

Editor's Note

There are some things in life which set the template for the things in future, which defines us. The Department of Management Studies, NITT pulled off a heist by successfully conducting Global Alumni Meet'19, more popularly called as Game'19. A first in the history of DoMS and precursor for many more of such spectacles to come in future. There's a brief summary of the How's-and-What's of the event discussed in this issue. Celebrating our Alumni around the world and thanking them for keeping their extended family DoMS still close to their heart.

Apart from this, the recent budget rolled out by the Government of India has been put under lens by our writers. Some governments-especially in the low and middle-income nation like us-roll out the pre-election budget as a means of appeasing the masses. These governments see the budget as a prerequisite for favouring results. Despite all this, a government can never be too discreet either, there is a nagging fear that pressures to protect vested interests might become a precedent for others to follow and also opening themselves for possible scrutiny. This allows most political parties in India with a self-serving mechanism utilizing the handy technique of protective rationalization. In this issue, our writers have discussed the budget in details and the effects on startups in the face of this budget.

Last but not least, there are articles summarizing about the Startup ecosystem of India in 2018 and electronic vehicle market in India.

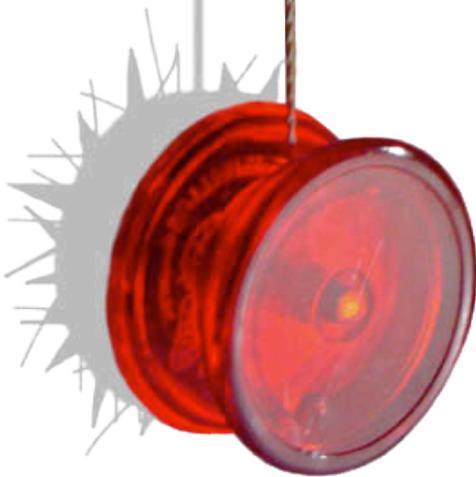
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Contents

<u>Game 19 - Report</u>	1
<u>Budget 2019</u>	7
<u>Budget For The Middle Class</u>	9
<u>EV Ecosystem in India</u>	11
<u>Startup Summary</u>	13
<u>Budget- A Populist Saga</u>	15





History was created on this day as an event of such grandeur bringing together alumni from different batches dating from 1988, residing in cities all around the globe, back to a single place NIT Trichy, had never occurred in the past before 02nd of February, 2019. On arrival of all the alumni from different batches to the beautiful NITT campus, a warm and celebratory welcome was given to them by the students and faculty members of DoMS, as they were escorted with Chendamelam music from the main gate to the Barn hall for the inauguration of the grand event GAME'19.





After the inaugural ceremony, the alumni and students headed back to DoMS where the alumni received a surprising welcome by a flash mob performance by the students. The alumni were served with some snacks and tender coconut while they relaxed and socialized with one another, students and the faculty, also exploring the DoMS building (which is only 3 years old) which was meticulously decorated by the students of DoMS with many mini surprising factors. A photo booth was arranged at the lush green lawn of DoMS for the alumni to capture their precious moments with their batch mates, friends and faculty. Lunch was served for alumni, faculty and students together at DoMS





The DASFA (DoMS Alumni Student Faculty Association) meeting took place at DoMS where alumni took part and former president of DASFA Dr. KT Thomas briefed about the association. Further, future plans & goals of DASFA were discussed.

Elections for key positions, where Mr. Subramanian (1998) was elected as President, Dr. Madalasa (2000) was elected as Vice President, Mr. Ram Ganesan (1988) was elected as Secretary, Mr. Ramakrishna AS (2017) was elected as Joint-Secretary.



Alumni - Faculty interaction begun with the Director of NITT, key alumni and faculty members taking part in the same. Followed by which Alumni Role defining session took place. A meeting where Dr. Madalasa, Dr. Lavanya, Dr. Niveditha, Mr. Manikandan, Mr. Vikrant Gowsami, Mr. Ramakrishna AS, Mr. Dinesh A and student representatives of Placement and Alumni committee took part and decided the roles and responsibilities which many alumni would be taking up for the next year especially for the betterment of DoMS and the benefit of its students.





Alumni- Student Interaction commenced in the field of Technology, IT, Analytics and Start-ups. Alumni shared their background, job profile and work experience. They shared knowledge on their area of expertise. Gave insights on industry, field and nature of work in the above-mentioned fields. Answered the questions raised by students. Offered career guidance



The students, faculty and alumni gathered at SRM hotel for an eventful night. Students of DoMS rendered various entertaining performances like singing, dance and mime. There was an open mic for the alumni where some alumni pro-actively showcased their talents.





The alumni bid their goodbyes to their old and “new” friends they had made at DoMS as they departed from DoMS heading back to their normal lives!!

GAME'19 – The Global Alumni Meet 2019 was being planned since over a year ago by the Department of Management Studies (DoMS), NIT Tiruchirappalli! By the meticulous efforts of the students of DoMS (Batch 2019 & 2020), we were able to manage around 80+ registrations from 30 batches of alumni graduated from DoMS from the year 1988 to 2018 and over 90 percent of the registrants arrived at DoMS, Tiruchirappalli on the big day 02nd February, 2019. History was created on this day.



GAME'19 Organising committee along with Dr. Mini Shaji Thomas, Director, NIT-Tiruchirappalli



There are a bunch of people who turned this dream into a reality. I would like to thank Dr. B. Senthil Arasu sir, Dr P. Sridevi madam, faculty in charge (Alcom) Dr V. Lavanya, and other Faculty members, Department of Management Studies, for their timely support. The support from NITT's administration and RECAL made us sail through the hard sea.

Last but not least, the 40th batch Alumni committee members have played a huge role in organizing this grand event. Without them, this still would have been a dream. And all of this was made possible vis-à-vis gigantic effort of junior committee members who left no stone unturned in proceedings of Game'19. Hard work paid off, a large chunk of our alumni network was humble enough to come back to their roots, where it all started.

Thank you everyone for making GAME'19 a grand success



*Aravind Jagannathan
Alcom (2017-19)*

It's not an end. This is just a beginning!

Effect on the Indian startup

The Indian startup ecosystem is the 2nd largest in the world and is expected to grow at the rate of 10-12% every year. According to the statistics given by the government of India there are 3-4 startups being born every day. There are roughly around 20,000 startups in India and a good chunk of them are technology startups. So we can effectively say that this is a sector that cannot be ignored, especially not in the Union Budget. However this year's budget has not only managed to conveniently sidetrack the Indian startups but also completely ignored healthcare, science and technology.

This year the budget appears to be a populist one and tends to all the major issues that managed to grab headlines in the past year. There were no new incentives proposed for startups but there was a mention of a national programme on artificial intelligence, which is a great initiative but should have been initiated years ago. The sector was expecting many reforms such as reduction of angel tax and increment of tax holidays. The other key expectations from the budget were clarity on the disbursement of fund of funds and on tax on Employee Stock Options, all of which were not addressed.



The Indian startup ecosystem owes its strength to the reduced cost of doing business, the massive local market and the proximity to the vendor or customer.

According to a study conducted on the youth of India, 55% prefer to work in a startup rather than corporate. The fact that India is also second largest consumer internet market in the world contributes to this strength. India cannot afford to ignore the requirements of this segment. Rather an attempt should be made to leverage the advantages of it to our benefit.

Although India is currently one of the leading startup hubs in terms of the number of startups, we are seeing a decline in the number and amount of funding. Piyush Goyal while presenting the budget stated that the allocation of Mudra loans would be kept at INR 4 Lakh Crore and that more than 70% of MUDRA yojana beneficiaries are women. But this information however needs to be taken with a pinch of salt as the actual benefit of these loans is questionable. As former RBI governor once stated, these loans are more prone to turning into non-performing assets (NPAs).

In last year's budget there were a significant amount of incentives and benefits for the startups which is missing in the 2019 budget. This blatant attempt to woo the voters ahead of the general elections could cost our country dearly on the economic front. There was a mention of plans for Digital Villages but there was no information shared on how the startups could be instrumental in this task and whether there would be special benefits extended to the startups so as to ensure their participation.

Now that we have explored the avenues in which the budget falls short of the expectations of the startup sector it is only fair that we acknowledge the good aspects. The interim budget stated that within two years all tax assessments would be electronic and income tax (I-T) return processing would be completed in 24 hours. This would simplify the compliance process for most startups. The increase in the budget for defence would result in an increased availability of funds for defence startups. Overall the advantages of the interim budget to the Indian startup was seen in fits and bursts and failed to meet expectations of the startup community.

*Ann Mathew
(1st Year, MBA)*



Budget is like an estimation of expenditure for a project or a sector in a given period of time (mostly one year). An economy involves different types of budget. One which usually remains in spotlight is financial budget. A financial budget is the backbone for a country's economy growth. It plays more crucial role for a country which serves over a billion people and still growing at a rate of more than 7% per year.

India, a country where majority of people comes under middle class as per income is concern. We as a country have witnessed a number of financial budget. So,

a question may arise, "What is so special about financial budget 2019-20?" To answer that let's look into country's current economic and political situation. Economically we have just talked that majority more than 50% of country's population comes under middle income family. They either comes into slab where they don't have to pay income tax or comes into bottom two slabs of income tax rate. So, even a little bit of alteration in slab can affect a large number of people.



Now let's come to the political situation. The year is 2019, year of general election. So this is the last financial budget presented by NDA (1) government. A last opportunity to either impress or depress a large number of people.

It is nothing new, we knew it was coming. For many years, the ruling party has been providing income tax benefit in a general election year. We were just more excited about the limits they will extend. To my surprise, they came with a different plan. Rather than changing tax slabs for any citizen category in the budget 2019-20, they decided to propose a cluster of packages for middle class people. It was decided that taxable income upto Rs 5 lakhs will get "full tax benefit". It was also

decided that an individual earning upto Rs 6.5 lakhs annually can also save tax if he/she invest additional amount prescribed into saving scheme under 80C, which usually covers Public Provident Fund (PPF), National Saving Certificate (NSC), government insurance scheme etc.

Personally, I think it's a very good strategy by government. Rather than collecting revenue directly in the form of tax, they are encouraging middle income people to invest under government schemes, which may sound attractive to people and will ultimately create more revenue for government.

Indian economy and thought process of Indian people are hard to predict so, only time will answer whether the whole plan satisfied the need of middle income people or not. To see the results all we can do is wait.

*Supreme Swaraj
(IInd Year, MBA)*



India's automotive industry is in a growth stage—automobile production and sales in India will both have higher growth rates over the next decade than in most other auto hubs. However, with each additional combustion-engine-based vehicle we manufacture and use, we will be adding carbon dioxide and other pollutants, using additional fuel, and putting excessive load on our already saturated city infrastructure and traffic. Ostensibly, EVs are less polluting, better on total-cost-of-ownership (TCO), expected to rapidly become cost-competitive, and more suitable for commercial business models. These attributes make them seem like an obvious lever for future growth.

India is highly dependent on thermal sources, which account for about 65% of current capacity. As EV adoption increases, so should the contribution of renewables. The inherent variability of solar and wind systems mandates use of batteries connected to the grid to optimize capacity, renewable contribution, and supply robustness. There is also opportunity for exploring synergies between EV and grid batteries through this EV-renewables symbiosis.

The EV Ecosystem in India is in a nascent stage and is dominated by e-rickshaws and two-wheelers with a very less percentage of four-wheelers presently. But there is a clear potential. There are a number of factors that will help EV overtake engine-based vehicles and give direction to the electrification of mobility in the country. To start, right EV charging infrastructure, supporting EV policies, level of utilization of vehicle and the value proposition.

In a recent event while speaking at a town hall with IT and electronic manufacturing professionals, Prime Minister of India Shri Narendra Modi urged domestic manufacturers to develop affordable batteries and fast charging systems for EVs.

Taking the advantage of the market scenario, the Mahindra group, the first EV manufacturer in India is actively involved in the development of EVs and has recently announced that it has plan to invest 140 million dollars in EVs over next four years and has already invested 92 million dollars in EVs over past 5-6 years. Hyundai Motor Co., Suzuki, Toyota, and Porsche intends to come up with their EVs in India in 2020.

In 2013, the Govt. of India launched the National Electric Mobility Mission plan 2020. The plan aims to achieve national fuel security by promoting EVs in India. From the tone of more recent announcements, it is apparent that India's growth in EVs is going to be initially focused on public transportation requirements – Electric buses, Two and Three wheelers, and Fleet Cars. Some significant recent corporation announcements include the partnership between Start-up Sun Mobility and Ashok Leyland, for supporting Electric Buses through a network of swapping-battery stations named Quick Interchange Stations, where users will pay only for energy stored in battery and not the battery itself.

According to latest data, 56000 units of EVs were sold in India till April 2018, a 124% jump from the 25000 EV unit sold in previous year. The numbers indicate that Indians are accepting EVs. On a more contrary note, while urgent steps are being taken, India will continue to remain challenged on the availability of critical raw materials and technology and they are dependent on other countries for Lithium, Nickel, Cobalt, and all vital and basic elements for rechargeable battery manufacturing. Currently ISRO is working on rechargeable Lithium-Ion batteries which will help in high production of EVs.

The emergence of EVs in India also brings the opportunity for new partnerships, Joint Ventures and the arrival of new players in the Business space.

With the switch from ICE to EVs consistently acknowledged by stakeholders to be the beneficial way forward, both economically and environmentally; establishing the appropriate eco-system will be critical pre-requisite for achieving mass customer consideration by users in India. EVs also open door for Die-Casting Industry and helps in powering the future.

*Vineet Kumar
(1st Year, MBA)*



Summary for Year 2018

Indian entrepreneurs have been on a rise for the past few years and the year 2018 was no different. The Indian startup ecosystem is coming with business ideas that continue to entice investors as well as the global ecosystem.

On one hand, we have young adults exploring entrepreneurship that is leaving their regular jobs to turn an idea they're fervent about into reality.



Incubators opened by B-school like ISB and IIM-B is providing necessary guidance for beginners. Meanwhile, there are few others marking second (or even third) coming, leaving no stone unturned to outdo their last best product or service in the sector for e.g. Kunal Shah, founder of Freecharge a digital payment platform is coming up with his new venture Cred, an app through which credit card holders can make payments of their credit card bills and accumulate Cred Coins.

Current age is all about 4D's of business that is Data, digitization, disruption and diversity. In 2018, we have witnessed many disruptive ideas that ignited investor, consumer, and business interest.

Tech startups are preferred avenue for entrepreneurs. These startups are always focused upon disruption with the possibility of scaling as opposed to the niche startups. These new businesses have targeted the vertical value chain structure of conventional organizations and have attacked the individual segment of this chain with their disruptive ideas thus resulting in a paradigm-shift causing a wave of turbulence across the industries. Fintech is the perfect example of how a small-scale startup is roiling 150-year-old financial institutions.

2018 also marked the biggest acquisition for the Indian tech startup ecosystem, with Walmart placing a \$16 Billion bet on the Indian e-commerce company Flipkart. With Walmart, Microsoft, Tiger Global, Tencent at one end, Amazon on the other, and Alibaba vying for a way in with its investment in Paytm Mall and Ola. Annotating that no longer the competition is within the nation's boundary, but the stage is set for Indian e-commerce to emerge as a battleground for global players.

Apart from the conventional surge in E-commerce, Indian startup is now going for uncharted territories like venturing into healthcare, robotics and artificial intelligence. Many of whom are looking valiant enough to carve out the niche for themselves.

Funding wise, the Year 2018 proved to be a good year after a slowdown in 2017. The Indian startup ecosystem added Eight new unicorns in 2018 — Paytm Mall, Zomato, Freshworks, Policybazaar, Oyo, Swiggy, Udaan and BYJU'S. With a simple statistical observation, one can see that the average time taken by a startup to attain a billion-dollar valuation in India has come down to around five to seven years, which is lower than many countries across the world.

The global economy witnessed brimming growth last year and is likely to take a downturn, which is all but natural. IMF and other leading organization have earmarked India to be one of the fastest growing countries for the year 2019. Investors and Venture Capitalist are basking on this booming startup ecosystem of India, which has left other countries agog.

Finally, the ever-increasing willingness of the people of India to take the entrepreneurial plunge and have their own startup has made the preceding year to be one of the best time to be in the market, with everything changing briskly you can never be sure what can be the next big thing in this dynamic ecosystem.

*Aman Varshney
(1st Year, MBA)*



A populist saga

Interim budget 2019 is the last of the present government. Interim budget is not a full fledged budget, it is just a summarised account of how the government is going to meet the expenses till a new government is formed at the centre. But the present government has broken the convention and presented almost a full budget. The budget presented was a pre election budget and was called “a mother of all election budgets”. It included a slew of populist schemes. The budget was focussed on middle class, farmers and small businessmen.

Reiterating the commitment to double farmers’ income by 2022, the government announced the PM Kisan Samman Nidhi Yojana for small and marginal farmers. According to this scheme Rs 6,000 per year is given to each of the 120 million small farm owners. Farmers having up to 2 hectares of lands will get Rs 6,000 per year, in three installments, to be transferred directly to farmers’ bank accounts. This scheme will cost Rs 75,000 Cr to the exchequer and is expected to benefit 12 Cr farmers. Now the dole which is given to the middle class in this budget. The budget will give full income tax relief on incomes of Rs 5 lakh per year to 30 million middle-class taxpayers including small businessmen who form the BJP’s core support base. Standard deduction is up from Rs 40,000 to Rs 50,000, which will benefit 30 million salary earners.

A new pension scheme has been proposed for unorganised labourers. The pension scheme will benefit 100 Million unorganized labourers by providing an old-age pension of Rs 3,000 per month. The scheme is called PM Shramyogi Maan Dhan Yojana. The government will match contributions from workers, which will be as low as Rs 55 per month for 18-year-olds. The pension plan is going to cost Rs 500 Cr to the exchequer and is for those earning below Rs. 15,000. Beneficiaries will get an assured monthly pension of Rs 3,000 after retirement. The government also announced that businesses with less than Rs. 5 Cr annual turnover, comprising over 90% of GST payers, will be allowed to return quarterly returns. The government also proposed 2% interest relief on loan of Rs 1 crore for GST registered MSME units. Government has failed to meet its disinvestment target which will further make it difficult for the Government to meet the expenses of these schemes.

The budget will further widen the fiscal deficit of Government to 3.6%, which is far from achieving government’s target of 3% fiscal deficit till 2018. The budget was carefully crafted to seek reelection of the Modi government in the next general election and to assuage the core voter base of the BJP which were hit badly by “Demonetisation” and “GST”. The budget has drawn criticism of the opposition leaders.

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