

SAMURVHI

Beyond The Halls Of TVY

Volume 1 No.1

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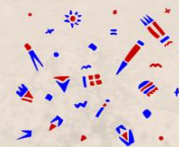
ABHYAS

The Global Success



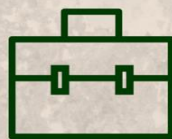
India Tastes Success

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Abhyas Photos

Messages



I have perused the inaugural copy of SAMVRIDHI, Vol-I, No:1 brought out by BVC MBA Dept.

I congratulate Dr. N.S. Chakravarty Head of Dept and Mrs. K. Suvarchala Rani and her team of students who have conceived, compiled and edited a new effort with many interesting articles. I am sure that with this springboard, SAMVRIDHI will grow in the years to come as many more enthusiastic management students will actively participate, through their contributions to this magazine.

A handwritten signature in black ink, appearing to read 'M. Vijay Rao' with the date '25/11' written below it.

Col.(Retd) M. Vijay Rao Hon. Director, BVC



It gives me immense pleasure to congratulate the faculty and students of Management Studies on their maiden effort in bringing out the quarterly magazine “SAMVRIDHI – BEYOND HALLS OF IVY”.

My appreciation to every member involved in making this initiative bear fruits. I am very confident that the magazine gives the faculty an opportunity to nurture and explore the inherent potential of the students.

Best wishes to all the faculty members and students.

A handwritten signature in blue ink, appearing to read 'Y. Ashok' with the text 'Prof. Y. ASHOK PRINCIPAL' printed below it.

I appreciate and congratulate the team members of the Abhyas Club in bringing out the maiden newsletter ‘SAMVRIDHI’.

I expect this useful newsletter on quarterly basis and wish each one of them all the best.

A handwritten signature in black ink, appearing to read 'Dr. N.S. Chakravarty'.

Head, Department of Management Studies

EDITORS OF SAMVĪDHI

1. Ananya Chatterjee
2. Deeksha Kaushal
3. Gaurav Paul
4. G. Buvanawari
5. G.V. Swati
6. Krithika Yagneshwaran
7. Murtaza Idris Raja
8. Neetu Jain N
9. P. Gouthami Haritha
10. Sai Chandra
11. Sai Pravallika. G
12. Sharang Mathur
13. Sri Bhavya
14. Sanal Kumar P
15. Title written by G Suryakanth



“THE GLOBAL SUCCESS”

By: Neetu Jain

SAMSUNG

Did you know? Samsung originally dealt with groceries and made noodles? Samsung which was started in 1938, by Lee Byung-Chull with a headcount of 40 employees was set up in Daegu city in South Korea. The company prospered and Lee moved its head office to Seoul in 1947. Gradually Samsung diversified into many different areas. Samsung moved into lines of business such as insurance, securities and retail.

In 1947, Cho Hong-Jai, the Hyosung group's founder, jointly invested in a new company called Samsung Mulsan Gongsa, or the Samsung



Trading Corporation, with the Samsung's founder Lee Byung-Chull. The trading firm grew to become the present-day Samsung C&T Corporation.

Samsung's inception in technology

In the late 1960s, Samsung Group formed several electronics-related divisions, such as Samsung Electronics Devices, Samsung Electro-Mechanics & Samsung Semiconductor & Telecommunications.

In 1980, Samsung acquired the Gumi-based Hanguk Jeonja Tongsin and entered the

telecommunications hardware industry. Its early products were switchboards. The facility was developed into the telephone and fax manufacturing systems and became the center of Samsung's mobile phone manufacturing. They have produced over 800 million mobile phones to date.

In 1987, Samsung Group was divided into four business groups-Samsung Group, Shinsegae Group, CJ Group, and the Hansol Group. Today these separate groups are independent and they are not part of or connected to the Samsung Group.

In 1980s, Samsung Electronics began to invest heavily in research and development, investments that were pivotal in pushing the company to the forefront of the global electronics industry. It started expanding and set up offices in Portugal, New York, Tokyo, England and Texas.

Samsung started to rise as an international corporation in the 1990s. It became the largest producer of memory chips in the world in 1992, and is the world's second-largest chipmaker after Intel. In 1995, it created its first liquid-crystal display screen. Ten years later, Samsung grew to be the world's largest manufacturer of liquid-crystal display panels. A joint venture between Samsung and Sony, in order to provide a stable supply of LCD panels for both manufacturers, came into the picture. S-LCD was owned by Samsung (50% plus one share) and Sony (50% minus one share).

Compared to other major Korean companies, Samsung survived the 1997 Asian financial crisis relatively unharmed.

We now see Samsung as a successful company. Product diversity strategy was its strength. It focused on various markets and then expanded, later by individualizing the groups.



DO YOU KNOW? Facebook is primarily blue because Mark Zuckerberg suffers from red -green color blindness.



“India Wastes success”

BY: Swati

Flipkart

Flipkart (Company) was founded in 2007 by [Sachin Bansal](#) and [Binny Bansal](#), both alumni of the IIT, Delhi. They had been working for Amazon.com previously. The business was formally incorporated as a company in October 2007 as Flipkart Online Services Pvt. Ltd. The first product sold by them was the book *Leaving Microsoft To Change The World*, bought by VVK Chandra from Andhra Pradesh. Flipkart now employs more than 33000 people. Flipkart allows payment methods such as cash on delivery, [credit](#) or debit card transactions, net banking, e-gift voucher and card swipe on delivery.

ROAD TO SUCCESS:

There are a variety of reasons for the success of Flipkart, some of which are the ways through which it raised its capital, acquisitions they made to reduce competition and strengthen their market share and the collaborations they made and nourished. Some of the major events are:

ACQUISITIONS:

- In 2012, it bought Letsbuy.com, an Indian e-retailer in electronics, for an estimated \$25 million. Letsbuy.com was closed down and all traffic to Letsbuy has been diverted to Flipkart.
- In 2014, it acquired Myntra.com in an estimated \$319 million deal and it has kept the website alive for its business ventures.



COLLABORATIONS:

- Flipkart tied-up with Motorola Mobility, previously owned by Google but then sold to Lenovo, to launch its budget smart phone Moto G in India on 5th February 2014.
- The sale of high-end smart phone Xiaomi Mi3 produced by [Xiaomi Tech](#) was launched in India on an exclusive tie-up with Flipkart. Also on 2nd September 2014, Flipkart held a flash sale of the Xiaomi [Redmi 1S](#) budget Android Smartphone which was launched in India in July 2014.

CHALLENGES:

- On 6 October 2014, Flipkart launched a promotion called 'Big Billion Day' with the intention to increase the popularity of their website by targeting a billion sales in 1 day. This, even though Flipkart achieved the target, led to public outcry and widespread criticism among consumers, competitors and partners, heavily damaging its reputation.
- Flipkart received mass criticism on the subject of net neutrality after their announced partnership with Airtel to use the Airtel Zero platform which would have made the Flipkart app free for Airtel Users. On 14 April 2015 Flipkart retracted its decision to use Airtel Zero platform.

Even with these setbacks, Flipkart is still a giant in the e-commerce industry in India and it is ready to achieve new heights in terms of sales, service and market share which is evident from their mammoth prediction to reach the \$10 billion sales mark by the end of 2014.

DO YOU KNOW?

The Rubik's cube is the best-selling product of all time.



“FAILURES TO SUCCESS”

By: Pravallika

Harley Davidson

Survival of the fittest is the motto of life. Harley Davidson, a well-known American motor cycle company also had its crests and troughs during its career.

Harley Davidson was founded by two childhood friends William S Harley and Arthur Davidson. In 1903, Harley Davidson launched their first power cycle. They also noticed that the bike was not fit to climb hilltops without the pedal's assistance. That was the humble start of making amazing motor cycles today.

Harley Davidson had their fair share of troubles but emerged successfully. In order to survive the depression during that time, the company manufactured industrial power plants based on their motorcycle engines. They also designed and built a three-wheeled delivery vehicle called the Servi-Car, which remained in production until 1973.

The motor company revived after supplying bikes to the U.S military during World War 2 by producing more than 90,000 bikes.

Harley Davidson still never had its happy days for a long time. In 1969, American Machine and Foundry (AMF) bought the company, streamlined production, and slashed the workforce. This tactic resulted in a labour strike and lower-quality bikes. The bikes were of inferior quality, high priced, and were low on performance. Avid bikers ridiculed the bikes calling it “Hardly Ableson” “Hogly Ferguson” and that is how the nick name Hog, meaning ugly came into picture. Today, H.D.G stands for Harley Davidson Group.

It is observed that people shudder and normally when difficulties stare in their eyes they quit. But, if Harley and Davidson would have quit, we wouldn't have this success story to tell. Apparently it is not about who faced what. It is about who never quit and charged on.



DO YOU KNOW?

The first Lamborghinis were tractors, and they're still made today.



“WHAT’S GOING ON”

BY: GOUTHAMI

Infosys

Infosys takes various steps and measures to boom its figures and to essentially take care of its employees. Let’s see what they are.

- Proactive thinking.
- Getting more social.
- Simplification.
- Building and adopting newer tools for employee.
- Engagement and experience management.
- HR singing different tunes – Motivation differs from person to person.



Specific Key areas were changed in 2014 by Infosys:-

- ‘Next-Gen Payroll outsourcing’ - Creating a global pay-roll hub for seamless transfers.
- HR analytics for business insights- Enterprises are moving away from metrics and dashboards to find deeper employee insights.
- Be a Roman in Rome- Enterprises expect providers to be up to date on country specific HR and payroll legislature changes.

The profit revenues for Infosys are as follows:-

Years	Revenue (In Crores)
2014-2015	53,319
2013-2014	50,133
2012-2013	40,352
2011-2012	33,734
2010-2011	27,501

DO YOU KNOW?

Pepsi got its name from the digestive enzyme pepsin.



HYDERABADI START-UPS

BY: ANANYA

Tez Solutions

Youth invigorate with energy. The zeal to learn and earn drives them to success. The Samvridhhi team interviewed a growing start-up, asking the proprietor his experiences, challenges and learning by starting a business-Tez Solutions, SPV Kendra and Bamboo Ranch.

Vignyan Tej, an alumnus from Bhavan's Vivekananda College, Sainikpuri started a few ventures and is progressing steadily towards success. He opens up to disclose material facts about his ventures and his advice to the students of Bhavans.



Tell us something about your organization?

At present I am actively managing 3 organizations. My first being 'Tez Solutions', a Tech start up, offering Web Design, Web Hosting, Payment Gateways and other allied services.

When did you start your business and what was the motivation factor?

I started with Tez Solutions, during my college days in 2009, while was pursuing MBA right here at Bhavans! It was only as a means of earning pocket money.

What was your seed capital?

Tez Solutions required no initial budget as it was purely a service based venture with me as its only resource. The income was sufficient for further investment in technologies and online marketing. Though my operations have grown, I still get to work at my own pace, with a distributed global workforce in a purely virtual office. So almost nil seed capital! The most important thing is the Sweat Capital, and the Knowledge Capital, which I have invested. Every day, every hour, and every minute should be a learning opportunity. I have learnt a myriad amount of technologies and keep expanding my knowledgebase. That is the seed capital which trumps over anything else and that's what that sets you apart.

What were the challenges you faced in the process of starting the business?

The biggest challenge we start-ups are facing in all of our ventures is the availability of competent people to manage the various activities. Most of the students from various colleges are not in connect with the present technology and trends. The syllabus is horrifyingly outdated. This was one of the points I highlighted to the UGC team when our college was applying for NAAC Accreditation status. So hopefully I, and other startups, would be getting a few interns from our college in the near future.

What are your promotional strategies?

The promotional strategy for Tez Solutions at present is simple Search Engine Optimization and Word of Mouth as my present focus is on Bamboo Ranch. Promoting in the Entrepreneurship forums is in the pipeline.

What is the total turnover?

Turnover for Tez Solutions is presently around 4 lakhs.

What is your future plan with respect to the business?

My plan for the future is that Tez Solutions will be as an undercurrent which would be diversifying into other products and services and my focus would be to expand to other operations, hand in hand to encompass various locations distributed along the Eastern Ghats of India.



What do you consider your biggest strength as an entrepreneur and also in terms of business?

My biggest strength is my ability to learn fast. This has given me an edge over many others. I am very thankful to my dad for training me in speed reading techniques and the importance of language. As we all know that Knowledge is Power; we gain knowledge through books; to understand books better we need to know language better; And to acquire more knowledge, we need to read more books/internet (relevant sites). This fast learning helps in changing my processes fast as per the changing requirements of the market. (Some may draw a parallel to The Agile Manifesto, but just faster.)

What message do you want to give to today's youth (students of Bhavans Vivekananda College)?

My advice to the youth of today in general is that gone were the days when a degree and your qualification were enough to get you employment. I and my team from the Entrepreneurship Society have come across a situation where we gladly selected an SSC pass candidate while rejecting an IITian for the position! It is the never-ending thirst for knowledge and pursuit of excellence in whatever you do that will give you satisfaction in life.

Stick with an idea, which has the potential to affect the lives of majority around you. And address that problem well and make adjustments as necessary. The goal remains same, but the path may vary. And for a true entrepreneur, money is never the goal, its only the means to achieve a goal, and later, a by-product.

Do You Know?

Apple's iPad retina display is actually manufactured by Samsung.



BUSINESS MASALA



WHO AM I?

BUSINESS JARGON

Listen, I don't want you **BOILING THE OCEAN**.
If this is a dead-end, just move on.



I hear you. Just a few more **DEEP DIVES**.

Just want to **DRILL DOWN** a little bit more. . .

I promise it will get done.

***BOILING THE OCEAN**= to go overboard with a task

***DEEP DIVES**= an in-depth study

***DRILL DOWN**= to investigate thoroughly

WHAT IS THE TAG LINE OF

1. **ICICI BANK**

2. **RAY BAN**

ACE YOUR INTERVIEW

Keep it simple and professional and do not cloud your words with unnecessary details **JUST LIKE THE ICING ON A CAKE.**

The arrow between the letter 'e' and 'x', which represents the company's forward thinking ways and outlook towards the future.



TALENT HUB



Sometimes things don't go as we like,
Like reaching a wrong destination on your bike,
To be surrounded by things so alien,
Everything starts to hurt and pain,
You start losing hope, you start losing heart,
The strength starts waning which you had in the start,
And you lie in a corner with everything dark,
To raise you up there is no spark,
Everything you did appears wrong,
Just like a sad verse in a love song,
And you're lying there with no one to pull you back,
From the darkness that lies in you along the track,
You feel lost and you feel worthless,
There is no joy but stress and stress,
But do you know that things go wrong a lot more times,
Than the ladder of success that people climb,
And if you give up you'll lose for sure,
When a door closes there is always another door,
So be brave and begin to hope,
Work harder, smarter and achieve than cope,
Cos you're born to a winner and to gain your share,
And you're alone cos for nobody will care,
So don't be afraid to fail its a part of life,
Learn from it engrave the lesson with a knife,
Cos you too know that wo succeed are only a few,
And with time and self belief you'll get through,
Cos after every storm lies a beautiful sky,
Spring comes after autumn goes by,
And after all those dark days and winter snows,
Growing in the midst with the sun is a beautiful rose.

By Sai Chandra
BBA 3rd year





ABHYAS PHOTOS



Coordinators and Organizers of Abhyas events



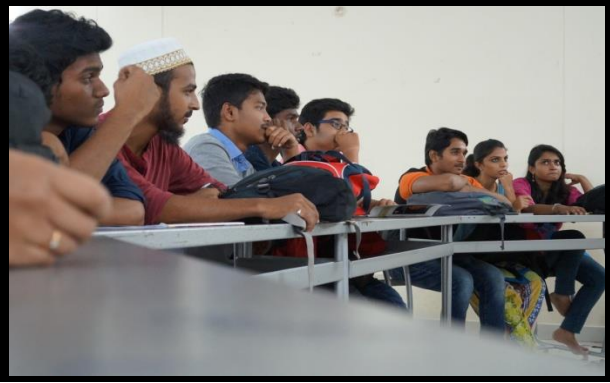
Winners of Abhyas event



Instructions given to the students regarding events



Winners and runner up of event "GUESS ME"



Students enjoying the Abhyas event conducted by Organizers



Students discussing about the event

ABHYAS TEAM

