, II Semester, MBA

Guidance: Dr. Poornima K, Associate Professor, MBA Dept.



Interviewer Ms. Anusha V. with Ms.Fareeda Banu, Mangalore

Anusha V: Who inspired you to start this business?

Ms. Fareeda Banu: My grandmother was doing crochet. I use to see how she used to do crochets for all of us at home. I grew up seeing her crochet work that had drawn me toward it. In my school days, I learned it as a hobby. After marriage, I did not have any scope to focus on my hobby as my in-laws were very orthodox. But I had kept my crochet book from my school days safely. After we became a nuclear family, I started first by making table cloth.

Anusha V: How did you fund the business at the start?

Ms. Fareeda Banu: I had saved a small amount from whatever my husband used to give for household maintenance Also my daughter and son started giving money to me by looking at my interest. This was the initial source of the funding I used for the business.

Anusha V: How were your initial days of business? Have you got any help/support from anyone when the business started?

Ms. Fareeda Banu: Initially I had a fear of how will people buy, I may not aware of customer or general public expectations. Regarding support and help, it was purely from my son, daughter, and husband. Is my son and daughter who encouraged me to focus on crochets and they had focused on creating social media platforms like creating and managing Instagram. Within a few months of starting my business, covid had hit hard, and reaching out to customers offline was very difficult.

Anusha V: How about deciding on a location for your business?

Ms. Fareeda Banu: I knew that I am the only person who knew the art of crochet, I felt doing it in my home itself is enough. Nothing like hiring space for a shop was conceived in my mind.

Anusha V: Please share with us your purchasing and investment plan

Ms. Fareeda Banu: As the threads and other raw materials required for crochet are costly, initially I used to purchase it in small volumes as I was not sure about the demand. Now I use to purchase in larger volumes which give me some savings in terms of discount.

Anusha V: What is the USP of your venture?

Ms. Fareeda Banu: All products under The Crochet Quest are 100% handmade

Aparna S Nair: How were you able to sustain during covid-19?

Ms. Fareeda Banu: Due to the pandemic, it was sudden impact that customers were not in a position to come and meet me to share their expectations and give orders for crochet works. That was the time when we started having a presence online. One way it has given us business, but the challenges were in terms of delayed supply of raw materials, courier use to reach late to the customers. Once the lockdown lifted, I am doing business with ease.

Anusha V: As per you, what is most important to attract and retain customers?

Ms. Fareeda Banu: I feel listening to customers, and serving them with reasonable and quality products, delivering on time is the success mantra that I found in my business. I feel each customer irrespective of size, order or price needs to be treated with care.

Anusha V: Finally, what is your piece of advice for youngsters in general and aspiring Entrepreneurs in Specific?

Ms. Fareeda Banu: Chase your dream, do not stop your passion, and nurture it.

Anusha V: How was the acceptance of your business by the market in general?

Ms. Fareeda Banu: Initially, I started with table cloth and Teapot mats. As I used to have handmade, it had attracted customers. They themselves spread good word of mouth and new customers started giving orders. Later from table mats to gloves, facemasks and shawls, and sweaters and almost all products demanded are tried by me.

Anusha V: What do you think about marketing? Is marketing an important aspect of any business?

Ms. Fareeda Banu: To some extent, yes marketing is an important aspect. My business was going with a fairly good profit without marketing. As my daughter created social media platforms, it helped me in reaching many.

Anusha V: What changes you had made in the way you are doing business?

Ms. Fareeda Banu: Earlier I used to make what I know. Now I have started listening to customers' expectations and as per that I am making changes in color, design, and size. I can say almost custom-made products. This kind of serving customers made me get new customers.

Anusha V: What were the challenges you faced in your business and how you were able to overcome them?

Ms. Fareeda Banu: Earlier I used to find it difficult to manage time for my handwork and complete household work. Balancing both were challenging. But I made it a point to deliver the service on time so that customers will be happy and will become regular and loyal customers. Also, concentration is very important for me as cutting, and stitching requires it. Planning is very much essential for the optimal utilization of raw materials

Anusha V: Thanks for your time and for sharing your entrepreneurial journey.

Ms. Fareeda Banu: Welcome

***To know more about Ms. Fareeda Banu and her Venture, log
<https://instagram.com/thecrochetquest?igshid=YmMyMTA2M2Y=>***



ED searches binance crypto exchange wallets ID'S, freezes Bitcoin worth RS 22.82 Crores

The Enforcement Directorate on November 11 said it has searched wallet or user IDs associated with Binance crypto exchange, as part of its ongoing probe related to mobile gaming app E-nuggets.

During the search operation, the federal investigation agency froze 150.22 Bitcoins, worth Rs 22.82 crore, as per an official release. The action was taken under provisions of the Prevention of Money Laundering Act (PMLA), it added.

Aamir Khan, son of businessman Nesar Ahmed Khan, launched the mobile gaming application that was designed to defraud the public, the agency has alleged.

The app initially rewarded users and allowed to withdraw balance hassle-free. "After collecting sizeable amount from the public, all of the sudden, the withdrawal from the said app, was stopped, on one pretext or the other," the ED said.

The app initially rewarded users and allowed to withdraw balance hassle-free. "After collecting sizeable amount from the public, all of the sudden, the withdrawal from the said app, was stopped, on one pretext or the other," the ED said.



Thereafter, all data including profile information was wiped off from the said app servers," the agency added, noting that it was then when the users understood the ploy.

It was revealed during investigation that multiple accounts (more than 300) were used to launder the money. Proceeds were also used to purchase crypto currencies," the ED further said.

In September, the agency had found and seized Rs 17.32 crore in cash from the residential premises of Aamir Khan.

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Eicher Motors shares fall as Q2 profit misses estimates

Eicher Motors: Eicher Motors registers highest ever quarterly revenue and profits, Q2 profit jumps 76% YoY to Rs 657 crore. The automobile company registered highest ever quarterly revenue and profits. It recorded a massive 76% year-on-year growth in profit at Rs 657 crore for the quarter ended September FY23 backed by strong operating as well as top line performance

Revenue from operations at Rs 3,519 crore for the quarter grew by 56.4% and EBITDA increased by 75% to Rs 821.4 crore compared to year-ago period. Margin expanded to 23.3% from 20.9% in the same period. Topline and bottomline were largely in line with analysts' estimates, but operating performance slightly missed estimates. Royal Enfield sold 2.03 lakh motorcycles in September FY23 quarter, an increase of 64.7% YoY. Shares of Eicher Motors dropped over 3 percent intraday on November 11, a day after the auto firm announced its Q2 results.

The September quarter profit of the maker of Royal Enfield motorcycles fell short of analysts' estimates, as costs jumped 50 percent

Royal Enfield, a division of the company, sold 2,03,451 motorcycles in the quarter, up 65 percent from the year-ago period. Eicher Motors Managing Director Siddhartha Lal said the company's overall performance was very encouraging in the first half of current fiscal year



Analysts on average had expected a profit of Rs 697 crore and revenue of Rs 3649 crore, according to Refinitiv IBES data. Total expenses soared to Rs 2832 crore on higher raw material and component costs..

According to domestic research firm Motilal Oswal, Eicher Motors Q2 FY23 operating performance was adversely impacted by a weaker mix (first quarter of Hunter sales and lower exports). The benefits of softening RM costs should start reflecting from Q3 FY23 onwards. This, coupled with easing supply chain pressures and continued product expansion, will aid domestic recovery and support ramp up in exports.

With improving demand and a gradual reduction in input costs, we expect RE to post healthy 39% EPS CAGR over FY22-25E over a low base. We reiterate add to the stock with a revised target of Rs 3,859 (from Rs 3,333 earlier) as we roll forward to September 2022 earnings," HDFC Securities added.

Zoho is using Sanskrit to build machine translation software: CEO Sridhar Vembu

Homegrown software-as-a-service major Zoho, which recently hit the \$1-billion annual revenue milestone, is developing machine translation software using Sanskrit as an intermediary layer. Machine translation is a computational mechanism to convert text or speech from one natural language into another.



“When you translate between any two languages, you have to first go to a common format. The whole point here is to be the most precise. And, it is a feature of the Sanskrit language that it is very precise and accurate,” Zoho co-founder and chief executive officer Sridhar Vembu said earlier this week at the company’s annual technology conference.

“This seems to have been known. It is not a new discovery, but no one seems to have used it well in software. And we are going to launch products using this technology... A lot of time in the technology industry, an idea that was promising was forgotten and abandoned.”

The Zoho co-founder is working with a small engineering team in a Tamil Nadu village called Tenkasi to develop the technology. Vembu has been working from Tenkasi since mid-2019 and has been vocal about the importance of building educational and technical employment opportunities in the rural areas of the country.

The Chennai-based software product company has business in over 150 countries and has built a user base of over 80 million in the last 25 years of operations

We have seen growth slow down. You can see across the board. We have a very diversified product suite and offer the most affordable solution but we are in a massive earthquake zone of the economy with tremors being already visible,” said Vembu.

The Zoho CEO said that the company's growth was driven by research and development and a lot of firms were shifting to Zoho applications, which was driving growth for the company.

As enterprises around the world cut back on their technology spends, the company sees the Indian market as a bright spot. With its research and development spending three times the marketing costs, the company seeks to double investment in technologies such as blockchain and artificial intelligence over the next decade.

"At Zoho, we have always believed that technologists should practice more humility," said Vembu on the sidelines of the tech conference.

Elon Musk warns Twitter bankruptcy possible if cash burn doesn't stop

Elon Musk, in his first address to Twitter Inc. employees since purchasing the company for \$44 billion, said that bankruptcy was a possibility if it doesn't start generating more cash, according to a person familiar with the matter

The warning came amid a tumultuous start to Musk's reign at the social media company -- a two-week period in which he has fired half of Twitter's staff, ushered out most of the top executives and ordered the remaining employees to stop working from home. Two executives who until today had emerged as part of Musk's new leadership team, Yoel Roth and Robin Wheeler, are also on the way out, people familiar with the situation said

While the buyout has removed Twitter from the scrutiny of public markets, Musk loaded the company with almost \$13 billion of debt that's now in the hands of seven Wall Street banks that have been unable to offload it to investors.

Elon Musk, in his first address to Twitter employees, said that bankruptcy was a possibility, according to a person familiar with the matter.

In his address to staff, Musk issued multiple dour warnings. Employees should brace for 80-hour work weeks. There will be fewer office perks like free food. And he ended the pandemic-era flexibility that allowed employees to work from home



In discussing Twitter's finances and future, Musk said the company needed to move with urgency to make its \$8 subscription product, Twitter Blue, something users will want to pay for, given a pullback by advertisers who are concerned about harmful content. The debt Twitter took on to finance Musk's buyout is leaving it with interest costs that, by one estimate, will surge to \$1.2 billion a year.

The social network has seen a pullback from some advertisers that are concerned about Musk's plans for content moderation.

Debt investors and credit raters are also showing little confidence. The company's banks have been quietly sounding out hedge funds and other asset managers for their interest in buying a chunk of the company's debt.

Musk in an email late Wednesday warned employees of "difficult times ahead," with "no way to sugarcoat the message" about the economic outlook for the company.

Apple's \$191 Billion Single-Day Surge Is One For The Record Books



Apple's market value surged by \$190.9 billion on Thursday, the biggest ever for a US-listed company, according to Bloomberg data, driven by investors' optimism after data showed US inflation eased to the lowest since January and set off a furious risk-on rally.

Wall Street stocks recorded their best performance since 2020 overnight after a smaller-than-expected rise in US consumer prices fueled optimism that the Federal Reserve will slow its aggressive pace of interest rate hikes.

On November 10th (Thursday's) stocks surge fueled a record market value gain for Apple, now at \$2.34 trillion market capitalization (market cap) following Thursday's 8.8 per cent increase and accounts for four of the top five biggest daily increases.

Bloomberg data showed that the surge in Apple's stock exceeded Amazon's \$190.8 billion gain in February, adding to the company's market cap, which was already worth more than fellow giants Alphabet, Amazon and Meta combined.

While Apple reported better-than-expected earnings, Alphabet, Amazon and Meta's earnings were weak, resulting in a sharp drop in their shares, wiping out billions from their market values, and pushing Amazon out of the club of companies with trillion-dollar market caps

Apple witnessed a strong double-digit revenue growth in emerging markets like India for the September-ended quarter, chief executive Tim Cook said last month. It said,

Apple currently has a 37% share in the premium smartphone market and a 3% market share in the country's overall smartphone market. Apple Inc.'s surge Thursday was one for the record books.

The world's most valuable company added \$190.9 billion in market value, the most ever by a US-listed company, as softer-than-expected inflation data buoyed equity markets across the board. The jump eclipsed Amazon.com Inc.'s \$190.8 billion gain in February, according to data compiled by Bloomberg.



India-US trade may reach \$500-600 billion by 2030: Piyush Goyal

Commerce and Industry Minister Piyush Goyal on Saturday exuded confidence that the India-US bilateral trade in goods and services will reach USD 500-600 billion by 2030 as their relation continues to strengthen. The trade between the two countries stands at about USD 175 billion at present.

On whether India will join the trade pillar of 14-member Indo-Pacific Economic Framework for Prosperity (IPEF), Goyal said it would depend on what India will get in return.

While 13 member countries have joined all four subjects -- trade, supply chains, clean economy and fair economy-- under IPEF, India has opted out of the trade pillar as of now. It has joined the other three subjects.

"With regard to joining the trade pillar of IPEF, India decides its strategy on its own terms...If you want binding commitments (from India) on different subjects, tell me what I am getting in return.

It has to be good for my people and my country. What you give me in return will determine whether I will join the trade pillar. You negotiate and if we see some advantage, then we will join.



"India and the US relations are continuously improving and strengthening and today we have a bilateral trade of about USD 175 billion (exports and imports of goods and services). I believe that in the coming 7-8 years, it will be USD 500-600 billion by 2030, when our exports in goods and services will be USD 2 trillion each," Goyal said.

On a free trade agreement with the US, the minister said America is not looking for a new trade pact with any country. The US is looking at India as its friend and a trusted partner, he added.

The IPEF was launched jointly by the US and other partner countries of the Indo-Pacific region on May 23 in Tokyo. The 14 IPEF partners represent 40 per cent of the global GDP and 28 per cent of global goods and services trade. The members include the US, Australia etc.

India's Retail Inflation Eases To 3-Month Low Of 6.77% In October; Both Rural, Urban Prices Soften

India's retail inflation in October eased to a three-month low of 6.77 per cent, according to the latest official data. Inflation in rural areas in October 2022 cooled to 6.98 per cent, while that in urban areas softened to 6.50 per cent.

However, it is the 10th month that the Consumer Price Index (CPI)-based inflation has remained above the Reserve Bank of India's (RBI) upper tolerance limit of 6 per cent.

In September, India's retail inflation had accelerated to a five-month high of 7.41 per cent. Before that, the retail inflation had stood at 7.04 per cent in May, 7.01 per cent in June, 6.71 per cent in July, and 7 per cent in August.

According to the latest data from the National Statistical Office (NSO), inflation in the food basket, or the Consumer Food Price Index, decelerated to 7.01 per cent in October this year, compared with 8.60 per cent in September. The food inflation is responsible for nearly half the CPI basket.

Suvodeep Rakshit, senior economist at Kotak Institutional Equities, said, "CPI inflation in October reduced by 65 bps from the September print.



A. Most of it was due to favorable base effects even as sequentially CPI increased by 0.8 per cent. Most of the month-on-month increase was due to food, particularly vegetables and cereals. This could be a bit more persistent source of inflation which will lead to a slow moderation."

Given the moderation in the domestic inflation trajectory, some incipient moderation in US inflation, and possibility of a global slowdown, we expect the RBI to hike repo rate by 35 bps to 6.25 per cent in the December policy followed by an extended pause to watch for the impact of past rate hikes, liquidity tightening, and global macro scenario," he said.

The RBI has raised the key repo rate by 190 basis points since May this year. In May, the central bank conducted its off-cycle monetary policy review to hike the repo rate by 40 bps to control inflation. The next RBI's Monetary Policy Committee meeting is expected to meet on December 5-7, 2022.

PMV Eas-E electric micro car launched at Rs. 4.79 lakh: India's most affordable electric car is here



APMV Electric – India's newest electric vehicle manufacturer has launched the country's most affordable electric four wheeler in the form of the Eas-E. Classified a quadricycle, the PMV Eas-E electric micro car is priced at Rs. 4.79 lakh for the base trim. Bookings for the PMV Eas-E electric micro car are now on, and deliveries will commence from mid 2023.

Prices are introductory, and are applicable to the first 10,000 buyers. The company claims to have already logged 6,000 pre-orders, which means that the introductory prices will apply only to 4,000 more buyers.

Apart from the base trim of the Eas-E priced at Rs. 4.79 lakh, ex-showroom pan India, PMV Electric has also introduced two more variants, priced at Rs. 6.79 lakh and Rs. 7.79 lakh respectively. While the base trim offers an ARAI certified range of 120 kilometers, the higher trims feature bigger battery packs and offer 160 kilometer and 200 kilometer ranges per charge.

The electric motor that powers the PMV Eas-E makes 13 Bhp of peak power and 50 Nm of peak torque, which is available right from idle. Top speed is rated at 70 Kph, and the Eas-E can be charged from any 15 amp socket. Charge time is pegged at 3-4 hours for all three variants.

The PMV Eas-E can seat two adults, one behind the other, and features a car-like monocoque body instead of a tubular chassis that's common on quadricycles. The driver also gets an airbag mounted in the steering. Other features on the Eas-E are similar to what is on offer on modern cars.

Kalpiti Patel, founder and CEO, PMV Electric, had this to say at the launch of the Eas-E electric micro car.

"We've been looking forward to this day from the start of our journey, to share our vision of the future of urban mobility. Today we unveiled the Eas-E, your everyday car to the world. The team and I have been very fortunate to have had this opportunity and work on a product that not only pushed our creative and innovative limits to raise the bar but also paved the way to create a new category in the Indian automotive industry called the Personal Mobility Vehicle (PMV), alongside the SUV, sedan and hatchback categories. We look forward to hitting the production as soon as possible."

An electric vehicle installation ushers sustainable doorstep deliveries

A unique, solar-assisted electric vehicle installation made its debut in Bengaluru's Church Street this weekend. Made out of upcycled material, with interactive elements like a throttle interactivity dispensing goodies symbolizes India's movement towards electric vehicles.

The three-wheeler installation created under the initiative, Bengaluru Moving, is a blend of art and science to engage Bangaloreans to think about the journey of their delivery packages. It has been designed as an interactive and tactile experience that encourages audiences to touch and feel an EV in real-time.

A report by Stand. Earth research group found that India's last-mile emissions per delivery are about 285 gCO₂, way above the global weighted average of 204 gCO₂. Cities including Delhi, Mumbai, Kolkata, Bengaluru, and Chennai emit more CO₂ from last-mile deliveries than the last-mile emissions of entire countries. Research highlights that India will have 500 million online shoppers by 2030. The young Indian millennial is conscious of their consumption habits.

The young Indian millennial is conscious of their consumption habits and choices. Through this installation and other initiatives, we at Bengaluru Moving want to leverage this consumer appetite to convert brands and companies' net-zero and sustainability intentions into real action.



In support of the installation, the Commissioner of Directorate of Urban Land Transport of Government of Karnataka, V Manjula said, "We are very pleased to be supporting #EVmyDelivery initiative and this interactive installation that is raising awareness about last mile emissions resulting from the e-commerce deliveries and the transition to electric 2 and 3-wheel fleets to eliminate the release of tailpipe emissions.

The installation has been built in collaboration with the Directorate of Urban Land Transport and Bangalore Metro Rail Corporation. Together with Autoguru and Bengaluru Design Week, the event seeks to bring diverse stakeholders from the automotive industry, e-commerce, startups, and design studios to engage with the issue of greening the last mile delivery.

This installation is a perfect example of how art can be leveraged as a tool for social awareness where artists can champion path-breaking ideas and concepts.

Skyroot Aerospace to launch India's first privately developed rocket

In what is the herald of a new chapter in India's spacefaring history, space tech upstart Skyroot Aerospace is set to send the country's first-ever privately developed rocket to the stars. The maiden launch mission is set to take off from Indian Space Research Organization's (ISRO's) launchpad at Srihari Kota.

The mission, named "Prarambh" (the beginning), will take to the skies in a window between November 12 and 16 – the final date of the launch will be confirmed based on the prevailing weather conditions. It is set to carry three payloads to space, one of which includes a 2.5kg payload that has been developed by students from several countries, including India.

"Thrilled to announce #Prarambh, our maiden launch mission, also the first for the Indian private space sector, with launch window between 12-16 Nov '22. Thanks to Chairman @isro for unveiling our mission patch and @INSPACEIND for all the support," read a tweet by the four-year-old startup. It has already received a technical launch clearance from IN-SPACE, the country's nodal agency that acts as a medium between ISRO and India's private space players.

Should the launch occur without a hitch, it will undoubtedly go down in history, and for good reason. Ever since Yuri Gagarin became the first human to go to space, several countries have been embroiled in a race when it comes to space – a race which has put man on the moon (and soon will again), rovers on Mars, deep space telescopes, and more.



India has not remained behind either, and two years ago, the country's space economy was estimated to be \$9.6 billion, as per a report by the Indian Space Association. It is also slated to reach \$12.8 billion by 2025 – a mark that may be overshoot if private space startups like Skyroot keep up the good work. Add to that the efforts of ISRO, reforms in the commercial space sector to facilitate the participation of the private sector, encouragement from the government, and healthy competition between India's private players such as Skyroot, AgniKul Cosmos, Dhruva Space, and others, and it is hardly surprising that the space startup industry in India has been steadily growing.

Currently the most funded private space player in India, the startup raised a total of \$68 million across several rounds, including \$51 million in Series-B financing this September, the largest funding round ever in India's space technology sector to date. Additionally, it successfully built and tested India's first privately developed cryogenic, hypergolic-liquid, and solid fuel-based rocket engines.

Microsoft clocks slowest Q1 growth in five years, LinkedIn revenue rises by 17%

LinkedIn and Microsoft's search and news advertising divisions were among the several annual growths in Microsoft's performance for the quarter ended September 30, 2022, but despite clocking an annual growth in revenue, the tech giant reported its slowest growth in five years and a drop in its quarterly profits.

In the earnings for the most recent quarter, the Redmond-headquartered behemoth reported a strong growth of 11% in its revenue, which rose to \$50.1 billion, and exceeded analyst expectations of \$49.61 billion. Its EPS (earnings per share) beat the estimated \$2.30/share to reach \$2.35 per share, an annual fall of 13%. Its operating income rose by 6% year-over-year (YoY) to reach \$21.5 billion, while its net income dropped clocked a YoY decline of 14% to drop to \$17.6 billion.

"In a world facing increasing headwinds, digital technology is the ultimate tailwind," said Satya Nadella, chairman and chief executive officer of Microsoft. "In this environment, we're focused on helping our customers do more with less, while investing in secular growth areas and managing our cost structure in a disciplined way."

Microsoft's shares dropped in after-hours trading after the company reported the earnings for the September quarter, but later rallied to rise by 1.38% to reach \$250.66.



Delving deeper into the earnings of the September quarter, we find that the Productivity and Business Processes arm of the company brought in \$16.5 billion in revenue, a YoY increase of 9% and barely exceeding analyst expectations.

"This quarter Microsoft Cloud revenue was \$25.7 billion, up 24% (up 31% in constant currency) year-over-year. We continue to see healthy demand across our commercial businesses including another quarter of solid bookings as we deliver compelling value for customers," said Amy Hood, executive vice president and chief financial officer of Microsoft.

The company's More Personal Computing arm saw a decline in revenue at a time of falling PC shipments worldwide – sales of the Windows operating system fell by 15% (driven by what Microsoft describes as a "continued deterioration in the PC market") alongside the drop of 3% in Xbox content and services revenue – a sign that the pandemic-induced boost received by the gaming industry over the past two years has been waning.

STUDENT ARTICLE

"The Power of Dreamer"

Mr.Nivedan was born poor, lower middle class. When Nivedan was just 5 years old, he lost his father due to an unfortunate incident. Not very bright in studies but very inquisitive like any normal child. He was always fascinated with gadgets, cars etc... and the insults would rain because of this child's fascination he has faced harsh cruelty of society.

Nivedan Nempe, the founder of Areca Tea and Mystic Aromatics company is born in karnataka, in a village called Mandagadde, located in the district of shivamogga, Karnataka .He did his schooling from the government primary and High school of Mandagadde and pursued a Bachelors degree in Pharmacy from the National college of Pharmacy in Shivamogga.

Impressed by a paper which he presented at the International Pharma Conference at Gulbarga. Technology opened its doors for him for higher studies. After having completed his post-graduation at the Swinburne, his job as a Business.

Development Consultant took him across Australia, New Zealand, Hong-kong, Bangkok and Singapore. Nivedan also had a stint as a consulant in Dubai but the love for his motherland and an ambition to serve his country brought him back to India and to the Village where he was born.

Nivedan Started a company called Mystic Aromatics and began manufacturing recycled paper air freshners alongside doing agricultural product developments. His aim was to help the agricultural community, mainly the farmers produce to be put to use in different ways apart from the conventional consumption of the same. One such produce that attracted Nivedan's attention was Areca Nut.

Farmers in the region of the Malenadu where Nivedan was born, depend on Areca Nut for their livelihoods. As per the Statistics that he collected, over 5 lakh families were dependent upon Areca Nut cultivation and this triggered the thought of an alternate value added product development .As a pharmacist, Nivedan started working on the photo-Chemistry of Areca Nut and sent it to various labs for chemical identifications.

**NIVEDAN NEMPE**

Farmers in the region of the Malenadu where Nivedan was born, depend on Areca Nut for their livelihoods. As per the Statistics that he collected, over 5 lakh families were dependent upon Areca Nut cultivation and this triggered the thought of an alternate value added product development. As a pharmacist, Nivedan started working on the photo-Chemistry of Areca Nut and sent it to various labs for chemical identifications. In the meanwhile, he collected research papers published on Areca and found that it contains aqueous tannins and many useful chemicals such as anti-oxidants, Proline (Amino Acids) and digestive enzyme enhancing agents.

With all the information he had gathered he started working on a new product. Extracting tannis from Areca and aided by his research, Nivedan introduced a new product to the world of tea lovers-Areca Tea. The modernization took 3 to 4 months and Areca Tea Bags Went out to the market. He thanks media for helping Areca Tea gain popularity and taking it to the international level.

The AITMC (All India Technical Management Council) under 'Make in India Excellence Award' recognized his research and awarded Areca Tea as 'Innovative product of the year' with an FSSAI certificate for production of Areca Tea. Nivedan has also received Intellectual property Rights from the Patenting Authority.



The love for his nation urges him to work harder everyday so that he can give something back to the land where he was born.

A fact that Delegates from china visited him to discuss value added product development from Areca has made him feel proud that he has made people sit up and notice this development made in India he encourages students to do the same too.

Nivedan is now working on innovate more by products of Areca Nut to further enhance the farmers to grow the crops economically his dream is to present to the world an array of creations which upholds Indian Heritage.



About Mystic Aromatics company
Mystic Aromatics is a leading organization with the annual turnover of 80-100 crores evolved in the area of Manufacturing a broad plethora of Hanging Paper Air Fresheners and Paper Car Air Fresheners.

Those paper car air fresheners are created using Areca nut husk, which normally is treated as waste in Malnad region.

This all organic, no chemicals, no lead "Paper Air Fresheners" has become a huge hit nationally and internationally. The company started with a motto of inventing new generation perfumery products.

In 2014, Mystic Aromatics invented a new technology of perfumery printing which gave it a big success. In the same year, the company launched paper air fresheners with 100% customization facility.

With all its new technology and creative ideas, now the company has become the largest custom printed paper air freshener manufacturers in the country. In their development process, they assure that only top material is used by professionals.

They offer product range in various specifications in order to fulfill the variegated requirements of the client at affordable prices.

Currently they are working to create various innovative products from Areca Nut which boosts local farmers economy.

"The Future belongs to those who believe in the beauty of their dreams" ~ Eleanor Roosevelt



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Did You Know?

- Tiny sea-dwelling creatures called phytoplankton are actually the ones that produce the vast majority of the oxygen in our atmosphere: 50 to 85 percent to be exact
- The strings present in instruments were actually made from guts of animals
- The longest underwater breadth was held for about 24:03 minutes
- The computer virus known as “Stuxnet” can actually cause physical damage to the components such as computer controlled locks in prisons.
- Google CEO Sundar Pichai claimed that artificial intelligence (AI) would be more transformative to humanity as a species than electricity and fire.
- The top five countries/regions for AI engineers are the USA, Europe (the UK and Germany in particular), China, Canada, and India.
- The average person will grow 590 miles of hair in their lifetime
- Caffeine—which is found in tea leaves, guarana berries, kola nuts, and, of course, coffee beans—acts as a natural pesticide.

Entrepreneur Quotes

1. "Success is not final; failure is not fatal: it is the courage to continue that counts."
– Winston Churchill
2. "Every problem is a gift—without problems we would not grow." – Anthony Robbins
3. "All our dreams can come true, if we have the courage to pursue them." — Walt Disney
4. "If something is important enough, even if the odds are stacked against you, you should still do it." —Elon Musk
5. "Opportunity is missed by most people because it is dressed in overalls and looks like work." —Thomas Edison
6. "In business life, first of all you need to have commitment, dedication and passion for what you are doing" -Lakshmi Mittal
7. "Most of the barriers that we think we face are in our head. Problems are in your head. Problems are everywhere and they can also be overcome" -Sridhar Vembu
8. "If you decide that you're going to do only the things you know are going to work, you're going to leave a lot of opportunity on the table." – Jeff Bezos
9. "A person who is happy is not happy because everything is right in his life, he is happy because his attitude towards everything in his life is right."- Sundar Pichai.
10. "Often times I have been asked about the attributes for success, and I have said that you need two attributes for succeeding as an entrepreneur: one, courage, second, luck".-N. R. Narayana Murthy

