



FIFA 2018

EDITOR'S SECTION

"Be somebody, nobody thought you could be."

With this ultimate goal in life an interview was conducted with Mr. Mayank Garg, a Chartered Accountant and MBA by qualification, who is currently working as a manager in Deloitte Touche Tohmatsu India LLP in the field of Forensic and Dispute Services. Mr. Mayank shared his honest views with us, while asking about the efforts he has to emplace as a manager he told us that, "To be a forensic auditor, it involves a lot of client interaction to understand the policies, so one could analyse things properly". Socialising with new people is something that Mr. Garg loves to do; this helps him to know a lot about the human behaviour. He told us that it is tough to be a manager it requires a lot of hard work and dedication at each step to supervise the project team. He also said that, every day is a challenge for him to give his best to the organisation that he is working with". When we asked him the definition of success in his own words Mr. Garg told us with his limpid thought that when someone stops thinking about achieving everything in life, that's the day when they achieve success. He further added "Be hungry for success, don't stop yourself from spreading your wings". Mr. Garg looked calm and obvious about the thoughts that he shared with us, it was crystal clear that sky is his limit for success. He also advised to accept the mistakes we have done in our life, because he believes that it is important to make mistakes in order to achieve success.

When we asked Mr. Garg that where does he want to see himself 5 years down the line, he said that "I'm learning so much in my travels and I think it's because I take jobs where I feel great about the company and the people, as opposed to focusing on one industry. That's my plan for next five or ten years, also." He ended the interview by adding his fruitful thought that he will keep working hard and put in more dedication with each passing day, as he feels that success is a never ending process.

-Mayank Garg, CA, MBA
Manager at Deloitte

KNOW IT ALL

1. This was the first FIFA World Cup to be hosted in Europe since 2006 and the first time ever a World Cup is hosted in Eastern Europe.
2. This will be the 21st World Cup since the tournament started in Uruguay in 1930.
3. The mascot for the FIFA World Cup Russia 2018 was selected through online voting. He is a wolf with the name Wolf Zabivaka and was designed by a student called Ekaterina Bocharova.
4. For the very first time since 1958, Italy will not be part of the FIFA World Cup.
5. This World Cup will see the debuts of two new teams: Iceland and Panama.

-HITAKSHI GUPTA

THE UNPREDICTABLE FIFA

"FOR THE GAME, FOR THE WORLD"

Pepsico told us to 'change the game'. Well, when it comes to the recently ended 21st FIFA world cup, we went a step ahead and lived it. And yes, it wasn't Spain or Argentina or even Brazil or Germany that won, it was the la République française! It was France with Croatia and Belgium (in that order) as the runner-ups. This time around, the FIFA world cup was held in Putin's Russia, Moscow. But no matter the venue or the champion, the number of goals scored or nerve-racking shootouts, it still was one (amongst many) of the most beautiful world cups in FIFA history, with the German composer, Franz Lambert's FIFA anthem still resonating in our hearts. As we go down the memory lane, we reminiscence everything that made the game we love so exhilarating and well, simply unpredictable. The FIFA world cup, a magnificent championship, held every 4 years, is governed by Fédération Internationale de Football Association. The association though was founded way later in 1903, as the fan base of football increased after it's 1st international game in Glasgow(1872) between England and Scotland which ended in a draw of 0-0. Imagine a scenario where folks played purely for the demonstration with no trophies or medals involved and when most countries didn't participate in it, whereas the recently concluded FIFA had 210 teams, out of which 32 went into the qualification round like Argentina, France, Brazil, Croatia, etc. What flabbergasted the fans most was that the past two champions went home early. Spain (which eventually got the fair play award) ditched its Real Madrid-bound coach on the eve of the tournament and Germany failed to advance past the first round for the first time in 80 years. The stunning volley by France's Benjamin Pavard against Argentina was the best single strike of the event. Croatia inspired small countries everywhere by advancing to the final. A competition that began by showcasing Lionel Messi, Cristiano Ronaldo and Mohamed Salah pivoted midway through to Harry Kane (top scorer, England), Luka Modric (best player, Croatia), Thibaut Courtois (best goalkeeper, Belgium) and Kylian Mbappe (best young player, France), who became the 1st teenager to score in a world cup final. Mbappe's performance in the final had the 77-year-old person, a football legend, tweeting "If Kylian keeps equaling my records like this, I may have to dust my boots off again." To which Kylian graciously replied, "the king will always remain king". Such is the heart-melting moments that will go down in the history of FIFA 2018. But FIFA wasn't always the game we know now. It had its fair share of collapse, conflicts and controversies. During World War I, with many players sent off to war and the possibility of travel for international fixtures severely limited, the organization's survival was in doubt. It was saved from extinction but at the cost of the withdrawal of the Home Nations (of the United Kingdom), who cited an unwillingness to participate in international competitions with their recent World War enemies, but they resumed their membership later. Well, of course, they did! England was the 4th runner-up this year. Years later, there was the FIFA 2015 corruption case that centred on the alleged use of bribery, fraud and money laundering to corrupt the issuing of media marketing rights for FIFA games and clothing sponsorship contracts. This year it was Putin, his VIP suite and his guest, Sudanese President Omar al-Bashir, that sparked the controversy. Field politics surfaced too when two Swiss goal-scorers with family ties to Kosovo made double-eagle gestures with their arms during a victory over Serbia and a Croatian defender paid tribute to Ukraine after helping eliminate Russia. But keeping aside the diplomacy and the disputes, FIFA 2018 made us both laugh out loud and cry and celebrate in the best of ways as the French players danced on the table tops and sang in honour of their coach. Though the le grand celebration made us cry for more reasons than one, as it marked the end of one of the most historical series of 64 football matches that ended in France being the winner, football fans all around the world wait for its quick return in 2022, Qatar - middle east. Until then, we will just have to content ourselves with the league club matches, which will be a pleasure in itself!

-KIRTI BHARDWAJ

SOCIAL HYPE

The "Federation International De Football Association" or FIFA is the international governing of football, the world's most famous game. Global football is a multibillion-dollar industry and FIFA presides over it all. The world cup can have a significant effect on the host economy. According to a recent survey 14 million jobs were created during the FIFA world cup, 2018. Millions of fans across the globe had to pay for hotel, food and travel accommodations which injected billions in the Russian economy. It is clear to see how FIFA has the power to impact the economy of the small number of nations by granting the right to host the world cup. The 2018 football world cup had a little lasting effect on the Russian economy. While the extra boost in tourism will benefit Russia's already healthy external accounts. Moody's said, "the food, hotel, telecom and transport industries would see a temporary boost in revenue, but the overall credit impact for the Russian corporate sector would be limited." Construction companies are also among the key beneficiaries, but they would have already felt much of the impact. Much of the economic impact has already been felt through infrastructure spending and even there the impact has been limited Russian media reports that Russia spends a total of 883 billion rupees (\$14.2 billion) on hosting the event. Overall FIFA is a multibillion-dollar corporation with power to create millions of jobs and inject billions of dollars into a nation's economy. Thus, FIFA is a very profitable organization that has a global impact. The Indians usually bleed blue with the cricketing fever but the FIFA world cup donned the nation with yellow, green, red and white as the people cheered for their favorite teams in the respective team jerseys. Yes, not only these people have been buying soccer and various other football equipments from the various e-commerce sites such as Amazon, Flipkart, Myntra etc. but also the jerseys of players such as Ronaldo, Messi and Neymar had been particularly in demand. This not only increased the sales of the e-commerce sites but also gave a boost to the Indian economy. This hype in the football merchandise and products gave a huge competition to all the e-commerce websites. The FIFA fever not only increased the e-commerce sales but twitter, facebook, snapchat also faced a social hype. Since Day 1 people had been excited about the FIFA and as the matches kept on going the snapchat, twitter and facebook faced a lot of updates from the social geeks on the FIFA. People started putting in much time updating their walls during the matches. I had stopped watching the snapchat stories for the time being as I knew that all the stories had the same thing uploaded 'FIFA'. Even the news feed of my facebook wall was full of FIFA memes, even after FIFA got over my news feed remained the same for a few days. Even the Russian tourism made a lot of big bucks during FIFA as people travelled from different parts of the countries just to watch the matches which definitely improved the tourism of the economy. This not only leads to a hype in the tourism industry but also gave a boom to the economy as the food and hotel industry also experienced tremendous growth. FIFA came to our homes like any other festival but left us with the long-lasting memories in our hearts to cherish for the next four years, until it comes back the next time in Qatar!

-TRIPTI GUPTA

IMPACT ON THE BRAZILIAN ECONOMY

A strong economy is the backbone of a country and many factors are responsible for it. Some of them are technology, trade (import, export), human capital, physical capital, natural resources etc. But sometimes a sports event can also work wonders for an economy. Sport is a powerful tool that bridges the whole world. These events or tournaments have a feel-good factor and inspiring stories of success, hard work and determination encouraging our youth as well as adults to take up sports. One of these famous sporting events is FIFA WORLD CUP. The craze amongst the people for FIFA World Cup brings millions of fans together. This 2018 FIFA WORLD CUP was the 21st FIFA WORLD CUP. All these eventful years gave us immense energy, entertainment and a major boost to the economy. This time it's for Russia. Since Russia was hosting this year, the country saw some amazing rise in its economy. Tournaments like these boost overall tourist numbers of the country resulting in more funds. The beauty of FIFA WORLD CUP is its craze and impact on the economy is not only in the country in which it is happening but also in other countries. The example of such a boost to the economy was witnessed in Brazil this year. And one of the major reasons for this is the amazing performance of Brazil in FIFA WORLD CUP 2018. It made it to the semi-finals and this encouraged and kept its craze even more in the people of Brazil. People who were not having TVs in their houses bought TV sets just to enjoy this crazy FIFA fever. The marketers used an unusual strategy using superstition to hike the sale of their TV sets. They questioned the public that would they really want to watch the matches on the same TV sets which made them witness the losing performance of Brazil in the 2014 FIFA World Cup? So as the FIFA World Cup moves towards the knock out rounds in Russia, TV sellers witnessed a spike in sales, with football fans buying new sets of TV's or upgrading their old TVs to large screens LEDs to have a better view and a real feel of live matches of FIFA World Cup 2018. To attract these football fans, TV makers thought out of the box and launched new large screen size models in the market and also came up with attractive and money saving schemes. After seeing that this year the football fever was on another level as compared to previous years, many more people invested in this business with the motive of earning more and getting higher returns during this FIFA fever. These higher returns were observed at the time of FIFA only as after the final week of FIFA sales were back to its normal pace. The entire sales spike in television market affected the overall economy of Brazil and gave it a boost. In fact not only in Brazil, there were other countries also like INDIA, who saw some great boost in the economy due to the increasing sales of TV sets. FIFA has played an important role to boost the economy of many countries. People are getting the benefit because of it. More sports events like FIFA should happen to boost the economy of the nations as it is a step towards the development of a nation as without the economic growth development is unimaginable. This way FIFA World Cup 2018 had a great impact on the economy and also gave its contribution in the development sector.

-TANMAYA SADHNALAO



FIFA AND NEPAL

The FIFA World Cup always gathers the entire world and surely Nepal was no exception. People from the cities to the remote villages enjoyed the live matches being held in Russia sitting in front of their television sets in their homes. It was the 13th FIFA World Cup that held in Mexico in 1986 which the Nepalese had enjoyed first in their black and white television sets. Argentina led by Diego Maradona had won the 13th World Cup. A few days before the World Cup kicked off, a survey randomly tried to calculate the number of people wearing the jerseys of different World Cup playing countries. While reaching New Road from Koteshwor, I saw 47 youths, three of them women, attired in the jerseys. Of them, 28 were wearing Argentinean Jerseys, six Brazilian, four each Portuguese and German, two each Spanish and England and one French. This random counting showed one thing clearly that over 60 per cent football fans in Kathmandu support the Argentinean team led by Lionel Messi. Argentinean jerseys also dominate the showrooms of jerseys in Kathmandu. However, in the first five days of the 21st World Cup matches, the fans were disappointed by the performance of their favourite teams. Now with the favourite teams failing to perform well, the sales of the jerseys drop significantly. Although the big teams may make to the last 16, their winning chances did decline. One of my friends, who was supporting Germany, told me he will choose a new team after Germany lost to Mexico. "I watched the match sacrificing my sleep but they lost. I want to change it," he said. Although we don't know how much the nation wasted in importing the colourful jerseys from China and India, it was surely unnecessary but yet demanding expense by public and the economy of Nepal, which might also have contributed to further widening the trade deficit of Nepal. However, the good news is that Nepalese will not be buying any jersey in 2022 World Cup because no one can walk in the city or watch TV at home wearing only jersey in cool November days.

-NIKHIL KAKKAR