

Operation & IT Management

INDIA AND APPS

Why you need to care

More Indians have a mobile phone than access to a toilet. Quite apart from indicating just how normal it is for your hopelessly technology-addicted friend to message you from the loo, that statement has some exciting implications for the marketer. Smartphones aren't toys for the rich; they're everywhere. Mobile apps have become a viable platform to promote your products and their ability to reach a consumer at any moment of the day or night is unparalleled. Understanding the way people use apps can lead to some pretty big insights and help you address your customer's needs better.

Stats that stagger

The mobile apps market was worth Rs. 1800 crore in 2012. To put that in perspective, that's one rupee spent on a mobile app for every eight rupees spent on soap. And it's growing at a tremendous pace. Forecasts say that this figure will reach Rs. 5000 crore by 2015. That's an astonishing yearly growth rate of 40% (CAGR). In fact, India has the third fastest app market in the world, next only to the US and Europe. That shouldn't be surprising really, considering our population, and the fact that 84% of smartphone users in India have downloaded an app.

A study by Nokia (<http://www.nextbigwhat.com/apps-and-consumer-behavior-297>) found that 77% of smartphone users have up to 30 apps installed on their handset. The average user spends 52 minutes a day using mobile apps. That's about half an English movie, *every day*. So what's driving this tidal wave of app use? Well, as it turns out, companies are. The free and open source Android operating system has taken India by storm, making capable smartphones under Rs. 5000 a possibility. Google's ubiquitous OS has an overwhelming 62% share in the Indian smartphone market, dwarfing the next biggest player (Nokia's all-but-forsaken Symbian OS) at 21%. Telecom firms are also playing their part. With improving technology and a corresponding decline in the cost of mobile internet (such as 30-day GPRS packs for under Rs. 100), mobile apps are becoming more and more accessible, and people are increasingly being swayed by the power that apps can unleash on the unassuming (not really) device in their pockets.

Playing Sam Spade

So what exactly does India *do* on its smartphones? Given the numbers above, our curiosity was naturally piqued, and along with our own team of intrepid researchers from the Indian Institute of Foreign Trade (New Delhi), we set about trying to answer that very question and to make sense of the frenetic world of apps. We started by visiting app stores and online discussion forums to get a preliminary feel of the various categories of mobile apps and how people felt about them.

KAIZEN

ITS ALL ABOUT COGNIZING

AN I-LETTER OF JNTUA DEPARTMENT OF MANAGEMENT

PRESENTERS: SHALINI, GANGADHAR, VIJAYSREE
DESIGNED BY: S. GANGADHAR, K. SIREESHA
I MBA, JNTUA

UNDER THE GUIDANCE OF
DR. M.L.S. DEVA KUMAR,
Officer Incharge, DEPT. OF MANAGEMENT.

CURRENT RUN

Volume: I Issue: 5

BRAND SPEAKS

AADHAR AND FINANCIAL INCLUSION

India known to be travelling on a fast speed towards the development of nation but still there lot to travel before reaching the horizon or destination. We see that many of our peers going on a shopping spree or studying in the best of the colleges receiving education. But a question arises... what is the percentage of these people, it is less than 30% of Indian population. As per Indian stats 2010, World Bank stated, 32.7% of the total Indian people fall below the international poverty line of US\$ 1.25 per day (PPP) while 68.7% live on less than US\$ 2 per day.

Horrified? Shocked? But this is the harsh truth, that 70% of Indians are not able to get sufficient food, clothing and shelter. Leave the rest such as education or saving for future. To improve this condition India needs to travel a long road, and to a give a direction, government choose a path or guiding principle of "financial inclusion".

Financial inclusion in a layman terms means that the basic necessities of food, clothing and shelter reach to the poorest of poor. As per Wikipedia, it defines as "**Financial inclusion** or inclusive financing is the delivery of financial services, at affordable costs, to sections of disadvantaged and low income segments of society. Unrestrained access to public goods and services is the sine qua non of an open and efficient society. "

Government has tried a lot of activities in this favour of promoting financial inclusion such as opening of banks, priority sector lending, Opening of no-frills accounts, Relaxation on known-your-customer (KYC) norms, and many more. But this time in year (adhar intro) , it tried to provide an IS solution to this ever increasing problem.



Parle Products was established in the Vile Parle suburb of Mumbai, in 1929. It began manufacturing biscuits in 1939. In 1947, when India became independent, the company launched an ad campaign, showcasing its Gluco brand of biscuits as an Indian alternative to the British biscuits.

Parle-G biscuits were earlier called 'Parle Gluco' Biscuits until 1980s. The "G" in the name Parle-G originally stood for "Glucose", though a later brand slogan also stated "G means Genius".

In 2013, Parle-G became India's first domestic FMCG brand to cross the ₹ 5,000 crore in retail sales. In January 2013, Parle-G's strong distribution network covered over 6 million retail stores in India.

The low price is another important factor in Parle-G's popularity. Outside India, it is sold for 99 cents for a 418 gram pack as of 2012. A more common 80 gram "snack pack" is sold for as low as 15 cents at Indian grocers, and 40 cents at major retailers.

OPERATION&IT MANAGEMENT

Connecting an Enterprise with Big Data- What are These?

An enterprise is often used as a synonym for any business. The word enterprise is mostly used with startups or new initiatives wherein risk is involved and that which demands greater level of investments and strategic planning. In the world of business, any project undertaken which is effort intensive can also be termed as an enterprise. An enterprise can be functional in products as well as service sector.

Any business today is supported by the information systems management as well. The IT companies are required to possess a very good foundation of systems management for their sustainable future. With the exponential growth in the business, companies have to acquire and store vast amount of data to be used as important information. Big Data refers to this vast sea of data sets which are extremely large and pose various difficulties for the management. As per statistics, we create 2.5 quintillion bytes of data every day which comes from everywhere starting from purchase transactions to social media sites. Companies use such data for various purpose .The analyses of such Big Data and converting it into useful information is what the needs attention. Big Data and analytics are the buzz words in the industry today. **“Data is a new class of economic asset, like currency and gold.”Source: World Economic Forum 2012**

Big Data Applications and Implementations: What size of data can be classified as Big Data varies with organization's capability of handling the same. Various data management techniques are being worked upon to optimize the data analyzing process. Several new technologies are being subjected to many innovations leading to the development of software to manage huge chunks of data. Some advanced technologies which are implemented in this process are genetic algorithms, association rule learning, cluster analysis, crowd sourcing, neural networks, pattern recognition, simulation, predictive modeling, time series analysis and visualization etc. Several parallel processing databases, data mining grids, distributed systems and cloud computing technology are also used.Big Data spans across three dimensions: *Volume, Velocity and Variety*Big Data Analytics is the methodology of examining the Big Data to bring about correlations and useful meaning from it, in order to use it for various purposes. This information derived from the Big Data can prove to be a competitive advantage for the organization. Some Big Data forms are Big Science, web logs, RFID, sensor networks, social networks, social data (due to the social data revolution), Internet text and documents, Internet search indexing, call detail records, astronomy, atmospheric science, genomics, bio-geochemical, biological, and other complex and often interdisciplinary scientific research, military surveillance, medical records, photography archives, video archives, and large-scale e-commerce. Technological processes are applied on these data by specialists and experts and put to business utilities. The Big Data market segment is growing very fast. Morgan Stanley has named the top ten (2013) as follows:With wide range of applications, enterprises are trying to leverage on strategies and innovations to make the best possible use and implementation of Big Data from various available sources. The data of today holds greater potential for future.**Strategies using Big Data- What are Enterprises doing at present?**Companies which make effective and optimized use of Big Data make their way to stand out in the crowd of competitors. The future market is expected to be even more competitive as compared to that of the present. So, in order to mark a ruing position for themselves the companies are planning their own Big Data solutions. There are four major Big Data strategies which can be used by enterprises for a profitable future

1. **Performance Management:** It involves various techniques to analyze and understand the Big Data using queries and multidimensional analysis. For this purpose Business Intelligence tools can be used. The ease of use provided by BI can prove to be very helpful for the enterprises.
2. **Data Exploration:** It involves statistics to derive the answers to several questions which would have very difficult for managers. Predictive modeling techniques, Cluster analysis and other such analytical techniques can be used to perform many targeted actions.
3. **Social Analytics:** This involves analyses and management of huge data available on social media like facebook, twitter in the form of comments, feedback etc. Social metrics can be used to extract information ranging from

HUMANRESOURCE MANAGEMENT

SAFETY OF WOMEN EMPLOYEES - A BIG QUESTION MARK

According to a survey done by ASSOCHAM, working women are not comfortable & want to get back home after sunset as they have fear of some catastrophe to happen. The survey reports that the efficiency of women employees has been fallen by 40 percent due to the fear factor. The Delhi-NCR region has approximately 2500 IT and BPO companies which employ lakhs of women.

It's not just about the impact of a barbarous rape on the female employees but the question arises on their safety in and outside the organization. Who should be answerable to these incidents and specially in the country where female employees are almost equally contributing to the economy as their male counterparts.Infact, the scenario is getting worse day by day where cases of sexual harassmt are increasing in numbers. These cases come from within the organization where females are getting misbehaved, exploited, harassed or used for official or unofficial purposes. Not even in corporate, such cases are also emerging in premier educational institutes of the country. A recent case has been found in the country's one of the renowned management institute where a female faculty has raised sexual harassment blame on her colleague faculty and the issue is becoming one of the hot topics among students and others faculty members. The male faculty is working in the institute for more than 4 years, is one of the popular and respected professors among the students. Though a gender sensitivity team has been established on urgent basis by the institute management still its awful to have these incidents in educational institutes.

In the words of MacKannon,” Sexual harassment may contribute to an undetermined extent to many aspects of women employoement experience,including absenteeism,turnover,productivity rates and work motivation,job dissatisfaction and unemployment”. While our society often provides us the proofs of unequal power relationships but they tend to appear the most in the workplace, where hierarchies are common. In the current scenario,women are participating in the workplaces at the fastest pace. Though,both women and men may experience sexual harassment in employment, but women tend to be more vulnerable to harassmt by men, because relative to men, more women hold lower-paying, lower-authority and lower-status jobs. However, there are over 20 constitutional provisions laid down for sexual harassment, 70 per cent of women are not aware of them even in the Capital City Delhi, according to a survey brought out by the ASSOCHAM Women Development Foundation.The women safety in organization should be taken seriously and some guidelines should be made which is ought to be standardized by each and every organization. Atleast this step could help in uplifting the morale of women employees and can build their image infront of other employess in the organisation.

However,the barbarous rape and subsequent death of a 23-year-old girl in Delhi, last year has been recalled in Parliament, with women's safety taking precedence over the Reservation Bill in the Lok Sabha on International Women's Day.So,lets see how it goes and helps in preventing and responding to the sexual harassment.