

Economics: The Quiet Force Shaping Our World

At first glance, economics may appear to be a field dominated by models, graphs, and equations.

Behind each demand curve lies a family adjusting to rising fuel prices. Behind each GDP report are lives shaped by the uneven promise of growth. Economics, at its core, is not just about how the world works—it's about *why* it works the way it does, and *for whom*.

What draws me in is the remarkable way economic thought connects theory to impact:

- How do incentives quietly sculpt our decisions?
- Can well-intentioned policy bridge inequality without unintended harm?
- And what does “development” truly mean for communities on the margins?

These aren't just academic questions. They are lived realities. And it's through conversations—in lectures, spirited debates, and even over humble cups of chai—that I've realized economics is not a dry science, but a powerful lens for empathy, critique, and change.

Whether you're intrigued by fiscal structures, behavioral insights, or grassroots solutions, I believe there's space for all of us to engage—and to challenge the status quo. Let's build a community that sees economics not merely as a toolkit, but as a means to build a fairer, more thoughtful world.

Because in the end, economics isn't just about systems. It's about people. And their stories matter.

Sugar not as sweet as it used to be

-In one of my leisure readings I came across this article today in The Economic Times (22/02/2024) 'Let there be Lite'. It made me realise how there is a quite revolution growing among the Indian consumers steering towards prioritizing health over taste.

That's an insightful observation! The shift toward **low-sugar and sugar-free** products in India is a significant trend, especially considering the country's high diabetes rates. The fact that **10% of the beverage market** is now dedicated to these options—worth **₹700 crore**—shows that consumers are becoming more conscious about what they consume.

It's fascinating how social media is driving this change, influencing both **consumer habits** and **corporate strategies**. Brands like **Dabur**, which reported a **110% rise** in sales for its "no added sugar" juices, are adapting quickly. Other FMCG giants are also jumping on board, introducing **stevia-based** or **zero-calorie** alternatives.

What's your take—do you think this trend is here to stay, or is it just another health fad?

From Cherthala, Alappuzha to the Met Gala – 3 years in row and now ready to take on the global market!

The massive royal navy blue with white flowers carpet floating under the feet of who is who of page fashion, film and glammers world like Isha Ambani, Rihana, Nicole Kidman, Shahrukh Khan – is the carpet which has been gaining attention in the media world. If we give it an economic twist the carpet emerges from a traditional handicraft firm representing a MSME by the name Neytt by Extraweave,

with 900 odd employees – mostly women have been weaving these sustainable rugs. The revival of this town dates back to 2019 an Indian MBA – Mr Sivan Santosh took on the onus of this startup to turn it to a Rs 120 crore firm today. The family of Sivan has been in this business since a century, however as said by him 'changed the narrative'. All credit goes to the skilled workers who helped in revival and the economic growth of the town.....Awaiting for the carpet in 2026....