



NORTHPOINT
CENTRE OF LEARNING

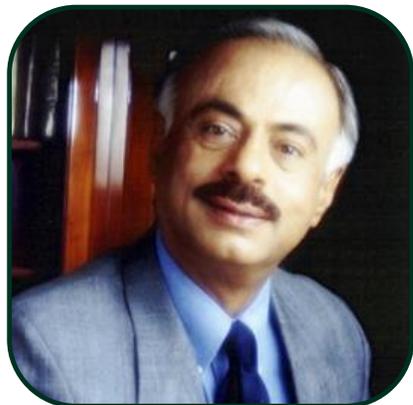
THE FOURTH ESTATE

VOLUME III
ISSUE I





CHAIRMAN'S FOREWORD



Class of 2018-19, alumni, visiting faculty, industry partners, and associates- welcome to the 1st edition of the newsletter, The Fourth Estate, edited and managed by the current batch.

It has been a little more than two months at the campus and the batch has settled into the learning process that we expect from a Northpointer. The central training model of the course is "Building Actionable Knowledge," and we have strived over the years to update the curriculum with the evolving times and deliver on the vision on which this institute is based.

In the quest for 'Building Actionable Knowledge', Northpoint has defined and developed a UTM that ensures the student is 'Industry Ready' at the end

of the program. Key highlights of the Unique Training Model are –

- Curriculum designed by the Industry to make all learning relevant and updated
- All training is at the hands of practising managers to bring real-life learning into the classroom
- Practical learning is through hands-on internships on live projects in Companies
- Mentoring program to support development

All training at Northpoint is designed to develop specialized skills in Brand Management & Marketing Communication and Market Research. Over 550+ graduates are currently contributing to large organizations or their own businesses and have built successful careers for themselves

Northpoint is NOT just another ordinary business school.

The Northpoint Centre of Learning aims at promoting business success by empowering working executives and young professionals with specialized knowledge and decision-making skills. Do enjoy this read and I wish the new batch the very best.

-Mr. Prem Mehta

THE NORCOMM COUNCIL

The communications council, here at Northpoint Centre of Learning, is the bridge between the institute and the outside world. They are responsible for creating newsletters and blogs and also for handling the social media accounts for the institute.

Meet the members of NorComm here as you read along!



JANHAVI MISHRA, PRESIDENT

B.A. (Hons.) Applied Psychology
(Amity University, U.P.)

- Plays the ukulele
- Connoisseur of terrible puns and fantastic memes
- Loves everything to do with space



PRACHI PACHORI, VICE-PRESIDENT

B.E. Software Engineering
(Acropolis Institute of Research & Technology, Indore)

- State level basketball player
- You can take the girl out of Indore but not Indore out of the girl
- The Accidental Controversy Queen



OUR INTRODUCTION TO ADVERTISING

I have always been a person who is inclined towards creativity, and I think creativity at its best can be found in advertising. I believe it is the soul of advertising and that's what really adds quality to it. In a way, this belief of mine is what really led me to come here, at Northpoint and explore this field further.

The advertising session was thus much awaited by me and I believe Alisha Narekuli exceeded all expectations I may have had for it. She works with the advertising agency, Leo Burnett and has been handling several brands for them, including Volkswagen. Her experience in the field of advertising reflected in her words, which was what made her classes all the more interesting.

The most effective segment of the session, according to me, was the one where she showed us how to break down an ad in terms of technicalities and emotional quotient, the colours used and their significance and also show us how a certain part of an ad is put where it is and why so. This was all done by showing us numerous different ads, which helped us tremendously since

it broke away from the traditional theoretical approach to teaching. Her exercises and assignments also ensured that we get practical knowledge on the subject and I believe the feedback we received from her after our presentations really helped us acquire a more nuanced understanding of brands and marketing in general.



Significance of brand colours

Since she is an alumna of this very institute, I believe she was able to plan her session in a manner that benefitted students from both the courses: Market Research, as well as Brand Management and Marketing Communications. What really intrigued me about her sessions is the

fact that our learning wasn't confined to just within the classroom. She was extremely friendly and open to having discussions even during the breaks, and on numerous occasions, she enquired about the pace of teaching in order to ensure that none of us had any doubts about the session.

I firmly believe that a good teacher can completely change the way you look at things, and for me, Alisha Narekuli did just that. I began to understand the value of quality in advertising during her session and by the end of it, I was able to look at ads and understand them from the advertiser's point of view rather than a consumer's. This of course, is a prerequisite for anybody in the marketing field, and for that, I'm really grateful to her. She has been able to change our perception

towards ads and her passion for advertising is what motivates me to do good work in this field in the coming future.

-Kshiteeja Sule

MR. NEERAJ AGARWAL'S SESSION ON SALES AND DISTRIBUTION

The current scenario of the business environment is diverse and dynamic; gorging theories divorced from practically applicable solutions have little value. This learning takes me back to Mr. Neeraj Agarwal's session on Sales and Distribution Management where he created an unmatched learning environment. From the time he entered the classroom he brought a certain flamboyance, an elusive intangible that held students' attention and



NATASHA BHATIA, EDITOR

B.Com. with Diploma in Marketing, Advertising & Sales (HR College, Mumbai)

- Poet
- South Bombay snob
- Owns hideous shoes worthy of 80s Bollywood music videos



The NCL batch of 2018-19 with Mr. Neeraj Agarwal

made lessons stick. As a seasoned marketing professional turned entrepreneur, he had a more pragmatic approach to teaching where he used real world examples from his hands-on exposure across the entire gamut of sales and marketing. Not only is Mr. Agarwal incredibly knowledgeable, his energy is infectious and quite frankly, necessary for a 9:00 AM class.

Throughout the three-day session, he slowly

refigured my cemented cognitive process thereby equipping me to navigate complex business problems more intelligibly. But the question is : How did he do that? No, he didn't bombard us with those Harvard case studies but rather shared stories from his professional and personal life that catalyzed the three-day session. He discussed about brands that he handled such as Big Bazaar Standard Chartered and BPL which made various concepts of Sales and Distribution come to life with

substantial, real-world examples. Unlike other academic oriented professors who make the 2 by 2, 3 by 3 and 4 by 4 matrices of the corporate world quite a drag, he had mastered the art of translating these rigorous analytical academic frameworks into broadly applicable pragmatic tools.

Such an approach to teaching elevated his session from a mere demonstration of theories and tools to a true portrayal of the industry's fundamentals and best practices. Coming to the two most interesting parts of the three-day long session – the Sales Process and Modern Retail. He managed to make the usually long sales process steps, fascinating, by pushing us to develop a sales action plan and then finding the language and courage to execute it. Moreover, to highlight the importance of store design, themes and layout by showing us his repository of self- images of the facades, interiors, exits, marquees, check-out areas and even parking areas of various branded and multi-branded stores in Mumbai. His class forced me to think outside the single answer mindset that my academic background has boxed me into, thus allowing me to better form my thought process and hone my critical thinking skills.

It was not just limited to his professional

experience; Mr. Agarwal went on to share stories from his entrepreneurial journey of nurturing three successful start-ups. Many entrepreneurs will often tell us the do's and don'ts of a successful venture but he harped on the fact “what if things don't go as planned” and how to recover from failure. Hearing the experiences from such a seasoned entrepreneur was a key takeaway both in terms of knowledge and wisdom that I needed to grow as an entrepreneur.

Beyond the classroom, he made time for all his



Elements of an ideal store layout



students and was willing to have conversations with each one of us about our specific career goals which gave us a sense of direction and support. Overall, his engagement within and outside the classroom exposed me to a wide variety of perspectives that deepened my understanding of concepts and flipped my conventional thinking on its head. In the near future whenever I need a piece of professional or business advice, Mr. Agarwal will be one of the first person I turn to for his experience and perspective.

-Samudra Manthan Biswas

FAUX-MINISM

Feminism is arguably one of the most important movements in the world today, with everybody having some kind of opinion on it, positive or negative. Simply put, feminism stands for political, economic and social equality of the sexes. In order for that to take place, however, it needs to be preceded by equity. Feminism as a movement started in the late 19th century and has grown ever since. Today, we're in the 4th wave of feminism which came about with the advent of the internet and has helped propagate the ideas of feminism even further.

India has gone through a series of different phases. Women at first were glorified and respected in the early ages; this was however followed by a phase of extreme patriarchy wherein women were always deemed as inferior or invisible. Sadly this mentality is still prevalent in India till date. Since the 19th century however, feminism as a movement has been growing in India. Today especially with the growth of the internet, feminist ideology has been even more widespread within the country.

Feminism worldwide has had such a large impact that it is nearly impossible to ignore it. While a growing number of people applaud the ideology and wish to spread the movement across the



Ariel's #ShareTheLoad Campaign



ZOE VANDREWALA, MEMBER

B.A. Sociology & Anthropology; Sociology Hons. Programme
(St. Xavier's College, Mumbai)

- Dancer
- Often found in Speakers Forum swaddled in blankets with a secret stash of snacks

world, a large number of people also think that.

Brands have thus begun to realize the growing importance of the movement. While some brands try to steer away from feminism as a whole, a large number of them have also decided to use it in order to promote their own products, even if those products have nothing to do with feminism. This is why a large number of new ads such as the Ariel's #ShareTheLoad campaign and Dove's 'Real Beauty' campaign in addition to numerous others have sprung up in recent times.

Watching such advertisements makes one feel hopeful about a brighter future for the country since they try to change the perception of the society. However, most of the times they tend to

portray feminism in the wrong way, taking the whole movement backward instead of forward. A 2016 Biba ad, for example, portrayed an arranged marriage scene wherein a man wishes to pay the girl's parents dowry instead of them paying it since his son will be taking away their precious daughter. Such advertisements try to make women look superior to men instead of equalizing them, thereby creating more ignorance and hatred towards the movement.

Most importantly, we cannot forget that even if they make a perfectly good ad, at the end of the day the motive of the company is not to actually help the cause of women empowerment. The same companies that objectified women a couple of years ago in their ads, now use a 'femvertising'



approach to sell their products in order to increase sales. In other cases, such as that of Dove, even though the advertisement may be pro-feminist, it still falls under the parent company of Hindustan Unilever which also owns brands such as Fair & Lovely, Ponds, Lux and Axe.

All of these brands propagate the conventional ideas of beauty among women such as fairer skin and thinner bodies, or they tend to objectify women's bodies in their advertisements. It thus portrays the pseudo-feminism used by Dove in order to create a good brand image, even though the parent company by itself does not stand for any feminist values.

I believe that a progressive audience, along with

progressive ads, are required in India today if we really want to see some change take place in the mindset of the people. At the same time, I also stand by the fact that such profit-driven ads lead to trivializing the whole feminist movement. According to me, using the struggle of millions of people over decades just to make profits for your company, reduces the whole impact of the movement and only ends up propagating a more capitalistic society instead.

-Zoe Vandrewala

DISRUPTER BABA'S AMBITIONS FACE A ROADBLOCK

In 2006, the FMCG sector got roped in a clash of ideologies and Baba Ramdev was in for a foray. The economy was spiritual, more than ever!

Baba Ramdev's 'Patanjali' has done an outstanding job of entering an untapped market and sending ripples across the industry. The risks involved with this ideological leap of faith would've demotivated many. The baba-turned-entrepreneur rightly segmented the consumer spectrum competently and positioned himself accordingly. He leveraged upon the recent world-wide rejection of processed foods and the stemming health consciousness

among Indians. For years, Patanjali managed to keep its dream-run alive. The brand's turnover jumped from Rs 2000 crore in 2014 to Rs 10000 crore in 2017. Some of the largest FMCG giants crippled, including HUL. Its market share dwindled as India's love for natural and healthy alternatives grew. Dabur felt the tremors too.

In 2018, Patanjali felt a sudden headwind as the growth came screeching to a halt for the first time in a decade. "This year, we focused on system development, and not just revenue growth", Balkrishna Acharya quoted. Although the CEO was in denial, we can't ignore the fact that the newly-born FMCG was not fast-moving anymore. While no one is sure if this is just a rejuvenation or the bearish end of an impulsive bullish trend, let us

contemplate and analyse this roadblock.'

Lingering effects of the demonetization and the implementation of goods and services taxes impacted growth," Balkrishna said, adding that Patanjali will do better next year. But if this was true, HUL wouldn't have closed in on a 12% growth or ITC wouldn't have clocked a 11.3% growth during the same period. Dabur, too, managed a growth in the north of 8%."

When Baba Ramdev started this project, it was about his forte, Ayurveda. But gradually it swayed away from its own portfolio. Products started to range from biscuits to instant noodles. This was in contrast with the brand ideology. By the time you see 'Kimbho' chatting application come up, I'm



Dove's Real Beauty Campaign



MOINAK DAS, MEMBER
B.Tech. Mechanical Engineering
(VIT University, Vellore)

- Writer
- Saddest playlist in all of NCL
- Fascinated with deep sea creatures
- Night owl



PATANJALI



Baba Ramdev along with Patanjali products

afraid the growth figures might begin to skew south.

Brand fatigue might be another reason. When Patanjali started its business, it was playing alone. But then others entered too. First Sri Sri Ravishankar started his own brand 'Sri Sri Tattva'. Then Dabur repositioned its product portfolio. And finally, HUL launched its own Ayurveda products brand, 'Lever Ayush'.

All of these reasons have led to the steady decline of Patanjali in the recent years and it needs to devise a strategy which would reinforce the brand rather than just increase sales.

-Moinak Das



ASMITA REJHWANI, MEMBER

B.M.S. Marketing
(Jai Hind College, Mumbai)

- Artist
- Bollywood fanatic; in love with Varun Dhawan
- Her blood is now 50% hot chocolate



MEGHA KOTTAPALLI, MEMBER

B.M.M. Advertising
(Pillai College of Arts, Commerce & Science, Navi Mumbai)

- In competition with Sheldon Cooper at understanding sarcasm
- Resident nightingale of NCL



EDITOR'S NOTE



Presenting to you October issue of The Fourth Estate, brought to you by the vivacious minds of the 2018-19 batch of Northpoint Centre of Learning. In the last two months, NCL has taught us more than we ever thought we could learn. Putting these learnings down into words is what we have tried to accomplish here. In this issue of The Fourth Estate, we've brought to you a fresh new look along with articles we are sure have kept you captivated!

We hope you enjoyed the article about the way Patanjali spotted an opportunity, entered an untapped market and how it changed the dynamics in India, along with the article about how feminism has altered advertisements in India.

The session-based articles written by students express their understanding about the varied knowledge they have acquired. We also introduced the students at NCL through their respective councils.

We hope this first issue left you engaged and do let us know if there are any topics you'd like to see covered in the next edition!

You may reach us at
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Natasha Bhatia
 Editor, NorComm
 Northpoint Centre of Learning

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