

PratiBIMB

-A Reflection from BIM, Bangalore



BIM
BANGALORE



**Bharathidasan
Institute of
Management
Bangalore**

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To Live, Love, Learn & Leave a Legacy

"Live.....Love.....Learn.....And.....Leave...a Legacy" conveyed Mr. Fabian Simmons, Director, ORACLE. He said through his beautiful lecture that life will keep testing us at every point. It is hard work and belief in our values that will keep us going. He shared with us his personal experiences on how he reached his present successful career after going through the initial struggles of abandoning his ambition of becoming a Pilot; and shifting his career from Marketing to Sales to Revenue operations and then to the Army. He told us that to be successful in Management; we need to have a right balance of the Physical, Intellectual, Emotional and Spiritual. He said that for emotional stability a person's *Circle Of Influence* should be more than the *Circle Of Concern*. He reminded us that Life is short and that we need to live it to the fullest.



PratiBIMB

*Value based Management
is a good recipe for long
term success in Corporate
Management.*

*This business strategy
focuses on Leadership
development along with
Management Training.
Leadership is doing the
right things whereas
Management is doing
things right.*

Upcoming Birthdays

Sept '08

6 - Srikanth N.

17 - Vivek Kumar Sharma

17 - Prachi Sharma

23 - Arun Prasath

27 - Richa Prakash

RURAL MARKETING – A CHALLENGE

Marketing is the art of creation of an environment to promote various products. India is a nation where 70% of our population lives in villages. It is an area neglected by most of the FMCG companies, unknown by the fact that they provide bigger opportunities for the marketers. This area has great growth potential. The Indian government is now funding huge amounts of money for developing infrastructure. Out of the total Indian population, 50% has an income of less than Rs. 5 lakh. Also, we have an interesting fact that 46% of India's rich people belong to Rural India. It is my personal thought that if I am to promote a product, then my aim will be at selling it in larger segments in these areas.

The hardcore reality of the Indian Rural Market is that 25 crore people belonging to these areas are still living below the poverty line. I realized during my first job in Marketing in a rural area that while launching any product the main focus should be on fulfilling consumer needs; only then the product will be successful. Sometimes with my product, I fulfilled their needs; but there were also times during which my product failed, when I was able to use some good words to

satisfy them that I am one of their best care takers.

Half of the Indian market lives in rural areas where the local companies sell their products and people are not aware of brands. So for promoting brands in rural markets, we need to create strategies. We need to promote Advertisements through national channels because it reaches most of Rural India.

Secondly, for availability and distribution of products, there should be effective communication between the retailer and the distributor alongwith the customer. The products should reach the customer without delay and there should be proper distribution channels for supply to the end customer.

There is no doubt about the good future of Indian rural markets because the Indian government is increasing rural Investments for enhancing living conditions and economic wealth. The increasing Education rate in rural India is also a positive clear indication in this regard. Also, for successful Marketing in rural areas, the retailer in the urban Market should be aware of the needs and wants of the rural consumers.

- Siddharth Singh | BIMB 6

CUSTOMER SATISFACTION THE MANTRA I'VE LEARNT

Customer Satisfaction in the KPO industry is the happiness with which a customer or an end user ends the conversation. A customer or an end user calls for assistance in resolving the issue where our primary objective is to resolve the issue at the earliest and to convey the cause of the issue to the end user.

Customer satisfaction is educating the user about the issue and resolving it. My job at Citigroup was to resolve an issue at the earliest when an employee called; be it an executive, branch manager, operational manager or Chief of Citibank. In the call my process starts with listening to the user patiently and identifying the issue where empathizing along with active interaction plays a vital role. Once the issue is identified, finding out a solution at the earliest becomes the priority. This is followed by the process of resolving the issue. Sometimes an issue might require complex methodology but at other times it might end in a few minutes of active guidance to the user. There were a few occasions when I had the opportunity to interact with senior managers of Citigroup regarding the technical issues which they encountered in their desktop, applications

or network. I inferred they were quite easy to handle as they had the required knowledge of how a process functions and the significance of adhering to it.

This particular encounter with one of the senior managers made me reflect on the reason for such an interesting call. I learnt that they are the creators of this format and process. My learning from the job was how to handle an affected user, which will always be handy when it comes to handling people and situations; this provoked me to enrol for a management education as my prior experience would add value to my learning. Bharathidasan Institute of Management, a pioneer in socially concerned management institutions in India, gives me an opportunity to share the rich knowledge they possess and continue my learning process.

The best of customer satisfaction is accomplished only when customers' experience exceeds their expectations which will, in return fetch a high reward in terms of business and respect; this is applicable to all corporate.

- Prabhuraam R. G. | BIMB 6

Transparency and Values in

Corporate Governance

Mr. Krishnakumar, the COO of MindTree shared his valuable experience of running a company driven by values and transparency. He dwelt on "C-L-A-S-S" Caring, Learning, Achieving, Sharing and Social Responsibility as the key factors for the successful career development of an Individual. He gave us an insight into how an Individual can move away from doing an unethical act by asking oneself a simple question "Can it stand public scrutiny"? He also stressed on the importance of a 360⁰ feedback system in the corporate world for an individual's Performance Improvement.



Corporate Interface

Mr. Ram Mohan Rao, Executive Director, TNS Global shared with us his knowledge on Marketing Research, the strategy and reasons why we undertake MR. He gave us an insight into Marketing - the Pull factor and Sales - the Push factor. He also dwelt on the factors of creating a brand and its ratings.

PARLEY

Living a life based on values or ethics in the present world is a very difficult task. You cannot change the world, but you as an individual can surely make a difference to the world. In the ultimate analysis, it is what you give to others that will come back to you.

PRCom

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Distributed to Faculty, Students and Alumni of Bharathidasan Institute of Management, Bangalore

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