

KONDAPALLI BOMMALU(TOYS).



INTRODUCTION:

- Kondapally Toys are the toys made in Kondapalli of Krishna district, a village nearby Vijayawada in the Indian state of Andhra Pradesh.
- U Surya Prakash Rao, an artisan is the founder of Kondapalli Artisans' Mutually-Aided Cooperative Society.
- Toys Colony* in Kondapalli is the place where the art of crafting takes place.
- It was registered as one of the geographical indication handicraft from Andhra Pradesh as per *Geographical Indications of Goods (Registration and Protection) Act, 1999*.



HISTORY

- The art of crafting is a *400 year* old tradition.
- The artisans who make the toys are referred as *Aryakhastriyas* (also known as *Nakarshalu*), who have their mention in the *BrahmandaPurana*.
- They are said to have migrated from *Rajasthan* in the 16th century to Kondapalli and claims their origin to *Muktharishi*, a sage endowed with skills in arts and crafts by *Lord Shiva*.



TOY CRAFTING

- The Kondapalli toys are made from soft wood known as *Tella Poniki* which are found in nearby Kondapalli Hills.
- The wood is first carved out and then the edges are smooth finished.
- The later step involves coloring with either oil and water-colours or vegetable dyes and enamel paints are applied based on the type of the toys.
- The artisans mainly work on producing figures of *mythology, animals, birds, bullock carts, rural life etc.*, and the most notable one is *Dasavataram, dancing dolls etc*



SUPPORT

- This art form is in decline due to lack of profits, time taking to produce toys, influence of western art and younger generations not encouraged towards this art.
- But after concerted efforts to synchronise with market requirements, the cluster is now hopeful of touching a turnover of Rs 60 lakh in the current financial year. It has already crossed Rs 55 lakh.
- Lepakshi and *Lanco Institute of General Humanitarian Trust* took initiative to keep alive the art of crafting toys.
- Lanco introduced a group insurance scheme for the artisans. The company also organised a design workshop in association with the National Institute of Fashion Designing.



Lepakshī
HANDICRAFTS

PATRONAGE AND DEVELOPMENT

- Malaxmi group
 - Bharat biotech
 - Shantha Biotech.
- Kondapalli artisans are being readied for training, knowledge sharing and skill development, creating new designs and better tools for promotion of the art.



Thank you.



CLASS: MBA II YEAR (2018-20)

YEAR:2018-19

SUBJECT FINANCIAL MANAGEMENT

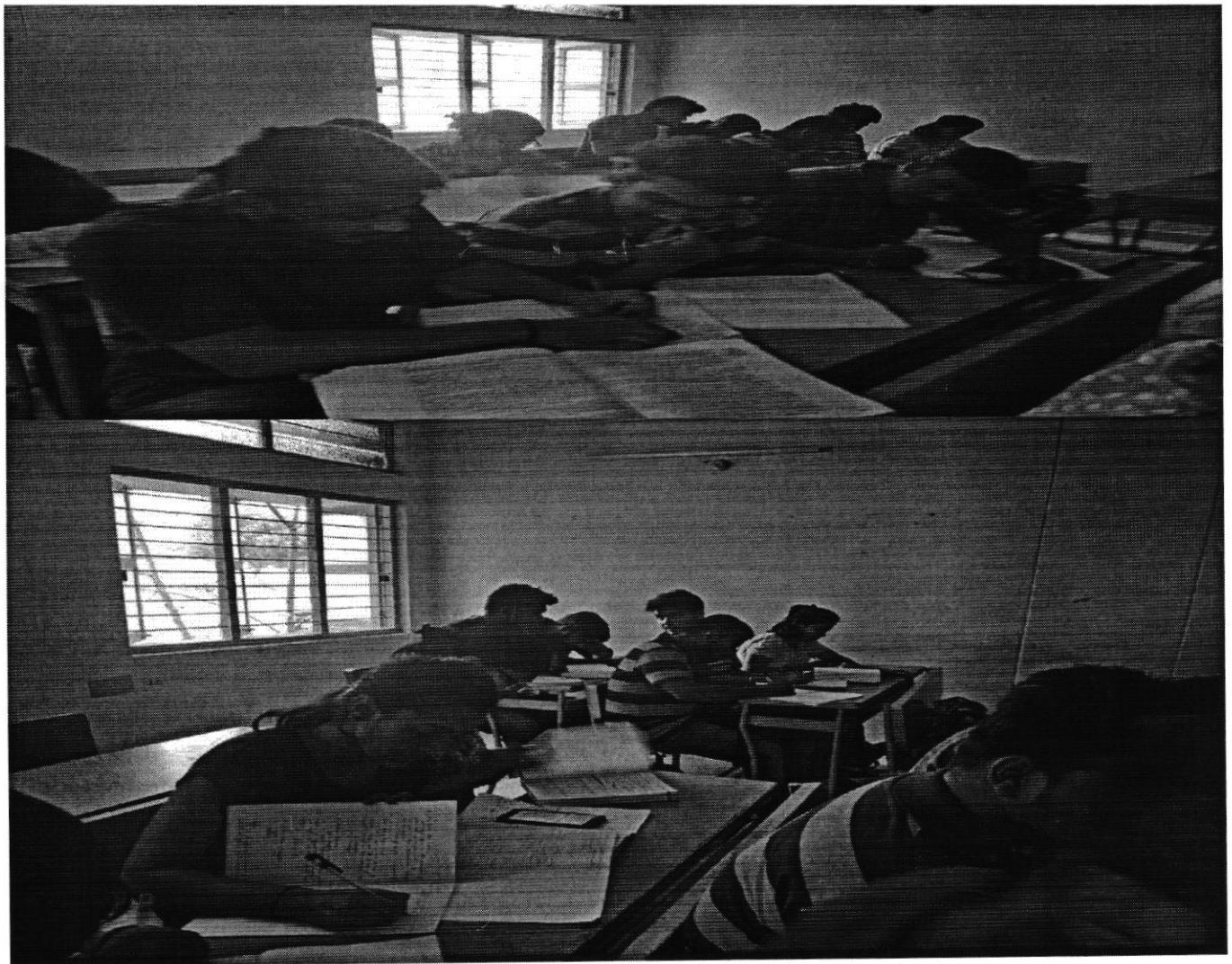
SEMESTER: II

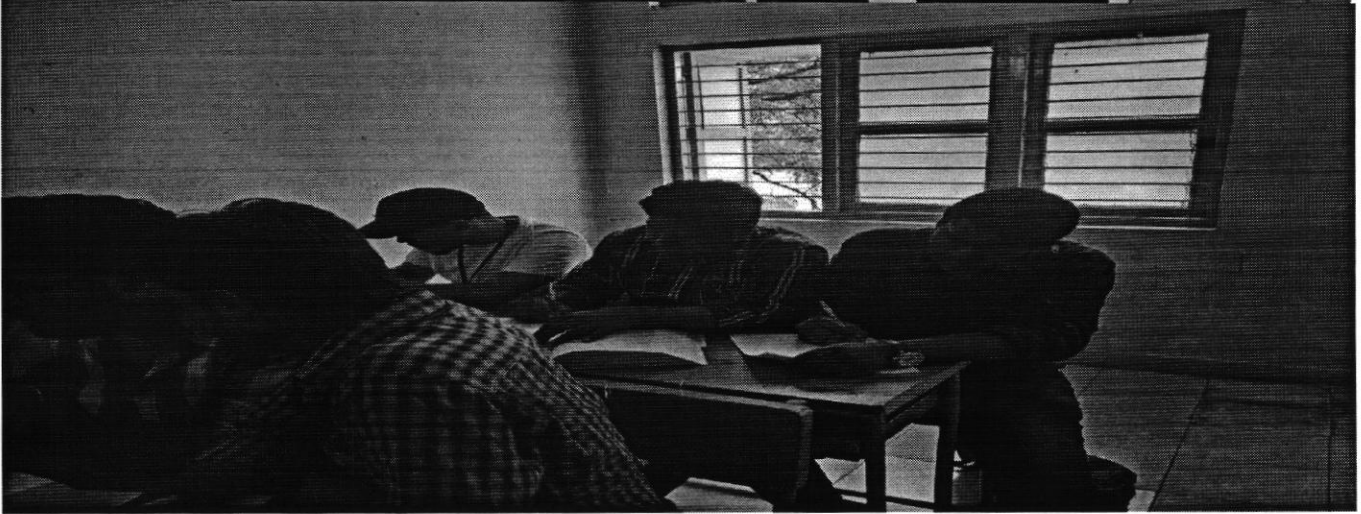
SECTION: A

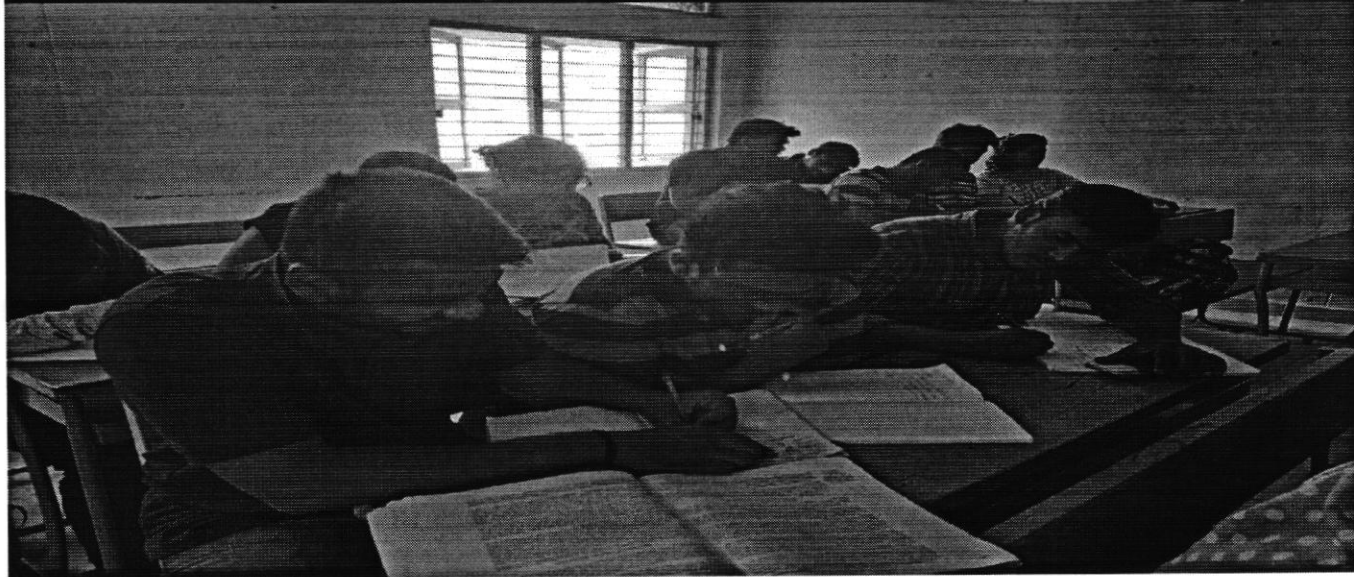
ACTIVITY: PRACTICE PROBLEMS(participative learning)

Faculty: Dr. Kavitha Lal

On 2nd April 2019 MBA II Semester section B students were encouraged to practice financial management problems related to capital budgeting , cost of capital by adopting collaborative learning approach.







CASE STUDY 7

Complan's Positioning Success

The problem of marketing Complan is somewhat unusual. It is, and it is perceived as 'far superior' to competing brands. This makes housewives think, "It's too much of a good thing. Do we really need all this?"

The origin of Complan explains its vastly superior formulation. It was developed by Glaxo Laboratories as a complete and balanced nourishment for serious medical and surgical patients unable to take normal food. The name, Complan, is taken from the phrase, complete planned food. Introduced into the Indian market in the early sixties, Complan was first promoted 'ethically', that is, to doctors who then prescribed it for their patients. This ethical positioning as complete and balanced nourishment obtained very good support from doctors and a growing, if modest, tonnage of sales was achieved. However, after some time the growth levelled off. In 1970, Glaxo started promoting Complan along with some other of its ethical brands over the counter, i.e., promoting them directly to consumers with mass media advertising. For a while, this worked to increase their sales volume.

In its very first public appearance, Complan adopted the strategy of 'Positioning by Competitor'. It positioned itself directly against milk.

'Your body needs 23 vital foods,' said the first ad, 'Milk gives 9, Complan gives all 23.'

Factual information about how the 23 nutrients affect bodily functions was also given in the ad copy. This advertising and the position assumed by the brand created a high degree of awareness and trials. The consumer off-take of the brand rose from a volume index of 100 in 1969-70 to 298 in 1973-74. The steady growth also reflected that a considerable

number who tried the brand stuck to it and repeatedly purchased it. But later, a rethinking on this positioning was called for. It was clear that Complan couldn't displace milk which is a staple source of life, growth and health. A fresh look at the positioning decision logically led to looking at other malted milk-foods like Horlicks, Viva, Bournvita, etc. in the health beverage product lines.

The decision was to reposition Complan against Horlicks, the leader in the health beverage industry. The new ad headline said: 'Your body needs 23 vital foods every day. Check how many do other food drinks give.' The consumer was urged to read the label on

the Complan tin and to compare it with the label of his present brand, assumed to be Horlicks. But this strategy bombed and the year 1974-75 was the first time when sales of Complan declined. A thorough review appeared to be the need of the hour. A detailed review of the strategy brought some key problems to the surface. Complan's price was almost double that of Horlicks. Its taste was disliked by many, especially children. Also, many children related Complan to a medicine, useful in sickness or thereafter. It was considered too special, and therefore, selectively used. While other brands were growing, Complan was not.

Complan then got a position not by competitor, but by target user and usage occasion:

'Complan is ideal for totally fulfilling the nourishment needs of people who cannot or do not eat enough, because only Complan is complete with 23 vital foods for the body.'

Complan was positioned as the only brand with enough good things to give the housewife the reassurance she needed. Not only Complan advertising, but the product itself wore a new and more attractive look. The package design was cleaned up and modernized. The product's taste was improved through a change in the manufacturing process. New flavours were also introduced. And the price was increased.

The repositioning strategy, together with product improvements, provided the thrust for a take-off in sales. From an index no. of 203 of sales volume in 1974-75, sales shot up to an index of 408 by 1978-79. The availability of full-fledged commercial TV in 1978 and the heavy use of this medium by Complan gave the brand further thrust.

It became clear that price was not the barrier to growth. By positioning Complan in a unique slot, consumers were persuaded to see that it had no real substitute and a new price-value perception was created for the brand. Soon, a sharper, narrower positioning strategy was adopted stressing that Complan was for growing children. Sales data showed that Complan's growth was accelerated following the most recent re-positioning.

(Source: Adapted from *Brand Positioning*, Subroto Sengupta, Tata McGraw Hill, 1990)

Questions

1. Explain the reasons behind the repositioning decisions for Complan.
2. What were the reasons for the success of the latest repositioning?
3. Bournvita, Maltova and Boost are also positioned for children. How should Complan reinforce its position against these competitors?

Group - 9

Seminar
- PPT

E-COMMERCE Employees Survey

(2018-19)
MBA
O.P

Survey on E-COMMERCE employees regarding organisational psychology in their organisation.

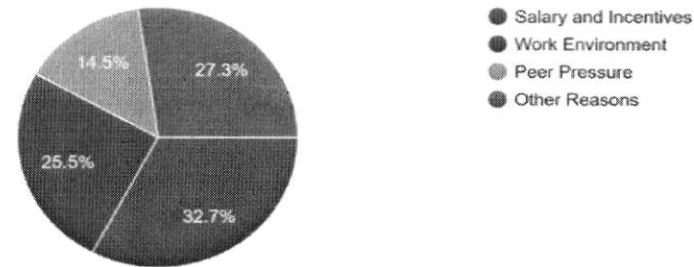
BY- V. SAIRAM, NEHA, TEJASRI, SWAROOP,
SAI KISHORE, VYSHNAV.

V. Ashwin

Questionnaire

What attracted you to join eCommerce

55 responses

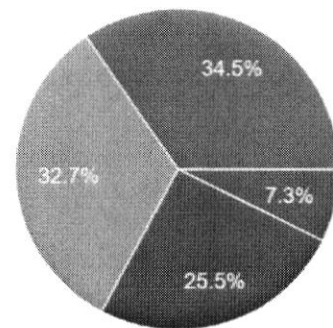


1. Salary and Incentives were the major reason for people to join, while other reasons and work environment remained the next ones .

2. The sample constituted mainly of company with more than 1000 employees, 500-1000.

What is the size of your business

55 responses

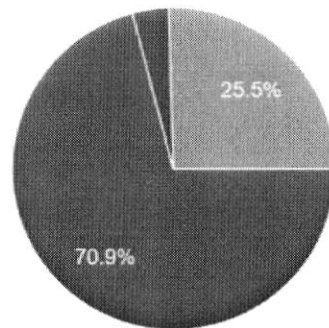


- 1 to 100 employees
- 101 to 500 employees
- 501 to 1000 employees
- more than 1000 employees

3. The sample contains mainly of E-Commerce companies.

Does your company also engage in business to business E-Commerce

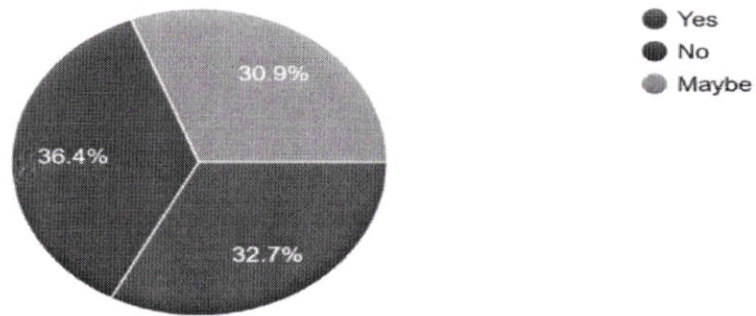
55 responses



- Yes
- No
- Maybe

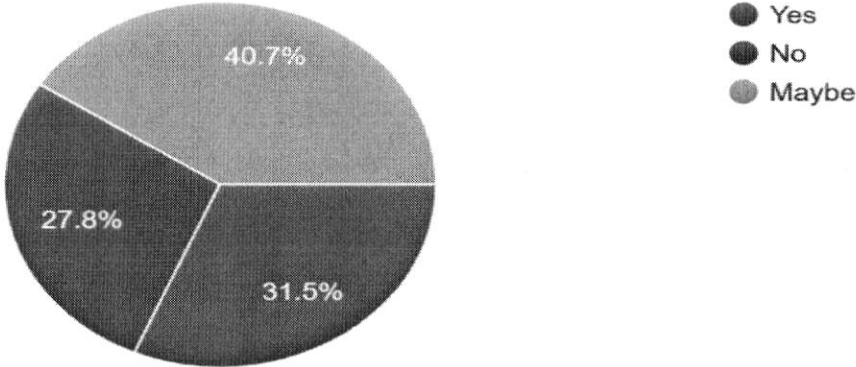
4. The majority of employees said the facilities at work do not motivate.

Does the given facilities at work motivate you to work in the company
55 responses



5. Employees said that the tasks performed at work are in line with job description.

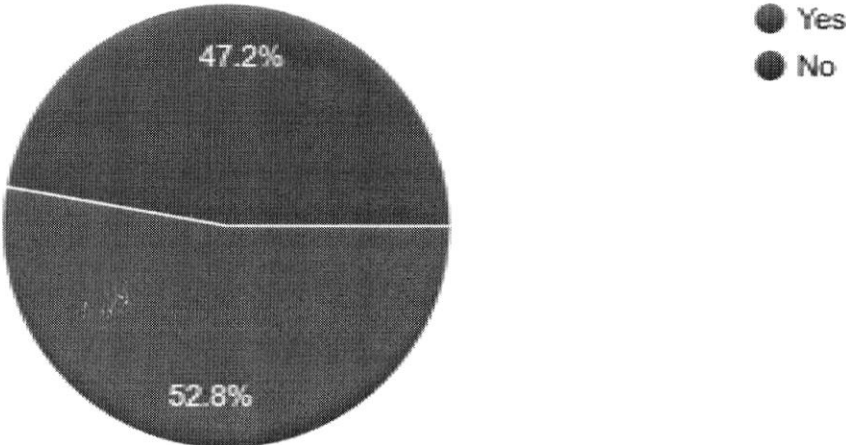
Are your daily tasks performed at work in line with your job description
54 responses



6. Majority of employees said that they have a healthy work life balance.

Do u feel you have a healthy work life balance

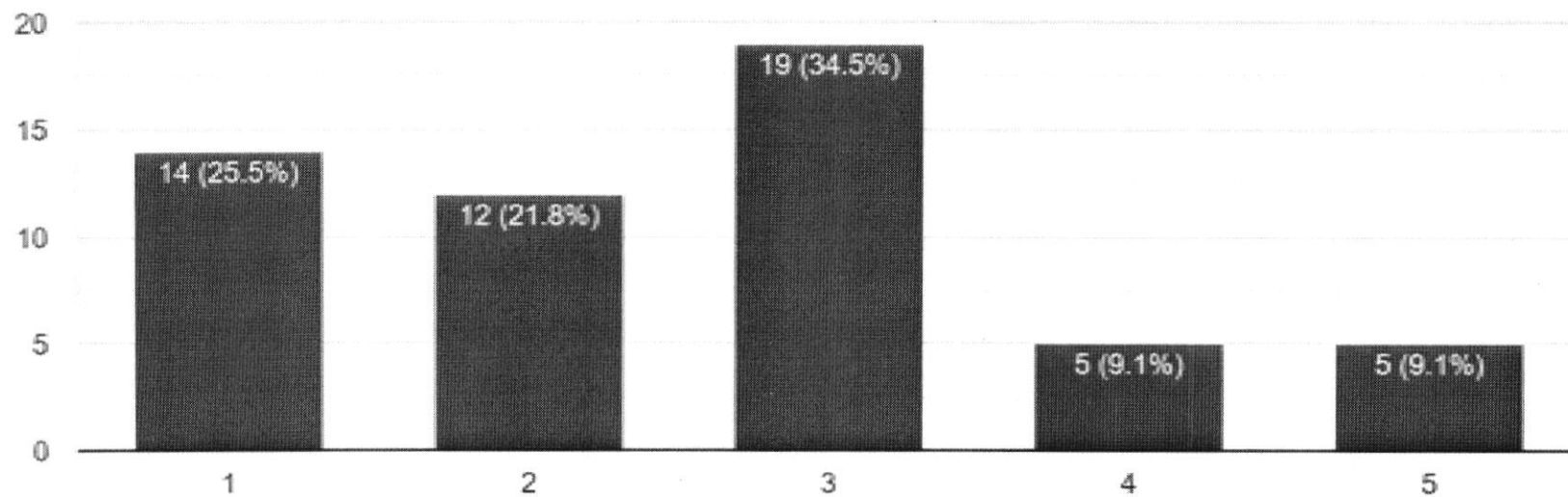
53 responses



7. Majority of respondents were neutral for unrealistic targets to achieve.

Are you given unrealistic targets to achieve at work

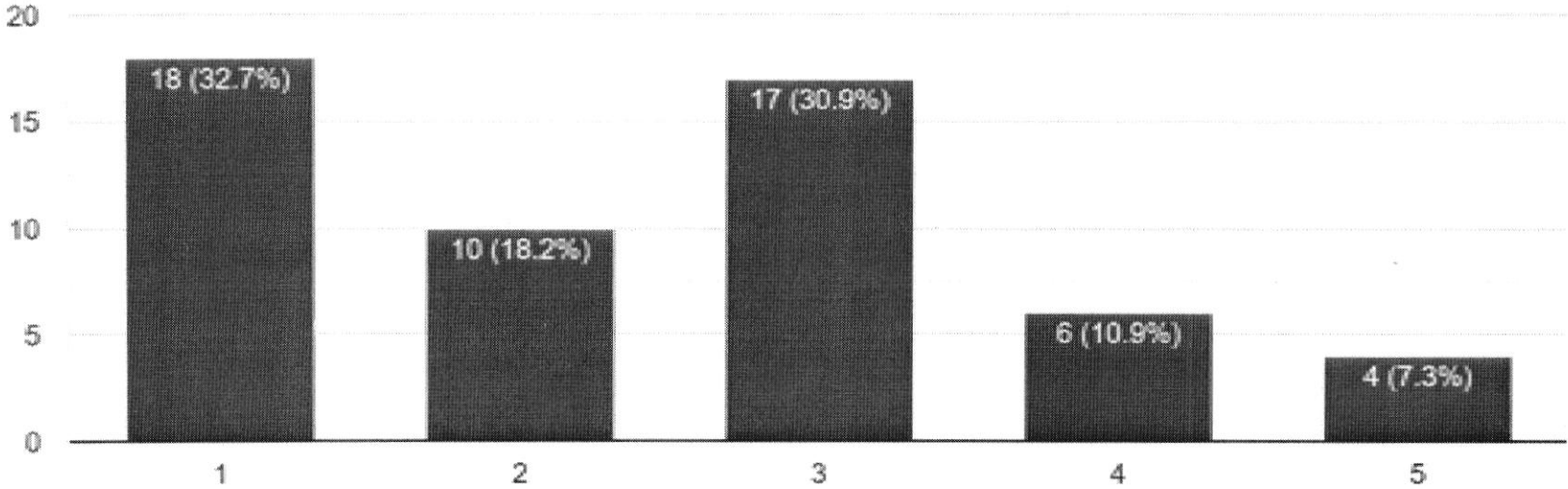
55 responses



8. Employees strongly agreed to perform well at work.

I am constantly expected to perform well at work

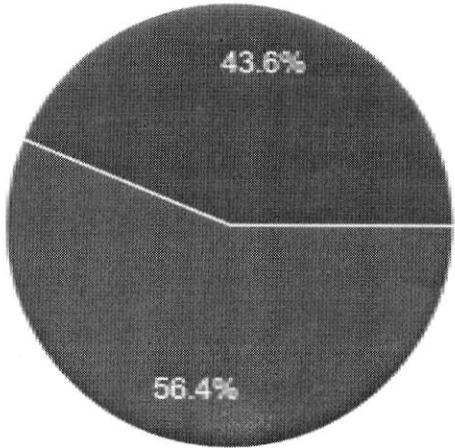
55 responses



9. Employees feel stressed at work.

Do you feel stressed at work

55 responses

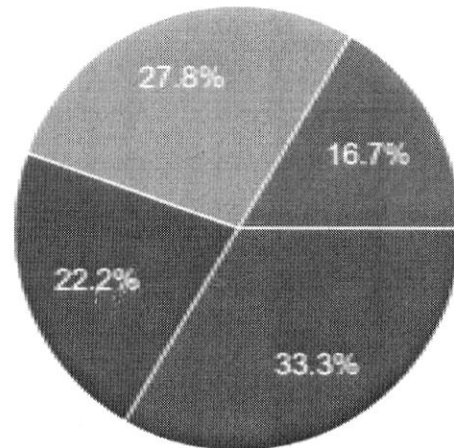


- Yes
- No

10. Majority of employees work overtime for 2-5 hrs a week.

In a week how many hours do you work overtime

54 responses

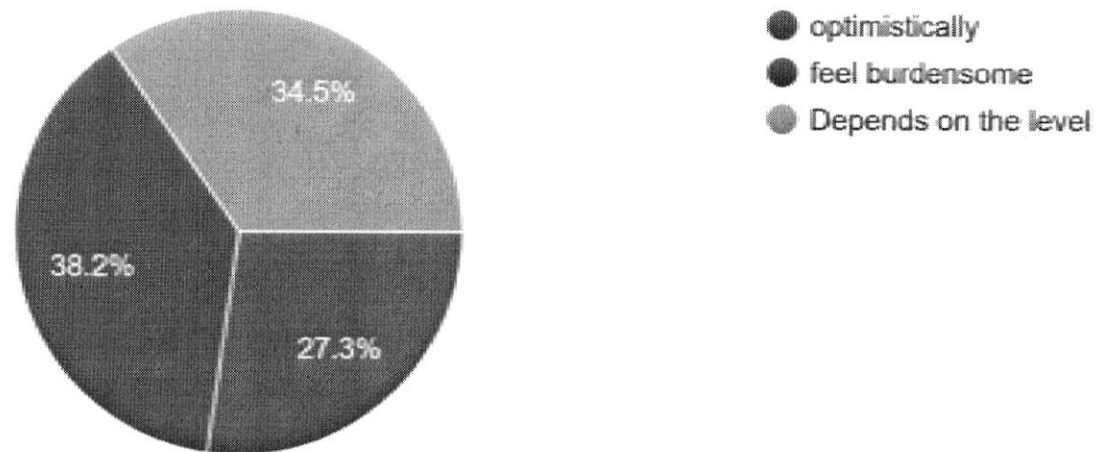


- 2 - 5 hrs
- 5 - 8 hrs
- 8 - 10 hrs
- More than 10 hrs

11. Majority of employees feel burdensome while dealing a stressful situation.

How do u handle a stressful situation

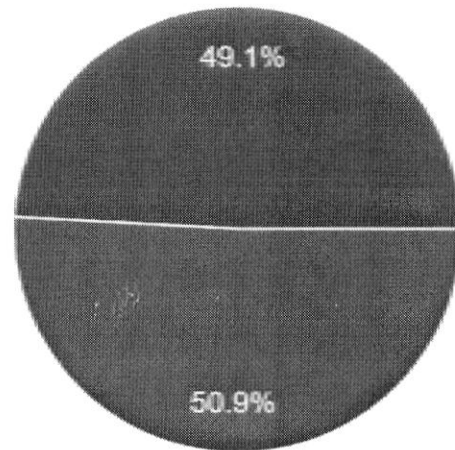
55 responses



12. Majority of employees have faced inter group conflicts.

Have you faced any inter group conflicts

55 responses

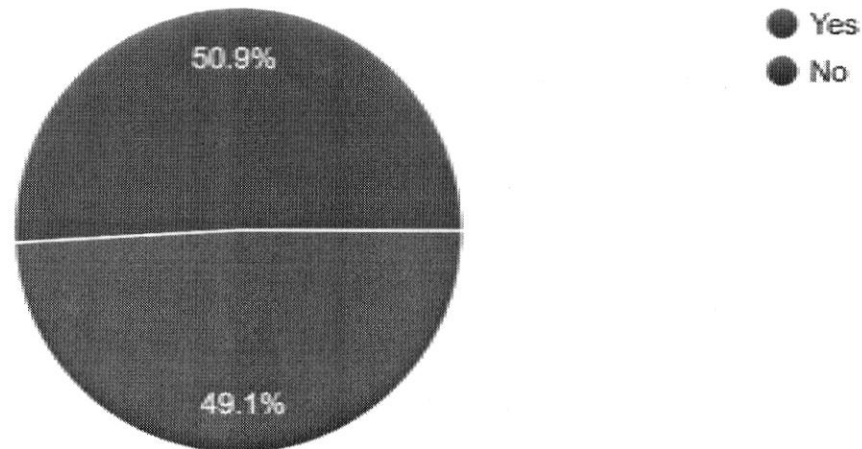


- Yes
- No

13. Majority of employees said there were no incentives for performance.

Are there any incentives given to top performers

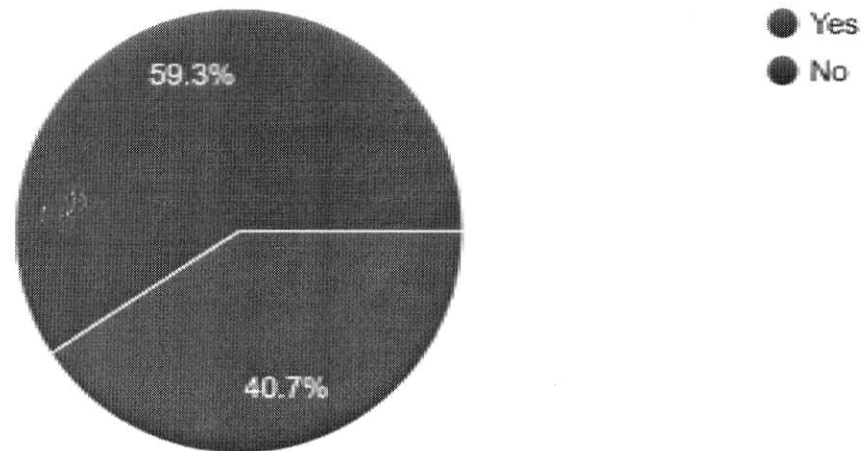
55 responses



14. Majority of respondents said there was no feedback given on their performance.

Are you given feedback on your work performed

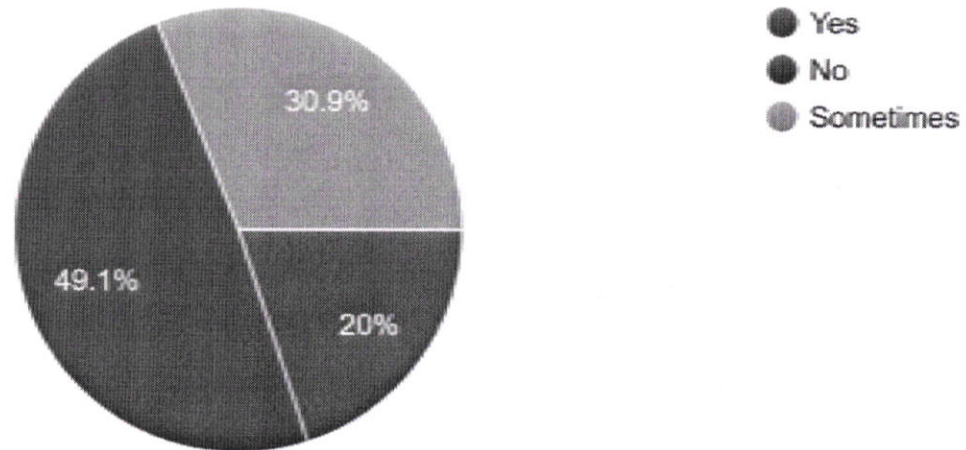
54 responses



15. Majority of employees said the company didn't provide an opportunity to showcase their talent.

Does the company give you an opportunity to showcase your talent

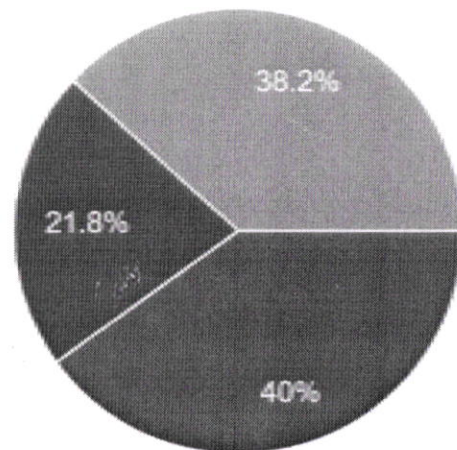
55 responses



16. Employees said they will be given an warning for absentesim.

How is employee absenteeism dealt within the company

55 responses



- By giving a word of caution
- Rewarding employees for maximum attendance
- Deductions from Salary (Loss of Pay)

INSURANCE PLANS

Types of insurance plans

1. Term plan
2. Unit linked insurance plan(ulip)
3. Endowment plan
4. Money back
5. Whole life insurance
6. Child's plan
7. Retirement plan

TERM PLAN-pure risk cover

| PLAN NAME | ENTRY AGE | MATURITY AGE | POLICY TERM(MIN-MAX) | TAX BENEFITS |
|-----------------|------------|--------------|----------------------|---|
| LIC-tech term | 18-65years | 80 years | 10-40years | Offers tax benefits under section 80c and section 10D of the income tax act |
| LIC Jeevan Amar | 18-65years | 80years | 10-40years | Offers tax benefits under section 80c and section 10D of the income tax act |

RETIREMENT PLANS

1. New jeevan shanti plan
2. New jeevan nidhi plan

Entry Age: 60 years (completed) - No limit

Policy Term: 10 years

Minimum Pension: Rs. 1,000/- per month

Maximum Pension: Rs. 1,20,000/- per year

ULIP-insurance+investment opportunity

1. fortune plus
2. Child fortune plus
3. Market plus
4. Money plus
5. Profit plus
6. New endowment plus

ENDOWMENT PLAN- insurance+savings

| PLAN NAME | ENTRY AGE | MATURITY AGE | MINIMUM SUM |
|-------------------------------|----------------|--------------|-------------|
| SINGLE PREMIUM ENDOWMENT PLAN | 90days-65years | 10-25years | 50000 |
| NEW ENDOWMENT PLAN | 8-65years | 12-35years | 100000 |
| NEW JEEVAN ANAND | 18-50years | 15-35years | --- |
| JEEVAN RAKSHAK | ---- | --- | --- |
| JEEVAN LAKSHYA | 12-25years | ---- | 100000 |

MONEY BACK PLANs

- Lic's bima sree
- Lic's jeevan shiromani
- Lic's new bima bachat
- Lic's new money back plan-25 years
- Lic's jeevan tarun plan

CHILD INSURANCE PLAN

| PLAN NAME | ENTRY AGE | MATURITY AGE | POLICY TENURE | SUM ASSURED |
|----------------------------------|----------------|--------------|----------------------------|----------------|
| LIC NEW CHILDREN MONEY BACK PLAN | 0-12years | 25years | 25years-entry age of child | 100000 |
| LIC JEEVAN TARUN PLAN | 90days-12years | 25years | 25years-minus entry age | 75000-no limit |

Dr. K. Sivarachala Rani.

TSRTC

MBA - IIIrd Sem - TQM

Seminar presentations
(TQM)



INTRODUCTION

- × Industry : Bus Service
- × Founded : 2014; 4 years ago
- × Headquarters: Hyderabad,
Telangana, India

Key people :

- × P. Mahendar Reddy (Transport Minister)
- × S. Satyanarayana (Chairman)
- × G. V. Ramana Rao (MD)

INTRODUCTION

Telangana State Road Transport Corporation (TSRTC) is a state-owned company that runs transport services within the Indian state of Telangana.

It was formed in 2014 by splitting the Andhra Pradesh State Road Transport Corporation.

It serves about 89.4 lakh passengers every day, having three zones and Services operating through 96 depots.

AWARDS AND ACHIEVEMENTS

× *Highest KMPL fuel efficiency
for the year 2014-15*

× *Award for Excellence 2016 -
Best Bus Transportation.*