



SHUCHITA TIMES

A Knowledge Booster

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**WHAT KIND OF
CONSUMERISM IS THIS?**

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EDITORIAL

Of all the hard jobs around, one of the hardest is being a good teacher.
- Maggie Gallagher

Dear friends,

When the moon is not shining, neither the sun, sky is dark; India glitters in the light of Deepawali. Deepawali is the darkest night in the year. Our culture teaches us to overcome darkness with light.

Diwali is about setting goals, not accumulating gold. As Lakshmi comes from Lakshya, meaning Goal.

And also, you cannot celebrate the festival of light before combating the darkness within.

Let's pledge this Deepawali to eliminate the self within and glitter the world with the success and happiness.

May this Diwali bring you the utmost in peace and prosperity.

Happy Deepawali!

Arun Kumar

LATEST ARRIVALS

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- CMA Final Solved Scanner (Syllabus 2016) (Gr. I & II)

BLUE OCEAN STRATEGY

APOORVA CHAUHAN
PARTH GUPTA

Last month Cont...

HOW TO CREATE BLUE OCEAN STRATEGY –

	Key blue ocean creations	Was the blue ocean created by a new entrant or an incumbent?	Was it driven by technology pioneering or value pioneering?	At the time of the blue ocean creation, was the industry attractive or unattractive?
Automobiles	Ford Model T Introduced in 1908, the Model T was the first mass-produced car priced so that many Americans could afford it.	New entrant	Value pioneering (mass production technology)	Unattractive
	GM's "car for every purse and purpose" GM created a blue ocean in 1955 by selecting fun and fashion over the car.	Incumbent	Value pioneering (many new technologies)	Attractive
	Japanese fuel-efficient autos Japanese automakers created a blue ocean in the mid-1970s with small, fuel-efficient cars.	Incumbent	Value pioneering (many new technologies)	Productive
	Chrysler minivan With its 1984 minivan, Chrysler created a new class of automobile that was designed to use its car but had the passenger space of a van.	Incumbent	Value pioneering (many new technologies)	Unattractive
Computers	CTR's tabulating machine In 1914, CTR devised the first machine that could simplify record-keeping and tabulating machines. CTR soon handed its name to IBM.	Incumbent	Value pioneering (many new technologies)	Unattractive
	IBM 650 electronic computer and System/360 In 1962, IBM created the largest computer industry by simply forwarding into the space and time of what had before and recreated the blue ocean created by the 650 when, in 1964, it created the "superstar," the first modular computer system.	Incumbent	Value pioneering (R&D, proprietary technologies) Value and technology pioneers (System/360, new and existing technologies)	Non-existent
	Apple personal computer Although it was not the first home computer, the all-in-one, simple-to-use Apple I was a blue ocean creation when it debuted in 1976.	New entrant	Value pioneering (locally sourced technologies)	Unattractive
	Compaq PC servers Compaq created a blue ocean in 1982 with its ProLiant server, which gave users twice the performance capability of the next competitor at one-third the price.	Incumbent	Value pioneering (proprietary technologies)	Non-existent
Movie Theaters	Dell built-to-order computers In the mid-1990s, Dell created four new in a market crowded with competitors by creating a new business and delivery model for its users.	New entrant	Value pioneering (locally sourced technologies)	Productive
	Nickelodeon The first Nickelodeon channel debuted in 1981, drawing spot fees around the clock to weekend-day audiences for its series.	New entrant	Value pioneering (locally sourced technologies)	Non-existent
	Palace theaters Created by New York State in 1914, these theaters provided an affordable entertainment for middle-class viewers at an affordable price.	Incumbent	Value pioneering (locally sourced technologies)	Attractive
	AMC multiteles In the 1960s, the number of multiteles in America's suburban shopping malls was increased. The multiteles gave viewers a better choice while reducing investment costs.	Incumbent	Value pioneering (locally sourced technologies)	Unattractive
	AMC megalex Megalex, introduced in 1996, offered every desired block to go and avoided secondary viewing experiences in theater complexes as well as stadiums at a lower cost to theater owners.	Incumbent	Value pioneering (locally sourced technologies)	Productive

*Given by value pioneering over technology pioneering, but it could have been driven by technology. Better if more data on different technologies used but more than 100 examples available in 1000+ examples.

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In order to answer this question, the author looks back over 100 years of data on blue ocean creation to see what pattern could be discerned. The author in this article gives the example of three industries that are closely related to people live: Automobile – how people get to work; computers – what people use at work; and movie theatre- where people go after work for enjoyment (Refer the table above). The results were as follows:

BLUE OCEAN ARE NOT ABOUT TECHNOLOGY INNOVATION –

According to the author, the main reason for creation of Blue Ocean Strategy was value creation rather than technology creation. In fact in most of the examples, the technology that created the Blue Ocean was already in existence (Ford T Model). As with Compaq and IBM 650, the main force was simplifying the technology.

INCUMBENTS OFTEN CREATE BLUE OCEAN – AND USUALLY WITHIN

THEIR CORE BUSINESSES: In the above example only Dell, Apple, Ford and Nickelodeon were new entrants in their industries, the rest were established players when they created the Blue Ocean Strategy. This suggests that incumbents are not at a disadvantage in creating new market spaces. Moreover, the blue Oceans were made by incumbents in their core businesses. Hence Blue Oceans are created from within and not beyond the Red Oceans.

COMPANY AND INDUSTRY ARE WRONG UNITS OF ANALYSIS – The author feels that the traditional units of strategic analysis – company and industry – have little explanatory power when it comes to analyzing how and why Blue Oceans are created.

There is no consistently excellent company or industry. Every company and industry has its share of rise and falls. However the author feels that the more appropriate unit of analysis for explaining the creation of Blue Oceans is the strategic move – the set of managerial actions and decisions involved in making a major market creating business offering.

CREATING BLUE OCEANS BUILDS BRANDS –

So powerful is Blue Ocean Strategy that a blue ocean strategic move can create a brand equity that lasts for decades. The examples for this could be the “Peoples Car – Ford” and the “American Institution – IBM”.

Hence large R&D Budgets are not the key to create Blue Oceans. The key is making the right strategic move which is very much a product of managerial action.

DEFINING CHARACTERISTICS

According to basic economics, there is a trade-off between cost to the company and value for the buyers i.e. to increase the value for the customers, the company will have to incur higher costs. But blue ocean strategy manages to lower cost and increase value for consumers simultaneously. Reverting back to the case of Cirque Du Soleil, we study how they were able to achieve this. Before Cirque created a blue ocean for itself, circuses were busy in competing with each other by grabbing the best performers (clowns and lion tamers), which increased their costs but made no significant change in the value for customers. Increasing costs and decreasing revenues caused the circus market to become quite unprofitable. Cirque changed the situation by moving away from conventional circus acts and combining the forces of circus and theatre.

Cirque reduced its cost by doing away with the animal acts, not only were they an economic burden but their demand had also declined due the rise in activism for animal rights. They also got rid of three ring shows which caused confusion and incurred high costs for circuses. They decided to focus on what was important – the clowns, the tent and the acrobats. It also drew inspiration from theatre, especially Broadway. Their productions had original music scores, themes and storylines which engaged the audience and increased the value for them. Cirque successfully combined the elements of circus and theatre and was able to reduce its costs and increase value for the consumers, synchronously.

For a company to evaluate its value, it has to look at its cost structure and the price while the buyer looks at the utility he derives from the product and its price. For the blue ocean strategy to be implemented successfully, all the above elements i.e. cost, price and utility have to be perfectly aligned.

The structuralist view or environmental determinism states that the company has to work with economic forces greater than itself i.e. it supports the trade-off theory between low cost for the company and higher customer value. Whereas the reconstructionist view states that the company can change the rules of the game by changing its actions, as Cirque did by creating a blue ocean and differentiating itself from other circuses.

BARRIERS TO IMITATION –

Companies that create Blue Oceans usually reap the benefits without credible challenges for 10 – 15 years, as was the case with Cirque du Soleil. This is because of the economic and cognitive barrier that Blue Ocean Strategy creates for the potential entrants.

Commerce Quiz

1. **The transpose of a rectangular matrix is a:**
 - (a) Rectangular matrix
 - (b) Diagonal matrix
 - (c) Square matrix
 - (d) Scaler matrix
2. **E (XY) is also known as:**
 - (a) $E(X) + E(Y)$
 - (b) $E(X)E(Y)$
 - (c) $E(X) - E(Y)$
 - (d) $E(X) \div E(Y)$
3. **Socialist Economy was propounded by:**
 - (a) Karl Marx
 - (b) Samuelson
 - (c) A.C. Pigou
 - (d) Adam Smith
4. **Marginal cost changes due to change in.....cost:**
 - (a) Total
 - (b) Fixed
 - (c) Average
 - (d) Variable
5. **Rampant unemployment is found in:**
 - (a) Boom
 - (b) Recovery
 - (c) Contraction
 - (d) Depression



Viral Fever

Most people have a body temperature of about 98.6°F (37°C). Anything a degree above this is considered a fever. Fevers are often a sign that your body is fighting off some type of bacterial or viral infection. A viral fever is any fever that's caused by an underlying viral illness.

A variety of viral infections can affect humans, from the common cold to the flu. A low-grade fever is a symptom of many viral infections.

If you have a viral fever, you might have some of these general symptoms:

- chills
- dehydration
- muscle aches and pains
- loss of appetite
- sweating
- headache
- a feeling of weakness

These symptoms usually only last for a few days at most. In most cases, viral fevers don't require any specific treatment. Unlike bacterial infections, they don't respond to antibiotics. Instead, treatment usually focuses on providing relief from your symptoms. Common treatment methods include:



- taking over-the-counter fever reducers, such as acetaminophen or ibuprofen, to reduce a fever and its symptoms
- resting as much as possible
- drinking plenty of fluids to stay hydrated and replenish fluids lost while sweating
- taking antiviral medications, such as oseltamivir phosphate (Tamiflu), when applicable
- sitting in a lukewarm bath to bring your body temperature down



Economic Barriers are created because of the customers being attracted in large volumes once the strategy is launched. This is able to generate considerable economies of scale which fractures the ability of the competitors to enter the industry until and unless they have huge economic resources at their disposal to tackle the synergies.

Moreover the imitation of Blue Ocean requires competitors to change their whole organization structure, policies and business models. This is a time consuming process which requires huge cost in revision of routing, training, marketing, pricing and culture.

Cognitive Barriers are created because of the brand buzz and loyal market following that a company is able to generate because of the leap in value that the company is able to offer. Even the most expensive marketing cannot dethrone a blue ocean creator. Also attempts to imitate a blue ocean creator conflicts with the imitators existing brand image.

POSITIVES –

There is no denying of the fact that Blue Ocean Strategies opened new doors for the management. They have now started looking for value additions through better strategic moves than spending lavishly on R&D to create better technologies which is very capital intensive. Instead of fighting competition within the same territory, they have realized they can reap greater profits by using their energy on creating new industries. Some of the other benefits that are reaped by this strategy are -

1. **NO COMPETITION:** Since you are entering a field that is absolutely new, you don't have any competition for at least next one year and you also have an advantage of greater market share for next 10-15 years.
2. **GREATER PROFITABILITY:** Blue Ocean Strategy focuses on greater value and lower cost. Also low competition means that you have a free hand at charging prices to customers and added to that a greater access to customers. This also enables you to generate economies of scale which further reduces your cost and hence increases your profitability.
3. **LASTING BRANDS:** A Blue Ocean Strategy creates a Brand that lasts for several years apart from giving you first mover's advantage.

NEGATIVES –

However Blue Ocean Strategy is an academic paper and like all papers it suffers from an inherent limitation and that is practicality. This means and being quoted by many prominent authors that theory and practical is vastly different. No theory can be implemented with 100% accuracy because of the many

other factors operating at the same time. Some of the factors that the authors overlooked are –

1. **CONSUMERS INTERESTS/NO PROSPECT FOR PROFITS –** You might have entered an industry that is practically new only to find out that there are no customers here or the revenue generated here is less than the cost that you would have to incur.
2. **IMMEDIATE STRATEGIES-** You might be the first to enter here but your competitor observes you and comes with a strategy that is much better than you. Here you risk losing your movers advantage.
3. **MISCONCEPTION–** You might have entered an industry that is new for you but you find out that such industry is already in existence. Because of so many industries which are interlinked operating together, the scope of creating Blue Oceans is very limited now.
4. **BLUE OCEANS WOULD EVENTUALLY BECOME RED OCEANS-** Blue Oceans are not to exist to for infinity. Once you see a Blue Ocean creator, the companies are attracted towards that industry which eventually makes that ocean red thereby reducing the profitability of the creator.

AN INDIAN CASE STUDY –

Indian car market was a monopolistic market ruled by Hindustan Motors and Premier Automobiles in 1980's. Studying this market, Maruti Udyog Ltd came up with Maruti 800 which was the first ever fuel efficient car in India which had international technology. This car became a huge success as it had all the advantages being the first mover in an untapped market. It captured around 75% of the market share and ruled the market for almost 15 years. But gradually this blue ocean market became Red Ocean as many other companies like Hyundai and Chevrolet entered the market. This was the time when Maruti redesigned its strategies and came up with a middle level car –Swift. Swift again brought a huge success to the company. Hence to retain the first mover advantage, companies should create high degree of brand value in the blue ocean; a good research about the needs and wants of customers and creating a market system that is simple to adopt and implement.

CONCLUSION –

Blue and Red Oceans have always coexisted and always will. Practical reality, therefore, demands that companies understand the strategic logic of both types of oceans. At present, competing in red oceans dominates the field of strategy in theory and in practice, even as businesses need to create Blue Ocean intensifies. It's time to even the scales in



the field of strategy with a better balance of efforts across both oceans. For although blue oceans strategies have always existed, for the most part their strategies have been largely unconscious. But once corporations realize that the strategies for creating and capturing blue oceans have a different underlying logic from red oceans strategies, they will be able to create many more blue oceans in the future. However the success of blue ocean strategy also depends upon proper planning and implementation of same. You should be prepared for competitors to enter the industries and should place yourself in such a position that they cannot dethrone you and hence you can reap the benefit for many more years.

EVALUATION -

Through this article the author tries to explain the following previously unknown managerial facts –

1. It's always better to concentrate your energy in creating new markets rather than creating new products. This can save a lot of cost and time.
2. New markets are always created through better strategic move rather than a new product.

The author also tries to convey the benefits that Blue

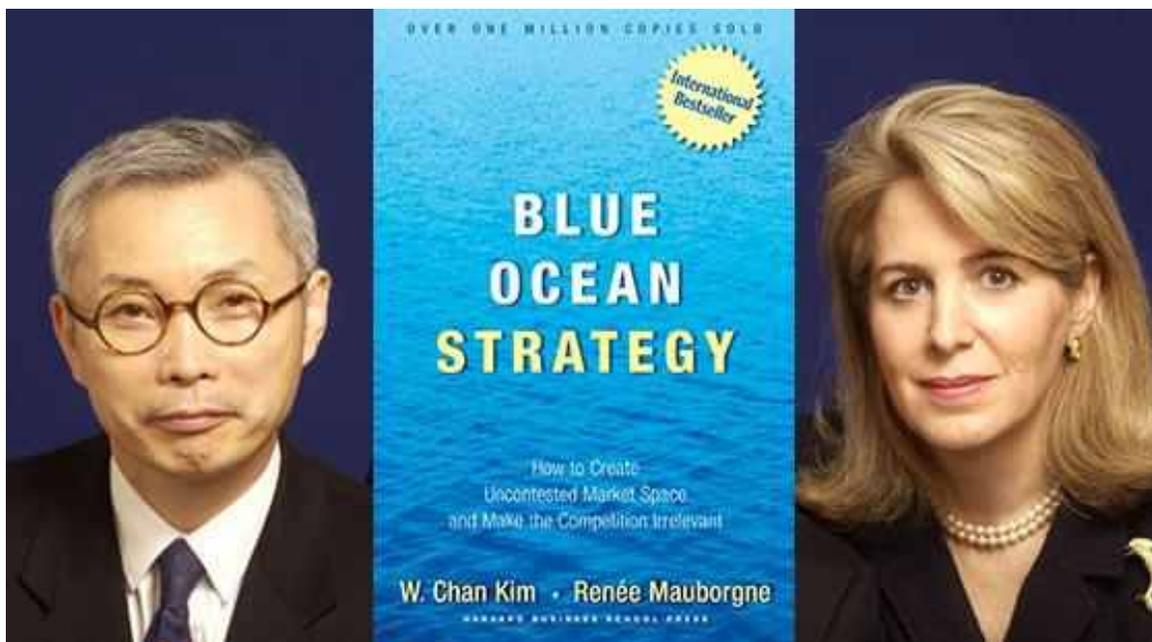
Ocean Strategy provides to an organization in terms greater profitability, brand loyalty and value creation for the customers.

However one can note certain shortcomings in the authors' research and opinions. The author clearly undermines the role of better technology. Moreover he also exaggerates the benefits of Blue Ocean Strategy overlooking the limitations inherent in the strategy; major being that not all Blue Oceans has been profitable. He also ignores the fact that failure rate of First Movers Advantage have been around 47% whereas the failure rate of Improvers (those who enter after proper analysis with better product) is only 9% i.e. once your Blue Ocean turns red, you have greater chances of failure (this can be proved by decline of Ford, Compaq, Nickelodeon).

But overall Blue Ocean Strategy is a great move to enhance your profitability by leaps and bounds. Creation of new market and hence new demand changes the general approach of winning larger share of existing market. Proper strategic implementation means your organisation is going to have monopolistic advantages for the next 10 years (as in the case of Apple after the launch of iPods, iPads, and iPhones).

ABOUT THE AUTHORS

W. Chan Kim and Renee Mauborgne are Professors of Strategy at INSEAD, one of the world's top business schools, and Co-Directors of the INSEAD Blue Ocean Strategy Institute. They are the authors of the international bestseller Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant. They are ranked in the top three management gurus in the world in the Thinkers50 list and have received numerous awards from across the globe and they are Fellows of the World Economic Forum and the founders of the Blue Ocean Global Network.





WHAT KIND OF CONSUMERISM IS THIS?

Bhavya Arora

Are you the cheated customer of today, whose sleeping, eating, drinking, partying, dating, holidaying habits and tendencies have been completely changed (some cultivated), twisted and played around with? And all of this, just to fill the coffers of some corporates or to lend some people a place into the covers of the holier-than-thou magazine of the crème de la crème, the coveted Forbes. Don't you feel manipulated? Is this all the product of capitalism?

Well, the debate is whether you are a victim of your ignorance and gullible psyche or the clever strategists who are paid heavily to sit and frame 'policies' to 'exploit' you. I would not like to call it the problem of Asymmetric Information exactly. We all belong to the 'Internet Age' and the smarter than ever smartphones are always at our beck and call, making information just a voice command away.

So, let me start by explaining when I felt the devilish laughter from the boardroom of Zomato aimed at me, the laughter stemming from the fact that they had successfully managed to 'spoil' a disciplined girl, who had a strict policy of 'occasion demands a treat' and nothing else. In December last year, I exploited the 50% discount (and got exploited) like crazy, from somewhere eating out once a week to seeing the number of orders I placed in a week increase in a geometric progression (yes, not even arithmetic) and coming up with fatuous occasions which had nothing to do with me, like my ex-roommate got bitten by a dog (though she loved dogs, I wonder if she does now). I would like to call it the 'Jio effect' - make the customer addicted to the experience you offer and then cash on it later. Let the customer know how valuable the product is for them so that, at later stage, you don't have to justify the bumper price and additionally, as a result of the previous

effort, it earns the ready acceptance of the market.

With the advent of Facebook, most of the youngsters and millennials got completely hooked to it, day and night, the green light never went off. This was furthered by Snapchat, Instagram, WhatsApp...who does not want your 24 hours? Naturally, people were suddenly very unhappy with their lives and something was missing. Then came a phase when depression amongst the 'socially exposed' populace started rising. People felt lonely, loved less and vulnerable. Like a hero, came Tinder, the panacea to youth's dating problems. And there they were, all the single-ready-to-mingle people coyly finding their matches on the app. When Tinder became frivolous and when came Bumble, nobody knew. So, famously as it is said, inventions are made to fill a need, but when did they start cultivating needs, again, nobody knew.

We may not even notice but these modern day apps are manufacturing a standard lifestyle for all of us and we are blindly subscribing to that, being completely oblivious to its repercussions on our health, wealth, relations, sanity and longevity.

Psychologists and marketers together can rule the world; stay with me on this. Have you heard about Instant Gratification? Well, have you felt the constant pangs when waiting for the Zomato valet to deliver your food? (Am I referring to Zomato too much?) Or for reply from an important person? Yes, that is your desire for instant gratification shouting out loud. Basically, it is something

which aggravates the inability of humans to wait for things that bestow upon them pleasure and happiness. By now, you would've understood what all of the marketing game is about.

'Lose 10 kgs in 10 days' - At least now all of us believe



it is a farce. Call me anti-change, cynic or pessimist (though I like worldly-wise), but on the month end when you go broke, you will agree with me that digital payment system is somewhere responsible for burning the hole larger than normal in your pocket. When you don't see a tangible valuable thing getting reduced, you tend to spend it mindlessly. Most of the offers are cashable on online payments. Ever wondered why? Lesser transaction fee in collecting payment. Cashbacks/Credit points are another good example of tricking customers into believing that they are receiving an absolute discount. These seemingly benevolent offerings are just a trap to lure you into spending more in order to redeem the cashback. Same is the case with Memberships and Loyalty Cards. Many people subscribe to these without even assessing if they are actually benefiting from it or not. Memberships are meant for those who are frequent users of a particular product or service, and not the ones who seldom use it.

These require the customer to make a lumpsum payment in advance to avail the membership and then this 'loyalty card' played on them allows them to avail the services in future at a reduced or discounted price. But if you sit back and give it a thought then you'll realise that the lumpsum payment was nothing but the advance recovered by the companies towards the future discounts. And as soon as the customer realises that, he/she ends up spending more hoping that the discount cumulatively availed will surpass the sunk cost incurred, not realizing that the companies had already earned returns on the advance payment by investing it somewhere else. And have you noticed few payment gateways' skewed preferences for credit cards while excluding debit cards altogether. Most of the 'heavy' cashbacks and discounts are also applicable on payments made via credit cards and not the debit cards. By now, what possible explanation would you assign to that? Clearly, this is an attempt to push up the earnings of banks through the EMIs and late clearance charges, not forgetting the insane interest charges.

But yes, companies have many times responded to the need for instant gratification in a beneficial way and there are many instances of it as well and I care to applaud them. Eg. The 24/7 helplines, chat boxes and the automated responses.

So, where am I going with all of the disentangling analysis and caveats? I just want you to become an informed and self-aware customer who realizes what

his/her true needs are and consumes responsibly. Today being a responsible customer is not just limited to checking the expiry dates and the MRPs, we have come a long way. With most of the businesses being conducted online, it is important that you are able to distinguish between the offers which are outright a sham and the real ones. Well, I'd say a cost-benefit analysis never hurt anyone, but saved many a dollars from ludicrous spending. Information is hidden very tactfully from you and you don't even care to scrounge for it. Do it my friend, and save your money, invest it. Some offerings are good and I do not deny that because making profit does not mean someone has to bear a loss.

Some of the financing options provided by companies involve down payments, which are nothing but recoveries of interests in advance which always grow with each passing day. In banking industry, idle cash is not left idle even for a single day. Modify your thinking, make it more finance-oriented and you are good to go. Always make a cash flow analysis before spending. And if you are truly motivated by your welfare, it is fair enough to expect that you will discount the cash flow for inflation.

I remember my dad telling me once, 'Variety is offered so that different people are able to find what suits them, but people feel that they are missing out on something by not consuming all of the basket, and end up overspending on over-consumption.' Don't get swayed by the advertisements, think deep about it, if you think that a thing is benefitting you then wait and step into the company's shoes, understand their POV. Ask yourself, how would it benefit them? Remember we live in an era where lemon is purer in finger bowls than in lemonades. Nowadays, the companies that call themselves NPOs are earning margins the size of a hippo. So, the least you can expect from the company offering deal is not make an out and out loss incurring offer. The problem is companies have long-term objectives and we tend to be blinded by the short-term benefits. Read consumer reviews, talk to people around and a scrooge friend's reason for not going with the flow will definitely widen your thought process and provide insights. Be informed, do your fair share of research and then spend your or your loved ones' hard earned money.

PS- I love Zomato and this article was not sponsored by Swiggy, or Foodpanda.





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Trishneet Arora

Trishneet Arora (born 2 November 1993) is the founder and CEO of TAC Security, an IT security company. Arora has written books on cyber security, ethical hacking and web defence. He was named in Forbes 30 Under 30 2018 Asia list and Fortune (magazine) 40 Under 40 2019 List of India's Brightest Business Minds.

Arora founded TAC Security, a cyber security company that provides protection to corporations against network vulnerabilities and data theft.[10][11] Some of his clients are Reliance Industries, Central Bureau of Investigation,



Punjab Police (India) and Gujarat Police. He helps the Punjab and Gujarat police in investigating cyber crimes, for which he has conducted training sessions with officials.

Arora's company mainly provides vulnerability assessment and penetration testing services. According to Arora, there has been an increase in the number of attacks against portals of companies.

Film-maker Sunil Bohra is working on a biographical film about Arora, expected to be released in 2019.



The Fox without a Tail

It happened that a Fox caught its tail in a trap, and in struggling to release himself lost all of it but the stump.

At first he was ashamed to show himself among his fellow foxes.

But at last he determined to put a bolder face upon his misfortune, and summoned all the foxes to a general meeting to consider a proposal which he had to place before them.

When they had assembled together the Fox proposed that they should all do away with their tails. He pointed out how inconvenient a tail was when they were pursued by their enemies, the dogs; how much it was in the way when they desired to sit down and hold a friendly conversation with one another.



He failed to see any advantage in carrying about such a useless encumbrance.

"That is all very well," said one of the older foxes; "but I do not think you would have recommended us to dispense with our chief ornament if you had not happened to lose it yourself."



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Editor

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Cynosure of the Month

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1. How do you feel after passing CS Examination?

Its really amazing to have cleared CS Foundation examination in just one go and above that clearing a rank in the exam. I feel so happy and it actually paid off each and every sacrifice that I've made to clear this exam.

2. What all has contributed to this success?

Firstly my mom and dad and my little sister were the first motivating factor for me. Whenever I felt low and demotivated I talked with them and this relaxed me. Then, I would like to thank a teacher from YouTube, Mr. Shubham Modi, who helped me a lot to gain such confidence and he made me believe in myself that I can do it. This was the biggest motivation to me. And lastly as I hadn't joined any coaching so the scanners are the best resource to do cumulative revision in easy and systematic way. They provide you with the summary notes, pattern of exam and last year paper too.

3. What challenges did you face during your preparation?

The biggest challenge was B.com 1 year exams that were in April and I had 1 month only that was left for my attempt. Also I had fallen ill in June beginning itself so that cost my 3 full days.

4. How could you cope up with them? How did your coaching/teacher(s) help you?

So I made proper target schedules for these 3 Months. Also I uninstalled all the social media apps, didn't attend any family get together or friends reunion. I studied for 9 long hours a day and also took 15 breaks and naps in between the session. I just avoided coffee and kept drinking water all day long to keep myself hydrated.

5. Your advice to the aspirant for CS Examination.

I would like to advise them to firstly believe in yourself that you can do it. Whenever feel demotivated just think about the day when you will achieve your aim and for that you have to do this. I will advise the aspirants to have enough sleep at 7 hours a day and don't consume caffeine.. It will worsen your mental strength. Also never study whole night just before exam. It will just give you fatigue. And adjust your body clock 1 day before exams according to morning trimmings so you may feel fresh and stress free on day of examination.

6. Your views about Scanner.

Scanners were my best friends for giving examination. They provide you with planning tips, summary points, exam pattern, important questions from past papers and quick revisions.