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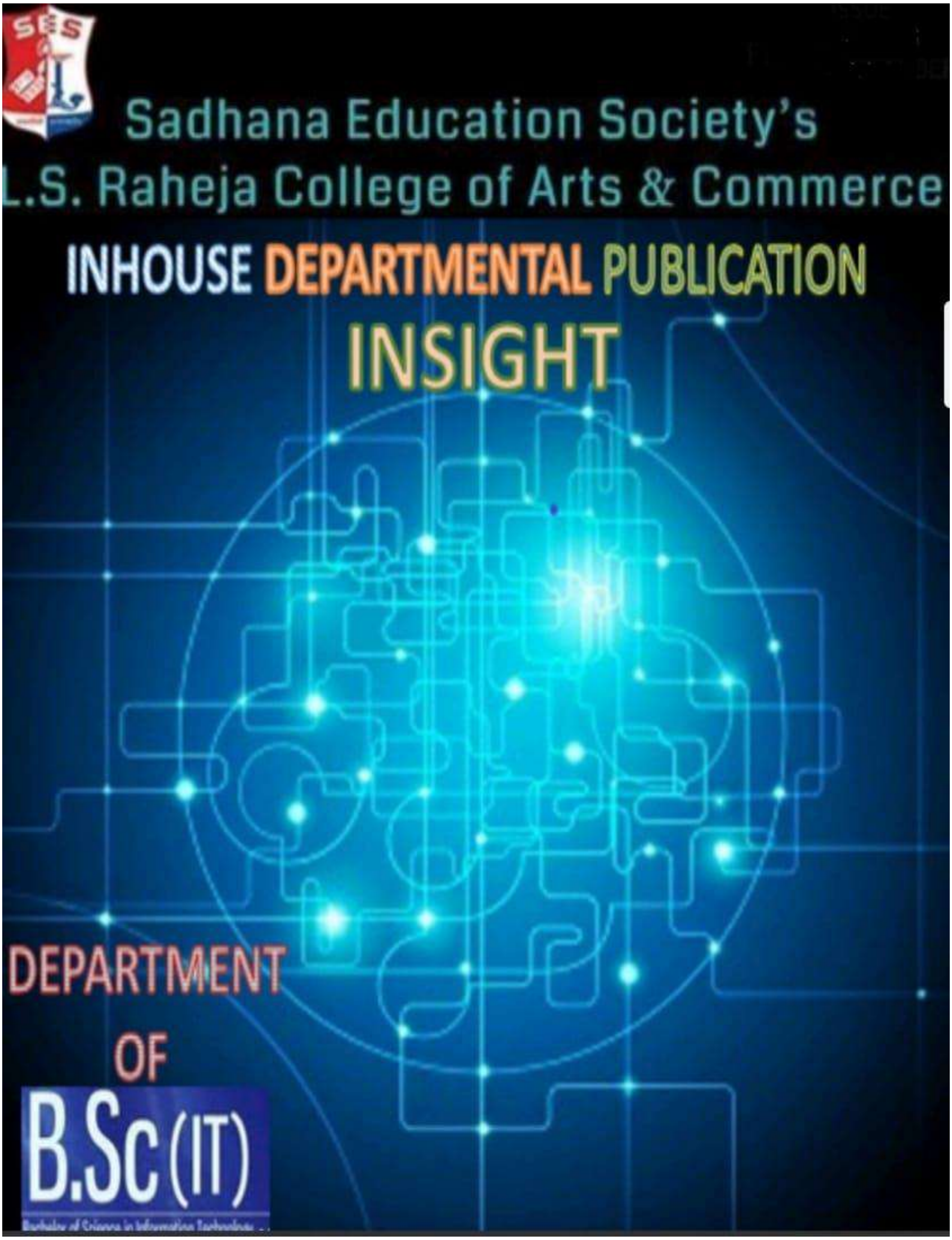
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BLOCK CHAIN

Ms. Sakshi Singh, Sy B.Sc. (It)

INTRODUCTION:

What is Blockchain?

Blockchain is a system of recording information in a way that makes it difficult or impossible to change, hack, or cheat the system.Blockchain is a type of DLT (Distributed Ledger Technology) in which transactions are recorded with an immutable cryptographic signature called a hash. Blockchain is the backbone Technology of Digital Cryptocurrency Bitcoin. The blockchain is a distributed database of records of all transactions or digital event that have been executed and shared among participating parties. Each transaction verified by the majority of participants of the system. It contains every single record of each transaction. Blockchain Technology first came to light when a person or Group of individuals name ‘Satoshi Nakamoto’ published a white paper on “Bitcoin: A peer to peer electronic cash system” in 2008. Blockchain Technology Records Transaction in Digital Ledger which is distributed over the Network thus, making it incorruptible. Anything of value like Land Assets, Cars, etc. can be recorded on Blockchain as a Transaction.

DESCRIPTION:

The blockchain technology was described in 1991 by the research scientist Stuart Haber and W. Scott Stornetta. They develop a system using the concept of cryptographically secured chain of blocks to store the time-stamped documents. In 1992, Merkle Trees were incorporated into the design, which makes blockchain more efficient by allowing several documents to be collected into one block. Merkle Trees are used to create a 'secured chain of blocks.'2008, Satoshi Nakamoto conceptualized the theory of distributed blockchains. He improves the design in a unique way to add blocks to the initial chain without requiring them to be signed by trusted parties. The modified trees would contain a secure history of data exchanges. It utilizes a peer-to-peer network for timestamping and verifying each exchange. It could be managed autonomously without requiring a central authority. These improvements were so beneficial that makes blockchains as the backbone of cryptocurrencies.

Advantages

1. **Open**: It is accessible to all means anyone can become a participant in the contribution to blockchain technology, one does not require any permission from anybody to join the distributed network.
2. **Verifiable**: Blockchain technology is used to store information in a decentralized manner so everyone can verify the correctness of the information by using zero-knowledge proof.
3. **Tighter Security**: Blockchain uses hashing techniques to store each transaction on a block that is connected to each other so it has tighter security. It uses SHA 256 hashing technique for storing transactions.
4. **Immutability:** Data cannot be tampered with in blockchain technology due to its decentralized structure so any change will be reflected in all the nodes so one cannot do fraud here, hence it can be claimed that transactions are tamper-proof.
5. **Cost Reduction**: As blockchain needs no third man it reduces the cost for the businesses and gives trust to the other partner.

Disadvantages

1. **Scalability:** It is one of the biggest drawbacks of blockchain technology as it cannot be scaled due to the fixed size of the block for storing information
2. **Immaturity:** Blockchain is only a couple-year-old technology so people do not have much confidence in it, they are not ready to invest in it.
3. **Energy Consuming**: For verifying any transaction a lot of energy is used.
4. **Time-Consuming**: To add the next block in the chain miners need to compute nonce values many times, so this is a time-consuming process and needs to be speed up to be used for industrial purposes.
5. **Storage:** Blockchain databases are stored on all the nodes of the network creates an issue with the storage, increasing number of transactions will require more storage.

CONCLUSION:

The Bitcoin is the first successful implementation of blockchain. Today, the world has found applications of blockchain technology in several industries, where the trust without the involvement of a centralized authority is desired. Blockchain technology could be quite complementary in a possibility space for the future world that includes both centralized and decentralized models. Like any new technology, the blockchain is an idea that initially disrupts, and over time it could promote the development of a larger ecosystem that includes both the old way and the new innovation.

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MICROSERVICE ARCHITECTURE

Ms. Prajakta Joshi

INTRODUCTION:

A microservices architecture consists of a collection of small, autonomous services. Each service is self-contained and should implement a single business capability within a bounded context. A bounded context is a natural division within a business and provides an explicit boundary within which a domain model exists.

What are Microservices?

Microservices are small, independent, and loosely coupled. A single small team of developers can write and maintain a service. Each service is a separate codebase, which can be managed by a small development team.

Services can be deployed independently. A team can update an existing service without rebuilding and redeploying the entire application. Services are responsible for persisting their own data or external state. This differs from the traditional model, where a separate data layer handles data persistence.

Services communicate with each other by using well-defined APIs. Internal implementation details of each service are hidden from other services. Supports polyglot programming. For example, services don't need to share the same technology stack, libraries, or frameworks

Why Microservices?

- The microservices architecture has been widely adopted as an architectural style that allows you to build software applications with speed and safety.
- In a service-oriented architecture, entire software packages will be sub-divided into small, interconnected business units.
- Each of these small business units will communicate to each other using different protocols to deliver successful business to the client.

Advantages

1. **Small in size** − Microservices is an implementation of SOA design pattern. It is recommended to keep your service as much as you can. Basically, a service should not perform more than one business task, hence it will be obviously small in size and easy to maintain than any other monolithic application.
2. **Focused** − As mentioned earlier, each microservice is designed to deliver only one business task. While designing a microservice, the architect should be concerned about the focal point of the service, which is its deliverable. By definition, one microservice should be full stack in nature and should be committed to delivering only one business property.
3. **Autonomous** − Each microservice should be an autonomous business unit of the entire application. Hence, the application becomes more loosely coupled, which helps to reduce the maintenance cost.
4. **Technology heterogeneity** − Microservice supports different technologies to communicate with each other in one business unit, which helps the developers to use the correct technology at the correct place. By implementing a heterogeneous system, one can obtain maximum security, speed and a scalable system.
5. **Resilience** − Resilience is a property of isolating a software unit. Microservice follows high level of resilience in building methodology, hence whenever one unit fails it does not impact the entire business. Resilience is another property which implements highly scalable and less coupled system.
6. **Ease of deployment** − As the entire application is sub-divided into small piece of units, every component should be full stack in nature. All of them can be deployed in any environment very easily with less time complexity unlike other monolithic applications of the same kind.

Disadvantages

1. **Distributed system** − Due to technical heterogeneity, different technologies will be used to develop different parts of a microservice. A huge set of skilled professionals are required to support this big heterogeneous distributed software. Hence, distributed and heterogeneity stands as a number one disadvantage of using microservice.
2. **Cost** − Microservice is costly, as you have to maintain different server space for different business tasks.
3. **Enterprise readiness** − Microservice architecture can be considered as a conglomerate of different technologies, as technology is evolving day-by-day. Hence, it is quite difficult to make a microservice application enterprise ready to compare to conventional software development model.
4. **Lack of QA or testing capabilities**. All well-written applications require testing, and microservices are no exception. More robust methods of testing and buy-in from the entire development team are required for a properly designed microservices architecture.

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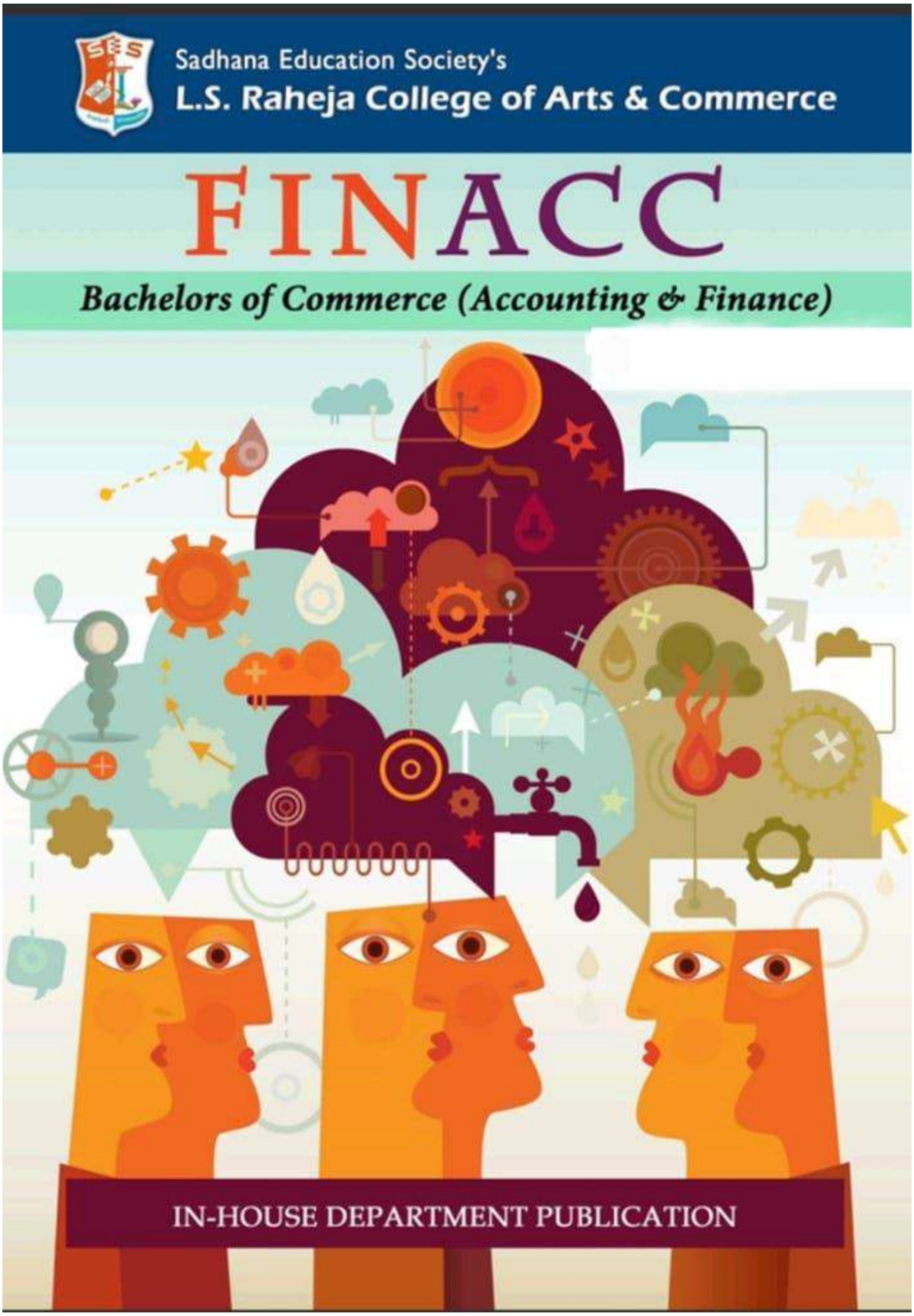
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DIGITAL RUPEE – A WAY FORWARD.

Mr. Prashant Rajan Shelar

The Department of Economic Affairs in the Ministry of Finance (MoF) formed a high-level Inter-Ministerial Committee (IMC) in January 2017, for the recommendation of digital currency. The Department of Financial Services of MoF, Ministry of Electronics and Information Technology (MeitY), and Reserve Bank of India (RBI) were invited to form a special group that will look into the legal and technological development of Central Bank Digital Currency (CBDC). The Reserve Bank of India proposed the Digital Rupee in January 2017 and it will be launched in 2022-23. Digital Rupee will be a major step for India towards digitalization, this will improve its resilience, ease of doing business, convenience, and many more.

What is a digital rupee?

The Digital Rupee or Central Bank Digital Currency (CBDC) is a digital form of currency that is been issued by the central bank of India i.e., the Reserve Bank of India (RBI). Like any other currency digital rupee is a legal tender fiat currency and is exchangeable one-to-one with the fiat currency.

What is the difference between the digital rupee and cryptocurrency?

The RBI said, "e-rupee is very different from cryptocurrency due to its highly centralized nature". Whereas, Cryptocurrency is decentralized in nature and will not be controlled by any governing entity. Whereas, the digital rupee will be issued and controlled by the RBI.

What are the benefits of the digital rupee?

1. Easy to use: Digital rupee will be easy to use like any other digital payment.

2. Globally acceptable: It will be a globally accepted currency. After the implementation of the digital rupee, there will be no longer geographical limits with the internationalization of current and financial account transactions.

3. Transparency and efficiency: Digital rupee will increase transparency and efficiency in day-to-day transactions.

4. Save operational costs: The digital rupee will likely save operational costs. It will minimize the cost of printing currency notes and coins, logistics, and distribution costs of currency.

5. Government control: Through Direct Benefit Transfer (DBT) facility government will be able to control and manage the flow of money in the economy and will be able to reduce the malpractices in the various payment system. The RBI in a recent press release announced the first pilot in the Digital Rupee for Wholesale (e₹-W) on 1 November 2022. It will be used to settle the secondary market transactions in government securities. It will help cut transaction costs and prevent the need for settlement guarantee infrastructure or for collateral to mitigate settlement risk. A total of nine banks has been identified that will be participating in the pilot scheme: State Bank of India, Bank of Baroda, Union Bank of India, HDFC Bank, ICICI Bank, Kotak Mahindra Bank, Yes Bank, IDFC First Bank, HSBC. The first pilot in Digital Rupee - Retail segment (e₹-R) is planned for launch within a month in select locations in closed user groups comprising customers and merchants.

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ADITYA BIRLA SUN LIFE AMC DEBUTS INDIA EQUITY SERVICES FUND

Ms. Aditi Vishwakarma (Tybbi)

The India Equity Services Fund, a close-ended equity AIF that invests systematically in large-cap, mid-cap, and small-cap stocks, has been launched by Aditya Birla Sun Life AMC Limited, a subsidiary of Aditya Birla Capital Limited and investment manager for Aditya Birla Sun Life Mutual Fund. This Alternative Investment Fund (AIF) specialises in service-based companies and has a closed investment window. Over time, the service sector's involvement has grown tremendously both internationally and in India. The fund seeks to invest in companies with service-driven business models or top service sector companies that are ideally positioned to profit from the catalysts and secular development in the services industry. India's service sector now accounts for 48% of GDP, up from 43% over the past two decades.

Key takeaways of India Equity Services Fund

Here are the key details of the AIF as per Aditya Birla Sun Life AMC

1. Indian Equity Services Fund AIF is designed to capture the performance of companies with a service-driven business strategy.

2. The fund is benchmarked to the India Service Sector Index. It captures the service sector universe without relying heavily on Banking & IT Sector. The service sector includes – Retail, Healthcare Services, Telecom, Tourism & Hospitality, Transportation & Logistics besides Financial Services and IT.

3. It is suitable for long-term equity investors with a high-risk tolerance and an investment horizon of at least 5 years.

4. The fund will invest in high-quality multi-cap portfolios to substantially reduce downside risk.

Balasubramanian, MD & CEO, Aditya Birla Sun Life AMC Limited said, "the contribution of these service sector has increased significantly over the years not only globally but also in India. India's share of service sector as percent of GDP increased to 48% from 43% in the last 2 decades while share of service sector in GVA has grown to ~53% from ~36% since 1951.

The Indian service sector is full of opportunities, and investors can get the benefits of a multi-cap portfolio by investing in this fund. The India Equity Service Fund is in line with our investment philosophy, which focuses on growth, superior return ratio, and credible management."

Aditya Birla Sun Life AMC showed growth in profit after tax of 11% YoY to Rs. 191.68 crore for Q2FY23 compared to Q2FY22 of Rs. 173.07 Cr. In the quarter that ended in September, Aditya Birla Sun Life AMC's total income grew by 4% to ₹387.66 crore from ₹372.2 crore posted in the year-ago quarter.

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UTOPIA IS DYSTOPIA

Kevin Lewis

Utopia means an imagined place or state of things in which everything is perfect. A Utopia is addressed in many other terms such as paradise, heaven, Eden, nirvana, bliss, etc. Dystopia being the literal opposite of all of this “Hell”

Every second of every day you have to decide between action and inaction we’re all tangled up in a web of cause and effect so every single choice we make has gravity and pulls us towards one of two futures one that is more heavenly and one that is more hellish, one that is more utopian and one that is more dystopian

Its human nature to dream about Utopia, a place better than here we dream about what our lives could be and some dream about what the world could be, one things certain there’s always a place outside of space and time and it’s better than here and thats where we want to go but all things come with a price tag and you need to decide whether you’re willing to pay the cost “In some sense your life is defined by the cost you’re willing to pay”

A better world always exists but it demands a sacrifice so what are you willing to sacrifice for that? (Monkeys paw story by William Jacobs).

Utopian thinking isn’t just confined to literature

The 20th century saw the rise and fall of many charismatic leaders claiming to know the way to Eden but where ever they were leading us the cost was too high in some ways we were like the man with the monkey paw who wanted the benefits of utopia without the responsibility of bearing the cost.

You could think about the world on different levels of analysis the highest level being universal followed by that in the descending order will be the planet, the country, the family and lastly the individual.

Is Utopia possible?

Let's say I own a restaurant and you want to come in for a meal, we both believe that the restaurant has to serve its customers in a timely and friendly manner we also believe that a customer ought to come and be respectful to the owner, the restaurant and the other customers. This could be a very good reciprocal relationship for both of us But I believe that I ought to maximise my profits at the expense of customer service a conflict will arise between us.

What you and I believe on how you and I ought to act in a restaurant would be called a "fiction" we all believe in a set of complex fictions that allow us to cooperate at an impressive level relative to other species some notable fictions we humans believe in are "human rights, democracy, capitalism and money"

Money becomes more than a piece of paper if everyone believes that it gives value. The society functions properly because we believe in such fictions - the idea to create a utopia depends on our ability to find a fiction that is universally applicable.

I'd also like to say that...
The very idea that humanity could be moulded into an ideal shape could be referred to as dystopia.

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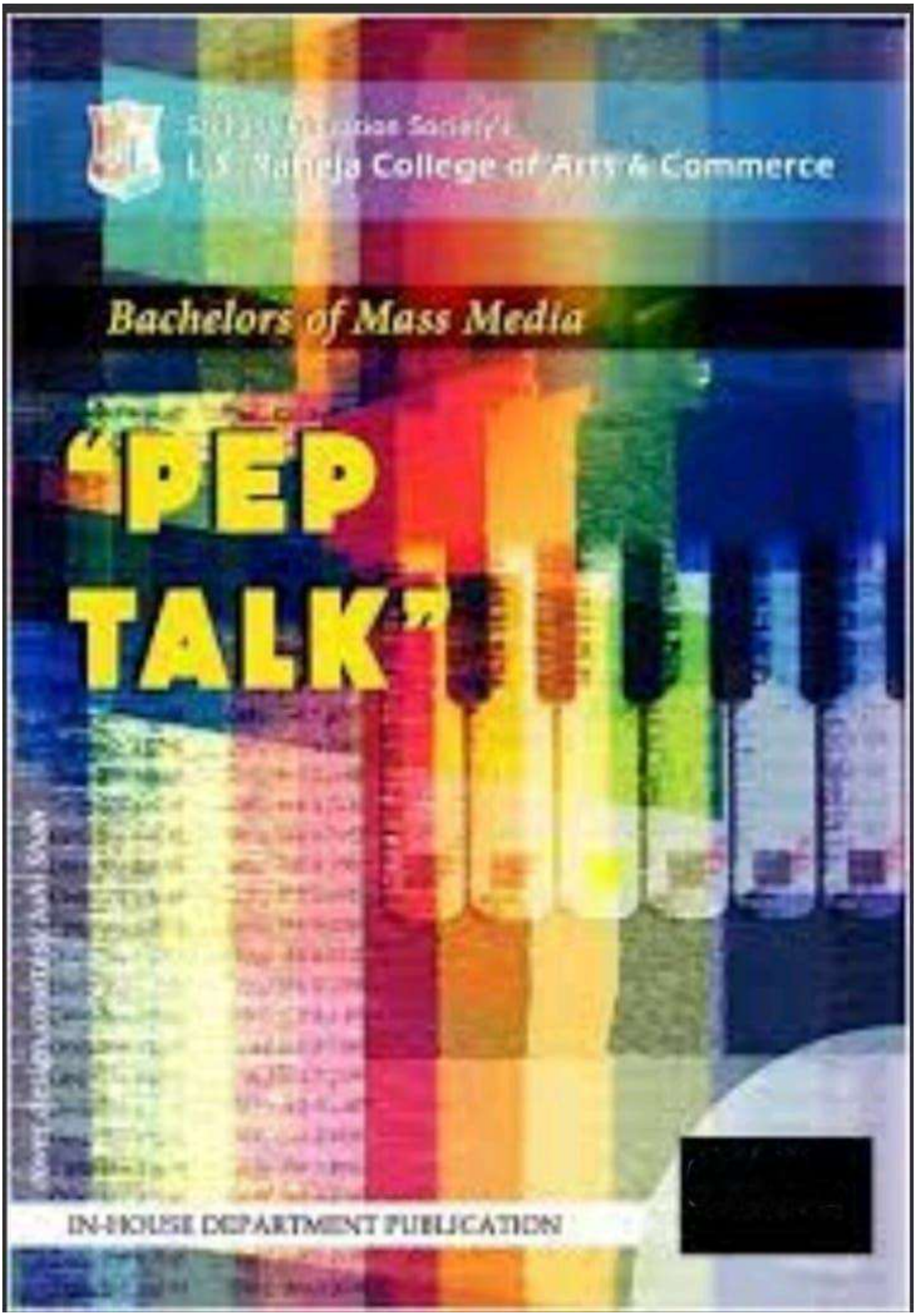
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ISSUES IN ADVERTISING

Ms Radhika Laghate

Advertising is a means of promoting a product or a service. It is a method used to reach the right audience willing to pay for a service or a product.

Before advertising, and trying to succeed with the target audience, one must consider the following factors:

- Gender
- Age
- Location
- Psychological Behaviours

Some of the ways one can advertise –

1. **Traditional Advertising**: Newspapers, TV, and Radio
2. **Online advertising**: social media, websites, blogs
3. **Outdoor Advertising**: Billboards, Train Stations, Sides of Cars and Trucks, Airport Kiosks.
4. To persuade the customer to purchase a product or a service, it is important to present ads creatively.
5. **Headline:** The headline is the most important part of an advertisement. It compels the target audience to be interested and read an advertisement.
6. **Body:** Here the benefits and features of a product are highlighted. Hence, it is considered an important part of an ad copy.
7. **Image:** An image is the most influential part of an advertisement. It is best to include an image or an illustration of the product. The image should be as clear and attractive as possible.
8. **Call-to-action**: At the end of an ad, you'd want the consumer to take an action, which is to visit the website and sign up with an email address.

There are, however, mistakes that advertisers make while creating an advertisement

- Puffery
- Shock Ads
- Subliminal Advertising
- Weasel Claim
- Surrogate Advertising

Puffery

In simple terms, "puffery" means an exaggeration. It's all around us: the best coffee in the world tastes better and looks better. Puffery is considered legal, it only becomes illegal when it crosses the boundaries of false advertising.

It first originated in 1893 within the English Court of Appeals, where a manufacturer promised to pay the customer £100 if he contracted flu after using their product. This promise turned out to be false, and the customer sued the company for it.

The manufacturer stated that the ad was a "puff" and was not meant to be taken seriously. The court eventually did not accept this statement. It was later, legally considered that some advertisements should not be taken literally.

Shock Ads

This form of advertising is often aggressive and intended to startle or shock the customer using explicit imagery or words. Sometimes, they can offend people's sentiments or religious views.

Shock advertisements increase viewers' attention, make ads memorable, and are effective in achieving a response from a customer.

In certain instances, it is also to bring awareness to a public service issue, a cause, or a healthcare issue.

Subliminal Advertising

These are messages that the conscious mind cannot understand, instead targeting the subconscious part of the mind. In advertising, these messages are often used to heighten the persuasiveness of products or services.

Subliminal messaging was first introduced by James Vickery. Later, Vance Packard introduced subliminal messaging in his book, "The Hidden Persuaders." The book said that Coca-Cola had used subliminal advertising in cinemas to persuade customers to buy drinks and popcorn. This was later discredited.

True subliminal messages cannot be understood by the conscious mind. This is because stimuli around us cater to the things we see and hear around us, which are above our conscious perception, unlike subliminal messages, which are below our conscious perception.

amazon.com®

Weasel Claim

The weasel claim is made with weasel words that make a bold claim, such as "help," "refreshes," "fights," "strengthens," and so on.

Words and imagery play an important role in the world of advertising. In certain cases, that attracts legal trouble. Weasel words enable advertisers to demonstrate the superiority of their service or product over another product through their claim.

In advertising, the claims or shock elements are not always part of something negative. At times, they have positive messages. And they are not limited to only advertisements, they are part of songs, movies, and books. Hence, it is the responsibility of the advertiser to avoid making claims that could attract legal attention and a loss of trust from the customer.

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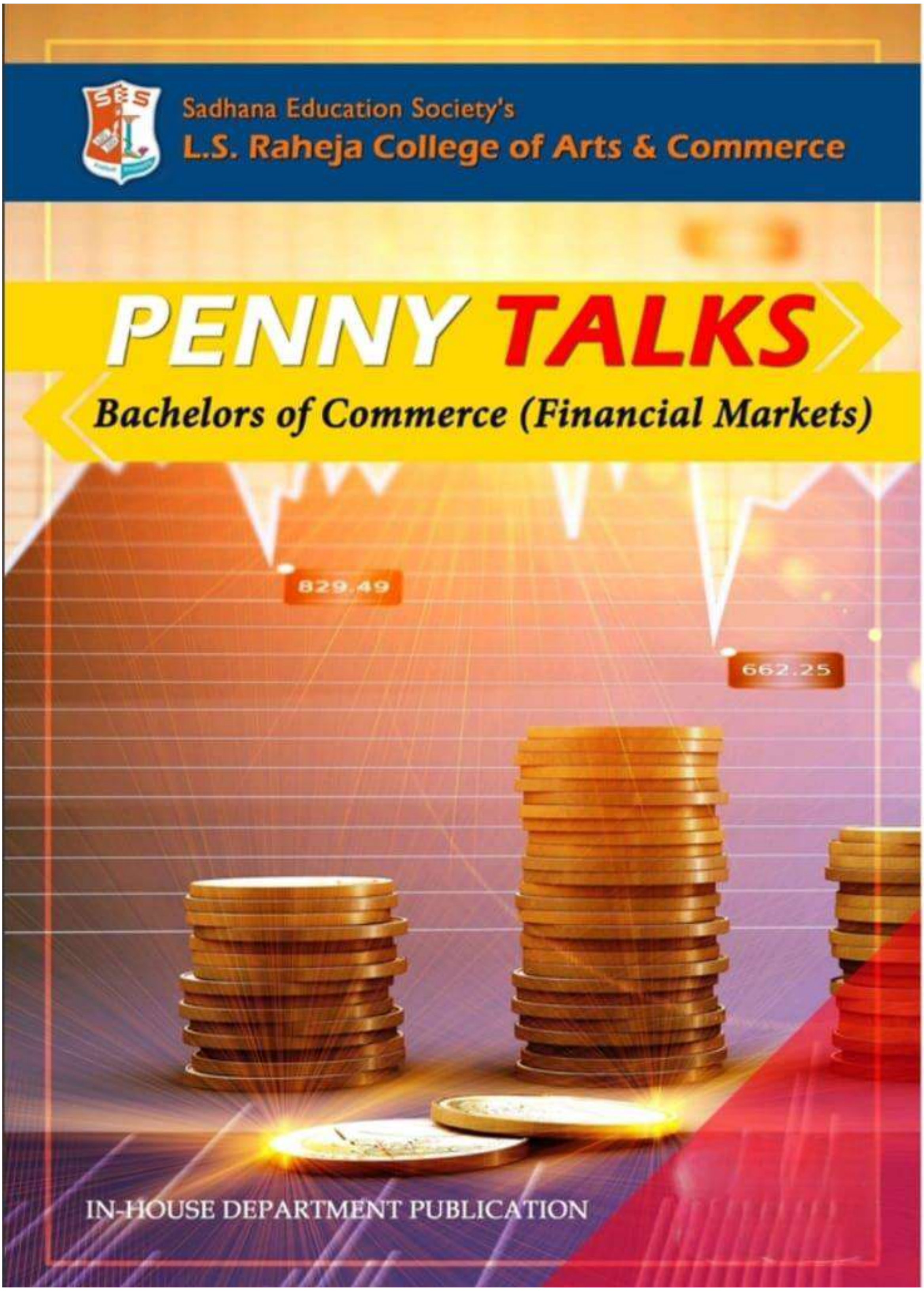
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THE CENTRAL BANK DIGITAL CURRENCY

Ms. Shiksha Mishra, SYBFM
Mr. Shivam Pandey, SYBFM

Central bank digital currency (CBDC) released by RBI on 7th October 2022. CBDC is defined by the RBI as a legal form of paper currency that takes place in digital form. The underlying value of this CBDC will be based on paper currency itself and can be exchangeable with existing currency.

It is the same as flat currency and is exchangeable one to one with the flat currency. Only its form is different. RBI concern towards crypto currency which do not have any underlying value and are just speculative in essence, RBI makes CBDC easily traceable and will provide direct exchange method.

CBDC can be classified into two types -

1) **CBDC -R -** available for use by all private sector, non - financial consumer and business
2) **CBDC -W -** for selected financial institutions.

Motivation for issuance

- Above many motivations the followings are the main motivations for the issuance of the CBDC. Firstly, with the digitalization of the e commerce there also grew a need for a new acceptable digital currency other than the paper currency which would ease the trade and e-commerce to a very large extent.

- Secondly, there are certain countries which favour physical barriers when it comes to movement of cash for trade purposes, with the introduction of CBDCs this hindrance can easily be eradicated.

BENEFITS OF CBDCs-

1) Enhance transaction efficiency- countries like China, USA, Russia has efficient way of inter currency transaction.

2) Easier policy implementation and regulations- In a CBDC environment, all transactions can theoretically be monitored using data analytics and AI to quickly identify banks that are failing or participating in questionable transactions.

3) Increase transparency and efficiency- It will be based on Blockchain technology, allowing for real time tracking and ledger maintenance.

RISKS INVOLVED WITH CBDCs-

1) Data risk -Central Bank could potentially end up handling and enormous amount of data regarding user transactions.

2) Cyber -Elevated cyber security risks, vulnerability testing and costs of protecting the firewalls.

3) Cost - Faster obsolescence's of technology could pose a threat to the CBDC ecosystem calling for higher costs of up gradation.

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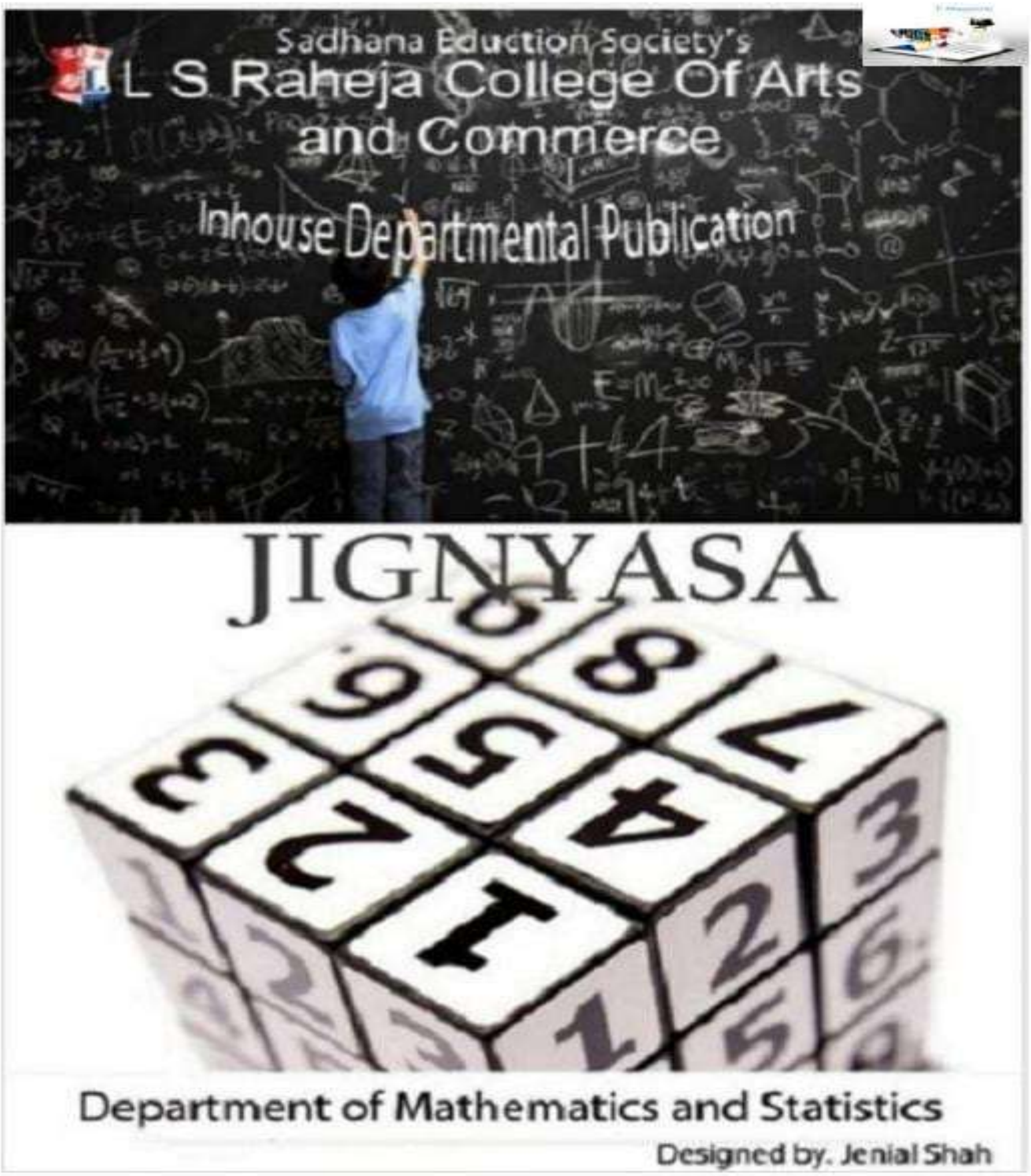
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Toxic positivity

Ms. Vijaylaxmi Shetty

Ms. Yukti Mistry Syba

But here the question is how positivity can turn to toxic positivity? "When positivity is used to invalidate, deny or silence the human experience, it becomes toxic," It's like watering the plant in the situation like flood and saying that watering the plant is essential.

We should let our mind states to grow naturally, not to just bombard with all the things we want. Even though a positive mindset is generally more preferable than a negative one, there's also a dark side to the 'positivity culture' we see nowadays. That's why we can also say this as the shadow of toxic positivity. The tricky part of such a position is that a positive mind state and the experience of happiness is indeed more preferable; but by rejecting and disapproving of what is our current situation - i.e. grief, sadness, anger, etc - our current mind state will not be good at their terms. The only thing we can do is creating certain conditions in which we're more likely to become happy. Rejecting either good or bad means rejecting half of the actual thing.

What is toxic positivity?

"Toxic positivity is the refusal the see the negative while solely(only) focusing on the positive. 'Instead of facing reality as it is, it Chooses rather a fake-it-till-you-make-it attitude, artificial smiles, and brushing anything undesirable under the carpet' "There's nothing wrong with trying to make the best of every situation, but making the best of it is different than accepting the situation as it is and doing the best you can with it, whereas toxic positivity is avoidance of the fact that we're in a really bad situation."

This avoidance reaction, which involved doing everything possible to avoid experiencing negative emotions, is often amplified by the people around us. the ability to live with our emotions is essential. Suppressing or avoiding them does not solve anything. In fact, trying to avoid negative emotions at all costs does not bring about the desired effect — on the contrary, the emotions tend to return more often, and more intensely. Negative emotions are a product of human complexity and are as important as positive ones.

Think of it as having "too many scoops of ice cream, It's really good and it even make you feel better, but you can overdo it and then, it can make you sick.

(Constantly insisting someone to eat chocolate with the thought of it being a serotin boost.) Google Trends shows that searches around this term increased worldwide in the summer of 2020, and it's still tapped into the search bar at a much more frequent rate than in the years before Covid.

There are certain sign of people shows who have this kind of positivity. They are

•Signs

Hiding/Masking your true feelings

Feeling guilty for feeling what they feel

Shaming others for expressing frustration or anything other than positivity

Brushing off things that are bothering you with an "It is what it is" brushing off someone's concerns by saying, "it could be worse" "others have worse than you" that is not how you console people. People who feel pressure to smile in the face of adversity may be less likely to seek support. Toxic positivity encourages people to ignore these challenges and focus on the positive.

•Why It's Harmful

Toxic positivity can actually harm people who are going through difficult times. Rather than being able to share genuine human emotions and gain unconditional support, people find their feelings dismissed, ignored, or outright invalidated.

1. **It can cause shame for an individual and make them feel unacceptable** this approach can destroy communication and the ability to solve problems as it demands positivity from people regardless of the challenges that they face, potentially silencing their emotions and deterring them from seeking social support.

(When someone is going through rough patch, they need to know that their emotions are valid. Toxic positivity tells people that the emotions they are.)

2. **It causes guilt by sending a** message that if you aren't finding a way to feel positive, even in the face of tragedy, that you are doing something wrong.
3. **It avoids authentic(genuine) human emotion:** Toxic positivity functions as an avoidance mechanism. When people engage in this type of behavior, it help them sidestep emotional situation that make them feel uncomfortable. When we feel difficult emotions, we then discount, dismiss, and deny them.
4. **It prevents growth:** It allows us to avoid feeling things that might be painful, but it also denies us the ability to face challenging feelings that can ultimately lead to growth and deeper insight.

•How to avoid getting in trap with toxic positivity?

1. **Manage your negative emotions, but don't deny them** as they can also provide important information that can lead to beneficial changes in your life. (Negative emotions can cause stress when unchecked it leads to uncomforting)
2. **Be realistic about what you should feel.** When you are facing a stressful situation, it's normal to feel stressed, worried, or even fearful. Don't expect too much from yourself. Focus on self-care and taking small steps that can help improve your situation.
3. **It's okay to feel more than one thing.** If you are facing a challenge, it's possible to feel nervous about the future and also hopeful that you will succeed.
4. **Focus on listening to others and showing support.** When someone expresses a difficult emotion, don't shut them down. Instead, let them know that what they are feeling is normal and that you are there to listen.
5. **Start taking notes about how your thoughts, feelings, and actions triggering a direct physical reaction. The physical-emotional connection is critical for us to recognize so that we can figure out what exactly is going on inside of ourselves and so we can take immediate action.** (Allow yourself to freely write everything that doesn't feel right about emotionally-charged moments you are experiencing. By writing down our inner thoughts and expressing our inner voice on paper, it sometimes allows us to intuitively figure out what's really going on inside ourselves. If you are experiencing an overwhelming sense of negative emotions you can't seem to shake off, start investigating what exactly is going on inside your body. Grab your journal)

6. Give yourself permission to feel your feelings. (Instead of trying to avoid difficult emotions, give yourself permission to feel them.) This doesn't necessarily mean that you should act on every emotion that you feel. Sometimes it is important to sit with your feelings and give yourself the time and space to process the situation before you take action.

-“We judge ourselves for feeling pain, sadness, fear, which then produces feelings of things like shame and guilt,” “We end up just feeling bad about feeling bad. It actually stalls out any healing or progress or problem solving.”

-Desperately wanting to feel happy can leave people experiencing what calls as a “meta-emotion,” or “an emotion about an emotion.” meta-emotion is often disappointment because you aren’t as happy as you want to be.

-As Swiss psychologist Carl Jung stated: everyone has a shadow. (Toxic positivity) this approach of positivity going out of its limit is a recipe for creating a thick, dense shadow, that come as all the undesirable traits that you're not supposed to have, because you must wear the mask of happiness all the time, all your sadness and grief and anger, and other emotions that you can't show because you're forced to be "positive"! We are kicked down into the darkness of the unconscious; creating a monster that will come to the surface when you least expect it. “Toxic positivity is an attempt to force happiness by rejecting any form of undesirable aspects of certain events, but true positivity is adopting a positive attitude towards these events, while accepting the negative aspects at the same time.” It's the middle way of being positive while leaving room for negative emotions as well and fully accepting that we're sad. I mean: how can we possibly help people when we deny them at the same time? Instead of saying to someone: "you'll get over it", we could say like: "I understand it's a difficult situation. But you've coped in the past, you've always coped, and I'm certain that you will cope this time. If there's something I can do for you, please let me know." So, here by replacing toxic positivity with true positivity, we leave room for people to feel what they feel.

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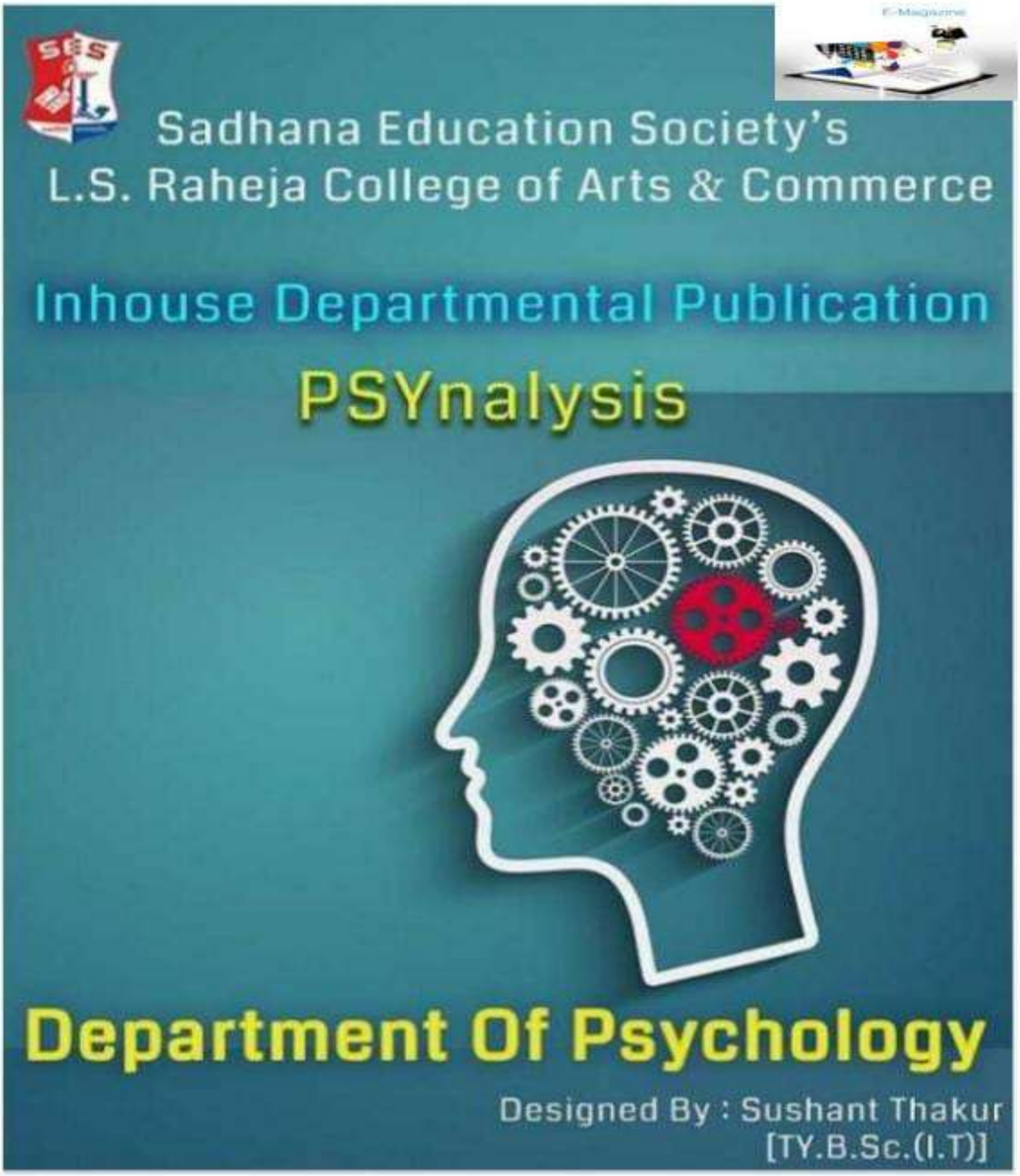
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Dissociative identity disorder:

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Dissociative identity disorder is a severe form of dissociation. Dissociation is a mental process that results in a loss of connection between a person's ideas, memories, feelings, actions, or sense of identity. It is hypothesized that a number of circumstances, including possible traumatic experiences by the condition's sufferer, contribute to dissociative identity disorder. It is considered that the dissociative feature is a coping technique; the person figuratively disconnects from or dissociates from a scenario or experience that is too traumatic, violent, or unpleasant to absorb with their conscious self.

Multiple personality disorder (MPD) was a new description of psychiatric illness that quickly and in an unusual way for new diagnoses of psychiatric illness, joined the clinical mainstream.

MPD as it is portrayed in the media:

The initial clinical descriptions of MPD soon attracted public attention. Around the turn of the century, when there was a great deal of public interest in multiple personalities, many magazine stories and books were written, some of which were based on genuine events, but the most were pure pulp fiction. Miss Beauchamp, the well-known MPD patient of Prince, was the subject of a popular Broadway play.

In the form of personal accounts or as a story device, MPD continues to be a source of popular intrigue on television. Numerous accounts from the first person. In the last ten years, a number have been written, some of which were made into television movies. According to survey data, the majority of laypeople conflate MPD with schizophrenia, a condition that is often viewed as undesirable. There is no proof that popular accounts of MPD produce any more suggestive identification than mass media portrayals of other mental disorders.

Sybil (2007):

Directed by Joseph Sargent, the 2007 television movie "Sybil". The two main characters in this drama were portrayed by Jessica Lange and Tammy Blanchard. The 1973 novel "Sybil," which was based on the true events of Shirley Ardell Mason, a woman who suffered from multiple personality disorder, served as the basis for the movie. Sargent delayed the release of his movie by 25 years in order to show how the main character's mental condition crept up on him gradually. In fact, "Sybil" emphasizes the necessity of prompt professional care in the case of multiple personality disorder while outlining the dangers that may result from delaying assistance.

The storyline of the movie centers on Tammy Blanchard's character Sybil Dorsett, a Columbia University student who struggles particularly with her academics. Sybil is referred to Doctor Cornelia Wilbur (Jessica Lange), a licensed psychiatrist, to help her deal with her troubles. At first, Sybil is given care based on the doctor's colleague's initial suspicion that she is exhibiting signs of female hysteria.

" You suffers from something we call briquet's syndrome, its a women's disease.The Greeks ascribed it a wandering uterus sometimes called "hysteria" you suffer from amnesia, severe headaches physiologically, so I suggest a course of psychoanalysis. That doctors use drugs and hypnosis all kinds of things to get you to say."

Nevertheless, Sybil encounters memory loss and blackouts, and her condition quickly gets worse. Doctor Wilbur took concern about these symptoms right away and decided to examine her patient more thoroughly. Unsettling incidents from Sybil's past come to life as the origins of her illness are shown to date back to her early years. It became clear that Sybil's mother had dementia and had been verbally and physically abusive to her. Even after her death, the mother continued to have a considerable impact on Sybil's mental health, which caused personality fragmentation.

<u>The Plot:</u>

Sybil exhibits signs of multiple personality disorder as the plot develops, and she begins to have sixteen different identities.

"*Victoria, Seed, Maria,Peggy ,Vany...."*

"How many are there?"

"16"

Victoria, a French woman, is portrayed as the leader among these personalities, which is why she remains in control of Sybil's interaction with Doctor Wilbur and refers to herself as the shepherd of Sybil's identities.

"*Dallies are mostly Andy and Peggy I'm afraid and are very shy you probably won't meet. Me show you Mary. Marry yes, very sweet girl but quite neurotic. I am the Shepherd. I communicate and control when they come out. Example Peggy knew whom you've met, including anger and mathematics."*

"We've met, I'm Mary Lucinda Dorsett. I named it after our grandmother. Ruthie, the one who attacked you. She's only six years old."

The Doctor connects The patient's illness is linked by the doctor to her late mother's influence and childhood trauma. At the same time, Wilbur's coworkers add fuel to the fire by raising questions about the Doctor's role in Sybil's condition. They contend that Wilbur may have exerted undue pressure on her patient, leading to the development of multiple personality disorder. The Doctor tries to get to the bottom of things while speaking with Sybil's father, who denies his wife had a negative impact on their daughter. He does, however, eventually acknowledge that he was aware of the mother's actions. Doctor Wilbur uses hypnosis toward the end of the story to change Sybil's personalities by making them the same age as the patient.

"*Ruthie is Six, Seed is fifteen, Viki is 18, They're all stuck in time."*

Consequently, they are reduced to ordinary personality quirks for Sybil, who freely acknowledges having suffered trauma at the hands of her mother.

Personal Interpretation

Dr. Connie connected MPD to physical, sexual, and psychological abuse of children. As our profession becomes more aware of this abuse, the importance of this etiological understanding has increased. It made the emergence of severe stress more understandable. She demonstrated how this syndrome develops as a reaction to extreme stress. Finally. She never ignored the expanding corpus of information in the biological and neurological sciences while instructing scores of men and women in the intricate treatment of these patients.

The delicate but current topic of young people getting major mental illnesses as a result of abuse as children is the focus of the movie. Sargent (2007) examines the issue via the lens of an engrossing story, conveying a message about the influence that parents have on their children's minds as well as the significance of prompt and effective rehabilitation. The plot is told quickly, keeping the spectator interested the entire time. Nevertheless, Sybil's mental breakdown is well shown, and several facets of her different personas are examined. When faced with a specific situation, Doctor Wilbur is portrayed as an accomplished psychiatrist who tries to solve the issue rather than treat the symptoms.

The movie also makes a point about how difficult it is for people to realize that their deceased loved ones may not have been as perfect as they thought. The message is given through the character of Sybil’s father, who refuses to question his wife’s love for their daughter. He cannot accept the idea that Sybil's condition was caused by Hattie Dorsett's maltreatment because he views her just as a loving mother. The difficulties Dr. Wilbur encountered in speaking with Mr. Dorsett and her own coworkers, however, also serve to demonstrate her strength. She continues on the path despite skepticism and uncertainty and is able to treat her patient successfully. Doctor Wilbur's character became the lone figure who did not question Sybil's background of abuse since he was the only one and the director’s way of showing the importance of trust in her therapy.

She contends with her more traditional coworkers who did not do a more comprehensive assessment of the situation and attributed Sybil's problems to a simple instance of female hysteria.

“ No Such thing its multiple personalities. The diagnostic manual doesn’t even mention it. It's a brilliant hysteria who suffers on occasion from psychogenic fugue and happens to be conscious of it. Colonel what hysteria is a women’s problem...."

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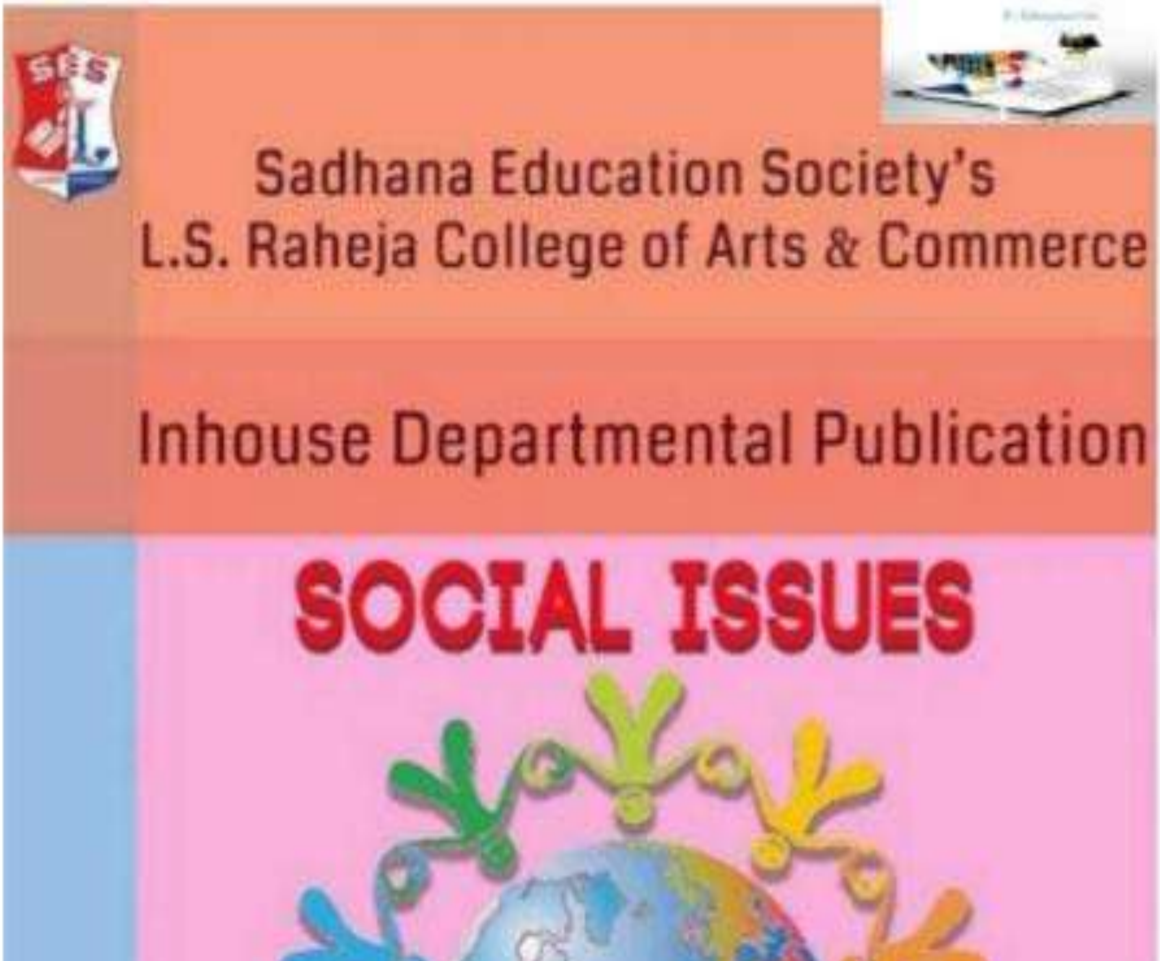
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Researcher or Spy?

Binson Thomas Koduvelil

The term research sounds very "academic", doesn't it? Scientists studying some phenomenon and professors with doctorates presenting their proven theories in expert conferences, are what one imagines on hearing the word 'research'. However, contrary to popular misconception, research is not merely confined to academic investigation, but, as the word suggests, also to the search for information on a wide range of subjects. Research is investigation, truth-seeking, and the quest for finding answers yet unknown and undiscovered. However, the quest for knowledge must not be left unscrutinized. The intent, motives and purposes behind the study of a subject determine the legitimacy and ethicality of the same. One may seek information to help solve humanity's problems and the other may seek it to create problems. The same scientific knowledge that helped generate electricity through nuclear reaction, helped create nuclear bombs that led to devastation. Therefore, it is crucial to examine the motive behind knowledge production and also to be reflexive about one's own application of the knowledge thus created.

Social research, the study of social beings and institutions, aims at understanding human life and providing solutions to social problems. However, the information thus collected can also be used to control, dominate and subjugate the subjects whose information the researchers document. The databases that governments and private corporations create for efficient governance and administration of services, can be used by fraudsters to scam the public and cause them monetary, and even, physical harm. Social researchers therefore have an ethical responsibility to be reflexive of their own intentions and motives for documenting people, their life and their actions. In a rush to get one's own name known and to achieve one's target of publications, one should not sacrifice their research ethics and values. The social researcher should not betray the people they study, by propagating a distorted image of their reality that appeases and reflects the dominant ideologies in society. Social research should not be for the domination and subordination of the individuals being studied. Instead, it should be for the protection and promotion of the interests of the people.

There are various disciplines within the social sciences and different ways of conducting research. Quantitative research methods evolved as a result of perceiving social sciences as similar to the natural sciences. Natural sciences aim at studying objects that lack agency, and are external to the researcher. To be precise, natural science does not make value judgement about reality, it only documents and understands what the natural world is. Natural science studies nuclear reaction but does not make value judgements whether a nuclear bomb should or should not be made. Thus, telling what is, not what ought to be. Such value neutrality is impossible in the social sciences. As the very subject of inquiry in social science is a human being, a conscious agent who applies meaning to their actions. Every aspect of human life and social interaction is laden with moral and ethical questions which make all social inquiry a matter of value judgement. One cannot study poverty and economic inequality without addressing ethical and moral questions in their research. This awareness led to the development of interpretive research methodologies that emphasized on the subjective experiences and self interpretations of the very individuals and communities being studied by the social researcher. Phenomenology, ethnomethodology, ethnography, dramaturgy and several other "gies" emerged in the pursuit of including the subject's voice in social research. All the above methodologies have one thing in common - the emic perspective. Emic perspective, meaning insider's view, is to be achieved through participatory observation of the said individual or community's social events. Thus, research conducted through the emic perspective helps in studying the people's interpretation of their own practices by posing as one of their own. Participatory observation is beneficial for the research as well as the society being observed as it prevents any possibilities of misunderstanding and misinterpretation of their practices. Such an unbiased understanding, not only of the meanings of their practices but also their needs and problems, will facilitate socio-economic development and upliftment. However, the very features of social research that make it beneficial can turn harmful depending on the intent of the researcher and the motives of the research. An ethnographer who tries to document a culture from the insider's perspective, has the trust of the people being studied who believe the research will result in their benefit. However, if the researcher has an ulterior motive, like the colonial ethnographers trying to gather evidence to aid their civilizing mission, the research findings may end up causing harm to the subjects. Biased research and misreporting of observations may also lead to the furthering of stereotypes, intergroup conflicts, implementation of harmful policies, further leading to issues like displacement, unemployment and other socio-economic crises.

Therefore, a researcher must be reflexive of their intentions and motives while conducting research and should ensure that oppressive social structures, practices, and policies are not legitimized as a result of their research. Subjective, interpretive and inclusive research may end up as mere pretension if one does not keep their own intention under scrutiny. The intent and purpose behind the social research one undertakes determines whether they are a researcher or a spy.

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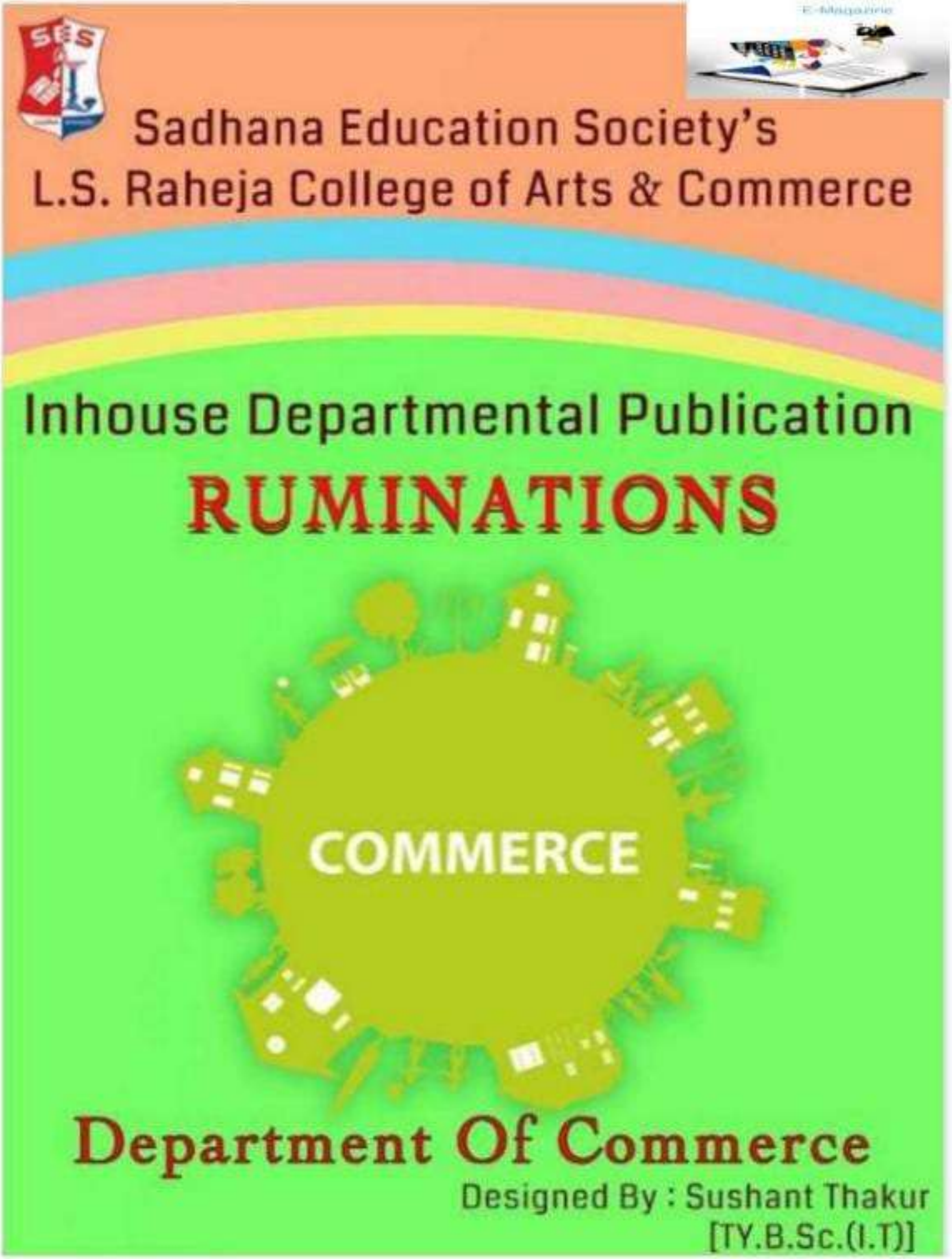
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FAILURES OF BRAND IN INDIA

Akanksha Bist (Ty B.Com)

In 2022 Indian economy is the third largest economy in Asia with the annual GDP growth rate of **7.2%** and fifth largest in the world and a country of billion plus population as a large and healthy middle class making it an alternative consumer market. Indeed, India is the world's largest market for manufactured goods and services and a profit-making market for businessman. However, some popular brands and other brands were unable to make a mark on Indian consumer which cause failures of brand in India.

In this article we will discuss few Indian Brands all together who failed to impress consumer and why?

- **Bisleri Pop**

  Bisleri is a popular brand in the bottled mineral water segment in India. Apart from mineral water, Bisleri too tried hand in flavored cola in the year **2015-2016** like Pina Colada, Spyci, Limonata, Fonzo.

  The product got lack of acceptance by customers and Bisleri withdrew them from the Indian market.

- **Nokia Brand Failure**

  The Finnish company Nokia reached its finishing point in 2014 when it was sold to Microsoft. Although, the use of its name in technologies and branding still continues, but the Nokia we knew is now no more. Having been the industry leader for a long time almost all across the globe, Nokia's sudden nose-dip into failure was a mystery for many.

  Nokia Corporation started with products like paper items, bicycle tires, rubber boots and various other electronic items before getting into mobile phones. For 14 years straight Nokia was the largest global mobile phone maker.

  Although the failure of Nokia was global, many argued that it started with losing its grip in the Indian market. Rightly so, it seems, because Nokia was the biggest name in India when it came to mobile technologies and also the reason behind many firsts, in the country.

  The first phone call through a cell phone in India was made on a Nokia mobile in 1995. The first camera phone, business phone and even a torch phone were all launched by Nokia in India. The invention of the ever-so-popular Snake-game and the Sare-jahan-se-acha ringtone are both accredited to them. So, basically, Nokia was everywhere and was the definition of mobile phone in India

- **Why did it Fail?**

The reason for their failure can accurately be summed in two A's – Apple and Android. Apple and Android crushed Nokia. Relying only on Symbian operating systems, Nokia failed to adapt early to the software shift in the market and concentrated only on producing better hardware. They also overestimated the strength of their brand and assumed they will be able to catch up quickly even if they started late. With Samsung expanding base in India and investing heavy in Research & Development, and with the launch of the iPhones and iOS, along with increasing purchasing power in the country, it didn't take time for the crowds to move on and forget about Nokia.

- **General Motors**

One of the world's largest car makers, General Motors (GM), re-entreated India in 1994 (after leaving in 1954) as well. After 21 long years in the country, the company decided to stop selling vehicles in India in 2017. Reason? No profits, of course. During all these years, General Motors' market share never went up to double digits in India

- **Why did it fail?**

Primarily, bad networking and several structuring issues were the reason behind its shutting shop in India. The company was known to be struggling with various management issues, which contributed hugely towards this failure. In 21 years, GM India had 9 different CEOs with an average tenure of only 2.5 years. Meanwhile, Maruti, for example, is still on their 5th CEO in over 35 years of operations in India. CEOs at GM could never really focus on building a strong network, presence, or any strategy, as internal conflicts and problems continuously surrounded the brand.

Further, launch and withdrawal of products were rather frequent with General Motors, which also led to the lack of a long term reputation, which can arguably be said to be a must for the automobile industry.

This inconsistency, outdated practices, lack of trustworthy reputation, and the failure to sense the Indian market, led to the demise of operations for General Motors in India.

Conclusion

- Learn – Do your homework. Every business operates on some principles of operations; some general and some industry specific. You can learn about everything that is required to know about managing your business here.

- Research and adapt – Market research and careful survey is absolutely necessary for any business and helps in assigning realistic goals and making necessary changes. The importance of adapting in accordance with the research that even the smallest detail can be used to verify their identity.

- Don't underestimate (or overestimate) – Being truthful to your company and its standing is the biggest gift you can give to it. From the many examples above, you must realize that underestimating your competition or overestimating your strengths are some of the first anti-business practices. Kellogg's underestimated its local competition, Nokia overestimated its market stature. Results?

- Consumer is king – Changing regional dynamics and consumer behavior in different cultures can make it really tough for even the biggest businesses to understand and adapt to. Nevertheless, if one is willing to treat customers as the kind and keep their wants and expectations at the top, the going can get a lot easier. This is also a must for any brand who wants to succeed in India, or any other countries.

What is Web 3.0 and what to expect from it? The Future of the Internet

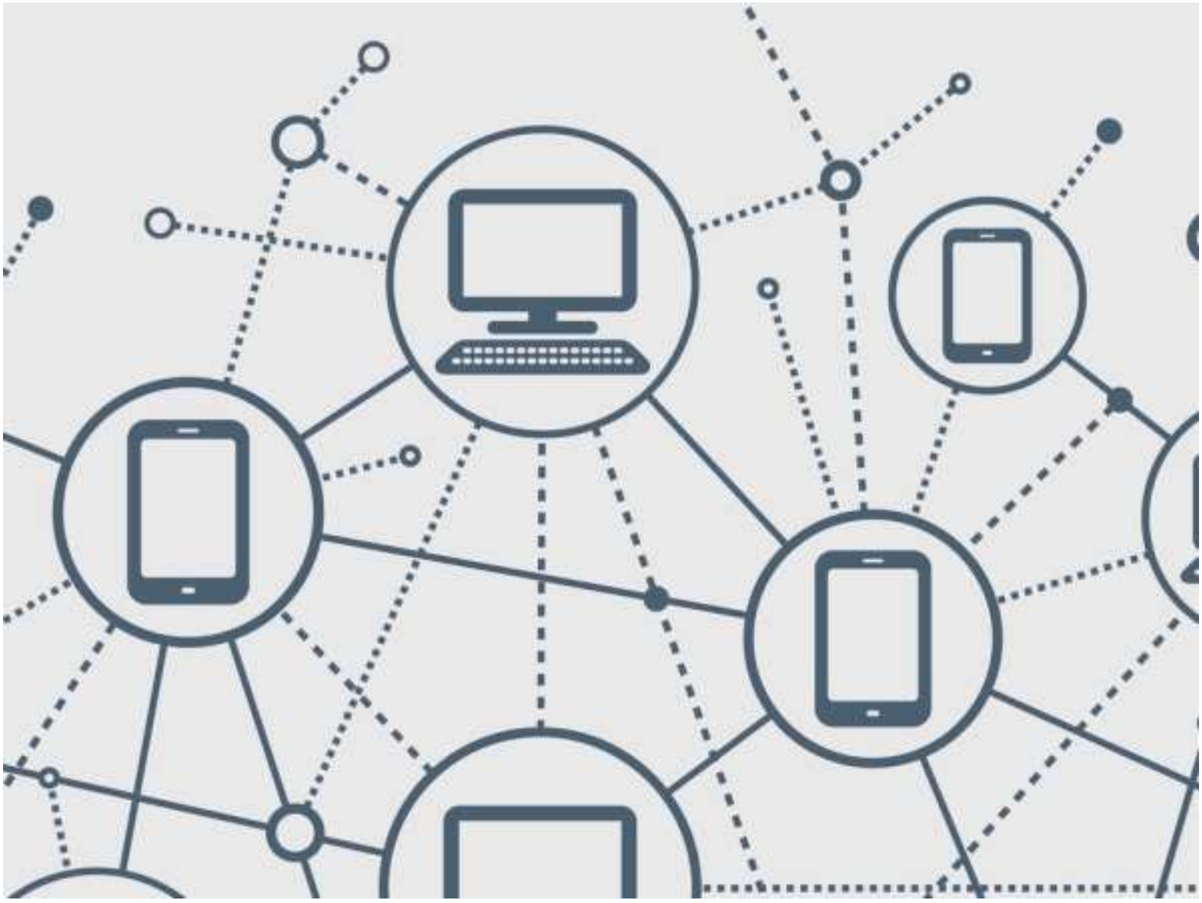
Jash Swaroop Kumar Patel (Ty B.Com)

Web 3.0 represents the next iteration or phase of the evolution of the web/Internet and potentially could be as disruptive and represent as big a paradigm shift as Web 2.0. Web 3.0 is built upon the core concepts of decentralization, openness, and greater user utility.

What Is Web 3.0? The Future of the Internet

Web 3.0 is the latest Internet technology that leverages machine learning, artificial intelligence, and blockchain to achieve real-world human communication. The icing on the cake is that web 3.0 not only allows individualsto own their data but they will be compensated for their time spent on the web. Sound too good to be true? Welcome to the future of the Internet.

Web 3.0 represents the next iteration or phase of the evolution of the web/Internet and potentially could be as disruptive and represent as big aparadigm shift as Web 2.0. Web 3.0 is built upon the core concepts of decentralization, openness, and greater user utility.



Decentralization, openness, and incredible user utility are the defining characteristics of web 3.0.

The idea behind using the semantic web is that it understands and interprets thecontext and concept of the data. Therefore, when a user searches for an answer, web 3.0 delivers the most accurate and relevant result to the end-user.

Google, Facebook, and Microsoft are just a few of the few firms currently profitinghandsomely from user data. "People have been abused by tech corporations — essentially, fooled into giving valuable data away with little or no recompense from the firms who collect and benefit from it." Web 3.0 will enable all of us to getcompensated for our time and data: People should be paid for the data they share instead [with web3]."

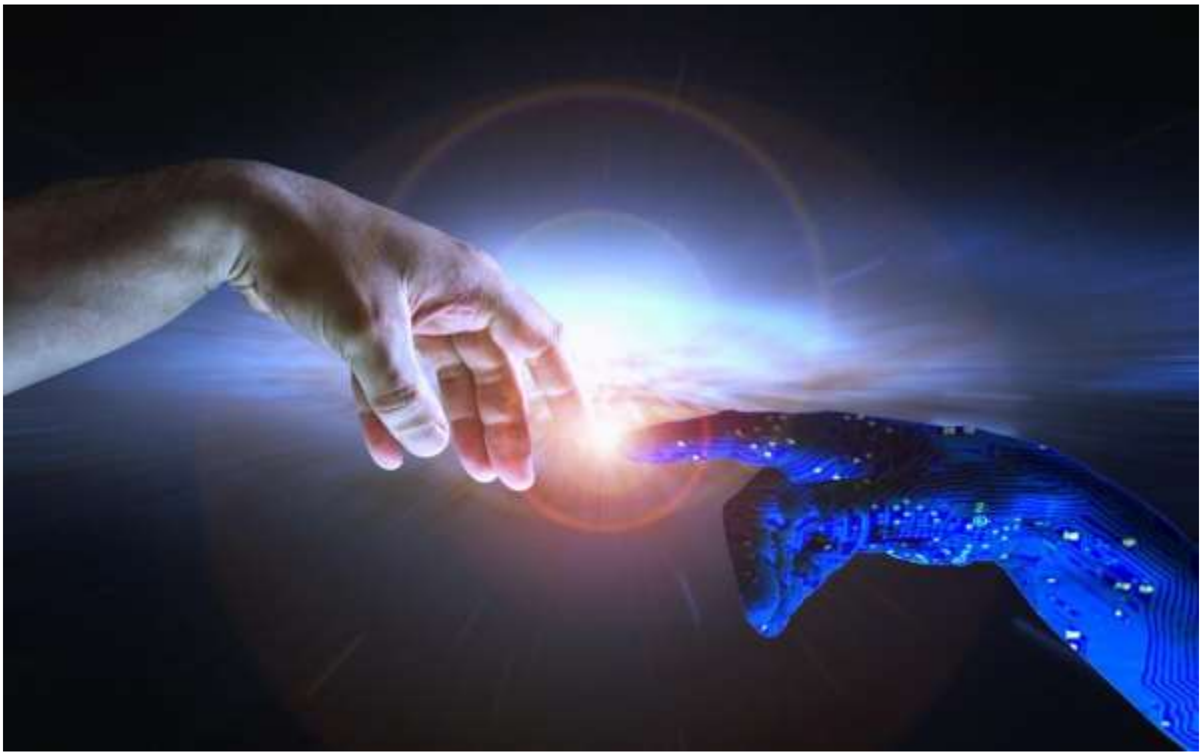
This means that users will be able to sell their own data to advertisers while still retaining ownership and data privacy.

As a result, the third generation of the Internet will be one in which you may haveindividualized interactions with machines and websites in the same way that you would with any other huma

Key points of Web 3.0-

Open - It's 'open' in the sense that it was created using open-source software by apublic and accessible community of developers in full view of the public.

Trustless and Permissionless — The network allows users to engage openly andprivately without the need for an intermediary, thus providing "trustless" data.
Anyone, including users and providers, can participate without a controllingorganization's authorization.



Artificial intelligence and machine learning - Artificial intelligence (AI) and machine learning: In Web 3.0, machines will be able to understand the information in the same way as people do, thanks to Semantic Web concepts andnatural language processing technologies. Machine learning will also be used in Web 3.0, which is a branch of artificial intelligence (AI) that combines data and algorithms to mimic how humans learn while continuously improving accuracy.
These capabilities will allow computers to provide faster and more relevant resultsin a variety of sectors, such as medication research and novel materials, as opposed to the current focus on targeted advertising.

Ubiquitous - Web 3.0 will make the Internet ubiquitous, allowing us to access it atany time and from any location. Web-connected gadgets will no longer be confined to computers and cellphones at some time in the future, as they were inweb 2.0. Technology will enable the development of a plethora of new sorts of intelligent gadgets as a result of the Internet of Things (IoT).

Berners-Lee pioneered the early development of the Internet in 1990 when hewas a computer scientist at European researcher CERN. Berners-Lee had expounded upon some of these key concepts back in the 1990s, as outlined below:

- Decentralization: "No permission is needed from a central authority to post anything on the web, there is no central controlling node, and so no single point of failure...and no 'kill switch!' This also implies freedom from indiscriminate censorship and surveillance."
- Bottom-up design: "Instead of code being written and controlled by a small group of experts, it was developed in full view of everyone, encouraging maximum participation and experimentation.

What to Expect from Web 3.0?

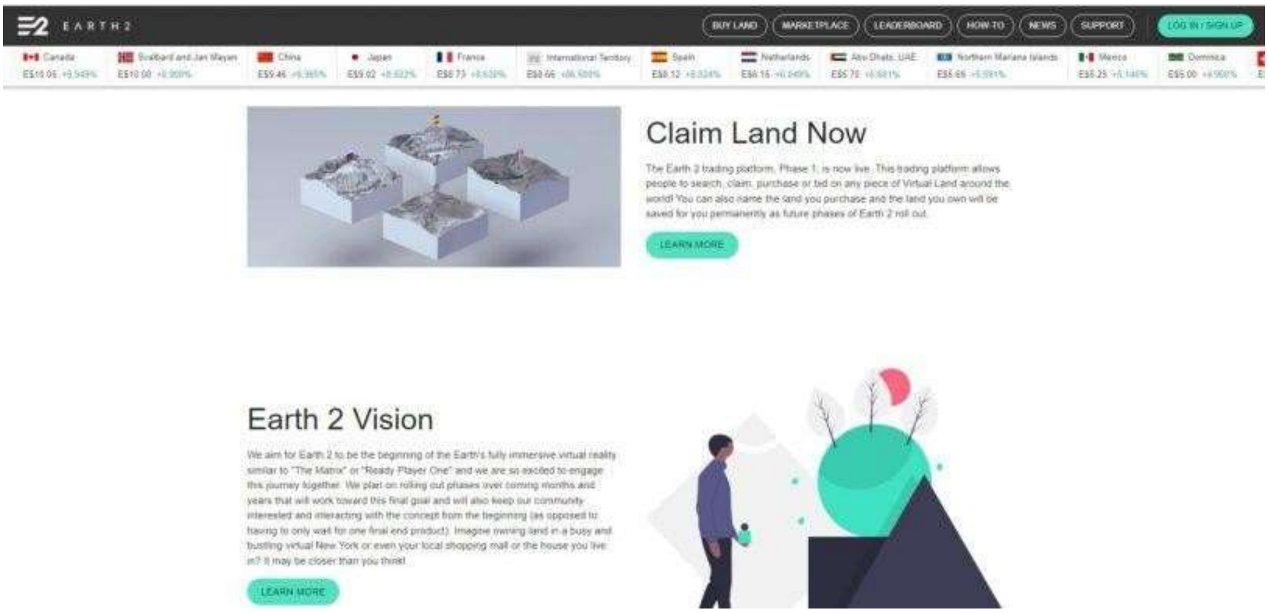
Though we are yet to witness a full transformation to Web 3.0, tech experts andblockchain enthusiasts have been making some promising predictions about how the internet in the future might look. Here are some of such interesting assumptions:

- Web 3.0 could be seen as a natural progression from Web 2.0. For example,in the same way, that developers can today mix two or more applications, consumers will be able to combine different programs and services for themselves in Web 3.0 to tailor how they use the web.

- A user nowadays can obtain information on the internet from a variety ofservers and databases situated all over the world. Amazon, Google, andMicrosoft jointly hold more than half of these data centers, which is unsurprising. Data will be stored on decentralized cloud networks and

  self-contained storage units in Web 3.0. As a result, Web 3.0 will not rely on any centralized data hubs to provide consumers with information. However, developing such a powerful decentralized data storage system is a hugechallenge in itself

- Web 3.0 will also change the way people search the internet. Personalizedadvertising and feeds are similar to what you see on Facebook and YouTube. Web 3.0's search engine will use powerful AI to provide customized results for each user depending on their tastes and needs. So, ifa meat eater and a vegan both write "Best restaurants nearby" into the search field, the results will be different based on their choices. Of course,this means that algorithms will have even more information on us.



- On Web 3.0, each user will have a unique identity that will allow them to access and govern all of their assets, data, and services without having tolog in to a platform or request authorization from a specific service provider. You'll be able to access the internet for free from wherever, and your digital assets will be yours alone.

- Users will be able to participate in a wider range of 3D scenarios in additionto experiencing the internet on a 2D screen. You could visit the 3D VR representation of any historical location you searched from anywhere, play games while immersed in the game as a 3D player, and test clothing on your virtual self before purchasing it. You'd be able to spend time in an immersive 3D metaverse where you could gather or buy virtual assets in Web 3.0. In short, Web 3.0 could provide you with more opportunities to connect with the virtual world than Web 2.0 by utilizing VR, AR, SemanticWeb, and AI altogether.

Nobody knows when a fully-fledged Web 3.0 will be available, but certain online communities, such as the Web3 Foundation, Ethereum Network, Polkadot, and others, are presently working on various projects targeted at bringing Web 3.0 tolife.

However, analysts believe that the Web 3.0 architecture will necessitate a significant increase in resources and infrastructure and that creating an ecosystem that can break big tech's monopoly will be difficult, if not impossible. With Facebook's recent announcements about moving its business to the metaverse, it's possible that we'll arrive at Web 3.0 and discover it's dominated bythe same players as Web 2.0.

Conclusion-

We're on our way to an Internet where people have complete control over their data and privacy while also allowing companies to exploit it (or not). All of this willbe made possible by blockchain technology.

As a result, from tailored search results to cross-platform development tools and the use of 3D graphics, web 3.0 will speed the honest and transparent use of user data. The internet will become more immersive and interactive in the near future.

The new Internet will be here soon! Let's embrace web 3.0 with open arm

Understanding the new era of advertising in the Metaverse

Jash Patel (Ty B.Com)

Technology has evolved at a breakneck pace. We're witnessing previously inconceivable breakthroughs. The metaverse, a unique, immersive virtualenvironment that is swiftly taking over the internet, is one of these advancements for many people. It may have initially appeared in science fiction films such as Ready Player One or The Matrix trilogy, but it is now more than fiction.

With the continuous rise of virtual reality (VR) and augmented reality (AR),metaverses are penetrating the internet. While the Metaverse isn't exactlywhat sci-fi has depicted it to be, it still continues to produce unimaginablevalue as a new computing platform.

In today's metaverse, users are represented by virtual avatars in a shared virtual world. These virtual worlds continue to expand and flourish as a result of user choices and interactions. In this way, it resembles the real world in the sense that it has no "end." It's simply a universe that continuesto grow as more people join.

The metaverse is predicted to attract a billion users and generate over $1trillion in income during the next ten years.

For companies, marketers, and advertising, this is a huge opportunity. Grayscale, an investment fund, and the crypto firm believe that the metaverse will offer new revenue streams through advertising, digital events, e-commerce, and hardware — with advertising having the lowestentry hurdles.

It is easy to envision and adopt digital advertising technology as it exists today for a VR world. The same programmatic principles can be applied, metaverse real estate could be treated as digital ad spots, and consumerdata-based targeting mechanisms are already in place.

The mechanics of user involvement and spatial layout in VR, on the otherhand, are vastly different. It'll be a jungle out there when the metaverse comes to fruition, and here's why.

What exactly is Metaverse?

The metaverse can be defined as a persistent, 3D, and virtual environmentwhere consumers can spend their time and be targeted with

brand-related content and sales enablement strategies in the context ofadvertising and marketing.

Today's closest equivalent is social media, where users check-in, communicate with their friends, family, and peer network – and areexposed to companies, advertising, sponsored content, and calls toconversin as a result of their interactions.

Social media has grown over time to include direct-to-customer storefronts where you can pay for things online and have them delivered toyour home.

Similarly, the metaverse might contain 3D "stores" where you can not only browse commercials but actually try out things before making a purchase.

What is Metaverse for Marketers?

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Similarly, the metaverse might contain 3D "stores" where you cannot only browse commercials but actually try out things before making a purchase.

How will advertising work in the metaverse?

There are two perspectives on the advertising metaverse opportunity. To begin with, it's another channel in your marketingmix, similar to having a branded mobile app, Google banner advertisements, an analytics-enabled website, and a social mediapresence (both organic and sponsored).

The metaverse, too, will have its own distinct ad forms, complete with marketing attribution, allowing advertisers to track visits andinvest wisely.

Second, the metaverse might be seen as a new storytelling medium. You can have immersive ad experiences that tell thebrand story in addition to typical advertising that appears onGoogle, Facebook, LinkedIn, and other sites.

These are the two primary ways in which advertising would workin the metaverse – but they aren't without their challenges.

What are the big opportunities for marketers in the Metaverse?

Despite that, the advertising industry is largely optimistic about the potential of virtual reality advertising. Brands will be able to **benefit from the following:**

Virtual Reality Billboards:

Virtual reality billboards will be the most common form of early metaverse advertising. They're simple to design and integrate intocurrent apps.

For example, you could be able to loom outside the window of a Horizon Workrooms-style VR workstation and see a billboard portraying your favourite food brand.

Sponsored content in social spaces:

Sponsored content will be the next to make the switch. Our socialmedia feed is a combination of organic and paid content, which may be duplicated in virtual reality environments designed for multi-party interactions. You can share ad experiences with yourpeer network instead of watching stuff alone.

Paid advertising in VR Games:

Product placement is unavoidable as more VR games are developed for the metaverse. Sponsored spots popped up to entice footfall utilizing the game's AR creatures as a lure, and thistactic was already used to great effect in Pokémon Go.

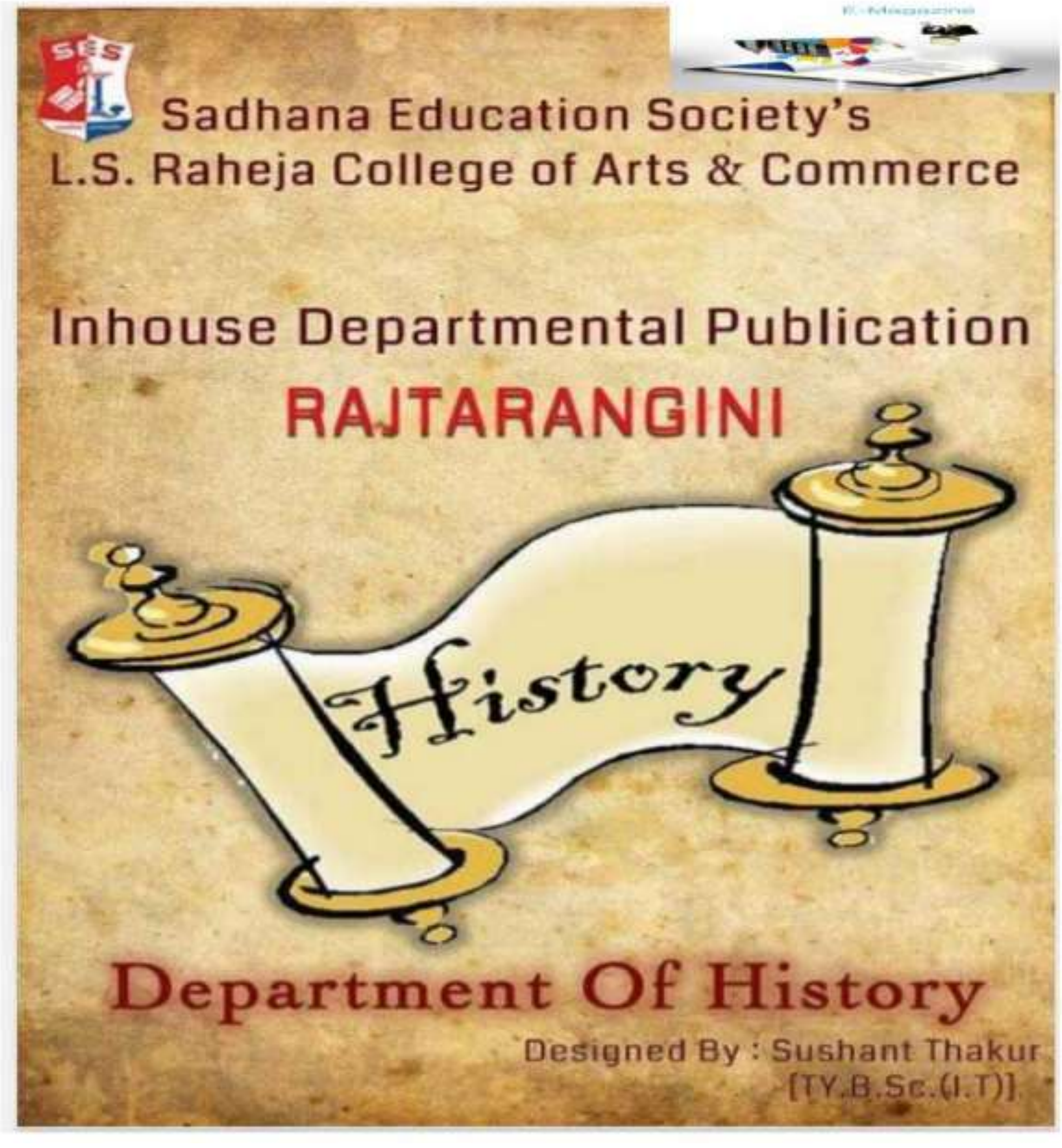
Branded components could be used to add a subtle butdetectable overlay to the game's environment.

Opportunities for a new generation of influencers to flourish:

Digital people, which are essentially AI-powered humanoid bots in3D, could be an exciting new technology in the metaverse. In thefuture, corporations may create their influencers from the ground up, revolutionizing the way ads are distributed through influencermarketing.

Native ad experiences that are truly immersive:

Finally, native VR advertising in the metaverse has the most promise for advertisers. Brands can design full-scale experiences that tell a story, allow customers to interact with their product, andultimately make a purchase – all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Unsung Women Freedom fighters of Indian National Movement

Ms. Pooja U. Yadav

India's freedom struggle majorly speaks about the supreme sacrifices by men. The contribution of women in the struggle for an Independent India cannot be overlooked. A lot of courageous women raised their voice against the British rule. Many women took to the streets, led processions and held lectures and demonstrations. These women possessed a lot of courage and intense patriotism. When men were arrested during the struggle, a large number of women came out and took part in the movement. Indian history, to a great extent, spoke of the contribution of women in the mainstream such as Matangini Hazra, Kanaklata Baruah, Tararani Shrivastav and many more.

India has celebrated its 75th Independence Day from colonial rule. Many have died and sacrificed their lives for freedom. The contribution of women freedom fighters can not be neglected. They faced various tortures, exploitations, etc. to earn freedom for us. These women spunk and determination in the face of adversity, their courage to look death in the eye, their intense love and love for their motherland; all serve the same purpose - to flare up our minds and strive for a better world but these women leaders have been long gone and forgotten. They gave selfless sacrifices and even laid their lives to see their nation free and prospering.

Matangini Hazra: Born in a village named Hogla, near Tamluk, in 1869, Matangini Hazra was an unusual woman for her time. Not much information is publicly available for her early years, but according to research available in the West Bengal government archives, she was the daughter of a poor farmer who could not afford to provide her a formal education. With no means to raise a decent dowry, she found herself married at 12 to Trilochan Hazra, a 60-year-old man from Alinan village in Medinipur. By age 18, Matangini Hazra was widowed, without any children. Following her husband's death, she began to devote herself to social causes. The Nationalist movement began to gain traction across the subcontinent in the early 1900s, and Gandhi travelled extensively across the region, raising awareness for the freedom movement. According to state government archives, Hazra was so moved by Gandhi's ideas that she became a devoted follower of the leader, earning the title "Gandhi buri." the old Gandhian woman.

Her anti-British activism resulted in her arrest, and she was sentenced to six months of hard labor, an incident that physically harmed the woman, leaving her haggard and malnourished after her release. Despite her physical condition, this Gandhian adherent returned to her social work to assist untouchables immediately after her release. She was arrested at the age of 61 for participating in the Civil Disobedience Movement and Gandhi's Salt March in 1930. Her involvement in the Civil Disobedience Movement resulted in several short stints in prison, during which she met other female revolutionaries who had also been imprisoned for anti-British activities. During this time, she became an active member of the Indian National Congress and began spinning her own khadi, following in Gandhi's footsteps.

Members of the Indian National Congress's local branch in Medinipur proposed seizing control of local government offices and police stations in the district as the first step toward achieving their goals through the Quit India Movement. In September of that year, a 73-year-old Hazra led a large procession of approximately 6,000 protesters, the majority of whom were women. The procession marched with the intention of seizing control of the Tamluk police station from British authorities.

In the ensuing clash between protesters and police, Hazra stepped forward with the freedom movement's flag in her hand, pleading with officers not to shoot at the procession. Her cries went unheeded, and British police officers shot at her three times. Despite her injuries, she marched with the freedom flag, chanting 'Vande Mataram,' until she collapsed and died, holding the flag in her hands. According to the Medinipur district government's archives, Hazra's death made her a martyr for many, inspiring revolutionaries to form their own local government in Medinipur, which lasted until it was disbanded at Gandhi's request two years later, in 1944. Matangini Hazra was not forgotten by the country to which she dedicated her entire life in the name of freedom. Matangini Hazra was the first woman revolutionary to have a statue erected in Kolkata Maidan in 1977

Kanaklata Barua:

Kanaklata Barua, the youngest freedom fighter from Assam, was born on 22nd December 1924 in Barangabari village of Gohpur sub-division of Sonitpur district to Krishna Kanta Barua and Korneshwari Barua. Kanaklata, a seventeen-year-old girl, was inspired by Mahatma Gandhi's Quit India movement. She wished to join the Azad Hind Fauz, but as a minor, she was not permitted to do so, and her dream remained unfulfilled.

In Assam, the anti-British movement began peacefully, but all of Assam's Congress leaders were arrested, and the British atrocities against the people worsened. As a result, the Congress formed a squad that engaged in subversive activities such as derailing and burning trains, attacking army outposts, and cutting communication lines.

Kushal Konwar, the then-president of the local Congress committee, was a firm believer in Gandhi's nonviolent approach. The British falsely accused him of derailing a train, which killed many British soldiers. He was hanged, prompting Gohpur subdivision revolutionaries to remove the British flag and raise the Indian National Flag in all prominent locations.

Azad's rejection Kanaklata was not deterred from joining India's freedom movement by Hind Fauz. She proceeded to join Mrityu Bahini, a death/suicide squad. She was under the age of 18 when she joined Mrityu Bahini. She was granted membership due to her strong desire to serve her country. She was later appointed as the leader of Mrityu Bahini's female cadres.

Following the martyrdom of Kushal Konwar, the revolutionary camp of Gohpur division of undivided Darrang district decided to raise the National Flag at the local police station on September 20, 1942, led by Jyoti Prasad Agarwala. Rebati Mahan Som, the officer in charge of the police station, on the other hand, was already prepared for such action by the freedom fighters.

Kanaklata led the procession with members of Mrityu Bahini, holding the National flag. The police warned them not to go any further or they would face serious consequences. When the officer threatened her with a gunshot if she moved forward, she told him to do his job and she would do hers.

The procession continued forward, undeterred by the warning, and police began firing at them. Kanaklata was holding the flag as a leader; she was shot while still holding the flag, ensuring that it did not fall to the ground, until Mukunda Kakoti, another member of the group, took it from her.

While both Kanaklata and Mukunda were killed by police, their supreme sacrifice was not in vain, as the Tricolour was eventually unfurled at the police station, adding fuel to the freedom movement. Mrityu Bahini's valiant act only strengthened India's resolve to dethrone and further weaken England's grip on the country before the country gained independence on August 15, 1947.

Tara Rani Srivastava: People from all walks of life and all corners of the country took part in the Indian freedom movement. However, there have been numerous instances that have gone unnoticed or have remained as footnotes in history books. Tara Rani Srivastava's is one such story.

Tara Rani Srivastava came from a low-income family. Tara Rani was born into a simple family in the district of Saran, near Patna, Bihar, and was inspired by the ongoing struggle for independence from a young age. At the age of 13, she was married off to Phulendu Babu, who was already involved in the freedom struggle. Her marriage fuelled her patriotic feelings, and she began to disregard and disregard the traditions that society expected of a bride. Despite living in a community that discouraged women from leaving their homes, Tara Rani was able to gather like-minded women to raise awareness about Gandhiji's independence struggle. She even inspired women in the surrounding villages to speak up for themselves.

During the Quit India Movement, Phulendu Babu managed to gather a large crowd of men and women to witness the hoisting of the National Flag atop the Siwan police station in response to Gandhiji's call. Tara Rani and Phulendu, a newlywed couple, stood in the front and shouted anti-British slogans. To disperse the assembled crowds, the police used the lathi charge and opened fire, and Phulendu was killed by police bullets. Tara Rani, on the other hand, was unafraid. She bandaged his wounds and marched with the National Flag to the police station with great bravery. Her patriotism was so strong that she was determined to complete the task they had set for themselves.

It is said that by the time Tara Rani returned to where her husband had fallen, he had died. Despite the fact that she was still a bride and a member of a conservative community, Tara Rani maintained her cool and refused to let her patriotism die with her husband. She was aware of the stigma associated with the life of a widow, and despite all the obstacles that came her way, she relentlessly participated in the freedom struggle until India gained independence on August 15, 1947.

Tara Rani Srivastava had a strong heart and exhibited admirable fortitude despite the loss of a loved one. She is one of those ordinary women, from humble backgrounds and conservative households, with no formal education, who took on the British Empire selflessly and made great sacrifices, even laying down their lives, for the cause of their country's freedom. There is no denying that they fought against great personal odds for the country's freedom. It is critical that we bring these faces out of the shadows and honour them, as they were important pillars of our liberation movement.

Without mentioning women's contributions to the Indian Freedom Struggle, the historical context of the Indian Freedom Struggle would be incomplete. The sacrifices made by Indian women have a prominent position in the history of the country. They fought with zeal and unwavering valour in the face of numerous hardships, exploitations, and sufferings in order to secure our freedom.

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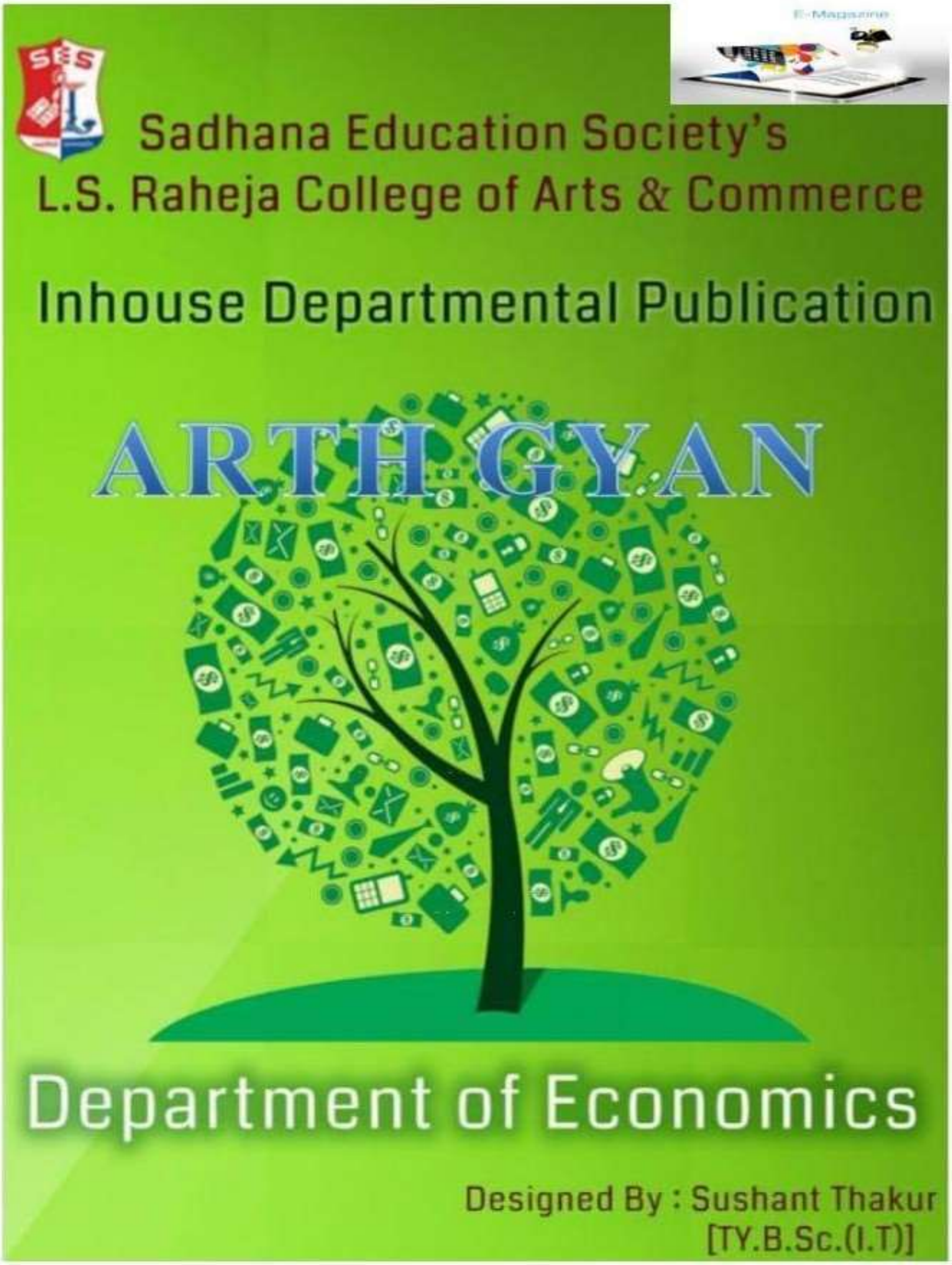
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JAPAN'S ECONOMIC CRISIS

-Dhruti Bharadia

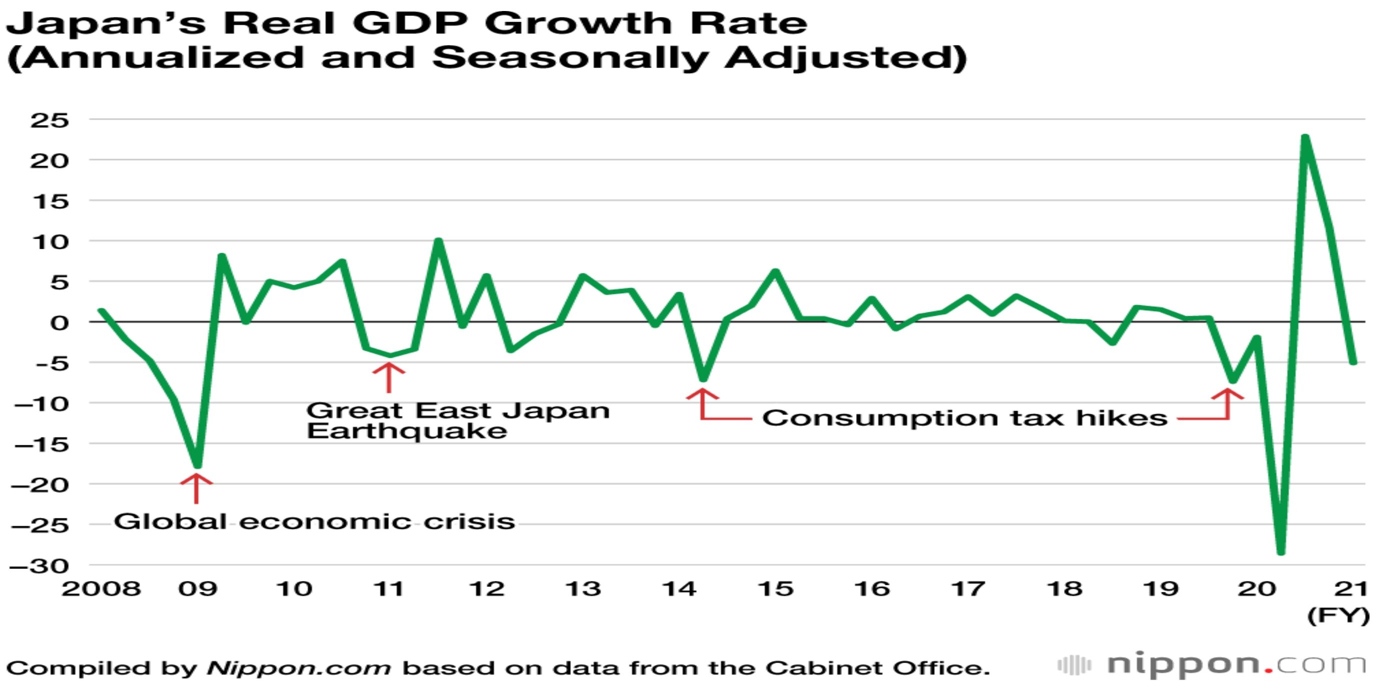
INTRODUCTION

Japan may seem as one of the most powerful country in the world, but deep down it is undergoing a greater financial crisis which is the threat to its economy. The economy of Japan has been under shock since the 1980s. The Japanese economy has suffered a prolonged recession which continued further by the collapse of the economic bubble of the 1980s. According to reports, The Japanese Yen hit its 20 year low against the American Dollar in the recent year. Japan, despite of various natural as well as man-made disasters, went on to become the world's largest economy in 1968, leaving behind the economy of the former West Germany, Britain, France and Russia. In 1960s, the Growth rate of Japan was 10% per year and it was growing at a phenomenal rate. In the coming years, its growth rate had even touched a record high of 12.5% but, this lasted for a short period till it started witnessing setbacks in its economy. This was because of multiple factors like global recession, price hikes etc. During the global recession, Japan hit its all time low of -5.5% the worst part is, ever since, the economy of Japan is not able to recover itself.

DOWNFALL OF JAPAN

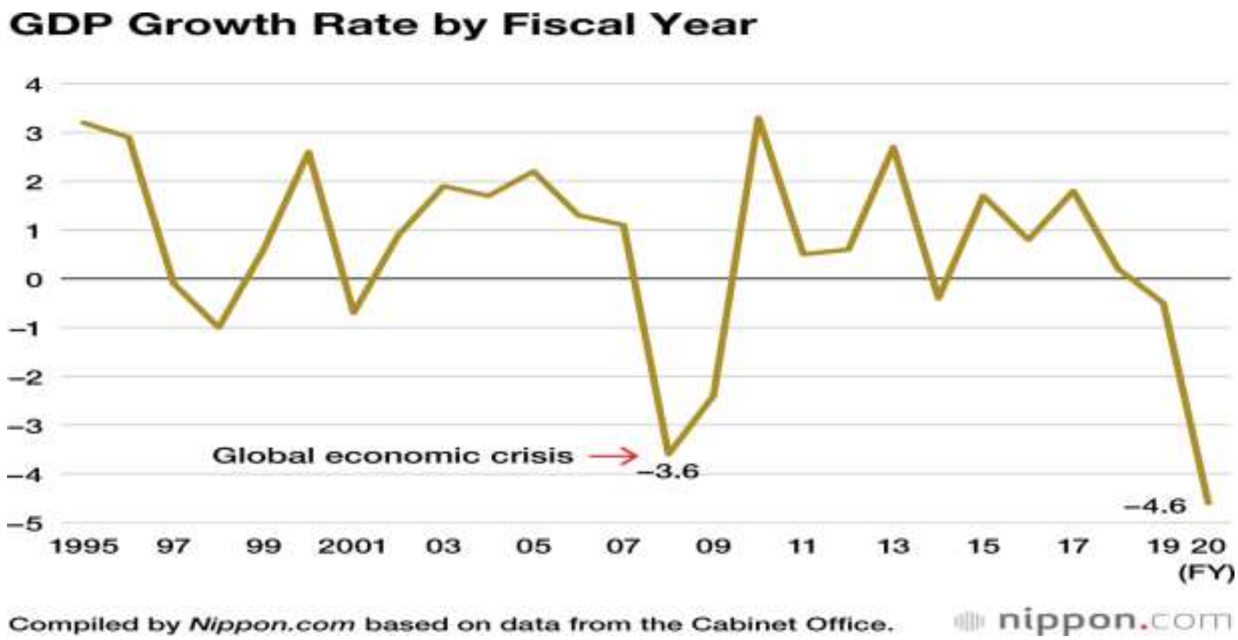
STAGE 1

The first blow to Japan’s economy was, during the 1970s. The OPEC countries raised the prices of oil from $2 to $11/barrel to punish the American allies who supported the Israelis in the Arab-Israeli war. In the year 1979, Iran stopped exporting oil to the rest of the world due to its political instability. Back then, the oil prices resulted in inflation, stagnated goods, higher demand and industries were difficult to operate.



STAGE 2

The second blow to the Japanese economy was The Plaza Accord of 1985. This was signed by France, Germany, Japan, United Kingdom and United States of America, which agreed to depreciate the US dollar with respect to the Franc, Sterling, Mark, Yen. This resulted in an extremely competitive market for the US exports. During 1971, the Japanese yen was highly appreciated against the US dollar. This brought in a very little period of prosperity where the population became rich, which was followed by the period of Inflation and global exports were badly affected. To manage this phase, the banks started giving loans at half interest rates. This led to an explosion in the prices of Real Estate. In 1985, 1sqm costed 0.5 million. But, right after the banks rolled out the interest rates, the price for 1sqm costed 2 million. Due to which, after 40 years of reaching the peak of economic prosperity. Also the non performing assets of Japan grew from 2 trillion to 13 trillion in the span of 3 years.



STAGE 3

The third blow to Japan's economy was the 'KEIRETSU MODEL'. The KEIRETSU MODEL focused on forming small groups of industries which were interdependent on one another for their finished goods, owned stake in each other's business. This model has limited bunch of industries which were backed by a bank. For example, the KEIRETSU MODEL of Toyota is a very popular example of a KEIRETSU. In this, all the companies starting from manufacturing of screw, paint, glass panel, metals use etc, formed a group which owned stake in each other business and sometimes they would even share business ideas among them. This helped Japan grow but also brought disadvantages which costed Japan more than their joint efforts. Japan had very little or no FDI since the loyalty of banks lied to their KEIRETSU GROUP. The value of Japanese yen fell in the international market and the yen depreciated. Small and smart business ventures who had stared new anad innovative businesses didn't have scope to grow since the KEIRETSU GROUP was very dominant and highly competitive. Development in the tier 2 and tire 3 cities in Japan was slowed down since there was very little competition in the Japanese market which focused on the cream crowd. This all amalgamated and formulated the downfall of japans economy

CONCLUSIONS

Japan is an aging population and a country with the least FDI. Today the economic conditions in Japan are not a threat to Japan nut to the world also. The international markets are closely knitted and if an economy of a country suffers, it results into a domino effect and the entire world's economy is at risk. Japan being the world's fourth consumer market poses a threat to other nation with its economy crisis. The world could experience stagnation in the goods market if Japan slips into depression.

COMMENTS

From this case study of Japan's economy, we learn:

- Never make drastic changes in any sector with the influences of other nations, they are not with you for friendship but for their interest
- A nation should keep revising their economic policies and change them, up keeping the development of the citizens
- The economy of the country should be such that, there should be some amount of competition in the domestic and well as international market. This helps you to grow and the policies would encourage the entrepreneurs to dive deep into the interiors of your country, promoting development.

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