

Kalindi College Library
Journal Content Alert Service
Table of Content for Print Journal



JCAS No.: 39

Dated :- 31.10.2022

Kalindi College Library
Journal Content Alert Service

JCAS No.:39

Dated :- 31.10.2022

Sr. No.	Title of Journal	Page No.
1.	Bioscope: South Asian Screen Studies	1
2.	National Geographic	3
3.	Vision: the journal of business	5
4.	World Focus	7
5.	Yojana	9
6.	वर्ल्ड फोकस	11
7.	योजना	13
8.	Business Today	15
9.	वर्ल्ड फोकस	17
10	World Focus	19
11.	Business Today	22
12.	The Caravan	24
13.	Corporate Professionals Today	26
14.	Corporate Professionals Today	28
15.	Forbes	30
16	The Indian Economic and Social History Review	34
17	The Indian Journal of Political science	36
18	Kurukshetra	39

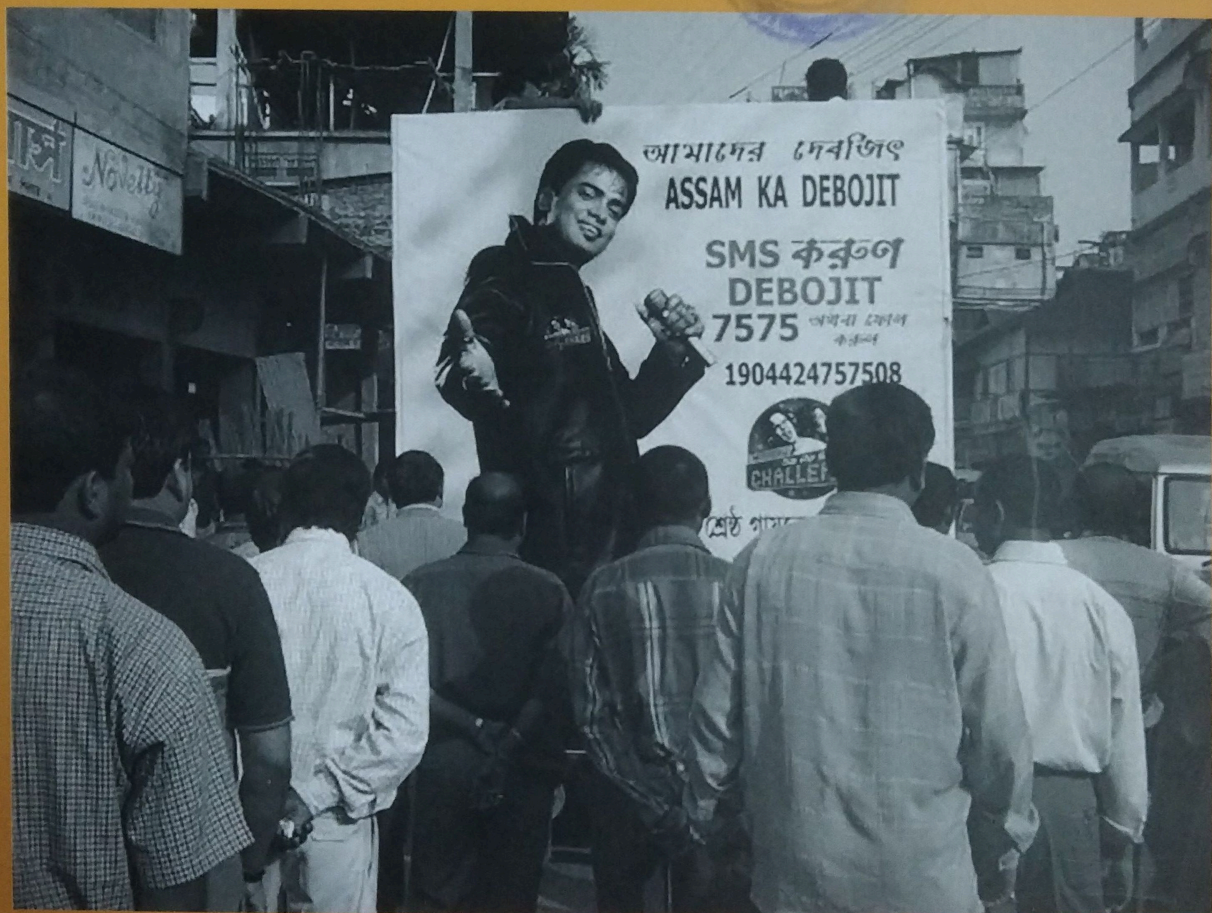
BioScope

SOUTH ASIAN SCREEN STUDIES

Volume 13 Number 1 June 2022



M 17/10/22



find this journal online
at <http://journals.sagepub.com/home/bloa>
ISSN 0974-9276



Contents

Editorial

- Ravi S. Vasudevan, Rosie Thomas, S. V. Srinivas, Salma Siddique,
Debashree Mukherjee, Kartik Nair and Lotte Hoek 7

Special Section: Media in the Pandemic

- Mediatised Contagion: Some Propositions on Pandemic Media 12
Pallavi Paul

- Chronicle of a Funeral Webcast: Mediating Death in the Time of
COVID-19 19
Kuhu Tanvir

- Through a Drone Darkly: Drone Media as Pandemic Witnessing 24
Anirban K. Baishya

- A Critical Film Zone on Zoom 33
Laleen Jayamanne

Articles

- Songs by Ballot: Binaca Geetmala and the Making of a Hindi
Film-Song Radio Audience, 1952–1994 38
Isabel Huacuja Alonso

- Vote for Visibility: Talent Hunts, Networked Infrastructures, and the
Emergence of Northeast India's First Reality TV Star 74
Sagorika Singha

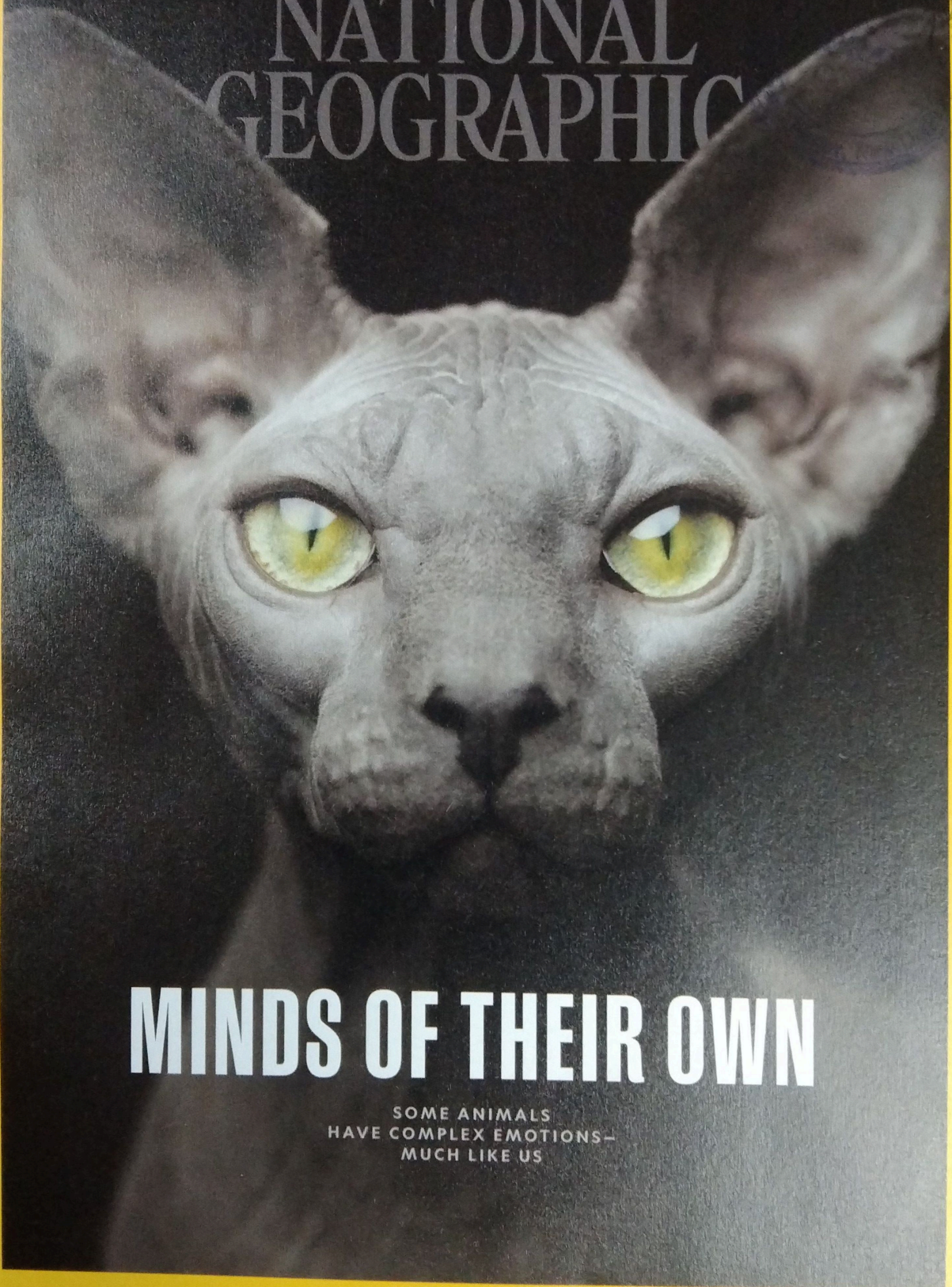
10.2022

AFRICAN HERITAGE
THRIVES IN BRAZIL

THE TALIBAN'S
AFGHANISTAN

CAVES IN THE ALPS:
MAGICAL, MELTING

NATIONAL
GEOGRAPHIC



MINDS OF THEIR OWN

SOME ANIMALS
HAVE COMPLEX EMOTIONS—
MUCH LIKE US

CONTENTS

On the Cover

Ed, a Canadian sphynx cat, is curious, outgoing, affectionate, and highly responsive to human emotion. He's also talkative: Say his name, he purrs. In this portrait, his forward-tilted ears show he's alert and his narrowed pupils that he's relaxed.

VINCENT LAGRANGE

PROOF



6

Creatures of the Night

Using darkness as his canvas and light as his brush, a photographer creates such works of whimsy as a sprinting dinosaur and a rainbow-hued spider.

PHOTOGRAPHS BY
DARREN PEARSON

EXPLORE

15

THE BIG IDEA

Live Longer by Living Younger

We can self-engineer genetic changes that boost longevity by making healthy choices.

BY MICHAEL F. ROIZEN, M.D.

INNOVATOR

Catherine de Medici Jaffee

She produces podcasts at the crossroads of science and social justice.

BY JORDAN SALAMA



ALSO

Tomatoes at Risk
Cosmic Combustion



28

BASIC INSTINCTS

Come-Hither Croaks

Soprano or baritone? Female wood frogs show a clear preference for deep male voices.

BY ANNIE ROTH

CLOSER LOOK

Into a Shadow Realm

Archaeologists aim to decode the secrets of Rathcroghan, an ancient Irish capital with a secret gateway to the underworld.

BY RONAN O'CONNELL

ALSO

A High-Wire Act
Explorer Bertie Gregory

Volume 26, Issue 3
September 2022

VISION

The Journal of Business Perspective

PERSPECTIVE

The Role of Social Relationships in Learning from Job Rotations
Victor Boyl, Sheldon Carvalho, Fallan Kirby Carvalho and Charles Carvalho

REVIEW ARTICLE

Financial Inclusion of Women and Gender Gap in Access to Finance: A Systematic Literature Review
Priyanka Roy and Binoti Patro

RESEARCH ARTICLES

Factors Influencing Price Perception for Fashion: Study of Millennials in India
Nitin S. Wani

Ranking the Determinants for International Education Destination Decision of Indian Students:
Application of Fuzzy Analytical Hierarchical Process

Sunita Guru, Nityesh Bhatt and Nishant Agrawal

Evidence on the Non-linear Effect of Large Ownership on the Enterprise Value of Indian
Manufacturing Firms

Krishna Dayal Pandey, Tarak Nath Sahu and Apu Manna

An Evaluation of the Tracking Performance of Exchange Traded Funds (ETFs): The Case of
Indian Index ETFs

Vanita Tripathi and Aakanksha Sethi

The Impact of Leverages and Operating Efficiency on Market Value Added: Empirical Evidence from India
Rahul Kumar, Prince Bhatia and Subir Chattopadhyay

Modelling the Effectiveness of a Social Media-based Counseling Intervention on Interest, Entrepreneurial
Skills, and Behavioural Intention Towards Painting Among Youth Without Paid Jobs in Nigeria

*Chukwuemeka Vincent Okpara, U. Anibueze Anselm, Ugwu Alphonsus, Ugwuanyi John Chidi and
Verlunmun Celestine Gever*

Investigating the Mediating Relationship Between Sustainability Orientations and Sustainable
Performance in the SME Context of Tunisia

Abdullah Abdulaziz-al-Humaidan, Noor-Hazlina Ahmad and Md Shamimul Islam

The Analysis of Corporate Social Responsibility, Identification and Customer Orientation by Structural
Equation Modelling and Artificial Intelligence

Seniz Ozhan, Erkan Ozhan and Gamze Yakar Pritchard

MANAGEMENT CASE

IndiaFirst Life Insurance: Planning Next-Level Growth by Corporate Entrepreneurship

Amarpreet Singh Ghura and Abhishek

CASE ANALYSES

BOOK REVIEW

find this journal online
at <http://journals.sagepub.com/home/vis>
ISSN 0972-2629



Contents**Perspective**

- The Role of Social Relationships in Learning from Job Rotations 279
Victor Boyi, Sheldon Carvalho, Fallan Kirby Carvalho and Charles Carvalho

Review Article

- Financial Inclusion of Women and Gender Gap in Access to Finance: A Systematic Literature Review 282
Priyanka Roy and Binoti Patro

Research Articles

- Factors Influencing Price Perception for Fashion: Study of Millennials in India 300
Nitin S. Wani
- Ranking the Determinants for International Education Destination Decision of Indian Students: Application of Fuzzy Analytical Hierarchical Process 314
Sunita Guru, Nityesh Bhatt and Nishant Agrawal
- Evidence on the Non-linear Effect of Large Ownership on the Enterprise Value of Indian Manufacturing Firms 328
Krishna Dayal Pandey, Tarak Nath Sahu and Apu Manna
- An Evaluation of the Tracking Performance of Exchange Traded Funds (ETFs): The Case of Indian Index ETFs 339
Vanita Tripathi and Aakanksha Sethi
- The Impact of Leverages and Operating Efficiency on Market Value Added: Empirical Evidence from India 351
Rahul Kumar, Prince Bhatia and Subir Chattopadhyay
- Modelling the Effectiveness of a Social Media-based Counseling Intervention on Interest, Entrepreneurial Skills, and Behavioural Intention Towards Painting Among Youth Without Paid Jobs in Nigeria 361
Chukwuemeka Vincent Okpara, U. Anibueze Anselm, Ugwu Alphonsus, Ugwuanyi John Chidi and Verlumun Celestine Gever
- Investigating the Mediating Relationship Between Sustainability Orientations and Sustainable Performance in the SME Context of Tunisia 369
Abdullah Abdulaziz-al-Humaidan, Noor-Hazlina Ahmad and Md Shamimul Islam
- The Analysis of Corporate Social Responsibility, Identification and Customer Orientation by Structural Equation Modelling and Artificial Intelligence 382
Seniz Ozhan, Erkan Ozhan and Gamze Yakar Pritchard

Management Case

IndiaFirst Life Insurance: Planning Next-Level Growth by Corporate Entrepreneurship
Amarpreet Singh Ghura and Abhishek

395

Case Analyses

Case Analysis I: IndiaFirst Life Insurance: Planning Next-level Growth by Corporate Entrepreneurship
Sabyasachi Sinha

402

Case Analysis II: IndiaFirst Life Insurance: Planning Next-level Growth by Corporate Entrepreneurship
Alex F. DeNoble

404

Book Review

Helen Kensett, *Sales Mind: 48 Tools to Help You Sell*
Reviewed by *Jaydeep Mukherjee*

406

Visit <http://journals.sagepub.com/home/vis>
Free access to tables of contents and abstracts

World FOCUS

A Premier Indo-Centric Foreign Affairs Monthly Journal Since 1980
PEER REVIEWED/REFEREED JOURNAL

42
Year of
PUBLICATION

Digital Copy at worldfocus.in

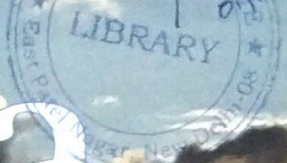
ISSN 2230-8058

E-ISSN 2581-5083

U.S. Library of Congress No: 80910345

September 2022

India and Neighbours



Rs. 120
US \$ 20

Next Issue
Energy and Maritime Conflicts
and Security

India & Neighbours

Content

Influence of China on India's Neighbours Myanmar, Sri Lanka, and Maldives – New Delhi's Response Anil Kamboj, I.G. (Retd.)	5
India-China-Pakistan: Tripartite Geopolitical Trends & Implications in 21st Century Dr. Rajesh Kumar and Navcharan Singh Sidhu	14
India's Maritime Policy and Neighbours Prof. Snehalata Panda	21
Exploring India's New South Asia Regional Foreign Policy Pitch: Attempted Transition from SAARC to BIMSTEC Prof. Tridib Chakraborti & Protik Chatterjee	28
India-Maldives Relations: A Panoramic View Dr. Manas Chakrabarty	38
Indo-Nepal Bilateral Relations: Imperatives and Challenges Dr. Alok Kumar Gupta and Kaushiki Parihar	45
Sheikh Hasina's India Visit of September 2022: Injecting Growth in Bilateral Relations Dr. Alok Kumar Gupta	52
India's foreign policy with its immediate Neighbors – Strategic Issues & Challenges Dr. Pradip Kumar Parida and Fakir Kumar Pradhan	58
India's Policy towards Myanmar in Post 2021 Coup: Fractured between Words and Deeds Dr. S. Subba Rao	64
India's Indo-Pacific Neighbourhood: Analysing the Policy Dynamics in the Maritime Domain Dr. Mohor Chakraborty	71
China's Growing Presence in Bhutan: Implications for India Dr. Sanjit Pal	78
China's Strategic Designs in South-Asian Region: A Checkmate for India? Dr. Shaveta Sharma	84
The financial Crisis of Sri Lanka: The Economy Verged to be Collapsed Prof. Biswa Ranjan Mohanty	91
Pakistan: Regional and International Transformations Post PTI Government Hari Godara	98
Book Review <i>Modi@20: Dreams Meet Delivery</i> (ed.) (India: Rupa Publications, 2022) Rs.895/- Pages: xviii+439. Reviewed by Dr. Alok Kumar Gupta	102



YOJANA

OCTOBER 2022

A DEVELOPMENT MONTHLY

₹ 22

OUR ECOSYSTEM

Zoological Diversity

Dr Dhriti Banerjee, Dr C Raghunathan

Geoscientific Explorations

Dr S Raju

Safeguarding Oceans

Dr Manish Mohan Gore





EDITOR
SHUCHITA CHATURVEDI

JOINT DIRECTOR, PRODUCTION
D K C HRUDHAINATH

COVER DESIGN
BINDU VERMA

OUR REPRESENTATIVES

Ahmedabad: Sumanben A Machhar, Bengaluru: BK Kiranmai, Bhubaneswar: Itishree Singh Rathaur, Chennai: Sanjay Ghosh, Guwahati: Maruf Alam, Hyderabad: Krishna Vandana P, Jalandhar: Gagandeep Kaur Devgan, Kolkata: Khurshid Mallick, Mumbai: Umesh Ujgare: Thiruvananthapuram: Roy Chacko.

Yojana (English): Room No. 647, Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110 003. E-mail (Editorial): sec-yojanaeng-moib@gov.in

YOJANA, a development monthly published since 1957, is a theme-based journal providing in-depth analyses and views on socio-economic issues in the broader framework of government policies. Although published by the Ministry of Information and Broadcasting, YOJANA is not restricted to expressing the official point of view.

DISCLAIMER

- The views expressed in various articles are those of the authors and they do not necessarily reflect the views of the Government or the organisation/s they work for.
- Maps/flags used in the articles are only indicative and they do not reflect the political map or legal representation of the flag of India/any other country.
- The infographics/figures are provided by the authors through their reliable sources and YOJANA claims no responsibility for the same.
- Images, graphics and illustrations, wherever used, are mostly sourced from government channels and are indicative in nature.
- YOJANA does not own responsibility regarding the contents of the advertisements. The readers are requested to verify the claims made in the advertisements regarding courses, career-guidance books or institutions.
- YOJANA doesn't endorse or promote any brands or private entities presented as case studies in any of the articles.

SUBSCRIPTION/GRIEVANCES

Email: pdjucir@gmail.com
Phone: 011-24367453
(Monday-Friday, 9:30 am- 6:00 pm)

Postal Address: Abhishek Chaturvedi, Editor, Journals Unit, Publications Division, Room No. 779, Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110 003.

Please note that it will take at least eight weeks to start your subscription. Kindly raise your queries/grievances about non receipt of the journals only after this period.

SUBSCRIPTION-RELATED DETAILS : Page 49

Website: www.publicationsdivision.nic.in

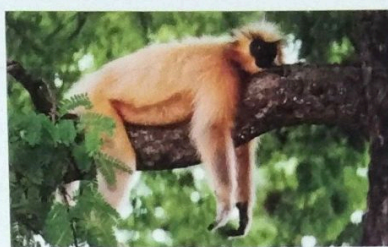
@DPD_India
@publicationsdivision
@dpd_india

Let noble thoughts come to us from all sides.
Rig Veda

IN THIS ISSUE

ZOOLOGICAL DIVERSITY

Dr Dhriti Banerjee
Dr C Raghunathan 7



GEOSCIENTIFIC EXPLORATIONS

Dr S Raju 11



SAFEGUARDING OCEANS

Dr Manish Mohan Gore 15

A&N: A BIOLOGICAL PARADISE

C Sivaperuman 19

WONDER IN THE WEST

R K Sugoor 25



WATER GOVERNANCE

Bharat Lal 29

INDIGENOUS BIORESOURCES OF NER

Rajendra Adak
Krishna Kant Pachauri
Dr Rakhi Chaturvedi 33

GREEN TELECOM

Sanjeev Banzal 37

OUR WATER HEROES

Dr V C Goyal, Dr Archana Sarkar,
Varun Goyal 42



AKAM: BHAKTI & NATIONALIST MOVEMENT

Dr Moly Rakshit 45

JOURNEY OF YOJANA LOGO 50

INTRODUCING THE NEW LOGO OF YOJANA COVER-III

NEXT ISSUE: INDIAN MARITIME



Number of pages: 52

Details of the Sales Outlets of the Publications Division on Page 32

YOJANA is published in Assamese, Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu, and Urdu.

वर्ल्ड फोकस

विदेश मामलों पर भारत-केंद्रिक मासिक जर्नल
पीयर रिव्यूड/रिफ्रीड रिसर्च जर्नल

12
Year of

PUBLICATION

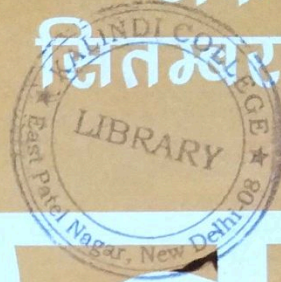
Digital Copy at worldfocus.in

E-ISSN 2581-5091

ISSN 2231-0185

अंक - 126

जुलै 2022



11/11/22

भारत और पड़ोसी

120
US \$ 20

अगला अंक
ऊर्जा और समुद्री संघर्ष
और सुरक्षा

भारत और उसके पड़ोसी देश

विषय-सूची

भारत के पड़ोसी देशों म्यांमार, श्रीलंका और मालदीव पर चीन का प्रभाव - दिल्ली की प्रतिक्रिया अनिल कंबोज, आई.जी. (रिटायर्ड)	5
भारत-चीन-पाकिस्तान: 21 वीं सदी में त्रिपक्षीय भू-राजनीतिक रुझान और निहितार्थ डॉ. राजेश कुमार और नवचरण सिंह सिद्धू	13
श्रीलंकाई आर्थिक संकट में भारत की रणनीतिक भूमिका डॉ. विनोद खोब्रागड़े और दीपिका गुप्ता	19
भारत की समुद्री नीति और पड़ोसी प्रोफेसर स्नेहलता पांडा	24
भारत की नई दक्षिण एशिया क्षेत्रीय विदेश नीति की खोज: सार्क से बिस्मटेक में संक्रमण का प्रयास डॉ. त्रिदिब चक्रवर्ती और श्री प्रोतिक चटर्जी	30
भारत-मालदीव संबंध: एक विशालदर्शी दृष्टिकोण डॉ. मानस चक्रवर्ती	38
भारत-नेपाल द्विपक्षीय संबंध: अनिवार्यताएं और चुनौतियां डॉ. आलोक कुमार गुप्ता और कौशिकी परिहार	44
रोख हसीना की सितंबर 2022 में भारत यात्रा: द्विपक्षीय संबंधों में वृद्धि डॉ. आलोक कुमार गुप्ता	50
विदेश नीति - रणनीतिक मुद्दे और चुनौतियां डॉ. प्रदीप कुमार परीदा और फकीर कुमार प्रधान	55
2021 के तख्तापलट के बाद म्यांमार के प्रति भारत की नीति: वचन और कार्य के बीच असामंजस्य डॉ. सुब्बा राव	60
भारत का हिंद-प्रशांत पड़ोस: समुद्री क्षेत्र में नीति गतिकी का विश्लेषण डॉ. मोहोर चक्रवर्ती	66
चीन की भूटान में बढ़ती उपस्थिति: भारत पर प्रभाव डॉ. संजीत पॉल	72
श्रीलंका का वित्तीय संकट: अर्थव्यवस्था बहने के कगार पर प्रो. बिस्वा रंजन मोहंती	78
पाकिस्तान: क्षेत्रीय और अंतर्राष्ट्रीय परिवर्तन, पीटीआई सरकार के बाद हरि गोदारा	84
दक्षिण एशिया में ग्लोबल वार्मिंग और जलवायु परिवर्तन का प्रभाव डॉ. भंवर विश्वेंद्र राज सिंह और पूजा रानी	88
पुस्तक समीक्षा <i>Modi@20: Dreams Meet Delivery</i> (ed.) (India: Rupa Publications, 2022). Rs.895/- Pages: xviii+439. समीक्षक: डॉ. आलोक कुमार गुप्ता	93

ISSN-0971-8397



योजना

75
आजादी का
अमृत महोत्सव

अक्टूबर 2022

विकास को समर्पित मासिक

₹ 22

हमारा पारिस्थितिकी तंत्र

प्राणी विविधता

डॉ धृति बैनर्जी, डॉ सी रघुनाथन

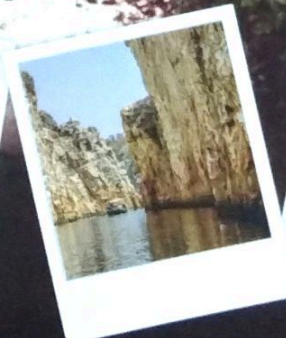
भूवैज्ञानिक अन्वेषण

डॉ एस राजू

महासागर के जीवों और संसाधनों को

सहेजना आवश्यक

डॉ मनीष मोहन गोरे





वरिष्ठ संपादक : कुलश्रेष्ठ कमल
संपादक : डॉ ममता रानी

संपादकीय कार्यालय

648, सूचना भवन, सीजीओ परिसर,
लोदी रोड, नयी दिल्ली-110 003

संयुक्त निदेशक (उत्पादन) : डीकेसी हृदयनाथ
आवरण : बिन्दु वर्मा

योजना का लक्ष्य देश के आर्थिक विकास से सम्बन्धित मुद्दों का सरकारी नीतियों के व्यापक संदर्भ में गहराई से विश्लेषण कर इन पर विमर्श के लिए एक जीवंत मंच उपलब्ध कराना है।

योजना में प्रकाशित लेखों में व्यक्त विचार लेखकों के अपने और व्यक्तिगत हैं। ज़रूरी नहीं कि ये लेखक भारत सरकार के जिन मंत्रालयों, विभागों अथवा संगठनों से संबद्ध हैं, उनका भी यही दृष्टिकोण हो।

योजना में प्रकाशित विज्ञापनों की विषयवस्तु के लिए योजना उत्तरदायी नहीं है।

योजना में प्रकाशित आलेखों में प्रयुक्त मानचित्र व प्रतीक आधिकारिक नहीं है, बल्कि सांकेतिक हैं। ये मानचित्र या प्रतीक किसी भी देश का आधिकारिक प्रतिनिधित्व नहीं करते हैं।

योजना लेखकों द्वारा आलेखों के साथ अपने विश्वसनीय स्रोतों से एकत्र कर उपलब्ध कराए गए आंकड़ों/तालिकाओं/इन्फोग्राफिक्स के सम्बन्ध में उत्तरदायी नहीं है। योजना किसी भी लेख में केस स्टडी के रूप में प्रस्तुत किसी भी ब्रांड या निजी संस्थाओं का समर्थन या प्रचार नहीं करती है।

योजना घर मंगाने, शुल्क में छूट के साथ दरों व प्लान की विस्तृत जानकारी के लिए पृष्ठ-49 पर देखें।

योजना की सदस्यता का शुल्क जमा करने के बाद पत्रिका प्राप्त होने में कम से कम 8 सप्ताह का समय लगता है। इस अवधि के समाप्त होने के बाद ही योजना प्राप्त न होने की शिकायत करें।

योजना न मिलने की शिकायत या पुराने अंक मंगाने के लिए नीचे दिए गए ई-मेल पर लिखें -

pdjucir@gmail.com

या संपर्क करें-

दूरभाष : 011-24367453

(सोमवार से शुक्रवार सभी कार्य दिवस पर
प्रातः 9:30 बजे से शाम 6:00 बजे तक)

योजना की सदस्यता की जानकारी लेने तथा विज्ञापन छापवाने के लिए संपर्क करें-

अभिषेक चतुर्वेदी, संपादक, पत्रिका एकांश
प्रकाशन विभाग, कमरा सं. 779, सातवां तल,
सूचना भवन, सीजीओ परिसर, लोदी रोड,
नयी दिल्ली-110003

@DPD_india

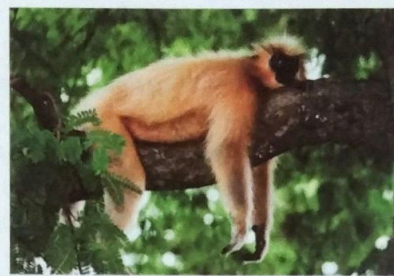
@publicationsdivision

@dpd_india

इस अंक में

प्राणी विविधता

डॉ धृति बैनर्जी, डॉ सी रघुनाथन..... 7



भूवैज्ञानिक अन्वेषण

डॉ एस राजू..... 11



महासागर के जीवों और संसाधनों को
सहेजना आवश्यक

डॉ मनीष मोहन गोरे..... 15



प्रकृति और विकास के बीच संतुलन

डॉ रहीस सिंह..... 20

जैविक सम्पदा से परिपूर्ण

सी शिवपेरुमन..... 24

गुजरात : विविधतापूर्ण वन्यजीवन

आर के सुगूर..... 28

जल प्रशासन

भरत लाल..... 31

पूर्वोत्तरी क्षेत्र के जैवसंसाधन

राजेंद्र अदक, कृष्णाकांत पचौरी,

डॉ राखी चतुर्वेदी..... 35



पर्यावरण के अनुरूप दूरसंचार

संजीव बंजल..... 39

भारत के जलनायक

डॉ वी सी गोयल, डॉ अर्चना सरकार,

वरुण गोयल..... 43

आज़ादी क्वेस्ट :

ऑनलाइन मोबाइल गेम..... 48

योजना के प्रतीक चिह्न का सफर..... 50

योजना का नया प्रतीक चिह्न..... 51

नियमित स्तंभ

क्या आज जानते हैं? :

भारतीय अंटार्कटिक विधेयक, 2022..... 46

आगामी अंक : भारतीय समुद्री



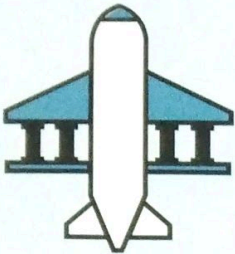
प्रकाशन विभाग के देश भर में स्थित विक्रय केंद्रों की सूची के लिए देखें पृ.सं. 34

हिंदी, असमिया, बांग्ला, अँग्रेज़ी, गुजराती, कन्नड़, मलयालम, तमिल, तेलुगु, मराठी, ओडिया, पंजाबी तथा उर्दू में एक साथ प्रकाशित।

business today.in
Business Today

October 30, 2022 ₹150

On Stands | Online | On Air



FOREIGN BANKS
Finding a Niche

PG. 34



TRUECALLER
Difficult Times Ahead

PG. 42

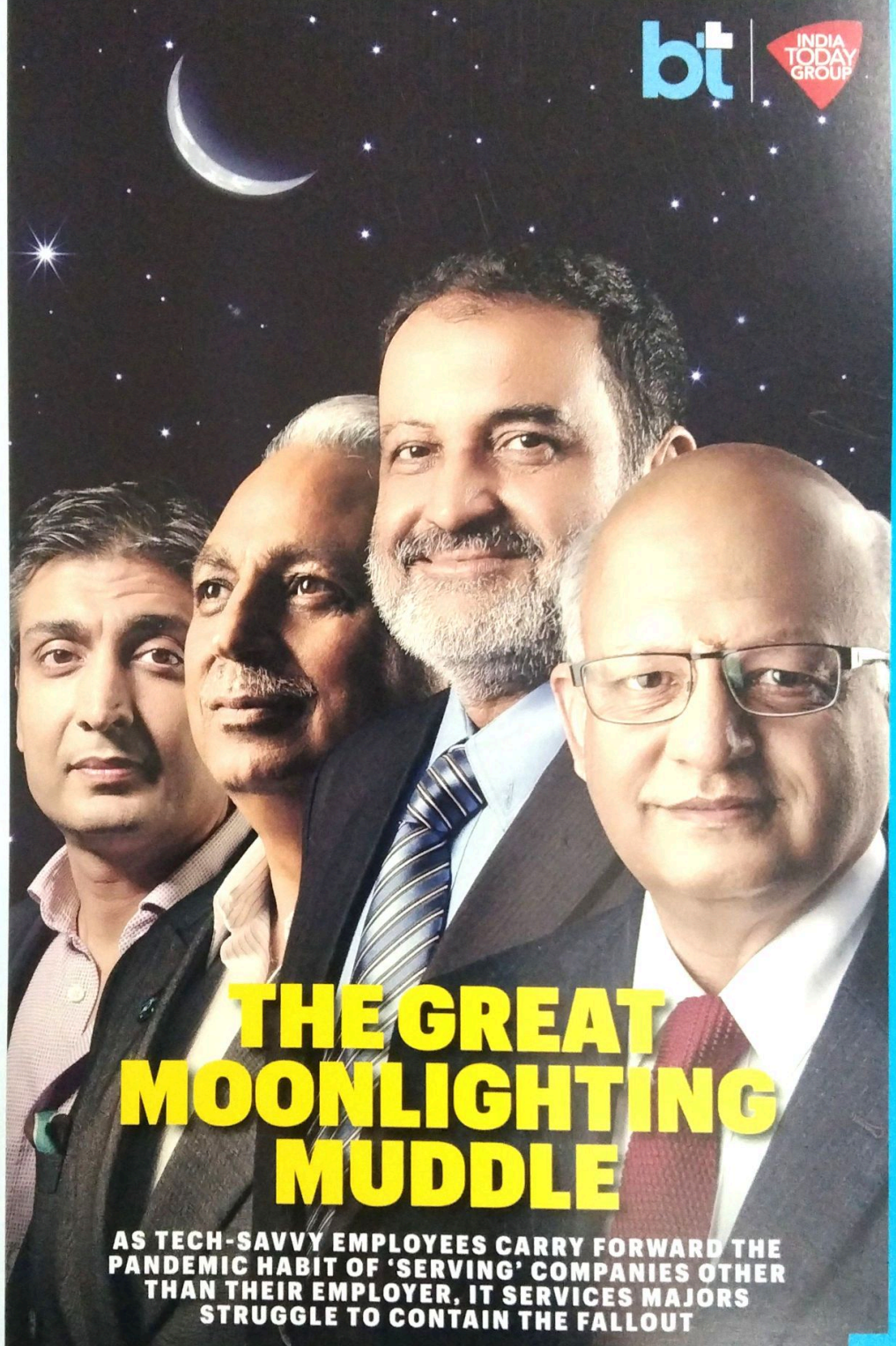


MARUTI SUZUKI
40 Years Strong

PG. 62



9 770974 156500 9



THE GREAT MOONLIGHTING MUDDLE

AS TECH-SAVVY EMPLOYEES CARRY FORWARD THE PANDEMIC HABIT OF 'SERVING' COMPANIES OTHER THAN THEIR EMPLOYER, IT SERVICES MAJORS STRUGGLE TO CONTAIN THE FALLOUT

Rishad Premji, Executive Chairman, Wipro; C.P. Gurnani, MD & CEO, Tech Mahindra; T.V. Mohandas Pai, former CFO and Board Member, Infosys; N. Ganapathy Subramaniam, COO, TCS

DL (DS) 04/MH/2022/25-26, RIN No. 5348/19, FARDIABAD/145/2021-22/8P, Fardabadi, Date of posting: Tue, Wed & Thursday

CONTENTS

October 30, 2022 | Volume 31 | Number 22



ILLUSTRATION BY NILANJAN DAS

THE GREAT MOONLIGHTING MUDDLE

AS TECH-SAVVY EMPLOYEES CARRY FORWARD THE PANDEMIC HABIT OF 'SERVING' COMPANIES OTHER THAN THEIR EMPLOYER, IT SERVICES MAJORS STRUGGLE TO CONTAIN THE FALLOUT

COVER BY NILANJAN DAS

RISHAD PREMJI PHOTO BY BANDEEP SINGH; C.P. GURNANI PHOTO BY REUBEN SINGH;
T.V. MOHANDAS PAI PHOTO BY SHEKHAR GHOSH;
N. GANAPATHY SUBRAMANIAM PHOTO BY HARDIK CHHABRA

8 | THE BUZZ: PHOTOGRAPHIK

Sweet Upturn

After a two-year lull, the sweets & snacks market might see a robust demand in its festive season

10 | THE BUZZ: POINT

Chipping away

The recent global chip shortage has compelled India to focus on becoming self-reliant in its manufacturing

12 | THE BUZZ: BRIEFINGS

In the Slow Lane

The amount raised via IPOs in H1FY23 is 32 per cent lower than a year ago. *And more...*

COVER STORY

24



14 | THE BUZZ: SPOTLIGHT

Man of the Hour

Ashwini Vaishnav was the driving force behind the timely launch of 5G in India. *And more...*

16 | UPDATE

No Deal

The cancellation of the PayU-BillDesk deal is a loss not just for its investors, but has broader lessons too

वर्ल्ड फोकस

विदेश मामलों पर भारत-केंद्रिक मासिक जर्नल
पीयर रिव्यूड/रिफ्रीड रिसर्च जर्नल



Digital Copy at worldfocus.in

E-ISSN 2581-5091

ISSN 2231-0185

अंक - 127

अक्टूबर 2022

ऊर्जा और समुद्री संघर्ष एवं सुरक्षा

₹ 120
US \$ 20

अगला अंक
भारत की विदेश नीति
भाग-1

ऊर्जा और समुद्री संघर्ष एवं सुरक्षा

विषय-सूची

भारत-रूस ऊर्जा सहयोग - क्षमताएं, बाधाएं और संभावनाएं डॉ. आर. जी. गिदाधुबली	5
नवीकरणीय ऊर्जा के प्रति भारत का दृष्टिकोण - ऊर्जा स्थिरता की दिशा में आगे बढ़ने का एक तरीका प्रो. अनिल कंबोज, आई.जी. (रिटायर्ड)	10
भारत-नेपाल ऊर्जा सहयोग प्रो. स्नेहलता पांडा	17
समुद्री सीमा विवाद और शांतिपूर्ण समाधान डॉ. सुधीर वाडेकर	23
आईएनएस विक्रांत का जलावतरण: आत्मनिर्भर समुद्री सुरक्षा की दिशा में भारत की एक बड़ी उपलब्धि डॉ. आलोक कुमार गुप्ता	30
दक्षिणी चीन सागर में अमेरिकी-चीनी सैन्य प्रदर्शन: भारत की चिंताएं प्रो. सुधांशु त्रिपाठी	37
प्रतिस्पर्धी समुद्री स्थान, यूरोपीय संघ और भारत में काला सागर भूगोल डॉ. मनोज बाबू बुरागा	44
ऊर्जा के गैर-नवीकरणीय स्रोतों को ऊर्जा के नवीकरणीय स्रोतों से बदलने की दिशा में भारत की खोज प्रो. बिस्वा रंजन मोहंती	51
हिंद-प्रशांत क्षेत्र में अमेरिका डॉ. गायत्री दीक्षित और ज्योति कुमारी	59
हिंद-प्रशांत क्षेत्र में भारत की बढ़ती पहुंच: शांति, सहयोग और प्रगति की खोज डॉ. मोहोर चक्रवर्ती	65
क्वाड साझेदारी पर एक अध्ययन: हिंद-प्रशांत क्षेत्र में क्षेत्रीय समुद्री शासन को समझने का प्रयास डॉ. विभूति भूषण बिस्वास और दीपांकर डे	72
हिंद-प्रशांत क्षेत्र में भू-राजनीतिक मंथन प्रो. सूरज कुमार मिश्रा	78
भारत-भूटान पनबिजली सहयोग: संभावनाएं और चुनौतियां डॉ. संजीत पाल	84
भारत की समुद्री सुरक्षा: इतिहास, वर्तमान स्वरूप और चीन की चुनौतियां डॉ. नीलम शर्मा और डॉ. एन.के. सोमानी	89
पुस्तक समीक्षा श्रीराम बालासुब्रमण्यम, कौटिलियानोमिक्स: फॉर मॉडर्न टाइम्स (इंडिया: ब्लूम्सबरी पब्लिशिंग लिमिटेड, 2022)। रु. 599/- पृष्ठ: xxvii+266 डॉ. आलोक कुमार गुप्ता द्वारा पुस्तक की समीक्षा	94

World **Focus**

A Premier Indo-Centric Foreign Affairs Monthly Journal Since 1980
PEER REVIEWED/REFEREED JOURNAL



Digital Copy at worldfocus.in

ISSN 2230-8458

E-ISSN 2581-5083

U.S. Library of Congress No: 80910345

October 2022

Energy Maritime Conflicts and Security

Rs. 120
US \$ 20

Next Issue
India's Foreign Policy
Series-I

Energy and Maritime Conflicts and Security

Content

India-Russia Energy Cooperation – Potentialities, Constraints and Prospects Prof. R.G. Gidadhubli	5
India's Approach Towards Renewable Energy – A Way Forward Towards Energy Stability Prof. Anil Kamboj, Inspector General BSF (Retd.)	10
India and Nepal -Energy Cooperation Prof. Snehalata Panda	17
Maritime Boundary Disputes and Peaceful Settlement Dr. Sudhir Wadekar	24
Commissioning of INS Vikrant: India's Great Leap Forward Towards Self-reliant Maritime Security Dr. Alok Kumar Gupta	31
Sino-US military show-off over South China Sea: India's concerns ! Prof. Sudhanshu Tripathi	37
The Black Sea Geography in Competitive Maritime Space, European Union, and India Dr. Manoj Babu Buraga	44
India's Quest Towards Replacing Non-Renewable Sources of Energy with Renewable Sources of Energy. Prof. Biswa Ranjan Mohanty	51
The USA in Indo-Pacific Region Dr. Gayettri Dixit & Jyoti Kumari	59
India's Expanding Outreach in the Indo-Pacific: Quest for Peace, Cooperation and Progress Dr. Mohor Chakraborty	65
A Study on Quad Partnership: Decoding Regional Maritime Governance in the Indo-Pacific Region Dr. Bibhuti Bhusan Biswas & Dipankar Dey	72
Geopolitical Churning in the Indo-Pacific Region Prof. Suraj Kumar Mishra	78
Indo-Bhutan Hydropower Cooperation: Prospects and Challenges Dr. Sanjit Pal	84
Indian Ocean Region: India's Stakes and Challenges Honey Raj	89
Topic: India's Engagement with Nepal for Hydropower and its Challenges Chandan Kumar	97
Book Riview Sriram Balasubramanian, <i>Kautilyanomics: For Modern Times</i> (India: Bloomsbury Publishing Ltd, 2022). Rs.599/- Pages: xxvii+266. Dr. Alok Kumar Gupta	103

Transgressing Boundaries, Transforming Film Culture(s):
Tales of Bedeni and the Constructs of Female Performer
Figure in the 1990s Bengali Cinema 94
Spandan Bhattacharya

Mangled Homes, Tangled Homeland: Religion and Gender in
Tanvir Mokammel's *Chitra Nadir Pare* 117
Srideep Mukherjee

Book Reviews

Priya Jaikumar, *Where Histories Reside: India as Filmed Space* 136
Reviewed by *Alastair Philips*

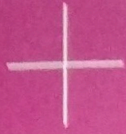
Harisur Rahman, *Consuming Cultural Hegemony: Bollywood in Bangladesh* 138
Reviewed by *Arpana Awwal*

Visit journals.sagepub.com/home/bio
Free access to tables of contents and abstracts.

businessstoday.in

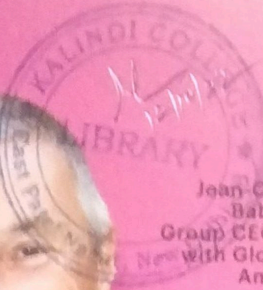
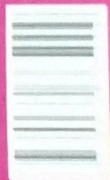
Business Today

October 18, 2022 ₹150



**BVLGARI'S
INDIAN
AFFAIR**

**INDIAN
FASHION
HOUSES 2.0**



**INDIA
TODAY
GROUP**

Jean-Christophe
Babin (right),
Group CEO, Bvlgari,
New with Global Brand
Ambassador
Priyanka
Chopra Jonas



THE LUXURY ISSUE

A THING FOR BLING

**DRIVEN BY THE STOCK MARKET AND START-UP
BOOMS, BOTH THE TRADITIONAL WEALTHY
AND THE NOUVEAU RICHE ARE DRIVING THE
LUXURY MARKET TO NEWER HEIGHTS**

14 |

THE BUZZ:
PHOTOGRAPHIK

In the Rough

India, the world's top exporter of cut and polished diamonds, may lose out amid falling demand

16 |

THE BUZZ: POINT

It's a Rich Man's World

The rising number of UHNIs is expected to add bling to the expanding luxury segment in India

18 |

THE BUZZ:
BRIEFINGS

Five Lakh Crore Smiles for SBI

SBI has become the third lender to cross ₹5 lakh crore in m-cap after HDFC Bank and ICICI Bank. *And more...*



22 |

THE BUZZ:
SPOTLIGHT

Looking for Musk

Industrialist Gautam Adani only trails Elon Musk on the Bloomberg Billionaires Index. *And more...*



UPDATE 26 |

In the Eye of the Storm

With losses widening, BYJU'S, which has been facing criticism due to a delay in reporting its results, is shifting the focus to profitability from growth at any cost



FMCG 144 |

Biting into Tech

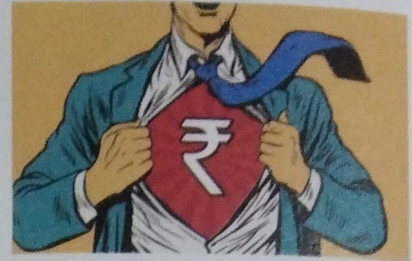
From sourcing to manufacturing to supply chain to consumer insights, faster digitalisation is transforming the way FMCG majors do business



TECH TONIC 155 |

A Cut Above the Rest

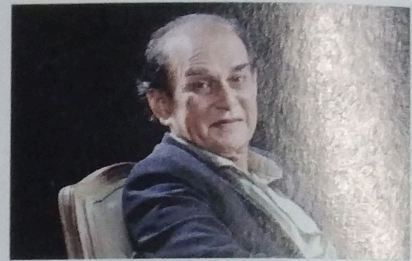
The iPhone 14 Pro Max from Apple doesn't deviate too much from its predecessor. Yet, it has enough smarts to keep you interested



ANIMAL SPIRITS 36 |

Home and the World

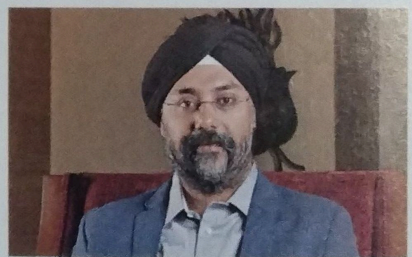
Having done well economically compared to the developed nations, India has to build on its strong base to create a truly world-class society



THE INTERVIEW 150 |

'Marico is not just my company'

Harsh Mariwala says he doesn't think of himself as the owner of Marico and describes his entrepreneurial journey



THE BEST ADVICE 156 |

'A good leader steps up when the need arises'

Prabhjeet Singh, President of Uber India and South Asia, talks about overcoming the challenges thrown up by Covid-19

FOCUS / AnIMPACTFeature

From time to time, you will see pages titled "Focus", "An Impact Feature", or "Advertorial" in *Business Today*. These are no different from an advertisement and the magazine's editorial staff is not involved in their creation in any way.

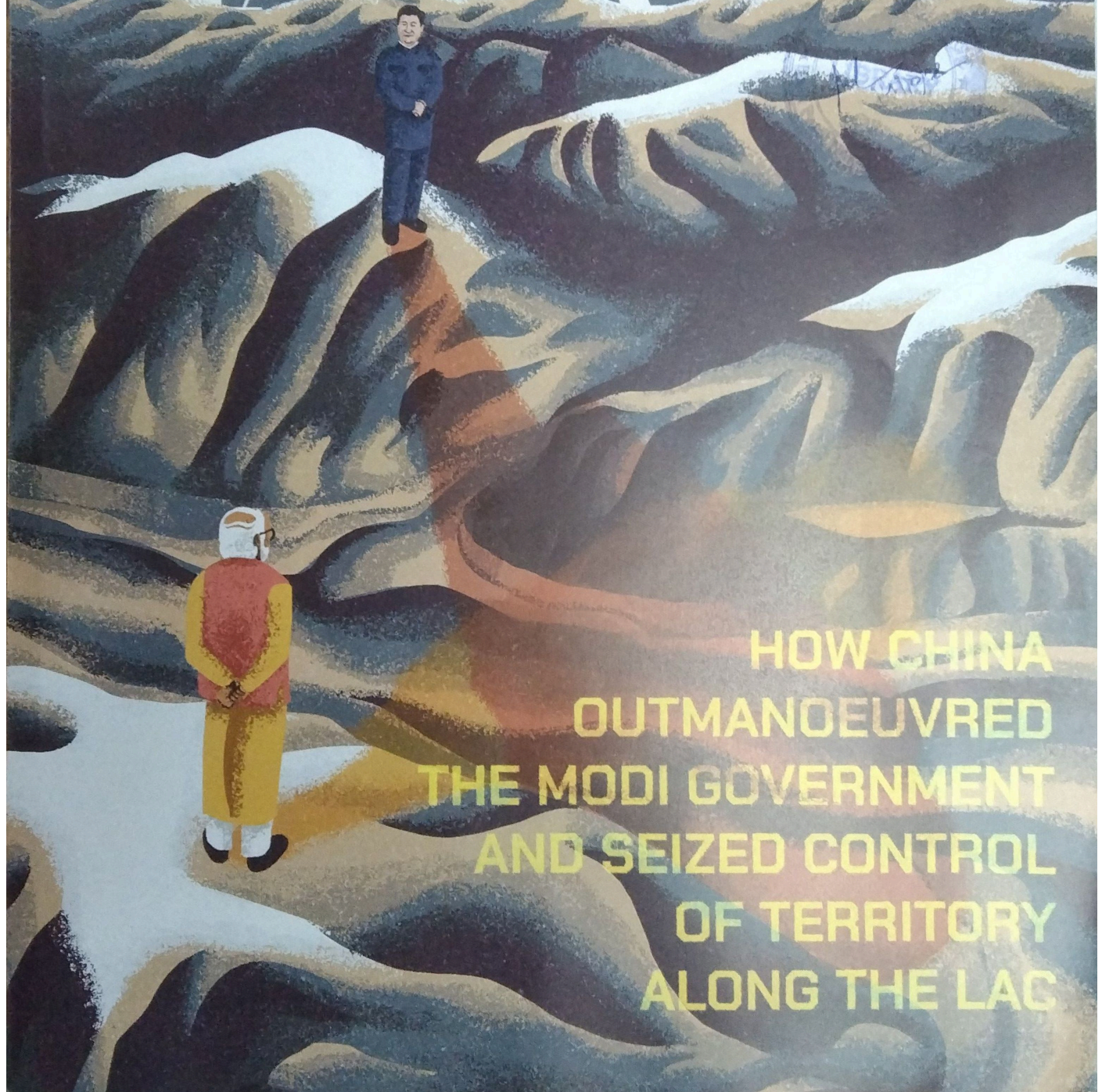
OCTOBER 2022
A JOURNAL OF POLITICS
AND CULTURE

*Yashwant Shinde speaks out
on Hindutva terror* p. 34

*The obfuscations
of the Sabarmati
Ashram project* p. 50

₹200

THE CARAVAN



HOW CHINA
OUTMANOEUVRED
THE MODI GOVERNMENT
AND SEIZED CONTROL
OF TERRITORY
ALONG THE LAC

THE CARAVAN

CONTRIBUTORS

THE LEDE

- 8 **María Elorza Saralegui** is a freelance journalist and illustrator who reports on the environment and human-rights issues. Her work has appeared in *Euronews*, *Nature Italy* and *Reporter*, among other outlets.

PERSPECTIVES

- 10 **Bharat Bhushan** is a journalist based in Delhi.
14 **Puja Sen** is the associate editor at *The Caravan*.

REPORTAGE AND ESSAYS

- 18 **Sushant Singh** is a senior fellow at the Centre for Policy Research and a visiting lecturer at Yale University.
34 **Sagar** is a staff writer at *The Caravan*.
50 **Parni Ray** is a Kolkata-based writer and a fellow at South Asia Speaks.

PHOTO ESSAY

- 64 **Daniel Tepper** is a photographer and journalist living in New York.

BOOKS

- 84 **Karthik Malli** is an independent researcher and writer whose work focusses on the intersection of language, writing, history and identity in south India.

COVER

Illustration by **Akila D Weerasinghe**

EDITOR **Anant Nath**
EXECUTIVE EDITOR **Vinod K Jose**
POLITICAL EDITOR **Hartosh Singh Bal**
SENIOR EDITOR **Roman Gautam**
BOOKS EDITOR **Maya Palit**
CREATIVE DIRECTOR **Sukruti Anah Staneley**
ASSOCIATE EDITOR **Puja Sen**
WEB EDITOR **Surabhi Kanga**
SENIOR ASSISTANT EDITOR
Ajachi Chakrabarti
ASSISTANT EDITORS **Tusha Mittal, Amrita Singh, Abhay Regi and Mehak Mahajan**
ASSISTANT EDITOR (HINDI) **Vishnu Sharma**
STAFF WRITERS **Sagar, Nileena MS, Aathira Konikkara and Sunil Kashyap**
CONTRIBUTING WRITERS **Dhirendra K Jha, Prabhjit Singh, Jatinder Kaur Tur and Nikita Saxena**
EDITORIAL FELLOW **Jessica Jakoinao**
REPORTING FELLOWS **Sujatha Sivagnanam and Eram Agha**
MULTIMEDIA PRODUCER **CK Vijayakumar**
MULTIMEDIA REPORTER **Shahid Tantray**
FACT-CHECKER **Swetha Kadiyala**
SOCIAL MEDIA AND AUDIENCE EDITOR
Anandita Chandra
SENIOR SOFTWARE ENGINEER
Anjaneya Sivan
PHOTO RESEARCHER **Devadeep Gupta**
SENIOR GRAPHIC DESIGNER
Paramjeet Singh
JUNIOR GRAPHIC DESIGNER
Shagnik Chakraborty
HINDI TRANSLATOR **Parijat P**
TRAINEE JOURNALIST (HINDI)
Ankita Chauhan
EDITORIAL MANAGER **Haripriya KM**
CONTRIBUTING EDITORS **Deborah Baker, Fatima Bhutto, Chandras Choudhury, Siddhartha Deb, Sadanand Dhume, Siddharth Dube, Christophe Jaffrelot, Mira Kamdar, Miranda Kennedy, Amitava Kumar, Basharat Peer, Samanth Subramanian and Salil Tripathi**
EDITORIAL INTERNS **Sanya Chandra, Ishika Chauhan, Sradha Triveni and Divya Kamal**
PHOTO INTERN **Priya Thakur**
SOCIAL-MEDIA INTERN
Sushmita Balakrishnan



editor.thecaravan@delhipress.in



facebook.com/TheCaravanMagazine



@thecaravanindia

SUBSCRIBE subscription@delhipress.in

WEBSITE www.caravanmagazine.in

EDITED, PRINTED & PUBLISHED BY
Paresh Nath on behalf of Delhi Press Patra
Prakashan Pvt. Ltd. E-8, Jhandewalan
Estate, New Delhi - 110055 and
PRINTED AT PS PC Press Pvt. Ltd.,
DLF 50, Industrial Area, Faridabad,
Haryana - 121003 and PUBLISHED AT
Delhi Press Patra Prakashan Pvt. Ltd.
E-8 Jhandewalan Estate,
New Delhi - 110055
EDITORIAL, ADVERTISEMENT
& PUBLICATION OFFICE
E-8, Jhandewalan Estate,
Rani Jhansi Marg, New Delhi - 110055,
Phone: 41398888, 23529557
email: advertising@delhipressgroup.com

Other Offices

AHMEDABAD: 31, Ground Floor, Narayan
Chamber, Nehru Bridge Corner, Ashram
Road, Ahmedabad - 380009
BANGALORE: Flat No. 001, Ravi Kiran
Apartments, No. 12, Plain Street,
Off Infantry Road, Bangalore - 560001
CHENNAI: 14, First Floor, Cison's Complex,
Montieth Road, Chennai - 600008
Phone: 044 - 28554448

PATNA: 12, Ashiana Tower,
Exhibition Road, Patna - 800001
MUMBAI: A 4, Shriram Industrial Estate,
Wadala, Mumbai - 400031
Phone: 022 - 24100844
KOLKATA: 16 A, Amrita Banerjee Road,
Kalighat, Kolkata - 700026
KOCHI: G-7, Pioneer Towers, 1, Marine
Drive, Kochi - 682031, Phone: 0484 -
2371537
LUCKNOW: B-G/3, 4, Sapru Marg,
Lucknow - 226001, Phone: 0522 - 4045544
SECUNDERABAD: 122, Chenoy Trade
Centre, 116, Park Lane, Secunderabad -
500003 Phone: 040 - 27841596, Mobile:
8688065543
JAIPUR: Geetanjali Tower, Shop No 114
Opp. Vyas Hospital, Ajmer Road,
Jaipur - 302006, Phone: 0141 - 3296580,
Mobile: 9529020226
BHOPAL: B-31, Vardhawan, Green Park,
Ashoka Garden, Bhopal - 462023

Title *The Caravan* is registered with
Govt. of India as trade mark.

ISSN 0971-0639

Rates

INLAND One copy ₹200. 75 p. per copy
air surcharge in following areas: Silchar,
Dibrugarh, Agartala, Tezpur, Imphal,
Akaras and Nepal.
INTERNATIONAL SUBSCRIPTION AIRMAIL
US \$ 75 (12 Issues)
EXPRESS DELIVERY SAARC COUNTRIES
US \$ 140 (12 Issues)
EXPRESS DELIVERY EUROPE &
SOUTH AMERICA US \$ 219 (12 Issues)
EXPRESS DELIVERY TO THE REST OF THE
WORLD US \$ 219 (12 Issues)
SUBSCRIPTION should be remitted through
money orders, cheques/ bank drafts drawn
in favour of Delhi Prakashan Vitran Pvt.
Ltd. at E-8, Jhandewalan Estate,
New Delhi - 110055

Copyright notice

© Delhi Press Patra Prakashan Pvt. Ltd.,
New Delhi - 110055, INDIA.

All materials published in this magazine
(including, but not limited to articles,
quotations, extracts, or any parts of the
article, photographs, images, illustrations

also known as the "Content") are protected
by copyright, and owned by DELHI PRESS
PATRA PRAKASHAN PVT. LTD.

You may not modify, publish, transmit,
participate in the transfer or sale of,
reproduce create new works from,
distribute, perform, display, or in any way
exploit, any of the Content in whole or
in part.

This copy is sold on the condition that the
jurisdiction for all disputes concerning sale,
subscription and published matter will be
settled in courts/forums/tribunals at Delhi.

Readers are recommended to make
appropriate enquiries and take appropriate
advice before sending their money,
incurring any expense or entering into
a binding commitment in relation to an
advertisement. *The Caravan* magazine
shall not be liable to any person for loss
or damage incurred as a result of his/her
accepting or offering to accept an invitation
contained in any advertisement published
in *The Caravan*.

TAXMANN®'S

CORPORATE PROFESSIONALS TODAY

A WEEKLY ON GST | INCOME TAX | COMPANY LAW | ACCOUNTS & AUDIT

ISSN 0975-9948

Applicability of IGCR Rules, 2022 for Specified End Use

GST on washout charges or liquidated damages

ALSO INCORPORATING

- ▶ New vistas from two significant recent decisions of Apex Court
- ▶ Consequences of non-mentioning of CIN and registered office address on company's letter head
- ▶ Reassessment of Income Escaping Assessment – The Saga Continues and Excruciatingly Endures
- ▶ Governance of online bond trading platform: A shift towards efficient trading and robust investor protection norms

PLUS | A Weekly Review on GST/Income-tax/Corporate Laws

www.taxmann.com

VOLUME 55 ■ ISSUE 6 ■ OCTOBER 8, 2022 TO OCTOBER 14, 2022

PRICE : ₹ 200

TOTAL NO. OF PAGES 68

Contents

Volume 55 | Issue 6 | October 8 To October 14, 2022

Direct Tax Laws

- 283 Reassessment of Income Escaping Assessment – The Saga Continues and Excruciatingly Endures - SANJEEVA NARAYAN
- 293 New Vistas from two Significant Recent Decisions of Apex Court - V.K. SUBRAMANI

GST

- 286 GST on Washout Charges or Liquidated Damages - M.S. VENU GOPAL
- 309 Applicability of IGCR Rules, 2022 for Specified End Use - SHWETA JAIN GUPTA

Corporate Laws

- 303 Consequences of Non-Mentioning of CIN and Registered Office Address on Company's Letter Head - PROF. R. BALAKRISHNAN
- 312 Governance of online bond Trading Platform: A Shift Towards Efficient trading and Robust Investor Protection Norms - AMIT KUMAR KASHYAP, MAHIMA CHAUDHARY

FOUNDER EDITOR :
U.K. BHARGAVA

EDITOR :
RAKESH BHARGAVA

HON. EDITORS :
VINOD K. SINGHANIA (DR.)
V.S. DATEY

COORDINATING EDITOR :
NAVEEN WADHWA

Annual subscription from January - December 2022 is ₹ 9500. Single copy ₹ 200 only.

Corporate Professionals Today is published on every Saturday. Non-receipt of part must be notified within 60 days of the due date.

Address your editorial and subscription correspondence to :

TAXMANN ALLIED SERVICES (P) LTD.,
59/32, New Rohtak Road, New Delhi-110 005.
Phones : + 91-11-45562222

PRINTED AND PUBLISHED BY :
ANSH BHARGAVA on behalf of Taxmann Allied Services (P) Ltd. and Printed at Tan Prints (India) Pvt. Ltd., 44 Km. Mile Stone, National Highway, Rohtak Road, Village Rohad, Distt. Jhajjar, Haryana (India) and Published at 59/32, New Rohtak Road, New Delhi-110 005 (India).

EDITOR : RAKESH BHARGAVA
Material published in this part is the exclusive copyrighted property of Taxmann Allied Services (P) Ltd. and cannot be reproduced or copied in any form or by any means without written permission of the Publisher.

Editors or Publisher do not necessarily agree with the views expressed by authors of articles/features. Views so expressed are the personal views of author(s).

This publication is sold with the understanding that authors/editors and publishers are not responsible for the result of any action taken on the basis of this work nor for any error or omission to any person, whether a purchaser of this publication or not. All disputes are subject to jurisdiction of the Delhi High Court.

Email : sales@taxmann.com
Website : www.taxmann.com

MODE OF CITATION : [2022] 55 CPT. . .

TOTAL PAGES 68

TAXMANN®'S

CORPORATE PROFESSIONALS TODAY

A WEEKLY ON GST | INCOME TAX | COMPANY LAW | ACCOUNTS & AUDIT

ISSN 0975-9948



Non-resident domestic company: A mystery to be solved?

ALSO INCORPORATING

- ▶ Retiring Partner and Partnership Firm – Certain GST Issues
- ▶ Case study on non-compliance of CSR provisions under the Companies Act 2013
- ▶ Eligibility of ITC on CSR Expenses under GST Regime
- ▶ Learning from observations by NFRA from the Audit Quality Review Report of the Statutory Audit of IL&FS

PLUS | A Weekly Review on GST/Income-tax/Corporate Laws
www.taxmann.com

VOLUME 55 ■ ISSUE 7 ■ OCTOBER 15, 2022 TO OCTOBER 21, 2022

PRICE: ₹ 200
TOTAL PAGES: 68

Contents

Volume 55 | Issue 7 | October 15 To October 21, 2022

Direct Tax Laws

- 339 Non-Resident Domestic Company : A Mystery to be Solved? - ROHITH K RANGAN

GST

- 344 Retiring Partner and Partnership Firm – Certain GST Issues - CA SRI HARSHA
- 355 Eligibility of ITC on CSR Expenses under GST Regime - S.S. GUPTA, VAIBHAV SHAH, ARCHIT AGARWAL

Corporate Laws

- 350 Case Study on Non-Compliance of CSR Provisions under the Companies Act 2013 - PROF. R. BALAKRISHNAN

Accounts & Audit

- 359 Learning from Observations by NFRA from the Audit Quality Review Report of the Statutory Audit of IL & FS - CA. CHINTAN N. PATEL

FOUNDER EDITOR :
U.K. BHARGAVA

EDITOR :
RAKESH BHARGAVA

HON. EDITORS :
VINOD K. SINGHANIA (DR.)
V.S. DATEY

COORDINATING EDITOR :
NAVEEN WADHWA

Annual subscription from January - December 2022 is ₹ 9500. Single copy ₹ 200 only.

Corporate Professionals Today is published on every Saturday. Non-receipt of part must be notified within 60 days of the due date.

Address your editorial and subscription correspondence to :

TAXMANN ALLIED SERVICES (P) LTD.,
59/32, New Rohtak Road, New Delhi-110 005.
Phones : +91-11-45562222

PRINTED AND PUBLISHED BY :
ANSH BHARGAVA on behalf of Taxmann Allied Services (P) Ltd. and Printed at Tan Prints (India) Pvt. Ltd., 44 Km. Mile Stone, National Highway, Rohtak Road, Village Rohad, Distt. Jhajjar, Haryana (India) and Published at 59/32, New Rohtak Road, New Delhi-110 005 (India).

EDITOR : RAKESH BHARGAVA
Material published in this part is the exclusive copyrighted property of Taxmann Allied Services (P) Ltd. and cannot be reproduced or copied in any form or by any means without written permission of the Publisher.

Editors or Publisher do not necessarily agree with the views expressed by authors of articles/features. Views so expressed are the personal views of author(s).

This publication is sold with the understanding that authors/editors and publishers are not responsible for the result of any action taken on the basis of this work nor for any error or omission to any person, whether a purchaser of this publication or not. All disputes are subject to jurisdiction of the Delhi High Court.

Email : sales@taxmann.com
Website : www.taxmann.com

MODE OF CITATION : [2022] 55 CPT. . .

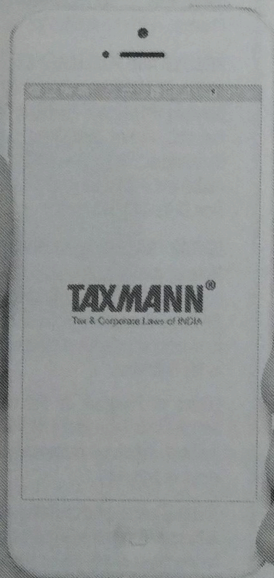
TOTAL PAGES 68



Weekly Review

- 375 Goods and Services Tax
- 379 Income-tax
- 387 Corporate Laws

TAXMANN[®]



MOBILE APP

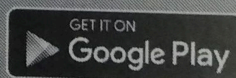
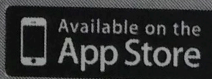
Latest Updates | Research

Get real-time updates

See summary of all stories

Choose what you want to read according to area of practice

Access your taxmann.com subscription through mobile



THE STAR OF MEGHALAYA

REGIONAL
BRANDS

FROM SWEETS

PRICE ₹ 200
OCTOBER 7, 2022

INDIA

Forbes

REGIONAL GOLIATHS

Inside the world of local labels that are giving the pan-India brand brigade a run for their money and market share

From left: **Daxaben Hadvani**, director, Gopal Snacks, and **Bipin Hadvani**, who is founder and MD, with **Rajendra Chamaria**, vice chairman and MD, Star Cement Industries, and **Vignesh Soundararajan** (seated), MD, Suguna Foods India

ISSN 2278-0440



9 772278 044000

Network 18

www.forbesindia.com



Contents

OCTOBER 7, 2022
VOLUME 14 ISSUE 20

INDIA
Forbes
ON THE COVER ▼

AMIT VERMA

VIKAS BABU FOR FORBES INDIA



REGIONAL BRANDS



4

PG. 22



PG. 40

PRAKASH CHELLAMUTHU FOR FORBES INDIA



PG. 44

20 • KING VERSUS EMPEROR

Earmarking geographies has helped regional brands become kings and queens in their respective kingdoms

22 • CEMENTING ITS POSITION

Star Cement, the biggest cement player from the Northeast, is ready to expand its footprint across India

MEXY XAVIER



PG. 36

(Clockwise from top) Rajendra Chamaria, vice chairman and managing director, Star Cement; Jai Agarwal (left) and Anuj Agarwal, managing directors, Gyan Dairy; Vignesh Soundararajan, managing director, Suguna Foods India; (L-R) Shivangi Hadvani, general secretary; Raj Hadvani, executive director; Daxaben Hadvani, director; Bipin Hadvani, founder and MD, Gopal Snacks

28 • POCKETING THE QUEEN

In four decades, Rani has emerged as one of the top edible oil brands in Gujarat

32 • WAY TO THE TOP FLOUR

Gaay Chhap and Uttam have made Bhagwati Group the biggest flour player in Gujarat

36 • KNACK FOR SNACK

How Bipin Hadvani built a ₹1,300-crore snacks empire with Gopal Snacks

40 • THE COWBOYS OF UP

Gyan has dominated the dairy market in the eastern region of India's most populous state

44 • RULING THE ROOST

Suguna Foods is a regional giant in the poultry sector and has expanded to overseas markets as well

48 • FINDING THE SWEET SPOT

Having begun with a sweets shop, Punjab's Lovely Group has ventured into uncharted territories. Its latest bet is in the real estate sector

IN FOCUS

53 • ADD TO CART. ADD TO CLIMATE ACTION

Anirudh Gupta and Siddhanth Jayaram, co-founders of Climes, offer ways to carbon neutralise everyday online purchases

64 • ROLLING THE DICE WITH SUCCESS

Gameberry Labs, the makers of Ludo Star, crossed \$100 million in lifetime revenue last November



The Mittals of Punjab's Lovely Group started with sweets but have diversified into education, real estate and automobiles

68 • RACE TO THE FINISH

Tata Motors is looking to turn over a new leaf in its commercial vehicles division

72 • FIRED UP

Accidental venture capitalist Kanwaljit Singh of Fireside Ventures has been fuelling India's D2C boom

76 • FIGHTING SUPERBUGS

Bugworks is among the handful of pharma startups that is attempting the impossible with antibiotics

80 • CODING FOR KIDS: CRAZE NO MORE

As students are back to school, parents are disenchanted with the expensive activity

84 • GOING AFTER GROWTH

The Q1 margins show that India's IT companies are willing to give themselves more elbow room

87 • MAHINDRA'S ELECTRIC PLAY

With an investment of ₹1,925 crore from British International Investment, Mahindra & Mahindra has managed to build India's most valuable EV company

90 • AS GOOD AS IT GETS

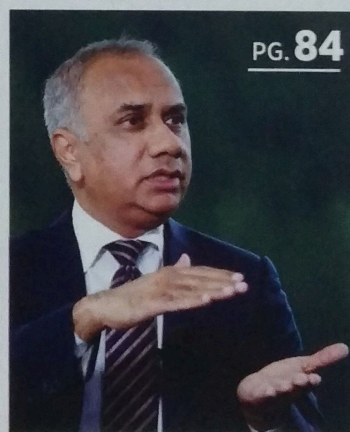
The Good Glamm Group has acquired 11 companies and raised \$250 million over the last year

94 • BOLT FROM THE BLUE

Fire-Bolt has set the smartwatch market on fire. But how sustainable is the import-from-China playbook?



(From left) Devang, Chirag, Ramesh and Suresh Kaneriya, partners, Kaneriya Oil Industries



Salil Parekh, chief executive officer, Infosys



The XUV400 is Mahindra's first-ever electric SUV

REGULARS • 8 / LEADERBOARD • 98 / FROM THE FIELD

WE VALUE YOUR FEEDBACK:

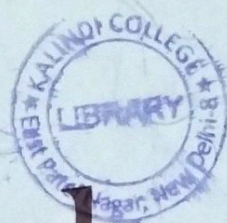
Write to us at: forbes.india@nw18.com

• **Read us online at:** www.forbesindia.com

• **On the cover:** Photograph by: Daxa Ben & Bipin Hadvani; MEXY XAVIER; Rajendra Chamaria; AMIT VERMA; Vignesh Soundararajan; PRAKASH CHELLAMUTHU FOR FORBES INDIA

Subscriber Service: To subscribe, change address or enquire about other customer services, please contact: FORBES INDIA, Subscription Cell, C/o Network18 Media & Investments Limited, Empire Complex, 414, Senapati Bapat Marg, Lower Parel, Mumbai - 400013. **Tel:** 022 4001 9816 / 9782. **Fax:** 022-24910804 (Mon - Friday: 10 am - 6 pm) SMS FORBES to 51818. **Email:** subscribe@forbesindiamagazine.com. **To subscribe,** visit www.forbesindia.com/subscription/. **To advertise,** visit www.forbesindia.com/advertise/

The Indian Economic and Social History Review



M
17/10/22

JULY – SEPTEMBER 2022

Vol. LIX No. 3

find this journal online
at <http://journals.sagepub.com/home/ier>
ISSN 0019-4646



The Indian Economic and Social History Review

Volume LIX

Number 3

July–September 2022

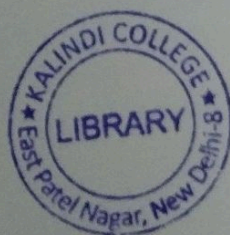
CONTENTS

Articles

- TALIA ARIAV/ *Nilakaṇṭha Dikṣita: An independent poet of the Kaveri delta, or: The forgotten model of genealogical authorship* 273
- TYLER W. WILLIAMS/ *Literary and religious history from the middle: Merchants and bhakti in early modern north India* 299
- UJJAYAN BHATTACHARYA/ *Floods, aridity and rivers: An environmental history of pargana Mandalghat in eighteenth-century Bengal* 335
- ISHITA CHAKRAVARTY and DEEPITA CHAKRAVARTY/ *Widowhood revisited: Nature of landholding and women's work in colonial agrarian Bengal* 373

Book Reviews

- Suchetana Chattopadhyay, *Voices of Komagata Maru: Imperial Surveillance and Workers from Punjab in Bengal* by **Preet S. Aulakh** 401
- Juned Shaikh, *Outcaste Bombay: City Making and the Politics of the Poor* by **Arun Kumar** 403
- Pasha M. Khan, *The Broken Spell: Indian Storytelling and the Romance Genre in Persian and Urdu* by **Francesca Orsini** 406
- Peter Robb, *Ideas Matter: Debating the Impact of British Rule on India* by **Tirthankar Roy** 408
- Pratik Chakrabarti, *Inscriptions of Nature: Geology and the Naturalization of Antiquity* by **Mudit Trivedi** 411

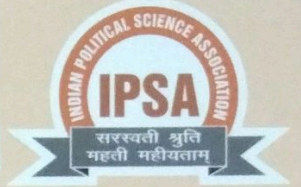


Volume LXXXIII, No. 1
January - March, 2022

ISSN 0019-5510
UGC-CARE- 317

IJPS
INDIAN POLITICAL
SCIENCE ASSOCIATION
वादे वादे जायते तत्त्वबोधः

The Indian Journal of Political Science



M. 21/9/22

EDITOR
PROF. G. RAM REDDY



Rani Abakka

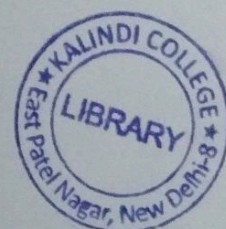
**The Quarterly Journal
of Indian Political
Science Association**

मोघमन्नं विन्दते अप्रचेताः
सत्यं ब्रवीमि वध इत्स तस्य।
नार्यमणं पुष्यति नो सखायं
केवलाघो भवति केवलादी।।

TABLE OF CONTENTS

Editorial Note

1. *Sabu Thomas, S Marceline Pushpa* 9-16
**Technology and Public Service Delivery: Prospects
and Challenges for India**
2. *Akanksha* 17-22
**Gandhian Philosophy and Method: A Valuable Catalyst
to Eradicate Evils**
3. *Mintu Mondal* 23-30
Inclusive Democracy: Women in Contemporary India
4. *Mudassir Bashir* 31-40
**Manifestation of Dynamics Elitism in 21st Century
Indian Parliament**
5. *Prashant Barthwal* 41-48
**Unravelling the Historical Wrong: Justice Against
Triple Talaq Conundrum**
6. *Kshipra Sharma* 48-58
**Covid-19 Pandemic, Environment And New Religions:
A Survey of Social Impact and Divine Responses**
7. *Mouli Dey* 59-70
The Electoral Politics in the State of Uttar Pradesh
8. *Sangit Sarita Dwivedi* 71-78
**Reflecting the US Policy on Jammu and Kashmir:
Script or Manuscript**
9. *Bellal Hussain* 79-86
Migration: A Burning Topic in Assam
10. *Konchok Chhorol* 87-94
**Political Dynamics of Ladakh Union Territory:
A Saga of Past and Present**



11. *Sangeeta* 95-100
**Abrogation of Article 370 & 35A: Constitutional History
and Road Ahead for Jammu And Kashmir**
12. *Roshani* 101-110
India's Security Challenges in the 21st Century
13. *Joginder Singh Saklani, Sunil Kumar, Savitri Devi* 111-118
Sino- Indian Relations: Issues and Emerging Trends
14. *Jyoti Singh, Sangeeta Vijay* 119-124
**Understanding Political Leadership Through Gender Lens:
A Comparative Study Between India and Nepal**
15. *Sanjeda Warsi, Mushtaq Ahmad* 125-130
**Hegemonic Aspirations of China in South Asia and
its Implication for India**
16. *A. Kumara Swamy* 131-136
Quad and India: Challenges and Opportunities
17. *Shubhrajeet Konwer* 137-144
Nepal-China Relations and Implications for India

October 2022

Price: ₹ 22

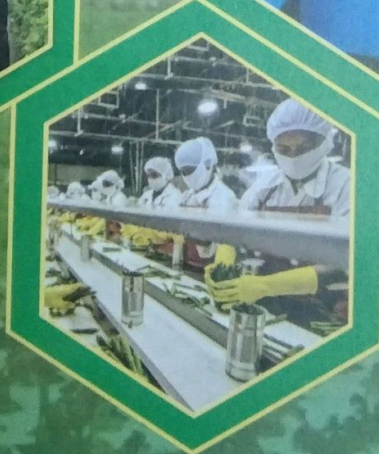
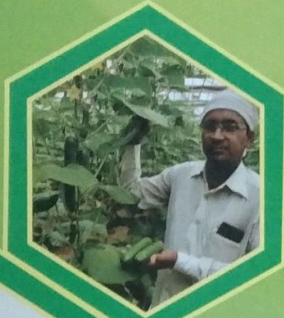
75
Azadi Ka
Amrit Mahotsav



Kurukshetra

A JOURNAL ON RURAL DEVELOPMENT

Agripreneurship



LIBRARY
12/10/22



EDITOR

Shiela Chaudhary
Pankhuri Awasthi

JOINT DIRECTOR (PRODUCTION)
D.K.C. Hrudhainath

COVER DESIGN
Rajender Kumar

EDITORIAL OFFICE

Room No. 653,
Publications Division,
Soochna Bhawan, C.G.O. Complex,
Lodhi Road, New Delhi-110003
Phone : 011-24362859
Email : kurukshetrajournal@gmail.com

For Subscription Enquiries,
Grievances, Renewals and Agency
Information, Please Contact:

Journals Unit

Publications Division, Room No. 779,
Soochna Bhawan, C.G.O. Complex,
Lodhi Road, New Delhi-110 003
(Monday-Friday, 9:30 AM-6:00 PM)
Phone : 24367453 FAX: 24365610
Email : pdjucir@gmail.com
Website : publicationsdivision.nic.in

@publicationsdivision

@DPD_India

@dpd_india

For Online Sale, please log on to
bharatkosh.gov.in/product, and for
e-books, please visit Google Play,
Kobo or Amazon.

Subscription*:

Inland

1 Year : ₹ 230

2 Years : ₹ 430

3 Years : ₹ 610

Abroad (Air Mail)

One Year

₹ 530 (SAARC Countries)

₹ 730 (Other Countries)

* Revised from April 2016

Issue Onwards



Kurukshetra

A Journal on Rural Development

Vol. 70 No. 12 Pages 52

October 2022

CONTENTS

✓ **AatmaNirbharta through Agripreneurship**
Dr. Ishita G. Tripathy
Pawan Kumar Singh 5



✓ **Skills for Agri-Entrepreneurship**
Souvik Ghosh
Usha Das 11



✓ **Economic Development**
Manjula Wadhwa 18



✓ **Agri Start-ups: Transforming Agripreneurship**
Bhuvan Bhaskar 23

✓ **Artificial Intelligence in Agripreneurship**
Irtif Lone 28



✓ **Agripreneurship and Farm Prosperity**
Rajiv Theodore 34



✓ **Organic Farming**
Dr. Mahi Pal 39

✓ **Promoting Women Agripreneurship**
Dr. Amiya Kumar Mohapatra
Dr. Nandeesh V Hiremath 45



Sales Emporia : • **Delhi** - BM (I/c), Publications Division, CGO Complex, Soochna Bhawan, Lodhi Road, New Delhi-110003 (011-24365609); Hall No. 196, Old Secretariat, Delhi 110054 (011-23890205) • **Kolkata** - BM (I/c), Publications Division, 8, Esplanade East, Kolkata-700069 (033-22482576) • **Mumbai** - BM (I/c), Publications Division, 701, C-Wing, 7th Floor, Kendriya Sadan, Belapur, Navi Mumbai-400614 (022-27570686) • **Chennai** - BM (I/c), Publications Division, A' Wing, Rajaji Bhawan, Besant Nagar, Chennai - 600090 (044-24917673) • **Thiruvananthapuram** - BM, Publications Division, Press Road, Near Govt. Press, Thiruvananthapuram - 6950001 (0471-2330650) • **Hyderabad** - BM, Publications Division, Room No. 204, 2nd Floor, C.G.O. Towers, Kavadiyuda, Hyderabad-500080 (040-27535383) • **Bengaluru** - BM (I/c), Sales Unit, Floor, 'F' Wing, Kendriya Sadan, Koramangala, Bengaluru - 560034 (080-25537244) • **Patna** - BM, Publications Division, Bihar State Co-operative, Bank Building, Ashoka Rajpath, Patna-800004 (0612-2675823) • **Lucknow** - BM, Publications Division, Hall No. 1, 2nd Floor, Kendriya Bhawan, sector - H, Aliganj, Lucknow - 226024 (0522-2325455) • **Ahmedabad** - Sales Unit, Publications Division, 4-C, Neptune Tower, 4th Floor, Nr HP Petrol Pump, Nehru Bridge Corner, Ashram Road, Ahmedabad Gujarat -380009 (079-26588669) • **Guwahati** - Publications Division, Assam Khadi and Village Industries Board, Ground Floor, MRD Road, Chandmarl, Guwahati - 781003 (0361-2668237/2664613)

Kurukshetra seeks to carry the message of Rural Development to all people. It serves as a forum for free, frank and serious discussion on the problems of Rural Development with special focus on Rural Uplift.

The views expressed by the authors in the articles are their own. They do not necessarily reflect the views of the Government or the organisations they work for.

The readers are requested to verify the claims in the advertisements regarding career guidance books/institutions. Kurukshetra does not own responsibility. Maps used are for illustration & study purpose and may not strictly conform to the official map. Images, graphics and illustrations, wherever used, are mostly sourced from government channels and are indicative in nature. Final Editing rights will vest with Kurukshetra Team.