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Master of Business Administration

Latest Update

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1. “Jawa is back” now battle's on for Yezdi

As thousands of motorcycle enthusiasts eagerly watched the relaunch of the once iconic Jawa motorcycle in India earlier this month, it was a bitter-sweet moment for some. Yezdi, which was part of the Jawa family in India and just as iconic, is embroiled in legal trouble, and it's not clear when a resolution will emerge. Some think the brand could be particularly valuable now in the motorcycle segment, following the Jawa relaunch. Strangely though, it's currently registered for use in leather goods.

While Jawa was a Czechoslovakian company's trademark, it was marketed in India by a company called Ideal Jawa, which also created the Yezdi trademark. Ideal Jawa was owned by one Irani family and their main factory was in Mysuru in Karnataka.

The story goes that the Yezdi trademark was envisaged by Rustom Irani, who was originally from the province of Yazd in Iran. For many years, especially in the 1980s and 1990s, both Jawa and Yezdi flourished in India. But following labour disputes .. and rising debts, Ideal Jawa went into liquidation in 1996. The Irani family, however, managed to win back the company's assets, sans the Yezdi trademark, in an auction in 2003 with the help of a close associate.

But, according to industry sources, the company still had a sizeable amount of debts to clear. So, in 2015, the liquidator's office is said to have sought the permission of the Karnataka high court to put on sale the Yezdi trademark. To their surprise, they found the trademark had been transferred to Boman R Irani, Rustom Irani's son, by the office of the controller general of patents, designs and trademarks.

The trademark is now registered to be used for leather products. Incidentally, this trademark for leather goods is also part of an ongoing separate case between Boman Irani and a shoe manufacturing company called Mirza International in the Delhi high court.

In August 2015, the office of the official liquidator shot off a letter to the registrar of trademarks in Delhi, Kolkata and Gujarat, stating that directors/promoters were trying their best to register the same trademarks afresh, causing irreparable loss to the company in liquidation. "And further, the said trademark has been removed without any notice to the company (in liquidation)," it said.

Source:

<https://economictimes.indiatimes.com/industry/auto/auto-news/jawas-back-now-battles-on-for-yezdi/articleshow/66821415.cms>

2. New notes issued after demonetization become 'unusable' in just 2 years

New notes with higher security features introduced after demonetization are fast becoming 'unusable' within just two years of circulation. According to Hindi news paper Amar Ujala, this is happening because the paper quality of the new notes are not good in comparison to the earlier notes. If the currency becomes unusable, it can't be used in ATMs as the sensors inside the ATMs can't detect the bad quality notes.

As per the news report, the problem is so intense that apart from the new Rs 2,000 and Rs 500 notes, new Rs 10 notes issued in 2018 are also becoming 'unusable'. The report said the banks have started categorization of these notes under 'non-issuable' category.

However, the government has denied any compromise with the quality of notes and said that the new notes have higher security features to stop counterfeiting. "The new notes are becoming unusable because users in India keep the currency folded or tie it with saree or dhoti," Amar Ujala quoted a senior official in the banking division of the Finance Ministry as saying.

Banks categorise notes under 'non-issuable' category when the currency can't be used in ATMs or be accepted, exchanged by the public. Banks tag dirty, soiled or teared notes as 'non-issuable' and send notes to RBI for taking it out of circulation.

Source:

<https://economictimes.indiatimes.com/industry/banking/finance/banking/new-notes-issued-after-note-ban-become-unusable-in-just-2-years/articleshow/66839347.cms>

3. Pain in Patanjali chain: Sales drop first time in five years

Patanjali Ayurved's sprint to lead the FMCG race has witnessed a setback: sales fell for the first time in five years due to disruption by Goods and Services Tax and a weak distribution network.

The company's standalone consumer goods revenue declined more than 10 per cent to Rs 8,148 crore in the year ended March 2018—the first time since 2013, according to a report by Care Ratings, Bloomberg reported.

"The decline was primarily because of its inability to adapt in time to the goods and services tax regime and develop infrastructure and supply chain," the report said.

Now it seems the ambitious target set by yoga guru Ramdev, the founder and brand ambassador of Patanjali Ayurved, is nowhere in sight. Ramdev had wanted the company to reach Rs 20,000 crore turnover in three to five years. It had reached Rs 10,000 crore in revenues by FY16 from less than Rs 500 crore in FY12

ET Prime had revealed in May this year that Ramdev's Rs 20,000 crore dream was corroding the very soul of its business — its distribution network.

A canny distribution strategy was a key factor behind Patanjali's meteoric rise. Patanjali's low-cost distribution system was remarkably efficient in getting its products acceptance against far heftier rivals. But that foundation is now under severe stress, ET Prime had learnt in a series of conversations with Patanjali associates. As the company doubled sales targets every year and set its sights on total domination over the Indian consumer, it developed an uncontrolled hunger for new distributors and new channels of trade, often at the expense of older allies.

Source:

<https://economictimes.indiatimes.com/industry/cons-products/fmcg/pain-in-patanjali-chain-sales-drop-first-time-in-five-years/articleshow/66736365.cms>

Campus Activity

In the month of November students of SRMS-CET have appeared in the mid-semester examination actively. Mid-semester examination is a routine examination for the students. It's a preparatory exam for their pre-university and university examination. Students and faculty members were busy in this process.

Students were also busy in the placements drives as several company such as have visited the Institute for hiring young talents. Byjus.

Departmental Activity

Date: 16th November ' 2018.

Time : 10:30

Venue : Khandelwal College of Management and Technology, Bareilly.

Khandelwal College of Management and Technology organised a case study competition "Manthan", themed as " Social Media – An Unavoidable Resource". Students from various colleges both from Bareilly and outside Bareilly took part in the same.

Objective of the competition was to provide the students with the practical knowledge about the industry, they'll soon be a part of. Students beautifully delivered different case studies related to the topic and the effect of the social media in different sectors like education, agriculture, medical and others. Overall about 40 teams participated in the competition, from which 1st prize holders were students from LBSIMT, Bareilly, 2nd prize holders were students from KCMT, Bareilly and 3rd prize holders were students from Shri Ram Murti Smarak College of Engineering and Technology, Bareilly.

"Manthan" Competition brought students from diverse colleges on a common platform to interact with each other, exchange thoughts and ideas, and thrive in a culture of practical and logical learning.



Placement Drive

The placement drive for the students of Faculty of Management Science (FMS) is getting an overwhelming response as majority of the students got placed in reputed organizations. In this month three students got placed. Ayush Mehrotra of MBA-III sem. placed in Mahendra Educational Pvt. Ltd. whereas, Jyoti Mishra and Muskan Vaish are placed in Pie Infocom Pvt Ltd. In this semester approximately fifty percent of the students placed. Yet more companies are in pipeline and shortly visiting the campus for the next drive. Still one semester is left for the final year students of FMS and almost fifty percent of them got placed which is a matter of rejoice.

Student Industry Interaction Program at ITC, Bareilly

ITC Bareilly has conducted a student industry interaction program in order to develop the marketing skills among the young aspiring managers of FMS, SRMS-CET. The entire program was headed by Atul Saxena (Manager, Marketing). Company has selected twelve students for its twelve days program based on understanding and dealing with the customers in real market scenario. The students were given some sales target by the company, so that they can deal with the customers directly and learn practicality of consumer behaviour. The basic purpose was to provide a practical insight to the students about the real market condition. The students performed well filled with a great zeal and spirit. Not only they met the target given by the company but they also learned the challenges and behaviour of the market. They also learned that how company puts its hard efforts in order to develop brand and maintain the brand equity. Company has appreciated the task of the students.



Workshop on Management Lessons from Bhagwat Geeta at SRMS-IBS by FMS students

Students of FMS, showcased a wonderful presentation on “Management Lessons from Shrimad Bhagwat Geeta” in the value based workshop conducted by SRMS-IBS at Unnao. The presentation highlighted on the learning from Bhagwat Geeta which can be implemented in the management practices. The students talked about planning

controlling and making effective strategies for the business and how it can be learned from Shrimad Bhagwat Geeta. The presentation got warm appreciation and applause by the Honourable Chairman of the trust Shri Dev Murti ji. He also encouraged the students for doing more hard work for getting a great success in life.

Student Corner

Management needs a control and balance, to make it sure the things. There shouldn't be any doubt that you require a technical competency and expertise i.e. about the work which leads to ten percent share of the management. Without the ability to demonstrate a solid level of competence in the field you're managing, you may well lack "street cred," which can impede your management success. You need the respect of those you manage, and part of that is earned by how well you know your business - whatever that may be.

People are more important element, as management of course at its core is all about completing work through others. Other people connotes to the other people having several profiles. They are not meaningless they are the core of the management. If you see in the percentage you will find that 90 percent of the task can be fulfilled by the people in the organization. Therefore the collaboration and bonding among the employees is significant. It is also clear that the inter-relationship and intra-relationship between senior and subordinates should be strong.

In management of a business it is very crucial dealing with the ego of the employees. Mr. Drucker once wrote, "never say 'I.' And that's not because they have trained themselves not to say 'I.' They think 'we'; they think 'team.' They understand their job is to make the team function. They accept responsibility and don't sidestep it, but 'we' gets the credit. This is what creates trust, what enables you to get the task done."

Gopika Gupta
(MBA 1st year)

Faculty Arena

Native Marketing: A changing era of promotion

It was a pleasant evening; I was enjoying a tea with hot spicy pakoda's and watching a daily shop serial on my television set with my family. The show was on its climax and suddenly two characters' who generally oppose each other on any issue started saying that Dipawali is about to come and we should now make our house colored again as it is old and looking very dusty. Suddenly one of them picked up one box of a color of a very famous brand and started saying this time we will use this brand as it is very good, cheaper and do not spread bad smell after applying on the walls, means it is health conscious too. We were shocked how an actor can use a brand name so vividly; more shocking was the reaction of the second character as the first time we saw that they both were agreed on some issue, as generally, they oppose each other on any small issue. It was certainly a new experience for all of us and then after we realized that it was just an advertisement.

Later on, as a marketing person, I researched it out and came to a conclusion that, since consumers change their TV show at a time of advertisement hence marketing people came up with this new strategy of promoting their brand this new technique is called as 'native marketing'.

Native advertising is paid advertising where the ad matches the form, feel, function, and quality of the content of the media on which it appears. Frequently this advertising content topic is not directly about the advertiser's brand, but rather is about a tangential or supporting topic or topics that may create a "halo effect" on the brand. Native advertising appears on any digital media property, including those belonging to news media, magazine, and television, and on social media. A variety of content forms can be used in native advertising campaigns, including text, photos, videos, interactive graphics, and social media.

In the 1930s, Procter & Gamble produced and ran the first advertiser-sponsored radio program, the so-called soap operas that later ported to television. Before that, in 1915, Cadillac ran an ad with the headline "The Penalty of Leadership" in the Saturday Evening Post. The ad did not mention Cadillac, and it is one of the first examples of what would, today, be considered sponsored content.

Most news media publishers around the world consider labeling native advertising essential to helping their audiences to distinguish between paid-for and journalistic content. Some of the labels used by news media publishers include advertisement,” “featured content,” “sponsored content,” “suggested post,” and “promoted content.” In many countries, legislation has been passed to protect consumers from being deceived by misleading native advertising content.

Some other forms of native marketing that we experienced are as follows;

1. In print media like newspaper or magazine we often witnessed that there is an advertisement in the form of a news or article where somebody writing benefits of that brand of product/service.
2. In electronic media like radio, Radio Jockey suddenly started promoting a brand by saying that he or she is using and getting benefits or that so you should also try this.
3. Similarly, in today digital era companies’ use this approach on various websites, through e-mails and also through various pop-up ads.

Companies like and appreciate this approach since this method create less add blindness among consumers, it increases brand perception and higher engagement with consumers.

Abhishek Gupta

Assistant Professor, FMS



Newly released books for management studies in November 2018

The Big Reverse: How Demonetization Knocked India

Author : Meera Sanyal

Release Date: 10 November 2018

This Is Marketing: You Can't Be Seen Until You Learn to See

Author : Seth Godin

Release Date: 27 November 2018

Blitzscaling: The Lightning-Fast Path to Building Massively

Author : Reid Hoffman , Chris Yeh

Release Date 30 Nov 2018



Motley

