

# Operation & IT Management

## World is Getting Smaller- Tablets Vs Laptops

Ta-fone launched by Karbonn in its Ad created by Taproot India gave me a shocker when a person threw a lappie (a general name that people use for Laptop) in Lake. I thought are they mad or what? But then I thought for a while, I too prefer to take my tablet with me over Laptop. BSNL and Tata DOCOMO provide 3 GB of 2G free internet browsing for just 126 Rs per month that is good enough for normal teenager and also good for Business man and working professionals who don't have to deal with much Data transfer through internet. These kinds of schemes have made a tremendous impact on sales of Tablets. According to a survey printed in LA Times and conducted by research firm IDC, it said that Tablets will surpass portables sales in 2013 and total PCs by 2015. This year 1 in 22 will buy PC as compared to 1 in 31 will buy tablet but by 2015 the numbers are expected to reverse. IDC also reported that 55% of tablets sold this year will have a screen size less than 8 %, making the small for a majority for the first time. "WORLD is getting SMALLER". This is the reason that apple introduced i-Pad mini after launching i-Pad. So it means that even Apple understands that world is getting smaller. If we try to see why tablets are replacing Laptops.

1) **Apps:** Undoubtedly Applications that are readily available in Google play and Apple store are the main reason why people opting for Tablet. Just like I said about app of TOI, just one click and every news appears in front of me. So that has decreased my labour of opening a laptop and then browsing a website. Not only online applications but also offline applications like Image editors are also one that people prefer to use. These applications make tablet no less than a laptop. You can always stay active on social media with tablet through apps like Fb or whatsapp.

2) **Power Consumption:** A tablet will easily work for whole day just by charging it once where as laptop at max will serve for 4 hours on single charging.

3) **Ready to operate:** A laptop takes around 4/5 min to start functioning in full flow where as for Tablet you just have to open the lock.

4) **Go anywhere Net Connection:** a sim connection which allows you to get connected to internet at all the places.

5) **All the basic facilities of Laptop:** You can open a MS office file on your tablet, connect to other phones through Bluetooth, do a video chat play games, see movie listen songs and every basic function you can do with a laptop can be done with a tablet and an additional advantage that tablet fits in your pocket.

6) **Touch screen:** This feature helps you easily interact with the system thus making it a user friendly device.

7) **Price:** last but not the least any doubt one can see that tablet are far more effective cost wise with range of tablet varying from 6000Rs to 50000 Rs as compared to laptops that start from Rs 20000.

# KAIZEN

ITS ALL ABOUT COGNIZING

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BRAND SPEAKS

## What is social media marketing?

Social media marketing is one of the new trends in marketing and can be a potential opportunity in the present scenario. But, if it is ad-hog or unmanaged, it won't be effective instead it might cause damage. Is Social media means Face book, LinkedIn and Twitter?? Well Yes, but social media marketing is not restricted to those cult social networking sites. It is creating your own customer communities for your products, services and brand development and tapping into many independent blogs, forums and publishers etc., Treating social media as another broadcast-only channel is a mistake! The challenge is how the employees of a company interact and encourage interaction. Social media are digital media which encourage **audience participation, interaction and sharing**. It is monitoring and facilitating customer-customer interaction, participation and sharing through digital media to encourage positive engagement with a company and its brands leading to commercial value. Interactions may occur on a company site, social networks and other third-party site

**Mistake to avoid 1: Lack of strategy for social media marketing** Yes, one can just use social media to post status updates on the preferred social networks, but a strategy is needed to get the most from social media marketing. You should make sure your social media marketing objectives are:

- Well defined with core social media activities to be managed
  - Aligned to meeting business objectives
  - SMART, i.e. specific, measurable, actionable, relevant and time-related
  - Related to goals that can be assigned to individuals
- Mistake to avoid 2: Not creating a measurement approach for social media marketing** A measurement framework has to be there in order to enable you to separate business level commercial objectives from tactical and operational objectives and create a dashboard to track success.
- Review consumer demand and engagement for social media marketing
  - It's also important to understand what proportion of active social media participants you have in your type of audience for your type of market
- Mistake to avoid 3: Not aligning social media marketing activities to commercial success**

Social media runs across so many different activities it will help direction if you define the different areas, ideally aligned to activities that are drivers of commercial success. **Define listening and reputation strategy:** You need to understand social media usage for each of **your audience** – who they are, how they participate, what they're saying and sharing. **Transform the brand through social media:** Make no mistake, to really exploit social media is not business-as-usual. It will require big changes for most companies to their brand, company structure and how everyone in the company communicates.

**Acquire new customers:** For many marketers, the biggest potential of social media, this needs a content and communications strategy. **Increase sales to existing customers:** The content and communications strategy will also make sure this goal is achieved. **Deliver customer service:** Customers *will* look for service via social media, so it's important this is managed efficiently. **Harness insights to develop the brand using social media optimization (SMO):** How social media can help inform new product development. **Mistake to avoid 4: Not having a clear content marketing strategy.**



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# FINANCIAL MANAGEMENT

## RBI Banking License Guidelines: Decoded

The Reserve Bank of India (RBI) has come out with its much awaited new banking license guidelines, which could prove to be a game changer for the entire banking sector. But are you aware of its nitty-gritty, which could have far reaching implications. We have tried to reveal some 'behind the scene' implications which you may not have thought of. RBI recently announced its guidelines for licensing of new banks. The 'fit and proper' criteria for a financial company to acquire the license should include at least 10 years of successfully running business and must have a minimum paid-up voting equity capital of INR 500 crores. This clearly indicates that the RBI's preference is to have larger banks. As entry barrier would be high, only serious players will enter into the banking sector. The guidelines stipulate that the promoter shareholding of the holding company should have to be brought down to 40% and the bank must get listed within 3 years from the date of commencement of the bank. Now, here is the catch. Suppose, the new bank starts with the minimum paid-up capital of INR 500 crores; as per this guideline, the promoter shareholding has to be brought down to 40% (which is INR 200 crores) within 3 years. So, the return that the promoter would get with this reduced holding after 3 years would also decrease in comparison to the earlier situation, when the promoter had INR 500 crores. Thus, it is very likely that the new banks may start their business with starting capital greater than INR 500 crores.

The RBI guidelines may implicitly restrict some companies to enter into the banking sector. These may primarily be related to real estate sector and broking houses, as their business includes high asset price volatility and speculative activities. Thus, these companies may not be safe enough to enter the banking sector which requires huge stability.

FDI in new banks would be capped at 49% of equity for initial 5 years and may be extended up to 74% thereafter, as per the policy. This will give the foreign investors greater voting rights in private banks, which may prove fatal not only for the banking sector but also expose the Indian economy to greater risks emanating from global economy. An intensive financial crisis may occur at the slightest panic from these foreign investors.

The bank must open at least 25% of its branches in rural areas having population greater than or equal to 10,000. The potential entrants can be TATA Capital, Reliance Capital, L&T Finance, Shriram Transport Finance (STFC), Mahindra & Mahindra Financial Services (MMFS), Bajaj Finserv, etc.

### Conclusion

Since a large part of Indian population is not served directly by banks, mainly rural population, the banks will have to come up with several schemes to lure the customers and thus, create differentiation. The banks will have to be patient enough in the rural areas as the profit from these branches grow very slowly. One more point to be noted is that once the new banks come into the business, they can't sell it off in the next few years. It means that exit barrier is also high same as the entry barrier.

Thus, the new banking license is in sync with the reform process carried out by the government. But, it must be ensured that the entire process is finished off effectively and within time.

The new entry of banks would no doubt intensify the competition of the banking sector but at the same time, it would also exploit the untapped opportunities. This would help the government to achieve their aim of financial inclusion.

# HUMAN RESOURCE MANAGEMENT

## Importance of a Globally Responsible Leadership

"With great power comes great responsibility", rightly quoted by Uncle Ben in Spiderman.

According to me Globally Responsible Leadership is very important and it is an immediate need of the society today where we all are already facing various environmental, political, and global crisis and need to shift our focus from just one corner to the entire Globe. Business Schools are exploring a variety of ways to provide MBA students with the experience and knowledge to become globally responsible leaders beyond just providing the standard course on ethics. Many business schools are providing opportunities for students to learn about business realities in countries around the world through exchange programs, and also by setting up second campuses abroad. London Business School has recently set up a campus in Dubai and provides opportunities for students to study on both of their campuses. Similarly, many Indian business schools have opened their branches in various other countries like Dubai, Singapore to provide a global exposure to their students. Today, people all around the globe understand the importance of global leaders.

A step towards globally responsible leadership was taken long back in 1959 by India's First Prime Minister Late Shri Jawaharlal Nehru by introducing Kanpur Indo-American Programme (KIAP) in Indian Institute of Technology, Kanpur (IIT-K). During the first ten years of its existence, IIT-K benefited from the KIAP, where consortium of nine US universities (namely M.I.T, University of California, Berkeley, California Institute of Technology, Princeton University, Carnegie Institute of Technology, University of Michigan, Ohio State University, Case Institute of Technology and Purdue University) helped set up the research laboratories and academic programmes. A group of highly reputed professors from all of these institutes came to Kanpur to train the teachers here, and incubate a new institute which could be made good enough to compete with other world class institutes, led by the one's they had come from. They helped on every detail, right from the construction of the institute to the introducing and designing the academic programmes for some already known subjects and also the contemporary subjects and fields which were neither expertise, nor were much known here in India. But, in 1972 the KIAP programme ended, in part because of tensions due to the U.S. support to Pakistan. According to me a Globally Responsible Leadership is where the decisions and policies are designed and implemented keeping in mind the diversity of the people in the organisation and their diverse culture. There has been wide increase in the number of foreign investors in the organisation along with the increase in foreign work force. For example, In Singapore, foreigners make up about 34 per cent of country's population of 4.99 million, reported the Financial Times, and every year, over 150,000 foreign workers enter Canada to work temporarily in jobs that help Canadian employers address skill shortages, or to work as live-in caregivers. This makes it all the more important to keep in mind the different corners of the world from where these people come from and the kind of culture they follow and their religious beliefs and give due respect to their thinking and their culture. A globally responsible leader must make sure that the policies of an organisation are made according to the convenience of the diversity of people serving the organisation or an enterprise. everyone's convenience.

*"Our environment, the world in which we live and work, is a mirror of our attitudes and expectations"*

The world is facing environmental imbalance and it becomes the responsibility of the global leader to not only maximize the stakeholders wealth but also to take care of the environmental issues and show due concern for the same as much as possible. In 2009 Copenhagen Climate Conference COP15 was held which was attended by countries from all around the globe to show their concern and plan an effort to curb global greenhouse gas emissions. Such initiatives unite the world towards environmental cause and aware them about the critical environmental issues.