

Narsee Monjee College of Commerce and Economics  
Department of Commerce

# Insight November 2015

## Theme: Festivities

### Commerce and Trade

#### I. E-commerce discounts keep online festivities in business

The ongoing e-commerce festival orchestrated by the E-commerce biggies continue unabated. The e-tailer Snapdeal has announced another sale called “The ultimate Monday sale” on November 2.

The sale promises to be a round-the-clock marathon with discounts as deep as 80%, the company said. According to Snapdeal, the 24-hour sale on November 2 will see new deals unlocked every hour from products across categories such as electronics, mobiles, home products and fashion. Rahul Taneja, vice president category management, Snapdeal said, “We have received a tremendous response from our customers for our series of Monday sales through the festive season. The Ultimate Monday sale promises to take the festive offers a notch higher with the widest assortment of products and brands across electronics, fashion and home categories on sale.”



The e-commerce industry is expected to touch \$70 billion by 2019 from \$17 billion in 2014. The festive sale bonanza started last year with intense competition among the biggies -

Flipkart, Amazon & Snapdeal - and this year the scale has got bigger. While both Flipkart and Amazon came up with mega sales between October 13 and 17, Snapdeal had a periodic discount sales on Mondays.

This festive bonanza has already brought in more than \$300 million of Gross Merchandise Value (GMV) for Flipkart with close to two-third of it driven by the mobile segment. The homegrown e-commerce major termed their offers as a big success with 2015 sale being thrice that of last year in terms of volume.

In the case of Amazon, its sales in India have grown four times during this festive season when compared to last year. Amazon senior vice-president and CFO Brian T Olsavsky during an investor call, said “We're really encouraged with what we are seeing, both on the customer side and the seller side. On the customer side, active customer accounts are up 230%.”

Snapdeal, claimed that it saw 17 times growth in GMV during the Electronics Monday sale on October 12, which had discounts on smartphones, laptops, other electronics and home appliances. “We are well on track to reach \$100 million sales on our Electronics Monday Sale,” said Rahul Taneja, vice-president, category management, Snapdeal.

The competition among the e-commerce majors is a welcome sign, according to Ankit Nagori, chief business officer, Flipkart. In an earlier interaction with FE, he said such competition will only help in expanding the e-commerce segment in the country.

**Source:** <https://in.finance.yahoo.com/news/e-commerce-discounts-keep-online-225300306.html>

## **II. Impact of Indian Festivals on Indian Economy wrt to Diwali**

We all know the importance of festivals in our life. It makes us proud of our roots and gives us a community based feeling . Economy experts have name festivals as permanent source of income generation for the country. They accelerate the pace of economic growth through creating demand and supply in the economy.

This coming next two week will see all the markets crowded with the buyers , demand for tangible goods like Clothes ,Jewellery , Sweets etc are at there peak and so the demand for Services of Transportation , Hotel and Entertainment will be high .

Newspapers are overloaded with the companies promotional plans , New product launches etc to tap the market opportunities . Be it electronics, automobiles, garments, textiles, mobile phones, network solution providers, fruit vendors, food brands or almost any industry that you could imagine, are under fire to rocket launch their sales graph. To make this happen, they come along with exciting discount, free gift and replacement schemes.

That’s not all; Diwali has a lot to do with Gold. People buy Gold two days before Diwali (Dhanteras). This certainly adds to Gold’s demand and affects the entire set-up of Indian economy

There are assumption that Indian Customers are waiting for Price correction and as they are price sensitive . companies have to redesign the pricing policy for gold , real estate sales to happen as per there expectation. But all seems to be false as Companies with Customer centric approach has seen almost 10 % hike in there sales. Rural market has been cooperative with Indian Business house for there contribution in sales .

My personal visit to the Retail Segment of Metro Cash and Carry in Borivali was truly an amazing experience with lods of sales picking up in almost all categories the racks are almost seems empty by 8 pm everyday which proves festivals in India are a mechanism for bringing life in the market . Also there is lot more to study the science of providing Bonus to the workers before Diwali, which increases the purchase appetite of an individual in the festivals .

On the whole Diwali season in INDIA brings a whole week of fiesta, where people are continuously engaged in shopping, sharing presents and celebrations. That is the reason that this specific festival season is considered to be the biggest revenue generation opportunity for companies operating under different industries. May this Diwali exceeds our expectation and bring prosperity for our nation.

**Source:**

<http://www.livemint.com/Money/NFsM8CSVrYDEQYhRQKXmOK/Gold-price-hikes-hit-sales-as-Diwali-approaches.html>

**Must Read:**

- 1. Amazon may win India shopping festival sales race**  
<http://www.businessday.in/current/corporate/amazon-may-win-india-shopping-festival-sales-race/story/224933.html>
- 2. Air India lucky draw on flights during Diwali week**  
<http://timesofindia.indiatimes.com/business/india-business/Air-India-lucky-draw-on-flights-during-Diwali-week/articleshow/49599078.cms>
- 3. It's raining money for airlines this Diwali**  
<http://www.businessinsider.in/Its-raining-money-for-airlines-this-Diwali/articleshow/49555289.cms>
- 4. Places to explore during Diwali**  
<http://www.businessinsider.in/Places-to-explore-during-Diwali/articleshow/49552035.cms>
- 5. Nestle India planning Diwali comeback for Maggi**  
<http://indianexpress.com/article/business/business-others/nestle-india-planning-diwali-comeback-for-maggi/>

## BrandGYan:

### III. Its Festival Time in the AD world.

Diwali promises to be a time of intensive sales promotion activity in India. Advertisers vie for the gifting budgets of both individuals and organizations as the festival of lights provides a prime opportunity to capitalize on heavy trade volumes. Immediate returns are expected from investment in communications and promotion, but the pressure is also on as brands compete to raise their brand equity in a period notorious for cluttered holiday advertising.

In an exclusive study, TNS India examined a number of high profile 2014 Diwali ads to determine the attributes of success for brands investing in promotional activity during this lucrative sales period.

Read More:[Adageindia.in](http://Adageindia.in)

### Some of the Print Ads:







This Diwali, Vanita Hindi will light up the Indian woman's heart.



**वनिता**  
आपकी हमदम, आपकी दोस्त

Presenting Vanita Hindi Diwali Special Issue. Capturing the true essence of the occasion in this much-anticipated issue are special Diwali recipes, festive home décor trends and more. Gift your brand high visibility and greater shelf-value by securing your space with us.

Share the Joy of Diwali



Enjoy special values from PepsiCo and Target for this year's Diwali celebration




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**LIGHT UP WITH JOY THIS DIWALI.**

CELEBRATE WITH BMW.

The smallest of lights, it ignites the joy that lights up every BMW. Celebrate joy this Diwali, with BMW.



**BMW EfficientDynamics**  
Weniger Verbrauch. Mehr Fahrspaß.

BMW 316 (4000cm³) (D) 100km/Verbrauch (l/100km) (Benzin) 6,0-5,9/7,5-4,1/4,5-4,6. CO2-Emission in g/l (Benzin) 133-131. Für Details zur Verbrauchsmessung gilt die ECE-Fahrzyklus-Abbildung je nach Sonderausstattungen.



**Must Read:**

1. **Big Bazaar extends ‘Shubh Shuruaat’ to Diwali with ‘Paper Patakhas’**

<http://www.campaignindia.in/Video/398486.big-bazaar-extends-8216shubh-shuruaat8217-to-diwali-with-8216paper-patakhas8217.aspx>

2. **India’s ecommerce giants set fire to TV with Diwali ads**

<https://www.techinasia.com/indias-ecommerce-giants-set-fire-tv-diwali-ads/>

3. **This Son Had the Sweetest Diwali Gift For His Dad. It's OK to Tear up**

<http://www.ndtv.com/offbeat/this-son-had-the-sweetest-diwali-gift-for-his-dad-its-ok-to-tear-up-1239493>

4. **Facebook is planning to flood your Instagram with ads**

<http://indiatoday.intoday.in/technology/story/facebook-is-planning-to-flood-your-instagram-with-ads/1/516506.html>

5. **TAM Ratings: Star Plus, Colors maintain leadership, gain ground in week 44**

<http://www.exchange4media.com/tv/tam-ratingsstar-plus-colors-maintain-leadership-gain-ground-in-week-44-62287.html#sthash.oNEWAaDg.dpuf>

**Green Diary:**

**Recent News:**

**Punjab needs law, awareness to contain air pollution caused by paddy straw burning**

It is said the pollution from burning paddy straw is a factor in Delhi's poor air quality.

Written by [Khushboo Sandhu](#) | Chandigarh | Published: November 2, 2015 7:22 pm



With the harvesting season at the fag end, the farmers are now clearing their fields by burning the paddy straw causing air pollution. (Reuters)

The burning of paddy straw continues unabated in both Punjab and Haryana with authorities in both the states unable to check the menace. With the harvesting season at the fag end, the farmers are now clearing their fields by burning the paddy straw causing air pollution.

It is said the pollution from burning paddy straw is a factor in Delhi's poor air quality.

There is no specific law in Punjab to ban stubble burning. Every Deputy Commissioner (DC) has the power to impose a ban under section 144 of Criminal Procedure Act. It's a common practice in Punjab that every DC issues order pertaining to this under CrPC 144 just before paddy harvesting and wheat harvesting season in Punjab asking farmers to abstain from it but still farmers continue to do so.

DC also has the power under 188 IPC to punish the violators creating nuisance but hardly any punishment is given under it in the state. Under the law, a violator may be punished upto six months jail and a fine of Rs. 1000. Hardly any action is taken under this law against violators in Punjab. There's a lack of 'political will' resulting in poor implementation in the state.

Several types of mechanisms are available now which can cut the paddy straws into small pieces of one inch each which ultimately can be converted into manure but farmers do favour this — not even two per cent of the total area (27 lakh hectares) under paddy and basmati rice in state sees the practice.

Meanwhile in Haryana, the environment department had banned the burning of agriculture waste in the open fields under the Air (Prevention and Control of Pollution) Act 1981. Till date, prosecution action has been filed against 32 farmers in the special environment courts in Kurukshetra and Faridabad by the Haryana Pollution Control Board for burning paddy in the open fields. As per an official of the board, two farmers were recently convicted by the courts.

It is the legal wrangles that pose a problem in the implementation of the rules. An official said that every case has to be sent to the environment court after the board sanctions approval. This is a lengthy procedure and proves to be a deterrent in preventing the farmers from burning paddy straw.

Experts say that implementation is not possible due to the lack of machinery. Between paddy harvesting and growing of a new crop, farmers get only 15-20 days and for that a large number of straw chopping machines are required at low price so that farmers can go for chopping straw instead of burning the same.

Punjab Pollution Control Board Member Secretary Babu Ram said that burning straw led to increase in particulate matter (PM) in the air. He said that there is a very small mixture which may include acids like sulphates, nitrates, metals. Also oil dust particles cause health problems like nose, throat, lungs, heart problems. PPCB official said that the PM level is several times higher than the permissible limits in Punjab during paddy harvesting season.

Rajesh Kumar Garhia, Environmental Scientist at Haryana Pollution Control Board says that Haryana Space Application Centre (HARSAC) has been asked to conduct a study on the pollution caused in Haryana due to paddy straw burning and the extent of the problem. He said that all deputy commissioners have been asked to keep a check on burning of paddy straw. Awareness is being created among the farmers.



## Important Environmental Days in November

Source: [www.undp.org](http://www.undp.org)

6 November

International Day for Preventing the Exploitation of the Environment in War and Armed Conflict

10 November

World Science Day for Peace and Development

19 November

World Toilet Day

25 November

International Day for the Elimination of Violence against Women

## Festivals and Environment in India

source:[www.skymetweather.com](http://www.skymetweather.com)

Right after monsoon comes the season of festivities, bringing a reprieve from daily grind, where different communities celebrate ritually diverse festivals. Each festival in India has multifaceted significance and is religiously marked by various practices such as fasting, abstinence, etc. While festivals are an occasion to celebrate with great pomp and show, spare a moment to go through this article before going out to buy a box of fire-crackers this Diwali.

### Noise Pollution

Loudspeakers, fire crackers and loud musical instruments, appear to be one of the biggest culprits of noise pollution during festivals in our country. With the advent of urbanisation, people in the metros had to grapple with the problem of noise pollution in everyday living, and any kind of public celebration only aggravates this lurking issue. A study by World Health Organisation (WHO) asserts that noise pollution is not only a nuisance to the environment but it also poses considerable threat to public health.

In residential neighbourhoods, the Supreme Court limits the noise levels to 55 decibels in the day and 45 decibels at night. The local authorities are here to maintain decorum during festivals but we as citizens should also be responsible enough to keep noise within permissible limits. Time and again people have violated these levels during Janmashtami, Ganesh Chaturthi, Durga Puja, Navratri, Dussehra, Diwali and the list goes on. Despite being worldly-wise, we ignore the health impacts of incessant exposure to such high-decibel sounds. Besides affecting toddlers and children, they bring health issues in adults like hypertension, sleep disturbance, tinnitus and acute hearing loss.



### Water Pollution

Ganapati celebrations shortly followed by Durga Puja this year saw immersion areas littered with flowers and parts of idols. The mess created by bursting of crackers cannot be ignored as

well. The materials such as plaster of Paris used in making idols add to the water pollution. Paints used for decorating the idols, loaded with high levels of mercury and lead, increases the toxin levels of water bodies after immersion days. These toxins eventually enter the food chain after affecting the marine ecosystem and its biodiversity. The highly contaminated Ganga is now saturated with litres of paint, bulks of plaster of Paris, toxic synthetic materials and non-biodegradable wastes like plastic flowers, plunged into the holy river.

### **Air pollution**

Apart from releasing toxic gases, bursting of crackers also leads to pollution of air. Diwali, every year leads to an alarming rise in the level of Respirable Suspended Particulate Material (RSPM) in the air, due to bursting of fire crackers. RSPM are minute particles and can contribute to various health issues including asthma and bronchitis.

### **Dry Waste**

Festivals also generate a huge amount of dry waste. With firecrackers being the main ingredient to Diwali celebrations, the problem of dry waste increases by leaps and bounds due to lack of dumping space and other neglected constraints. Diwali being round the corner, local government bodies should take a meticulous approach towards guidance notes for municipal solid waste disposal. Garbage that can easily be recycled or reused also ends up in mounting landfills. And heaps of garbage including fruits, flowers, incenses and camphor coming out of puja pandals cannot be ignored either.

Relentless social activism is essential to educate people to switch to eco-friendly methods of celebration. In several parts of the country, craftsmen have started using eco-friendly materials and organic paints to make idols. For instance, the idol makers in Kumartuli, the nerve centre of idol makers in Kolkata, took steps this year to check toxic waste levels by using paints devoid of lead, mercury and chromium to embellish the idols. Clay idols instead of the Plaster of Paris (POP) ones are also getting their share of popularity.

Spreading the message of civic sense this Diwali might help to curb or at least limit the pollution levels. We must get our social act together before blaming it on local administrators and civic amenities. Today one can easily find sustainable ways of adding to the glory of the festivals and we as 'law abiding citizens' should also take initiatives to cooperate with the government.

*Department of Commerce wishes all the readers a very Happy Diwali*

