

PratiBIMB

- A Reflection from BIM, Bangalore



PRCom

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Corporate Interface

Contemporary Issues in Corporate Governance



The students of Batch VI were gifted with a lecture on Corporate Governance and Online Security by Dr. K. Subramanian, Deputy Director General, IT Advisor to Comptroller and Auditor General of India. Every nuance and subtlety of Corporate Governance laced with contemporary issues was dealt with great expertise. He shared his vast experience in online security and knowledge from the international conferences that he presided over on intriguing issues for developing nations.

Brand Extensions

Shankar Balan, Head - Accessories and Brand (IPR) Licensing, Madura Garments delivered a lecture to the students of Batch V and VI on Brand Extension. He dwelt at length on the contours of branding with all its latitude. The students actively participated in the discussions and in the group activity on brand extension in existing brands. He also went on to talk about the key mechanisms that are important in unlocking brand strategies.



“Brands become personalities with time”

Tendulkar, Ganguly, Dravid and Laxman - why are Indian cricket fans so tough on the Fab Four?

It seems people have become so used to “use and throw items” that even human beings don’t escape the same treatment.

Media bashing of the top four batsmen in Indian cricket over the last decade or more has become even more common than the famous saas-bahu sagas of Indian television.

These fashionable media statements have forced players we love to offer excuses about their very existence in the side. We as Indians have become so used to “use and throw items” that even human beings don’t escape the same treatment.

For someone who wants to debate this, give me an example of a country where the media are continually into the neck of the best sportsmen there. But in India, the men who give a nation of a billion sports fans some reason to smile are continually seen as the ‘wrongdoers’ if not as villains.

Sachin Tendulkar, Sourav Ganguly, Rahul Dravid and VVS Laxman are players who have the kind of aura around them that no middle order in contemporary cricket can equal. For number crunchers, the four have more than 35,000 Test runs to their

credit and if that’s not enough, these four have all turned a match on its head at one time or another.

The Kolkata Test would be the first to spring to mind. For a cricketer whose prefix has been changed from Vangiparappu Venkat Sai to Very Very Special, and whose wristwork has no equal in modern cricket, Laxman is outstanding, with an average this year of more than 50. Even talking of retirement from Test cricket at this point is a huge mistake, if not blasphemy.

Talking of the fallen wall of Indian cricket (according to the media), one guy has won more Test matches abroad than any other Indian cricketer in living memory. The man attributed with victories at Headingley, Adelaide, Kandy and Rawalpindi is talked of as being ousted because his recent form has not been up to the mark. Probably the only mistake Rahul Dravid has made throughout his career is that he has never been openly dominating and stubborn about his thoughts. He has always been a student of the game.

Sourav has to be India's most successful captain ever, the man responsible for building a quality team respected world-

wide. He has always led by example and his innings in the summer at the Gabba stands testimony to that. That series was probably India's best ever in Australia and even a layman would understand the importance of the great foundation that Sourav laid.

Talking of retiring Dada at a time when the Australians are visiting India could have been a very foolish decision - though now he has officially said he would retire once the Test series is over - since he is one guy who knows the art of frustrating the Kangaroos more than anyone else.

As for Tendulkar, he simply has no peer. Very few would argue that he has been the game's finest batsman since Sir Donald Bradman. I don't intend to give stats; rather I would ask this simple question. How many of us ardent sports fans have longed for moments of victory in sport, and thought of one person who could be the architect of that victory?

I researched the subject and my sample space was 50 respondents from the very educated in societies who understand the intricacies of niche games like chess and golf, and still 82% of them responded that their first choice would be the Master Blaster himself. Do I need to go on? All the

attributes we associate with a great character are there in the phenomenon who introduced himself to us with some godly strokes in 1989, and still carries the Indian flag with inimitable aplomb and pride.

These are the champions of whom we should be proud, and who the world should envy. I still remember my grandpa, who never considered Sachin as a cricketer but as a son. These guys have been our companions, our obsession, our best days in sport, and yes, there have been bad days as well.

There have been tough days, but champions are made of different material; they might lose but they are never defeated. Probably that's why Sachin has always come out an improved batsman after his string of injuries, and Ganguly has proved his detractors wrong just when they have been ready to write him off.

These players have been role models for millions in India and the entire cricketing fraternity. Many people don't understand but it is the power of greats like these that BCCI is the strongest cricket board. At marketing there is a saying that 'you can sell only if the product is good and no marketing can help a bad product'; if BCCI

have marketed cricket well in the country the reasons are the fab four.

We Indians have pushed our heroes to the brink. They are justifying themselves and their presence in the team. They were always incomparable, but now they are compared to lesser mortals.

But that's modern sport where young men are always granted more leniency than the older guys. But these are greats, and unfortunately in a matter of few months, a year maybe, whether they walk away or we push them, there will be an Indian team without the names we are so fond of - Tendulkar, Ganguly, Dravid and Laxman.

It's difficult to imagine an Indian team without them.

Rohit Sakunia
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Book Review

Gung Ho! - Ken Blanchard, Sheldon Bowles

The book subtitled 'Turn On People In Any Organisation' is a quick read with some enduring ideas. The CEO in this book speaks to an Indian to learn the secrets of the woods.

The book speaks of the

1. Spirit of the squirrel
2. Way of the beaver
3. Gift of the geese

Remember it says in a subtle way, the spirit of the squirrel brings self-esteem, while the way of the beaver portrays mutual respect and the gift of the geese to compliment each other.

With no great theory to force on its readers but a moving story, the book is a yet another example of the power of storytelling to leave an indelible mark on its readers the importance of people.

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