

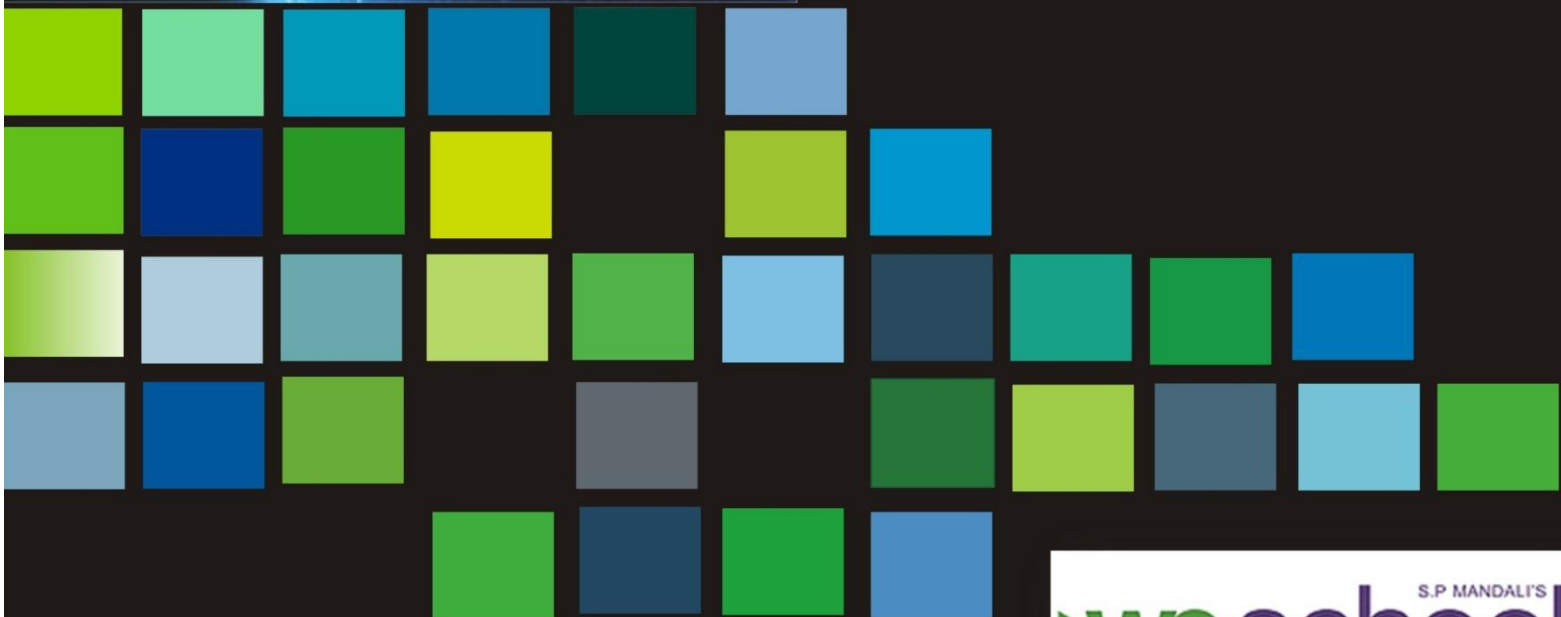
PRAMEYA

Jobs bids adieu to
Apple

College connect..

Crack the biz quiz!

Coffee Break..





DIRECTOR'S MESSAGE

The need of our society and the world at large prod us to see things from multiple perspectives and discover the synergies among them. Taking a cue from nature, growth of any kind has to be holistic; focusing on only one or two aspects of development will factor in deformities in the creation. Any problem when analyzed from single perspective may prompt an incremental improvement, however when explored from multiple angles, it presents itself an opportunity for radical innovation, and that's what fires growth in organizations, society and nations.

My vision of management education is to enable the students to understand the connections existing in the real world, taking them away from a soloed approach and nudging them towards being whole brain thinkers who can integrate the knowledge from multiple disciplines. Trans-disciplinary education presents itself as an opportunity for creation of new knowledge. It not only breaks the monotony of learning but more importantly it builds in multi-tasking capabilities in the learner. A populous society with multi-tasking capabilities can adapt to any situation, whether it is change in global economic conditions, technological advancements, shifting civil rules, emerging challenges in healthcare etc. Trans-disciplinary education could as well form a basis for a robust society cushioned against odds.

We school is championing the evolution in management education through integrative management and trans disciplinary process for effective leadership.

Prof Dr Uday Salunkhe

Group Director

director@welingkar.org

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From the Dean's Desk...

Dear Welingkarites,

The future belongs to those who believe in the beauty of their dreams.
-Eleanor Roosevelt

At We School Bangalore campus, our journey is a journey without destination because we are cruising across the ocean of life and wisdom, which is unfathomable and eternal.

Our journey is sprinkled with achievements and glories and laced with the power of our dreams.

Our dreams are nurtured and shaped by our visionary Group Director, Dr.Uday Salunkhe, who by his sheer vision and hard work has built an epitome of Academic excellence through We School.

The legacy of Welingkarites at Bangalore should be catapulted to newer heights of wisdom to reach the zenith.

I would like each one of you to be a part of this dream and step up with us rung to rung in the ladder of success.

Good luck & God speed!

Best wishes,

Dr.Anil Rao Paila



[THE WE CONNECT- A TRIP DOWN MEMORY LANE]



Prof. Anuradha Mahesh has been with WE school, Bangalore campus since 2003. Having been first faculty of Bangalore campus, she continues to be involved in many activities such as MDP, Placements, and Academics apart from teaching Retail Management. She has visited the prestigious Harvard Business School to attend programs on executive education. She has over 15 years of industrial experience in sectors like Media and Retail. She continues to be a member on the Advisory Board of CARBON fine jewellery. She is currently pursuing Doctoral thesis in Business Diplomacy under the guidance of Dr. Anand K Joshi. Here she speaks extensively to Prameya magazine about WE school:

I was working in organised retail and in 2002 -2003 lots of interesting experiments were being carried out, attracting professionals who wanted to bring in changes. One of the leaders from the academic field in this regard was Dr. Uday Salunkhe. Some common friends suggested that we meet and work for the retail programs.

A chance meeting ran into hours and at the end, Dr. Salunkhe had made up his mind to start a full- fledged contact centre in Bangalore. Prof. Gibson (then heading retail programs at Welingkar) was an old well wisher. After few marketing activities, there were clear signs that the centre at Bangalore would offer good potential for growth for S. P. Mandali outside Maharashtra.

By 2004, we found and negotiated the property for the Bangalore centre at Koramangala and the journey started by launching the PGDM course in E-business. At the launch of the program there were 11 CEOs present, thus confirming that we were on the right track. The following year, the centre witnessed growth after the addition of PGDM. This was possible due to support from many faculty members from the Mumbai campus, namely Prof. Pendse, Prof. Deepa Dixit and Prof. Shobha. Dr. Salunkhe, of course, was a phenomenal support.

Those years were full of action, excitement and lot of learning. By 2006, Pramod Mulik and I were again searching every business zone for a full fledged campus space.

Many-a- times one is asked to speak about the challenges that one has come across. I sincerely feel that one must look at them as learning opportunities and then viola! It will be another quirky turn on the journey. If someone asks what the biggest perk of teaching in a business school is, I could say that one can remain a learner forever!

**-as told to Sneha Sreedharan
(e-Biz 2011-13)**

Right Here, Right Now

The phenomenon called **STEVE JOBS**

Steve Jobs, a name indistinguishable to the company he runs. He has served Apple Inc. for 35 years with impeccable dedication and devotion. He has been named the tech world's *most powerful person*. But how is that a man whose life started with rejection turned out to be the 'apple' of eye of the entire generation. Born to an unwed graduation student, he was put for adoption. His adopted parents were lower working class people, who made sure no matter what; he had the best education possible. They sent him to the one of the finest and most expensive college called 'the Reed college' only to learn that their son was an utter flop show and had to drop out.



The journey of a man who never graduated from a college to being the commencement speaker at Stanford university, from the one who returned coke bottles for the 5¢ deposits to buy food with, to being the CEO and co-founder of Apple Inc. and of Pixar Animation Studios, from the one who would walk the 7 miles across town every Sunday night to get one good meal a week at the Hare Krishna temple, to being ranked among the richest persons in the

world seems like a dream for many but not for the man who had the courage to live his dream regardless of the bouts of hardships or the brutalities of failure.

'Though it was pretty scary at the time, but looking back it was one of the best decisions I ever made' explains Steve Jobs about his decision to drop out of college. 'I could stop taking the required classes that didn't interest me, and begin dropping in on the ones that looked

interesting'. It was then that he enrolled for a calligraphy class without even the slightest

hope of it having any practical applications in his life. But he did it because he found it beautiful and artistically subtle in a way that science can't capture. But ten years later, when designing the first Macintosh computer, it all came back. The calligraphy, the art was all designed into the Mac. It was the first computer with beautiful typography.

Tracing back the fascination of Steve Jobs for computers, it all goes back to 1970s California, where a computer revolution stirred in offices and schoolrooms up and down Silicon Valley. Steve, (born February

Right Here, Right Now

24, 1955) found himself growing up in the heartland of a hi-tech revolution. He had few friends until meeting local computer whiz kid Steve Wozniak in the early 1970s. The duo worked together on a handful of pet projects, before eventually linking up to launch a new computer company, Apple. This dream project had its humble beginnings in Steve's parent's garage. They came up with some innovative designs and friendly approaches that captured the imagination of the user. They also inducted some of the brightest minds to work for them. With an army of young and dynamic computer manufacturers, Apple boasted of a technological expertise seldom heard of. It was an instant hit and the investors and press couldn't get enough of Apple. However, Steve being a purely technical guy, lacked business experience which meant that boardroom decisions were left in the hands of others. Eventually it turned to conflict and, after a bust-up with chief executive John Sculley in 1985, he was forced to quit from the very company that he had started. In his own words he says, 'I was a very public failure, and I even thought about running away from the valley. I had been rejected, but I was still in love. I still loved what I did. And so I decided to start over.'

During the next five years, he went on to start a company named NeXT and another company named Pixar. Steve describes this phase as the most 'creative' phase of his life. The heaviness of being an achiever was eclipsed with the lightness of being a

beginner, free to make mistakes, less sure about everything. Pixar went on to create the world's first computer animated feature film, *Toy Story*, and is now the most successful animation studio in the world. Meanwhile, his former company's shine began to wear off under pressure from the ever-expanding empire of Bill Gates' Microsoft. In 1996, for more than a decade after casting Steve Jobs into the wilderness - it turned back to him for help. Steve Jobs gracefully accepted the offer. He laid down a new strategy for the company and targeted just a handful of ideas that he thought would help return Apple to success. It can be said that he revamped, single-handed, the fortunes of the fading company. He is credited with turning around Apple's revenue and defining new markets. Since returning to Apple, everything he touched seemed to turn to gold. Even Pixar's sale to Disney in 2006 for \$7.4bn increased his power and left him the biggest shareholder in the American entertainment giant.

So as we bring down the curtains on one of the most illustrious careers of all time, it is quite natural to ask what Apple would be without Steve Jobs. The rule of nature says that 'No man is irreplaceable' and Apple is packed with brilliant engineers, designers and managers. The new leadership under Mr. Tim Cook looks promising. He is the guy who stands true to the adage, 'Been there, done that'. He had taken over the reins of Apple for 6 months since Mr. Jobs went on medical leave. The successful launch of the iPad 2,

Right Here, Right Now

which still has no substantial rivals in the new category of tablet computers happened under the leadership of Tim Cook. However, it is unclear that the new boss has his predecessor's instincts when it comes to designing how products should look and feel. But not to forget that the British design Guru Jony Ive, who has masterminded the genesis of every new product since the iMac, is still on board. Together they could make a formidable team. We can also expect the launch of the iPhone 5 by Oct 7, thereby promising to extend Apple's dominance of the mobile phone industry. So for now, the Apple ship looks steady.



Tim Cook and Steve Jobs

But something will be definitely missing. That is Steve Jobs in his trademark black turtleneck shirt and denim jeans. He will not be there to unveil those new products in front of an adoring crowd of devotees talking to them about his company's philosophies. At the launch of the iPad 2, he had said about his company's philosophy: "It's in Apple's DNA that technology alone is not enough. It is technology married with the liberal arts, married with the humanities that yield the

results that make our hearts sing." Somehow, you cannot imagine those words coming from Tim Cook.

Lastly, I cannot help myself from borrowing his wise words at the commencement speech he made to the students at Stanford University, a year later after he was diagnosed with cancer:

"Remembering that you are going to die is the best way to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart. Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most importantly, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. "

Justin Mathew

PGDM (2011-13)

latest Buzz

SO BE 'IT'... *IN FUTURE*

Over the years, technology and its applications have become varied, offering highly discriminating services to individuals and enterprise. From deploying server boxes in the 1990s to being on the threshold of desktop thinning, IT has come a long way. Some of the notable trends that have shaped individual and organizational performance are appraised below:

Reducing centers of private data:

Cloud computing has become such a widely-used cliché that it doesn't have much meaning. It's also part of a larger move that transcends just one trend and actually touches many different aspects of today's IT departments. Consequently, IT departments are reducing their private data centers. In fact, third party companies are delivering, over the Internet, the required data services.

There are other factors as well, effectively contributing to the shrinking of data centers. For instance, during the 1990s, server boxes were the norm. But that phase is clearly over as companies are buying bigger but far fewer server boxes and then dividing them virtually into logical servers depending on their necessity. This essentially constitutes virtualization. It may happen that companies start to rent their servers and databases in the near future.

Increase in consumption of IT apps:

More employees today choose to use their own tools rather than the ones provided by their companies, and more IT departments support worker-owned devices as a cost-saving step that can reduce or postpone hardware purchases.

The spread of multi-touch tablets will impact consumption in the near future. Since the number of workers with i-Pads and Android tablets is growing, these people will want to use the same devices for work and many IT departments may adapt these devices into their employee policies. For those who do not use the apps, guidelines may be provided.

Virtual computing and data storage:

Many companies are experimenting with virtualization of desktops. The virtualized desktop is hosted on a server and can be accessed from a company PC (even an old underpowered one), a worker's personal PC and even some tablets and smart phones. While the end user controls the access device, IT has complete control over the software and settings in the virtual machine. American Airlines, Kraft Foods and Virgin Airlines are some of the notable names who have

latest BUZZ

shown interest in this regard. Google has entered into a partnership with Citrix and is considering a business version of the Google Chrome OS, which implies that there is a lot of potential in this market.

Higher IT personnel absorption:

More companies will continue to cast their IT professionals with personal business units rather than in a central services group. There is an increasing demand for corporate-savvy IT professionals such as business analysts and project managers (recession notwithstanding!).

IT traditionally performs several roles, but they may get outsourced to companies that specialize in those areas. In many cases, local companies or at least local branches of larger companies will benefit from this shift in IT labor. For most companies IT is not a fundamental competency, so it is a prudent move from the company's perspective.

If this model is compared to the classic, centralized IT hierarchy, it is observed that there will be some loss of control. However, the organization will receive continuous service from a dedicated set of professionals at any given point of time. Again, the exception to the rule will be business analysts and project managers who will be able to bridge the gap between IT expertise and practical business solutions.

i-Phone and Apple loom large:



In 2010, several enterprises embarked on i-Phone try-outs after a long period of internal testing and convincing Apple to update iOS to improve security and manage IT aspects. Although the financial services sector has been a stronghold for BlackBerry, i-Phone market has also seen companies from this security-conscious sector invest in it. Since BlackBerry has done little to wear down i-Phone's advantage of being practical, this trend is likely to continue.

Android also connects through Exchange ActiveSync and Google has been making similar modifications in security and manageability to please IT departments of enterprise. Also, Android phones are available at sharper discounts and devices such as the Motorola Droid Pro offer sophisticated hardware keyboards.

-Deep Mandal (BD 2011-13)

Deeply learned, yet humble and supportive, an aura of serenity surrounds her. A doctoral student at the SNDT Women's University, Mumbai, she has completed her International Teachers Programme (ITP) from SDA Bocconi School of Management, Milan. She is a Fellow at I.C.W.A., India and is a Certified Management Accountant from IMA, USA. A NEN faculty and mentor, many of her initiatives promote entrepreneurship especially among women. All this conveys little about our Professor of Finance, Madhavi Lokhande, who has constantly mentored WE School, Bengaluru since its inception.



Rendezvous with Dr. Madhavi Lokhande

You have been a part of WE school for almost 7 years now. How would you define your academic vision for WE school?

Unlike the huge Mumbai campus, the Bangalore campus has the scope to take care of every student individually. The interactions are more, so even they feel comfortable to communicate their problems and seek additional mentoring and industry interaction beyond class timings. In fact, the students coming from the Mumbai campus are surprised and delighted to see the familiarity between the pedagogy and the

students at our campus. I expect every student to grab the most out of these opportunities. I imagine them to develop deeper understanding of academics and industry and stand out from the rest.

Many of the students are unaware of your initiative for promoting entrepreneurship among women. What are your endeavours in this regard and how much is the scope for women entrepreneurs in India? Are there any specific areas for such businesses?

Presently, I am working with self-help groups formed by women from the 'bottom of the pyramid' rung. These housewives avail loans from the 'Mata Sahakari Bank' for small scale ventures like stitching, handicrafts, making pickles, savouries and snacks. The bank offers loans ranging from

twenty-five thousand to one lakh Rupees. I help them with very trivial issues like filling a form in English, to building distribution chains and maintaining networks and maintain their issue are as small as how do I fill the bank application form in English, how do I submit it in the bank, how does the loan get approved. So this is what I do once a week with them on Thursday's, where they come and meet at a particular bank. Secondly, there are groups which are formed by women. They basically run their businesses from home. The bank gives loans only to women entrepreneur's who want

money from 25000 to about a lakh and a half. These are women who probably stitch blouses and petticoats at home, or they make handicrafts which you probably get during festivals. They don't have a name for the business. They just make something so their issues would be, if I make some pickle or some powder, how do I get it sold at Big Bazaar or at the nearest departmental store. I just help in terms of setting up these networks for them and probably help them understand how they can use their money. That's one set of work that I do. I am tied up with the ISB Goldman Sach's 10,000 women program where the objective of Goldman Sach's is to have 10,000 women entrepreneurs by 2013. So as part of that I have been assigned two mandis both of them have businesses in Bangalore. Both of them are doing really well. So we meet about once in 15 days and we see how small changes can be made. So the point I want to make is if there are women who do not have formal education, who hardly have 10,000 in their saving account today, if they can take the risk of borrowing money and running their business and making it work, then the students studying in our B-school, having completed their graduation or even post graduation or other professional courses, are much more equipped to take up the risk, borrow some money, start a business, thereby not only providing employment for themselves but probably for 10-15 other people. However, it's interesting that the rural women who do not have much to lose don't mind taking a risk. Compared to that the environment in a B-School is much more protective therefore we don't want to take that plunge but believe me, if students today are ready to take that plunge then there are tremendous opportunities not just for women but also for men in terms of setting up their own business. Forget entrepreneurship, to be able to take a decision, to be able to take responsibility for a decision, to take up the risk

involved in the decision, that's entrepreneurship. Business comes later. Once you have this attitude you will succeed anywhere. So when I see the students, I feel they are capable of doing all this and much more!

If not a teacher, then what would have you been?

I always wanted to own a bookstore and run it (Smiling). So, I would probably be working on that.

You are always very relaxed and calm. What is the secret?

I guess after 10 or 15 years you also will be like this. Perhaps it comes with little bit of experience or age. Each year we come across a new set of students and there is a certain attitude about that batch. So you get to see different types of students, different types of attitudes. Some of them really come and build a relationship, while some of them are a little aloof. So I have learnt to maintain equilibrium in all situations.

Lastly, what is the one message that you would like to convey to every student?

You have come here for two years. So, enjoy the two years, but most importantly, please build a rapport with everybody. When you look back at life, job, money and family - everything will be there, but equally important are the relations that you have built over the years. These two years are a wonderful time to build relationships with so many people. Bangalore campus really provides you that scope.

- Interviewed and compiled by
Shruti Indurkar (e-Biz 2011-13)

Foundation Fortnight

The newly admitted students in WE school, Bangalore campus, spent fifteen vigorous days orienting themselves to the WE school culture in the Mumbai campus. The program kicked off on 15th July with an introduction of all the faculty members from the Bangalore and Mumbai campuses. It was followed by a short film in which the students were visually introduced to the campus and got a gist of the life that they would experience for the next two years. This was followed by a series of lectures, either in the spacious auditorium or the plush conference room. Faculty from the Bangalore campus addressed the students about the diverse specializations and the scope they offered. Several respected professionals from the corporate world visited the campus and spoke at length about the structure and functioning of their sectors, in addition to their own experiences. A range of grooming sessions was also conducted, which brought forth diverse yet highly practical viewpoints about management. An outbound program to the verdant outskirts of Mumbai city was organized, with Prof. Dr. Uday Salunkhe accompanying the students and evaluating their latent skills. This program saw the students bond and imbibe teamwork essentials simultaneously. The fortnight



ended with the selection of the Management Councils from among the first year students and the hugely successful 'Fresher's Party' where all the students had a ball.

Ashish Jadhav (e-Biz 2011-13)

Deloitte India visits WE School



Ms. Swapna Allapur, representing Deloitte Consulting India Pvt. Ltd., visited the WE school campus. She described the CSR activities of the 100 year old Indian firm and also about the Consensus Approach, a performance appraisal process followed in Deloitte. She talked about personal branding; emphasizing that it has the potential to last longer than one's lifespan. With regard to image building and management, she described how the key parameters-character, style and expertise-went a long way in structuring the overall perception of a brand. This was followed by a brisk Q and A session wherein the industry position and its expectations from upcoming professionals were clarified.

Ribhav Bansal (e-Biz 2011-13)



64th Independence Day

Celebrations @ WESchool

WE school Bangalore celebrated the 64th year of India's independence with pomp and splendour on 15th August 2011. Clad in their traditional finery, students reported to the campus by 8 am. The ceremony began with the unfurling of the Indian tricolour by Prof Dr. Anil Rao as slogans like "Vande Mataram" and "Bharat Mata ki jai" resounded in the background. After a tasty repast of savouries, students assembled near the tastefully decorated amphitheatre by 9 am. The program began with the national song "Vande Mataram" by the students of the first year. Speeches from Dr. Rao, Prof Mohan Chandra and Colonel Bheeman followed, each speech emphasising that independence, innovation and responsibility went hand in hand. A few

students from the first year also spoke about the importance of the youth with regard to national and global development. A series of skits, songs and dances by the first and second year students followed in quick succession, generating encores from the audience. The impromptu jam session at 11 am saw students taking to the stage like bees to honey and was a big success. The highlight, however, was the performance delivered by the children from the NGO Snehdan. Such was their charm and innocence that it led to thunderous applause from all the students present. On that memorable note, the program ended and all the students dispersed with happy memories of the fun-filled morning.

-Aniket Ghatnekar (PGDM 2011-13)

Rohit Khisty (PGDM 2010-12) & Varun Kuzhikkatil (E-Biz 2011-13)

Inauguration of Rotaract Club at WE school

WE school welcomed its new Rotaract Club members for the academic year in on 6th August, 2011. Rtn. Abhay Dixit, President - Rotary Bangalore Junction, Rtn. Nagraj Rao, Director - New Generations, Rotary Bangalore Junction, DRCC Rtn. Dr. Anil Rao Paila, DRR Rtr. Sidharth Chittur and IPDRR Rtr. Giri Chittur. Eighty student members of WE school attended the session. The program began with the chanting of Saraswati Vandana and the lighting of the lamp. Rtr. Avanti Krishnan then addressed the gathering and she shared her experiences of heading the club and thanked everyone for their help, support and co-operation. The various projects undertaken and the milestones achieved in the past year were described by the outgoing secretary Rtr. Venkatesh Eswar. The new President, Rtr. Anant Singh Sikarwar, was inducted by Rtn. Abhay Dixit. The collaring of the President was done by Past President Rtr. Avanti Krishnan. This was followed by a series of speeches by each of the dignitaries, each urging the students to participate enthusiastically in the events. Rtr. Nagraj Rao, in particular, encouraged the students to take part in the activities of this team. This was followed by a vote of thanks from Rtr. Akanksha Chaubey, the secretary.



RYLA 25k

I believe a teacher is like a candle-it consumes itself to light the way of others. We had no connection with the school policies , curriculum or exams and yet we managed to teach something that is way beyond any textbook. One thing that hit me the most is that teaching is 50% preparation and 50% theatre. No matter what our preparation there was always scope for improvisation. The calls and text messages that the students are sending still reminds us of the wonderful



and ever so enlightening interaction we had with the students. I strongly believe that the fruits of teaching cannot be seen in a days work; it is invisible and will remain in the minds of the student for eternity.

Nithya Nair
(e-Biz 2011-13)

WE Walk!



WE school students demonstrated their support for Anna Hazare's bloodless revolutions by walking from their college to Woodstock Ambiance Private Limited on 16th August 2011. This 5 kilometer walk was christened "THE WE WALK". Forty-odd students, both from the first and second year, participated in this walk which went on to get featured in the Deccan Herald the following day. The enthusiasm of the students was palpable and could be succinctly summarised by the quote: "Together we can and we will make a difference."

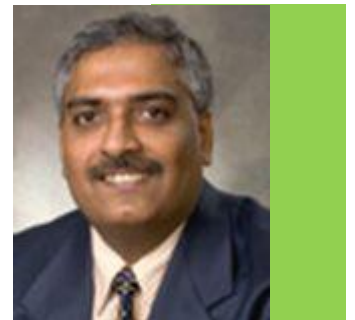
-Suraj Valimbe
(PGDM 2011-13)

WE Cafe..



WE café - the highly useful series of sessions that sees students and industry professionals interact to produce inspiring results- began for the current academic year on 17th August 2011.

Mr. C Mahalingam, Executive VP and CPO, Symphony Services, was the guest speaker. He



spoke to the students about the lessons he had learnt from his twenty-three years in the field of Human Resource Development, which included several hearty and sensible statements. He also highlighted the importance of branding at the individual and corporate level, supporting it with the fact that one's greatest asset lay in being a dependable co-worker in the given organization.

-Tapasya Raut
(PGDM 2011-13)

Competition News

Avanti Krishnan (PGDM Batch 2010 – 2012), Simran Longia (PGDM Batch 2010 – 2012), Aravind George Philip (PGDM E-BIZ II Batch of 2010 – 2012) and A.Mahendra Prasad (PGDM E-BIZ II Batch of 2010 – 2012), have been shortlisted for the final round of the HR event **“ARCO BALENO”** being held at the **IIT Madras fest – Samanvay**. The competition comprises of 2 rounds. The first round was an online real-time challenge, where they were given a set of 3 case studies to solve followed by an online quiz. A total of 5 teams have been shortlisted, where the other teams include students from Tata Institute of Social Sciences, Goa Institute of Management and Great Lakes Institute of Management. The final round is being held on the 10th of September, 2011 at IIT Madras. We wish them all the best!

Round Table

As a part of the HR fraternity, we highly appreciate the value of human interaction and believe that the fruitful exchange of thoughts is essential. In today's dynamic context, the industry is on the lookout for talented people who have the potential to carry the baton; inspired by this thought , we hosted the first HR ROUND TABLE of the academic year 2011 – 2012 on Friday on the 19th of August 2011 at 5 p.m. The topic of discussion was **“HR @ New Age Work place”**. This event provided an opportunity for the professionals from the corporate world to not only interact with each other, but also with our students.

There were quite a number of professionals who shared their thoughts and views on the topic. The session involved a number of theories being brainstormed, different opinions and ideas emerged. It concluded with a networking dinner where the corporate interacted with students and other attendees.



MPower: The Marketing Club of Welingkar, Bangalore

MPower, the Marketing Club of Welingkar, Bangalore is two sessions old. Born out of the initiative taken by a team of 7 students, the club is backed by 3 of our core faculty – Prof Dr. Githa Heggde, Ms. Stuti Kumar and Mr. Shekar Prabhakar - to enable future marketers (the present students) bridge the gap between industry and academia. Our aim is to let students get firsthand experience from industry people whose roles they would be given once they undergo executive placements (duly starting early November). We have 49 members (inclusive of the 7 council members) and the Club plans to open few sessions to the junior batches (interested in taking up Marketing as a specialization in their second year) as well.



MPower holds fortnightly sessions. Our first session was themed on Logos, Taglines and Advertisements whereas our second session was themed on Rural Marketing.

For the former, we had roped in Mr. Mudit Singhal (Assistant Brand Manager, Star TV Networks) over a Video Conferencing session and for the latter, we had invited Mr. Preetam Kajal (Sales Leader, Intuit Labs 'Fasal') to share their insights.

We had activities/contests like the Logo-Logic Quiz, create-a-jingle, frame-a-tagline which correlated to the theme set therein. The two sessions have been a grand success and we look forward to conduct three more sessions by this Trimester end.

**-Priya Bhattacharya
(PGDM 2010-12)**

Infosys Workshop

On the Corporate Training Front, a 3-day workshop on **Warranty and Service Revenue Management** for Infosys BPO executives was held at Bangalore campus from Aug. 24th to Aug. 26th, 2011. The same workshop for Infosys BPO Pune executives was held at Infosys Pune campus from Sep. 14th to Sep. 16th, 2011.

The workshop began with Prof. Dr. Anil Rao welcoming the senior executives of Infosys. Prof. Shekar Prabhakar, Prof. Murli Mohan, Prof. Sachidanand and Prof. AKN Prasad delivered this workshop with content prepared exclusively for the programme.

The workshop covers specific aspects of Warranty management, Spare parts management, Service revenue management, Logistics and Supply Chain management. This workshop aims at providing the participants an overview and domain knowledge on all post sales related activities to help them manage their client's projects.

23rd Annual AIMS Convention

Internationalization of corporate strategies and financial markets, globalization of production process and consumption pattern and extensive reach of global media has resulted in a seamless world. The issues of being excellent in global environment need to be understood, both in terms of strategic and operational perspectives by all its stakeholders. AIMS has already recognized and been responding to these issues, constantly striving to achieve these objectives by organizing its Annual Management Education Conventions, Faculty Development Programs, promoting research activities, etc. It was in this context that the 23rd Annual Management Convention of AIMS was organized. This was a platform on the theme “Emerging Paradigms in Management Education” for policy makers, corporate leaders, fraternity from management education and students. They met in Bhubaneswar, Orissa from 26-27 August 2011 to deliberate upon the contemporary issues, challenges and to create a road map to meet the requirements of business education. The theme encompassed topics like ‘Management Education-Challenges and Opportunities’, ‘B-School Governance’, ‘Educational Social responsibility’, ‘Ethics, Values and culture building in management education’ and ‘Innovation and Entrepreneurship’. The convention was inaugurated by Honorable Governor of Orissa, ‘Shri Murlidhar Chandrakant Bhandare’, followed by 3 plenary sessions, a concurrent session on both the days and finally a felicitation programmed for contribution in management field. The plenary session had a chairperson & 3 speakers on relevant issues. On the other hand concurrent session had workshops & some of the best case studies from across the world. The first plenary session was taken by group director Prof. Uday Salunkhe, former president of AIMA. The operations for AIMA (south zone) are coordinated by Dr. Prof. Anil Rao, also Regional VP of AIMA. The convention had delegates including directors, deans, faculty members of various B-schools and invitees from India and abroad. This enabled the students, who, under the guidance of their dean Dr. Prof. Anil Rao & Group Director, Dr. Prof Uday Salunkhe shared views with management experts/industry leaders/senior corporate executives from different sectors and invitees from India and abroad.



**-Priya Agarwal
(PGDM 2011-13)**

Beyond horizons

We School, Bangalore is also scaling new heights in the international academic scenario.

Under the instrumented mentorship of Prof.AKN Prasad(Head-MDC,Executive education), 2 students from National University of Singapore(NUS) did their internship of 2 months (May 30th-July 25th , 2011)at We School Bangalore.

The project topics done by them are:

1. Ms.Ruan Ningzhen

Understanding the Telecommunication Landscape in India:
Opportunities, Challenges and the Future

2. Ms. Teo Cheng Yoke

Impacting Rural India through Innovations in Telecommunications.

Dr. Githa S Heggde won the J.L Batra research paper **gold medal** at 23rd annual convention of Association of Indian Management Schools (AIMS) at Bhubaneswar on 26th August 2011.

The paper was titled "Successful and Unsuccessful revival strategies of Indian Organizations - A case survey".



Celebrating

WE achievers...



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WE school Bangalore shone at the annual Eximius '11 festival conducted by IIM Bangalore. The competition was 'Hazaar ka Bazaar' organized by Cinepolis. Hazaar ka Bazaar was an on-the-spot event testing people's ability to understand the needs of the bottom of pyramid innovate and market a product to them. It doesn't end here. The teams then raced to sell their product to their competitors and in the same process considered buying the best products in the bazaar. Sellers designed products for the masses.

The marketing strategist had to decide between pricing at more than rupees and keeping it as low as lure the masses. The winners were **Ganguly** and **Mayank Shah**, both Business Design batch of 2011-2013. **Navin Kamath** and **Parikshit V Loke** Biz Marketing and Finance verticals stood second. The competition had Round one involved selling solar

powered LED lamps to villagers while round two was about providing toll free transport to farmers using corporate tie-ups. The winning team had a head-start by presenting their marketing strategy in the form of a skit and was awarded by Ms. Valerie Rozycki, CEO of Zipdial.com.

On 24th August, a team of 10 students from WE school participated in the debate competition organised by **CII Yi Response Program 2011**. The topic for the debate was 'Whether social networks were a boon or a bane'. It was required by the candidates to prepare for both sides of the argument. Six out of the ten finalists were from WE school, and **Kirti Jaiswal** from E-biz 2011-2013 was awarded 1st Prize in Regional Round and has been selected for Final Round at New Delhi.



1st Prize winner Ms. Kirti Jaiswal of Welingkar Institute of Management, Bangalore seen with **Mr. Kiran Panesar**, Member - technical staff, Google.

Grey Matter

Sure Deodorants: Will Rexona's failure haunt?

Will the funda of old wine in a new bottle work?

“Yeh mere khoon paseene ki kamiye hai” a very famous saying in India. We always relate hard work to Paseena (sweat). But with the youth being influenced by the west, there came a change in this belief. Sweat started to be looked at as a problem. This gave rise to the problem of body odour. HUL(HLL at that point of time) understood this problem and decided to cater to it. This gave birth to Rexona in 1995.

“Rexona” created the formal deodorant market in India. HLL brought deodorants into the organized market. At a time when awareness was restricted to less than 10% and usership was negligible; HLL launched Rexona, it was designed to be a category driver. It created a market from 0 to 75 cores in 1996. It highlighted the problem of body odour. It created awareness to the extent where 60% people accepted body odour was a major problem. Having been in personal hygiene for a long time with soaps and talc's, deodorant was the next logical step for the company to take.

After this, the company launched the rexona roll on. This was not a major success. The reason behind this was that rexona roll on is an anti perspirant. The deodorant market had just been developed and the consumers were not aware of the entire sub variants of it.

Exhibit 1

Understanding the deodorant market

Deodorants are substances applied to the body to affect body odor caused by bacterial growth and the smell associated with bacterial breakdown of perspiration in armpits, feet and other areas of the body. A subgroup of deodorants is antiperspirants. They not only affect odor but also prevent sweating by blocking sweat glands. Antiperspirants are typically applied to the underarms, while deodorants may also be used on feet and other areas in the form of body sprays.

The product offered by rexona was purely an anti perspirant and was not differentiated by the customer. The customer thought it was yet another deodorant. This roll on was not as popular

Grey Matter

in India as it was perceived very personal and sticky, and deodorant as a product is normally shared in Indian families.

We conducted a small survey of around 250 people from the target audience, asking them what an anti perspirant was? The result showed that 220 people didn't know the difference between deodorant and anti-perspirant. They thought it was same as a deodorant and there was no difference

Coming to SURE, it is an antiperspirant brand from Unilever's global product portfolio. The brand claims to be the largest selling antiperspirant brand in the world. The launch of sure marks another era in the deodorant market in India

Since the anti perspirant category is new to the Indian market, the brand has tried to educate the customer about the product category in the launch phase. It has roped in actress Asin (a Leading South Indian Actress) as the brand ambassador, with launching campaigns across South India featuring the celebrity.

Building an anti-perspirant usage into the Indian consumer's hygiene habit entails a huge amount of education. SURE's launch campaign is all about educating the consumers about anti-perspirant as a category and how it works to deliver a dramatic benefit of under-arm dryness or 'No Paseena'. It looks at creating awareness about the anti-perspirant category amongst its consumers across India. In-order to educate on antiperspirants and de-mystify certain myths around the category, SURE will undertake a rigorous education program among women as evangelists of the product. Asin will be country's first and most popular educator of anti-perspirant use in good hygiene regime

To drive the same, HUL launched an activity in association with Candid Marketing, which conducted a college contact programme called Friends of SURE (FOS). The initiative used word-of-mouth to publicize the product.

As a part of the activity female students across 150 colleges in India were invited to join the programme and participate as SURE friends or trainers. The participating students were asked to inform other women about the hygiene benefits of using antiperspirants as opposed to regular deodorants or talc, which only mask body odour, also encourage other students to join the program and make them aware about the product by downloading the FOS mobile application.

They even conducted sessions which were divided in four segments educating the masses about tips on hygiene, health, grooming and beauty, and time management.

Grey Matter

Thus ensuring that the product gets launched as a hygiene product and not cosmetic and inturn becoming an inseparable part of an individual's daily use.

Exhibit 2

Understanding the difference between SURE, DEGREE and REXONA

As we know that sure is a world leader in anti-perspirant, the fact is that **SURE, DEGREE and REXONA** are not different products; they are the same product with just different names in different regions. The logo, tag line "It won't Let You Down", as well as basic product package is the same for all the three.



REXONA



DEGREE



SURE

This is something HUL is playing with, by removing Rexona and using SURE which is already recognized as an anti-perspirant to succeed in the Indian market. We believe that a great product wrapped in the old business model is bound to fail. And that's exactly the precaution what HUL has taken this time by understanding the flaws in the old marketing strategies that they used and not repeating them. This time, the old wine has been launched with great focus on educating the customer on its use and benefits, and also positioning it as a hygiene product, not just another deodorant to add to the existing list, we believe that the old wine in this new packaging will succeed.

Exhibit 3

Asin states

"Perspiration is a common and natural phenomenon with human beings and it is imperative to take proper measures to control excessive perspiration and body odour. Sure promises 'No Sweat', which is exactly what an anti-perspirant is supposed to do. I use Sure and am happy with the results. I truly recommend consumers to include Sure in their daily hygiene regime. Sure is absolutely safe to use and does not have any side effects."



By:

Tapasya Raut and Hiten Chhabria

(PGDM 2011-13)

EXPERIENCE @ DAIMLER

Europe is said to be one of the most beautiful continents and I totally agree with the statement. As the flight lands in Frankfurt and you look out of the window, the absolutely stunning view outside reaffirms the same belief. The lush green trees, the striking scenery, the view is so spectacular that you are rendered speechless. At that time, it strikes you that you are going to enter into a whole new world... A world that is completely different from what you left behind...

My internship with Daimler enabled me to meet people from different cultures, religions and countries and learn about the intricate aspects of each culture. Apart from being able to learn and discover about the culture of Germany predominantly, I also had the opportunity to learn and understand the culture of the Chinese, as a colleague happened to be from China. While interacting closely with her, both of us realized as to how similar the cultures of our respective countries were when compared to the European culture. A simple example would be as to how people in Asia



considered their colleagues at work as their friends outside the workplace too and it would be very common for colleagues to interact outside the work place such as going for a movie or dinner. But in Europe, the personal and the professional lives are separate. Outside the work place, your friends from office are only your colleagues. There is no interaction outside the workplace.

Another difference in cultures which I found was that the Germans are a stickler for time. It is ingrained within them from childhood. If a train is expected to depart from the station at 7.47am, then the train would surely depart at exactly 7.47 a.m. If by any chance, there is a delay in the departure of the train then care would be taken to ensure that the train reaches at the scheduled arrival time. I was very impressed at this fact and at times wished and hoped that this would be implemented in India too.

This exposure to people from various cultures, religions and countries, helped me broaden my way of thinking and change my perceptions. I was also able to use this chance to educate the people at the Daimler Corporate Academy about the Indian culture.

Each and every moment of my stay at Stuttgart, Germany has been priceless and it would be virtually impossible for me to pen down the various experiences that I have had. From meeting people from different cultures, to the different work culture that I was exposed to. From visiting some of the most beautiful places in the world, to being almost fined by the police one night at a train station... Each experience is memorable and in some way or the other teaches you about life itself... This trip has been priceless and one which I will cherish forever.

- Avanti Krishnan

Biz Quiz

1. This 32-year old man working in a printing press walked from his home in Market Harborough to the nearby town of Leicester to attend a temperance meeting on 9 June 1841. Suddenly an idea flashed on his mind and suggested a proposal to engage a special train for the temperance supporters and he approached Midland Railway Company. Name the person who created a successful worldwide organisation?
2. Name the personality who is credited for the STD (Subscriber Trunk Dialing) revolution in India?



3. The famous symbol of Four Linked Rings is the logo of Audi. What is the significance of these rings linked together?

4. Which international corporate has 42 dots in its logo?
5. One of the most successful small cars on Indian road is ZEN from Maruti. What does it mean?

6. By what name do we know the singer Stefani Joanne Angelina Germanotta?
7. Identify the advertiser. (Think lateral.)



Biz Quiz

8. This brand X has its origins in Germany, when a trading ban was placed on that nation by the Allies during World War II. The Coca-Cola Company therefore was not able to import the syrup needed to produce Coca-Cola in Germany. As a result, Max Keith, the man in charge of Coca-Cola's operations in Germany during the second World War, decided to create a new product for the German market created using only

ingredients available in Germany. And hence X was developed. Identify this well known brand X.

9. Facts about X include:

Its main source of income is from its leather tanneries.

Other diversified sectors include textiles and worldwide exports.

Has over 15,000 single production units.

Recently churning out to be one of the biggest recycling industries.

Has an annual turnover of about 650 million US Dollars.

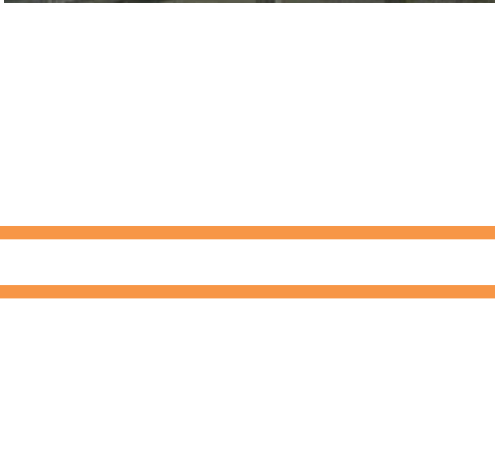
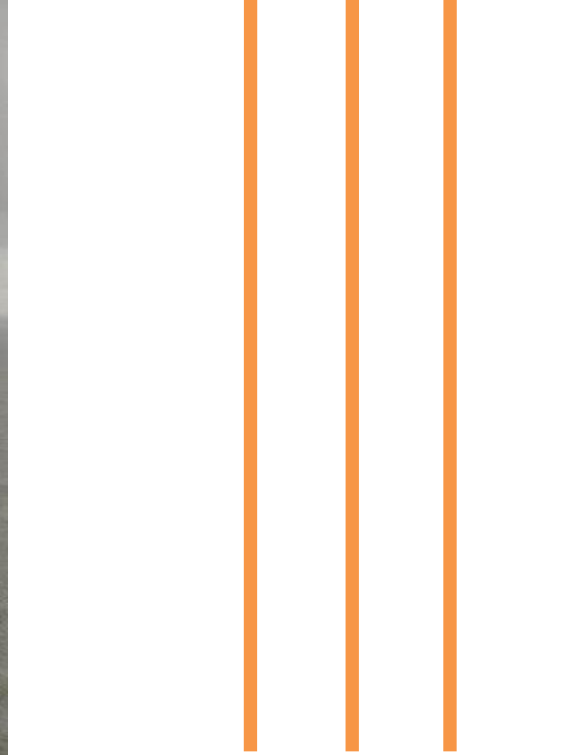
What is X?



10. Identify by the tagline... "American by birth. Rebel by choice."

Mail your answers to "prameya.weschool@gmail.com" latest by 30th September, 2011.

The first 10 responses will be eligible for exciting prizes !!!




Clicks

Clockwise

1. Rohit Singh (e-biz 2011-13)

2. Vaibhav Bhole (BD 2011-13)

3. Rohit Singh (e-biz 2011-13)



Coffee Break

The Goal (Book Review)

Penned by Dr. Eliyahu M. Goldratt, The Goal is an inspiring story that challenges the readers' outlook towards operational improvements.

Alex Rugo, the protagonist of the story is a Production Plant Manager, struggling to establish his plant and survive his marriage. The plant is not able to do its best, despite all the modern technology deployed. Alex is served an ultimatum of three months to turnaround operations at his plant. However, undeterred by all adversities, he keeps his struggle on to make things better at both the work and home front.

He gets in touch with his past professor Jonah, who guides him through a series of steps towards continuous improvement, despite the barriers from corporate headquarters and Alex's skeptical boss.

Setting himself apart from what all others do, Alex takes no traditional cost-cutting steps. Instead, the focus remains on reduction of inventory and operating expense and increase of throughput. He further implements changes at his plant based on the guidance of his new mentor. In course of time, he learns that the statistical fluctuations in the chain of dependent processes of the plant were the cause of lags down the chain, thus slowing down production. Thus begins the quest to restructure the thinking of the people and change the process to maximize the use of the bottlenecks in the plant.

Having mentioned many concepts, the book portrays the complicated process of analyzing a system, to improve its performance, in a much simple way. It gives the reader a deeper understanding of the reasons for actions. The philosophy represented is transparent to other industries as well. Moreover, the story narrated in first person style, gives the readers a chance to think in the same way and motivates them to go about attaining goals in their own lives.

- Priyank Piyush (e-biz 2011-13)

The Maple Tree

How lovely is the maple,
shedding its auburn leaves,
nature's true temple,
fearing knaves nor thieves.

The swallows that nested here,
have long since left.
The chipmunks who played here,
will soon have slept.

Time moves on
neither slow nor fast,
but the memory of this tree
will always last,
in the eyes of the one
who was left with none.

For like the swallows
they too, left,
when of his glory
he grew bereft.

Now stands he
like the maple tree,
rooted in time, yet
longing to be free.
Whilst he mused on
a shadow of himself,
the maple rustled
Impish as an elf:

"Nature taught me
to fight and last
then why at failure
are you aghast?"

Open your eyes
keep a count,
for the season of snows
will steadily mount,
and drape me in white
a serene death.



But I hold within
a tiny breath,
of the little seed
that will humbly rise
when the season of snows
will finally capsize.

Again I shall stand
bold as brass,
in my shadows will grow
lush green grass.

The world often rejects
the best of its kind,
yet glory is first
achieved in the mind.

So chin up,
go forth and win,
return triumphant
to your kith and kin.

By that time,
my winter will have passed
and your Karma,
you will have surpassed."

**-Aniket Ghatnekar
(PGDM 2011-13)**

Reflection Of Love

What is that you cannot see?
You are there in every breath of me.
I can feel you night and day,
I mention u in whatever I say.
You are like a breeze of fresh air,
I am myself when you are there.
The day we don't see or talk,
Seems like a lonely walk.
The feeling grows stronger every day,
I feel you in every way.
Your ignorance burn me like fire,
Your presence is what I desire.

My love for you is strong and pure,
For my ailing heart you are the cure.
Accept my love and give me a reason to live,
I have my love and only love to give.
Make my love immortal; touch me with your
soul,
Give me serenity, calm the volcanic coal.
Your thoughts have become a part of me,
So what is that you cannot see?

My love for you is strong and pure,
You are my life and I want to be with you for
sure.

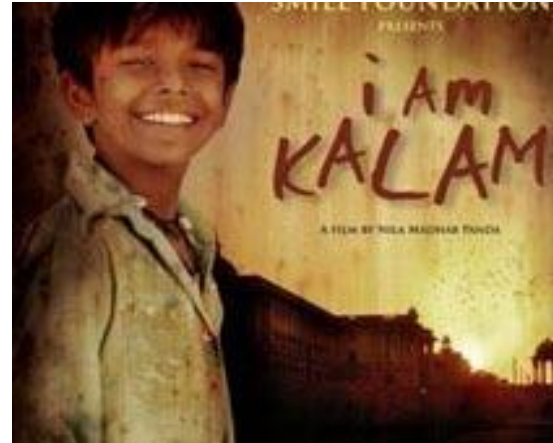
-Vikram Baheti

(BD 2010-12)



Film Review: I Am Kalam

'I Am Kalam' produced by Smile Foundation is a tale of ordinary people with their desperate dreams and tremulous hopes. This story is about a young boy from backwater Rajasthan who has a great desire to study, inspite of his economically poor condition.



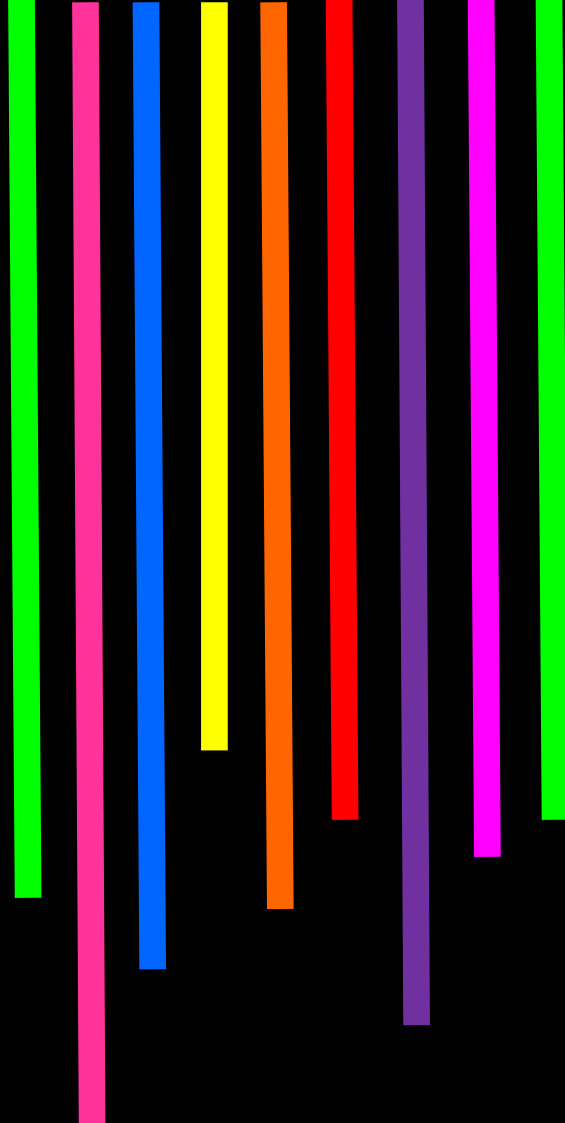
Harsh Mayar is Chotu, a spirited young boy who goes about his chores in a highway food joint with a twinkle in his eyes, a smile on his face and a spring in his steps. As soon as Chotu starts working at the restaurant, he earns the admiration of Bhati (Gulshan Grover) and the foreigner guests at the hotel because of his intelligence and flair for languages.

One day Chotu happens to watch former President APJ Abdul Kalam on television. Kalam's message hits him hard - if you believe in your dreams, go for it. Since then former President APJ Abdul Kalam became his role model and he starts addressing himself as Kalam. Chotu also befriends Kuwar Ranvijay (Hussan Saad), the son of the erstwhile Maharaja of the area, and the duo spends a lot of time together, playing and studying, in spite of the Maharaja (Sanjay Chauhan) asking his son not to spend time with kids who do not belong to the same class.

Soon, Chotu's dreams start crumbling one by one. A jealous Laptan burns his books; Bhati, is emotionally hurt to learn that Lucy is a married woman. Chotu's secret friendship with Ranvijay is exposed; and he is taken by the Maharaja to be a thief, is beaten and asked never to come back into the heritage hotel, where the Maharaja stays. This movie shows how beautiful small can be, especially when the heart is in the right place and the mind is clued in.

Despite all odds, Chotu is determined to fulfil his dream of meeting the President, takes off for Delhi with a truck driver. When Kuwar comes to know what happens next? Is Chotu able to fulfil his dreams? What does Ranvijay do when he finds out about Chotu's fate? What about Bhati, Lucy and Chotu's mom? The rest of the film answers these questions.

- Ashish Tapadia
(e-Biz 2011-13)



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