

BIRTH TO DEATH



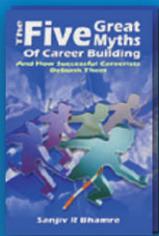
SALAD

RUN BEHIND KNOWLEDGE...



IN DEPTH OF SLOGANS

DEC 20 12



“THE FIVE GREAT MYTHS OF CAREER BUILDING”

BY SANJIV R. BHAMRE

Foreign Direct Investment :
Boon or Bane For India..?



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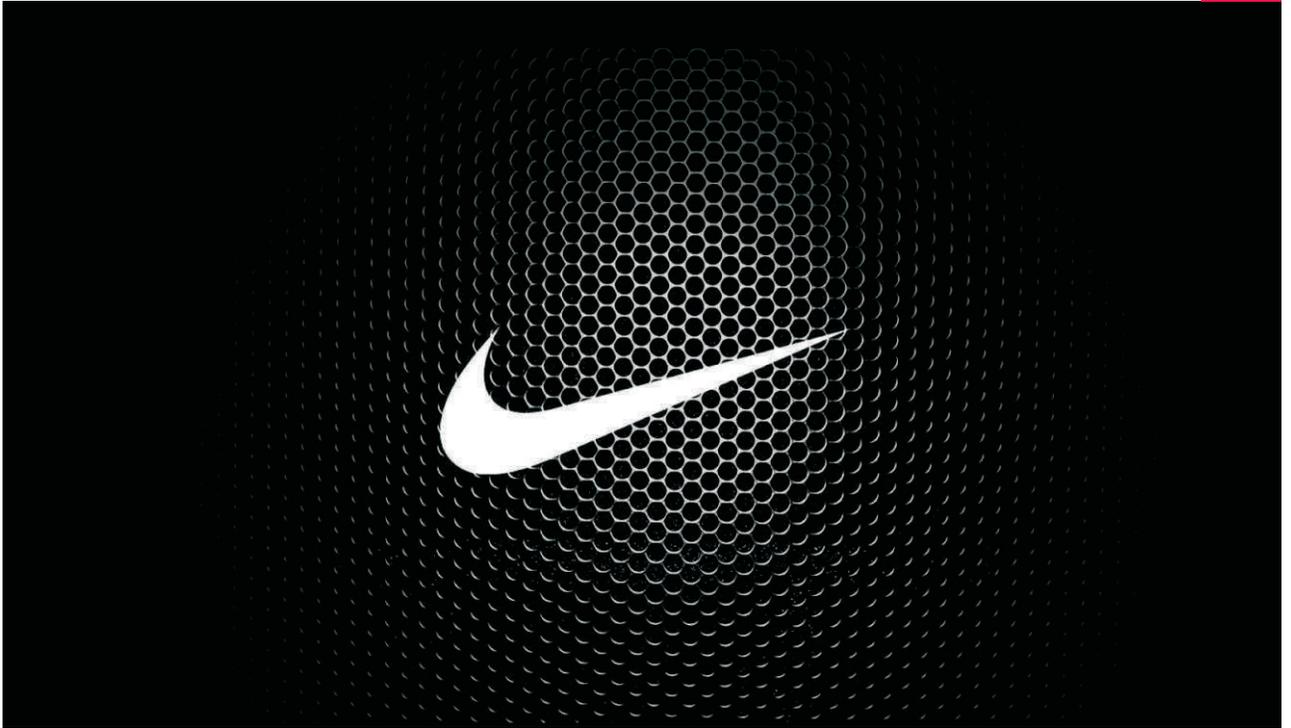


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NIKE

Nike is an American company founded on January 25, 1964 named as Blue Ribbon Sports by Bill Bowerman and Phil Knight and later it was officially changed to Nike. It is engaged in the marketing activities of Footwear, Apparels, Equipments, Accessories and Services. The slogan of Nike "**Just Do It**" was coined in the year 1988 at an agency meeting. The slogan was taken from the unrelated source. There was a person named Gray Gilmore from American country who was arrested for robbery and murdering two people in Utah and in Provo on July 1976. He was punished with the death penalty for the murder he committed. The final words of Gray Gillmore before he was put to death by firing squad was "**LETS DO IT!**". Dan Wieden of Wieden+Kennedy, an American Ad agency felt the words of the Gillmore would fit. He modulated the word "Lets" to "Just" and framed as "**JUST DO IT**"





ADIDAS

Adidas was founded in 1924 in Germany by two brothers Adi and Rodalf Dassler. The original name of the company was “Dassln Shoes”. Once Rodalf Dassler left, Adi change the name of the company to ADIDAS. Then he created the three striped logo.

The 3 stripes on the Adi logo represent Mountain pointing towards the challenges that are seen ahead and Gods that can be achieved. The slogan “IMPOSSIBLE IS NOTHING” is also created based on the logo. The slogan represent that ADIDAS has been trying to bring the positive attitude to their customers. It is a great marketing strategy where customers are constantly reminded that even they can achieve the impossible. Being one of the major sponsor support of the sport, the idea of impossible is nothing brings hope to the customer of ADIDAS gives the company the recognition of bringing out the best of athletes.

“The Five Great Myths of Career Building” *By Sanjiv R. Bhamre*

Titus Lucretius Carus was a roman philosopher and poet who described the human history on 3 ages - Stone Age, Bronze Age, and Iron Age.

Sanjiv R. Bhamre the author of 'The Five Great Myths of Career Building' divides career growth into divisions namely Stone age, Bronze age, Iron age, Fate age, Qualification age, and last but not the least is Corporate age. He talks about the Fate age had lasted till 1900, where the concept of unfolding career had no meaning and that many professional will inherit single life time position.

Then was the Qualification age, wherein education made people select their own profession, career counseling was just vocational guidance this lasted until 90s. But irrespective of it we still believe in choosing our first job. We still vigorously debate about the choice of an educational course, as though our entire life is hung on that choice.” This is one of the myths of career building discussed in the book.

The last but not least, is the Corporate age is dawned. For example, many companies today show a career road map on their websites depicting “different designations or roles that a new professional might go through if he grows in that organization.”

The book by itself can be debated since it is not much related to common thinking. Take for instance a common myth: that you need to set career goals. Alas, setting goals suits only “for unique skilled individuals, working in unique skilled professions like medicine or law, uneducated individuals who pursue money goals and perhaps migrants who had to migrate to other nations in search of survival”

He has just assumed career to be of fixed goal which would not suit multi skilled person where the phenomenon is just to set the goal and achieve without exploring it. We can say when one goal is reached; it becomes the platform for the other. He says that multi skilled person either goes towards their goal or just do nothing which becomes a problem latter.

Thus to conclude with he is more into single tasking and is to some extent thinks that multi-tasking won't work since they are not focused, while the former people succeed and climb the ladder faster.



DECCAN PUMPS ■ *K.V. Karthick*

Deccan pumps, the leading India's traditional pump manufacturing industry, which was founded by Mr K.K.Veluchamy in the year 1981. He had a dream of bringing water into the field in a better way to replace the human and animal labour. His dream directed him to pursued engineering degree and founded the company Deccan Industries, with his cousin Mr P.Arumurugan

After the death of Mr K.K.Veluchamy, his company has been captivated by his son Mr K.V.Karthick. Being an eminent person he delegates himself to work for the mastery. He completed his engineering in MIT (Maharashtra Institute of Technology) University, Pune followed by higher education in Sheffield University at U.K. He is a technocrat and he is managing the Sales, Marketing Research & Development division in his company.

During a personal discussion with him we were delighted to get his personal and professional experience with relevance to Deccan Pumps where he has miles thrown ahead with delighted and enriched dreams. Here goes his excellence in answering the questions we thrown at him

Products Categories:

- ★ Stainless Steel Series
- ★ AgriculturePumps
- ★ Industrial Application
- ★ Home Pumps



LATE.SRI.K.K.VELUSAMY B.E (HONS)
Founder, Deccan Group of Industries.





How did you attain the 5 star rating?

He said that the Products which are produced by them are energy efficiency products. In his company, 90% of products have obtained 5star rating. He is hardly focusing on remaining 10% of the product to attain the 5star rating from BEE (Bureau of Energy Efficiency) He also motivates and monitors the efficiency of employees' to maintain the 5star rating.

Can you tell us about competition in the industry?

He considers Suguna Pumps, CRI Pumps, Texmo Pumps as their competitors keeping the base as demand of the product by a customers and competitors price in the market. To compete more flexibilities will be provided to the dealers and distributors, who are the direct contact with the customers.



Can you share one of your critical experiences?

One of the critical situations faced by entire pump industry was the hike in the copper price from Rs.200 to Rs.500 in short span of time which is one of the major components for the production. With the raw material price high, Deccan Pumps was not able to meet the demand of the customer. Being specialized in Research & Development, he overcame the situation by eliminating the waste from the input material that contains inside the pumps. That was the situation where he realised the usage of resource and grasp the method to reduce the price of the company products

How far your company's export growth is?

He gives much priority to the Indian market customer and less priority to export their product to Gulf and Srilanka.

What is your long term vision? Vision is to popularise the products of the company all over India.



IF AJMAL KASAB WAS AN INDIAN!!!!

- by Ramya Rajendran, Asst Professor

The Pakistani born in a poor family of five siblings had a comparatively bad early life. Ajmal Kasab's father runs a snack cart. His elder brother works as a labourer in Lahore. Ajmal studied up to class 4 and was sent to his brother to be taken care off. His brother does not want Ajmal under his responsibility and sent him back to his father. So the young Ajmal had shuttled between his village and Lahore.

Ajmal father's refusal to buy him a new dress for Eid, a Muslim festival made him to leave the family and attracted him towards petty crimes and on to LeT. May be the mean behaviour of his family could led Ajmal gradually to Lashkar-e-Taiba

In the training house of LeT at Pakistan, he was convinced to hate India through videos and speeches by experts and trained to attack its neighbour. He was then sent to Mumbai being a member of the special team trained to attack the city. Also LeT has promised him a reward of around Rs. 1 Lakh for his family for his sacrifice.

Here we cannot blame Ajmal alone for what he did. It's his situation that had persuaded him to choose this nasty path. If he had been born to a family which gave him good education, love and care, he could be a college student or a working professional. Nobody ever can be blamed for what had happened to him.

During his trail at court on the day of Rakshabandan he has asked for a rakhi. It was also reported that he had read the autobiography of Mahatma Gandhi in his sentence at prison. *"If you give me regular meals and money I will do the same for you that I did for them,"* Ajmal said to police officials during his interrogation. All that he wants is some money and regular food? Is he a normal person as you and me?

Let applies the same family situation in India. If he is abandoned by his family, he could have ran to any metros as he did in Pakistan but could have led a normal life. Thanks to India, we did not have more such active terrorist organizations here. He may be a terrorist to India but to himself, he was an abandoned child who was not taken care by the family and country too!! Let's not be the reason for rise of men like Ajmal.

Pyramid Selling

A system in which people buy the rights (often a franchise) to sell a company's products to other distributors who have been recruited, who then sell the products on to other recruits. This type of selling often ends up with no final buyer for the products. The few people at the top of the pyramid commonly make a lot more money than the many people at the bottom.



Tertiary Industry

Third sector of a country's economy which covers the provision of services, such as transport, schools, financial services, etc., rather than manufacturing or production. In this sector people offer their knowledge to improve productivity, performance, potential and sustainability. The tertiary sectors accounts for 51% of India's GDP

Gazelle

An US term for a fast growing company that creates a lot of job opportunities, and which has grown by at least 20% in the last four years.



Gazump

In selling and buying property, a term used to describe when a purchaser has an offer accepted by the vendor but is then gazumped because someone else makes the vendor a higher offer which the vendor then accepts instead of the first person's offer.



Marketing Myopia

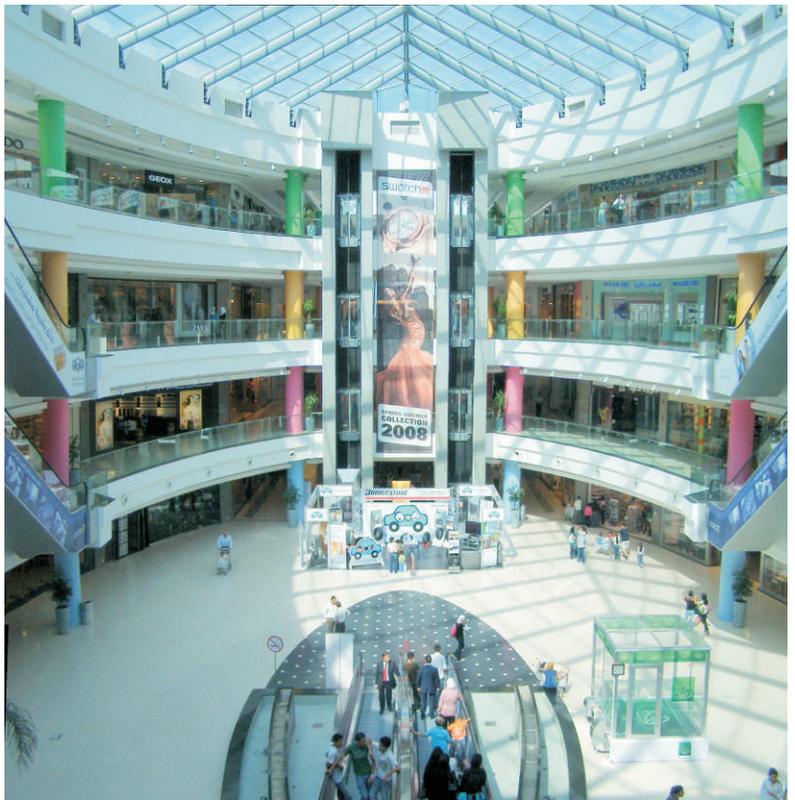
When a business is being short sighted regarding the needs of its customers, only focusing on its products or short range goals and missing marketing opportunities. The main marketing strategy of the marketing myopia is to concentrate on customers need.

Bumping

The practice of allowing more senior level employees whose positions have been slotted for elimination or downsizing to the option of accepting an alternative position within the organization, for which they may be qualified to perform and which is currently occupied by another employee with less seniority.

A BRIEF ANALYSIS ON RETAIL SECTOR AND FDI WELL-BEING ARGUMENTS

Being an enormous sector Retail have started its development at higher level in nearly some cities and it is pretty much a developing sector determined with higher and fast growth as per India is concerned. Though some retailers involve foreign structures entry through doors back way, wholesale (export) majorly will be managed by Indian Promoters. Government of course considers FDI into retail the most frequently used word during economic reforms in India since 1991. In spite of developing areas directly involved in FDI within many trade opposed and involved and exposed to FDI retail was out of all these, waiting.



Though politics played a major role, whether it is UPA (United Progressive Alliance) or BJP (Bharatiya Janata Party) their arguments had strong carrier related FDI goals towards economy. It was neither accepted nor rejected towards in terms of politics. Indian Council for Research on International Economic Relation (ICRIER) propounded the “Studies on Foreign Unit in Retail Sector” authorize by Department of Consumer Affairs is perhaps a background which makes government to make certain decision.

This was delivered in “FDI in Indian retail sector report. The major recommendations relevant to this study gave almost 49% first and 100% during further studies held within three to five years.

Neither local nor small investment was recommended at any situations and restriction on certain local or specific format of stores, types of brands should be discriminate and non discriminate as per domestic and foreign players

Unilateral liberalization was determined to follow better commitment on multilateral basis as per framework determined by WTO. More studies determine either pros or appreciated the cons steadily as well as based on expectations year after year with constant marginalization among the growing economy.



Bureaucracy pretty much survives with even small traders, rights of workers, financial leverages and day to day population living standards. The final conclusion is based on neither the statistics nor politics or the society or the technology. But purely based on how the Indian Consumer spends his money and controls the zone hence controlling the retail trade.

It also says that the starting and ending promises and its trend involved with it. In case of retail FDI, land access and tax enforcement rules are the most important condition. Retailing in big level and the FDI involved with it will have many pros but also involves the cons associated with the effects towards the society



In a fair to accommodate sales and marketing portrait to foreign airline in India, Jet Airways was dream up by Naresh Goyal in the year 1993. At first Jet Airways operated as an Air Taxi operator in the year 1992. A year later, it commenced its commercial operation. In 1994, Jet airways acquired the airline status. A jet airway has evolved as one of the leading Private Airline Company and it is voted as a best Domestic Airline.

The head quarters is inhabited in Mumbai, Maharashtra. It renders its service of 400 flights daily to 76 destinations worldwide. Jet Airways have hubs in most of the places in India like Delhi, Kolkata, Chennai, Cochin, Ahmadabad and Bangalore. In the year 2010, Jet Airways stands as market leader with 26% of the market share.

PROBLEM

Jet Airways, one of the leading airlines in the aviation industry has faced one of the critical situation which made them to take tough decision in the management. In the year 2008, due to the gross loss, company terminated 1900 employees without prior intimation and massive salary cut.

The Chairman of the Jet Airways Naresh Goyal commented that he came to know about the issue through media. The reason behind the termination was unknown. He took the decision to reinstate the employees in the organization. The company has cut down the salary as company was not able to meet the satisfaction of employees. In a mean while, total aviation industry has faced a problem of hike in fuel price which bring huge loss to the sector.



THE SACKING IN JET AIRWAYS

ISSUE AND SOLUTION

Finance is the life blood of the business to survive. Once it is disturbed, the whole activity will be ruined. The same situation happened in the Jet Airways. The irregular monitoring of the financial position leads the company to face the critical situation. Termination of 1900 employees in Jet Airways caused alarm to the total aviation industry.

The decision taken by the management was considered unsatisfied factory. A suggestion for better policies related to human resource and its scheme can be invented for overcoming the situation. Financial effective utilization strategic policies determine well off clear the situation. Contract workers can be checked out of the company through regulating contract pact time. Proper memo or circular had to be formulated for such intimate or regular periodic termination can be implemented to avoid goodwill persistence overflow.

The decision can be taken by consulting the personnel's for maintaining the good relation. The periodic meeting can be organized for continuous report on company's performance and consultation of the company work force involves decision of those, this leading to participative management.

The salary for the employees can be also cut down to the certain percentage from the actual value. No compromise in terms of service and quality to be given to the customer. For Jet airways then, it was important to import confidence among its employees in terms of job security rather than their pay check.

ABOUT SALAD

Salad is a monthly magazine published by the students of KV Institute of Management and Information Studies, Coimbatore. Salad aims at serving the management student community in imparting knowledge about the current events, management scenarios, etc., Salad is any mixture of cold or hot food that is either arranged or served. Likewise it provides a wide variety of information that is served.

Salad contains categories like Cutting edge of case studies, Opinion of renowned oration, In-depth of slogans, Scrutiny of emerging companies and industrial sector, Ideas of management books, Basic management terms, Launch of the month, Business plans, Qualities and shortcomings of issues, Gestalt of economy, Politics cum management, Parley with CEO's and etc.

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