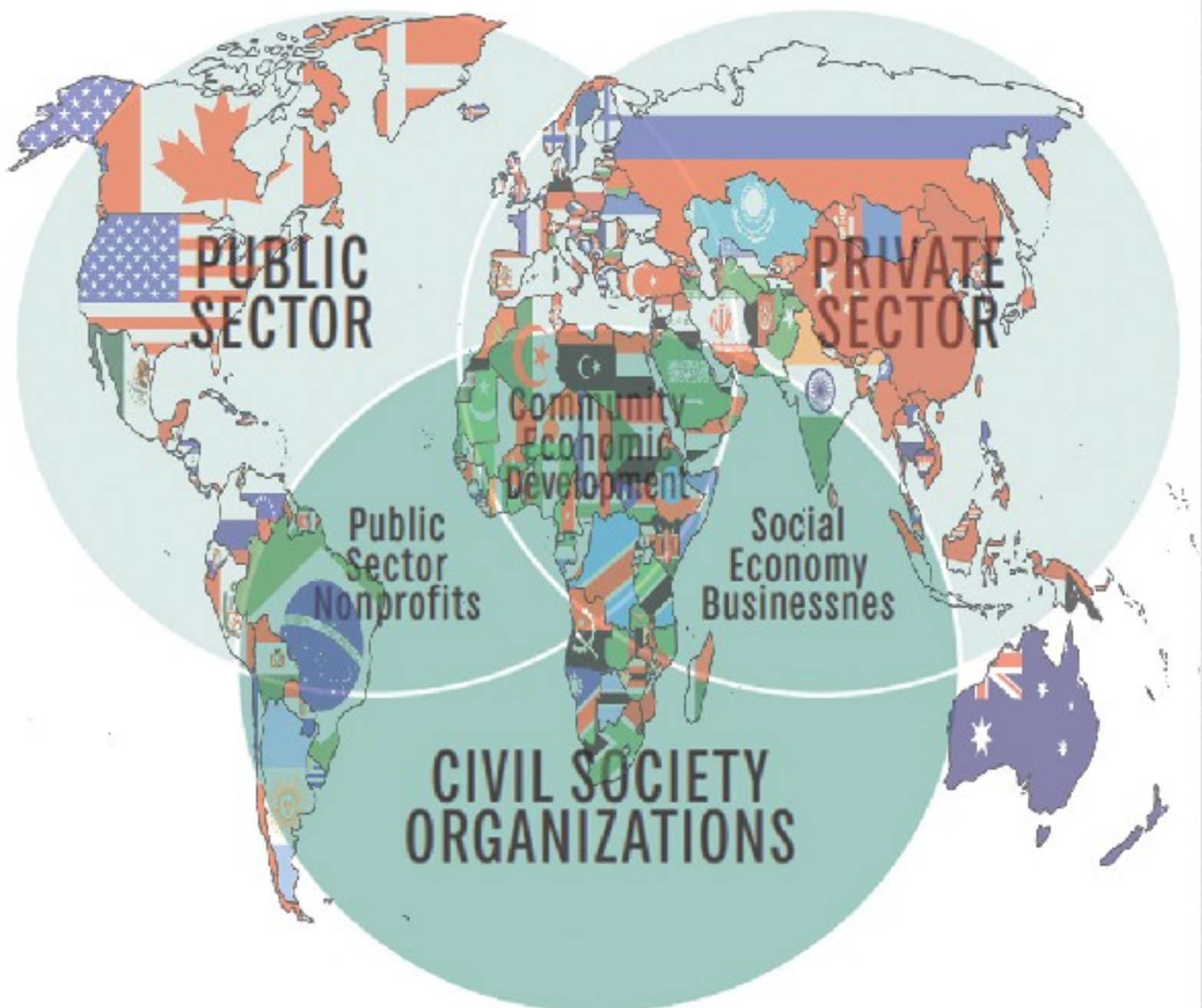


DOMINATION

Newsletter from Department of Management Studies,
IIT Roorkee

BRANDED GOVERNMENTS



Dear Readers,

We hope you all enjoyed our previous edition. As the freezing chill of winter is passing and cool breeze of spring is coming along, we bring you another thought provoking edition of DoMination.

This edition features a number of articles from a diverse range of topics such as Governance, Marketing and Economy. The cover story for this edition is titled “**Branded Governments**”, written by Mr Vikrant Kanwar. It gives us an insight on how the Government in many countries is coming together with corporate houses for the benefit of citizen on various social fronts. The Perspective section of this month’s Domination is titled “**How Burger King can mount a challenge on McDonalds**”. This article is written by Ms Urvi Mishra and she discusses the various strategies Burger King can adopt to surpass McDonalds in the market.

DoMination is never short of the fun quotient. This edition features our next round of quiz to test your grey cells. We also have a Fun Cartoon by Nitin Agarwal under the chlorophyll section. DoMS, IIT Roorkee organized the **Coral Jubilee Meet for the 1980, IIT Roorkee batch** wherein alumni from the 1980 batch interacted with students of DoMS. We have a report on the event including parts of speeches by some of our esteemed guests. It is written and compiled by Mr Karan Sharma.

It is always good to back to our alumni, listen to their experiences learn from their journey; the current edition has an **interview of Mr. Sameer Sachdeva (DOMS, IIT Roorkee, Batch of 2001)**, taken by Ms Karishma Manik. Sameer currently works with the Govt. of India. The edition also includes the **success story of Mr Advitiya Sharma, Co-founder of Housing.com**, written by Mr Kapil Gupta. We finish this month’s DoMination with an article titled “**Changing Economic Scenario in India**” written by Mr Ashutosh Puri. Ashutosh has talked about the impacts of New Government on the Indian Economy and RBI’s role in maintaining the growth.

We hope you will like the present edition of DoMination. Your thoughts and feedback are always welcomed and appreciated. Feel free to write to us your inputs. Happy Reading.

Regards-

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DOMS DA EVINCE

Branded Governments



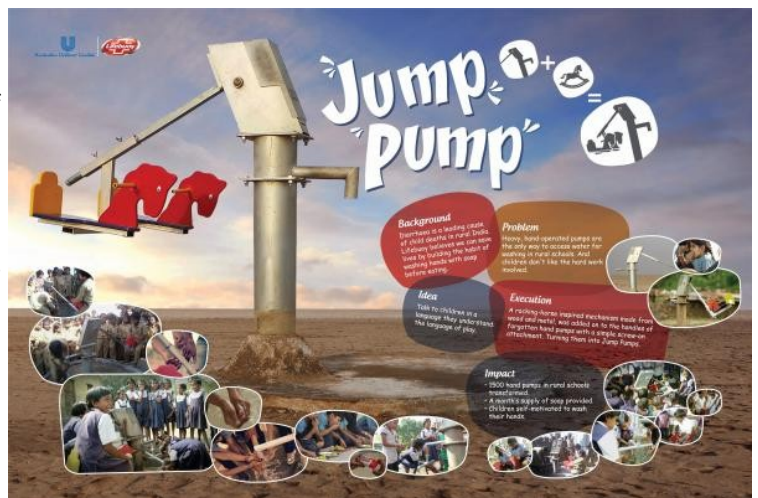
"A clear provenance and country of origin gives brands the distinct advantage of authenticity"
 - Rosi McMurray

With increasing social awareness and the need for a meaningful civic transformation, companies have started investing time, talent, and treasure so as to complement the efforts made by the government. These can be in the form of financial support, influential networks and person power. This gives rise to the concept of branded government, which is simply a confluence/overlapping of the public and the private sector, where each will work independently to effect a positive social change (with the private sector going an extra mile to achieve it). Social Change is not only a change within the system but an evolution which conveys a sense of growth and development in the institutions.

With increasing problems in services and infrastructure there is an urgent need to control these to work towards the development of an ecosystem of constant improvement and effective change. This change is for the betterment of the society where the

public sector companies are struggling to address many social and political issues either due to in-competency in handling such situations, constrained funding or are stuck in numerous political deadlocks. This ineffective functioning of the public setting creates a void between what customers need and what they get. **This dilemma of growing need and reducing resources calls for the stepping in of the private foundations to fill this void.** As a fact – 73% of the millennials don't believe government can solve today's issues alone and 83% want businesses to get more involved. As

a result the companies are not only limited to the conventional CSR activities but they are coming up with innovative ideas and campaigns that are driven by realization that they can take active role in solving social problems in a way that simultaneously delivers tangible bottom-line results. One such campaign in recent times was Lifebuoy's Jump Pump campaign in India which helped solve the prob-





lem of diarrhoea from eating with dirty hands among kids. Lifebuoy installed rocking horses on the handles of the heavy, hand-operated pumps used by the kids, turning hand washing from a chore to a fun activity.

This is where Branded Government as a concept will see sharp growth in 2015 where proactive and forward thinking companies will step up for this challenge in the civic arena. Likeln response to the Ebola virus spread across West Africa in August 2014, mobile app Easy Taxipartnered with Dettol to offer Nigerian cab drivers lessons on how to diagnose and prevent the disease, with drivers encouraged to pass their knowledge onto passengers and also in May 2014, Volvo partnered with the Swedish Transport Authority on the Electricity project to create roads that can charge electric vehicles.

Although increase in association with the private sector and increase in the competency of the public

sector is a plus point but somewhere down the line this is highly dependent on certain factors. **The most important amongst all is the market State – where market state is an umbrella term which covers a number of aspectslike the type of economy in the country, the culture followed and government activism***. Type of economy means whether the country is a developing or a developed economy. The Biggest advantage in developed economies is that they have streamlined and organised infrastructural facilities to support the private sector which is missing in the developing economies but flexibility of adopting something new is much higher in developing economies than in the developed economies. The second factor is the Culture which tells whether or not the government supports help by the private sector.

The third factor that will play a crucial role is Government Activism where the government expenditure as

a percentage of GDP is increasing and also new businessactivities are being attracted. Governments also continue to take on a much bigger regulatory-support role across industries to foster economic growth.

But the question to be addressed is when and how to proceed. Is the Policy framework conducive for such an environment?? Is the decision making authority proactive enough to identify the future demand?? Once these are addressed the economy can proceed with a practical and a viable approach of mutual growth and Innovations.

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How can burger king mount a challenge on McDonalds?



PHOTO: A burger King restaurant in Miami is seen in this 1954 file photo.

Burger King has come a long way from the day of its birth. David Edgeton has opened the first store in 1954 in Miami to provide the customers the heavenly taste of hamburger and milkshakes. Since then BK has seen various ownerships, acquisitions and mergers but none was powerful enough to make it stand head to head in front of the biggest enemy 'McDonalds'. Although both of them are competing in the same field for past 60 years still the king is running far behind the God of fast-food Industry. Yes, it is definitely possible to stand tall and as a winner. A stature which is missing from the throne of king since many decades in spite of tremendous efforts. As BK go for a deal with Tim Horton we see a ray of hope as it marks its presence in the breakfast menu becoming the third largest in the food-industry and declaring its strong hold on Canadian market.

There are big challenges on the way of Burger King; a wise selection of plans can make it the winner of the game.

A burning flame will keep them away

BK has been built upon the idea of flame-broiling and it was able to give the competitors a hard day by it. A key market advantage that has insured its growth in the past. BK should leverage the differentiating factor and should design its ad campaign to reinforce this image in the minds of consumers. There are already: "Exciting things are happening at Burger King."

Say 'Hi' to the young ladies

Since 1980 the various ad-campaign used by BK are focused on targeting a specific market segment, young male diners from the age group of 18-35 .The major campaigns "Sometimes you've gotta break the rules" (1989-91), "Your way right

away" (1991), and "BK Tee Vee" have kept them away from a large section of consumer group. Also several lawsuits have been filed against them for behaving in a negligent way with kids while distributing the toys. Certainly an empathetic image is the need of time.

Make it more happening

Based on the study done by National Restaurant News and WD Partners McDonald's (MCD) topped Burger King in menu variety, though it ranked lower in food quality. Today we see fast-paced, more affluent, dual-income urban households preferring higher valued food. Certain thing should be kept in mind while designing the menu: as income levels increase and consumers migrate from the 'middle-income' category, they appear most likely to change their food basket by consuming a more diverse and higher valued diet. A new



menu should be designed while not losing the steady traffic.

Strengthen the bond

A major factor which is affecting the growth rate of Burger King is inconsistency in its product from one store to another. In building a long lasting relationship with its customer it's essential that one should perform as per the preconceived image. BK should learn from McDonald's who has embodied the formula to run the franchisee business in a smooth manner, be it in providing the training to the employees, marinating the logistics in the right amount, checking on every franchisee and never allowing it to move away from the big image.

Old is gold

As per the old playbook faithful employees takes you through the hardest times. Burger King parent 3G, the Brazilian private-equity firm has fired 3/4 of the staff with the acquisition deal. A cost optimizing move to replace the experienced staff with younger professionals has not been fruitful as expected. Experienced, old staff always cultivates the feeling of trust throughout the organisation.

Make most of their industry experience and give them the various health benefits to revamp the social image.

Innovation

Today competitors are splurging from every nook and corner. Virginia's Five Guys is writing a lucrative sales growth story, West Coast icon In-N-Out Burgers are opening new store in Texas. Burger joints are mushrooming in every metropolitan city. It's very hard to be concrete on the second/third place, a position that Burger King has enjoyed since 1972. From past few years BK had seen shut down of many research labs, training institute while the competitors are relying more on innovation. Put on the creative glasses and try to recreate the magic of whoppers.

Explore the new markets

The biggest players of fast food are going through a rough time in the local market. The sales has slipped 0.2 percent in last year in the US at McDonalds and 0.9 percent at Burger King. It's time to do refranchising in the old market and explore the new markets of Asia, South Africa which

have rising middle class, ready to adopt American style eating habits.



An optimistic future is waiting for Burger King!

By-

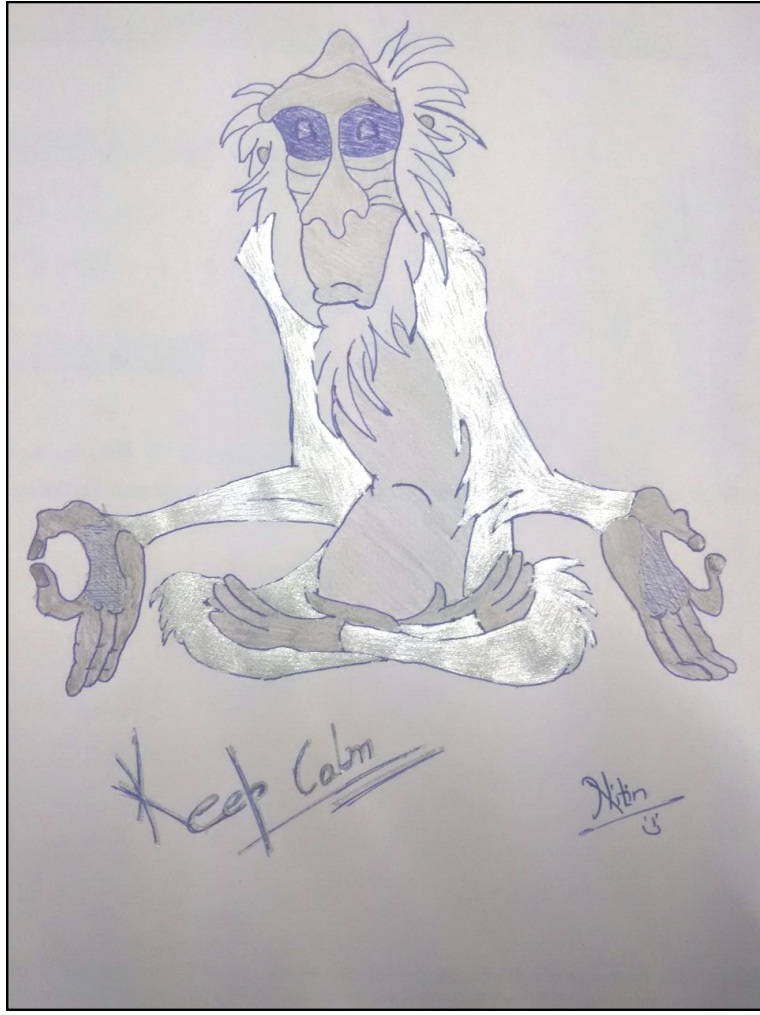
Ms. Urvi Mishra

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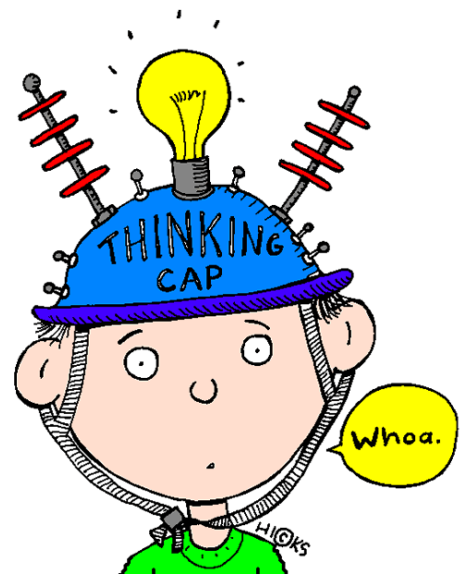
Toon Times



By-
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Section A

(1 Point for each correct answer)



- 1) Which Brands latest digital campaign, tells people to ‘Do ThumbThing’?
- 2) Which Brand uses this baseline “Are you ready for this” for a particular line of its products?
- 3) Which Brand has announced that it will introduce in India 15 new models in 2015?
- 4) Which Popular management guru has authored a book called “The Attackers Advantage”?
- 5) Which two countries are dropping Union Jack from their Flags?
- 6) Which Brand made popular an edible starch made out of maize in UK in 1954?
- 7) Nandan Nilekani will be launching a new social enterprise called Ek Step. In which Field will this operate ?
- 8) Punit Renjen a man of Indian Origin will take over as the global head of a big4 Firm. Name the firm?
- 9) Which airport has overtaken Heathrow to become the world’s busiest airport in 2014?
- 10) With which bank has Reliance Industries tied up to apply for a Payments Bank Licence?

Section B

(2 Point for each correct answer)

1) Identify the Logo —

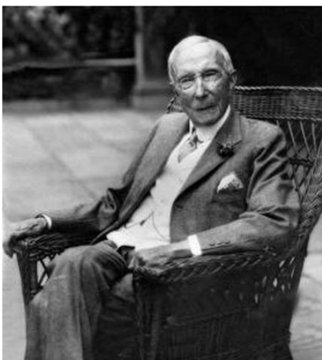


2) This is a toy which has been giving 3D images to kids for the last 65 years. It will now get a high-Tech variant soon. Name the toy and its brand owners.



3) What is Unique about the TESCO store in South Korea?

4) Identify the model and the company. He died recently at the age of 85.



5) Identify this business man.
What is so special about him?





Section A

1. HARLEY DAVIDSON
2. BANK OF AMERICA
3. BHOPAL
4. WHITE HOUSE
5. ADIDAS
6. NESTLE
7. TWITTER
8. SOMETHING THAT PEOPLE CONSUME MORE OF WHEN ITS PRICE INCREASES, VIOLATING THE LAW OF DEMAND.
9. BOEING
10. MURUGAPPA GROUP

Section B

1. YAHOO
2. AUGUSTO PINOCHET
3. RINGS OF SATURN
4. RESEMBLED FBI
5. 1908 in LONDON

Winner of December edition

Ms. Prachi Jain

DoMS, IIT Roorkee (2014-16)



Changing Economic Scenario In India



A: Introduction-

As we know that in the context of a nation the new energy and positive changes brings with it a cascading effect on other factors too and so is happening with respect to the Indian market. The Indian market is growing at a fast pace ever since the new government came to power and the hopes of people and even neighboring countries are ever high with the new system.

The Indian market has been the major spot for many big companies since the dawn of this century. The influx of FDI and FII gave the much needed buttress to the already self-sustaining Indian economy (I take the liberty to call it a self-sustaining economy because of the fact that the impact of recession on Indian soil was not of the scope as experienced in upper-tier nations). Let's take a panoramic view on the changing scenario of the Indian economy and banking sector.

B: The New Government and Synergy-

Ever since the new government came to the power with full mandate, the conditions are getting better. In this new era one could be sure that we are going to witness the much awaited and needed globaliza-

tion upsurge as well as manufacturing boost.

The new budget presented by Finance Minister Arun Jaitley was lamented as the mere copy of his predecessor Chidambaram's budget. Many even said that it was a cut-paste job done. But as we see now that government has been over 250 days old the real picture has started emerging. The Jan Dhan Yojna, Swachh Bharat Abhiyaan, higher FDI limits in for defence and insurance and similar schemes seems like a reminiscence of old budgets of Chidambaram's, but we all know that Prime Minister Narendra Modi and his team has done at least a better sales job to boost optimism in the common

man . New projects and schemes are more than welcomed by the nation, e.g., nationwide school-toilet facility pledge which P.M. Modi took in his independence day speech

(which should be the primary agenda given to the fact that in today's era our is the country with highest percentage of people who still defecate in the open). All these schemes and new synergy of newly formed government and more than ever efficient bureaucracy are the indication that the time has come when in near future India will become a global hub for investment and projects.

Hopes are high and so does the energy, the results are still to emerge but one could hope that it would be better than the previous government on many accounts.

C: The Indian Market and Banking Environment-





During August there was a lot of optimism and great expectations for the Indian Market to outperform, but, a change is not going to be evident in such a short span of time. There is no magic wand as rightly said by P.M. himself. Now as the picture unfolds, and as recently the Finance Minister Arun Jaitley said that declining prices of crude oil and food will help lower inflation, it seems that there is going to be a modest growth of 5.1% Gross Domestic Product (GDP) in 2014-15 as compared to what been estimated as 5.5%, but, still better than Chidambaram era.

Talking about the market size India holds a 6.4 percent share of global GDP on Purchasing Power Parity (PPP) basis and presently is the third biggest economy in the world in terms of PPP, according to a World Bank report. Also the industrial sector in India looks positive as industrial production grew at a 13-month high rate of 3.4 per cent in April 2014, driven mainly by electricity generation and manufacturing, as indicated by the Index of Industrial Production (IIP). As of now the manufacturing output picked up modestly during the October as according to HSBC survey. In addition, the export

order has also witnessed a rise in October as compared to what slowed down during August-September.

The banking sector is also getting full support from the Reserve Bank Governor Raghuram Rajan. He has kept all the rates unchanged owing to the fact that the Indian economy is still in the reviving phase and the geopolitical scenario might adversely affect the economy. The short-term lending (Repo Rate) rate remained at 8%, and the cash reserve ratio (CRR) requirement of banks at 4%. The main reason touted for the rates being unchanged is that the upside risks from food price shocks remains.

Whether it be of bringing Statutory Liquidity Ratio (SLR) or simplification of Know Your Customer (KYC) documentation, the Reserve Bank of India's steps indicate that it has full confidence in the new government and its working. Appointed a little over a year ago, Raghuram Rajan, a former chief economist at the International Monetary Fund, is credited with making the RBI more amenable to change.

D: Conclusion-

With the aforementioned changing scenarios one could be assured that one day the Indian economy will be-

come the largest in the world and Indian market a central one with almost all big companies streaming in for a piece. With the increase in per capita income of the masses, one can be assured that India will be the next big thing in the coming decade. The innovative and daring thinkers are going to be the decision makers in the near future with lots of transformation. Many market changers will be emerging who will have the courage and ability to cater the needs of the society. The more the market and economy becomes sensitive towards the lower strata of society, and is aware of the social and economic barriers people face, the healthier the economy will become in future. The future looks bright for the Indian economy.

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Coral Jubilee Meet 2015: Connoisseurs of Success



Indian institute of Technology, Roorkee is an epitome of triumph carved out of its ever mounting legacy. Often referred to as the nucleus of superlative minds, every year it brings into being leaders of tomorrow. Alumni meet marks the celebration of laurels its alumni has brought for the institute and is a juncture where alumni divulge wisdom for young minds to absorb.

25th January 2015 featured Coral Jubilee for the batch of 1979 at IIT Roorkee where the once young Turks returned back to their Alma Mater bringing glory and wisdom to share. Though the mood of nostalgia was set in, astute insight backed by over 30 years of experience was put on display in interactive session.

Catching hold of this amazing opportunity, Department of Management studies at IIT Roorkee organized a session which featured stalwarts

from public sector to the prestigious Indian Army. Mr. Mangu Singh, MD, DMRC, Harish Goel, Founder of IITR

Heritage Foundation, Sandeep Mathur, President at Greenply Industries Limited, Rakesh Kumar, an IIM



Ahmadabad pass out and many other influential individuals added merit to the session.

Question on marketing and sales scenario in India commenced the discussion and was incisively delivered by the panel. Shortening of product life cycle and ever increasing competition, both domestic and foreign in origin, drove the marketing scenario in their opinion. Marketing on a whole has shifted from segment approach to individualistic one with decision transferring from one to 3 or more people. Marketing, as observed by industry experts, is leaning towards customer experience management characterized by 360 degree marketing approach.

E-commerce emergence and sustainability in India formed the next subject matter which was well retorted by the entire discussion panel. While some brought to the table the dimensions of different cost structures and variable cost of acquisitions involved, others positioned as a precise analysis and customer need prediction medium. Perceptions about the customer experience at any leading e-commerce platform being superlative as compared to brick and mortar stores was well contradicted by the notion that user experience is category dependant as in case of cameras where physical check out is crucial.



In an essence unichannel is the combination of brick and mortar and digital channels and reverse supply chain has emerged along with e-commerce as put to words by one of the experts. No set paradigm, receptive and agile mindset and flexible form are the forewords of success when it comes to e-commerce in particular as well as entrepreneurship at large.

Since the panel consisted of distinguished personalities from government services as well attributed by Managing Director of Delhi Metro

Rail Corporation (DMRC), Mr. Mangu Singh, question regarding bottlenecks faced by DMRC was put to discussion. Land acquisition, compensation settlement and construction constraints were some of the snags mentioned by Mr. Singh and he brought to light an amazing fact that 98% of the land used by DMRC is government land.

Talks stretching from all facets of industries marked the discussion and wisdom was disseminated as an outcome. The erudition aspect associated due to years of familiarity with the industry was exhibited in the true spirit. The reciprocated vigor and passion made the discussion remarkable.



By-
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The Success Story– Advitiya Sharma Co-Founder: Housing.com



Advitiya Sharma, 24, Co-founder and Chief Marketing officer of Housing.com is a self-proclaimed small town boy from Jammu. **Housing.com** is a Mumbai-based real estate search portal which allows customers to search for housing based on geography, number of rooms, and various other filters. The company has 6,000 brokers and serves 25 cities in India including Mumbai, Bangalore, Kolkata and Delhi. It has been one of the fastest growing startups in India since its inception in 2012. The company had raised \$2.5 million from Nexus Venture Partners in June 2013 before which they had raised two smaller rounds. A lot of things led to what Advitiya is currently doing at Housing. According to Advitiya he loves what he does. He follows things he is crazy about and that comes from his grandfather.

Advitiya did Aerospace engineering from IIT Bombay. Advitiya is

hugely grateful to IIT Bombay for his success. According to him, "IIT Bombay is a place that lets you explore; with so many different people coming together with their own individual experiences, it's a whole new level of exposure. It's a place that opens your mind; we students enter with raw fuel, and it converts this into powerful processed fuel that can be put into jet engines of growth. It helped me sieve out a lot of my own answers in my own way. It's a transformative experience. I am so grateful to IIT for shaping my thinking further".

It started with a simple search of finding a house in Mumbai after graduation for Advitiya. When he and his classmate Rahul Yadav started contacting brokers for a place to live they realised how limited the information on online listed properties was; they also realised how good the money in Mumbai's real estate brokerage business was.

They eventually took a house in Powai, close to the IIT-B campus. That's also when they figured out that since they had a good network of prospective clients among their IIT friends and batch mates, they might as well become brokers. They were making good money.

But to go national as brokers for residential properties would require extensive local knowledge, which they did not have. So they shifted business models: From broking to classifieds, and that's when Housing.co.in was born in 2012.

By-

Mr. Kapil Gupta

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Interview with Sameer Sachdeva DoMS Batch of 2001



1. Please tell us about your journey prior to joining DoMS IIT Roorkee.

Prior to joining DoMS, I did my BE and I was very much inclined towards studies.

2. Also enlighten us about your enthralling journey after graduating from DoMS IIT Roorkee.

The journey after DoMS has been a mix bag wherein I got opportunities to work with some of the best organizations in the country ranging from EY, KPMG, NISG, Government of

India, HCL and TCS.

3. What are your present roles and responsibilities?

Currently I am working as an editor of the portal iGovernment.in.

4. Can you please tell us about E-Governance and its scope in India?

With the new Government's emphasis on reforms and digital India, the scope for E-Governance is huge. The government is going ahead with NeGP 2.0 (second version of

National e-Governance Programme) which they have named as e-Kranti.

5. What are the challenges you face in your current field of work?

While working in the government domain, everyday there is a challenge of remaining immune to the corrupt government environment.

6. Please share with us some of your memorable moments at IIT Roorkee.

I used to propose Vote of Thanks for all the guest speakers and I often used to touch their hearts.

7. Any piece of advice for the current batches of DoMS?

My advice to the current batches is that don't run after a higher salary and choose a work profile which makes you happy.

By-

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