



Vol I>Issue III>August 30>2011

Department of

Business Administration

OTTARAIN

A TUMBA Initiative





***"Corruption is authority plus monopoly
minus transparency"***

--- Unknown

TEAM UTTARAN

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EDITORIAL

Dear Readers,

A for Assam (or Asom?), B for Bandh, C for Corruption..... All you readers might be wondering since when did Uttaran turn out to be a local news channel's mouthpiece? Don't worry Uttaran is still the business magazine of TUMBA but I could not resist myself from writing a few lines about the great polimedia (politics+media= polimedia, let me know whether you people like it or not) bedlam of Assam. Since the Assam Agitation of 1983 we always pass the same message to the outer world that if the victims perish, the commoners suffer; then let them be, but until my personal interest is not hampered I don't give a damn!!!

While we people are busy in enriching the Gini Coefficient of the country (For which Anna Hazare is leaving no stone unturned to take the call of a billion plus people to the ears of a government), the Western world has made an intelligent step to tap India's riches in its lure of luxury. In this issue of Uttaran we are trying to take a closer look into the luxury car market of India. With the official entries of premium brands like Ferrari, Aston Martin, and Rolls-Royce this market is heated up like never before. In fact the top three luxury car makers in India i.e. BMW, Mercedes and Audi are having a tough fight among themselves to grab and secure the top position. It has been predicted that by 2020 India will surpass Germany to become the 3rd largest luxury car market in the world after USA and China.

This issue of Uttaran also features an exclusive interview with one of the successful first generation Assamese entrepreneur, Mr. Ajit Sarma Baruah, the owner of Bhogali Jalpan Enterprise. The excerpt of the interview is in page 5.

On the broader context of the country a basic question has been raised again, "Are we decoupled?" As just a single step down grading of US Long Term Bond ratings by S&P has compelled SENSEX to touch the 16K mark within a span of few days from 20K mark, the faith on India's immunity to global downturn has been engulfed by a big question mark. Moreover, as the fear of a double-dip recession is sneaking its momentum, we seemed to be more vulnerable to the outside jolts. So has the time come to rewrite a new "1991-Budget Speech" for the next two decades????.....

Thanking you,
Biswajit Garg

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“Trusted name for Instant food”:

Bhogali Jalpan

By Team Uttaran

Coming from a family with a fragile financial background, Mr. Ajit Sarma Baruah has not only made a mark in the field of indigenous entrepreneurs but also set an example for the budding ones. He was in the fifth or sixth standard when he started to help his father in his shop. While being in the shop he experienced the difficulties which were quite common during the rush hours, when children used to flood their shop for meagre amounts of “chana”. That was when he understood the necessity of packeting things.

During 1970s a young Mr. Baruah implemented his idea of packeting things into smaller sized ones. This helped him serve a greater number of customers in a lesser duration and that too, with ease. To increase his span of operation and to find out the people’s propensity towards his idea, he tried to sell his packed items through vendors as well. During that period, the system of small sized food packets were not much prevalent in Assam, but he found that his idea had found takers and within a short span ‘conveniently packaged food items’ had become a part of his customer’s lexicon. He continued his endeavour for the next two years.



After graduation, just like other young job seeker, he came to Guwahati looking for a job. But his inquisitive mind compelled him to try out his brainchild in the city as well. Thanks to some of his colleague friends, he even managed to try out a unique genre of food in the packeted form. He found that the Assamese traditional food items that he used to bring as lunch were very much relished by his colleagues in the office. This gave him the idea of a full-fledged business plan. Thus, starting from a small shop of his father’s, and moving forward with his idea of packeting traditional food items, he now has his operations in virtually all the parts of Assam under a brand which we all know as the “Bhogali Jalpan”.

Team “Uttaran” was highly privileged to grab the opportunity to exchange a few words with this inspiring personality.

Here we present the excerpts of the conversation we had with the man himself.

Team Uttaran:

“When was the first packet launched”?

Mr. Ajit Sarmah Baruah

“It should be around 1996.”

I had applied for a loan during that time; as the loan was sanctioned, I took a bold step and left my job to plunge into the business of Bhogali.

Team Uttaran:

And so, there was never looking back?

Mr. Ajit Sarmah Baruah

Talking from the growth point of view, yes, there was never looking back. Despite of a few unavoidable circumstances, I moved forward. But literally speaking, sometimes looking back is necessary; only to review the past performances and thus rectifying the mistakes and grabbing the opportunities to improve as and when necessary.

Team Uttaran:

What is the current span of your business?

Mr. Ajit Sarmah Baruah

Almost entire Assam; our people are spread throughout the state to make our products available in every corner of the State. However, the bulk of the profit arises from Guwahati itself. The main motive of spreading in entire Assam is to generate awareness in the minds of aspiring indigenous entrepreneurs about the business of my kind; not for increasing our sales figures but to encourage them.

Team Uttaran:

How do you define your success?

Mr. Ajit Sarmah Baruah

For success, one must have consistency and dedication towards work. Further, one should be smart enough to manage the funds efficiently.

Team Uttaran:

Do you have any plan to go beyond the state boundaries??

Mr. Ajit Sarmah Baruah

Yes, I look forward to that. But my main focus is on the people of Assam. I want to build awareness among the budding entrepreneurs of the state. Moreover, I am uncertain about the international market.

Team Uttaran:

It is seen many a times that the NRIs from Assam, when returning from Abroad, opts to take away some of our traditional food products, couldn't that be a hint for a potential market abroad?

Mr. Ajit Sarmah Baruah

Although it is true that there exists an international market for our products yet in the global market, canned food or Tetra packs are preferred over polythene packets and that is an expensive affair. I have a limited investment. So, for now I am more concerned about growing in the domestic market.

Team Uttaran:

Do you think that the obstacles faced by you as an entrepreneur, are faced by others too?

Mr. Ajit Sarmah Baruah

Yes entrepreneurs have to face many problems during their start up and I was no exception. Starting from the legal formalities to raising of funds, you will always find impediments. I would also like to emphasise that the indigenous entrepreneurs are not preferred even for the local contracts.

Team Uttaran:

How do you define your Leadership style?

Mr. Ajit Sarmah Baruah

In our case, we are like a joint family, and each one of us is ready to do any kind of task as per the demand of the situation. I have never isolated them (his workers) from any of my family events.

Team Uttaran:

What would you like to call yourself.....an entrepreneur or a social entrepreneur?

Mr. Ajit Sarmah Baruah

--- "A social entrepreneur"

Team Uttaran:

Any CSR activities yet, or any programmes in future?

Mr. Ajit Sarmah Baruah

We consider it (CSR) as an integral part of our business. We regularly organise and sponsor seminars to spread awareness among folks about the benefits of traditional food. We have organised essay competitions among school students so as to make them aware of our rich traditional food.

Team Uttaran:

As you have said that you want other entrepreneurs to come up in Assam, have you done anything in this regard?

Mr. Ajit Sarmah Baruah

Yes, whenever I visit for seminars or other social programmes, I always try to make the people aware of the simplicity and easy feasibility of my business so that they too can come up with their own ideas and bring out their own businesses in this field. I wish that instead of the bread manufacturing factories in every nook and corner of the region, factories of traditional food (muri, xandoh, seera, etc) should come up. So, you see, this also justifies me as a social entrepreneur.

Team Uttaran:

How do you market your products? (How did you deploy your marketing-mix?)

Mr. Ajit Sarmah Baruah

As for availability (place), I made it (the packed food) available at the betel-nut shops during the early days. For promotion, I used to go for hardcore advertising. Our advertisements came in Doordarshan (as it was the only prevalent channel during that

time) during various popular regional TV shows like 'Bikudor Boruwar Biya,' 'Bidexot Aapun Manuh', popular kid's shows and various other hit soaps; also in some newspapers and in popular monthlies like 'Bismoi' and 'Rohoisso.' I have always tried to create unique and innovative advertisements so that it readily catches the interests of the people.

Team Uttaran:

What is your message for upcoming entrepreneurs?

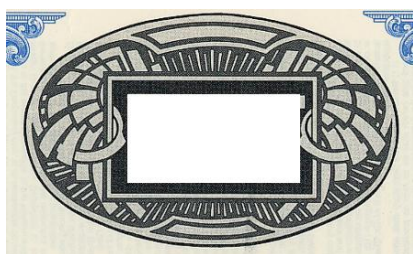
Mr. Ajit Sarmah Baruah

It has been said that the people of Assam, during the period of independence or say till around 1960, were self-dependent, but now they are not. Most of us have money, but lack self dependency!

But one must always remember, 'a person with dedication and zeal for success can start any business even without investing huge sum of money'. But nowadays, the general tendency is seen that people are craving for government jobs and for that, they are even ready to bribe. I would recommend them to invest that money in some potential and promising avenues. And together with dedication, hard work, patience and belief in oneself, he can reach exemplary heights.

LOGOFILES:

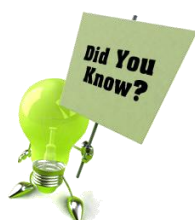
Guess whose Logos were they??



1



2



Google - the name is a misspelling of the word googol, reflecting the company's mission to organize the immense amount of information available online.



Toys of the **rich and famous....**now in Indian backyard

By Umananda Bordoloi

What is the first sign that proclaims a person's success to the world in general? Is it the bank balance (hmmm most probably not, you need an incredibly pliable bank employee to confirm that), is it the income tax raids (only if you happen to be a politician or a film star), bigger and well equipped bungalows (..Maybe, but you cannot carry it around to show off), imported furniture and furnishings (that adorns such bungalows), foreign trips (with low cost air carriers the last bit is easily within the grasp of an upper middle class family). So, what is the most obvious sign that proclaims to the world in general that a person has finally arrived? The answer is quite simply "luxury cars". (Of course the uber-rich have already proceeded to personal jets, helicopters, Personal Islands, 22-storey house worth \$2 billion, etc...)

From the time, when just being the owner of an automobile gave a person celebrity like status, to the present times where you are not considered rich enough if your back yard doesn't boast of the following options: **Rolls Royce, Bentley, Aston Martin, Maybach, Maserati, Lamborghini** (And if you happen to be a true aficionado of cars then at least one of these gorgeous ladies has to bear the stamp of Dilip Chhabria!!!!) the automobile industry has had a miraculous transformation.

When it comes to luxury cars, India is the place to be. This is not a random statement made by a patriotic Indian, rather a clinical observation made over a period of time. From the time when India could boast of only the Hindustan Motors, to the present day scenario, where almost every luxury car company worth their salt wants to make their presence felt, the Indian automobile sector has indeed undergone a sea change.

So why is this sudden interest in India? The answer lies in the fact that although the last two years were being widely seen as recession years, Indians bought more luxury cars than ever before. It shouldn't come as a surprise considering the fact that despite being a developing country, India is among the top three countries in terms of the number of millionaires. This era of development in India has been at its best, despite

recession. (And recent market trends indicating very feeble symptoms of double dip recession) Strong fundamentals of Indian economy have helped the country post a respectable GDP growth in the previous years. It also helps that the Government of India has played a favorable role in formulating policies pertaining to imports of the country and equity regulations that has only helped the luxury car making companies to operate in India in a better way. The reduction in import tariffs in the automobile industry has helped these companies price their cars at a lower price as compared to what they used to be, making it all the more accessible to the newly established rich and famous.

Mercedes-Benz, which has been in the Indian market since 1995, had to fight it out with BMW for the position of a market leader; currently both these two companies occupy a herculean share of the market. However, not to be left behind are the recent entrants like 'Audi' and 'Volkswagen'. German luxury carmaker Audi plans to increase investments in India as it plans to gain market share in the fast-growing luxury car market.

Audi plans to make fresh investments in India to generate higher volumes and double the annual production capacity to 6,000 cars from September by operating on a double shift and in the process generate 600 more jobs in the country by 2012. Audi aims to sell over 5,000 units in 2011, up from 3,003 in the year 2010. "Our target is to have 25% of the Indian luxury car market by 2015 and we are on track," Audi India Head Michael Perschke said; a statement that cannot be taken lightly considering the fact that Audi has sold 3,145 units in the Jan-July period, showing an increase of 93%, from the 1,626 vehicles sold in the same period last year.

Not to be outdone is the Volkswagen group. The company has already announced that they have set aside Rs 192 crore to invest in the Indian market. Last year Rolls Royce's PHANTOM, a sublime luxury masterpiece was priced around Rs.4 crores and 35 cars were sold. In the late December 2009, Rolls Royce launched its new model 'GHOST' which, if the advance orders are anything to go by, will displace 'PHANTOM' as the darling of car aficionados.

Mercedes-Benz does not have to do much, as it already has 57 touch points across 28 cities.

The Indian luxury car market has tripled its size in the past five years and it is expected to grow at the same pace for the next 2-3 years. With late entrants like Jaguar and Volvo also betting on the growth factor, seems like pretty soon the Indian luxury car segment will transform into a battlefield, who shall win the battle? Well only time will tell.

With Ferrari's official debut this year in New Delhi on May 26 (But this doesn't mean you can turn up at the showroom and drive home with one, even if you do have half-a-million dollars to spare, the catch, delivery time to India will take anything between three months to a year), the Indian Automobile segment is booming at such a rate that no luxury car manufacturer of repute can afford to ignore the market here.

Most luxury car manufacturers have started their production in India, those who still don't have their operations here, have at the very least, opened up their showrooms all across the country (along with a statutory waiting period of, say close to a year). The scenario only seems rosy from here on, because by 2015 it is expected that all the top luxury car brands will be jostling for space in the Indian traffic. So "*el lujo automóviles*", here we await your arrival!!!

Your Answers are Here

Tryst-o-Quiz #2

1. Google 2. FIAT 3. Badal 4. P & G (Find the link yourself!!!!)

LogoFiles #2

1. P&G 2. Allianz

PixPuzzle #2

Tata Pixel, the new city car concept for Europe from Tata Motors



Eighty percent of all Toyotas sold in the last 20 years are still on the road today.



BMW, AUDI, VOLKSWAGEN, LAMBORGHINI...

By Upasana Kalita

A brand is known by its logo. A logo can make or break the value of a brand. When you see the old guy smiling out of the KFC logo, you know you are destined for some really yummy chicken stuff out there. The Disney logo reminds you of all the fairy tales that childhood is made up of. Same is the case with the cars. A certain car logo may stand for performance whereas another may be synonymous to design ingenuity. Let's take a peek at some such car logos and their origins to understand how they generate the kind of awe they inspire.

The Ultimate Driving Machine

Bayerische Motoren Werke (Bavarian Motor Works) or more famously, BMW, is a German automobile, motorcycle and engine manufacturing company. The BMW roundel is a stylized, rotating airscrew - the blue representing the sky. This is said to have evolved from the circular design of a rotating aircraft propeller. The white and blue checker boxes are supposed to be a representation of a white/silver propeller blade spinning against a clear blue sky. This logo ideally reflects the origins of BMW as an aero engine manufacturer during World War I. It is also 'a patriotic coincidence' for BMW, that the logo symbolizes the colours of the Bavarian flag!



The Ultimate Driving Machine

Vorsprung durch Technik (Progress through Technology)

Audi is a German automobile manufacturer. It is owned by the Volkswagen group. The Audi logo comprises of four 3-dimensional overlapping rings. The four rings of Audi represent the merger of the four companies of the Auto-Union consortium of 1932, namely, Audi, DKW, Horch and Wanderer. Audi was sued in the International Trademark Court in 1995 by the International Olympic Committee, owing to the similarity of its logo to the Olympic rings.



Audi

The new class of world class

Buick is a luxury car brand under General Motors. It is among the oldest automobile brands in the world.

Buick's famous "tri-shield" emblem, basically three shields inside a circle, can be traced directly to the ancestral coat of arms of the automaker's Scottish founder - David Dunbar Buick. The crest was a red shield with a chequered silver and azure diagonal line from the upper left to lower right, a stag above and a punctured cross below.

In 1960, the logo underwent a major revision. In place of a single shield, a tri-shield appeared, representing the three Buick models then being built - LeSabre, Invicta and Electra. Today, the tri-shield has been modernized and the new logo is a monochromatic, see-through design.



1937 crest



2002 tri-shield

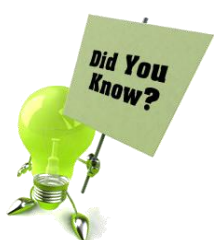
Always Different. Always Lamborghini

Automobili Lamborghini, or more famously, Lamborghini, is an Italian automaker, founded by Ferruccio Lamborghini. At present, it is a part of the Volkswagen group. The history of this company officially started in 1963. Ferruccio Lamborghini already had two factories in Italy, one producing tractors and the other air conditioners, when he decided to take on Ferrari in the automotive sector. He wanted to build performance cars with great interior refinements.



The world of bullfighting is a key part of Lamborghini's identity. Lamborghini was himself, a strong-willed Taurus. In 1962, Ferruccio Lamborghini visited the Seville ranch of Don Eduardo Miura, a renowned breeder of Spanish fighting bulls. He was so impressed by the majestic animals that he decided to adopt a raging bull as the emblem for his own automaker.

(Upasana Kalita is a student of MBA 3rd semester at Tezpur University. She is a graduate in Chemistry and can be reached at upasanakalita05@gmail.com.)



The world's longest traffic hold-up was between Paris and Lyon on the French Autoroute in 1980. It was about 110 miles long.

TRYST-o-quiz #3

Q1: Can you connect the three to a single event?

600 N US Highway 45
Libertyville, IL 60048



open handset alliance

Q2: Can you link them both to a single Company?

Dandekar & Co.



Q3: Connect the three?



Q4: Make a connection?



Life and Leadership of Henry Ford

By Umananda Bordoloi

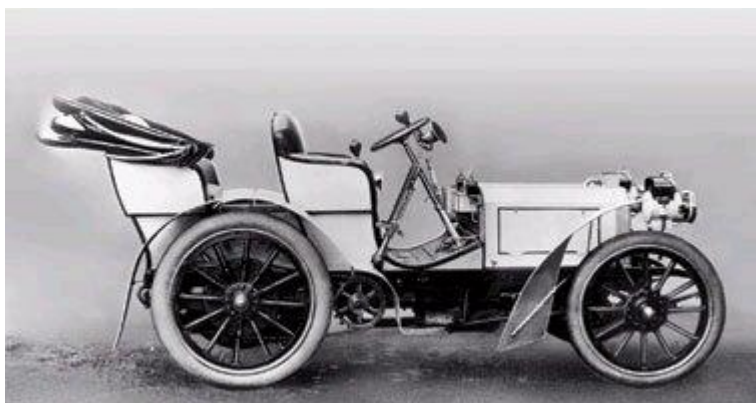
Leaders come in all shapes and sizes....some are tall, while some are short (think Napoleon and Hitler) some are charismatic while others are not; some are born leaders while others are thrust into the position of leadership. And in spite of controversies that sometimes surrounds the life these leaders, they are always present to provide proper direction to the people working under them. One such leader who navigated his life through a minefield of controversies and still managed to leave a strong impression for generations of admirers is Mr. Henry Ford.

For somebody who was always tagged as whimsical, genius, eccentric and old fashioned, Henry Ford definitely left an unbelievable mark, not just in the field of automobile industry but in field of employee welfare as well. He did what he thought was right without giving any consideration to his popularity or his image.

At a period when exploitation of labour workforce was the norm of the industry, when a labour was considered as the least important factor of production, when labour or trade union were unheard of, it was at a time like this, that Mr. Henry Ford astonished the world in the year 1914 by offering a \$5 per day wage (\$110 in current dollar terms), which more than doubled the rate of most of his workers. Although at the onset it was viewed as an unnecessary move by other automobile factory owners, but it was an incredibly smart business decision because instead of constant turnover of employees, the best mechanics in Detroit flocked to Ford, bringing their human capital and expertise, raising productivity, and lowering training costs. Mr. Ford proved that paying people more would enable Ford workers to afford the cars they were producing which would in turn be good for the economy.

Pix Puzzle #3

What is the speciality about this image?



But this raise in income for the workers came with a catch- 'the raise was offered to only those workers who had with the company for more than six month and conducted their lives in a manner of which Ford's "Social Department" approved'. They frowned on heavy drinking, gambling, and what might today be called "deadbeat dads". He believed "..... men need counsel and men need help oftentimes special help; and all this ought to be rendered for decency's sake". Incidents such as these highlighted that Mr. Ford was a kind leader who preferred a 'paternalistic' approach to leadership. And although at that time incursion into his employees' private lives was considered to be highly controversial, forcing him to back off from the most intrusive aspects; however such a method became a precursor to modern day approach to human resource policy.

For somebody who believed in employee welfare, it was ironical that Mr. Ford was adamantly against labor unions. He thought they were too heavily influenced by some leaders who, despite their ostensible good motives, would end up doing more harm than good for workers. He said that most wanted to restrict productivity so as to ensure employment, but Ford saw this as self-defeating exercise because, in his view, productivity was necessary for any economic prosperity to exist. And while his efforts to forestall union activity (by hiring a former navy boxer to head the service department) bordered on extreme, Mr. Ford in a surprise turn of events had a change of heart and the Ford Motor Co. went from the most stubborn holdout among automakers to the one with the most favorable United Auto Workers Union (UAW) contract terms.

In '*My Life and Work*', Ford predicted that if greed, racism, and short-sightedness could be overcome, then economic and technological development throughout the world would progress to the point that international trade would no longer be based on (what today would be called) colonial or neocolonial models and would truly benefit all peoples. His ideas although vague, but were very idealistic.

He considered war as a terrible waste and was highly critical of anyone who he felt financed the war. He believe that international business could generate the prosperity that would head off wars; when World War II erupted in 1939 he said the people of the world had been 'duped'.

Mr. Henry Ford was never a big fan of adaptation but something has to be said about his strong resolve and determination and his ability to withstand even the strongest of criticisms. Mr. Ford had once famously said, "Any customer can have a car painted in any color that he wants so long as it is black". And black it was for the next 19 years; the famous Model T design in black was fervently promoted and defended by Mr. Ford, and production continued as late as 1927. The color change was incorporated in the production line-up only after the sales of Model-T cars started falling. But the record for selling Model T in the color black a record of 15,007,034 cars stood for more than 45 years.

But Mr. Ford biggest contribution to the world remained the invention of the assembly line and was considered more influential than any other single person in changing the paradigm of the automobile from a very expensive, heavy, hand-built toy for rich people into a lightweight, reliable, affordable, mass-produced mode of transportation for working-class people.

Whispers of his anti- Semantic views although never completely proven to be true (Ford Motor Company was one of the few major corporations actively hiring black workers and was not accused of discrimination against Jewish workers or suppliers) had always scarred the reputation of one of the world's most prolific inventors and an eccentric maverick (if you will). His numerous achievements notwithstanding, Mr. Henry Ford remains at heart a racer who considered himself first and foremost an inventor.

(Umananda Bordoloi is a student of MBA 3rd Semester at Tezpur University having a BBA background. She can be reached at umananda13@gmail.com.)



M-A-D-
A-D



Product: Floragard Good Fertilizers

Agency: Jung von Matt, Hamburg, Germany

Creative Directors: Arno Lindemann, Bernhard Lukas

Art Director: Jonas Keller

BIZ-NWZ

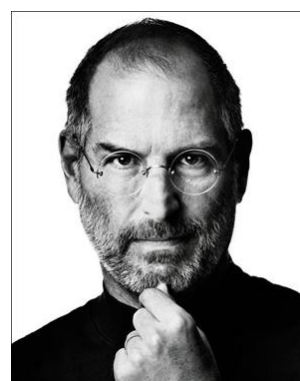
By Sanjib Dutta Malo Das

Oh no!...Not Again!

Oh No! Not again! While it seemed like we were just getting out of the recession psychosis, S&P's downgrading of US Long Term Bonds has again caused a fear of double dip recession. The downgrading of US govt. bonds from AAA ratings to AA+ with a negative outlook has caused a sharp decline in the stock markets across the globe. With reaffirmation of Moody and Fitch's AAA ratings the world can breathe easy.

Apple loses Job!

Steve Jobs, the co-founder of Apple, had stepped down as chief executive officer on 24 August, 2011. The man who wanted 'to put a ding in the universe' orchestrated several tech revolutions that changed the way we work and play. Under Steve Jobs, Apple has become the most valuable technology company in the world. Jobs, 56, has been battling cancer for several years and has been on medical leave since January 2011. Tim Cook has been appointed as the new CEO of Apple.



Google Motorola Deal

Recently Google has acquired Motorola Mobility in an all cash deal of US\$ 12.5 billion. The deal comes with 17,000 patents, the deal also has another 7,500 pending, all now going to Google. Thus the patent war is going to heat up in the coming days.



BMW X3

BMW has announced the launch of BMW X3 in India. Visually Stunning, Bigger and More Comfortable, the new generation Sports Activity Vehicle redefines Sheer Driving Pleasure. Production of the new BMW X3 commences at the BMW Plant Chennai. The new BMW X3 will be CKD produced (Completely Knocked Down) at the BMW Plant, Chennai. The new BMW X3 will be available in a range of eight exciting colours to choose from. The all India ex-showroom prices of the new BMW X3 are: The new BMW X3 xDrive20d: INR 41, 20, 000; the new BMW X3 xDrive30d: INR 47, 90, 000.





This page is exclusively for all the readers of Uttaran. Here, you can get published your bold ideas, unapologetic views, wildest dreams, express anguish against the system, etc, etc. We encourage you to write up (instead of 'speaking up'!). You can send your write ups to uttarantumba@yahoo.co.in with subject as "The last Page of Uttaran" and as for the subject of revealing your identity is concerned, we simply decided to leave that matter on you!!!!

HATKE-JHATKE!!!!

It is said that an idle mind is a devil's workshop. Hmmm... I guess that's why a devilishly gorgeous idea came to my recently idle mind!!! (By the way I don't know what is exactly meant by an idle mind since the moment your mind stops working you become what can be termed as a mindless state....anyways we should not question our ancestor's wisdom. And someone has told don't ever dare to question Chinese proverbs if you don't want to be an ingredient for their soup). Sorry for distracting you with all these bullshit thoughts, let me directly tell you what is exactly cooking in this devil's factory.

Think of all the advanced nations: America, Australia, Britain, China (you can no longer keep China out of this league...and don't forget we share our border with Arunachal Pradesh and may be a little bit of *oiling* might just fetch me a job in Petro China, at least!!), Denmark Germany, in fact, simply the entire Europe.

Now, if you observe carefully (as I did in my mindless state!!), the names of most of advanced nations appear in an alphabetic order. So, alphabetically speaking, they are at a higher rank if we put India in the list of these nations (barring a few nations that is, I mean who is complaining anyways). So, what was our Vision India 2020 or 2030, making India a global force to reckon with, if I am not mistaken?

We Indians are very good at taking short cuts. So, I invented a unique shortcut to achieve this milestone and that too within the forthcoming decade. So, what I am suggesting is, why don't we change the name 'INDIA' to 'BHARAT', in real sense of the term!! This would imply focusing on the rural India. As the last decade was the decade of Indian Metros and so this decade should be the decade of Indian villages, only then the true picture of BHARAT will emerge.

Thus, let us formulate 'Vision Bharat 2020' and I can guarantee you, by 2020 we will definitely be on that list, without even changing INDIA to BHARAT.

By Biswajit

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