

# XTRAVAGATE

- THE BUSINESS PROBE

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Department of Management Studies,  
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*“Before you are a leader,  
success is all about grow-  
ing yourself. When you be-  
come a leader, success is  
all about growing oth-  
ers ...”*

- Jack Welch



## In This Issue

- It's My Life and I live on a prayer—Bon Jovi's Marketing Strategy
- The Carpet Industry in Mirzapur - Bhadohi Belt
- The Ultimate Manager 2017, Pragyan
- HR Capital of the World—The Jayalalitha Way
- CES - Consumer Electronics Show 2017
- URJA'17 - A General Management Conclave of DoMS, NIT Trichy
- Xtravagate Team

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***“Men make history and not the other way around. In periods where there is no leadership, society stands still. Progress occurs when courageous, skillful leaders seize the opportunity to change things for the better .... “***

***- Harry S Truman***

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### **IT'S MY LIFE AND I LIVE ON A PRAYER - BON JOVI'S MARKETING STRATEGY**

What is Art? Is that an emotion of an artist? Aristotle in his work, quotes, *“Art is twice removed from the reality.”* If an art is an illusion, is an artist a mere illusionist? When we look into the world's history, words played a very important role. Words destroyed and created many kingdoms. Right from 'Social contract' of Rousseau to 'One Hundred Years of Solitude' of Marquez, words created riddles and words solved the puzzles, but what will happen, when WORDS collide with MUSIC?

Many artists believed the combination of lyrics and music is the success of Beatles in the early 1960s. The world never realized the immense power, when an emotion of one kind collides with the emotion of another kind that can create a massive eruption. The single 'Nowhere man' of Beatles is the best example of that kind. After Michael Jackson, it was the rock band 'Bon Jovi', who successfully merged the world of illusion and the world of reality. Miley Cyrus, in one of her singles quoted, *“When the light goes, down it's ending of show, and I feel like nowhere to go...”* She brings a clear message in the single by quoting, 'Despite my art may being an illusion, I am a real person, who feels emotions like others do.' Bon Jovi, from the beginning of their carrier made it clear to fans, 'We are one among you' by their lyrics. Bon Jovi, unlike the Beatles, who focused their theme, mostly on psychology, increased their range of 'TARGET AUDIENCE' by setting their theme on rustic common life and the psychological barrier that every normal human being usually faces in his life. I

n their Single, 'Living on Prayer', even the **CHARACTERS** 'Tommy' and 'Gina' portrayed the theme. They portrayed the will power of a couple and the hardships they went through to live their lives in that single. As evident, both the names, Tommy and Gina were very common in USA in 1980s. By employing those names, Bon Jovi successfully convinced fans that their theme is pretty relevant to everyone's life as the phrase, 'Every Tom and Dick'. Unlike the Beatles, Bon Jovi amazingly presented the theme 'Irony of Life' in the 'Hard Rock' and 'Glam Metal' genres, which were **innovative** and new as of the early 90s. In the single 'Living on Prayer' and 'It is my life', Bon Jovi, by employing Hard-Rock theme, pointed out the philosophy, 'Even though every Tom and Dick have hardships in life, they just have to face it with joy. Unlike the Beatles, in their Philosophical single 'Nowhere man' in which they employed soft rock, Bon Jovi, by using innovation successfully presented a Philosophical theme in the most glamorous rock style.'

Location is a weapon, Bon Jovi used to portray the theme. The single 'It's my life', portrays the hardships and challenges a man faces to fulfill his duty as a son and a boyfriend. Bon Jovi, by setting their location in the midst of a busy street, they successfully connected their emotions with the emotions of normal people.

Like any successful artist, Bon Jovi appealed to the emotions of common people, by the simple, yet powerful tactics and marketed their art successfully as they were listed as the greatest rock band of 20th century.

### THE CARPET INDUSTRY IN MIRZAPUR-BHADOHI BELT

Mirzapur is a city in Uttar Pradesh, India, roughly 650 km from both Delhi and Kolkata, almost 89 km from Allahabad and 57 km from Varanasi. It has a population of 233,691 and was known for its carpet and brassware industries. As per CREDA (Centre for Rural Education and Development Action), at the time of the Mughal king Akbar, carpet weaving began in the Jaunpur and Allahabad districts of Uttar Pradesh. During the course of time, the weavers migrated to Mirzapur. Manufacture of carpets first began in the village called Ghosia and then spread to the adjacent village of Madho Singh, which is also in Mirzapur. These places are well known, even today, for their carpets. The Mirzapur-Bhadohi belt has a pure cottage based export-oriented carpet industry. There are four major types of handmade items: Durries, Cotton Carpets, Woollen Carpets and Silk Carpets. The district contributes about 80 percent of the Indian carpet market, of which one-fourth is exported. Once known for its carpet manufacturing and brass wares, today Mirzapur has been left out by the politicians and has not seen an inch of development, in fact, it has lost its glory which comprised of - cave paintings, carpet weaving, brassware manufacturing, old beautiful architecture, and many natural and religious sites.

As per a report in 2013, "For the last five years, the Bhadohi carpet industry, spread across nine districts of eastern UP, has been hurtling from crisis to crisis. First, the industry was hit by the slowdown in 2008-09, followed by the US debt crisis in 2011 and then the credit downgrade of India by Standard and Poor's. Now the falling rupee has added to their woes. Earlier only Iran and Pakistan were their main competitors, but now machine-made Chinese carpets are giving tough competition to Indian products in the international market. Bhadohi produces both machine and hand-made carpets. Contrary to the popular belief that with the rapid fall in the value of the rupee, the industry would be reaping the windfall, the carpet industry in UP has suffered a big setback as most of its raw materials are imported. Moreover, with the rupee devaluation, foreign buyers of the carpet are exerting pressure on the exporters of Bhadohi to slash prices, which has further aggravated the situation for the industry.

"The business is very bad right now, daily fluctuations in the value of rupee has hurt our business most and no new transactions are possible in such an unstable financial environment. It is highly erroneous to believe that with the rapid fall of the rupee, the carpet industry is enjoying the best of both the worlds. The cost of the imported raw material has almost doubled and the situation is so volatile, no one knows where the value of rupee will settle in the next 48 hours. The instability in the financial market coupled with the hike in raw material cost has led to more than 50 percent decline in exports. This is the peak season for the sale of carpets, a luxury product. It begins in September and lasts till March. The demand slumps in summer months in the international market," said Onkar

Nath Mishra, President of the All India Carpet Manufacturers Association (ACMA) based in Bhadohi. From that day, till now, the industry has only seen downfall and the major reason is ignorance by the government. There might be many such towns and cities in Uttar Pradesh which have lost its value with time due to government negligence. Wish to see it prosper again!

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***“ So much of what we call management consists in making it difficult for people to work .... “***

***- Peter Drucker***

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*“I cannot give you the formula for success, but I can give you the formula for failure, which is: Try to please everybody .... “*

**- Herbert Swope**

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### THE ULTIMATE MANAGER 2017, PRAGYAN

Pragyan 2017, the annual techno-management festival of NIT Trichy, is around the corner and its premier managerial event conducted by the Department of Management Studies NIT Trichy, **The Ultimate Manager** is steadily building up the hype. Being a manager and pursuing management is one the most popular career options for many and hence TUM is an event which draws immense participation and interest. TUM has been consistently featuring in the publicity outreach events being held at various prominent colleges across south India. On February 4, TUM was conducted simultaneously at two cities Kochi and Chennai, as part of the final Pragyan Square One outreach programs. The lively campus of Cochin University of Science and Technology(CUSAT) and the rich and vibrant SRM University (Main Campus), Kattankulathur, were the venues for the events. Both the events gathered considerable participation. The event at Kochi was judged by Mr Saswadan Ranjith, an alumnus of DoMS NITT, who is currently working as the Sales Head, Kerala of Sony Mobile Communications.

Mr Arul Saravanan, Deputy Manager (Sales & Marketing), Indian Oil Petronas Pvt. Ltd. and Mr Shameem Mahudoom, (pursuing MS in Psychology from Oxford University) were the judges present at SRM University. The winners received 6000 INR Cash Prize and direct entry into the main event for TUM for Pragyan 2017.

At a similar outreach event conducted at Sri Krishna College of Engineering & Technology, Coimbatore, TUM was the major crowd puller with 150 and more participants from various colleges in the region. The series' grueling rounds that included Business Quiz, Case Study and Action & Auction, tested the participants and provided a platform for them to project the managerial spirit within them. Ms. R Gouthami from GCT College Coimbatore emerged the winner and she too received a wild card entry to the main event.



TUM was also featured in “Inhotts” the inter hostel technical tournament, conducted among first-year engineering students and it provided an excellent exposure to them regarding Pragyan.

For Pragyan 2017, The Ultimate Manager is going to be bigger and better in scale this time. With the addition of new rounds and many changes in the event format, it will be conducted as a two-day event. Also, the tremendous publicity that TUM has been gathering will certainly ensure significant increase in participation for this year's edition of Pragyan.

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***“Do what you can, with all you have, wherever you are .... “***

***- Theodore Roosevelt***

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***“ If you would not be forgotten, as soon as you are dead and rotten, either write things worth reading, or do things worth the writing .... “***

***- Benjamin Franklin***

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### HR CAPITAL OF THE WORLD - THE JAYALALITHAA WAY

Can India's dream to become a superpower be fulfilled? What does it take to make India's dreams come true? A vision with a mission is all that is needed. J.Jayalalithaa, the late Chief Minister of Tamil Nadu also called "Amma " by the people of the state, has set the stones rolling through her evolutionary schemes. Well conceptualized, planned and executed, these schemes have given Tamil Nadu a tremendous face- lift, which will contribute towards the growth of the state and the nation as a result. It is of utmost importance to identify the key areas of development. This forms the foundation stone of the future. A successful leader is a person who not only has a vision, but also a realistic roadmap to achieve it.

In coordination with the Prime Minister's dream of making India the human resource capital of the world, the schemes were so designed to bring about comprehensive, constructive and concrete development of the state. Maslow's need hierarchy theory says motivation is directly proportional to one's need. The schemes named " Amma canteens " and " Amma water bottles" understand this basic principle of management. Man has to satisfy his physical security by ensuring the availability of basic needs. Subsidised rates of food items and water bottles make it easy for the poor people to get two square meals a day and live a life of basic dignity.

Education is a ladder that can pull up people who have the aspiration to succeed in life. By enabling the distribution of free laptops to students and free bicycles to girls, a ray of hope has been created for millions of lives to achieve their dreams. This has also increased the gross enrolment of students, especially girl children in schools. Moulding of personality and skills to face a competitive world has been facilitated well by means of these schemes. These schemes will certainly enable the state to improve work participation of females in the economy and ensure gender parity in all walks of life.

Mere creation of an able workforce is not sufficient to achieve higher order needs of the country. A globalised world offers an ocean of opportunities. But, the state must ensure that right opportunities knock the door at the right time. The Global Investors Meet provided the apt platform to attract investments, agreements, transfer of technology etc., thereby creating employment opportunities for the youth of the state. Tamil Nadu, not only satisfied the expectations of the foreign business leaders, but also impressed them with the tailor-made governance model that the late Chief Minister had pursued.

Therefore, her steps were in line with the requirements of time. With dedicated implementation and evaluation of these schemes, Higher order needs will be fulfilled in the days to come. Self-actualisation is not far! India needs able leaders to steer it through in a volatile global environment. With India being one of the fastest growing economies and relatively stable region in an ocean of turmoil, the above-mentioned platforms can help India become the Human resource capital of the world.

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***“If your actions inspire others to dream more, learn more, do more and become more, you are a leader ...”***

***- John Quincy Adams***

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### CES - CONSUMER ELECTRONICS SHOW 2017

CES stands for Consumer Electronics Show. This is an annual event held in January at Las Vegas. This event is a get together for different technical giants, software developers and different engineering firms to showcase their latest and greatest products. Most of the products shown are prototypes of actual products. The products are launched on a later date.

With the advancement of technology, it has become an essential task to stay ahead of the curve of this advancement by constantly innovating and doing research in the field of technology. Some notable mentions come in the form of smartphones and laptops.

One of the biggest eye catcher in CES 2017 was the announcement of the Asus Zenfone AR. This is the world's first smartphone to have Google Tango and Daydream project implemented together. Also, the Asus Zenfone AR became the first smartphone in the world to house 8 Gigabytes of RAM. The Google Tango project enables integration of Augmented reality and can even help in measuring object dimensions in real life using motion tracking cameras as well as a laser detection system. With the advent of this technology, the smartphone market is surely going to change. As far as the company is concerned, it needs to price at a sweet spot to get a large market share. The pricing of the Asus Zenfone AR has not been revealed yet but an 800\$ price tag suits the specifications it possesses.

Another interesting prototype introduced in CES 2017 is a laptop by a company called Razer. The project is termed as project Valerie, and Razer has introduced a laptop with three screens. As illustrated in the below figure, this type of laptop is going to serve a niche market where the consumers are looking for unique products and are rich. Availability of this product is not mentioned by the company. A humongous price tag of around 7000\$ could be expected for this machine.

The technological world is ever changing and with it the business is ever growing. New investments in the field of augmented reality can prove to be beneficial for the investors. Virtual reality coupled with Augmented reality seems to be the future of technology as far as Smartphones and Laptops are concerned. No doubt the launch prices of these devices will be very high but they will gradually fall over the years and will subsequently become a common house-hold essential item. How the manufacturers react to this new emerging technology in terms of price, place and promotion will entirely determine the existence of this new technology and its influence in the common man's life.

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***“It is better to lead from behind and to put others in front, especially when you celebrate victory when nice things occur. You take the front line when there is danger. Then people will appreciate your leadership .....”***

**- Nelson Mandela**

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## URJA'17- A GENERAL MANAGEMENT CONCLAVE OF DoMS, NIT TRICHY

Energy, the true meaning of “Urja”, was brimming in every student’s soul, as the future managers of Department of Management Studies from National Institute of Technology Tiruchirappalli, had taken an initiative to conduct a two-day General Management Conclave-URJA 2017 on 4th and 5th of February 2017, by inviting some of the eminent corporate professionals, to throw light and share their experience regarding notable revolutionary requirements in various fields of Management. After lighting the lamp on 4th February, the first speaker, Mrs. Mahalakshmi, Principle Product Manager in Oracle Financial Services started with an interactive session on “Change Management”. She explained various concepts that included external and internal factors of changes in organisation and also gave insights on change management in financial regulations which included risk, compliance and accounting. The next session was taken over by Mr Suresh Ramamurthy, Global Leadership Development Coach, Cognizant Technology Solutions, who spoke about “Coaching People for Development”. He gave the fundamental differences between teach, train, mentor and coach along with examples of various eminent personalities who flourished by being guided by a leader from both, personal and organisational perspectives. He gave insights about how Cognizant is handling the challenges faced while coaching various individuals. The last session of the day was presided over by Mr. Prasad M.P., Technology Planning and Marketing Executive at Renault Nissan Technology and Business Centre, India, on the “Technology Management in Today's Digital Era”, focussing mainly on the automobile sector. By giving an insight about the challenges in digital era, including the availability of information to the customers, he focussed on the expectation from the managers to tackle the advancement in technologies like Choosing the right technology, Implementing the technology, the longevity and the Return on Investment. He concluded by stating that the virtual business assessment is the trend in this digital era.

The 2nd day kick-started with an insightful session taken over by Mr. Sanjai K, an alumnus of DoMS and the Vice President, Product Management and Co-innovation, SAP, about the "Digital Transformation and Leadership". He described about planning our career ahead of time and the requirement of high degree of personalisation. The following speaker was Mr. Muthu Kumar Thanu, the Group Chief Human Resources Officer at T.A.F.E, who gave a detailed description about “Campus to Corporate Transformation” and the necessities to fill the gap of required skill-set. Post lunch, Mr. Ganesh Mahadevan, Director at Kaizen Institute Asia Pacific Pvt. Ltd., yet another alumnus of DoMS, gave his thoughts about the technical advancements in the field of “Operations”. He emphasized on core concepts like Lean, Six

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***“Management is about arranging and telling. Leadership is about nurturing and enhancing. ...”***

**- Tom Peters**

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Sigma and Kaizen and also enlightened us about its real-time applications. He threw light upon the career opportunities available in the field of Operations and its applicability in all walks of life. The last session of the day was a Panel Discussion, which had Mr. Venkatesh Krishnamoorthy, the Founder and Chief Copyediting Executive at Virtual Paper, who is also a Contributing Writer for Your Story Media Limited, along with Mr. Sanjai K, Mr. Ganesh Mahadevan and Mr. P.P. Ramanujam. The main agenda behind the discussion was to focus on the prerequisites in Managers that the Corporates expect. The Panel also dealt with the Pros and Cons of Start-up Ecosystems, as 3/4th of the Panellists were Start-up owners. The session ended with a stream of questions that were asked by the students, which were promptly answered by the Panel members. The students of DoMS found the perceptions of every speaker to be strongly appealing and hope to learn from other various personalities of the corporate sector to feel the taste of Management before actually entering the scenario, to keep themselves abreast.



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***“What you do has far greater impact than what you say .....”***

**- Stephen Covey**

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***“Never give an order that can't be obeyed .....”***

**- General Douglas  
McArthur**

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