



BIM
BANGALORE

PratiBIMB

A BIM, BANGALORE NEWSLETTER

VOLUME 6, ISSUE 11



The Deafening Silence of Crisis

Character is a reflection of the individual and rises above circumstances around the individual. In life, the first hero we all admired and still do is our father for he epitomizes what is within us. Crisis is the word of destiny that tests the strength of character. It is just another circumstance but its intensity starts our journey to find the essence of our very being at times. Character is an inherent will built on the foundations of our childhood values. The deafening silence of crisis stirs the soul deep within.

History is full of such characters who rose above circumstances in their lives. There are those who taunt others in their crisis but life repays everyone in their coin. Many of us are inclined to see the negative connotation of the word crisis. Crisis can be turned positive, each one of us goes through a mid life crisis they say, we could also see an opportunity to break away

from the clusters of rigidity but it again requires character which reveals itself then.

Crisis is a punctuation of our own mettle in our lives. Crisis is the niche in which the flame of character is revealed to the entire world. Each one of us must have gone through a crisis in our lives, no matter what the degree of crisis; the learning is a reflection of the character inherent in the person. To speak further, I'd like to reflect on the spiritual process of crisis.

Crisis is a sweet cross to bear as we walk along towards the peak of perfection in our lives. In the deserts, the salt of a man is judged not when the tracks exist but when there is a storm. Every crisis that tests character is only like the potter's hands which give life unto clay.

PRCOM
BHAARGAV
DIVYA
SANKAR
REJIS

Rejis
BIMB-06

MARCOM AND GODS



Dr. N. M. Kondap, former Vice-Chancellor of NMIMS University, Mumbai, enthralled the Batch 6 students with a highly informative and conceptual workshop in an entertaining and refreshing way. He started with Lord Ganesh and explained how the Lord held within him the desired characteristics for a manager. He then went on to explain market segmentation by using analogies as to how Lord Ganesh, Lord Venkatesha and Goddess Mahakalli had taken centre stage during various times in history. He went on to explain the DYAD theory and System Approach to Marketing through pictures. He included in the workshop a play in which teams created products out of straws and pins with the other teams finding out the product and some ideas behind it. There were short team presentations made on select topics through role plays and power

Turnaround Strategy at India Post

Dr. U. Srinivasa Raghavan, Director General, Department of Posts (Retd) spoke on the turnaround strategies that he administered to overcome the problems that plagued the postal department. He also gave some startling facts about India Post. It is the largest bank in India with 16 crore account holders, 2nd largest Insurance holder and the largest retailer in the country. It is the only civilian organization in India with a full fledged army unit.

He identified four problem areas, which he referred to as 'melodies' – 1) Deficit, 2) Problem areas, 3) Technology obsolescence and 4) Monopoly power.

Some pearls of wisdom on how to execute turnaround strategy:

- Turnaround calls for understanding the opportunity
- Understand pricing strategy in turnaround situations
- Create autonomous individuals who look at other opportunities in a turnaround situation
- Sell the turnaround story to the right people

- A turnaround strategist should understand the financials, like balance sheet, profit & loss account, cash flow and funds flow
- Turnaround calls for running around and one should be an able politician besides being an able manager
- Turnaround requires image building
- Turnaround strategist should be determined and ready to put his career at stake
- It calls for unorthodox thinking and a clear understanding of the terrain in which the fight is fought.

He closed the lecture by saying that one should choose the terrain, time and ally when a level playing terrain is not available. The students got a wonderful opportunity to listen to how turnarounds are actually done and the potential landmines that await a turnaround strategist.



Musings On A Crisis

Prof. S. Vaidhyasubramaniam, Dean, Planning and Development, Sastra University elucidated on the social and cultural factors that influenced the financial crisis. He emphasized on the collapse of socio-cultural factors causing the liquidity crisis in the world today, in an engrossing lecture. He grabbed the attention of everyone by saying that any amount of financial stimulus by the Obama Government will not be able to solve the problem. He also pointed out that the crisis is essentially not a liquidity crisis, but the problem of liquidity concentrated in crevices which need to be driven out.

He gave very interesting statistics to support his statements. For instance the number of people living as families plummeted from 90% in 1930's to around 60% in 2000's in the US. He cited other statistics to show how cultural changes have resulted in the crisis in US. He drew a parallel between the social and cultural practices in India and the US. In US, the families are publicly managed and in India they are privately managed.



This means that the US government has to spend billions of dollars in the form of social security benefits when people retire.

However, in India, families are closely knit and people take care of their parents when they get old and do not depend on the government.



**We wish the students of
Batch 6 the very best in their
Internships (Mar—May 2009)**



Distributed to Faculty, Students and Alumni of Bharathidasan Institute of Management, Bangalore
Please send your feedback to pr@bimb.in, prcom.bimb@yahoo.com

This newsletter is for Private Circulation only