

# XTRAVAGATE

- THE BUSINESS PROBE

ISSUE 2 AUG 2016

A fortnightly newsletter from the  
Department of Management Studies,  
National Institute of Technology Trichy

INDEPENDENCE DAY WEEK ISSUE

*“Reality is, after all, too big for our frail understanding to fully comprehend. Nevertheless, we have to build our life on the theory, which contains the maximum truth. We cannot sit still because we cannot, or do not, know the Absolute Truth”*

**- Subhas Chandra  
Bose**



Images of 70th Independence Day Celebrations at National Institute of Technology Trichy (Image Courtesy : [www.pixelbug.co.in](http://www.pixelbug.co.in))

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## AUTHOR



JayaPrakash Sahu

City Head at Reliance  
Life Insurance, Hydera-  
bad

DoMS Alumnus of 2002-  
2004

Jayapra-  
kash.sahu@relianceada.com

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***“An error does not be-  
come truth by reason of  
multiplied propagation,  
nor does truth become  
error because nobody  
sees it”***

***- Mahatma Gandhi***

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## ALUMNI SPEAKS

### LEADERS FAIL THE TEAM AND TEAM MEMBERS MAKE THE TEAM SUCCESSFUL

Over a decade, having met a few thousand people, I found that the biggest success comes when an individual becomes a team leader, both in real life and in organizations. The success, from a team leader to a better leader and to a great leader, happens to very few. I was searching for reasons for the same, when I found two common trends, which I would like to discuss further.

1) Team leaders generally fail the team and blame either the team or the external factors for the failure. Very few genuinely own up to their failure. Those who do, possess the potential to be a great leader.

2) Successful Leaders often end up being good leaders. Great leaders, I found, are very few and I found how genuinely they give credit to the team. *Great leaders create leaders around them.*

#### Leaders Fail the Team

##### Leadership

Leadership is a rare phenomenon even though it's the most discussed one. Leader exists to show result in a desired direction within a time frame. Leader owns the result; chooses the process he goes by for the deadlines.

Regardless of the size of the team, leaders should know three things with absolute clarity

- 1) What is it, that as a team, we have to accomplish in fixed time frame?
- 2) Why do we have to do the same? And
- 3) How are we going to do?

If all of the immediate team members are in the same line with the leader regarding the above three, then it is a very well built team.

Here the point concerning “What” denotes the purpose, mission, objective and result that the team exists for.

Understanding of “Why” builds trust, fosters cooperation, competition within the team and the leader.

“How”, then, brings the heart and the soul to work.

Contrary to the belief of leader leading a set team, often a leader has to *build a team*. It's like a leader takes on boards a set and develops a team, often a leader has to *build a team*. It's



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like a leader takes on boards a set and develops a team.

In organization settings, a leader will have resources, time and initially, authority. People listen to the leader initially because of this authority, and in the journey, people follow because they like to follow, while later they follow because they trust the leader and finally they follow for the respect they have for the leader.

### Failure Signals

Team failures do not come suddenly, they show signs in terms of poor results, low participations from the team and low morale. A leader has to identify the signs early and needs to be strong for taking corrective measures. The first failure occurs when a leader is not able to identify the signals. Blaming the factors outside the team is common, which accentuates the problem leading to the team failure.

Team, as a unit, shows failure signals, gives many opportunities to leader to correct and to make the team strong and to harness growth. Still, if the leader doesn't rectify it, then the writing on the wall becomes reality.

### Team Fails and it is the Leader Who Fails the Team

### Team Members Succeed the Team

Success of a team is the success of its team members, members who have been brought into the objective, accept the leader's authority and align to a common goal, work under supervision and hence, succeed. Success of the team always belong to the team. Genuinely, a leader has to give credit of success to the team and its members. Average leaders take the credit, but great leaders genuinely give the credit to the team members.

Personally taking the credit of team's success is a huge mistake, if repeatedly done, it's a blunder and destroys the team spirit. A leader will find the base of his existence eroded over a period of time.

Giving credit genuinely will strengthen the base stronger. It's like building a strong web of trust each time a victory is genuinely attributed to a team member.

Leaders also have career, have personal growth and earn money. The choice before a leader is whether to have a good career now or a great career later. Today in organizations, we have more than 99% successful team leaders having a good career and only 1%, a great career.

The real test for a successful leader is to keep succeeding, giving credit to the team members and making them leaders. A leader who understands this will be happy and will enjoy the team members growing, expanding their leadership skills to become great leaders.

**Team members make the team successful. Team members make a leader, better.**

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***“No matter how many lectures we give or listen, until we work like what is talked we should not expect our goal to be achieved even by mistake”***

**- Dr. Hedgewar**

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***“Loyal and efficient work in a great cause, even though it may not be immediately recognized, ultimately bears fruit”***

**- Jawaharlal Nehru**

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## INTERVIEWEE



### Daya Prakash

CEO, ADP InfoSystems

Ex-CIO LG, Visionary Entrepreneur, Angel Investor and Technology Evangelist

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***“Even if I have to face a death thousand times for sake of my motherland, I shall not be sorry. Oh lord! Grant me a hundred births in India. But grant me this, too, that each time I may give up my life in the service of the motherland..”***

***-Ram Prasad Bismil***

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## CORPORATE CONNECT

### INTERNET OF THINGS

Internet Of Things has been lurking around in the shadows long enough and it is now stepping in to the stardom. IOT is a revolutionary concept and it is going to rock the world. As students, it is imperative to gain insights into the currents trends in the field from industry experts. Xtravagate talked with Mr Daya Prakash, ex- CIO of LG and a prolific entrepreneur. Excerpts from the talk:

**As graduate students, how would the IOT affect us? How can the students enter into this field?**

There are two ways to go about it. Traditional way is in which you get into a firm which deals with IOT. Second one is to go about your own way, and build knowledge in the subject. This method often leads to start-ups. Even though IOT has been here for years, it is still in its infancy. It has not grown significantly above Home Automation systems. So, going with your own ideas will give students better opportunities than getting into the industry. Ideas with commercial value will succeed in the market. IOT is beginning to influence people. Students can find innovative ways to incorporate IOT in daily life which will be rewarding in their personal life too.

**What should not be connected to IOT?**

Looking into the history of IOT, it came with computerization. Data could be manipulated to gain information that will lead to decision making which basically runs a business. Over the time, we have shifted from manual to computerized and now the buzz word is automation. Today, a machine's health is monitored through IOT and employee's reaction to working condition can be utilized to enhance the working condition. But, this is leading to the creation of a huge data bank with personal information of unimaginable proportions. Leaking of this information will lead to serious security threats especially when hackers are too good to deal with. Hence, what shouldn't be connected to IOT becomes a question of what data shouldn't be collected. Criticality of data becomes a parameter in deciding this.



## CORPORATE CONNECT

### **IOT’s complete existence & IOT on Internet?**

Inter-operability is the fundamental focus of IOT. Huge number of devices are connected through different techniques and procedures. This leads to a critical problem of integration between these varied elements. To achieve this, internet will have to evolve. The solution will not come from a single entity, but a fundamental change will have to bring this. Different solutions will co-exist in such an environment. Network efficiency speed should be improved. IOT calls for better infrastructure.

### **Threat on cloud computing and Big data securities?**

IOT is a reality, it’s out there. It is practical and its need is huge. It is bound to flourish and will be well established in no time. Innovations are flooding and the graph is going up. I don’t see any pit falls in the near future. IOT is going to help us in making a sustainable world.

### **Are there sufficient Government regulations?**

I don’t think there is any regulatory framework solely for IOT. On the other hand, Government is encouraging and conditions are favourable. Frameworks will come into existence and then, the laws will be stringent. But this will help in increasing the reputation of IOT being more reliable. Nothing to worry about, now.

### **What role can it play in the Digital India initiative?**

As I said earlier, conditions are favourable. Government is focussing on Start-ups. IOT can flourish in this environment based on the merit of the idea and business viability. Separate focus is not required. IOT is now limited by imagination only.

Mr Daya Prakash conveys his warm regards to DoMS and best wishes for future activities. Xtravagate is extremely grateful to him for his time and effort.

## INTERVIEWERS



**Srijan Sunny**, MBA 1st Year, DoMS - NITT



**Jithin K V**, MBA 1st Year, DoMS - NITT

***“I am not ready to die because it requires infinitely higher courage to live”***

**- Sarojini Naidu**

## AUTHOR



A.S. Ramakrishna

MBA 2nd Year

DoMS NITT

ramakrish-  
na\_25892@yahoo.com

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***“Progress is implied in independence. Without self-government neither industrial progress is possible, nor the educational scheme will be useful to the nation... To make efforts for India’s freedom is more than social reforms”***

***-Bal Gangadhar Tilak***

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## XTRAVAGATE

### 69 Years of Independence and We’re Still a Start-up!

Nationalism, is it just a word or an emotion? The top search result on Google says that Nationalism is “an extreme form of patriotism marked by a feeling of superiority over other countries”. These days, attacks from naive right sided jingoists and pseudo left sided liberals have distorted the meaning of nationalism. Our preamble states, India is no land, but a sovereign nation state comprising of citizens of India, who by definition have rights to live in a democratic republic which is secular.

India was an experiment. Universal adult franchise in a poor impoverished country was an intellectual's worst nightmare. But here we are 69 years later, a poor third world country which ranks among the best in space race, produces some of the best minds currently around the world, and a rising economic supergiant. India has always been a significant entity in terms of world trade. Being the only country which has an ocean named after itself, considering the fact that waterway was the primary mode of transportation for traders, only highlights the economic significance of the country.

From being one of the oldest cultures in the history of the world, to being subsumed by foreign invaders due to a lack of identity, the idea of India has been a success and most, if not all of its ethnic groups see themselves as Indian, which promotes social unity against forces of diversity.

In this old and ancient land, we are a young population. In 5000 years of civilization, we have had about seventy years to start for our own. India is still a start up. Our culture is our pride. Nationalism has been given a negative connotation; it is so much more what French Revolution espoused it to be.

We will reform, we will abolish the imperfections inherent in our country and we will take care of it. I will do it in my own way and contribute to whatever legacy India will carry into the future.

JAI HIND!!



## XTRAVAGATE

### India's Voyage in the Rio Olympics 2016

The journey in the Rio 2016 Olympics for India has been quite interesting. India had sent its largest contingent this time. The endorsement of women power, portrayed as India's Daughters, at the top notch games has never been more spectacular! Wrestler, Sakshi Malik, won India's first medal, a bronze, making India proud. History was made by Pusarla Venkata Sindhu for being the first Indian woman to enter the Badminton finals in Olympics. Her stunning performance won the hearts of millions due to her perseverance and devotion, though she bagged a silver medal. She kept the Twitter trending, which shows the keen interest that the nation showed towards other sports too, apart from Cricket. The prize award for her commendable achievement given by the Delhi and Haryana Governments shows a way to encourage future sports stars. Four-time Olympian Abhinav Bindra finished 4th in the 10m air rifle category in shooting, along with the mixed doubles pair of Tennis, Sania Mirza and Rohan Bopanna and Dipa Karmakar, who is India's first female Gymnast to compete in Olympics, in their respective games. Yet, India remains as the world's worst per capita Olympic medal-gatherer and there is no real intent to correct this anomaly.

Games teach certain virtues to the people of the world. These come in a holistic package. An insight of such virtues would drive any human being to pursue herculean tasks and touch Himalayan levels. Exciting as it sounds to be, being an Olympian is a huge burden on one's shoulders and to shine and make one's country proud, an even bigger undertaking! Nevertheless, our champions and athletes have achieved a tremendous feat and this must be respected. Despite undergoing horrific accidents like the French Gymnast Samir Ait Said, the athletes push their dedication and wear their sporting claws to showcase the best of their skills.

It is time to celebrate and encourage more young talent in order to capture the front stage and lead the troops towards the brighter side of the tunnel. And for this, the country needs to find all the blooms in every category and enhance the facilities for their training. Instead of finding sports to be a diversion from the real mission in hand, it must be imbibed into the system as a part of a youngster's experimental curve. Laying out a modern, professional sporting system while gritty and talented individuals give their best, is necessary. India has a bright future in sports, provided the required infrastructure, efficiency, efficacy of funds spent, political will and commitment are ensured. Future Olympians need to be shown the path to success and paving the map lies in our hands alone!

### AUTHOR



Monisha Ravi

MBA 1st Year

DoMS NITT

Moni.ravi@gmail.com

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***"I emphasize that I am full of ambition and hope and full charm of life. But I can renounce all the at the time of need, and that is the real sacrifice"***

**- Bhagat Singh**

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## AUTHOR



**Bharath Rajeev**

**MBA 2nd Year**

**DoMS NITT**

**bharath.rjv@gmail.com**

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***“Manpower without unity is not a strength unless it is harmonized and united properly, then it becomes a spiritual power”***

**- Sardar Vallabhai Patel**

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## XTRAVAGATE

### **Economic Impacts of Income Inequality & Money Velocity**

During the run up to the 2016 Presidential election in, perhaps, the only superpower of today's world, the result of which will have huge impact all over the world, we saw something totally unexpected happen. It was Bernie Sanders, a socialist, out-polling the eventual Democratic presidential candidate Hillary Clinton and Republican presidential candidate Donald Trump in almost all the national polls in hypothetical match-ups. Well, eventually he was unable to win the candidacy for next president on the Democratic side, whatever the reason that was for. The question here is, how a self-proclaimed socialist, like Sanders, was able to win the hearts of a majority of this capitalist country who, because of the weight of history, religiously believe socialism is something evil?

One of the major reasons behind this paradigm shift was the ground reality of income inequality. To quote Sanders himself, “It is not moral, not acceptable and not sustainable that the top one-tenth of one percent now owns almost as much wealth as the bottom 90 percent, or that the top 1 percent, in recent years, has earned 85 percent of all new income. That is unacceptable. That must change.” According to world wealth report, US comes in at 4th spot in wealth inequality out of 141 countries. This is a direct result of following a capitalist economic structure which drove their growth for decades. If this is the case with one of the most prosperous country on the planet, how does India fair in income inequality, considering the fact that it follows a pseudo socialist economic structure? Well, India comes in at 13th place on the list and the divide between rich and poor is on the rise at a very significant rate. With a population four times that of US, this leaves India with a much larger number of poor people. Some say capitalism makes people unequally rich and socialism makes everyone equally poor. Here we have two vastly different economic success stories, but this success doesn't seem to resonate through all levels of the economic ladder. The income inequality and money velocity are entwined, so knowing the concept of money velocity is very important to understand its impacts on economy.

Money Velocity is the rate at which money is exchanged from one transaction to another and how much a unit of currency is used in a given period of time. Simply, it is how quickly money changes hands in an economy. Ideally, an economy with faster velocity is healthier than an economy with slower velocity. Also faster velocity means businesses are further along in the business cycle which increases price and hence, inflation. For example, consider a small economy with just a builder, a farmer and a mechanic. Suppose the builder pays the farmer Rs. 1000 for some farm goods. The farmer pays the mechanic Rs. 600 for tractor maintenance and the mechanic pays the builder Rs. 400 for some housing repairs. In this case, the original Rs. 1000 was used to pay for Rs. 2000 worth of goods and services over a given period of time and hence the velocity for this case is 2x. Velocity is important for measuring the rate at which money in circulation is used for purchasing goods and services and this, in turn, helps the investors to gauge how robust the economy.





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The US economic growth was driven by a high money velocity averaging 1.86x from 1959 to 2007. During the first quarter of 2016, velocity dropped to 1.46x. This is a record low since 1.66x in 1964. During the great depression, it bottomed out at 1.15x. Is this low money velocity a problem just in US? No, the situation is no different in India, China or even in Europe. To curb this problem of lack of money flow in the economy, the central banks across the world have been putting out money to grease the wheels of the economy, but it is not gaining traction. So where does the money go?

That is where the skewed economic structure comes into the picture. Logically, the more concentrated money is in a system, the more should be the velocity of money. But it depends upon the monetary activities of the holders of money. Famous American financier Asher Edelman explained it very clearly. He said, “when you have the top 1 percent getting money, they spend 5...10 percent of what they earn. When you have the lower end of the economy getting money, they spend 100...110 percent of what they earn. As you have a transfer of wealth to the top and a transfer of income to the top, you have a shrinking consumer base, basically, and a shrinking velocity of money...”. In other words, the poor or middle class tend to spend on the basic needs and hence the money is left to circulate through the economy with minimal savings, while the rich tend to take the money out of circulation as savings or illiquid or less liquid assets. This decreases the velocity. Several studies have indeed shown a strong positive relationship between saving rates and income. You should remember that what is saved today is spent in the future; or whatever illiquid assets cash is converted into today, may be liquidized in the future. Therefore, the effect on the velocity of money is not static, but it fluctuates through time. But when time value of money is considered, income inequality does seem to logically decrease the velocity of money and hence, negatively affects the economy.

According to Organization for Economic Cooperation and Development, certain types of income redistribution — specifically, high-value services like good education and healthcare — increase, and not decrease, economic growth if effectively targeted without inefficiency and waste. Also it's about time government policies regulate income inequality and laws to encourage banks to lend money, rather than speculate on the market to be put in place in order to maintain the robustness of the economy.

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***“Tolerance is the homage which the finite mind pays to the inexhaustibility of the infinite”***

***- Dr. Sarvepalli Radhakrishnan***

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***“The loyalty to the country comes ahead of all other loyalties. And this is an absolute loyalty. Since one cannot weight it in term of what one receives”***

***- Lal Bahadur Shastri***

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## AUTHOR



**Pradeep Kumar Dontha**

**MBA 2nd Year**

**DoMS NITT**

**pradeepdon-  
tha@gmail.com**

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***“In attaining our ideals,  
our means should be as  
pure as pure the end”***

***- Dr. Rajendra Prasad***

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## XTRAVAGATE

### **Torrentz and Piratebay Shut-down: End of Duopolies!!!**

Founded in 2003, Torrentz and Piratebay have been stable factors in the torrent community for over 13 years. With millions of visitors per day, these sites grew out to be the most visited torrent sites. But today, their reigns have ended, as the popular meta-search engines have announced their shut-down. The famous site, Torrentz disabled its search functionality without any prior warning. Torrentz was one of the oldest torrent sites till date. It was founded a few weeks before the Piratebay. In the same way, it was shut down within few weeks after Piratebay halted its activities. The surprising shutdown of Torrentz and Piratebay marks the end of an era in torrenting.

When Torrentz first came online, the site was hosting torrent sites, but it swiftly reinvented itself as a meta-search engine, the biggest of its kind. With millions of visitors per day, the site grew out to be one of the most visited torrent sites and was ranked as the 186th most popular website worldwide. The Torrentz shut down is a sudden shock for an average internet user because of which folks have started searching for other alternatives.

Shutting down of Torrentz and Piratebay was supposed to be a vital step in discontinuing piracy. Though there are copious links online for software, multimedia, mobile etc., which Torrentz hosted, one cannot find any download link for movies on internet that easily. Torrentz and Piratebay are major sources of links for downloading movies, thus creating a void to film industry. Due to the result of this void, many high budget Box office movies suffered huge losses. The movie *Wolf of Wall Street* is the most pirated film in 2015 with over 30 million illegal downloads, yet, it couldn't gross over \$117 million, giving the producers and the studio under \$17 million after the production cost, which is not much of a profit at all for a very high budget film. The billion dollar film industry has been saved from piracy after the shutdown of these two sites. It should be noted that all the mirror sites available in Torrentz and Piratebay are not genuine and there are fake links too. These fake links allow us to download harmful content which causes severe damage to the systems and may lead to a system hack.

It sounds profound to say that “An entire generation has grown up with free access to every song, movie, pc-game and book ever created”. No wonder they feel authorized to take what they want, which is available freely online without having a concern whether the source is legal or illegal. This behaviour of the entire generation should not be entertained. They don't consider piracy as a misconduct, and instead, develop an acuity that it's their rightful way of getting things done for free.

Though seeing Torrentz shutting down after 13 years of activity certainly marks the end of an era, torrenting is irrepressible and will most likely live on. But, an entire generation, after getting hooked onto free access of various stuff, wouldn't just sit quiet with fingers crossed for Torrentz or Piratebay to make a comeback. In some corner of the world, geeks may have already started developing a new interface of torrenting by now. No sooner the search engine interface pops up that piracy's trending would start up. Until then, let's be calm and be legal.



## XTRAVAGATE

### Pokémon GO: Going, Going and still Going

Pokémon, is a fictional animation series created by Satoshi Tajiri in 1995. It is based on the concept of fictional characters known as “Pocket Monsters”. The success of Pokémon all over the world has resulted into the creation of many games based on Pokémon. The latest game is Pokémon Go. It is developed by Niantic for Android and iOS devices in the smartphone market. What is so special about it? Let’s delve a bit deeper into the scenario and look into it.

Pokémon GO is a location based augmented reality game. Now the question arises- What is augmented reality? In simple terms, it is the merging of the real world with the reel world. Here the reel world is the virtual reality. The gameplay of this game has forced people to come out of their homes because the game requires access to varied locations to capture Pokémon in the virtual scenario. Seems not so interesting? Or maybe just interesting? Let’s spice it up a bit by throwing in some numbers.

Pokémon Go was initially released on 6th July 2016. Pokémon Go has crossed 100 million downloads in around a month. It has generated 268 million-dollar revenue as of August 12th 2016. The stock prices of all those who are involved in the production of the game, have increased by more than 25%. 78% of people who are playing the game are aged between 18 and 34. Global Phenomenon? Sudden Craze? Or is it just an emotional attachment? What triggered this massive success? The questions are in a dire need for answers.

The success of Pokémon Go proves that new technology introduction can create a lot of interest if it properly hits the sentiments of the people. Since Pokémon go incorporates the technology of augmented reality, which is a technology still in its nascent state, the curiosity among customers is huge. Hence, the market potential to tap this new interest is also huge. Niantic also took into consideration the emotional attachment of the people with a franchise known as Pokémon which is more than 20 years old. The playing of the game has posed some serious security concerns too. This is mainly because the game uses a real world location to affix the characters in the game, and the locations are generated by a random generator in the application. This has caused the in-game characters to be found in tragic real world locations including bathroom, top of a ceiling fan, furnace and so on. This poses environmental risks to the gamers.

Since the market is new, and the technology implemented is also new, the market has a single seller with multiple customers. Hence, for the time being, Niantic will dominate the augmented reality market. It remains to be seen if another competitor arises with similar emotional attachment but with better technology to challenge the growth of Pokémon Go game. As of the near future, Pokémon Go may easily cross 500 million-dollar revenue once it is released in more countries. The business is predicted to run through lesser storms and more tail winds, at least, in the shorter run. After all, one should enjoy playing as much as one should enjoy their work.

## AUTHOR



**Tryambak Chatterjee**

**MBA 1st Year**

**DoMS NITT**

**tryambak15@gmail.com**

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***“Don’t See others doing better than you, beat your own records every-day, because success is a fight between you and yourself”***

**- Chandra Sekhar Azad**

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## AUTHOR



**Praveen S V**

**MBA 1st Year**

**DoMS NITT**

**praveen-  
jazz52@gmail.com**

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***“I am restless, I am  
athirst for far-away  
things... I forget, I even  
forget, that I have no  
wings to fly, that I am  
bound in this spot ever-  
more ...”***

***- Rabindranath Tagore***

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## XTRAVAGATE

### **Role of Emotion in the Life of Entrepreneur**

It is a very common aspect that in the world of Business, emotion plays an important role in the life of every entrepreneur. Maslow Hierarchy theory states, 'The utmost need of a person is self-actualization.' While reading the history of any successful CEO, one can understand emotions played a vital role in their path of attaining self-actualization. Being a father, mother, son, daughter or a friend does have emotions of its own. Chanda Kochhar, in her letter to her daughter, quotes that 'Being a mother, I have learnt the importance of adapting to circumstances and not being afraid of the unknown challenges'.

Noam Shpancer in his book 'The good Psychologist' concludes that 'Action creates emotion.' Hawthorne experiment shows us that action creates emotions and emotions tune up the behavior subjected to the external environment. It is very common that what we go through will eventually lead us to what we will be in future. Just like in the life of any human being, in the life of an entrepreneur the emotions of what they undergo in personal life will eventually have a gradual effect in their professional life, as well.

We all know that business is all about maximization of profit. Although family life and Business life are distinctly different from each other, there is an element of commonality between the two: Both need fair amount of Emotional investment. Cavincare's chairman CK Ranganathan once told in his interview that, whenever he feels he needs relaxation, he used to go on a picnic with his children. He further states that, 'It is the reason, why I am successful today.'

To become a good entrepreneur, one should attain self-actualization. For any human being, emotions play an important role in attaining self-actualization. In the famous play of Shakespeare 'King Richard II,' King Richard, while addressing to a civilian who called him as the king as, 'You do feel hunger and I do, you do feel anger and I do, you do long for love and I do, then how you can call me as king as we both share the same emotions'. It does not matter who we are, it's all about what we are and eventually we are all human beings.

In the end, Emotions are what human beings are made of, and emotions are what human beings are made for. Without emotions, the whole existence of human beings will be nullified. We are who we are, simply because of the fact of what we love. A quality time with loved ones, spending an hour with parents and children and hanging out with friends for some time, will energize and enrich the thoughts of every human being. The emotions of love and friendship play an important role in the life of any successful entrepreneur and it should act as the fuel to achieve the goal of self-actualization which is extremely vital in the business world today.



## XTRAVAGATE

### Indian Social Culture on Hike Messenger

Hike messenger is an Indian free messaging social service available on windows, android and iOS, which was founded by Kavin Bharti Mittal, son of Bharti enterprise Chairman-Sunil Mittal. Hike messenger recently raised \$175 million, from Tencent and Foxconn, along with Softbank, Bharthi and Tiger global.

Hike’s target market is India. Launching of stickers was a big success for Hike. The “Voice” feature will be the next step to connect more Indians to the internet. Typical Indian mentality is to save most of the valuable assets. In a similar fashion, Hike has been trying to get to a new strategy and they will be at a new position in Indian market, pretty soon. Having known about the nature of Indians, unlike the case of the Chinese social media giant ‘We chat’ which tried to understand Indian social media users, but failed, Kavin seems to know the perfect strategy to uphold the service. The Hike team believes in “free internet mobile economy”.

Hike messenger includes news in English and Hindi, games, live cricket, coupons, just for laughs, to name a few. Hike emphasizes on privacy, especially when a user needs to hide chats quickly. This has also made Hike extremely popular, among the youngsters. Hike has more than 100 million users and has a record of transmitting 40 billion messages per month.

Hike messenger is highly customized. The content that you receive and the stickers, which are designed according to languages and regions, are truly commendable. It also has the facility to wish every Indian during festival times and touches the hearts of the people. Nata-sha, an assistant made from artificial intelligence, helps users to interact. Hike sends some news updates, motivational quotes, Games (Beta) - word rush, India puzzle, connect, chess, word search, Sudoku, snake, solitaire, twice in a day! Photo filters and doodles help us to be creative with our photos! Hike’s direct chat and share without internet zero data charges, has increased its popularity further.

Team Hike believes that they can update content on a regular basis with defined responsibilities in a decentralized company’s culture. Having healthier business plans for future, it hopes to change every Indian’s life, for the better.

### AUTHOR



Hari Tailor

MBA 2nd Year

DoMS NITT

hari5dec1992@gmail.com

***“Unlike a drop of water which loses its identity when it joins the ocean, man does not lose his being in the society in which he lives. Man’s life is independent. He is born not for the development of the society alone, but for the development of his self”***

***- Dr B.R .Ambedkar***



## **DoMS Snippets**

### **7th & 8th August : Pragyan Inductions**

Pragyan is the Techno-Managerial event of NIT Trichy. DoMS organizes two major crowd pulling events for Pragyan—The Ultimate Manager and Marketing Hub

### **13th August : Guest Lecture by Dr. P. Sivakumar, Director (DRDO) on “Technology Management”**

Dr. Sivakumar is a recognized distinguished scientist by the Indian Government. The Arjun MBT Mark—II tanks were built under his leadership.



### **15th August : 70th Independence Day Celebration at NIT Trichy**

DoMS’ Senior Faculty and Director in Charge , Dr. G. Kannabiran hosted the Flag and addressed the crowd.

### **18th August : Guest Lecture by Mr. Ramaswamy Variankaval, Managing Director (JP Morgan, New York) on “Investment Banking”**

Mr. Ramaswamy Variankaval is currently engaged as the MD of JP Morgan. The Guest lecture was attended by 1st and 2nd year students and gained meaningful insights on Investment Banking concepts, Scope and Required Competency.





## XTRAVAGATE

### **18th August : Inauguration of Operational Excellence Club by Dr. M. Puniyamoorthy and Senior Alumnus Mr. Manikandan Murugesan**

Operational Excellence Club is entitled to support, collaborate, exchange of best-practices and experience on operations subject with the best of minds in industry.



### **19th & 20th August : Excel workshop by Mr. Aswin C S, Consultant (Adobe)**

Excel workshop was conducted for the first years of DoMS. This workshop benefitted the students in understanding the most commonly used spreadsheet application which makes monitoring financial performance, budgets, payrolls etc easier.

### **21st August : Guest Lecture by Mr. Nikhil Bajaj, Director - Transactions & Alliances (Microland) on "Outsourcing"**

Mr. Nikhil Bajaj, Director at Microland presented the lecture on key findings of outsourcing. This facilitated interaction between the industry and the students of DoMS.



## **THE TEAM**



**PRANAV KUMAR**  
Editor (Content)  
MBA 2<sup>nd</sup> Year  
pranavkmrprasad@gmail.com



**PRADEEP KUMAR DONTHA**  
Editor (Design, Layout and Concept)  
MBA 2<sup>nd</sup> Year  
pradeepdontha@gmail.com



**Monisha Ravi**  
MBA 1st Year  
(Proof Reading)

**We'd love to hear from you !!**

**Email us at [xtravagate.domsnitt@gmail.com](mailto:xtravagate.domsnitt@gmail.com)**