

SALAD



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KV **INSTITUTE OF MANAGEMENT**
AND INFORMATION STUDIES

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Faculty Contributions

Professors Mrs. Vimala & Mrs. Saranya, presented a paper at 4th India Finance Conference, 2014 organised by Indian Institute of Management, Bangalore.

- Professor Mr. Dhiliphan Kumar, Participated and Presented a Paper entitled, "Integrated Digital Marketing: The Key to Understand Your Customer" in the National Conference on E-Dealings, Organized by Department of Commerce, Sankara College of Science & Commerce, Coimbatore on 19th Sep, 2014.

Professor Mr. Dhiliphan Kumar, received an award titled, "Rashtra Vibhushan Award - Excellency in Education" for outstanding individual achievement and distinguished services to the Nation, on the occasion of 2nd National Seminar on Outstanding Contribution for National Economic & Social Development, , on 28th Sep, 2014, New Delhi

Professors Mr. Dhiliphan Kumar and Mrs. Lara Priyadharshini have involved themselves in extension activities by taking up several industries based projects for the welfare of KVIM students. These projects help our students to gain better industry exposure.



'MBA SABZIWALLA' - WANTS TO MAKE BIHAR INDIA'S VEGETABLE HUB.

HIMANSHU KAUSHLENDRA -A has created an innovative Business Model to make vegetables the new brand of Bihar. **He wanted to work towards making a Bihar a better place enters his project of selling vegetables through ice cooled push carts, a hit in Bihar. Now he is working hard on his Organised Vegetable Marketing (ORVEM) project to enable people to buy vegetables through pre-paid cards.**

"There are many small things that impede the growth of an entrepreneur in Bihar. We cannot compete with entrepreneurs of other states because other support services come at huge indirect and direct costs," Kaushlendra, a topper of the IIM-A's 2007 batch, told IANS in an interview.



His earlier project of selling vegetables through ice-cooled push-carts became a hit in Bihar and Kaushlendra, in his 20s, now is working hard on his Organised Vegetable Marketing (ORVEM) project to enable people to buy vegetables through pre-paid cards. He started his NGO Kaushalya Foundation two years ago and his push-cart was his first venture two years ago. After topping IIM-A, he did extensive field work in meeting farmers and studying cultivation techniques before he started the project. He and his friends and teachers from IIM-A developed a push-cart to make it easy for vendors to carry a vegetable load of up to 200 kg.

In a bid to establish direct links with vegetable growers, Kaushlendra has tied up with over 250 vegetable growers in different villages in Nalanda and Patna districts. He has also tied up with the Agriculture Training and Management Agency (ATMA) to take his dream to vegetable producers in different parts of state. Kaushlendra said Bihar has an enormous untapped potential for vegetables. The vegetables produced in fertile land near the Ganga river can mark a turnaround for the state if marketed properly.

He recently launched his push-cart service in Lucknow in Uttar Pradesh too and claims pre-paid cards to buy vegetables will help customers avoid the usual rush in busy markets and will also offer additional services. The customers will be able to buy vegetables with the card even if they don't have cash and also get them at slightly cheaper rates. "At present, farmers are not getting the right price and customers are paying almost 300-900 % higher price for vegetables. I believe vegetables and fruits can be made available at cheaper rates to the consumers by eliminating middlemen.



His venture, the Kaushalya Foundation, was established in 2007, focuses on mobilizing and organizing the informal, fragmented vegetable sector. The Foundation primarily targets poor vegetable growers as well as the vendors and the farm hands from the state of Bihar. The Kaushalya Foundation launched project Samriddhii in Patna in February 2008. They also created a public private partnership with Agriculture Technology Management Agency (ATMA), Patna. At present, the Kaushalya Foundation is a setup consisting of 23 employees spread operating in two states.

To begin with Kaushlendra wants to ensure that his product is preserved from the moment it leaves the fields to the time it is placed in the hands of the customer. The Kaushalya Foundation have employed an integrated supply chain, coupled with service bundles, to connect and maintain the flow of goods. The biggest advantage that this system offers is waste reduction, greater shelf life and a diminished cost price.

Today, more than 3,000 farmers in Patna and Nalanda districts are growing and selling eight to nine tonnes of vegetables through the Samriddhii supply chain and their incomes have soared. While importance is given to cultivation of traditional vegetables like green brinjals, parwal or snake gourd and seasonal vegetables, growth of exotic vegetables like mushrooms, baby corn and special varieties of tomatoes in green houses, is also catching on. Farmers are being organised to work together as a collective unit. If a group of 25 to 30 farmers in a village come together, a vegetable collection centre is set up in the village or its vicinity. These centers are managed by the farmers themselves and they get paid an additional 10 paise per kilo of vegetable that comes to the centre. The Kaushalya Foundation, however, keeps a benevolent eye, advising and solving problems if needed.

- **Ì r. Vishak. M, I MBA & Mrs. Saranya. PB , Assistant Professor.**

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H̃NNE ÑRÖCÆPŌÑ Ö ŒPENÑCE ŐÑÓÖÖ ŐN FGĬ AGĚĪ.

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VERTICAL INTEGRATION – A KEY TO REVIVE THE COTTON INDUSTRY



Coimbatore is the second largest city in Tamil Nadu, with more than 30000 small, medium, large & tiny industries and textile mills. Coimbatore city is known for entrepreneurship of its residents, as it's the home for many industries. The city is also known for its hand loom products. There are a number of technical institutions with 23.50 square kilometers & population of 15lakh people.

History of Cotton in Coimbatore

The rich soil of the region has contributed to Coimbatore's flourishing agriculture industry. There are more than 2500 small, medium and large scale industries. The result has been a strong economy and reputation as one of the greatest industrial cities in South India. Tirupur, a neighboring town is a niche for itself in the garments market, and Coimbatore is considered as Manchester of South India.

- Irrigated area offers good scope for production
- Ideally suited for long and extra long staple cotton
- Spurious seeds, poor quality inputs
- Extended wet spells and pest problems
- Excess production leads to steep decline in price
- Low yield in ELS cotton varieties
- High cost of production

Major Problems Faced by the Industry at Present

1. ~~Low yield~~
2. ~~High cost of production~~
3. ~~Excess production leads to steep decline in price~~
4. ~~Low yield in ELS cotton varieties~~

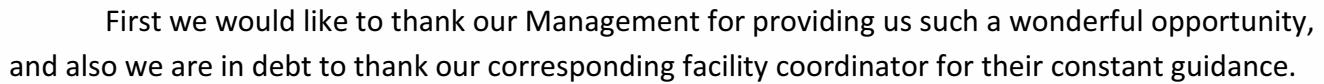
Vertical Integration - a key to renovate the industry again

Mr. Sabari. M, I MBA



Nitin Nohria is the 10th and the current dean of Harvard Business School. He previously served as co-chair of the HBS Leadership Initiative and sat on the executive committee of the University's interfaculty initiative on advanced leadership. Nohria was born in Nohar, Rajasthan in India. His father, Kewal Nohria, was the former Chairman of Crompton Greaves in India and was an influence upon Nohria's decision to embark upon a career in business. Nohria graduated from St. Columba's School in New Delhi, India following which he earned a B.Tech in Chemical Engineering at the Indian Institute of Technology, Bombay and earned a Ph.D. in Management from the MIT Sloan School of Management. He is working with fellow HBS professor Rakesh Khurana, the World Economic Forum and the Aspen Institute to create a business oath, like the MBA Oath, that might be used globally. In a *Harvard Business Review* piece published in October 2008, Khurana and Nohria linked the connection between professionalism of a profession and the profession's ability to deliver value to society.

On May 4, 2010, Catherine Drew Gilpin Faust, President of Harvard University, appointed him dean of the Harvard Business School. His term began from July 1, 2010. He accepted the offer to become the next Dean of Harvard Business School, effective July 1, 2010. He previously served as co-chair of the Leadership Initiative, Senior Associate Dean of Faculty Development, and Head of the Organizational Behavior unit. He is the second HBS dean, after John H. McArthur, born outside the United States and the first dean since Dean Fouraker in the 1970s to live in the Dean's House on the HBS campus. His intellectual interests center on human motivation, leadership, corporate transformation and accountability, and sustainable economic and human performance. He and Amanda Pepper collaborated with XPlane in creating the Paths to Power video to generate a discussion of the value and importance of leadership in addressing some of society's most pressing problems. In June 2010, in anticipation of a conference he hosted with Rakesh Khurana and Scott Snook, Harvard Business Review launched a six-week blog on how leadership might look in the future. He is co-author or co-editor of 16 books. His most recent, *Handbook of Leadership Theory and Practice*, is a compendium dedicated to advancing research on leadership based on a colloquium he organized during HBS's centennial celebrations.



It was really a great experience for us. We have gathered as much information about how the TEXTURIZED SOYA PROTEIN has been separated from seed to the final conversion of finished goods through various processes. This visit has also made us to get an insight about the production process that take place in the SAKTHI SOYAS.



The HR manager of the SAKTHI SOYAS Mr.Selvaraj, helped us in many aspects. He also assisted us to gain knowledge and collect information about how to buy a quality raw material, how to implement the new technologies, and also the functions of different departments. It also provided us an insight to how different management concepts are dealt within an organization practically.

Soya seed is the basic raw material required for production. They are of two types,

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HP ØEVEĆ NĚMČENŮŮB
HP ØE ĠĠĬ Ĭ ÉÍ FĠ NŮŮB
È NŮŮP ØNOMØN POŇ ĈNŇNCEVN stored in a warehouse.
ĠĠ Ĭ ĠĠ Ġ G ĀĠP Ĥ ĠĠP ĤPĀØNØQNØPØŖ ØE VNØÓPNŇ
Ĭ ØNPNØŮ ØØNŇNCEØE VNPNØ MPØØ MPØN ØØNŇNCEB
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Saudi Arabia is scheduled to begin building the world's tallest tower, which will soar 1km in to the sky when completed. **The Kingdom Tower** in the coastal city of Jeddah will measure 3,280 feet (1km), some 568 feet (173 meters) taller than the current Guinness world record holder, Dubai's Burj Khalifa, which stands at 2,716 feet (827 metres). At an estimated cost of \$1.23bn, the tower in Saudi will require approximately 5.7 million square feet of concrete, 80,000 tonnes of steel for its 200 floors and will take five years to complete. The tower, overlooking the Red Sea, will feature a five-star Four Seasons hotel, apartments, office space and an observatory.

Hidden Story behind Dubai's Mega Constructions

Over 160 storeys, it boasts the world's highest swimming pool and perhaps the world's highest mosque. Its golf course requires over four million gallons of water a day. The structure was named **Burj Khalifa** in honour of the Abu Dhabi ruler and UAE president who had bailed out struggling Dubai with a sum of billions of dollars. Envisioned and designed by a Chicago firm, the Burj is said to have been inspired by the vision of architect Frank Lloyd Wright's Sky City which was to be built in Chicago. They employed thousands of labourers from Pakistan, India and Bangladesh for several years for its construction. According to reports, the vast majority of these workers have never even been to the top of the building they spent years constructing. But not seeing the view from the top is hardly the biggest problem faced by those who constructed the Burj; many have died in the construction of the Burj. Such construction projects take a huge toll.



Records kept by the Indian mission for only one year showed that nearly 1,000 Indian workers had died, more than 60 million in accidents on the site. The Pakistani and Bangladeshi missions do not keep records of the many labourers who have died possibly deterred by the criticism of the UAE authorities. Based on estimates the total number of workers killed in such construction projects is believed to be well into the thousands in numbers.

An event that was videotaped — of an Afghan grain merchant, Sheikh Issa Bin Zayed Al-Nahyan was recorded brutally thrashing the man, stuffing sand into his mouth, burning his private parts with cigarettes and beating him with a nailed board. None of the innovation or glamour is indigenous; the architecture is American, the designers European and the slave labour South Asian. The Indian consulate in Dubai has since revealed that at least two Indian expats commit suicide each week, the consul-general stated that most are blue-collar workers who are either semi-skilled or skilled. The man, apparently an Indian cleaner who had been denied a holiday, was scraped off the floor on which he landed on. There is something deeply sinister about Dubai luxury, though the local economy went into spectacular decline with the sovereign debt default in 2009.

Death and injury in site accidents the extent of death and injury of migrant workers is one of the most troubling, if poorly documented, aspects of the construction sector in the UAE. Dubai Municipality recorded 34 deaths of construction workers at their workplaces in 2004 and 39 deaths in 2005 while employers in the UAE are prohibited from confiscating the passports of their employees, employers routinely do this, retaining the passports for the duration of their workers' employment, typically to ensure that the employees do not abscond. All of the 107 migrant workers interviewed by Human Rights Watch (construction workers and others-see "Methodology," above), said that their employers had confiscated their passports upon their arrival in the UAE.

Low wages are one of the main grievances of construction workers. The government has been unwilling to put in place a minimum wage, despite a mandate in law. A worker earns 38 AED [\$10.50] for eight hours of work daily. They were paid different, two people different amounts based on their nationality. Nor do they wonder at the justifications of virtual labour camps where workers toil for 18 hours a day and are not paid for months, conditions that would result in protest in any part of the developed world. True, injustice exists everywhere and Dubai sustains Pakistan's exported labour force whose remittances are crucial to the country's economic survival. But it must be remembered that the case of Dubai is unique. There is no place in the contemporary West where workers may live and work and even be born and never have the opportunity to participate in the governance of the country.

Mega Construction Projects (MCPs) represent a strategic option towards achieving sustainable development objectives in developing countries. On the one hand, these projects are characterised with the need for high design knowledge and technical skills; competent human resources and managerial capabilities as well as excessive cost investment

Mr. Raghunathan. K, I MBA

AMAZON PRIME AIR – A NEW DELIVERY SYSTEM



Amazon's "delivery system," Amazon Prime Air, promises to get packages to customers "in 30 minutes or less using unmanned aerial vehicles," and could be in commercial use soon as 2015. Skeptics have quickly gathered, questioning everything from the project's safety to its technological feasibility, and even Amazon acknowledges that sending hundreds of unmanned delivery vehicles into the air does seem a bit fantastic.



Amazon, defending the viability of Drone delivery, said "One day, Prime Air vehicles will be as normal as seeing mail trucks on the road today." We've already looked at why drone delivery of pizza, another fun-but-unlikely idea, won't be happening soon. Amazon Prime Air will limit packages to 5 pounds or less, which Amazon says is about 84% of its deliveries, so weight won't be a problem as it would with pizza. But Amazon's drones face some similar challenges. The big two:

Delivery Drones Can Explode, Or Run into Things.

Unmanned drones are guided by not-always reliable GPS and equipped with metal-bladed propellers and batteries that may be prone to combustion. They're likely to be impossible to use in many urban areas or anywhere near flight paths for commercial planes. "You're never going to see them until they hit something. When they struggle one of those drones into the engine of an airplane, then it'll get everybody's attention".

Commercial Drone Use Won't Be Approved For Years.

Amazon chief executive Jeff Bezos has admitted the 2015 timeline is "optimistic" and it could be four or five years before regulations are in place. That may still be too hopeful. Despite pressure from companies and a law passed in 2012 to push commercialization of the technology, full blown certification of drones "isn't slated to start until 2020," judging by the aviation regulator's early guidelines on drone testing. Test sites are expected to be announced this month, but decisions could be delayed because of privacy concerns.

Reason for Creating Amazon Prime Air

The reason for this all new delivery system is to get packages in customers' hands in 30 minutes or less using unmanned aerial vehicles.

Weight That The Drone Can Carry

These drones will be capable of delivering up to 5 pounds in weight. According to Jeff Bezos (CEO), this accounts for 86 percent of items that Amazon delivers.

Work Process of Amazon Prime Air

The package that needs to be delivered is pulled off the lines of the octocopter, and by using GPS it is directed to the delivery address. When it arrives to its destination, it releases the package at the doorstep. Because the 'octocopter' has eight blades if one broke it would still be able to deliver the package safely. Amazon hopes that the FAA's rules will be in place as early as 2015. The Prime Air team claims they will be ready at that time.

By making such a public splash, the company is practically guaranteed a place at the table in any future US discussions of commercial drone regulation. Over the long term, being a leader in drone delivery could be seen as a key part of Amazon's future strategy.

- Mr. Gokul. R, I MBA.

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Warren Buffett is generally considered to be one of the great investors of modern history. Under his leadership, Berkshire Hathaway Inc. (NYSE: BRK-A) has become worth more than \$300 billion, putting Buffett's own net worth more than \$60 billion per year. Many investors chase Buffett's stock investments each quarter and there are numerous lessons that can be picked up and learned for understanding the Oracle of Omaha's investment career. While you almost certainly will not be out striking a multi-billion dollar buyout of a railway, utility or food company, there are many relatable lessons in Buffett's investment strategies.

Based on our own analysis, 24/7 Wall St. has identified 10 strategies that help ordinary speculators invest like Buffett. These strategies do not focus on chasing Buffett's moves after he has made them. Instead, the aim of these strategies is to encourage a strategic approach to long-term wealth-building strategies, and to help you adapt as the market evolves throughout your life. Buffett thinks longer term than the bulk of investors.



Analyzing Warren Buffett is often harder than it seems. While Buffett is no stranger to talking up his own portfolio, he only speaks with the media when he wants to. And now he has two portfolio managers under him, not including his long-time friend and Berkshire vice chairman, Charlie Munger. Simply chasing new Warren Buffett stock picks is something guru-watchers often do. However, there is a long lag between when Buffett invests in a company and when the public gets to see the new holding in SEC filings.

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Second Law: A robot must obey orders given it by human beings, except where such orders would conflict with a higher order law

Third Law : A robot must protect its own existence as long as such protection does not conflict with a higher order law.

The first Robot is “Unimate”



Most industrial robots have five parts:

1. Base
2. Drive
3. Manipulator
4. End Effector
5. Control System

Types of Robots

1. Manual Robots
2. Programmable Robots
3. Remote Controlled Robots
4. Autonomous Robots
5. Hybrid Robots

Advantages

1. High precision
2. High speed
3. High accuracy
4. High repeatability
5. High reliability



- It can't move on its own and can't see or hear consistently and accurately. It can't work without a power source and is vulnerable to radio frequency interference.

Disadvantages

It needs a supply of power

It needs a supply of power

It needs a lot of money to make or buy a robot

It needs a lot of money to make or buy a robot

It can't move on its own and can't see or hear consistently and accurately.

XIAOMI'S MARKETING STRATEGY AND ECONOMICS OF PRICING



The world's 3rd largest Smartphone distributor, Xiaomi designs, develops, and sells smart phones, mobile apps, and consumer electronics. The company's founder and CEO is Lei Jun, is China's 23rd richest person according to Forbes. The company sold over 60 million smart phones in 2014. Xiaomi is now the third largest Smartphone maker in the world. Xiaomi sells a model for up to 18 months instead of the short 6 months used by Samsung to profit from the fall in the costs of components that occurs over time. To further reduce overhead costs, Xiaomi does not own a single physical store and instead sells exclusively from its own online store. It also did away with traditional advertising and relies on social networking services.

Pricing is probably one of the most difficult parameters to optimize. Price is determined by several other factors like branding, positioning, marketing, and many times psychology. When you buy a product, you are paying not just for the cost of the material and manpower, but also for the profit margin, costs incurred in marketing, brand positioning and advertising. If you want to price your products at a premium (think Apple), the product needs to have a unique positioning, in terms of USP of the product or a never-before-seen innovation. You can then employ the **WTMWB pricing strategy**.

What the Market Will Bear - They try to sell at premium prices as fast as possible before the competition gets on to your USP. This strategy works best with ‘Early Adopters’ as these are the set of people who are not very price-sensitive and look to get their hands on new, innovative technologies.

The GPMT strategy in pricing- GPMT or Gross Profit Margin Target is what the companies usually look at when trying to set prices. In simple terms, it is the gross profit margin that they need to pay back their expenses and generate positive net income and cash flow. A typical manufacturer-distributor-retailer model, **the manufacturer aims for a GPMT of 50% that is it wants to sell the product at twice the cost price. The latter two look at a GPM of 10-15% and 30-50% respectively.**

Xiaomi's Pricing and Marketing

To start off with, Xiaomi sells its products through online, since it's an e-commerce company and they live on the internet. This ensures that the costs of warehousing and distribution are cut completely. Xiaomi also shuns traditional models of advertising and depends solely on Social Media marketing and word-of-mouth. XiaoMi has also managed to harness the power of social media by not only broadcasting their messages and announcements but by actively engaging with their customers. Engineers are routinely encouraged to speak directly to consumers and use gathered feedback to refine software.

Xiaomi cuts cost at every stage. It sources components itself and deals with these sellers with a different strategy. **Xiaomi also bets on ‘Moore’s Law’.** Unlike other bigger players who discontinue their models after 6-8 months in the market, Xiaomi sells its products for upto 18-20 months after launch. This means that, in accordance with Moore, the price of the individual components go down while the price of the phone remains constant throughout. **But the most important thing to note is that Xiaomi is a ‘mobile internet company’.** It is looking to make money, not on its hardware, but by selling apps, games and special Android themes and Internet services on top of its custom MIUI – a pricing strategy very well-adopted by the e-commerce behemoth Amazon.

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WORLD'S BEST PERFORMING CEOS – HARVARD BUSINESS REVIEW

/ 9h	COMPANY
Jeffrey Bezos	Amazon
John Martin	Gilead Sciences
John Chambers	Cisco Systems
David Pyott	Allergan
David Simon	Simon Property Group

About SALAD

SALAD is a quarterly 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 current events, management sciences, etc., SALAD is any mixture of old and hot food that is either arranged or served. Likewise, our SALAD provides a wide variety of information.

SALAD contains categories like cutting edge of case studies, Opinion of renowned oration, In-depth of slogans, Scrutiny of emerging companies and industrial sectors, Ideas of management books, Launch of the month, Business plans, Qualities and shortcomings of issues, Gestalt of economy, Politics cum management, Parley with CEO's and so on.



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Designed by:

Mr. Muthu.A I MBA & Mr. Mohanraj. D, I MBA