



**SADHANA EDUCATION SOCIETY'S
L. S. RAHEJA COLLEGE OF
ARTS AND COMMERCE**

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RUMINATIONS



Department Of Commerce

SES'S

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The Simple Secret to Apple's Marketing Success

Perfection is achieved not when there is nothing more to add, but when there is nothing left to take away. -- Antoine de Saint-Exupéry, 1939

When did marketers start assuming that the way to stand out amidst loud and flashy advertising methods was to be *even louder and flashier*? We're faced with increasing evidence, statistics, and research findings indicating that consumers are tired of being bombarded with extraneous information, which distracts rather than assists them in their buying decisions.

According to research done by CEB (Corporate Executive Board), the most effective way to reach consumers isn't through elaborate and complex websites, ads or sales copy, but rather through *simplifying the decision making process*: in other words, presenting exactly what consumers need to know, while leaving out the rest. In fact, they found that companies who simplified and streamlined the decision making process for their customers were 86% more likely to make a sale.

The key to modern marketing? **Simplicity.**



Image courtesy of CEB

Increasingly, marketers are finding that offering more – more copy, more complexity, more information – isn't working like it once did. With estimates that the average American sees anywhere from 250 to several thousand ads or marketing messages every day, there's simply no way to keep pace if your strategy is to be 'bigger and louder'. Instead, brands need to think strategically about how to stand out amidst the clutter.

[Apple](#) **AAPL -0.53%** is my favorite example of simplicity in marketing. Take their Mac versus PC ads: 2 guys just standing and talking, set against a white background. No lengthy list of product features, no mention of price, no professional voice actors with emotional voice-overs, or even information on how to buy a Mac. Each ad aims to make one point, and one point only: one way in which Macs are better than PCs.

Apple's billboard ads are similar, and about as simple as it gets:



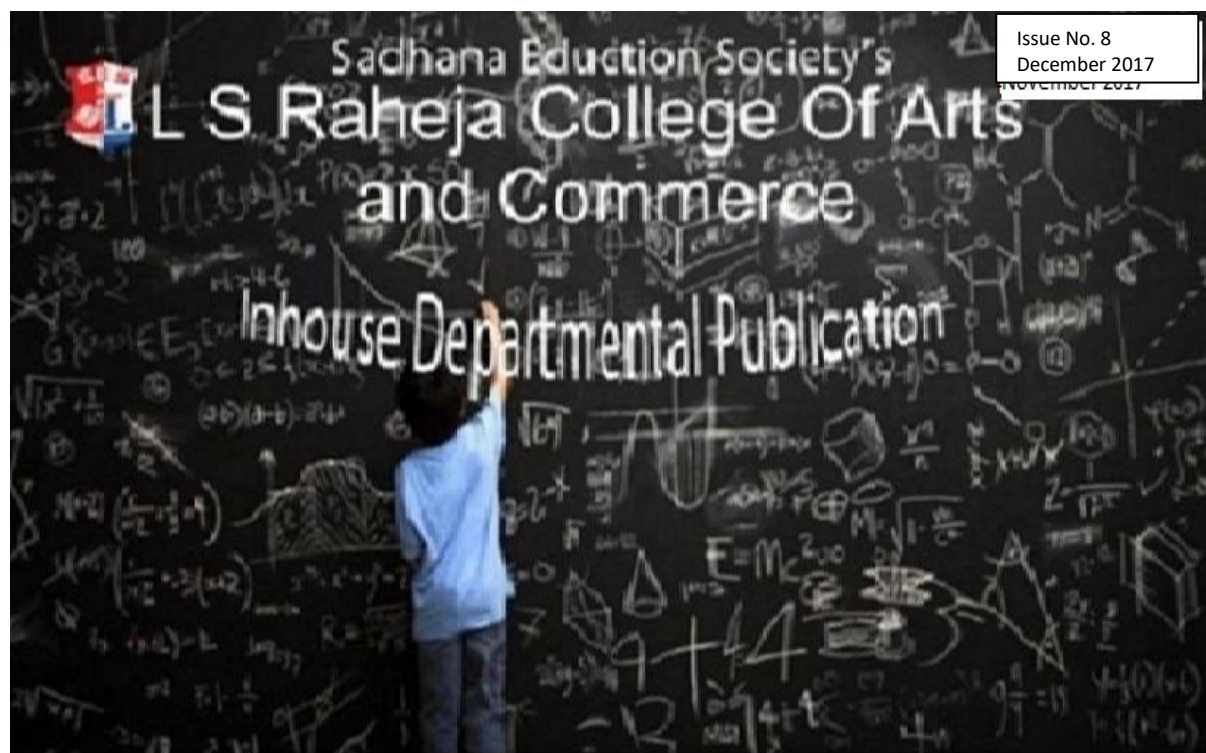
Image courtesy of kensegall.com

It's worth noting that Apple's products adhere to this rule, too. The popularity of Apple's products is largely due to their simplicity and intuitiveness, making them accessible not only to tech-savvy consumers, but also to kids and seniors.

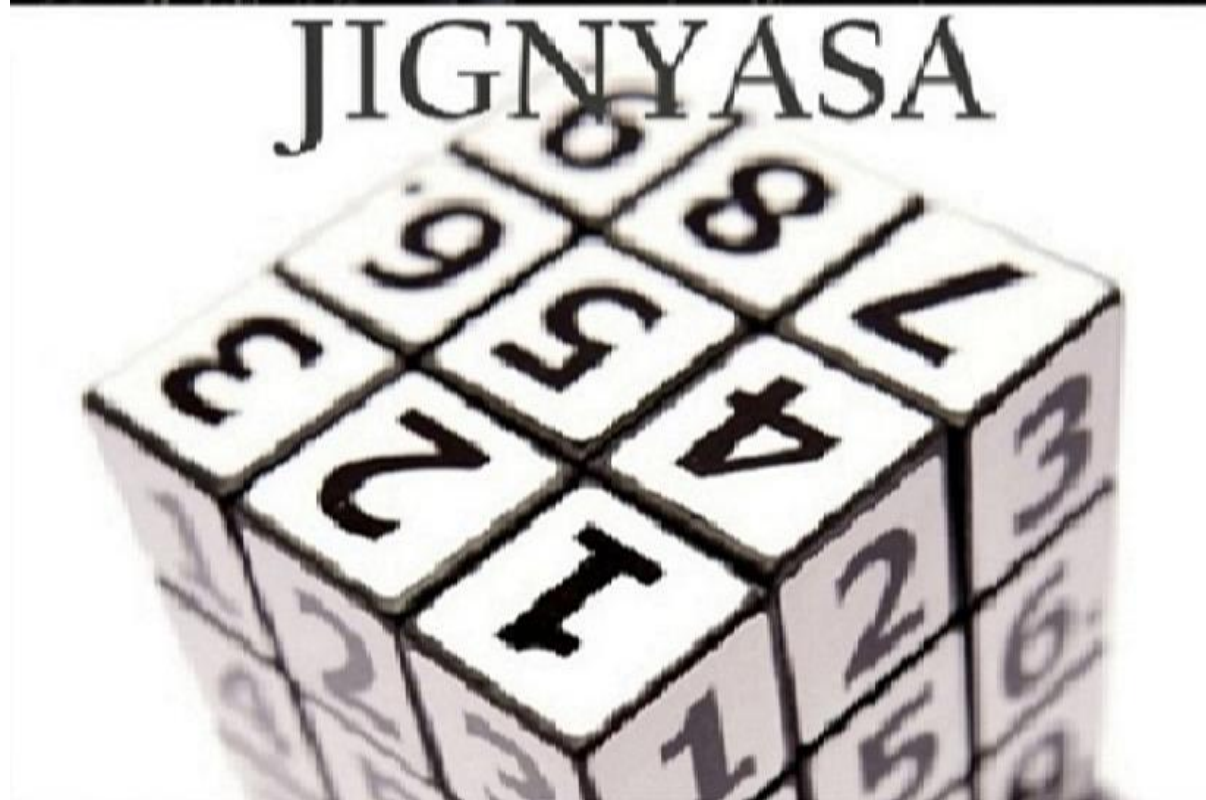
Hence, Apple advertisements take the concept of simplicity in marketing to the extreme, by generating massive amounts of buzz for the company – due only to its simplicity.

Reference:

<https://www.forbes.com/sites/jaysondemers/2014/07/08/heres-the-simple-secret-to-apples-marketing-success/#6724a8d111e3>



JIGNYASA



Department of Mathematics and Statistics

Designed by. Jenial Shah

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AN ALGORITHM THAT KNOWS WHEN YOU WILL GET BORED WITH YOUR FAVOURITE MOBILE GAME

The model, called a survival ensemble, can predict what day and at what stage of the game a user will stop playing.

Researchers from the Tokyo-based company Silicon Studio, led by Spanish data scientist África Periañez, have developed a new algorithm that predicts when a user will leave a mobile game. This information is useful for game studios so that they can design strategies to maintain the player's interest.

The video game industry has been shaken up by the emergence of smartphone games, aimed at users who are constantly connected to the Internet and change games very frequently.

África Periañez –Head of Game Data Science at the video game company Silicon Studio, in Tokyo and her team have developed a mathematical model that predicts when a user will leave a specific mobile game.

The algorithm they developed uses ‘*ensemble*’ method, “a model that is based on many learning algorithms instead of a single one, thereby improving the prediction accuracy by examining many more correlations and alternative models.”

The team also used a survival analysis algorithm within each submodel. These models are used in medical research, for example, to predict when a patient will experience an event of interest, and in biology, to know how particular cells are going to behave in the body.

Combination of mathematical models

The Silicon Studio researchers have now, for the first time, combined the power of survival algorithms and ‘*ensemble*’ models in the field of video games to achieve a high level of prediction accuracy, as the algorithm automatically adapts to the data of the game we want to analyse.”

Applied to videogames, the model, called a survival ensemble, can predict what day and at what stage of the game a user will stop playing, and why they will do so.

The industry has undergone a paradigm shift since the appearance of games for smartphones. companies store a lot of information on users, their actions, connections, purchases, etc. And they are beginning to realise that they need to move towards a data-based development model, which allows them to know who their players are and what they like, and also to predict their reactions.

According to the researcher, the system can predict who will leave the game very accurately.

Reference:

África Periañez, Alain Saas, Anna Guitart and Colin Magne. “Churn Prediction in Mobile Social Games: Towards a Complete Assessment Using Survival Ensembles”. IEEE International Conference on Data Science and Advanced Analytics (2016).



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PSYnalysis



Department Of Psychology

Designed By : Sushant Thakur
[TY.B.Sc.(I.T)]

SES'S
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Interesting Social Psychology experiments

- Mrs. Neha Dalal

1. Conflicts and why do they occur?

Why do conflicts tend to occur between different groups? According to psychologist Muzafer Sherif, intergroup conflicts tend to arise from competition for resources, stereotypes, and prejudices. In a controversial experiment, the researchers placed 22 boys between the ages of 11 and 12 in two groups at a camp in the Robbers Cave Park in Oklahoma. The boys were separated into two groups and spent the first week of the experiment bonding with their other group members.

It wasn't until the second phase of the experiment that the children learned that there was another group, at which point the experimenters placed the two groups in direct competition with each other. This led to considerable discord, as the boys clearly favored their own group members while they disparaged the members of the other group. In the final phase, the researchers staged tasks that required the two groups to work together. These shared tasks helped the boys get to know members of the other group and eventually led to a truce between the rivals.

2. Can we appreciate beauty in everyday lives?

In 2007, acclaimed violinist Josh Bell posed as a street musician at a busy Washington, D.C. subway station. Bell had just sold out a concert with an average ticket price of \$100 each. He is one of the most renowned musicians in the world and was playing on a handcrafted violin worth more than \$3.5 million. Yet most people scurried on their way without stopping to listen to the music.

When children would occasionally stop to listen, their parents would grab them and quickly usher them on their way. The experiment raised some interesting questions about how we not only value beauty but whether we truly stop to appreciate the remarkable works of beauty that are around us.

3. The Marshmallow experiment

During the late 1960s and early 1970s, a psychologist named Walter Mischel led a series of experiments on delayed gratification. Mischel was interested in learning whether the ability to delay gratification might be a predictor of future life success. In the experiments, children between the ages of 4 and 6 were placed in a room with a treat (often a marshmallow or cookie). Before leaving the room, the experimenter told each child that they would receive a second treat if the first treat was still on the table after 15 minutes.

Follow-up studies conducted years later found that the children who were able to delay gratification did better in a variety of areas, including academically. Those who had been able to wait the 15 minutes for the second treat tended to have higher SAT scores and higher educational levels. The results suggest that this ability to wait for gratification is not only an essential skill for success but also something that forms early on and lasts throughout life.

4. Bystander effect

The phenomenon came to the public's attention after the gruesome murder of a young woman named Kitty Genovese. While multiple people may have witnessed her attack, no one called for help until it was much too late. This behavior was identified as an example of the bystander effect, or the failure of people to take action when there are other people present.

In one classic experiment, researchers had participants sit in a room to fill out questionnaires. Suddenly, the room began to fill with smoke. In some cases the participant was alone, in some there were three unsuspecting participants in the room, and in the final condition there was one participant and two confederates. In the situation involving the two confederates who were in on the experiment, these actors ignored the smoke and went on filling out their questionnaires.

When the participants were alone, about three-quarters of the participants left the room calmly to report the smoke to the researchers. In the condition with three real participants, only a little under 40 percent reported the smoke. In the final condition where the two confederates ignored the smoke, a mere 10 percent of participants left to report the smoke.

The experiment is a great example of how much people rely on the responses of others to guide their actions. When something is happening, but no one seems to be responding, people tend to take their cues from the group and assume that a response is not required.

5. Halo Effect

In an experiment described in a paper published in 1920, psychologist Edward Thorndike asked commanding officers in the military to give ratings of various characteristics of their subordinates. Thorndike was interested in learning how impressions of one quality, such as intelligence, bled over onto perceptions of other personal characteristics, such as leadership, loyalty, and honesty.

Thorndike discovered that when people hold a good impression of one characteristic, those good feelings tend to affect perceptions of other qualities. For example, thinking someone is attractive can create a halo effect that leads people also to believe that person is kind, smart, and funny. The opposite effect is also true. Negative feelings about one characteristic lead to negative impressions of an individual's other features.

6. False consensus effect

During the late 1970s, researcher Lee Ross and his colleagues performed some eye-opening experiments. In one experiment, the researchers had participants choose a way to respond to an imagined conflict and then estimate how many people would also select the same resolution. They found that no matter which option the respondents chose, they tended to believe that the vast majority of other people would also choose the same option.

In another study, the experimenters asked students on campus to walk around carrying a large advertisement that read "Eat at Joe's." The researchers then asked the students to estimate how many other people would agree to wear the advertisement. They found that those who

agreed to carry the sign believed that the majority of people would also agree to carry the sign. Those who refused felt that the majority of people would refuse as well.

The results of these experiments demonstrate what is known in psychology as the false consensus effect. No matter what our beliefs, options, or behaviors, we tend to believe that the majority of other people also agree with us and act the same way we do.

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SOCIAL ISSUES



Department Of Sociology

SES'S

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Social Media: Springboard of Social Change.

Samya Shinde.

Social media has become an effective avenue for communication and spreading the message to the masses. It helps in bringing the entire world on the same platform thus generating public opinion. The #MeToo campaign has taken the social media by storm. The article analyses the campaign and the powerful outreach of the social media. Social media acted as a powerful accelerant used by millions in 85 countries.

The allegations of sexual assault against Hollywood producer Harvey Weinstein have sparked off a worldwide social media campaign called #MeToo to highlight the magnitude and extensiveness of sexual assault and harassment.

Originally in 2007 activist Tarana Burke started the movement called #MeToo to support victims of sexual assault. The movement in 2017 really kicked off on October 15 when, in response to further allegations against Hollywood producer Harvey Weinstein (he was accused of sexual misconduct), actress Alyssa Milano tweeted the following note: “Suggested by a friend: If all the women who have been sexually harassed or assaulted wrote ‘Me too’ as a status, we might give people a sense of the magnitude of the problem,” she said.

“If you’ve been sexually harassed or assaulted write ‘me too’ as a reply to this tweet. pic.twitter.com/k2oeCiUf9n

— Alyssa Milano (@Alyssa_Milano) October 15, 2017”.

Within a week the campaign gathered 12 million posts on Facebook and was tweeted 1.6 million times from world over.

The campaign provided space for people to share their vulnerable experiences not just of women but everyone who has experienced it in some form or the other. Though the movement started off as women centric it grew to include queer experiences as well. By naming themselves as victims of sexual assault or harassment, women on social media may have opened up their silence.

When the campaign was floated it invited scepticism as well as was dismissed as any other campaign that would soon die. However when people actually read the experiences of others they realised its power and made sense to say yes. Though the movement on social media not change patterns of abuse it has given courage to atleast open up about it.

The campaign reveals the ubiquity of sexual assault. Sexual assault is the backdrop of every woman’s life. Though women may not respond with a yes on this campaign does not mean they have not experienced it. That nudge on the shoulder, the pinch, the brushing off the chest are everyday affairs when women have been subjected to sexual harassment. Unwelcome glances and stares, conversations or gestures, unwelcome contact at homes, educational institutes, unavoidable public transport and streets all make women vulnerable. It occurs at every stage of woman’s life everywhere by acquaintances, friends, colleagues and strangers.

No public place is safe calling into question whether women are considered citizens in the true sense or as feminists put in question whether citizenship is gendered.

It is important to be supportive of the campaign as we are not fighting one person here but a system that can be challenged only by collective rage and not individual shame.

The campaign was important as :

- The campaign drew attention that sexual harassment is ubiquitous.
- More than just a law and order problem sexual harassment is misogynistic issue legitimised by culture.
- The collective nature of the confessions allowed many to express their trauma and let go off the victim syndrome.
- It has helped people share individual and difficult traumatic facts.
- The public outcry has provided comfort and courage to victims.
- It has resensitised those who dismissed sexual harassment as regular happenings in their society without taking it seriously.
- It is a step forward to end the patriarchal power structure, rape culture and objectification of women.

Sexual harassment is forms of asserting power and ownership over someone else. Survivors feel the loss of bodily autonomy after the incident and may suffer from depression. The campaign has enabled us to have conversations about gender on public platforms and reflect upon it. With so many affected by it coming out with their experiences sexual predators have lost their jobs and many more are under scrutiny.

However though the campaign brings to the fore important concerns it is restricted to a particular class; the privilege a woman carries. In 2007 Tarana Burke who started the movement wasn't able to get international attention as much as this campaign could because it includes the white, famous and wealthy.

The movement does not represent all the women who are survivors as not all survivors have access to right treatment and care needed to recover.

Many have remained silent on this issue. But the campaign has not gone unnoticed by men. Some have questioned and raised eyebrows on whether it is appropriate to share personal experiences on public forum.

The campaign was instrumental in acknowledging that sexual harassment happens and breaking the silence is first step towards realization. The campaign shifted the narrative from sexual harassment being a law and order problem.

Some reactions to the campaign

“It's very lonely to be a lone voice; it makes you extremely vulnerable, especially if you can be identified. So, most of all, the anonymity and the numbers really help in speaking out.” ,
Urvashi Butalia, co-founder of feminist publishing pioneer Kali for Women.

"For the Indian context, I do believe that it opened things up. There's a lot more women coming out," Bani Rachel Bali, the founder of Krantikali, an organization that works on gender issues.

'Feminism should mean taking responsibility for ourselves and also standing up for ourselves. Unwanted attention should be dealt with. As Camille Paglia points out, men are often quite frightened of what women will say to them – be bold and say it. What is dismaying about current trends is the tendency to return women to delicate, Victorian damsels who reach for the smelling salts if they hear a lewd joke. What next – chaperones? The novelist Kingsley Amis used to say: 'Women are trouble – keep them out of all institutions.' He was a misogynist, but such notions will revive if women portray themselves as so fragile that they can't deal with the small change of everyday life with robust common sense.' - Mary Kenny is a journalist and the author of Am I a Feminist? Are You?

'The post-Harvey Weinstein #Me Too momentum has ended the silence surrounding sexual abuse committed by a number of wealthy and powerful men, so it's difficult not to see a positive side. But it is also increasingly clear that this cultural moment has turned into an orgy of female victimhood and the demonisation of men'. Cathy Young is a journalist and the author of Ceasefire!: Why Women and Men Must Join Forces to Achieve True Equality.

"The #MeToo (posts) made it evident how widespread it was....It worries us that anybody can be named anonymously, with lack of answerability. There's no letting up, one doesn't know where the #MeToo movement where it will go. It's a continuing conversation." Namita Bhandare, a writer and a columnist with the Hindustan Times.

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CONTRIBUTORS: Mrs. Pooja Yadav

Hero Stones

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Hero Stones are those stones dedicated to a person who sacrificed his life for the cause of king or public in war, battlefield; cattle raids and safeguard life and dignity of women from miscreants. Such heroes, who selflessly pledged their life for the protection of his village men and property, were raised to the status of demigod and became the hero of the village. Intricately carved ancient Hero Stones can be found across India. In their commemoration the village men or his relatives erected a stone in front of the temple or in village forum.

These decorated stone markers serve as monuments to honorable deaths, commemorating fallen heroes and ferocious warriors who sacrificed themselves in order to protect lives and land. Archaeologists have found different Hero Stones dating to the ninth and tenth century A.D. which are still used in local worship during festivals. The tradition of commemorating with Hero Stones (*Virgal*) in India dates between the third century B.C. and the 18th century A.D. These stone steles are adorned with a variety of carvings, including figures and inscriptions, and often a narrative of epic battle. They were placed in the memory of monarchs, chieftains, soldiers, holy people and respected members of society, especially those who had died in specific events: during cattle raids, while protecting feminine virtue, while saving family members, in following a leader's orders, or while defending land. The stones also featured ferociously fighting sailors, and widows who committed the immolation of Sati.

A Hero stone is divided into three sections, the lower portion gives details of the hero and his act of sacrifice. The sculpture will have, hero fighting the enemy with a sword or a bow, the army, cattle, women in distress. This section generally depicts the reason for his /her death. The middle portion depicts the hero who sacrificed his life being carried away to heaven (*swarga*) by angels. The third portion depicts him sitting in front of a God. The battle of the hero was usually narrated through image and text in a multi-panel format.



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PENNY TALKS

Bachelors of Commerce (Financial Markets)

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IMPACT OF MONSOON ON INDIAN ECONOMY

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This is probably a paradoxical time to be writing this post, given that we have had two consecutive years of good monsoons; but having said that, the role of the monsoons in Indian agriculture cannot be undermined.



Everyone in the country turns towards the rain-gods every year with lots of hope and prayers. The reason is not hard to guess. **Agriculture accounts for one-sixth of our GDP** and employs almost half the workforce; and close to 60 per cent of Indian farms depends on rains, so a vast majority of the population is dependent on the rain-gods every year for economic well being.



The real reason for this dependence is that farmers' income gets impacted adversely by the fluctuating monsoons, and since the agrarian sector is the life line of the country, the impact is felt by a majority of the work force. The subsequent domino effect including rural demand and rural credit in turn shakes up the GDP of the country.

The monsoon has a direct impact on the country's agricultural GDP. The planting of key kharif, or summer, crops like rice, sugar cane, pulses and oilseeds begins with the arrival of monsoon rains in June.

Summer crops account for almost half of India's food output and a delayed or poor monsoon means supply issues and acceleration in food inflation, a key metric which influences Reserve Bank of India's decision on interest rates.

A deficit monsoon could also lead to a drought-like situation, thereby affecting the rural household incomes, consumption and economic growth. A poor monsoon not only leads to weak demand for fast-moving consumer goods, two-wheelers, tractors and rural housing sectors but also increases the imports of essential food staples and forces the government to take measures like farm loan waivers, thereby putting pressure on finances. Whereas a normal monsoon results in a good harvest, which in turn lifts rural incomes and boosts spending on consumer goods. It also has a positive impact on hydro power projects.

This, however, might not hold true for long; the problem of poverty must force us to innovate, said CK Prahlad. It is with the aim to insulate this lesser privileged section from the caprice of the rains; and consequently the dynamics of the economy at large that the government has undertaken myriad structural initiatives.

Broadly these measures can be classified in two groups; one that is aimed at **preventing volatility of farm income** and the other that is directed towards **improving farm productivity**. I believe that remarkable strides have been made on both fronts, which will have a far reaching and deep-rooted impact on this sector and monsoon dependence, will soon come to an end. Most of these initiatives have been largely overlooked by the markets.

Coming to the discussion on the initiatives to reduce volatility of farmers' income; to my mind, the Pradhan Mantri Fasal Bima Yojna (PMFBY), the crop insurance scheme, is one such master stroke to address the volatility in farmers' income.

We have had such schemes in the past as well, but they were by and large restricted to loss of investment and not a loss in yield. There is big difference between two. While, the erstwhile schemes addressed only loss of capital invested, loss of income is equally important for economically dependent India on farm income.

This scheme is dedicated to bring in more than 50 per cent of the farmers under its ambit within the next 23 years. Claims will be sent to the farmer's account directly. Also, under the scheme there will be no cap on coverage and sum insured.

Additionally, it also covers natural calamities, like landslides, hailstorms and inundations, which were not covered in the earlier schemes. The government's seriousness in implementing crop insurance is evident, given that it has allotted Rs 20,600 crore, up from Rs 5,500 crore spent last year.

CROP INSURANCE PM Modi called it Lohri/Pongal/Bihu gift for farmers

- PREMIUM**
2% for kharif crops
1.5% for rabi crops
5% for commercial/ horticultural crops
- CAPPING**
Removed under new scheme, full compensation without reduction
- POST-HARVEST LOSSES**
Farmers to get claims for cyclone, unseasonal rain
- RISK COVERAGE**
Hailstorm, landslide & inundation covered

Source: TNN TIMES INTERNET

Further, the government has set an ambitious target to cover 50 per cent of the cultivable land by next year under this scheme, from the existing 23 per cent.

Successful implementation of the scheme, would lead to migration to an output based insurance thereby reducing the volatility element of income. This will allow farmers to take more risk and invest more freely into better yielding crops and better farm techniques.

Another initiative the government has undertaken is to double farm income by 2022. This is aimed through a series of productivity improvement measures that bode well for the agrarian community at large. The soil health card will lead to right selection of crops, a judicious use of fertilisers, reduce input costs and lead to overall increase in productivity, and is aimed at increasing soil fecundity.

The **Pradhan Mantri Kirshi Sinchai Yojna (PMKSY)**: More crops per drop is a national mission to improve farm productivity, enhance ranch water use and minimise water wastage, improve irrigation at the farm level and to enhance cultivable land.

PRADHAN MANTRI KRISHI SINCHAI YOJANA
Farmers' Welfare

- Rs. 50 thousand crore to be spent in five years to bring 140 lakh hectares additional area under irrigation
- To bring 28.5 Lakh hectare area under irrigation during the year 2016-2017
- Rs. 12,517 crore to be incurred on 23 irrigation schemes in 2016-17

Har Khet ko Pani
#TransformingIndia
More crop per drop

The focus is on micro irrigation with the objective to enhance water use efficiency in the agriculture sector by promoting technological interventions like drip & sprinkler irrigation technologies and encourage the farmers to use water saving and conservation technologies.

The government is closely monitoring 99 priority projects, aimed at getting over 76 lakh hectare of agricultural land under the purview of these irrigation facilities. The Government has allotted Rs 7,400 crore this year to the PMKSY. Many state Governments are also encouraging water storage and other productivity accretive measures through local initiatives.

Finally, the New Urea Policy whose objective is to maximise indigenous production will lead to an additional production of 17 lakh metric tonnes annually in the next three years. Further, the novel idea of providing neem coated urea has not only improved productivity but has gone a long way in plugging subsidy leakages.

The challenges of implementation notwithstanding, these structural measures shall go a long way in improving farmers welfare, by reducing monsoon dependency, insulating them from shocks and improving productivity. These measures will have another social impact of addressing the farmer suicide issue, NPAs in rural credit, migration of rural labour.

The early signals indicate that we may be well on track to achieve these goals and helpless dependence on monsoon every year soon may be history.

In order to check the impact on the market, we divided the year in two parts. This first is between April and September and the second is between October and March. The logic behind doing so is to because by April early predictions start coming in on monsoon expectation and budget impact fizzles out in a month. Similarly by October monsoon impact is clear and the corporate and industry numbers start showing the impact the poor monsoon had on the economy.

In conclusion, poor monsoon might not be as bad as the general market perception is, especially during the first half of the fiscal. However, one needs to be cautious in the second half of the year when actual data starts impacting the market.

