NORTHPOINT
CENTRE OF LEARNING

Illuminati

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- Bill Gates

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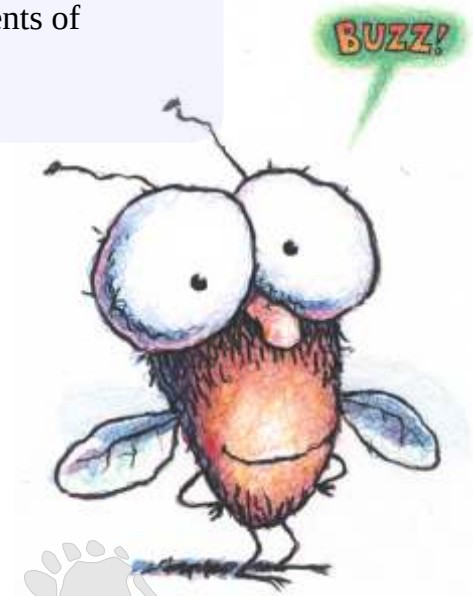

Editor Speaks

"Be nice to geeks, you'll probably end up working for one" **- Bill Gates**

As rightly put down by one of the richest men in the world, you really do not know which person around has that spark of genius in him because the day he identifies this spark he would be on the top of this world. This is what an entrepreneur is, that one idea, invention or innovation puts him in the driver's seat and world lines up at their feet. So by definition an entrepreneur is a person in the possession of a new enterprise, venture or idea and assumes significant possibility.

Though the genius within himself/herself has been identified, there are a few factors one must consider before venturing into the business. Some such factors are Finance, Demand in the market for that idea or invention, acceptance of that innovation by the Society and so on. Fundamentally keep in mind the ability and scope for the growth of the business venture by formulating a business plan. A business plan mainly comprises of business goals, strategies for meeting the goals and most importantly being aware of the problems that have to be faced and how to mitigate them.

Self-discipline is a must for an entrepreneur to succeed in achieving his goal. The product or service you have to offer, commitment and belief in the success of the venture are some more necessary bits one must remember. Planning is an essential part along with implementation and maintenance of the venture. Manage the finances well and try to avoid wastage of even the smallest of resources. Most important of all, remember your customers because they too will remember you for a core part of the venture and consequently build a positive image of the business venture. In some cases using the latest technology can also give a competitive advantage.

In the beginning there may be several hurdles but with experience, knowledge can be gained. Bettering yourself in due course can be an effective solution to success.

- Prathamesh Haldankar

Bingo! Loud & Clear

Breaking the Clutter - Cognizance

"The only way your brand can be heard is by being LOUD AND CLEAR!"

Since the past three years, ITC's Bingo! has been successful in connecting with consumers through its humour and 'irrelevant' advertising. This time,to address the decline in sales, Bingo! Premium Salted started offering 25% extra chips in every Rs. 5 pack. However, other snack brands were offering the same.Thus, the challenge was to outshout the competitors' promotions in a cluttered market space.Bingo identified the Indian Middle Class as its target audience for the communication.

The Indian middle class always seeks value for money.Approximately, eleven million travel by train every dayand most of them wait long hours at stations as majority of the trains run late. During this period, the consumption of snacking products is high. Based on this insight, Bingo decided to target people at railway stations.Generally, people waiting at stations are eager to know the latest updates about their respective trains, and thus are all ears whenever there is an announcement in progress. Using this as an opportunity, Bingo tied up with the Indian Railways and used their public address system present at the stations..

They announced, in the same tone and manner as the railways do, that the train has been delayed because the engine driver is busy munching on a pack of Bingo! Premium Salted Chips, which contains 25% extra; and the train, will depart once the engine driver has finished munching on the pack Unsuspecting people thought this was a routine announcement, until it was completed. The message not only left a smile on their faces, but also created a high awareness about our promo offer.

These announcements were carried out at select stations across India and they worked together to maximize the campaign effectiveness. Bingo! Premium Salted Potato Chips managed to achieve a 32% increase in their volume sales during the promo making the campaign successful.

- Pranita Balar

All That Jazz!

The Sports and Arts Club of Northpoint Centre of learning, 'All That Jazz!!' is back again for November. In November, we organized a badminton tournament and a cricket tournament. The badminton tournament had to be broken up into two parts due to rain. Everyone played badminton with so much energy and enthusiasm .They fought with a vengeance for a single point with their partners. After quarter finals, semi-finals and a final, Grishma Shah won from the girls and Mukul Haridas, from the boys.

For the cricket tournament the PGPAMMC and PGPAMR batch was divided into five groups of five participants each. Cricket being the first religion for people in India, was played with a never seen before passion. Cricket being a largely male dominated sport, also came along with its share of scratches and bruises. The boys, who are used to it, did not have much to complain about. But it was a memorable event for the girls. After a lot of shouting, screaming, cheering, and laughing; the event finally ended with Team 5 comprising of Varun Sabharwal, Lovin Punjabi, Sumit Mundra, Cherisma Lahori and Srividya Jayaraman winning.

All That Jazz can safely say that November was a great month for us, filled with enthusiasm and a lot of excitement.

- Srividya Jayaraman

Interconnect

The Industry Interface club organised a session with Mr. Sandesh Damle on 22nd August 2010. He is analumnus of North Point Centre Of learning. We were expecting an interesting session and let me tell you, were not let down. The session was on the past present and future of advertising. Advertising is an integral part of our lives today from the time we wake up in the morning till we sleep, everything we use is advertised; and deep within we all know that at times we even need to advertise ourselves to be noticed.

If I were to describe the session I would say it was like reading a magazine. It was a journey from the inception of advertising to the current scenario, right from the days of Charlie Chaplin; may be even earlier than that; to the present days of ZooZoos.

The challenge has always been, how best to reach the target audience and hence the evolution of media. Media evolved with the technological advancements; from newspapers to radio to Television and now the Internet. The advertising industry in India is also evolving. Digital media is growing at a steady pace and the future of advertising is in digital media.

As a student of advertising media and marketing communication, the session was a great learning opportunity as it taught us not only about the evolution of advertising but also about its importance.

- Sarishti Swaroop

Sandesh Damle

Mindshare Group
- Group Head
Lintas Media Group
- Media Group Head

COMMUNITY SERVICE:
CRAFT WORKSHOP FOR KIDS!

Before carrying out the Craft Workshop, we were a little sceptic, as we were not sure at what level had we established comfort level with the children. But surprising enough, a warm welcome from the children was what we received on entering 'Ashish Bhavan'. The children were excited to meet us after our last organized activity that even after the school hours many who were day boarders came and joined us in carrying out the Workshop.

The awkwardness that was present the last time we were there had gone for good. The children were being much more interactive and participative. We had many volunteers from our batch, some of whom were Grishma Shah, Abhimanyu Jadhavrao, Vedangi Dandwate and Cherisma Lahori assisting the Community Service members in the workshop.

We were already carrying the necessary items for the workshop so we started it by distributing papers among children. We then taught the children to make paper cups. The children were absolutely delighted when they got it right the firsttime, with some even promising to try it out with a bigger paper and using it at Home and Hostel.

We also taught them to make a pen holder and mushrooms out of chart paper. Making mushrooms somehow got more exciting and they started describing to us the various types of mushrooms that they had seen. Making a Mushroom proved to be slightly difficult as for getting it right, the paper needed to be folded and cut in a particular manner to give it the right shapes. A few children did need help at some stage; but in the end everyone got it right.

Before, moving onto the final activity in this workshop, the children lined up and signed their names on the Paper Cup and the Mushrooms. Then we went on and made Greeting cards of chart paper. Also, to make it look special, we asked them to design or draw something on it.

Finally, when it was time for us to leave, no one was ready to do so. Everyone had developed a connection with the children there.With a Promise to return soon and lots of wishes we drove away feeling content.

- Krutant Iyer

Creativo

- Abhimanyu Jadhavrao

Rural India:

It's an average day where the sun is playing peek-a-boo with the clouds, where children in loose shirts are chasing kites, where women are sitting around sharing and caring each other's problems, while the men are busy trading. Welcome to the rural side of our country. However clichéd that description may sound, one can't deny its existence.

If the urban India is synonymous with sophistication, flaunting their wealth and the "on-the-go" culture then its rural counterpart is known for its rich history, cultural values and warmth. Someone has rightly said, "Life in village is less complicated and more satisfying." Here, each festival is a grand celebration, each day is about family ties, giving and taking and each moment is about being there for each there. What city folks like you and I miss out on are the touch of grandmother's withered hands, the tenderness of mother's hug and the playful bullying of friends because we are too busy chasing our dreams. You and I can't think beyond the virtual world and for us even the simple art of wishing each other on festivals and birthdays is through 'e-cards", "virtual birthday/baby showers" and "cyber wishes."

How many times have you woken up on a weekday and cursed your life for being too "messy", "complicated' and "not-going-anywhere?" many times, for sure. But how many of us know that we complicate our lives by giving more importance to economy over emotions? To enjoy life at is peaceful best; we must visit far-off villages, interior towns and districts and brush up our basics on etiquette and love from them.

They earn their living through simple means and believe in appreciating life. That's the exact mantra we should adopt because what is the point in earning if you do have the energy to spend it? What is the need to make money when you do not have a loved one to spurge it on? Think about it. When you are planning your next vacation, make sure at least one village features on your "must-visit" list. As Oscar Wilde puts it, "To live is the rarest thing in the world, most people exist…that's all! Go out there…enjoy the serenity that is untouched, beauty that is unmatched and potential that is untapped...

Celling in Rural India: Mobile phone revolution

Ramkiran can not read or write. He can't do simple calculations either. He has spiky hair, wears striking clothes and has a smart little gadget in his hand…

This gadget is what you and I have, have been using for years now and can't imagine living without it…yes; I am talking about the finest gift to mankind- the mobile phone!

Mobile phones have moved beyond the urban territories to the rural lands. Gone are the days when owning a mobile phone was a matter of pride and affluence. Today one out of every 14 people owns a mobile phone, a whopping 42 percent increase from the previous decades. In the rural areas, there has been a 3o percent increase in the sales and usage of mobile phones (source: ***Telecom Regulatory Authority of India)***

Why is this statistics important? It's very important because it offers advertisers a wider spectrum to promote and sell their products. **(give examples of some brands that have reached the villages).** India's major chunk consists of the rural population; hence, this revolution is a boon for both the advertiser and the seller. Even though most people in the villages do not know to read and write, they use mobile phones to take orders, purchase/sell their goods and to communicate with other people in the same trade. Shouldn't advertisers tap this potential?

The three basic multiple effects of mobile phone as explained by Robbin jeffery, researcher and Professor, cell phones in rural india, Singapore university are:
Controllers- people who "own" radio frequency spectrum. **Servants**- people who earn their living delivering radio frequency spectrum. **Users**- people who just want to have fun (communication)

Thus, if the advertisers collect the relevant data and promote their products accordingly then there will be no looking back for the advertising industry. Rural India is not only rich in legacy and culture but is a revenue gold mine for a budding advertiser.

Bookworm

Book Review

It Happened In India

Kishore Biyani with Dipyaman Baishya

This is the Story of Pantaloon, Big Bazar, and Central and it is an autobiography of the Great Indian Consumer, Kishore Biyani, written with the help of Dipyaman Baishya. Kishore Biyani is highly regarded as the retail king of India.

This book starts with his journey of building a great retail business in India from scratch. He recounts on how he started as an ordinary cloth seller in Mumbai and eventually how he established the giant retail business, spread over a few hundred cities in India, serving millions of Indian consumers. The unique and interesting point about this book is: Mr.Biyani's friends, relatives and employees of the company share their experiences about being associated with him and give us an insight into his personal, as well as entrepreneurial abilities. It also says a lot about his childhood days, college life and finally how he left the usual way of doing family business and started his own journey towards entrepreneurship, which most of the young Indians now are aspiring to do.

Doing something that opposes the established system of beliefs is not so easy. An entire chapter titled 'Defying the Odds' is dedicated to how he started Pantaloon Shoppe amidst testing and difficult times. He also talks about building emotional connect with consumers. He emphasizes on how he brought Indianness to the business and how he studied Indian consumers with passion. He has even shared about his failed businesses. Also about how he tried to enter into movie making in Bollywood but could not make it big there. A couple of inspiring lines from the book:

"I based everything on one philosophy 'Rewrite Rules. Retain Values'. Chase your dreams but don't compromise on your belief system."

"When one is young and tries to rewrite rules, he is called 'mad.' But when he is finally successful, because he dared to risk it, he is called a 'maverick."

I think it's an inspiring story and would recommend every aspiring entrepreneur to read it without fail, especially if you wish to pursue retail.

- Natasha Modi

The Digital Handshake

Paul Chaney

"My job was relatively easy as there weren't many channels. Normally depending on the weather, we averaged three and sometimes four – two stations in nearby town and two a bit farther away. That was television in the sixties. Most of it was black and white, as was life back then."

The Digital Handshake, published by Wiley, is a book that gives marketers and small business personnel an overview of the many different ways to connect with customers online. The book gives the big picture, and also explains the tools and some of the techniques needed to make online marketing with social media a reality.

Paul Chaney gives you 7 strategies to grow your business, some of which are already followed by several businesses. He also speaks about how to measure the effectiveness of your social media.

The book is divided into three parts, Part I covers the swing from traditional ways of marketing to today's new form of media. It also explains what and why this change has occurred. Part II of the book covers new media marketing strategies and the instruments that are needed to implement those strategies. It examines business blogging; using the social networks such as Facebook, Orkut, LinkedIn; developing a niche society using tools such as Ning and KickApps; micro blogging with the help of Twitter; marketing the business with the help of online videos podcasting; and getting visibility with "social media press releases." You get just enough to understand the advantages of each and get you thinking about how to use each in your own marketing mix. Part III covers 3-step plan of action for using social media in marketing i.e. listen, engage and measure. It also includes how to monitor online reputation.

The Digital Handshake is a quick look into social media and how to use it for marketing.
It is a good course for beginners in social media and marketing.

- Prathamesh Haldankar

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Archives

Photography - Purab Mehta