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# BMS MUDRA



## NEWSLETTER

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FINANCE | MARKETING | HUMAN RESOURCES



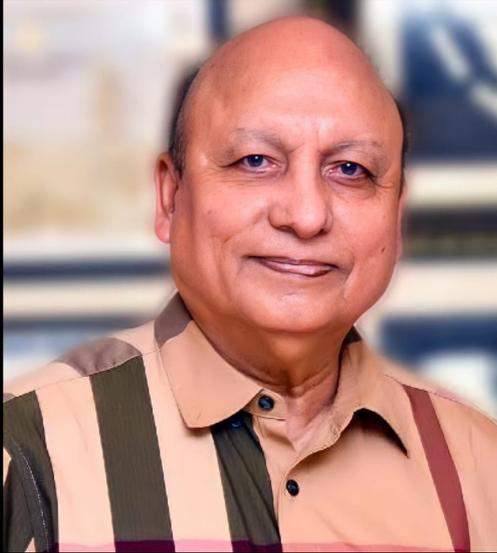
**RIZVI EDUCATION SOCIETY'S  
Rizvi College of Arts, Science and Commerce**



## WHAT IS BMS MUDRA?

BMS MUDRA is an authentic newsletter prepared by zestful students of BMS Department. It's a platform for students to enhance their article writing skills, and to spread knowledge amongst students and faculty members in the domain of finance, marketing and human resources. We are glad to present to you our first volume for the month of December, 2021.

## OUR PATRONS



**DR. AKHTAR HASAN RIZVI**  
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I'm very happy and glad to announce BMS MUDRA an initiative taken by our students under the guidance of Mr. Mohammed Gaus Ansari (BMS Coordinator), indeed a unique and informative exercise. The students of BMS Department has taken this initiative to collect news articles from varied sources. BMS MUDRA would be accessible through our college website. I wish them success for their future endeavours.

**DR.(MRS.) ANJUM ARA AHMAD**  
Principal



The newsletter 'BMS MUDRA' has come up with an innovative platform, whereby encouraging students to explore their capabilities and work up to their caliber. I would like to express my gratitude towards management for constantly supporting 'BMS MUDRA'. My best wishes for the 'BMS MUDRA' team.

**MR. MOHAMMED ANSARI**  
Co-ordinator  
Department of BMS

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# FINANCE SECTION

## 1. Apple becomes first company to hit \$3 trillion market value.



Apple shared the \$2 trillion market value club with Microsoft Corp, which is now worth about \$2.5 trillion.

Apple Inc on Monday became the first company with a \$3 trillion stock market value, lifted by investors' confidence that the iPhone maker will keep launching best-selling products as it explores new markets such as automated cars and virtual reality.

On the first day of trading in 2022, the Silicon Valley company's shares hit a record of \$182.88 around mid-day.

The world's most valuable company is the first to reach the latest milestone as investors bet that consumers will continue to shell out top dollar for iPhones, MacBooks and services.

Apple Inc on Monday became the first company with a \$3 trillion stock market value, lifted by investors' confidence that the iPhone maker will keep launching best-selling products as it explores new markets such as automated cars and virtual reality.

"It's a fantastic accomplishment and certainly worthy to be celebrated," said Jake Dollarhide, chief executive officer of Longbow Asset Management in Tulsa, Oklahoma. "It just shows you how far Apple has come, and how dominant it is seen as in the majority of investors' eyes."

## 2. What is Tokenization and why has RBI Issued New Guidelines?

### What is Tokenisation?

Tokenisation is a process by which the Primary Account Number or the original card number of the customer is replaced by a surrogate value. This surrogate value is called a 'token'. This value is to be unique for a combination of card, token requestor and device. A tokenised card transaction is considered safer as the actual card details are not shared with the merchant during transaction processing. In case of multiple cards, each card can be tokenised. Currently, only phones and tablets can be used to offer this service.

As per the new guidelines, the companies in India will have to remove all the saved credit and debit card information of the customer from their system from the effective date. • Background: In the wake of businesses moving online and adopting more digital payment (COFT) services. The circular prohibited all entities in the transaction/payment chain from saving customer card details on their servers from January 1, 2022. Only the issuing banks and the card networks can store the actual data. This has now been moved forward by six months to June 30, 2022.



### Size of Industry and the impact of the circular:

According to estimates, India has 100 crore credit and debit cards, which generate 1.5 crore transactions daily worth over 24,000 crores. As per an annual report by the RBI, India's digital payments industry is valued at over 214,14,85,173 crore. While the circular is aimed at the benefit of the consumer, there are challenges on the ground. The leading banks are ready; however, many merchants argue that the systems at their backend are not yet ready and they need more time.

According to an estimate by the CII, online merchants can lose up to 20-40% of their revenue due to these rushed changes and the smaller merchants might have to shut down. The tokenisation is optional. Those who choose not to avail of this service will have to enter their card number, name, CVV and expiry date every time they use their card.

Non-adoption of tokenisation can lead to more cart abandonment by the customers. Businesses adopting tokenisation will offer more smooth service to their customers, hurting the non-compliant ones. Leanin

This move will also prevent businesses offering personalized offers based on their past purchase history through the cards. According to industry estimates, roughly 5 million people store their card information for online transactions. These will be impacted in case of non-implementation at the backend by the businesses. The equated monthly instalments and subscription-based transactions paid through the cards also have to adhere to the new rules.

### 3. RBI expected to hold repo, may hike reverse repo rate!!



The Reserve Bank of India (RBI) is likely to hold its repo rate (currently 4%) in the forthcoming monetary policy on December 8. However, attention has for the first time shifted to the reverse repo rate — the rate at which the RBI borrows from banks.

The reverse repo has come into focus as the central bank has indicated that it will start normalising liquidity in December even while retaining an accommodative stance. This is seen by some as a pointer to a reverse repo rate hike from the present level of 3.35%.

What this means is that for borrowers this is as good as it gets and rates will only rise in future. For depositors, there is finally some prospect of banks offering slightly better returns. "We still believe policymakers remain on track to initiate monetary policy normalisation. We do expect the RBI to hike the reverse repo rate by 20 basis points (100bps = 1 percentage point) during the policy meeting," said Rahul Bajoria, chief economist with Barclays Investment Bank. One reason for this expectation is the solid macro numbers following the festival season. Also, the government's decision to cut taxes on fuel last month has eased inflation fears. The detection of the Omicron variant has stalled inflation in global commodity prices, particularly crude oil.

"The RBI has already embarked on a policy normalisation path with the introduction of variable reverse repo rate (VRRR) auctions. We expect it to take further steps — a 20bps hike in the reverse repo rate at the December 8 policy meeting, followed by 20bps more in February. Repo rate hikes are likely to follow in mid-2022," said HSBC chief economist Pranjul Bhandari.

However, State Bank of India chief economic adviser Soumya Kanti Ghosh is of the view that the RBI will be able to achieve its goals without any revision in key policy rates.

"We believe the talks of a reverse repo rate hike in the MPC (monetary policy committee) meeting may be premature as the RBI has been largely able to narrow the corridor without the noise of rate hikes and ensuing market cacophony," said Ghosh.

The central bank had responded to the Covid pandemic by releasing vast amounts of money into the banking system, resulting in a surplus of close to Rs 11 lakh crore earlier this year. Liquidity remains in the surplus mode with the average daily net absorption under the liquidity adjustment facility (LAF) at Rs 7.6 lakh crore as of November

## 4. Income tax returns filing for FY21 crosses 5 crore: I-T department.



Over five crore income tax returns (ITR) for the financial year ended March 2021 have been filed so far, the I-T department said on Wednesday. "More than five crore income tax returns for AY 2021-22 filed till 5:45 pm today!" the income tax department tweeted.

The department has already extended the deadline for individual taxpayers to file income tax returns, by five months till December 31, 2021.

For the financial year 2019-20, 5.95 crore ITRs were filed till the extended deadline of January 10, 2021.

Taxpayers who have not e-verified their ITRs for the financial year 2019-20 can complete the verification process by February 28, 2022, as the income tax department has given a one-time relaxation to assesses.

According to law, an ITR, filed electronically without a digital signature, has to be verified electronically through Aadhaar OTP, or net banking, or code sent through demat account, pre-validated bank account and ATM within 120 days of filing the return.

Alternatively, taxpayers can send a physical copy of the ITR filed to the centralised processing centre (CPC) office in Bengaluru.

## 5. Power Ministry aims at increasing share of exchange trading in total power supply volume.



Electricity or power trading is likely to generate more traction in the coming months as exchanges are gearing up for the new National Electricity Policy (NEP), likely to be unveiled by the government shortly. The Indian Energy Exchange (IEX) is planning to launch forward contracts for electricity trading beyond the currently available T+11 (today-11) day maturity while the BSE is planning to start power exchange early next year, sources said. BSE has already started mock trading for the same and it has partnered with PTC India, ICICI Bank and few other state electricity companies. Going ahead, BSE will also launch futures trading in electricity since it falls under the regulatory ambit of the Securities and Exchange Board of India (SEBI). Spot market power trading in India is regulated by the Central Electricity Regulatory Commission (CERC). India generates more than 1,300 billion units of electricity annually and nearly 10th of this is traded in the short-term market through bilateral deals between power companies on the IEX and Power Exchange India (promoted by NSE). Apart from direct bilateral deals, the size of the short-term market is more than ₹50,000 crore. New energy procurement and sale contracts like day-ahead contracts through power exchanges and short-term contracts form a huge portion of the trading volumes. IEX, a listed power exchange, earned net profits of 213 crore during the last financial year, which shows the potential that the market carries for exchanges since power trading is still in its nascent stage in India. IEX has put out a paper for public comments ahead of the launch of forward trading contracts. IEX also has a tie-up with the Multi Commodity Exchange (MCX) for futures trading in electricity contracts. It will require SEBI nod for both new futures products.

Long-dated electricity contracts beyond 11 days come under futures and options trading framework regulated by SEBI, and spot trading falls under CERC. SEBI is yet to issue norms on various aspects of futures trading in electricity. It has allowed only derivatives on deliverable items in recent times to reduce speculation and bring the commodities derivatives closer to real markets and make them more useful. In electricity markets too, SEBI is likely to take the same approach, experts said.

## 6. GST collection at Rs 1.29 lakh cr in December.



GST revenue collected in December 2021 was over Rs 1.29 lakh crore, 13 per cent higher than the same month last year, the Finance Ministry said on Saturday. Though the collection was lower than Rs 1.31 lakh crore mopped up in November, December is the sixth month in a row when revenue from goods sold and services rendered stood at over Rs 1 lakh crore.

The gross GST revenue collected in the month of December 2021 is Rs 1,29,780 crore, of which CGST is Rs 22,578 crore, SGST is Rs 28,658 crore, IGST is Rs 69,155 crore (including Rs 37,527 crore collected on import of goods) and cess is Rs 9,389 crore (including Rs 614 crore collected on import of goods)," the Finance Ministry said in a statement.

The revenues for December 2021 are 13 per cent higher than the GST revenues in the same month last year (Rs 1.15 lakh crore) and 26 per cent higher than December 2019.

The average monthly gross GST collection for the third quarter (October-December) of the current year has been Rs 1.30 lakh crore against the average monthly collection of Rs 1.10 lakh crore and Rs 1.15 lakh crore in the first and second quarter, respectively.

"Coupled with economic recovery, anti-evasion activities, especially action against fake billers have been contributing to the enhanced GST. The improvement in revenue has also been due to various rate rationalisation measures undertaken by the Council to correct inverted duty structure," the ministry said.

It hoped that the positive trend in the revenues will continue in the last quarter as well.

## 7. When the Chips are Down: On India's Semiconductor Mission.

The world is excessively dependent upon a few countries like Taiwan, South Korea, Japan, having concentrated on the domain of chips and semiconductor productions. The recent shortfall in chip production has jolted the world economies making them realise the strategic importance of this sector. The decision of the government to promote this sector would pave the way for self-dependence in this sector thus giving impetus to Atmanirbhar Bharat.

Billions of money flowed out of India in acquiring these semiconductors, thus turning the Balance of Trade against India. Domestic production of this sector would pave the way toward a greater realisation of domestic.

With the thrust being laid upon the Fourth Industrial Revolution, the supply of the semiconductor is instrumental in realising the aspiration of digital superiority. Most of the hardware used in the Fourth Industrial Revolution would need an enormous amount of chips and semiconductors. This step of the government would make India ready to realise the opportunity of the fourth Industrial Revolution.

**Increasing Economy's Value:** It would help India in achieving a net worth of \$1 trillion digital economies and \$5 trillion GDP by 2025.

Investment in this sector would help in the creation of employment opportunities for our youth and thus exploit the potentials of demographic dividends. It would help in the generation of white-collar jobs for the higher educated youth of our country.

This scheme could establish India as a credible partner for collaboration and supply of essential services. It would help India to realise the aspiration of the National Manufacturing Policy (NMP). NMP aims to push the manufacturing sector to 25% of GDP by 2022 and create 100 million employment in this sector.

With the backend infrastructure ready in place, the Indian market would become very attractive for foreign investors in the field of technology. India being one of the most advanced countries in software and computer technology, would be greatly benefitted from this.

India is one of the biggest economies that spends very least in the field of R&D. This has led to a situation where more emphasis is being laid upon frugal engineering instead of creating anything cutting-edge and advanced. But, this pioneering step being taken by the government, would spearhead India towards a new era of the digital revolution.

China's intention of blocking the supply of strategic material could harm India's digital aspiration. China has become a global manufacturing hub for chips and electronics and the world has seen how counterproductive it could be to rely upon one country for the supply of essential materials. This has been an alarming bell for the world as well as for India to look at domestic manufacturing. The recent step taken by the government would usher India on the path of becoming self

## 8. Top 10 stock picks for the year 2022.

Benchmark indices Sensex and Nifty rose over 20 percent each in the year 2021 led by the strong economic recovery . All the sectoral indices ended the year in the green with power and metal indices adding over 60 percent each. So here's the top 10 chart picks for FY22 for all our fellow investors.

**1. Reliance Industries (RIL): Target- ₹2,850.** RIL's long-term potential and dominating position in each of its product and service portfolios give it confidence in creating long-term value. In future, RIL's consumer business will be the main engine of growth. Following the fund raising, the company's balance sheet is robust, and its traditional operation will continue to generate consistent cash flows.

**2. Motherson Sumi Systems: Target- ₹320.** It is considered that the business will benefit from the industry's product mix shifting towards hybrid cars and electric vehicles from internal combustion engines. The industry has its focus on higher content per vehicle to gain further traction.

**3. Gail India: Target- ₹170.** Gail is benefitting from increasing gas consumption and Government's attempt to expand gas as a key energy transition fuel. Stable volume growth along with higher profitability from gas trading, and LPG segment due to higher oil & gas prices will add value. Moreover, Gail India is planning to expand in petrochemicals, specialty chemicals and renewables to supplement growth in its core business of natural gas marketing and transportation.

**4. IPCA Laboratories: Target- ₹2,800.** Ipca Lab has strong volume growth in domestic formulation across products, cost competitive and consistent quality in active pharmaceutical ingredient (API) segments. The company derived 46 percent of its revenues from the domestic market while 54 percent from international markets in FY21

**5. Mahindra and Mahindra: Target- ₹1,100.** Mahindra and Mahindra, world's largest tractor manufacturer and the third-largest passenger vehicle manufacturer in India, is targeting 10 times increase in the agricultural implements segment to drive growth in the medium term (by 2027).

**6. Paras Defence and Space Technologies: Target- ₹1,300.** It wants to take advantage of import substitution opportunities provided by the Indian government's Atmanirbhar Bharat and 'Make In India' programmes. Given the government's strong emphasis on defence, the stock represents a solid chance for investors to participate in this niche market.

7. Zen Technologies: Target- ₹300. Zen Technologies has got a tremendous boost in manufacturing the drones after government's recent drone incentive programme and relaxation in the laws of flying drones. The Indian government authorised Rs 120 crore production-linked incentive plan for the manufacture of drones and their parts over the next three years. The government incentives would increase the order books and help the company achieve new heights in years to come.

8. Tata Consultancy Services (TCS): Target- ₹4,400. TCS has formed a very solid client base and has increase its profits during the corona phase. Being the leader of the sector, we expect the momentum to continue and further growth in the company. We have seen the companies switch to digitalization and the IT sector has fully been benefited with this demand and we expect the demand to further continue in the market.

9. Hero MotoCorp: Target- ₹3,200. Hero MotoCorp is India's leading two-wheeler manufacturer in terms of unit sales in a calendar year. It holds nearly 50% of the market share in the Indian motorcycle market. With the new development of the Electronic vehicles, the company is very well placed to be able to lead the market and use its current channel to grow in the coming times.

10. Bharti Airtel: Target- ₹870. Bharti Airtel is a good stock to hold for long-term. In past 15 years, company has successfully survived every difficulty in industry. The customer base has also steadily increased with QoQ despite the price hike recently which was followed by all the major telecom companies later. Bharti Airtel's lower churn and strong network capability underscore the potential to see a similar healthy growth in the coming years as well.

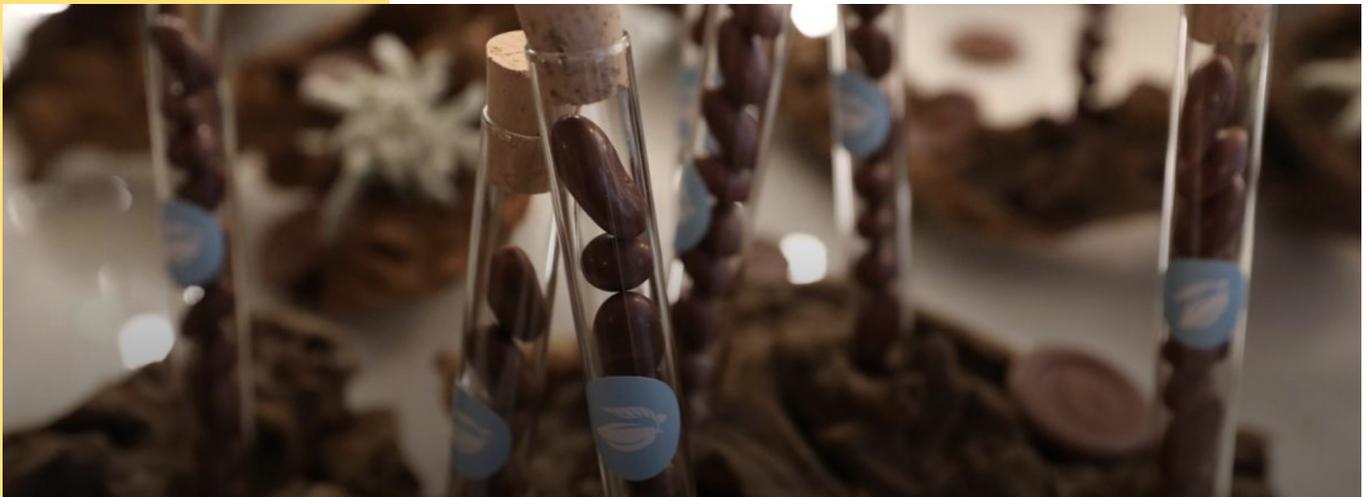
# MARKETING SECTION

## 1. **Chocovision cocoa conference to become part of the ECA's Rome Forum.**

Barry Callebaut's Chocovision, one of the key conferences for senior business leaders and key stakeholders in the cocoa, chocolate and confectionery industry, is to be integrated into next year's European Cocoa Association (ECA) Forum in Rome.

In an email to press and stakeholders, The Chocovision Organizing Committee said: "Since 2012, CHOCOVISION has built a highly successful biannual platform for senior business leaders and key stakeholders with an interest in the cocoa, chocolate and confectionery industry, creating a dialogue on impactful measures to drive a sustainable chocolate supply chain.

"Ever since, the dialogue has been picked up and continued in a number of additional platforms across the globe, including the European Cocoa Association (ECA) Forum.



"Rather than continuing CHOCOVISION 2022 as a standalone conference, the integration into the ECA Forum will allow for a more funneled dialogue on a sustainable cocoa and chocolate supply chain." Chocovision made an impact on the cocoa conference calendar by attracting not only senior business leaders, but also politicians, government and government agency representatives as well as key players from civil society who came together every other year in June for two days of talks in Davos, Switzerland.

The ECA Forum will take place from 13 to 15 September 2022 in Rome, Italy. The organisation and communication of the Chocovision session will be handed over to the European Cocoa Association

## 2. Novo Holdings invests €86m in new bioindustrial scale-up company 21st.BIO.



Novo Holdings, an international life sciences investor, has announced an investment in 21st.BIO A/S - a new Danish bio-industrial scale-up company. Established in 2020, 21st. BIO was founded with the mission of supporting bioindustrial companies globally in upscaling from molecule innovation to large-scale production to be able to meet market demands and thereby advance the green transition globally. The focus areas of 21st. BIO include producing proteins and peptides that can be utilized for the food, materials and agricultural industries. It is estimated as much as 60% of the physical inputs to the global economy could be produced biologically.

Today, much of the transformational bioindustrial innovation is never commercialized because of the challenges when production has to be scaled from the lab processes to full-scale manufacturing. The production environment in which the molecule was originally developed is often unable to deliver the right quality and at acceptable cost levels.

A common issue facing innovators in industrial biotech is also a lack of access to competencies and facilities to develop a molecule production process that can deliver the desired quality at the cost levels required to compete effectively. Thomas Schmidt, co-founder, and CEO of 21st.BIO, said, "Many brilliant industrial biotech ideas never succeed, because production challenges result in too high price points for the final product. Hence, a vast number of otherwise great innovations do not make it to a scale at which they are truly relevant for the world

### 3. LinkedIn launches a new brand campaign to support Hindi language.



LinkedIn has launched a new campaign to promote the launch of Hindi language on the platform. As the platform has introduced the first Indian regional language on the platform, its new campaign highlights how everyday conversations in the professional world can now take place in Hindi on LinkedIn. "Hindi is spoken by nearly 44% of the Indian population today, and with the introduction of the language on LinkedIn, we hope to foster an even deeper sense of belonging for Hindi speaking professionals in the workplace," Sivaram Parameswaran, head, brand marketing, Asia Pacific, LinkedIn, said.

"With the launch of Hindi, our goal is to bring down language barriers for Hindi speaking professionals on LinkedIn, so more professionals and customers can unlock greater value from the platform through content, jobs, and networking, and express themselves in a language that they are comfortable with," Parameswaran added.

The campaign will run across digital, outdoor, radio, audio, and print media. While the campaign creative is inspired by Hindi barakhadi, it will be featured in out-of-home (OOH) across Mumbai and Delhi covering key commuter locations such as corporate hubs, airport media, metro trains, and busy arterial roads. Moreover, full page print ads will also go live from December 17, 2021, across Hindi-speaking newspapers.

Vidya Balan and Pankaj Tripathi have been onboarded as the 'voice' of LinkedIn in Hindi. The two audio spots are being aired on radio stations across all metros and tier 1 cities of Hindi-speaking markets. In addition, the sports are also being aired across audio streaming platforms including Jio Saavn, Gaana, and Spotify. "Ergo, we chose key visual mediums to help people see these Hindi words representing cultural and professional scenarios, and key audio channels with high-profile voiceovers that would help them hear these words — a collective of which helps us effectively land the message that LinkedIn is now available in Hindi as well," Pereira said.

## 4. Who want 'em TikTok burgers?



What's happening — TikTok is entering the food delivery business, launching ghost kitchens in the US, as part of its agenda to monetize deeply beyond ads — kicking off with not 1, but a thousand locations! Millions share bite-sized content linking food vlogs, recipes, or just emerging crazy food trends on the platform anyway, so why not leverage that top of the funnel better?

The deets — TikTok will curate top food content and create a TikTok Kitchen Menu. They're then working with Virtual Dining Concepts, a shadow operator or restaurants, to get the food “designed” and placed in these strategic locations across the US.

As a user, if you see something on your feed you like, you can 1 click order it, and a restaurant near you will deliver it. Safe to assume, some of the items will be with longer shelf life, and refrigerable. Fyi, Virtual Dining is the same company that manages food chains for YouTube stars like Mr.Beast. Post COVID trends — Food delivery has surprisingly sustained momentum post COVID. After 200-300%+ growths in 2020, Doordash, Uber Eats continue to post 30-50%+ growths in 2021 consistently — with millennials happily burning half their paycheck on sushi-rolls and ramen.

But there is a whole “culture” + “discovery” + “social” element to food that these fee-optimizing platforms fail to capture — where social platforms could work magic.

Bottomline — definitely innovating, and more audacious than what the Social Media 1.0 platforms have tried so far.



## 5. Nike's bets on the future.

What happened — Nike is buying out a virtual goods studio called RTFKT, that creates NFT based digital art in the form of virtual sneakers, shoes, and other drops — exclusively for the Metaverse.

Nike, as you know, is at the center of collectibles and sneaker culture, making/selling some of the most premier and rarest footwear items — which are marketed by A-list celebs, get traded in secondary markets for ridiculous sums, and have rap-songs written about them... things that make no sense to a common man.

Similarly, RTFKT makes these rare-looking virtual shoes that you can own, and possibly wear on your avatars in the Metaverse. Makes no sense either, but so far, their items have sold for over \$70 million in total!

Anyway, with the acquisition, Nike got its hands on one of the most talented creative houses within the Web 3 space, securing its brand's future in case the promised tech takes off.

The deal value wasn't known, but rumors peg a ~\$100 million arrangement. RTFKT had raised an \$8 million seed round from a16z.

Bottomline — legacy brands missed the internet 2.0 wave and then gasped for breath for nearly 2 decades operating on terms dictated by big tech platforms. Can't afford to miss this one!



# HUMAN RESOURCES SECTION

## 1. IT- BPM industry to add 3.75 Lakh Jobs in FY22: Report.



With the increased investments in the sector and rapid adoption of Technology by various enterprises in the country, the IT- BPM industry has taken a positive hiring trajectory and is expected to add 3.75 Lakh jobs in this current year. According to a Report By Time Lease Digital, India Information Technology and Business Process Management (IT- BPM) is said to reach a head count of 48.5 Lakh by March, 2022.

The Report also stated that the optimism is not just confined to the hiring, instead it is affecting the employer- employee contract as well. While full time work commands the volume,

it is contract staffing that will mainly grow from the market pollyanaism. The IT contract staffing is considered to reach the target of 1.48 Lakh employees by March, 2022.

The report also claimed that the industry has set its eyes on the Digital Skills this accounting year. It is said that the requirement for contract staffing for digital skills will expand by 50 percent which is 19 percent more than that of the year 2021. As there is an increasing demand for digital skills and so is the supply gap the report observed that the demand- supply gap is widening for data engineering,

data science, machine learning, and artificial intelligence skills. "The Indian IT- BPM sector is at the cusp of unprecedented growth. Apart from being the largest private sector employer with around 4.47 million people, it is transforming India into a hub for "Digital Skills". About 43 percent of our customers are expecting to increase digital skills hiring by at least 30 percent or more this year. However, what's concerning is the demand-supply gap." - Team Lease Digital Head - Specialized Staffing - Sunil C. said.

## 2. 'Get vaccinated or get tested every week': Starbucks to staff.

Starbucks has issued a February 9 deadline to the staff to get the jobs and January 10 deadline for revealing vaccination status.

Starbucks' employees in the US have been ordered to get vaccinated by February 9, 2022. If they fail to do so, or submit the certificate as proof, they will have to get tested for the virus every week and submit the negative test results. While exemptions may be made on religious or medical grounds, employees working at the stores will have to undergo weekly testing.

The unvaccinated staff who opt for weekly testing will have to bear the cost of the testing themselves and get tested at a facility meant for the same.

The outlet has mandated that all its 2,28,000 strong workforce in the US submit their vaccination status by January 10.

The Company has communicated to its employees that its sole objective is to ensure that its employees remain safe and protected. Therefore, its employees need to get two jabs of either the Pfizer vaccine or the Moderna one, or one shot of the Johnson & Johnson vaccine. The coffee chain, which is based out of Seattle decided on this mandate in keeping with the guidelines of the Occupational Safety and Health Administration (OSHA), issued for establishments with over 100 employees.

The employees who test positive will be allowed paid leave to isolate themselves. Presently, the Company is allowing its employees to take this paid leave twice, for five days each time.



### **3. No vaccination certificate no salary: Punjab government tells employees.**



**The Punjab government has told its employees. They won't get their salaries If they don't furnish their covid vaccine certificate.**

**It has asked the employees to register their full or provisional vaccination certificate number with the state government's human resource portal iHRMS.**

**If they fail to do so, they will not be able to get their salaries, the government said in an order. The move is being seen as the state government's attempt to encourage more and more employees to get themselves vaccinated against covid as concerns escalated over the new variant of coronavirus, omicron.**

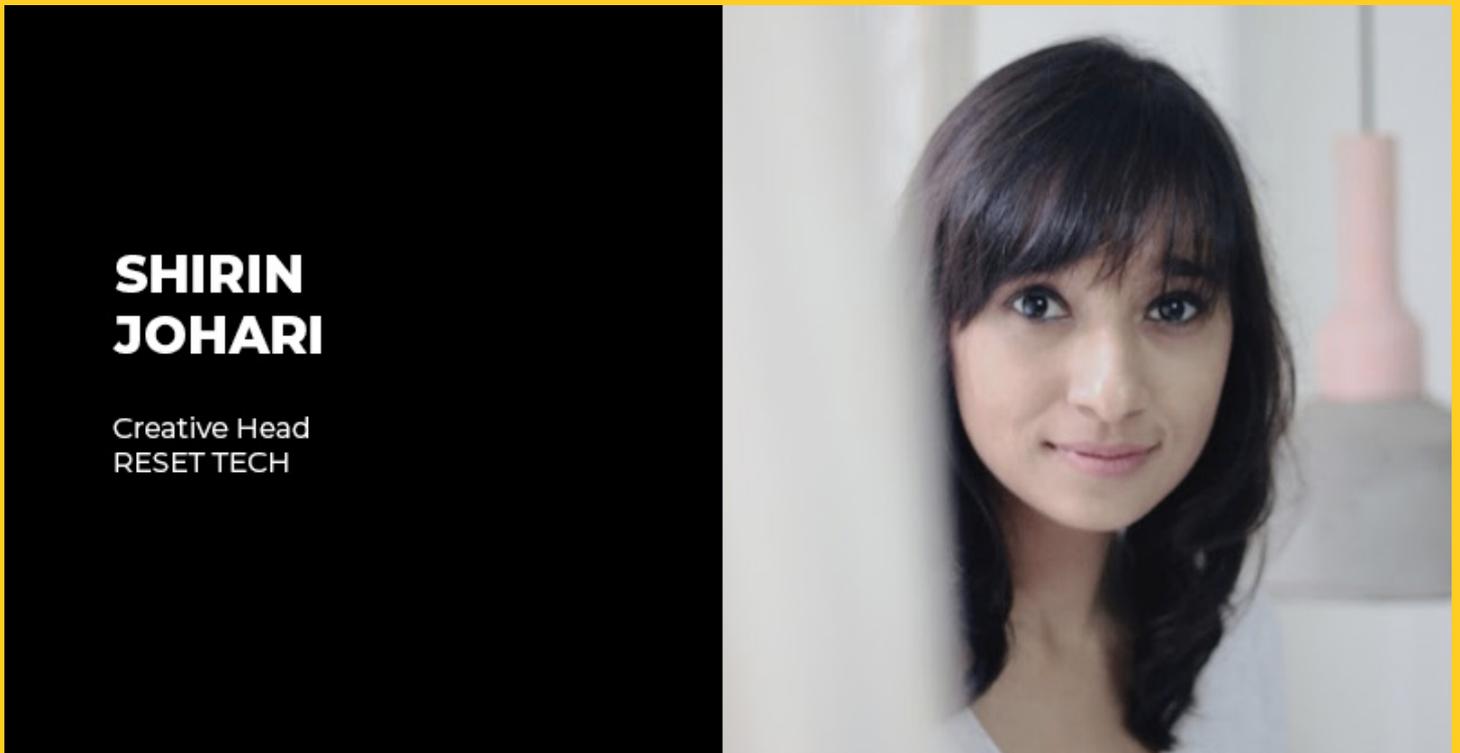
**In the order issued on 21st December Tuesday , the state finance department Asked all senior officers, Head of departments, divisional commissioner,Deputy commissioner's and others to ensure compliance.**

**According to the order an arrangement for entering the covid vaccination certificate number on the integrated human resource management iHRMS system portal has been made.**

**Government employees should be informed that they should register the covid vaccination certificate number of both doses with the iHRMS , said the order, adding if any employee has got one dose administered, he/she should register the number of provisional certificate.**

**It also asked to link the covid vaccination certificate number with the salary module so that in case of an employee does not furnish information regarding vaccination his/her salary is not released.**

## 4. Reset Tech appoints Shirin Johari as creative head.



Health-tech company Reset Tech has appointed Shirin Johari as its creative head.

Johari will be working closely with the management to bring the brand's ideas to life in the creative canvas and take integrated messaging to the users and media alike.

With 16 years of experience in the advertising, brand building and social impact space, she has donned the role of creative director at organisations like JWT, Ogilvy & Mather, Creativeland Asia, DDB Mudra, and TBWA and led creative initiatives for brands like Vodafone, Indian Ministry of Tourism, BookMyShow, Puma, Nissan, Volkswagen, Cadbury, Philips, Big Bazaar, Baskin Robbins, and many more.

Reset Tech founder Karan Talreja said, "While Johari's portfolio and accolades speak for themselves, I believe our brand's messaging and outreach will specifically benefit immensely from her creative direction. Her rich experience in design, brand building and storytelling will surely make the brand stronger and create a fresh outlook for our existing and prospective consumers."

Johari added, "There is a compound value that has emerged in my ability to collaborate in unfolding larger visions from having innovated as an advertising creative and an entrepreneur. To build exciting, enlightening and impactful work in the confluence of mindfulness, science and creativity, is a space that deeply resonates with and thrills me. So coming on board RESET TECH to launch and build the Aayu app, with such a fabulous team seems serendipitous!"

## 5. Why did India Reject the UNSC Draft on Climate?



On December 13 2021, Niger and Ireland moved a draft resolution at the United Nations Security Council (UNSC), to include climate-related security risks as a component of United Nations conflict prevention strategies. This would establish a process separate from the United Nations Framework Convention on Climate Change (UNFCCC), in fact, it would enable the council to address climate change with the tools already within its mandate. However, the resolution was vetoed by Russia, Which is a permanent member of the UNSC. India opposed the resolution on the grounds that it considers climate change as a security issue and nullifies measures taken under the Kyoto Protocol and the Paris agreement.

### Reasons for Opposition by India

\***Lack of Representation:** Bringing climate change under the ambit of the UNSC would mean that decisions can then be taken by a few states, most of which are the main contributors of climate change, UNSC has a poor representation of developing countries.

\***Evasion of Responsibility:** India and other developing countries argue that resolution is an attempt to evade responsibility at the appropriate forum.

\***Sovereignty Issues:** India's stand on the proposal is consistent with a desire not to allow the UNSC too broad a mandate to "intervene" and overreach on sovereign issues.

\***Lacks of Expertise:** UNSC lacks appropriate procedure or expertise to deal with climate change related issues.

**Conclusion:** Climate change is a global issue and dealing with it effectively needs consensus among countries, UNFCCC has wide representation and also has expertise and procedures to address climate issues and security issues arising out of climate change that need to be addressed through collective efforts by UN agencies including UNFCCC and UNSC.

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