



# BEDEnomics

ST. BEDE'S COLLEGE, SHIMLA  
DEPARTMENT OF ECONOMICS

## *Pollution: An Environmental and Social Concern*

Pollution is one of the most serious environmental problems faced by the modern world. It refers to the presence of harmful substances in the environment that negatively affect human health, natural resources, and living organisms. In recent decades, rapid industrialization, urbanization, and population growth have significantly increased the level of pollution. As economic activities expand, the excessive use of natural resources and the generation of waste have created major environmental challenges. Pollution not only damages the natural environment but also affects social and economic development. Therefore, addressing pollution has become essential for achieving sustainable development and maintaining ecological balance.

Pollution can be observed in different forms within the environment, affecting air, water, and land. Increasing industrial activities, the burning of fossil fuels, and the growing number of vehicles have contributed greatly to environmental degradation. Harmful gases and particulate matter released into the atmosphere reduce air quality and create serious health risks for people, particularly in urban areas. Similarly, water resources are being polluted due to the discharge of industrial waste, sewage, and agricultural chemicals into rivers and lakes. This contamination makes water unsafe for consumption and threatens aquatic life and biodiversity. In addition, the accumulation of solid waste and plastic materials on land has resulted in soil degradation and reduced agricultural productivity. Excessive noise from transportation, construction, and urban activities also disturbs the natural environment and negatively affects human well-being.

Pollution has far-reaching consequences for both the environment and society. It contributes to the spread of diseases, disrupts ecosystems, and accelerates environmental problems such as climate change and global warming.

*Economics is the art of making the most of life*



The degradation of natural resources also affects economic activities, especially agriculture and fisheries, which depend heavily on a healthy environment. For this reason, environmental protection has become a key concern for governments, organizations, and communities across the world. Efforts such as promoting renewable energy, improving waste management systems, increasing environmental awareness, and implementing strict environmental policies are necessary to reduce pollution and protect natural resources.

Pollution is a major environmental challenge that threatens the health of ecosystems and human societies. The increasing level of pollution highlights the urgent need for responsible environmental management and sustainable practices. Both governments and individuals must take active steps to control pollution and preserve the environment. Protecting natural resources today will ensure a healthier and more sustainable future for the coming generations.

By: Mehak Thakur  
B.A. Economics Honours  
3<sup>rd</sup> Year



## *How Social Media is Changing Consumer Behaviour*

In the digital age, social media has become an essential part of everyday life. Platforms such as Instagram, Facebook, and YouTube are no longer used only for communication and entertainment; they have also become powerful tools for marketing and influencing consumer decisions. Businesses now rely heavily on social media advertising, influencer promotions, and online engagement to reach potential customers.

Social media allows consumers to access information about products quickly and conveniently. Before making a purchase, many people search for product reviews, watch demonstration videos, or follow recommendations from influencers. This easy access to information helps consumers compare different products and make more informed decisions. As a result, social media has significantly changed the way consumers discover and evaluate products.

*In the long run we are all dead*



Recent survey findings highlight how deeply social media influences consumer behaviour. A large number of respondents reported that they use social media daily, showing that these platforms have become an integral part of modern lifestyles. Instagram emerged as the most popular platform among users, indicating that visually engaging content such as photos, videos, and reels plays an important role in attracting consumer attention.

Another important observation is that many consumers have purchased products after seeing them promoted on social media. Advertisements, influencer endorsements, and user reviews often encourage people to explore new brands and products. At the same time, social media also allows businesses to interact directly with customers, respond to feedback, and build long-term relationships.

However, the increasing use of social media marketing also presents certain challenges. Consumers may sometimes encounter misleading advertisements or excessive promotional content. Therefore, businesses must focus on ethical advertising practices and transparent communication to maintain consumer trust.

Overall, social media has transformed the traditional marketing landscape. It has created new opportunities for businesses to connect with customers while empowering consumers with more information and choices. As technology continues to evolve, social media will remain a key factor influencing consumer behaviour and shaping the future of advertising.

By: Arnima Sharme  
B.A. Economics Honours  
3<sup>rd</sup> Year



*“Just a girl or just market failure?”*

The current digital landscape, dominated by trends like "Girl Math" and the "I'm just a girl" aesthetic, presents a deceptive surface of harmless, self-deprecating humor; however, from the perspective of behavioral economics and public policy,

*An economy thrives not just on production, but on distribution.*



these trends function as catalysts for a self-fulfilling prophecy that destabilizes market efficiency. The core issue lies in what Thomas E. Ford et al. (2008) define as Prejudice Norm Theory, where disparaging humor creates a social environment that lowers the cost of expressing bias, essentially creating a "climate of tolerance" for systemic discrimination. When women participate in these trends, they inadvertently provide social cover for historical biases to resurface, creating a "cool girl" social tax where objecting to genuine sexism results in being labeled as "too sensitive," thereby silencing the very voices needed to maintain a meritocracy. This cultural framing directly impacts human capital utilization, as Nobel Laureate Daniel Kahneman (2002) demonstrated that human decision making is not the rational process envisioned by Adam Smith, but is instead governed by framing effects and heuristics. If the prevailing social frame suggests that women are inherently "irrational" or "statistically incapable," it reinforces a confidence gap—documented in *The Confidence Code* (Kay & Shipman)—whereby women only apply for roles when 100% qualified, while men do so at 60%.

This internalization of "just a girl" tropes acts as a psychological barrier to entry, leading to a massive misallocation of talent where less-capable individuals occupy roles that high-potential women have opted out of due to "sticky" social biases. This inefficiency challenges the "colorblind" legal philosophy championed by figures such as Justice Clarence Thomas, who argued in cases like *SFFA v. Harvard* that affirmative action contradicts a colorblind Constitution.

However, your analysis suggests that a colorblind approach only functions if the market is truly neutral; in reality, the "Invisible Hand" is often paralyzed by Information Asymmetry and Statistical Discrimination, where employers use gender or race as a lazy proxy for productivity. Gary Becker's *Economics of Discrimination* posits that competition should eliminate such biases, yet the persistence of the "Old Boys' Club" and monopolistic power structures prevent the market from self-correcting. Without government intervention to address these Market Frictions, the meritocracy remains a myth reserved for the privileged classes, leaving talented individuals from lower socioeconomic backgrounds trapped behind systemic walls.

*Development is meaningful only when it improves lives.*



When these biases lead to the underutilization of human capital, it results in a Negative Externality that lowers national GDP—a phenomenon documented by the IMF and Hsieh et al. in the American Economic Review. Ultimately, as a matter of policy, we must recognize that by jokingly affirming our own incompetence, we are building the very glass ceiling that policy-makers and activists have spent decades trying to dismantle. We must resist narrating our own exclusion and instead demand a market that rewards actual productivity over the "ironic" performance of gendered stereotypes.

By: Anaya Singh  
B.A. Economics 1<sup>st</sup> Year



## *Electric Vehicles in India: The Future Of Sustainable Mobility*

The transportation sector plays a crucial role in economic development by enabling mobility, trade and connectivity.

However, the increasing use of conventional internal combustion engines (ICE) vehicles had led to rising fuel consumption, air pollution and greenhouse gas emissions. In a country like India, where rapid urbanization and population growth are increasing the demand for transportation, these challenges have become more serious. As a result, cleaner and more sustainable alternatives has gained importance. One such promising alternative is the adoption of electric vehicles (EVs).

Electric vehicles operate using electric motors powered by rechargeable batteries instead of petrol or diesel engines. This reduces the dependence on fossil fuels and eliminates the tailpipe emissions, making EVs an environmentally friendly option. In recent years, EVs have gained attention worldwide as a solution to climate change and energy security concerns. For India, the transition to electric mobility is particularly significant because the country imports a large share of its crude oil requirements, which puts pressure on foreign exchange reserves and increases vulnerability to global oil price fluctuations.

India has witnessed significant growth in electric vehicle sector over the past few years.

*Markets are efficient, but not always equitable.*



The number of registered electric vehicles has increased rapidly, reflecting growing consumer interest and supportive government policies. Electric two-wheeler and three-wheelers dominate the EV market in India because they are relatively affordable and suitable for short distance urban travel. However, electric passenger cars and buses still at an early stage of adoption due to their higher initial cost and limited charging infrastructure.

Government policies have played an important role in promoting electric mobility in India. The Faster Adoption and Manufacturing of Electric Vehicles (FAME) scheme is one of the major initiatives introduced by the Government of India to support EV adoption. Under this scheme, financial incentives are provided for the purchase of electric vehicles and the development of charging infrastructure. The scheme focuses particularly on public and shared transport segments such as electric buses, three-wheelers and two wheelers in order to maximize environmental benefits.

In addition to national level policies, several state governments have also introduced their own electric policies.

For example, the Delhi Electric Vehicle Policy offers the purchase incentives, interest subsidies and scrapping incentives to encourage consumers to shift from conventional vehicles to electric vehicles. Similarly, states such as Maharashtra and Gujarat provide financial incentives and infrastructure support to promote EV adoption. These policies aim to reduce the initial purchase cost of electric vehicles and create a supportive ecosystem for electric mobility.

Charging infrastructure is another important factor influencing the adoption of electric vehicles. The availability of charging stations helps reduce range anxiety among consumers and ensures the convenient use of EVs. In recent years, India has made significant progress in expanding its charging infrastructure through government initiatives and private sector participation. However, the distribution of charging stations remain uneven across the regions, with urban and economically developed states having better access to charging facilities. Expanding charging infrastructure across the state is essential for accelerating EV adoption.

*Efficiency and equity often conflict.*



From an economic perspective, electric vehicles offer several advantages over conventional vehicles. Although EVs generally have a higher initial purchase value due to battery costs, their operating and maintenance costs are significantly lower. Electricity is cheaper than petrol and electric vehicles have fewer moving parts which reduces maintenance requirements. As a result, the total cost of ownership (TCO) of an electric vehicle can be lower than that of a petrol vehicle over its lifetime.

The comparison between an electric car and its petrol counterpart shows that while electric vehicle requires a higher upfront investment, the lower cost of electricity and maintenance results in significant savings in daily and annual operating expenses. Therefore, electric vehicles become more economical for consumers in the long run, especially for those who use their vehicles regularly.

Electric vehicle also offers important environmental benefits. Since EVs do not produce tailpipe emissions, they reduce air pollution in urban areas. This can contribute to improved public health by reducing respiratory and cardiovascular diseases caused by vehicular pollution.

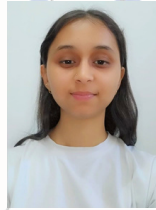
Additionally EV adoption helps reduce carbon emission and fossil fuel consumption. When electric vehicles are powered by renewable energy sources such as solar or wind energy, their environmental benefits become even greater. Despite these advantages, several challenges still hinder the widespread adoption of electric vehicles in India. The high upfront purchase cost remains one of the biggest barriers for many consumers. Limited charging station in certain regions also creates uncertainty for potential EV buyers. In addition, lack of consumer awareness about the long-term economic benefits of EVs continues to slow their adoption. To overcome these challenges, policy measures should focus on expanding charging infrastructure, providing financial incentives for EV purchases and promoting domestic manufacturing of batteries and electric vehicle components. Increasing consumer awareness about the environmental and economic benefits of EVs is also important. Furthermore, integrating EV adoption with renewable energy development can enhance the sustainability of electric mobility. In conclusion, electric vehicles have a potential to transform India's transportation sector by reducing dependence on fossil fuels,

*Inflation erodes purchasing power silently.*



lowering emissions and promoting sustainable mobility. Although challenges remain, continued government support, technological advancements and infrastructural development can accelerate the transition toward electric mobility. With the right policies and increasing consumer awareness, electric vehicles can play a vital role in building a cleaner, greener and more sustainable future for India.

By: Silvi  
B.A. Economics Honours  
3<sup>rd</sup> Year



## *Oil, Power and Currency*

Natural resources have always played a crucial role in shaping the economic strength of nations. Among these resources, oil remains one of the most influential in the modern world. From fueling industries to powering transportation systems, oil is deeply embedded in the global economy. Because of this importance, the availability and control of oil can significantly influence a country's currency value, economic stability, and even international politics.

One of the most direct ways oil affects a country's economy is through exports. Countries that produce and export large quantities of oil often experience strong demand for their currency. This happens because foreign buyers must exchange their own currency for the currency of the exporting country in order to purchase oil. When demand for a currency increases, its value may appreciate in international markets.

This relationship between oil exports and currency value can be seen in several major oil-producing countries. Nations such as Saudi Arabia and Russia rely heavily on oil exports as a major source of national income. When global oil prices rise, these countries often benefit from increased export revenue, which can strengthen their economic position. However, when oil prices fall, the opposite effect can occur. Government revenues decline, economic growth slows, and currencies may weaken. While natural resources can bring wealth, economists have also observed a phenomenon known as the resource curse. This term describes situations where countries with abundant natural resources sometimes struggle with economic instability, corruption, or a lack of diversification.

*The ideas of economists and political philosophers... are more powerful than is commonly understood.*



When an economy depends too heavily on one resource, such as oil, other industries like manufacturing, agriculture, or technology may remain underdeveloped. As a result, fluctuations in oil prices can have a major impact on national income and financial stability.

Oil also plays a key role in the global financial system through what economists call the petrodollar system. Since the 1970s, most international oil transactions have been priced in United States dollars. This means that countries around the world often need to hold US dollars to purchase oil on international markets. As a result, global demand for the US dollar has remained strong, reinforcing the financial influence of the United States in the global economy.

Beyond economics, oil also carries major geopolitical importance. Energy resources are often closely tied to national security and international strategy. Governments seek to secure stable energy supplies to support their industries, transportation systems, and military capabilities. Because of this, energy policies and access to oil reserves frequently influence international diplomacy and economic relations.

Political leaders such as Donald Trump have often emphasised the importance of energy independence and domestic energy production as part of broader economic policy. However, the global energy landscape may be changing. As renewable energy sources such as solar, wind, and hydroelectric power continue to develop, the long-term dominance of oil may gradually decline. Economists are increasingly exploring how this transition could reshape international trade, currency influence, and global economic power.

In conclusion, oil remains one of the most powerful resources shaping the modern global economy. It affects currency values, government revenues, international trade, and geopolitical strategies. While oil wealth can bring economic advantages, it also creates vulnerabilities when economies become too dependent on a single resource. Understanding the relationship between energy resources and economic systems is therefore essential for analysing both present and future global economic dynamics.

By: Garbeeta Ray  
B.A. Economics Honours  
3<sup>rd</sup> Year



*The first lesson of economics is scarcity*

# EVENTS CALENDAR

## DEPARTMENT OF ECONOMICS



*Enhancing research skills through  
Data Presentation*

August 11, 2025

Understanding data, mastering research, and learning how to present ideas with clarity.



*Fatah Tales on wealth and poverty*

September 25, 2025

Storytelling that blends wisdom, creativity, and timeless moral lessons.



*World Literacy Day Outreach  
Programme*

September 16, 2025

Spreading smiles, sharing knowledge, and inspiring young minds through learning.



*Diwali Carnival*

October 14, 2025

Lights, laughter, and creativity—celebrating Diwali with full festive spirit.

*There's no such thing as a free lunch... someone somewhere is paying for it.*

# EVENTS CALENDAR

## DEPARTMENT OF ECONOMICS



*Financial Literacy Programme*  
(RBI)

November 12, 2025

**Learning to manage money smartly and make informed financial decisions.**



*Economies in 200 words*

November 20, 2025

**Big economic ideas expressed in small, powerful words.**



*Screening of Documentary*  
*"Solar Mamas"*

November 14, 2025

**Stories of empowerment, sustainability, and real change through innovation.**



*Children's Day*

November 14, 2025

**Celebrating Children's Day with stories that spark change and imagination.**

*Control over energy resources has always been a source  
of economic and political power*

# EVENTS CALENDAR

## DEPARTMENT OF ECONOMICS



*Inter College Economics  
Literary Meet*

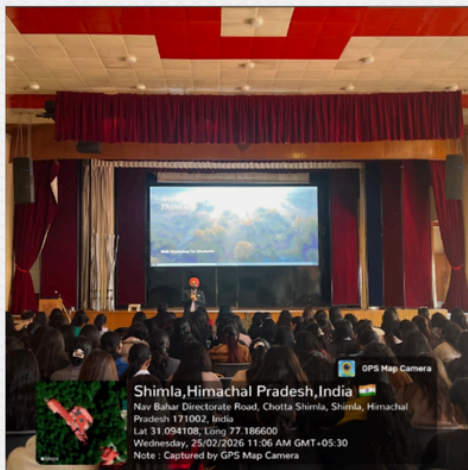
February 19, 2026



*Inter College Economics  
Literary Meet*

February 19, 2026

An intellectually vibrant inter-college platform that brought together students from different institutions, fostering creativity, critical thinking, and collaboration through engaging competitions and the exchange of diverse ideas.



*Innovative Thinking For Career  
Planning*

February 25, 2026



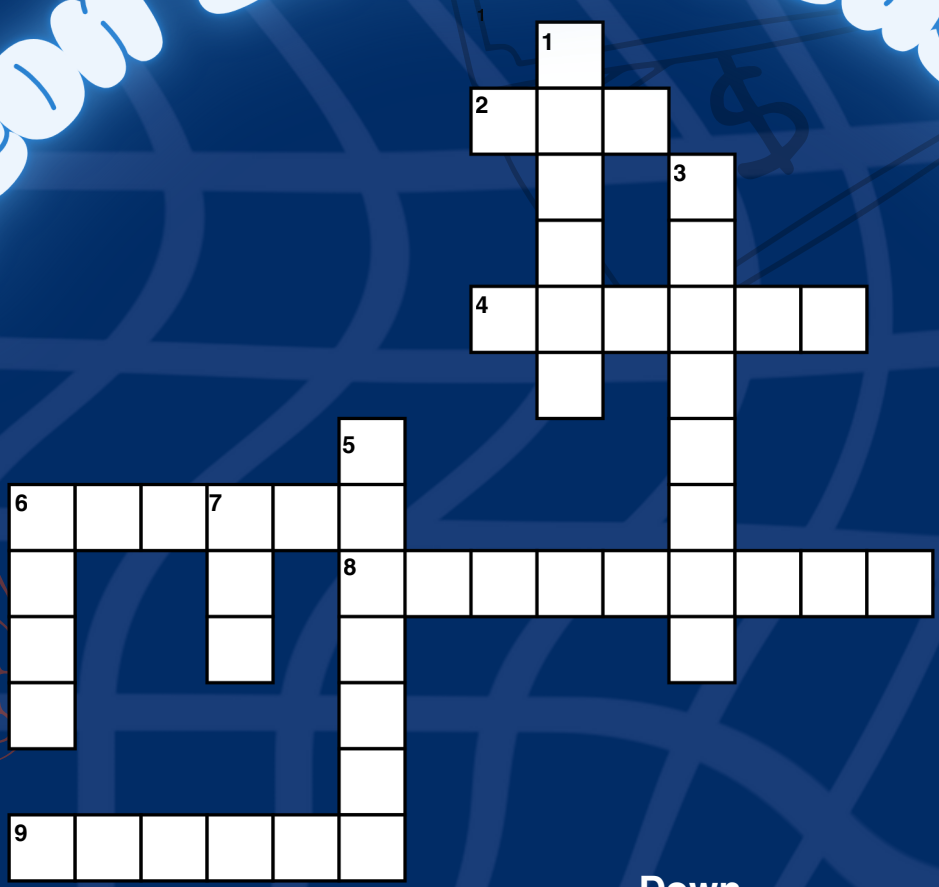
*Innovative Thinking For Career  
Planning*

February 25, 2026

An engaging session in collaboration with Chitkara University, focused on innovative and reverse thinking, encouraging students to approach career planning with strategic insight and informed decision-making.

*Economics is the quiet story behind every loud reality*

# Econ Brain Teasers



## Across

- [2] The part of your income that disappears legally
- [4] What people want (and sometimes can't afford)
- [6] our monthly plan vs reality (good luck sticking to it)
- [8] When your ₹100 suddenly feels like ₹20
- [9] What producers bring to the table

## Down

- [1] Where buyers and sellers meet (not always physically )
- [3] Unlimited wants, limited resources... the ultimate life problem
- [5] The satisfaction you get from consuming something (yes, even momos)
- [6] The place you trust with your money (and sometimes regret)
- [7] The "report card" of a country's economy



Image by Parvani chauhan depicting Market



Drawing by Garbeeta Ray depicting difference between rich and poor



# Fact 'n Chat

## Did you know!!!

**The Snob Effect:** Some consumers pay more for goods simply because their price is higher, believing that expensive items are superior, contrary to the usual law of demand.



## Did you know!!!

**Manhole Cover Markets in Japan:** Some manhole covers are painted beautifully for tourism, but rare covers can sell for several thousand dollars as collectibles.



**Teacher :** What is capital

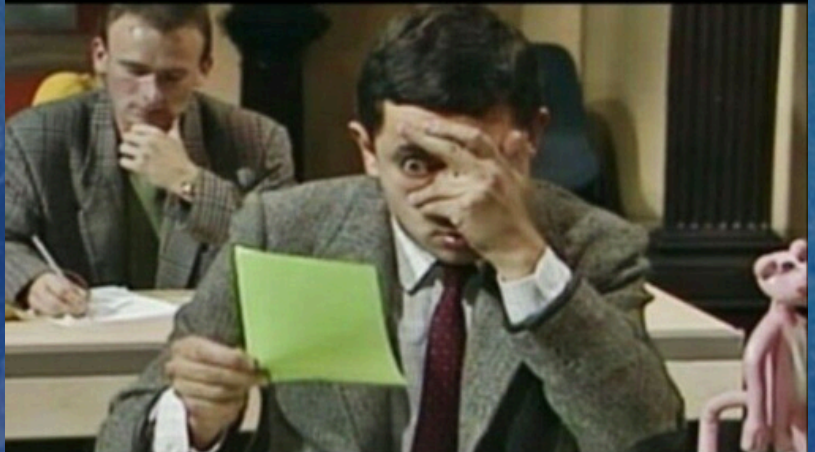
**Others :** The large from of a letter of the alphabet

**Me :** money invested by owner is called capital

**Teacher :**



**WHEN YOU FINALLY REALIZE  
THE OPPORTUNITY COST**



**OF NOT STUDYING**



## Our Achievers

Ananya Singh of BA Economics 1<sup>st</sup> year made the institution proud by winning 3<sup>rd</sup> place in English Elocution competition at the Himachal Pradesh Youth Festival. Her confident stage presence, clarity of thought, and impressive command over language captivated both the judges and the audience. Her achievement is a testament to her dedication and exceptional oratory skills.



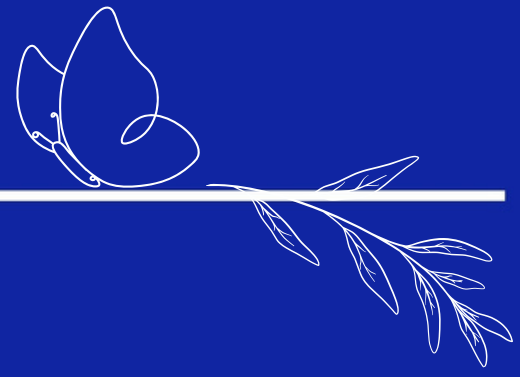
Arnima Sharma and Avani Thakur (B.A. Economics Honours, 3rd Year) successfully completed their internship with the Directorate of Economics and Statistics, Himachal Pradesh. During this period, they gained valuable exposure to the workings of a government department engaged in economic research and data analysis. The internship provided them with practical insights into statistical methods, data collection, and the application of economic principles in policymaking and development planning. Their dedication, enthusiasm, and willingness to learn reflect their commitment to academic and professional growth.



Arnima Sharma



Avani Thakur



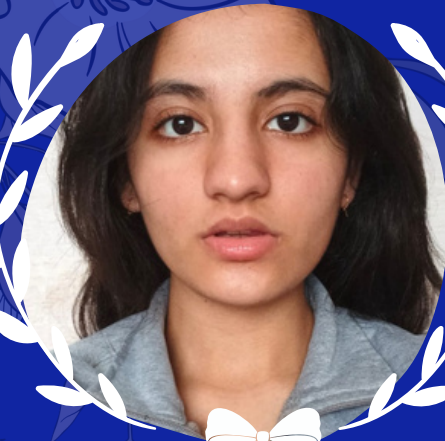
Garbeeta Ray (B.A. Economics Honours, 3rd Year) secured Third Position in the Cartooning category at the Himachal Pradesh Youth Festival, organized by the Government of Himachal Pradesh. The achievement highlights her participation and creative contribution to the festival's artistic events.



## Our Team



*Garbeeta Ray*  
*Editor*



*Ananya Singh*  
*Co-Editor*

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