



GREY MATTERS

A Monthly Magazine by Finance and Marketing Club



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Edition

“An investment in knowledge pays the best interest”

- Benjamin Franklin



NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)

(An Organization of Ministry of Agriculture & Farmers Welfare, Government of India)

Contact us: greymatters@manageites.org



*“Cheers to a new year and another chance
for us to get it right”*

FMC, MANAGE

wishes everyone a happy 2021



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Automation in Agriculture: Covid-19 impact

Farm automation/smart farming is a tech innovation in traditional farming that makes farms more efficient and automates the crop or livestock production cycle & also helps to optimize the food production process and improve quality.

With a global population projection of 9.7 billion people by 2050, agricultural production will need to increase by at least 70% from current levels to serve nutritional trends. Now, the pressure on farmers to produce nutritious products is putting our planet's health under even more stress.

Technological advancements in agriculture ranging from drones, robotics to computer vision software have completely transformed modern agriculture. Now, Farmers have access to tools which will help them meet the demands of our world's ever-increasing population.

According to Omnivore report, Innovation to have big impact on Indian agri-sector by next decade. It's witnessing a paradigm shift catalysed by digitisation and rural Smartphone penetration. The key trends are: Precision agriculture and automation creating a "farm of one"; Farms & farmers will be connected, digitised, and smart;

Robots and autonomous machines

Farmers usually have to deal with

"Highlights"

According to data from the Department of Industrial Policy and Promotion (DIPP), the agricultural machinery sectors & agricultural services in India have cumulatively attracted an FDI equity inflow of around \$2.45 billion.

The agriculture robot market size was \$ 4,082.8 Million in 2018, globally and is expected to reach \$ 16,640.4 Million by 2026, and will grow at a CAGR of 19.2%.

repetitive tasks in the field, and this work is primarily labour-intensive. Now agricultural robots or agrobots cope with a wide variety of tasks: harvesting, seeding, irrigation, monitoring etc.

Automated tractors- can be controlled remotely & used to help during the initial set-up and maintain machines regularly.

Bear Flag Robotics is specialized in building a driverless tractor which aims to make the labour cheap for farmers. They can control tractors remotely, get real-time reports and alerts, plan the machine's route.

Seeding and weeding robotics

Robots for planting are focused on the field's specific area, and they work with great precision & they use AI and computer vision, which allows for a



reduction of pesticides in the field. Eco Robotics produces autonomous robots which uses solar power for their work.

Automatic irrigation

Robot-assisted irrigation systems contain 2 big parts: Subsurface Drip Irrigation (SDI) system plus special sensors.

SDI provides an accurate means of controlling the amount of water used, and at what time the plants receive it. Even though these systems are more advanced than manual watering, they are still not perfect as they require some human assistance.

IoT sensors can monitor the moisture levels and send real-time analytics by themselves to a smart device. The combination of sensors & SDI creates an automated farming equipment which facilitates the work and saves water resources.

Harvest automation

Harvesting is a difficult task for machines; they should be gentle enough which should not damage fruits and vegetables. For which, harvest robots already exist and they cope with their tasks successfully.

Drones

Drones play an important role in agriculture's innovative changes. Drones can take aerial photos, videos, and the files' quality is getting better with time.

Monitoring and analytics



The average field size makes it impossible to properly monitor the state of a harvest. With drones, automation is brought to the next level in farming. Drones can identify damaged crops using different types of light, including near-infrared. Farmers immediately receive this information and reacts quickly to the changing conditions.

Planting

Drones carry a module that "shoots" seeds at the defined place and at a specific distance from each other. For this, developers use compressed air & by this way, seeds will not scatter around the field.

Irrigation

Drones also used to water plants in the field. If several automation in farming solutions works in conjunction, the drones can get signals from other agrobots about the plants that need the help more than others. In other words, agrobots communicate each other and solve problems.

Advantages

Farm automation addresses many issues



like farm labour shortages, rising global population and changing consumer preferences.

Consumer Benefit- With automation technology, produce reaches consumers faster, fresher, and more sustainably. Increase in productivity from automation increases the yield & rate of production, by reducing costs for consumers.

Labour Efficiency- Labour is over 50% of the cost to grow a farm and 55% of farmers say they are impacted by labour shortages. So, 31% of farmers are moving to less labour-intensive crops. Routine tasks can be automated with robotics technology, reducing labour costs.

Reduced Environmental Footprint- Automation practices in farm can make agriculture more profitable by reducing the ecological footprint of farming at the same time. The amount of fertilizer & pesticides used can be reduced by using the Site-specific application software which also will reduce greenhouse gas emissions.

Challenges

High costs to adopt robotic technologies present a huge barrier to entry for farmers, especially in developing countries.

Technical issues and equipment breakdown also present high costs to fix for such specialized equipment. Farmers will need to combine their knowledge and

experience with these new technologies, in order to fully utilize the farm automation

COVID Impact in automation

According to data from the Department of Industrial Policy and Promotion (DIPP), the agricultural machinery sectors & agricultural services in India have cumulatively attracted an FDI equity inflow of around \$2.45 billion.

The agriculture robot market size was \$ 4,082.8 Million in 2018, globally and is expected to reach \$ 16,640.4 Million by 2026, and will grow at a CAGR of 19.2%.

The use of robots in agriculture has significantly increased during this pandemic, especially to boost the production of food grains, meet the cumulative demands of people for food, and fight against COVID-19.

“High-tech farming” is no more a paradox. From advanced greenhouse farming to cloud seeding, robots played a magnificent role in agricultural space, by boosting the productivity of agricultural activities. These robots have made an immense contribution by supporting farmers in filling the voids created due to labour shortages and taking the production process to an advanced level. From cow-milking cobots to cow-herding drones—they have altered the agriculture sector beyond imagination during the pandemic.





Genetics in agriculture

Genetics refers to the study of how traits of an organism are inherited, or passed down, from one generation to the next. Whereas Agricultural genetics refers to how traits that are inherited in crops or livestock. An example of a plant trait is the number of days it takes for a rice panicle to reach maturity, or harvest. The work of an Australian Monk, Gregor Mendel was the reason of discovery of hybrid vigour, which is now a major part of crop breeding resulting in enhanced crop yield across the globe.

Mechanisation & effective irrigation practices only are not sufficient for increasing the crop output. Therefore, the application of genetics in agriculture and food preservation technology plays a big role to increase output of crops yield. The major goal of plant scientists is to produce crops that maintain high productivity under stress and also to develop crops with enhanced nutritional value.

Need of GM Crops to address population growth:

The conventional plant breeding practices alone can no longer sustain the ever-rising global food demand. Mal nutrition & Food security are among the serious concerns of world. For future generations food security, the world must produce 50% to 100% more food than at present in spite of the predicted adverse environmental conditions and loss of arable lands,

“Highlights”

The work of an Australian Monk, Gregor Mendel was the reason of discovery of hybrid vigour, which is now a major part of crop breeding resulting in enhanced crop yield across the globe.

Among total cultivated area of Corn & Soybean, GM crops accounts for 85-90%. GM crops of canola, alfalfa & potato are projected to gain importance in many countries.

The CAGR has expanded at a rate of 3.6% for the Area under GM crops during period of 2010 to 2017 and also estimated to witness a growth rate of 2.5% during forecast period from 2019 to 2026.

For future generations food security, the world must produce 50% to 100% more food than at present in spite of the predicted adverse environmental conditions and loss of arable lands, drought, salinity, floods, diseases and so on.

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GM Crops Vs Conventional Crops:

The conventional and GM technology of plant breeding both involves changes in the genetic makeup of an organism but the number of genetic changes brought about by the GM technology is small and well defined as compared to conventional



breeding where thousands of uncharacterised genes of an organism may be involved.

Genetically-modified (GM) crops can be used as effective complements to those produced by conventional methods for meeting the worldwide demand for quality foods along with the need of increasing population. These crops can not only be used to enhance yields and nutritional quality but also can be used to increase tolerance of crops to various biotic and abiotic stresses. GM crops are the outcome of very specific and targeted modifications.

After the successful completion of over 20 years of commercial GM crop production it is underscored by the increasing rate of adoption of genetic technology by farmers worldwide. Genetically modified crops have got significant share in cultivated crops like soybean, corn and cotton. The CAGR has expanded at a rate of 3.6% for the Area under GM crops during period of 2010 to 2017 and also estimated to witness a growth rate of 2.5% during forecast period from 2019 to 2026.

Application of genetic technology in crops:

The research of genetics has been carried out in many crops like rice, wheat, maize etc. It includes the drought-resistant varieties of wheat and Golden rice. More than 2300 crop varieties have been developed and used throughout the world in crops like rice, cotton, papaya, wheat and barley. Among total cultivated area of



Corn & Soybean, GM crops accounts for 85-90%. GM crops of canola, alfalfa & potato are projected to gain importance in many countries.

Technology has changed to include foreign genetic material from non-related organisms also using genes from species or family other than the crop itself, leading to the production of *Genetically Modified* plants. Ex: Bt. Cotton. Here it includes a gene from *Bacillus thuringiensis*, which is a bacterium. But these plants gained much less popularity and acceptance than the traditional modified varieties. A widespread protest for the introduction of BT Brinjal was seen in the Indian market in 2010. Even though BT varieties of soybean, canola and maize are present but major advancements in this sector is hindered by the social and political rejection it has received from the people.

Concern of food security:

The major concern of the food industry is the security of food. During the whole crop life, from seeding to its storage, crops need to be handled in such a way that pathogen and pest attack is minimum and food spoilage doesn't occur. The disease



and pest resistant varieties developed from genetic modification ensure the security of crops in farms and technology has also taken care of preventing food spoilage so that production yield is not affected by post-harvest mismanagement.

Conclusion:

Even though there have been many expressions of concern about biosafety and health hazards associated with GM crops, there is no reason to hesitate in consuming genetically-engineered food crops that have been thoughtfully developed and carefully tested. There are no harmful effects seen after several years of extensive cultivation of GM crops in diverse environments and consumption of

GM foods by more than a billion humans and by a larger number of animals and hence it can be concluded that sustainable integration of conventional agricultural practices with modern biotechnology can enable the achievement of food security for present and future generations. But it is still important that the performance of a GM crop is to be closely scrutinized for several generations under field conditions and goes through rigorous bio-safety assessments on a case-by-case basis, before being releasing it for commercial cultivation. In future, GM crops are going to be an essential part of our life and the enormous potential of biotechnology must be exploited to the benefit of humankind.



Brain Bulb Facts

Email is the most popular type of content marketing

It seems surprising as it seems that people prefer social media to emails, but it's true: emails are the most popular content. That's why marketers should continue developing email marketing campaigns as well as putting efforts into making their emails even more interesting and catchy.

It is also very convenient because marketing industry had been working with emails for years, and so now it's easy to find a number of useful tools making the email marketing process easier and allowing to evaluate the effectiveness of email marketing campaigns better.





Moment Marketing and Its Increasing Popularity

Drawing the attention of the consumers towards their brand is getting increasingly difficult for marketers. With the increasing 'ad blindness' (also called banner blindness where the customers consciously or subconsciously ignore any online banner-like information or advertisement), companies are exploring different marketing strategies for effective marketing of their brand. One such strategy which is getting more and more popular nowadays is "Moment marketing".

Although moment marketing is not a new concept and brands like AMUL has been using it for the past five decades, other brands like Zomato, Swiggy, Parle, Fevicol, etc. are getting more active at it in recent times. So, let us understand what moment marketing is and how to get it right.

What is 'Moment Marketing'?

According to Google, 'moment marketing' is the ability to take advantage of an event to deliver relevant and related, seemingly spontaneous, and often fleeting interactions with customers in real-time.

It literally means capitalizing on a moment. It is about a brand being proactive and responding to customer's reactions towards trending news, memes, events, etc.

"Highlights"

Moment marketing means capitalizing on a moment. It is about a brand being proactive and responding to customer's reactions towards trending news, memes, events, etc.

It's an instant hit among the millennials as they spend most of their time on social media and are always looking for some proactive content around the recent happenings. Also, it's a cost-effective strategy and can cover a large audience within a short period.

With its increasing relevance, more brands are opting for it and this marketing strategy is here to stay.

The brands try to embrace ongoing events and try to create a marketing campaign around them. This strategy works well as customers feel the brand is proactive and responding and, is not trying to push only brand-specific information/advertisement through its social media handles.

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Some examples when brands took to moment marketing

On the "Rasode mein kaun tha" memes



On apple's iPhone 11 Pro (triple camera) launch:





How can brands get moment marketing right?

Proactiveness: Being proactive and responding to customers' posts whenever the brand is tagged by them is the key. However, the response should be in sync with brands' values and personality.



Spontaneity: Brands need to be aware of the ongoing campaigns, events, trends, OTT series, etc. to come out with their marketing campaigns around the public's reactions to these things. Spontaneity matters because nowadays within a short period a trend is replaced by a newer trend, so brands' quick reaction to any ongoing trend is important.

Flat hierarchy: Moment marketing cannot work if there is a large stratum of approvers for any social media before it goes out, it would make the post irrelevant due to delay in time. Also, the team needs

to have more than one member so that they can juggle between events whenever multiple events are going on simultaneously.

Keeping track: Brands should keep track of the social media conversations that are related to and around the brand. So that they can respond or come up with a social media post whenever it's necessary to respond to their customers.

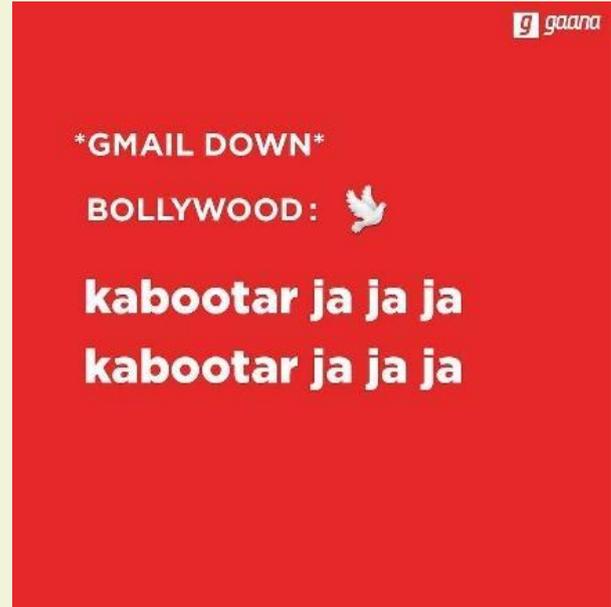
Compliment: Brands should not be conservative and should compliment even their competitors whenever they get things right. This can also act as an opportunity for the brand to create a marketing campaign for their brand where they are complimenting good things around them.

Friendly conversations between brands: friendly conversations between brands from the same or different industry can attract a large audience and keep them engaged. This tactic is sometimes effectively used by the companies where either of them are benefited.





Wittiness: It's beneficial to be witty and post content that brings fun to the audience. However, the wittiness should sync well with the brand's value and personality and should not cross in the wake to generate humor.



Moment marketing is an inexpensive tactic to attract an audience and communicate the brand's message to them, especially the social media audience. With its increasing relevance, more brands are opting for it and this marketing strategy is here to stay.



Brain Bulb Facts

1. Pepsi got its name from pepsin, the chief digestive enzyme. The name Pepsi was chosen because Caleb Bradham, the inventor of Pepsi drink, believed that his drink was a 'healthy' cola that helped with digestion
2. 'Mercedes' is named after Mercedes Jellinek, the daughter of businessman Emil Jellinek who bought Daimler vehicles, the parent company of Mercedes.





Influencer Marketing- the emerging trend

The global influencer marketing platform market size is projected to touch USD 23.52 billion by the end of 2025, as per the report released by Million Insights. It is estimated to grow with a CAGR of 26.8% over the estimated duration. The advent of latest technologies such as AI, ML, IoT, and NLP offer better analytics and results, thereby guiding marketers in undertaking effective decisions.

What is influencer marketing?

Influencer marketing is leveraging the reach of an existing influencer who has built a large following and strong brand reputation in a particular niche to support your brand, endorse your product, or co-create content, with the intent to increase brand awareness and drive sales.

An influencer is simply someone who has influence over others' buying decisions. In other words, it's someone who has the influence, the authority over or trust of, a certain group of people.

Micro-influencers: Everyday consumers who have 1,000 to 100,000 followers and drive 25%–50% engagement per post. They have the highest brand relevance and resonance on the spectrum of influencers, with influence driven by their personal experience with a brand and their strength of relationship with their networks.

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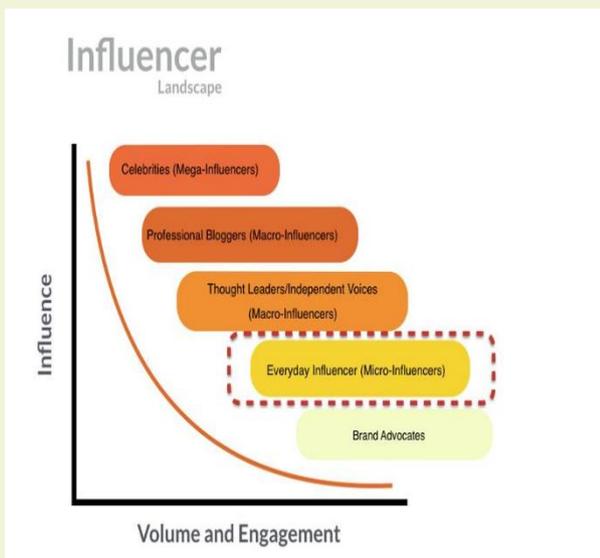
Why do brands opt influencer marketing?

- To build brand awareness
- To get direct response
- To generate new leads

Influencer marketing is effective because it builds trust and expands reach to influencer followers, it also strengthens brand messaging through authentic endorsement. It enables brands to reach more engaged and better qualified audiences and influences consumer's buying decisions.

Examples:

1. **Axis Bank-** Axis Bank launched a dedicated innovation lab called the 'Thought Factory'. To cover the launch on various social media channels, Axis Bank teamed up with influencer.in and tied up with technology bloggers. The Thought Factory launch was attended and



covered by them through live tweets and their blogs.

2. **Kent Atta Maker-** Hebbar's Kitchen is one of the leading YouTube and Facebook channels featuring amazing recipes for cooking enthusiasts. Their 2-minute short and simple recipe videos make them unique with a fan base of 1.6 M subscribers. Since this is a great platform to promote cooking equipment, Kent collaborated with Hebbar's Kitchen and produced a short video on how to make bread using the Kent bread and atta maker. The responses were indeed overwhelming with over 16K views.
3. **Microsoft-** Microsoft's "Make What's Next" campaign encourages young girls to pursue careers in STEM (science, technology, engineering, and mathematics). On International Women's Day, Microsoft teamed up with National Geographic to

feature 30 images by well-known wildlife photographers on National Geographic's five Instagram accounts. The photos depicted female scientists and outdoor adventurers and generated more than 3.5 million likes in one day.

Relevance of influencer marketing

When it comes to millennials, only 1% of them trust advertisements. However, 33% of them trust blog reviews for their purchases.

Around 40% of people reported that they purchased a product online after seeing it used by an influencer on YouTube, Instagram, or Twitter.

71% of influencers believe that it's an honest and authentic voice that keeps their audience engaged.

Influencer marketing yields a better return on investment for every dollar spent.

Scope of influencer marketing in agribusiness

Farmers have always looked to friends and family, to older relatives and those on neighboring farms for their recommendations about new tools, equipment or strategy. They trust what others tell them and will tend to make purchasing decisions based on those recommendations.

If a dairy farmer has a strong following in their local community, and is known across the sector for the tech innovations on their farm, they have influence over



their social network followers. They would be the perfect fit for a new business that sells more efficient dairy packaging, for example, and if they recommended the new packaging to the hundreds of other

dairy farmers who followed them, the business would likely see an uplift in sales. Because the dairy farmers' followers trust what they have to say and what they recommend. They have influence.



Brain Bulb Facts

75% OF TOTAL MARKETING BUDGET WILL GO TO DIGITAL MARKETING

Salesforce research found that promoting administrators will burn through three-fourths of their absolute showcasing spending plan on advanced over customary direct in 2021. In 2011, advertisers spent about 62% of their all-out promoting spending plan on advanced channels, which means computerized showcasing spending will become 21% inside a 10-year time span.

- 50% of clicks on mobile-banners are accidental.
- Pharmaceutical companies spend as much as on marketing and advertising as they do on research.
- 20% of all Internet pages views come from *facebook*.
- Traditional Marketing methods aren't just ineffective. They're dead. 2/3's of the public are on the FTC's no calling list, 86% skip TV ads, and 44% never open up direct mail.
- The average company that blogs generates 55% more website visitors, 97% more inbound links, and 434% more indexed pages.



FARM BILL: Analysing Two Sides of the Coin

One of the most important factors plaguing the expansion of the agriculture sector within the country is that the inability of the farmer to search out a market and to get a fair price for his produce. More than 90% of farmers have been out of the perimeter of the MSP-based procurement system. The current estimates suggest that only 6% of farmers have access to the MSP-based procurement system. The average annual debt amount per agricultural household was estimated to be around ₹1,04,602. While the income can be seen below. Although the income has increased over time.

In September 2020 three farm acts were passed by the Parliament of India for the reformation of Indian agriculture and welfare of farmers for their better price realization. Soon after the bills were passed, protests started from local unions mostly in Punjab then subsequently joined by farmers from Haryana, Rajasthan and a few different states across the country. The three bills introduced by the Government of India are: *The Farmers Produce Trade and Commerce (Promotion and Facilitation) Bill, 2020*, *The Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Bill, 2020*, and *The Essential Commodities (Amendment) Bill, 2020*.

While politics will take its course, let us discuss the economic impact of the 3

“Highlights”

More than 90% of farmers have been out of the perimeter of the MSP-based procurement system. The current estimates suggest that only 6% of farmers have access to the MSP-based procurement system.

By giving alternatives to APMCs, the government risks the possibility of farmers receiving prices below the minimum support price (MSP). A similar law was passed in Bihar in 2006 when the state abolished APMCs. A recent study conducted by the National Council for Applied Economic Research reported increased volatility in grain prices.

To get back the trust of farmers Government should first add a new mandate ensuring MSP and procurement in the bills.

The bills could also lead to an open market, enabling better price realisation, more market linkages and an increase of efficiency in the supply chain.

bills for farmers. The arguments, broadly speaking, are two-fold.

What supporters are saying:

The law will provide more choices for the farmer and reduce the marketing costs for the farmers thus helping them to get better



price realisation. It will also help farmers of regions with surplus produce to urge better prices and consumers of regions with shortages, lower prices. The government is trying to reduce the involvement of the middle for better transparency in price.

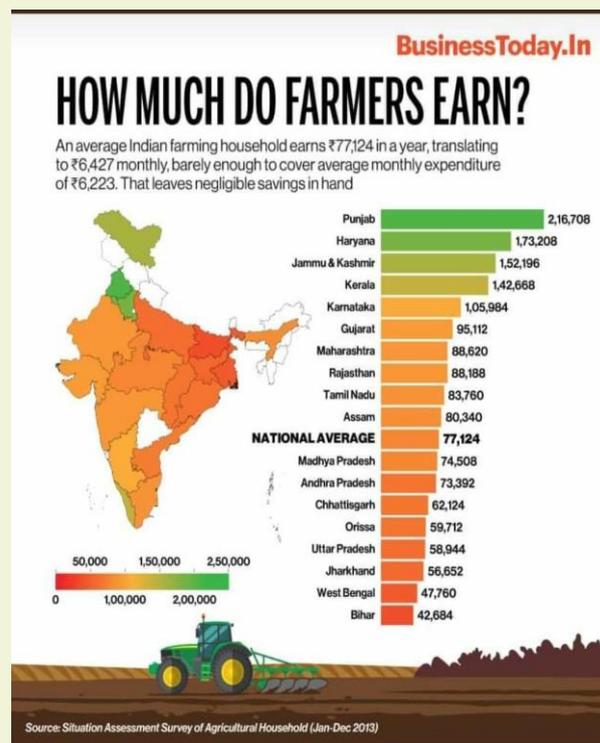
The new bill is only bringing parallel changes to the existing setup. Before these bills, farmers were selling their produce across the country, but via the e- NAM system.

Prime minister Narendra Modi tweeted on September 20th, that the “system of MSP will remain” and “government procurement will continue”.

It will allow transaction platforms for seamless trade electronically allowing private players to set up their electronic trading platforms. It also provides a separate dispute mechanism for the farmers.

Much of the ongoing protests are from Punjab. The state’s farmers have overexploited groundwater by cultivating only MSP crops. But in Karnataka farmers have diversified into horticulture crops, using only a 3rd of the groundwater that farmers in Punjab do, farmers in Karnataka realise higher gross returns of Rs 15 lakh per farm, higher net returns of Rs 5 lakh per farm, higher net returns per acre of Rs 1 lakh with lower holding-sized farmland.

These new laws will encourage large companies, food processing firms,



exporters, etc, to invest in the farm sector and source good-quality farm produce.

After entering into contract farming, it will enable the farmer to make use of modern technology and better inputs from corporate players to enhance their farm produce and its trade. It will reduce the cost of marketing and improve the income of farmers.

The announced amendment to the Essential Commodities Act is expected to bring price stability, will help both farmers and end consumers. It will create a competitive market and minimise the loss due to lack of storage facility.

The other side of the story:

By giving alternatives to APMCs, the government risks the possibility of farmers receiving prices below the minimum support price (MSP). A similar



law was passed in Bihar in 2006 when the state abolished APMCs. A recent study conducted by the National Council for Applied Economic Research reported increased volatility in grain prices.



Another assumption in the act is communication is not a problem for small and marginal farmers. At least 85 percent of the Indian farming community comprises marginal farmers who do not have access to markets or transportation facilities, they don't have the necessary profit margin to do so in near future also.

With no law mandating their implementation of MSP. Farmers are speculating after this law the corporates will give higher prices for their produce for a few years due to competition, so naturally farmers will go towards private players rather than mandi. This will reduce the importance of mandi and it will be a financial burden on Government to run it, eventually, the government will do away with mandi and in turn MSP. This will lead to limited options for farmers

and shift the power to corporates to control the price.

The bills also create a sudden power vacuum in the market, thereby creating uncertainty in the production market. In case of gradual collapse in APMC systems, the government has not currently envisioned an alternate price-setting mechanism.

The small and marginal farmers have very less or zero negotiation power against big corporates. They may bury the farmers with their verbal and written contract terms and conditions. Farmers cannot fight the number of legal resources corporates have.

The Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Bill, 2020 provides for a three-level dispute settlement mechanism: the conciliation board, Sub-Divisional Magistrate and Appellate Authority. This leaves no option for farmers to go to court, for a farmer how difficult it is to reach the civil servants is quite evident.

The possible way out:

To get back the trust of farmers Government should first add a new mandate ensuring MSP and procurement in the bills.

The argument that these bills will remove intermediaries, and therefore will benefit farmers. But Inflation data shows that retail and wholesale prices for important food items, cereals, pulses, vegetables and fruits, move in line. This means farmgate prices are not completely



disproportionate from the retail market price, and intermediaries do forward the profits or losses in food markets to farmers. The bigger problem here is the volatility of price which can be curbed through MSP.

Giving farmers the choice to sell without the middleman only work when they have the necessary infrastructure to sustain themselves like roads that link villages to market, climate-controlled storage facility, promoting mechanization, promoting cash crops and new age crops, maybe Government-backed food processing companies who will compete to buy their produce.

The government also needs to make it mandatory for firms to go for written contracts in vernacular languages and do away with verbal contracts. It may also be necessary to solve the complexities surrounding the export and import of agricultural produce, in alignment with the new bills.

A certain degree of consultation with the stakeholders i.e., Farmers can provide some great inputs for the realisation of vision and transformation. The bills could also lead to an open market, enabling better price realisation, more market linkages and an increase of efficiency in the supply chain.



Brain Bulb Facts

1. Bombay Stock exchange is listed among the top largest stock exchanges in the world. Due to high equity market capitalisation of its 30 companies listed in the BSE, it is listed among the top 10 largest stock exchanges
2. Bangalore the software hub of India, possess more number of Grade A offices than Singapore. As per official data the number offices have increased six times in 2006 and Bangalore is the best place to setup offices in.
3. Textile manufacturing is the second largest source of employment after agriculture in India.



The UK-EU Post Brexit Trade Deal

After the UK decided in a 2016 referendum to leave the EU ("Brexit"), it did so on 31 January 2020. Until 31 December 2020, a transition period applied. After eight months of negotiations, The agreement that governs the relationship between the EU and the UK after Brexit was concluded. The EU–UK Trade and Cooperation Agreement [TCA] is a trade agreement signed on 30 December 2020, between the European Union (EU), the European Atomic Energy Community (Euratom) and the United Kingdom (UK). The agreement came into effect provisionally since 1 January 2021, when the Brexit transition period ended.

The EU and UK have been in complex negotiations since March to try to keep their trade in goods flowing from Jan. 1, 2021. The deal announced in December means that UK nationals will no longer have unrestricted freedom to work, study, start a business or live in the EU, and vice versa, though both sides will have tariff-free and quota-free access to each other's markets. However, goods moving between the UK and the EU will be subject to customs and other controls, and extra paperwork is expected to cause major disruptions. The deal also ensures that extensive controls would not be put back on the sensitive land border between EU member Ireland and the British province of Northern Ireland. The third key element

"Highlights"

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Every year 40% of UK exports were traded to rest of the European union, 52 % of imports were traded from union which makes European union both strategically and financially important to UK.

of the deal is dividing up fishing quotas between Britain and the EU.

A Free Trade Agreement: It provides for zero tariffs and zero quotas on all goods that comply with the appropriate rules of origin. Every year 40% of UK exports were traded to rest of the European union, 52 % of imports were traded from union which makes European union both strategically and financially important to UK.

Both parties have committed to ensuring a robust level playing field by maintaining high levels of protection in areas such as environmental protection, the fight against climate change and carbon pricing, social and labour rights, tax transparency and State aid, with effective, domestic enforcement, a binding dispute settlement mechanism and the possibility for both parties to take remedial measures.



The EU and the UK agreed on a new framework for the joint management of fish stocks in EU and UK waters. The UK

will be able to further develop British fishing activities, while the activities and livelihoods of European fishing communities will be safeguarded, and natural resources preserved.

On transport, the agreement provides for continued and sustainable air, road, rail and maritime connectivity, though market access falls below what the Single Market offers. It includes provisions to ensure that competition between EU and UK operators takes place on a level playing field, so that passenger rights, workers' rights and transport safety are not undermined.

On energy, the agreement provides a new model for trading and interconnectivity, with guarantees for open and fair competition, including on safety standards for offshore, and production of renewable energy.

On social security coordination, the agreement aims at ensuring a number of rights of EU citizens and UK nationals. This concerns EU citizens working in, travelling or moving to the UK and to UK nationals working in, travelling or moving to the EU after 1st January 2021.

Binding enforcement and dispute settlement mechanisms will ensure that rights of businesses, consumers and individuals are respected. This means that businesses in the EU and the UK compete on a level playing field and will avoid either party using its regulatory autonomy to grant unfair subsidies or distort competition.

Both parties can engage in cross-sector retaliation in case of violations of the agreement. This cross-sector retaliation applies to all areas of the economic partnership.

Britain is taking a huge risk with Brexit. Slowing down of Britain-EU trade could slow down Britain's economy. UK might face existential crisis as it emerges out of EU. Scotland is keen on return to Europe as independent country. As Britain likely to set up limits to trade between mainland and northern Ireland, trouble likely to arise at this sensitive land border.

Indo-Britain trade deal on cards?

Brexit will create both opportunities and challenges for India. It will open the window to negotiate a free trade agreement. India looks to strengthen its ties with Britain, that has been newly emancipated from the EU. There is a push



for a new Britain – India 100-billion-pound (10 lakh crore) trade deal. UK prime minister Boris Johnson has been invited as chief guest for India 2021 Republic day celebrations. In the early negotiations, likely to cut duties and quotas in some sectors. As a part of early harvest deal with Britain, five sectors have been identified – life sciences. Information technology, chemicals, services, food and drinks. There is a duty of 150% in India on Scotch whiskey, which is a key part of trade negotiations. UK pm keen that India cut

import duties on it. Britain also looking for better access for its insurance, banking, accountancy and law services in India while India is looking for better movement of professionals in the UK.

Many Indian companies that had their base in the UK for EU operations may face significant trade barriers. As most of the Indian companies looks to Britain as a launchpad for businesses in the EU, the new trade deal doesn't give Britain based companies equivalence to EU companies in services sector



Brain Bulb Facts

According to the Bureau of Economic Analysis, California's 2018 GDP was approximately \$2.968 trillion. That same year India's total GDP was about \$2.726 trillion in American currency, which is 8.1% smaller than that of the Golden State, America's leading economic powerhouse.





Reader's Corner

Aggressive marketing to plough through the Indian OTT market: Netflix India

Lately, there has been a major shift in paradigm related to the web culture of India. Most of which has been credited to the cheap and vast availability of high bandwidth internet combined with the extensive access to smartphones and other high end digital technologies. In addition to this, the introduction of pandemic amplified the internet signature of Indian market. As movie theaters went into lockdown, people searched for alternative modes of entertainment which has furthermore fueled the Over the top (OTT) mode of entertainment. However, the concept of subscription-based video streaming goes as old as 2006 when Tata Sky launched its "Showcase" services in India. It was followed by EROS Now, BigFlix (Reliance entertainment and SonyLiv by the end of 2013. The Indian market eventually grabbed international attention as the big international platforms such as Hotstar, Amazon Prime Video and Netflix entered the sphere to make their own place as there were around 11+ players in 2019 and now there are 95+. According to PwC's Global Entertainment & Media Outlook 2019-2023, the overall OTT market is expected to grow at 21.8 % CAGR and another report in by KPMG



predicted Indian market to gain 500 Million online video subscribers by 2023 and this number will only grow further boosted by the pandemic. Due to high prospects and scope, both the

global and local streaming companies have been aggressive in trying to push their content to the users.

Netflix was introduced to Indian audience in 2016 which was not received by audience as expected. Illegal availability of the same shows along with higher initial pricing and lack of knowledge of foreign movies among Indians were a big reason for that. Even though, it took Netflix India some time to realize it, they started improving its accessibility by



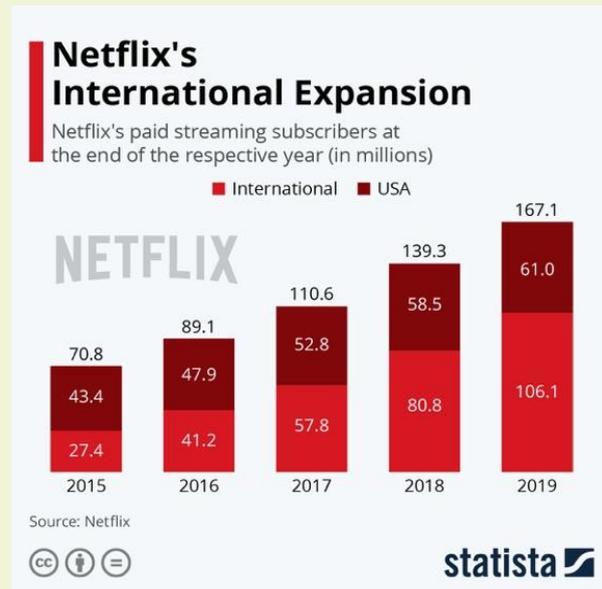
introducing mobile only Rs 199 plan in 2019 and Hindi interface for website and app by 2020. Besides, they have started sourcing local content in Hindi and other languages along with partnerships with Indian production houses like Viacom18.

Recently, company partnered with Reliance Jio and offer complimentary subscription services.

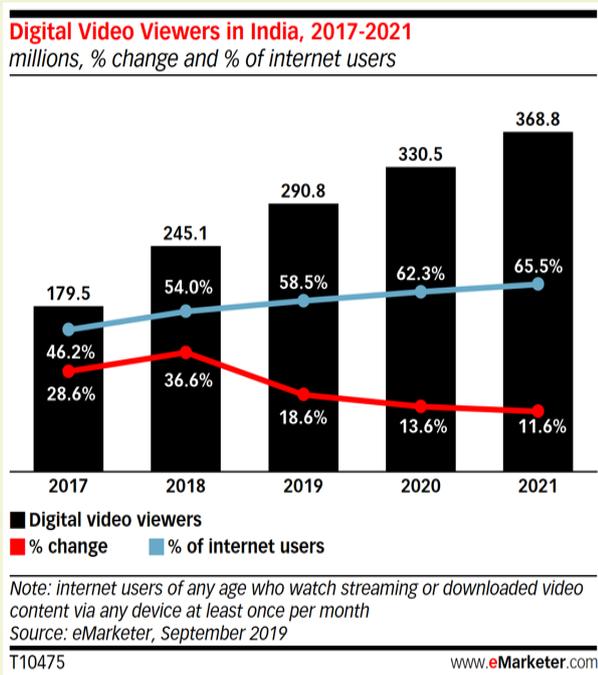
However, with all the laid groundwork, the real push behind increased sales has been via their aggressive content

marketing policy. Due to this, Netflix India has now grabbed 20 % of the total market share with respect to meagre 5 % in 2019. In addition, they have upped their content marketing even more since September Quarter.

Netflix India channel on YouTube recently completed its 10 million subscribers and this has been possible through its continuous collaborations with other popular youtubers and content creators



including Ashish Chanchalani, Dhruv Rathi, Tanmay Bhat, Mythpat, SlayyPoint and other actors in order to make content for their channel to market their content. This included asking popular youtubers to review an episode or two of a popular TV series on the channel, reacting to memes made on the latest episodes, detailed analysis of popular shows, interviewing shows' actors and actresses and so on. This innovative method of using a competitor's channel to gain marketing for their users has proven to be really beneficial for the firm. Not only they are using the market base of YouTube to promote their products but they have also been able to get monetized and earn from their YouTube ad revenue. This has proven to be the major difference between Netflix India and other global streaming service as companies like Amazon Prime video and Disney Hotstar are mainly marketing their product through their app. Those apps have a portion of services which are free just to attract customers however, someone not having the app will find it difficult to know more about the shows as





off-channel marketing has been very low in such companies. Recently, Netflix India also held a “STREAMFEST” event when the streaming of any show over Netflix was free for the weekend (5th and 6th December). This grabbed a lot of attention of users and its marketing through YouTube and offline channels surely

impacted its revenue.

Overall, online streaming has grown a lot over the course of pandemic and is continuing to change at a massive rate. Innovative marketing techniques are the only key to make a difference in this highly competitive market.

By Sanprit Aditya

PGDM (ABM) 2020-22



Brain Bulb Facts

1. Elephants are the only animals that can't jump.
2. Like fingerprints, everyone's tongue print is different.
3. The only food that doesn't spoil is Honey.
4. You can't kill yourself by holding your breath.
5. TYPEWRITER is the longest word that can be made using the letters only on one row on the keyboard.
6. People say, 'Bless You' when you sneeze because when you sneeze, your heart stops for a millisecond.
7. The longest muscle in the body is the tongue.
8. The most common name in the world is Mohammed.
9. Carbon monoxide can kill a person in less than 15 minutes.
10. The blood of mammals is red, the blood of insects is yellow in color, and the blood of lobster is blue.



Initial Public Offering (IPO)

Companies issuing Initial Public Offering can be referred to in multiple ways. For instance, you may hear it referred to as "going public" or "filing for an IPO."

What is IPO

An unlisted company (A company that is not listed on the stock exchange) announces an initial public offering (IPO) when it decides to raise funds through the sale of securities or shares for the first time to the public. After IPO, the company is listed on the stock exchange (the company becomes a publicly-traded company) and the shares of the firm can be traded freely in the open market.

Why companies opt for IPO

There are two situations in which a company is likely to go public. First, a company usually a young company is in need of funds or capital for its expansion. Second, a growing, privately-owned company may have owners and investors who wish to cash in on their earlier investments.

IPO is used by small and medium enterprises, start-ups, and other new companies to expand, improve their existing business. IPO acts as a means for companies to acquire fresh capital, which they usually use to finance research, fund capital expenditure, reduce debt, and explore other opportunities.

Alternatives available

Alternative means for funds is, a company can also raise funds from angel investors and venture capitalists if it doesn't want to go public. A private equity fund is the most preferred option by companies as an alternative to an IPO.

Types of IPO

There are two common types of IPO.

Fixed Price Offering

When companies wish to sell their initial share at a particular fixed price or issue price, it is called a Fixed Price Offering.

Book Building Offering

Book Building is one of the processes in Initial Public Offering (IPO), which is used by the companies for efficient price discovery for their shares. In this process, IPO is made open and investors are invited to bid at various prices, which are usually equal or above the floor price. The closing date for the bids is set and the actual issue price for the IPO is then fixed.

Eligibility Criteria

A pre-requisite for any company wishing to get listed on National Stock Exchange (NSE) or Bombay Stock Exchange (BSE) is that it should have a minimum paid-up capital of Rs.10 crore and post its listing its market capitalization should not be less



than Rs.25 crore. Another important requirement is that there should be a minimum track record of 3 years of either

the applicant seeking listing or the promoter/promoting company, as per the NSE website.

Biggest IPOs of all time

Company	Year of IPO	Country	Amount raised (in billion dollars)
Ant Financial	2020	China/Hong Kong	34.5
Saudi Aramco	2019	Saudi Arabia	29.4
Alibaba	2014	China	25
SoftBank	2018	Japan	23.5
Agricultural Bank of China	2010	China	22.1

Advantages

- Listing helps the company to have increased exposure, public recognition, and enhanced prestige which will eventually enhance the company's sales and profits.
- Listed shares can help a company in merger and acquisition payments. Whenever a company wants to acquire a business, it can offer listed share in the form of payment
- IPO is often the most efficient method to raise huge amounts of funds or enough funds for fueling the company's planned expansion. Funds raised through IPO helps the companies to invest in infrastructure and capital equipment facilities

- It's also an opportunity for the owners to cash in all the hard work they've put into building the company. Owners and promoters make huge amounts of money, the day when the company goes public.

Disadvantages

- The company will have to make its financial statements and accounts open to the public and comply with market regulations. The company will have to publicly reveal its business model and also sometimes some secrets which may benefit its customers.
- The company will also have to bear more costs for accounting, marketing, and legal issues & services.



- Business owners could lose ownership control of the business because the Board of Directors has the power to fire them.

Until 2009, the USA was the top issuer of IPOs in terms of the total issue value. But after 2009 China emerged as the leading issuer with an estimated value of \$73 billion by the end of 2011. The Hong Kong Stock Exchange raised \$30.9 billion in 2011

as the top course for the third year in a row, while New York raised \$30.7 billion. Lately, Indian Stock Markets are also making their way into the list of leading IPO market in the world.

Some of the Indian startups with IPO ambitions in 2021 are Zomato, Policy bazaar, Flipkart, Delhivery, Grofers, Droom.

“The number of IPOs being issued is usually a sign of the stock market's and the economy's health. When the number of IPOs increase, it can mean the economy is getting back on its feet again.”

By K Surya Theja

PGDM (ABM) 2020-22



Brain Bulb Facts

1. Johnny Appleseed's fruits weren't for eating

Yes, there was a real John Chapman who planted thousands of apple trees on U.S. soil. But the apples on those trees were much more bitter than the ones you'd find in the supermarket today. “Johnny Appleseed” didn't expect his fruits to be eaten whole, but rather made into hard apple cider.

2. Samsung tests phone durability with a butt-shaped robot

Do these interesting facts have you rethinking everything? People stash their phones in their back pockets all the time, which is why Samsung created a robot that is shaped like a butt—and yes, even wears jeans—to “sit” on their phones to make sure they can take the pressure.

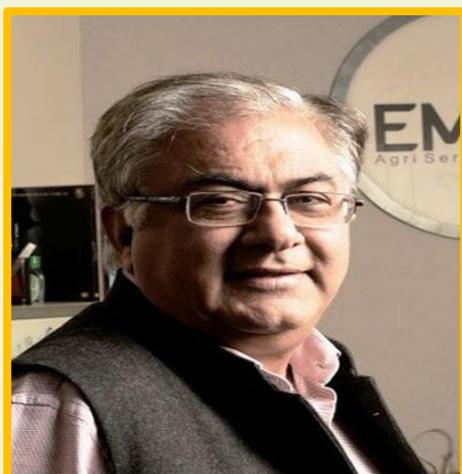


Startup Watch

EM3 Agri Services Pvt. Ltd.

EM3 Agri Services are breaking stereotypes for increasing agricultural productivity by bringing tech & mechanization for the farming community on a Pay-for-Use basis. This approach greatly deepens the impact on farm viability. EM3 Agri Services is harnessing the power of information technology and mobile telecom services, financial services etc. to integrate and strengthen the value proposition.

Founders: Mr. Rohtash Mal (CMD)



Rohtash Mal, alumnus of IIT, IIM is Founder Chairman of EM3 AgriServices Pvt. Ltd. Amongst his past assignments were Chief Executive of Escorts Ltd., Chief Executive of Bharti Airtel Ltd., CEO of Bharti Field Fresh Limited, Bharti Delmonte etc. In the preceding years he was Chief General Manager (Marketing and Sales) of Maruti Suzuki, Vice President of Ballarpur Industries Ltd. etc.



He is a member of Executive Advisory Committee of Simon Business School, University of Rochester. He is a Member of the Confederation of Indian Industries (CII), CII Agricouncil, FICCI Agricouncil, Indian Angel Network & Charter Member, TiE. He has been the President of Tractor Manufacturers Association (TMA), a farm equipment association under the aegis of the Confederation of Indian Industry.

Mr. Adwitiya Mal (CEO)



Adwitiya, 34, is co-founder & CEO of EM3 Agri services Pvt. Ltd. He holds a Bachelors (with Honours) Degree in



Economics from Delhi University and completed his MBA at the Simon School of Business, University of Rochester. He started his career as a front line sales manager with ICICI Prudential, a leading private insurance company in India. Following his MBA, he moved to Hong Kong where he was the Strategy Manager at AXA Insurance's Asia Headquarters and was responsible for developing corporate strategy for the group's 19 businesses across 10 countries in Asia. The desire to do something large and impactful in India brought Adwitiya back to co-found EM3 Agri Services.

Year: 2013

Headquarters: Noida, Uttar Pradesh

Innovative Idea:

Samadhan - FaaS (Farming as a Service) creates a platform that enables technology to reach the farmer and the farm in an efficient and affordable manner through a network of farm centres (Samadhan Kendra's).

Each centre, managed through IT enabled systems and manned by agri-professionals, is equipped to handle a comprehensive suite of basic and precision farm operations throughout the entire crop production cycle.

Total Funding:

EM3 Agri Services Pvt Ltd has raised a total of \$13.3M in funding over 2 rounds. EM3 Agri Services had raised \$3.3 Million in series A from Apsada and Funds Of

\$10 Million In Series B backed by Global Innovation.

Vision & Mission:

The company's ultimate mission is to enhance the wealth of small and marginal farmers through building an ecosystem and scalable platform.

Business model: B2C

Investors: Global Innovation Fund, Apsada and Soros Economic Development Fund

Competitors:

1. Trringo
2. FarMart
3. CropIn
4. FarmLogs
5. SourceTrace
6. Farmers Edge
7. HarvestPort
8. T-Hub
9. AgroStar

Feats Achieved:

- Emerging social entrepreneur 2018.
- Recognized as top 50 ventures in Smart CEO startup India 2017 program.
- fastcompany Indian top 10 – 2018.
- world agritech – global strategy awards 2016.



- In list of Rabobank's Top 15 Agri-tech Start-ups and Innovators



Brain Bulb Facts

1. The hummingbird, the loon, the swift, the kingfisher, and the greb are all birds that cannot walk.
2. The fastest bird is the Peregrine falcon, clocked at speeds of up to 240 miles per hour.
3. Dragonflies are one of the fastest insects, flying 50 to 60 mph.
4. The electric chair was invented by a dentist.
5. A cat's tail contains nearly 10 percent of all the bones in its body.
6. Corn is grown on every continent except antarctica.
7. Hearing is the fastest human sense. a person can recognize a sound in as little as 0.05 seconds.
8. "Rhythm" is the longest English word without a vowel.
9. Human thigh bones are stronger than concrete.
10. Earth is the only planet not named after a god.





Zerodha



Zerodha kick-started operations on the 15th of August, 2010 with the goal of breaking all barriers that traders and investors face in India in terms of cost, support, and technology. The meaning of the company's name Zerodha is a combination of Zero and "Rodha", the Sanskrit word for a barrier.

Zerodha's disruptive pricing models and in-house technology have made company the biggest stock broker in India in terms of active retail clients. Over 3+ million clients place millions of orders every day through our powerful ecosystem of investment platforms, contributing over 15% of all Indian retail trading volumes.

Rainmatter is the fintech fund and incubator of Zerodha, which has invested in several fintech start-ups with the goal of growing the Indian capital markets.

Founders:

Nithin Kamat:

Nithin bootstrapped and founded Zerodha in 2010 to overcome the hurdles he faced during his decade long stint as a trader. Today, Zerodha has changed the landscape of the Indian broking industry.

He was named one of the **"Top 10 Businessmen to Watch Out for in 2016 in**



India" by The Economic Times for pioneering and scaling discount broking in India. Playing basketball is his zen.

Nikhil Kamat:



Nikhil is an astute investor with over a decade of experience and an impeccable track record, who specializes in modelling sophisticated long term investment strategies and portfolios. He heads



investments and risk management at Zerodha. An avid reader, he always appreciates a good game of chess.

Year: 2010

Headquarters: Bangalore, Karnataka

Innovative Idea:

Discount Broking was the innovative idea which is used by Zerodha. The focus was on building investment and trading applications for end users to make investing easier, and creating a robust internal stack to allow stock broking to operate at scale.

Vision & Mission:

Introducing and bringing more people into the folds of capital markets.

Business model:

Discount broking model according to which Zerodha charges a very small flat fee on every transaction, irrespective of its value. Due to the high volumes of transactions, it is able to leverage the advantages of economies of scale. Zerodha is further able to reduce its cost by not offering advisory services like the traditional brokers.

Total Annual Revenue:

Zerodha which recorded a net profit of Rs 350 crore on revenue of Rs 850 crore in FY19 has witnessed its total client base increase nearly 40X to 2.8 million over the past five years.

User Base: 3 Million+ users

Feats achieved:

1. Zerodha is one of the Unicorn valued startup in India.
2. Won the Economic Times Start-up of the year award for the year 2020.
3. Zerodha is the India's best retail brokerage for 2018" by NSE
4. Zerodha has become India's biggest stock brokerage

Competitors:

1. Upstox
2. Fyers
3. 5 Paisa
4. Angel Broking-

Future Plan: "The Nudge"

Zerodha team have been slowly building towards this goal with Nudge, an integrated "assistant" system on Kite. It has recently introduced Nudge risk warnings that pop up when users attempt to trade risky illiquid instruments and penny stocks. This was aimed at first-time investors who had suddenly taken an interest in investing in the markets during the COVID lockdown without knowing the risks of penny stocks, and often, falling victims to scam stock tips. Thanks to Nudge, the penny stock trading volumes on Kite have dropped by more than 50%, probably saving tens of crores of rupees for our customers.

Zerodha is now working on building more common-sense, safety and discipline rules into Nudge.



Quiz Matters

1. What is the new limit of transaction made using contactless card, as per the recent statement of the RBI?

- a) Rs 1000
- b) Rs 2000
- c) Rs 5000
- d) Rs 10000

2. According to the recent Union Budget 2020-21, what is the disinvestment target of the Indian Government for 2020-21?

- a) ₹ 1.0 Lakh Crores
- b) ₹ 1.1 Lakh Crores
- c) ₹ 1.2 Lakh Crores
- d) ₹ 1.3 Lakh Crores

3. Risk in capital budgeting implies that the decision maker knows _ of the cash flows.

- a) Variability
- b) Certainty
- c) Probability
- d) None of these

4. Which method does not consider the time value of money

- a) Net present value
- b) Internal Rate of Return
- c) Profitability Index
- d) Average rate of return

5. Decision taken at Bretton Woods Conference led to the formation of

- a) IDA



- b) IMF
- c) ADB
- d) IFC

6. Which one of the following is more effective in controlling prices in the long run?

- a) Decrease in production
- b) Increase in production
- c) Decrease in the rate of interest
- d) Increase in the rate of employment

7. The Indian rupee is a legal tender in two other countries. One is Nepal. The other is

- a) Pakistan
- b) Sri Lanka
- c) Bhutan
- d) Afghanistan

8. Who is world's largest airplane manufacturer?

- a) Bombardier
- b) Embraer
- c) Airbus
- d) Boeing

9. USP stands for

- a) Uniform Selling Progress
- b) Unique Selling Point
- c) Unique Selling Point
- d) Under Selling Process

10. Who is the knowledge partner of Microsoft for the India edition of the Imagine Cup 2021?



- a) National Skill Development Corporation
- b) NITI Aayog
- c) myGOV
- d) Door Darshan

11. The Securities and Exchange Board of India (SEBI) was established in

- a) 1992
- b) 1947
- c) 1990
- d) 1976

12. "Better products, Better value, Better living" is the mission statement of which company:

- a) VICCO
- b) HUL
- c) P&G
- d) NIRMA

13. The _____ pathway looks at how prospects become customers, from awareness to preference to trial to repeat purchase.

- a) Brand metrics
- b) Cash-flow metrics
- c) The unit metrics
- d) The customers' metrics

14. Firms can hire low-cost guest workers from foreign countries instead of high-cost domestic workers in order to be competitive. What type of strategy to mitigate operating exposure is this scenario related to?

- a) Flexible sourcing policy
- b) Product differentiation and R&D efforts
- c) Diversification of the market
- d) Selecting low-cost production sites



15. In India, mergers and acquisition of firms are regulated by

- a) National Manufacturing Competitiveness Council
- b) Competition Commission of India
- c) Security and Exchange Board of India
- d) Department of Industrial Policy and Promotion

ANSWERS

- 1. c) Rs 5000
- 2. c) ₹ 1.2 Lakh Crores
- 3. c) Probability
- 4. d) Average rate of return
- 5. b) IMF
- 6. b) Increase in production
- 7. c) Bhutan
- 8. c) Airbus
- 9. c) Unique Selling Point
- 10. a) National Skill Development Corporation
- 11. a) 1992
- 12. d) NIRMA
- 13. d) The customers' metrics
- 14. a) Flexible sourcing policy
- 15. b) Competition Commission of India



Agri Scan

December 1:

States' indebtedness to hit decade-high of 36% of GSDP: CRISIL

<https://economictimes.indiatimes.com/news/economy/indicators/states-indebtedness-to-hit-decade-high-of-36-of-gsdp-crisil/articleshow/79508561.cms>

December 2:

NSE launches its first agricultural commodity futures contract CDSO

https://www.business-standard.com/article/markets/nse-launches-its-first-agricultural-commodity-futures-contract-cdso-120120300033_1.html#:~:text=Leading%20stock%20exchange%20NSE%20on,tool%20for%20managing%20their%20price.

December 3:

Burger King India IPO fully subscribed on day 1; retail portion booked over 15 times

<https://www.financialexpress.com/market/ipo-news/burger-king-india-ipo-subscription-status-retail-portion-quick-service-restaurant-rs-810-crore-initial-public-offer-qsr-burger-brand/2141518/>

December 4:

As stocks soar, government shutdown looms amid pandemic

<https://economictimes.indiatimes.com/markets/stocks/news/as-stocks-soar-government-shutdown-looms-amid-pandemic/articleshow/79563953.cms>

December 5:

FSSAI's revised standards for packaged drinking water to apply from January 1

<https://www.thehindubusinessline.com/todays-paper/tp-agri-biz-and-commodity/article33254684.ece>



December 6:

Centre urged to lift onion exports ban

<https://www.thehindubusinessline.com/todays-paper/tp-agri-biz-and-commodity/article33274768.ece>

December 7:

CAI revises cotton export forecast as price rise hits parity

<https://www.thehindubusinessline.com/todays-paper/tp-agri-biz-and-commodity/article33274771.ece>

December 8:

Poultry sector to hatch gains on revival in demand, says ICRA

<https://www.thehindubusinessline.com/todays-paper/tp-agri-biz-and-commodity/article33274776.ece>

December 9:

Honey adulteration: CSE rebuts Chinese firm's claim

<https://www.thehindubusinessline.com/economy/agri-business/honey-adulteration-cse-rebuts-chinese-firms-claim/article33285518.ece>

December 10:

Plantation sector should also be included under PLI Scheme

<https://www.thehindubusinessline.com/economy/agri-business/plantation-sector-should-also-be-included-under-pli-scheme/article33299164.ece>

December 11:

Bayer enters home gardens with mini veg seed packets



<https://www.thehindubusinessline.com/economy/agri-business/bayer-enters-home-gardens-with-mini-veg-seed-packets/article33309185.ece>

December 12

PM to industries: Ramp up investments in agriculture

<https://www.thehindubusinessline.com/economy/pm-to-industries-ramp-up-investments-in-agriculture/article33315574.ece>

December 13

Government should set up few institutions like, contract farming regulator to allay farmers fear

<https://economictimes.indiatimes.com/news/economy/agriculture/view-govt-should-set-up-a-few-institutions-like-a-contract-farming-regulator-to-allay-farmers-fears/articleshow/79709647.cms>

December 14

Worsening economics of sugar industry worries mills, administration in Maharashtra

<https://economictimes.indiatimes.com/news/economy/agriculture/worsening-economics-of-sugar-industry-worries-mills-administration-in-maharashtra/articleshow/79723344.cms>

December 15

Andhra Pradesh rolls out free crop insurance scheme

<https://www.thehindubusinessline.com/economy/agri-business/andhra-pradesh-rolls-out-free-crop-insurance-scheme/article33338726.ece>

December 16

India's grape exports will continue to shrink in 2021 as pandemic keeps demand subdued

<https://economictimes.indiatimes.com/news/economy/agriculture/indias-grape-exports-will-continue-to-shrink-in-2021-as-pandemic-keeps-demand-subdued/articleshow/79756736.cms>



December 17

Advance corporate tax mop-up jumps 49 per cent to Rs 1.09 lakh crore in Q3: CBDT source

<https://economictimes.indiatimes.com/news/economy/finance/advance-corporate-tax-mop-up-jumps-49-per-cent-to-rs-1-09-lakh-crore-in-q3-cbdt-source/articleshow/79778694.cms>

December 18

US Treasury Department adds India to the monitoring list of currency manipulators

<https://economictimes.indiatimes.com/news/economy/finance/us-treasury-department-adds-india-to-the-monitoring-list-of-currency-manipulators/slideshow/79794956.cms>

December 19

India allows 8,424 tonne raw sugar exports to US under tariff-rate quota

<https://economictimes.indiatimes.com/news/economy/foreign-trade/india-allows-8424-tonne-raw-sugar-exports-to-us-under-tariff-rate-quota/articleshow/79801990.cms>

December 20

Pillai panel begins verification of benefit rates under RoDTEP

<https://economictimes.indiatimes.com/news/economy/finance/pillai-panel-begins-verification-of-benefit-rates-under-rodtep/articleshow/79828479.cms>

December 21

Govt plans to double farm mechanisation in 10 years

<https://www.thehindubusinessline.com/economy/agri-business/govt-plans-to-double-farm-mechanisation-in-10-years-tomar/article33384164.ece>

December 22



How a nutrition initiative in Kerala is helping households eat better

<https://www.thehindubusinessline.com/economy/agri-business/how-a-nutrition-initiative-in-kerala-is-helping-households-eat-better/article33392815.ece>

December 23

Samunnati launches Agri Elevate platform to connect farmers, FPOs, agri enterprises

<https://www.thehindubusinessline.com/economy/agri-business/samunnati-launches-agri-elevate-platform-to-connect-farmers-fpos-agri-enterprises/article33400373.ece>

December 24

Rabi acreage increases 4% at nearly 600 lakh ha

<https://www.thehindubusinessline.com/economy/agri-business/rabi-acreage-increases-4-at-nearly-600-lakh-ha/article33412743.ece>

December 25

U-shaped recovery see in interest cover ratio across key sectors: CARE

<https://www.thehindubusinessline.com/economy/u-shaped-recovery-see-in-interest-cover-ratio-across-key-sectors-care/article33416891.ece>

December 26

India set to become fifth largest economy in 2025

<https://www.thehindubusinessline.com/economy/india-to-become-fifth-largest-economy-in-2025/article33422447.ece>

December 27

Telangana may do away with crop regulation



<https://www.thehindubusinessline.com/economy/agri-business/telangana-may-do-away-with-crop-regulation/article33431761.ece>

December 28

Curbs on export of onions to go from January 1: Centre

<https://www.thehindubusinessline.com/news/curbs-on-export-of-onions-to-go-from-january-1-centre/article33439348.ece>

December 29

DGFT defers certification requirement for rice exports to EU to July 1, 2021

<https://www.thehindubusinessline.com/economy/agri-business/dgft-defers-certification-requirement-for-rice-exports-to-eu-to-july-1-2021/article33446955.ece>

December 30

IIHR commercialises probiotic fruit beverage technology

<https://www.thehindubusinessline.com/economy/agri-business/iihr-commercialises-probiotic-fruit-beverage-technology/article33454799.ece>

December 31

Deadlock broken: Centre concedes farmers' two demands; talks to continue on 2 others

<https://www.thehindubusinessline.com/economy/agri-business/deadlock-over-farm-laws-centre-concedes-two-demands-talks-to-continue-on-the-repeal-of-bills-legalising-msp/article33455977.ece>

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Allamprabhu



Bhushan Mehta



Ganga V.



Hemant Dhandale



Koshika Poojitha



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Ritika Saini