Case Study: Economia's Currency

Introduction: You are part of a team analyzing the economic situation in a fictional country, Economia. Economia uses the "Economia Lira" (EL) as its official currency. Your first task is to examine a sample of business transaction data reported to the tax authority in EL.

Raw Data Sample: Below is a small sample (40 transactions) of reported business transaction amounts in Economia Lira (EL) from the year 2024.

Table 1: Sample Transaction Data (Amounts in Economia Lira - EL)

Transaction ID	Amount (EL)	Transaction ID	Amount (EL)
TR-001	5,670	TR-021	7,600
TR-002	780	TR-022	6,700
TR-003	6,150	TR-023	3,900
TR-004	550	TR-024	880
TR-005	7,200	TR-025	5,250
TR-006	6,800	TR-026	6,950
TR-007	19,000	TR-027	7,300
TR-008	5,100	TR-028	4,100
TR-009	750	TR-029	1,800
TR-010	4,800	TR-030	6,600
TR-011	6,300	TR-031	5,050
TR-012	15,500	TR-032	7,900
TR-013	3,100	TR-033	2,400
TR-014	5,900	TR-034	5,800
TR-015	7,100	TR-035	6,400
TR-016	8,200	TR-036	3,500
TR-017	650	TR-037	7,750
TR-018	4,950	TR-038	1,250
TR-019	5,300	TR-039	6,050
TR-020	11,200	TR-040	5,400

Table 2: Selected Economic Indicators for Economia (2022-2024)

Indicator	2022	2023	2024	Trend Notes
Annual Inflation Rate (%)	25%	55%	110%	High & accelerating sharply
Official Exchange Rate (EL per FX Dollar)	100 EL	150 EL	250 EL	Lira rapidly losing value
Black Market Exchange Rate (EL per FX Dollar)	150 EL	300 EL	600 EL	Gap vs official rate widening
Estimated % of Total Transactions using FX Dollars (Unofficial)	15%	25%	40%	Growing use of foreign currency

Task: Pre-Case Analysis Questions

1. What is your opinion on the information provided?

2. Looking at the trends in Table 2, describe the overall health and stability of Economia's economy and its official currency, the Lira. What does the widening gap between the official and black-market exchange rates imply?

Case Study: The Economist, The Auditor, and the Two Currencies of Economia

Characters:

- **Dr. Aris Thorne:** A meticulous forensic accountant consulting for an international economic watchdog agency.
- **Ms. Lena Petrova:** A sharp local economist in Economia, familiar with the nuances of its struggling economy.

Setting: The capital city of Economia, a nation facing high inflation and currency instability. The official currency is the "Economia Lira" (EL), but a stable foreign currency ("FX dollars") is widely hoarded and used in parallel markets. (Date based on context: Tuesday, April 22, 2025)

Dr. Aris Thorne adjusted his glasses, staring intently at the histograms on his screen. He was analyzing a large dataset of business transaction values submitted to Economia's tax authority over the past year, all reported in the official currency, the Economia Lira (EL). Something felt off.
"Lena," he called over to Ms. Petrova, who was reviewing national accounts data nearby. "Come look at this Benford analysis."
Lena peered at the screen. It showed the frequency of the first digits (1 through 9) in the reported Lira transaction amounts. Instead of the expected steep decline predicted by **Benford's Law** (where '1' should appear about 30% of the time, '2' about 17.6%, down to '9' appearing less than 5%), the distribution was oddly flattened. Digits '1' and '2' were significantly underrepresented, while digits '5', '6', and '7' appeared far more frequently than expected.
"That's... quite a deviation from Benford," Lena observed. "Significant enough to suggest anomalies. Are you thinking data manipulation? Fraud?"
"That's the standard interpretation," Aris replied. "Benford's Law often flags fabricated numbers because humans aren't good at faking random-looking data that naturally follows this logarithmic pattern. But widespread, coordinated fraud across thousands of businesses seems unlikely. Could there be an economic explanation?"
Lena paused, tapping her chin thoughtfully. "Perhaps it's connected to our currency situation. You know how things work here, Aris. The official Lira is losing value rapidly due to inflation. People avoid holding it if they can."
"Which brings **Gresham's Law** to mind," Aris mused. "'Bad money drives out good.' The inflating Lira is the 'bad money,' and the stable FX dollar is the 'good money'."
"Exactly," Lena confirmed. "People spend the Lira quickly on everyday necessities – groceries, bus fare, small bills. These are usually smaller value transactions. But for anything significant – buying durable goods, saving, large business-to-business deals, paying salaries people actually want – everyone prefers FX dollars. That 'good money' is hoarded, or it circulates in the gray market, often unreported or underreported in official Lira terms to avoid taxes or currency controls."
Aris's eyes lit up. "So, if large numbers of significant transactions, which would naturally include many starting with digits '1' or '2' when converted to Lira, are happening 'off-books' in FX dollars..."
"...then the *official* dataset reported in Lira is missing a huge chunk of the economy's actual activity, particularly the larger transactions!" Lena finished. "The Lira dataset becomes skewed towards the smaller, everyday payments."
"But why the overrepresentation of '5', '6', '7'?" Aris asked. "If only small transactions remain, wouldn't we still expect more '1's and '2's among them?"

Lena considered this. "Two possibilities. First, maybe even among Lira transactions, people are deliberately structuring payments. Perhaps there's a reporting threshold, say, at 10,000 Lira. To avoid scrutiny, a business needing to pay 12,000 Lira might issue two invoices, one for 7,000 and one for 5,000. This 'structuring' could artificially inflate the frequency of middle digits."
"Second," she continued, "think about inflation itself. As prices rapidly increase, a 1,500 Lira item last month might be 5,500 Lira this month. The sheer speed of inflation might push typical transaction values into ranges that start with middle digits more often than in a stable economy, especially if wages lag, forcing many purchases into these inflated mid-value bands."
Aris nodded slowly. "So, Gresham's Law describes *why* people avoid the Lira for significant transactions, preferring the FX dollar. This behavior then distorts the *officially recorded* Lira transaction dataset. When we apply Benford's Law to this distorted dataset, it reveals anomalies. The deviation doesn't necessarily mean simple fraud; it might be reflecting the deep economic dysfunction caused by 'bad money driving out good'."
"It suggests the official Lira economy, as captured by these tax records, isn't telling the whole story," Lena summarized. "Gresham's Law is creating the shadow economy, and Benford's Law is highlighting its effect on the visible data."
Aris saved the analysis. "This is more complex than fraud. It's a statistical echo of a two-tiered economy."

Case Study Questions

Question 1: In simple terms, what is Benford's Law, and what does it usually suggest when real-world data (like financial transactions) significantly deviates from its expected pattern?

Question 2: What is Gresham's Law ("Bad money drives out good")? How was it manifesting in Economia's economy according to Lena Petrova?

Question 3: Dr. Thorne found that the official Lira transaction data deviated from Benford's Law (too few '1's and '2's, too many '5's, '6's, '7's). According to Lena's explanation, how did the effects of Gresham's Law *cause* or contribute to this specific deviation?

Question 4: In this specific case study, did the deviation from Benford's Law necessarily prove widespread, deliberate fraud? What alternative explanation, linking the two laws, did Dr. Thorne and Lena arrive at?

Question 5: Why might understanding this connection between Gresham's Law (currency behavior) and potential Benford's Law deviations (data anomalies) be important for auditors or economic analysts looking at data from countries with unstable currencies?

Case Study: Fast Fashion

- **Zhang:** A thoughtful high school student, currently working on a project about globalization.
- **Sneha:** Zhang's friend, fashion-conscious and savvy about online trends.

Setting: The food court at the local mall, after Browse shops including the popular fast-fashion store, "MoStyleCircle."

"Seriously, Zhang, you didn't get *anything* at MoStyleCircle?" Sneha asked, taking a sip of her soda. She'd just bought a trendy new top for only $8. "They have new arrivals that look exactly like what Bella Hadid wore last week!"

Zhang shrugged, pushing his fries around. "Nah. It's weird, isn't it? How can they sell stuff *that* cheap? I was looking into it for my globalization project."

"Who cares? It's cute and affordable," Sneha said. "More money left over for bubble tea."

"But *how* affordable?" Zhang persisted. "I found this breakdown online comparing costs if they made a t-shirt, say, here in the US versus in Bangladesh, where MoStyleCircle actually makes most of its stuff." He pulled out his phone, showing Sneha a table he'd saved.

"Check this out," Zhang said. "Look at Table 1."

Table 1: Estimated Cost Breakdown per T-Shirt (USD)

Cost Component	Manufactured in USA (Hypothetical)	Manufactured in Bangladesh (Actual)
Raw Materials (Cotton)	$2.00	$1.80
Labor (Cutting/Sewing)	$15.00	$0.50
Factory Overhead	$4.00	$0.70
Transportation	$0.50	$1.00
Design & Marketing	$2.00	$2.00
Total Production Cost	$23.50	$6.00
Retail Price	*$40.00*	*$10.00*

"Okay, wow," Sneha admitted. "Labor is basically free in Bangladesh compared to here. That's the difference."

"Exactly! It's like $0.50 versus $15.00 an hour!" Zhang said. "But then look at *this* table I found comparing actual prices and wages."

"This is Table 2," Zhang explained.

Table 2: Prices and Wages (Approximate Data)

Country	Avg. Retail Price (MoStyleCircle T-Shirt)	Avg. Monthly Wage (Garment Worker)	Avg. Monthly Wage (All Sectors)	Price of a Haircut (Local Service)
USA	$10.00	*N/A (Not primary prod.)*	$4,500	$30.00
Italy	$12.00 (€11 approx.)	*N/A (Not primary prod.)*	$3,000	$25.00
Bangladesh	$9.00 (Tk 950 approx.)	$150	$250	$2.00
Vietnam	$9.50 (₫230,000 approx.)	$250	$400	$4.00

Sneha frowned. "Hold on. Table 1 shows it costs way less to *make* the shirt in Bangladesh, but Table 2 says the *retail price* is almost the same – $10 here, $9 in Bangladesh. That doesn't make sense with the huge labor saving."

"Right? It's confusing!" Zhang agreed. "My project mentioned something complicated, but basically, countries like the US are super productive at making complex stuff like planes or software – things you can trade globally. That high productivity means companies pay high wages, which pulls up *all* wages, even for jobs like barbers or restaurant staff where productivity isn't as high tech. That's why stuff like haircuts – things you can't easily trade internationally – are so expensive here, like $30."

He pointed to the table again. "But in countries like Bangladesh, overall productivity in those big 'tradable' industries is lower, so average wages stay low across the board. That makes manufacturing *super* cheap, and local services like haircuts are also way cheaper – see? $2! MoStyleCircle saves a ton on the cheap labor – explained by the B-S effect – but then prices the *t-shirt* similarly worldwide probably due to branding and shipping."

Sneha looked thoughtful. "So, the cheap labor lets them make it cheap, but the $10 price here isn't *just* about production cost... and those workers are earning way less overall."

"Yeah. And there's another angle," Zhang continued, pulling up a different note. "It's the 'Tragedy of the Commons' idea. Think of it like a shared park. If everyone throws their trash on the ground thinking 'just one wrapper won't hurt,' the whole park becomes a mess. The 'commons' – the shared resource – gets ruined."

"How does that relate to my $8 top?" Sneha asked.

"Well, what are the shared resources for clothes?" Zhang asked. "Clean water? Clean air? Landfill space? Making clothes, especially fast fashion, uses *tons* of water for cotton and dyes. Factories pollute the air. And because MoStyleCircle pumps out new trends so fast and it's so cheap, people buy more and throw it away faster." He showed her one last table.

"Look at these stats - Table 3."

Table 3: Fast Fashion's Environmental Footprint (Estimates)

Impact Area	Statistic	Resource Affected (Commons)
Water Consumption	~2,700 liters per cotton T-shirt (enough drinking water for 1 person/2.5yrs)	Freshwater supplies
Carbon Emissions	Fashion industry ~10% of global carbon emissions	Atmosphere
Textile Waste (USA)	~11.3 million tons/year (~85% ends up in landfills)	Landfill space, Soil
Microplastic Pollution	Synthetic fabrics shed microplastics when washed	Oceans, Waterways

"Whoa," Sneha said quietly. "2,700 liters of water for *one* t-shirt? And all that waste..."

"Exactly," Zhang said. "Each company tries to make clothes cheaply, and each person buys cheap clothes thinking it's just one item. But added together, we're using up shared water, polluting the air, and filling landfills – damaging the 'commons' for everyone in the long run. It's the hidden cost behind that $10 price tag."

Sneha looked at her MoStyleCircle bag differently. "So my cheap top... isn't really that cheap when you think about all that."

Zhang nodded. "Makes you think, right?"

Case Study Questions

Question 1:
Using data from Table 1 and Table 2, explain the main reason MoStyleCircle can produce its clothing so cheaply in countries like Bangladesh, according to Zhang.

Question 2:
Sneha initially points out a seeming contradiction: if production costs (especially labor) are much lower in Bangladesh (Table 1), why isn't the retail price of the MoStyleCircle T-shirt drastically lower there compared to the USA (Table 2)? How did Zhang address this, and what other factors might influence MoStyleCircle's global pricing?

Question 3:
Explain the concept of the "Tragedy of the Commons" using Zhang's park analogy. How does the fast fashion industry, including consumer behavior, exemplify this tragedy according to the case study and Table 3?

Question 4:
Based on the information provided, who seems to benefit most from the MoStyleCircle business model, and who bears the hidden costs?

Question 5:
Beyond just buying fewer clothes, can you think of two other potential actions or solutions (one for consumers, one for companies/governments) that could help address the "Tragedy of the Commons" aspects of fast fashion discussed in the case study?

Case Work: Big Mac

The Case of the Global Burger: Your Big Mac Price Investigation!

Have you ever wondered why the exact same Big Mac from McDonald's might cost, say, ₹200 in India, but the equivalent of ₹500 in Switzerland and maybe ₹300 in the USA (when converted to Rupees)? Is it just random, or do these price differences tell us something interesting about different countries and their economies?

Economists sometimes use the price of a Big Mac around the world as a fun, informal way to look at whether currencies are "fairly" valued against each other. This idea is loosely based on a theory called **Purchasing Power Parity (PPP)**, which suggests that, in the long run, exchange rates should adjust so that an identical item (like a Big Mac) costs the same in any two countries when measured in a common currency.

Your Mission: Become an International Price Detective!

Investigate the "Big Mac Index" and explore the following questions:

- **Global Price Check:**
    - Find the current or most recent price of a Big Mac in at least 5 different countries. Make sure to include:
        - India
        - USA
        - At least one country from Europe (e.g., France, Germany, Switzerland)
        - At least one country from Asia (e.g., Japan, China)
        - A country from Africa or South America.
    - Record the price in its local currency.
- **The "Burger Exchange Rate":**
    - Convert all these local Big Mac prices into a single common currency (like US Dollars or Indian Rupees) using the *actual current market exchange rates*. How much variation do you see?
    - Now, calculate the *implied* exchange rate based on the Big Mac prices themselves. For example, if a Big Mac costs $5.00 in the US and ₹200 in India, the implied exchange rate according to the Big Mac Index would be $5.00/₹200 = $0.025 per Rupee, or ₹40 per Dollar.
    - Compare this "Big Mac exchange rate" with the actual market exchange rate for each country you chose against the US Dollar (or Indian Rupee).
- **Overvalued or Undervalued?**
    - Based on your comparison, which currencies appear to be "overvalued" (Big Mac is

more expensive than in the US/India after converting via market rates) and which appear "undervalued" (Big Mac is cheaper) according to the Big Mac Index?

- **Digging Deeper – Why the Differences?**
    - While PPP theory suggests prices should equalize, Big Mac prices clearly don't perfectly align worldwide. What local factors *within each country* could explain these differences, beyond just currency misalignment? Think about:
        - Cost of local ingredients
        - Wages for McDonald's staff
        - Rent for restaurant locations
        - Local taxes (like GST)
        - Competition from other food outlets
        - General price levels for non-tradable services in that country (this subtly hints at concepts like Balassa-Samuelson without needing to name it).
- **Burger Critic – Limitations of the Index:**
    - What are some of the weaknesses or criticisms of using the Big Mac Index as a serious measure of purchasing power parity or currency valuation? (For example, is a Big Mac *really* an "identical basket of goods" everywhere? Are consumer preferences the same?)
- **The Big Picture:**
    - Despite its limitations, why do you think the Big Mac Index remains a popular and often-discussed tool for illustrating economic concepts? What does it help us understand, even if imperfectly?

Present Your Findings:

Prepare a short report, a presentation, or even an infographic to share your findings. Highlight any surprising discoveries, significant currency over/undervaluations you found, and your conclusions about what drives the global price differences of this iconic burger.

Given your findings above, if a client wants to explore the best possible export opportunity from India, which county should he/she export to and why. Also, if the client were to export a specific component of a burger, what should it be and why. Will the country to export change now.

Tips for Students:

- *The Economist* magazine is the original source of the Big Mac Index and often publishes updated data. You can search for "The Economist Big Mac Index."
- Look for recent data, as prices and exchange rates change.
- Be clear about the date of the prices and exchange rates you use.

The Rituals of Ananya Sharma

The insistent chirp of the 5:00 AM alarm sliced through the pre-dawn stillness of Bhubaneswar. Ananya Sharma's eyes snapped open. Discipline. It was the bedrock upon which her meticulously constructed life rested. First, the dog, Leo, a rescued Indie, needed his quick walk in the relative cool before the city truly woke. Then, back inside, the ritual: a tall glass of lukewarm water infused with lemon and two tablespoons of apple cider vinegar – a detoxifying elixir, the wellness blogs promised. An hour later, precisely sixty minutes after the acidic drink, came the careful brushing with the new activated charcoal fluoride toothpaste everyone was talking about. Fluoride, after all, is considered great for whitening, but also great to prevent cavities and have good overall dental strength.

Breakfast was next, a decision point reflecting decades of nutritional messaging. Sometimes it was the imported bran cereal, fiber-rich and fortified; other times, scrambled egg whites with a single, defiant strip of bacon – a nod, perhaps unconscious, to campaigns from decades past positioning a hearty start as vital for a productive mind. *Never skip breakfast,* the mantra echoed, absorbed from countless articles and morning TV segments. *It's the most important meal.* She ate quickly, efficiently, scanning market reports on her tablet.

Her office tower gleamed, a symbol of the new Bhubaneswar. Ananya, a senior strategist at a rapidly growing tech firm, navigated its corridors with quiet authority. Mid-morning, the familiar craving hit. She excused herself, not for coffee, but for the designated smoking room on the terrace. Although not a compulsive smoker, the cigarette felt less like an addiction and more like an assertion in her company's high-stakes business. She was mart, she would take twice the time that most others do; for her, holding a cigarette was not about addiction but attention. Those fifteen minutes networking in the smoking room were critical for her future, or so she thought. Here, surrounded mostly by senior male colleagues, this small act felt like a subtle claiming of space, a faint echo of early campaigns linking defiance to empowerment. She knew the health risks, abstractly, but the immediate feeling of control, of parity, was potent. Ananya steps out of the smoking room, sprays two bursts of perfume — a rich, leathery scent cuts through the air. Rahul catches a whiff and asks, "What is that?" She smirks: "Ever heard of *Parfum Eau De Musc*? The long-lasting perfume that has set Instagram ablaze." She takes a couple of sprays of her mouthwash and continues, "Castoreum hides the smoky stink with bright and fruit qualities (raspberry) and rich leathery notes along with creamy vanilla aroma. Confidence, after all, is all about how you smell Rahul." "I have a friend in India who creates some exquisite fragrance mixes; if you need something from there then am your guy. He has created a good demand for his products in the rapidly growing budget fragrance market there and I can get you a good deal," says Rahul.

The afternoon meeting involved dissecting user engagement metrics for a new app launch – complex data, demanding focus. Later, discussing lunch plans with colleagues, Ananya politely declined the buttery paneer suggestion. "Trying to eat clean," she smiled. Her packed lunch was usually quinoa salad with grilled chicken, dressed lightly with olive oil. At home, cooking involved exclusively refined sunflower or soya oil, the "heart-healthy" PUFA label prominently displayed on its label, a legacy of the great war against cardiovascular diseases that embraced polyunsaturated fats as they healthy choice. Her father's struggles with hypertension and cardiac problems were a constant reminder; less salt, low sodium salt, and avoiding "bad" saturated fats was like crucial preventative medicine.

The 4 PM slump demanded a pick-me-up. While others gathered around the chai kettle, Ananya reached for a chilled Diet Coke. Zero calories, zero guilt – the perfect modern solution, or so the decades of marketing suggested. It offered the requisite caffeine and sweetness without the perceived

sin of sugar, a small rebellion against fatigue.
Evenings were for maintaining the vessel. A glass of low-fat milk ("Got Milk?" ads from her childhood still flickered subconsciously) before heading to her upscale gym. She considered the almond milk trend her friends were adopting – perhaps a healthier choice, have to see whether it gives the same calcium as her regular low fat cow milk. But the internal calculation was always running: *The cost of poor health outweighs the price of eating healthy.* She'd stick with what felt proven for now. She often goes through scientific journals on nutrition and follows the USDA guidelines on healthy diet since 1992.8
Post-workout, replenishment was key. She tore open a tetra pack of imported California orange juice. Pure Vitamin C, antioxidants, perfect for recovery – the messages were deeply ingrained. She downed the sweet refreshing juice, feeling fresh, a feeling that rivalled her can of diet soda.
Home again. A quick shower using a fragrant beauty bar promising youthful radiance, followed by the prescribed shampoo and conditioner routine designed to combat the city's grime. She is not really fussy about skin care or cosmetics and usually goes for budget items or bargain deals. Dinner was quick: Rotis made with imported gluten-free flour, a side of probiotic Greek yogurt, and finally, a single, perfect gulab jamun made with pure desi ghee – a small concession to tradition and pleasure.
She skipped brushing her teeth at night – the enamel needed time after food, her dentist once said – but never skipped her mouthwash ritual. Oral hygiene was paramount. A quick yet vigorous rinse with antiseptic, mint-sharp mouthwash – the ghost of old advertisements whispering warnings of "halitosis," ensuring social armour was firmly in place before facing her team.
Flopping onto the couch, she flicked through channels. A classic movie starring Marilyn Monroe. An icon. Ananya watched, feeling a familiar mix of admiration and melancholy. During a commercial break, a slow-motion shot of a diamond ring sliding onto a woman's finger filled the screen. Close-up on tearful, joyous eyes. The tagline shimmered: "A Diamond is Forever." Ananya felt an unexpected pang. *Will someone offer me a diamond ring too?* she thought, the question catching her off guard. *Will someone someday love me that much... enough for that specific, marketed symbol of forever? Will I be among the chosen ones who find that kind of love, the kind you post about on Instagram? Will I...?*
The questions swirled, fueled by narratives crafted decades ago and amplified by generations since. The scented candle was relaxing her as she struggled to keep her eyes open. Exhausted, the remote slipped from her hand as Ananya drifted off, asleep on the couch, bathed in the flickering blue light of the television screen.

Analysis Task: Ananya Sharma - Consumer Profile & Critical Assessment

Instructions: Read the case study "The Rituals of Ananya Sharma" carefully. Then, answer the following questions:

Question 1: **The Entrepreneurial Pitch**
Before critically analyzing Ananya's existing habits, let's put on an entrepreneurial hat. Based *only* on the detailed description of Ananya Sharma's lifestyle, values (discipline, health consciousness, success-driven), routines, apparent influences (wellness trends, marketing legacy), and potential underlying anxieties (stress, health worries, social pressures hinted at) in the caselet:
Imagine you are launching a new product or service specifically targeted at busy, health-conscious, successful professionals like Ananya in a city like Bhubaneswar (keeping the local context in mind).

Ideas:
a) What unmet need, desire, or specific problem does Ananya's profile suggest that your product/service could address effectively? (Think about her goals, her perceived problems, her habits, her anxieties).
b) Describe your product or service concept briefly. What does it do?
c) Give your product/service a compelling name.
d) Outline your marketing strategy: What key messages, benefits, or narratives would you use to appeal *specifically* to Ananya's stated values (discipline, health, success) and perhaps her underlying concerns? Which marketing channels (online, offline, specific platforms) would be most effective to reach her? Explain *why* you think this strategy would resonate with her.

Question 2: **The Critical Advisor**
Now, shift your perspective from marketing *to* Ananya to critically analyzing *her current situation* as if you were a trusted friend or a knowledgeable wellness advisor genuinely concerned for her overall well-being.

Ideas: Identify 3 or 4 specific habits or consumption choices Ananya makes that you believe warrant gentle questioning or reconsideration based on potential discrepancies between perceived benefits and reality.
For *each* of the habits/choices you select, please research and prepare to discuss/present:
a) The Likely Influence: What widely promoted idea, past marketing campaign legacy, or popular wellness trend seems to be influencing this specific choice? b) The Potential Discrepancy: What does current scientific understanding or a critical analysis reveal about this habit/product? Is there a potential downside, risk, or lack of evidence for the benefit Ananya *believes* she is getting? Research the potential gap between the marketed message and the reality. c) Actionable Suggestions for Ananya: Based on your research and understanding of her goals and context, propose specific, realistic, and constructive modifications or alternatives to this habit. How could she adjust her routine to achieve her underlying goals in a potentially healthier, more evidence-based, or more authentically beneficial way?

(Your overall goal for Question 2 is to provide thoughtful, well-researched suggestions that could help Ananya refine her daily rituals to truly support her holistic health and well-being, moving beyond potentially misleading influences while respecting her drive and discipline.)