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BRANDING WITH A CAUSE

Prof. Dindayal Swain, Ph. D

When Mr. Anupam Kher in P&G Shiksha advertisement appeals consumers to buy a P&G product, so that poor village girl Vidya can go to a school, one might made up the mind to buy P&G products next time one visits the shop. Shiksha, P&G India's cause marketing initiative is running successfully for the last 8 years which has already helped 280,000 underprivileged children to access their right to education. The program has built & supported over 140 schools across India and donated Rs. 22 Crores in the last 8 years. Under the scheme, every time a consumer buys P&G products - Tide, Ariel, Pampers, Whisper, Olay, Vicks, Gillette, Oral-B, Head & Shoulders, Pantene or Duracell, P&G donates a part of the sale to NGO partners who work for better education to the underprivileged children in India. When launched in 2003, Shiksha got fabulous response from consumer and sales of Shiksha labelled products reached to 20 Lakhs.



Cause Related Marketing (CRM) is a common marketing strategy which involves corporate houses and non-profit organisations for mutual benefits. The term Cause Related Marketing was first used by American Express in its 1981 campaign on Statue of Liberty Restoration Project, where they denoted 1 cent and \$1 for every new card. The result was phenomenon: In just three months, the Restoration Fund raised over \$1.7 million. American Express Card usage rose 27% and new card applications rose by 45% compared to the previous year. HUL in its recent Domex Toilet Academy initiatives, for example, has the objective of building 24,000 toilets by 2015 in areas where there is lack of sanitation. When the country accounts for almost 60 per cent of open defecation in the world, HUL saw an opportunity to plug its brand Domex, a toilet cleaner competing with Harpic from Reckitt Benckiser. Under Lifebuoy, the company has been running a large school contact programme to help sensitize children to the need to wash their hands. Experts say, it is a clever marriage of social and business objectives. By targeting children and instilling in them the need to use a soap to wash hands, HUL is playing a good corporate citizen, even as it creates a ready market in the schools and among the parents of the students. Tata Tea's Jaago Re campaign, meanwhile, has evolved into a viable platform for change. Jaago Re's current edition, coinciding with the re launch of Tata Tea Gold, dwells on how women should not be ignored by politicians since they constitute 49 per cent of the voter base.

FOUNDATION STONES

Words of wisdom from professors & mentors

Message is Clear

2013, kumbh mela couldn't have gone by without noticing the amusingly creative 'Lifebuoy kumbhmela chapatis'. All that Lifebuoy took charge of was simple - to keep reminding the 100 million attendees about the importance of washing hands and protecting oneself from germs. Now that the roti is a staple item served with every Indian meal, and the only way to eat it is with your hands, Lifebuoy created a special heat stamp with the message, "Did you wash your hands with Lifebuoy?". The company hired 100 promoters to stand in 100 kitchens spread across the maha kumbh mela and instructed them to impression fresh rotis with the company message. This started in 2002, when it launched a campaign known as Lifebuoy Swasthya Chetna, to promote good health practices by actively encouraging people to wash hands with soap at least five times a day. From 2002 to 2010, the project, as claimed, had touched more than 120 million Indians.



Padhega India. Badhega India.

Cause Marketing Practices

Some of the common formats of cause marketing programmes are:

1. Transactional programs: This is the classic form of assistance to cause wherein a company donates a part of every sale of the affiliated product to the cause organisation. ITC's INR 1 donation for every four Classmate notebooks sold, and a more recent Nihar naturals 2% of every oil bottle donation to CRY for child welfare is good example of the concept.
2. Propaganda programs: Under these programs, the cause is promoted and some contribution, not necessarily monetary, is made by the company. Examples for these are Tata Tea's Jaago Re campaign where the company propagandized against corruption and enthused the youth to vote.
3. Licensing programs: Generally, a non-profit licenses its logo, brand and name to the company which can place the same on its product. For instance, World Wildlife Fund licensed use of its logo and name to Visa, which in turn donated a percentage of each transaction back to WWF.

Product-Category Fit

Product-category fit represents whether or not consumers believe that the business' product and the category of the non-profit organization's cause are a reasonable affiliation. Consumers should be able to recognize a complementary relationship between goods and/or services. This is crucial to the success of Cause-Related Marketing (Lafferty et al., 2004). As research shows now customers have also started valuing company efforts of marketing with an honest cause, in future we can hope it will yield better results for both companies and society.

CORPORATE RENDEZVOUS

Senior students share their internship experience

MY INTERNSHIP EXPERIENCES AT RUTBAA.COM AND CENTRAL BANK OF INDIA

Gaurav Sardana

Intern, **Rutbaa.com** and **Central Bank of India**, New Delhi

PGDM 2013-15



My experiences at my internship are worth sharing with all my friends. When the summer internship process started, I was quite dubious about what all companies would be visiting our institute and what would be the role and responsibilities being offered to us. To my surprise all the students got placed in the reputed companies with the desired profiles within no time. I was placed in the Central Bank of India, Delhi for the role of marketing. As this was my desired stream, I was quite happy with my summer placement. However I sensed another opportunity in an e-commerce start-up and I wanted to grab that opportunity as well. I contacted my placement coordinator regarding the interview process for the start-up Rutbaa.com. She was very helpful and supported me to join the start-up as well. So, simultaneously I was placed in two companies with my desired profiles and now it was the time for me to prove myself.

My Project in Rutbaa.com

As rutbaa.com is a start-up, there are ample opportunities to learn and grow. I wanted a profile of marketing research and I was not disappointed. This site (I will call it as "our site" though as I am so much connected with this company now) basically deals with ethnic wear segment and operates all over the globe except India. Now this company wants to enter into the boutique segment in India and thus my project revolved around a market research on the entire boutique segment. Under my project I was required to perform a competitive analysis for the ethnic wear segment and do a market research survey trying to connect various boutiques all across Delhi with our site. This was the opportunity I was waiting for and thanks to IMI, Bhubaneswar

for providing me this wonderful opportunity. As a whole it was a tremendous learning experience and I gained a lot of insights about the working of e-commerce companies.

My Project at Central Bank of India

Central Bank of India is one of the most renowned and one the oldest banks in India. An internship from this bank is worth adding on in your resume. I was given a pure marketing project wherein my job was to visit their branches and promote their two new banking products i.e. Aspire Credit Card and EDC machine for merchants. I told them that I am simultaneously doing two projects and they were very supportive in giving me a specific number of branches to visit along with their entire contact details. I completed my project in the given time frame and this project helped me a lot to understand the working of entire banking sector along with how banking products are targeted to different consumer segments.

Knowledge garnered from IMI

For completion of these two projects, my learning from IMI classroom helped me a lot. My first project was totally based on marketing research and I thank my esteemed faculty for outshining our brains with their immense knowledge and experience. My second project didn't required any technical knowhow, however those presentations given in front of the entire faculty panel gave me confidence to visit various bank branches and promote the banking products to desired consumer segments.





PRIVILEGED TO BE A PART OF THE 'IMI LEGACY'

Jubin Joseph

Business Consultant, **Capgemini India, Mumbai**
PGDM-2012-14

IMI - Bhubaneswar, my Alma-mater holds a special place in my heart. Being the second batch of the newly set-up campus in Bhubaneswar of the iconic management school, IMI-Delhi, it was my privilege to become a part of the building up of the institution's legacy during its inception years. Every time, the very mention of IMI - Bhubaneswar inadvertently floods my mind with memories of its sprawling green lawns. The scenic beauty of the campus is simply heartening and fills me with an inexplicable sense of happiness. I had a very good time at the institution. Learnt a lot from my amazing professors who enthralled me with managerial insights and vast experience they brought in from the industry. I got ample opportunities to incubate entrepreneurial ideas at the campus.

I earned a life-time opportunity to learn directly under the Director of my institution, Prof. Ramesh Behl, who is a perfect text-book example of an ideal manager and leader.

After passing out from the institution, I am now placed with CapGemini

as Business Consultant. The lessons I learnt from IMI now help me immensely in my work. Nonetheless, my heart will always yearn for those amazing days and insightful sessions I had at my Alma-mater, My IMI. Indeed privileged to be a part of the 'IMI Legacy'!!

With heart filled in numerous emotions, here is a little poem I would like to dedicate to my wonderful alma-mater:

MBA was an accident;
IMI made it a memorable incident...
Its program made me a resident;
And happily again, I became a Student...
Beauty unmatched, its campus was resplendent;
Hallmark of my professors, evident;
And my Director, for me, was provident...
Two years gone, I have grown in knowledge, confident;
And now, I go back home wiser and prudent...!!!
Thank you, IMI...



STEPPING TOWARDS A NEW JOURNEY

Anirudha Nandy

Student, PGDM 2014-16

With lots of expectations and promises as I embarked of my journey to pursue MBA/PGDM, one thing I was absolutely sure about is that being at IMI will be a surreal experience for me for my career as well as personal growth.

It has always been my dream to pursue MBA from a college, a brand to reckon with. I am happy enough to be at IMI.

The first week was all about the induction. An introduction, or rather a peek into the world of MBA. Having being introduced to eminent faculty members it resurrected my belief that choosing IMI was a wise decision indeed. I got an insight of the life that I can look forward. There was an emphasis on quality learning, quality upbringing and quality exposure. It felt good. Then there was a chance to meet up the fellow mates and the seniors which was even better. An icing on the cake. Wow!!

The induction week was quite eventful to say the least. Ice breaking session, interaction with the faculty members. It all made us feel good and delightful. All the activities were fun and also carried a learning, which was essential. The cultural night, which was supposed to be a talent participation by the new batch was an impromptu thing. On a very short notice we were to come up with a show which was entertaining but at the same time well coordinated. There the class unity and

believe was pillared. Friendships and bon homies blossomed. A good progress indeed. The institution, and the infrastructure are both unique and well moulded. I couldn't have asked for more in terms of facilities and the environment. One week down the line I am already proactive! This means a lot for a guy like me, who always took time to evolve and trust the environment. It has instilled a whole lot of new confidence and belief within me to excel and achieve my goal, and live up to my motto: "Challenges are opportunities, and the path way to achieve success".

Yes, the first week itself has given me such a belief. It enlightenment when we enthusiastically participate in sports activities and recreational games. What better can one ask for, when the teachers encourages the students and equally participate with them in the games. Wonderful indeed. This is an institution which imbibes character and allround development of individuals so that at the end of the day we come out to good human beings and responsible citizens aware of our moral duties and rights. It is not easy to create or instill humbleness in oneself at ones work, but IMI definitely yearns to do so. It's a brand, it's a name one can reckon within the society and moreover it's an institution which excels to create a better tomorrow for promising young guns. I am fortunate to be with IMI and will carry the name with pride and honor.

CORPORATE LESSONS

Alumni share their experiences from their workplace

CAMPUS EXPERIENCE

Students share their initial campus experiences

CORPORATE RESONANCE *Sounds from the corporate world*

CORPORATE READINESS FOR YOUNG MBAs

Ms. Rina Mohapatra

Chief GM (P&A), IDCO, Bhubaneswar

I was spellbound! Right when I entered IMI Bhubaneswar, I was left gasping at the beautiful architecture and sculpture! It is something I would call a designer institute! I find all of you students well versed with the various facets of management, knowledge and other business acumen. What I would like to share with my friends or the students of IMI Bhubaneswar today are the a few basic commandments for achieving all round success in corporate world being corporate ready.

Corporate readiness means to acquire knowledge and skills necessary to qualify for and succeed in the career chosen. When a person gets into employment for the first time he gets confused with the corporate culture, new customs, norms and rules. He finds it very difficult to learn the corporate etiquette, also known as business etiquette. There will be vast cultural gaps from the background from where the individual has come and that of the organization he enters into. It takes certain time to get adjusted and adapted to the corporate culture. To minimize this certain period of time of adjustment, pre-preparedness is required, which comes through corporate readiness or being corporate ready.

Corporate etiquette is an etiquette that has to be adopted in every corporate keeping ethics and integrity in view. It varies from culture to culture, from industry to industry and from country to country. The differences are only superficial in nature with the commonalities of basic corporate etiquette being at the core level.



It is very important to focus on a few basic etiquettes which collectively constitute the corporate etiquette like - hand shake, interview etiquette, mobile etiquette, telephone etiquette, office etiquette, dress code, giving business card, dining etiquette, handling people, Email etiquette, etc. With all these, I am focusing on etiquettes at work place that is office etiquettes. One of the prime components of being corporate ready is being punctual. One should always have the value for one's time. Other components that add value to your professionalism are having a positive attitude, being energetic, enthusiastic, organized, good command over written and oral communication skills and willing to take initiatives at work place. Some professionals miss to maintain a fine line between personal and professional world. You should help others ensuring that doing this does not affect your own deliverables.

Be mentally and physically fit which creates a happy working environment for yourself and people around you and always be loyal to the organization. Knowing this fact that no one is perfect, keep yourself always open to admit lack of knowledge, admit mistakes and learn continuously. This will always improve your performance at work.





“Innovation - Past, Present & Future: How Emerging Economies are Changing the Notions of Innovation”

- Dr. Sudhanshu Rai, Director - Indian Relations and Professor of Innovation in Emerging Economics at Copenhagen Business School (CBS), Denmark

“Importance of Maintaining Sound Industrial Relations in Organisation”

- Shri. M.S.D. Bhattamishra, GM (HR), NTPC Limited, Bhubaneswar



“Sales & Distribution Management”

- Prof. P C Mehra, Area-Marketing, IMI New Delhi



“Managements of Banks & Financial Services”

- Prof. Prashant Gupta, Area-Finance, IMI New Delhi



“Practical Applications of Business Laws & Shareholders’ Democracy Emerging out of the New Companies Act 2013”

- Mr. Kaushik Mukherjee, CS & GM, Philips Black Carbon Ltd., Kolkata



CAMPUS EVENTS

Quick snippets from the campus



Students with Dr. Sudhanshu Rai, Director - Indian Relations and Professor of Innovation in Emerging Economics at Copenhagen Business School (CBS), Denmark



Shri. M.S.D. Bhattamishra, GM (HR), NTPC Limited, Bhubaneswar with PGDM Students



Guest Talk by Mr. Kaushik Mukherjee, CS & GM, Philips Black Carbon Ltd., Kolkata



MDP on Finance for Non-Finance Executives



Workshop on Leadership Management for Executives of Utkal Manufacturing Services Limited (UMSL), Bhubaneswar



Students Enjoying Management Games on a Rainy Sunday

ANNUAL MDP CALENDAR

Upcoming MDPs

Sl. No.	Programme Titles	Dates	Days	Fees		Programme Director
				Non Residential	Residential	
1	Finance for Non-Finance Executives	July 11-12, 2014	2 Days	10000	15000	Prof. Ramakrushna Panigrahi Prof. Santanu Das
2	EXCEL Based Business Decision Models	August 1-2, 2014	2 Days	10000	15000	Prof. Ramesh Behl
3	Better Corporate Governance and Enterprise Risk Management: Challenges and Opportunities	August 28-30, 2014	3 Days	22500	29500	Prof. A K Rath Prof. Prashant Gupta Prof. Aman Srivastava
4	Formulating Effective Strategies for Corporate Social Responsibility	September 12-13, 2014	2 Days	10000	15000	Prof. Supriti Mishra
5	Project Management	September 13-14, 2014	2 Days	10000	15000	Prof. Rajwinder Singh Prof. Ramakrushna Panigrahi
6	Benefits & Challenges of Implementing Cloud Based Enterprise Solutions	September 17-19, 2014	3 Days	15000	20000	Prof. Ramesh Behl
7	Finance for Non-Finance Executives	September 26-27, 2014	2 Days	10000	15000	Prof. Ramakrushna Panigrahi Prof. Santanu Das
8	Customer Satisfaction and Service Excellence	October 18-19, 2014	3 Days	10000	15000	Prof. D D Swain
9	Introduction to ERP using SAP	November 17-21, 2014	5 Days	25000	32500	Prof. Ramesh Behl
10	Financial Statement Analysis for Value Creation	November 27-29, 2014	3 Days	15000	20000	Prof. Santanu Das
11	Business Analytics For Value Creation	December 5-6, 2014	2 Days	10000	15000	Prof. Ramesh Behl Prof. Manit Mishra
12	CSR and Sustainability: New Mantras for Corporate Strategy	December 11-13, 2014	3 Days	To be Announced	To be Announced	Prof. A K Rath Prof. Shailendra Nigam
13	Developing and Leading High performing work-team	December 19-20, 2014	2 Days	10000	15000	Prof. Swarup K Mohanty
14	Advanced Data Analysis for Marketing Decisions	January 10-11, 2015	2 Days	10000	15000	Prof. Manit Mishra
15	Leading and Managing Change through Effective Leadership	January 24-25, 2015	2 Days	10000	15000	Prof. Swarup K Mohanty
16	Managing Interpersonal Relations through Emotional Intelligence	February 6-7, 2015	2 Days	10000	15000	Prof. Bindu Chhabra
17	Finance for Non-Finance Executives	February 13-14, 2015	2 Days	10000	15000	Prof. Ramakrushna Panigrahi Prof. Santanu Das
18	Strategy for Effective Marketing Orientation	February 20-21, 2015	2 Days	15000	20000	Prof. Plavini Punyatoya
19	Marketing for Non -Marketing Professionals	February 27-28, 2015	2 Days	10000	15000	Prof. D D Swain
20	Effective Leadership	March 6-7, 2015	2 Days	10000	15000	Prof. Bindu Chhabra
21	Formulating Effective Strategies for Corporate Social Responsibility	March 20-21, 2015	2 Days	10000	15000	Prof. Supriti Mishra
22	Workshop on Risk Management	January 3-4, 2015	2 Days	10000	15000	Prof. Padmini Jindal
23	FDP on Case Method of Teaching	January 17-18, 2015	2 Days	15000	22500	Prof. D D Swain

Dear Reader,
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