

# SAMVADHI

*Beyond The Halls Of TVY*

Volume 2 No.1

Jun 2016-Sep 2016



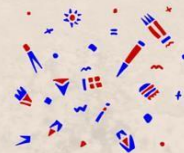
## ABHYAS

**The Global Success**



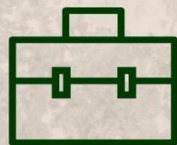
**India Tastes Success**

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**Talent Hub**



**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 'Sd.' and '25/11' written below it.

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

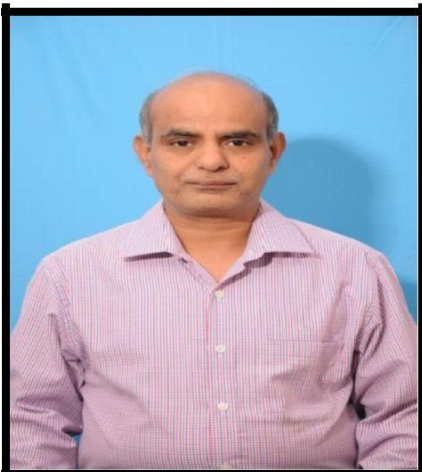


It gives me immense pleasure to congratulate the faculty and students of Management Studies on their maiden effort in bringing out the quarterly magazine “SAMVRIDHI – BEYOND HALLS OF IVY”.

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 'Prof. Y. ASHOK' and '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 SAMVIRIDHI**

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# THE GLOBAL SUCCESS

A style statement - shoes. Who doesn't love shoe that dignifies the person carrying it? To carry with apparel wear or frolic. The company that effortlessly constitutes one's eloquent style is Nike. Yes, a brand that is „tick-marked“. A journey that is less known of this company reveals itself now.

American businessman Phil Knight who was convinced that the way to compete with the Germans was to introduce cheap but high-quality running shoes from Japan, he went forward with his plan. Despite having an unmatched idea and a solid plan but he didn't have the capital to achieve his goal. As a former middle-distance runner in college, he was dreaming of a way to combine sports and business, and make a living.

During a world tour in 1963, Knight landed in Japan where he managed to make an appointment with Onitsuka, the parent company of tiger running shoe. Tiger shoes was interested in selling sneakers to American runners, and gave knight the samples, which he sent to the man he trusted most- his former coach at the University of Oregon. His coach was impressed by the tiger shoes Phil knight had sent him and proposed that they could work together and market the shoes in the

After finalizing a deal with Onitsuka,

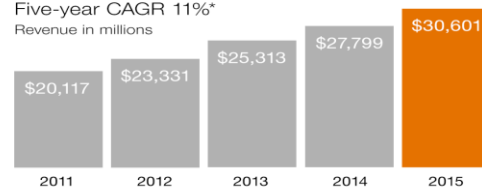
they shook on the details of a partnership. The company was founded on January 25, 1964, as Blue Ribbon Sports, by Bill Bowerman and Phil and officially became Nike, Inc. on May 30, 1971. They named "Nike," after the Greek Goddess, Goddess of Victory. Nike is often depicted with wings, giving rise to her designation "Winged Victory." In addition to this the company operates retail stores under the name Nike town. Nike sponsors many high-profile athletes and sports teams around the world, with the highly recognized trademarks of "Just Do It" and the Swoosh logo.

## FINANCE:

In November 2015, Nike announced it would initiate a \$12 billion share buyback, as well as a two-for-one stock split, with shares to begin trading at the decreased price on December 4th. The split will be the seventh in company history.

### NIKE, Inc. Revenue Performance

Fiscal Years 2011-2015  
Five-year CAGR 11%\*  
Revenue in millions



\* 5-Year Compound Annual Growth Rate (CAGR) based on Fiscal Year 2010 Revenue of \$18,324 million. The revenue amounts presented reflect the results of our continuing operations.

## **ROUTE TO SUCCESS -**

Nike has found lasting success emphasizing and giving module and consistently direct attention to its product creating quality, endorsements to attract world and culture through proactive entries.

Through a mix of provocative, imaginative and entertaining marketing that leveraged their athletes, Nike came to stand for both championship level performance and attitude. Every athlete was positioned to be approachable and calm. Nike assuaged a way to

be a sports brand that is rooted in both authentic sports and pop culture.

Bill Bowerman's determination for finding a better solution and Phil Knight's business innovation led to making Nike as one of the most profitable and recognizable companies in this field of industry. Nike employs more than 44,000 people and its brand alone is valued at nearly \$10 billion. Nike's success has been the result of the pervasive innovation and periodic investments resulting in Nike making profits worth hundreds of million dollars each year.



**DO YOU KNOW?**  
Coca-Cola originally  
contained cocaine





## **“India Tastes success”**

The story of Dabur is more than a century old when it was established as a small pharmacy by Dr. S.K Burman, in 1884, in Kolkata (erstwhile Calcutta). Since then it is a story of success based on innovative ideas, dedication to nature, corporate and process hygiene, dynamic leadership and commitment to the partners and stakeholders.

Dabur established its first production unit at Garhia in 1896 and it was one of a very few Indian companies to start its own R&D unit in 1919. In early 1900 itself, Dabur identified nature-based ayurvedic medicines as its orbit of specialization.

It is the first company to provide health care through scientifically tested and automated production of formulations based on the Indian traditional science.

Dabur was incorporated as a PVT. Ltd. Company-Dabur (Dr.S.K.Burman) Pvt.Ltd. in 1936. There has not been any looking back since then.

Seeing an immense potential to serve the Indian customer with low-cost high quality ayurvedic products for personal care, Dabur introduced the first packaged and branded hair oil-. Today personal care is the largest SBU

contributing to 45% sales of Dabur and comprises of the following products-

- Products related to hair care, skin care, oral care and foods.

However, health care remained to be the prime – focus for the company and it is the 2<sup>nd</sup> largest SBU with 28% share in sales.

- Products related to health supplements, digestives, baby care and natural cures. Leadership in ayurvedic and herbal products market with highly popular brands.

Innovation has been the key all along, Dabur chyawanprash was the first packaged and branded chyawanprash in India, when it was launched in 1949.

In the ayurvedic medicines segment, Dabur today has more than 250 products sold through prescriptions as well as over the counter.

The company shifted base to Delhi from Calcutta in 1972 and started commercial production at Sahibabad, the most modern herbal medicines plant at that time. With the technology at the helm in Dabur, by 1995, in addition to the existing products, the company exported products.

Dabur captured the imagination of young Indian consumers in 1996, with the launch of real fruit juices—a new concept in the Indian food market. “REAL” became the fastest growing and largest selling brand in the country.

Subsequently, Dabur food also took the route of ethnic cooking pastes and chutneys to enter Indian kitchens—when homemade was born.

The giant completed 100 years in the year 1984 and became Public Co. Ltd. Over a span of 100 years, Dabur has grown from a small beginning based on traditional health care to a commanding position amongst the august league of large corporate businesses.

However, there was no place for complacency at Dabur.

Dabur established its leadership in health care as one of only two companies worldwide to launch the anti-cancer drug *intaxel* (Paclitaxel). Dabur Research Foundation, which was set up as early in 1978 developed an eco-friendly process to extract the drug from its plant source.

Three domestic pharma companies—Cadilla pharmaceuticals, Shantha Biotech and

Dabur India, had signed an agreement with the department of biotechnology, Government of India for developing and marketing basic molecules in leprosy, hepatitis and tumor disease segments.

With the setting up of Dabur Oncology’s sterile cytotoxic facility in 2001, the Company gained an entry into the highly specialized area of cancer therapy. The state of the art plant and laboratory in the UK had approval from the MCA of UK. They follow FDA guidelines for production of drugs especially for European and American markets.

As a reflection of its constant efforts at achieving superior quality standards, Dabur became the first Ayurvedic products company to get ISO 9002 certification.

Dabur is also implementing IT in a big way, which shall help in integrating a vast distributive system spread all over the country and across the world to cut costs and increase profitability.

In Dabur India Ltd. Knowledge and technology are key resources, which have enveloped the company to achieve higher levels of excellence and efficiency

### DO YOU KNOW?

**The Grand Canyon can hold around 900 trillion footballs**



# FAILURES TO SUCCESS

FedEx previously known as Federal Express is the World's largest airline cargo carrier. It specializes in delivering the parcels of every size and shape. Fred Smith came up with this idea of single company that could look after the delivery of a product from point „A“ to point „B“. He penned down his vision on a paper on the need for a system that would improve the delivery system and make logistics flow simpler and smooth for both the supplier and the customer.

His professor being not very impressed with his idea and gave him a „C“ grade for the assignment. Regardless, Fred was not discouraged and he went on and established Federal Express Corporation in 1971. Federal Express adopted the name „FedEx“ in 1994.

It started its operations in Memphis International Airport, Tennessee in 1973. FedEx offered courier pack, envelope delivery in both two-day delivery and overnight delivery options. FedEx had started its services with fourteen Dassault Falcon 20s connecting nearly twenty- five cities in the U.S.

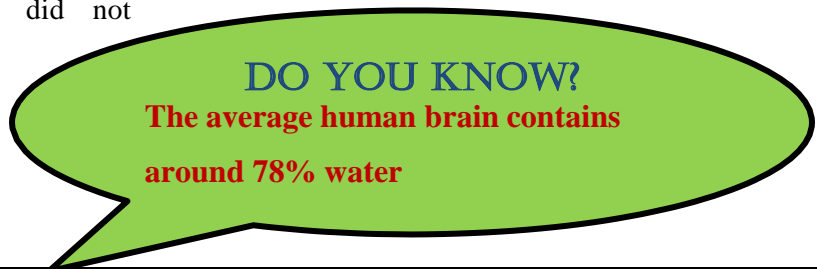
The first day of the operation was on April 17, 1973-that night only 18 packages were carried on board. Everyone's exhilaration on the company service being started, it did not

translate into business activity. This caused the company to lose nearly \$1 million per month.

Fred Smith found it difficult to operate the company with such huge losses in the very beginning. Shortly, he tried to raise capital to pay his staff and other outstanding expenses. After few failed efforts, he finally went on to convince nearly twenty of the leading risk venture capitalists in the country and was able to raise \$60 million in capital. So Thusly, FedEx had become one of the highest financed start-up companies in U.S. venture capital history.

In 1975, FedEx tried making to send parcels easier for customers by drop boxes in major localities saving customers time by running into their office. Ample number of customers adopted this service provided and got used to this method of parcel sending. By 1976, FedEx carried an average of nearly 20,000 parcels a day.

With catching changes in technology it bought bigger aircrafts like the Boeing 727-100 to accommodate the extra freight it every day. In the year 1978, FedEx was listed on the New York Stock Exchange and become a public enterprise.



**DO YOU KNOW?**

**The average human brain contains  
around 78% water**





# “WHAT’S GOING ON”

## RECENT TRENDS IN THE INDIAN ADVERTISING INDUSTRY AND THEIR IMPACT

21<sup>st</sup> century India has witnessed a gigantic customer revolution. The economy has scaled up to a staggering \$2 trillion from a mere \$422 billion back in 2001. Per capita incomes are on the rise along with the Gross Domestic Product (GDP). Some consumption segments have managed to hold on to their high billing including mobile phones, subscriptions and also cars. Indian advertising has naturally transformed itself to match the changing needs and demands of the newly emancipated population.

According to advertising experts, the landscape has shifted considerably as compared to the earlier decade and even the last few years. Service oriented sectors have grown as opposed to the slump in the manufacturing and production sector. This has impacted advertising immensely. Services now dominate both the print and television advertising categories and this is one of the biggest trends in the sector in recent times. Television has heralded its dominance over all other media platforms when it comes to advertising. According to industry statistics, television holds the lion’s share of advertising expenditure which is more than 40% while digital media is also rapidly expanding its footprints and will soon move into double digits.

Print media expenditure has gone down considerably and stands at less than the coveted 40% mark as per recent reports and statistics. Television is increasingly being used as a prime advertising platform by nationally acclaimed companies and organizations while print is the marketing weapon of choice for local and regional players. Alongside, advertising has witnessed the interdependence of media platforms where they often work complementary to each other to get the message across. This is another new development which is being tapped by agencies for their campaigns and marketing blueprints.

Soft drink companies still advertise hugely in their bid to outdo each other and this translates into fantastic advertising. Alongside, other duels have emerged between telecommunication companies and mobile phone companies as well. The Samsung and Nokia or Vodafone and Airtel battles are the stuff of modern day advertising legend. The telecom industry has taken up a huge space as far as advertising is concerned. Alongside, FMCG sectors are having a field day when it comes to occupying advertising space and consumer mind spaces. FMCG players are investing heavily in television advertising in recent times while consumer durables sectors are witnessing a quiet exit from the advertising space. Digital media is slated to be the next big thing in advertising and may soon overtake print as reinforcement to television advertising

**DO YOU KNOW?**

**You burn more calories sleeping than watching TV**



# Hyderabadi Start-ups

## LITTLE KIDDOS

Educating young smart kids with creative, talented, stimulating and secured healthy environment, little kiddos seeks in keeping the safety, security and enjoyment of kids as their top priority, stands their mission. Also providing strong foundation to kids, with opportunities, through play and other experiences, to develop the learning associated with - The arts , language development , early mathematical experiences , personal, social and emotional development , physical development and movement , the world around us.

A small session of interview with Little Kiddos went like-

### **What gave you the inspiration for this sought of start-up?**

-The key factor of this startup was to make the society aware of Kowkooor, a Pre-Primary school that can make difference in children's life most needed by the nation. Making grass root changes as concrete as a foundation for learning. We had a survey of kowkooor and it said a playschool is required for child's development.

### **What are your present objective plans and what do you aspire further?**

-To make people aware in nearby localities, the quality, interactive fun learning education we provide with utmost care of each child within an affordable and easily accessible limits. Our objective is to be a recognized leader in providing the best care for pre-school, and primary school aged children. Known for our exceptional educational programs, talented teams, and community relationships, we take pride on our unique blend of fun and learning experience in a safe and nurturing environment.

### **Coming to the vision and mission of this establishment?**

-It is to provide a structured curriculum and a positive environment which is designed to meet social, emotional, language and cognitive development of children and help them accept the challenges to succeed throughout their school years and beyond.

Our mission is to develop positive social skills and values and learn about world through age-appropriate play, projects and activities

### **How did this idea of play fun school generate?**

-It came from a great mind to start preschool within no limits and providing quality of education, competitiveness which others cannot do.

## **Did you face any sort of hurdles and issues while starting the work?**

- Yes, it is 100% when a new startup is done.

How to market it, share the information, understand the business, getting the requirements, arranging resources, logistics, making it success, making parents understand the educating service we provide & trust us, how their child's safe in our hands, security, safety and healthy environment, etc.

The issues were of competing with the other providers, promotions, resourcing, infrastructure and safety and quality of educational service.

## **What is the current scenario presently?**

-Well, it is doing great.

## **How did you adopt the theoretical knowledge into practicality?**

-Developed new market strategies, understood the parents, making them aware how we are growing and best practices we are adapting to make the kids smarter day by day.

## **What are the basic needed skills to start a playschool?**

-A primary trained and expertise teacher can make this start a successful. An individual requires qualitative attributes such as commitment, strong business acumen, interested in molding young minds with quantitative expectations i.e. capital investment is one huge among that. To provide overall support to start a play school in terms of Materials (Latest learning & teaching aids) i.e. logistic support, academic support in terms of curriculum, space, environment, security and also helps in effective running through admission enrollment. Adaptability, creativity, patience, responsibility, resourcefulness should work together well.

## **How long was the time spent on business work when this idea came up?**

-Initially it took almost whole day till the things were settled. Time is always important and it needs continuous improvement in child's development and growth of school.

When you choose a business you usually need to take responsibilities, power and authority added with more risk when compare to a job. What attracts most of us to start a business is the need for more freedom, but when it comes to responsibilities job could run without employee but not the business without owner. Knowing the difference between a job and a business opportunity could mean the difference between success and failure.

**DO YOU KNOW?**

**The Amazon rainforest produces half the world's oxygen supply**



# BUSINESS MASALA

amazon.com<sup>®</sup>

Not only does the arrow form a smile, it also cleverly shows that Amazon sells everything from A to Z.

## WHO AM I



### Ace Your Interview

The impression you want to give at your production job interview is that you are **efficient, prepared, intelligent and reliable...**

They don't care that you are also *wildly creative.* ★

### BUSINESS JARGON

Kudos, for herding cats.  
For which you gain traction.



I just spin the situation.  
It is just to Boil the ocean.  
At last it is a Win- win situation

**Kudos:** congratulations

**Herding cats:** Managing a group of people who don't necessarily want to be managed.

Gain Traction: Become more popular

Spin: Negative situation as positive situation

Boil the ocean: To attempt to do something that is impossible.

Win -Win situation: A solution where all parties are satisfied with results.

### Identify the company with the logo



# TALENT HUB



**Some beautiful paths cannot be discovered without getting lost**



**Smile, a reflection of happiness**



A POEM:  
THE WORLD IS MINE - Author  
Unknown

Today, upon a bus, I saw a very beautiful woman and wished I were as beautiful. When suddenly she rose to leave, I saw her hobble down the aisle. She had one leg and used a crutch.

But as she passed, she passed a smile.

Oh, God, forgive me when I whine.

I have two legs; the world is mine.

I stopped to buy some candy. The lad who sold it had such charm.

I talked with him, he seemed so glad.

If I were late, it'd do no harm.

And as I left, he said to me, "I thank you, you've been so kind. It's nice to talk with folks like you. You see," he said, "I'm blind."

Oh, God, forgive me when I whine.

I have two eyes; the world is mine.

Later while walking down the street,

I saw a child I knew.

He stood and watched the others play,

but he did not know what to do.

I stopped a moment and then I said,

Why don't you join them dear?"

He looked ahead without a word. I forgot, he couldn't hear.

Oh, God, forgive me when I whine.

I have two ears; the world is mine.

With feet to take me where I'd go.

With eyes to see the sunset's glow.

With ears to hear what I'd know.

Oh, God, forgive me when I whine.

I've been blessed indeed, the world is mine.



**Better be a free bird than a captive king**



**Photography is my passion, not a hobby.**



**Creativity never goes out of style**



# ABHYAS TEAM

