

THE FOURTH ESTATE

VOLUME III
ISSUE III





FOREWORD

Welcome readers, to the December issue of The Fourth Estate! The last time you flipped through this newsletter, the Northpointers were at the first internships in the curriculum, and now you can find us travelling through the hinterlands of Madhya Pradesh and Rajasthan! It's all business and little pleasure, however- 'tis the season for the rural internship.

Before now, all of us had only observed consumer behaviour in the urban markets. This internship gives us the perfect opportunity to expand our horizons and see the rural consumers at play. We can't wait to figure out just how stark the contrast between the two is! Our research objectives concern Colgate, the oral care giant, and Skill India, a campaign launched by Prime Minister Narendra Modi which aims to train over 40 crore people in India in different skills by 2022. Read on to find out the details of these exciting research projects!

We have quite an exciting mix of articles in store for you in this issue, ranging from the sequel to the article about society's response to hijabs, to one about the evolution of Coca Cola's advertisements and positioning through the years.

Like in the last issue, we have once again featured an article from a Northpoint alumnus, wherein he described his wonderful experience during his rural internship.

We hope you enjoy this issue as much as we did writing and curating it for you!

-Janhavi Mishra
President , NorComm

HATS OFF!

The morning of the convocation was abuzz with excited whispers of the students all set to graduate from the institution they had called home for 11 months. For the graduating batch, the 15th Annual Convocation at Northpoint Centre of Learning was a celebration of how they had spun into gold all that they had received from the institute. It was a result of many nights spent burning the midnight oil and polishing their work over and over until it shone.

The ceremony started off with a few words from our chairman, Mr. Prem Mehta. His speech, urging

the graduands to be the best that they can be, was rousing and the effect on the audience was palpable immediately. "As a good professional you must commit yourself to excellence," he said, highlighting the obligation each of them has to themselves-to strive towards excellence in everything that they do. Another thing that he stressed upon was the significance of value addition. Adding value to everything that an individual takes part in, regardless of the nature of the activity, builds influence, which in turn leads to power.

Mr. Ashish Bhasin, CEO & Chairman of Dentsu Aegis Network, South Asia, was our esteemed chief

SNIGHDA LAHIRY
PGPMR 2017-18

NCL took me through one of the most rewarding, tumultuous and exhilarating rides where we grew up to be individuals worthy of the tag "Northpointer". It helped me lay the foundation of my career.





guest for the event. According to him, every individual's aim, their True North, should be to master whatever it is they choose to do with their lives. "Life doesn't always go the way you want it to. It doesn't matter what you do. But choose that specialism and be the best in that. Make sure you are damn good at whatever you do...Anytime people write you off, that's when the leaders come and change the scenario," he said, offering an encouraging nod to the audience.

His speech was followed by a few words by Mr. Partha Rakshit and Mr. Mahipal Nair. Their inspiring words were met with bright smiles from the students and parents alike. They left the graduands with warm wishes for a fruitful and fulfilling future.



Convocation ceremony of the 2017-18 batch

It was a joy to witness the spring in their step when the graduands were called up to collect their degrees. The hall was awash with the cheers and applause for the graduating batch as the award recipients were announced. The winners of the Academic Excellence Award were Ms. Snigdha Lahiry of the Market Research course, and Ms. Divya Mestry from the Brand Management and Marketing Communications course. Ms. Divya Mestry was also crowned the Advertising Wiz this year, while Ms. Vanessa Pereira bagged the Digital Wiz award. The NorConnect council members took home the laurels this year by winning the coveted Best Council Award. This council acts as a direct interface between companies seeking young talent, promotes industry institution partnerships and shares knowledge for innovation and development.

The convocation was carried out with much pomp and splendour; the celebrations coming to an end with the traditional hat toss. Cameras snapped away, capturing the momentous occasion for the batch to smile over at some point in the future. Watching our seniors reminisce and chuckle over their time spent together reminded us to enjoy every moment we spend at Northpoint, and to embrace every step we take to learn something new each day.

-Janhavi Mishra



AKSHAY SINHA
PGPMR 2017-18

Northpoint helped me to believe in me and helped me to understand my foray. The 11 month journey of Northpoint was a complete package which am sure will help to excel in every walk of my life in future

BEHIND THE VEIL (PART 2)

As we highlighted in the previous issue, the feminist movement has brought to light the backwardness of the veil especially in certain countries where it is enforced. However, it is important to see the other side of it. In some of the countries where the veil is not enforced as well as in the countries where it is, a large number of veiled women do not see veiling as a backward practice at all. Rather, they see it as just another piece of clothing. Some women don the veil because it symbolizes their commitment to Allah and see it as a symbol of worship that is commanded in the Quran. They feel a connectedness with a broader religious community

of other veiled Muslim women. The veil becomes significant because it serves as an identity for Muslim women, which differentiates them from other women.

They also contradict the claims of restrictions on their movement and believe that the veil actually makes them feel more secure and free to roam around and not wearing the veil often makes them uncomfortable. . For such women in secular countries, however, the fact that they wish to veil becomes more of a problem than the other way around. Since the image around the veil is that of oppression, these women are looked at with pity or disgust for following such a practice.



In many European countries, these women are restricted by law to don their hijabs. While some countries, like France, have decided to ban any outward religious symbols including just the headscarf, others have implicated a ban on full-face covering in the public space. The reasons cited by these countries vary from promoting integration to public safety and gender equality. However, in most cases, the ban only takes away the freedom of women who made the decision to veil by themselves.

Even if they do choose to veil, in countries where they are allowed to, certain activities such as dancing or any sport require them to remove the veil while conducting the activity since it is uncomfortable and often gets in the way. They thus, have to adhere to those rules or have to struggle with the veil if they do not wish to part from it.

It was for this reason that Nike introduced a hijab custom designed so that a Muslim woman who wanted to cover her head could still work out. Religious female Muslim athletes trying to find a way of dressing modestly while still competing in high-level sporting events like the Olympics finally found a covering that was suitable for their

activities. The sportswear giant said it was inspired by Saudi Arabian runner Sarah Attar, who competed in the 800m race at the London 2012 Olympics wearing a hijab, and Emirati weightlifter Amna Al Haddad, who competed in the 2016 Olympics in Rio.



Nike's pro hijab

Nike received a mixed array of reactions for this invention. While a large number of people applauded them for creating inclusivity in the sporting world, they also received backlash from a large number of people for supporting an oppressive cause. People also spoke about how Nike supported body shaming and #boycottNike became a trending topic.

What's important is to realize that at both extremes, where women are forced to veil or forced to give it up, it is actually the women who are losing out. They lose their freedom to voice their own opinions and to dress the way they want to. This deviates from feminism's ideology itself, instead of actually liberating the women. We must thus focus on both aspects of the dichotomy since a single solution is going to get us nowhere.

-Zoe Vandrewala

GLIMPSE INTO THE HINTERLAND

*Jobs fill your pockets, but adventures fill your soul -
Jamie Lyn Beatty*

"Kyun nahi beta, andhar aa jao. pehle chai toh peeh lo." From house to house, this was the kind of heartwarming welcome we received. Being a city boy all my life, this was really quite unusual for me, and certainly bizarrely different from what I had anticipated the responses to be.

Think of it, if you were to try the same thing in a city such as Mumbai, asking people for 5 minutes of their time for a short interview, the odds are you'd be shunned off by a man in a rush to make his

RITI JUGAT

PGPMR 2017-18

Attending Northpoint was a transformational experience for me and helped me achieve my professional goals by providing a solid foundation to build my career in Market Research. It not only helped me grow professionally but also developed my interpersonal skills. Looking back I see Northpoint as being an extremely important stepping stone in my career.





punch in time, let alone be offered tea with cookies to go with the conversation.

As it turned out, there were a lot more such baffling surprises yet to come, through the course of the short stint.

February 7th, 2017 - We set out as a bunch of enthusiastic, novice researchers, ready to put to practice what we had been groomed for since the past 6 months. We had been split into groups, some were to explore villages in Rajasthan, and the others were off to Uttar Pradesh.

Having made our reservations, we packed our bags and set out to catch the red eye, a few of us barely making the last call for boarding.

On arriving, we could hardly wait to settle in and explore the new neighborhoods that we were to call home for the next week or so. We had, of course, planned our food and cultural itinerary even before we got down to designing the questionnaire for the research project.

Having filled ourselves with the local food, gained some life-saving wisdom from fellow travellers and tourists, we finally got some rest keeping in mind the early start we had to make the following day.

5:30 am the next day (okay maybe it was around 6, but it was early) we woke up fresh (some would say so) to go do some research and learn about behavioral patterns that we perceived to be vastly

different than ours.

The topic assigned to my group was to identify a need-based gap in the market which could be met, and capitalized with a mobile/smartphone as the medium. Other groups were trying to understand the aversion, if at all, that people in these regions had towards insurance policies and financial products being offered in the market.

Having decked ourselves to the best of how we thought we would “blend in”, we sat in our vehicles and discussed the strategy we were to employ in the day to come. We had our designated roles, for both on and off the ground. On the ground it was simple, we paired up amongst ourselves, one person to ask the questions, the other to make notes and inferences. Off ground it was slightly more elaborate, we had the navigator, the car DJ, and most importantly, the one in charge of food and supplies.

When we finally arrived at the first village, we were greeted by slightly hostile eyes and inordinate attention. It was visible that our attempt to blend in had not worked too well so far. After the first couple of interviews though, we were in the zone, making candid conversations with individuals who



Students of the 2016-17 batch at the rural internship

impressed us on multiple levels. In some cases, we didn’t even need to go door to door, as the people would surround us, eager to be part of our studies.

At the end of the trip, we had covered 14 villages across two states, interviewed more than 400 respondents, tried a variety of foods, purchased souvenirs and etched some unforgettable memories we would look back and cherish.

The trip, though brief, had taught us much more than any one of us would have foreseen. Some of the key lessons I took back from that trip are:

i) Ditch the stereotypes:

Yes, you could say that at an aggregated level there



ASMITA REJHWANI
PGP BM & MC 2018 - 19

Watching the senior batch graduate I realised that as a student you not only graduate from an institution, you also grow along with it. As a person you don’t just leave the institute, you also build a stronger relationship around it. With each passing day you aspire hard to become what you want or find your true north as they say!



was homogeneity within the villages, but within each village, there was a considerable difference in usage and behavior within the age groups.

generation respondents we interviewed owned smartphones and used their phone for a variety of activities ranging from basic communication to

be provided with the opportunity, but they certainly seem to be of the strong belief that they are deserving of these platforms, and would utilize them for the better.

Some of them even claimed to be willing to pay a premium price so that their children could attain quality education if these facilities were made available via mobile platforms along with the adequate infrastructure to support it.

On a personal level, I was inspired by these people. I looked to change my perspective about a few things since then, bases these realizations:

You're probably living in a bubble:

It was my first trip up North, and quite frankly, I hadn't travelled much before that, and so most of my knowledge was based on my very limited, life in Mumbai.

The point is, no matter how much you think you've seen and experienced, there's still more out there. We're all living in bubbles formed from the incomplete vision we've had of the world, biased by the surroundings we've spent most of our time within. It just so happens, there's a good part of the world outside of that bubble.

Everyone has something to offer:

We met shopkeepers, farmers, artisans, students,

people who had lost their jobs due to local politics, but each of them had a story that could be penned down in no less than a thousand words. Listening to those diverse narratives, nurtured a new perspective and outlook towards life.

Be open to experiences -

From Rawat ki kachori's and matke wali chai, puppet shows and folk music to shady roadside restaurants, it's only fair to say those 7 days were eventful. We learned, we failed from time to time, made new friends, shared experiences, behaved like tourists when by ourselves but pretended to know all about the place with our foreign abode sharers....And in the process, took more out of the trip than if we had simply followed our planned itinerary to the tee.

As the late Anthony Bourdain once said, *"If you're twenty-two, physically fit, hungry to learn and be better, I urge you to travel - as far and as widely as possible. Sleep on floors if you have to. Find out how other people live and eat and cook. Learn from them - wherever you go."*

-Aaron Mathew
(PGPMR Batch of 2016-17)



Source: Research conducted by Northpoint students during rural internship in Feb 2017

Many of the older folks looked at the phone as the devil in a screen, a completely unnecessary gadget which was only a distraction from more productive work and education.

Even so, most of them actually owned at least a feature phone and used it for basic communication.

On the other hand, more than 3/4th of the younger

entertainment through social media and games.

ii) They're looking for an equal opportunity:

The one common need that came from almost every young and middle-aged respondent we interviewed was that of quality education.

We may not be able to positively assert how they will make use of the facilities, should they actually



SKILLS AND EMPLOYABILITY: BRIDGING THE GAP



The Skill India logo

The year of 2015 saw Rajiv Pratap Rudy, the Member of Parliament from Bihar's Saran parliamentary constituency, prepare ground for the launch of Prime Minister Narendra Modi's flagship program — Pradhan Mantri Kaushal Vikas Yojna. As he set up the crowd for the mega budgeted campaign called Skill India, the nation was highly optimistic and welcomed this idea of ambitious targets with maximum fanfare.

Highlighting some of India's background, this country is one of the youngest nations in the world with more than 54% of its total population below the age of 25 years and over 62% of its population

in the working age group of 15-59 years. Astonishingly, approximately 250 million young individuals would join India's workforce over the next decade. And, according to The Economic Survey 2014-15, the skilled workforce in India was at a staggering low of about 2 %, which is much lower than many other developing nations. These factors eventually led to the formulation of Skill India by PM Narendra Modi. The National Skill Development Corporation India (NSDC) was set up to catalyze the skills landscape in India, under the governance of Ministry of Skill Development and Entrepreneurship.

Drawing a parallel between social campaigns and the world of branding, Skill India has been quite an ambiguous product experience for the nation's youth so far. And like all product experiences, a small disappointment among the target consumers could lead to its eventual failure.

So here we are, at an absolute midpoint of our program at Northpoint Centre of Learning and the beginning of yet another enriching project. This time, it would be a research study for the above-mentioned campaign that seems to be on a slippery slope downhill. The objectives would be simple; to find out if the targets were really met or

has this seemingly social campaign been yet another case of over-commitment as has been with the past government initiatives. The research will be conducted in the two most topical states, Madhya Pradesh and Rajasthan, especially owing to the recent Assembly Election results. Indore and Jodhpur have been shortlisted from each of these states keeping in mind the quality and accessibility of the rural landscape around these areas.

After conducting a thorough secondary research, it was evident that Skill India, despite enjoying the initial euphoria, was now lacking the luster. Any successful social campaign is piggybacked on a strong and cohesive story and a comprehensive

idea that brings together all the efforts. The entire agenda of the ruling party in their previous election was the idea of a 'collective and inclusive' India. And Skill India was just a perfect amalgamation of that agenda and one of the most tactical chunks of the Indian demography - the youth. A lot of people did subscribe to this story, for it offered enough strength and cohesiveness. But 3 years and thousands of crores of rupees later, this campaign and its communication seem to have failed in preserving the comprehensiveness of the idea, or, in the language of marketing barons, the reason to believe.

There can be numerous reasons to this failed top-

ROSHAN MARAR
PGP BM & MC 2018 - 19

Seeing the names of my seniors come up on the roll of honours board and all the appreciation that they get at Northpoint for their hard work inspired me to give my 100% at life at Northpoint





down. It is possible that the product experience might not have resonated well with the new-age-users in terms of the quality of training, employment offered and the salary expectations. We also can't rule out the possibility that the entire campaign might have cannibalized itself into a victim of the high standards it set for itself. Maybe it simply failed to generate sufficient awareness, as stated in a recent study "Young India and Work" by the Observer Research Foundation and World Economic Forum (WEF). Also, there is a huge possibility that despite the 16% higher spending of Rs 17,273 crore the finances are still paltry owing to the skewed allocation within all the schemes under the campaign.

The game plan is neatly bifurcated into Strategy and Communications. The first set of deliverables will look at evaluating the target respondents in order to funnel all the above uncertainties into a set of fruitful recommendations for the NSDC to work upon. And then a potential communication campaign will be developed in order to stimulate a craze among the youth for the same.

It is going to be an exhaustive study and a difficult one too. The findings however should be interesting. Will the campaign be able to protect its

own commitment? Or will it suffer a death by the middle of 2019? Will its cohesive story survive? Or will the idea lose its comprehensiveness? We will find out, everything, right here in our next issue. Until then, join us at Indore and Jodhpur as we backpack into the real India (read: Rural India)

-Moinak Das

RURAL INDIA: COLGATE VERSUS HERBALS



The Colgate logo

First, it was charcoal, then salt. Now it is cardamom, mint, and even turmeric. With yoga guru Ramdev-led Patanjali's "herbal" game being received well, the offerings of multinational brands in India have been shaken up. Its traditional "herbal" toothpaste flavours have stolen market share from giants such as Hindustan Unilever and Colgate. As per the report release by HDFC securities, the oral care segment in India is of around Rs. 10,000 crore and the firms selling natural or herbal toothpaste are winning in the

marketplace. With the growing awareness of the adverse effect of fluoride, more and more consumers are switching to herbal and natural products. The oral care category has witnessed significant disruption owing to the success of Patanjali's Dant Kanti.

The country's largest toothpaste maker, Colgate-Palmolive, saw its market share plummet below 50% for the first time in decades in May 2018, despite Colgate also introducing their own herbal sub-brands: Colgate Cibaca Vedshakti and Colgate Swarna Vedshakti.

With this background, the students of Northpoint are all set to design an innovative "Go-To-Market" strategy for Colgate to combat its competition and develop a communication campaign basis the same.

Various hypotheses have been formulated to understand the reason for Colgate's drop in market share after all these years. We believe that people are getting more attracted to herbal/natural ingredients and since brands like Patanjali are known to be solely herbal, whereas Colgate does not enjoy the same reputation, a large number of people may be moving away from Colgate. The

lower price point of Patanjali as opposed to Colgate, could also be cause for its downfall.



Colgate Vedshakti v/s Patanjali Dant Kanti

The team aims to study the usage and attitude of the rural population and understand the shift towards natural or herbal ingredients by nearly



MEGHA KOTTAPALLI
PGP BM & MC 2018 - 19

With every smiling face of our Alumni, I realised the cause of their happiness. The hard work & dedication brought them to their happy places and to their dream job. That is something I aspire to have

every player in the toothpaste market. The study wishes to investigate the effect of herbal brands such as Patanjali, Dabur etc. on the consequent market share of Colgate.

The study will draw its inferences from the data collected both qualitatively and quantitatively from villages around Indore and Jodhpur. In depth interviews with the respondents will help understand their personal and oral care habits, what brands they use, why they use those particular brands etc. while the questionnaires will help quantify these findings.

The whole exercise will help the team to

understand the oral care market scenario in the rural areas. Additionally it'll help design the recommendations to be made, so as to combat the competitors in the market space.

We are eagerly awaiting the extensive insights we will comprehend through this rural internship! This will enable us to provide a complete detailed report to you at the end of this research, taking you through every step of our journey!

(Watch out for this space in the next issue to view the final report of this study!)

-Ritika Priyadarshani

OPEN HAPPINESS BY SHARING A COKE

The largest beverage company that has been standing tall for the last 126 years, paved its way into our hearts with more than just the products they sell. Coca Cola is one brand which is recognized by one and all across the globe and when one looks at its brand equity, then it is all about its stories and values, association and above all human connections it has created. As Researchers worldwide would say, this applied marketing strategy by Coke associates with happiness, positivity and good life with their product which in turns creates TOM (top of mind) recall in the mind of the consumers.

Coca-Cola has been one of the top 20 marketing companies by ad spend and they have been pioneers in using technology and innovation in the way they have advertised. Their simple journey in using Santa Claus as an icon of "sharing happiness," has been one of the smartest games in marketing played by any brand. Their Santa-esque persona in bringing 'happiness' or goodies like a bottle of Coke to students in a cafeteria or to labourers sweating it out in Dubai, or depicting the peaceful

co-existence between Indian and Pakistanis have delighted the consumers and more importantly engaged them with the brand like no other.



**Coca-Cola's Small World Machines:
Bringing India and Pakistan Together**

The transition in the Brands tagline from 2009 to date has been a journey of what the Brand has wanted the consumers to associate with. From the emotional tagline of "Open Happiness," to the more in your face product related, "Taste the Feeling." During this change in communication, the CMO of the company said and I quote "Emotional Marketing goes to the extreme, talking about message without the product and values without benefits. Over the last few years we have been talking about happiness and sometimes we forget that we are a drink that tastes very good."



TASTE THE FEELING™

The new Coca Cola tagline

Taste the Feeling changed Coke's positioning but didn't shy away from the emotional angle and reinforcing that Coca Cola is for everyone and is one brand with different variants. As any self-respecting marketer or would be marketer like me would analyse this shift from pure emotional positioning to one which has a mix of functional as well as emotional experience. The new campaigns have been all about making little everyday moments exceptional or special and most importantly changing the stance of the brand of one which just opens happiness to one which emphasises on how the fizzy drink plays a pivotal role in bringing happiness.

The concept of sharing an ice-cold Coke between friends, family and even strangers has created a buzz like nothing before. The success of these sharing memories, moments or friendships hit the consumers a few years ago and continuous to be the focal point of any summer promotion launched by the Company. The innovations used for these campaigns have etched their mark on the memories of the consumers and a focal talking point for them. The brilliant concept has helped create memories and bring smiles on the face of millions of people across more than 100 Countries.

Not only has it brought smiles to the consumer, it has worked very well for the Company as well. In spite of numerous chatters about the hazards of cola and one of the reasons of world wide obesity being carbonated drinks, Coca Cola has shown a health growth in its numbers. As per the Industry, the Share a Coke campaign showed a 2.5% growth in sales after 10 years of decline.

The intimacy and proximity of Coke and the meaning behind every time one shares a Coke could not have been better encompassed than in this fantastic innovation and advertisement created by O&M Singapore. The idea of the people of



Coke: Share A White Christmas Campaign

Lapland (home of Santa, maybe a brilliant stroke of association with "Santasque") a Country which lives with snow for around 7 months of the year and with Singapore, a Country which has extremes in temperature of around 1 deg (between 26 & 27 degrees) has left its imprint of happiness in our minds. The commercial shows how citizens of Lapland share happiness with Singaporeans by the simple but alien (to the later) act of playing with

snow.

The Journey of marketing this iconic brand has taken another leap towards strengthening its positioning something which a lot of other brands will look at following and or aping, a tough ask for sure!

-Natasha Bhatia



EDITOR'S NOTE



It's been another year of the earth circum-navigating around the sun, another month of assembling Issue III of this newsletter for our dear readers!

This December issue of The Fourth Estate has, once again, been brought to you by the sharp-witted and savvy students at NCL!

The 15th Annual Convocation was held in the month of November, corridors bustling with the graduating batch and their family by their side. Watching them walk down the aisle, collecting their diplomas, left us in a state of rapture and pride. We hope you enjoyed reading about the convocation! Peppered through the newsletter are some commendations from our present batch and the previous ones as well; they surely couldn't have missed your eye!

I hope you didn't miss out on the second instalment of a rather emotive article from our November issue. It spoke about society and their interpretation of the significance of a hijab in women's lives. Oppressive & restricting or a simple custom with abundant faith in it; what was your

take on this?

Another insightful article you would have come across is one written by our alumnus about his adventurous stint in rural India. That 10 day internship of exploring villages altered his view on life and taught him some great things along the way. I hope you've enjoyed reading the two articles detailing the way we have approached the topics assigned to us; Skill India and Colgate.

Last but surely not the least, we had a riveting article that takes you through the journey of Coca-Cola advertisements. The term 'Happiness' seems to have become synonymous with this beverage company. Let us know if you enjoyed reading about the campaigns started by this iconic brand!

I hope you liked this month's issue for we certainly enjoyed putting it together for you! We end this issue on a cheerful note, turning the last page of this newsletter as well as of the year!

For any suggestions or queries, you may reach us at: newsletter@northpointindia.com

Natasha Bhatia

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