



# NEXUS

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Yogesh  
Gadhari



**“System Cell is not only  
about ‘Technical Work’”**

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Faizan Shaikh, Punit Potnis,  
Anand Argade

**“Technical Indicators”**

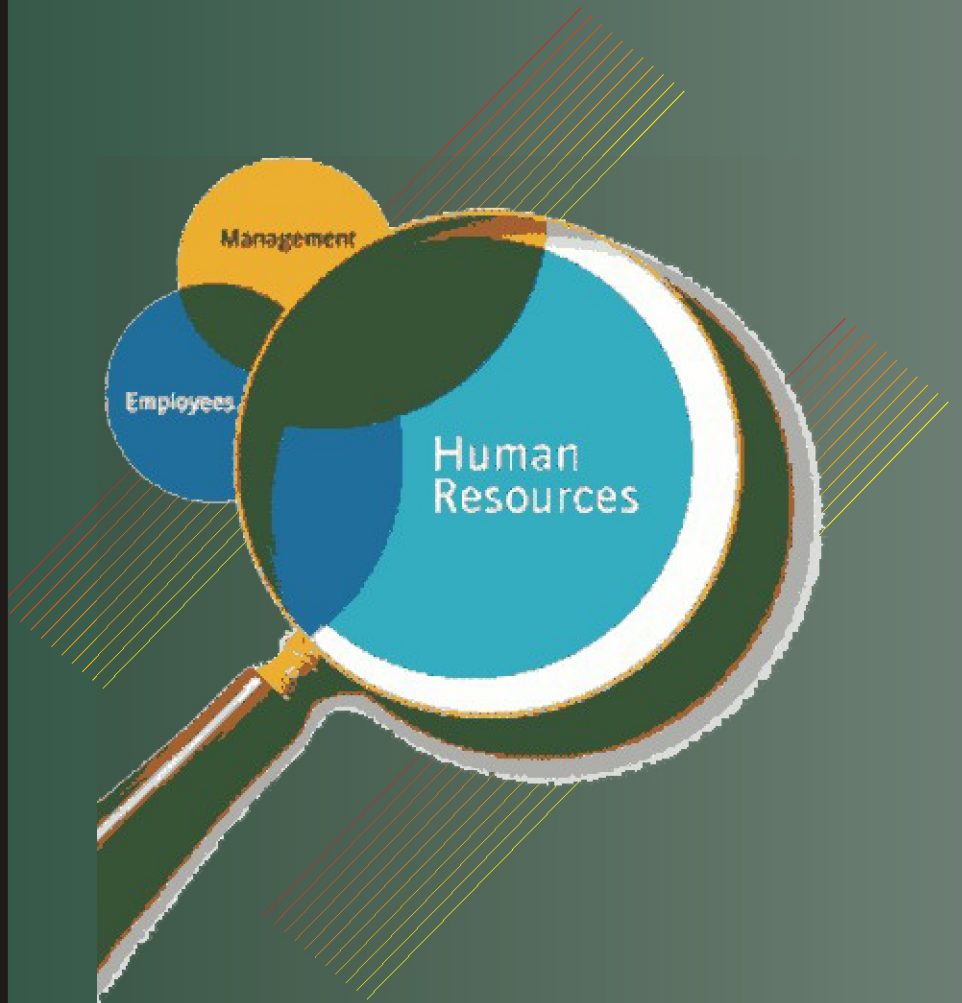
Page 2

Avinash  
Sadaphule



**“4P’s of Indian Rural  
Marketing”**

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# Rendezvous



## Editorial

Dear PUMBAites,

We are extremely pleased to present before you the **7<sup>th</sup> Edition** of our Fortnightly published Newsletter “NEXUS”.

The major event witnessed in PUMBA recently was **HR Rendezvous** which was held on the **11<sup>th</sup> of October 2008**. It was successfully organized by the Seminar cell on a grand scale. This edition thereby brings before you the major happenings at the event.

Also, don't miss the articles on **Finance, Marketing &** an interview with **Systems Cell Coordinator Yogesh Gadhari**.

Read **Shweta Chhabra's** column “**Communicate to Impress**” and learn more on how to **stop “worrying” about meeting people**.

For all you sports fans, we have **Sports Talk** on Commonwealth Youth Games & as usual, a more challenging **Brain Teaser**.

We at **NEXUS** are committed to maintain the **QUALITY, CONSISTENCY & MATURITY** of the articles & ensure that we will offer you more in the forthcoming editions.

Your Feedback & Suggestions are always welcome....

Wish you a **HAPPY READING....!!!!**

Sincerely Yours,  
**NEXUS Team**

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Mention your Name, Roll No., and Specialization in the mail.

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# FINANCE

## TECHNICAL ANALYSIS

### PART III: Technical Indicators

*Faizan Shaikh, Punit Potnis, Anand Argade are studying in 2<sup>nd</sup> Year MBA++ and are specializing in Finance. This is the Third part of the series “Technical Analysis”.*

#### Different Types of Indicators:

There are a lot of indicators that technical analysts use in day to day life. We will examine a few ones used widely:

- 1) Simple Moving Average (SMA).
- 2) Weighted Moving Average (WMA)
- 3) Moving Average Convergence/Divergence (MACD)
- 4) Relative Strength Index (RSI).
- 5) Stochastic.
- 6) Bollinger Bands.

A moving average is simply the average price (usually the closing price) over the last  $N$  periods. The most commonly used averages are of 20, 30, 50, 100 and 200 days.

The longer the time span, the less sensitive the moving average to daily price changes. Moving averages are used to emphasize the direction of a trend and smooth out price and volume fluctuations.

#### What do the different days mean?

**20 days** - choppy line. It isn't the most accurate, but is probably the most useful for short term traders.

**30 day** - similar to 20 day but provides a bit more certainty for the trend.

**50 day** - moving averages provide a much less volatile, smooth line. This can be used to detect somewhat longer term trends.

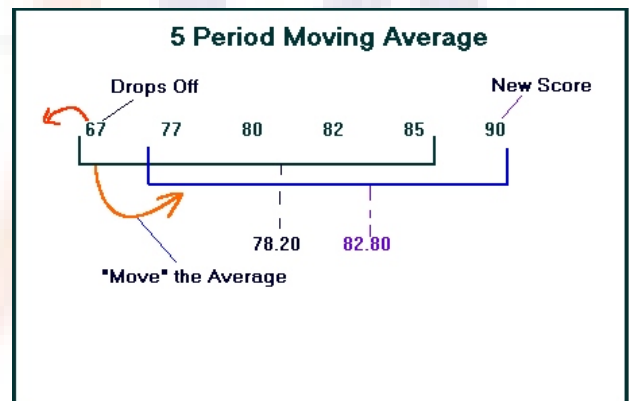
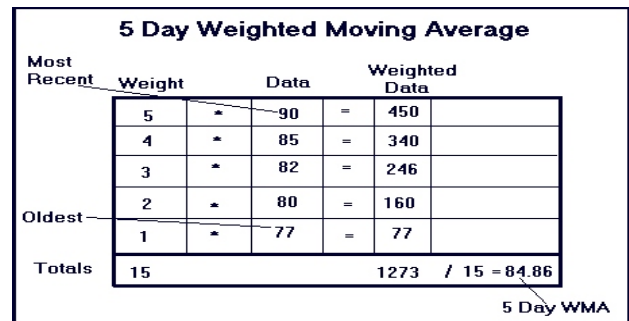
**100 day** - similar to the 50 day, it is less volatile, and one of the most widely used for long term trends.

**200 day** - even less volatile, more of a rolling chart or smooth line. It doesn't react to quick movements in the stock price therefore it is used for long term trends.

#### How does it work?

In this method, simple average of 5 scores is considered. As can be seen in the above scenario the 5 period average moves from 78.2 to 82.8.

A bullish signal is generated when the price rises above its moving average and a bearish signal is generated when the price falls below its moving average. In the above graph the opening price of Dr. Reddy's Laboratories on 22<sup>nd</sup> July 2008 has fallen below its 50 day moving average (DMA) which shows a bearish trend ahead in the intermediate term.

**5 Day Weighted Moving Average**

Most Recent	Weight	Data	Weighted Data
5	*	90	= 450
4	*	85	= 340
3	*	82	= 246
2	*	80	= 160
1	*	77	= 77
<b>Totals</b>	<b>15</b>		<b>1273 / 15 = 84.86</b>

5 Day WMA

#### How does WMA work?

In this method weightage is given to recent scores as compared to the older scores. As can be seen in the above scenario 5 is assigned to the most recent price (closing price) and 1 to the oldest price.

# MARKETING

## 4P's of Indian Rural Marketing PART II: Place

*Avinash is 2<sup>nd</sup> Year MBA++ Student and specializes in Marketing. This is the Second part of the series "4P's of INDIAN RURAL MARKETING"*



### PLACE

Marketers need to understand the psyche of the rural consumers and then act accordingly. Rural marketing involves more intensive personal selling efforts compared to urban marketing. To effectively tap the rural market, a brand must associate it with the same things the rural folks do. This can be done by utilizing the various rural folk media to reach them in their own language and in large numbers so that the brand can be associated with the myriad rituals, celebrations, festivals, "melas", and other activities where they assemble.

One of the ways could be using company delivery van, which can serve two purposes - it can take the products to the customers in every nook and corner of the market, and it also enables the firm to establish direct contact with them, and thereby facilitate sales promotion. However, only the bigwigs having hefty investments plans can adopt this channel. The companies with relatively fewer resources can go in for syndicated distribution where a tie-up between non-competitive marketers can be established to facilitate distribution.

Periodical "melas" organized are quite popular and provide a very good platform for distribution because people visit them to make several purchases.

"Haats" are another potential low cost distribution channel available to the marketers. Also, every region consisting of several villages is generally served by one satellite town (termed as "Mandis" or Agri-markets) where people prefer to go to buy their durable commodities. If marketing managers use these feeder towns, they will easily be able to cover a large section of the rural population.



**HUL** - Initiated "Project Harvest", "Project Bharat" and "Project Shakti" (which utilized the concept of self help groups) to extend their distribution to the villages with a population of 2000, 1000 and less than 1000 respectively. Each state has one or two Carrying and Forwarding Agents (C&FAs) who are assisted by Redistribution Stockists (RS), who are allotted a specific area and are responsible for the physical distribution of the products. RS, in the vans provided to them cover the areas allocated to them called Indirect Coverage (IDC). The frequency of the RS's visit to these IDC depends upon the kind of business these IDCs generate.

Complexities galore in these distinctive yet blended markets of rural consumerism. A rural consumer who takes 2 years to make a watch-buying decision definitely does not believe in impulse buying of consumer durables, but timely availability becomes an important factor in their buying decisions for consumer goods. Research shows that on an average the daily sales figure of a **Haat** (used for weekly purchase of household items. Eg: soaps) with average 314 outlets are close to a whopping Rs. 2 lakhs per day and that of an individual outlet is Rs. 874. Together these rural supermarkets have the potential to challenge the world's K-marts and Wal Marts in their size and sales!

**ITC** - ITC has set-up up e-Choupals, which offers the farmers all the information, products and services they need to enhance farm productivity, improve farm-gate price realization and cut transaction costs. Farmers can access latest local and global information on weather, scientific farming practices as well as market prices at the village itself through this web portal - all in **Hindi**. It also facilitates supply of high quality farm inputs as well as purchase of commodities at their doorstep.

**LG** - This is a perfect example of a brand which has maintained a premium positioning in the urban market and still has managed to cater to the rural markets. When LG launched its "Sampoorna" TV range, it understood that shops in all the villages won't be profit centers since a rural consumer usually buys such high priced items from assembly markets or from the markets of nearby towns and cities.

## COMMUNICATION

The rural audience has matured enough to understand the communication developed for the urban markets, especially with reference to FMCG products. Television has been a major effective communication system for rural mass and, as a result, companies should identify themselves with their advertisements. Advertisements **touching the emotions** of the rural folks could drive a quantum jump in sales and it has already shown results previously. The brands have to be made relevant by understanding local needs and customize according to that. Even offering the same product in different regions with different brand names could be adopted as a strategy.

Firms must be very careful in choosing the vehicle to be used for communication. Only 16% of the rural population has access to a vernacular newspaper.

Therefore, the audio visuals must be planned to convey a right message to the rural folk. The rich, traditional media forms like folk dances, puppet shows, etc., with which the rural consumers are familiar and comfortable, can be used for high impact product campaigns.



## Brain Teasers!

### BRAIN TEASER :- 6

**A man is trapped in a room. The room has only two possible exits: two doors. Through the first door there is a room constructed from magnifying glass. The blazing hot sun instantly fries anything or anyone that enters. Through the second door there is a fire-breathing dragon. How does the man escape?**

*Answer to previous Brain Teaser -5 (of Edition 6):  
The alphabet "m"....*

**Winner of previous Brain Teaser-5 (of Edition 6):  
Vikram Singh of MBA 2<sup>nd</sup> Year  
Bhavin Rathod (PUMBA Alumnus 2006-08 batch)**

Send in your answer to –  
[Mediacell.pumba@gmail.com](mailto:Mediacell.pumba@gmail.com)  
Mention your Name, Roll no,  
Division etc in the mail.  
Last date for sending your answers  
is:-

**2<sup>nd</sup> November 2008**

Name of the winner will be published  
in the next edition of the News letter.

# BIOTECH

## THE BIOTECHNOLOGY BOOM.....

### INDIA THE CENTER OF IT..... By Niveda Ramkumar

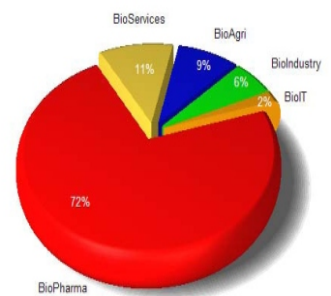
“**BANANAS to cure cancer. Bullet-proof vests from goat's milk.**” Sample some future technologies that biotechnology holds the key to. With a gene put in here and knocked off there — easier said than done though — the promises and surprises in the field are innumerable, say scientists.

In recent decades, here's probably one world of opportunity that has engaged corporate and Government minds like no other. Corporate R&D investments, drug companies, agriculture research, Government budgets and policies and investor strategies have pinned their business hopes on developing cheaper biotech products such as medicine, food, disease-free crops and even perfect animals.

In the world of pharmaceuticals, bio-drugs based on recombinant DNA technique are considered safer and more target-specific than conventional drugs. Major investments are now going into bio-engineered drugs for diseases from diabetes and cancer to HIV/AIDS and tuberculosis.

The global bio-pharmaceuticals market is estimated at Rs. 33,000 crore and is said to be growing at the rate of 15 per cent annually, in a scene dominated by global majors.

India is seen as a key source and market for bio-pharma and food. When several big drugs go off patent in the coming years, pharma companies from all over will be getting into this market quickly through the biotech mode. **The bio-generic drugs are estimated to replace 70 per cent of the conventional therapies by 2025.** Strategic tie-ups between big pharma companies and small biotech start-ups are already happening for contract research and manufacturing.



With over 350 biotech drug products in the pipeline across the world, this is also the chance for Indian pharma biotech companies. **By 2025, the Indian market for recombinant medicine is also tipped to grow from Rs 535 crore to Rs 958 crore. Investments into bio-drugs are also expected to grow to Rs 500 crore.** Currently, four companies are into making the hepatitis B and several pharma companies have active biotech plans.

### WHY DO WE NEED TO BUCK UP.....?

Local companies will also face competition in India from powerful multinationals whose patents are being upheld in India for the first time. This means Indian drug companies will need to create innovative new drugs if they are to compete in a global market.

Finally, there are fears of a resource shortage — India imports almost all its research technology and has few scientists with enough practical training to undertake cutting-edge research. These problems, coupled with the 'brain drain' of scientific talent to other countries, could threaten India's biotechnology success.

## COVER PAGE STORY

### HR RENDEZVOUS

HR Rendezvous '08 was held on the 11<sup>th</sup> of October 2008 at PUMBA. HR Rendezvous is an event organised by the Seminar cell of PUMBA wherein case studies regarding problems faced by HR managers, are enacted in front of a panel of experts. The panel consists of HR heads of various companies who give their valuable inputs for each case.



The program started with the lighting of the lamp by Mr. Augustus Mallier, Mr. Rajesh Pahurkar, Mr. D.R. Mane and Mr. Praful Pawar. Mr. Augustus Mallier, Director HR, Mercedes Benz India Ltd. was the guest for the first case. The first case was about a candidate who had been recruited by a company on the basis of a false CV. He had mentioned in the CV that he had worked for a particular company, which in reality he had never worked for. He was however very proficient at work. The problem faced by the HR manager was whether to detain such a valuable employee or not. The suggestion given by the expert was that management is an activity which is value-based and such employees should be sacked. Also, to prevent such cases, the HR manager should be very cautious while recruitment. This session ended with a vote of thanks by Mr. D.R. Mane.



The guests for the second case were Mr. Jitendra Paturkar, Asst. General Manager-HR, Ubics and Ms. Suma Nambiar, Manager-HR, Maersk Global Centre India Pvt. Ltd. The second case was about how an HR manager should deal with cases about efficient employees whose performance is affected due to some serious health issues faced by them. This case had an employee who was diagnosed HIV positive and because of this had lost out on an important project which was actually supposed to be handled by him. The solution provided by the panel was that the HR manager should counsel such employees and special help should be provided in special times. Also such employees should not be neglected by the management because only respectable work places can have high commitment.

The post lunch session started with a panel discussion on HRE's role in developing high performance competitive leaders. The panel was headed by Prof. V.K.Bhide and the other experts were Mr. Bhushan Apalgatti, Director HR-NVINDIA; Mr. G.S.Uppal, Executive Director, HR & Admin. Volkswagen India Pvt. Ltd. and Mr. Rajendra Sabnis, Poonawalla Group, General Manager-Corporate HR & Admin. The experts gave their opinions about the evolution of HR as a function over the years, leadership and HR, and they also stressed on the qualities that an HR manager should possess.



The guest for the third case was Mr. N. Barethiya, Head HR, Hindustan Coca Cola Beverages Ltd. This case was about gender inequality at the work place and also the resistance by men to women occupying senior positions in the organisation. It also highlighted the problem that women face today regarding whether they should continue or quit their job after marriage. The solution given by the expert was that there should be no gender inequality and that women occupying senior positions in organisations should be accepted by their male subordinates.

The session ended with a vote of thanks. It was indeed a very interesting session and it provided the students a good insight about the HR function in an organisation.



## INTERVIEW

### YOGESH GADHARI - CO-ORDINATOR 'SYSTEM CELL'

*Yogesh Gadhari, the System cell coordinator shares with Nexus correspondent Savita Sawant, the 'Systems' dealt by the System cell. Yogesh is a 2<sup>nd</sup> year student of MBA++, specializing in 'Systems'.*



#### **What are the responsibilities of System Cell at PUMBA?**

As a System Cell, we have various activities like Internet activation, Wi-Fi activation. We conduct some technical workshops which are beneficial for both first and second year students. Last year we conducted Excel Workshops in 2 trimesters. We also conducted an introductory session on SAP which has helped students to get an overview on SAP like what modules are available in SAP different specializations and carrier opportunities for them.

#### **What activities are you planning for this year?**

We will be implementing NEWEL System for 2<sup>nd</sup> year batch and summer placements of Junior Batch. This year also we are planning for Excel Workshop. We are also trying for SPSS workshop which will be beneficial for Marketing Students.

#### **How are you working on improving our Wi-Fi system?**

We are working on it. We had a talk with Sangvikar Sir and Lab In charge. Right now there is only one access point .We are planning to increase the number of access points so that we can cover more area. We have also taken up the issue of Internet Speed.

#### **How has been your Experience at PUMBA so far?**

Actually before joining PUMBA, I was working in an organization for 3 years .That's a big break from studies and Classroom. So it was a kind of a challenge for me. But it was fun .I am enjoying college activities, friends and all the functions at PUMBA.

#### **How has the experience of working with the System cell helped you?**

Our tasks are mainly technical .So it does help me with my specialization. As a coordinator it had helped me learn Management, coordination, has given me an opportunity to interact with other cell members.

#### **What are your future plans?**

After MBA I am looking forward to a good Placement .I will basically be trying for IT-sector may be Service Delivery Management or Project Management.

#### **What do you like the most about PUMBA?**

People at PUMBA.

#### **How frequently do you update the PUMBA web-site?**

We are currently looking after PUMBA web-site updation. We are coordinating with the company which is maintaining the web-site. We update it regularly, whenever it is required, like uploading the Newsletter, Our Placement Brochure, notifications etc...

#### **So is it absolutely necessary to be technically sound for being a part of System Cell?**

People do think that System Cell means all technical work, but it is not so. It is not only about technical knowledge, we also require people with creative ideas, skills and who are good at organizing and managing people .Because we need people for organizing workshops, events and working on our web-site. Actually, we have system cell mail-id (systemscell.pumba@gmail.com) where students can give their suggestions and ideas for our web-site or they can just contact us personally.

# COMMUNICATE TO IMPRESS

## PART 3: Ever worry about meeting people?

- Shweta Chhabra

*Shweta Chhabra is a 2<sup>nd</sup> Year MBA++ student & specializes in Human Resources. She has done her Masters in Counseling Psychology. She has a considerable professional experience in the area of Soft Skills Training & Counseling and served as a personal trainer to the MD of Bilcare Ltd. This is the Third part of the series "Communicate to Impress".*



### What to Say When You Meet New People: The 9 Secrets to Success

In an average day, you are going to meet a great many new people. Some of them might seem of no value to your life - a waitress, a delivery man, and so forth. Yet, never underestimate the value of any individual.

Remember, the art of networking can lead to you achieving greatness. With that in mind, let's look at what you should say and talk about when you meet someone for the first time.

#### 1) **Speak without speaking:**

Your physical appearance and demeanor will say more to people about who you are and what you think of them than any initial greeting. So, keep your body clean, your appearance neat, and dress nicely.

#### 2) **A good first line:**

Don't start off with something like: "Hey, what's up?" Unless you're talking to a bunch of excited teenagers; that is not how you address someone. A proper phrase along the lines of: "How do you do?" or "It's a pleasure to meet you" is appropriate.

#### 3) **Eyes and hand:**

You want to connect with someone at once. So, look them straight in the eye, and offer them your hand. A firm hand shake that isn't brief, and yet isn't too long either; and don't crush their hand. That's something a professional wrestler does to intimidate an opponent; not what you do when you want to make a good first impression.

4) Once the initial meeting is over, **Follow up** by asking for their name, and make it a point to remember it. Nothing is better at pleasing someone than a person they just met remembering their name.

#### 5) **Body language:**

You want people to feel comfortable when they are talking to you. So, stand up straight, maintain good eye contact - without being domineering, and pay close attention to what they say.

#### 6) **Be courteous and speak in a clear, polite tone:**

If you are on a job interview, let the interviewer ask the first question. After all, you're after a job from them; time is money, and they're busy. So, let them control the situation. Now, at some point, they're going to ask you if you have any questions. That leads to the next point.

#### 7) **Be ready to participate in the conversation:**

Again, if you're on a job interview, check out the company, and have some questions ready to ask. If you're in a social setting or on a date, be ready to ask the other person questions about them and their life; or be able to talk about yourself and what you like.

#### 8) **Pay attention to what's going on.**

If your eyes glaze over and you're not engaged in what's going on, people will not want to have anything to do with you. So, concentrate on what they're talking about.

#### 9) **Select the right things to say.**

This is a function of the type of conversation you're involved in: interview, date, a dinner party, and so forth. After the initial meeting, you want to either talk about something interesting - a story you know, a movie you've seen etc. or ask the other person some questions.

#### 10) **Keep the conversation balanced.**

On one hand, you do not want the other person to have to do all the talking; on the other hand, it's impolite for you to monopolize the conversation. So, allow the other person (people) to talk, and then you "chime in" with a contribution.

11) Finally, remember the **Golden Rule**; treat people as you want them to treat you. And remember, no one is "beneath" you. Treating people decently is a true sign of having good manners.

It's said that first impressions are last impressions. So stay focused when meeting new people, and speak clearly. By staying neat, clean, and showing proper respect to others, you will make an excellent impression on them. Follow that up by being engaging in conversation, and you'll win new friends and influence people.

## SPORTS TALK

### A Fortnight of action!

### - Nikon Kolipakam

*Nikon is 2<sup>nd</sup> Year MBA++ student and specializes in marketing.*

What a fortnight! There has been more sporting action in the last 2 weeks than I can remember – the Commonwealth Youth Games, the Indian open Golf, the India-Australia Test match, the Japanese Grand Prix etc. The **Commonwealth Youth Games** got off to a big bang on 12<sup>th</sup> Oct. These games will be undoubtedly the biggest sporting event held in Pune since the National Games. A lot of young Indian sport stars are sure to be born in the games. With a large sporting contingent, the team was looking to grab a spot in the top 3 in the overall medals tally. All eyes will be on badminton star **Saina Nehwal** after her superb performance in the Olympics in Beijing.



Another Indian Badminton star almost got lost in the press from the other sporting events in India was **Jwala Gutta**. She won the doubles 'double' in Sofia, Bulgaria. After a shocking win in the mixed doubles with **Diju Valiyaveetil**, she came back and won the women's doubles with compatriot **Shruti Kurian** to become the first Indian to win 2 titles at any badminton event. After **Anup Sridhar's** superb performance last month when he won 2 back-to-back titles, things are looking good for the future of badminton in India.

Another young Indian star on the horizon is **Yuki Bhambri**. The younger brother of 2 of our federation cup stars – **Ankita** and **Sana** - is now in the top 5 of the world junior tennis rankings. After a gutsy performance in Tokyo he looks like he could live up to his billing of being India's next big tennis star. The CYG gold will be his next target and I hope he can win once more.

The Indian open golf tournament teed off in Delhi. There were huge hopes from **Jeev Milkha Singh** who is now 2<sup>nd</sup> on the Asian order of merit. Finally Indian golf is getting its due importance with **Jyoti Randhawa**, **SSP Chowrasia**, **Gaurav Ghei** etc. performing and winning at the international level and heading the Asian order of Merit. Unfortunately for all Indians, **Jeev** sustained an injury on the last 2 days couldn't win the tournament but he did well to finish in the top 5. China's **Liang Wen-Chong** looking in blazing form after breaking the course record on day 1 and continued from there to win the championship.

Moving to the Fuji Motor speedway in Japan, we were shocked by 2 happenings on the weekend. Firstly, a dry race at Toyota's home circuit and then a win for **Fernando Alonso**. Although he had won in Singapore, the conditions there were strange with safety car periods and also he had managed to win by the skin of his teeth. This was a clean win on the speed of the car and it might just be the 1<sup>st</sup> sign of the **Renault Team** bouncing back after nearly 2 disappointing seasons.

The India-Australia test series started with a draw in Bengaluru. The series looks to be tight after the evidence of the 1<sup>st</sup> test. **Ricky Ponting** and **Mike Hussey** batted superbly for the Aussies while decent contributions by nearly all of India's batsmen at different times helped India do well. **Zaheer Khan** was awarded the man of the match for his fighting half century and his 5 wicket haul. **Anil Kumble's** shoulder injury will be a worry for the Indian team especially considering his great experience. But the news that rocked most cricket fans was the retirement of **Sourav Ganguly**. In my last column I had mentioned that he'd continue fighting. Looks like I wasn't totally right. He fought hard in the match but he will be hanging his boots once and for all after the series. But considering the way the young guns – **Yuvraj Singh, Rohit Sharma, Virat Kohli and S. Badrinath** – have played in the recent past, I think India have a bright future even after the 'fab four' of India's team.

The latest craze in cricket **T-20** saw a lot of ups and downs. The Stanford T-20 challenge after being bogged down sponsorship issues was finally cleared and the **Champions' League** T-20 tournament was also finally cleared with 8 teams – 2 each from India, South Africa and Australia and the 1 each from England and Pakistan. Meanwhile the ICL started its 2<sup>nd</sup> season much to chagrin of the BCCI. Sri Lanka Cricket softened its stand on Sri Lankan ICL players and signed a deal with the IPL organisers to let their players play the league every year. A great business decision for the cash strapped board. The ICL though managed to anger the Bangladesh Cricket Board – with the inclusion of the **Dhaka Warriors** in this edition. Meanwhile on the other side of the globe 4 nations were involved in a tussle for a T-20 crown. Pakistan and Sri Lanka look to be the favourites while Zimbabwe and hosts Canada look like they are there to make up the numbers.

The football fever continued as usual. The big teams continued to show their class. **Barcelona, Man United, Chelsea, Inter Milan, Bayern Munich** etc. all registered big wins in their league games. After these wins, the best players went away to play world cup qualifying matches. **England, Brazil, Holland, Cameroon and Nigeria** were among the big winners. There is another round of matches which will be held mid-week and France and Italy will be among the big boys looking to bounce back after disappointing draws.

The event to look forward to in the coming week is the world championship match between our own **Vishwanathan Anand** and Russian GM **Vladimir Kramnik**. The match will be held over 12 rounds and should be riveting for all chess fans and players.