

THE COMMUNIQUE SOCIETY



MDI
MURSHIDABAD

**Management
Development
Institute**

INGENIUM

8th Edition

August Issue

EDITOR'S NOTE

NAVNEET KAUR MATHADU

Welcome to the eighth edition of the quarterly newsletter, Ingenium. We, at the Communique Society, would take this opportunity to thank everyone who has contributed towards the current issue and has actively been a part of it. Your valuable contribution propels us to work towards the same. We take pleasure in welcoming the batch 2017-19 to the MDIM family. I would also like to thank our mentor, Dr. Niharika Gaan and Dr. Amrita Sengupta, for their constant support and guidance and also the junior members of The Communique Society for the on-time compilation of the August issue.

Meet with **Shri Pranab Mukherjee**,
former President of India

On 14 July 2017, the students, along with the faculty members and the Director of Management Development Institute Murshidabad, had the privilege of meeting the contemporary President of India, His Excellency Shri Pranab Mukherjee.

The former President, Shri Pranab Mukherjee interacted with the students and wished them all the best for their future endeavours.

The students were thrilled and inspired to have met the visionary and that has rejuvenated their spirits to be "Thought leaders and change masters" which is the motto of the institution.

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ORIENTATION

BY ANANYA PAL

We were privileged to have many honorary and eminent leaders from various diverse sectors like power corporation, geologist, HR personal, diplomats, social activists etc in our orientation program. The trail of motivational words were initiated by our director Dr. Gurudas Gupta with the message of how recreation is also an important aspect along with our studies as only a “Healthy body can lead us to a healthy mind” and a person who can manage their life easily in every thick and thin situation are the real managers. Adding to it, he said that the teamwork among heterogeneous background students will help to create a strong bond and a sense of team spirit which will lead to the formation of an inspirational peer group for years to come.



There were notable academicians ranging from our own faculty to others, from premium B-schools like Prof. Alok Kumar Sen (ex-MDI-G faculty), Chairman of MDI Prof. Sanjay Dande (Padma bhusan awardee), Prof Dey (MDI G), Chairperson of Regional Institute of Zoological, Prof. Sudesh Roy (ex-IIM C faculty) who spoke about time management, perfection of work, KSA management grasping the management course in such a way to holistically understand the industrial work.

Some of the delegates from industrial sector who bestowed us with their practical industrial knowledge were Executive Director of NTPC Farakka, Mr. Arijeet C Majumdar of SREI group, C.S Sinha (SAIL HR), VP HR Linde (Subhro Basuchoudhury), Shantanu (Indian Information Service), Vi-



vek Slaria (Greenlatte), Rahul Bose (Chamber of Commerce People Management Committee), GM (West Bengal State Electricity Board Sagardighi). They focused on the point that the products which are not benchmarked and not sustainable cannot exist in the market. So thought process and mindset has to be expanded to touch globally.



Laureate from administrative sector like DM Murshidabad, SP Murshidabad, SDPO Jangipur, MLA Jangipur, Zakir Hossain former Minister of State for Labour(West Bengal), Shabnam Ramaswamy (Street Survivors of India), Father of Don Bosco School Jangipur shared their dream of uplifting the Indian society and development of its people. They mentioned the importance of demographic growth, awareness of socio economic scenario, internal growth strategies and CSR initiatives.



We also had prominent personality from India's neighbouring countries like the Chancellor of Sri Lanka and Consulate of Bhutan those who highlighted the importance of being competitive in a collaborative manner instead of being a lone wolf. They also brought up the idea of exchange program with SAARC countries which may bring the international exposure.

The orientation concluded with a musical night and the perky performance by the students.



*Beginning of a
new journey.....*





The Social responsibility committee of MDI Murshidabad, Prayas, is one of the most active committees of the institution. This committee has successfully inculcated the social values into the students of MDI Murshidabad since its inception. With MDI Murshidabad located at the heart of rural Bengal, Prayas has used it to its full advantage by constantly trying to improve the lives of the local residents and thereby improving the economy of the region as a whole.

Like every year, the committee has prepared a busy activity schedule. The committee has already organized a poster campaign where the students of the campus are educated about saving water, electricity and food. The committee also went to Kulori, along with CASI Global members for teaching the local students. September 2017 will see a flurry of events like the blood donation campaign and a visit to the local villages to strategize a roadmap for their betterment.

The SR committee will continue adding to the brand value of the institution. It will also continue differentiating the students from the other premier B schools of India by planting deep rooted social values into them.



Without a sense of caring, there can be no sense of community
- ANTHONY J. D'ANGELO

ADVENT OF THE RAZOR AND BLADES MODEL AND LOSS LEADERS

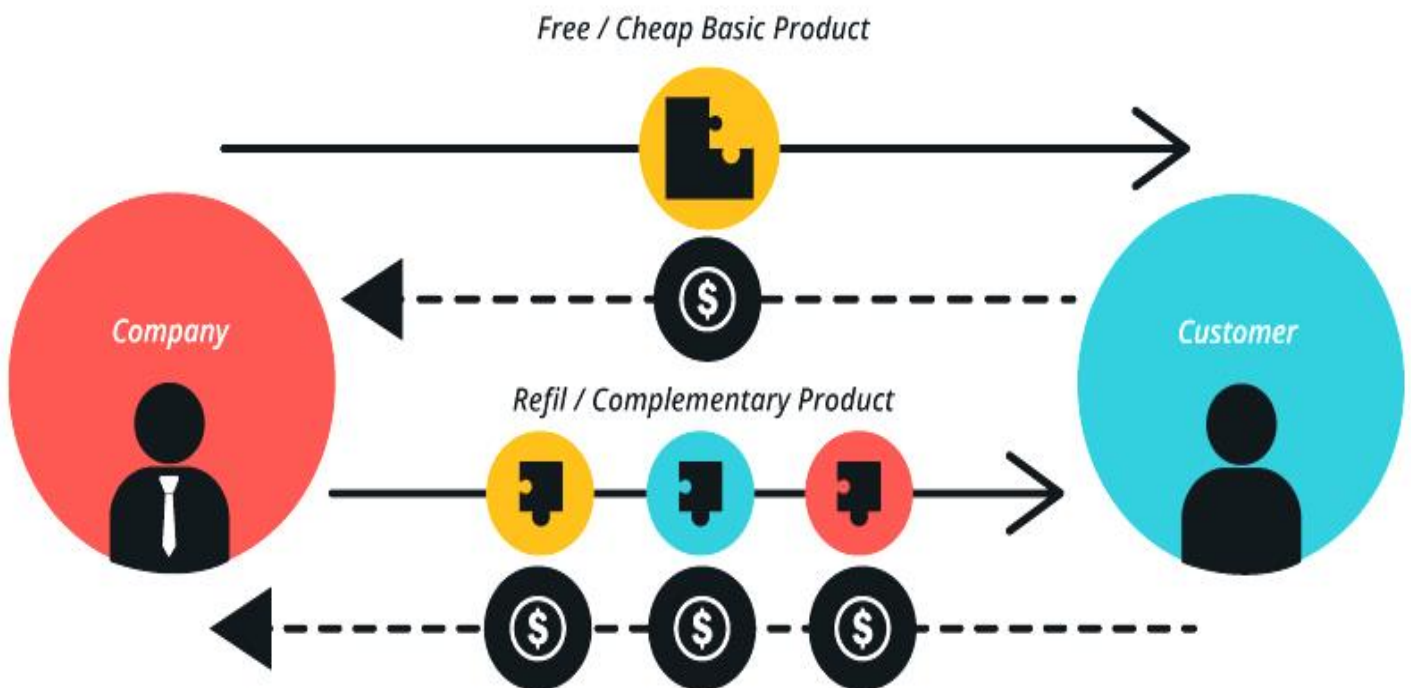
By Arko Das



“Give them the razor, sell them the blades”. The concept of the razor and blades model depends on selling a product at a low price in order to increase sales of a complementary product. For eg, a printer may be sold at a very low price whereas the inks used for printers have a relatively higher price. Though the concept is widely credited to King Camp Gillette, it was actually developed by its competitors. Other companies like Standard Oil famously used this concept when they targeted China for their expansion. They gave away eight million kerosene lamps either for free or at a greatly reduced price to increase the demand for kerosene. This model essentially helps the business grow a consumer base and goodwill at minimal effort as it attracts customers based on its initial low prices. It allows scope of product differentiation and opens the possibility of potential market leadership by increasing the market share and growth at a great pace. Companies selling video games, printers etc are mostly expected to use this model.

Razor and Blades Model is different from loss leaders as loss leader marketing does not depend on complementary products or services. Loss leader is pricing strategy where a product is sold at price lower than its market value to stimulate sales of other products. Companies like McDonalds included cones and McDouble at a very low price to attract customers. Consumers buying the loss leaders are expected to buy other food items alongside, which would essentially cover up for the losses. Loss leaders are generally kept at the inconvenient part of the store, so that consumers have to walk past other products.

With the business world advancing at a fierce pace, differentiated ideas of marketing are coming up to edge out others. The organizations should use different methods to keep the consumer base satisfied.





**Welcome
batch
2017-19**





The sports event “BURNOUT 3.0” was organized by sports committee on the auspicious day of 15th august 2017, on the 71st Independence Day.

The following are the details of the games conducted and the winners and runner ups of the event

Game	Winner	Runner up
Carrom	Swanak Goswami	Rittik Gogoi
Badminton (Girls)	Bhawna Bhansali	Ananya Pal
Table Tennis	Ram Pathak	Nischal Tripathi
8 Ball Pool (Boys)	Sahil Madan	Rittik Gogoi
8 Ball Pool (Girls)	Rumeli kanjilal	Bhawna Bhansali
Chess	Arko Das	Ahmad Rameez
Cricket	1 st Year Team	2 nd Year Team



PRASHNOTTARI



QUIZ by Markrone—The Marketing club

Markrone organised Prashnottari 2017 on 9th August. It consisted of two rounds, first a preliminary MCQ quiz round followed by Audio-Visual round. 29 students participated in the first round and 12 were qualified for the second round. Winners are-

**First Prize - Team
"Trick Heads"**

**Second Prize -
Team "Batmen"**

Arko Das
Anamitra Ghosh
Sandeep Bhatt

Sumit Sharma
Sajal Kumar
Haaris Khan



This event embraced the current affairs and general knowledge and encouraged the participants to increase their knowledge base. Many contemporary concepts were introduced to the students. Importance of brand value was the key learning of the event. The take-away was how technology and advertisement has revolutionized the marketing strategies in the last few decades.



FinQuest 2017

QUIZ by Finartha—The Finance club

Finartha organised FinQuest 2017 - "Intelligence Awaits " on 14th August . It consisted of two rounds, first a preliminary MCQ round followed by visual round.

35 students participated in the first round and 10 were qualified for the second round and winners were Arko Das and Sahil Madan while runners up were Shivansh kapoor and Zeeshan Mehdi.



ECOISM 2.0



QUIZ by Ecominds—The Economics club

Ecominds, MDI Murshidabad held its annual event "Ecoism - 2.0" in the first week of August this year. The event received a tremendous response from the students and was a huge success. The whole event was divided into three parts majorly.

The first round was the preliminary round, which had a quiz based on 20 multiple choice questions relating to the business current affair and Indian economy. 27 people actively took part in it and out of it, 10 moved towards the next round passing the cut-off.

The second round was a rigorous round in which they were given topics (based on various economic issues) to prepare a power point presentation in just 15 mins and present it in front of our esteemed judges. The jury included Dr. Shameem Jawed, Dr. Amrita Sen Gupta, Dr. Sunil Giri, Dr. Pinku Paul, who marked their presence to judge the contestants of the second round.

Finally, 5 students were selected for the buzzer and final round in which they were asked Rapid questions displayed on the projector screen. They had just 10 seconds to answer the question. Out the selected five, the ranks holders were:-

1. Saptarshi Paul
2. Shivansh Kapoor
3. Avik Banerjee



QUIZ-O-CELLENCE

By Opcellence—The Operations Club



Among the most active clubs of MDI Murshidabad, Opcellence – the Operations Club of the institute has proved in shaping the students through different quizzes, case studies and competitions. This year the experienced senior student co-ordinators of the club were joined by the enthusiastic batch of junior student co-ordinators and a clear road map was set up for continuing the smooth flow of the club activities.



Ideas like intra level quiz competition, simulation games, helping classes were put forward and accepted as a part of the road map. Opcellence will also be publishing their newsletter “Soch Matters”. The first event, Quiz-o-cellelence, the intra level quiz competition was organized on 11th August, 2017. Consisting of two rigorous rounds, the competition tested the general knowledge of the competitors while also making the event fun. Out of the 25 teams comprising of two members

each, the top three teams were awarded certificates. Ram Pathak and Prashant Dugar were the winners of the event, followed by Ahmad Rameez and Gourav Sunda being the first runner ups. The third position was taken up by Namita Shah and Ripunjay Mishra.

The idea behind formation of Opcellence was to help students groom themselves and update themselves about the ongoing trends and scopes in operations management. The future events like simulation games and case study competitions will help the future aspirants of operations management have a clear vision about the field. Opcellence will continue their quest for excellence, by being one of the leading clubs of MDI Murshidabad and essentially adding to its brand value.



MARKETING BEFORE B-SCHOOL

BY ANAMITRA GHOSH

How often do you swim upstream? Or are you courageous enough to go against the general set of norms to reach your satiety?

These questions were hovering about my mind for quite sometime, I wanted a tattoo done on my arm desperately, but I knew that I would receive a strict denial from my father. But I was not the one who would let go, for I have many regrets only because I did not have that perseverance, a man learns from his past mistakes, so did I.

There were a lot of things going on in life, the most prominent ones being myself getting frustrated with my course of study with every passing day and simultaneously developing a knack for 'marketing'. One fine day when I was having a regular chat with Baba, he in the course of our discussions mentioned how he liked a tattoo on a bikers arm when he was driving to office earlier that day. I did not miss the opportunity and pitched my tattoo idea to which he vehemently opposed and our 'adda' came to an end for the day.

Somewhere back in my mind I knew that this is a 'win win' case, and I just need 'perseverance' to ultimately get the permission for the tattoo. I would not have strived for two long years to get the permission and could have just gone to the tattoo artist and get it done as I even had the money saved up. But then a chaos would have followed which would have surely muffled within a month or two, but that would have been a slap in the face of my new-found love for 'marketing', be it a product or service. I took it up as an assignment and I knew I had to convince him to 'buy' my idea of getting a tattoo done. As I started persuading him occasionally about the tattoo, I saw him toning down in his protest and this gave me the cue to pursue him further. Within no time, I got the green signal for my tattoo. Something that felt impossible in the beginning was achieved and I felt that 'perseverance' was the key coupled with an effective 'marketing strategy'.

The next task was to select the font for the tattoo and baba helped me a lot in that as he has a beautiful handwriting and he always has the perfect choice. Thus the font got decided and I had a talk with the tattoo artist from Calcutta Ink and fixed the budget and appointment. Ultimately on 6 May, 2016 I got inked and it was my birthday present to my own self and thus an item was ticked off my bucket list.

So you must be thinking, what has a story of getting a tattoo done, doing in a business school newsletter, but as far as I have perceived life, business requires effective management and these small yet pivotal incidents set the benchmark of management practices in our daily lives too, here we can portray the act of getting the tattoo done as our Product, the Price factor is the monetary compensation, which I had already saved up, Promotion and Place clubbed together would be instances, where I talked to my father about the tattoo by citing examples of cases where celebrities are flaunting their tattoo and they are actually looking very good in them.





'hrUdbhav' - The HR Club of MDI Murshidabad is not just a club, but a cult fuelled by intellect, passion for HR and the quest for preparing students for their corporate journey ahead.

Udbhav's 'tHRust' which is conducted on dare2compete.com, after receiving overwhelming response to tHRust 1.0 from top b-schools across India, the club with immense pride announced tHRust 2.0 for the year 2017 which is an online HR quiz followed by a Case Study competition. The quiz was held on 25th August and a total of 10 teams were selected for the second round i.e. the Case Study competition. The topic was "Is it justified to sack pilots" - a Case Study by Air India. It is the best chance for students to compete with the best talents across top b-schools proving their prowess and competence.

Session on Trade Union by

Mr. Asit Khuntia

Mr. Asit Khuntia, Head HR (EAST) HPCL interacted with the students and the faculty of MDI Murshidabad about the trade unions, whose main aim is to improve safety standards, achieving higher pay etc. It hurts consumers and workers who are denied job opportunities; it decreases the number of jobs available to an economy. Thus a balance of power is necessary among trade unions and organizations so that both can work efficiently, thus leading to a good economy.





Celebrating 71st Independence day





'Aakritians'- The Cultural Committee of MDI Murshidabad joined hands with all the faculty members and students on Independence Day and infused the spirit of patriotism. Aakritians came up with the creative idea of painting the faces of students with the Tricolor. Also everyone was handed a mini flag. The event started with a welcome speech portraying the greatness of India interspersed with its achievements which was followed by the famous patriotic song 'Maa Tujhe Salaam'. The song captivated the atmosphere. Also the event had the blend of poetry, the famous poem by Rabindra Nath Tagore - 'Where the mind is without fear'. The committee had announced for the competitions like poster and video making. The results were declared and as said the winning video was shown to the audience. The video was so touching and remarkable that it received standing ovation of not only students but the dignitaries as well. It was proceeded by a narration which said about the life and sacrifices of one the recipients of the highest gallantry award 'Param Vir Chakra' i.e. Joginder Singh. At the end the students were felicitated by Director's golden words which said about bringing in CREATIVITY and positivity in oneself. After the event, everyone proceeded for the next sports event 'Burnout 3.0'. The committee also looks forward to more of creative works in future.



Session on Photography by Mr. M. Surya Prakash



Guest session on photography was taken by Mr M. Surya Prakash on 16th August. He represented Srushti Photography which is pioneer in photography and digital Imaging based in Chennai. He discussed about the basic photography techniques and the lighting needed for different kinds of pictures. He briefly described the functionalities of Shutter speed, ISO in taking macro and micro shots. He illustrated his works and shown the basic settings and environment he created to take those fine shots. The students were encouraged and delighted to explore the world of photography. Some of his fine works are as follows-





Trip to Hazarduari Palace



Angethi



The Campus Connector



Lighting the lamp of knowledge (Book Fair '17)

