



JBS BBA SEM-1

Newsletter

Group Project

Made by
-Nishtha
-purnima
-parth
-samridhi
-girish bhati

Section-1



Editor's Desk

Dear Readers

"All bad things come to the end and then there's always a new beginning"

This news letter is one such cherished work that had its roots in the persuasion. It would be a snapshot of our agenda of information clubbed with entertainment, this edition features variety of articles and soft features.

The edition addresses issues like economic issues of corona and information like elections and how it is conducted, its significance. Also with with the current tourism and the decline of it due to corona pandemic.

This newsletter is also culminating with some fashion news and tips to make you trendy despite of this 2020 pandemic.

Since music is a huge part of lifestyle, we are bound to keep you updated with what's happening in the current world. To finalize we also included a hint of current sports to satisfy the hunger of sports lovers.

We are thankful to all the students who contributed to this edition.

Kind regards.

ECONOMY

IMPACT OF COVID-19 ON THE INDIAN ECONOMY

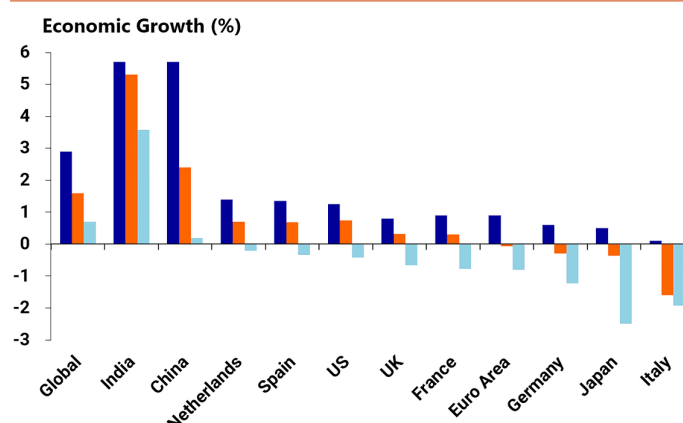
Nearly 162 countries are steadily going into lockdown, and businesses across the globe are operating in fear of an impending collapse of global financial markets. This situation, clubbed with sluggish economic growth in the previous year, especially in a developing country like India, is leading to extremely volatile market conditions.

With rising unemployment, interest rates, and fiscal deficit, the economy in India has seen better days. Adding fuel to this fire is the novel Coronavirus that is sending tremors down Indian trade markets dependent on China for imports.

Jane Doe

Pharmaceuticals

Global Economic Impact Of COVID-19



The toll on the pharmaceutical industry is of significant concern for India, mainly as 70% of active pharmaceutical ingredients (API) are imported from china. As COVID-19 is rapidly making its way through India, medication is going to be the number one consumer demand, and because there aren't nearly enough APIs to manufacture drugs, the subsequent traders and the market are witnessing skyrocketing prices. The prices of vitamins and penicillin alone already see a 50% surge.

TOURISM

India is big on cultural and historical tourism, attracting domestic and foreign nationals throughout the year. It does not come as a surprise that a large number of confirmed COVID-19 cases in India include foreign tourists. But with visas being suspended and tourist attractions being shut indefinitely, the whole tourism value chain, which includes hotels, restaurants, attractions, agents, and operators is expected to face losses worth thousands of crores.

ON 12 MAY THE PRIME MINISTER, IN AN ADDRESS TO THE NATION, SAID THAT THE CORONAVIRUS CRISIS SHOULD BE SEEN AS AN OPPORTUNITY, LAYING EMPHASIS ON DOMESTIC PRODUCTS AND "ECONOMIC SELF-RELIANCE", AN ATMANIRBHAR BHARAT (TRANSL. SELF-RELIANT INDIA) THROUGH A ATMANIRBHAR BHARAT ABHIYAN (TRANSL. SELF-RELIANT INDIA MISSION). [97] THE FOLLOWING DAY THE FINANCE MINISTER STARTED LAYING OUT THE DETAILS OF THE PRIME MINISTER'S VISION WHICH WOULD CONTINUE INTO THE NEXT FEW DAYS.[98] THE FINANCE MINISTER STATED THAT THE AIM WAS TO "SPUR GROWTH" AND "SELF-RELIANCE", ADDING THAT, "SELF-RELIANT INDIA DOES NOT MEAN CUTTING OFF FROM REST OF THE WORLD"



THE FASHION

HOLIDAY SEASON

R|Elan, an umbrella brand from the house of Reliance Industries Ltd (RIL) encompassing a range of new-age fabrics, presented the 'Talisman' collection by designers Pankaj and Nidhi Ahuja at Lakmé Fashion Week 2020 Digital First Season Fluid Edition. The collection, showcased at the ongoing fashion week, was all about comfort wear at home, work or on holiday.s, c



HOW WILL WE DRESS IN THE FUTURE?

A hairstyle made from water, a dress that alters its shape according to sound: these are all possible - Rachel Stott. And in one manifestation, the clothes won't exist at all. When Norwegian retailer Carlings launched a digital collection last year, the fashion - futuristic streetwear, bought online and e-fitted to users' photos - was created to counter the 'wear once, take a selfie, chuck it away' philosophy of today's frantic online influencer. "We've opened up a world of taking chances with styling, without leaving a negative footprint on the world," Morten Grubak of Virtue Nordic, told iD's Jake Hall, at the time. For the virtual generation, the digital collection is just a logical step forward. Fervent players of games like Fortnite, The Sims and Sansar already spend billions on things that aren't actually there - including clothes. "Increasingly, we will see digital collections and garments free from physical and creative restrictions become part of the fashion landscape," says Stott

SPORTY CHIC FASHION

If your vibe is laid-back, contemporary, and classy, the sporty chic look is for you. But what does sporty chic mean, exactly?

The street style mixes a sophisticated, urban aesthetic with casual, wear-anywhere elements. On paper, you might think this is a recipe for clashing, but when you throw on a sporty chic outfit, you'll see why the trend works so well. If you're someone who loves the sporty look but wants to appear a bit more polished, this effortless fashion trend has your name written all over it.



HOT TRENDS 2021

As the new year grows closer and more and more designers share their plans for 2021, this list will grow and evolve, but for now, at least eight concrete trends come to mind. From the baguette handbags we bought and never wore out this year to fresh colorways like soothing lilac and powerful jewel-toned green, 2021 is shaping up to be a pretty damn stylish year one way or another. If you're looking to get ahead of the 2021 fashion trends, read on for a few looks to love. Just don't forget your face mask.



Despite conjecture from many news outlets and brands alike, the concept of fashion week still remains a huge question mark. Many labels are using this enforced social hiatus to rethink their own position in the fashion system, whether that means slowing down their rates of production or forgoing the show process in general. Aside from the typical fashion month heavy hitters (New York, London, Milan, Paris) whose shows inch closer and closer, many other countries have started to host fashion weeks that deviate from the typical format. We decided to investigate their takes to see how things are evolving and if there was anything to glean from these pivots.

POLITICS

ELECTIONS IN US



ITS SIGNIFICANCE TO INDIANS: HOW DOES IT MATTERS TO US

The relationship with the United States of America matters to India more than any other bilateral engagement: economically, strategically and socially. American Presidents can often make a real difference to bilateral ties, including on trade, on immigration policies, and larger strategic issues.

Outside the fringes, the mainstream of political opinion favours stronger relations between the two countries. Anti-Americanism, once the knee-jerk reaction of the Indian elite, seems almost antediluvian today. The Indian diaspora in the US is one of the most successful expatriate communities, and while their political preferences may differ – they all favour a closer bonding between their janmabhoomi or pitrabhoomi and their karmabhoomi.



How elections are conducted In USA ?

Congress designated the first Tuesday after the first Monday in November as Election Day back in 1845.

In other U.S. elections, candidates are elected directly by popular vote. But the president and vice president are not elected directly by citizens. Instead, they're chosen by "electors" through a process called the Electoral College

The process of using electors comes from the Constitution. It was a compromise between a popular vote by citizens and a vote in Congress.

Before the general election, most candidates for president go through a series of state primaries and caucuses. Though primaries and caucuses are run differently, they both serve the same purpose. They let the states choose the major political parties' nominees for the general election.

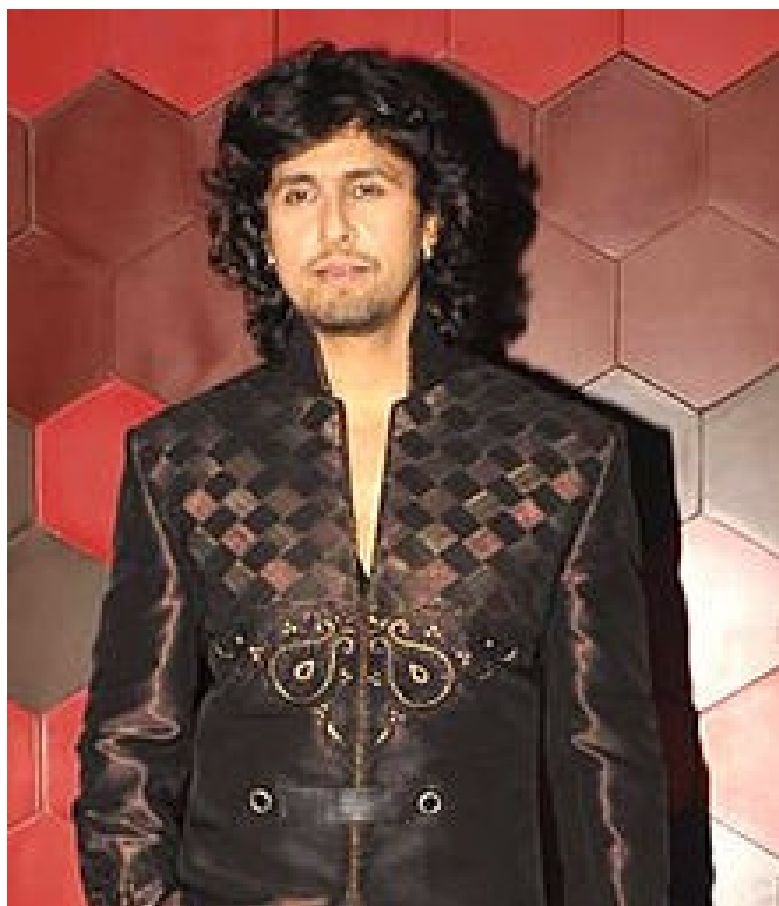


The president must:

- Be a natural-born citizen of the United States
- Be at least 35 years old
- Have been a resident of the United States for 14 years
- Anyone who meets these requirements can declare their candidacy for president. Once a candidate raises or spends more than \$5,000 for their campaign, they must register with the Federal Election Commission. That includes naming a principal campaign committee to raise and spend campaign funds.

ENTERTAINMENT

MUSIC INDUSTRY



SONU NIGAM RECORDS SONG IN DUBAI HOME STUDIO, COMPLETES SHOOT IN TWO DAYS

The Gujarati song 'Vaishnav Jan To Tene Kahiye Je' by Narsinh Mehta sung by Lata Mangeshkar is an extremely popular one. It is also known to be Mahatma Gandhi's favourite bhajan. Recently, this bhajan has been recreated in Hindi for the first time as 'Ishwar Ka Vo Sacha Banda'.

It is a musical piece which deserves global love say the makers. They have put together a melody in Sonu Nigam's voice with Shameer Tandon's rich music and lyrics by Sameer Anjaan.

Talking about it Sonu Nigam says "When I was proposed to render this iconic song, I knew I could only reply with my consent."

The singer who is in his Dubai home sang and recorded the song at home. "I managed to record the song in my home studio in Dubai and as the lockdown opened up in Dubai, we managed to shoot the video extensively over a span of two days," says Sonu.

DARSHAN RAWAL: LOCKDOWN GAVE ME THE OPPORTUNITY TO WORK ON BEAUTIFUL MELODIES

In an interview with Bombay Times Darshan says, "Since the last one and a half years I had been always complaining that I want to do music in a different way. I was doing music, I was doing concerts but I felt that I wasn't doing enough music in the studio. So I kept complaining to everyone. But finally during the lockdown I got the opportunity to create music. Bohot sari khoobsurat melody pe kaam kar paya iss lockdown mein. I could complete my album, jo saalo se I had been planning and dreaming of making. And the lockdown gave me the time to complete my album and in this process I realised mein kitna music se pyar karta hun aur woh realisation mujeh phir se hua that why I have been doing this for so many years. Every morning I get up passionately. I found my love for music back again during the lockdown."

BTS MEMBER JIN SHINES BRIGHTER THAN A DIAMOND IN HIS 'BE' CONCEPT PHOTOS

After Jungkook, V, RM and Jimin another member has joined them as BTS releases Jin's 'BE' concept photos. While the others created their rooms with elements of music, Jin can be seen shining brighter than a diamond in his pictures.

The 27-year-old songwriter curated his room with gems and gave it a bluish-white effect. Not only that but Jin also added a chic pastel purple couch with elegant white curtains and a chandelier which go hand in hand with the glass coffee table which has several gemstones placed on it.



KHATIJA

RAHMAN: WORKING

WITH MY DAD AR

RAHMAN WAS A

GREAT LEARNING

EXPERIENCE

AR Rahman's daughter
Khatija

Rahman has a lot of weight on
her

young shoulders. And the
talented musician is already
showing the world how
able she is at handling it all.
Her recent single 'Farishton' is a
collaboration with her father,
music maestro AR Rahman and
she confesses that it has been a
great learning experience
for her.

SPORTS



PREMIER LEAGUE CLUBS LIKELY TO SCRAP PAY- PER-VIEW MODEL FOR SECOND LOCKDOWN PERIOD

The Premier League is likely to scrap the controversial pay-per-view method for matches after November's international window.

Clubs will instead look to devise a new solution that will cover the Christmas period.

A definitive decision was not taken at a shareholders' meeting on Thursday but discussions are said to be ongoing.

MORE THAN
£300,000 HAS
BEEN RAISED
FOR CHARITY
BY FANS
BOYCOTTING
PAY-PER-VIEW
GAMES, WHICH
WERE
INTRODUCED
IN OCTOBER
AFTER CLUBS
VOTED 19-1 IN
FAVOUR OF
THE "INTERIM
SOLUTION



GREAT ACHIEVEMENT': RAFAEL NADAL CLAIMS 1,000TH TOUR-LEVEL WIN

Nadal was given a special presentation to celebrate his achievement after the match in a near-empty Bercy Arena, with the event being played behind closed doors after France entered its second coronavirus lockdown last week

Marlon Samuels announces retirement from all forms of cricket

Marlon Samuels is the only man to be named as the player of the match in two ICC finals. He top-scored in both 2012 and 2016 T20 World Cup finals to help West Indies win the tournaments