

ACADEMIC NEWSLETTER
2022-2023

CATALYST

DEPARTMENT OF CORPORATE
SECRETARYSHIP
LOYOLA COLLEGE, CHENNAI - 34



EDITORIAL

CHIEF EDITOR

ASST. PROF. S. STANIS AVINASH



STUDENT EDITORS

MOHANA SUNDAR. V
20-UBC-256



KARTHIK MOHAN
22-UBC-270



ARJUN BALAKRISHNAN
20-UBC-213



KARAN G
22-UBC-153



ADITHYA KUMARESAN
20-UBC-202



SK SAI VARSHAN
21-UBC-041



GLEN THOMAS
21-UBC-010



JOEL ZACHARIA
21-UBC-222



ASHISH JOHN BOSCO
21-UBC-024



JEFFERY JOY CHAKKORIA
21-UBC-209



MOHAMMED ISMAIL
20-UBC-008



ASHISH JAMES
20-UBC-031



ABOUT CATALYST 2.0



"IT IS NOT THE STRONGEST OF THE SPECIES THAT SURVIVES, NOR IS IT THE MOST INTELLIGENT, BUT THE ONE MOST RESPONSIVE TO CHANGE."

THESE TIMELESS WORDS FROM CHARLES DARWIN SUGGEST THAT OUR NATURAL INSTINCT FOR SURVIVAL, COMBINED WITH THE CHANGES THAT HAVE HAPPENED, ARE HAPPENING, AND ARE YET TO HAPPEN, HAVE NEVER STOPPED, WILL NEVER STOP, AND WILL NEVER STOP US FROM BEING CATALYSTS.



OUR NEWSLETTER IS A SMALL EFFORT TO PREVENT US FROM BECOMING CATALYSTS AT OUR OWN COST.





**“TO CONQUER HIMSELF IS
THE GREATEST VICTORY
THAT MAN CAN GAIN.”**

— ST. IGNATIUS LOYOLA

MESSAGE FROM CO-ORDINATOR

Greetings and Seasonal Greetings, dear Reader.
It gives me immense joy to reach out to you,
through this department student initiative
"Catalyst" e-magazine.

Let me express my heartfelt gratitude to the entire
team for designing the magazine in such a stunning
manner on such short notice.

A special word of appreciation to Prof. Narayanan and
Prof. Stanis Avinash for coordinating with the student
community and ensuring that the second version of
this wonderful magazine sees the light of day.

I also feel duty-bound to record the immense support
and guidance that the Loyola College management has
given us ever since the first issue of this wonderful
magazine was launched. The entire management has
been a constant pillar of support and has nurtured us
constantly.

The entire world post-Covid is transforming very fast,
so much so at breakneck speed that it is the need of
the hour for the academic community, especially the
students, to keep up with the rapid advancements and
breakthroughs made in the corporate world. The days
of conventional and traditional educational initiatives
are taking a backseat with the emergence of "tailor-
made industry skills." As a student of the Department
of Corporate Secretaryship, I urge you to enhance
your professional skills so that on the day you enter
the corporate world, you are well geared up to put on
a stunning show.

Catalyst is the culmination of the hard work and
efforts of the entire editorial team, who over the
months have collected and pieced together lots of
interesting articles and snippets from the students and
faculties. I assure you that you will enjoy each and
every single page of the digital magazine.



PROF. JACOB DAVIS K

Co-ordinator,
Department of Corporate Secretaryship,
Loyola College



Green Hydrogen

By Joel Zacharia (21-UBC-222)

So why this sudden change of mindset, to understand first let us understand what is Green Hydrogen.

Green Hydrogen is a carrier of energy, it is not produced using Methane or coal but by the use of Renewable energy (Solar Photovoltaic). The process to obtain this Green Hydrogen is called "Electrolysis".

Now to explain why the mindset has changed. The reason why Green Hydrogen has become such a valuable source now and why was it not used before is because the cost to assemble this renewable energy like solar was \$359 in 2009 whereas Coal was just \$111, but now this has changed the rate of solar has decreased drastically up to just \$40 in 2019 whereas coal is \$155.

Green Hydrogen was always considered an expensive alternative to fossil fuels and was always dodged, but for the first time in human history, this mindset can be changed.

Nitin Gadkari Minister of Road Transport and Highway stated that Green Hydrogen is the future of automobiles. Mukesh Ambani has invested about \$75 Billion into Blue and Green Hydrogen to make India a Hydrogen Hub. Adani Group also invested about \$70 Billion in Renewable energy to produce the cheapest hydrogen, he aims to become the World's largest Renewable energy Company. Tata Motors is planning to build Hydrogen Buses for India.



GREEN HYDROGEN

A whopping 89% decrease and in the next 10 years, this cost is expected to drop further from \$40 to maybe even less than \$5. This is the reason why Electrolysis looks like a feasible and cheaper process than Fossil Fuels.

Why India is so aggressive about Renewable Energy (the source of green hydrogen)?

India for the past few years has been keen towards the improvisation of renewable energy. Why? There are 3 Reasons they are,

- India is extremely dependent on the Middle East for Oil which makes India vulnerable to situations like Geo Political Situations for example the Russia-Ukraine War. So, if India manages to produce Green Hydrogen, then it can act as a replacement for oil and thus the import of oil can be decreased.
- World Leaders realized that climate change is real so India and 193 other Nations signed the Paris Agreement. In this Paris Agreement India is aiming to cut down 50% of the Green House Emission by 2030.
- Three of the most important industries in India and the World itself are Steel, Transportation, and chemicals. These Industries produce a lot of Fossil Fuel Emissions and they do not have a viable energy substitute. So, in the long run, due to the formation of the Paris Agreement these industries cannot run profitably. Green Hydrogen can be the best alternative to fossil fuels as it is the cleanest form of energy because it has no carbon by-product at all.

This means whosoever manages to crack the code of renewable energy will go on to become the net exporter of renewable energy, and eventually, they will go on to command extraordinary power in global politics, in short being an exporter of Green Hydrogen is a fast track into the big leagues of Geopolitics.

So, for now, we can be happy that India has become aware of this treasure and let us hope that this source of energy will be used to our country's advantage.



OPINION

HOW RBI'S STRATEGY WILL KILL THE US DOLLAR DOMINANCE IN THE WORLD ECONOMY?



This wouldn't kill the dollar as mentioned in the title. Don't forget that currency dominance depends on the demand for the currency. India would need to export stuff to create that demand.

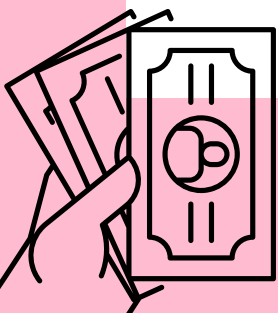
If all the nations in the world stop using dollars only then the dollar would fall. Also, we would have to repay our international loans in USD so we would have to convert our currency into dollars anyway, making all this a threat of losing USD in our vault and reducing our Forex currency.

Madhav
(22-UBC-268)

I am personally delighted that India is standing up for its people's interests. But what I feel is we need severe actions that produce results, not just schemes initiated for namesake.

It is a good move as we have good bilateral relations with European countries. Even if the plan doesn't turn out to be successful and the US imposes sanctions it will showcase USA's hypocrisy in broad daylight making countries to be aware and forming alliances. Changes almost happen slowly.

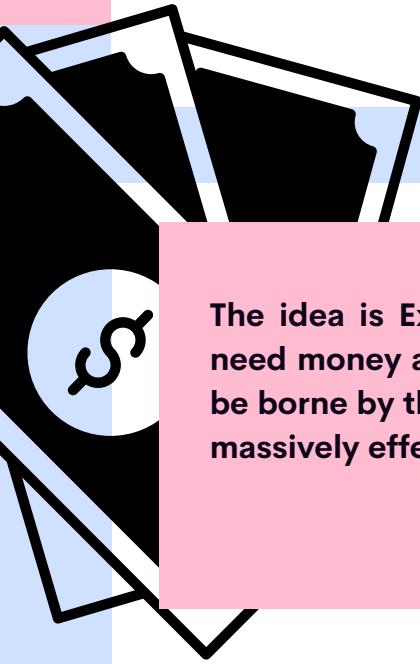
Gautham
(21-UBC-244)





In general, Vostro accounts are more expensive than traditional bank accounts that don't cross borders, and the fees can be quite high for businesses that deal in the import/export market or with the cross-border transport of goods. The US will not be happy about this scheme and could counter with their versions of sanctions. And to dominate INR over USD, India would have to create a demand for the currency which is only possible if our export value is increased. Also, we would have to repay our international loans in USD so we would have to convert our currency into dollars anyway, making all this a threat of losing USD in our vault and reducing our Forex currency.

Faraz
(22-UBC-276)



The idea is Excellent. I could relate to swift examples. For all those who need money aboard the transfer costs a middle exchange rate which has to be borne by themselves thus paying an additional amount. The idea of RBI is massively effective and beneficiary for Indian students residing abroad.

Charan M
(21-UBC-035)

RBI's strategy is powerful but the problem is Indian currency should be accepted worldwide, to achieve that status India should gain that sort of respect and reputation internationally, for that first we have to develop ourselves financially and politically then this plan will be a game changer.

Aswin NR
(21-UBC-142)



Education in Metaverse

The Next Big Bet

The new generation of virtual reality (VR) headsets is the portal to the metaverse. Head-mounted VR displays engulf the senses and offer an unrivalled sense of embodied presence. Users can move freely through a 3D scenario and interact with the world around them with their hands, just like in real life. An internet connection is not even necessary for single-player sessions.

VR engages the brain's motor system and builds muscle memory. Just like a flight simulator prepares pilots for emergency landings, VR can train anything, from farming skills to firefighting. Skills that play to the unique strengths of the metaverse include spatial training, such as involving the hands and body for tasks that are too dangerous, expensive, inconvenient, or simply impossible to practice in real life. Other examples include simulating scenarios for routine and abnormal operations, emergency response, stressful workplace situations, necessary procedures, and high-consequence events—all in a safe and controlled environment that can then be repeated until it becomes second nature.

What is Metaverse?

In futurism and science fiction, the metaverse is a hypothetical iteration of the Internet as a single, universal and immersive virtual world that is facilitated by the use of virtual reality and augmented reality headsets. In colloquial use, a metaverse is a network of 3D virtual worlds focused on social connection.



6 Ways the Metaverse Can Positively Impact Learning and Capability Building

1. Learn and connect in an immersive virtual campus.

Before and during COVID-19, learning had already begun to move from physical classrooms to more virtual and blended spaces. The metaverse facilitates an immersive campus life, where learners wearing VR headsets enter the virtual campus or University to learn, explore, and socialize. In this digital space, for example, learners can delve into different learning pods, visit libraries and breakout rooms, meet coaches and counsellors, and hang out with peers. These digital experiences can truly democratize education, by bringing individuals from geographically dispersed locations and varied economic backgrounds together to learn, in a cost-effective, flexible, and quicker duration. For example, in September 2023, the planned Kenya-KAIST virtual campus located 60 kilometres from the capital city of Nairobi will allow the institution to extend its reach across continents, allowing students to learn together on cutting-edge topics without having to leave their home countries.

2. Enhance real-world skilling in Virtual and Hybrid environments

The metaverse provides experiential, embodied skilling opportunities using real-world scenarios and high-pressure situations, where you can make mistakes without consequence. When well-designed, it combines VR with data science and spatial design to improve learner engagement, confidence, and application. Some examples of the benefits of training in the metaverse include:

- **Experiential learning.** Pharmaceutical leader Novartis trains life-saving lab skills with high-fidelity, multiplayer VR simulation. Students step into a virtual lab to interact with instructors and practice welding tubes, removing bag caps, and labelling bags with unlimited do-overs.
- **Deliberate practice.** The metaverse provides intense practice and feedback loops, where learners practice many variations of a concept to hone skills. Walmart's Spark City game is different every time the game is played. If customers appear within 10 feet, players have to ask if they can help, but not before they've addressed spills and other safety hazards.



3. Explore different worlds through visualization and storytelling

Visualization and storytelling are two hallmarks of a metaverse learning experience and are much needed today after the profusion of boring Zoom experiences during COVID-19. Through VR technology, learners can step into an entirely different world or another person's shoes. For example, healthcare leader DaVita builds patient empathy by using an interactive, multi-sensory first-person story.

Stepping into meta worlds facilitates visualization of scenarios, including complex development challenges. For example, a learner can use a VR headset to examine a street transformation in South Asia or explore life in a green Smart City. Through bite-sized 360-degree stories, virtual tours, and visualizations, learners "enter" crucial global development challenges, including climate change, education, gender, urban development, international trade, and public health.

4. Build human capabilities in interpersonal or difficult situations

Training staff for soft skills, such as communication, leadership, listening, and empathy is hard to achieve and also measure. The metaverse facilitates this by immersing learners in real-world conflicts and allows them to practice their soft skills in a safe environment, for example, by having sensitive or difficult conversations with employees or customers.

5. Improve accessibility for people with disabilities

The metaverse holds promise to improve educational and social access for people with disabilities. For example, an immersive environment offers young adults with special needs, autism, and social interaction issues the ability to improve their interpersonal and job skills, such as visiting a mall or grocery, shelving products at a store, or loading goods in a truck. Through VR apps, they can practice skills and interact with others in a safe environment without feeling overwhelmed or anxious. VR can also help those with mobility or anxiety issues to improve their quality of life. For instance, the Starlight charity uses VR technology to give pediatric patients the chance to “escape” the walls of their hospital room and be transported into another world. Through VR goggles, they experience playing soccer, hanging out with friends, or visiting faraway places.

6. Increase data capture on learning performance

Using the metaverse to create immersive learning experiences allows organizations to collect hitherto untapped data to gain insights into learner behaviour to track progress, identify gaps, and continuously improve the learning experience. Useful data on learner actions include usage, performance, attention and engagement, sentiment, and predictive analysis. Teachers can also play a more active role in collecting data and analyzing lessons on the effectiveness of such environments for learning.

Benefits of the metaverse in education

An immersive learning experience

Education through the metaverse can engage students in a 3D world of imagination where they can view and interact with their peers and the 3D objects around them, just like in a physical classroom. Whether it is about the prehistoric stone age or the modern age, metaverse learning can virtually transport students to various historical periods, eliminating the need for imagination. Wouldn't it be amazing to learn about the voyages of Columbus by sailing on his ship and discovering 15th-century America?

Gamification

Although students can be taught statically or passively and actively in an engaging way, the latter is the most effective as it can teach concepts better. Metaverse does the same for students through gamification, which is the process of integrating something with game elements to encourage user participation. Gamification in a metaverse combines both entertainment and learning to increase student participation and engagement where they have to complete fun tasks. This motivates students to keep learning and finish their assignments on time.

Hands-on practice

The metaverse is redefining the conventional means of education by engaging students in hands-on practices, which can otherwise be risky and difficult to do in a real-world setting. It helps students better understand theories and refine their skills to prepare them for real-life endeavours. Students can do complex surgeries or conduct unsafe explosive experiments within a metaverse without putting someone's life on the line.



Life-like learning

Unlike the conventional education system that hardly promotes active communication and engagement among students, metaverse classrooms offer life-like ecosystems that motivate students to interact with their surroundings and peers. In a metaverse, educators can take students to various life-like scenarios where they can participate in activities after which they can discuss their learnings and findings.

Improved learning speed

According to a research conducted by PwC, employees in VR-enabled courses learned four times faster than in the classroom environment. The metaverse's immersive experience brought on by gamification, engrossing hands-on practices, 3D elements and fun activities can keep learners a step ahead. Moreover, metaverse learners feel less distracted, as they can comprehend subject topics bet

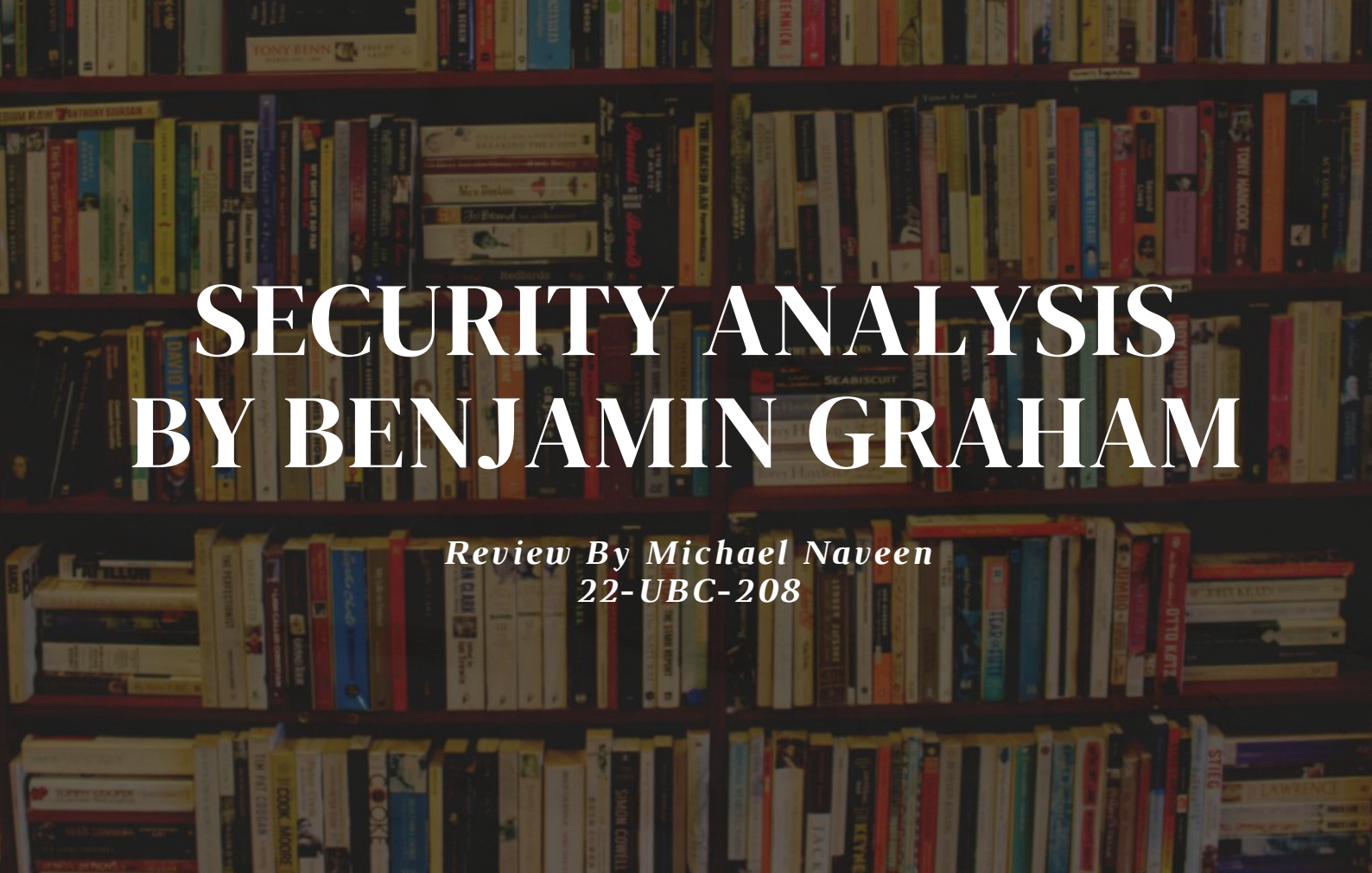
Conclusion

The term metaverse has been able to draw massive attention ever since Facebook was rebranded to Meta. It has stoked the interest of top brands and businesses already investing in several metaverse projects. Although the metaverse concept is also creeping into the academic field, its possibilities in the education sector are yet to be fully unlocked. Meta, investing \$150 million through Meta Immersive Learning to grow students' access to learning through technology, and several startups and prominent schools exploring the possibilities of the metaverse education are a hope for the future. With its innumerable benefits, the metaverse will undoubtedly revamp the education system, accelerate learning and restructure the existing system into a more advanced, innovative, and relevant one.

BY

Prof. Jacob Davis K

CO-ORDINATOR



SECURITY ANALYSIS BY BENJAMIN GRAHAM

*Review By Michael Naveen
22-UBC-208*

The key criterion for a good book are when the book influences the lives of thousands of people even half a decade after it has been published.

"Security Analysis" is indeed a book that speaks for its glory, being the only book about investment which has its value at the top position throughout the years.

The core focus of this book is its guidance and valuable advice which shows the way for anybody who wishes to be a successful individual investor. It has the most reliable financial advice - this is concluded based on the fact that; the authors have survived and understood several financial instabilities such as the Great Depression and world war 2.

"But investing isn't about beating others at their game. It's about controlling yourself at your own game."

Benjamin Graham,
The Intelligent Investor

As a first-time reader, the book acquaints us with the basics of value investment and profit making.

Graham has precisely laid out a margin of safety principle that can be used to obtain profit. It reveals how particular stocks can be bought when their market price is below the original value and earn back the profit when their true value returns.

He has given a clear definition that any investment is like an operation which upon complete analysis will promise us the safety of principal and an adequate return. If the investment doesn't meet these requirements then it should be speculative.

In a nutshell: Investment must keep the principal safe and must deliver a return. If it doesn't meet the two conditions it's only a speculation.

This book proved to be revolutionary as it promoted investors to take a different approach by viewing the value of the business that lies behind security.

This set a whole new benchmark in the field of investment. The authors introduced terms like margin of safety for the first time



**“YOU WILL BE MUCH MORE IN CONTROL IF YOU REALIZE HOW MUCH YOU ARE NOT IN CONTROL.”
— BENJAMIN GRAHAM,
THE INTELLIGENT INVESTOR**

GREAT RESIGNATION

BY

Ashish James 20-UBC-031

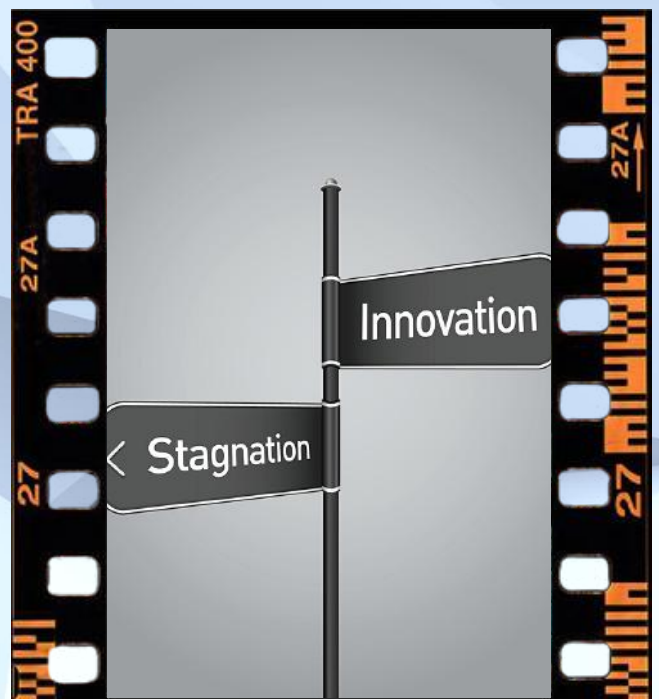


The pandemic imposed numerous workplace constraints, like as excessive working hours and employment from home. Many people resigned from their professions to achieve work-life balance after the outbreak. The trend where significant numbers of workers quit their jobs willingly is known as the "Great Resignation,"

INCOME STAGNATION is the most prevalent reason for leaving a job.

The other reasons for resigning from jobs are living expenses, little chances for career progression, hostile work environments, a lack of perks, rigid policies regarding remote work, and persistent job discontent.

The industries with the highest turnover rates have included hospitality, healthcare, and education.



Based on a recent Microsoft survey, more than 40% of the global workforce is expected to leave their jobs in 2021. According to an Adobe poll, Millennials and Generation Z are the ones spearheading the departure as they are more likely to be unhappy with their jobs.

More than half of Gen Z stated they planned to search for a new job in the future 12 months.

Anthony Klotz, a management professor, coined the phrase "Great Resignation," and believes that the rise of remote and hybrid employment contributed to the phenomenon.



RELATIONSHIP BETWEEN **CASTE DISCRIMINATION** **AND ECONOMIC DEVELOPMENT** IN THE INDIAN CONTEXT

By: Jeffrey Joy Chakkoria (21-UBC-209)

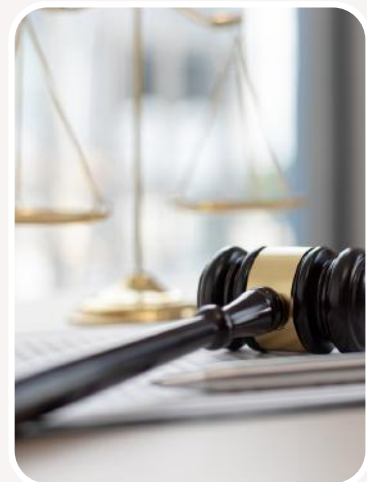
INTRODUCTION

The International Dalit Solidarity Network (IDSN) defines Caste Discrimination as a phenomenon that involves massive violations of civil, political, economic, social and cultural rights. Caste Discrimination, as we know it, has been around in our nation for thousands of years. Despite its revocation by the Indian Constitution in 1948, it's needless to say that we still have a long road ahead of us to eliminate it from our nation.

Caste Discrimination just like a lot of other issues of action in our nation has had a reputation of being seen in the light of being just a social issue rather than something that hinders development, growth, corporate decisions and the entire economy as a whole. This article will focus on this very relation and how we, as the younger generation could make an impact.

Organizations and Companies

With the advent of labour laws and labour rights groups, discrimination based on caste is highly refuted by most organizations. But while the policy looks good on paper, acting upon it exposed organisations to their failure to adhere to these policies.



In 2021, the class four workers from the Indian Oil Corporation Limited (IOCL) in Jaipur who belonged to the scheduled caste community were prohibited from using the restrooms inside despite being the ones that were given the responsibility of cleaning them in the first place. They were also not allowed to use other facilities in the organization like the lift or the canteen facility. This is just an example out of the hundreds of similar cases that takes place almost every day in our nation.

Source: The Indian Express

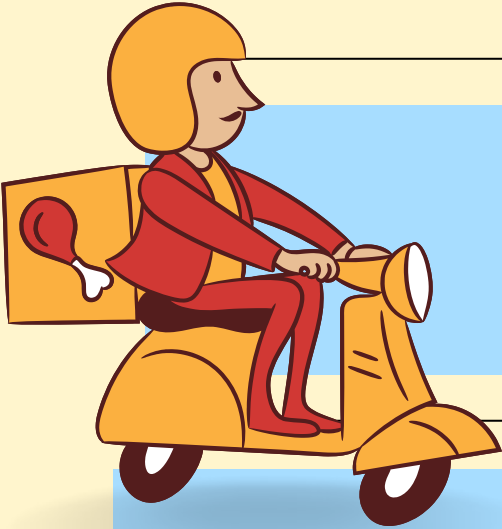
Education

The National Education Policy (2020) clearly orders all higher educational institutions to "strictly enforce all no-discrimination and anti-harassment rules". But the cases of Dalit students being beaten up by their teachers and students suicide due to harassment faced in their classroom settings, say otherwise. (Example: Case of Nikhil Kumar of Auraiya). The COVID-19 pandemic and the subsequent shift to online classes along with rampant unemployment have worsened the accessibility for students from the community. According to UNICEF, the drop-out rates among secondary schools especially female students have skyrocketed in the past year. This widening gap in education is limiting opportunities for underrepresented communities thereby hindering economic development.



Conclusion

- Address any sort of caste-based discrimination in educational institutions, corporates etc. to higher officials with the organization or the government (if required).
- Work with Non-Profit organizations specializing in caste discrimination to further understand gaps in income, housing and other basic facilities.
- Use of Social Media Handles like Instagram, Facebook and LinkedIn can improve the reach of niche issues like this one.



Zepto

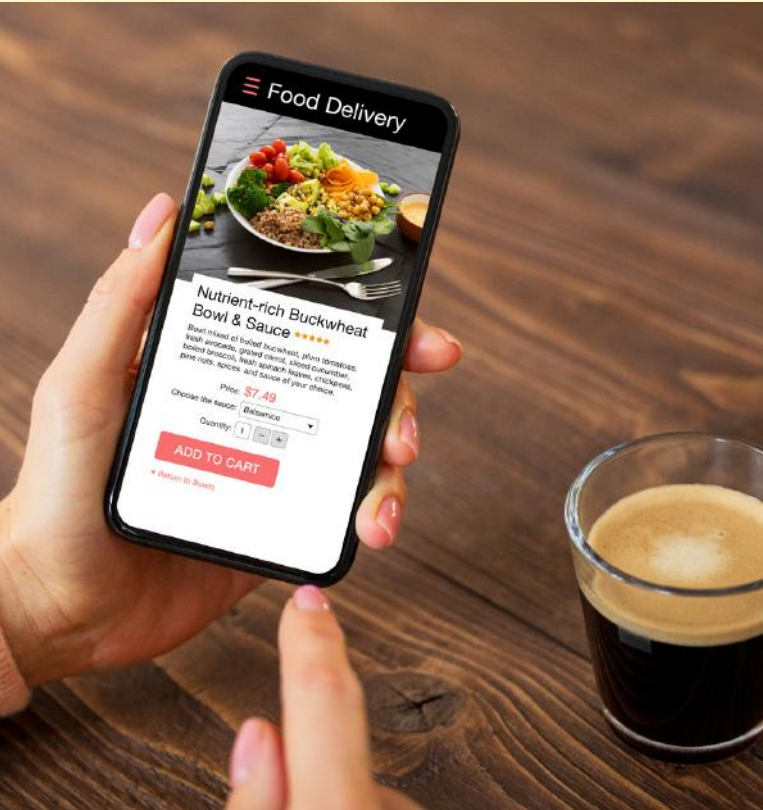
By Karthik Mohan
22-UBC-270



What is it and how it is different?

In a world where the standard of living is intensifying and daily schedules getting clenched, consumers are flocking to convenient internet platforms for grocery shopping instead of walking down to the local shops and the COVID-19 pandemic made online grocery delivery progressively perceptible. Consumers are converting to online grocery shopping, which is not only convenient but also safer. Here comes Zepto.

Zepto is not another grocery delivery app but a platform that promises 10-minute deliveries of groceries, built to revolutionise the selling and deliveries of groceries. With Zepto by their side, customers can conveniently purchase 3,000+ products and get them delivered to their doorstep with the help of Zepto's 10-minute e-grocery delivery app.



Zepto's secret of the trade lies in its capacity to routinely produce 3,000+ goods for delivery in under ten minutes. It's at the heart of everything the firm does, and it's why they've been able to grow so quickly while maintaining incredible client loyalty and it almost operates round the clock. About the founders & Journey
The Stanford University dropouts aged 19 Aadit Palicha and Kaivalya Vohra founded Zepto. The idea to start Zepto came from the confines of their homes amid the pandemic.



A rise in demand for home deliveries meant that groceries and other essentials would reach the buyer in a matter of a couple of days, leaving a void for instant delivery. So, Zepto was founded with that cogitation in mind.

Zepto has a network of 'cloud stores' or micro-warehouses. They are currently able to deliver in parts of Mumbai, Delhi, Bengaluru, Gurugram and Chennai. They are on track to start operations in various other cities as well.

They are disrupting e-commerce in India in a way we've never seen before with speed, guts and gusto. One of their investors says that they are an impressive young team with an innovative mindset, technology-first thinking, focus and lightning-fast execution which all entrepreneurs and young startups need at this hour.

The mentality has to be cold-blooded," One has to be calculative about the decisions. "We make rational decisions." It makes you hyper-ambitious reckons Palicha. Today Zepto is growing rapidly and it's valued at a \$900 valuation today and it's founders became India's youngest and richest entrepreneurs in India with Rs. 1000 crore net worth.



OVATIONS REPORT



MIME

A whopping act by the Corporators paid the 1st position in mime.



SHORT FILM

The astounding script and cinematography by our corporators secured the 1st position in Short film competition.



THEME DANCE

The mind blowing dance performance by our corporators had the set the stage on fire and secured the 1st position.



Western Music

The overwhelming music performance by our corporators had the set the stage on fire and secured the 1st position.



ADZAP

The Corporators performed extraordinarily and secured 2nd position in the Adzap competition.



POSTER MAKING

The amazingly creative poster made by the corporators helped us secure the 2nd position in the poster making competition.



FAME IN A MINUTE

An extremely talented mimicry helped us secure the 2nd position in fame in a minute.



DRAMATICS

An fantastically structured act portrayed by our corporators secured the 2nd position.



CREATIVE WRITING

Creativity keeps us a step ahead in everything, likewise the same imbibed in our corporator helped us secure 3rd position.



RAP AND BEATBOX

The spontaneous rap by the corporate rapper accompanied by the amazing beatboxer secured the 3rd position.



ON-STAGE OVERALL RUNNERS-UP

We've all heard about setting the stage on fire but on the day of ovations, we truly witnessed the it. The jaw dropping performance by the corporators left the entire audience in 'awe' and the entire department the happiest leading us to the second position in the on stage events.

**3rd
POSITION
IN
OVERALL
OVATIONS**



Our motto for these ovations was "There is no substitute for hard work," and the same was followed, which led us to the 3rd position in the ovations. Kudos to all the participants for their grit, determination, persistence, and spontaneity. And thanks to all the staff and everyone who stood by and supported us through everything.



MOMENTS OF CORPORATE







Let your light shine