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IMT-GHAZIABAD PGDM(EXECUTIVE) NEWS BULLETIN

reflEXions

From the reflEXions' Desk



Greetings to All !!!

Thank you for the encouraging response to the first edition of "reflEXions". We have chosen 'Marketing' as a theme for this issue.

In 'Faculty Speak' section, Dr. Harvinder Singh shares his views on the importance of marketing

As part of 'From the Industry' Mr.Yash Thakral, Senior General Manager,Havells India Ltd. shares his views on the future of the Indian Electrical Industry.

Entrepreneurship workshop gave a feel of drawing a killer business plan and starting up a company.

Markets this month is covered under 'Market Buzz'.

Mark Arena organized by the PGDM (Executive) students saw many eminent speakers giving valuable insights on the marketing strategies employed by marketers .

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Faculty Speak.....



Renowned management guru Peter had once said "A business enterprise has only two basic functions: marketing & innovation. Marketing & innovation produce results; all the rest are costs". Going by his statement, it is fair to treat marketing as the life-blood of an organization. IMT Ghaziabad is seen as an institution pumping the vital life-blood into business organizations since it is widely known for its prowess in the area of marketing.

Going a step ahead, it must be said that marketing is more than a subject or area of expertise and is a philosophy cutting across layers and functions of business organizations. It must be understood that marketing is as important for 'non-marketing executives' as it is for executives working in the marketing department. Referring to the value chain model proposed by Michael Porter, various activities contribute to creation of value finally passed on to the customer (though marketing and sales is the only function that is seems to be capturing it). However while doing so all the functions and divisions of organizations need to look beyond the narrow confines of functional/divisional goals and benchmark their decisions against impact of those decisions on the customer. Students passing out of B-schools take up responsible positions in business organizations and they should try to develop marketing focus and customer-centricity in the function/divisions of the organization where they are deployed.

Dr. Harvinder Singh

Associate Professor (Marketing Management)



Future of Indian Electrical Industry

According to the Indian Electrical & Electronics Manufacturers' Association (IEEMA), the Indian electrical equipment market was worth around Rs.60,000 crore as of 2010-11. Estimates indicate that the industry grew by 21 percent in terms of volume in 2010-11.

The Indian electrical industry is a mix and match of large multinationals, and large, medium & small players. Broadly it can be classified into generation equipment, turbines, generator sets, transmission equipments, distribution equipment such as switchgear & control panels, and others like Luminaries, Fans, switches, electrical motors and wires & cables.

According to current industry trends demand for high quality, high reliability, low maintenance and easy accessibility equipments is increasing. Almost all major industry players today are shifting towards upgraded technology. Domestic manufacturers have become more competitive with respect to their production and testing facilities, product designs. Also electrical machinery industry has gradually become among the largest investor in India's R&D sector.

The three major markets are retail, government and private sector. The Indian retail market although mostly unorganized is the fifth largest retail destination globally. It is also ranked as the most attractive & emerging destination for investment in the retail sector by AT Kearney's latest annual Global Retail Development Index (GRDI). According to a study conducted by ICRIER, the retail sector is estimated to contribute 22 per cent of India's GDP by end of 2012. With rising consumer demand and greater disposable income, it is expected to grow at 30 percent annually.

The other major growth drivers for Indian electrical industry are building segments, new industries and infrastructure development. In addition to these three sectors, the distribution sector including programmes like "Rajiv Gandhi Grameen Vidyutikaran Yojana" and "Restructured Accelerated Power Development & Reform Program" will be a key driver of growth In India.

In the global context, India is continuously evolving as an important global supplier of goods and services. Without continuous power supply and the availability of quality electric equipment this growth cannot continue.

In brief, there is a very promising future for the electrical industry in India. The current scenario where capacity building in industries is on an increase, bodes well for the electrical industry. We are also approaching the XII Plan period (April 2012 to March 2017) and this all will together open huge opportunities for growth in the near future.

Yash Thakral

Senior General Manager

Havells India Ltd.



Mark Arena-Marketing Symposium



PGDM (Executive) batch organized the Mark Arena 2012, Marketing Symposium at IMT Ghaziabad on 29th of October. This event which attracted several industry stalwarts was inaugurated by Prof. Sabharwal (Faculty of Rural Marketing).

Our First Speaker Mr B.D.Nathani , footwear industry veteran and currently CEO of Disney Shoes addressed on the new vistas of Marketing and Promotion in Luxury Retail segment taking examples of prominent global luxury brands and spoke on their marketing strategies.

The discussion continued with our next speaker Mr Dhiraj Awasthi (VP- HSBC) , who shared his experiences in the field of Rural Marketing at Punjab . According to Mr Awasthi , marketing in rural areas is a unique proposition which differs from the urban area setup. It needs a

complete insight of ground realities first before selling a product.

Mr Chirag Patnaik (Marketing Head-Indiamart.com) spoke extensively on the B2B marketing strategy using internet as a medium.

Mr Man Singh Jaiswal (Director - GenEx Logistics) conversed on how social media can be used in marketing promotion as an effective tool for companies who are new start up ventures and low on advertising budget. As per Mr Jaiswal, sites like SEO , Facebook and Twitter can be comprehensively utilized for promoting a company at very low cost and assist companies to target the right customer .

Mr Himesh Sharma (VP -Tata Motors Finance Limited) told the audience on how NBFC's market and promote their financial product in the field of automobile loan & mortgage industry .

The Symposium came to an end with a motivational talk from Mr Kuldeep Sharma (CEO- Suruchi Consultants) , who envisaged the audience with his thoughts on marketing products . Mr Sharma said one's talent is one's brand, one's brand is one's identity and ultimately one's identity is one's customer. One needs to be creative and innovative to stay ahead in the competition.

The Mark Arena 2012 team (Anshuman Thakur, Suhas Ranjan , Arjit Majumdar , Punit Sharma , Nikhil Mathur and Bhavna Singla) worked extensively to ensure that the event was a great success.



Entrepreneurship Workshop



Workshop on Entrepreneurship was conducted for the PGDM (Executive) by Prof Mrinalini Shah, Chairperson Entrepreneurship cell, IMT Ghaziabad. The objective of these week long, full day workshop sessions starting 17th Oct-23rd Oct was to acquaint the students with the idea of entrepreneurship as an immediate or long term career option, practice the same through experiential learning and finally present their business plans to experts.

Day 1 started with a brief introduction to the world of entrepreneur & entrepreneurship and seven domains strategy for aspiring entrepreneurs develop an enduring business. Guest speaker Dr Rita Sengupta, Director - NIESBUD (National Institute for Entrepreneurship and small business development) shared important insights about the government policies and schemes available for small and medium businesses.

Post lunch session included brainstorming and generating business ideas that were further discussed. Mr. Ashim Nayyar, founder Agro

Foods and an IMT alumnus shared experiences from his entrepreneurial journey and how networking is the key for any entrepreneur to succeed. Another speaker Ms. Indu Basu from Meluhha Associates shared her views on Entrepreneurship.

Day 2 was all about opportunity evaluation and experiential learning. All the groups were provided with an initial capital of Rs 100 and were directed to undertake any business and earn profit. The teams got all charged up and enthusiastic by the idea. The groups indulged in various businesses right from selling tea, concierge services, entertainment games, consulting services to door to door selling. At end of the day the total profit earned by the whole batch was more than six thousand that was decided to be donated for charity. Overall it was an exceptional experience as the enthusiasm and excitement this created in the class was infectious

Day 3 focused on how to translate a business model into a business plan. Prof Nilanjan Chattopadhyay shared with team the essentials of making a successful business plan. Rest of the day involved presentations by each group after selecting the best of the ideas suggested by the group and evaluation and feedback by faculty.

Day 4 was the litmus test for each group and they presented their elevator pitch to angel investor, Sanjay Gupta and entrepreneur Rabi Gupta, founder iDubba. Both ranked each group and shared their valuable feedback.

Last day concluded with few simulation games to learn various aspects of entrepreneurship and a guest lecture by Dr Robert McNamara from Omaha on Social Entrepreneurship that highlighted how social entrepreneurs are creating value for themselves and society by addressing root causes of various social issues. Overall this full week workshop was a great platform for all the students to understand, plan and practice their entrepreneurial dreams in a simulated environment.



The Vagaries of an Idle Mind



I am not a megalomaniac, but I love myself. Some people say I am terribly obsessed with myself and that I am a self obsessed maniac. I wish to add a disclaimer before anybody starts reading this utterly irrelevant and useless article. I do not take responsibility of any side effects of reading this article which might include starting from a mild headache to the extent of getting depressed and contemplating to kill himself or herself.

It has been two months that I have come back to the campus and have since then regretted the same. For most part of my life I have regretted most of the critical decisions I have taken all throughout my life. I believe I am an immensely talented person whose circumstances have made him what he is today. Sometimes I believe I am God, but at other times I realize that I have only two hands while the known Gods in Hindu Mythology have multiple hands. I wonder where my other hands are. I feel it must have been due to rampant corruption in the Indian society that I have lost the other ones.

There are many theories I believe for these, firstly my creator, after he created me, found me to be more talented than him, got jealous and robbed me of my extra hands. It could also be that the hospital where I was born was responsible for this. However I dwell not much in what I do not have, for what I have is still enough for me to rule the world.

I was working in the corporate world after having completed my engineering and found it incapable of absorbing my immense talent. I had ideas which they would not understand, they would ask me to do the mundane jobs which to my intelligence can be done by a first grader (or maybe it could have been done by me when I was in the first grade). So I decided better, to do an MBA and become the CEO of any company and lead a bunch of ignorant people and modify them to be corporate honchos and transform the organization totally.

I also thought that coming back to campus I could become a Casanova and pick the best girl in the campus to be my girlfriend. Better still maybe I would rather have three to four girlfriends and later decide which one is qualified enough to be my girlfriend. So with a lot of dreams and millions of ideas I came back to the campus.

Life has again disappointed me in this. Two months have gone by; here I am, without any girlfriend, the college as it seems cannot make me the CEO of any company, so again I have to struggle to get a job they say. I pity them, for they do not know the talent I have.

However life has been hectic. I am forced to attend classes starting from nine in the morning till six in the evening. My Batch mates you would ask? Rather do not. Now I know that I have met the people who were deprived of gray matter as my creator decided to give it all to me by depriving this poor lot. Sometimes I feel responsible for their misery, at other times I just ignore them. I suffer from intellectual overload and due to that, I am depressed most of the times.

The Vagaries of an Idle Mind Contd..



Girls? Did I hear you ask? There are many, some of them are quite beautiful. I feel I am in deep and true love with at least five of them - Mind you this is true love - no kidding. But wait , did I say five , well you can say seven , well that's still conservative , now that you know me better I will tell you the fact. It is actually ten. Lie - you would definitely think? Well cannot blame you, you judge people not by their abilities but by your abilities, in this you are grossly mislead.

The question still lies what shall I do with it? Love all the ten? Surely, if they are okay with it. But then they would be possessive and would not know the big heart I have to love ten girls. So choose I must. And choose I will, but wait - why am I sharing personal matters with you. I will tell you Nothing, You can just get lost.

Lost - that's what I am since I came here. My dreams have been shattered; I have been again badly grounded by my eternal lack of fortune. Are you still reading the article? God bless the kind of patience you have. It seems you too do not have any work to do. Worse still, you seem to have no girlfriends also.

I am not responsible for your fortune, I would rather that you did not read this article but since you have done it till now, Feel blessed that you could get an opportunity to read my article. You have my grace and blessings.

It's time to go for dinner; I feel I should not go. But I am hungry and I am thus forced. If you see me anywhere in the campus try not to call me, for I will not respond. Till then live your distasteful life while I continue my pursuit for greatness and feel blessed that I grace your campus with my presence.

Signing off

The God in Waiting.

Monideep Gupta - PGDM (Executive)



The Dutch East India Company established in 1602 was the first MNC in the world.

RBI has reduced the CRR from 6% to 4.25 %, lowest since December 1974

50% of the ownership of Domino's Pizza was traded for a used Volkswagen Beetle in 1961.

In 1893, Financial Times used pink paper instead of white as it was cheaper.

The founder of FedEx saved the company in 1974 by taking its last \$5000 and turning it into \$32000 by gambling in Vegas.

Answers to "Brain Teasers" featured in the September 2012 issue :



Xerox



John Deere



Johnnie Walker



Adidas



Starbucks



Dodge

Planned obsolescence: Are marketers taking it too far?



A few days back, the much awaited event organized by 'Apple' to announce the new product line before the crucial holiday season was held at San Jose, California.. Like all Apple events it was dazzling and glamorous. After watching it, I was impressed by the iPad mini and decided that it was the gadget for me.

Long afterwards, terms like 'latest and greatest', 'the most amazing, yet' and 'twice as fast' reverberated in my mind. I remembered reading about Planned Obsolescence and figured out that this was the perfect example.

So suddenly the 'New iPad' which was released just seven months back is now obsolete. It has been replaced by the 'Newest iPad' which is twice as fast.

Why do we buy the things that we buy? Is it because we think that they would be useful for us? Or do we want to be seen using them, otherwise, we would be an outcast in this age which glorifies consumption?

Most of the companies today thrive on Planned Obsolescence. Have you ever wondered why your laptop's motherboard suddenly short circuited or your printer stopped working once it had printed around 18,000 pages, or why does fashion change every season ? In a nutshell, to stop us from using a product which has a longer useful life than we are led to believe.

This constant need to upgrade and buy something new not only has an economic impact, but psychological and environmental ones as well.

In a recent newspaper article, I read that a mother had sold her child to buy a new mobile phone, jeans and tops! This was shocking to say the least.

Have we ever thought where do the products that we discard, go ? Obviously they degrade the environment in which we live. The bottom line is that we should be conscious consumers. Think before you decide to upgrade next time-"Why am I buying this?"

Piyush Kumar Singh - PGDM (Executive)



Idea Cellular doubles quarterly net profit of Rs. 240 crore

Idea Cellular announced results for second quarter FY 2012-13 to post a net profit of Rs. 240 crore, more than double of Rs. 105.76 crore from the same period in 2011.

Business Today.

\$400 billion Electronic System Design and Manufacturing sector envisaged

The cabinet cleared the finalized National Electronics Policy 2012 which envisages a \$400 billion Electronic System Design and Manufacturing (ESDM) sector by 2020. A globally competitive chip making sector, comprehensive domestic supply chain for electronic materials and products, and a push for postgraduate education are some of the core objectives of the policy.

Trak.in

Reliance Brands to buy 50% stake in GAS jeans

Mukesh Ambani led Reliance Brands will enter into a strategic partnership with Italian apparel maker Grotto which owns the premium jeans brand, GAS. Reliance Brands will reportedly buy a 50% stake in a deal which is likely to give the new JV management and brand rights.

Trak.in

U.S. Unemployment Rate Drops to Lowest Point since 2009 (Oct 5)

The U.S. unemployment rate falls to 7.8 percent in September. That makes September 2012 the lowest month for unemployment in 44 months. It is a positive sign for a struggling economy. It may also give Obama a boost in the upcoming election. There are now 12.1 million unemployed Americans. That is the fewest number of unemployed since January 2009.

infoplease.com

Bharti Airtel Became World's Fourth Largest Mobile Operator

Indian Telecom Service Company Bharti Airtel became the fourth largest telecom operator in the world in terms of subscribers, according to the Wireless Intelligence 'Scoreboard' report.

business-standard.com

Bharti Wal-Mart opens 2nd store in Bhopal

Leading retail chain Bharti Wal-Mart today opened its second wholesale store in Bhopal, making the Madhya Pradesh capital the only city in the country where the group has set up two stores, its top official said.

moneycontrol.com

Sandy to Boost Construction Jobs as Rebuilding Spurred

Demand for construction workers and materials is likely to receive a boost as homeowners in coastal areas of New York and New Jersey rebuild after their properties were devastated by flooding and heavy winds.

Bloomberg

Life at a glance





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