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YOUNG CONSUMERS **AND THE ALLURE** OF EXPERIENTIAL MARKETING

EDITORIAL



"One of the most difficult things everyone has to learn is that for your entire life you must keep fighting and adjusting if you hope to survive"
- George Allen

Dear Friends,

The act of persevering in the face of hardship characterizes growth and survival in all parts of the world, from individual hardships to group movements. Everyone experiences depressing moments, whether they are brought on by failure, illness, or grief. The decision to "keep fighting" during these times frequently makes the difference between giving up and finding a way to move on.

Serve as a reminder that, despite the difficulties along the way, persistence frequently results in transformation. More broadly, the "keep fighting" mentality drives social advancement. Examples of communities that persisted throughout history abound, ranging from environmental campaigning to civil rights campaigns. The reason the struggle for sustainability, justice, and equality is still going strong is because regular people don't let obstacles dictate their future. While victories are never guaranteed, every act of resistance contributes to a larger wave of change. Keep fighting with challenges is not about ignoring pain or denying hardship; it's about embracing hope and channeling it into action. It takes compassion to help those in need and bravery to keep going when the odds are stacked against us. Crucially, it urges solidarity—for when people fight together, the battle is always won. Let the motto "keep fighting" serve as a reminder of our perseverance as we traverse our individual and group challenges. Let it motivate us to take on obstacles with newfound vigor, knowing that even the most difficult circumstances can be conquered. Whether the battle is personal or global, the act of persisting is itself a victory worth celebrating. In the face of adversity, let us all resolve to do one thing in the face of difficulty: never give up. Because the heart of hope is the fight itself.

Best Wishes! *Arun Kumar*

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YOUNG CONSUMERS AND THE ALLURE OF EXPERIENTIAL MARKETING



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In the dynamic landscape of modern marketing, experiential marketing has emerged as a powerful strategy to captivate young consumers, particularly Millennials (Gen Y) and Gen Z. These generations are not merely passive consumers of products and services but active seekers of meaningful, immersive experiences. By engaging their senses, emotions, and values, experiential marketing creates memorable interactions that resonate with their preferences and aspirations.

Understanding Experiential Marketing

Experiential marketing, often referred to as engagement marketing or event marketing, is a cutting-edge strategy designed to create direct, participatory, and memorable interactions between brands and consumers. Unlike traditional advertising, which primarily communicates messages through passive media like print, television, or digital ads, experiential marketing immerses audiences in real-world or virtual environments, fostering a deeper emotional and sensory connection with the brand.

This approach aligns with the principles of the "experience economy," a term popularized by B. Joseph Pine II and James H. Gilmore, which emphasizes that modern consumers value experiences over material possessions. Experiential marketing leverages this shift by transforming brand interactions into events that stimulate curiosity, joy, and engagement.

Temporary, highly curated spaces, or "pop-ups," provide brands with an opportunity to create unique experiences. For example, a fashion brand might launch a pop-up store that doubles as an art installation, giving visitors the

chance to interact with products in an inspiring environment. Brands often use eye-catching installations to draw attention and invite engagement. For instance, the National Geographic Channel created a real-world "Shark Cage" experience in busy urban areas, allowing participants to step into a virtual underwater world. Through theatrical, tech-driven, or gamified formats, brands can tell compelling stories. For example, a beverage company could recreate the journey of how their product is made, from farm to table, giving consumers a behind-the-scenes look at their process. Technologies like VR and AR allow consumers to interact with a brand from the comfort of their homes or at dedicated events. An auto manufacturer, for example, might use VR to let potential buyers "test drive" a car in a stunning virtual landscape.

Why Young Consumers Gravitate Toward Experiences ?

Young consumers, particularly Millennials and Gen Z, exhibit a distinct preference for experiences over material possessions. This shift is rooted in their desire for personal growth, meaningful social connections, and authentic self-expression. Unlike previous generations, these groups view experiences as opportunities to expand their horizons and create lasting memories, which they value more highly than acquiring physical goods. Research highlights this trend, with studies such as those conducted by Eventbrite revealing that 78% of Millennials prioritize spending on experiences rather than tangible items. This choice reflects their pursuit of fulfillment, individuality, and connection in a rapidly evolving world.



The transformative role of digital and social media further intensifies young consumers' attraction to experiential marketing. Platforms like Instagram, TikTok, and Snapchat thrive on visually captivating content, which is perfectly suited for sharing unique brand experiences. These platforms act as digital amplifiers, enabling consumers to share their interactions in real time with vast networks. In doing so, young consumers not only document their participation but also craft and enhance their personal brand. The shared content often contributes to the viral potential of experiential campaigns, allowing brands to extend their reach far beyond the physical event itself. This digital synergy between personal and brand storytelling creates a dynamic loop of engagement.

Personalization and interactivity play a pivotal role in enhancing the appeal of experiential marketing to younger audiences. Both Millennials and Gen Z demand experiences that resonate with their unique identities and preferences. They value the opportunity to co-create their interactions with brands, whether through customized products, tailored experiences, or direct involvement in storytelling. This level of personalization fosters a sense of ownership and makes the experience feel truly unique and memorable. Brands that offer opportunities for co-creation and interactivity often succeed in creating deeper, more meaningful connections with these consumers.

Emotion-driven engagement is another critical factor in why experiential marketing resonates with young audiences. Millennials and Gen Z are particularly responsive to emotional narratives that align with their values, evoke curiosity, or trigger nostalgia. Experiences that make them laugh, surprise them, or create awe leave lasting impressions, building strong emotional ties to the brand. Whether it's the joy of discovering something new, the excitement of participating in a creative endeavor, or the comfort of revisiting a cherished memory, these emotional triggers significantly influence how young consumers perceive and remember a brand. By appealing to their emotions and values, experiential marketing transcends

transactional relationships, fostering loyalty and advocacy.

Challenges in Capturing Young Consumers-

1. Capturing the attention and loyalty of young consumers presents a unique set of challenges for brands, particularly in the context of experiential marketing. One significant hurdle is the high cost associated with creating impactful experiences. Designing and executing large-scale immersive events, interactive installations, or technology-driven campaigns often require substantial investments in logistics, creative development, and technology. For smaller brands or those with limited budgets, this can make it difficult to compete with larger players who can afford more extravagant activations. Striking the right balance between delivering a memorable experience and managing costs effectively is a persistent challenge.

Authenticity is another critical factor when engaging Millennials and Gen Z, as these consumers are highly attuned to insincerity or overt commercialism. Young audiences demand that brands align with their values and deliver genuine experiences that reflect a sense of purpose. When a campaign is perceived as purely profit-driven or disconnected from their expectations, it can backfire, leading to skepticism or outright rejection. This challenge compels brands to deeply understand their target audience and design experiences that resonate on an emotional and cultural level.

The fragmented attention spans of these younger generations add complexity to capturing their interest. Millennials and Gen Z are digital natives accustomed to rapid consumption of content across multiple platforms. For experiential marketing campaigns, this means creating experiences that are not only compelling but also capable of grabbing attention within seconds. The need to cater to both immediate engagement and sustained interest can be daunting, particularly when competing against a constant influx of digital distractions.

Another challenge lies in measuring the return on investment (ROI) of experiential marketing campaigns. Unlike traditional forms of advertising, where metrics such as clicks, impressions, or conversions are straightforward to track, experiential marketing often operates in less tangible dimensions, such as emotional impact and brand perception. While technologies like QR codes, social media metrics, and feedback surveys can provide some insights, fully quantifying the success of an experiential campaign in financial terms remains elusive. This lack of clear metrics can make it difficult for marketers to justify the high costs of these campaigns to stakeholders.

Lastly, accessibility and inclusivity are crucial concerns for brands aiming to connect with diverse young audiences. Ensuring that experiential campaigns are geographically and socially inclusive, while accommodating a range of abilities and cultural perspectives,

requires thoughtful planning. Events or activations that feel exclusive to certain groups can alienate potential consumers, undermining the brand's efforts to build broad and meaningful connections. Overcoming these challenges demands not only creativity and innovation but also a deep commitment to understanding the complex and evolving needs of young consumers.

Conclusion-

For brands to succeed in attracting young consumers, experiential marketing must focus on authenticity, inclusivity, and innovation. By aligning their experiences with the values and aspirations of Millennials and Gen Z, brands can forge emotional connections that lead to long-term loyalty. As technology evolves, integrating tools like AI-driven personalization and metaverse-based experiences will further enrich this marketing strategy.





COMMERCE QUIZ

1. Which segment do eBay, Amazon.com belong
 - a) B2Bs
 - b) B2Cs
 - c) C2Bs
 - d) C2Cs
2. Digital products are best suited for B2C e-commerce because they
 - a) Are commodity like products
 - b) Can be mass-customized and personalized
 - c) Can be delivered at the time of purchase
 - d) All of the above
3. Which term represents a count of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser
 - a) Affiliate programs
 - b) Click-through
 - c) Spam
 - d) All of the above
4. What are ballpoint pens purchased by a clothing company
 - a) Direct materials
 - b) Indirect materials
 - c) EDI
 - d) None of the above
5. The threat of new entrants is high when it is
 - a) Hard for customers to enter the market
 - b) Hard for competitors to enter the market
 - c) Easy for competitors to enter the market
 - d) Easy for customers to enter the market

GANGLION CYST

A **ganglion cyst** is a noncancerous, fluid-filled lump that typically develops along the tendons or joints, most commonly in the wrist or hand. These cysts are usually oval or round and can vary in size, sometimes growing larger with increased activity and shrinking when rested.

Symptoms:

- **Appearance:** A visible lump near a joint, usually painless
- **Pain or discomfort:** In some cases, the cyst can press on nearby nerves, causing pain, tingling, numbness, or muscle weakness
- **Mobility issues:** Depending on location and size, the cyst may interfere with joint movement

Causes: The exact cause of ganglion cysts is unknown, but they may be linked to:

- Joint or tendon irritation
- Repeated stress or overuse
- Joint injuries

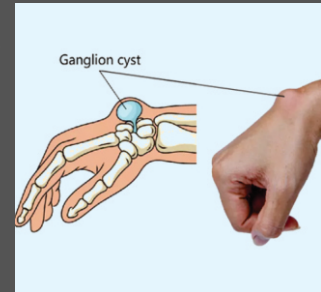
The cyst is filled with a thick, gel-like fluid similar to the synovial fluid that lubricates joints.

Treatment:

Ganglion cysts may resolve on their own, but if they cause discomfort or restrict movement, treatment options include:

1. **Observation:** No treatment if the cyst is painless and doesn't interfere with function.
2. **Immobilization:** Wearing a brace or splint may reduce activity and shrink the cyst.
3. **Aspiration:** A needle is used to drain the fluid, but the cyst may recur.

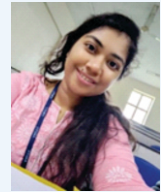
Surgery: If the cyst is painful, recurrent, or interferes with daily activities, it can be surgically removed.





THE INDIAN EDUCATION SYSTEM

STRENGTHS, CHALLENGES, AND THE ROAD AHEAD



Neha Singh

Research Scholar
Amity University, Lucknow

Education has always held a significant place in Indian society, viewed as a pathway to personal growth, societal progress, and economic development. The Indian education system, one of the largest in the world, serves millions of students across diverse geographic, economic, and social backgrounds. While it has achieved remarkable milestones, it also grapples with significant challenges that demand attention and reform.

A Brief Overview of the Indian Education System India's education system operates on a structured hierarchy:

- Primary Education: Classes 1 to 5.
- Secondary Education: Classes 6 to 10.
- Higher Secondary Education: Classes 11 and 12.

Higher Education: Undergraduate, postgraduate, and doctoral studies.

Governed by both central and state authorities, the system accommodates public and private schools, alongside a robust network of colleges and universities. Regulatory bodies like the National Council of Educational Research and Training (NCERT) and University Grants Commission (UGC) oversee curriculum development and higher education standards.

Strengths of the Indian Education System

Widespread Accessibility: Over the years, initiatives like the Right to Education Act (RTE) and Mid-Day Meal Scheme have improved enrollment rates and accessibility, especially in rural areas. India's vast network of government schools caters to economically disadvantaged students.

Focus on Fundamental Skills: Indian schools

emphasize foundational skills like mathematics, science, and literacy, equipping students with critical competencies.

Strong Higher Education Institutions:

Institutions like the Indian Institutes of Technology (IITs), Indian Institutes of Management (IIMs), and All India Institute of Medical Sciences (AIIMS) are globally recognized for excellence. India is a hub for producing top-tier engineers, doctors, and scientists.

Cultural Diversity in Curriculum: The system celebrates India's rich history, languages, and culture, offering students a deep connection to their heritage.

Growing Digital Integration: Programs like Digital India and the rise of ed-tech platforms have enhanced access to quality education, especially in remote areas.

Recent Reforms and Innovations

The National Education Policy (NEP) 2020 is a transformative initiative aimed at overhauling the Indian education system. Key highlights include:

Holistic and Multidisciplinary Learning:

Emphasis on critical thinking, flexibility, and interdisciplinary studies. Integration of arts, sports, and vocational training into mainstream education.

Early Childhood Care and Education (ECCE):

Universal access to quality education for children aged 3–6 through the Anganwadi system and pre-primary schools.

Focus on Regional Languages: Promotion of mother tongue as a medium of instruction in early grades to strengthen comprehension.

Technology Integration: Leveraging digital tools for teaching, learning, and skill development. Creation of virtual labs and e-content in regional languages.

Higher Education Reforms: Introduction of multidisciplinary universities and flexible degree programs. Establishment of a single regulatory body for higher education.

The Road Ahead

To ensure inclusive and high-quality education for all, India must address systemic challenges with a multi-pronged approach:

Equitable Distribution of Resources:

Invest in rural and underprivileged areas to bridge the urban-rural gap. Strengthen public schools with better infrastructure, teachers, and digital tools.

Teacher Empowerment:

Provide regular training in modern teaching techniques and emerging subjects. Offer incentives and career growth opportunities to attract talent into teaching.

Curriculum Modernization:

Shift from rote learning to skill-based education that emphasizes creativity, collaboration, and

critical thinking.

Regularly update the syllabus to include topics like sustainability, AI, and global citizenship.

Mental Health Support:

Introduce counseling programs and mental health education in schools.

Reduce examination stress by promoting continuous assessment models.

Strengthen Vocational Training:

Expand skill development initiatives to equip students with job-ready skills.

Collaborate with industries to design relevant vocational programs.

Conclusion

The Indian education system stands at a crossroads, with immense potential to shape the future of one of the world's youngest populations. While the challenges are significant, the ongoing reforms and increasing focus on innovation, inclusivity, and quality offer hope for a brighter future.

By combining tradition with modernity, fostering equity, and embracing global trends, India can transform its education system into a model that empowers every child to thrive in the 21st century. The road ahead is challenging, but with concerted efforts, it is possible to create an education system that truly lives up to its promise of being the foundation of progress and prosperity.





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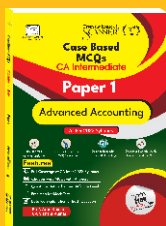
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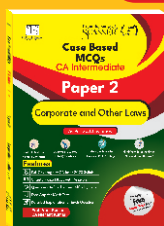
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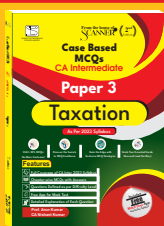
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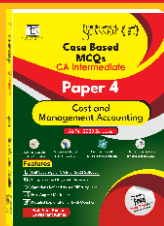
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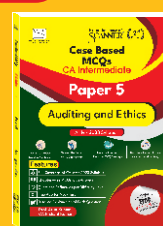
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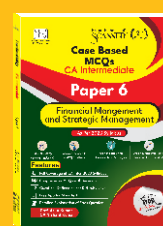
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SOLVE THE PUZZLE

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

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

**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

GET THE ANSWER

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INTERESTING FACTS ABOUT HINDUISM

Fact 1. The Rig Veda is an ancient text written in Sanskrit. Although the exact date is unknown, the majority of researchers place it about 1500 B.C. The oldest book in the world is Hinduism, which is why it is sometimes called the oldest religion.

Fact 2. In Hinduism, 108 numbers is considered as a sacred number, Mathematicians of Vedic culture saw this number as a wholeness of existence and that it connects the Sun, Moon, and Earth.

Fact 3. Hinduism is the third largest religion in the world. Hinduism is the third most popular religion in the world, with more adherents than only Islam and Christianity.

Fact 4. Though it can manifest as numerous gods and goddesses, there is only one eternal force. It is also thought that every single entity in the universe contains a portion of Brahman.

Fact 5. The most widely used language in Hindu writings is Sanskrit, which has a history dating back at least 3500 years and is the ancient language used to write the majority of the sacred texts.

Fact 6. Hinduism believes in a circular concept of time, Hindus hold that time is an eternal manifestation of God, in contrast to the Western world's linear understanding of time. They perceive life as a cycle, with beginnings and ends. The past, present, and future all coexist at the same moment because God is eternal.

Fact 7. The founders of the majority of faiths and belief systems around the world include Buddha for Buddhism, Muhammad for Islam, and Jesus for Christianity. However, there is no such founder in Hinduism, and its exact origin date is unknown. This is because it developed as a result of India's cultural and religious shifts.

Fact 8. The original name in Sanskrit for Hinduism is Sanātana Dharma. The word Hindu or Indu was used by Greeks to describe the people living around the Indus River.

Fact 9. Hindus have four life goals. These are Moksha (salvation), Kama (right desire), Artha (means of money), and Dharma (righteousness). Given that the objective is not to please God in order to be admitted to paradise or condemned to hell, this is yet another fascinating reality about Hinduism.

Fact 10. In Hinduism, the most revered syllable, symbol, or mantra is Om, also known as Aum. It is frequently repeated either alone or in front of a mantra. It is said to be Brahman's sound or the sound of the universe. Sikhism, Buddhism, and Jainism also make use of it.



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UPASANA TAKU

Upasana Taku, a co-founder of MobiKwik, is a pioneering figure in India's fintech revolution. From humble beginnings to establishing one of India's leading payment platforms, her journey reflects the power of perseverance and vision in a rapidly evolving tech landscape. She was born and raised in Gandhinagar, Gujarat. Her curiosity for problem-solving and technology drove her to pursue engineering at the National Institute of Technology (NIT), Jalandhar. After completing her degree, she went on to earn a master's degree in Management Science and Engineering from Stanford University, one of the world's most prestigious institutions. Her professional journey began in the U.S., where she worked with global companies such as PayPal and HSBC. These roles gave her valuable exposure to payment systems, risk management, and consumer behavior. In 2009, Upasana returned to India and co-founded MobiKwik with her husband, Bipin Preet Singh. At a time when India's digital economy was still nascent, their vision was to create a platform that made mobile recharges and digital payments seamless. Starting as a mobile wallet focused on convenience, MobiKwik quickly expanded into a full-fledged fintech platform offering services such as bill payments, loans,

insurance, and investment options. Building a business in India's competitive fintech space was no easy feat. Upasana faced challenges ranging from limited funding to customer acquisition in a market dominated by cash transactions. Her ability to adapt and innovate was crucial during the pivotal demonetization period in 2016, when digital payments surged. MobiKwik capitalized on this shift, becoming a household name for millions of users.



She also faced the challenge of being a woman entrepreneur in a male-dominated industry. Under her leadership, MobiKwik has grown into one of India's largest digital payment companies, with over 140 million users and more than 3 million merchants. She became one of the first women entrepreneurs to build a unicorn in India, as MobiKwik achieved this milestone in 2021. She has been recognized in prestigious lists such as Forbes' Asia's Power Businesswomen and Fortune India's 40 Under 40.

THE BIRDS, THE BEASTS, & THE BAT

The Birds and the Beasts declared war against each other. No compromise was possible, and so they went at it tooth and claw. It is said the quarrel grew out of the persecution the race of Geese suffered at the teeth of the Fox family. The Beasts, too, had cause for fight. The Eagle was constantly pouncing on the Hare, and the Owl dined daily on Mice.

It was a terrible battle. Many a Hare and many a Mouse died. Chickens and Geese fell by the score—and the victor always stopped for a feast.

Now the Bat family had not openly joined either side. They were a very politic race. So when they saw the Birds getting the better of it, they were Birds for all there was in it. But when the tide of battle turned, they immediately sided with the Beasts.

When the battle was over, the conduct of the

Bats was discussed at the peace conference. Such deceit was unpardonable, and Birds and Beasts made common cause to drive out the Bats. And since then the Bat family hides in dark towers and deserted ruins, flying out only in the night.



Moral: The deceitful have no friends.

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Puliani And Puliani	Bangalore	9845055242	Universal Book Sellers	Lucknow	9839020290
Ganesh Book Bureau	Bangalore	9845266516	National Book Sellers	Lucknow	9839191254
Sri Book World	Bangalore	9448260696	Vishal Distributors	Lucknow	9415005435
Book Palace	Bangalore	9535582177	Books And Books	Lucknow	9415026661
Sri Balaji Books	Bangalore	9880451046	Shukla Book Depot	Lucknow	9795850648
Competition Book House	Bareilly	9897529906	Modern Law House	Lucknow	9335351103
Sanjay Book Store	Bhagalpur	9431214678	Gupta Book Center	Lucknow	9935225536
Student Stores	Bhillai	9893130334	Book Sadan	Lucknow	9839487327
Anil Book Depot	Bhillai	9425234260	Amit Book Depot	Ludhiana	9815323429
Sarashwati Store	Bhilwara	9414115033	Sharma Book Traders	Ludhiana	9781331666
G K Distributers	Bhopal	9893657777	School Book Company	Mangalore	9845497777
Nema Books	Bhopal	9098243020	Student Book Store	Mathura	9359518693
Saraswati Prakashan	Bhopal	7552804190	R.Lal Book Depot	Meerut	9837025253
Books and Books	Bhopal	9826431103	Sterling Book House	Mumbai	9820676266
Padmalaya Book Seller	Bhubaneshwar	9437026922	Parle Book Depot	Mumbai	9869039766
Shreeman Enterprises	Bokaro Steel City	9431379718	Student Book Depot	Mumbai	9821550165
Bokaro Student Friend PVT LTD	Bokaro Steel City	9234606366	Student Agencies India Pvt Ltd	Mumbai	9167290777
Universal Book Store	Chandigarh	9814032212	Vidyarthi Sales Agencies	Mumbai	9930460004
Mohindras The Book Shelf	Chandigarh	9988883233	Book Emporium	Mumbai	9820651516
Sri Ram Law House	Chandigarh	9815844552	Jaina Book Agency	Mumbai	9821040615
C. Sita Raman Book Co.	Chennai	9444011516	Shanti Book Store	Mumbai	9869683745
Ravi Book House	Chennai	9840043086	Vidyarthi Book Depot	Mumbai	9820930375
R.R. Academy	Chennai	9841018072	Sri Ganesh Book Centre	Mumbai	9820957587
RIGHT CHOICE	Chennai	7358470131	The Book Shop	Mumbai	8080592422
Aruna Book Mart	Chennai	9500021242	Jayant Book Centre	Mumbai	9594456333
Surya Book House	Cochin	9847124217	Ashirwad Book Centre	Mumbai	9819690271
V Angamuthu Law Book Seller	Coimbatore	9443383047	Shri Siddhi Vinayak Book Center	Mumbai	7875284237

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Cheran Book House	Coimbatore	9942491545	Aarti Book Company	Mumbai	9833520314
Majestic Book House	Coimbatore	9994343334	Shri Laxmi Stores	Mumbai	9819260262
Lakshmi Law House	Coimbatore	9842223419	A C E Tutorials	Mumbai	9987512082
College Book Store	Dehradun	7830977339	MAITRI SALES AND DISTRIBUTORS	Mumbai	9004646440
Ramesh Book Depot	Dehradun	9412058873	Royal Book Depot	Muzaffarnagar	9897677644
Om Vidya Education Books	Dehradun	9897833882	Vidarbha Book Distributors	Nagpur	9225212873
Kisan Lal and Co	Delhi	9910223598	Shanti Law House	Nagpur	9423051947
Shahi Book Depot	Delhi	9811481238	Shanti Book House	Nagpur	9561423322
Pooja Law House	Delhi	9350042870	Rahul Book Centre	Nasik	9881845022
Tarun Traders	Delhi	9871950163	Anmol Book Distributors	Nasik	9325362413
Toppers Law House	Delhi	9560756271	SANJAY S LODHA	Nasik	9422246809
Agrawal Law House	Delhi	9818113759	NEW INDIA BOOK HOUSE	Nasik	9623123458
Durga Electrostate	Delhi	9818777120	Make My Delivery Pvt Ltd	New Delhi	9650806817
Madaan Book House	Delhi	9560162437	Delta Stationers	Noida	9818189817
Singhaniya Law House	Delhi	9213168238	Ali Stationery	Pali	9887273949
Usha Book Depot	Delhi	9871144035	India Book Centre	Patna	9431022986
Topper Book Depot	Delhi	9968418755	Malhotra Books	Patna	9304684609
Jain Book Depot Pvt Ltd	Delhi	9810991451	Encash Law House	Patna	9525244000
Sai Book House	Delhi	9711811303	Friends Book Depot	Prayagraj	9451743891
Khandelwal Book Depot	Delhi	9213336682	Darshan Book Depot	Prayagraj	9415059911
Sanjay Photostate	Delhi	9958241626	Prayag Pustak Bhawan	Prayagraj	9450578373
Jain Book Variety	Delhi	9810088791	Sharda Pustak Bhawan	Prayagraj	9415638800
Amar Hind Book Depot	Delhi	9811459110	Sharda Prasad and Sons	Prayagraj	9415780064
Dhanbad Book Store	Dhanbad	9431730522	Shyamji and Sons	Prayagraj	9305631756
Book Corner	Dhanbad	9835934963	Friends Book Center	Prayagraj	9453527691
Jai Bhawani Book Depot	Durg	9827473100	Pragati Book Centre	Pune	9657703149
Law Book Shop	Ernakulam	9447768991	Goel Book Agency	Pune	9890938870
Professional Book House	Goa	9673869750	Varma Book Center	Pune	9423585703
Vidyarthi Pustak Mandir	Gorakhpur	9838172713	Ajit Law Book Depot	Pune	9850954972
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NAND BOOK STALL	Gurgaon	9711477524	Vikas Book House	Pune	9921331187
Book Land	Guwahati	9864508257	Rohit Law Book Suppliers	Pune	9767258557
Kitab Ghar	Gwalior	8358957055	A.K. Enterprises	Pune	9822548146
Grower Law House	Gwalior	9893393605	Central Book House	Raipur	9406016308
Dimond Stationers	Haridwar	9358398035	Shah Book Depot	Raipur	9425525675
Laxmi Book Depot	Haridwar	9760033004	Crown Book Depot	Ranchi	9431770109
Raj Kamal Book Centre	Hyderabad	9177121119	Singhai Brothers	Ranchi	9430790656
SIA Publishers and Distributor Pvt Ltd	Hyderabad	9908062032	Malhotra Book Agency	Ranchi	9308090536
Raja Laxmi Book Depot	Hyderabad	9966900069	Munjal Book Depot	Saharanpur	9897400390
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Sujatha Law Books	Hyderabad	9866086422
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K Bhooshan Book Seller	Indore	9826671110
Mahavir Competition Book House	Indore	9827578758
Jain Brothers	Indore	9926636333
Chelawat Book Depot	Indore	9926500362
Khetra Pal Law House	Indore	9827037713
Pooja Law House	Indore	9826625560
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India Publishing Company	Indore	9893296074
Rahul Book Centre	Indore	7999507800
Vinay Pustak Sadan	Jabalpur	9300126517
Mehta Pustak Bhandar	Jaipur	9829448153
New Sharma Pustak Bhandar	Jaipur	9461628380
Jain Book Depot	Jaipur	9314935585
Jain Professional Services	Jaipur	9828332385
Goyal Book Distributors	Jaipur	9414782130
Pioneer Book Shop	Jalandhar	9888459890
Sharda Book Depot	Jamshedpur	9431566455
Singhal Book Co.	Jodhpur	9460589979
Book World	Jodhpur	9829088088
Jain Brothers Book Sellers	Kanpur	9839704638
Kishan Book Depot	Kanpur	9336201958
Sanjay Book Depot	Kanpur	9336226210
Crux Book Shop	Kanpur	9026152126
Bhatiya Stationers And Book Seller	Kanpur	9839962284
Supreme Law House	Vijayawada	9246472080

Book Point	Sambalpur	9438201472
Shraddha Book Depot	Secunderabad	7032333367
Shraddha Books And Stationery	Secunderabad	9849451558
SUCHI PATRA Booksellers and order Supplier	Siliguri	9832068736
Mahaveer General Store	Solapur	9422380944
Popular Book Centre	Surat	9825519001
Unique Book Store	Surat	9376891046
Western India Book Corporation	Surat	9825160820
Laxmi Book Depot	Thane	9833218159
Shanti Book Depot	Thane	9892770004
Karias Book Center	Thane	9921848488
BOOK BANIYA	Thane	8286100100
Minerva Books	Thrissur	9895478612
Cosmo Books	Trichur(Trissur)	9846235292
Agasthiar Book Depot	Trichy	9443370061
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Sri Rajeshwari Book Links	Visakhapatnam	9848036014
XL Enterprises	Udupi	9482820908
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Apoorv Stationers	Ujjain	9826929523
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Varanasi Law Agency	Varanasi	9918470472
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CYNOSURE OF THE MONTH

Radhika Chauthmal Beriwal

AIR: 1st (CA Final, Dec. 2021)
Surat, Gujrat.



- 1. How do you feel after passing CA Final Examination?**
Feeling can't be expressed in words. I am feeling like a celebrity, it's a dream come true moment.
- 2. What all has contributed to this success?**
I believe there is no substitute of hard work. So hard work with disciplined and continuous efforts along with the support of my family, friends and mentor has helped me to fulfill my dream.
- 3. What challenges did you face during your preparation?**
Challenges were as usual which we all face like feeling motivated, being distarced from studies, preparing mentally everyday to study.
- 4. How could you cope up with them? How did your coaching/teacher(s) help you?**
I believe my family and friends helped me to cope up with the challenges. Coaching helped me to have regularity in studies and a proper guidance as and when needed, but self study is as important as taking coaching.
- 5. Your advice to the aspirant for CA Final Examination.**
I would like to tell all my friends that clearing CA exams is not a rocker science but it just requires your regular efforts, no procrastination of studies and having revisions of each and every subject at proper intervals. Also give equal importance to all the subjects..
- 6. Your view about Scanner?**
I have solved scanner of Shuchita Prakashan during my CPT which helped me to practice a lot of MCQs and I scored 195/200 in CPT. I believe solving scanner will give us an idea regarding the questions and topics that ICAI is focusing on and more importantly it will help us to develop an answer writing approach.