



# SHUCHITA TIMES

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# Social Commerce

## A Boon or a Bane?

# EDITORIAL



*Nothing is impossible; there are ways that lead to everything, and if we had sufficient will we should always have sufficient means. It is often merely for an excuse that we say things are impossible.* -**Francois de La Rochefoucauld**

Dear Friends,

The saying "nothing is impossible" is a poignant reminder of the boundless potential that each of us possesses in a world full of difficulties and barriers. This age-old proverb inspires us to rise beyond our seeming constraints, welcome resiliency, and pursue our goals with unshakable resolve. Numerous people have reflected this philosophy throughout history, motivating future generations and turning impossible things become realities. It is essential to always be aware of your life goals.

You will never find the right way if you don't have a burning desire because everything will become an insurmountable obstacle. So, believe in yourself as you set out to do something bigger. Along the journey, you will face difficult situations and even difficult paths; nonetheless, you must conquer them and accomplish the seemingly unachievable. People hear incredible success tales on a daily basis. They learn about individuals doing almost unachievable feats.

Nothing is impossible if you set your mind to it, in my opinion. The definition of "impossible" according to the dictionary is "unable to occur or be done." The term "impossible" has lost meaning throughout time as a result of numerous objectives being accomplished. It's critical to keep in mind that nothing is impossible when you dream. You can achieve anything with enough commitment and effort. A dream can only come true if you put effort and perseverance into it. Every successful individual has encountered difficulties and setbacks, but they all overcame them.

You have to be prepared to put in the necessary effort to achieve what you truly want. Never give up on your dreams since, as the word itself suggests, nothing is impossible!

Best Wishes! *Arun Kumar*

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# Social Commerce A Boon or a Bane?



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In the age of digital transformation, the convergence of social media and e-commerce has given rise to a phenomenon known as social commerce. This new business model integrates shopping experiences directly into social media platforms, allowing users to purchase products and services without ever leaving their feeds. With the ubiquity of social media, platforms like Instagram, Facebook, and TikTok have become virtual marketplaces where users can discover, explore, and buy products seamlessly. Features such as shoppable posts, in-app checkout, and live shopping events have revolutionized the way consumers interact with brands, offering a more streamlined and engaging shopping experience. This convenience has made it easier for consumers to make impulsive purchases, driven by the influence of their social networks and the persuasive power of influencers and targeted advertisements.

While this trend promises unprecedented convenience and connectivity, it also raises significant questions about privacy, consumer behavior, and market dynamics. The integration of commerce into social media platforms means that vast amounts of personal data are being collected, analysed, and utilized to drive sales, often without users fully understanding the implications. This raises concerns about data privacy and security, as well as the ethical use of consumer information. Moreover, the seamless nature of social commerce can lead to increased consumerism and impulsive buying behaviors, potentially affecting financial well-being and contributing to a culture of overconsumption. Additionally, the dynamics of market competition are altered, with smaller businesses struggling to compete with the advanced targeting and extensive reach of larger corporations on these platforms. As social commerce continues to evolve, it is essential to balance the benefits of enhanced consumer experience and business opportunities with the need to address these

emerging challenges and risks.

## The Boon: Enhancing Consumer Experience and Business Opportunities

### 1. Convenience and Accessibility

One of the most compelling advantages of social commerce is its unparalleled convenience. Platforms like Instagram, Facebook, and TikTok have transformed the shopping experience by integrating e-commerce features directly into their interfaces, making it easier than ever for users to discover, explore, and purchase products seamlessly. This integration eliminates the need for consumers to switch between different apps or websites, streamlining the entire process and saving time.

**Shoppable Posts:** Shoppable posts allow users to click on tagged products in photos or videos, which takes them directly to a product page where they can learn more and make a purchase. This feature blends naturally with the content users are already engaging with, creating a seamless transition from browsing to buying. For instance, if a user sees a fashion influencer wearing a new outfit, they can immediately find out where to buy the same items without leaving the app.

**In-App Checkout:** In-app checkout takes convenience a step further by enabling users to complete their purchases without ever leaving the social media platform. This feature reduces the friction traditionally associated with online shopping, such as navigating to a separate website, creating an account, or filling out lengthy forms. With payment information stored securely, users can make purchases with just a few taps, making the buying process almost instantaneous.

**Live Shopping Events:** Live shopping events, where brands and influencers showcase products in real-time, add an interactive



element to the shopping experience. These events often include live demonstrations, special promotions, and Q&A sessions, allowing consumers to engage directly with sellers and other viewers. This real-time interaction not only enhances the shopping experience but also builds a sense of community and excitement around the products being featured.

## 2. Enhanced Customer Engagement

Social commerce leverages the interactive nature of social media to enhance customer engagement in ways traditional e-commerce cannot match. By incorporating features such as user-generated content, reviews, and influencer endorsements, businesses can create a more dynamic and personalized shopping experience that fosters deeper connections with their audience.

**User-Generated Content:** One of the most powerful tools in social commerce is user-generated content (UGC). When customers share photos, videos, and reviews of products they have purchased, it adds authenticity and social proof to the shopping experience. Potential buyers are more likely to trust and be influenced by content created by real users than by traditional advertising. This organic promotion not only enhances the credibility of the brand but also encourages more user engagement as customers feel their contributions are valued and impactful.

**Influencer Endorsements:** Influencers play a pivotal role in social commerce by bridging the gap between brands and consumers. Their endorsements, reviews, and tutorials can significantly boost a product's visibility and appeal. Influencers often have a loyal following that trusts their opinions and recommendations, making their endorsements highly effective. Collaborating with influencers allows brands to reach a targeted and engaged audience, driving higher engagement rates and conversions. This symbiotic relationship benefits both parties: influencers gain content and credibility, while brands gain exposure and trust.

**Interactive Features:** Social commerce platforms are designed to be interactive, encouraging active participation from users. Features such as polls, quizzes, and live chats during shopping events allow customers to engage with brands in real-time, ask questions, and provide feedback. This interactivity not only enhances the shopping experience but also provides valuable insights for businesses

to understand consumer preferences and improve their offerings.

**Tailored Recommendations:** Leveraging advanced analytics, social commerce platforms can offer tailored product recommendations based on user behavior and preferences. This personalization makes the shopping experience more relevant and engaging for each individual user. By presenting products that align with the consumer's tastes and needs, brands can increase the likelihood of conversion and customer satisfaction.

## 3. Targeted Marketing and Data-Driven Insights

Social commerce platforms offer unparalleled opportunities for targeted marketing and data-driven insights, enabling businesses to reach their ideal audience more effectively and refine their strategies based on real-time feedback and analytics.

**Advanced Targeting Capabilities:** Social media platforms collect vast amounts of data on user behavior, preferences, demographics, and interests. This data allows businesses to create highly targeted marketing campaigns that reach the right audience with the right message at the right time. For example, a fashion retailer can target ads to users who have shown an interest in similar brands or styles, increasing the likelihood of conversion. This precision reduces wasted ad spend and improves return on investment (ROI) for marketing efforts.

**Personalized Advertising:** The ability to personalize advertisements is a significant advantage of social commerce. Businesses can create tailored ads that resonate with individual users, based on their browsing history, previous purchases, and social interactions. Personalized ads are more engaging and relevant, leading to higher click-through rates and conversion rates. For instance, a user who frequently interacts with fitness content might see ads for athletic wear or exercise equipment, making the ad experience more pertinent and appealing.

**Real-Time Analytics:** Social commerce platforms provide real-time analytics and insights into campaign performance. Businesses can track key metrics such as engagement rates, click-through rates, conversion rates, and customer feedback



instantly. This immediate access to data allows for quick adjustments and optimizations to marketing strategies, ensuring that campaigns remain effective and responsive to changing trends and consumer behaviours. For example, if a particular ad is underperforming, marketers can tweak the content, targeting, or budget allocation to improve results promptly.

**Customer Insights:** The rich data generated by social commerce interactions offers valuable insights into customer preferences and behaviors. Businesses can analyze patterns in purchasing decisions, content engagement, and social interactions to understand what drives consumer behavior. These insights inform product development, marketing strategies, and customer service improvements. For instance, if data shows a high engagement with eco-friendly products, a brand can expand its sustainable offerings to meet this demand.

### **The Bane: Privacy Concerns and Market Disruptions**

#### **1. Privacy and Data Security Issues**

While the integration of shopping features into social media is convenient, it also raises significant privacy concerns. The collection and use of personal data for targeted advertising can feel intrusive to many users. With frequent data breaches and scandals involving major tech companies, consumers are increasingly wary of how their information is being used. The lack of transparency and control over personal data can erode trust, leading to backlash against social commerce platforms.

#### **2. Market Saturation and Consumer Overload**

As more businesses adopt social commerce, the market is becoming increasingly saturated. This saturation can lead to consumer overload, where users are bombarded with advertisements and promotional content, making it challenging for brands to stand out. Additionally, the competitive landscape can drive prices down, squeezing profit margins and potentially leading to a race to the bottom in terms of product quality and customer service.

#### **3. Ethical and Regulatory Challenges**

The rise of social commerce also brings with it a host of ethical and regulatory challenges. Issues such as the promotion of counterfeit goods, misleading advertisements, and the exploitation of influencers are becoming more prevalent. Regulatory bodies are struggling to keep pace with the rapid evolution of social commerce, leading to gaps in consumer protection and enforcement. This regulatory uncertainty can create a risky environment for businesses and consumers alike.

#### **Striking a balance**

In the realm of social commerce involves recognizing and addressing its multifaceted impact. While its potential to revolutionize consumer experiences and business efficiency is clear, it brings forth significant challenges, particularly regarding privacy, ethical practices, and sustainable growth. For social commerce to be a true boon, it is essential for businesses, regulators, and consumers to collaborate closely. Businesses must prioritize robust data security measures and transparent practices to safeguard user privacy and build trust. Ethical considerations, such as honest advertising, responsible marketing, and the authenticity of influencer partnerships and user-generated content, are crucial in maintaining consumer confidence. Regulators play a vital role in ensuring that comprehensive policies and standards are in place to protect consumers and foster fair competition. Meanwhile, consumers need to stay informed and vigilant about their data rights and the ethical implications of their purchasing decisions. Together, these stakeholders can create a balanced ecosystem that harnesses the benefits of social commerce while mitigating its risks, promoting a sustainable and trustworthy digital marketplace.

In conclusion, social commerce represents a powerful evolution in the way we shop and interact online. Its future will depend on how well we navigate the complexities it brings, ensuring that it serves as a force for good in the digital economy. Whether it turns out to be a boon or a bane will ultimately be determined by our ability to adapt to its challenges and harness its benefits.



## COMMERCE QUIZ

- Production may be defined as an act of
  - Creating utility
  - Destroying utility
  - Earning profit in best way
  - Providing services professionally
- Which one is not a part of the elements of a market
  - Buyers and sellers
  - A product or service
  - Bargaining for a price
  - Volume of business
- Great Depression occurred during
  - 1930
  - 1947
  - 1857
  - 2000
- The vertical difference between TVC and TC curves is equal to
  - MC
  - AVC
  - TFC
  - None of the above
- “Caring for Life” is a symbol of which company
  - Cipla Ltd.
  - Nestle
  - Dr. Reddy's Laboratory
  - None

## TONSILLITIS

Tonsillitis is inflammation of the tonsils, two oval-shaped pads of tissue at the back of the throat — one tonsil on each side. Most cases of tonsillitis are caused by infection with a common virus, but bacterial infections also may cause tonsillitis.

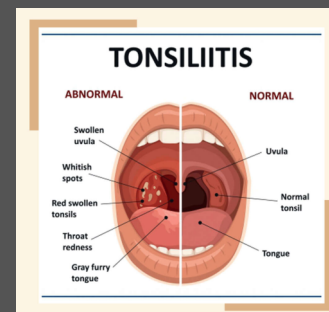
**Symptoms includes:** Red, swollen tonsils, White or yellow coating or patches on the tonsils, Sore throat, Difficult or painful swallowing, Fever, Enlarged, tender glands (lymph nodes) in the neck, A scratchy, muffled or throaty voice, Bad breath, Stomachache, Neck pain or stiff neck, and Headache

**Causes:** Tonsillitis is most often caused by common viruses, but bacterial infections also can be the cause. The most common bacterium causing tonsillitis is *Streptococcus pyogenes* (group A streptococcus), the bacterium that causes strep throat. Other strains of strep and other bacteria also may cause tonsillitis.

**Prevention** The germs that cause viral and bacterial tonsillitis are contagious. Therefore, the best prevention is to practice good hygiene. Teach your child to:

- Wash his or her hands thoroughly and frequently, especially after using the toilet and before eating,
- Avoid sharing food, drinking glasses, water bottles or utensils
- Replace his or her toothbrush after being diagnosed with tonsillitis
- To help your child prevent the spread of a bacterial or viral infection to others:
- Keep your child at home when he or she is ill

- Ask your doctor when it's all right for your child to return to school
- Teach your child to cough or sneeze into a tissue or, when necessary, into his or her elbow
- Teach your child to wash his or her hands after sneezing or coughing

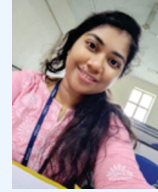


**Treatment:** Tonsillitis treatment depends on the cause. While symptoms of viral tonsillitis and bacterial tonsillitis can be similar, their treatments are different. Treatment may include:

Antibiotics, if your infection is bacterial. Your healthcare provider may prescribe antibiotics like penicillin, clindamycin or cephalosporin. It's important to follow your healthcare provider's instructions and take the full course of antibiotics, even if you're feeling better after a couple of days. If you stop taking them too soon, the infection could get worse or spread to another part of your body.

Pain-relieving medications. Your provider may also recommend over-the-counter (OTC) pain relievers like ibuprofen or acetaminophen to help with your sore throat. Tonsillectomy (tonsillitis surgery). If you have chronic or recurring (returning) tonsillitis, your healthcare provider may recommend a tonsillectomy. This is a procedure to surgically remove your tonsils.

## Navigating the Future Challenges and Solutions for Generation Z in India



**Neha Singh**  
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Generation Z, those born between the mid-1990s and early 2010s, is a generation growing up in a rapidly changing world. In India, this generation faces a unique set of challenges influenced by social, economic, and technological transformations. Addressing these challenges requires understanding their multifaceted nature and implementing comprehensive solutions. Below are some of the key issues faced by Generation Z in India, along with potential approaches to mitigate them.

### Education Pressure

Education is a critical aspect of Indian society, often seen as the primary pathway to success. For Generation Z, the pressure to excel academically is immense. High expectations from parents, teachers, and society, coupled with intense competition for college admissions and jobs, create significant stress. The emphasis on high scores and prestigious institutions often leads to mental health issues, including anxiety and depression.

### Potential Solutions:

**Reforming Assessment Systems:** Shifting focus from rote learning and high-stakes exams to continuous assessment and skill-based evaluations can reduce stress.

**Promoting Mental Health Awareness:** Schools and colleges should have mental health programs and counselors to support students.

**Encouraging Diverse Career Paths:** Broadening the definition of success beyond conventional professions can help reduce pressure.

### Employment Uncertainty

Despite being highly educated, many Gen Z individuals in India face uncertainty in the job market. Factors such as automation, economic fluctuations, and the mismatch between education and industry needs contribute to employment challenges. The rise of gig economy jobs also presents both opportunities and uncertainties for long-term career stability.

### Potential Solutions:

**Enhancing Vocational Training:** Aligning education with industry requirements through vocational training and internships can bridge the skill gap.

**Promoting Entrepreneurship:** Encouraging entrepreneurial ventures and providing support for startups can create more job opportunities.

**Job Market Reforms:** Policies to create stable and fair employment opportunities can help mitigate uncertainties.

### Mental Health Issues

Mental health is a growing concern for Generation Z in India. Increased awareness of mental health issues, combined with societal pressures, leads to heightened stress, anxiety, and depression. The stigma around mental health still exists, making it difficult for many to seek help.

### Potential Solutions:

**Integrating Mental Health Education:** Schools and colleges should include mental health education in their curricula to destigmatize the issue.

**Increasing Access to Mental Health Services:** Expanding access to affordable mental health care and promoting telehealth services can



make help more accessible.

**Workplace Mental Health Policies:** Employers should implement policies that support mental health, such as flexible working hours and wellness programs.

### Digital Addiction

With high exposure to smartphones and social media, Generation Z faces issues related to screen addiction, cyberbullying, and the impact of social media on self-esteem and mental health. The digital world, while offering numerous advantages, also poses significant risks.

### Potential Solutions:

**Digital Literacy Programs:** Educating young people about healthy digital habits and the impact of social media can mitigate risks.

**Parental Guidance and Monitoring:** Encouraging parents to monitor and guide their children's digital usage can help manage screen time effectively.

**Developing Positive Online Spaces:** Promoting platforms that encourage positive interactions and discourage cyberbullying can create safer online environments.

### Environmental Concerns

Growing up amidst climate change and environmental degradation, Generation Z in India is highly aware of these issues but often feels powerless to effect significant change. This awareness, combined with a sense of urgency, leads to eco-anxiety.

### Potential Solutions:

**Environmental Education:** Integrating environmental education into school curricula can empower young people to take action.

**Supporting Youth Activism:** Encouraging and supporting youth-led environmental movements can give Gen Z a voice in policymaking.

### Promoting Sustainable Practices:

Encouraging sustainable living practices and policies can help mitigate environmental impact.

### Social Inequality

Economic disparities, caste-based discrimination, and gender inequality continue to affect opportunities and quality of life for many Gen Z individuals in India. Despite progress in some areas, these deep-rooted issues still present significant barriers.

### Potential Solutions:

**Inclusive Policies:** Implementing policies that promote economic and social inclusion can help reduce disparities.

**Education and Awareness Campaigns:** Campaigns to raise awareness about caste and gender discrimination can foster a more inclusive society.

**Economic Empowerment Programs:** Programs aimed at economically empowering marginal

### Cultural Conflicts

Balancing traditional cultural values with modern, global perspectives can be challenging for Generation Z in India. Conflicts may arise regarding lifestyle choices, career paths, and personal freedom.

### Potential Solutions:

**Promoting Cultural Dialogue:** Encouraging open dialogue between generations can help bridge the cultural gap.

**Supporting Personal Freedom:** Policies and societal changes that support individual freedoms and rights can help resolve conflicts.

**Celebrating Diversity:** Promoting and celebrating cultural diversity can help foster mutual respect and understanding.

### Health and Fitness

Sedentary lifestyles, poor dietary habits, and the influence of junk food culture pose significant health risks for Generation Z in India. Additionally, access to quality healthcare can be inconsistent.

### Potential Solutions:

**Promoting Physical Activity:** Schools and communities should encourage physical activity through sports and fitness programs.

**Nutritional Education:** Education on healthy eating habits can help combat poor dietary choices.





**Improving Healthcare Access:** Expanding access to quality healthcare, especially in rural areas, can ensure better health outcomes.

#### **Political Disillusionment**

A sense of disillusionment with political systems and corruption can lead to apathy and disengagement from civic duties among Generation Z in India.

#### **Potential Solutions:**

**Civic Education:** Educating young people about their rights and responsibilities as citizens can promote civic engagement.

**Encouraging Youth Participation:** Policies and initiatives that encourage youth participation in politics can help build trust in the political system.

**Transparency and Accountability:** Promoting transparency and accountability in governance can restore faith in political institutions.

#### **Economic Uncertainty**

The economic impact of global events, such as the COVID-19 pandemic, has led to financial instability for many families, affecting education and career opportunities for Generation Z.

#### **Potential Solutions:**

**Economic Support Programs:** Government and private sector programs that provide financial support and job opportunities can help stabilize the economy.

**Skills Development:** Investing in skills development and continuous learning can

enhance employability and economic resilience.

**Economic Diversification:** Diversifying the economy can create more job opportunities and reduce reliance on specific sectors.

#### **Access to Quality Education**

Despite improvements, there are still significant disparities in the quality of education, especially between urban and rural areas, and among different socio-economic groups.

#### **Potential Solutions:**

**Equalizing Educational Opportunities:** Policies aimed at providing equal access to quality education for all, regardless of socio-economic background, can help reduce disparities.

**Investing in Rural Education:** Enhancing educational infrastructure and resources in rural areas can bridge the gap between urban and rural education.

**Teacher Training and Support:** Providing training and support for teachers can improve the quality of education across the board.

#### **Conclusion**

Generation Z in India is at a crossroads, facing numerous challenges that require a multifaceted and inclusive approach. Addressing these issues involves not only policy changes but also societal shifts and support systems to help young people navigate their complex environment. By understanding and tackling these challenges head-on, we can create a more supportive and empowering landscape for Generation Z, enabling them to thrive and contribute positively to society.



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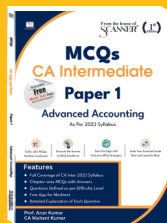
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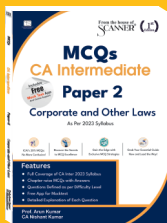
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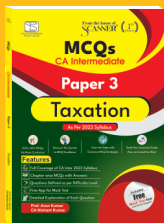
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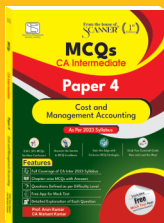
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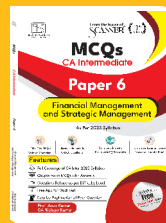
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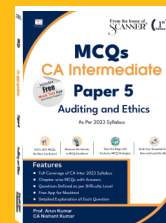
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9	5				1			2
6	3					1		
		8		6				7
						5		
	6	1	7		9			
		2		4				8
	9							5
	1			5	6	4	8	
	8			1	7			6

9	5	4	3	7	1	8	6	2
6	3	7	8	9	2	1	5	4
1	2	8	5	6	4	9	3	7
8	4	9	6	2	3	5	7	1
5	6	1	7	8	9	2	4	3
3	7	2	1	4	5	6	9	8
2	9	6	4	3	8	7	1	5
7	1	3	2	5	6	4	8	9
4	8	5	9	1	7	3	2	6

**Answer  
of the Previous  
puzzle**

Complete the Grid so that every row, column, and every 3 x 3 box contains the digits 1 to 9. Solve the puzzle by logic and reasoning alone, there is no maths involved,

AND

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## INTERESTING FACTS ABOUT CRICKET WORLD CUP WINNERS LIST

**Fact 1:** Under the captaincy of Clive Lloyd, who was also named man of the match, the West Indies won the 1975 Cricket World Cup. In 85 balls, he was able to score 102 runs. West Indies and Australia were the teams competing for the cup.

**Fact 2:** England and the West Indies faced off in the 1979 World Cup final, with the latter team emerging victorious. Viv Richards was named man of the match after making 138 runs in 157 balls.

**Fact 3:** In contrast to the West Indies, India was thought to be a weaker squad. Kapil Dev led the Indian cricket team as captain in 1983. India won the World Cup thanks to Mahinder Amaranth's balling abilities, even though they only managed a relatively low score.

**Fact 4:** One of the most thrilling World Cup finals in history took place in 1987 when Australia and England played. David Boon, who hit 75 runs in 125 balls, was named man of the match as Australia narrowly prevailed by 7 runs.

**Fact 5:** Wasim Akram, who was named man of the match, helped Pakistan win the Cricket World Cup in 1992. England and Pakistan were the teams competing. Pakistan's cricket team was captained by Imran Khan.

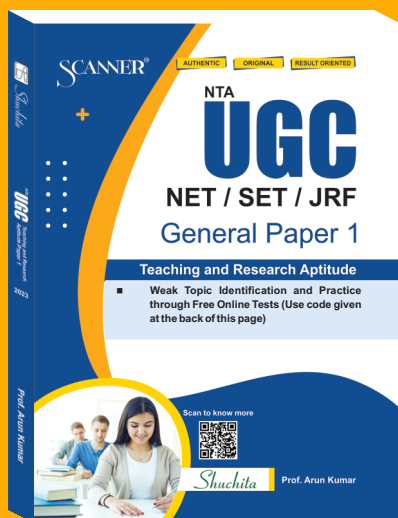
**Fact 6:** Sri Lanka and Australia competed in the World Cup finals in 1996, which was held in Pakistan. Aravinda de Silva was the player of the match with a score of 107 runs in 124 balls. The Cricket World Cup was won by Sri Lanka this time.

**Fact 7:** In a 1999 cricket match between Australia and Pakistan, the Australian team prevailed, with Shane Warne being named man of the match.

**Fact 8:** Australia won the World Cup in 2003; India and Australia faced off in the finals. In addition to being the Australian team's captain, Ricky Ponting emerged as the player of the game.

**Fact 9:** In 2007, Australia and Sri Lanka were the final two teams vying for the World Cup. The match was won by Australia. Adam Gilchrist was man of the match.

**Fact 10:** 2011 saw India triumph over Sri Lanka in the Cricket World Cup. The Indian cricket team's captain, MS Dhoni, emerged as the game's MVP.



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## Vineeth Nair

Vineeth Nair's career trajectory bears witness to his adaptability and commitment. He began his career in October 2009 as the CEO of Artsana India Ltd. He ascended the commercial graduate ladder to become the senior Vice President (SVP) and CMO at Reliance Retail by April 2013. He became the CEO of the AJIO.com arm by April 2016. In 1991, he was a proud student of the S.P. Jain Institute of Management & Research, which is where his educational background began.

Nair has showcased exceptional leadership in managing cross-functional brigades. His term at EY in Toronto, where he worked as a design and Program director, saw him lead strategic systems, including Business personifications. "All Stars trade" by AJIO isn't just another trade; it's an experience. "All Stars trade brings fashion's biggest brands to guests, offering a truly immersing shopping experience," as quoted by Nair. This action not only boosts deals but cements AJIO's position in the fashion business. While fashion remains his primary sphere, Vineeth's influence also extends to cybersecurity. His association with CyberPeace underlines his commitment to global cyber enterprise, although specific details of his involvement remain undisclosed.

Nair's multifaceted part as AJIO's CEO and his benefactions to cybersecurity speak volumes

about his capabilities. As we await further adverts like the "All Stars trade" and more achievements from him, it's apparent that the question "Who's Vineeth Nair?" will only grow in applicability and admiration.



Vineeth's grim pursuit of his dreams, indeed in the face of adversity, illustrates the significance of determination and hard work in achieving success.

Vineeth's commitment to education and his parents' support laid the root for his success. Education is an important tool that can open doors and produce openings.

Vineeth's capability to view challenges as openings for growth and invention is a pivotal mindset for anyone seeking success. Adaptability is crucial. The tech assiduity is ever-changing, and his capability to introduce and acclimatize to arising trends was abecedarian to his incipency's success.

His commitment to giving back to his community reminds us of the significance of helping others and using our success to make a positive impact on the world.

## THE HERON

A Heron was walking sedately along the bank of a stream, his eyes on the clear water, and his long neck and pointed bill ready to snap up a likely morsel for his breakfast. The clear water swarmed with fish, but Master Heron was hard to please that morning.

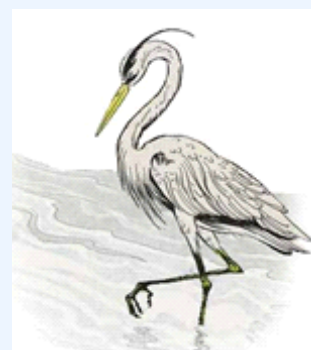
"No small fry for me," he said. "Such scanty fare is not fit for a Heron."

Now a fine young Perch swam near.

"No indeed," said the Heron. "I wouldn't even trouble to open my beak for anything like that!"

As the sun rose, the fish left the shallow water near the shore and swam below into the cool depths toward the middle. The Heron saw no more fish, and very glad was he at last to breakfast on a tiny Snail.

Moral: Do not be too hard to suit or you may have to be content with the worst or with nothing at all.





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Warm regards,  
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Shuchita Times

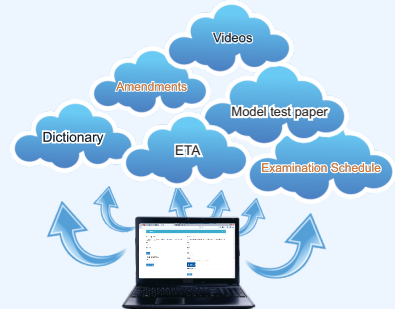
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## CYNOSURE OF THE MONTH

### Poojan Modani

AIR: 4<sup>th</sup> (CA Inter, Dec. 2021)  
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- 1. How do you feel after passing CA Inter Examination?**  
I feel great to have passed CA intermediate examination. To know your hard work has finally paid off is an amazing feeling.
- 2. What all has contributed to this success?**  
My family and friends who have supported me throughout my preparation period have been the biggest contributors to this achievement.
- 3. What challenges did you face during your preparation?**  
During that time, the resources were very scattered. To figure out the best strategy to cover the syllabus in the most efficient manner took a lot of time.
- 4. How could you cope up with them? How did your coaching/teacher(s) help you?**  
Consistency is the key. Nothing else.
- 5. Your advice to the aspirant for CA Inter Examination.**  
Consistency is the key. Nothing else..
- 6. Your view about Scanner?**  
Scanner had been one of the most useful resources during the preparation journey. All the past exam questions sorted chapter wise for a quick overview of the ICAI paper trends helped me analyse what are the most important topics and helped me study smartly.