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March 2013

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A detailed analysis of Budget 2013



Lifebuoy Roti Reminder





**GLAM** BUZZ

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## FROM THE EDITOR'S DESK

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It's always necessary to critically analyze or question the government policies and reform measures undertaken. February is a month which goes in anticipation and early March is the time which goes in critical analysis of the union budget, by the media fraternity. So, naturally Union Budget 2013 became the cover story of this month. Dr. Subhrangshu Sekhar Sarkar, Dean of the School of Management Sciences, Tezpur University dealt the budget issue in our cover story, with in depth analysis and critical dissection.

Moving on with the motto of 'Being Beyond Better', the team UTTARAN is committed to constantly come up with new and riveting ideas. This month's issue is unique in many dimensions. For the first time we expanded the horizon of this e-magazine much beyond our campus. The response was really overwhelming and we are thankful to all of them, who contributed to this issue. We also introduce the new column AD-VENTURE, a column based on designing a single page advertisement. It's a great achievement for UTTARAN, as it has been reaching out to more and more people with every new issue.

Moreover the Team UTTARAN believes that the diversity of articles in the current issue, ranging from big data to social media and HR to the unique campaign of Hindustan Unilever in promoting Lifebuoy, initiated by Ogilvy & Mather in the holy Kumbh Mela or the inspiring entrepreneurs of Innoz, will cater to the reading pleasure of our readers. So just dig in, a lot of exciting reading stuffs are there waiting to be savoured by you. Enjoy reading...

Dipankar Das
(On behalf of TEAM UTTARAN)



## **TUMBA TRIBUNE**

By, Pranab Kr. Sarkar,

MBA 2<sup>nd</sup> Sem., Tezpur University

# YAHOO WORKPLACE FLEXIBILITY BACK TO SQUARE ONE

Marissa Mayer the former Google executive joined Yahoo, a former market leader but now an ailing company in many aspects, last summer and since then implemented several reformative issues to bring the company back to track. Recently she took stern steps of abolishing flexible work schedule, which was earlier prevailing in Yahoo. Taking concern of innovation into and creativeness towards job, earlier about 200 employees were allowed to work from home but this didn't work out and recently they were called to work in the office place as per the direction of Marissa Mayer.

# VIDEOCON INDUSTRIES TO ENTER BANKING SECTOR IN INDIA

With RBI issuing guidelines for new bank licences, diversified group Videocon Industries said that it will enter the banking sector with a foreign partner and has earmarked Rs 1,000 crore for the purpose. In this regard they have formed a 74:26 joint venture - Liberty Videocon General Insurance Co. Ltd - with Liberty Mutual Insurance in India. Those seeking to set up a bank would have to submit

# SAMSUNG INVESTS \$110 MILLION IN SHARP

Recently Samsung infused \$110 million in cash trapped Japanese electronic major, Sharp corp.. This move will broaden its supplier base in south Asia and moreover they will be able to access their low power consuming thin screen technology. Experts believes that this is a strategic move by the company, as Sharp also happens to be a key supplier of Apple Inc in Asia, one of the frontline rival of Samsung.

## M&M GOING AFTER THE DOMINANCE OF TATA MOTOR SMALL UTILITY VEHICLE MARKET

Mahindra & Mahindra has already grabbed a sizeable amount of market share of Tata Motors in the small utility vehicle segment and they are getting even more aggressive. M&M is working on a project codenamed as P601 to challenge Tata's Ace Zip and magic Iris, which are two well established brands in this segment. These move by the auto giant points towards a more heated competition in the market in upcoming days, to grab market share of small utility trucks.

### **PAY HIKE BY 12%**

Good News !!! India Incorp. administers an average pay hike of 12% in various sectors most probably this year itself.











## WAITING FOR THE RIGHT BUS! STORY OF INNOZ

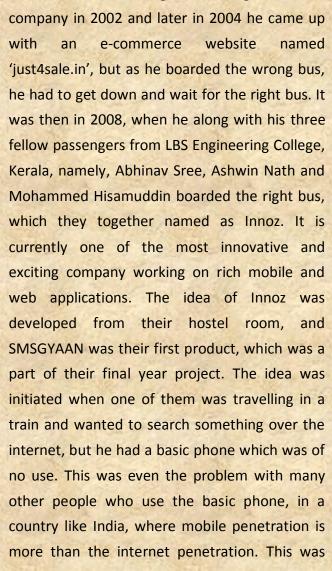
Dipankar Das

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Entrepreneurship can never be taught, it is all about giving your ideas a chance to prove itself. Its your dream that inspires you to keep on going. This is exactly what the story of Deepak Ravindran depicts, who belonged to a middle class family from Thrissur, Kerala.

As Richard Branson said "Business opportunities

are like buses, there's always another one coming". So Deepak tried to catch the right bus since 2002. He started a freelancing/outsourcing



what which led them to design the SMS-based mobile search engine.

They started the company with a sum of 4 lakhs, which was brought up by each of them contributing equally. Later on they received seed investments from iAccelator Program-IIM-A (CIIE) & Technopark, Trivandrum. They also

raised funding from few NRI's who also supported to launch a marketing office in the US. Their flagship product, which is based on

the short code 55444 has now crossed 1 million searches per day and are partnered with telecom service providers such as Airtel, Vodafone, Idea, Docomo and Aircel. It is currently the largest offline search engine on mobile phones in India. Currently Innoz has three offices across the nation, which are based on Bengaluru, Mumbai and New Delhi. It is ranked as the Top 10 companies in India by NASSCOM EMERGE 50.

Being totally new to the Indian market, they just moved on with the idea of Innovation. Their motto was quite simple: Never try to beat anybody, only try and beat ourselves by innovating all the time. Don't ever listen to what people say to shoot down your ideas. There would be a million times where people tell you that you can't live your dreams — never say never! And thus they continue their journey, with their aim of reaching the stars.



### **UNION BUDGET 2013-14: AN ANALYSIS**

Prof. S.S. Sarkar, Dean, School of Management Sciences, Tezpur University

In the backdrop of a not-so-satisfactory Economic Survey 2012-13, the Union Finance Minister Sri P. Chidambaram presented the Union Budget 2013-14. As a convention, the Economic Survey is presented on the previous day of the presentation of Union Budget. It may be mentioned that the Economic Survey is the only official document that makes a foundation for the Union Finance Minister to make declaration in budget to be presented in the next day. The Economic Survey puts India's recent slowdown due to external causes. During the year 2012-13, monetary policy was tightened to control the inflation without any massive effort for adjustment of supply side constraints. The consequent slowdown has touched all the sectors of the economy. The year 2012-13 experienced falling savings without a commensurate fall in aggregate investment which led to a widening current account deficit (CAD).

Sri P. Chidambaram, shouldering the responsibility of the finance ministry of a welfare country, had some worries in his mind while the budget for the year 2013-14 was prepared. There had been slowdown in the targeted tax and non-tax revenues. It is coupled with colossal subsidies bill, particularly that of petroleum products. There had been an urgent need to reduce government spending so as to contain inflation. Need was also felt to facilitate corporate and infrastructure investment so as to ease supply. Several measures were announced in last few months to restore the fiscal health of the government and shrinking the CAD for improving the growth rate. The GDP growth rate slowed down, it has been a tough task to keep it within the range of 5 percent. Another interesting fact to note in the Economic Survey was to explore the composition of GDP. In the last decade, growth has increasingly come from the services sector, whose contribution to overall growth of the economy has been 65 per cent, while that of the industry and agriculture sectors has been 27 per cent and 8 per cent respectively.



The eighth budget presentation of Sri P. Chidambaram has not brought any remarkable surprises. Going back to the history, a lot of reforms had been done by Mr. Chidambaram in his earlier presentations. In this aspect, this budget falls short of the expectations. The first part of the budget speech is a mere description of allocation of amount for various schemes. The Finance Minister has to proclaim the focus on 'inclusive growth' as envisaged in the Twelfth Five Year Plan. The fiscal deficit, which remains to be controlled, is an outcome of two factors viz. government revenue and government expenditure. To keep the fiscal deficit within limit, the finance minister has either to augment revenue or decrease expenditure. Both are very difficult in a welfare economy. There has been an effort to control the plan expenditure without any effect on the flagship programmes. The budget 2013-14 has made sufficient provision for development of scheduled caste, scheduled tribe, and minority communities. The Finance Ministers allocates Rs. 80,194 crore for rural development in 2013-14, marking an increase of 46 percent. MGNREGS will receive Rs. 33,000 crore, PMGSY Rs. 21,700 crore, and IAY Rs. 15,184 crore. An emphasis has also been put on PMGSY as the Finance Minister planned for PMGSY second phase for those States which have successfully accomplished the scheme. Looking at the composition of GDP, there is an urgent need for a stimulus for agricultural growth. It is proposed to increase the target of agricultural credit to Rs. 700,000 crore. Like the MGNREGA, the UPA Government is planning for the Food security Bill as its prime agenda for the next

election. The Finance Minister has set apart Rs. 10,000 crore, over and above the normal provision for food subsidy, towards the incremental cost that is likely once the Bill is passed by the Parliament.

Interesting facts that might have attracted the attention an investor is liberalizing the Rajiv Gandhi Equity Savings Scheme (RGESS) to enable the first time investor to invest in mutual funds as well as listed shares and the income limit is being raised from Rs. 10,00,000 to Rs. 12,00,000. Moreover, a person who takes a loan for his first home from a bank or a housing finance corporation upto Rs. 25,00,000 during the period 1.4.2013 to 31.3.2014 is awarded with an additional deduction of interest of up to Rs. 100,000. Thus, the total maximum deduction for housing loan interest is raised to Rs. 2,50,000. The Finance Minister expects that it will promote home ownership and will give a fillip to a number of industries like steel, cement, brick, wood, glass etc. besides jobs to thousands of construction workers. Again, it is proposed to issue NSCs that may be issued in the form of Inflation Indexed Bonds.

To promote entrepreneurship among students, incubators play an important role in mentoring new businesses which start as a small or medium business. As all corporate are compelled to spend at least 2 percent of their average net profits on Corporate Social Responsibility (CSR), the expenditure on incubators setup in an educational institution approved by appropriate authorities will qualify for consideration as CSR expenditure by the corporate. The Finance Minister proposed to set up India's first Women's Bank as a public sector bank and a provision of Rs. 1,000 crore is made for initial capital. It will be interesting to see how different this bank will be from other banks. As a theoretical exercise, the Finance Minister tries to spell out the definitions of Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII) in his budget speech. As per the details spelt out, where an investor has a stake of 10 percent or less in a company, it will be treated as FII and, where an investor has a stake of more than 10 percent, it will be treated as FDI. FIIs have been permitted to participate in the exchange traded currency derivative segment to the extent of their Indian rupee exposure in India.



On the tax reform front, the Finance Minister seems to be concerned about the calculation on the tax-GDP ratio. He is not happy as the ratio has gone down over the years and plans to regain the peak rate of 11.9 percent. The budget has not made any remarkable changes in the taxes except providing a nominal tax credit of Rs. 2,000 to assesses having taxable income up to Rs. 5,00,000. There is a proposal to tax the super-rich by increasing the surcharge. However, it is surprising to note that in a country like India, only 42,800 persons, as per incometax records, earn more than Rs. 1 crore a year. There has been marginal increase of surcharge from 5 percent to 10 percent for domestic companies, which was not sportingly taken by the stock market which immediately showed its anger by shedding more than 200 points.

Regarding the reference to the North-east India, one can sum up four issues. First, a proposal to continue to support the eastern Indian (including Assam) States with an allocation of Rs. 1000 crore in 2013-14. Second, proposal to seek the assistance of the World Bank and the Asian Development Bank to build roads in the North Eastern States and connect them to Myanmar. Third, to declare the Lakhipur – Bhanga stretch of river Barak in Assam as the sixth national waterway. Fourth, a provision of Rs. 100 crore to Tata Institute of Social Sciences, Guwahati campus.

The Union Budget 2013-14 has not made any radical impact on the economic activities to be carried out in the next financial year. To contain inflation and reduce fiscal deficit, a lot of other interventions are necessary. This year also, implementation of Direct Tax Code (DTC) and Goods and Services Tax (GST) has been postponed to a future date. Presentation of budget by the Finance Minister is becoming a mere convention as major decisions are taken by the Government in between the years. Being the election year, the Finance Minister was silent on the issue of taxation on agricultural income. Let us see whether any development is done in this respect in the coming months.



### BUSINESS OF SOCIAL MEDIA: ITS ROLE IN REBELLIOUS COMMUNICATION

### AND SOCIAL MOVEMENTS

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### **Introduction**

Two Mumbai girls got arrested because they freely expressed what they felt about the Mumbai bandh after Bal Thackeray's death on Facebook. Following this, there was an outburst on Facebook and Twitter regarding the arrest and lack of freedom of speech in India. Social media is not just used in India to let people talk about regulations and the law of the land but it was used in Egypt, Tunisia and Sudan. The people started a movement through Twitter hashtags and Facebook pages and updates in these countries. Social media might not have brought people out to the streets but it definitely sped up the process of a revolution. In addition to that, the Occupy Wall Street movement became global with live feeds, videos and photos were shared by protestors.

Social media allows people to interact, share and communicate. It is more powerful than traditional media as opinions and viewpoints get shared at a much more rapid pace. Hence, it gives people a power hitherto unknown. Social media has been a huge medium in riots all over the world, from Egypt to UK to Wall Street. Social media, as seen in the recent riots, has the leverage to fuel each event in a riot or event by giving coverage of the people involved, latest happenings and reactions of all parties involved. This 360 degree coverage from the beginnings of unrest to the solution of the issue by involving everyone at every stage makes social media the most powerful medium for conveying messages to a global audience.

### **Existing Literature**

In August 2011, people from many cities around England including London participated in rioting that resulted in chaos and looting. A local boy was shot dead by the police in Tottenham on provocation in a

rally. Protestors burnt buses, destroyed police vehicles, looted and rioted post this event. About 3100

protestors were arrested and there was an estimated property damage of about 200 million pounds.

The riots began through communication through Blackberry messengers and then spread through BBM and Twitter. Twitter was used to spread the word of the protest rapidly. News content on media channels inspired people to tweet the same news. The *hashtag* system allows people who have never met, to chat on one page and read each others' views on the same topic. Twitter and BBM allowed people to broadcast which streets were clear and the police activities in several areas. Research in Motion(RIM), the company that owns BBM, helped the police to track vigilantes. Twitter helped bring peace with a *hashtag #riotcleanup* where citizens grouped together in the aftermath.

The "Indignant Citizens Movement" in Athens, Greece in May 2011 was convened by their Facebook page which has 90,000 registered people. A popular Greek television news channel Mega did not cover most of the happenings of 29<sup>th</sup> May 2011 which led to the channel temporarily deactivating its Facebook page. This was due to the derogatory statements left on the page by angry citizens.

### **Discussion of the case**

Rebellious communication in the Spring Revolution and in the London protests ascertain that social media serves as a platform that allows people to post their ideas, find people with similar thoughts and communicate seamlessly to them. This media is the fastest medium of communication as compared to traditional media like television, print and radio. The reach of traditional media might be larger but it is only a one-way communication. Social media is a two-way communication medium on which there are first-hand accounts by people and direct communication by trusted people. Since the medium itself is known by

the people, the news is more hard-hitting and a call for action seems plausible.

Revolutions have taken place before Facebook and Twitter came into existence. These revolutions have not taken place just because of the presence of the new medium. Social media has created a horizontal network of activists that bypass formal organizations and institutions. Each generation has used the available medium of communication effectively. Had social media not been present, the revolution would have just taken longer to take place.

Social media in the realm of rebellious communication and social movements have the following roles:

- 1. Spreading fear: A revolution occurs when a tipping point of no return has been reached. This usually takes place by spreading the news of the upcoming horrors that the government will impose. This is ultimately the spreading of fear amongst people. That is the first step of an uprising. This can be rapidly done with social media along with posting instantaneous pictures and videos of unrest.
- 2. Unite for a cause: A revolution takes place because many people feel the same way for a cause and pledge to gather to demand a change. The location, timings, etc are all pre-decided. This can also be easily communicated to suit majority of the people. Social media has the flexibility of conveying instantaneous messages to people.
- **3. Updates about the revolution:** Involving everyone with regular updates of streets, people, injuries, heroes, pictures, videos is an engaging way of keeping people in the loop.
- **4. Stopping chaos beforehand due to the information on news feed trends:** Police in London could stop a planned riot due to trends seen on Twitter. Chaos can be controlled with the transparency of the social medium.

### Conclusion

Social media is the newest weapon of the masses. It is the most powerful medium of communication in today's world. Instantaneous updates about what they are unhappy about, connecting to other people who share your thoughts, starting a revolution with people who share your concerns are an easier mechanism with social media. This medium can be exploited as well.

Unidentified group of people allegedly spread messages and emails that North-East people should leave Bangalore before Ramazan in 2012. Panic spread as people from the North-Eastern origin fled the city. Maharastra Home Minister RR Patil and Samajwadi MP Ramgopal Yadav suggested that social networking sites like Facebook and Twitter must be banned for a few days to put an end to the rumours. These rumours were based on the clashes between the Bodos and Muslims in Assam. Police tried hard to pacify the people at Bangalore stations as train after train to Guwahati was packed.

Social media should have certain regulations to control miscreants such as in the Bangalore episode. But social media definitely is the strongest medium to connect people from not just the same country but any country from any corner of the world.

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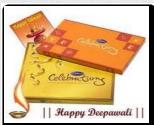
## Gleeful Merchandising

Chandra Sekhar MBA 1st Year ABV-IITM Gwalior, M.P.

Our country presents a cultural blend of number of religions having their festivals celebrations with bright cacophony of drums, the aroma of sweets, the glitter of decorations, mesmerizing lights and sparkling colours, traditional dresses, dances and unwavering enthusiasm. It breaks the monotony of life on one hand and association of the people on the other hand. Some popular legend festivals welcome the seasons of the year, the harvest, the rains and the full moon with its aura of romance. The religious festivals of India include Dussehra, Diwali, Holi, Janmashtami, Chhath, Shivratri, Guru Parva, Ram Navami, Buddha Purnima. Mahavir Jayanti, Eid-ul-Zuha, Eid-ul-fitr, Christmas, and the festivals of the Parsees and the Jews. Christmas season is round the corner and also a time for marketers to pull up the socks and reap the benefits by indulging in marketing tactics that can show up results instantly. According to a research conducted by **ASSOCHAM** Indian consumers spend 50% more during festivals than they spend for the rest of the year combined. And Cadbury has been the frontrunner in tapping those expanded market demand which is characterized by

emotions, sentiments intuitions. and Cadbury may be synonymous with chocolate in India and command a whopping two-thirds share of the billion-





dollar market but it is an oddball in the foods industry, sharply focused on making brands blossom rather select than launching and managing an overflowing basket of products like many of his peers. Through its breakthrough marketing and extensive Ad campaign "Khane Ke Baad "Shubh Kuch Meetha Ho Jave" and Arambh" it has been able to achieve just that.

"Khane Ke Baad Kuch Meetha Ho Jaye" is an attempt to replace desserts such as custards and ice-creams with chocolates and "Shubh Arambh" focuses on replacing traditional 'mithai' with chocolates. Clearly, the challenge for Chandramouli Venkatesan (Executive Director) is not so much to maintain Cadbury's dominant share but to more expand the chocolate pie. It is indeed

an audacious strategy considering how the Indians savour their sweets but Cadbury has somewhat succeeded in its attempt which reflects it in its increasing sales. Sweets, by and large, are consumed by all and sundry during the festive seasons and this opportunity is exploited by Cadbury to its full extent by converting the non users to users. This Ad campaign has also broken the popular belief that chocolates are meant only for children, now people from all the age groups are happy to eat it too. Cadbury 'Celebrations' also replaces the traditional gifts at the time of 'Raksha Bandhan'. A time will come when 'Mithai' will be synonymous with Cadbury. At the same time Cadbury is opening up new bigger-ticket categories to encourage spending during this festive season with, a brand like Bourneville, and dark chocolate. Initially priced at Rs.65 a bar, it intended to devour consumers with its high cocoa content but quickly realized that consumers were wary of spending on a new chocolate and taste at such a high price band. The initial conversion was easy because of people who had already experienced dark chocolate overseas but getting the next round of consumers was harder. To expand its reach Cadbury introduced a 30 pack and simultaneously a barrage of promotions (with the tag line 'you don't just buy a Bourneville you earn it') to educate consumers on cocoa and prod them to expand their taste beyond conventional chocolate. Similarly Cadbury

has launched its variety of products at various ends of a price spectrum to tap the rural markets and the company constant struggle for innovation has been evident, as Venkatesan says "While maintaining Cadbury's supremacy is important, a long-term goal of industry growth and setting up the "organization for the future, with a pipeline of products and innovation," is how he would like to be judged.

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### **DOING BUSINESS - THE**

### **INDIAN WAY**

- Aditi Vidyarthi - Nitin Bhat

Ever since the economy opened up its gates for foreign investments in 1991, there have been numerous international business concerns which have set up shop in India. Many of them failed while a lot have succeeded since more Amongst their success stories, there runs a common thread which underscores one main factor for their survival; adapting to the Indian way. India is a world within itself; it is a concoction of a variety of cultures value systems and ethnicities. Time tested global business models have failed to impress the Indian markets mainly due to insensitivity towards local needs, lack of commitment and one product-for-all-markets concept.

Call it our brazenness or our sorry economic condition; we Indians want the best of quality at the lowest of prices. This has forced global companies to adopt business models and processes which will churn out products at lowest cost without compromising quality. Local sourcing is one of the important factors helped multinationals which have contain costs, enabling cheaper end prices to the customer. Retail food chain McDonalds is an excellent example in this context. Thanks to its strategic alliances with farmers across India, the burgers in

India are the cheapest in the entire world, having maintained the same quality as anywhere globally.

Customization is another major requirement which cannot be ignored by multinationals. As we traverse across India, one is simply overwhelmed by the plethora of diversity. To succeed in such conditions is to analyze and adapt to the local markets. Frito Lays, which markets its products in not more than 4 flavors globally had to develop ethnic flavors like Golguppa, Indian Chatpata to cater to the Indian taste buds. ITC Bingo followed suit and was received very well by the Indian markets. It goes without saying that a fine balance between global branding and local positioning essential to suit indigenous needs.

The geographical expanse of India is very extensive, with a vast urban rural divide. Given the inherent nature of the Indian market, multinationals can partner up with a local firm to navigate through the market complexities and regulatory framework. Partnerships with Indian companies need not be limited to joint ventures— multinationals should also consider strategic alliances with local players. Such alliances can assist in

leveraging the mutual competencies of each partner. Having developed strategic *IV's/alliances* with local pharma companies, many global pharma majors have been able to source inexpensive but good quality generics and off patent medicines from India at a fraction of their original cost. Maruti Suzuki is yet another example where the distribution strength of Maruti and the R & D capabilities of Suzuki are leveraged making the JV as one of the world's top automobile manufacturer.

Multinationals are also reworking their HR practices to empower local talent to run their Indian counterparts. Strengthening middle management, promoting a meritocratic culture and offering tailored leadership programs are some of the ways in which organizational commitment is promised to build country-specific operations and management systems.

Globalization is undeniably key work in business parlance. **Thomas** today's Friedman's flat world concept has indeed enabled companies to explore markets globally. In doing so, due consideration is to be given to unique factors specific to local markets. In the Indian context, innovative low cost delivery system high value products is delivering imperative. Companies should avoid imposing global business models and practices on Indian markets. **Multinationals** reguire top leaders

'willingness to make a commitment to the Indian operations; to localize it and **Business** empower it. model to innovation coupled with a long term organizational will commitment facilitate multinationals in makina considerable inroads into the Indian market.

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## AN INDIAN MANAGEMENT THOUGHT

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The paper attempts to establish the relevance of the teachings of Ancient Indian management scholar Chanakaya who wrote Arthashastra in the practice of modern management in the form of stories in the life of Chanakya. The western management practices are very ideal and can be derived from the ethical and spiritual frameworks of ancient Indian ethos. The applicability of this approach is not only limited to business management but to any aspect of life for being successsful.

### **INTRODUCTION**

Originally a professor of economics and political science at the ancient Takshashila University, Chanakya ("Indian Machiavelli") managed the first Maurya emperor Chandragupta's rise to power at a young age. He is widely credited for having played an important role in the establishment of the Maurya Empire, .Chanakya served as the chief advisor to both Chandragupta and his son Bindusara.Chanakya has authored the ancient Indian political treatise called Arthaśāstra.

A Few Ancient Management Thoughts are described below:-

### 1. THE EMPLOYEE

**Story**: There are several stories on Chanakya. One of them goes like this: Alexander's invasion of western India, circa 326 BC, led to political turmoil that provoked Chanakya, a renowned teacher of Takshila, to sew up a coalition to take on the Greek forces. He tried to convince many kings, but none agreed to his plans. Finally, he came to Patliputra, the capital of Magadha, ruled by the powerful Nanda dynasty. He went to their palace and found ten golden thrones. Nine were for the Nanda princes and their father, and the tenth was for the most learned person. Chanakya quietly occupied it. When the princes came back, they asked him to vacate the seat, but Chanakya didn't and demanded a debate to prove his supremacy. The Nandas rejected the debate demand and did not give him any position.

Lesson: Even though Chanakya was reputed and famous in Takshila, it does not mean he would be famous in Patliputra too. So his asking for the debate is justified to prove his worth. Similarly, a high performer' in one team or company needs to prove his worth in a new environment to gain the same tag.

## 2. EXPECTED QUALITIES OF AN EMPLOYEE/ LEADER

**Story**: Chanakya did not vacate the golden seat, and the Nanda princes physically pulled

him down. During this process, a lock of his hair got ruffled up. At this moment, Chanakya took a vow to redo the hair only after defeating the Nandas. Chanakya went out of Magadha and met Chandragupta, who was waiting for him. There are many stories on how Chanakya first met Chandragupta, but one thing was clear: Chanakya could sense the inherent qualities in Chandragupta and trained him as he wanted to build an empire by making him the king who could protect India from the greek invasion.

Lesson: Fearlessness, perseverance and patience are the key attributes of any leader. This helps in setting lofty goals and fuels the determination to achieve them by executing against the well-laid-out plan. Another great quality exhibited by the leader is in spotting' talents and grooming them to take bigger challenges.

# 3. RULES FOR APPOINTMENT FOR EMPLOYEES AND TOP MANAGEMENT IN A COMPANY

Story: Chanakya's first step was to sneak in a spy to keep a watch on the Nandas' inner circle. He knew one Jeevasiddhi, who was intelligent and could do the job. Chanakya told Jeevasidhi about some of the secrets of the palace learnt from Chandragupta who had heard about these from his father. They sent Jeevasiddhi to the palace. Jeevasiddhi convinced the Nandas that he possessed supernatural powers by narrating the secrets

hidden in the palace. The Nandas started leaning on him and consulting him before making any major decision. Slowly, he became a part of their coterie.

Lesson: A background check is required for most hires, but a detailed one is a must for senior positions to ensure right fit. At a very senior level, where information regarding tender, bid, intellectual property and other trade secrets is involved, company must take steps to protect it. Many companies ask people to sign the non-disclosure agreement and, at times, activate special clauses restraining them from joining rival or competing companies for a few years.

### 4. EMPLOYEE VALUE

**Story**: It was a monumental task to build an efficient government for Chandragupta Chanakya convinced Rakshasa Maurya. (fomer minister to Nandas) to continue to be the minister of Chandragupta by sharing his grand vision of fighting against the invasion. Chandragupta was able to Rakshasa's excellent skills in administering kingdom. Chanakya assumed the position of an elder statesman.

Lesson: One needs to perform and show results to be considered as a key resource. Key people are always in demand, but more so during organisation's transformation. People are the main asset.

Their knowledge and expertise can provide a big leap to any activity. They should be retained. Managers should not be biased in working with high performers' even if they used to work with their adversaries in the past, provided the person maintains loyalty and confidentiality. Top performers are attracted by lofty visions/goals and are willing to face difficult challenges.

### **5.TEAM LEADERSHIP AND QUALITIES**

Story: Bindusara (Son of C. Maurya) would go on to become a great king, and his son, Ashoka, would emerge as one of the greatest emperors. Chanakya had a political adversary called Subandhu, who was in the court of Bindusara. He kept looking for opportunity to defame Chanakya in the eyes on Bindusara. On finding the right occasion, he mentioned to the king that Chankaya had killed his mother.

Lesson: In a healthy organisation, diversified and divergent views can exist. One needs to have people with great skills who can deliver better results by having a good team work and right division of work. Peer pressure helps in extracting best from the people, but it should be managed well to avoid destructive peer relationship. If team work is becoming difficult, the leader should clearly identify roles based on strengths and in such a way that there is minimal overlap to avoid conflict. Team with high performers helps in better results and also cushions attrition.

### **CONCLUSION**

From the above discussions we conclude that firstly, much of modern management principles existing today can be derived from the body of knowledge of the ancient Indian scriptures such as Arthashastra of Chankaya. However, in practice, the sustainability of the existing management frameworks is still dubious. Secondly, through the wisdom of Ancient Indian scriptures we can make the existing modern management paradigms more sustainable in practice. It is time that modern management thinkers should embrace the importance of ancient Indian ethos in filling the gaps that exist in the existing paradigms of leadership management.

### **NURTURING MODERN DAY HR**

-Kavea M (PGDM 2012-14)

TAPMI, Manipal

ver wondered what does it take to retain employees like you are a pro

wondered what it felt like to have your employees say 'My office is my second home'? Ever wondered how it will feel like when your team gels really well and you being the secret brains behind it?

In age Source: www.lifecompassblog.com

Leveraging on this fact, a lot of recreation plans are created every now and then, in

addition to development centers of a company, where one socializes, relaxes. If they can also get the sense of belongingness to the company, "Woohoo! Target achieved!"

In the modern era, when attrition rates are on the rise, where more and more companies are looking for new ways of recruiting and retaining employees who can perform extremely well under pressure, who can adapt and deliver, we definitely should turn around and look out for ways to enhance their satisfaction level. No more will satisfying the hygiene factors work. One has to go well beyond it to satisfy even their implied needs. There lies the competitive advantage in terms of HR for a company. That's exactly why some companies are investing huge sums of money in their yearly budget to identify the needs of employees from their innermost hearts.

While some companies are going all out on benefits, a employee recent measure employed by Yahoo Inc's Marrissa Mayer, the new CEO, comes as a shocker. She has coiled back to traditional ways of working by curbing the scheme of working from home and insisted on face to face communication as opposed to flexibility. She believes that employees' productivity goes up while they work from home whereas their innovation quotient takes a drastic dip. We will have to wait and see how the tradeoff between innovation and productivity, valuing flexibility and thereby alienating the independent employees, works for Yahoo. (Sarcasm says, "Past results prove otherwise").

Results of a study in the field of home-work and productivity from Stanford says that telecommuting is nothing to be afraid of



and it vouches for higher satisfaction levels among employees. Flexi work hours, though is a topic of debate, proves to be a dealclincher as is shown in 'Best employer ratings' (Source: Business today, Economic times) where Google's break out rooms, Agilent's 'Coffee talks' and Infosys's dormitories, ECCs (Employee care centers) giving them the edge. Though are enhancing one's career plays the major part of the rankings, the 'mind play' is the gamechanger. American express tops the employee satisfaction list as the employees feel that the company caters to the Gen Y needs. Companies like Aetna where 47% of people telecommute and Booz Allen still

embrace flexibility while they claim that it greatly reduces their real estate costs and fuel costs.



Goodbye to the ages of making employees adapt to the policies. Embrace and welcome the age where policies and initiatives are formed by the feedback of employees. Nurture HR.

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## **MARKETING: FROM INCEPTION TO CONCLUSION**

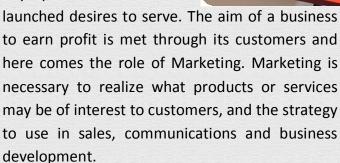
You Tube

Get More Into Ra. One Only On YOU TUD

Ashish Agarwal: FMS Delhi

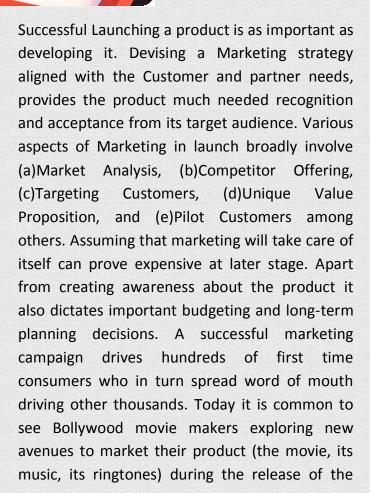
Author and management expert Peter Drucker very aptly mentions: "Because the purpose of business is to create and keep a customer, the business enterprise has two — and only two — basic functions: marketing and innovation.

Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business." Marketing in its very etymology includes 'market' and that is what any product or service



An idea is just a potential business. Now to realize the possibility of the conversion from idea to business is where the point of marketing starts. Marketing since Inception of the idea of the product or service to be offered is when the curiosity is created in the minds of the customer. Marketing should be treated more as a way to conversations than a "broadcast" trigger channel, marketing has been by far the best way to hone product pitch and improve it too. Marketing during initial phases helps to nurture products, position them strategically, assess the competition, and work toward products' development. Moreover it helps in developing product-pricing strategies and monitoring trends. A very generic idea of marketing an idea was displayed by Mark Zuckerberg when he used the faces of students of Harvard University to spread

his idea of comparing photos online. Today we all know how that small marketing idea led to creation of one of fastest growing Internet Company with more than 800mn users and revenues of more than \$4.25bn.





movie. "Approximately 70 percent of a movie's revenue such as theatrical, home video and satellite are impacted by its marketing buzz, so the marketing has to undoubtedly be very effective," says Studio 18 VP marketing, distribution and syndication Priti Shahani. The table below shows the expenditure incurred in Marketing and Promotion of famous movies made in Bollywood in recent past.

Movie	Total	Marketing and	% Expenses
name	Budget	Advertising	on M&A
		Budget	
Dabangg	42cr	12cr	28%
Peepli Live	10cr	4cr	40%
Saawariya	40cr	20cr	50%
Om Shanti	45cr	25cr	55%
Om			

As the product changes from being introduced to being accepted by the customers, the role of Marketing in growth of product changes from



establishing the Brand to creating brand Loyalty and increasing the customer base. At this stage Marketing activities are designed to i) get your potential customer's attention ii) motivate them to buy iii) get them to actually buy iv) get them to buy again (and again). It is more about making the consumer realize the company's unique product proposition that demarks it from the competition around. In case the firm deals with

products in which the features and customer desires keeps on changing, lack of proper marketing can prove fatal. The growing market share in Telecom is the youth and realizing the same Airtel has recently launched its 'Har ek friend zaroori hota hai" campaign. The campaign catches the youth's sentiments and positions the brand in the most vibrant and happening target segment. The campaign has been very successful in getting Airtel the attention and its dominance in the youth market by focussing on the 'friendship' concept. This campaign illustrates that the fast today's marketer reacts to these change agents will decide the success of their brand.

In today's fierce market competition, relatively similar product quality, and excessive marketing by all companies, the quality of service provided after-sales of the product becomes a major differentiator for any customer. Poor after-sales has more annoying effect on a customer than minor faults in the product quality, as it directly



reflects on the customer friendliness of the firm. Apart from customer service, after-sales have also proved to be a source of revenue for many manufacturing firms. Manufacturers of everything from automobiles and consumer durables to security systems and technology equipment have realized that revenues from after-sales product installation, configuration, maintenance, and repairs are around 30 percent

of their total revenues, and the proportion is increasing. Moreover. recent Economic downturn has made everyone realize the importance of after sales service marketing (eg. Chevrolet Motors) when customer buying sentiments were all time low. During July 2011, when car sales were falling, Chevrolet managed to increase sales by 34%. One of the reasons for the increase as mentioned by Mr. P. Balendran, Vice President, GM India is unique value propositions in terms of Chevrolet promise to deliver quality and performance have also contributed to the impressive sales. The promise detailed the 5 year free after sales service that the company would provide to its customers, which was core of their marketing strategy during the slowdown phases.

There has never been any doubt about the importance of marketing but realizing its potential from inception to conclusion has led to creation of Successful Global brands in Ford, Apple or our Indian Brands like Tata or Airtel. The firms have always utilized the Marketing strategies be it 4P's, STP or Branding to keep their products ahead of competitors and increase their benefits to shareholders. From Inception of the idea of Product or service to its conclusion which covers the whole life cycle Marketing has definitive and significant role which instrumental for market share growth. Realizing the fact many multinational firms have created a Chief Marketing Officer level post at par with other Executive level, to foster and better coordinate the Marketing strategies. At last it becomes imperative to mention that Quality of product or service is quintessential and Marketing can only enhance and accentuate the USP of the product making them more desirable.

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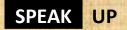
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# New Licences in Banking - a leap of faith towards Financial Inclusion

Souvik De

**IIM Lucknow** 

In a popular commercial by one of India's leading private banks captures the ripple effect of an economic activity on the economy as a whole. It struck a chord with the audiences as it highlights how everyone achieve his or her personal aspirations because of vast banking network. However, it took one vital assumption as granted- the ubiquitous presence of banks in India. In reality, according to the recent RBI data, only 59 percent of adult population in India have bank accounts- in other words, 41 % of the population is unbanked. The situation is even worse in rural India where banking coverage is 39% as opposed to 60% in urban areas. So, one conclusion can safely be drawn from these statistics that India banking sector is underbranched and underserviced.

Let's us discuss the current banking landscape of India in details. Current Indian Banking landscape is constructed by public banks, private banks and foreign banks. India has 96 scheduled commercial banks (SCBs)—27 public sector banks, 31 private banks and 38 foreign banks. Banks are further divided, according to their working mechanism, into commercial and cooperative banks. So, Indian Banking Industry has service products which cater to citizens from every stratum of society. However, the banking coverage is abysmally low in some part of the country. Rural only constitute only 37 % of the commercial bank branches where 70% of our population live (see Table -1).

,					
(nos)	2007	2008	2009	2010	201
Rural	30,625	31,197	31,646	32,494	33,56
Semi-urban	16,594	17,979	18,969	20,494	22,75
Urban	13,330	14,602	15,439	16,761	17,74
Metro	12,203	13,113	13,877	14,853	15,80
Total	72,752	76,891	79,931	84,602	89,86

Commercial banks (including RRBs): Branch network

Source: RBI

Table - 1

Existence of an efficient banking system promotes economic growth as they allocate savings to those investments that yields higher returns in long-term. Banks encourage economic prudence and savings in common people. Banks have the potential to collect small savings from every nook and corner of the country and then mobilize this savings toward capital formation for mega-infrastructural projects, the lack of which has been a major roadblock in India's economic growth.

Banking promotes entrepreneurship and plays a crucial role in accelerating the pace of economic development. Banks increase the participation of private sector in economic development by making available the loans easily on reasonable rate of interest. In rural India, micro-finance firms (MFI) has propelled a wide gamut of entrepreneurial activity by giving loans to the Self-help groups (SHG). But, recently some of MFI have been shut down, over questionable practices and high costs, leaving the poor villagers back in the clutches of the moneylenders who are even more predatory.

On the flip side, banking system has downsides too. In the light of the economic collapse in 2008, the world has witnessed how reckless banking of few Wall Street Giants has made the world's economy teetering on the precipice of collapse. India has, to some extent, decoupled itself from this disaster because of its tight banking regime advocated by the Central bank of our country - Reserve Bank of India (RBI). Now, RBI has faced a dilemma whether to trade this robust system for fulfilling the dream of financial inclusion. Luckily, RBI has found a way out. The process started a long back. In 2010, the Govt. of India has taken a decision to issue new banking licences in wake of global economic pundits censuring Indian Govt. for not doing the adequate to bring the country out of economic slump. However, cautious RBI managed to put a hold onto the suggestion as it felt the requirement of strengthening the current banking system in order to avert any future economic backlash.

Following the news of issuing new licence many corporate houses in India, such as, TATA, Reliance, L&T and Aditya Birla Group have evinced interest to set up banks or to turn their existing Non-banking Financial Company (NBFC) into a bank. However, RBI declined to grant them new banking licence until Banking Regulations Act is passed by Parliament. Ultimately, in the winter session of Lok Sabha of the previous year on 20<sup>th</sup> December, 2012 the Banking Amendment Bill has passed by the Lok Sabha and is expected to be passed by Rajya Sabha as the Main Opposition Party has been a proponent of the bill. This bill gives RBI the power to supersede the whole board of a bank, should the situation come. So, it is expected that under RBI regulation these banks will behave properly and help us achieve the goals for which they are established.

In the draft guidelines issued in August 2011, the RBI had prohibited companies with significant interest in the real estate and brokerage industries from applying for new bank licences. When few years back the world's economic system was brought to the brink of oblivion by reckless banks through their trading in mortgage-backed securities, RBI's apprehension cannot be discounted. However, later on, the clause has been relaxed and any private or public sector entity is allowed to apply for the licence before 1st July, 2013. A committee by RBI will check each one of the applications and licences will be given seeing the objective and past track record of the bank. So, a huge power is given to Reserve Bank on this matter. The way reserve bank has so far handled India's economic system, there should be little doubts about RBI's intent and capability.

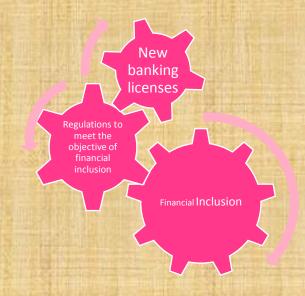
Guidelines say promoter or promoter groups will be permitted to apply for a new bank only through a wholly-owned non-operative financial holding company (NOFHC), which will hold a stake in the bank as well as all the other financial services companies regulated by the RBI or other financial sector regulators. The objective is that the holding company should insulate the new banking activity from the other commercial activities of the group that are not regulated by any financial sector regulators. Additionally, the bank should also be insulated from other regulated financial activities of the group. This

step will help a great deal to decouple banking system in our country from upheavals in global financial sectors.

Sufficient other regulatory measures have been taken by RBI in regard to setting up new banks. Minimum capital requirement of the new banks has been marked at Rs 5 billion which is higher than the capital requirements set during the earlier rounds of bank licensing in 1993 and 2001. This clause will encourage only serious player to enter the sector. Also, the bank shall be required to maintain a minimum capital adequacy ratio of 13 per cent of risk weighted assets (RWA) for a minimum period of 3 years after the commencement of its operations. This clause will keep the systemic risk of the industry in check that will be enhanced with new players entering in the system. To keep the domestic banking sector insulated from global economic climate RBI has set a limit of 49 percent foreign shareholding for the first 5 years and post that the existing rule of 74% foreign shareholding limit for private players will be applicable.

So, now that we have been assured that RBI will regulate the sector properly, let's analyse how these new licensee will help India grow economically while fulfilling its socio-economic objective of financial inclusion. First of all, it is expected that with these new players the banking space will be more efficient and competitive. Besides, the NBFC, which were earlier not eligible for taking demand deposit like Current Account and Saving Account (CASA), will be able to get access to this most inexpensive source of fund. Also, more competition will usher in more innovative banking product that would increase the efficiency of the whole system. Innovative product like convertible saving account by which customer can transfer money to fixed account from saving account would be beneficial for both the parties. However, regulations must be there to check on unnecessary and risky innovation.

For achieving inclusive growth India needs to harness the potential of its rural segment. Some Non-banking Financial Company (NBFC) and Microfinance Institutes (MFI) are making efforts in this direction. NBFCs are giving tractors on lease to poor farmers who increase productivity through this. Self-help groups are provided with seed capital by MFIs to make them self-reliant and enhance their family's income. Now, this so far financially excluded segment of the society should



be brought under organized banking coverage, so that inclusive growth can be attained. Reserve Bank has focussed on financial inclusion for the new entrants. Guidelines say a new licensee should open at least 25 per cent of its branches in unbanked rural centres (population up to 9,999 as per the latest census). In addition, it would also be required to meet priority sector lending targets and sub-targets as applicable to existing banks. And also, from the competition theory, it's expected the new banks will try to innovate new products for currently unbanked market rather than fighting in highly competitive market space.

One of the reasons of India's current economic predicament is its rising fiscal deficit which is the result of constantly inflating government subsidy figures. The subsidy burden has been bleeding the economic health of the nation for quite some time. Yet, the intended beneficiaries are not benefitted from these programs. Govt. has been pondering on setting up Electronic Benefit Transfer (EBT) mechanism in order to curb the leakage in major government social welfare programs. To materialize EBT in India, we need to bring the marginalised and impoverished section of our

population under organized banking coverage. Setting up new banks in backward rural areas is a major milestone in this direction.

The first flush of allowing private players to set up banks in the liberalization era has been quite successful. We have the success story of Axis Bank and HDFC bank to support our claim. However, in this context, it's also worth mentioning that the old private sector banks have not pursued national level branch expansion which could have enabled them to provide banking services to a wider population base. So, RBI and government should ensure that so far untapped population base is brought under banking coverage. Apart from new licensing the apex bank can take some unconventional and innovative measure such as issuing licence for entity to take over moribund regional rural bank and restructure them into a profitable organization. This mechanism, while containing the systemic risk, would be able to achieve financial inclusion. Simultaneously, stand-alone MFI and NBFCs can be allotted new banking licence whose balance sheet don't have risky assets and which have good presence in the geographic reach that has remain unbanked so far.

After liberalization of our economy in 1991, old nationalized banks and new state-of-the-art private banks have made India as we see it today. But, the vast majority of our population have still been cut out from the progress. It's time that we bridged the gap. New banks will pave way for *Bharat's* inclusion in India's advancement in global economic arena. In this regard, a concerted effort of private sector, RBI and Government of India has become the need of the hour to successfully materalize the banking reform for a better future India. I hope Indian Elephant start dancing again!

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# ROLE OF HRM IN SMALL & MEDIUM SIZED ENTERPRISES

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"An organization is only as great as its employees"

"The purpose of an organization is to enable common men to do uncommon things" said Peter Drucker, the management guru.

The Small and Medium Scale Enterprises have been showing irrefutable positive influence on the regional economies around the world; owing to the fact that they sow employment opportunities and also contribute to export earnings with small amount of capital investment. These enterprises are very volatile in nature and are impelled to take high amount of risk. The success of SMEs is largely driven by its manpower. Therefore skilled workers are the need of the hour for any SME to have good figures in its P & L statement! Also most of these SMEs are disorganized and do not have departmental segregation and therefore do not have specific

policies charted out department or designation-wise. In such small companies, any mistake with respect to its employees or skillset or technology can be amplified and have a significant effect on the potential survival of the company. The sector is beset with a multitude of problems and an HR management solution is one of them. But a fact of the matter is most of the SMEs are not aware of the strategic dimensions and associated benefits of HRD. As per a survey conducted by the Confederation of Indian Industries (CII), around 80% from the small enterprises and about 20% of the medium enterprises respondents indicated having no formal HR department.

Can the entrepreneur himself manage the HRM of his organisation?

Probably not. SMEs sometimes face the unique need of managing seasonal variations in workforce, as many of them are labour intensive units. If the entrepreneur spends more time on HR tasks, it takes away his focus from the core business development. The entrepreneur should fathom that his small firm is simply not a scaled down version of a large firm and hence the practices can't be scaled down and replicated.

Some of the crucial HR problems faced by an Indian SME M & R are:

☐ Inability to bag new clients		
Inability to leverage on seasonal spike in demand		
Unpredictable demand		
Attrition of 20%		

HR in SMEs in variably are in a role like that of a firefighter. The concerns of a particular quarter or a fiscal year are predominantly the pain areas. Hence the development of persistent systems and structures take a back seat. It is detrimental because HR may end up recruiting the wrong kind of candidates, or not training them well enough or not being able to retain the right kind of candidates due to the performance pressures in the short run

To counter these pressures effectively, HR in SMEs needs to chart out a long term plan and align all the short term fixes and tactics with it. This enables the SMEs to not just survive the short term crises, but over a period of time to move closer to a well-managed, mature organization. A very effective model to practise this is **Appreciative Inquiry** (AI) model.

Al, unlike the usual problem-solving model (deficiency model), focuses on what works well and what is good for an organization. It is based on the assumption that any firm, any organisation, and any person in that organisation, has positive aspects, and they will invariably function out of their strengths areas. It also identifies the 'areas of improvement' (or pertinent weakness) to work upon. Thus this approach involving development of strengths can be more effective.

Appreciative Inquiry attempts to use ways of asking questions and envisioning the future in-order to foster positive relationships and build on the present potential of a given person, organisation or

Problem Solving Method	Appreciative Inquiry Method
Questions like What are the problems?", "What's wrong?" "What needs to be fixed?"	Questions like "What's working well?", "What's good about what you are currently doing?"
Gaps / Problems / Need based	Appreciating, Valuing the best of what is
Cause Analysis	Envisioning what might be
Possible Solutions	Engaging in dialogue about what should be
Action Planning	Innovating and designing, what will be

situation. This is very critical for SMEs because they don't have tried and tested systems and processes in place. Also since SMEs are largely driven by its workforce and its capabilities, a happy work environment is very essential for its success. Human resources are largely driven to perform to the best of their abilities and beyond, only in such kind of environment that fosters 360° feedback system,

performance bonuses, reward ceremonies, knowledge sharing and an intact well defined management process. To develop this kind of manpower needed for SMEs, the suggested tool here is a model called Appreciative Enquiry. Applied research has demonstrated that this method can enhance an organisation's internal capacity for collaboration and change. Progress does not stop

when one problem is solved: it naturally leads on to continuous improvement. Appreciative Inquiry utilises a cycle of 4 processes:



### 1.DISCOVER:

Identification of the positive core organizational processes that work well, the elements of successful entrepreneurship and/or collaboration. It can also be an aggregated and inclusive list of success factors and other themes of successful experiences

### 2.DREAM:

The envisioning of processes that would work well in the future. Outputs from the first step can aid development of compelling images of the future. Employees can share greatest hopes and what they believe is possible. The breadth and inclusiveness can aid to galvanize the organization.

#### 3.DESIGN

Planning and prioritizing processes that would work well. Strategic, Structural and Systemic arrangements that will best reflect and support the vision or dream. These are identified for a longer term and cascaded into smaller, shorter term goals.

### 4.DESTINY (or )DELIVER

The implementation of the proposed design. Create the specific plans, identify projects, initiatives &

action plans to implement the design criteria. Includes task force creation where teams volunteer and also governance mechanisms to coordinate are put in place.

Thus the basic idea is then to build - or rebuild organisations around what works, rather than trying to fix what doesn't. By implementing HR delivery solutions like these, SMEs can plan and manage Training & Development, Performance Management and Talent Management for efficient engagement, motivation and retention of employees. HRM would channelize its energy through positive focus on how to increase exceptional performance instead of improving poor skills and practices.

"No business is too small to for human performance best practices because they're scalable"

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### FINANCIAL INCLUSION:

### WILL THE MISSION BE ACCOMPLISHED?



ver the past decade inclusive growth has been the buzz word from Government policy makers. Inclusion implementation pays high dividends in elections in impoverished democracy like ours. Any democracy is as good in meeting its promises to the people as its institutions are. Policymaking and regulating institutions like RBI, PFRDA, IRDA, NABARD have gone through serious considerations in developing regulations and guidelines for strengthening financial inclusion. But that hardly means the outcome is anywhere close to what we set out for. While significant effort has been made to develop a facilitating framework, it is still not effective enough to overcome the substantial cost implications there are to reach out\_to large numbers of people, often in dispersed locations, with small value accounts. As a consequence, financial services providing institutions do not yet perceive the financial inclusion business to be sustainable.

Banking system in our country had an audacious target of covering close to 55.8 million excluded households and all villages with greater than 2,000 populations by 2012. It is already 2013 and we have missed the target by miles. More appalling is the fact that there was a tacit acceptance among the authorities well before the deadline about the infeasibility of the target. It is high time Government takes a hard look at its own financial

Soumya Chattopadhyay, IIM – Kozhikode, 2012-14 Batch

inclusion initiatives. With the change in PDS system and direct cash transfer proposition, it is high time we approach financial inclusion with adequate urgency. It is a necessity rather than being a choice for us.

Let's have a look at major reasons for financial inclusion to be easier said than done.

- Servicing the financially weaker section means dealing with very small accounts and transaction amount also will be small. It means high operations expenditure for banks and little, if any, incentive to serve them.
- The lack of understanding of financial services meeting the needs of poor families results in static approaches like the no frills account where it is fairly evident that mere availability is not the issue.
- Another important point to discuss would be how sustainable or feasible is Financial inclusion sans social inclusion. Financial inclusion can be achieved only if it is preceded by Social Inclusion. The downtrodden are not only deprived because of poor resource endowments in terms of low natural, human, physical and social capital, they also are more often than not, people from regions with very low level of social organisation . Their participation in the social institutions is rare. It makes them even more distant and unwilling to contribute to any common cause. Consequently, collective action institutions such as cooperatives, social help groups etc. generally thrive in the western and southern states, where social engagement of communities is better, but it is hardly the case for other regions. People are not only reluctant for coming together for

savings and credit, they also do not participate in collective input purchase, marketing of outputs, sharing a common production facility or managing collective resources such as irrigation facilities. Such a situation mitigates the positive effects that could have been achieved by financial inclusion of individual entities. Social inclusion is a must for making sure the desired end result of financial inclusion is met.

Now, we need to understand the issue of financial inclusion from the banks' perspective. The banks had to submit their financial inclusion plans for reaching out to 72,825 financially excluded villages by 2012 to RBI. The plan was to increase number of rural branches of nationalised banks and integrating this priority sector dealing initiatives with banks' normal business plans. Well, it does mean that Banks are bound to meet certain guidelines and specifications underlined by RBI but question remains elsewhere. Is it just because of the regulatory burden or is there anything for the Banks to get self incentivised for championing the cause of financial inclusion? Can they see any bottom of the pyramid paradigm in finance as well? If we look back and analyze their stand towards inclusion cause, it has always been merely geared towards meeting the bare minimum threshold set out by the regulators with a rather grudging acceptance or regulatory forbearance. There has been no move whatsoever which is not driven by meeting the bare minimum.

Over the decades since the initial phase of bank nationalization in 1969, the regulations have demanded the financial institutions to have a wider reach into the rural, semi-urban and other financially excluded areas. It is no wonder that only significant locations of the rural areas of major states came under adequate banking services coverage as it was only about meeting guidelines. But huge part of population living in interior villages is excluded and accumulative figure of exclusion is shocking. Quoting NSSO data, 45.9 million farmer households (51.4%), out of a total of 89.3 million

households have no access to credit, neither institutional nor non institutional sources. Moreover, despite the continuously improving network of nationalised banks' rural branches, not even one third of total farm households are indebted to formal sources .Farm households lacking access to credit from formal sources as a proportion to total farm households is shockingly high at 95.91%, 81.26% and 77.59% in the North Eastern, Eastern and Central Regions respectively. Thus apart from financial exclusion being large, there is noteworthy variation across regions, groups and communities. The poorer the group, the greater is the exclusion. It is true everywhere irrespective of region, religion, ethnicity or any other identity. Asset holding or lack of it is primary key to understanding financial exclusion pattern.

Now let us turn our attention to another important player other than big nationalised banks. Micro Finance Institutions could also play a crucial role in improving inclusion. They are uniquely positioned in reaching out to the rural poor. Most of them operate in a limited geographical area; have a greater understanding of the issues specific to the rural poor. They also enjoy greater acceptability amongst the rural poor and their familiar way of working provides a level of comfort to their customers.

But micro financing alone will fall short without another vital instrument for financial inclusion, Micro-insurance for people at the bottom of the pyramid. The risk in a poor man's life is more than the well off. It is important for the policy makers to understand that lending micro credit without micro-insurance is self-defeating. For impoverished agricultural workers micro credit must be followed by special micro insurance products, specifically



designed for poor people. It can play an immense role in stopping farmer suicides in different parts of the country who are still badly dependent on a good monsoon for their livelihood in the absence of proper irrigation system more often than not.

Government spending through several social sector schemes lends a helping hand to the inclusion goal as well. Contribution wise most noteworthy in the scope of financial inclusion is NREGA project. Close to 80% of farmer households in the country are small, marginal farmers. It is highly unlikely that they can have employment opportunity in their own firms for more than 100 days in a year keeping in mind that agriculture is vastly seasonal in India despite phases of green revolution taking place. Hence the NREGA project that ensures the bare minimum, 100 working days worth of assured employability is a critical cog in the wheel of inclusion agenda. In certain States, such as Andhra Pradesh, all payments under the NREGA project will be made to the beneficiaries through their bank accounts, majority of which are likely to be opened specially for this purpose. The beneficiaries or depositors under the scheme will be given smart cards to enable transactions at any location of their convenience besides the bank branch. This recent drive for direct cash transfer to the beneficiaries for NREGA and other government social development schemes to plug the existing loopholes of the public distribution system helps in augmenting the financial inclusion as well.

The issue of including more and more people into the institutionalised financial system is relevant for other countries as well including first world, developed countries. An interesting feature which emerges from the international practice is that the more developed a society is, the more is the emphasis on empowerment of the common person and low-income groups. Though the experiences in financial inclusion are unique to each country, we can look into some of the learning.

**Financial Products** 

- Post Office Card Account (POCA) (United Kingdom - UK; USA),
- Piloting of concept of Savings Gateway (UK),
- Free encashment of Government cheques— (Canada),
- "MZANSI" a low cost card-based savings account with easy availability at outlets like shops, post offices, etc. -(South Africa),
- Demand driven sustainable microfinance scheme called PATMIR (Mexico),
- Micro Credit scheme based on small social group -(Bangladesh – Grameen Bank)

On a concluding note, I would touch upon the fact that financial inclusion is not an easy task to accomplish in a country as diverse as India where standard deviation of income of citizens is extreme and add to it the highly geographically dispersed nature of the excluded population. What we need is a comprehensive policy formulation where all the financial institutions need to be stakeholder and continue to work on a sustained basis. Issue of financial exclusion cannot be resolved in isolation as it comes as a holistic package along with social exclusion and deprivation. Unless the citizen has all other kind of inclusion, merely enabling somebody to open an account or providing micro financial debt won't help.

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## "LIFEBUOY hai jahan tandurusti hai wahan"

-Dhruvajyoti Sharma, MBA 2nd Sem., Tezpur University

The chunky red bar since its inception has maintained an insignia of spreading social change in its advertising campaign. This time the advertising platform - the 'Roti remainder' at Maha-Kumbh, provided more mileage in the promotion drive.

Lifebuoy and Ogilvy Action selected panoptic a advertising media which resulted in high frequency to the exposure target market. Along with unique branding on each roti the message in Hindi, "Did you wash your hands Lifebuoy?" this message was made an omnipresent phenomenon in the Holy city of Allahabad through street hoardings and banners

Obviously the pilgrims were taken aback by such a way-out promotion but not without any trace of awe for such social responsibility. Unilever claims that since the launch of various hand washing campaign like that of Global Handwashing day, the deaths of children from diarrhea have fallen by half. Leaving aside the facts and figures of profit after the campaign, the 'Roti remainder' galvanizes an advertising appeal through the staple Indian flatbread.

The Ogilvy Action and Unilever's cocktail approach of corporate social responsibility and product placement has a potential of ensuring 'tandurusti' to the society and the timeless bar soap brand, Lifebuoy.





### **BIG DATA AND THE FUTURE**

BY: ASHISH HIMTHANI, PGP I, IIM INDORE (p12ashishh@iimidr.ac.in)

### **ABSTRACT:**

Big Data is here. The analysts and research personnel have made it clear that mining machine generated data is essential to future success. Embracing new technologies and techniques along with providing a fast and business reliable path to adoption holds the key to an organisation's attainment Adopting appropriate goals. tools to capture and organize a wide variety of data types from different sources is the way to derive the real business value from Big data. This would enable an ease in analysis within the context of all the enterprise data.

Integration of Big Data with capabilities existing infrastructure and BI investments is the need of the hour. Aligning new operational and management capabilities with standard IT, building for enterprise scale and resilience, unifying the database and developing paradigms as we embrace Open Source are some short term and long term measures. Lastly, expanding the IT governance to include a Big Data centre of excellence to

ensure business alignment, growing the skilled workforce, managing Open Source tools and technologies, sharing knowledge, establishing standards, and managing best practices need to be taken care of as well.

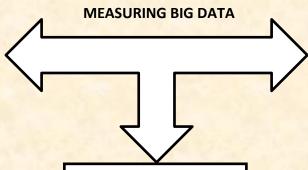
### **INTRODUCTION:**

The term BIG DATA has created a buzz among the enterprises in recent years, but behind the hype there's a simple story. For years, companies have been making business decisions based on transactional data stored in databases. Beyond that critical data, however, is a potential huge chunk of non-traditional and weakly structured data: social media, email etc. that can be extracted for useful information. Reductions in the cost of storage and power have made it possible to collect this data -which would have been thrown away only a few years ago. As a result, the firms are looking to include non-traditional yet potentially very valuable data with their traditional enterprise data in their business intelligence analysis.

potential of data-driven decision-making is now being acknowledged broadly, and there is growing interest for the notion of Big Data. Factors like Heterogeneity, timeliness, scale and privacy problems with Big Data obstruct progress at all phases of the pipeline that can create value from data. Much data today is not in structured format; for example, tweets and blogs are unstructured pieces of text, while images and video are designed for storage and display, but not for functions like search: transforming such content into a structured format for later analysis is a major task. Big Data is changing the world, and it is opening up a world of possibilities for operational executives. New technologies and evolving analytics-based solutions are changing the nature of workforce management. With quantifiable metrics and an emphasis on the strategic impact of more productive employees, results can be drastically optimized. Suitable investment in Big Data will lead to a new surge of fundamental technological advances that will be embodied in the next generations of Big Data management and analysis systems

### **STRUCTURE**

structured Extract the from information the unstructured text. We combine that with information ontological about the world to give a structured view of the world and events in it

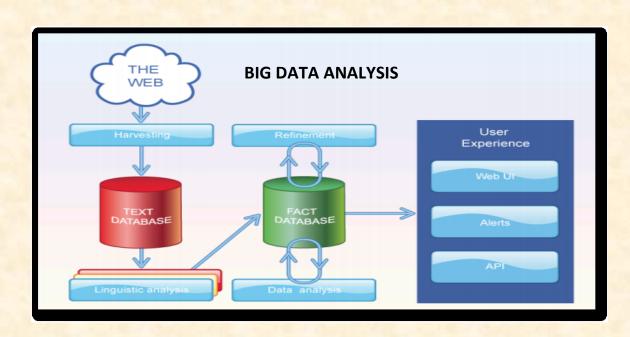


### TIME

Temporal analysis allows us to detect what actual calendar time a text is referring to when an event is described. This can be both absolute times and relative times. Information about the publication time of a text combined with our linguistic analysis is used to map all events to a calendar time interval.

### **METRICS**

To be able to decide which information is most important, we calculate a number of metrics attributes numeric of entities and events. A key is momentum, metric which is computed based on the volume of news around a certain entity or event, and also on the contexts in which mentioned.



Source: Big Data For the Future: Unlocking the Predictive Power of the Web, Staffan Truvé, PhD

### **BIG DATA AND THE FUTURE:**

With terabytes of data per company and limited number of employees, data has now been one of the crucial factors of production alongside labour and capital. Thus, there occurs a need to tap the opportunity. Using big data would lead to value creation in several ways. First, big data can create significant value by making information transparent and functional at much higher frequency. Second, as firms store more transactional digital data, they can collect more reliable performance and accurate monitoring details on everything like product inventories to sick and therefore boost days, performance. Leading organisations analysing and collecting data to conduct controlled experiments improve decision-making; while other firms are using data for basic low-frequency forecasting to high-frequency now casting to fine-tune their business knobs just in time. Third, big data would segment the customer base so narrowly which would help them serve better for their tailor made requirements. Fourth, detailed analytics can significantly improve decisionmaking. Finally, big data would be used for evolution and development of the next

generation of products and services. Using big data would be one of the key bases for growth and competition among the firms, wherein the organisations would strive hard to capture the potential value. Growth in productivity and Consumer surplus are also anticipated to be the key consequences of using big data. Issues like privacy, security and intellectual property would have to be addressed while capturing the full potential of big data. Firms would not only have to adopt the appropriate technology and skilled workforce to use big data, but would also have to streamline their processes and structure their workflows to make the most of big data

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### SNEAK PEEK INTO "ANUBHUTI" AND ITS ASPECTS

Manimughdha Das and Tapan Jyoti Poddar, both are MBA 2<sup>nd</sup> Semester student, Tezpur University

Indian Railways comes with a dedicated tagline "Lifeline to the nation". It actually signifies that it is the heart of the nation. Probably and most certainly without it there is going to be bagful lot of chaos in the overall system of our country. As it has been seen over the years

railway network has made rapid progress and grown to be largest in Asia and fourth largest in the world. It has become one of the most important modes of transport India. In India

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it is managed by the central government and hence is public utility transport.

Spread of Railways has contributed a great deal towards the development of agriculture in India. Agriculture being subsistence oriented sector, railways has commercialized the sector to a great extent. Growth of markets and transportation of goods has also been greatly improved by the railways. Economically, railways have been a great asset to the country. Tourism has also improved drastically over the years owing to railway facility. Railways are also an important source of employment in our country. Lakhs of skilled and unskilled persons are provided

employment by railways and number is almost 17 lakh of people. Thus it can be obtained that lot of advantages and facilities are provided but it still has got increasing number of loopholes and even more when compared with international railway services. From a general perspective one of the

most important demerits that have been residing over has been the quality of services provided while travelling train. Except few number like trains the Rajdhani Express, Shatabdi Express, **Duronto Express** etc. the facilities has been very

mediocre level. Food that is provided has been a major letdown in this area. Hygienically also the benchmark has not been able to set in an overall way. The ticketing system has also been not improved in the way that it should have been. Frauds or agents for ticketing service has been increasing and the Railway administration has not been able to controlled it regardless of the fact that it has been continuing its business over the years. Violence inside the train like robbery, assault on female passengers etc. has been rapidly moving in an upward trend over the years. The Railway Police Force quality and degree have

been same over the years though the numbers of personnel inducted have been improving.

Railway Budget has been tabled over the years and has taken various sorts of measures to improve the services. But as saying goes "It is too easy to dream but very difficult to actually place it in the real sense" has haunted the Railway administration. In this years' budget also, the measures taken have been very meaningful. Wireless Fidelity is to be provided on select trains, e-ticketing via cell phone, use of Aadhar database for booking and validation of passengers and many more are some facilities that is going to be provided by railways. Another significant service that will be provided is the exclusive "Anubhuti" air-conditioned coaches. These coaches will be available only in Rajdhani and Shatabdi Express with excellent ambience and commensurate fare. This sort of services is going to place the Indian Railways among the leading Railways Networks of the world.

Anubhuti proposes to provide comfort and facilities to full-service airlines by introducing "Hyper luxury" class for those willing to pay more (40-50 more than executive class of Shatabdi express) as stated by Pawan Kumar Bansal, Railway minister. This new class coaches will be manufactured exclusively at the Rae Bareli coach factory at an additional cost of Rs 30 lakh per coach. They will carry out this experiment with one such coach with every super-fast train. If the response is encouraging, the Railways may roll out entire fleets of Anubhuti coaches.

The Anubhuti coaches will be laced with ergonomically designed cushions, LCD video screens and thermo-foamed interiors for a delightful travelling experience with maximum comfort. There will be state-of-art energy efficient illumination system, automatic doors and a spacious aisle for better on board services such as catering. The interiors and the exterior

will be flushed with the latest nano-paint technology. One of the most important things on board for which travellers avoid to take the railway journey is the toilet system of the Indian railways. Anubhuti aims to address this issue with implementing modular toilets coming with free toiletries, and will be zero-discharge units.

The railway budget this year came with quite a looked-for, up-gradation of the facilities and comforts of the old Great Indian railway. This is the high time for this change to woo the travellers. With the spurring economic growth, whose soul lies in the hand of people of this great nation deserve a meaningful appreciation with this change. The common man carrier believed foresees of this new facilities of comfort is expected to be highly fruitful. The yet to be revised fares for railway tickets may be little disappointing for the middle class and the lower middle class but it will always remain to be the cheapest means. Indian railway anticipates high hopes on the upper class society to bet their travel on this super luxury coaches however the journey time may be a reason of hindrance coming in the way. Let's hope that Anubhuti will face its moment of truth at the earliest and the people of India will taste the new luxury on the GREAT INDIAN RAILWAY.

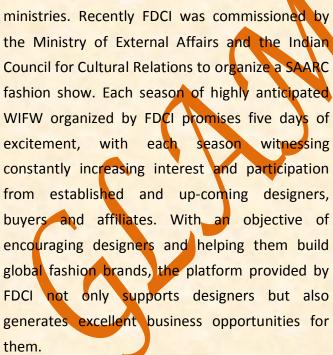
(Ref: economictimes 1/3/2013, Business Today, Wikipedia.com)

# **WILLS LIFESTYLE INDIA FASHION WEEK 2013**

Neelakshi Mili, MBA 2<sup>nd</sup> Sem., Tezpur University

India fashion week - the name itself confers an impression of glamour, style, class and other "page 3" stuff (or so as we know it). India Fashion Week is held annually in the national capital New

Delhi and is promoted and organised by the prestigious Fashion Design Council of India and sponsored by Wills Lifestyle. Since it is a national body FDCI has built credibility over the years with the Indian government and various



This year too FDCI presented the Asia's biggest fashion and trade event the "Wills India Fashion Week Spring-Summer 2013" which was held from October 6<sup>th</sup> to October 10<sup>th</sup> 2012, at Pragati Maidan, New Delhi .The five-day fashion event

witnessed participation from an assorted mix of leading as well as many upcoming designers. Like every season this edition as well was looking out for creations by the best in the Indian fashion

industry that continues to strengthen the business of fashion taking it to newer heights with every passing year. This month we will get to see the 21<sup>st</sup> edition of Wills Lifestyle India Fashion Week (WIFW) Autumn-Winter 2013, where 125 leading and

young designers from across the country will congregate at Hall No. 18 of Pragati Maidan, New Delhi from, from March 13 to 17 to forecast their predictions for the season. The increasing success of every edition, the event has continued to grow remarkably in stature to become the epicentre of fashion-linked activities in the sub-continent with the appearance of renowned international designers and buyers.

#### **SPONSORS - THE BACKBONE:**

Thanks to sponsorships, the showcasing of such events has become easier. The designers single handedly are not able to meet all the costs and this is where the sponsors play as the helping hand (but of course with an interest of their own). The Indian designer wear market is pegged at Rs 750-800 crores and is growing at the rate of 25%. Due to the help received from sponsors the

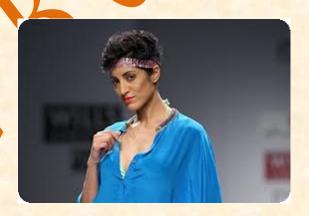
participation fee for designers has subsidised. According to some reports designers showcasing their work in Paris would spend between Rs 70 lakh and Rs 1 crore for a show, but in India they have to spend in between Rs 1 lakh and Rs 7 lakh. Designers have also benefitted in terms of Brand building and also the stock-in-trade of fashion weeks worldwide- connecting with buyers. Wills Lifestyle India Fashion Week has a summer and winter edition every year, which has about 40 shows every season, featuring more than 130 designers each time. A fashion week may cost anything in between Rs 2-8 crore to organise. The biggest expenses are the venue, which may cost upto 2.5 crore, and the model fee, which might vary between rs 2-7 lakh per show. Sponsorship is thus the main revenue stream for the organisers.

THE UPCOMING EDITION:

It is the 21<sup>st</sup> edition of the Wills Lifestyle Fashion Week. One of the most awaited event of the season where 'Fashion Gurus' will reveal what to wear and not to wear in the Autumn-Winter collection 2013. The event will be held from March 13th to 17th, 2013 where 125 leading and young and new designers from across the country will gather at Hall No. 18 of Pragati Maidan to mark the commencement of the event. The five day period like every season will create benchmarks and places for the designers in the global fashion stage. This season will set a combination of the best in fashion creativity, innovation and business. The likes of "Fashion gurus" like Anju Modi, Manish Malhotra and Tarun Tahiliani who will set the ramp on fire

including Rohit Bal, Wendell Rodricks and many others will put up their lines at the exhibit area.





#### **FEW SPONSORS**

TITLE SPONSOR – Wills Lifestyle

ASSOCIATE SPONSOR - Fiama Di Wills

OFFICIAL MAGAZINE PARTNER-Elle

RADIO PARTNER - 92.7 Big FM



#### THE BUSINESS CALLED GOD



Rajat Baran Roy, MBA 2006 Batch, Tezpur University, working at Indian Overseas Bank

Ganesh, Kartik, Sudarshan, Hari, etc. etc. etc.......God has become so familiar with us that we pronounce god almost every hour and every minute. God, the almighty has never thought that in this era also they will have such a huge demand in the market. For the last few years we have noticed tremendous thrust in promoting the religious places and products. The Indian's are becoming more and more yantra premi. (Laxmi yantra, Shri Yantra, nazar Suraksha Yantra etc etc.) or what to say more religious I mean. Even the festivals are promoted in different forms than before.

The television channels like NDTV Imagine, Colors etc and the tourist places surrounding temples are getting an extra hitch in promotion now a days. The TRP for the serials made based on the religious stories is far ahead of the others. Many may differ from my opinion that, god was everywhere and is everywhere and will be everywhere.....But does at any time our religion got such a huge promotion ???

The TPRs of the religious serials are on the rise. For example Life OK's popular mythological saga 'Devon Ke Dev... Mahadev' continued its strong run with the maha-episode aired on Sept 9 2012 recording the highest rating for general entertainment channel (GEC) in the past one year. This proves the saleability of the religious stuff even today. It is beyond doubt the content of the serial is far better than any other boring family saga aired in the recent times. God has also delivered the numbers for NDTVImagine. And even the dubbed version is topping thepopularity charts in the Southern channels. Ok, we are not going to the details of it...we are only concerned about the tremendous marketability of the almighty GOD....

Coming to the big corporates like TATA, Tata Sky's one of the major USP is Active Darshan services. Tata sky provides Active Darshan of Shirdi Saibaba, ISKCON, Siddhi Vinayak, Kashi Vishwanath etc. So here also god is everywhere and in Tata Sky it is 24\*7. Durga Puja, the biggest celebration in west Bengal is always a matter of corporate interest for last few years. Puja sponsorships

in west Bengal is growing by every passing year adding to the visibility of new products. Many marketers choose this opportunity to grab the new generation customers. "Corporate sponsorship has increased by about 25% with us." said Aroop Biswas, President of one the biggest puja Suruchi Sangha of New Alipore, Kolkata. The festivity of the occasion also adds owes to the pedestrian's as the whole road is covered with billboards and hoardings of new offerings.

We should definitely not forget the biggest of them all the Tirupati Balaji. The biggest business among all. The reported income of the temple netted a whopping Rs.1,700 crore income in 2011 during which 22 million devotees, including a galaxy of VVIPs, offered their worship.

While about Rs. 1,100 crore of income came from cash offerings by devotees in the temple hundi and interest on investments including gold deposits with nationalised banks, sale of daily tickets for rituals and darshan fetched more than Rs. 200 crore during the year, officials of Tirumala Tirupati Devasthanam (TTD), which manages the temple, told Press Trust of India.

Besides, devotees also offered diamond, gold and silver jewellery worth several crores of rupees to the presiding deity of the cash-rich shrine during the year.

Ok, we are not supposed to question the justification of the same, the same coin has some other side also. These temples also add to the economic development of the nearby locality. At the end of all Indian religion still sells and does not only sell due its belief but also because it has some business as well. Sorry for hurting the belief of many through this article but, the fact is that everything comes down to money at the end, and our love for GOD is also not an exception to the same. We know many of us will take the article as an attack to the believers of God, but the fact remains that a large number of marketers are capitalising on our belief and marketing GOD with great success.

Courtesy: Times of India/ Business Standard/NDTV



#### **MOBILE AFFAIRS!!**

By, Gulshan Jha, Student of 2<sup>nd</sup> Sem.

#### Deptt. of Environmental Science, Tezpur University

NAV<sub>mobile</sub>

AX<sub>mobile</sub>

The mobile is being used extensively all over the world with about 1,000 new users being added every minute globally. India fully cooperating and contributing to this growth claims addition of about 4 million subscribers on monthly basis.

It is no longer a flaunting business to show your wealth or social status. Irrespective of the societal differences this little thing has reached to the hands of every member of the society-from hawkers to engineers, students, lawyers

etc. The craze has grown to such an extent that mobile has become the lifeline of people, sarcastically removing the 'wife' from "no life without wife". The story does not end here, in fact by observing daily incidents we may soon publish books on them. And the best observatories for such experiments are the public places with special mention to the public transports.

Ringtones! ranging from options like call of birds, cry of a baby and other bizarre tones. Imagine out of dead silence in a bus you hear a title track of "Pavitra Rishta". Ringtones also symbolize the identity of a person these days, where a nokia tune gives the impression of a serious office going person and a funky English number for college going youths more precisely cool youths. Religious tones are no backseaters, the expressions of people are worth noticing when they listen to "om jai jagadish", irrespective of their deeds; same is the case with patriotic songs as ringtones. Having "sandeshey aate hain" ringing on your phone gives a clear cut evidence of your "deshbhakti".

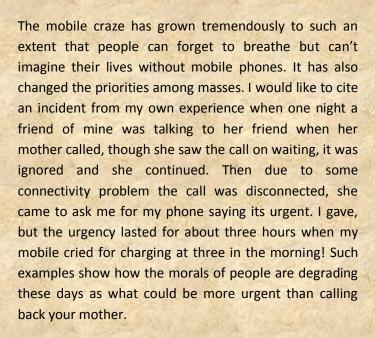
This is not the end, texting conversation in public buses unwillingly draws your attention towards them where a girl texting a friend that someone is looking at her or someone giving directions to his friend over phone moving his hands according to his instructions as if the friend is in front of him. Let's now get down from the bus; imagine you get down from bus and a person

talking over mobile blindly hits you and instead of apology you receive sermon that you should look before getting down. Double-fault defined.

Another incident that I read in a newspaper where a guy walked into a bank and kept his helmet on one chair and

his backpack on another, all the time speaking on the mobile. The security asked him to go out and talk, he furiously looking at him hastened his exit. Later he returned, took a form and went looking for a pen. A person gave him a pen and smiled that said it all. These days helmets

and backpacks get priority over human beings for chairsthe mobile effects.



Here few lines come to my mind that there were times when people with tilted heads and strange body language and talking with hand signs were mentally or physically challenged. But now a majority are seen are like this and not being in that state appears to be abnormal!



# **QUIZ-FREAKS**

#### **UPAKUL SHARMA**

Research Scholar, Deptt. of Business Administration, Tezpur University

1. The name of this box (picture below) in French gave rise to which contemporary word?



- 2. The large family of Bindeshwar Pathak had no toilets. All members used to defecate in the open agricultural field. The female folk would attend their nature's call before day-break. While during the day, they couldn't do so and it would give them severe headaches. This inspired Mr. Pathak to start which organization?
- 3. What is common to the logos of: Syndicate Bank, MetLife and HMV?
- 4. In 1991, "truth in advertisement" norms induced a famous food company to "change" its name though few customers realized it had done so. Which Company?
- 5. Which profession connects the following personalities? (PG Wodehouse, TS Eliot and Chetan Bhagat)







6. Company Name: ARTEX

Address: 268, SUKHDEV VIHAR,

New Delhi - 110025, Delhi , India.

Who primarily designs jewelry for this company?

- 7. Which company was founded on 31<sup>st</sup> December 1600, when the Queen of England granted a Royal Charter to "George, Earl of Cumberland, and 215 Knights, Aldermen, and Burgesses"?
- 8. What was invented by Earle Dickson in 1921 to save his wife Josephine who always cut her fingers while preparing food in the kitchen?
- 9. The Golden Gate Bridge in San Francisco inspired which logo?



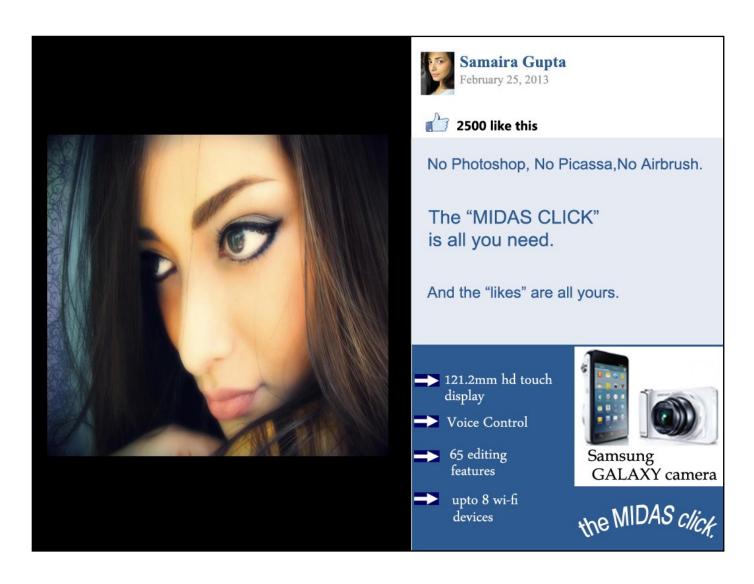
10. About 175 years ago, one person named Alexander Norris married off his two daughters Olivia & Elizabeth and persuaded his sons-in-laws to become business partners. Which Fortune 500 American MNC was born as a result?.

(The questions in this column are inspired from the business quiz conducted by this columnist during Q-Fest' 2012)

<u>Answers</u>	
1. Budget from 'bougette'	6. Priyanka Gandhi Vadra
2. Sulabh International.	7. East India Company
3. A dog is featured in all the logos	8. Band-Aid
4. Kentucky Fried Chicken became KFC	9. Cisco
5. They were all bankers	10. Procter & Gamble

# **AD-VENTURE**

The AD-Venture column is envisioned to give a window of expression for creative addesigning enthusiasts. The effectiveness of a well fabricated ad in promoting a product is well proven. They can pierce deep into our mind and consciousness and persuade us to drift towards a particular product or service. Here we have taken a small step in showing the potential that ads really hold. The best ad of this issue was selected by a panel of judges, based on various parameters such as concept, design, punch-line, creativity and overall impact. Let's dive into the adventurous and intriguing world of ads.



Bhavna Devroychoudhury, Dept. of Mass Communication & Journalism, Tezpur University

1<sup>st</sup> Prize Winner (Rs. 500/ cash prize along with certificate of appreciation)

#### **RUNNER UP ENTRIES**

2nd 3rd





By-Amrita Ghosh, Dept. of Mass Communication & Journalism, Tezpur University

#### PRODUCT FOR THE NEXT MONTH'S ISSUE



Mail your entries to <a href="mailto:uttaran.tu@gmail.com">uttaran.tu@gmail.com</a>, before 30<sup>th</sup>

March 2013

The best entry will be awarded with **Rs. 500** cash prize and certificate of appreciation

#### **RULES:**

- Design the ad preferably in good quality JPEG format.
- You are free to use Google images but digitally stitch them to induce in your own creativity.
- > Straight away plagiarism will be discarded.
- > Add an attractive PUNCHLINE to it.
- You are free to use any digital tool for designing purpose.

For further details please contact competition convener Litan Roy (9707236959)/justlitan@gmail.com

# Lens...

Photo Credits -

Dr. Chandan Goswami **Content Editor** 

Litan Roy

Our quest for photographic excellence continues. Sometimes a view through the lens can unravel a lot of intricate details, which otherwise remain undetected. With his unique point of view a good photographer can unearth hidden meaning even in a static dimension. No one bothers about a chair lying idle in the corner of our house but wait a minute, give a tickle to your dormant inne vision, you can even infus some meaning to it. Th "LENS" column of o magazine celebrates that unique enthusiastic que photograp

(Me, my loneliness and that corner chair)



#### (Mountain Majesty)

View of a Himalayan mountain range, situated in Leh of Kashmir Valley, showing its grandeur and aestheticism.







### (Chirping)

Birds of same feather flock together and sing together

#### **ATTENTION PLEASE**

TEAM UTTARAN invites all the aspiring managers and entrepreneurs, from all B-schools across the country, to submit their article related to business world. Please do not forget to cite the references wherever necessary. The best article from 2 consecutive issues of UTTARAN will be selected and awarded with a cash prize of Rs. 1000 and a certificate.

## **THIS MONTH'S WINNER**

This month the article "AN INDIAN MANAGEMENT THOUGHT" written by - Karthik Krishnan, M.Tech (Industrial Engg.) *BRACT's VIT COE*, *Pune*, got adjudged as the best article by the Panel of Editors. Congratulations Karthik, kudos to you from TEAM UTTARAN and you are entitled to receive a cash prize of Rs. 1000 along with a certificate of appreciation.

# YOUR FEEDBACK IS PRECIOUS, PLEASE FEEL FREE TO COMMENT

#### **INSTRUCTIONS:**

- Send in your articles before 30<sup>th</sup> of March, 2013.
- The subject of the mail, must be Article for Uttaran.
- Please send the article in MS word format.
- Do not forget to mention your name and institutes name.

Feel free to drop us a ping mail, we will be more than happy to deliver you our following issues of UTTARAN from now onwards. Our e-mail address:

<u>uttaran.tu@gmail.com</u> <u>uttaran@tezu.ernet.in</u>

