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A room full of strangers, salsa beats in the background and a couple of hours to get acquainted with them...

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The author, Kenneth Hartley Blanchard, is an American author and management expert...

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Only one person in a million becomes enlightened without a teacher's help. - Bodhidharma



Editor speaks

“Education is the key to unlock the golden door of freedom.”

- George Washington Carver

Education in its largest sense is any act or experience that has a formative effect on the mind, character, or physical ability of an individual. In its technical sense, education is the process by which society deliberately transmits its accumulated knowledge, skills and values from one generation to another. As one grows older he goes through a series of levels in his education, growing his personal knowledge about his surroundings and his environment as he himself grows up.

Education is not measured by how many degrees or diplomas we hold or how many exams we passed. It should not be valued not as means of earning livelihood, but as an essential requisite for a Happy, Peaceful and a Progressive Life.

Education begins with primary teachings, where the basics such as languages, mathematics, art, history, geography and other subjects that are necessary for a young mind to identify the interests and likings. As he moves ahead, the education gets a little tougher, actually a little more in depth and not what it would be exaggeratingly described as “difficult and boring”. Then there is higher education, where a stream of liking is decided. In India, for the majority of pass-outs from school, the options are Arts, Science and Commerce.

At a certain age in life, usually in the early twenties, life gives us short but necessary experiences that opens up our eyes. This realisation is known as maturity and only after this we exactly know where we are heading, in personal as well as professional lives. We then opt for further education to enhance our skills and abilities. Opting for several specialisations in Business & Administrations, Arts, Animation, so on. One such option is Northpoint Centre of Learning. It offers you an in depth, eleven month course in advertising, media and market research.

In life there may be many hurdles, but education is one thing that enables you face them. Life teaches you lessons and there is always something to learn them.

- Prathamesh Haldankar





Independence Day Celebration

All That Jazz...

‘ She is on the threshold of becoming a super economy. She has moved on post- recession faster than other super economies and her currency is trudging along the road of the world market. India is no longer the land of snake-charmers; it is the land of money-makers. ’

As India turned a year older and wiser on 15th august 2010, the students of Northpoint Centre celebrated independence day through many interesting programs, starting with the flag hoisting by Mr Prem Mehta, Director, who also gave a motivating speech.

Patriotism is not limited to the mighty only but is a birthright of the less-fortunate as well. This was reflected through the inspiring and moving speech of Pandeji, the security guard, who spoke to the students in Hindi and left them speechless. It was one of those rare moments, when class, and other divides ceased to exist and what remained were his words, etched on the students' minds forever.

The day was not about speeches and talks alone; it also had a dance performance on “jai ho” by a group of graceful, colourful and beautiful girls- representing this vibrant country. It was followed by many games, like- *the tug of war*; two teams trying to out do each other through strength, power and presence of mind and the game of balance, concentration and strategy- *the lemon and spoon race*. Lastly, the students went on a treasure hunt, which required an alert mind, focus and the sheer will to win against all odds.

Jai hind!



Pull 'em all!



Jai hind...





Talk On Retail Audit

Interconnect...

The industry interface club invited Mr Seshagiri Gudipudi to talk on retail audit.

Mr Seshagiri Gudipudi is director client servicing and business head at (ac) Nielson corp. he is an alumni of MICA. He has 17 years of experience in the industry. He is also the member of market research society of India (MRSI).

The job of retail audit is to provide information for a manufacturer or his advertising agent about the sales, stock and distribution of his product, and of its competitors, in order to make estimates of national or regional market trends.

A manufacturer will, of course know precisely what his own ex-factory sales have been. But unless he sells direct to the “final buyer,” he does not always have accurate information about the actual purchaser of his product. A rise in ex-factory sales might be due to a rise in consumer demand or to increased stockholding by wholesalers or retailers. Again, a manufacturer does not always have accurate information about the distribution, stock cover, display, etc., of his product. And, of course, manufacturers do not normally know what the sales of competing products are with any precision. Thus retail audit plays an important role.

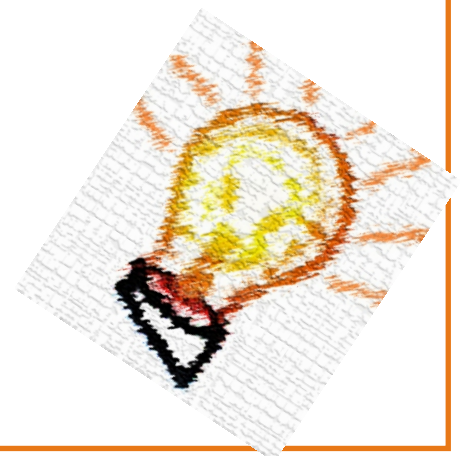
Retail audit is the study of a selected sample of retail outlets, provided as subscription-based service by market research firms. Retail-audit service providers gather information on a brand's sales volume, sales trends, stock levels, effectiveness of in-store display and promotion efforts, and other associated aspects. However this

measures only the sales volume.

The panel covers a comprehensive list of all retail trade channels and is chosen to represent the retail universe along with specific trade characteristics. The individual sample is chosen based on scientific panel selection criteria and is maintained on an ongoing basis for data continuity. The classic retail audit methodology involves monthly/bi-monthly visits to a fixed and representative panel of retail outlets to collect details on inventory and purchases. The results are extrapolated to the universe of outlets and reported by region and trade channel. The data is continuously and rigorously monitored; it is a painstaking process but ensures data is unsurpassed for quality and accuracy.

It was an interesting, engaging, and informative session; with a lot of participation from the students in discussions.

- Swara Majethiya



India Poised - Lead India



NORTHPOINT
CENTRE OF LEARNING

The campaign that transformed the perception of advertising

It's not every day that you get to sell something more meaningful than soaps, shampoos, cosmetics, toiletries and credit cards in advertising. It's not every day that you get to stir the collective consciousness of an entire nation through a piece of advertising copy. It's not every day that you can dare to run a parallel democracy in the world's largest democracy, through an idea. This is a story of the 'Changing Times of India', a story that gives fresh meaning to what is referred to as 'THE BIG IDEA'.

The Times of India's 'India Poised-Lead India' campaign, communicated by JWT India, was a nationwide search to choose our own leaders who, unlike politicians, have only the country's interest in mind. Not just that, it was also about providing every right thinking Indian a chance to step out of the comfort zone and take a shot at stewarding the entire nation. The entire effort was to elevate a newspaper from merely being a social mouthpiece to becoming a catalyst of social change. Hence the target market was sought as the common man who was tired of bureaucracy, corruption and political inefficiency and wanted to bring about change.

India Poised commenced with an inspiring passage which the Times of India chose to carry on its front page on the first day of the New Year in 2007. That single piece then converted itself into a film spot with Amitabh Bachchan volunteering to do it at no cost. This piece, aired on National television, cinema, radio, blogs and was uploaded and shared by millions on the internet including YouTube, gathering a momentum that was, to say the least, staggering.

So overwhelming was the feedback that on August 15, Independence Day, The Times of India rolled out another single front page advertisement, that launched what could possibly become the most audacious and ambitious initiative in modern thought marketing. This time, the man to lead the charge was India's reigning Bollywood heartthrob Shahrukh Khan. The compelling message was summed up in two simple letters - 'DO'. It was time for the country to dominate and domination starts with 'do'.

Over the next five months, Lead India became a movement that searched the length and breadth of

the country seeking to push forward a team of brave Indian professionals for the future political leadership of the world's largest democracy. Over 37,000 Indians volunteered and signed up for this initiative.

On October 2, the birth anniversary of Mahatma Gandhi, the campaign moved into its final phase. Sixty four applicants were short-listed and eight courageous, unflinching Indians thereafter. Star One, part of India's largest television network joined the movement and over the next ten weeks, this group of eight took on the cynics and pessimists on a prime time television reality show. The choice was whittled down to R.K.Misra from Bangalore and Devang Nanavati from Ahmedabad - with the former eventually being declared the winner.

The point of the campaign, however, was not purely about identifying a winner. It was more about empowering the common Indian with a chance to step up and take on the task of leading the nation. It was a clarion call to be the change that we expect in Indian society; an opportunity for citizens to shrug off their indifference and out a shoulder to the wheel.

Lead India triggered off an avalanche of responses:

Over 37,000 Indians raised their hands in response to this initiative.

The campaign website had registered more than 1.3 million hits at last count.

To date, there have been more than a million YouTube downloads for this campaign.

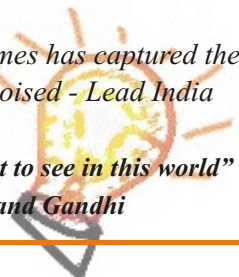
The British High Commission also volunteered to sponsor a Chevening Leadership course at the London School of Economics for the Lead India finalists.

The campaign earned JWT India, plenty of awards in 2008, including the multiple Cannes Lions and the Grand Prix, an INMA award for the world's best newspaper marketing campaign, an ABBY Award for the Best Integrated Campaign, and the 'Best of Show' award for community service.

No communication in recent times has captured the soul of India like the India Poised - Lead India campaign.

"We must be the change we want to see in this world"

- Mohandas Karamchand Gandhi



Creativo



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Wishing! Well...

Call them a figment of fables or an extension of superstition; wishing wells have been a part of our lives for a long time now. The term originated from European Folklore to describe wells, which held the power to grant wishes when words were uttered in front of them.

Celtic and Germanic people considered wishing wells to be such an integral part of their existence that one could spot a wishing well in almost every nook and corner. Drawing a leaf out of this belief, Northpoint centre also has a wishing well of its own...a sure way to entice students into performing better.

What is interesting is that many batches of students of this College have wished before this and have had their dreams fulfilled, their prayers answered, their beliefs reinforced, or their hopes dashed and cynicism strengthened. For most, this is nothing but a way of challenging the very existence of this concept, while to the rest; it is a mystery...to be dwelled into.

- Abhimanyu Jadhavrao

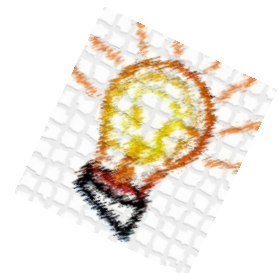
On with the dance! Let joy be freed...

A room full of strangers, salsa beats in the background and a couple of hours to get acquainted with them...What will you do? Put on your dancing shoes, of course! Dance is the coming together of deftness and zeal, which lets you drown in the pure rhythm, forgetting the world outside. It not only is the most passionate of all arts, but also is the perfect ice breaker. You will quit being clumsy and start grooving to the beats in sync, that's the effect dance has on us.

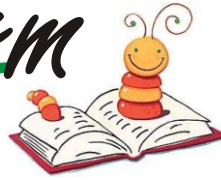
Moreover, it will teach you some of the most important qualities for existence- team-spirit, confidence, co-operation, tolerance and patience. The students of Northpoint were introduced to their fellow classmates through an interesting and entertaining salsa session, which helped them shed their inhibitions. What was hilarious was the mixing of the nimble-footed with those with two left feet and the shy ones with their bolder counterparts.

It was truly a beautiful way to bind the students together through the most moving of all arts, literally!

- Abhimanyu Jadhavrao



Bookworm



Whale Done! By Ken Blanchard

The author, **Kenneth Hartley Blanchard**, is an American author and management expert. He has co-authored over 30 other best-selling books, including *Raving Fans: A Revolutionary Approach To Customer Service* (1993), *Leadership and the One Minute Manager: Increasing Effectiveness Through Situational Leadership* (1985), *Gung Ho! Turn On the People in Any Organization* (1997), *Whale Done! The Power of Positive Relationships* (2002) and *Leading at a Higher Level: Blanchard on Leadership and Creating High Performing Organizations* (2006).

Whale Done!, is a book about the power of positive relationships and the author has addressed the problem that most people focus on catching people doing things wrong (GOTcha!) instead of catching people doing things right (Whale Done!). Ken Blanchard has related the similarities between employees, family members, friends and five-ton killer whales through the eyes of a gruff business manager and family man visiting SeaWorld.

The story begins with a show by the killer whales in SeaWorld, San Diego. How can animals that redirect the negative energy.

"The one thing competition can never steal from you is the relationship you have with your people and the relationship they have with your customers". The quintessential idea of the book is to channel misdirection and reframing misguided energy more creatively, and explaining the difference between Gotcha! and Whale Done!

Blanchard continues with an eye-catching phrase Praise progress, it's a moving target clarifying that people should be praised immediately, be specific about what they did right or almost right, share your positive feelings about what they did and, most importantly, encourage them to keep up the good work.

A 'Whale Done!' response, although, is a good start, but after a while it may not be as effective a motivator. Knowing specific things that motivate and compel each person helps you add power to their motivation. Never assume you know what motivates a person. 'Whale Done' only works when you are sincere and honest.

What I liked about the book was that the author used the story of whales to set the tone. You feel humble immediately in the presence of the animals and how they are trained. In fact, you are learning as you are reading, but are hardly even noticing that you are learning. I was left with good vibes and a motivation to take immediate action.

If you are looking for a change in behaviour, be it your own or that of your team, read this book. It makes you think about what you can achieve just by focusing on the positive instead of the negative.

- **Purab Mehtaweigh** a 1000 pounds, perform a show with a series of astonishing, acrobatic leaps and dives? The Trainer explains that the feat is achieved by building trust, accentuating the positive, and when mistakes occur,



Archives



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By Grishma Shah

Brick in the wall..



The alphabet lamp



Chip chip chip...



Paper birdy...

