



NEXUS

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Exploring our ways of Learning and FUN





Editorial

Dear PUMBAites,

It gives us a great pleasure to present before you the **8th Edition** of our Fortnightly published Newsletter "NEXUS"

Budding MBA professionals walk in; explore new ways of Fun and Learning. PUMBA 08-10 is a batch to watch out. In this edition we bring to you the candid expressions of the new batch.

In an exclusive Interview to Nexus, **Varun Deshmukh**, the Coordinator of **Entrepreneurship Development Cell** speaks his heart out about his experience with Entrepreneurship.

In our regular column **Sector Splurge**, we get you a peep into the **Telecom Sector**. Read it to know more about it.

Learn more about the **4P's of Indian Rural Marketing** from Avinash Sadaphule in his Final & Concluding part of the series.

Read **Shweta Chhabra's** column "**Communicate to Impress**". She will tell you the tips on "**How to deal with Negative People who always drag you down**".

For all you sports Fans, we have Nikon's Sports Talk. Plus a Brain Teaser to rack your brains.

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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Contributions to articles, Recommendations & Suggestions should be mailed at mediacell.pumba@gmail.com. Mention your Name, Roll No., and Specialization in the mail.

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MARKETING

4P's of Indian Rural Marketing

Part III : Promotion

- Avinash Sadaphule

Avinash is 2nd Year MBA++ Student and specializes in Marketing. This is the Third part of the series "4P's of INDIAN RURAL MARKETING"



PROMOTION

To make the Promotions/Advertisements in rural markets successful, you have to connect instantly with the consumers. You not just have to use the local dialect, but the psychographic inclinations that a rural consumer has so long been trained to develop should be built upon. The strategy of shock-and-awe might not be as successful as a flitting teaser campaign that sinks in easily. Also, a promotion that establishes an emotional connect will lead to returns, sooner than later.

CavinKare - Appreciating the cost-concern of consumers, it did a pre-launch campaign where it went to the village schools and gave a free head-wash to children and then launched its "chic" brand at a meager 50 paisa per sachet. Consumers, having seen the live results, liked the value proposition and hoarded the shops!

HUL - The Company has continuously designed innovative promotions to reach the rural markets. Lifebuoy in its rural contact program called "Lifebuoy Swasthya Chetna", where it spread information on how washing hands can keep diseases away, targeted a population of 5 crores in 15000 villages. It applied a 2 prong approach.

- HUL employed Health Development Officers and Health Development Assistants who went to all the villages and educated the community through lectures and community meetings.
- They returned to the villages after 2 months, offered toys, badges and medals to children who had made it a habit to wash hands regularly (read saved "Lifebuoy" soap wrappers) and a certificate to the children who had won these badges most often.

ITC - The promotion done by ITC during its Hero cigarettes brand launch in 1993 is unforgettable. In a campaign extended to 3 days, on the first day a person just went on cycle or a rickshaw saying on a P.A. system "Hero aa raha hai". On the 2nd day, an elephant draped in a large "Hero" logo embossed sheet and carrying a huge cut-out of the hero cigarette packet went through the villages distributing free samples of the product. And finally on the third day, a video van came to the villages playing popular movie songs to attract crowd. The campaign was so successful that the villagers actually started waiting for an event to happen in those 3 days. It was done in U.P. and Bihar in October 1993, and the sales figure reached 175 million sticks in just a matter of months. There can be many such promotional exercises cited that companies have undertaken to capture the mind share of a rural consumer.

Asian paints for example painted the house of the Sarpanch and the post office to show that the paint can stand against time and weather.

Escorts- One very fine example can be quoted of Escorts where they focused on deeper penetration. Looking at the 'kuchha' roads of village, they positioned their bike as tough vehicle. Their advertisements showed Dharmendra riding Escort with the punch line '**Jandar Sawari, Shandar Sawari**'. Thus, they achieved whopping sales of 95000 vehicles annually.

Thus, looking at the challenges and the opportunities, which rural markets offer to the marketers, it can be understood that the future is very promising for those who can understand the dynamics of rural markets and exploit them to their best advantage. A radical change in attitudes of marketers towards the vibrant and burgeoning rural markets is called for, so they can successfully impress on the 230 million rural consumers spread over approximately six hundred thousand villages in rural India



SECTOR SPLURGE

Blooming Telecom

- Prachi Waral

One of the fastest growing sectors in the country, telecommunications has been zooming up the growth curve at a feverish pace in the past few years. The year 2007 saw India achieve the distinction of having the world's lowest call rates (2-3 US cents), the fastest growth in the number of subscribers (15.31 million in 4 months), the fastest sale of a million mobile phones (1 week), the world's cheapest mobile handset (US\$ 17.2) and the world's most affordable colour phone (US\$ 27.42).

Trends

Indian telecommunication firms added 5.19 million new subscribers in April 2007, taking the total user base above 212.02 million, while wireless service providers continued to dominate user growth by adding 5.15 million subscribers in April, while 40,000 new fixed-line users signed up. At 500 minutes a month, India has the highest monthly 'minutes of usage' (MOU) per subscriber in the Asia-Pacific region.

India is emerging as a forerunner in using the cell phone as a tool to access the Internet, with one in every 11 people logging on to the web across the world through mobiles turning out to be an Indian. The country's telecom sector will see investments up to US\$ 25 billion over the next five years, projects global consultancy firm Ernst & Young. Massive infrastructure needs in India might provide a potential private equity role. A recent study by telecom regulator Telecom Regulatory Authority of India (TRAI) has estimated that the country will need about 350,000 telecom towers by 2010, as against 125,000 in 2007.

With a CAGR of 46 per cent, India has emerged as the fastest growing market in the data centre-structured cabling market in the Asia Pacific region, according to Access Markets International (AMI) Partners, a US-based consultancy agency. The data centre structured cabling market is expected to grow from US\$ 19 million in 2005 to US\$ 125 million in 2010. The overall structure cabling market is expected to grow from US\$ 127 million in 2005 to US\$ 345 million by 2010 at a CAGR of 22 per cent.

The total revenue of all telecom operators is all set to nearly double to US\$ 43.6 billion in four years, from US\$ 22.5 billion in 2006. The revenue share of mobile business would rise to 76 per cent in the same period, from 57 per cent currently. India, which is adding over six million mobile subscribers every month, has surpassed Russia to become the third largest mobile market in the world after China and the US. The total mobile subscriber base in the country is likely to reach 425 million by March 2010 with Bharti Airtel (GSM) and Reliance (CDMA and GSM) emerging as the top two mobile operators in terms of number of subscribers.

Destination India

The growth statistics of the sector combined with the Government's decision to increase the foreign direct investment (FDI) cap in the sector to 74 per cent has generated huge interest among global investors. The share of telecom in FDI rose from 3-4 per cent to 12-15 per cent in the calendar year 2006. TRAI has proposed that in view of the convergence of services, cable TV operators be allowed to increase their FDI cap from the existing 49 per cent to 74 per cent to bring them at par with the telecom sector.



SECTOR SPLURGE

Blooming Telecom

- Prachi Waral

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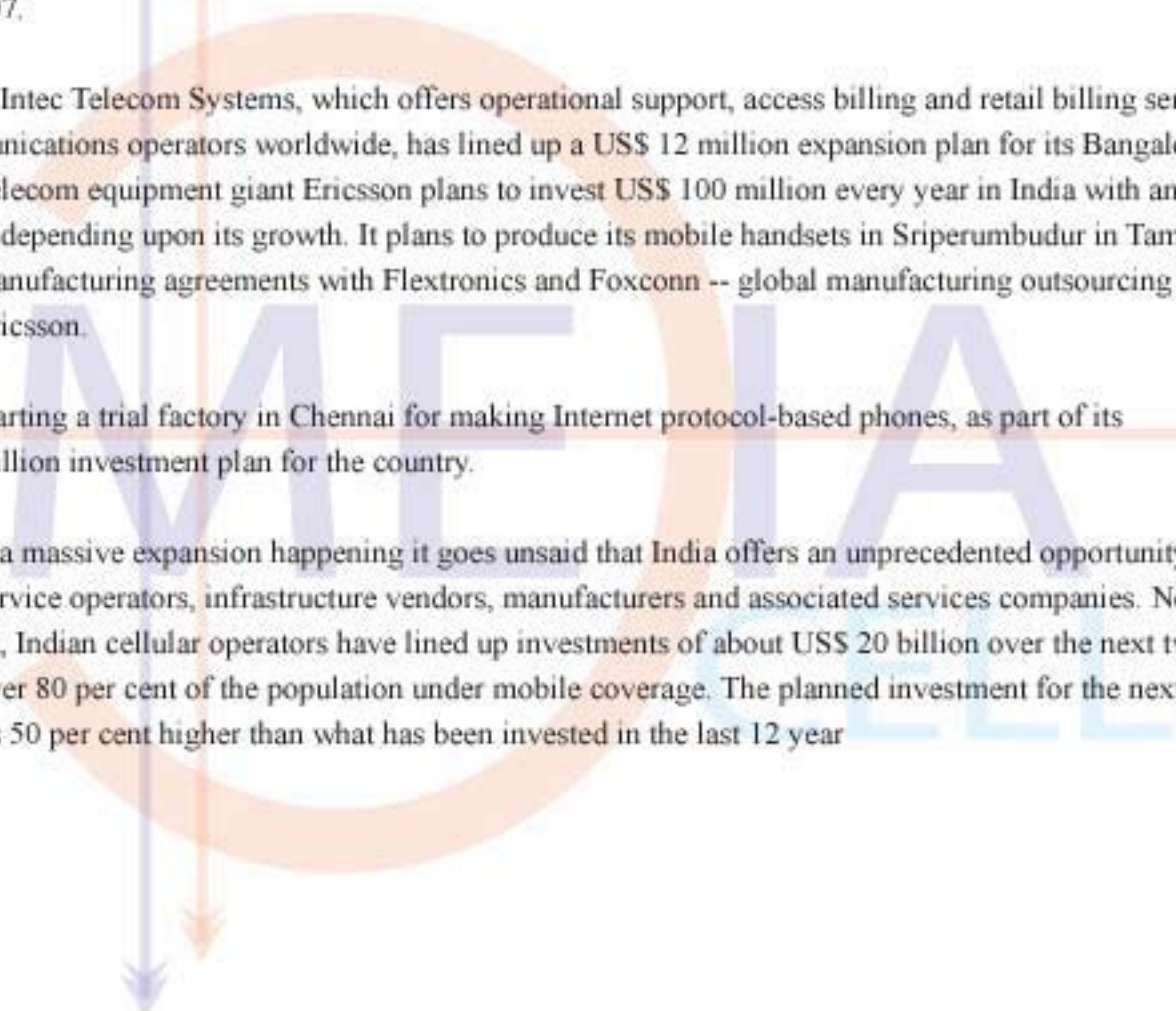
British giant Vodafone, the world's largest mobile player, has announced its decision to invest US\$ 2 billion in India in 2007. This is nearly one-fifth of its global expenditure, reflecting the importance it attaches to India, the fastest-growing telecom market.

Richard Branson's Virgin Mobile is entered the Indian market through a 50:50 joint venture with the Tata group. Essar Telecom Tower and Infrastructure, GTL Infrastructure and Srei Group's Quipo, the leading players in the telecom tower business, are collectively investing around US\$ 1.1-billion to roll out close to 18,000 towers during 2007.

UK-based Intec Telecom Systems, which offers operational support, access billing and retail billing services for telecommunications operators worldwide, has lined up a US\$ 12 million expansion plan for its Bangalore office. Swedish telecom equipment giant Ericsson plans to invest US\$ 100 million every year in India with an option to enhance it depending upon its growth. It plans to produce its mobile handsets in Sriperumbudur in Tamil Nadu through manufacturing agreements with Flextronics and Foxconn -- global manufacturing outsourcing partners of Sony Ericsson.

Cisco is starting a trial factory in Chennai for making Internet protocol-based phones, as part of its US\$ 1.1-billion investment plan for the country.

With such a massive expansion happening it goes unsaid that India offers an unprecedented opportunity for telecom service operators, infrastructure vendors, manufacturers and associated services companies. Not to be left behind, Indian cellular operators have lined up investments of about US\$ 20 billion over the next two years to bring over 80 per cent of the population under mobile coverage. The planned investment for the next couple of years is 50 per cent higher than what has been invested in the last 12 year





COVER PAGE STORY

Exploring our own ways of learning and fun!!

Four weeks, 96 days and the trimester comes to an END. Finally with the exams over, we can now sit back and have a look at how we spent those wonderful 3 months of our lives.

04th of August 08, and 180 students (1st year MBA++) began their journey with PUMBA. With a lot of expectations, hopes and enthusiasm, students attended the 3 days Induction Program organized by the Seminar Cell. 3 days in PUMBA auditorium and a chance to interact with eminent Industry people and of course, the seniors. It was a perfect start for the 2 years ahead. While the Induction gave students a feel of PUMBA life, 'SHRAMDAN' gave them an opportunity to break the ice. And this they did, within no time. PUMBA belonged to not just 180 seniors, but 360 students. Every student wanted to work for PUMBA which was evident from the overwhelming response to the Cell- interviews conducted by seniors. GD's, interviews and the final selection for Cell membership was what kept everyone busy in those initial days.

So, being members of some or probably all 6 Cells, it was time now to work for them. Attending lectures, knowing PUMBA through the 'INSIDE OUT' and then the mock BD's was fun. First year students may have studied more from the 'Inside Out' than any other book. With seniors giving valuable guidance it was a great experience. And certainly made students realize that getting companies on campus is 'Not an easy Job'.

While August was kind of all fun and almost no studies, it was time to get a little serious now. With the internal exams beginning, students realized that it was now time to open books. But studies didn't put an end to the activities at PUMBA. In fact, September was even more eventful and witnessed the formal existence of one more Cell -ED Cell. It was formally inaugurated on World Entrepreneur's DAY on 13/09/2008. The one day event comprised of inauguration, business plan presentations, and finally the screening of motivational movie 'October Sky'. First year student got to participate in their first ever competition at PUMBA on that day. And then the Cultural Cell came into action with 'Summers-2008' on 16th and 17th of September 2008. Summers got a huge response from colleges all over Maharashtra. And it was an excellent opportunity for 1st year students to know what summer projects are all about. All the efforts of cultural Cell members made the event a grand success.

And then it was the turn of Alumni Cell. With Chapter meets on the 20 and 21st of September across 5 cities viz. Bangalore, Delhi, Hyderabad and Pune, all members were busy making calls and inviting our alumni for the Chapter Meets. And how could the Placement Cell stay behind? They made even more number of calls to get appointments before going for BD's. Even with just one telephone, 8 files were making calls and managed to get over 200 odd appointments. It was a huge success. With two Cells working in full swing, it seemed like the entire college was in action. And then suddenly it was difficult to find students in college since almost of them were out for the Chapter Meets and BDs to cities all over India.

Having had all the fun in BDs, it was now time to face the Internal Exams, Syndicate Activities and Street Plays. There was also another major event 'HR Rendezvous'. 1st year Pumbaitees got to showcase their acting skills. And this acting continued in the street plays. 'HR Rendezvous' and Street Plays helped find surprisingly amazing actors in PUMBA. Finally, with exams scheduled on 3rd of November, everyone was busy collecting notes. Time to visit library, finding the portion, finding books and then finally contributing to the 'Xeroxwalas' earnings. Then came the Final Exams! The one week exam time just flew off. Most of us probably don't remember it and the rest don't want to remember it!

And then the DAY 8th August 2008, the last day of Exams arrived. Everybody just freaked out. All that happened with their SQM, Accounting papers was out of their minds in a matter of minutes.

Celebrating the end of our successful, happening and lively First trimester we are now looking forward to a more exciting and eventful Second trimester.



INTERVIEW

Varun Deshmukh

Co-ordinator of ED Cell

Varun Deshmukh, coordinator of Entrepreneurship Development cell, discusses the 'Developments' at E.D. cell and more with Nexus correspondent Savita Sawant. Varun is a 2nd year MBA++ student specializing in Marketing and is already an Entrepreneur.



What is the objective of ED-cell?

To promote Entrepreneurial talent on campus and to create at least a few Entrepreneurs from the current batch and batches to come. It was basically an idea of Captain Chitale and Paturkar Sir. We took the initiative and went ahead with it.

How do you plan to achieve this objective?

Our main aim is to create an identity for ED-Cell off-campus and on campus as well because since it is a new cell. We work with NEN (National Entrepreneur Network). They provide us with a lot of reading material, conduct workshops depending on our requirements. They also arrange people for us. We have an Entrepreneurship Summit coming up in the 2nd week of December. We have a lot of workshops, for Ed-cell members, there are also off campus activities for Entrepreneur Talent Development. Next trimester we'll have 2 workshops for everybody who is interested

Do you wish to become an entrepreneur?

I am already an Entrepreneur. I have a software company called New India Technology wherein I have a team of 4 members. Currently due to hectic schedule I am not able to devote much time and just providing support to my clients. I also do free-lancing for Bulls-Eye Knowledge Systems where I go for training on campuses like VIT, MIT, PVG, Singed Institute where I train students to improve their Soft-skills for GD-PI. Also help a few G-MAT people at Bull-Eye for the preparing their Statements -of -Purpose, transcripts etc....

What do you like about PUMBA?

The surroundings. I have found a good set of friends here specially 6 of us, we have always been together and all of us are also members of the ED-cell. Whatever we do we do together. Actually, PUMBA is very good institute to be with.

What improvements do you think are required at PUMBA?

Loads of them. Being a Government organization, things do take time. But, PUMBA is progressing. I think within the next 5 years PUMBA will be among the premier institutes.

How has ED-cell experience helped you?

It did help me. We being new, had to start from a scratch and go into minute details of everything. It has helped us all learn a lot of things. Because, at any point of time you need to handle a lot of issues. You get to be a part of the system, understand the system and run the show. It teaches you the value of patience.

How do you generally spend your time?

I am national level Basketball Player. I try and find time to play basketball. I love rallying. I am a car enthusiast and often take my car for a spin.



COMMUNICATE TO IMPRESS

Part IV : Negative People will drag you down - Shweta Chhabra

Shweta Chhabra is a 2nd 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 Fourth part of the series "Communicate to Impress".



Ever feel like you are under attack with day after day of bad news? Turn on the TV - bad news. Listen to the radio - more bad news. Then, everyone is talking about this bad news.

Is there any escape from the doom and gloom?

Yes!

To start with you need to take control when talking to negative people or you'll get end up feeling hopeless and pathetic too. It can take skill to deal effectively with negative people in negative times. Make sure you are ready for the challenge by reading and using these tips.

3 Great Tips For Dealing With Negative People In Negative Times

1) Don't Believe Everything You Hear!

With close friends and family it is not unusual to think that you ought to take onboard everything you hear. However do not confuse caring with knowing. Just because someone is concerned for your welfare does not mean that their advice or input has value.

For example, I know a lot about peak performance. I do not know much about car maintenance. If I ever offer you advice on rebuilding a car engine run as fast as you can! My input would have little or no value. Likewise with friends and family. They may be negative about the economy, your plans and your opinions simply because they lack the knowledge to think positively about the situation.

Their ignorance causes them to fear for your welfare. Distinguish between caring and the knowledge to offer worthwhile input.

2) Let Go Of Needing Their Approval

I have mentioned this principle many times before because it is so important. As long as you must have the permission, approval and acceptance of your peers you are a victim of their limiting beliefs.

You must let go of wanting approval if you are to ever have peace of mind.



COMMUNICATE TO IMPRESS

Part IV : Negative People will drag you down - Shweta Chhabra

(continued...)

3) Eliminate Your Own Negative Thoughts

Often friends reflect back the negatives you quietly hold inside your own mind. If you were 100 per cent positive about your life and your plans it would not matter if people close to you were negative.

In fact their negative comments might even make you laugh because their opinions would seem so absurd to you. You can become more positive by reading books that expand your knowledge and understanding, spending more time with positive, dynamic people and by stretching yourself daily.

It also helps to stop feeding your mind negative input - make a point of switching off the TV and using some of that time to enjoy whatever makes you feel good; whether that be spending more quality time with those you love or listening to music that makes your heart sing.

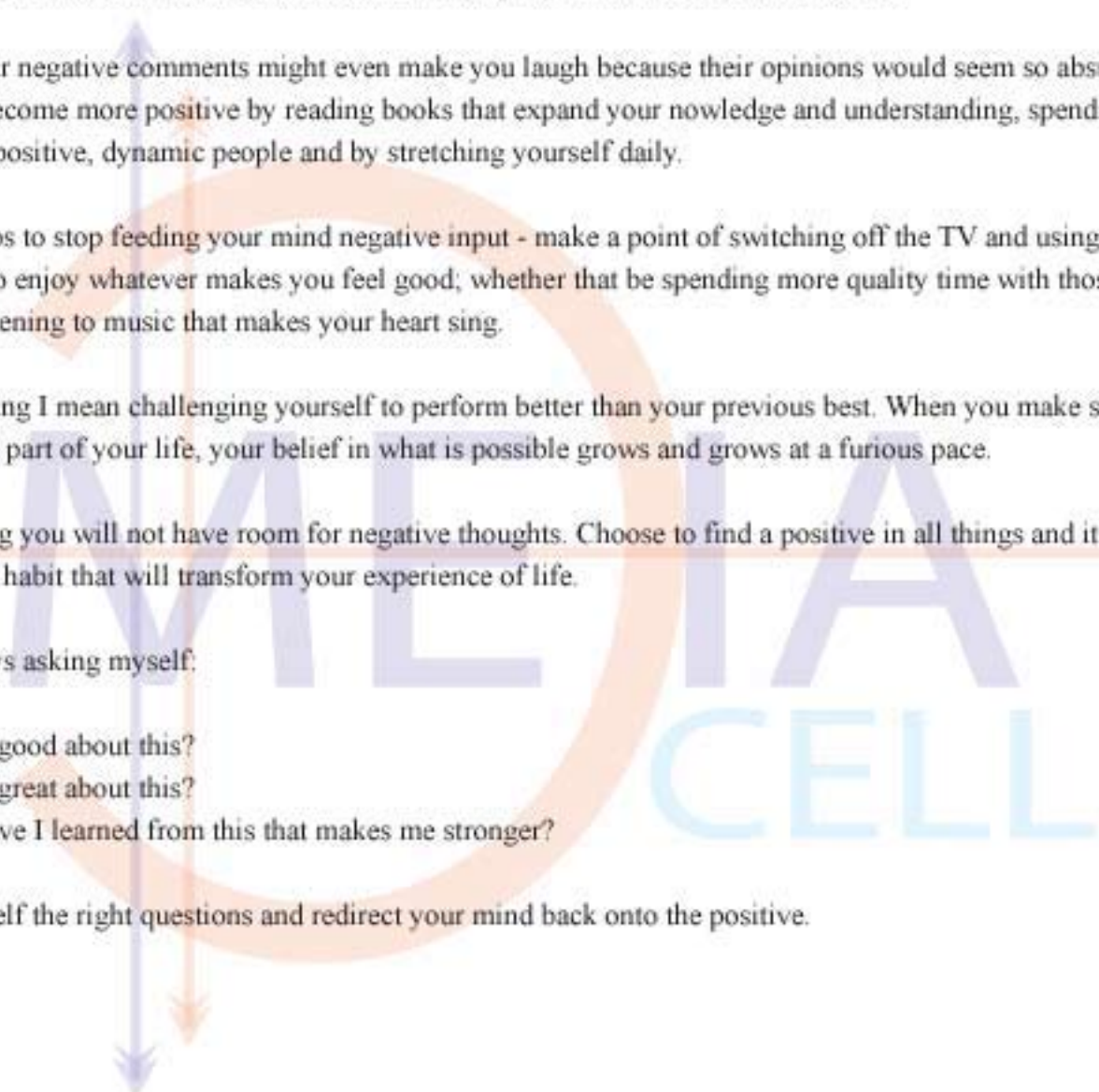
By stretching I mean challenging yourself to perform better than your previous best. When you make stretching to be more part of your life, your belief in what is possible grows and grows at a furious pace.

Before long you will not have room for negative thoughts. Choose to find a positive in all things and it quickly becomes a habit that will transform your experience of life.

I am always asking myself:

- What is good about this?
- What is great about this?
- What have I learned from this that makes me stronger?

Ask yourself the right questions and redirect your mind back onto the positive.





SPORTS TALK

Heart Breaks And Glory ! - Nikon Kolipakam

Nikon is 2nd Year MBA++ student and specializes in marketing.



When I wrote my last column, the **CYG** had just commenced. I can gladly say that since then, there have a lot of glorious days for Indian sport and for sport in general. First of all, India did top the medals tally at the games in Pune. And although allegations of overage athletes did come up, luckily it didn't take the sheen off the games. Age seems to be such a big thing in sport. In Beijing, it was about their gymnasts being underage and here, it seems, there were a few athletes who were too old.

There are no doubts about **Saina Nehwal** though. The regularity with which she features in the news and in my articles has amazed even me. After leading India to 4th place at the junior badminton champions and winning the gold at the junior badminton championships, she's got a bit of a fan following and justifiably so. A host of other young badminton players seem to be coming out of India and maybe this will be India's next dominant sport.



The world of women's tennis seems to be in severe turmoil. No player seems to be able to hold on to it for long enough. As many as 5 different players have held the rank in the last year and although **Jelena Jankovic** seems to be able to hold off the challenge from **Ana Ivanovic**, **Serena Williams** and company, things may take a sharp turn at this week's season ending championships. Men's tennis is facing a different kind of turmoil. An injury to **Rafael Nadal** means the next 8 in the world will participate at the Masters' Cup in Shanghai and try to close in on the Spaniard. Also the probable retirement of Russian enigma **Marat Safin** looks to rob the sport of some entertainment. **Federer** after redeeming himself with the US Open win looks charged up but has a niggle that might be a problem. Closer to home, rising tennis star **Somdev Devvarman** seems to be getting better and looks like he will be the next tennis hope for India.

The Border-Gavaskar trophy continues to hold interest. While a fighting ton from the Prince of Kolkatta, **Sourav Ganguly** helped. **Gambhir's** 2nd inning ton was also useful. **MS Dhoni's** batting and contribution as captain won him the Man of the match. In the next match at the Ferozshah Kotla, we saw the end of a fabulous career. A finger injury meant **Anil Kumble** would retire at his favourite ground while reminding everyone of his 2 most famous performances - his 10/74 against Pakistan at the same ground in 1999 and 14-5-29-1 (with the wicket of **Brian Lara**) while bowling with a broken jaw in Antigua in 2002. The smiling assassin was as much a gentleman as he was a competitor. 3rd on the all time list he is India's most successful bowler and he ended what has been a phenomenal 18 year career.



Football continued its unusual ways. 2 weeks after changing their manager, **Tottenham Hotspur** seem to have found something spectacular and **Harry Redknapp's** is finally playing to potential especially when you consider the 4-4 draw played against **Arsenal** at the Emirates Stadium. **Juventus** have also rediscovered winning form thanks mainly to the form of the best 34 year old footballer in the world - **Alex Del Piero**. **Ronaldinho's AC Milan** still remain the team to catch in Italy while his former team **Barcelona** have been in destructive form and lead the Primera Liga standings. Argentina's football association meanwhile made a stunning decision to appoint their greatest ever footballer, **Diego Maradona** as the coach of the national team. The move has been hailed by some while other have called to foolish. Only time will tell whether the **Javier Mascherano** lead team goes up on down the road. Equally intriguing news has been the story of former Brazilian striker **Ronaldo**, who till 2 years ago was hot property in football but now is struggling to find a contract in the Brazilian League.



SPORTS TALK

Heart Breaks And Glory ! - Nikon Kolipakam

(continued...)



Staying in Brazil, we come to the end of the 2008 Formula 1 season. After a good win in Shanghai, **Lewis Hamilton** was the favourite for the drivers' crown at Interlagos. But **Felipe Massa** had the home crowd going and was hoping for some déjà vu to win the crown despite Hamilton's 7 point lead. In a race which started and ended in the rain, he drove the perfect race and won. The real drama happened after he crossed the finish line. Hamilton was overtaken by **Sebastian Vettel** to push him to 6th which would cost him the championship. But fortunately for him, **Timo Glock** in 4th place was driving with dry weather tyres on a wet race track and couldn't drive fast enough. Hamilton overtook him on the last turn and won his 1st world championship. **Massa** and **Ferrari** celebrated at first but after **Hamilton** overtook **Glock**, there was unbound joy in the Briton's camp. Emotions took over at the youngest ever world champion was crowned while a 26 year old from Sao Paulo cried inside his heart even as he smiled for the cameras.

Brain Teasers!

BRAIN TEASER :- 7

**"There is a room with no doors, no windows, nothing and a man is hung from the ceiling and a puddle of water is on the floor...
 How did he die?"**

Send in your answer to - mediacell.pumba@gmail.com

Mention your Name, Roll no, Division etc in the mail. Last date for sending your answers is:

16th November, 2008

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

Answer to previous Brain Teaser -6 (of Edition 7):

He waits until night time and then goes through the first door.

Winner of previous Brain Teaser-6 (of Edition 7):

Rahul J Patil MBA 2nd Year

Harshad Joglekar MBA 2nd Year