THE HINDU
Editorial Analysis

Grammar Reading Skills

Vocab Spoken English

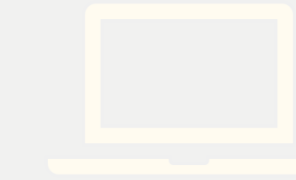BANK / SSC / UPSC / STATE EXAMS

LIVE ▶ 8:00 AM 18 Jan 2022

Mahendra's

Find your purpose, your passion, your unique place in the world... **and fight for it.**

TOPICS WE WOULD COVER

i.   **GRAMMAR SKILLS**

ii. **ARTICLE ANALYSIS**

iii. **THE HINDU VOCABULARY**

iv. **CHECK YOUR PROGRESS**

v.   **LEARNING VOCAB WITH IMAGES**

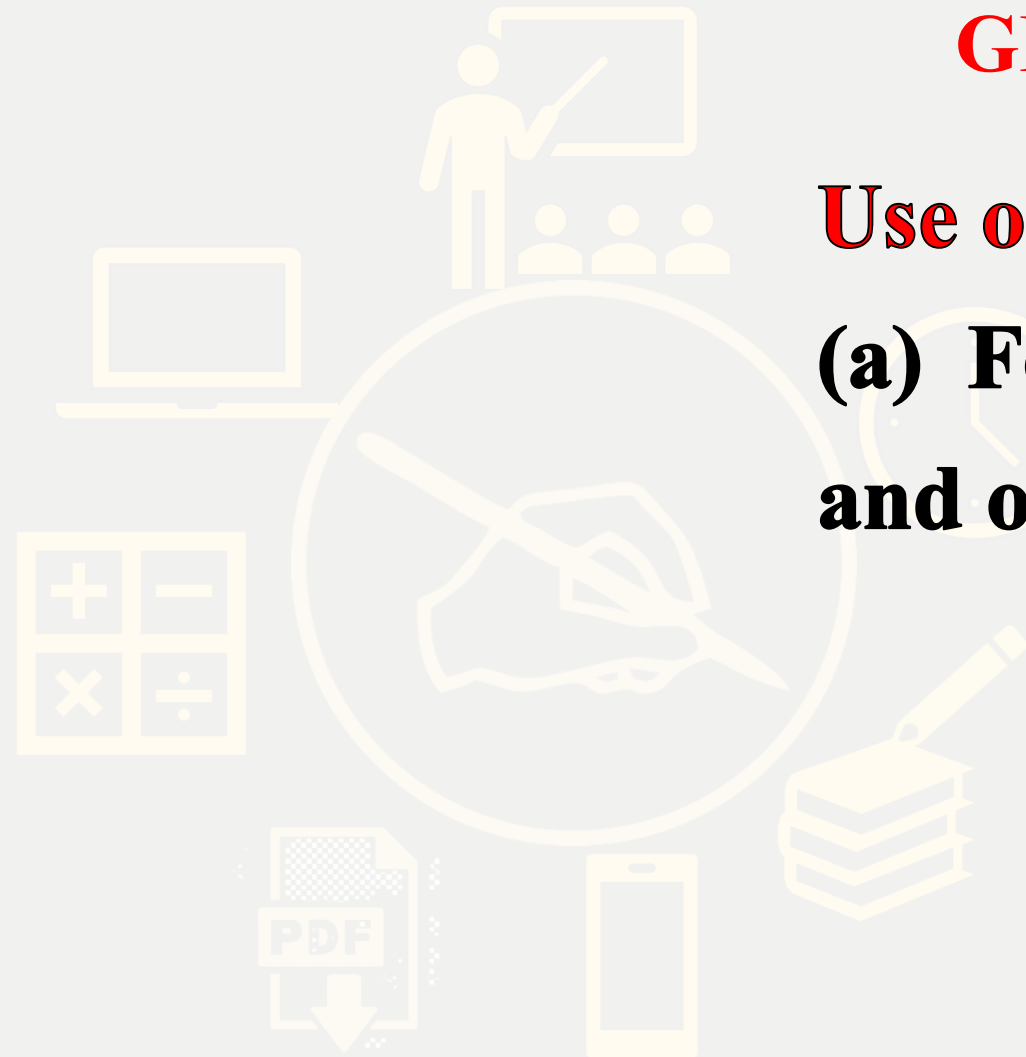vi. **ENGLISH SPEAKING TIPS**

GRAMMAR SKILLS

ARE
YOU
READY??

GRAMMAR SKILL - 1

Use of 'WHICH'

(a) For infants, small animals and objects.

(a) This is the baby who was lost in the theatre.

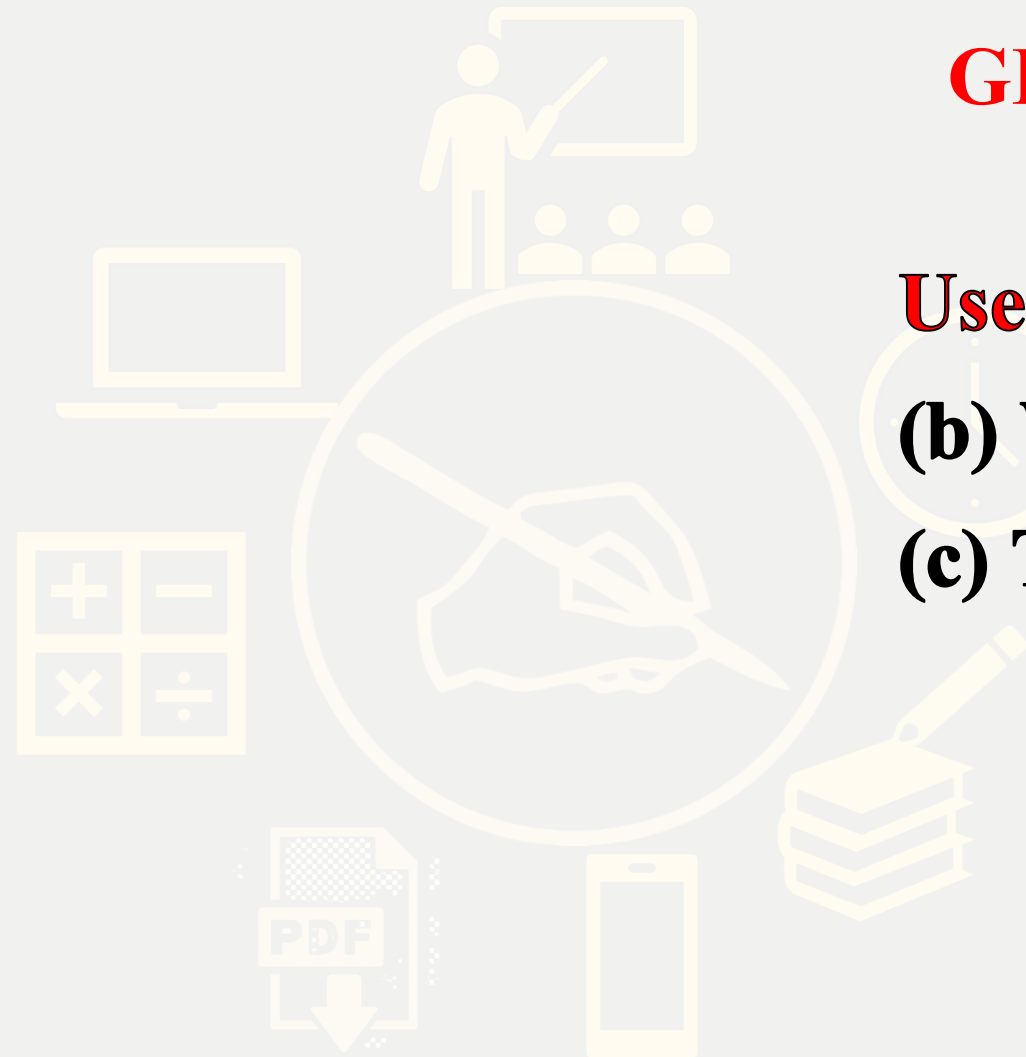(b) This is the dog that my friend bought from the U.S.

GRAMMAR SKILL - 2

Use of 'WHICH'

(b) When selection is expressed.

(c) To refer to a sentence

A. Whom of these television sets do you want to purchase?.

B. He was said to be drunk, who was not true.

20

SO IT'S TIME

Let's start

ARTICLE

Predatory pricing is prising Indian livelihoods apart

ARTICLE

Last week, and all of a sudden, people in the small town of Talode in Nandurbar district in Maharashtra could not buy Colgate toothpaste from their only local store. It was because Nandurbar's distributor had decided to boycott Colgate's products and not supply them to the kirana store in Talode. Further, all consumer goods distributors in Maharashtra were protesting against Colgate's **alleged unfair treatment** of traditional distributors vis-à-vis B2B technology companies such as Reliance's JioMart, Udaan and others. Nearly half-a-million of India's distributors pick up goods from consumer companies such as Colgate and deliver them to 13 million small local stores located in 7,00,000 villages and towns across the country through a web of millions of traders and other **intermediaries**.

ARTICLE

A vast majority of these distributors and traders are small family businesses that have developed relationships with their local stores over many decades. The kirana store in Talode sells a 100g tube of Colgate toothpaste to the consumer for ₹55, the maximum retail price (MRP). The Nandurbar distributor sells Colgate toothpaste to the Talode store for ₹45 and the manufacturer, Colgate, sells it to the distributor for ₹40. This is an **illustrative** but **typical** example of the current supply chain for consumer goods products in India.

Enter the new age technology B2B companies. They have developed technologies to connect directly to the kirana store in Talode through a mobile phone app, bypassing the intermediaries. They supply Colgate toothpaste to the local store for ₹35, lower than the ₹45 charged by the distributor. **Ostensibly**, the people of Talode will also benefit from these lower prices at their local store.

ARTICLE

These technology companies bear a 15%-20% loss on every Colgate toothpaste they sell to the local store. They **deliberately** offer their product at a price lower than what it costs them, to **lure** local stores away from the traditional distributors. Further, they offer **extensive credit** terms and **working capital** to the local stores. In other words, these technology companies rely not just on their mobile phone app innovation but also **steep price discounting** and cheaper financing to win customers.

Udaan has suffered total losses of more than ₹5,000 crore in just five years and JioMart reports even greater losses. Indian companies are able to **absorb** such heavy losses because they have access to **copious amounts** of money.

THE HINDU
VOCABULARY

DODGY (ADJECTIVE):

(बेईमान): dishonest

Synonyms: deceitful, dubious

Antonyms: honest

IRRITANT   (NOUN):   (चिढ़):

annoyance

Synonyms: irritation, pinprick

Antonyms: help

STREAMLINE (VERB): (कारगर बनाना): efficient

Synonyms: smooth-running, organized

Antonyms: inefficient

Example Sentence:

The company streamlined its operations

UNFETTER (VERB): (छुड़ा देना):

untie

Synonyms: unchain, unbind

Antonyms: bind

Example Sentence:

The guards unfetter the prisoners.

LET'S CHECK YOUR PROGRESS

ARE YOU READY??

Time for
IDIOMS

1. My father <u>strained every nerve</u> to enable me to get settled in life.

A. worked very hard

B. spent a huge amount

C. tried all tricks

D. bribed several persons

0:20

Answer: Option A

2. He is always <u style="color:red">picking holes</u> in every project.

A. creating problems in

B. finding fault with

C. suggesting improvement in

D. asking irrelevant questions on

0:20

Answer: Option B

3. The <u>die is cast</u> and now let us hope for the best.

A. project is over

B. decision is made

C. death is inevitable

D. cloth has been dyed

0:20

Answer: Option B

4. Pt. Nehru was <u>born with a silver spoon in his mouth</u>.

A. born in a middle class family

B. born in a wealthy family

C. born in a royal family

D. born in a family of nationalists

0:20

Answer: Option B

5. The arrival of the mother-in-law in the family <u>proved a rift in the lute</u>.

A. caused unnecessary worries

B. brought about disharmony

C. caused a pleasant atmosphere

D. brought about a disciplined atmosphere

0:20

Answer: Option B

6. The prince did not <u>take after</u> the king.

A. run after

B. follow

C. precede

D. resemble

0:20

Answer: Option D

7. **Don't lose patience, things will improve** by and by

A. **soon**

B. **finally**

C. **gradually**

D. **unexpectedly**

0:20

Answer: Option C

Time for
Spelling Errors

8.   Find the correctly spelt words.

A.   Ommineous

B.   Omineous

C.   Ominous

D.   Omenous

0:20

Answer: Option C

9. Find the correctly spelt words.

A.   Treachrous

B.   Trecherous

C.   Trechearous

D.   Treacherous

0:20

Answer: Option D

10. Find the correctly spelt words.

A.   Rigerous

B.   Rigourous

C.   Regerous

D.   Rigorous

0:20

Answer: Option D

LEARNING VOCAB WITH IMAGES

ARE
YOU
READY??

Disclose A Secret That Was Supposed To Be Kept, Well, As A Secret

A Humorous /Sarcastic Remark, Used To Indicate The Unlikeliness Of Some Event Or To Mock The Credulity Of Others.

To Wish For Something Impossible

ENGLISH SPEAKING TIPS

ARE YOU READY??

Use of Beneath

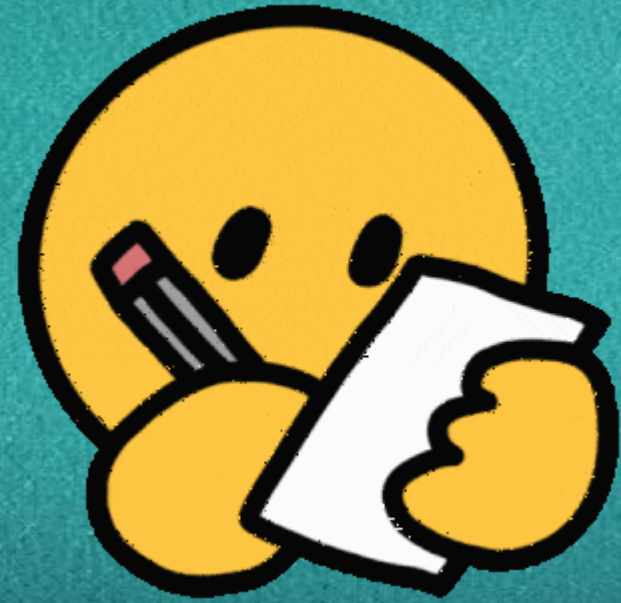1)   I found this letter beneath the table.

मुझे यह पत्र टेबल के नीचे मिला.

2)   This action is certainly beneath you.

यह हरकत निश्चय ही तुम्हें शोभा नहीं देती.

Homework

Home Work

Find the correctly spelt words.

A.   Bouquete

B.   Bouquette

C.   Bouquet

D.   Boqquet

Home Work Answer

Find the Synonym of RESTRAINT

A.   Hindrance

B.   Repression

C.   Obstacle

D.   Restriction