

August Edition



Public Relations Committee
MBA International Business

Sampark

**Celebrating India's
75th Independence Day**



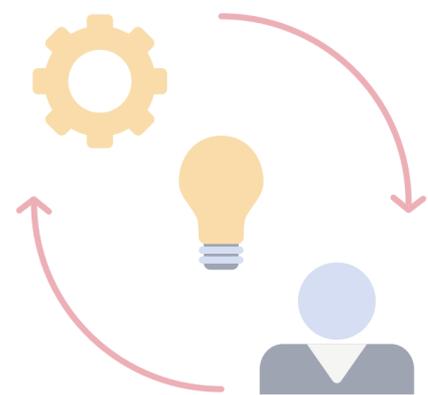
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Entertainment Corner

Your favourite section for book and movie recommendations

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Unicorns of 2021



CoinDCX

Valued at \$1.1B
Founded in 2018

Valued at \$1B
Founded in 2013

Grofers



BharatPe

Valued at \$2.85B
Founded in 2018

Valued at \$1.2B
Founded in 2014

Droom



upGrad

Valued at \$1.2B
Founded in 2015

Unicorns of 2021



Meesho | Valued at \$2.1B
Founded in 2015

Valued at \$1.9B
Founded in 2016

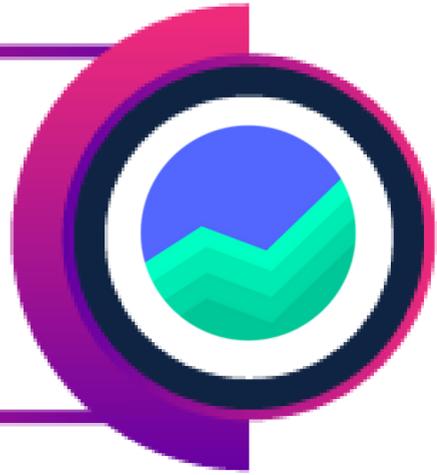
Digit | 



CRED |

Valued at \$2.2B
Founded in 2018

Valued at \$1B
Founded in 2016

Groww | 



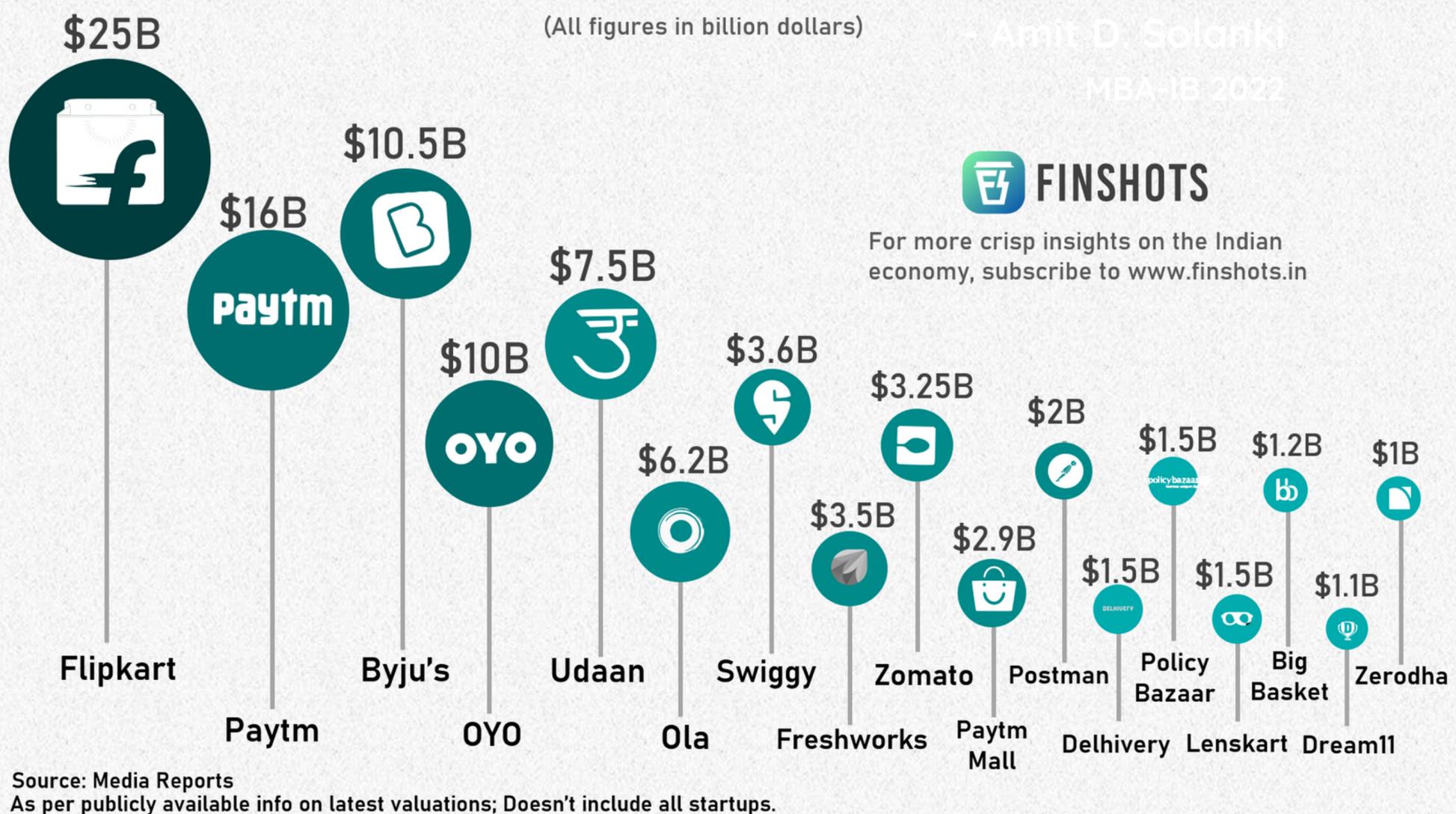
Zeta |

Valued at \$1.45B
Founded in 2015

India's Entrepreneurial Spirit

As we are celebrating 75th year of Independence in 2021, we are at the crossroads where young Indians are meeting their aspirations. Young Indians heard the struggle for Independence from their grandparents and now in the 21st century, they are aiming to achieve different forms of Independence from different kinds of socio-economic problems of our country. We know that all passionate entrepreneurs and innovators drive the economic and social progress of any nation. Startup culture is a crucial part for a country with a 1.3 Billion population to thrive in the 21st century.

Valuations of some of the top Indian startups



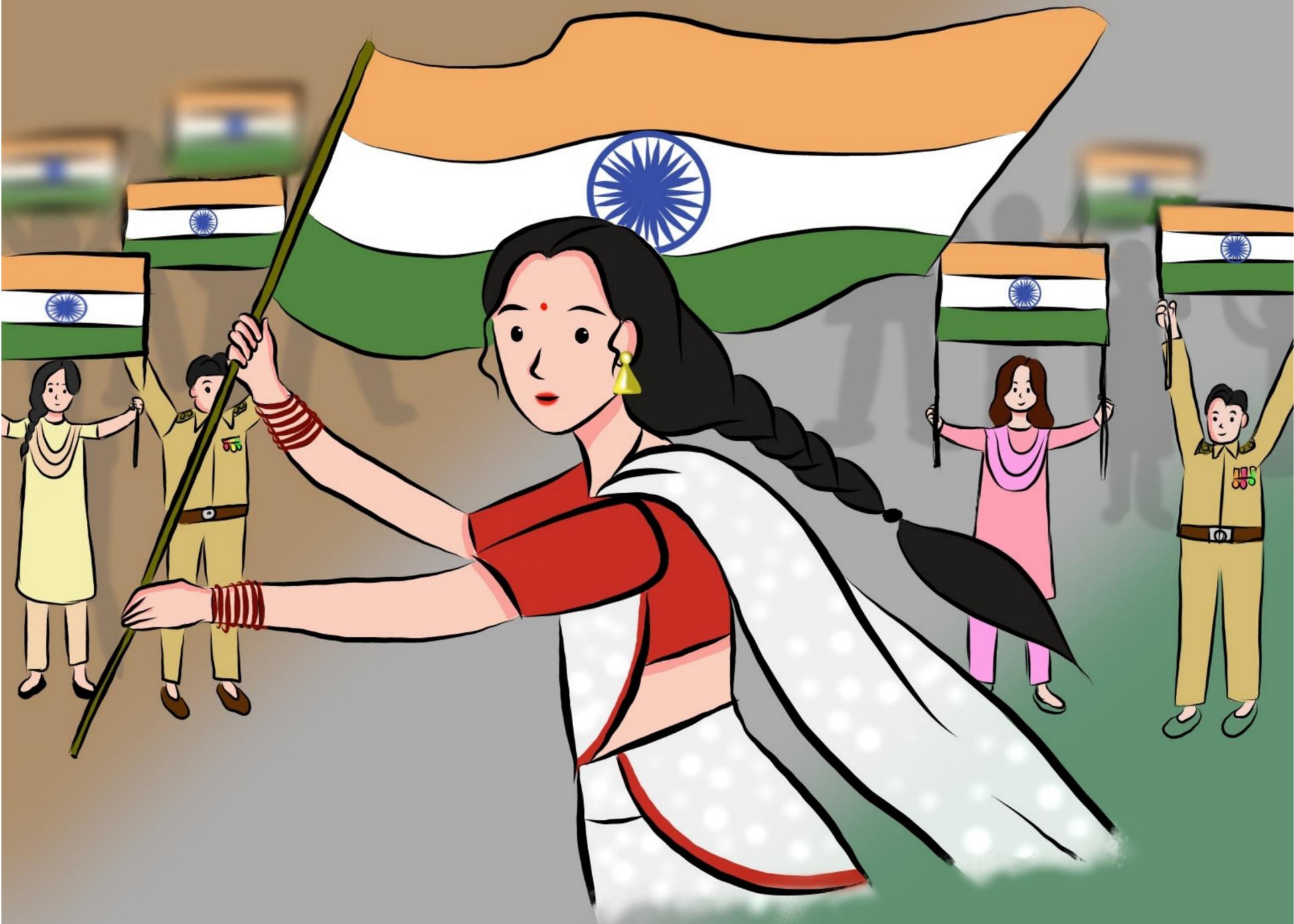
In 2016, the launch of the Startup India initiative gave fuel to the momentum to boost India as an epicenter of the Startup ecosystem. During the covid-19 pandemic, the Government of India launched Aatmanirbhar Bharat (means Self-reliant India) for the economic development of India during and after the COVID-19 pandemic. We know that many IIMs, IITs, and many other institutions have their own Startup-incubation cells to create a startup ecosystem in the country.

One of the key factors which contributed to India's paradigm shift in the startup ecosystem is the Digitization through Internet connectivity. India has nearly 70-75 crore, active internet users. The Internet enables trade like tribal handicrafts from Gujarat, sweets from West Bengal, dry fruits from Kashmir, and banana wafers from Kerala to all other states and foreign countries. Many new Indian products and businesses are thriving due to the intersection of e-commerce with the startup ecosystem. The Internet helped many people to follow their passion and interact with other people globally. Digital money transactions also led to the growth of E-commerce businesses. In June 2021, 2.8 billion transactions worth Rs. 5.4 Trillion. Unified Payment Interface (UPI) has more than double transactions than what American Express does globally. This shows the scale at which digital transactions are happening, which grew significantly after the covid hit. Quick real-time mobile payments empowered people in each sector, from a small vegetable sellers to big tech giants.

In a large and diverse country like India, It is not just about taking new initiatives but the ability to rapidly execute and scale up startups to reach out to 1.3 Billion citizens with their regional languages is central to success. Even covid-19 helped many social innovations to flourish in an economy. Tech startups require an innovative breed of socially conscious and development-oriented product managers, AI scientists, product designers, and software engineers. There are many challenges ahead like availability of financial resources, revenue generation, talented team members, supporting infrastructure, market awareness, customer expectations, tenacity of founders, Regulations, etc., but these challenges will be tackled by the young generation of India because where there is a will, there is a way.

**- Amit D. Solanki
MBA IB 2022**

@aesthete_canvas



HAPPY INDEPENDENCE DAY

Let us all be proud of our beloved nation. We all have to collectively strive to make India vibrant, strong and supreme. JAI HIND

Artwork By:
Kasi Deepthi Priya
MBA-IB Batch 2023

ENTERTAINMENT

Swades

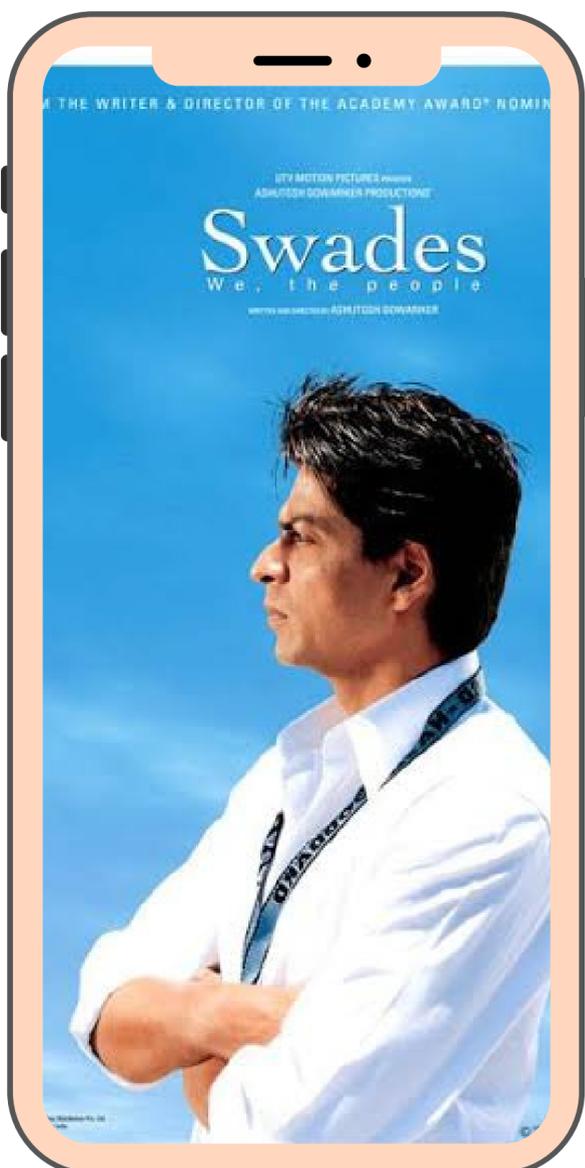
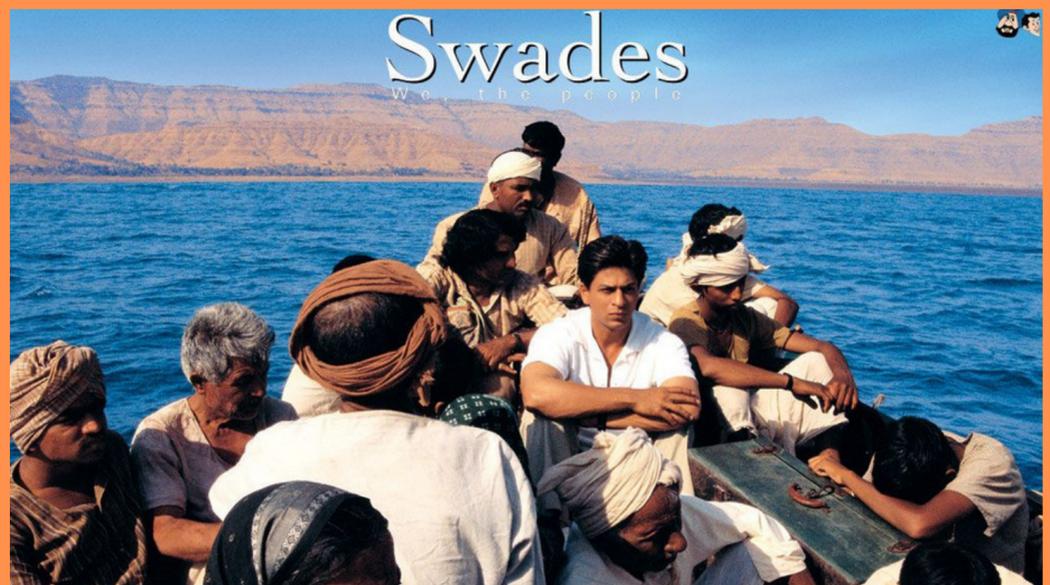
Swades is an unmissable watch and a cult classic of Indian cinema. This movie takes us on a journey with a young man who works as a project manager at Nasa. He comes to his motherland India, to take his childhood nanny with him. In the process, he rediscovers his roots.

Director-

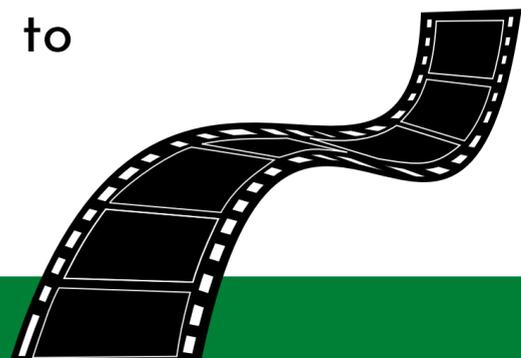
Ashutosh Gowariker

IMDB- 8.2/10

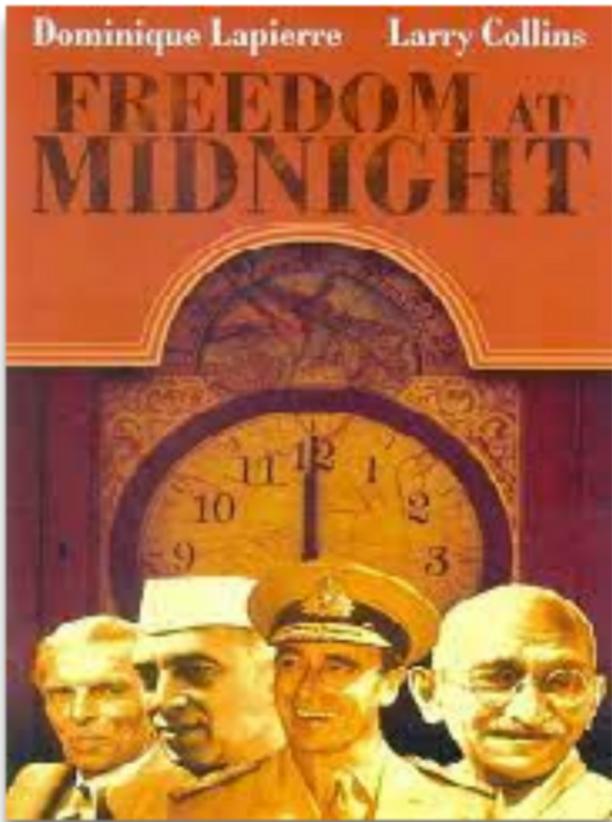
RottenTomatoes- 83%



- This movie teaches us that instead of criticizing we should work to fix the flaws we see.
- This movie makes our sentiments paradoxical as we do feel affection for our country but indignation at the same time.
- This is the first Hindi movie that was actually shot in the NASA Headquarters.
- This movie gives a very important message that when you become successful in life; never forget your roots, the people and the a community that helped you to reach there.



BOOK CORNER



Freedom at Midnight

- Larry Collins &
Dominique Lapierre

The electrifying story of India's struggle for independence is told in this classic account (first published in 1975) by two fine journalists who conducted hundreds of interviews with nearly all the surviving participants - from Mountbatten to the assassins of Mahatma Gandhi.

On 14 August 1947 one-fifth of humanity claimed their independence from the greatest empire history has ever seen. But 400 million people were to find that the immediate price of freedom was partition and war, riot and murder. In this superb reconstruction, Collins and Lapierre recount the eclipse of the fabled British Raj and examine the roles enacted by, among others, Mahatma Gandhi and Lord Mountbatten in its violent transformation into the new India and Pakistan.

This is the India of Jawaharlal Nehru, heart-broken by the tragedy of the country's division; of Mohammed Ali Jinnah, a Moslem who drank, ate pork and rarely entered a mosque, yet led 45 million Muslims to nationhood; of Gandhi, who stirred a subcontinent without raising his voice; of the last viceroy, Mountbatten, beseeched by the leaders of an independent India to take back the powers he'd just passed to them.



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