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भारतीय प्रबंध संस्थान कोझिकोड में आपका स्वागत है  
INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE WELCOMES YOU  
Globalizing Indian Thought

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# Seshadripuram

a SCOSA initiative

monthly

Alumnus Usha  
Devi on her  
journey  
Page 12

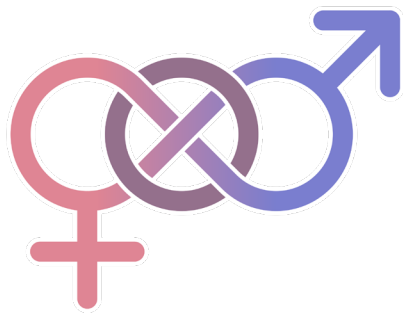
Also

Petrol prices riding the  
bull Page 17

Every dog has its day  
Page 20



# CONT



Breaking Stereotypes  
**Page 8**

GIG Economy  
**Page 12**



Talk to Yourself  
**Page 18**

# EVENTS

Petrol prices riding the bull	6
Breaking Stereotypes	8
I am Usha Devi and this is my story	10
GIG Economy	14
Talk to yourself	15
Every dog has its day	16
Anime review - Erased	20

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# Editorial

Hello,

Phew, another issue down, just a few more issues until 'The Seshadripuram Monthly' is one year old. This issue, again, was a challenging one with college reopening and all editors having way too much on their plates but we pulled it off. Firstly and most importantly I'd like to thank our Principal, Dr Meera HN for her constant support in continuously publishing this magazine. I'd also like to thank Mr Goutham, for his guidance and for shouldering the responsibility of Editor for this issue.

I'd like to thank Mr Pranav Jagadeshan for handling a colossal part of the magazine. I'd also like to thank the whole student editor's team, Mr Vaishnav, Mr Vikram, Mr Amogh, Ms Shraddha, Ms Dhatri, Ms Disha Srinivas and Ms Disha Rai for helping the magazine out in various ways and constantly working in order to publish successfully.

This issue contains some amazing works, our cover article by Ms Usha Devi especially, who has penned her path to success flawlessly, is incredible. Mr Vaishnav's article on the surge of petroleum prices is also an interesting read, keeping us all up to date with recent happening. Ms Dhatri's article on Breaking Stereotypes is another great one, pushing us all to realize our flaws and helping us break through these thoughts of society and evolve for the better. Also, catch this issues anime review by Mr Ayush Srivastava on Erased a.k.a 'Boku Dake Ga Inai Machi'. The review has left me itching to watch the show and I'm sure you will too.

Our magazine has come a long way from an idea to materializing into such an amazing platform to express, I'd like to thank everyone who helped us again.

People who have something to share can mail their content to [scosa.spm@gmail.com](mailto:scosa.spm@gmail.com). We plan on publishing more regional languages next issue onwards so go ahead and send us that Hindi poem.

I'd once again like to thank the principal, teachers, alumni, editors, student editors, and everyone involved in publishing our magazine. I hope you readers have as much fun reading as we had to compile this issue together.

Raghavan R  
III BCom F  
October 2021

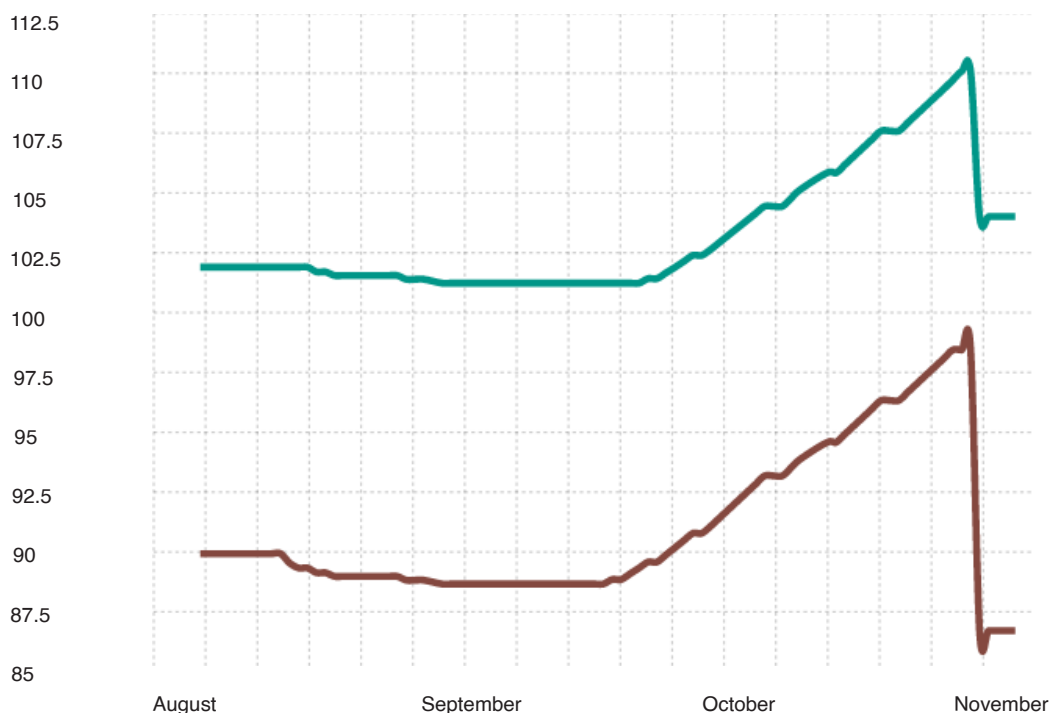
# Petrol prices riding the bull

News

by Vaishnav Sunil, III BBA B

**W**aking up, everyday morning to see the petroleum prices breach towards new highs is probably one of the scariest nightmares anyone commuting daily on a vehicle can have due to how deep a hole it can burn in their pockets. For us, it may look like the Government is struggling to control or has no control over the price spikes despite the world coming out of the pandemic. However, to understand the situation, we need to take a step back and have a deeper look into the issue.

Graph displaying petrol prices in India over August, September, October and November of 2021



via mypetrolprice.com

In India, we rely heavily on imported fuel to satisfy the country's fuel hunger. This also means that India has to spend more to purchase crude oil. Looking at the currency's exchange value trend, the Indian rupee has been moving up towards nearly Rs. 75 per United States Dollar. This, in turn, makes the imported products much more expensive for Indians. Moreover, there has been a tremendous drop in the supply of coal, bringing its international demand up.

So why cannot the Government just control the prices? This used to be the case back in 2010. The Government was responsible for fixing the price of the fuel. The Government, every two weeks, revised these prices. But in 2014, the prices for petrol was deregulated. This means the Government no longer had control over the prices like it used to. Ever since the petrol prices are being revised daily. According to Lok Sabha, Public sector oil marketing companies decide these prices by taking various factors such as exchange rate, tax structure, freight charges, and many other cost elements.

But something that gets overlooked is the fact that this is not exactly the case! The price of petrol and diesel in India is not determined by the actual costs incurred by PSU refiners such as Indian Oil, HPCL and BPCL on crude oil sourcing, refining and marketing. Rather, a formula called Trade Parity Price (TPP) is used to price it. The

formula assumes that 80 per cent of the petrol is imported into India and 20 per cent is exported. So, petrol prices in India are more determined by the prices of the same in the international market.

With Brent oil prices increasing and a sharp fall in the supply of fuel, it is obvious as to why the prices of petroleum have been increasing. Oil marketing companies like Indian Oil need not necessarily take the hit of the price increase, rather they would just pass it down to the consumer. The Central Government had also increased levies on Petrol last year due to slow economic activity during the pandemic. Central and state taxes currently account for about 53.5 per cent of the pump price of petrol and about 47.6 per cent of the pump price of diesel in Delhi. As per the Finance Ministry, the Government has no plans to bring

down the taxes to pre-covid levels.

The Central Government wisely used the fiscal space generated by fuel charges to expedite capital investments and pursue a variety of socio-economic development programmes. More than 60% of fuel duties are set aside for capital expenditures. States, like the Federal Government, require financial resources to fund development projects, and fuel taxes are an essential source of revenue for them. Reduced crude oil usage is the only long-term solution. In this strategic framework, the continued campaign to promote e-vehicles, boost ethanol blending in gasoline, and promote alternative fuels like Green H<sub>2</sub> should be seen. ■



# Breaking stereotypes

Lifestyle

by Dhatri L, II BCom H

A stereotype is a fixed general image or set of characteristics that a lot of people believe represent a particular type of a person or a thing. If someone is stereotyped as something people form for a fixed general idea or image of them, so that is assumed that they will behave in a particular way. To give you an idea let's take the kinder joy chocolate advertisement. they have the chocolate in two different colour wrappers. pink for girls and blue for boys. There's no hard and fast rule that boys have to choose blue. it's the society that makes young minds think that they should not choose pink because pink is for girls only. Stereotypes are learned or taught to people through many different social media influencers, family, friends, neighbours, teachers, peer groups.



*How can you help fight these gender stereotypes?*

*Point it out*

If you recognize a negative stereotype, point it out and talk with your friends and family. People don't see it until someone shows it.

*Speak up*

If someone is making negative comments, call them out.



Now, let's dive into a few instances where gender stereotypes are upheld

## Men cant wear feminine clothes and apply makeup. that's so not masculine

The masculinity of a person does not depend on the clothes they wear or the way that they look. masculinity is a form of gender, being honest with oneself and treating others with respect and kindness. Men in this century specifically in 2021, are normalising wearing feminine clothes, applying nail paints, wearing pink and are educating other men about breaking these gender norms and these things does not define any one gender.

## Widow remarriage

Back in ancient times in India, people who followed Hinduism practised sati which is when the spouse dies, the wife had to throw herself in the fire with her husband. She had no other options. But in these times, the concept has changed for good. Although some elderly people including current generation people are sceptical about widow remarriage, a good per cent of people who support remarriage are raising awareness for the same.

## Women have to have kids

Married women are frequently asked when they are going to have kids .most young women are pressurised to start a family. When they have spent the last decade focusing on building their career. It's not always the career that is holding them back from having kids, there are other complications such as health, financial instability, life goals. there is always an amazing option of adopting a child and giving it the best life.

## Drag queens and kings are transgender

Being trans isn't a matter of clothes but identity. Similarly, being a crossdresser or drag queen or king doesn't mean they are trans. not all drag queens and kings are trans. some crossdress for entertainment purposes only.



*How can you help fight these gender stereotypes?*

*Be an example*

Be a role model for your friends and family by respecting people regardless of gender or occupation or any of their life decisions.

Put yourself in other's shoes and only then you will know what is their situation hence respect everyone's decision



# *I am Usha and this is my story*

**Cover Article**

by Usha Devi M, BCom(2019)





# a Devi



IIMK/FST/278-282





Coming from a small village in the district of Kolar, I was raised in a joint family. We do farming for a living. It was very hard to convince

my parents to let me study at Seshadripuram as I had to stay in a hostel in Bangalore. But I knew I had to do this to fulfill my dream of studying at one of the finest institutes.

Studying management from one of the top B-schools in India has been my dream even before I joined Seshadripuram College. So, I focused on maintaining good grades while simultaneously preparing for CAT through online coaching. I do not come from a sound financial background hence couldn't appear for CAT in my final year. Since clearing CAT was my only aim during that time, I didn't prepare for my placements. But luckily I appeared for Deloitte as I liked the profile they offered and cleared all the tests. My aptitude skills learnt during CAT prep helped me sail through the toughest test. I was also working on my profile during this time and appeared for a few commerce talent tests. This helped me nail the interviews. I accepted my job offer from Deloitte USI and joined them as an Associate under the Engagement Financial Advisory function. I worked there for almost a year. I was juggling between office work and CAT prep by pulling all-nighters.

I appeared for CAT '19 and got a call from IIM Kozhikode and CAP. I didn't appear for CAP as I only wanted to





get into the top 10 B-schools and so chose to appear only for IIM K interview. Luckily I got through the interview process and was selected for the IIM Kozhikode's flagship two years MBA program. I could finally pursue my dream despite all the financial constraints. I have also been featured on the IIM Kozhikode's official humans of IIM Kozhikode page.

It was truly a dream come true for me. While my family and I were rejoicing at the achievement, the pandemic had its own plans. Our entire first year went online. This term, I would consider it one of the toughest. We had a very strict schedule filled with lectures from morning to evening, quizzes, assignments, presentations, etc. But the most crucial thing is our 'Summer Placements'. We had various

companies coming over to campus and giving pre-placement sessions. Towards the end of the process, I was placed with Axis Bank which offered one of the highest stipends on Day -1 for a General Management role. I recently completed my two months stint with their Commercial Banking Group. I also interned with the Stanford University Research Team and International Centre for Culture and Education during this time.

From fighting with my family to go and study at Bengaluru to them being happy and proud of me going to different states and places is what I truly consider my biggest achievement! I finally feel that I have proven to everyone who doubts about a girl's calibre that we can also reach great heights if given the opportunities. ■



# GIG Economy

Economics

by *Mohammad Sihab, II BBA B*

**A** global discussion is raging about independent workers or the so called gig economy. But what is it all about? And how important is that?

In a gig economy, companies tend towards hiring independent contractors and freelancers instead of full-time employees. The gig economy is based on flexible, temporary or freelance jobs, often involving connecting with customers through an online platform. Gig work—which is basically work delivered ‘on-demand, as and when the requirement arises, and for a fixed period of time.

The gig economy has gained momentum in recent years due to the emergence and success of platform-based firms such as Ola, Uber, Swiggy, Zomato and Urban Company.

Let us have look at some of the benefits of Gig economy.

Employees work whenever they wish to work according to their flexibility and time management. Employers can take the benefits of services whenever the requirements arise. It is helpful to both employees and employers in managing cost-effectiveness.

All though there are a few drawbacks of the gig economy, traditional jobs often provide employees with a lot of protection and perks but when it comes to the gig economy we can see that lack of social security. Furthermore, there aren’t stable earnings for workers as the amount of salary they get is not sufficient to run their families and for that, they are supposed to work extra hours to earn the incentives. Low ratings hamper their job profile to an extent that they can lose their jobs.

We as customers play a crucial role when we give ratings for their services because as mentioned

above that low ratings can hamper their job profile, so we have to be responsible for giving a genuine rating for the service they provide us. ■

## Sites that promote Gig Economics

- 1** [fiverr.com](https://www.fiverr.com)
- 2** [upwork.com](https://www.upwork.com)
- 3** [toptal.com](https://www.toptal.com)



# TALK

## TO YOUR SELF

Lifestyle

by Lavanya JM, II BCom(Hons)

Here's why *self-talk* is so important

**Y**ou all have heard this quote - No one but you who will be there for you during your difficult times. It is you who will live your life. So you should never have a communication gap with yourself. Sometimes and maybe most of the time there will be a collision between your heart and mind. Sometimes they both just work like opposites. And the communication gap will add ghee to the fire. When you have fights or misunderstandings with someone, you always try to resolve them by speaking. Similarly, you will have to speak with yourself to understand yourself. When you start speaking to yourself you will understand the thoughts in your mind and how your heart will respond to the same. Thus you may succeed in resolving issues between them.

We are always taught how to speak to others at home - with elders, kids, parents; in public - with friends, relatives, strangers, and known ones. But we are never taught how to speak to ourselves and how to nurture ourselves. The positive approach towards life begins with positive thinking. Make sure you have a positive approach when you speak to yourself. Well, it doesn't mean you should never think negatively at all. Sometimes negatives should be

identified in order to understand the positives. But don't let the negatives hypnotize you. The more negative you think the more it will hypnotize you to do negative things. Thoughts are the result of your thinking. Negative thinking means not only the thoughts that run in your mind, it has a whole life. Negative thinking or thoughts have an impact on your behavior, decisions, perspective just a few to mention. It has an impact on every aspect of your life - physical, mental, intellectual, spiritual, emotional, and sexual too. The way you are is the way you look at things. When you feel beautiful, things would seem beautiful to you. When you feel ugly how can other things seem beautiful? Self-love nurtures Self-talk. I am sure you all love to talk with your loved ones. Similarly, when you start loving yourself the Self-talk will surely follow. Self-talk not only means speaking to yourself. Here it also includes silence. Sit with yourself in silence, have your me-time. Silence is also a kind of communication that I believe helps you to improve your inner peace and focus. Trust me when I say this - Self-talk works as a stress buster. I suggest you never bottle up your feelings and Self-talk will never let you do that, let

it be happiness or sadness. When you feel happy, tell yourself to behave like one. Sing, dance, laugh out loud, write, sleep, be quiet, do whatever you love to. If you are sad, let yourself know that you are sad and need to cry and let your tears flow. It will make you feel good. Why do you always hide your sadness? When u can celebrate happy moments and enjoy them even more. Why can't you celebrate sadness in its own way? For example- Celebrate your sadness and grief in your way by crying or writing or sharing it with someone and letting it go.

Life is a journey where every second you have to fight and win the battle. The battle may be with fear, anxiety, hesitation, depression, and many more. Self-talk may not completely help you to win the battle but will surely assist you to win. It will help you to accept yourself and improve your Self-confidence. It will help you to trust yourself completely and will also help you in the journey of making things possible.

I can tell all this to you because I speak to myself. I am now wondering whether I am speaking to you or is it Self-talk? ■

# Every Dog Has Its Day

Business

by Sai Karthik M, II BBA B

**S**

hiba Inu, created in August 2020 by Ryoshi, is a joke coin or meme coin which was launched as a rival to Dogecoin.

Shiba Inu has been in the news for two reasons. Recently, Tesla founder Elon Musk had tweeted stating he would like to own a Shiba pup that excited the crypto market and the prices rose by 300 per cent.

The prices of Shiba Inu coins fell by around 40 per cent after the 27-year-old Russian Canadian Billionaire Vitalik Buterin donated 50 trillion Shiba Inu coins to India Covid Crypto Relief Fund, run by Indian crypto entrepreneur Sandeep Nailwal. Shiba Inu coin (SHIB) is an Ethereum-based ERC-20 token that has risen in popularity this year, largely because of its dog-themed ecosystem, speculation on its price by retail investors and strong community engagement.

The official Shib Twitter account, for example, has over 1.2 million followers – more than leading crypto companies such as Cardano, Kraken and Solana.

The digital asset was inspired by the Japanese breed of dog of the same name, which sparked a viral meme trend in 2013 and subsequently led to the creation of the infamous dogecoin cryptocurrency. Shiba inu, along with dogecoin and the hundreds of other pet-inspired digital assets, have become collectively known in the industry as “meme coins.”

Ordinarily, a meme coin offers owners little to no utility compared with more established cryptocurrencies such as bitcoin and ether. In the case of Shiba Inu coin, however, there seems to be a legitimate attempt by the development team to provide more value to SHIB holders, including launching a decentralized exchange in July.



# Key Features of Shiba Inu Coin

So other than being another doggy-themed cryptocurrency, what is the shib coin all about?

The first notable thing about Shiba Inu coin is its total supply. A total of 1 quadrillion SHIB tokens were minted during its official launch in 2020. A quadrillion is a number followed by 15 zeros. Some 50% of the supply of Shiba Inu was locked in Uniswap SHIB/ETH liquidity pool – a decentralized exchange where users deposit pairs of assets into

liquidity pools that other investors can trade against. That is known as an automated market maker system.

The other 50% of shib token's supply was donated to Ethereum's founder, Vitalik Buterin, who burned a vast majority of them by sending the tokens to a dead crypto wallet address. The remaining tokens (worth \$1.2 billion at the time) were donated to an Indian COVID-19 relief cause and other charities. The Shiba Inu coin universe also consists of a decentralized

exchange, called Shibaswap, and two other tokens, "LEASH" and "BONE,".

Finally, the community is also championing a rescue campaign for Shiba Inu dogs. All you need to do is make purchases on Amazon through smile.amazon.com and select Shiba Inu Rescue Association (as your preferred nongovernmental organization). This will allow a percentage of your purchase to be donated to a cause focusing on helping Shiba Inu dogs in need.



## What is Shibaswap?

Shibaswap is a decentralized exchange – a type of peer-to-peer trading platform similar to Uniswap that allows users to trade SHIB and other cryptocurrencies without an intermediary company. It also allows users to provide liquidity (deposit funds into pools that other traders can use to trade against) and stake tokens (deposit them into a smart contract) to earn interest using shib token and two additional ERC-20 tokens that exist in the Shiba ecosystem:

**Bone ShibaSwap (ticker: BONE):** Bone is designed to function as the platform's governance token, with a total supply of 250 million coins. That means holders of bone tokens are able to propose and vote on changes to the Shiba protocol via its "Doggy DAO." It's also minted and rewarded to users who provide liquidity on the platform.

**Doge Killer (ticker: LEASH):** This

was originally launched as a rebase token (also known as an elastic token), a type of token similar to an algorithmic stablecoin where the supply automatically increases and decreases via a computer algorithm to keep its price pegged to another asset. In this case, the leash's supply is adjusted to track the price of doge at a rate of 1/1,000.

For example, if the price of dogecoin was \$0.05, the supply of leash would change (mint new tokens or destroy coins in circulation) to adjust the price of the leash to \$50.

Leash tokens have since been "unleashed," and now no longer track the price of doge. With a scarce supply of just 107,647 tokens, the leash has become the main store of value coins for many Shiba Inu owners.



# SHIBASWAP FUNCTIONS



On the ShibaSwap homepage, there are six functions available that incorporate the ecosystem's three native coins, shib, leash and bone:

## How different is Shiba Inu?

The launch of Shiba Inu failed to gain traction at the beginning, but it began to make a splash around the same time Tesla CEO Elon Musk and other prominent individuals started to take interest in Dogecoin. Tech billionaire Musk in particular has been one of the most vocal supporters of Dogecoin. Dubbed the “Dogefather,” Musk was even voted as the project’s new unofficial CEO. In the run-up to his appearance on “Saturday Night Live” in May, Musk hinted that he would mention Dogecoin during the show. That

fuelled an unprecedented dogecoin price rally, which boosted the value of shib. In five days, the price of shib increased by over 2,000%. The coin subsequently experienced a price slump along with the market-wide crash sparked by Musk’s announcement that Tesla would no longer accept bitcoin as a form of payment. It would later recover some of the lost value in the first week of October when Musk shared the picture and name of his new Shiba Inu puppy. All in all, SHIB’s price gained over 27,000,000% from January to October.

### Dig

Digging is the liquidity pool function on the ShibaSwap platform. Here, users can deposit crypto assets in pairs to existing liquidity pools on the platform, or create their own. As a reward, liquidity providers receive ShibaSwap liquidity pool tokens (SSLP). Those tokens represent their share of liquidity in the pool and entitle holders to receive free bone tokens upon redemption.

### Bury

This refers to where users can stake their shib, leash and bone in order to generate high-interest yields paid in bone tokens.

At press time, the rates were 171%, 266% and 814%, respectively. Once staked, users receive a token that represents their staked amount in xSHIB, xLEASH or xBONE.

33% of bone rewards from staking are available immediately, while the remaining 66% are locked up for six months.

### NFTs

Here, users can trade 10,000 unique non-fungible tokens called “Shiboshis” – pixelated Shiba Inu dog cartoons similar to CryptoPunks with different traits, some rarer than others.

### Bonafolio

This is an analytics dashboard where users can explore current interest rates and track their yield returns.

### Woof

“Woofing” is the function for redeeming bone rewards by cashing out SSLP tokens.

### Swap

This is the exchange feature of the ShibaSwap platform where users can swap between multiple assets.

# The **Elon Musk** Effect



Dogecoin has been developed using the same technology as Bitcoin. Shiba Inu tokens are powered by Ethereum. Fungible tokens like Shiba Inu are ERC-20 tokens and non-fungible tokens (NFTs) use the ERC-721 token standard of the Ethereum platform. SHIB token is our first token and allows users to hold Billions or even Trillions of them, the official website mentions. More additions are coming up as per the Shiba Inu's website. The creators plan to launch Bone Dogecoin Killer, the next coin in future.

## Expert Opinions about **Shiba Inu Coin**

Investorplace.com had recently conducted detailed research on the Shiba Inu coin which conveyed that the predictions of the price of currency have been heating up due to the enormous gains of the cryptocurrency.

However, it is seen that the investors are not yet rushing to invest their money into the new cryptocurrency. Investorplace.

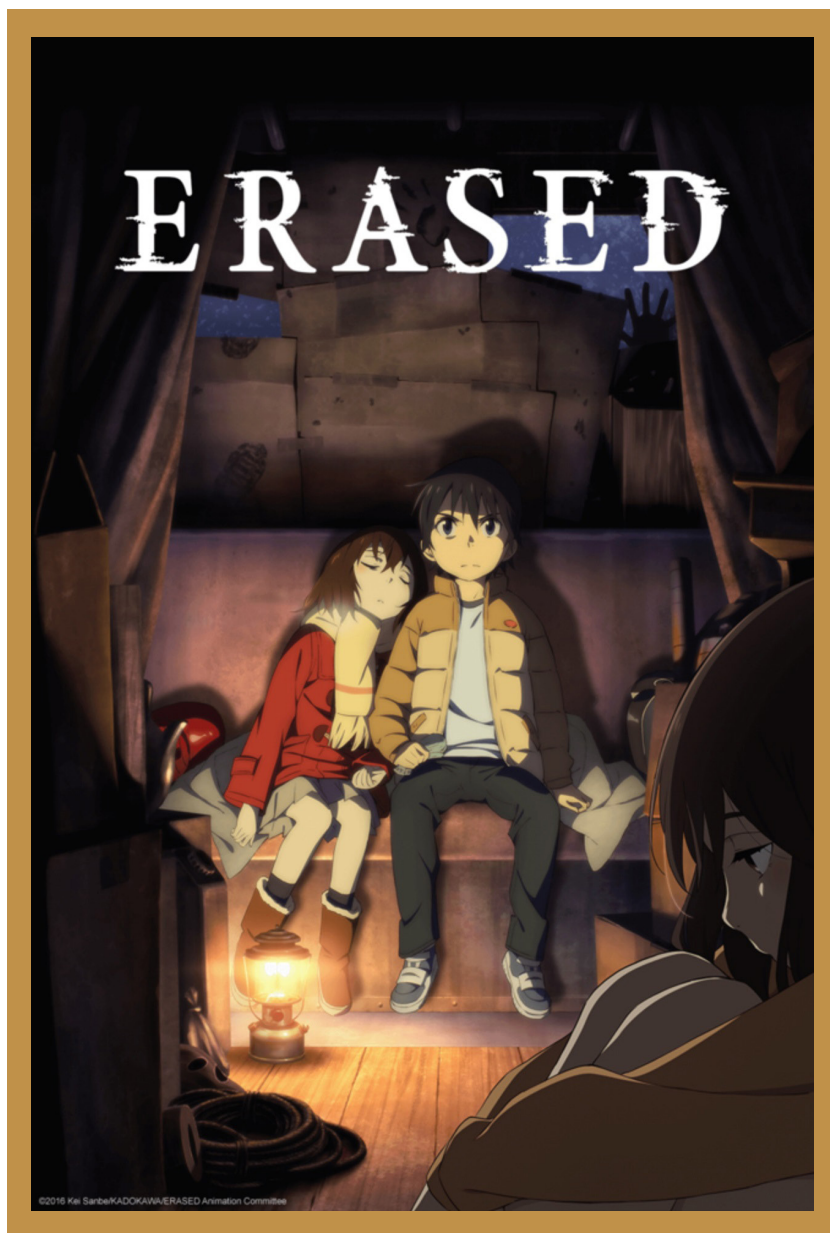
com had done a dive into the number of predictions about the new coin where they found out WalletInvestor has suggested that Shiba Inu coin is not a good investment for the long term.

They also have an estimated prediction that the value of this cryptocurrency would see a downfall by the end of 2022 to somewhere in between USD

0.000029 to USD 0.000016.

But DigitalCoinPrice has predicted that there would be an increase in the price of the cryptocurrency and would see a jump by the end of 2021 to USD 0.000044.

Gov Capital has predicted that Shiba Inu Coin would see a huge drop falling to USD 0.000006. ■



## Review

by *Ayush Srivastava, III BCom F*

**Genre**

**Mystery; Supernatural**

**Aired**

**Winter 2016**

**Source**

**Manga by Kei Sanbe**

**Episode**

**12 Episodes; 24 mins each**



Ever imagined being in possession of such a power that could send you back in time after a disaster or a life-threatening incident takes place around you and takes you back just in the right time where you are able to prevent the calamity that is about to come by using your hindsight. Well, this cannot be possible for any normal human being out there but for the protagonist of this anime it's a different story.

*Boku Dake ga Inai Machi*, also known as *Erased* is a short 12 episodes anime released in the summer of 2017. It's an adaptation of a manga written by Kei Sanbe. This is going to be a spoiler-free review of this anime with only the basic premise so that you can get a headstart to what you are actually getting yourself into. The genre of this show is mystery and supernatural.

The anime starts with a 29-year-old man Satoru Fujinuma, he is a struggling manga artist and isn't really able to come up with any great or appealing ideas for his manga and also works as a deliveryman at a pizza shop to make both ends meet. He seems like any other normal person but that's not quite the case, as he is in possession of a power called "Revival" that sends him back in time (without his consent) in order to prevent any life-threatening incident from happening as I have already explained in the first paragraph.

He is an introvert and a shy person who always had a hard time understanding other people's emotions but now tries to make efforts in getting along with other people or at least pretending to because of an incident



that happened in his childhood for which he finds himself partly responsible for not being able to save his friends due to his lack of communication skills or for not giving them enough attention.

Satoru's ability to travel back in time is definitely a very rare gift and anyone would think that he is lucky to have such a superpower, but being the one to have this unusual ability also means that now he has the responsibility of preventing the incident before it occurs cause he is the only one who is aware of what is going to happen and tries his best in order to save other people's lives by putting his own on-line. In the first episode, we see him preventing a truck from hitting a child using his powers, but even after saving the child, he himself gets injured in the process.

Usually, his power sends him 10 or 15 minutes back in time only to so much where he is just able to prevent the accident, but one day he gets accused of a murder which he did not commit and then in order to prevent it from happening the revival takes him 18 years back in time, when he was a mere 11-year-old child but now with a brain of 29-year-old. Now he must figure out what needs to be done at this time in order to prevent the murder from happening 18 years later. Now, this is what the forte of this anime is that how in a body of an 11-year-old he solves the mystery and stop the killer, and since he is in the time when his friends were still alive he has got one more chance to save them as well.

To be honest, there are many animes out there who have a similar type of story, however, there is uniqueness in its plot and the way it's narrated. Comparing it with the other anime wouldn't be fair cause it has handled the story with perfection. You will never get bored while watching it and the thrill and suspense constantly increase after each episode and only gets more intense after every moment. Well, I don't really want to say anything bad about this anime because I really enjoyed it throughout and it stayed with me for a long time but it still doesn't change the fact that it did have its share



of flaws. Again like most animes the ending felt a bit rushed and it's understandable cause there were only 12 episodes but could have been more helpful if they had added a few more episodes; nonetheless, the anime will keep you gripped to your seats throughout the episodes and manages to deliver a strong message that is sure to keep you up at night. ■

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by *Disha Rai*, II BCom(Hons)



Seshadripuram Educational Trust

## Seshadripuram College

N<sup>o</sup> 27, Nagappa Street, Seshadripuram, Bengaluru-560 020

Phone: 080-2295 5354/2346 7607 | email: principalspmcollege@gmail.com

Web: [www.spmcollege.ac.in](http://www.spmcollege.ac.in)

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