



# SHUCHITA TIMES

*A Knowledge Booster*

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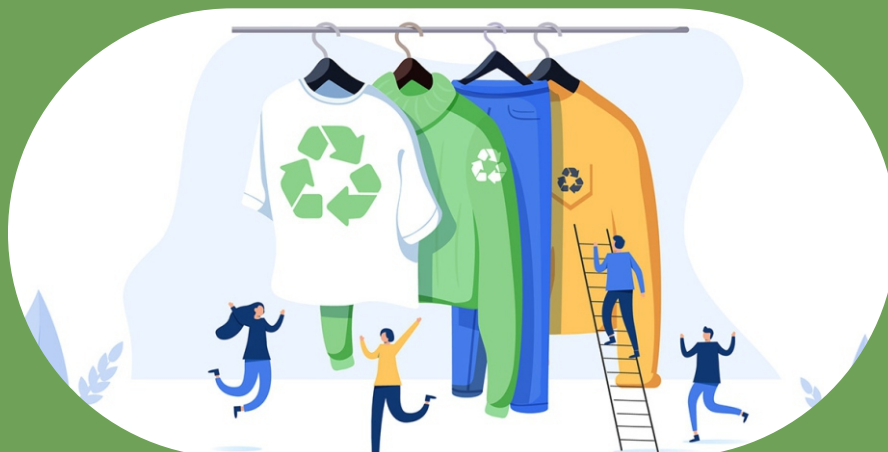
Volume 25 No. 10



# SUSTAINABLE FASHION

## ECO-FRIENDLY MATERIALS

### AND THE FUTURE OF FASHION INDUSTRY WASTE





Dear Friends,

The above phrase serves as a powerful reminder of the importance of making thoughtful decisions before taking a stand. "Putting your feet in the right place" refers to making sure that your actions and convictions are motivated by honesty and purpose. This calls for introspection and critical thinking, which enables us to consider the reasons behind our decisions as well as their effects. We can project confidence and clarity in our position by laying a strong basis.

The next critical stage is "standing firm" once we are comfortable with our decisions. This entails remaining firm in the face of difficulty or resistance. Resilience and bravery are necessary for standing firm because they enable us to defend our convictions in the face of opposition. It shows a dedication to our principles and a will to tenaciously pursue our objectives. The next critical stage is "standing firm" once we are comfortable with our decisions. This entails remaining firm in the face of difficulty or resistance. Resilience and bravery are necessary for standing firm because they enable us to defend our convictions in the face of opposition. It shows a dedication to our principles and a will to tenaciously pursue our objectives. While being flexible promotes learning and growth, being inflexible can result in stagnation. Periodically reevaluating our positions is necessary to make sure they continue to be in line with our developing worldview. The proverb "put your feet in the right place, then stand firm" reminds us to make thoughtful decisions in a world that is changing quickly. We can face obstacles with confidence and clarity if we have the guts to stand by our core values. This will ultimately result in a more meaningful and impactful existence.

Best Wishes! *Arun Kumar*

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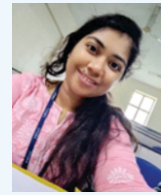
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# SUSTAINABLE FASHION

ECO-FRIENDLY MATERIALS AND THE FUTURE OF FASHION INDUSTRY WASTE



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The fashion industry, one of the most dynamic and innovative sectors globally, is also one of the most resource intensive. While it provides creativity, beauty, and expression, it generates enormous environmental impacts. The rise of fast fashion has accelerated these impacts, leading to massive waste, pollution, and resource depletion. In response, the concept of sustainable fashion has emerged as a crucial movement, focusing on reducing the industry's environmental footprint and embracing eco-friendly materials and practices. This article explores the role of sustainable fashion, its adoption of eco-friendly materials, and how the future of fashion industry waste can be redefined.

## The Environmental Impact of Fashion

### 1. The Growth of Fast Fashion

The global fashion industry, valued at over \$2.5 trillion, operates with a rapid turnover of new trends, encouraging frequent purchases at lower prices. Fast fashion brands like Zara, H&M, and Shein have become household names due to their ability to replicate runway styles quickly and cheaply. While this approach to fashion has democratized style, it has also resulted in a "throwaway culture" where clothes are discarded after just a few wears.

### The environmental costs of fast fashion are staggering:

- **Textile Waste:** Around 92 million tons of textile waste are generated each year, with much of it ending up in landfills or incinerated.
- **Water Usage:** The industry consumes vast amounts of water. For example, producing a single cotton T-shirt can

require up to 2,700 liters of water.

- **Carbon Emissions:** The fashion industry is responsible for about 10% of global carbon emissions, more than all international flights and maritime shipping combined.

### 2. Microplastics and Synthetic Fibers

Many affordable fashion items are made from synthetic materials like polyester, nylon, and acrylic, which are derived from petrochemicals. These fabrics shed microplastics during washing, contributing to ocean pollution. It is estimated that 35% of all microplastics in the ocean come from laundering synthetic textiles. These microplastics are ingested by marine life and eventually enter the human food chain, posing health risks.

### 3. Toxic Chemicals and Dyes

The dyeing and finishing of textiles use hazardous chemicals that can contaminate water supplies and ecosystems. Many textile manufacturers, especially in developing countries with lax regulations, release untreated wastewater containing heavy metals, dyes, and other pollutants into rivers and lakes.

### The Rise of Sustainable Fashion

Sustainable fashion is a broad term that encompasses eco-friendly materials, ethical production processes, fair labor practices, and a focus on durability and quality over quantity. It aims to balance style with sustainability, ensuring that fashion can be beautiful, ethical, and environmentally responsible.

#### 1. What is Sustainable Fashion?

Sustainable fashion refers to clothing, footwear, and accessories that are produced with environmental and social consciousness.



This includes:

- **Eco-friendly Materials:** Using materials that are renewable, organic, biodegradable, or recycled.
- **Ethical Manufacturing:** Ensuring fair wages, safe working conditions, and no child or forced labor.
- **Slow Fashion:** Encouraging longer-lasting garments that are designed for durability, reducing the need for constant replacements.

## 2. The Benefits of Sustainable Fashion

The advantages of sustainable fashion extend beyond environmental impact:

- **Reduced Waste:** Sustainable fashion encourages reusing, recycling, and upcycling materials, reducing the volume of waste that ends up in landfills.
- **Lower Carbon Footprint:** By using less energy-intensive materials and manufacturing processes, the carbon footprint of clothing is significantly reduced.
- **Healthier Ecosystems:** Organic and biodegradable fabrics reduce the use of toxic chemicals, benefiting soil health and biodiversity.

### Eco-friendly Materials in Fashion

The transition to eco-friendly materials is a key component of the sustainable fashion movement. These materials not only minimize harm to the environment but also promote circularity in fashion, where products are designed to be reused, recycled, or decomposed at the end of their life cycle.

#### 1. Organic Cotton

Organic cotton is one of the most popular eco-friendly materials in fashion. Unlike conventional cotton, which requires large quantities of pesticides and water, organic cotton is grown using sustainable farming practices that improve soil health and reduce water usage. It is biodegradable and more durable, ensuring that garments last longer.

However, organic cotton is not without its challenges. While it reduces pesticide use, it can still require significant water resources.

Efforts to integrate more water-efficient methods and diversify crops to enhance soil fertility are crucial to improving organic cotton's sustainability profile.

#### 2. Hemp

Hemp is an ancient fiber that has seen a resurgence in recent years due to its eco-friendly properties. It grows rapidly, requires minimal water, and improves soil quality by replenishing nutrients. Hemp fabric is strong, durable, and naturally resistant to pests, making it a great alternative to conventional cotton.

Hemp is also biodegradable, which means that at the end of its life cycle, it will decompose without leaving behind harmful residues. As demand for hemp increases, it has the potential to revolutionize the textile industry with its low environmental impact.

#### 3. Recycled Fabrics

Recycled materials are playing an increasingly important role in sustainable fashion. Post-consumer waste, such as discarded polyester clothing and plastic bottles, can be recycled into new fabrics. Brands like Patagonia and Adidas have pioneered the use of recycled polyester and ocean plastics in their clothing and footwear lines.

Recycling fabrics not only reduces the need for virgin materials but also diverts waste from landfills and oceans. However, recycled polyester still sheds microplastics when washed, highlighting the need for improved recycling technologies that address this issue.

#### 4. Tencel (Lyocell)

Tencel, also known as lyocell, is a semi-synthetic fiber made from wood pulp, typically sourced from sustainable forests. The production process for Tencel uses a closed-loop system, where almost all solvents and water are recycled, making it an eco-friendly alternative to traditional synthetic fibers. Tencel is soft, breathable, and biodegradable, making it an attractive choice for brands committed to sustainability. It's also versatile, used in everything from denim to activewear, without compromising performance or comfort.





### 5. Piñatex (Pineapple Leather)

Piñatex is a revolutionary material made from the fibers of pineapple leaves, an agricultural byproduct that would otherwise go to waste. It provides an eco-friendly alternative to leather, which has a high environmental cost due to the resources required to raise livestock and the toxic chemicals used in the tanning process. Piñatex has gained popularity in the fashion industry for its durability, versatility, and ethical production. It offers a sustainable, cruelty-free option for consumers seeking to avoid animal products.

### Circular Fashion: The Future of Fashion Industry Waste

A key element in addressing the fashion industry's waste problem is the concept of circular fashion. Circular fashion is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. It challenges the traditional linear model of take-make-waste and instead promotes a closed-loop system where garments are reused, recycled, or biodegraded.

#### 1. Design for Longevity

One of the pillars of circular fashion is designing clothing that lasts. Brands are increasingly focusing on durability and timeless styles that transcend seasonal trends. High-quality materials, repairable designs, and modular clothing (garments that can be altered or customized) are becoming more common.

#### 2. Clothing Rentals and Resale Markets

The rise of clothing rental platforms like Rent the Runway and second-hand marketplaces such as ThredUp and Depop reflects a shift towards more sustainable consumption patterns. Instead of buying new clothes, consumers can rent or purchase pre-loved items, extending the life of garments and reducing waste. These models also help reduce the demand for new production, which is one of the primary drivers of fashion's environmental impact. As more consumers embrace resale and rental, the industry could see a significant decrease in overproduction and textile waste.

### 3. Textile Recycling Innovations

While traditional recycling processes have limitations, new innovations in textile recycling are emerging. Companies like Evrnu and Worn Again are developing technologies that break down old textiles into their raw fibers, which can then be spun into new fabrics. These closed-loop recycling systems hold promise for drastically reducing the amount of textile waste that ends up in landfills. In addition, biodegradable fabrics are being explored as a solution to the waste problem. Innovations like Mycelium leather (made from mushroom roots) and biodegradable synthetics are designed to decompose naturally without leaving harmful residues.

### 4. Government and Industry Initiatives

Governments and fashion industry stakeholders are recognizing the need for systemic change. Extended Producer Responsibility (EPR) policies, which hold manufacturers accountable for the lifecycle of their products, are gaining traction in Europe and other parts of the world. These policies encourage brands to design for durability, recyclability, and reduced waste.

Similarly, industry-led initiatives such as the Sustainable Apparel Coalition and the Fashion Industry Charter for Climate Action are pushing for greater transparency and collaboration to reduce the industry's environmental footprint.

### Conclusion

The fashion industry's environmental impact is undeniable, but the rise of sustainable fashion presents an opportunity for positive change. By embracing eco-friendly materials, promoting circular fashion, and adopting innovative solutions to waste management, the industry can redefine its future. Sustainable fashion is not just a trend; it is a necessary shift toward a more responsible, ethical, and environmentally conscious way of producing and consuming clothing. As consumers, brands, and governments continue to prioritize sustainability, the fashion industry's transformation into a force for good is within reach.



## COMMERCE QUIZ

- If the Demand for the service and goods is inelastic, again, its price will cause the total financial loss of the users or consumers of the goods to
  - Increase
  - Zero
  - Decrease
  - Remain the same
- The market capital in India is controlled by
  - RBI
  - NABARD
  - SEBI
  - A & C
- The Horizontal demand curve collateral to the x-axis expresses that the elasticity of the demand is
  - Infinite
  - Equals to 1
  - Zero
  - Greater than zero but less than infinity
- In the list mentioned below, which of them is causative for the fluctuations happening in Sensex
  - Monetary Policy
  - Rain
  - None of the above
  - Political Stability
- The initial goal of Financial Management is
  - To maximize the return
  - To minimize the risk
  - To stabilize the financial condition of the business
  - To maximize profit

## DERMATITIS OR ECZEMA

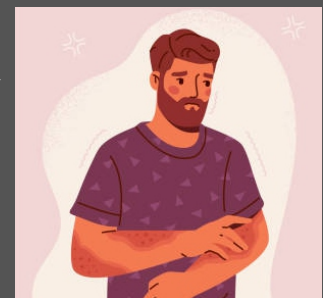
Dermatitis is a common condition that causes swelling and irritation of the skin. It can have a rash or itchy, dry skin, and it has a variety of causes and manifestations. Alternatively, the skin may blister, leak, crust, or flake as a result. Although it can be quite unpleasant, dermatitis is not communicable. Atopic dermatitis, contact dermatitis, and seborrheic dermatitis are the three most prevalent forms of this illness. Another name for atopic dermatitis is eczema.

**Symptoms may include:** Painful itching is possible, More common in white skin types: dry, cracked, scaly skin, Rash on swollen skin that is colored differently on different skin tones, Maybe some sort of oozing and crusting blisters, Druff, Skin that was thicker, Black or brown skin types are more likely to have little, raised pimples.

A common cause of dermatitis is contact with something that irritates your skin or triggers an allergic reaction. Examples of such things are poison ivy, perfume, lotion and jewelry containing nickel. Other causes of dermatitis include dry skin, a viral infection, bacteria, stress, genetic makeup and a problem with the immune system.

Prevention includes, Take shorter baths and

showers, Use a mild soap or a soapless cleanser, After bathing, gently pat the skin with a soft towel. Avoid aggressive rubbing, Moisturize throughout the day as needed.



**Treatments:** The treatment for dermatitis varies, depending on the cause and your symptoms.

·Applying to the rash a prescription-strength corticosteroid cream, gel or ointment.

- Using an ointment or cream containing a calcineurin inhibitor on the rash. This medication has an impact on the immune system
- Exposing the rash to regulated levels of artificial or natural light.
- Using prescription-strength pills or injected medicine, for more-severe disease.
- Applying a medicated treatment for severe atopic dermatitis: wet dressings. Applying a corticosteroid ointment, covering it with wet bandages, and then covering it with a layer of dry gauze are the steps involved.



## THE RISE OF COUNTERFEIT LUXURY GOODS A THREAT TO PRESTIGE AND AUTHENTICITY



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In recent years, the global luxury market has faced an escalating challenge: the proliferation of counterfeit goods. These fake luxury items, ranging from designer handbags to high-end watches, have infiltrated both online and physical marketplaces, posing a serious threat to brand integrity, consumer trust, and the broader economy. As demand for luxury products continues to grow, so too does the sophistication of counterfeiters, making it increasingly difficult to distinguish between genuine items and their fraudulent counterparts.

### The Expanding Market for Counterfeits

The market for luxury goods has always thrived on its exclusivity. Owning a piece from brands such as Louis Vuitton, Gucci, Chanel, or Rolex signifies more than just a fashion choice—it is an assertion of status, wealth, and taste. These brands are synonymous with painstaking craftsmanship, high-quality materials, and a heritage of excellence that justifies their premium price tags. For many, these products are aspirational, representing not only luxury but also success. However, the very exclusivity and high cost that make these items desirable have also created fertile ground for the rise of counterfeits. Consumers who wish to emulate this sense of luxury without paying the often exorbitant prices are drawn to counterfeit goods, which offer the illusion of wealth at a fraction of the cost.

The counterfeiting industry capitalizes on the gap between desire and affordability. With luxury goods increasingly associated with social prestige and personal accomplishment, there's immense pressure on individuals to

conform to these high standards of living. Counterfeit products allow consumers to participate in the luxury ecosystem without the financial commitment. This is especially evident in younger, aspirational buyers, such as millennials and Gen Z consumers, who are eager to showcase their taste and status through branded items but may not have the means to invest in authentic luxury goods. The counterfeit market fulfills this demand by offering products that closely mimic the design and aesthetics of luxury brands.

The scale of the problem is staggering. The Global Brand Counterfeiting Report estimates that the global counterfeit market, across various sectors, was worth over \$1.2 trillion in 2022, with luxury brands accounting for a substantial portion of these losses. The rapid expansion of e-commerce platforms has significantly contributed to the problem. Online marketplaces such as eBay, Amazon, and Alibaba, while legitimate businesses, have been exploited by counterfeiters, who often operate in the shadows of these vast digital ecosystems. Fake goods are easily listed and advertised alongside authentic items, making it difficult for consumers to distinguish between real and counterfeit products.

In addition to online marketplaces, social media has become a major channel for counterfeit sales. Platforms like Instagram, TikTok, and Facebook, which are heavily visual and emphasize lifestyle, have become hotspots for counterfeit sellers who target fashion-conscious consumers with enticing advertisements. Influencers, whether knowingly or unknowingly, sometimes promote



counterfeit products, further blurring the lines between genuine luxury and imitations. As these platforms offer little regulation in terms of product authenticity, counterfeiters find it easy to build direct-to-consumer relationships, often bypassing traditional retail scrutiny.

This expanding market for counterfeits not only dilutes the brand value of luxury products but also fuels a shadow economy, impacting the legitimacy of global trade. The allure of affordable "luxury" continues to drive demand for counterfeits, further complicating the efforts of brands to protect their identity and ensure that their products retain their unique value and status.

### **The Appeal of Fake Luxury**

For many consumers, the temptation to buy counterfeit goods lies in the desire to project an image of wealth and success without paying full price. Counterfeit items often closely mimic the design and appearance of authentic luxury products, making it possible to own something that looks like a high-end item at a fraction of the cost. This has given rise to what some call "aspirational fraud"—the act of purchasing fake luxury goods to emulate a lavish lifestyle.

The perception of counterfeiting has also shifted. In the past, buying fake products was often associated with shame or guilt. However, in today's culture, where social media heavily emphasizes appearances, some individuals are more concerned with the image they project than the authenticity of the products they use.

### **The Role of Technology in Counterfeiting**

Technological advancements have enabled counterfeiters to replicate luxury goods with greater precision than ever before. Sophisticated printing, manufacturing techniques, and access to high-quality materials have blurred the lines between genuine and fake items. This has made it challenging for even seasoned buyers to identify counterfeit products.

Moreover, online platforms have made it easier for counterfeiters to operate on a global scale. With the rise of third-party marketplaces and social media platforms like Instagram and TikTok, counterfeiters can now market their

products to millions of consumers worldwide. These platforms offer limited oversight, making it difficult for both consumers and luxury brands to police the sale of fake goods.

### **The Impact on Luxury Brands**

The financial and reputational damage caused by counterfeit products is significant. Luxury brands invest heavily in their image, using advertising, celebrity endorsements, and exclusive experiences to maintain their allure. Counterfeiting undermines this investment, diluting brand prestige and eroding consumer trust. In addition to the brand's image, counterfeiting often results in lost sales and revenue. Every counterfeit item sold is a missed opportunity for the legitimate brand, leading to a substantial financial impact. Furthermore, counterfeits can compromise the perceived quality and craftsmanship of the brand, as consumers may associate poorly made fake products with the real thing.

### **The Broader Economic and Social Consequences**

The counterfeit luxury industry is not only damaging to individual brands but also to the global economy. It is often linked to organized crime, forced labor, and poor working conditions in the countries where these goods are manufactured. The production of counterfeit goods typically bypasses regulations and safety standards, posing health risks to consumers who unknowingly purchase fake cosmetics, fragrances, or accessories.

Governments and law enforcement agencies worldwide are increasingly focusing on combating the counterfeit trade due to its ties to criminal networks. However, due to the vast scale of the problem and the international nature of counterfeiting operations, it remains a challenging issue to address.

### **Combating Counterfeiting: Strategies for the Future**

Luxury brands have ramped up efforts to protect their intellectual property and combat the sale of fake goods. Many are turning to technology solutions like blockchain, RFID



tags, and holograms to track and verify the authenticity of their products. Blockchain, in particular, offers a promising solution by creating an immutable digital record of a product's origin and ownership history, allowing consumers and retailers to verify authenticity. Collaborative efforts between brands, governments, and online platforms are also critical in the fight against counterfeiting. Some e-commerce giants like Amazon and Alibaba have introduced stricter policies and dedicated anti-counterfeiting units to remove fake listings. Meanwhile, governments are implementing stricter penalties and regulations to deter the production and sale of counterfeit goods.

### Conclusion

The rise of counterfeit luxury products is a complex issue with far-reaching consequences. While the appeal of fake goods may seem harmless to some, the reality is that counterfeiting undermines the integrity of luxury brands, damages the global economy, and perpetuates illegal activities. As counterfeiters become more sophisticated, the fight against fake luxury products will require ongoing innovation, collaboration, and vigilance from all stakeholders in the industry. Luxury, after all, is not just about the product—it's about the experience, the craftsmanship, and the authenticity. In a world increasingly inundated with fakes, these qualities remain irreplaceable.





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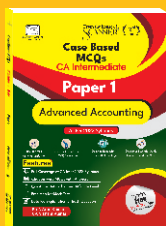
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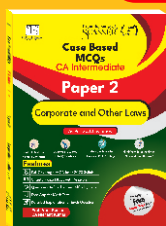
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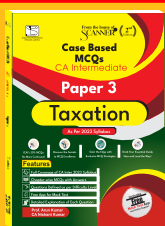
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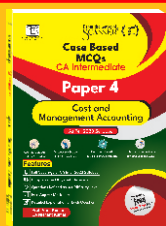
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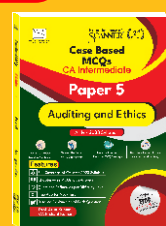
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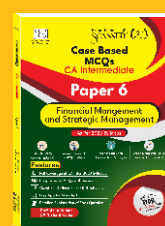
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## SOLVE THE PUZZLE

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

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

**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,

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## INTERESTING FACTS ABOUT PARALYMPIC

**Fact 1:** Last April, the Paralympic Games commemorated their 60th anniversary. The Stoke Mandeville Games, named for the hospital of the same name, hosted the first official event in 1960.

**Fact 2:** The Paralympic Games always takes place around two weeks after the Olympic Games.

**Fact 3:** The Olympic and Paralympic Games have taken place at the same locations in the same city since 1988.

**Fact 4:** The prefix “para” in the word Paralympic means “alongside” in Greek. The idea is therefore that the Paralympic Games exist alongside the Olympic Games.

**Fact 5:** Wheelchair athletes had only one spot reserved for the Paralympic Games in the past. However, competitors with various types of disabilities (such as amputations and vision impairments) were included to the official 1976 Paralympic Games schedule.

**Fact 6:** The symbol of the Paralympic Games is made up of three waves called “Agitos”, which means “I move” in Latin.

**Fact 7:** The Games are an opportunity to discover two sports that exist only at the Paralympic Games: Boccia and Goalball. Where, Boccia is a Paralympic sport derived from petanque. It is played in wheelchairs by athletes with severe motor impairments. And the target ball is called the “jack”. And in Goalball, players must wear opaque eyeshades at all times ensuring fair competition. All international athletes must be legally blind, meaning they have less than 10 per cent vision, and are classified as a B3, a B2, or a B1 – totally blind.

**Fact 8:** At the Paralympic Games, athletes frequently set faster records than during the Olympics. Abdellatif Baka of Algeria won the gold medal in the 1500 meters in Rio in 2016 with a time of 03:48:29, although two weeks before, American Matthew Centrowitz had won the Olympic gold in 03:50:00.

**Fact 9:** English is the official language of 67 countries. Total 90% of English text consists of just 1000 words. And there are 24 different dialects of English in the US.

**Fact 10:** The balls used in blind football and goal ball are filled with bells. They make a noise when they roll so that the players can locate them.





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## SANDEEP AGGARWAL

Sandeep Aggarwal is a well-known Indian entrepreneur and the founder of Droom, India's first online marketplace for buying and selling new and used automobiles. He is also the founder of ShopClues, a significant online marketplace in India. His tale of daring, ingenuity, and tenacity as an entrepreneur is captivating. He was born and raised in India and later moved to the United States. He completed his MBA from Washington University in St. Louis and worked for about 16 years in the U.S. with companies like Microsoft, Charles Schwab, and other tech and financial firms as an equity analyst. During this time, he closely monitored trends in e-commerce and internet technologies, which planted the seeds for his entrepreneurial ventures. He started ShopClues. It was promoted as an internet marketplace aimed at India's rapidly increasing internet user base. With a focus on serving smaller retailers nationwide, ShopClues supplied India's sizable Tier-2 and Tier-3 cities. ShopClues quickly rose to prominence in India's e-commerce industry, attracting large sums of money and being named a unicorn (a startup valued at more than \$1 billion) by 2016. However, Sandeep's journey was not without setbacks. In 2013, he was embroiled in an insider trading case in the U.S. while working as an equity analyst. This led to his temporary exit from ShopClues' leadership. He later resolved the legal matters but had to leave the company he founded. Despite this, ShopClues continued to grow under new leadership. After stepping down from ShopClues, Sandeep returned to India and began focusing on his next venture. In 2014, he

founded Droom, an online platform for buying and selling automobiles, which at the time was an untapped market in India. The idea behind Droom was to provide transparency, trust, and ease in the used automobile market by leveraging technology.



Droom operates as a 21st-century digital platform and uses advanced technology like AI and data science to offer services such as verified listings, vehicle inspection, pricing tools, and history reports. The platform offers a wide range of vehicles, including cars, bikes, scooters, and even planes and boats. The OBV (Orange Book Value), an AI-driven pricing engine that offers fair market price for used cars, was one of the technologies Droom unveiled. In a market that had previously lacked both, this assisted in establishing transparency and confidence.

Under his leadership, Droom quickly became one of India's leading players in the online automobile market. Sandeep's story is one of inventiveness, tenacity, and entrepreneurial energy. His story inspires future business owners as he overcomes obstacles both personally and professionally and founded two billion-dollar corporations. His businesses, Droom and ShopClues, have left a lasting impression on the automotive and e-commerce industries in India, respectively.

## THE ASS CARRYING THE IMAGE

A sacred Image was being carried to the temple. It was mounted on an Ass adorned with garlands and gorgeous trappings, and a grand procession of priests and pages followed it through the streets. As the Ass walked along, the people bowed their heads reverently or fell on their knees, and the Ass thought the honor was being paid to himself. With his head full of this foolish idea, he became so puffed up with pride and vanity that he halted and started to bray loudly. But in the midst of his song, his driver guessed what the Ass had got into his head, and

began to beat him unmercifully with a stick.

"Go along with you, you stupid Ass," he cried. "The honor is not meant for you but for the image you are carrying."

**Moral: Do not try to take the credit to yourself that is due to others.**



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Warm regards,  
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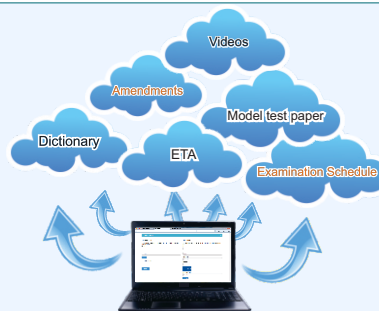
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-Editor

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## CYNOSURE OF THE MONTH

### Dhruv Kothari

AIR: 2<sup>nd</sup> (CA Final, Nov. 2019)  
Kolkata, West Bengal.



**1. How do you feel after passing CA Final Examination?**

It was an amazing feeling to see all the hard work I had put to finally have a great outcome.

**2. What all has contributed to this success?**

Planning and discipline were the two most important things that contributed to my rank.

**3. What challenges did you face during your preparation?**

Lack of concentration and focus are major challenges that everyone faces due to the long hours they put for preparation.

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

Important to plan and manage time, take small breaks in between studies and have a good night's sleep.

**5. Your advice to the aspirant for CA Final Examination.**

Plan out your three years of Articleship and studies so that you finish your preparation atleast once before your exam leave. Revise whenever you get time. Make a study plan and follow it to the tee. Keep practicing and solving questions.

**6. Your view about Scanner?**

Scanners are a good way to solve questions, understand what type of questions come in the exam and how one should structure their answers. However, scanners should not be considered as a substitute for the study material and should be considered as an additional material to prepare for the exam.