

Volume 15 August

XTRAVA GATE

Club Diaries

Amul: The Best of India

Startup Innovation

MyLivpro

Movie Funda
War Machine

The Ultimate Manager Jack Welch

People Matters Magazine article review
How big data can solve your big HR problems

Industry Trends
Current state of affairs
at Infosys



A Monthly Newsletter of Department of
Management Studies, NIT Trichy



Editor**Monisha Ravi**

MBA Second Year, DoMS NITT

moni.ravi@gmail.com

FROM THE EDITOR'S DESK

Message to the Readers

With the mark of a new academic year, Xtravagate is celebrating its first anniversary since its inception. And to celebrate this, the team has come up with a new layout altogether and business domain-oriented sections in order to focus on the intriguing developments of the corporate world. This was necessary to ensure that the readers are informed about the on-going trends and the need to think beyond the horizons defined.

A dedicated section is incorporated to listen to our "Alumni Speak" about various aspects pertaining to their life lessons and other business specific inclinations that they received during their profiles on-the-go.

In the age of "Start-up Innovation", key highlights of various booming firms will be emphasized, for the upcoming entrepreneurs that the world is yet to see.

Once a manager is inducted into the corporate world, it is highly mandatory to keep himself/herself abreast with the "Industry Trends" to speak the business language and with regard to that, a section has been introduced.

To excel in a particular sector of business, it is essential to understand top managers' key strategies. To facilitate learnings from that perspective, "Stars of the Business" world will be the cynosure.

Apart from individual strategies, hard-core values of the business would involve further developments and that can be absorbed from the "Business Mantra" which will be overviewed.

Clubs are the best places to interact and learn from peers. Hence, a column for the "Club Diaries" is initiated for throwing light upon some key discussions that

have taken place during the club hangouts of the department.

"Movie Funda" showcases films from a management perspective so as to gain some take-aways. Making a point to know about the importance of information gathering and crisis analysis will be one of the agendas of this section.

A quick word about the happenings of the B-School will be seen through the "Snippets" to make an announcement to the world regarding the enthusiasm among the student fraternity.

Lastly, it is always important to have a "Term to Ponder" over at the end of the day, in order to grasp the in-depth meaning. A facility to update the readers regarding a business jargon is the goal of the final section of Xtravagate.

With the hope that the new edition and ones to follow will enlighten the readers, Team Xtravagate wishes its readers a joyful and a fruitful reading venture ahead.



Dr. Anand Kumar

dr.ravishankar@acharyabbs.ac.in



Kotler books have created a special niche for themselves in marketing education. In this article, the term 'Kotler' denotes not just the books written by Prof. Phillip Kotler and his team, but all the theoretical books being used in marketing management classes. Paradigms are being set and secondary data are almost being discussed in an object-oriented manner. The same theories are being extrapolated in different contexts. Above all, we can encounter information overload in terms of different archaic theories. If we observe carefully, we could find a vacuum, even in those South Asian or Indian Editions of various International Books.

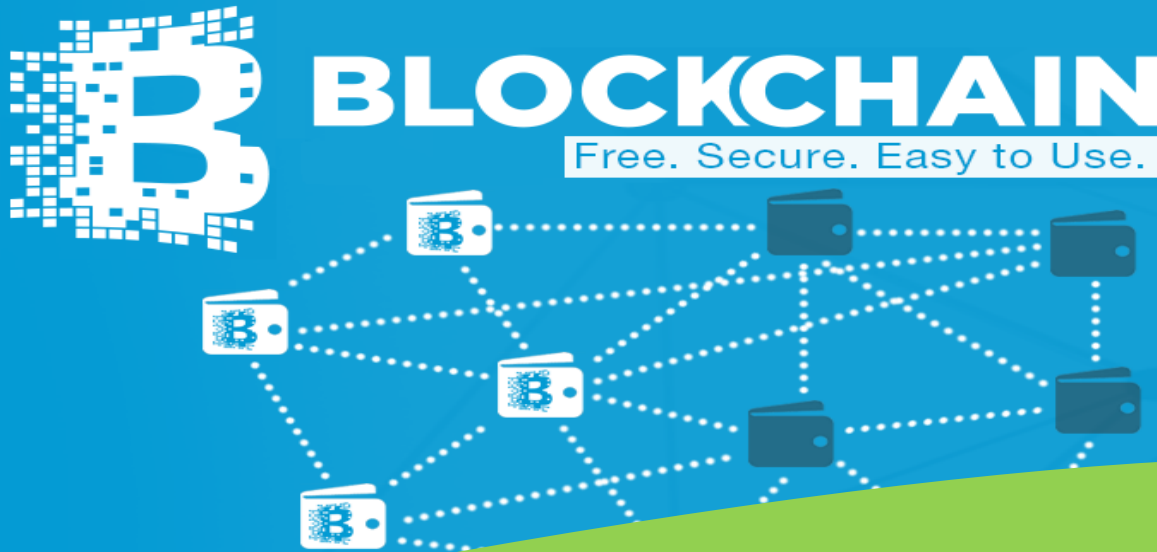
marketer, there is a need to contemplate upon the applicability of those concepts in the socioeconomic environment and market forces.

When there is a deluge of course materials viz. free e-books, vlogs, tutorials, MOOCs etc. teaching-learning process is not just the responsibility of preceptors but also of the receivers of knowledge. To make the discourse useful for the target audience, Marketing Educators should always resort to real time data and present challenges. Without the feel of the real-time data, it is imminent to get succumbed to dogmas. Without the sense of responsibility to develop a fresh perspective from a subjective mindset, the whole process will be obsolete. For an e.g. unbiased study of Startups and MSMEs can give a new orientation to the age-old theories based upon western corporate mammoths.

The educators and learners should question the age-old theories and actively participate in the theory building process with reference to their own socio-economic milieu. Unless we incorporate the minuscule efforts, the time spent in marketing management classrooms will be futile; And both the educators and learners will have to re-start the action research process when faced with real time challenges in industry/research/consultancy projects.



When there is a dearth of first-hand information and primary data, usually the learners are not able to appreciate the subject much. So, is education just the repetition of some hundreds or thousands of concepts in a fixed manner? Or, is there a bigger responsibility upon the shoulders of new age educators as well as learners? What should be done to make the teaching-learning process more relevant and useful? As a Marketing trainer and facilitator, one should always ask: What should be the objective of marketing education in this era of Information overload? As a learner/



Blockchain simplified!

AUTHOR



Anurag Das

MBA Second Year, DoMS NITT

das.rambo@gmail.com

Blockchain – You might have heard this word many times during discussions- “What’s the next big thing that is happening around the world?” Every time the word came up you made a mental note to research and learn what it is. But even after several tries you never got the complete hang of it and finally gave up. Now, I am going to take you through an example that just might make this whole technical mumbo-jumbo easy for you.

Let’s assume that you are going to buy a second-hand house. Before buying a house, the first thing you would do is actually physically evaluate the place. If you like it, you go ahead and check the history of the house. You check the papers, the records, the previous owners and any other incidents that might have happened. This information is stored in ledgers. Consider the case of a house given below:

8	Major 10million₹ renovation	2015
7	Added 3 rd floor	2014
6	Added extension to 2 nd floor	2010
5	Renovated	2008
4	Major fire	2007
3	Sold to owner 2	2005
2	Added 2 nd floor	2004
1	Built by owner 1 at a cost of ₹1 million	2002

Ledger

Now the problem with this traditional Ledger is that the

Seller can alter the records to suit his interests. The fire incident can be hidden, new developments like the addition of a new car park (already existing) can be entered. These records are TAMPER-ABLE, including the ones stored in Government offices. The buyer will have to take the word of the seller and trust him.

This is where Blockchain kicks in. It’s an open, distributed ledger where once a transaction is made, the record is verified, timestamped and locked by an un-hackable cryptographic key. When the next record is written, everything from the first record, including the key, is again locked using a second key. Now this continues for the third record and so on. There is a dependency on the previous record here. For every single record or Block, we can see who wrote the record and at what time. This makes sure that we essentially chain the whole ledger in a series of successive dependent non-modifiable blocks.

If somebody tries to remove a block from the ledger, very quickly using an algorithm, we can verify if a record was removed because of the interdependency between the blocks.

These blockchains are a part of a single large chain which contains the healthcare industry, housing records, financial records and so on. This is basically a chain of chains. The information is immutable, reliable and distributed to anyone with the right rights. Herein comes the idea of a distributed ledger. If anyone tries to interfere with any chain in this big distributed ledger, a consensus algorithm will automatically remove the bad chain and replace it with a copy of the unmodified chain. With blockchain, Humanity is going to regain what they have lost – The ability to TRUST.

Kindly go through the TEDx talk given by Richie Etwaru, if you wish to know more about Blockchain.

AUTHOR**Srinidhi V.**

MBA First Year, DoMS NITT

srinidhivragavan@gmail.com

**Current State of affairs at Infosys**

The battle of the board in Infosys took a new turn on 18th August 2017 when its CEO Vishal Sikka decided to call it quits and resign his post. Though everyone was aware of the ongoing feud between the board and its promoters, it came as a shock in the business world to witness something unprecedented in the history of the company.

Allegations have been made from both the sides which just emphasizes the magnitude of the friction between them.

Following the resignation of Sikka, speculations were running high as to who would be his replacement.

The top fund managers and domestic institutional investors had written to the board for the return of Nandan Mohan Nilekani to take on the role. He seemed to be the popular choice by many.

Nilekani has already had a successful stint under the Infosys banner, being one of the six co-founders of the company back in 1981. Murthy and Nilekani's partnership was a major reason for Infosys to reach its pinnacle of success.

He had left Infosys back in 2009 to carve an identity for himself that would stand apart from Infosys. He was made the chairman of the Unique Identification Authority of India by our former Prime Minister Manmohan Singh. He vowed not to return to Infosys again.

But, with the ongoing turmoil in the organization, on 24th August, Nilekani found himself back in the company. He was reluctant in taking up the post in the beginning but he understood the gravity of the situation and consented to it. The board of directors unanimously approved the appointment.

However, he has taken up his role as the Non-Executive Chairman of the board and will not draw any remuneration from his current post. The founders are optimistic with the return of Nilekani. Many believe him to be the most suitable person to salvage the situation.

.The immediate priority is to re-build the Board. In addition to that, he has to work with the new executives to chart out a new strategy to bring about changes that would result in a few alterations in the management. It has been acknowledged widely that, with the negotiating skills that Nilekani possesses he will bring the stability that is urgently required in these tough times.

In a recent interview, Nilekani stated that they would be doing a complete strategy refresh. He also mentioned that he would stay at Infosys for as long as required and discharge his responsibilities and make sure that they complete the legal and fiduciary obligations.

If Nilekani manages to resolve all the issues and bring Infosys out of the problems that it faces today then he would have successfully accomplished a truly remarkable feat. With the level of conviction that he seems to possess, the odds are in his favour.



McDonald's shuts 169 outlets in India

AUTHOR



Deepika V.

MBA First Year, DoMS NITT

deepika_qwerty@yahoo.com

T
R
E
N
D
I
N
G

T
O
P
I
C
S

A corporate drama has ensued between the members of the board where Vikram Bakshi is the former managing director of Connaught Plaza Restaurants Private Limited (CPRL) who owned 50:50 joint venture with McDonald's that runs the fast food chain in North and East India.

In August 2013, Vikram Bakshi was ousted by McDonald's as managing director of CPRL over alleged financial irregularities. Hence Bakshi stopped overseeing the day-to-day operations and neither did McDonald's which led to the increase in consumer complaints. It got to a point where everything from worms, roaches, fungus to even fried lizards were found often by customers. Bakshi decided not to sign any document needed for renewal of licenses as he did not want to be responsible for the unsafe food being served by some outlets, and his inability to control the food supply. But McDonald's did not take the matter seriously and continued running the outlets illegally after March 31, 2017.

Bakshi wrote an email in May, calling for an urgent board meeting at the corporate office of CPRL to fix the license issue. McDonald's foreign directors did not attend that meeting. Meanwhile, customers sensing the decreasing quality of McDonald's shifted to other players in the quick-service restaurant (QSR) sector like Dominos and KFC. The profit of McDonald's in North and East India fell to 6% from 29%. The quality of food supplied also

suffered where the restaurants were plagued with product quality and supply chain issues. Since McDonald's ousted him so publicly and unreasonably, he dragged McDonald's to Company Law Board which looks over the behaviour of the companies under company laws. To counter, McDonald's started the arbitration process against Bakshi in London.

This legal battle lasted for 4 years.

Another board meeting scheduled for May 2017 was cancelled. Finally, the emergency board meeting was conducted in June 2017 and McDonald's decided CPRL had to cease using the McDonald's name, trademarks, designs, branding, operational and marketing practice and policies since CPRL did not ensure compliance or follow the QSCV model which is the main reason customers even buy McDonald's.

These problems seem to be the results of communication barriers between the two parties, a company as huge as McDonald's could have resolved it without making a scandal out of it. The reasons it has become a scandal, as speculators suggest, is because McDonald's intends to buy Bakshi out at a lower valuation to take full control of the chain's business in northern and eastern India. To justify this statement,

1. McDonald's did offer 120 Crore Rupees to him but Bakshi cited his share is about 1800 Crore and refused to buy into it, as an equal shareholder and partner is entitled to a fair settlement.
2. Amit Jatia, the vice chairman of Hardcastle Restaurants Pvt Ltd (HPRL) who has the master franchise for McDonald's in West and South India who also could have lent his support to CPRL remained diplomatic throughout the battle, and is now the front-runner to get the rights to operate the US chain's restaurants in the North and East as well.
3. The licenses could have been renewed as soon as they expired, the delay to do so seems shady.
4. Before the verdict of National Company Law Tribunal (NCLT) a.k.a Company Law Board, McDonald's was ready to work out its differences with Bakshi. Once the NCLT reinstated Bakshi as the MD of CPRL in July 2017, McDonald's terminated the franchisee pact in August 2017 citing that CPRL had breached the franchise agreements and had failed to remedy the breaches despite being provided with an opportunity to do so in accordance with the agreements.

If this is McDonald's strategy to obtain a larger market share in North and East India (or) if it is the result of internal communications malfunction is debatable.

Apart from the unemployment that has resulted as a consequence, disputes like these hurt India's image in investors' eyes and dampen the mood within the industry. The industry observers put forth that the collateral damage due to infighting doesn't bode well for foreign investments in India. It cannot be denied that McDonald's has understood the importance of timing and pacing in India best than any other foreign brand, but the fight with Bakshi has made many industry observers question the company's experience and wisdom, with this regard.



AUTHOR**Ahmed Unais**

MBA Second Year, DoMS NITT

findahmedunais@gmail.com

Jack Welch

CEO, GE; 1981-2001

The Ultimate Manager

There are many managers out there, but there are only a few good ones- those whose existence proved a difference, the ones with unique qualities and candid styles which made them stand out from the crowd, the legends whose actions and strategies changed the company's future. Jack Welch the ex-CEO of G.E., is one among such gems. His transformation of G.E. not only was a genius move, but it took guts and determination to convince a company that was doing pretty darn well that it had to do better. Not an easy sell! But he did push G.E. from "Good" to "Great" and became a legend in the process.

Mr. Welch was born in 1935. He received his B.S. degree in chemical engineering from the University of Massachusetts in 1957 and his M.S. and Ph.D. degrees in chemical engineering from the University of Illinois in 1960. In the same year, Mr. Welch joined G.E. as a chemical engineer for its Plastics division in Pittsfield, Massachusetts. He was elected the company's youngest Vice President in 1972 and was named Vice Chairman in 1979. In December 1980, it was announced that he would succeed Reginald H. Jones, and in April 1981, the 45-year-old Welch became the 8th Chairman and CEO of General Electric. He served in that position until he retired in September 2001. In the 20 years that Jack led G.E., revenues rose from \$26 to \$130 billion and company's value went from \$14 to \$410 billion (almost 4000% increase)[1], which is quite an impressive record!

The first big step he took as a CEO was laying off the unnecessary load of the company. If a company or division at G.E. was not first or second in its industry, it would be sold or closed. The ultra-competitive Welch

wants to win. And for implementing his strategy, he needed a tool to explain his vision. So, one night he sketched out his strategy on a cocktail napkin. The sketch showed three circles: 'Services', 'High Technology' and 'Core'. Some G.E. businesses were listed inside and some, outside the circles. The businesses inside were core manufacturing, technology and service entities which were considered as the bedrock of G.E. The businesses outside the circles were marginal performers, in low-growth markets or had a poor strategic fit and would have to be fixed, closed or sold. In his first two years as CEO, Welch sold 71 businesses and product lines. The selling of struggling businesses provided cash and gave the company the flexibility to reinvest or to fix up another stronger business. Welch 'Number One or Two' vision shaved 118,000 people from G.E.'s payroll and got him the name "Neutron Jack" (the guy who removed the people but left the buildings standing).

Welch was a strong believer of the fact that good organizations are because of good people. He gave more importance to HR department compared to financial managers. He came up with the 20-70-10 rule (which is also called as vitality curve) to check and reward the employees. Jack believed that one needs to treat the top 20% of people like stars. "Make them feel loved, give them rewards in the soul and wallet. Do everything for them. For the middle 70%, show them what they need to do to get in the top 20%. For the bottom 10%, ask them to leave gracefully". Welch says this method is better than false kindness, where employees aren't told that they aren't good, and then they take a termination or layoff as a surprise.

The man who was recognized as the 'Manager of the Century' by Forbes, Mr. Jack Welch, also introduced a 'Boundary less' culture in the company, where he was open to learning from any employee, any state or any country or even from their competitors. This culture also removed the barriers among all the various functions of the company, made its structure with fewer levels and more flexibility. During a 1991 visit with Wal-Mart founder Sam Walton, Welch learned about a Wal-Mart idea that was the very epitome of boundary less. Every Monday, Wal-Mart's regional managers in Bentonville, Ark. would fly into their territories, spending the following four days visiting their stores, as well as those of their competition. They returned to Bentonville Thursday night for a Friday morning meeting with top company officers. If a regional manager found a store or region sold out of a hot-selling product, the headquarters would shift inventory from other stores to fill the gap, using the sophisticated computer and inventory system that enabled them to respond immediately to the needs of the regional managers. Welch loved this weekly pulsing of the customers at the most basic level and was impressed at the technology that made it all happen. Together, Welch and his business teams came up with Quick Market Intelligence (QMI), an adaptation of the Wal-Mart practice that brought G.E.'s leadership closer to its customers. Business unit leaders began holding weekly teleconferences with their field sales teams, as well as with the business' top marketing, sales and manufacturing managers. The result was an increased ability to respond immediately to issues in virtually any category, from delivery to price to product quality, and beyond.[2]

Founded by Thomas Edison, General Electric is a company that was built on innovation. Welch kept this spirit going, and later implemented the 'Six Sigma' at G.E. and gave extraordinary results, which added a new feather to his hat. In the beginning of the digital era, G.E. didn't leverage the internet. Jack Welch admitted that he was slow to recognize the power and opportunity of the internet, but when he got into it, he got into it with full-force. He recognized that buying and selling became faster, more global, and took a shorter time to reach the breakeven point with a certain payback and he drew a chart that illustrated the Internet's implications for G.E. with regard to the present and the future. His drawing captured G.E.'s advantages over the dot-coms.



So here are the few lessons to be learnt as a manager from Jack Welch. First, being at the top, sometimes, you have to choose tough choices, because choosing the right choice is more important than choosing the easy one. Second, be the inspirer because an ideal manager inspires, energizes, and follows the vision. Third, be ready to adopt the change-Change is good -- embrace it in everything, from competition, market conditions, to consumer spending habits. Fourth, Lead, don't micro-manage. Let people do their best in a free environment, avoid bureaucracy. Last, it's easy to be charming and wonderful when you're winning. Truly successful people are those who don't shirk their failures and only claim victories. They accept both.

To know more about Jack Welch's biography please read his book 'Straight from the Gut'

[1] <https://www.ge.com/about-us/leadership/profiles/john-f-welch-jr>

[2] <http://www.busesstraining.com.mx/eqaii/docs/Jack.pdf>



Amul

The Taste of India

AUTHOR



Anish Majumder

MBA Second Year, DoMS NITT

anishmworld@gmail.com

Amul: The Best of India

When most foreign companies think of India, what they imagine is a chaos. A thousand different beliefs, a billion different people, each as unique as a mango from a pineapple. They cannot make sense of India when they first look at it. Making sense of this randomness is an absolute requirement for any overseas company to even think of operating in India.

But why go offshore? There are many companies which have originated and succeeded here in India itself. They do merit a close look.

The brand with India's longest running (more than 50 years) advertising campaign is Amul. From its beginning in 1966, the campaign is still going strong. Amul is a brand managed by a cooperative body, the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 3.6 million milk producers in Gujarat. It is the flag bearer of India's White Revolution and the single largest motive force behind India becoming the world's largest producer of milk and milk products.

The chubby Amul girl in her polka dotted frock is familiar to every Indian. Each advertisement uses wit, humour and word play to convey a message on any trending news topic. No prime minister, cricketer or personality is safe from the quick wit and puns of the ads. These ads laugh and cry every day with every Indian and become a part of the Indian psyche. Amul also uses its ad campaign to deliver social messages and highlight causes.

The instant relatability of these advertisement campaigns orient Amul as a people's brand more than anything else.

The advertisements appear six days a week in leading national newspapers and are also shared through social media like Twitter and Facebook. Throughout the years, the ads have changed and evolved to reflect the changes in the outlook of India.

If anyone is asked to define family, they would say it consists of people who support and share one's happiness and misery. If an advertisement campaign does it, that brand becomes one of the most trusted ones as Amul has become.

CLUB DIARIES

YEH SERIOUS MYSTERY HAI!



Amul
IRREPLACEABLE!



mylivpro
go beyond books

Journey of MyLivPro

Interviewer



Imteyaz Alam

MBA Second Year, DoMS NITT

imteyazalam.hit@gmail.com

1. What is your business? How did you get this business idea? Or how did you start the business?

We do not consider our start-up as a business; it's a service. MyLivPro is a platform which provides all the services to MBA students to make them employable.

I got this idea while pursuing my MBA. I found out that the case studies were not updated and there was a gap in the syllabus of MBA and the requirements of companies. So, I thought of starting something which could somehow provide updated information to students as well as provide them a chance to work in start-ups along with their studies, which will definitely help them during their campus placements.

2. What is the most difficult situation/aspect in a start-up?

As such, there are many situations which cause difficulty while running a start-up. I would list out two of them:

- a) Time!!! Time management is really very important, especially when you are studying/working along with your start-up. You also have to take out time for your family and friends.
- b) A good partner! I guess this is the biggest problem faced by most of the entrepreneurs. You need to have a partner who completes you skill-wise and have knowledge in business and technical fields.

3. What would be the tips that you would give to budding entrepreneurs?

I feel very good when founders of many college-grown

start-ups reach to me for advice. This is because I like to save their time and money by telling them what mistakes I did so that they do not repeat it.

First and most important advice would be- Please, go for a deep market research before putting your money in your start-up. I have seen many entrepreneurs losing money only because they did not go for a proper research or they did not have a beta version of their product before the final launch.

Second, don't love your idea, love your customers. Be passionate about your idea, but have an open mind to alter it according to your customers.

4. How did you build your team?

We are a team of 3 people.

Pallavi Kaushal(Co-founder), is my friend for the past 6-7 years. I have worked with her previously on many projects, so we know the working style of each other. Trust is one of the most important things you need to consider while selecting your partner, and we have a complete trust on each other; this helps a lot in the smooth running of a start-up.

Sethu (MyLivPro App Developer), is a B.Tech student at NITT. He is one of the best developers that I have ever met. I have continuously asked him to update changes in the app for six months, and he did that happily without saying a word. I met him via a common friend, as I was searching for a developer in NITT during my MBA there. His friend worked with me on my previous project, School Counsellor.

5. Do you really think initial investment (capital) is a big problem? How do we tackle?

The answer to this question totally depends on the situation- What your idea is, how passionate and involved the founders are into the idea, how well they have planned the business for the next 3 to 5 years and the most important aspect, how much interested the investor is!!

For a small start-up, founders should start with funding from family and friends. If you are working in partnership, partners can invest together in the business. Once the idea has taken shape for the final product and you have a few customers, you can pitch in for further funding.

There are several funding competitions going on all the time in our country. Participate in those, don't fear that your idea will be copied. If you'll not go in the market, somebody else surely will!

If you have some really great ideas, you can try online for crowd funding such as "fueladream" or "ketto".

One more option is connecting with several people on Facebook and LinkedIn groups since you can find many people interested to invest in your start-up.

6. What will be the Value proposition?

To provide relevant services to every MBA student irrespective of the college he/she belongs to- Only on the basis of his capabilities.

To make MBA students employable via practical learning techniques.

7. Which is the Biggest point for every start-up to achieve success?

I heard that the first customer is one of the biggest points of success for start-ups or breakeven point is a point of success, but for us, the point when a student is happy with our service and gives us a positive feedback is the point of success.

When someone tells you that he/she is motivated by your work, or when your start-up is really helpful to the students, that is the time when you feel successful.

8. How do you balance between the revenue you receive and the expenses you face in your business? How does it affect your consumer market?

Most of our services are free like books, videos, internship links. We charge a small amount for case studies and live projects. This is only because we have expenses such as website and app development and maintenance and expenses on interns and MACs (MyLivPro's Campus Ambassadors).

As our prices are reasonable, we do not face any problem in the market.

9. What about the competition in the market you have for the same product? How do you plan to survive??

You may be the first one to enter, but you can never be alone in the market.

We provide multiple services in a single app and we are also upgrading continuously. Ours is a one of its kind android apps. We have future plans which will surely help out students in the best ways possible.

Survival is not an issue when you know how to keep your customers happy and satisfied.

10. How do you think you will perform within the next 5 years?

As I said, we have a few really great plans which will surely help MBA students in the best ways. I can't disclose that right now.

What I can say is, we plan to cover 2000-3000 MBA colleges out of 4000-4500 MBA colleges in 5 years.



11. How differently are you doing things from the companies who failed or grew with such an idea??

Ours is a student friendly and student driven start-up. We understand how a student thinks and what he/she wants.

We alter everything as per our customers. For example, we have no proper time limit for live projects, students can complete it within 2 weeks or within 3-4 months. This removes the pressure on students along with their studies and exams. We also try to give practical experience of learning in all domains for MyLivPro's live project.

12. What kind of planning did you do before finally taking a call on getting onto the field? Who was in your first core team and how much credit would you give them for this product?

The answers to these questions are all directed towards market research.

A lot of market research is required. You cannot skip this part. Make a research report and alter your idea as per your customers.

Do not feel shy in talking to people about your product/service, market it yourself at as many places as you can.

The same team was in my first core team- me, Pallavi and Sethu. They have really worked hard along with me in bringing this idea to reality.

13. How do you rate the success of your company and where do you see yourself after 5 years?

It will be too early to rate my own start-up, it's not even a year old right now.

14. What keeps you motivated?

Happy customers and positive feedbacks.

Others than this, passion to bring a change in Education system of India.



AUTHOR**Abhishek Agarwal**

MBA Second Year, DoMS NITT

abhishekhalwai.sgrl@gmail.com

How big data can solve your big HR problems

Big data is making big waves in the business world and a company's human resources department is not immune to its impact. With the growth of big data, HR is all set to become more strategic and data-backed to assert its importance to senior leadership. In the present times, big data analytics and HR work together to create opportunities for businesses and enable the management to take evidence-based workforce decisions.

Big data not just helps the talent acquisition department but also helps the entire human resource department to make analytics-driven decisions. Big data can help human resource to speed up the hiring process, improve productivity, understand employee turnover, manage talent, improve sourcing and reduce the hiring cost, all of which will lead to significant competitive gains.

Adopting a cloud-based approach and using the HRSS data can make an enormous difference and open the possibilities to find the hidden insights. The key here in managing this progression from descriptive to predictive analytics lies in applying statistical techniques on the data and analyzing it.

With the right knowledge, big data can empower HR leadership to get insights and make predictions about the company's future. It would give them the clout to vouch for the recommendations they make on tackling industry challenges and making the best of available opportunities.

When enterprises wish to develop HR big data analytics platform, there are several challenges that they must tackle. The most challenging piece is laying hands on the required data— which is reliable, organized and refined. According to industry experts

the HR data mainly falls into categories:

People data: This data set mainly Includes employee data pertaining to their demographics, skills, engagement scores, awards received, work experience, compensation details etc.

Performance data: This includes the data recorded by performance instruments such as appraisal ratings, 360 assessment, talent profile, goal attainment, and succession and talent programs.

Program data: Here the records from employee's participation in programs, training and development workshops, attendance as well as data regarding the key projects and assignments are captured.

Once the data challenged is solved, there are four crucial areas where the HR Analytics team can help pre-empt and solve your workforce issues with data-driven approaches.

Talent acquisition

In the current dynamics of hiring, filling a position fast is not enough. Getting the right person for the job who fits the position skill wise, is highly engaged and fits to the culture is also important. This is where big data can help you to evaluate your quality of hire.

Having precise knowledge of the skill gaps and hiring needs in your company allows you to hire more relevant people for the job. Having data driven knowledge of the candidate's compatibility or relevance to the job helps the hiring team to pick the right talent from the

of the candidate's compatibility or relevance to the job helps the hiring team to pick the right talent from the pool and contribute to the organization's success.

Learning and development

Your employees must be ready for the future and learning and development of skills is the only way to do that. Data analytics can pave the way for determining whether your training modules are effective for the workforce. Here, the data based on the

Data can also help you devise training programs around hot skills that are going to trend in the future. Not only that, getting the right information can help you know which employees need more coaching or direction from their peers.

Culture and engagement

In the future, organizations should define their organizational culture very carefully. The reward systems are very important to have a positive culture in an organization and enhance engagement levels. In this context, data can help businesses to evaluate the success of new processes and programs.

For example, you can send out employee surveys at frequent intervals to instantly gauge the general perception of employees in the workplace. You can also know which policies are working for the employees and the ones which are not favorable. And this will help you to have a highly-engaged workforce.

Talent management

Recognizing your company's best talent means that you are making efforts to retain your best talent and give the due credits for their hard work. Talent management is not only about performance reviews and coaching conversations, it is also about managing your workforce to improve themselves and feel engaged for the success of the organization.

Thanks to the power of data analytics, sophisticated performance management tools will be created which will bring a shift from the conventional process-driven approach. The new generation tool will be based on more agile, intuitive and continuous feedback-based model.

Human Resource and predictive analytics

Predictive analytics is a very powerful tool which can offer various analytical solutions such as insights into employee benefits, their behavior, factors contributing to attrition and engagement scores, causes of delay in hiring etc. Moreover, analytics can also be used for forecasting attrition and other HR related metrics. For

example, it can help to predict which employees will reach their targets or what would be their future engagement score or their possibility of leaving the company. It might help you find the efficacy of the performed CSR initiatives in terms of impact on corporate culture and employee engagement. Such insights and knowledge about the workforce will have a huge impact in boosting the efficiency in HR practices.



Author – Priyanka Madhusudan
(An earnest blogger, digital marketing sceptic, content fanatic)

Credits: People Matters Magazine

Review

As stated in the article above, Big Data has the potential to solve large scale problems in HR domain. Data collected from various cross functional areas within an organisation can always assist specialists in getting a clear insight on how to formulate strategies for Talent Acquisition, Learning and Development, employee engagement .

Big data has proved to be an important alibi for experts in taking decisions for the betterment of the organisations. It is imperative to boost technologies, such as these, in order to target the future requirements of the organisation and retain talent, who are already working with us.

AUTHOR**Jibin Thomas**

MBA Second Year, DoMS NITT

jibin2791@gmail.com

**War Machine (2017)*****“Failure Is Only the Opportunity More Intelligently to Begin Again”***

Failures are stepping stones to success, the film I am discussing is a box office failure and is based on a failed project as well.

War Machine, directed and written by David Michôd, is a dark-comedy, satirical, and fictionalized version of events in the nonfiction book 'The Operators' by Michael Hastings on United States Army General Stanley McChrystal.

The film stars Brad Pitt, Anthony Michael Hall, Anthony Hayes, Topher Grace, Will Poulter, Tilda Swinton and Ben Kingsley. It was released on Netflix on May 26, 2017.

The movie starts at the beginning of the end of the War in Afghanistan when General Glenn McMahon (Brad Pitt) is installed to handle a mess the Obama administration seems to believe might be cleaned up, if shoddily, but not won. But McMahon — who Pitt plays with a permanently furrowed brow intends to win it anyway, using a strategy called SNORPP (systemic negation of repetitive procedural practice.) which aims to defeat the insurgency through nation-building.

Sean Cullen: [voiceover] The thing about counterinsurgency is that it doesn't really work. We tried it in Viet Nam. That went well... The British and the French gave it a shot trying to hang on to *their* crumbling empires... It just hasn't worked. To me, it would seem kind of simple why. You can't win the trust of a country by invading it. You can't build a nation at gunpoint.

The series of events that follows shows the successful failure of the project which ultimately leading to the resignation of the general.

As a management student, I am trying to understand failures,

Why do projects fail??

These are some insights from General Glenn McMahon infamous failure,

Do you have any idea of what you are trying to achieve?

The General didn't have any prior experience in post war scenario, "General McMahon was the man who took out al-Zarqawi, who kicked al-Qaeda in the sack."

He had no idea about the Afghan war, the Afghan people or the mind of his own colleagues, the coalition forces consisted of people from different countries, so the economy, politics, culture, demography existed in Afghanistan required a lot of research and preparation.

Gen. Glen McMahon: Ah. Well, Mr. President, I think our government simply felt it was time our effort took a new direction.

President Karzai: And uh, what is this new direction?

Gen. Glen McMahon: Ah! It's most important to me that we *build* Afghanistan. Together, we build Afghanistan into a free and prosperous nation, free from fear and conflict.

President Karzai: I see.

Gen. Glen McMahon: Yeah.

President Karzai: I see. Sounds a lot like the *old* direction.

You need to have a clear picture of what you're going to do, in advance – as much as possible. Otherwise, you may find yourself up stream without a paddle. You need to know what project success looks like at the beginning and don't lose focus of it. Hence, if you don't have a clear focus at the earliest stage of the process, you are making things harder on yourself.

Hurdles of being the Right man for the job??

Being adamant -the General's dogmatic attachment to some pretty dubious ideas such as the SNORPP, even after repeated advice from other departments, his **ego** stopped him from being open to change. Also, his **lack of trust** in something he didn't know especially technology, as general writes in his book *"Men are imperfect creatures. Left to their own devices, all they really want to do is play"*

Over confidence is always dangerous and mostly leads to failure *"Ah, America. You beacon of composure and proportionate response, you bringer of calm and goodness to the world... What do you do when the war you're fighting just can't possibly be won in any meaningful sense? Well, obviously, you sack the guy not winning it and you bring in some other guy. In 2009, that war was Afghanistan, and that other guy... was Glen."*

General thought himself as **irreplaceable**, which was his major hurdle for being the right man for the job.

My team?

Sometimes we just follow our team mates, or they just follow us even after knowing that we are doing something wrong. McMahon bows out of a Skype call with senior officials by feigning a poor connection and asking his IT assistant (RJ Cyler) to play along with the charade. He schedules an interview as per the advice of his team member for 60 Minutes without permission, attempting to garner public support for his strategy, despite its divergence from top-down orders, which was the Rolling stone article that ultimately led to the destruction of the project and the General.

Take care to choose the right people. Pick them for their skills and abilities as they apply to your particular project. You don't necessarily need the most qualified person in absolute terms, but you need the person most qualified for your specific project. Concentrate on the skills you need for the job in hand. Don't be seduced by reams of paper qualifications that you will never need.

What do we work for??

The General's wife says *"You know, the other day I was, uh, calculating the...I was working out that we've spent less than 30 days a year together or the last eight years. [chuckles]-And..."*

Being focussed is right, being disciplined is right, but **over working** isn't, sometimes breaks are necessary for a fresh mind and to work effectively.

What we work for ultimately gives us the motivation to

perform at our best.

Why did the movie fail??

The simple reason is that the movie was made in the wrong genre, the script was not fit for war comedy. Even Brad Pitt, who had done iconic military roles in *Inglorious Basterds* (2009) & *Fury* (2014), couldn't save the movie though he was the only good thing about the movie.

So, failure is the end??

McChrystal went on to teach at Yale, wrote a memoir and found a consultancy that applies the lessons of his military career to the business world. And now he got what most young West Point cadets could only dream of — to be played, by another person- Brad Pitt in the movies.

"Failure should be our teacher, not our undertaker. Failure is delay, not defeat. It is a temporary detour, not a dead end. Failure is something we can avoid only by saying nothing, doing nothing, and being nothing."





SNIPPETS



Praveen SV of 2nd Year MBA has published a paper titled "Shakespeare- The Brand" in the "International Journal of Emerging Research in Management & Technology", Vol. 6, Issue-8.



DoMS organised a guest-lecture on 'Decision Analysis for Managers'. The esteemed guest lecturer, Dr. K. Ganesh, is a Senior Knowledge Expert & Global Lead in Supply Chain Management Centre of Competence at McKinsey & Company and an alumnus of NIT Trichy. Mr. Ganesh explained the complexities of handling and analysing data of a big firm, enlightened the BOSA Decision Analysis and later explained the importance of heuristic and meta heuristic models for solving such problems.

DoMs organized another guest lecture on 'Trading and its opportunities', given by Mr. Krishna Murthy, Trading Head of Sharekhan, Chennai. Going through the basics of trading and its rules, the session was interactive and mindblowing.



FIRM Games Winner- Team Morpheus has lifted the trophy with a spectacular victory in the Management cum Sports Intradepartmental event of DoMS. A great amount of team effort and enthusiasm was witnessed among the 1st year batchmates.





Team Xtravagate

Reach out to us at: xtravagate2016@gmail.com

WhatsApp: 9941386830, 7385568571,
9564393522, 8420368661

For Xtravagate Archives



Department of Management Studies
National Institute of Technology, Trichy
Tanjore Main Road, NH 67,
Tiruchirappalli, Tamil Nadu PIN - 620015
www.domsnitt.in