



**CHRIST**  
UNIVERSITY

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BANGALORE - 560 029

# CHRIST Konnect

2nd Issue, Aug - 2010

## CHRIST UNIVERSITY INSTITUTE OF MANAGEMENT, KENGERI CAMPUS

### VISION

"Excellence and Service"

### MISSION

"Christ University is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment."



## DIRECTOR'S MESSAGE



I am extremely happy to see the first issue of 'CHRIST Konnect' of this academic year through the initiative and hard work of staff and students of CUIM, Kengeri Campus. As pioneer christites of Kengeri campus, you are very much convinced about your role and direction. When we complete one year successfully, I congratulate you for developing efficient system and directing the Institute to the right direction.

In the field of the academics and co curricular activities, we have tried different models and experiments. You could prove that cooperative learning is most efficient model for new generation managers in Indian B- schools. Hard work and technical ability might once have been enough to ensure promotion to the boardroom or the partnership table. Today interpersonal skills, a flair for selling ideas and a capacity for developing people are all just as important. But even combining all those talents as good management is no longer sufficient. The top positions in business are occupied by leaders now, not managers.

You are called to become leaders. Innovative thinking coupled with holistic outlook will take you to that level. Education is a society building process. Leaders build society. Let this latest issue of 'CHRIST Konnect' from Kengeri campus remind us about this responsibility.

I congratulate and thank Team 'CHRIST Konnect' for their sincere efforts.

**Fr. Thomas T.V.**  
Director,  
Institute of management

## From the Co-ordinator's Desk

Dear students,

I warmly welcome all the students of 2010-2012 batch to the KENGERI CUIM FAMILY!!



A year has passed so quickly since the inception of CUIM-Kengeri. The journey so far has been wonderful, exciting and filled with many activities and events of academic excellence.

Being a part of CUIM Kengeri has brought me some of the most beautiful memories. I am so proud to be associated with such brilliant, young and creative minds, nurturing them with my fellow FACULTY colleagues have given me much joy. Now you are the flag bearers of CUIM-Kengeri, and work hard to perfection on what the SENIORS have done all these days.

The seniors have given us a new identity with many activities especially with events like CONNAISSANCE and CANTATA which have been a wonderful learning and fun experience.

CANTATA a one day fun filled and carnival cum sports event was enjoyed by the whole CUIM family. While CONNAISSANCE paper presentation event represented by the best B-Schools of India was another feather in the hat.

Now we embark in one more arduous task, the MEGA-EVENT Fest and looking at the past achievements, I believe our students can really make it more successful and set a milestone.

Also, a big congratulations to the CHRIST KONNECT team, who have been instrumental in putting our achievements on paper time and again.

Here we look forward for another great learning with fun filled year with you all...

Regards

**Dr. Jeevananda.S**

Prof & Co-ordinator  
CUIM, Kengeri Campus,  
Bangalore.

## Memorabilia 2009-10 Christ Kengeri

*The happenings, achievements and éclat of Batch 2009-10*

We all started together just having a single goal in mind to be successful but as the journey went on we saw that success is just a milestone we have crossed far behind... the new dawn is waiting for us. Our dear juniors, first of all, we welcome you to the family of Christ University Institute of Management and congratulations on being part of the prestigious Management of Business Administration Course at CUIM. So let us take you back a year ago when we your seniors entered this great institution as freshers and tell you the story so far.

### ***Devadan - God's gift***

Last year, the inauguration of the batch 2009-10 was different and memorable since CUIM started a new campus at Kengeri - Devadan campus which we all lovingly call Kengeri Campus. Having the state-of-art technology and built with an eco-friendly view the students fell in love with it as soon as they stepped in. The huge gardens, recyclable water facilities, own poultry and milk farm, artificial ponds and much more adds to its natural beauty while wi-fi enabled systems, RO water systems, e-enabled classrooms and an auditorium fully equipped with modern technology makes Devadan a campus with a difference

### ***The Initiation***

We all started In June 2009 and soon we brought laurels to the Campus by winning the 2<sup>nd</sup> prize in Back to School - the Freshers-Seniors interaction event. Last year the theme being "Abnormal Weddings", Section-D depicted the marriage of the Bull and Mr. Pranab Mukherjee in a funny and creative play thus winning the second prize. Soon after this we had the launch of Finance and Marketing Clubs, named Nishka and Ballyhoo respectively. The launch was a grand success in

itself, Prof. CKT Chandrashekara (HOD, CUIM) himself praised the Kengerites for an excellent initiation of the clubs. Soon we were joined by Operations Club - Sigma. Both finance and marketing clubs after their super launch, had conducted many events throughout the year. Finance club activities included-Quiz, Budget Discussion, Guest lectures, etc. Marketing club activities included-Product launch, Quiz, etc. The major event of each of them being the Corporate Interfaces - the connection of classroom to corporate world. We had lots of prominent people (CEOs and VPs of best companies) coming to our campus and enlightening us with their wisdom.

### ***United we Stand, divided we fall - the sports week***

"Dynamos United"- the team of section-D ended up being the overall champions for the sports week, which happened at the Kengeri campus, from 5<sup>th</sup> to 10<sup>th</sup> October closely followed by Aryans (Section-A) at second position. The adrenaline-filled six days started with an inauguration match of basketball between a combined team of section A and B Vs. the team of Section C and D. The teams besides including students had teacher's participation too which was both motivating and encouraging for the students. The energetic participation by Prof. Anirban , Prof. Jeevananda , Prof. Dhanushkodi, Prof Rachna, Prof Rahul, Prof. Bharathi and Prof. Subhashini added to the moment to make it a memorable one for the students.

### ***Bringing Laurels to Kengeri - We play to win***

Apart from winning the Intra-college events, the Kengerites also took part in many Inter college events (all over Bangalore and in other states also) and came back with laurels, proving that being a Christite - success is in our very blood. We play to win.

## **Some of the major achievements are highlighted below :**

Some of the fests which we participated were - Arthayudh, PESIT college fest, Pragati, EVIGNA, SDM IMD, TANTRA, Ushu's and many more. In almost all of them we were in the top three.

We were the overall winner at National level fest 'PRAGATI' organized by Amrita School of Business, Coimbatore

CUIM-Kengeri, the overall 2nd Runner's up position at EVIGNA 2010 - A management fest organized by Bhavan Marshall Institute of Mgmt, Bangalore on 5th March 2010.

Apart from this, the research level of the students can be found out by the various management research papers that were presented in various conferences at various colleges SRN ADARSH Bangalore, PESIT Bangalore, GEM Gates Institute Tamil Nadu and many more.

## ***For Students By students - Fests, Magazines and Culturals at Kengeri***

After visiting many colleges in various events, competitions, etc. we thought that why do not we organize fests here at Kengeri alone being provided by all the facilities. We started with Connaissance - The Knowledge Conclave, A National Level Paper Presentation on 12<sup>th</sup> March 2010 organized by CUIM, Kengeri wherein colleges from all over India participated. We had colleges such as Amity from Delhi, NITIE and Wellingkar from Mumbai, many local Bangalore colleges and even colleges from Chennai and Kerala. The event was a grand success with a team from Altria Institute of Technology, Bangalore awarded the Best Paper award. Another mega event was CANTATA the composition of colours,

a much appreciated event created and hosted by CUIM, Kengeri. The event was a full day fun extravaganza which brought the whole family of Christ University Institute of Management together.

## **The magazines produced at Kengeri include**

**Symbiont** - A monthly newsletter on Mergers and Acquisitions under the mentorship of Prof Anirban Ghatak, which was taken over from the pass out seniors.

Exclusive newsletter from Kengeri campus - **Christ Konnect** covering the activities at Kengeri

Specialization Club Magazines - **Nishka** (Finance), **Ballyhoo** (Marketing) and **Sigma** (Operations).

Also we were involved in many more fun activities throughout like Theatre, Collage, Skits, etc. We also attended seminars and workshops conducted by Christ University. These were aimed at the all-round development of the students.

## ***Academic Excellence***

Students were rewarded for their excellent performance in academics on Alumni day on 26<sup>th</sup> Jan 2010. The toppers from each sections got the prizes for their amazing performance in the university exams.

## ***Internships at its Best***

Kengerites were chosen by some of the best companies to work for during their summer internships. Companies like Thomson Reuters, Stanley, RBI, NABARD, AOL, Mahindra Holidays, KSFC and many more came to the campus to recruit students for summer internships.

## Case Study : A 3D Experience

More than decade ago, I joined MBA with a bunch of aims and aspirations. It seemed a new unknown world to which I had to adapt to a new place, friends and new courses to learn. In the midst of entirely strange environment with which I was struggling to come to terms with, I got introduced to the case study method of learning.



A case study, I was told, is a narrative of business situation which helps students to hone their problem identification, analysing and decision-making skills. Case studies would be given to us days ahead and we were supposed to be prepared for the class discussion. I would read the case study several times and make notes. But when it came to discussion in the class, I always seemed to miss the point. The problems identified during the discussion were always more significant than the ones that I had identified. Gradually case study classes became a nightmare. With this confusion, I completed the MBA course and put my case study fears to rest forever. Well, that's what I thought.

But few years later I decided to choose teaching as my vocation. I was back facing my old foe, the case study. However, this time around I did my homework well; collected information on how to use a case study in a classroom. Initially, students showed the same aversion that I had displayed during my MBA days, though a few appreciated this method of teaching. But there were issues in selecting the right kind of case studies, managing time for discussion, making students interested and teaching through case study. For years during my teaching, I would use small case studies occasionally. But I always felt there was something lacking in my methodology of case studies.

After five years of teaching, I took a break to be a part of the research department of another prestigious b-school. I was given an option to involve in case study writing which I readily agreed. It is not just case writing that I learnt during my tenure there, but also how to orchestrate a case discussion in the classroom. Today, I am very confident in selecting case studies and handling them in the class. With more than 100 case studies and related pedagogic material published internationally and training faculty, students and fresh MBAs to write case studies, I feel very fortunate to have seen the case study from three dimensions as a student, teacher and a case study developer.

To conclude, my advice for all the students is to enjoy learning through the case study method. Read the given case study at least a couple of times, make notes and keep your mind open to absorb the learning during the discussion.

Wishing you great times ahead. Hope you enjoy learning through case studies as much as, nay, more than what I did.

**Bharathi S. Gopal**

Faculty-MBA

Christ University Institute of Management  
Bangalore

## Technology in Entertainment - A Boon or a Bane



Since time immemorial, man has found many ways to entertain and gratify himself. Music, dance, games have all been a part of it, be it during festivals, celebrations or any other occasion.

Entertainment has come of age and has now become an industry in itself generating crores of rupees. Whoever thought the radio was facing a miserable death was mistaken. Now private players have revived the broadcast media and offer a wide gamut of programmes from music to interviews with celebrities to traffic updates. Bollywood continues to cater to large masses not just in India but the world over enhancing the image of our country apart from unifying the people. Multiplexes mushrooming across our country has also contributed to this.

But this does not lessen the impact the silver screen has on the people. With the opening up of the electronic media to private players, the industry has undergone terrific growth, each channel offering a complete mix of information and entertainment. In today's supersonic era, even the cell phones double up as entertainment devices. Video games, ipods, laptops and notebooks have all become the favourite passtime of many.

This shows a paradigm shift in the attitude of the people which can be attributed to the rapid strides made by technology in recent years. It has definitely increased the reach of entertainment to the masses. Thus technology is all pervasive. On the flip side, one who does not embrace it and change accordingly will lag behind. As technology penetrates into the society, the gap between the haves and have nots increases, with the techno-savvy people having a better edge. Also, this trend has been at the expense of the conventional modes of entertainment such traditional games, theatre activities, village fairs and circuses. They are still an option in the rural and semi-urban areas where multiplexes and mall culture are still unheard of or not popular.

Technology has now become an integral part of entertainment and its benefits are for all of us to see. But certain disturbing incidents make us think as to are we progressing in the right direction. A few people who gathered around an accident victim spent time clicking images of his mutilated body on their cell phones instead of rushing him to the hospital. In retrospect we need to ask ourselves "Is man turning into a pervert?" "Has he lost his conscience, deriving pleasure from insane acts such as these?" If the answers to these questions are affirmative, then he has to mend his thoughts and ways. One has to understand that entertainment need not necessarily come from the high end technology alone. Playgrounds are equally, perhaps more fun than playstations. We have to think rationally and find a fine balance between traditional and modern means of entertainment and choose the one that befits a civilised society.

**Liya Elizabeth Chacko**  
MBA-4th Trimester



## Corporate Interview

**KRISHNA MEMANI**

*Head of Investment Grade Fixed Income Team*

*Senior Vice President and*

*Portfolio Manager*

**Oppenheimer Funds, Inc.**



Krishna Memani is a Senior Vice President and Head of the Investment Grade Fixed Income team at OppenheimerFunds. He's responsible for the portfolio management of the Company's investment grade strategies, including the Oppenheimer Core Bond Fund, U.S. Government Fund and Oppenheimer Limited Term Government Fund.

Prior to joining OppenheimerFunds in 2009, Mr. Memani was a Managing Director and Head of the US and European Credit Analyst Team at Deutsche Bank, where he analyzed and communicated trends impacting the US credit markets and sectors within the credit markets.

Before his role at Deutsche Bank, Mr. Memani was the Chief Credit Strategist at Credit Suisse where he managed a global team of 60 analysts and developed and marketed Credit Suisse's flagship quantitative debt/equity arbitrage tool. Prior to that he served as a Managing Director and Senior Portfolio Manager at Putnam Investments where he oversaw the high grade and high yield portfolios. He was instrumental in implementing a new investment process that led to strong relative performance. He also worked at other major financial firms including Morgan Stanley and Price Waterhouse. In total, he has 25 years of experience of successfully researching and managing investment grade fixed income assets and engineering new investment processes that have led to superior investment performance. Mr. Memani received a Bachelor of Engineering from the Birla Institute of Technology and Science, an M.A. in Economics with a focus on Econometrics from the University of Florida and M.B.A. in Finance from the University of Florida.

**MANISH: What is your role as the Senior Vice President in your company:**

**Mr. MEMANI:** My Team manages a group of bond and balanced mutual funds investing primarily in the US Bond Markets. We manage roughly \$8 billion in various funds and invest Primarily in cash Government, Corporate and Mortgage Bonds. In addition, we use derivatives such as Interest Futures, Swaps and Credit Default Swaps extensively to manage the risks of our portfolios.

**MANISH:** You have been in this industry for a very long time, what motivated you to build your career in this field:

**Mr. MEMANI:** My undergraduate training was in mechanical engineering and I did a graduate degree in Econometrics. After my MBA, I was looking for an opportunity that would use both by quantitative training as well as training in Finance. Investing in bond markets seemed like a perfect opportunity.

**MANISH: Your views on the impact of recession on your industry:**

**Mr. MEMANI:** Clearly, the recession has had a very substantial impact on the financial services industry. Mutual Funds, where the entire revenue stream is dependent on assets under management, were not immune to the ensuing precipitous fall in asset prices. As a result early 2009 was a very challenging time for all companies in this space. The industry dealt with the challenge head-on by reducing our expense base. As asset prices appreciated in the second half of the year, the profitability improved quite substantially.

**MANISH: What strategies were adopted by your company during recession:**

**Mr. MEMANI:** Refocus on our core business of managing retail mutual funds

Extraordinary effort on asset retention in an environment where investors were fleeing the markets

Reduction in the expense base through head count attrition and focused capital spending plan

**MANISH: Your views on the recent European and Dubai Crisis:**

**Mr. MEMANI:** As the corporate and household debt markets recover or are bailed out, sovereign default risk is the next frontier of the current crisis. Unfortunately, unlike the other markets, there is no quick structural solution. Only increased economic growth and reorganized finances will extricate us from the current predicament. That, however, is a very slow and arduous process and we will be in the repair and rebuild phase for quite some time.

**MANISH: Your stand on American President's policy on OUTSOURCING:**

**Mr. MEMANI:** Improving productivity of the corporate sector remains a stated goal of the current administration. And, both on-shore and off-shore outsourcing are critical tools in that effort. That said, job creation and increasing employment are an equally important policy initiative. Maintaining the balance between the policies is politically challenging in the best of times. In the current economic and political environment, it is doubly so.

**MANISH: Where do you think would American economy move from its current position specially after the recession:**

**Mr. MEMANI:** The corporate sector in the US, especially the Large Cap Corporate sector has recovered quite a bit. They were in decent shape entering the recession and continued growth in emerging markets has certainly helped them.

Unfortunately, the household sector still remains burdened with still very high levels of debt, which will constrain economic growth for quite some time. While there is reason to be hopeful from a long term standpoint, the risks are quite substantial as well. If the current crisis persists for a long time or if we have a double-dip in the economy, the poor state of Federal and state governments' fiscal position will limit the policy makers' options. That is something, we haven't faced in a long time.

**MANISH: Your take on Indian economy:**

**Mr. MEMANI:** The Indian economy continues to grow and while it benefits from global growth, a lot of the growth is internally driven. In a world where demand is scarce and production capacity is abundant, India's internal demand growth puts it in a very unique position. In the world capital markets, therefore, India is perceived as an extraordinary investment opportunity.

**MANISH: Strategy to be adopted by India in the near future in terms of financial inclusion:**

**Mr. MEMANI:** For a large country and economy like India, only balanced growth is sustainable from a long term perspective. While the Indian corporate sector and the middle class consumers prosper, increasing income and employment growth in the rural sector should be a much bigger priority. Simply relying on trickle down policies would be very risky. Otherwise, the political consensus for pro-growth policies can become very fragile.

**MANISH: Any suggestions for the students (pursuing MBA):**

**Mr. MEMANI:** The fact that you majored in a particular specialization is somewhat irrelevant in this ever-changing global economy. That is just a starting point. Explore and try a lot of different things before you decide on a specific course of action. Maintaining flexibility and developing lots of tertiary skills is going to be crucial for a 5 decade career.

**Compiled by: MANISH LAHOTI**  
MBA-4th Trimester

## A - Z of Management

### The Animalistic Way

Human beings are known as the most intelligent animal walking this earth. Through the times, pre-historic evolution has made human beings but their counterpart habitats- "The Animals, Insects and Birds". We learn so many things from them but fact of the matter is we can even learn a lot of managerial skills from them as well and this is what this article is all about.

#### A4 Ant



The leader sets the specific path for the followers (ants) and doesn't deviate from the path. The leader sets path for his followers.

- Leadership

#### B4 Bee



The bee works toward the single objective of making honey and they divide their work among each other effectively. Division of work yields sweet results.

- Departmentalization

#### C4 Camel



Camel has the tendency to go without water for days just by storing it before it makes a move. Plan well ahead for the future.

- Future Planning

#### D4 Dog



Dog is always symbolized among human beings as the symbol of honesty and loyalty. Honesty is the best policy.

- Honesty

#### E4 Eagle



The eagle is the model of concentration. Once it targets the victim, without straying it is focused on that prey and ultimately kills it. Being focused is an essential element of goal attainment.

- Focus

#### F4 Fox



Fox symbolizes craftsmanship and inventiveness. With these skills fox survives the toughest of circumstances. Smart work is better than hard work.

- Smart Work

#### G4 Gorilla



Gorilla implies common sense. A common sense can take you long way

- Common Sense

#### H4 Horse



Horse persistence to immediately stand on its feet once it falls down is a trait in its own.

- Failure is just another step towards success.

#### I4 Impala



Impala models the trait of street smartness. In the dog eat dog world being smart is all that matters.

- Street Smart

#### J4 Jaguar



Jaguars are known to sharpen their claws against the tree. This signifies the ability to strengthen your strength and polish your skills.

- Know your strength

#### K4 Kangaroo



The tendency of the kangaroo to make use of both the legs to hop higher and faster teaches us the art of coordination. In an organization coordination among various departments is all that matters to take the organization to great heights.

- Coordination

#### L4 Lion



Lions don't like competition and once there is a competition they put their heart and soul toward it off. Hence, competition is one of the major threats to a company and overcoming competition is very essential for survival.

- Survival for the fittest

#### M4 Monkey



We often doubt ourselves from what is there to learn from a monkey. But they demonstrate great intelligence. They create mental maps and calendar, storing information about locations of different fruit trees and the time of year when the fruits become ripe. This is a trait of having a right track of time and knowing when to strike on the opportunity.

- Sense opportunities and reap it

# A - Z of Management

## N4 Nyala



The feature of Nyala communicates strength and determination. Nyala normally graze in steep hills for better nutrient grass and usually they climb those steep hills in order to fetch that grass. This shows that it's not all about journey and its difficulties but the final objective which is fruitful.

**-Journey doesn't matter the ultimate objective does**

## O4 Ostrich



Ostrich symbolizes the tenacity of forgoing your limitations and working on your strength. Despite being from a bird family ostrich cannot fly but has long and powerful legs and can run upto 65 km/h.

**- Understand your limitations and strengthen your strength**

## P4 Parrot



Parrot is a model of learning, unlearning and relearning. These are the three critical words for today's manager where change is swift and inevitable.

**- Learn. Unlearn and Re-learn**

## Q4 Quetzal



Quetzal represents the colorful appearance. As manager a person should have the vigor to display the diversified characteristics in various situations. Analyze the situation and act with your multiple skill.

**- Adapt to change**

## R4 Rabbit



Rabbit is a symbol of humility, inquisitiveness and sociability and often forms strong bond with humans as well as guinea pigs, cats, and sometimes birds and dogs. In an organization managers should respect others, be sociable and of course form a strong bond with variety of people.

**- Respect diversity and bond with them**

## S4 Snake



Snake represents the trait of flexibility. Often it is seen in the organization that most failure is exempted to being stern to work procedure. For today's organization it isn't so and flexibility is the talk of town in order to survive competition.

**- Flexible**

## T4 Tiger



Tiger possess beauty, grace and awesome power and their presence is all about worthiness. As a manager in an organization, a person should have the ability to display his grace in order to get respect from employees which can lead to effective and efficient performance of the employee.

**- Showcase your grace to lead people**

## U4 Urchin



Their rounded body with spines around models a manager with tenacity to protect himself and his employees in difficult times. The manager as urchin should guard himself and his employees so that they don't get affected.

**- Protect your people because they are your ultimate asset**

## V4 Vulture



Vulture symbolizes shrewdness and sharpness. They are the ones who eliminate the rotten carcasses of dead animal. A manager should have a trait to understand the bad things prevailing in the work environment and eliminate that as quickly as possible.

**- Protect your work environment by screening out unwanted stuff that goes around**

## W4 Whale



Whale exhibits extensive learning and problem solving skills. As a manager, a person should have the urge to learn and hence solve the problems that are prevalent in the organization.

**- Learning**

## X4 Xylophone Cat



Xylophone cats depict the feature of stress buster and communicate security and comfort. In an organization the manager should as well be the front man in order distress the employees from the work stress and simultaneously provide comfort and sense of security.

**- Stress Management**

## Y4 Yak



Yak represents the model of adaptation. Despite the sheer temperature drop in Himalayas yak has developed to adapt to these unforgiving coldness. Similarly, in an organization every employee should have the trait of adaptation because times change and with it we have to change our adaptation.

**- Adaptation**

## Z4 Zebra



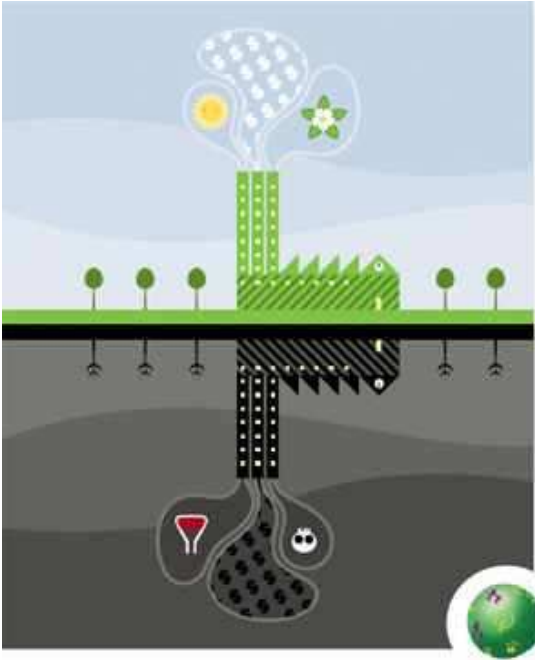
Zebra represents uniformity. Every employee in an organization should be treated uniformly based on their position and performance. There should be no bias at all.

**- Biasness can cause disaster in an organization-Treat employees uniformly**

**Rahul Agarwal**

MBA-4th Trimester

## Is Corporate Social Responsibility (CSR) Overrated Today?



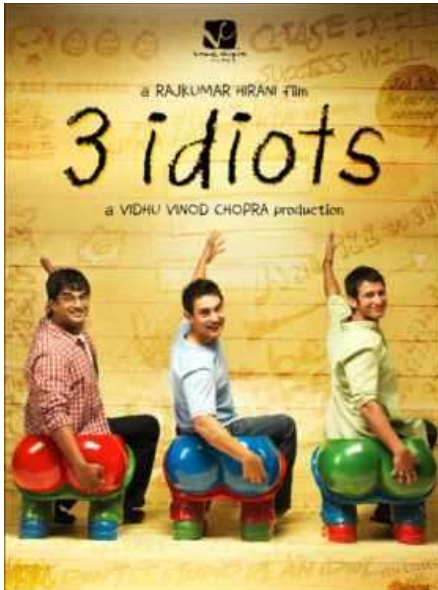
Corporate Social Responsibility is the integration of self-regulation into the business model of any organization. The organization takes responsibility of the impact its activities have on the environment, consumers, employees, stakeholders and the entire public sphere. Furthermore the organization also promotes the public interest by enhancing growth and development of the community and removing all those practices that harm the public sphere. The practice of CSR by organizations is subject to much debates and criticisms. Some proponents believe that CSR is longer a choice but rather the employees expect it, and the company needs it. Organizations benefit in multiple ways by incorporating CSR initiatives. CSR plays a very important role in ensuring controlled sustainable development. It should be made an integral part of business activities as it can be very effective in satisfying the present generation needs along with making sure that sufficient resources are available for the future generations as well. Whereas some critics also argue that the importance of CSR is overhyped and it is nothing but superficial window-dressing that an organization does and it results in distractions from the fundamental economic role of the businesses.

In the recent decades the concept of CSR has turned out to be an extremely essential strategy for companies to survive in the prevailing ruthless market environment. In a condition where market's shift and customers' preferences becomes more unpredictable and complex, adopting CSR strategy is a powerful tool for survival. Therefore nowadays businesses and organizations need to be seen acting responsibly towards the 3 P's i.e. People Planet and Profit accordingly. CSR should be incorporated in the day to day operations of the, it is then only that the companies will be able to ensure sustainable development on a larger basis.

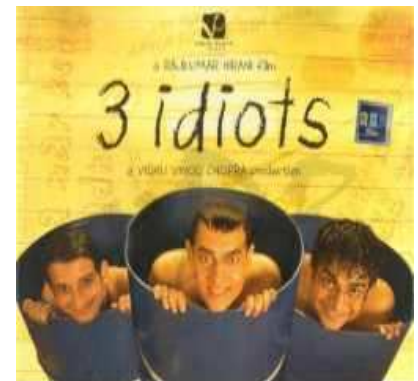
Adopting CSR practices also leads to several advantages for the organizations like: Customers are influenced by a company's reputation in social and environmental areas, the employment market is competitive and good recruits want to work for and stay with companies that care. Also social performance increasingly influences investors' decisions, as the ethical investment market is constantly changing quickly. Existing socially responsible actions become more visible and are better communicated to the clients. Social and environmental responsibility has been demonstrated to reduce operating costs. Any company's CSR involvements are seen as an indication of the company's long-term potentials and it attracts investors. Companies following high CSR standards are able to clearly demonstrate its responsibility and can manage risk and can enhance their corporate reputation. Such companies are also best positioned to attract and retain high quality staff, thereby reducing employee turnover rates and recruitment costs. These and several other reasons clearly state that CSR no doubt is essentially vital for any business or organization to sustain in today's competitive environment. Every company needs to carve a niche for itself by paying due importance to sustainable CSR initiatives.

**Shweta Sinha**  
MBA-4th Trimester

## Three Idiots



Marketing myopia was a mere concept when I was rummaging it through the books, the entire idea of thinking outside the box( or the book, like I believe it ).I was a total neophyte in even understanding the fact that being unique and falling out of the clutter is such an ado. Talking about being outside the box or the books definitely reminds me of the character rancho of the movie three idiots who spell binds his professor that the mugged up answers and the monotony created thereby is as good as “nothing at all”. Though it is a mere revival of the work Chetan Bhagat titled as the” five point someone”, the movie did create stupendous vibes all over the nation. The movie did not just lay hands over the intricate details of the book but spread its horizons more towards leaving the message of the entire educational system and how the scenario is at such a quandary making robotic machines of students who have the ‘mug-and-vomit” system enveloped onto themselves. As excepted out of the ace Aamir khan the movie was no-nonsense, awe inspiring and definitely sensational which left the theme words as “Aal eez well” an encrypted form of saying all is well ends well. Now why is the movie such a classic hit amongst us future managers as well? Ultimately we need to take some gyaan back home. Firstly the idea of marketing the movie caught my eye, the marketing strategies were unique and appropriate to strike the chord. Aamir khan disguised himself as a lay man and travelled around places leaving clues for people so they could identify him, all this innovation did create a spur of interest towards the movie. Not only these sessions of his disguise also he created a page on our own facebook and actively updates status about the same activity. On the final day he had a video-voice chat with his eager fans. Now how better than to put yourself in the famous networking site and promoting yourself out loud and live. Imagine walking into a washroom at one of the multiplexes and being welcomed with a message that terms you “the Fourth Idiot”. Don’t feel offended as you are just watching the promotion of 3Idiots. Few autos had the stickers behind them reading three idiots capacity. These were the kind of strategies that the movie’s promotion team adopted. Lot said about the marketing techniques adopted, there were highlights on several other aspects of management, like the business communication, which we out rightly ignored as it is a subtle sift skill session but does play a major role. Proper pauses and stress on certain words will convey the exact meaning, or may even change the entire meaning. Like in the movie, the character Chatur's speech was modified with few words but the entire essence of the speech was changed. Being amicable and fostering respect is yet another major deal of gyan encoded from the movie. All in all it is a very thought provoking, inspiring and an ultimate laughter riot which can be called the next big management movie, thanks to all the innovation and the uniqueness.



**Swathi Sharma**  
MBA-4th Trimester

## “Let’s make things better” to “sense and simplicity”

*Business excellence through speed and teamwork in PHILIPS electronics*

### **PHILIPS – a global company**

Royal Philips Electronics is eight on Fortune’s list of global top 30 electronics corporations. The company is active in about 100 businesses, varying from consumer electronics to domestic appliances and from security systems to semiconductors.

Philips is among the world’s top three producers in many of its businesses, including lighting, monitors, shavers, and colour picture tubes for TVs and monitors. Translated into figures the company produces over 1.5 billion incandescent lamps every year, and some 30 million picture tubes, and each day, the factories turn out a total of 50 million integrated circuits. Polygram, a 75 % subsidiary, is the world’s largest music corporation.

The strength of Philips global operations is reflected in its (value based) leadership position in many of the markets in which it is active.

The company was founded in 1891 by Gerard Philips, a maternal cousin of Karl Marx, in Eindhoven, the Netherlands. Its first products were light bulbs and other electro-technical equipment.

The 1990s were a decade of major change for Philips. The **CENTURION** programme was introduced to return the company to a healthy footing, businesses were sold, activities stopped and cutbacks were made in employment. Today the company is still actively reorienting itself to face the demands of the 21st century. In line with Philip’s theme “let’s make things better” the emphasis is firmly placed on providing the products that people really want to buy, on establishing the basis for substantial long term profit, and on maximizing shareholder value.

### **Managing the company**

Royal Philips electronics is managed by the board of management, which also looks after the general direction and long term strategy of the Philips group as a whole. The supervisory board monitors the general course of business of the Philips group, advises the board of management & supervises its policies.

These policies are implemented by the group management committee, which consists of the members of the board of management, chairman of most of the seven product divisions and some other key officers.

The group management committee, which is the highest of consultative committee, also serves to ensure that business issues and practices are shared across Philips.



**Philips Innovation Centre @ Bangalore (Manyata Tech Park)**

### **A responsible consumption of goods: Circle of Life Concept**

Circle of Life is a shop experience that promotes a new type of consumption by re-examining the recycling process. The ‘Circle of Life’ is a closed loop that ends at ‘Ownership’, but starts with ‘Recycling’ – acknowledging that nothing disappears or emerges out of nowhere: everything is the result of transformation. Old products can be returned, recycled and re-used, and new products are assembled on-site and co-created with the customer.

When shopping, people know what their goods do and that they can be disposed of when they become redundant. Philips is approaching the issue of educating consumers about products’ provenance and lifecycle and deepening the personal value of products through co-creation. The aim of this concept is to prevent the indirect production of waste by encouraging consumers to think beyond the use and disposal of goods, and make choices based on the entire chain of the product’s life.

### **Bringing Simplicity to life Through Design Concepts**

All Philips simplicity-led design concepts meet certain criteria. They answer the needs and aspirations of people and society. They are technologically viable within a three to five year timeframe. And, they demonstrate Philips commitment to

improving the quality of people’s lives. Philips simplicity-led design concepts use and anticipate skills across the organization and identify new areas in which Philips has the ability to innovate, demonstrating what the company is capable of now and in the near future.

For example, in 2005, an LED touch-sensitive control that changes the color and ambience of surroundings was showcased in an event; this came to market as the LivingColors lamp that today allows consumers to create different atmospheres at home by projecting 16 million LED colors via a remote colour spectrum touch circle.

### Philips quality : Journey to world class level

The quality journey is regarded by Philips as a race without a finish line. As businesses grow and mature new benchmarks appear and new targets are set. The Philips Quality award (PQA-90) has been long achieved running above the ISO standards and thus it is marching towards the world class quality levels.

From the world class quality models, including the Malcolm Bridge National Quality award, Philips chose the EFQM model for business excellence as the most comprehensive and suitable one for the entire Philips organization. In this way, Philips continued to have a single model which serves as a uniform reference and external standard.

### BEST – The Philip’s way of business excellence

BEST is a high performance change engine that embraces the characteristics of the Philips quality system and surpasses the PQA standards. BEST reinforces the significance of the tools and concepts of Philips quality for building the winning organization. Philips believes that the BEST way to business excellence is through the continuous four-step cycle of Plan, Do, Check and Act.

Plan : translate strategy into action

Do : manage processes

Check : review process and results

Act : respnd to the review

### THE BEST tools

In Philips, BEST merges the management of improvement with the management of the business through four tools that tie improvement efforts to business results :

### BBS – balanced business scorecards

The BBS are used in Philips to identify and monitor the drivers of results and facilitate faster, more informed decision making. The



BBS focuses on the factors that are critical for business success and present them in a chain of four perspectives.

### PST – process survey tools

A Philips survey gives a team a tool to access their business process and develop an improvement plan based on their assessment. The team assesses elements that need to be place in order to raise process performance on a ten-step scale, from basics too world class performance.

### HQA – Head quarters audits

In a HQA, peers assess how a business management team provides leadership in achieving business excellence using the world class standards specified in the PBE mode. They look into the way a business centre manages its internal processes and its constituent businesses.

### The BEST Competencies

It is recognised that the success of the BEST way in Philips is dependent on how well the organization is led and how well it learns, i.e. :

- Knowledge management
- Professional competence
- Leadership competencies

### The Future

The ability to reasonably predict our complex world of tomorrow is essential to achieving simplicity. Brilliant concepts sometimes remain ideas because their scope and potential are not fully explored. By recreating the concept in a real-time experience with all its benefits and context, Philips can clearly communicate its vision of Healthy People, Healthy Living, Healthy Planet

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