

# XTRAVAGATE

- THE BUSINESS PROBE

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A fortnightly newsletter from the  
Department of Management Studies,  
National Institute of Technology Trichy

TEACHER'S DAY WEEK ISSUE

*“The end-product of education should be a free creative man, who can battle against historical circumstances and advertises of nature...”*

*- Dr Sarvepalli Radhakrishnan*



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***“Education is the best friend. An educated person is respected everywhere. Education beats the beauty and Youth .... “***

**- Chanakya**

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## ALUMNI SPEAKS

### DoMS: Home Away From Home

When I left my teaching job and began preparing for MBA entrance, I had no clue how being on the other side of the dais would feel like. I had been teaching for a good one and half years. I knew how teachers would deal with kids (for I taught in a school) but I wanted to see how my faculty at college would deal with a teacher-turned-student.

After battling through the regular GD/PI sessions, the awaited first day at college arrived. I felt a little lost, a lot more homesick. I did not know the local language, I struggled with the local cuisine. On top of that, to avoid causing any trouble to my parents, I had decided to travel alone to NIT Trichy from my hometown, Lucknow, *the City of Nawaabs*. As I sat for the Induction Programme for the 35th batch, I expected a bunch of stern looking faculty to fill in the room and instruct us about all the tough times they were about to give us. Honestly, I had decided that if I ever get back into teaching again, I would be a better teacher, a lot better!

What happened next came like a cool breeze on a scorching summer noon. The faculty did address us but they were gentle. They respected the fact that there was a bunch of students who had decided to take the 'next step' in their career path. This done, each day thereafter at DoMS was like living at home. The faculty was approachable, friendly and caring. By and by, the homesickness gave way to belongingness.

Be it Pooniyamurthy Sir's loving chide or VJ Sir's absolute calm, the soft warnings from Lavanya Ma'am or the punctuality lessons from Sridevi Ma'am, KB Sir's friendly approach to students or Murali Sir's clear perspective about what management lessons we should learn or Thamarai Sir's approachability and clarity in thoughts, they all had one thing in common. That was to make life of each DoMSian better, make our vision clearer and give us a robust kickstart to our professional lives. But what made all this unique was the love that each one of them bore for each one of us.

Today, when I sit away from my classroom at my work desk, I feel nostalgic. I want all those moments to come back where I can be a student again (trust me, students have much less obligatoriness, for we seldom behave the way responsible students must) and our teachers keep bearing us, keep mentoring us to become what we are today and to be what we will be.

## CORPORATE CONNECT

### A Conversation with Ms. Vidhya Vellala

**1.) In the last five years, the business world has begun to understand the importance of SaaS, but something that still concerns everyone is the security issue. How can one ensure that the data uploaded will not be misused by hackers or internal staff? Throw us some light on how SaaS (Software as a Service) companies are tackling these issues?**

To be honest, as of now there is nothing called security issues in SaaS companies. With the advance technology of Encryption, it is almost impossible for anyone to hack or misuse the data.

**2.) Congratulations on getting selected in Blackbox connect! How did the two day experience with various entrepreneurs in the world help you in your business?**

Actually people from seven to Eleven countries had participated in the Blackbox connect. It was a two day programme. We were given a clear idea of the Business Environment in USA and it was good to participate and discuss various aspects of Business with young start-ups all over the world and in comparison to all the start-ups around the globe, I can say India is doing far better.

**3.) I watched your Sound connect: Ignite 2016 interview and you had mentioned that your mother and four sisters were your inspiration. T.S. Eliot in his poem 'Wasteland' quotes 'To be good in your spiritual life, you should be good in your personal life'. How the emotions played an important role in your professional carrier?**

Everything is related. Both the personal and professional life are interlinked with each other. Only when your foundation is good, you will be able to grow up and prosper in a proper way. You can actually correlate the business situation today with the quote you just mentioned.

**4.) Being a CEO of a start-up is definitely a hectic task and so your emotions in your personal life really helped you in your professional life. Isn't it ma'am?**

Of course it was.

**5.) Being a female entrepreneur, what are the other kinds of difficulties have you overcome apart from the normal entrepreneurial venture?**

I really don't know what are the differences (smiling), I haven't faced any. I feel as normal as any one does.

**6.) So in India, the part of gender wont play any role when it comes to start-ups. Isn't?**

Yes, Obviously.

**7.) My final question is mam, what is the single piece of advice you always wanted to share with the youngsters like me ma'am? Due to the heavy competition in the world today, every student out there has got pressure or worries over their future. How do we overcome that? What is the thing that we as students should never fail to do in our student life?**

Hard work is one very important thing that you should never forget to do in Student life. Not only in Student life, in every stage of life, there is no substitute for hard work. Once you are determined to work hard, you will be able to achieve whatever you want to achieve.

**8.) Thank you mam, but in the competitive world today, we are not even aware of the challenges we are going to face because the needs of the corporate world changes every day. How can we update ourselves?**

The first thing you should know is what you want rather than focusing on getting job and salary. Salary is the secondary thing. You should focus on what inspires you the most. You work on your inspiration with utmost cent percent hard work. You should work in a way that you do not worry about your results. Once you are able to do this, you will get success in every stage of your life. Good Luck!

## INTERVIEWEE



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***“Humility in success  
and courage in failure  
are hallmarks of a  
leader...”***

**- C K Prahalad**

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## XTRAVAGATE

### 5000 Years Old Management Education

Management has been an ever new and constantly sprouting subject, the roots of which dates millions of years back. It has been a part of human life knowingly or unknowingly - from the human evolution to the contemporary world. One of the earliest of such management knowledge was discussed in Indian originated holy book Bhagavad Gita.

Bhagavad Gita – The Song of God, is a part of Mahabharata. It is the conversation between Lord Sri Krishna and Arjuna at the Kurukshetra battle field. For a longer period of time Bhagavad Gita was considered as a symbol of Indian Spiritualism. However great minds of modern world have been appreciating that Bhagavad Gita is more than a Spiritual book. It is being apprehended that Bhagavad Gita is the elucidation enshrined in 18 chapters with 700 verses to offer a holistic methodology in resolving current world management problems.

In spite of being a five millennia old book, Bhagavad Gita has discussions on modern world management concepts like Vision, Leadership, Motivation, Decision Making, Planning, and Achieving Goals. These concepts act as a catalyst for transformation, enlightening and leading us towards a pleasant and diplomatic state of affairs in place of conflict, tension, poor productivity and lack of motivation that are very common in Business Management.

The very first lesson of every management class is to choose wisely and utilize the scarce resources optimally. This first lesson of management can be mapped with the curtain raiser story of the kurukshetra war. Duryodhana of Kaurava clan chose Krishna’s army over Krishna’s wisdom, whereas Arjuna from the Pandava clan chose Krishna’s wisdom for support. This episode gives us a clue on the nature of the effective manager – the former chose numbers, the latter, wisdom. The very first chapter of Bhagavad Gita explains about the Leadership roles. Seeing his own family members as rivals, Arjuna was reluctant to fight against them in the kurukshetra battle. In that state of affairs, Krishna inspires and changes the mind of Arjuna from state of apathy to one of honourable action. This makes Sri Krishna as Motivational Leader and Arjuna as Situational Leader. This way there are copious examples which can be mapped with Bhagavad Gita to modern Management.

Even though there are numerous examples linking modern management with Bhagavad Gita, modern management failed to gain the true inner essence of what Bhagavad Gita Management concepts have. The modern world management is alienated with the persistent thirst of profits, irrespective of quality and human values. The idea of western management philosophy may have created prosperity only for minimal number of people but not for every other individual. It has failed in ensuring the betterment of individual’s life and social welfare. Even India is one of the victims of this materialistic management due to hundreds of years of colonial rule. So there is an essential need of revising modern management concepts under light of Bhagavad Gita for adopting a better framework of management by values.

*(In Commemoration of “Management Guru” Lord Shri Krishna, Jayanthi on Aug 25, 2016)*

### They Do Care About You: King of Pop

When Music has a meaning, class and morals, one can easily guess, it is the art of king of pop- Michael Jackson. What differs Michael Jackson from his contemporaries is his ability to market his emotions in the way people wanted. If marketing is art, as of Philip Kotler, then Michael Jackson is the king of marketing.

MJ's ability of selling ice cube to Eskimos is very evident from the album, 'History' of the single '*They don't care about us.*' The single was released in late march of 1996. The whole song is about the plight of injustice done to Black people by the hands of police. Being from a nation consisting of over 64% Whites, it is a very bold decision of MJ to set the theme against the White government. He openly criticized the government in the song (*'I hate to say it, but the government don't wanna see*).

He further states '*I couldn't believe this is the land where I came from*' and '*But if Martin Luther is living he wouldn't let this be*'. This pictures the emotions behind his words. Interestingly the song was released after thirty-years of Martin Luther's historic speech 'I have a Dream that one day my Children will live in a nation where they will not be judged by the color of the skin.' MJ even went to a great extent by stating that the Emancipation proclamation of 1863 signed by Abraham Lincoln still didn't serve its purpose of granting freedom to Blacks.

Despite the controversial word chosen, MJ used all his resources from Music, Voice and Dance to Location of the song' and marketed his art very successfully. He set his location in Rio's slum city of Pelourinho, Brazil, the very place where Black people were whipped to death a century ago. It adds flavor to MJ's theme 'Reality of Life.'

Another notable thing of the song is the chord. It starts from 'D' minor that is an ironical and amazing thing, because the chord 'D' as of 1996 was mostly used for Rock-band themes. MJ by reducing the tempo to 88, successfully merged his theme with the beat as a part of innovation.

Though the song is against Racism, MJ did not forget to mention that all are equal in front of humanity. From the line '*Black man, Black mail, Throw your brother in a jail,*' he successfully convinced the Whites, that Blacks and whites are brothers and he loves every one.

MJ appealing to simple emotions of the people got a huge success as the song was charted number 1 in Germany for more than three weeks. The single also reached no.4 in US Billboard. MJ being true to his emotion and understanding of Human values, succeeded in marketing ice cube to Eskimos and it is apt to call 'King of pop' as the 'King of Marketing'

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***“The highest education is that which does not merely give us information but makes our life in harmony with all existence...”***

***- Rabindranath Tagore***

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***“You have to grow from the inside out. None can teach you, none can make you spiritual. There is no other teacher but your own soul ...”***

**- Swami Vivekananda**

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## XTRAVAGATE

### The Technical Marketing Game: IFA Berlin

IFA, which stands for Internationale Funkausstellung, is the world’s largest consumer electronics show held in Berlin, Germany, annually, usually in the first week of September. Every year, the largest electronics manufacturers gather at Berlin to reveal their products and gadgets. It mainly covers consumer electronic goods like mobile phones, laptops, smart watches and so on. This year IFA is from 2nd September to 7th September.

As of 3rd September, new gadgets have been released which includes a new gaming laptop with a curved screen for the first time going by the name of Acer Predator 21X. This product has been just showcased and could well be a game changer in the market because of its new innovations. Every year, the world’s largest electronics product manufacturers (Samsung, Apple, LG, and Lenovo to name a few) plan to turn heads at the IFA by showcasing their products and try to make profits worth millions of dollars. So how does the marketing strategy work here for the top players of technology? Let us go down deep digging up the gold.

Being the largest consumer electronics show, there is scope for word of mouth marketing. Journalists and technical reviewers from around the world, come and assemble at Berlin to give hands-on reviews of the newly released gadgets. The companies keep demonstration units for the technical reviewers and journalists aside and sometimes even prototypes for a future design are showcased. The target from the company’s perspective is to reach the global market. Live streaming of the new products which are being released are showcased in various countries.

The products which are showcased at IFA usually takes time to come to the market. The advantage that all electronics manufacturers have from showcasing their products at IFA are mainly two. First of all, they buy themselves a handful amount of time to produce their products in order to cope with the demand and to actually receive feedback from people to know whether their products are received in good health from potential buyers. Secondly, showcasing of new products beforehand, even though they are not fully production ready, gives every manufacturer the advantage of informing customers that they are ahead of the competitors and thus helps them in making the customers believe in “There is no Alternative” to the product. A subtle and clever marketing strategy indeed. But every company is applying the same strategy. Hence it comes down to factors such as emotional attachment, brand image and the aesthetics of the product which ultimately inspires the customers to buy their gadgets of desire.

### Art of War

Strategies are all we talk about and learn, throughout this journey of MBA. Then I came across the book THE ART OF WAR by Sun Tzu a book filled with military strategies to win a war, a handbook to be exact and yes it has 13 gems of strategic thinking s. All of them will make complete sense to the business world and that is exactly why many business schools recommend this book to the students.

Well why am I writing about it? This book actually makes those strong appeals about being as a team together. That is how you win in a war in the battlefield you need every soldier to stand together, for each other. That amount of trust doesn't come just like that when you are with fellow mates who are as good as you. Now that is when you need a leader to lead you through a journey who understands that every member in the team and is clever enough to keep all the experts together and lead them towards success. So that is where the reader realizes how important it is to have a good team and a good leader. As quoted in the book 'He will win who knows when to fight and when not to fight.' A good leader knows.

'He will win who knows how to handle both superior and inferior forces' this brings us to the SWOT analysis. Not all instances are going to favor us because you own some strength just like you own few weaknesses. So does your competitor. Beware of your competitors weak points expose them and hasten to do better in those areas quickly.

There are going to be moments where you could form alliances with organizations and people because at times you all have the same opponent and such alliances could come handy about which you had no idea before. And one interesting strategy was the one where the author throws lights on the surprise factor the surprise weapon, hiding your strength from your opponent could be very profitable because the opponent did not see that coming. 'All men can see the tactics whereby I conquer, but what none can see is the strategy out of which victory is evolved' Interesting right?

And there are so many strategies one should know from this highly recommended simple read.

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***“Cultivation of mind  
should be the ultimate  
aim of human  
existence...”***

***- Dr BR Ambedkar***

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## XTRAVAGATE

### Reliance Jio: Revolution in Telecom Industry

The Indian Business tycoon Mr. Mukesh Ambani has announced the free voice calling, zero roaming charges and cheaper data tariffs with his nascent communication company Reliance Jio at the Reliance Industries Limited (RIL) 42nd Annual General Meeting. It revolutionized the telecom network companies with the best subsidised data plan all over the world. Mukesh Ambani was destined to be in the communication market since the day he got separated from Reliance communications due to family disputes. It is also evident that his profound interest was very much in Telecommunication. For this he started his action plan from scratch, by initially buying 96% stake in Infotel Broadband which had won 4G spectrum in all sectors in India. Later they renamed it 'Jio', and started building fibre optic network around the country. He has invested over 1,50,000 crores for 2,50,000+ KMs of high quality fibre optic cables and 90,000 eco-friendly 4G towers for the Reliance Jio project.

Reliance Jio's main focus is on to expand its coverage to 90 per cent of the population over two years from the date of the launch, as of now 70 per cent of it is achieved. To implement this successfully, they are coming up with 3 main features that attracts the customers which are 1) Free unlimited voice calls all over India, 2) To offer 4G data at cheaper rates, 3) Unlimited 4G data at night.

A report by Morgan Stanley Research said Reliance Jio is expected to have 30 million subscribers by the end of this fiscal year with a revenue of over \$1 billion. The latest fund-raising comes after Jio had raised Rs 15,000 crore via another rights issue to existing stakeholders back in January 2016. Jio separately said it has invested Rs 1.34 lakh crore out of Rs 1.5 lakh crore for setting up its network, on spectrum and other expenses.

India comprises of 103 crore mobile users, out of which 30 crore users are internet users. This statistic indicates that data and mobile markets are going to boom in the telecommunication market. This pulse of Indian population was successfully identified and strategies were implemented by introducing Reliance Jio to capture the majority market by providing data at the lowest prices and free voice calls which has never been offered by any other mobile network provider all over the world. Mukesh Ambani is the person who offered free incoming calls during the year 2002, it was a revolutionary strategic step during that period. In 2016 the same RIL has announced the free outgoing which is also a ground-breaking step in the telecommunication market.

Reliance had successfully marked its brand in the Communications Industry a decade ago and once again they have proved themselves by introducing Reliance Jio.

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***“Knowledge always  
demands increase; it  
is like fire, which must  
be kindled by some  
external agent, but will  
afterwards always  
propagate itself....”***

**- Savithribai Phule**

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### Teacher's Day Special

A true inspiration worthy enough to be taken as a role model, a teacher creates a remarkable impression in every student's life, by playing the role of an educator, guide, inspirational guru and a friend. While gently nudging the 'slow learners' to climb the steep learning curve, he or she engages with 'bright minds' to delve deeper into concepts and thereby meets their need to be ahead of others. Being a supervisor, a teacher taps the fertile mind of young children and plants the seed of curiosity in them. This inculcates the values of self-learning, exploration, and philosophical inquiry.

Having done so much for the students throughout their lives, as a token of our gratitude and affection, we, the future managers from DoMS, NIT Trichy, being the only department of the campus for organizing this special day year after year, planned and executed a few amazing events, with breath-taking twists on 6th of September 2016. Right from the musical chairs event for the professors, with exemplary tasks for eliminated candidates (i.e. eliminated professors) to the interview of one of our oldest and the most experienced faculties, Dr. R. Murali, Associate Professor, a smooth blend of fun and speeches kept the enthusiasm roaring. Speaking of speeches, our director, Dr. G. Kannabiran highlighted the importance of levelling up the placement records and Dr. Bakthavatsalam, our Training and Placement Officer, mentioned that the nationally recognized unconventional teachers such as Aditya Kumar, who cycles 60Kms every day to teach students and Rajesh Kumar, who teaches students under a metro flyover, about whom the 38th batch students stressed on, should be significant motivational personalities for us to gain the momentum. Dr. Sivakumar, our Head of the Department, spoke on the position of learning in a student's life, Dr. Gururaj stressed on the crucial aspect of marketing DoMS and Dr. Murali, who was interviewed as he is soon to retire, focussed on maintaining key attributes of being sincere and hard-working over being intelligent alone! He also spoke about his journey in DoMS as a faculty and the purpose of education in one's life.

With a mixture of typical Indian popular music, the 37th and the 38th batches performed on the dias, a fusion of hip-hop and desi beats. They not only kept the audience involved, but also made them dance to distinctive Indian tunes. Prizes were distributed to the winners and before closing the event with snacks and tea, each faculty was felicitated with a memento to portray our thankfulness to each of them for spending their valuable time with the students.

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***“He who can listens to the music in the midst of noise can achieve great things ...”***

**- Vikram Sarabhai**

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## DoMS Snippets

### 25th August — Janmashtami Celebrations

Janmashtami, the birthday of Lord Krishna was celebrated with great devotion and enthusiasm at NIT Trichy.

### 2nd & 3rd September — Workshop on R Programming

Being an open-source programming, R is freely usable and allows integration with other applications in business management. Keeping this as focus a two day workshop was organized for DoMS students by Dignitaries from Fidelity Investments Mr Perumal Kumar, Mr Raj Srinivasan and Mr Sriram Venkatesan.

### 5th September - Ganesh Utsav

Ganesh Utsav is the most favorite festival of NITT students. It is celebrated for 3 days from 5th Sept to 8th Sept with devotion in Barn Hall of NIT Trichy



### 8th September— Onam Celebrations

On 8th of Sept DoMS students organized Onam celebrations. This celebrations witnessed floral decoration of department, traditional kerala wear and a variety of programs like Tug of War, Slow Cycle Race etc.



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