

ESPRIT DE CORPS (NEWSLETTER)

(From Jan 2023 to March 2023)

DEPARTMENT OF MANAGEMENT STUDIES

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Holi 2023: History, importance, and significance of Holi festival



One of the most vibrant festivals celebrated by the Hindu community, **Holi is enjoyed by people of age groups and genders with immense enthusiasm.** The festival of colours marks the blooming of spring after a long winter season. It is celebrated on a full-moon day of spring in the Phalguna month of the Hindu calendar (February-March).

Like Diwali, Holi also signifies the triumph of good over evil and is an occasion when people let go of grudges and negative energies to start afresh. On the pious occasion, it is said that love blossoms when people smear colours on each other and mend broken relationships.

On the day of Holi, people come together and smear dry and wet colours on each other. They also play with water-filled balloons and water guns. As with any other festival, people also treat each other to special Holi delicacies like *gujiya* and *bhang*.

The main celebrations of "Rangwali Holi" is preceded by "Holika Dahan",

where people worship Holika, a demoness, and perform rituals around a bonfire. The legend goes that King Hiranyakashipu, the ruler of demonic Asuras, earned a boon that he could not be killed either by a human or animal, neither indoors nor outdoors, neither at day nor night, neither by a weapon, and neither on land, water nor air.

Hiranyakashipu wanted everyone to worship him but could not convince his son Prahlada, who remained devoted to Lord

Vishnu. The king then began to subject his son to cruel punishments. Prahlada's aunt Holika tricked him into sitting on a pyre. But the cloak Holika was wearing to protect herself flew off and encased Prahlada, who survived. Meanwhile, Lord Vishnu appeared in the Narasimha avatar—half lion-half human, at dusk, took the king by the doorstep, placed him on his lap and killed him with his lion claws. The Holika fire is burned to celebrate the victory of good over evil.

Another legend associated with the festival is that of Lord Krishna — another avatar of Lord Vishnu — and his consort Radha. In the Braj region of India — where Krishna is believed to have grown up — the festival is celebrated until Rang Panchmi, in commemoration of the divine love

between Radha and Krishna. While Krishna, a dark-skinned lad once playfully complained to his mother about his complexion, she told him that Radha would like him as he is, and that he can even ask her to paint his face and hers in any colour of her choice. While Radha agreed to this, the colour that was on her face, reflected on his and vice-versa. Thus, this was the occasion wherein Radha Krishna became one, and came to be understood as a part of one another.

The truth was she lived in her dream home, the home with beautiful golden windows. She realized it too late. What she dreamt of for years just vanished away.

So, understand that all glitters are not gold!

Latest Merger in India March 2023; **What is Merger?**



A merger is a combination of two or more companies into a single entity.

In a merger, two or more companies agree to combine their operations,

assets, and liabilities to create a new, larger company.

The merger is often described as a “merger of equals” because both companies typically have similar levels of influence over the newly created company.

The new company has its own name, identity, and stock that is issued to the shareholders of the merging companies.

What is Acquisition?

An acquisition is a process by which one company takes over another company, often by buying a controlling stake in the target company.

In an acquisition, the acquiring company gains control of the target company’s assets, operations, and liabilities.

The acquired company may continue to operate as a separate entity or be merged with the acquiring company. In an acquisition, the purchasing company typically has more influence over the newly combined company than the acquired company.

In digest, a merger involves the combination of two or more companies to form a new entity, while an acquisition involves one company taking control of another company.



Latest Acquisitions in India 2023; What is Acquisitions?

Here is a month-wise list of the latest Acquisitions in India 2023 in tabular format.

How to read this table?

Acquiring Company: - The company (**Acquiring Company**) that acquired the stake of the second company (**Acquired Company**).

For Example Adani Group acquires a 27.26% stake of [NDTV](#) with a deal worth 600 crores.

Adani Group	27.26%	Stake held by NDTV	600 crore
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Acquiring Company	Stake %	Acquired Company	Amount
NSPIRA Management Services Private Limited	18.23%	NHPEA Minerva Holdings BV	—
NSPIRA Management Services Private Limited	2.24%	Banyantree Growth Capital II, LLC	—
HL Terminal Holdings B.V	—	JM Baxi Ports and Logistics Private Limited	—
Platinum Jasmine (Abu Dhabi Investment Authority)	—	Lenskart Solutions Pvt Ltd	—
Russian Joint Venture Commercial Bank LLC	40%	Canara Bank	121 Cr
Reliance Retail Ventures (RRVL)	100% (Acquisition)	METRO Cash & Carry India	—

Epic Concesiones Private Limited (ECPL) & Kudgi Transmission Limited (KTL)	100% (Acquisition)	L&T Infrastructure Development Projects Limited (L&T, IDPL)	—	BCP Asia II Topco II Pte. Ltd	100%	R Systems International Limited	—
Axis Bank	—	Citibank's Consumer Banking	11603 Crore	Softcell Technologies Global	9.95%	HDFC Bank	Rs 9.94 crore
				Liberty Global	4.9%	Vodafone Group Plc	—
				Kotak Mahindra Bank Limited (KMBL)	100%	Sonata Finance Pvt Ltd (SFPL)	Rs. 537 crore
				National Investment and Infrastructure Fund(NIIF) a	25%	Hindustan Ports Private Limited (HPPL)	—

Latest Merger & Acquisition in India February 2023

Acquiring Company	Stake %	Acquired Company	Amount
DSP Investment Manager	9.99%	DCB Bank	—
Government of India	33%	Vodafone	16133 crore
IndusInd International Holdings Ltd. (IIHL)	26%	IndusInd Bank Ltd.	Rs. 10,000 crore
Saudi Arabian Oil Company (Saudi Aramco)	100%	VGP Holdings LLC	—
SALIC International Investment Corporation (SIIC)	—	LT Foods Limited	—

Latest merger & Acquisition in India January 2023

Acquiring Company	Stake %	Acquired Company	Amount
Adani Group	27.26%	Stake held by NDTV	600 crore
SBI Mutual Funds	9.99%	Equitas Small Finance Bank (SFB)	
Paytm	3.1%	Alibaba	USD 125 million

Axis Bank Limited	7%	Max Financial Services Limited
India Grid Trust (IndiGrid)	100%	Khargone Transmission Limited	Rs 1,497.5 crore
State Bank of India (SBI)	40%	Canara Bank's stake in Russian joint venture Commercial Indo Bank LLC (CIBL)	Rs 114 crore

businesses have several other unique qualities:

- **Strong Profit Margins:** you can buy a can of Coke for 40 cents and sell it for \$1 or more
- **Low Startup Costs:** you can get started for less than \$2,000
-
-
- **Solid Cash Flow:** each of your machines can gross \$1,000 or more per month
- **Simple to Manage:** you can start with no employees and the business is simple to run
- **Takes Little Time to Operate:** you can run the business in just hours each week
- **Flexible Hours:** you are able to set your own hours
- **Recession Proof:** even when times are bad, people always have a dollar to purchase a soda or snack
- **Easy to Grow:** you can reinvest your early profits to grow your business to whatever size you choose
- **Minimal Risk:** the success rate in the the vending machine business is above 80% (Source: VendSoft) while in other businesses it's less than 10%.

If you're looking for the top business ideas for 2023, you've come to the right place. Creating your own business is a great way to become your own boss and achieve financial independence. And, with the right business idea, you can start generating income from day one. But what are the best small businesses to start in 2023? To help you find the right business idea, we've compiled a list of the 10 best business ideas that we think are best positioned for success in 2023.

Get Growthink's Startup Business Tip of the Day

[Learn how to start a profitable vending machine business here.](#)

1) Vending Machine

A vending machine business is a great business to start as a full-time job or a side hustle. In addition to having one of the highest success rates of any business type, vending machine

[Learn how to start a content marketing business →](#)

Content Marketing

If you're a good writer and have something valuable to say, content writing and blogging could be the perfect business for you in 2023. In today's digital world, more and more businesses are in need of high-quality content. From blogs to website copy to eBooks, there's a huge demand for writers who can produce engaging, well-written content.

For this online business idea, you can either start your own blog and generate income through advertising or work with businesses as a freelance writer. If you choose to work with businesses, you can offer your services on freelancer sites like Fiverr or Upwork

[Learn how to start a virtual assistant business →](#)

Virtual Assistance;

As businesses increasingly move online, the demand for virtual assistants is also on the rise. A virtual assistant is basically an online personal assistant. As a virtual assistant, your job will be to help other businesses with a variety of tasks, including scheduling appointments, managing email accounts, and more.

To get started as a virtual assistant, you can create a profile on sites like Zirtual and Upwork. Once you have a profile set up, you can start applying for jobs.

[Learn how to start a web development and design business →](#)



Web Development and Design;

If you're good with computers and have an eye for design, web development and design could be the best business to start in 2023. In today's digital world, nearly every business needs a website. As a web developer or designer, you can help other businesses create the perfect website for their needs.

To get started in this business, you'll need to learn some basic coding and web design skills. If you don't have these skills yet, you can take some online courses to learn them. Once you have the necessary skills, you can start offering your services on freelancer sites.

[Learn how to start a digital marketing business →](#)

Digital Marketing



As more small businesses move online, they need to find new ways to reach their target audiences. That's where digital marketing comes in. As a digital marketer, your job will be to help businesses promote their products or services online. This can involve Search Engine Optimization (SEO), creating and managing social media marketing posts, developing paid marketing campaigns for pay-per-click and social media platforms, managing the online reputation, and more.

If you want to get started in digital marketing, the best way to do it is to start your own blog. This will give you a platform to showcase your skills and attract potential clients. Once you have a few clients, you can start offering your services on freelancer sites.

[Learn how to start a Affiliate Marketing business →](#)

Affiliate Marketing

Many people swear by affiliate marketing, which makes it another great online business idea for 2023. Affiliate marketing is a type of performance-based marketing in which a business rewards an affiliate for each new customer that they bring to their site. As an affiliate marketer, your job will be to drive traffic to a business's website and then earn a commission on any sales that you generate.

To get started in affiliate marketing, you'll need to find businesses that offer affiliate programs. Some examples of businesses that offer affiliate programs include Amazon, Clickbank, and CJ Affiliate. Once you've found a few businesses that offer affiliate programs, you can start promoting their products on your blog or social media accounts.

[Learn how to start a graphic design business →](#)



Graphic Design

If you have an eye for design, graphic design could be the perfect business for you to start in 2023. In today's digital world, successful businesses need high-quality graphics for their websites, social media platforms, and marketing materials. And, as a graphic designer, you can help them create those graphics.

To get started in this business, you'll need to learn some basic design skills. If you don't have these skills yet, there are plenty of online courses that you can take to learn them. Some examples of online courses include Udemy, Skillshare, and Lynda.com. Once you have the necessary skills, you can start offering your services on freelancer sites.

[Learn how to start a food delivery business →](#)

Food Delivery Service;



Another great small business idea for 2023 is a food delivery service. With more and more people working from home, there is a growing need for food delivery services. While operating a

food delivery service, your job will be to deliver food from restaurants to people's homes.

To get started in this business, you'll need to find a few local restaurants that are willing to partner with you. Once you have a few partners, you can start promoting your service on your blog or through social media platforms. You can also sign up for a food delivery service like DoorDash or Postmates.

[Learn how to start a craft business →](#)



Sell Your Crafts;

If you're a creative person, one of the best small business ideas to start in 2023 is selling your crafts. This can include anything from paintings and sculptures to jewelry and clothes.

To get started, you'll need to create a portfolio of your work. You can then start promoting your business on your blog or social media accounts. You can also sell your crafts on sites like Etsy

and Amazon Handmade or at local craft fairs and consignment shops. There are numerous opportunities for selling your crafts, so you'll need to get creative and think outside the box.

[Learn how to start a dropshipping business →](#)

Dropshipping Business;



Drop shipping is a type of online business in which you sell products that are shipped directly from the supplier to the customer. As a drop shipper, your job will be to find suppliers, create a website, and then promote your products. When a customer orders one of your products, you will simply place an order with the supplier and have the product shipped directly to the customer.

To get started in drop shipping, you'll need to find a supplier and create a website. You can then start promoting your products on your blog or social media accounts. You can also sign up for an e-commerce platform like Shopify or BigCommerce.

[Learn how to start an app development business →](#)

App Development;

With more and more people using smartphones, there is a growing need for apps. And, as an app developer, you can help small businesses meet this demand. Apps are used by a variety of industries, so there is always a need for an app developer.

To get started in this business, you'll need to learn how to code or hire someone who knows how to code. Some resources that can help you learn how to code include Code academy, Udacity, and Treehouse. Once you have the necessary skills, you can start offering your services on freelance writing sites. Or you can build your own app and sell it on the App Store or Google Play.

[Learn how to start an online tutoring business →](#)

Online Tutoring Business;

If you're a teacher or expert in a particular subject, one of the best small business ideas to start in 2023 is an online tutoring business. Online tutoring allows you to reach a larger audience than you would if you were teaching in a traditional classroom setting.

To get started in this business, you'll need to create a website and promote your services. You can also sign up for a

tutoring platforms like Tutor.com or Wynant. Once you have a few students, you can start teaching them online via Skype or Google Hangouts.

[Learn how to start a pet grooming business →](#)

Pet Grooming Business;

Pet grooming is a service-based business that is perfect for animal lovers. In this business, you will provide a variety of grooming services to pet owners, such as bathing, brushing, and nail trimming.

To get started, you'll need to find a few clients and create a portfolio of your work. You can then start promoting your business on your blog or social media accounts. You can also sell your services on sites like Rover or Wag.

[Learn how to start a medical supply, SEO & Consultancy business →](#)

Online Medical Supply Business

One of the best small business ideas to start in 2023 is an online medical supply business. In this business, you will sell medical supplies and equipment to directly to customers or to businesses.



To get started in this business, you'll need to find a supplier and create a website. You can then start promoting your products on your blog or social media accounts. You can also sign up for an e-commerce platform like Shopify or BigCommerce.

SEO Business

SEO or Search Engine Optimization is the process of optimizing a website for Google and other search engines with the goal of earning higher web traffic levels and improving the visibility of the site. As an SEO consultant, you will help businesses improve their website so that it ranks higher in search engines.

To get started in this business, you'll need to create a website and promote your services. You can also sign up for a freelancing platform like Upwork or Fiverr. Once you have a few clients, you can start offering your services.

Consulting Business

Consulting is a service-based business that involves giving advice and providing solutions to businesses and individuals. As a consultant, you will use your expertise to help businesses grow and improve within your specific niche. You can be a consultant in a variety of industries, such as marketing, management, finance, or even technology.

To get started in this business, you'll need to create a website and promote your services. You can also reach out to local businesses and offer your consulting services. Once you have a

few clients, you can start charging for your services.

Ratan Tata Biography



Ratan is also known as Ratan Naval Tata. In 1937, he was born in Mumbai to one of India's most prominent business families. He is now an Indian industrialist, philanthropist, and the former chairman of Tata Sons, the parent company of the Tata Group that owns Tata Consultancy Services, Tata Motors, Tata Power, Indian Hotels, Tata Steel, and Tata Teleservices. Ratan Tata birthday is on December 28, 1937.

Ratan Tata birthday date is 28 December 1937 in Bombay, now Mumbai. In 1937, he was born in Mumbai to one of India's most prominent business families. He is now an Indian industrialist, philanthropist, and the former chairman of Tata Sons, the parent company of the Tata Group that owns Tata Consultancy Services, Tata Motors, Tata Power, Indian Hotels, Tata Steel, and Tata Teleservices. Ratan Tata age is 86 years. His zodiac sign is Capricorn. Gujarati is his first tongue.

Ratan Tata net worth in rupees is INR 3800 crores. He has an interest in reading, listening to old Hindi Songs, painting, playing with his pet dogs, flying jet planes, playing the piano and driving. Ratan Tata email ID is rntata@tata.com.

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<https://wa.me/message/IECEPMVOLMTRD1>

Ratan Tata Family

Tata was born during the British Raj in Bombay, now Mumbai. Ratan Tata father name is Naval Tata, he was born in Surat and later adopted into the Tata family, and Sooni Tata was Jamsetji Tata's niece. Ratan's biological grandpa, Hormusji Tata, was blood-related to the Tatas. His parents divorced when he was ten years old, and he was reared and adopted by his grandmother, Ratanji Tata's widow, Navajbai Tata. Jimmy Tata, his younger brother, and Noel Tata, his half-brother from Naval Tata's second marriage to Simone Tata raised him.

Ratan Tata Wife

Ratan met the girl while living in Los Angeles, but he had to return to India since a member of his family became ill. At the same time, her parents had forbidden her from travelling to India. As a result, Ratan has not married since vowing to uphold his word. Ratan Tata

remarked in 2011, "I came very close to marrying four times, and each time I pulled out in fear or for some other reason".

Ratan Tata Education

Ratan attended Mumbai's Campion School through the eighth grade. Following that, he attended Mumbai's Cathedral and John Connon Schools, Shimla's Bishop Cotton School, and New York City's Riverdale Country School, where he graduated in 1955. Tata attended Cornell University after graduating from high school, where he got a bachelor's degree in architecture in 1959.

Career of Ratan

Early Career

Ratan acquired expertise in a number of Tata Group enterprises before being appointed director in charge of one of them. He had initial success by turning around the subsidiary National Radio and Electronics (NELCO), only to see it fail amid an economic downturn. J. R. D. Tata stepped down as chairman of Tata Sons in 1991, choosing him as his successor.

Expansion of the Company

When Ratan took over the company, commodity sales dominated, but by the conclusion of his term, brand sales had surpassed commodity sales. During Tata's 21-year tenure as CEO of the Tata Group, revenue increased more

than 40 times and profit increased more than 50 times. He convinced Tata Tea to buy Tetley, Tata Motors to buy Jaguar Land Rover, and Tata Steel to buy Corus. These acquisitions established Tata as a worldwide company, with more than 65% of revenues coming from operations and sales outside of India.

Ratan also conceptualized and led the development of the Tata Nano automobile, which helped bring cars into the pricing range of the average Indian customer.

Ratan Tata's bond with Shantanu Naidu

Resignation of Ratan

Ratan Tata resigned from his executive duties in the Tata Group on December 28, 2012, at the age of 75. The subsequent leadership crisis over his succession received great media attention. Cyrus Mistry, a Tata relative and the son of Pallonji Mistry of the Shapoorji Pallonji Group, the Tata group's largest individual shareholder, was refused appointment by the company's board of directors and legal division. Cyrus Mistry was fired as chairman of Tata Sons on October 24, 2016, and Ratan Tata was named interim chairman. Natarajan Chandrasekaran was named chairman of Tata Sons on January 12, 2017, a position he took in February 2017.

Investments of Ratan

Ratan has also invested his personal money in a number of businesses. He holds a stake in Snapdeal. He invested in Teabox and CashKaro.com in January 2016. In India, he has made investments of around INR 0.95 crore in Ola Cabs. Ratan was believed to have purchased a stake in the Chinese smartphone startup Xiaomi in April 2015.

Philanthropy

Ratan is a famous philanthropist in India who supports education, medicine, and rural development. He assisted the University of New South Wales Faculty of Engineering in creating capacitive deionization to provide better water to underprivileged populations.

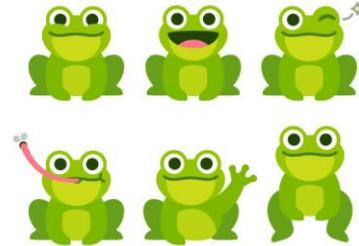
Tata Hall, which debuted in November 2018, is a cutting-edge research facility at the University of California, San Diego. The structure is named after the Tata Trusts, who gave UC San Diego \$70 million in 2016.

The Tata Education and Development Trust, a philanthropic subsidiary of the Tata Group, has established a \$28 million Tata Scholarship Fund to help Indian undergraduate students at Cornell University.

Ratan's Tata Trusts made a 750 million contribution to the Indian Institute of Science's Centre for Neuroscience to explore the mechanisms underlying the

etiology of Alzheimer's disease and to develop strategies for its early identification and treatment.

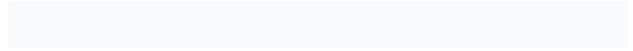
STORY: The Group of Frogs (Encouragement)



As a group of frogs was traveling through the woods, two of them fell into a deep pit. When the other frogs crowded around the pit and saw how deep it was, they told the two frogs that there was no hope left for them. However, the two frogs decided to ignore what the others were saying and they proceeded to **try and jump out of the pit**. Despite their efforts, the groups of frogs at the top of the pit were still saying that they should just give up. That they would never make it out. Eventually, one of the frogs took heed to what the others were saying and he gave up, falling down to his death. The other frog continued to jump as hard as he could. Again, the crowd of frogs yelled at him to stop the pain and just die. He jumped even harder and finally made it out. When he got out, the other frogs said, "**Did you not hear us?**" The frog explained to them that he was deaf. He thought **they were encouraging him** the entire time.

Moral of the story:

People's words can have a big effect on other's lives. Think about what you say before it comes out of your mouth. It might just be the difference between life and death.



Our gracious thanks to all for valuable contributions in the Department of Management Studies. We look forward to your continued support to take EIT to new heights.

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