

MONETARY ₹ PEACOCK

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Monetary Hearock

The Rise of Digital Currencies and Their Effect on Global Finance.

Understanding Digital Currencies

Digital currencies are forms of money that exist only in electronic format and can be categorized into cryptocurrencies and CBDCs. Cryptocurrencies, like Bitcoin and Ethereum, operate on decentralized networks and are often used for speculative investments rather than as stable means of exchange. In contrast, CBDCs are government-backed digital currencies designed to complement traditional fiat currencies, offering a stable and regulated alternative for everyday transactions.



The Role of Central Bank Digital Currencies (CBDCs)

Central banks around the world are actively exploring the issuance of CBDCs. Countries like China, Sweden, and India have already initiated pilot programs for their digital currencies, aiming to modernize payment systems and improve monetary policy effectiveness.

CBDCs offer several advantages:

- Trust and Stability: Unlike cryptocurrencies, CBDCs are backed by central authorities, providing a level of trust and stability that can encourage adoption among consumers and businesses alike.
- Enhanced Monetary Policy: CBDCs can improve the transmission of monetary policy by allowing central banks to implement measures more effectively, especially in times of economic crisis.
- Cross-Border Transactions: The development of CBDCs could streamline cross-border payments, reducing costs and enhancing the efficiency of international trade.



Factors Driving the Rise of Digital Currencies

- Cost Efficiency: Digital currencies can reduce transaction costs associated with physical cash management and cross-border payments, making them attractive for both consumers and businesses.
- Financial Inclusion: Digital currencies have the potential to enhance financial inclusion by providing access to financial services for underserved populations. This is particularly relevant in rising markets wherein traditional banking infrastructure is missing.
- Speed and Accessibility: Digital currencies facilitate faster transactions and are available 24/7, which aligns with the increasing demand for quick and convenient payment methods in a globalised economy.
- Innovation in Payments: The shift towards digital currencies is expected to drive innovation in payment systems, encouraging the development of new financial products and services that cater to diverse consumer needs.



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The Perfect Storm: A Tale of the 2023-2024 U.S. Banking Crisis

In the bustling world of finance, all seemed well until Jerome, the Federal Reserve chair, raised interest rates sharply to combat rising inflation. This move, though intended to stabilize prices, had unintended consequences for banks.

The Regional Bank of Springfield, heavily invested in fixed-rate assets, saw the value of its holdings plummet as rates increased. As customers rushed to withdraw their savings, the bank faced a liquidity crisis. This panic spread to other banks, leading them to tighten lending and affecting businesses and jobs.

The capital markets shook, eroding investor confidence and impacting retirement accounts. In response, Jerome and the U.S. government intervened with emergency measures, injecting liquidity and proposing reforms to improve stress testing and transparency.

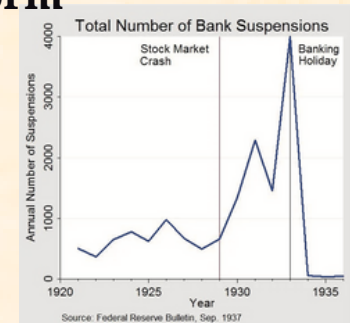
The crisis, while revealing vulnerabilities in the financial system, also offered a chance to strengthen it. As stability gradually returned, the lessons learned from this turbulent period promised to build a more resilient economy for the future.



Banking Crisis of 2023-2024: A Crucible for U.S. Economic Reform

The Beginning of the crisis

The U.S. banking sector has faced a profound crisis from 2023 to 2024, revealing significant vulnerabilities in the nation's economy. This turmoil was precipitated by the Federal Reserve's aggressive interest rate hikes designed to combat inflation. While this monetary policy aimed to stabilize prices, it inadvertently triggered substantial losses for banks heavily invested in fixed assets, creating a ripple effect of financial instability.



President Biden Address for Banking Crisis: Reassurance, Action, and Reforms

In response to the U.S. banking crisis of 2023-2024, President Joe Biden has assured the public of the safety of their deposits and the administration's commitment to stabilizing the financial system. He outlined emergency measures, including providing liquidity to struggling banks and implementing regulatory reforms to restore confidence. Acknowledging the crisis's impact on businesses and workers, Biden emphasized targeted support and economic recovery efforts. He called for national unity and confidence, stressing that the crisis presents an opportunity to strengthen oversight and transparency within the financial sector to prevent future issues.



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The Global Financial Crisis Triggered by the Ukraine-Russia War

Economic Disruptions and Supply Chain Challenges

One of the most immediate impacts of the war has been the disruption of global supply chains. Ukraine and Russia are major suppliers of key commodities, including wheat, corn, and energy resources. The conflict has severely impeded the production and distribution of these essential goods, leading to skyrocketing prices. For instance, the price of wheat surged, which has significantly affected food security worldwide, particularly in developing countries reliant on these imports.

Energy Market Volatility

Energy markets have been particularly volatile due to the war. Russia, as one of the world's largest energy exporters, plays a critical role in the global energy supply. The conflict has led to a substantial reduction in Russian energy exports, particularly to Europe, which has been a major consumer. This reduction has caused a sharp increase in global energy prices, contributing to higher costs for consumers and businesses alike. The scramble for alternative energy sources and the push towards energy diversification have added further strain to the global energy market.

Inflation and Economic Slowdowns

The disruption of supply chains and the spike in energy prices have collectively contributed to rising inflation rates globally. Countries across Europe, North America, and beyond have experienced significant increases in living costs, which in turn have pressured central banks to raise interest rates. Higher interest rates, while aimed at controlling inflation, can also lead to slower economic growth and increased borrowing costs for both individuals and businesses.

Long-Term Economic Repercussions

The long-term economic repercussions of the Ukraine-Russia war remain uncertain, but the immediate effects have underscored the vulnerability of the global economy to geopolitical conflicts. As the situation evolves, countries and businesses alike are likely to continue navigating the complexities of disrupted supply chains, volatile energy markets, and fluctuating economic conditions.

In conclusion, the Ukraine-Russia war has precipitated a global financial crisis characterized by disrupted supply chains, volatile energy markets, and rising inflation. The ripple effects of this conflict are reshaping economic landscapes worldwide, highlighting the intricate interconnections between geopolitics and global finance



CASE STUDY

DECATHLON, A FRENCH SPORTS RETAILER, ENTERED THE INDIAN MARKET IN MAY 2009 AND QUICKLY ESTABLISHED DOMINANCE. INITIALLY OFFERING STANDARD, MID-RANGE PRODUCTS, IT EXPANDED INTO BOTH PREMIUM AND BASIC SEGMENTS. DECATHLON'S SUCCESS IN INDIA IS ATTRIBUTED TO A STRATEGIC FOCUS ON PRODUCT LOCALIZATION, COMPETITIVE PRICING, AND EXCEPTIONAL CUSTOMER EXPERIENCE.

KEY STRATEGIES INCLUDED:

- **PRODUCT ADAPTATION:** DECATHLON TAILORED ITS OFFERINGS TO LOCAL SPORTS LIKE CRICKET, BADMINTON, AND KABADDI, AND WORKED WITH LOCAL SUPPLIERS TO LOWER COSTS AND ENHANCE AFFORDABILITY.
- **STORE POSITIONING:** THEY CHOSE COST-EFFECTIVE LOCATIONS ON CITY OUTSKIRTS OR IN MALL BASEMENTS AND DESIGNED STORES TO FEATURE ECONOMICAL ITEMS PROMINENTLY, WITH MAIN SPORTS EQUIPMENT POSITIONED FOR EASY TRIAL.
- **CUSTOMER EXPERIENCE:** STORES ARE WELL-ORGANIZED WITH CLEAR SIGNAGE AND STAFF EXPERIENCED IN SPECIFIC SPORTS, ENHANCING THE SHOPPING EXPERIENCE.
- **OMNI-CHANNEL STRATEGY:** DECATHLON EXPANDED ITS ONLINE PRESENCE TO COMPLEMENT PHYSICAL STORES, CATERING TO THE GROWING DEMAND FOR E-COMMERCE.

DESPITE CHALLENGES LIKE NAVIGATING COMPLEX REGULATIONS AND LOGISTICAL ISSUES, DECATHLON'S STRATEGIES PAID OFF. WITH OVER 70 STORES ACROSS INDIA, THE COMPANY HAS BECOME A LEADING SPORTS RETAILER BY FOCUSING ON AFFORDABILITY, PRODUCT VARIETY, AND CUSTOMER EXPERIENCE. DECATHLON'S SUCCESS UNDERSCORES THE IMPORTANCE OF MARKET RESEARCH, LOCALISATION, AND CUSTOMER-CENTRIC STRATEGIES IN FOREIGN MARKETS.

CREDITS YATHARATH CHHURA

CASE STUDY

WHY LINKEDIN IS SUPER USEFUL FOR EVERYONE IN TODAY'S WORLD WHERE NETWORKING AND FINDING JOB OPPORTUNITIES ARE CRUCIAL, LINKEDIN HAS BECOME A KEY PLAYER. IT'S LIKE A SOCIAL MEDIA PLATFORM SPECIFICALLY DESIGNED FOR PROFESSIONALS, AND IT OFFERS A BUNCH OF BENEFITS FOR BOTH INDIVIDUALS AND BUSINESSES.

MAKING CONNECTIONS AND NETWORKING

ONE OF LINKEDIN'S BIGGEST STRENGTHS IS HOW IT HELPS PEOPLE CONNECT WITH OTHERS IN THEIR FIELD. IMAGINE IT AS A HUGE ONLINE NETWORK WHERE YOU CAN MEET PROFESSIONALS FROM ALL OVER THE WORLD. FOR STUDENTS AND JOB SEEKERS, THIS IS A GAME-CHANGER. YOU CAN CONNECT WITH PEOPLE WHO WORK IN THE INDUSTRIES YOU'RE INTERESTED IN AND EVEN FIND MENTORS WHO CAN GUIDE YOU IN YOUR CAREER PATH.

FINDING JOBS AND RECRUITING TALENT

IF YOU'RE LOOKING FOR A JOB, LINKEDIN IS A GOLDMINE. THE PLATFORM LETS YOU SEARCH FOR JOB OPENINGS THAT MATCH YOUR SKILLS AND INTERESTS. YOU CAN ALSO APPLY FOR JOBS DIRECTLY ON LINKEDIN, WHICH MAKES THE WHOLE PROCESS SMOOTHER. FOR COMPANIES, LINKEDIN IS AN EFFICIENT TOOL FOR FINDING AND HIRING NEW EMPLOYEES. RECRUITERS CAN USE IT TO SEARCH FOR CANDIDATES WHO FIT THEIR JOB REQUIREMENTS AND REACH OUT TO THEM DIRECTLY.

BUILDING YOUR PERSONAL BRAND

LINKEDIN HELPS YOU BUILD AND SHOWCASE YOUR PERSONAL BRAND. YOU CAN CREATE A PROFILE THAT HIGHLIGHTS YOUR ACHIEVEMENTS, SKILLS, AND EXPERIENCES. THIS IS IMPORTANT BECAUSE IT HELPS YOU STAND OUT TO POTENTIAL EMPLOYERS. YOU CAN ALSO SHARE POSTS AND ARTICLES RELATED TO YOUR FIELD, WHICH SHOWS THAT YOU'RE KNOWLEDGEABLE AND ENGAGED IN YOUR INDUSTRY.

IN SUMMARY, LINKEDIN IS MUCH MORE THAN JUST A PROFESSIONAL NETWORKING SITE. IT'S A VERSATILE TOOL THAT HELPS WITH JOB SEARCHING, PERSONAL BRANDING, LEARNING NEW SKILLS, AND GROWING BUSINESSES. AS YOU MOVE FORWARD IN YOUR CAREER, USING LINKEDIN EFFECTIVELY CAN OPEN UP A LOT OF OPPORTUNITIES AND HELP YOU ACHIEVE YOUR PROFESSIONAL GOALS.

CREDITS MADHAVAN GOYAL

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MAYO ALUMNI'S

The Magnetic Fields Festival is a unique celebration of music, art, and culture, set in the grand 17th-century Alsisar Mahal in Rajasthan. Blending Indian heritage with contemporary music, the festival showcases a diverse range of electronic, indie, and experimental artists from India and around the world. It's renowned for its intimate vibe, immersive art installations, secret parties, and luxury desert camping.

Launched by Abhimanyu Alsisar, it has become one of India's most sought-after boutique festivals. The event also emphasizes local Rajasthani culture, with traditional performances adding to the modern music experience. Workshops, wellness sessions, and engaging talks round out the experience, offering a creative, holistic escape in the heart of Rajasthan's deserts.

**ABHIMANYU
ALSISAR**



In the realm of travel, where the sun meets the sea and every moment feels like a celebration, Goa stands as a timeless destination. A place where vibrant culture and pristine beaches converge, it is the heartbeat of coastal India. Goa beckons travelers with its unique blend of Portuguese heritage, rich history, and pulsating nightlife.

Amidst this tapestry of experiences, a young visionary, Garv Vohra, at just 21 years old, set out to redefine luxury travel with the creation of GoaGetterr in February 2023. The company offers comprehensive concierge services for those planning a holiday in Goa, taking care of every detail to ensure a hassle-free and unforgettable vacation experience.

**GARV
VOHRA**



STUDENT INITIATIVES

WEAVE BY HAND: REVIVING THE ART OF HANDWOVEN CARPETS AND EMPOWERING RURAL WEAVERS

Weave By Hand, a student-led initiative founded by Lakshya Maurya, Samarth Agarwal, and Harshit Vikram Singh, is dedicated to supporting rural carpet weavers in Bhadohi, known as "The Carpet City." Despite their rich heritage in carpet weaving, these artisans face significant challenges that threaten their livelihood and the survival of this ancient craft.

In Bhadohi, there's a stark contrast between the high prices of carpets sold domestically and internationally and the meager earnings of the weavers. Classified as semi-skilled labor, they are supposed to earn ₹251 per day, but many receive far less due to exploitation by middlemen. Government schemes like the Market Development Assistance (MDA) Grant and Market Access Initiative (MAI) often fail to reach the weavers because of these intermediaries.

The low wages and exploitation have led to a decline in the number of weavers, with younger generations turning away from the craft in favor of better-paying jobs. This decline is problematic as the global market for handmade carpets is booming with an estimated value of \$69.02 billion in 2023 and projected to reach \$93.92 billion by 2030.

Weave By Hand seeks to address these issues by treating weavers as partners rather than mere workers. The initiative ensures that up to 40% of the profits from each carpet sale go directly to the weavers, providing them with a fair income and preserving their dignity. By focusing on the stories behind the rugs and offering high-quality products at affordable prices, Weave By Hand supports both the artisans and their cultural heritage.

In just four months, Weave By Hand has made a significant impact, contributing ₹3,25,500 to weavers, representing 40% of profits. This achievement underscores the initiative's commitment to fair profit-sharing and positive change in the weaver community.

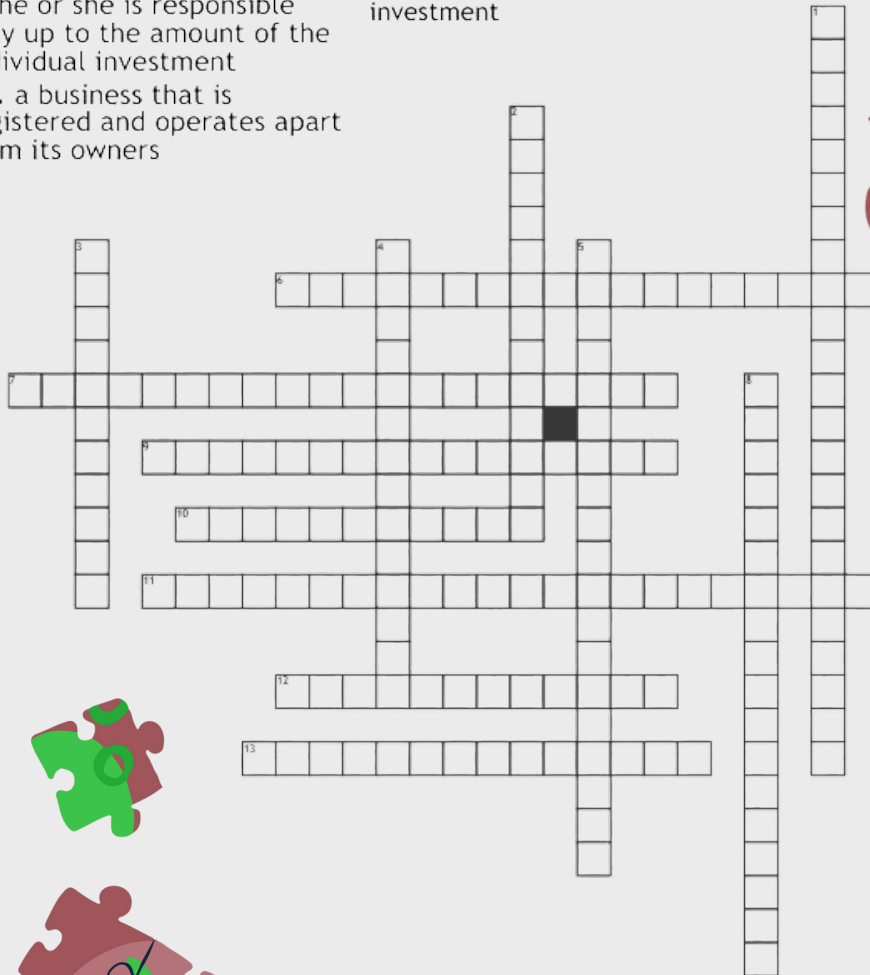


CROSSWORD

Across

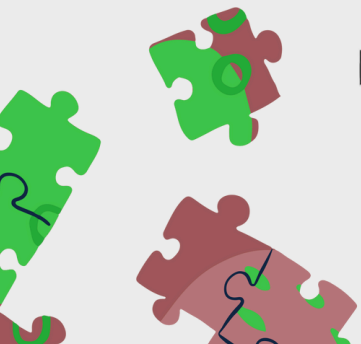
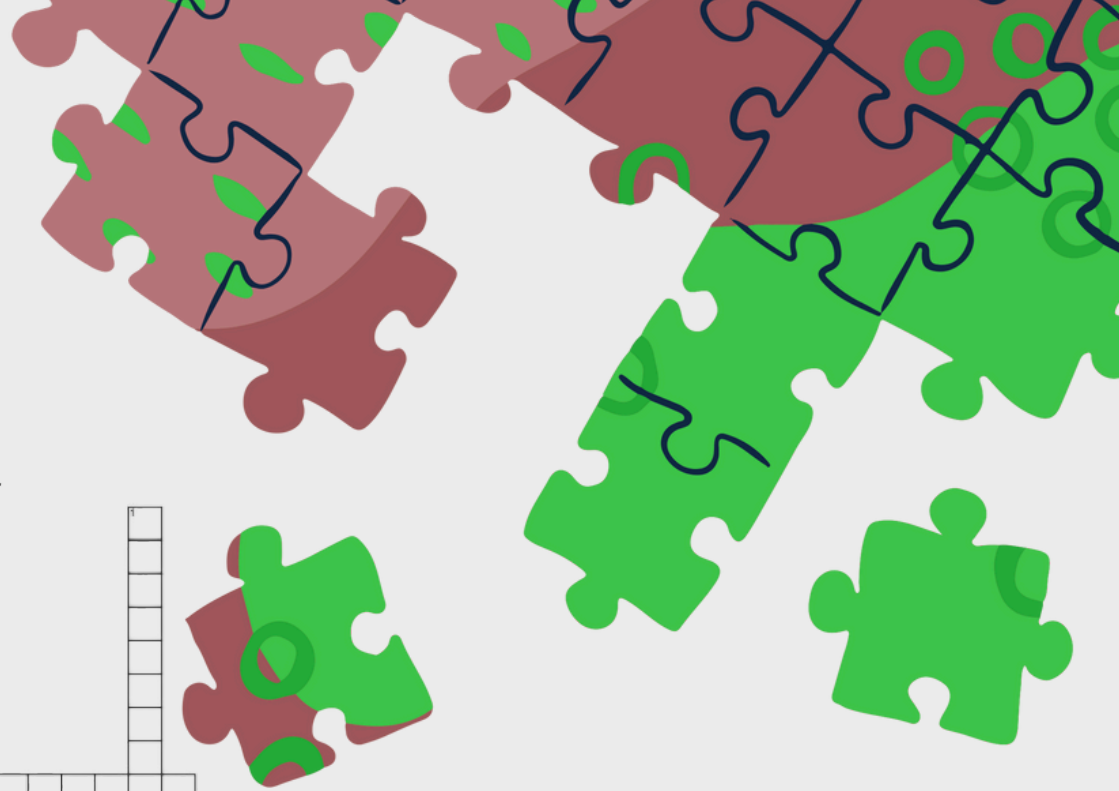
6. a business that is owned by one person
7. a legal entity that makes money for reasons other than the owners profit
9. he or she is responsible only up to the amount of the individual investment
10. a business that is registered and operates apart from its owners

11. a corporation that is taxed like a partnership
12. an owner of shares of stocks in a corporation
13. a partner in a business who is limited to his or her investment



Down

1. a company who's owner and managers have limited liability and some tax benefits
2. an entity that pays taxes on earnings
3. an unincorporated business with two or more owners
4. a participant in a partnership oh has unlimited personal liability and takes full responsibility
5. insurance agents debt and actions of a business
8. full responsibility for all debts and actions of a business



THE EDITORIAL



Mr. Sunil Gupta
Mentor in chief &
SOCIETY HOD

Delighted to have the 6th edition of the monetary peacock and the latest edition of this year, led by these young talents. This is the best designed edition till date.



ARYAN AGARWAL
CHIEF EDITOR &
SOCIETY PRESIDENT

We're delighted to share this latest edition, featuring key trends and strategies for thriving in school business. Your support fuels our commitment to excellence.



Mrs. Anjali Pankaj
Narayan
MENTOR

Working with the team was an interesting opportunity, got to learn from each other a lot, Looking forward for the next edition.



Madhavan
Goyal
Joint editor

Designing the cover was an exciting challenge. I had the chance to pen edit & illustrate. My interest in fiancee started while interning at my dads company, and my passion for journalism made this newsletter a natural fit.



RAUNAQ
RAJ GUPTA
PUBLISHER

Publishing this thrilling newsletter, was an honor for me, there were a lot of ups and downs while editing it. As the editor in chief of the Mayoor newsletter I could give in a lot of inputs for this newsletter.

