MANAGE

NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT
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MANAGE

"मेरा जीवन ही मेरा संदेश है"

बापू की प्रतिमा का अनावरण
पद्मभूषण श्री अन्ना हजारे के कर कमलों द्वारा संपन्न
6 दिसंबर, 2014

Geo-fencing: The future of target marketing

-Kavya Shekar Kerkalamatti

The biggest risk of all is not taking one. This quote clearly indicates that transitioning from mass marketing to target marketing is the proper course of action. A small number of clients can offer the business a substantial opportunity to boost sales.

Geofencing is a feature that enables the program to use a person's location to give them customized advertisements or notifications whenever they enter and leave a location (virtual boundary set around the physical area). A region is frequently defined by geofencing, and the target population is reached via text messages, push notifications, emails, or online advertisements. The most suitable form of communication is determined by client preferences. This geofencing technology is not restricted to mobile devices but is also available on PCs and tablets. It enables you to interact with a wide range of people who use a variety of technologies. Businesses can also use geofencing to acquire real-time feedback from their target markets while increasing the accuracy of their data. This marketing technique is used by market researchers to automate task alerts at different stages of the customer journey. Geofencing technology is a terrific way to learn about the buying patterns of the target audience, gain access to a wealth of audience data, and create leads and insights into the success of your business. With the use of this technology, market researchers will spend much less time conducting interviews, making this approach more effective and popular.

Businesses utilize this technology to offer extra incentives to customers in specific locations, which keeps customers interested in the company. According to a 2018 geofencing poll, 53% of consumers said that they have gotten a geofence notice with a special offer or discount and have taken advantage of it. Geofencing is a simple approach to maximizing the effectiveness of company content, campaigns, and promotions. This precision enables the creation of high-quality content that appeals to a majority of the population. Local businesses must concentrate on potential

clients and focus their efforts on developing a strong local brand identity. For a marketing effort to be successful, it is critical to understand the type of client for whom it is aimed. Geofencing truly aids in gaining a better understanding of the target audience. It is feasible to communicate directly with customers using this technology in marketing. This communication will, of course, bear the brand's imprint. As customers become more involved with the company, brand awareness soars. It is the most straightforward method of disseminating information about deals, promotions, and events. As a result, it is shown to be both cost and time-effective.

In the present world, smartphones have become an indispensable part of life, and they never seem to leave our sides. It is so because it makes our lives easier and provides an immediate solution to any problem or issue that may arise. It means that multiple organizations can use geofencing to collect all the location-based data, which can be processed into valuable insights into a targeted audience. Any personalized marketing effort will be more successful, and geofencing will help personalize the customer experience. This feature can be used to encourage users to spend more time on the company's app. Geofencing has been shown to be an excellent method for engaging or interacting with clients based on their hyper-local location. This tool aids in the development of more effective local marketing campaigns. Local marketing can help you generate more leads and build your business by getting more people to walk through your doors. Integrating geofencing into a marketing campaign can produce remarkably consistent results and improve practically every aspect of a company's operations. Various real-world case studies demonstrate how important geofencing is in the business world. Dominos, for example, employs geofencing to display mobile ads near hotels. While geofencing may appear strange, it will play an increasingly important role in marketing in the future. The tool is considered the perfect antidote to presumptive marketing.

Geofencing is one of the most ground-breaking innovations that has transformed modern marketing. Local businesses can use geofencing to reach out to their target audiences. The application of this tool in marketing aids enhanced brand interaction and, in reality, connects potential customers with businesses. As a result, it is self-evident that geofencing has radically transformed the landscape of targeted marketing. The future of targeted marketing will have a strong basis in geofencing.

THE GREAT INDIAN THIRST

-Duganapalli Kavyamala

More than 2,500 years ago, when the Indus Valley Civilization had reached its pinnacle, it unexpectedly lost its radiance and vanished. Many archaeologists assume that people were driven to evacuate city settlements due to a catastrophic water scarcity caused either by shifting rivers or dramatic climatic change. Except for the remnants it left behind, which were unearthed in the twentieth century, everything vanished.

History appears to be repeating itself, which is ominous for India. According to a 2018 NITI Aayog report, 600 million people, or over half of India's population, are under severe water stress. Three-quarters of India's rural families lack access to piped, drinkable water and must rely on unsafe sources. And India has become the world's largest extractor of groundwater, accounting for 25% of the total. 70% of our water sources are contaminated, and major rivers are dying because of pollution.

We must all work together to avoid this disaster. The first step is to understand both the availability and the patterns of human consumption. Although India has 18% of the world's population, it only has 4% of the world's water resources. As a result, the water balance is severely adverse. Contrary to popular opinion, agriculture utilizes a large chunk (over 85%) of India's water supply, not homes or industries. With only 40% assured irrigation, our farmers rely primarily on rain or groundwater to meet their demands. Even though India's monsoon season lasts four months, we only get about 30 days of heavy rain. And our rainwater conservation measures areinadequate.

The actual problem is to bring about a revolution in agricultural water use. It is driven by a rare public-private partnership between the government and farmers, which throws up innovative and cost-effective solutions. For example, in Madhya Pradesh's Dewas area, water had become scarce for farmers, reduced to growing only one crop. A vigilant deputy commissioner aided the community in digging 10,000 farm ponds across villages to conserve monsoon water. Farmers were granted low-interest bank loans to excavate these ponds, which had an almost

immediate impact. Farmers were able to produce high-yielding wheat varieties instead of diversifying into other crops during the following rainy season. Most have repaid their loans and are on the road to prosperity. Gujarat, formerly prone to drought, has made tremendous progress in persuading farmers to switch to drip irrigation. Apart from handholding farmers during the first planting season, the state has done so by offering subsidies of 60-80% of the cost of sprinklers.

As per the survey conducted by IIM Ahmedabad, 20% of farmers have shifted to micro-irrigation, saving up to 40% in water and labor expenditures. They also earned an extra Rs 15,000 per hectare for every crop. In Punjab, where paddy over-exploitation has resulted in a catastrophic drop in groundwater levels, there is an urgent need to diversify to other less water-intensive crops that can earn farmers the same income. The same is true for the sugarcane farmers of Maharashtra, where water use efficiency remains dismal. Haryana has led the way by launching a program that provides farmers with cash incentives to convert from paddy to other crops in groundwater-stressed areas. Clearly, rather than issuing fiats, states should act as catalysts, convincing farmers to convert to crops that pay them better while also serving the country's food demands. Another critical issue to address is the growing water scarcity in our cities. According to NITI Aayog, by 2030, 21 major cities, including Delhi, are expected to run out of groundwater. Remedies such as restoring water bodies exist. It's also time to reconsider our trash disposal and wastewater recycling strategies. To convey 100 grams of fecal matter, we currently use six liters of water to flush it down. Our towns also use centuries-old sewage pipe-laying techniques to transport solid waste to a central treatment plant on the periphery. Delhi is experimenting with purifying its wastewater so that it may be used in industry. More such initiatives are needed, as well as a complete rethinking of how we plan our water supply and wastewater disposal in cities.

Interlinking rivers could be the answer to supplying water to dry areas, with the bonus of capturing floodwater. But rather than building new massive dams to meet our demands, we should remember that it is also more cost-effective to rejuvenate existing water bodies. According to estimates, India would only have half the water it requires by 2030 if things continue as they are today. The disaster is only a decade away, not a century. We need to act now, and we need to act quickly.

CRISIS OF AFGHANS!!

-Thotakura Yashwanth Krishna

Afghanistan has been a place of political instability and civil wars for the past 3 to 4 decades. Recently, President Biden announced the withdrawal of all US troops from Afghanistan by September 11. A chaotic situation has unfolded in Afghanistan, with its president fleeing the country. The Taliban took power in Afghanistan two weeks before the United States completed its troop withdrawal after a costly two-decade war.

If we date back to history, the Saur Revolution took place in Afghanistan in 1978, after which a communist government came into force headed by Nur Muhammad Taraki. Taraki's government tried to implement a few reforms but was opposed by the rural population of Afghanistan. Also, the government suppressed the voices of those who were against it, and there was no stability in the government itself. As a result, Hafizullah Amin became the new president.

After seeing the political instability in Afghanistan, the Soviet Union wanted to have its ally as a leader in Afghanistan. They staged a coup and killed Amin, installing Babrak Karmal as the president in 1979. While the Soviet army had control of the cities and towns, the insurgency groups called the Mujahideen had the rural parts of Afghanistan under their control. The Soviet Union withdrew its troops from Afghanistan in 1789. After that, the Mujahideen took over Afghanistan. In 1994, a group of fundamentalist students wrought control of the city of Kandahar and started a campaign to seize power in the country. They were called the Taliban. Many of these Taliban trained in Pakistan by 1998, and they took over Afghanistan by backing up the troops of Mujahideen in the northern parts of the country.

USA intervention

The U.S.A. intervened in the Afghan issue when attacks in America killed nearly 3,000 people. Osama Bin Laden, the head of the Islamist terror group al-Qaeda, was quickly identified as the man responsible. The Taliban, radical Islamists who ran Afghanistan and protected Bin Laden, refused to hand him over. So, a month after 9/11, the US launched airstrikes against Afghanistan. By this, the Taliban were removed from power and the Afghan government, backed by the USA, came into force. After 20 years, the US withdrew its troops from Afghanistan in September

2021. It was a result of negotiations between the USA and the Taliban group. The negotiations yielded the following outcomes:

- Withdrawal of foreign forces
- Counter-terrorism Assurance
- Intra-Afghan talks
- Comprehensive Cease-fire

But the current Taliban government headed by Habibullah Akhundzada is suppressing the rights of women, not allowing them to work. The present Taliban government is unable to provide social security to its people.

Impact of the Afghan Crisis on India

- Regional Balance of Power
- Energy Security
- Strategic Location
- Natural Resources
- Security
- Trade relations
- China and Pakistan may take advantage

In 2011, the two nations signed an agreement that helped enhance trade and bilateral ties. As of 2019–20, bilateral trade between India and Afghanistan is estimated to be over $1 billion. One of the key India-funded projects in Afghanistan is the Salma Dam, or the Afghan-India Friendship Dam project. India has invested more than $3 billion in Afghanistan through infrastructure projects such as schools, highways, dams, etc. As there is uncertainty about the future of Indo-Afghanistan relations, there are fears about the future of these projects. India imports edible oil, nuts, melons, gums, coffee, tea, oilseed, spices, etc. from Afghanistan. Afghanistan imports sugar, iron, steel, pharma products, textiles, and tobacco from India. But after the Taliban government took over, no trade agreement was signed. In 2020–21, India's exports to Afghanistan stood at $825 million, whereas imports were at $509 million. India initially refused to hold talks with the Taliban but is now trying to talk to the Taliban and ensure that the trade between India and Afghanistan continues to flourish.

DRONE POLICY 2021- Open Sky for Indian Drone Sector

-Bhanu Prakash Velpula

Over the decades, we can observe various advancements in technology. One such technology is drone technology. Also known as "Unmanned Aircraft Systems," their usage started way back in the 1990s in the Indian military. They offer prodigious help to various sectors such as mining, agriculture, infrastructure, surveillance, defense, etc. In the beginning, the import of drones was from Israel. Later, the Defence Research and Development Organization

(DRDO) developed indigenous drones. The use of drones was for various security and surveillance purposes. A budget of INR 498.8 crore has been set aside for Innovations for Defence Excellence (iDEX) over a five-year period.iDEX has extended financial support to 300 MSMEs, start-ups, innovators, and 20 partner incubators that enhance indigenous technologies.

The Ministry of Civil Aviation (MoCA), in March 2021, published the UAS rules. These rules were severely opposed by different start-ups, users, and Stakeholders who claimed that these rules involved permission for every flight, lengthy paperwork, and very few green zones (free-to-fly zones) were available. Considering all of this, the government of India decided to reformulate the UAS rules. Later in July 2021, GOI reintroduces a draft policy for drones. The new policy allows professionals and other users to explore more within the restrictive boundaries of regulations. So far, the civil use of drones has been restricted and strictly monitored, taking into account security concerns. Widespread use and improved counter-surveillance systems have relieved some of the civilian apprehensions and enabled greater civilian use of drones, including for recreational purposes. According to the new policies, drones were classified based on their weight, including payload. Large drones can weigh over 150 kilograms, though, and mini-drones can be as light as less than 250 grams. Furthermore, a remote pilot license can be obtained for INR 100 and delinked from the drone size that the pilot is operating. These remote pilot licenses will be valid for up to 10 years. As per government instructions, a pilot license is not necessary to operate a mini drone or a nano drone.

The requirement for security clearance before the issue of any registration or license is removed.

Moreover, the Ministry of Civil Aviation made it clear that all drones must be qualified with a "certificate of airworthiness" before using them. The government will release the Digital Sky platform that acts as a single-window system for all clearances. The ministry also intends to release an interactive airspace map that aids in differentiating different zones, such as yellow–controlled airspace, green–no permission required, and red–flying not permitted. Users can now understand the limitations of flying and operating their drones.

India is currently the world's 3rd largest importer of military drones, with 6.8% of total unmanned aerial vehicles (UAVs). A report by PwC suggested that the market size of drones in India would be $885 million and was expected to reach $1810 million by FY2026, growing at a CAGR of 12.6% between 2020 and 2026. This liberalized drone policy of 2021 will now encourage emerging entrepreneurs and companies to thrive in the market and earn more in drone manufacturing. As the rules and regulations are eased, there is immense scope for investments from different entities that can help in boosting the Indian economy and business potential. We can foresee the widespread adoption of drone technology and the extensive transformation of this technology. The Drone Policy has set no boundaries to the limitless sky, making it possible for every Indian to aim at it.

WHAT IS CRYPTOCURRENCY?

- **Manchineni Yamini**

The Indian rupee is controlled by the RBI and the US dollar by the Central Bank of the US. Currency notes have value in our society because there is a promise and signature of the Governor of the RBI, without which currency notes would be reduced to ordinary paper. But, on October 31st, 2008, Satoshi Nakamoto published a research paper on the internet highlighting one idea. Cryptocurrency is a digital asset over which central banks or financial institutes have no control or regulation. It was merely an idea, but now there is trading worth lakhs and crores on its crypto exchange.

How powerful are the government and the central banks as far as monetary policy is concerned?

The government demonetized 500 and 1,000 rupee notes in a single move in 2016. In 1971, the American government decided to give up the gold standard rule book, which made central banks of other countries print their currencies as per their wish. When you deposit your money in the bank, you are permitting them to play with that money. With your deposits, they give loans to private firms and individuals and fetch returns as interest. Banks extend loans to industrialists without adequate background checks; those become bad debts or NPAs. Recently, Yes bank, PMC bank, and Laxmi Vilas bank failed abruptly.

How does crypto-technology work?
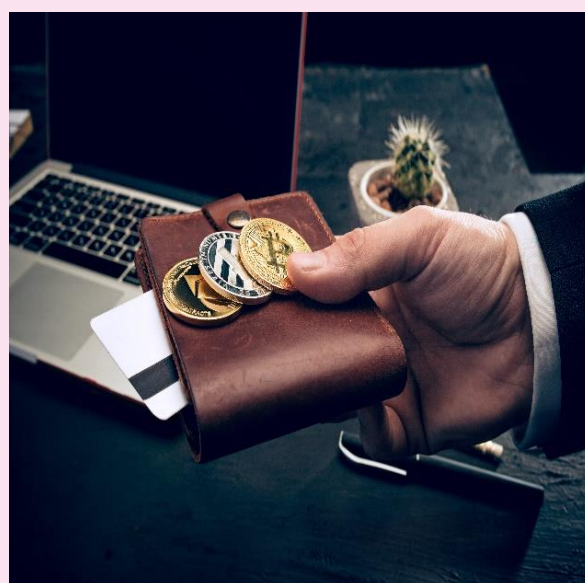
There is a public account in digital form for all bitcoin transactions. It is called "Ledger". A copy of this ledger exists on all systems that are part of the bitcoin network. People who run these systems are called miners, and they verify transactions. Say, A has to transfer 2 Bitcoins to an account of B, Miners will confirm whether A has 2 Bitcoins in his account or not, and miners will have to solve a complicated mathematical equation. Every bitcoin transaction has a unique variable. They do all these

complex calculations on computers, and their combinations run into crores. It is why miners require computers with very complicated software and high processing power. Other computers in the network confirm the equation is solved, and thus the transaction gets added to the chain. A block of transactions gets created. And hence, the technology is called the blockchain. Miners get awarded Bitcoins for the computation work they do.

How to use cryptocurrency and bitcoins?

Many people use Bitcoins as an investment, hoping for higher returns in the future. Just like we don't use gold in our daily transactions but buy it and store it in bank lockers as a guarantee to get more returns. Bitcoins are also the same also called Digital Gold. Cryptocurrency is not yet a medium of exchange in daily activities, but this trend may change in the future.

Practical risks and best use-cases

Bitcoin is a digital currency. You can physically touch gold and houses, but bitcoin is not physical. It is referred to as a niche product that doesn't have widespread acceptance in society. The technical challenge involved here is that a transaction on the blockchain takes around 10 minutes for the computer to calculate. So, it is practically not possible in our daily lives. But the best use-case for bitcoins is in foreign fund transfers. While transferring money from one country to another, banks deduct a lump sum in the name of foreign transfer fees and it takes a lot of time. Bitcoins are more cost-effective in this case, taking only 10 minutes as opposed to 1 to 2 days for banks. A similar thing applies to credit card fees also. It is one of the reasons why banks, credit card companies, and remittance companies are against bitcoins. It is a rival to their business model.

Rise of cryptocurrency

During the global economic meltdown of 2008, Bitcoin was the first to arrive. More than 2,000 cryptocurrencies are available now. Due to the Covid-19 Pandemic, mutual funds have been struggling, but Bitcoin and Ethereum have risen more than 120 percent. Paypal, the world's biggest digital payment company, introduced crypto

transactions. JP Morgan bank, the biggest foe of Bitcoins in 2017, when its price was rising, the CEO said it was a fraud, but a few months ago, JP Morgan opened corporate accounts for well-known cryptocurrency exchanges such as Coinbase and Gemini trust.

How does India deal with the cryptocurrency concept?

In April 2018, RBI had frozen the crypto industry from the banking system. The RBI instructed banks to desist from dealing in crypto-related transactions. Mainstream media claimed that the RBI placed a ban on cryptocurrency, but it was technically inaccurate to say so. The RBI blocked access to the public and they could not deal in INR on crypto platforms. Cryptocurrency has some negative aspects also mainly related to money laundering and security. On the dark web, people started accepting payments in bitcoins for buying weapons and drugs. It has become difficult for law enforcement agencies to track transactions because they are outside the traditional financial system. Hacking issues also surfaced. A lot of bogus and fraudulent companies came up with their own cryptocurrency and took money from the public. Finally, in 2018, India lifted the ban on crypto trading.

SPICE POLL: Will e-commerce be the future of rural India?

Flipkart MOU with the Ministry of Rural Development

The Ministry of Rural Development (MoRD), GoI, and India's homegrown e-commerce marketplace Flipkart have signed a Memorandum of Understanding (MoU) for the Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM). This MoU is part of the Flipkart Samarth Program. The Flipkart Samarth program was launched in the year 2019 as a sustainable and inclusive platform for empowering domestic communities and businesses by providing them with opportunities and livelihoods. It is currently supporting the livelihoods of more than 95,000 artisans, weavers, and craftsmen in India.

This was signed with the vision of providing skilled and underserved communities of weavers, craftsmen, and artisans with national market access using the Flipkart marketplace. This agreement would also provide them with dedicated support for required knowledge and training. This program intends to break the entry barriers for local communities by providing time-bound incubation and also by supporting onboarding, marketing, and providing business insights. The objective of the agreement is to increase the business avenues and trade inclusion for the rural community by creating and sustaining better livelihood opportunities. The partnership is aligned with the DAY-NRLM's goal of strengthening the capabilities of rural communities for self-employment and entrepreneurship; hence, it also provides momentum for the Prime Minister's vision of an "Atmanirbhar Bharat".
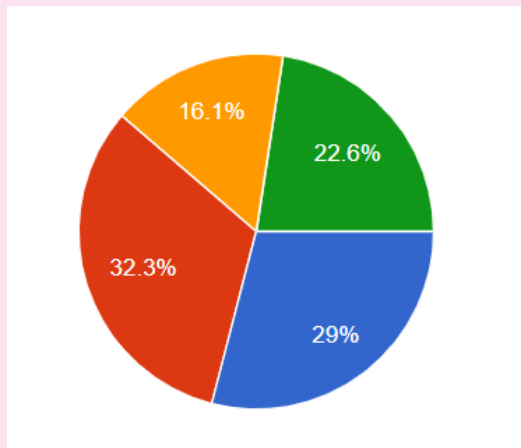
Self-help groups are the backbone of the rural economy and promote small savings among their members. These groups are an important source of microfinance services to the poor in rural society. This agreement is targeted to enhance their annual income to at least Rs. 1 lakh. The Ministry of Rural Development is identifying and collaborating with all possible partners who can contribute to this cause, and the partnership between DAY NRLM and Flipkart will help in this process. Rural products from SHGs have a huge potential for acceptance among the masses in India and abroad. An e-commerce platform will prove to be an effective tool to harness it.

The following poll was conducted amongst
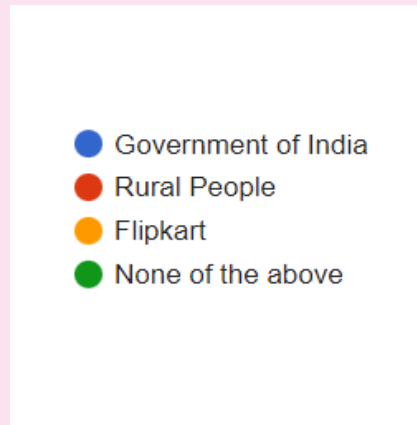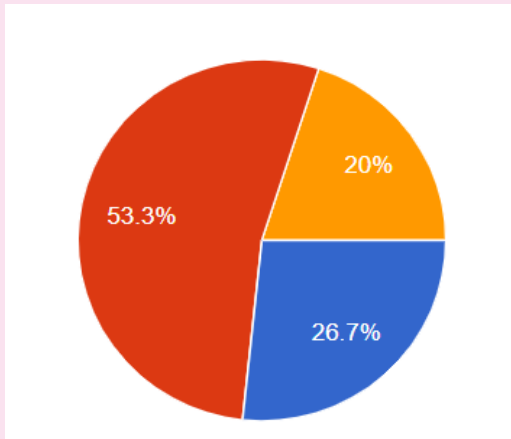
the batches (2020-2022 & 2021-2023):

1. Do you think this move by the Government of India can enhance local businesses to work towards e-commerce?
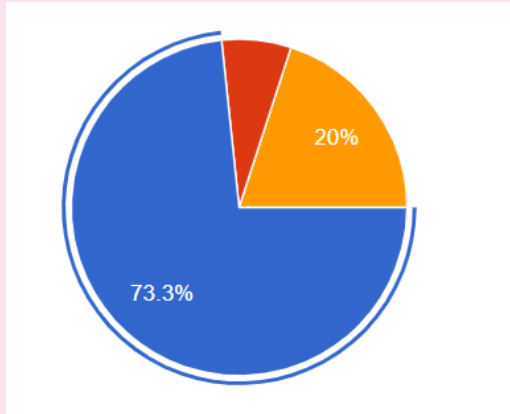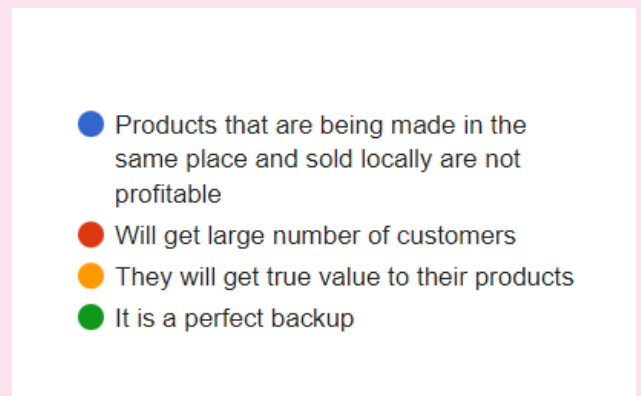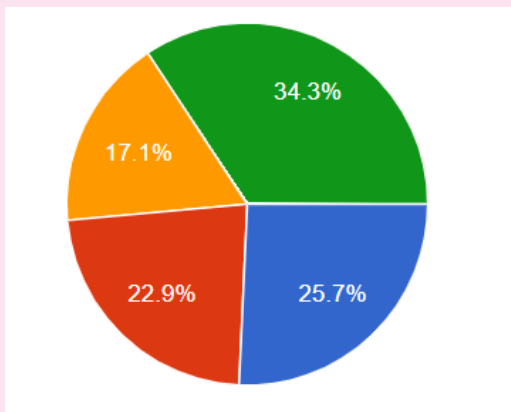

2. How do you think this MoU will help rural India?

3. Whom do you think will be more profitable with this move?

- Government of India
- Rural People
- Flipkart
- None of the above

Pie chart values: 53.3%, 20%, 26.7%

4. Why do you think SHGs should go towards eCommerce?

- Products that are being made in the same place and sold locally are not profitable
- Will get large number of customers
- They will get true value to their products
- It is a perfect backup

Pie chart values: 34.3%, 25.7%, 22.9%, 17.1%

ALUMNI SPEAK

**Mr. Saumendra Kumar Nayak
(Batch 2006-08)**

Head of Marketing,
Shivashakti Group of Companies

Interview:

1. Sir, you had been a student of Agriculture under graduation, what was the idea that motivated you to take upon MBA from MANAGE?

Ans. During our joining year, getting into MANAGE was only through a separate online examination and not through CAT. With a high score in CAT and already a few confirmed seats in hand in good management institutes, I reached MANAGE just intending to have fun. But when I reached there, I saw students running the institute right from selecting the faculty who would visit for a course to selecting the menu of the food in the mess to organizing great events and industry talks working with industry doyens as well as coordinating for placements. It is this empowerment and freedom that inspired me to opt for MANAGE compared to any other institute in India.

2. You have worked with close to 5 organizations in your scintillating work experience of over 12 years. What has the experience been like and how do you adapt to the change that comes with switching workplaces?

Ans. To be more specific, I have worked with 6 organizations with experience of more than 14 years after passing out from MANAGE. The experience so far has been amazing as I enjoyed thoroughly all the roles that came my way, starting from sales, marketing, product development, Portfolio lead, Sustainability & Stewardship, Consulting & Advisory to Head of Marketing. Change is always good to move out of the inertia of our comfort zone. It had been even more exciting as I handled roles across verticals of Seeds, Agrochemicals, Biologicals, and Consulting, and that too at the Indian as well as global level.

3. What has been your philosophy in professional life and career?

Ans. My philosophy has been very simple "Love what you do and do what you love".

4. What is the biggest life lesson MANAGE or being a MANAGEite has taught you?

Ans. Being a MANAGEite I have learned to look at every calamity from an opportunity point of view and be brave to accept failure as it evolves us into an even stronger character preparing us for the future.

5. What advice would you like to give to the current batches of MANAGE?

Ans. If you are already in MANAGE, be assured of a great career and professional drive for future success in whatever you do. Hence never worry about it. Rather spend the remaining days in MANAGE in the best possible way with your friends and batchmates making every moment memorable as these would be the best period of your life which you would never get back again.

Festivals at MANAGE

FOLK TRI FIESTA

DANDIYA NIGHT BATHUKAMMA DUSSEHRA

Navratri, celebrated around our beloved nation under different names, has a significant contribution to our lives. In the wake of the festivals, the Cultural Committee MANAGE ensured that each one of us MANAGEites made the best out of the festive spirit instilled into us as fellow Indians through a "Folk Tri-fiesta," three evenings of celebration after working hard all day. The Cultural Committee organized an exciting "Dandiya night" full of color, energy, and the meddling of dances. The second day is followed by a festival especially dedicated to worshipping flowers, "Bathukamma". Spread around the mistful fragrance of flowers, the essence of freshness and delight in each one of us. The final day of the Tri-Fiesta, "Dussehra," was celebrated as we all pledged to defeat our evils and let the moral good win, in each dilemma. The folk tri-fiesta ensured all of us maintained our spirits to the highest levels possible to take on the world.

HALLOWEEN

The spookiest night of the year is a night to commemorate the departed, saints, and martyrs. Halloween evening was one of those enigmatic nights. MANAGE students dressed up as ghosts, and the event was celebrated with scary face painting, a variety of games, and a treasure hunt to "find the spook" amid the darkness and mystery. The event observed an escape from the regular dress-ups and encouraged everyone to look as scary as they could. A Trick-or-Treat event was also conducted to instill the bargaining skills any techno-manager should encapsulate into their lives. An event full of amusing proceedings was concluded with prize distribution and a

night to remember for everyone at MANAGE.

DIWALI

Diwali is the commemoration of the homecoming of Lord Rama from a 14-year exile, victorious good over evil, and the return of prosperity to our lives. Diwali celebrations kicked off with students of MANAGE making maximum efforts to decorate the beloved campus for the "Festival of Lights", placing diyas to light up the evening. The festival of Diwali begins with prayers offered to the goddess Lakshmi and Lord Ganesha to bless us with prosperity and wisdom. The pooja followed the Diya lighting ceremony, an exchange of sweets, ideas, and memories to cherish forever. Diwali celebrations also saw people dressed in traditional attire, exchanging sweets with the staff of MANAGE, and wishing each other the best of years to come.

CHRISTMAS

Commemorating the birth of the lord and savior, Jesus Christ, is the essence of Christmas, which was celebrated by the batch of ABM, MANAGE. The batches dedicated their time to decorate the campus in twinkles. The Christmas tree was set up and lights jangled up the evening. 'Tis the season of gifting, the students engaged in a variety of games to enjoy the evening. What better way to celebrate Christmas than to receive gifts from Santa Claus himself, the students engaged in a secret Santa event where everyone was assigned a Santa to make their evening blissful. The batches also indulged in a variety of cultural events to make the most of the blissful Christmas evening. Everyone, wearing a Santa Claus hat ensured that Christmas eve was one to cherish for a lifetime.

HAPPY NEW YEAR!!

Talent Hub

Swadha Mehrotra

While growing up, the little girl started seeing the world through the poetic lenses of Emily Dickinson and Robert Frost.

Oh, how beautiful the world seems to her! The swaying of trees, the rustling of leaves, the turmoil of birds, and the chattering fireflies sing a rhyme to her.

She was always awed at the beauty of words in giving shapes to unfathomable feelings. She knew words could be her magic brushes to paint the canvas of her thoughts. She picked up those brushes & painted her world in the colorful spectrum of poetry. Her first piece was "Sunflower & the Beetle. " It was a narrative poem enclosing a tragic story of unrequited friendship. The poetry was also featured in a book named "Roots". Roots was an anthology of 23 aspiring writers, and getting this opportunity boosted her hopes. Since then, she has tried her hand at various genres of poems and prose. She loves how building layers of metaphors and irony gives meaning to her whirling thoughts. While cherishing the love of poetry, she dreams of publishing her collection of poems one day.

Bathula Ruma

It was funny enough that Ruma didn't get connected to mandalas when she saw them until a few years ago. But she wasn't able to stop drawing or incorporating them into her life since

she found them. And if she looks hard enough, she can find them all over the place! Mandalas have become an essential component of her healing and empowerment process. Ruma was 15 when she fell in love with this art form on a wall involving chakras and energy healing. She discovered space when she began drawing these mandalas. She believed there was a room within herself that was deep enough and began to bloom as well. Her passion for drawing and painting had revived. From then on, she couldn't stop drawing mandalas, which brought so much inner transformation. "My anxiety and suffering have substantially decreased since I began drawing and adopting mandalas," says Ruma. It was not an easy journey for her. Though she had been practicing art since childhood, her circles were always distorted and the lines crooked. She practiced drawing hard, believing in herself. Ironically, her lines are still crooked and her circles contorted, but she never lost hope and succeeded in making progress. She shares her content on social media in the hope of bringing hope to people's lives, which she got from the mandala. For Ruma mandala is ever evolving, constantly expanding, and is a fantastic form of meditation, healing, and connection.
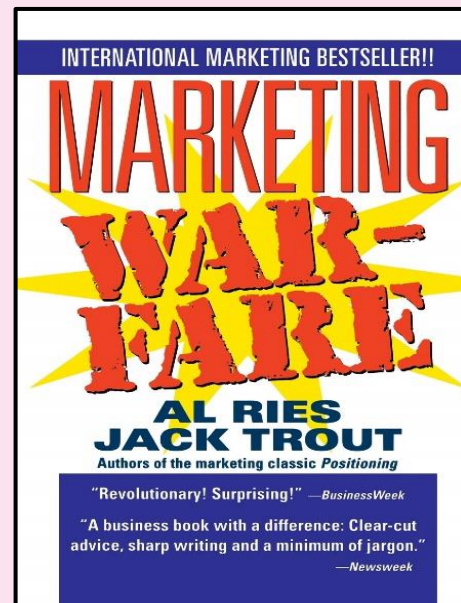
BOOK REVIEW - Marketing Warfare

- Tanay Mishra

Authors - Al Ries and Jack Trout

A marketing war does not differ much from a military war. The book encapsulates the campaigns and examinations put forward by one of the most famous military theorists, Carl Von Clausewitz. The last 2500 years of war have showered humans with profound data and anecdotes to base future decisions upon.

The rise of mass media following WW2 has influenced corporate leaders to become consumer-oriented. Pleasing the customer becomes the object of the game. As a result, all companies did the same. However, Clausewitz stressed time, and to boot, beating the competition is the absolute way to ensure a victory. The better product need not win the war. Reality is expensive to change, and misconceptions do not go away with it. Clausewitz also stressed various positions in warfare: leader, competitor, flanker, and guerilla. Reaching the top is a hard job, and being in that position as a leader requires more strategies. Clausewitz says that the best defensive tactic for the leader is the courage to attack himself.

Launching the attack on as narrow a front as possible and considering strength analysis against the leader is the advice for offensive warfare. Comparing war to marketing is intriguing and pragmatic. Through various case studies, the book takes the reader on a journey through the marketing world and initiates the parallel between a war and a marketing war. Clausewitz says that dying for the country is not the way to win warfare, but making the other poor guy die for his country is victory. The book determines an age-old myth that -"learn the rules to forget the rules when needed."

The book concludes by providing a general guide of rules for any marketing campaign. A good general knows the rules so that he can forget about them. The book ends on a note: "Strategy and timing" are the Himalayas of marketing, and the rest is the Catskills.

LIT CORNER

-   **Pankhuri Mehrotra**

We live. We exist. We dwell.

But are we what we are? Do we do what we believe we should or are alien forces the reason behind our actions? The egos being dead flowers are irrigated by all sorts of materialistic contentment which result in the decay of our characters. If we could just know who we are and what we want!

We die. We end. We're over.

Confusing, isn't it? Let's sum it up

....

Let's just be mesmerized
by how God rolls the dice.
A day like ice,
a day like spice.

He keeps count,
of all, we are about
and there's no doubt
he knows everything; inside out.

Who do we try to fool?
Pretending to be cool,
over shimmery stuff we drool
enchanting," My world, my rule!"

Trying hard to be what we are not,
forgetting every piece taught
and then finally we are caught
it ends with a full stop, a mere dot.

A flood inside, outside drought
never could we ever have sought
or could either jot
but yeah! We got everything bought!

Flowering a dead flower in a pot
which only led to rot
I wish we would have fought
besides the buys, we'd have got a lot!
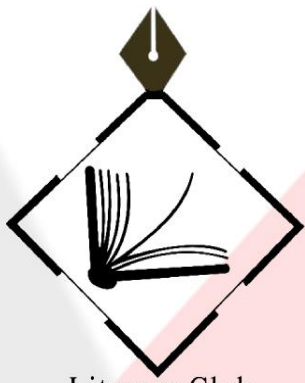
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