



CONTENT IP • ECONOMICS EDUCATION • IN DEVELOPMENT

GenZ Economics

India's transition decade, explained to the generation that will inherit it.

Co-authored with **Prof. Prasanna Tantri** — Indian School of Business • Chairman, Power Finance Corporation

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THE GAP

Economics writing has two modes. Neither reaches Gen Z.

MODE ONE — THE JOURNAL

Rigorous, and unread.

Academic writing carries the substance but demands training the audience doesn't have — and offers no reason to care.

MODE TWO — THE FEED

Read, and wrong.

Finfluencer content is native to the audience but optimised for outrage and certainty — the opposite of how economics actually works.

Meanwhile, the 1997-and-after cohort inherits India's transition decade — the move from informal to formal, cash to digital, savings to markets. **They deserve economics with rigor and a native voice.**

Built on a real apprenticeship, not a content calendar.

Weekly one-on-ones with **Prof. Prasanna Tantri** — begun at ISB, still running. A documented macro curriculum, session by session:

01 Economy in the Long Run

02 The Keynesian Cross

03 Aggregate Demand & Monetary Policy

04 IS-MP & Modern Monetary Policy

05 IS-LM & Fiscal Policy

06 Real Exchange Rates & Productivity

07 Exchange Rates, Inflation & Interest-Rate Parity

08 Union Budget — Full Analysis

Every session recorded, transcribed, and written up — raw material with an academic's fingerprints on it.

You don't read the model. You operate it.

The flagship format is the **interactive long-read** — an essay where every core concept ships as a live 'machine' the reader can push, break, and rebuild in the page.

The NPV engine

move cash flows, watch value move

The IRR trap

break the metric everyone misuses

The capital-structure lever

leverage, risk, and return coupled live

The payout machine

dividends vs. buybacks, consequences on screen

Live now: “What is Corporate Finance?” — an entire course rebuilt as one interactive essay, with seven machines to break.

THE PIPELINE

From office hours to a publishing system.

01

Sessions

weekly 1:1 macro study,
recorded + transcribed

02

Writeups

session documents with
frameworks and India data

03

Essays

interactive long-reads on a
hand-built publishing platform

04

Reach

columns & conversations —
ET column, podcast formats

The platform itself is part of the IP: **hand-coded, no CMS, designed like a print object** — serif typography, a dark mode, tokenised design system. The same person writes the economics and builds the machines.

WHY THIS PAIRING WORKS

An unusual byline: the professor and the operator.

THE PROFESSOR

Prof. Prasanna Tantri

Indian School of Business. Chairman, Power Finance Corporation. The rigor, the models, the data discipline — and the standing to say hard things about the Indian economy.

THE OPERATOR

Harsh Kumar Arya

ISB '25, Georgia Tech, founder, school owner-operator. The Gen-Z native voice, the product and design craft, and a running business where every concept gets stress-tested against reality.

Academic credibility × native fluency — the combination neither mode of economics writing can offer alone.

THE TRAJECTORY

From a blog to a durable public-education franchise.

Today

Interactive essays live at harsharya.com/writing; the session corpus and platform compounding weekly.

Next

Formalising the IP under the Centre for Analytical Finance (CAF) at ISB — institutional home, wider distribution.

The ambition

The reference explainer for India's transition decade — cited by professors, read by their students' younger siblings.