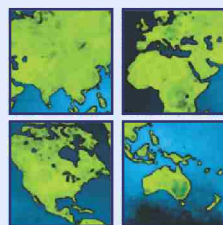


Universal Business Review

UNIVERSAL BUSINESS REVIEW

e - Magazine

August 2018



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CONTENT

S1 No.	Articles	Faculty & Designation	Page No.
1	Editor's Note	Prof. M. Guruprasad <i>Director, Research, UBS;</i> <i>Managing Editor, Universal Business Review</i>	04
2	Are you the owner?	Prof. Brig GPS Cheema <i>Program Director,</i> <i>CMU Undergraduate Program, UBS</i>	05
3	TRADEWARS	Prof. M. Guruprasad <i>Director Research, UBS</i> <i>Managing Editor, Universal Business Review</i>	06
4	Benefits of Early Investing	Prof. Ananth H. Iyer <i>Asst. Professor Finance, UBS</i>	07
5	Economic and Industry mirroring in Africa	Mr. Dominic Varghese <i>PGDM 4, UBS</i>	08
6	ISLAMIC BANKING	Mr. Abhishek Pathak <i>CMBA 8, UBS</i>	10
7	Maverick! -Book Review	Ms. Tanvi Madan <i>CMBA 11, UBS</i>	12
8	A Beginner's Guide to Life!	Ms. Pushti Goyal <i>PGDM 4, UBS</i>	15
9	Business Quiz	Mr. Gunjan Wagh <i>BABM 5, UBS</i> Mr. Utkarsh Varshney <i>PGDM 4, UBS</i>	16
8	P2P lending	Mr. Krishna Sai Jayanthi <i>PGDM 3, UBS</i>	18

S1 No.	Research	Student Name & Batch	Page No.
1	BUDDING ENTREPRENEURIAL PROJECT - BABY MASSAGER TOWEL	Ms. Aditi Tandon <i>CMBA 2Y2, UBS Student</i>	21
2	The business Feelings of Indian Businesses in Pune, MIDC area	Mr. Akhil Menon <i>CMBA 2Y2, UBS Student</i>	24

S1 No.	Details	Student Name & Batch	Page No.
1	Our Spartan's	Ms. Saumya , PGDM 4 Mr. Madur Negi , CMBA 2Y1 Mr. Mohit Gandhi , PGDM 4 Mr. Utkarsh Varshney , PGDM 4	29

ARTICLES

Editors Note



Prof. M. Guruprasad
Director Research, UBS
Managing Editor, Universal Business Review

It gives us great pleasure to bring you the fifth issue of, "UNIVERSAL BUSINESS REVIEW" the e-Magazine from "UNIVERSAL BUSINESS SCHOOL". We welcome all the writers to this issue of the Magazine. The contributors come from different quarters of our UBS family: our founders, faculty members and students. The articles consist of various topics related to Economy, Business, and Management. The topics include variety of areas such as Finance, Stock Markets, Budget, General knowledge, Personality

Development, industry opinion on government policy among others.

With the support of our team members Ms. Prapti Agarwal (BABM 5, Executive Assistant to Managing Editor) and Mr. Utakarsh Varshney, PGDM4 and support from our Management, Faculty and students article contribution, I am sure we can reach new horizons.

As usual, the articles both in their theme and content carry

many interesting and useful information. This includes the regular highlights such as Faculty articles, Students article, Student-driven field based research work brief reports, Book Review and Quiz section.

Please go through the magazine and send us your feedback / suggestions.

I hope you enjoy reading the magazine. We look forward for your continued support to the Magazine.

Editors' Note

Are you the owner?

Prof. Brig GPS Cheema
*Program Director,
CMU Undergraduate Program, UBS*



A few years back, we decided to upgrade the place where we were living in. So, after some effort and my guru's blessings, we were able to shift into a new dwelling. One fine day, I met a rather affluent couple in the lift, who are also living in the same building. They scanned me from the head to toe and could not hide their discomfort of my presence (a lesser mortal). The husband asked me, in a discourteous and fairly arrogant tone, "have you recently moved in?" and my humble reply was in affirmative. His next question was, **"are you the owner?"** That question really set me thinking, **'am I the owner?'**. I looked at him in a nonplussed expression, kept quiet and just smiled.

But the question kept rankling in my mind. The previous occupant, from whom we bought the house, always thought that he was the owner,

till the time he passed on the papers to us, on which his name was written, and we handed over some wads of papers in lieu. But nothing had changed in the house per-se, except for the human occupants. The plants, birds, lizards and insects were still there and continue to live in their house, without going through the ritual of exchanging papers. Then I repeated the same question to myself and the answer was in negative. God provides shelter to all the living beings, including humans. The shelter is always physical and temporary in nature, whether it is in shape of a body or a house (brick & mortar).

That reminds me of an incident in the Nilgiris. We had gone visiting **'the Beulah Farm'** (in Hebrew Beulah means 'blessed by God'), on the Wellington-Kotagiri Road, in May 2003. The so-called owner, Mr Eapen

Jacob (now Late, God bless his soul), conducted us around the farm. He was growing around 1100 types of herbs and making 21 different types of wines. He would make all his visitors taste his wine, absolutely free of cost. Because God had blessed him with the art of making the finest wines in the world, but did not give him the pleasure of having taste buds. After the visit, he handed me over his visiting card, which read, **Mr Eapen Jacob, In-Charge, Beulah Farm.** I found it little amusing and a bit overmodest too. So, I asked him about his designation of **'In-Charge'**. He was a grand old man, who was a civil engineer by profession and a highly spiritual person. With all the humility under his command, he told me that **the owner is God** and we all are 'In-charge' or caretakers for some period of time only. I still possess his visiting card, as a reminder that **the owner is only Him.**



LIKE A BOSS

TRADE WARS



Prof. M. Guruprasad

Director Research, UBS

Managing Editor, Universal Business Review

A trade war is when a nation imposes tariffs or quotas on imports and foreign countries retaliate with similar forms of trade protectionism. A trade war starts when a nation attempts to protect a domestic industry and create jobs. (Protectionism is trying to use restrictions such as tariffs to boost your country's industry, and shield it from foreign competition).

A trade war would raise prices for imported products right away. Costs would rise by the same amount as the imposed tariff. It would give a competitive advantage to domestic producers of that product. Their prices would be lower by comparison. As a result, they would receive more orders from local customers. As their businesses grew, they would add jobs. This has its own negative impact, say, the domestic manufacturers who rely on imported raw materials or parts would see higher costs. It would cut into their profitability. They would either have to raise prices, slash jobs, or both.

Trump announced a 25 percent tariff on steel imports and a 10 percent tariff on aluminum. Mr. Trump said, "Trade wars are good, and easy to win." But the markets disagreed. Stock markets around the world tumbled in fear of a trade war between the world's three largest economies. The U.S. Congress is the only body authorized to impose tariffs. But Mr. Trump used a special power granted by Congress in 1962. It allows a president to curb imports that threaten national security. The Commerce Department reported that dependence on imported metals threatens the U.S. ability to make weapons. But the Aerospace Industry Council said Mr. Trump's tariffs would instead raise costs for the military and exporters.

The president has placed tariffs on billions of dollars' worth of goods from around the world, in particular China. He's promised further levies on \$200bn worth of Chinese products in September. Mr Trump also wants to cut the trade deficit with China - a country he has accused of unfair trade practices since before he became president. The US has

a massive trade deficit with China. Last year, it stood at about \$375bn. In theory, China could also tax US tech companies. That would hit the tech giant, and it could be forced to raise its prices to compensate. A global trade war could hurt consumers around the world by making it harder for all companies to operate, forcing them to push higher prices onto their customers.

At the start of March, the president announced a 25% tariff on all steel imports, and 10% on aluminium. Mr. Trump administration claims the US relies too much on other countries for its metals, and that it couldn't make enough weapons or vehicles using its own industry if a war broke out. Eight countries have filed formal complaints with the World Trade Organization. They say Mr. Trump cannot justify the tariffs on the basis of national security. According to economists higher tariffs often lead to higher costs for the consumer. As it escalates, a trade war reduces international trade. In the long run, a trade war costs jobs and depresses economic growth for all countries involved.

On March 8, 2018, U.S President

Benefits of Early Investing



Prof. Ananth H. Iyer
Asst. Professor Finance, UBS

“Make hay while the sun shines”, this dictum indeed holds true when it comes to managing finances. We all remember the story of the ant and the grasshopper, where the ant zealously saves for the winter while the grasshopper whiled away his time and regretted. “It is difficult to imagine being old when you are young, but it happens to everyone.” So the earlier we start, the better it is! Early investments give maximum returns thanks to the magic of compound interest. Money invested now, has the longest time frame to multiply. So it's a good idea to sit and chalk out a proper investment plan. But never lay all the eggs in the same nest. Look at multiple options. While some options are risky but give great returns, others are traditionally and virtually risk free, but give lower returns. One needs to maintain a healthy balance between each. Before investing, it is important to have complete knowhow of the return rate, the risk factor involved and the lock-in period. Set a goal for your retirement, and break it into manageable and realistic chunks. It is a good practice to save at least 10 percent of your earnings for the future.

Real estate, gold, shares, bonds,

and mutual funds are some investment options. One can also invest in insurance policies and paper gold. Set aside a fixed sum of money each month and invest in a Recurring Deposit account. Some banks now-a-days also offer flexible RD schemes. Every drop counts to make an ocean. Though this does not mean that one has to be stingy and frugal in spending, there needs to be a healthy balance between needs, wants and desires. Money draws money and so the amount you invest, can multiply and open up even more avenues for investment. So chalk out a proper plan and know how to balance your cheque book. But do recall that the investment market is quite volatile and so it is a great idea to review and revisit the chosen investment options to see if they are giving the expected returns. Should an investment fail to do so, then it's indeed time to switch over to something more lucrative. This will help you to frame an alternative backup plan.

Early investments also give you a leeway to invest in high risk high return portfolios, which would not be possible as your age and responsibilities progress. So by the time, middle age kicks in, you already have a very strong

portfolio. With each added year to your age and every added responsibility, you need to move a bit more to low risk portfolios, even if the returns do not seem as lucrative as the high risk ones. In addition, always assess the performance of every instrument of investment you are using. If any of them is underperforming, then it is better to shift to a more lucrative instrument. But this decision should be taken only after proper consultation with wealth managers. Ironically, most people these days indulge in emotional investment and herd mentality. This attitude does not work, as every financial market can be manipulated and so a hastily made buy or sell may make you regret later.

Taking the point of higher risk taking capacity further, there is another benefit, which is that even if one does make a loss, it will not have a very great impact, and you do have many more working years ahead to cover up the loss incurred.

Therefore, in a nutshell it can be concluded that, an investment started as a habit in the early days is much useful for the later age instead of starting to invest at a later age.

Economic and Industry mirroring in Africa



Mr. Dominic Varghese
PGDM 4, UBS

Mirroring, a relatively old and easily comprehensible phenomenon.

As we traverse through the literatures and data of the past years, any management student is bound to analyze that there is not much major events in the history that can truly be called as paradigm shifts. So it eventually solidifies the age old notion of **'History repeats itself'**.

The same hypothesis goes well for world economies, industry spread, development and healthcare patterns and so on and so forth. Death still countries develop to a stature of developing ones, further moving on a path of being a developed one and maybe one day shoot-up to be the world best.

This article tries to project such a vision of transformance pattern in the minds of the reader.

The read will focus on one of the still most underdeveloped continent of the modern world laden with problems such as corruption, terrorism, poverty, lack of social and business infrastructure and things which keep the list going on and on.

Yes indeed! We focus on Africa.

Amidst all this deteriorating facts and excruciatingly exploited environment, we now see a mirror effect on the continent which is now being predicted to be on a path of continuous development.

China after the freedom struggles and industrial revolution made itself competent to be the manufacturing hub of the world. The journey, though hard yet later placed China on the global map.

With the same experience, the African markets are being developed into manufacturing haven for the labor short Chinese and other Asian Tigers.

This investment and proposed industrialization in Africa now predicted to make Africa the next great manufacturing center for the world. Some of the favorable salient features for this attraction towards Africa is -

1. Commendable profit margin margins (5%-7%)
2. Low cost labor
3. Less visa and export taxations
4. Government support for manufacturing
5. Proximity to American and Middle Eastern markets.

Also there has been steep shifts in the number of business investment patterns as well in view of such favorable parameters

In the year 2000 - 2 (number) investments/year to 150 (number) investments/year in 2017.

Major investment regions:-

Lesotho - Tax free access to US markets.

Nigeria - Huge domestic markets.

South Africa - Infrastructure.

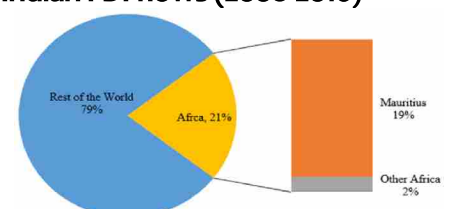
Ethiopia - Proximity to Middle Eastern markets.

Learnings for India

(1) Long term investments planning

First, study confirms earlier analysis that the bulk of Indian investments in Africa are directed to Mauritius, a tax haven. This trend needs to change and public/private institutions need to invest in regions and industries for long term harvests.

Figure 1: Share of Africa in total Indian FDI flows (2008-2016)



Source: Estimates based on RBI data on Indian (Observer Research Foundation)

(2) Encouragement of private sector to invest

Only public sector is seen investing in the region which needs to change. It is made clear by the data that the minimal private participation is taking place in terms of investments.

Table 1: Geographical spread of major Indian companies in Africa

Company Name	African countries where it has presence
ONGC Videsh	Congo, Egypt, Ivory Coast, Libya, Mozambique and Sudan
Gujarat State Petroleum Corporation	Egypt
Interlabels Industries	Kenya
Oil India Limited	Gabon, Libya, Nigeria
Coromandel	Tunisia
Indian hotels Company	South Africa
Gujarat State Fertilizer Corporation	Tunisia
Varun Beverages	Morocco
Tata steel	South Africa
Tata International	South Africa
Tata Power	Zambia

(3) Difference lies in scale

India needs to scale up investments in developing countries for renewed rewards and long term benefits, Africa also proves to be good for developing Agro and manufacturing sectors.



ISLAMIC BANKING



Mr. Abhishek Pathak
CMBA 8, UBS

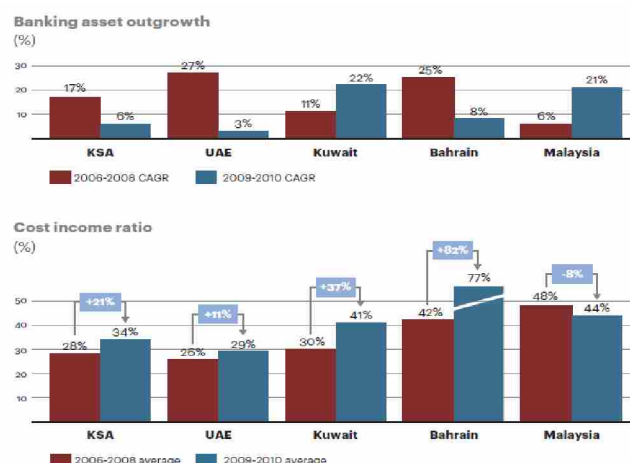
Islamic Banking is different from western banking. There's a lot of difference between them. Islamic Banking is based on the principles of Shari'ah Law or the fundamentals of Islam which is directly connected to the Quran. Under the Islamic Banking, two fundamental principles are followed i.e. sharing of profits and losses and the second one is the prohibition of collection and payments of interests from both investors and lenders.

Under the Islamic Banking, Banks earn the profit under the system of Equity Participation which means that if the banks loan the money to the business, in return the banks will not apply any Interest but instead the business will share the profits with bank. If in case the business does not show any profits, the bank does not benefit either. Under Islamic banking, the business loan applications approvals are limited to the extent so as to reduce the risk of default. E.g. when Islamic banking was started in 1963 by Egyptians, they approved only 40% Business Loan cases so as to reduce the risk of default which resulted in zero default.

FUTURE OF ISLAMIC BANKING

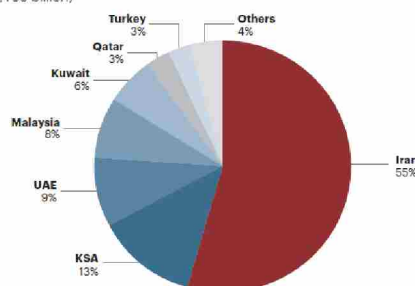
Well, the market dynamics are changing as far as Islamic banking is concerned. For last many years, Islamic banking had witnessed double digit growth because of the kind of banking they were doing.

Decline in the Growth Rate and Profitability suggests that the Islamic Banks have to revisit their strategies and the analysts that have to relook as to how to improve the profitability.



Islamic banking has become a material part of the global financial services industry

Islamic banking assets breakdown
(100% = ~\$1,100 billion)



For many years, Islamic banking outpaced the conventional banks with a huge growth, mostly in the areas like Saudi Arabia or Malaysia. But with the decrease in the growth rate of Islamic banks, now the market has witnessed that the Islamic banks will match the pace of general banks or even less than that. So, it is the early warning signs for Islamic banks as they have to revisit their strategies.

Islamic banking markets can be broadly categorized into three clusters

Islamic banking markets

	Established				Emerging			Untapped	
	Kuwait	KSA	UAE	Malaysia	Pakistan	Turkey	Indonesia	India	China
Muslim population (Million, 2010)	3	27	6	17	175	73	209	162	22
GDP per capita (\$, 2010)	40,517	23,201	59,533	15,022	2,516	13,150	4,250	3,408	7,544
Islamic assets (\$ billion, 2010)	62	142	94	86	6	28	10	-	-
Islamic assets as % of total assets	40%	38%	22%	17%	7%	5%	3%	-	-

Examples

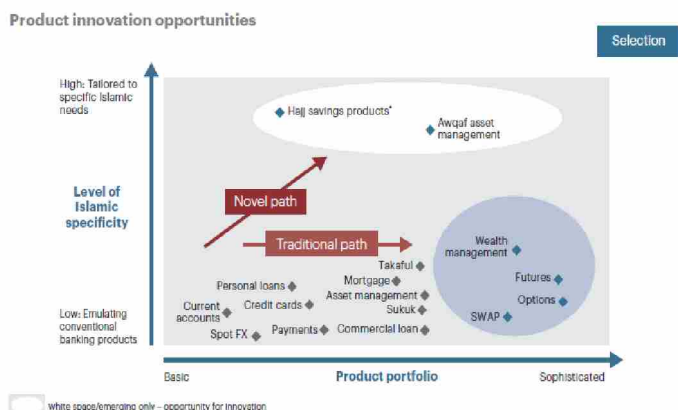
There are 2 strategic choices as far as Islamic Banking's growth is concerned:

- 1 **Exploiting the Niche:** It means targeting the customer segments that are more concerned about Sharia compliance in their financial dealing as well as to the general public by providing them the best products and services and also to the Muslim specific customer needs.

One of the examples of Muslim Specific Customer needs is Financing for Pilgrimage to Mecca. These Products are already available in some parts of the world such as Tabung Haji Banking in Malaysia & Brunei.

There is still white space in some more sophisticated areas such products tailored to Muslim specific needs, provide a platform for true differentiation.

While Islamic basic banking products abound there is still white space in some areas



- 1 **Head on-Against Conventional Banks:** It is the reality that most of the Islamic banks are competing with the conventional banks. Competing with the conventional banks means attracting the customers who place less importance on Sharia compliance in their financial dealings and more importance on competitive products and efficient services vis-à-vis banking market at large.

There are further 3 elements to target the right customer segment:

- a Identify the customer segment least open to Islamic banking.
- b Identification of segment with needs not fully met in a Sharia Compliant manner.
- c Identify the segment open to ethical banking.

OPPORTUNITIES TO IMPROVE PRODUCTIVITY

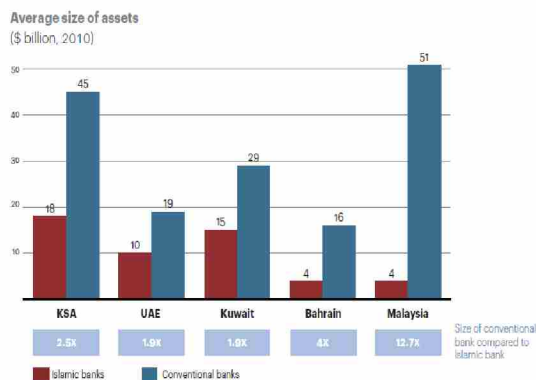
For any organization or bank, customer satisfaction is the key for its growth. But if we talk about GCC Countries, according to the studies GCC Countries does not consider Customer satisfaction a priority. To improve the customer focus, there are three main areas:

- 1 **Staff:** The first and foremost problem is with the sales people as they are not at all prepared with the product knowledge. They have very less knowledge of the products that they are selling. The knowledge of Products is extremely important if we talk about Islamic banking as they have Sharia Compliant Product Structure. So, hence the Staff has to be trained accordingly so as to tackle the customers and improve the productivity.

- 2 **Information:** For any bank, Customer satisfaction is the key to the growth of that particular organization or bank. So, Proper Information has to be given to the respective customers about the fee charged by the bank. There should not be any hidden charges which could lead to damage to the business of the bank.

Touch Points: In most of the banks, Customers are repeatedly referred from one department to another department which leads to Customers' dissatisfaction. They should be given online services option. Few Islamic banks have multi-channel view of the customer.

Compared to conventional peers, most Islamic banks suffer a size disadvantage



Maverick! -Book Review



Ms. Tanvi Madan
CMBA 11, UBS

Maverick!

- RICARDO SEMLER

FIRST PUBLISHED IN 1999 BY RANDOM HOUSE BUSINESS BOOKS

THE RANDOM HOUSE GROUP LIMITED REG. NO. 954009

NUMBER OF PAGES: 315

ISBN: 9780712678865

Executive Summary

“Maverick! is a tale of flying in the face of accrued business wisdom. But it is also a reminder that age- old truths about human nature, respect and integrity can be powerful allies of success.”

Semco- a contraction of Semler and Co, was founded by Ricardo Semler's father- Antonio Curt Semler in Brazil in 1952. Ricardo did not join the company initially, since he had other pursuits in mind. Since, Semco was in the shipping business, it was on a very low stage since the shipping business was not doing very well at that point in time. The senior executives in the company were too adamant on jumping onto a new line of business, thus restricting senior Semler. Soon, when Semco was at the brink of falling into the trap of recession; to everybody's utter dismay, Curt Semler made

Ricardo the president of Semco at the age of 21, telling him, “do what you need to do”. After understanding the basic crux of the situation, Ricardo ended up firing 60% of the top management of the company, one fine afternoon. Initially, his concepts of moving the company forward, however conventional, worked towards positive results and growth for the company. However, soon Ricardo realized that he would have to dive in a level deeper in order to address the bigger concerns pertaining in the organization. With a deeper understanding of the overall organization, Ricardo realized that the company was not doing well because the employees were not happy. This was an issue, he believed, which needed immediate attention. Ricardo appointed a new head of HR, Clóvis da Silva Bojikian, with whom he could begin to experiment and analyse the gist of the situation in hand.

The first issue that the duo identified were the working hours. The employees and to reach and leave at certain specified time, hence leading to them being stuck in the Sao Paulo traffic, pertaining to Built- in frustration. As an easy solution, they decided to let the employees choose their own working hours (still abiding by the standard hours to be given to work each day), so that they could travel at non- peak hour traffic timings. Next, as in any organization, was the issue of compensations and bonuses. They decided to let the employees choose their own salaries- impossible, as it may sound, Semler pulled this off with utmost sincerity and transparency. They had to work on setting benchmarks and establishing pay levels across the different companies, but all in all, the salaries were agreed upon and were also published, enabling the others to see what their fellow acquaintances were

being paid. Many other questionable changes were also made in the daily flow of the company's activities such as:

1. All meetings were made to be voluntary and open to everyone.
2. Employees were to hire their own bosses.
3. HR was almost abolished because leaders needed to be able to treat their employees right themselves.
4. All employees rated their bosses twice a year and all ratings were published.
5. Employees chose which leader they want to work under.
6. Employees chose which Semco office they want to work out of.
7. Employees could take early retirement, meaning they get one day a week off in return for working one day a week after they retire.

Getting all this in place was indeed a long and tedious process, but what motivated Semler to keep going was his conviction to make this organization better for its employees. Semco soon grew as a one of its kind- where there are no missions, no goals, no rulebooks, no subordination or any written policies, yet the company is doing better than it ever was. In this whole process, the company's productivity increased sevenfold and the profits at a fivefold.

By 1988, Semco had become the fastest growing company in Brazil. Sales had increased from \$ 4 million in 1980 to \$ 35 million in 1988, while the company grew from 100 to 831 employees. The turnover for the company was comparatively smaller for people wanting to join the company. In a survey of recent college graduates conducted by a leading Brazilian magazine, 25% of the men and 13% of the women said they wanted to work at Semco. Throughout the book, Semler goes on describing his portion of the eradication of traditional methods and how the very methods he used led to his own removal as Chief Executive and his replacement with a committee of Counsellors. Not giving up the hope, "the last time someone asked (where Semco will be in the next seven years), seven years ago, the reply was that of Lewis Carroll: if you don't know where you're going, any road will take you there."

Critical Analysis

"Happiness depends upon ourselves". -Aristotle

Introduction of the book has been signed by Ricardo Semler as:

'Ricardo Semler
Senior (con) Sultan
Sitting in the Garden
(During Work Hours)
São Paulo, Brazil
April, 2001'

The most popular course in Harvard in the spring of 2006 was Positive Psychology: in layman's terms, a course on how to be happy. This statement speaks volumes- owing to the university well-known all over the world for its groundbreaking law studies and penetrating to the never-ending traumas of the students, the most popular course is where the students are taught of how to be happy; apparently the most crucial yet looked-over aspects of human life. In Happier, Harvard-psychologist Tal Ben-Sahar (who also happened to be the lecturer of the 'Happiness' course) defines the "arrival fallacy" as "the false belief that reaching a valued destination can sustain happiness". Ricardo Semler in the novel *Maverick!* captures exactly the core of this concept: workers in an office will perform to their maximum potential only when they're happy and satisfied with the situations around them. The interesting connection between the theory of 'arrival fallacy' and Semler's philosophy of running a company lies in the fact that success and productivity need not necessarily be the same thing- they both are very distinct parameters for the measure of the employee/ company index. Semler on defining 'productivity' seemed to hesitate a little during an interview with Tim Ferriss. He says that in order to gauge that, he schedules 'terminal days': "On Mondays and Thursdays I only do what I would do if I had just learned that I have a terminal disease. This forces you to answer for yourself what you really want to do and what really moves you. I find that I'm not left with goals (something measurable to achieve), but with processes that I love and want to do again and again."

Maverick! is a combination of 36-

chapters, where each of them hold an utmost importance, yet are thematically linked in an overall structure of strategizing and manual collapsing of the structures of company (re- structuring in a different manner, maybe), to achieve employee happiness, in turn contributing to the growth of the company. The structure of the book is fluid in nature, where the transition with each of the chapters come naturally to the mind of reader and the undying question of 'What's next?' doesn't seem to be satisfied. Robert Heller described the book as being 'irresistibly stimulating'- which is nothing short of the most apt metaphor (or literal) gathering of this prosaic brilliance. The book is semi- autobiographical in nature, where the autobiographical element of all the success stories seems to be meeting Peter Drucker of management, in an unconventional fashion.

Maverick! is a story about the revolutionizing world that we live in- where not only a successful and conventional management style is necessary for sustenance, but what matters more in the long run is how empowered the employees in your company feel. It's a book where a 21- year old Ricardo Semler transforms and changes the course of direction for the company he acquired from his father at the beginning of the 1980s from the age- old system of hierarchical reporting and working, to a more circular structure, where there are just three levels of reporting, where the business has been broken down to its sublet basics and where the employees themselves define their pay scale and benefits. But as the idiom rightly puts, 'With great power, comes great responsibility.' This is the exact ball which Semler played with, and batted it out of the ballpark. With his immaculate sense of human behavior, Semler glorifies a way which not only puts the employees as the God of the company's corporate setting, but also increases employee productivity and flexibility.

When ten people are put together in a room and assigned a specific task with no defined structure or a team leader, one will inevitably emerge. The hierarchy around this need not be defined, per say.

A leader, a task manager, a thinker, and all the other posts the group might need. This goes on to show that there is no lack of structure, but the lack of imposed structural norms within the group. The dilemma of organizational structure of pyramids is always in question. The pyramid is usually associated with utmost power and diversification in terms of the structural divisions, as the top is far from the bottom. This structure makes it very difficult for the two ends of the spectrum to co-ordinate amongst themselves and move towards a similar goal. Abiding by this, Semler came up with the structure of an organizational circle-to make things go in a complete circle, hence closing the loop. Another goal behind the circle philosophy was to reduce the management levels to three- hence eradicating the hierarchy.

Maverick! challenges the conventional and stereotypical norms of company management and places the employee satisfaction and involvement over the organizational hierarchy to be followed. Douglas McGregor in his book 'The Human Side of Enterprise' (1960) mentioned, "...organizations thrive best by trusting employees to apply their creativity and ingenuity in service of the whole enterprise, and to make important decisions close to the flow of work, conceivably including the selection and election of their bosses." Professor McGregor in his book names something as "Theory Y," which says that regular people do not have to be managed with the "carrots and sticks" of incentives and controls, but people are naturally capable of self-direction, even in a corporate setting, if they're committed to their organization's goal and if they are treated as mature adults who can learn from their errors. Participative management has inspired a fiercely dedicated following, and many managers find it appealing and compelling in principle, but it is often dismissed as utopian and

naive in the real world of conventional workplaces. The British management social philosopher, Charles Handy says, "I just wish that more people believed him". Admiring though many are, few have tried to copy him. The way he works — letting his employees choose what they do, where and when they do it, and even how they get paid — is too upside-down for most managers. But it certainly seems to work for Ricardo."

The management style that Ricardo Semler evolved through such trial-and- error practices proved to be a massive hit, appreciated since decades now. While the rest of the world was dealing with atrocities such as recession, Semco was effortlessly defying gravity. The major reason behind such immense success of this business model can righteously be given to the management giving up control in an organized fashion. Nowadays, many multi- national companies are starting to adapt with the ideologies of bouncing away from the conventional ideals of company policies. For example, Google, though its performance management philosophy has always been non- traditional, decided to take it a step further and adapted a new style of goal setting names OKRs (Objective and Key results), where the employee aim for the moon and then maybe settle for a little less. Also, here, the only competition that an employee faces, is themselves. The OKRs were recently also adapted by companies like Expedia, etc. where they are trying to inculcate the employee relationships with the organization in a subtle, yet competitive manner.

The last few pages of the book are named as 'The surviving Guide' which shows a picturesque representation of the different departments of Semco, with the description, "What follows are excerpts from the small booklet we give to each new Semco employee. It constitutes our only written set of rules."

"You notice that in yearly plans all the good stuff happens in the last six months--that's because the first six is what you can reasonably focus on, the rest is a wish list," says Semler.

Inference

Owing to the conventional methodologies that we have been stipulated to follow, Maverick! brings in a fresh, new perspective. This unsung song of a hero namely Ricardo Semler goes on to show how one man with an out- of- the- box thinking can bring about a radical change in the minds of hundreds of people, with his utmost certitude towards what he truly believes in. Organizations across the globe are striving to maximise their profits- hence the coming up and sustained rise of the 'Human Resource' department. But what they fail to decipher amid all this is that the people need to be happy and truly believe in what they are pursuing, in order to increase their outputs. The words and ideas of Semler are truly to be reflected upon. Many of these practices (though may seem unnatural) can be moulded and applied to our work environment today, where most the people are looking for better earnings, and not better satisfaction. Changing all the established values and ideals pertaining to an organization may seem like a tedious task, but the output it can provide- looking at Semco's example is massive and incomprehensible.

Thus, Maverick! stands as more than just a book, it contains what the organizations today need, a roadmap on how to gauging the core dependency of any organization- its workforce, human resource. It goes on to prove how the unconventional methods and philosophies are what we need in the times today to prosper. The irony is that we have come a long way since the inception of mankind and establishment of various industries, yet are shaped to accept the top- down hierarchical pyramid of organizational structure.



A Beginner's Guide to Life!



Ms. Pushti Goyal
PGDM 4, UBS

When you don't know which path you are moving but you still are, trust me you are somewhere moving in the right direction.

Sometimes, it isn't even about big things or big brands or where you are at the moment, what matters is are you happy with what you are doing and is it in some way taking you forward to the dream that you have seen, and if it does even in the remotest of the way, it still is worth your efforts!

When you can't decide or don't know which path to go forward with, here's a small check list that can help!

1. Make a list of interests you have doubts in.
2. Figure out all the aspects and related areas, current market trends, companies related to your area.
3. Try doing a certification in the area you think you are interested. Whilst completion you know whether you want to continue or not.

4. Do a lot of internships. Internships help you identify the opportunities in the domain of yours and it isn't a commitment, so if you ain't interested in the field you know you aren't stuck there forever.

5. If you can't go ahead with Internships, try Live Projects. They change how you look at the market. You enter as a fresher and come out with an opinion and better understanding of where you are going to work in future.

6. Explore Cities. It gives you a better understanding of various markets and the plus point- you can choose where you want to live in future.

7. Figure out the most popular companies and budding start-ups of your domain.

8. Explore your domain industry on a weekly basis and look for new trends or upcoming trends in the interested industry.

9. Reach out to your mentors or the one you think is having the expertise in the field you are looking for.

In the end just remember, life should not be about regrets because at one moment of time it is exactly what you wished for, maybe in not that every aspect but you wished to be at that spot!

So, don't Worry if you don't land up at your Dream Job in first attempt, Be happy that you have something in hand and somewhere to go and somehow you have begin your Journey towards your Dream Job!

(If I talk according to the facts, 50% of MBAs can't make through college placements, Approved by AICTE!)

Stop Thinking and Get Started!

The greatest challenge in life is discovering who you are. The second greatest is being happy with what you find.

Business Quiz



Mr. Gunjan Wagh
BABM 5, UBS



Mr. Utkarsh Varshney
PGDM 4, UBS

1. India and which country signed comprehensive anti-terror pact agreement for enhancing bilateral cooperation in Nov 2017?
A. Russia B. Germany C. Russia D. China
2. Who was the President of the Indian National Congress for a longer period?
A. Sonia Gandhi B. Sir Pherozeshah Mehta C. Dadabhai Naoroji D. Pt. Jawaharlal Nehru
3. Who is the current vice president of USA?
A. Mike Pence B. Joe Biden C. Al Gore D. Dick Cheney
4. Who has been appointed as the new Secretary-General of Lok Sabha?
A. Snehalata Shrivastava B. Pradeep Kumar Sinha C. Pramod Kumar Misra D. Nripendra Misra
5. What is OBOR?
A. One Belt One Road B. One Bay One Rail C. One Bay One Road D. One Belt One Rail
6. Total global Trade that passes through South-China sea conflict.
A. \$1trillion B. \$6trillion C. \$7trillion D. \$5 trillion
7. Country which backed out from Paris Protocol
A. India B. Germany C. USA D. China
8. Indian Railways is launching an indigenously developed rake that can be part of high speed trains like Shatabdi express going up to 160 kmph. What is it called?
A. Shatabdi Gold B. Shatabdi Plus C. Train 18 D. Train Power
9. Flipkart has launched a separate marketplace for used goods called?
A. 2GUD B. MChek C. Obopay D. Paymate
8. Which life insurance company launched India's first and the simplest life insurance product that can be bought at a point of sale?
A. Bajaj Allianz Life Insurance B. Excide Life Insurance C. Life Insurance Corporation of India D. Edelweiss Tokio Life Insurance Company

11. Which country overtook China as the world's biggest market for a two-wheeler?
A. Iraq B. Japan C. India D. New Zealand
12. Payments app _____ launched digital gold allows the customers to buy and sell gold through an electronic platform.
A. mRupee B. Paytm C. Vodafone M-Pesa D. Airtel Money
13. Which is the first Indian company to cross Rs. 8 trillion market capital?
A. Ashok Leyland B. Reliance Industries Ltd. C. L&T Ltd. D. J K Ltd.
14. The first country launching GST was _____
A. France B. USA C. Britain D. Japan
15. Which country is chosen as India's partner in the 23rd edition of Technology Summit 2017?
A. Poland B. Canada C. Germany D. Egypt

Business Quiz Answers

1-A 2-A 3-A 4-A 5-A 6-D 7-C 8-C 9-A 10-D 11-C 12-B 13-B 14-A 15-B

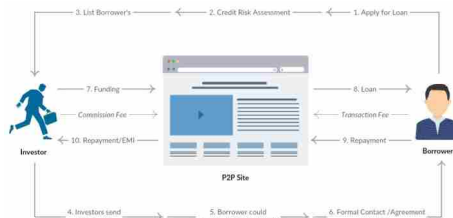


P2P lending



Mr. Krishna Sai Jayanthi
PGDM 3, UBS

P2P lending is a type of new age finance offered by the people, for the people. The P2P platforms act as financial match makers between the Lenders and Borrowers by providing them an online marketplace to connect with each other and negotiate a fair deal without any financial intermediaries.



NBFCs vs. P2P

Even though they are in same industry and follow the same Business model, but P2P lending is more into Digital platform while NBFCs concentrate predominantly on the rural, and semi urban sectors focusing more on Financial illusions by extending out credit to the unbanked population, the P2P industry takes a pro-urban route, converging towards funding the tech-savvy individuals and businesses which don't qualify for traditional loans.

As banks are rather wary of lending to first-time customers with little to no credit history due to the rise of NPAs and so NBFCs tend to focus more on this gray area. Their expertise in this arena when backed by innovative technological measures would give the dominating P2P sites a fierce competition.

While P2P platforms use robust

algorithms to determine the creditworthiness of a customer, NBFCs use a variety of similar innovative ways like psychometric tests, mobile apps, which evaluate a borrower's social media, etc. to ascertain a borrower's behavior as a part of risk assessment.

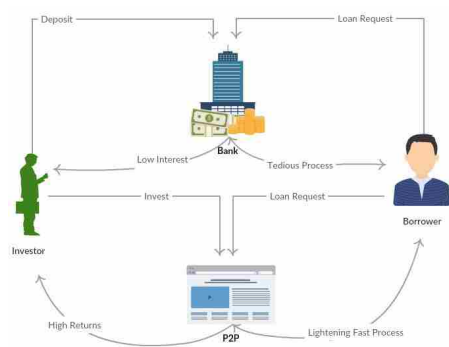
The revenue model of NBFCs and P2P platforms are almost similar. NBFCs acquire funds from various sources and lend those funds to individuals or businesses at a higher rate. Here, the revenue generated is just the lending rate (aka portfolio yield).

Similarly, P2P earns income charging borrowers a flat rate or a negligible percentage of the loan value as the transaction fee or commission charge. Some platforms also charge investors on the returns they generate.

Instead of looking at P2P sites as competitors, NBFCs could make a tie-up with them to create a strong business model which leverages technology to come up with an innovative customer-centric product that is tailor made to fit their specific needs.

RBI Regulations

P2P Lending Peer to Peer lending



P2P lending Advantages:

1. Less regulations
2. Interest for borrowing is less compared to Financial Institutions
3. Process of loan made easy
4. Every transaction is digital
5. More availability of lenders for the borrowers
6. Centralized network
7. Business model of P2P lending is like NBFC
8. CIBIL score does not impact
9. Bargaining allowed for borrowers and lenders
10. Easy Interface

uses online platforms for matching prospective lenders and borrowers without the use of a financial intermediary.

As it operates online, it helps borrowers borrow at lower interest rates. It also helps lenders earn higher returns as compared to savings and investment products offered by banks. There are 30 companies in India that work in this space. These companies mainly

focus their portfolio on microfinance, commercial loans, and consumer loans. According to the latest KPMG –NASSCOM report, the growth potential for the market is huge. This is since there are about 57.7 million small businesses in the country. Some of the leading P2P lenders in India are **izifunding, Loanmeet, Faircent, LenDenClub, i-Lend and Milaap.**

The sector has remained largely

unregulated for quite some time. However, the RBI has floated a consultation paper last year. This paper established that companies need to be registered as special category Non-Banking Financial Company (NBFC). On October 4, 2017, the RBI developed master guidelines for regulating the sector. Every company seeking registration as NBFC-P2P will have to seek a certificate of registration from the Reserve Bank of India (RBI), Central Bank.



RESEARCH

BUDDING ENTREPRENEURIAL PROJECT

BABY MASSAGER TOWEL

Ms. Aditi Tandon
CMBA 2Y2, UBS Student



UNIQUE BUSINESS IDEA + VALUE PROPOSITION

1. **NAME OF THE PRODUCT :** BABY MASSAGERTOWEL
2. **IDEA OF THE PRODUCT:** This product is basically a towel that would have a detachable sensor mat in a towel. This would be used to give the babies a massage of desired time. It is usually seen that babies love to have a massage and for a growing child it is necessary that the right acupressure points are tabbed on. As the old tradition goes on from the ancient times that an “aaya” or a housekeeper maid does the massage for a baby or the mother, but recently in this modern era both the parents have started working and they do not trust their babies with some unknown person. Hence an urge of this product is desirable in the market seeing the need of the product amongst the modern parents.
3. **TARGET MARKET:** We are targeting the parents of 4months-1year babies. The parents who are working and also those who do not trust the babies getting a massage from the maids or aayas.
4. **BENEFITS OF THE PRODUCT:** Time saving as the parents can

give the baby a massage according to their desired time and the baby will feel relaxed. It Helps the baby to grow as it gives a gentle massage to the baby without too much of pressure and so Parents would be least worried regarding the baby's growth. This is Easy to clean and eco friendly as it is charged by solar energy.

5. **USP OF PRODUCT:** A hustle free baby massager towel making the baby happy and strong.
6. **TAGLINE:** Baby Massager Towel- Your Baby's growth partner.

STRATEGIC RATIONALE & VALUE CREATION OPPORTUNITY

1. **PURPOSE OF THE PRODUCT:** This product serves a solution that a baby needs a massage and as the times are changing parents do not have time of 45mins-1hour for giving a massage to their babies nor do they can trust the baby with an unknown person. So, our baby massager towel would solve the whole problem and help the baby receive a massage according to the desired time of the parents that could be 1minute or half an hour.
2. **ASSUMPTIONS:** We are assuming to start the business with an initial production of 500

units. After research we have assumed the figures to be in whole rounded and to their maximum. After a demand and supply of a period of 3 months we shall increase the units produced. But for this project are financials are assumed on the basis of 500 units produced in a year.

3. **FEARS OF SELLING THE PRODUCT:** Parents might have trust issues in selecting this product but we would campaign on strong advertising as well as distribute free samples in the initial month to selected customers.

ECONOMIC / MARKET TRENDS SUPPORTING YOUR IDEA

1. India, with 1.3 billion people, is the second most populous country in the world, just after China. More than 127 million children under 4 years, along with its nearly 27 million annual births and a fertility rate of 2.72 children per woman. The country has 20% of the 0-4 years' child population of the world. The number of live births in the country is estimated to be 27 million, which again constitutes 20% of the total number of live births in the world. Thus, making India as an attractive market for the baby care industry. Hence, I have selected this idea for my business.

SIZE OF MARKET, GROWTH & PROJECTED MARKET SHARE
(Market Research with 5-10 potential customers/competitors)

Market Size	Units	Revenue	Projected Growth (%)	Market Share (%)
Upto 1000 Target customers	400	20,00,000	-	40%
Upto 1500	1000	50,00,000	6%	33-33%
Upto 4000	2000	1,00,00,000	50%	50%
Upto 6000	4000	2,00,00,000	50%	33-33%

COMPETITIVE LANDSCAPE & POSITIONING

	JOHNSON&J OHNSON	SNUKKLES	UTOUCH	BABY MASSAGER
Product Features	Excellent	Average	Average	Excellent
Service Features	Good	Good	Average	Good
Growth Potential	Good	Average	Average	Good
Market Share	Excellent	Good	Average	Good
Pricing	Good	Good	Good	Excellent
Technology	Good	Average	Average	Excellent
Marketing	Excellent	Good	Average	Good
Brand Value	Excellent	Good	Average	Average

Assessment: Excellent/ Good/ Average

GO TO MARKET PLAN

1. **Human Resources Plan:** We plan to hire employees to manufacture and sell the product. Our main focus in hiring the salesmen would be that we hire elderly women who are themselves mothers so that the targeted customers are convinced to buy our product. We would keep hiring on the basis of demand & supply. Also a R&D Team would be hired.
2. **Marketing Plan:** Since our product is new in the market we would immensely focus on digital marketing as well as offline mode of advertising. Also we would give out free samples to 10 lucky customers every month. We would price our product at INR 5000 that comprises of both towel set for different parts of the baby's body (5 towels). In case there is any issue regarding the product we would give a refund or you may file for an exchange within 4 days of purchase. This product would be sold in most of the leading baby health care stores.

3. **Financing Plan:** We are assuming to produce 500 baby massager towels in the 1st year and thereby increasing the production as per the requirements.
4. **Operational Plan:** We need to manufacture this towel and also the sensor mat that would be fitted in the towel during the time of massage. This towel will be washable like the other towels and the sensor mat is chargeable by solar energy. To do this we plan to get 500 products manufactured for the 1st launch of the product. This would be done with the help of a current towel making company and IT team would be hire to produce the whole programming of the sensor mat keeping in mind the baby's body temperature, intake of pressure and level of sensitivity. After the whole team and plan falls into place and a proper test is conducted we would move to the manufacturing stage. After th is we would contact the trusted baby companies and wholesalers to sell the product.

FINANCIAL PROJECTIONS (In Rs. Lacs)

	2018-19	2019-20	2020-21
Unit Sales	400	1000	2000
Revenue			
Product Revenue (*5000)	400*5000	1000*5000	2000*5000
Services Revenue			
Total Revenue	20,00,000	50,00,000	1,00,00,00
Direct Costs			
Employee Costs: Research and Development 25000*12	1,00,000	1,50,000	2,00,000
Employee Salary	1,00,000	2,00,000	4,00,000
Marketing Costs- Advertising & Digital (20,000*12)	2,40,000	1,00,000	80,000
Offline (5,000*12)	60,000	40,000	40,000
Operations Cost	2,00,000	2,00,000	2,00,000
-Fixed Cost	10,00,000	24,00,000	44,00,000
-Variable cost	(500*2000)	(1200*2000)	(2200*2000)
Administration Costs	40,000	1,00,000	1,50,000
Total Direct Costs	17,60,000	31,90,000	54,70,000
Gross Margin (%)	12%	36.2%	45.3%
Financing Costs	2,00,000	2,00,000	2,00,000
Overall Costs	19,60,000	33,90,000	56,70,000
Financing Costs	40,000	16,10,000	43,30,000
Net Margin (%)	2%	32.2%	43.3%

KEY RISKS

NO.	RISKS	ASSESSMENT	MITIGATION
1	If used beyond prescribed limitations	High	Reading & following instruction manual carefully
2	Mildly stress the nervous system	Low	Not using for more than 2 hours a day
3	Infections, if not cleaned properly	Medium	Soak and clean in warm water
4	Sleepiness	Low	After massage, baby may feel tired or fatigued.
5	Chargeable only during day time	High	Charging at proper intervals

Assessment: High/ Medium/ Low



BABY MASSAGER TOWEL – HOW IT WORKS

1. THIS PRODUCT WOULD BE A SET OF 5 TOWELS THAT WOULD OPEN UP LIKE A COVER IN WHICH WE WOULD PLACE THE SENSOR MAT FOR THE MASSAGE OF THE BABY.
2. THIS MASSAGER TOWEL IS TO BE PLACED ON THE BABY'S BODY PART i.e. BACK, FEET, HANDS, KNEES & THIGHS AFTER SPRAYING THE BODY OIL.
3. THEN WE SWITCH ON THE BUTTON ON TOWEL AND FEEL IF THE LEVEL OF VIBRATION IS PERFECT FOR THE BABY.
4. THE BABY CAN ENJOY A GENTLE MASSAGE AS THE DESIRED TIME P R E S S I N G A L L T H E ACUPRESSURE POINTS OF THE BABY FOR HIS/HER GROWTH.

5. ONCE USED, THE SENSOR MAT CAN BE TAKEN OUT AND KEPT IN THE SUN FOR CHARGING.
6. AND THE TOWEL CAN BE WASHED LIKE OTHER TOWELS.
7. THIS MASSAGER IS FOR BABIES ABOVE THE AGE OF 4 MONTHS.

QUESTIONNAIRE

NAME OF THE RESPONDENT: _____ **AGE:** _____ **GENDER:** _____

- 1. Do you have a baby?**

A. Yes

B. No

- ## 2. How many babies do you have?

A.1

B.2

C. More

3. How old is your baby? _____

4. What is the most important thing that your baby needs? _____

- 5. What do you do for the growth of your baby?**

A. Baby Food

B. Baby Care

C. Baby Oil

D. Baby Massage

- 6. How often does your baby gets a massage?**

A. Once a week

B. Daily

C. Every alternate day

D. Never

- ### 7. How does the baby gets a massage?

A. Maid

B. Parents

C. Others

8. How much do you wish to spend on baby massage in a month? _____

- 9. Does the baby have any sort of allergy / medical issue?**

A. Yes

B. No

10. How much time do you spend on your baby's health in a day? _____

- 11. Would you prefer a towel massager for your baby?**

A. Yes

B. No

NO of respondents: 20

Age Group: 28-40 years old



The business Feelings of Indian Businesses in Pune, MIDC area



Mr. Akhil Menon
CMBA 2Y2, UBS Student

BUSINESS SENTIMENTS AND GOVERNMENT REGULATIONS, HOW RELATED ARE THEY?

The business Feelings of Indian Businesses in Pune, MIDC area

To face today's dynamic business environment, practical knowledge is as important as theoretical knowledge. In this respect, the Industrial exposure is arranged for Business Administration students.

This project report is made on the basis of that industrial exposure. It covers the information, findings and details of all the companies we have visited during the project preparation.

INTRODUCTION

The survey has been carried out in MIDC area of Pune city over time period from 30th April to 12th June 2017 for the fulfilment of the requirement of my course from UNIVERSAL BUSINESS SCHOOL. The survey is mainly focused on automobile manufacturing industries, oil and gas industry, food and chemical industry etc. The outlook for India's long-term growth in future is moderately positive due to a young population, healthy savings and investment rates, and increasing integration into the global economy. However,

India has many challenges which it to tackle, including poverty, corruption, violence and discrimination against women and girls, an inefficient power generation and distribution system, ineffective enforcement of intellectual property rights and agricultural infrastructure, limited non-agricultural employment opportunities etc.

The main focus of the study is to understand what the current market conditions are in the industrial sector and to understand the impacts of demonetisation and other government regulations on business. Some other information collected also includes identifying the methods adopted by industries to increase productivity & sales, employee engagement and also to assess the growth prospect of business for the next financial year. This project can be used for comparing the performance of business in one industrial sector with others. It also helps in understanding the level of corruption in business and the effect of government regulations like demonetization and GST.

Pune is the second largest city in the Indian state of Maharashtra

and the ninth most populous city in the country. Pune is known as "Oxford of the East" due to the presence of several well-known educational institutions in the city. The city has emerged as a major educational hub in recent decades, with nearly half of the total international students in the country studying in Pune. Since the 1950s and 1960s, Pune has had a traditional old-economic base as most of the old industries continue to grow. The city is known for its manufacturing and automobile industries, as well as for research institutes of information technology (IT), education, management and training, which attracts students, and professionals from India, South East Asia, the Middle East and Africa. Several colleges in Pune have student-exchange programs with colleges in Europe.

SUMMARY

The project entitled "RESEARCH PROJECT on Business sentiment among Indian Businesses" has been in the fulfilled in Pune city. The survey was conducted in 33 companies and main focus was on automobile industry. At start the problem was addressed related to the market conditions of business and their confidence and sentiments. It was felt important to

make survey on this subject. Research design was prepared with what samples should be selected from the total population and the questionnaire for the interview was prepared. The data collected was in the form of Primary data and secondary data for the report.

The data collected is analysis to highlight important data from subject the rest as it contains important as well as unhelpful data which it must be separated from each other. The data is later represented in the form of table, charts and pie diagram for easy understanding and interpretation. In the final part the report is prepared with conclusion. The project gave fair understanding of business sentiments, relation between GST and growth, demonetization and corruption. It also showed the growth prospect of business in next year with future plans for investment and expansion.

Research Problem

To understand the current market conditions in the industrial sector. The sentiments of businessmen due to recent governmental regulations like demonetization. It was also important to understand the thinking of businessmen towards GST which will come into action from 1st of July. This was my problem and hence it was felt important to make a clear study on this topic.

Need of the Study

Following Type of need arises for this study:

1. To study the manpower requirement in future.
2. To know the future plans and investments of various firms.
3. The need also has been felt to study the market conditions due to government regulations like demonetisation.

Scope of the Study

The scope of the study is as given below:

1. Business can improve their financial position or can increase

their income from credits with the help of this project.

2. This project can be used for comparing the performance of business in one industrial sector with others.
3. This can also be applicable to know the level of corruption.
4. This project also gives light upon demonetisation and other government rules.
5. Concept on Business sentiment among Indian Businesses can be made clear.
6. To present a picture of market conditions in industrial sector.

Research Methodology

The research methodology is a systematic way of studying the research problem. The research methodology means the way in which we can complete our prospected task. Before undertaking any task it becomes very essential for anyone to determine the problem of study. I have adopted the following procedure in completing my report study.

1. Objective of the study
2. Research Design.
3. Determining the data sources.
4. Tools used for analysis of data.

1. Objective of the study

The objectives of my study areas following:

1. To understand what are the current market conditions in the industrial sector.
2. To understand the impacts of demonetisation and other government regulations on business.
3. To know if technology and digitalization plays an important role in business.
4. To study the manpower requirements in future
5. What are the methods adopted by industries to increase productivity and sales and for employee engagement.
6. To know the growth prospect of business.

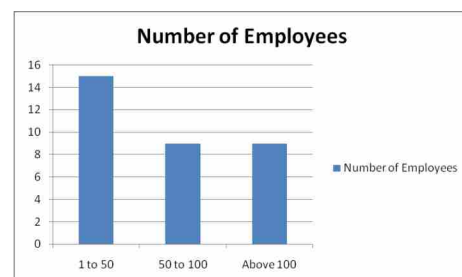
Description of sample

The survey has been carried out in Pune city. As Pune city comprises of various Industrial development corporations under MIDC, this survey is conducted in Industrial sectors of Chakan, Bhosari, Talawade, Chikli, Chinchwad and Pimpri. The sample size is 33 companies which include 27 automobile industry and 6 are from oil and gas industry, food and chemical industry etc. The 33 companies surveyed are manufacturing companies by business profile.

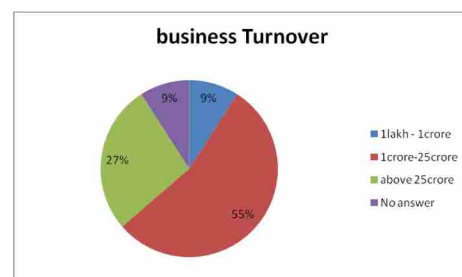
The data collected were analysed with the help of statistical tools like Pie diagrams and bar diagrams. Tables are used to represent the consolidated data. Graphical representation is also used for better comprehension & presentation

Data Analysis and Interpretation

Out of the 33 samples 24 companies are private firms, 5 partnership firms and 4 proprietorship with 29 companies are in only one city (Pune) and 4 companies in more than 1 city.

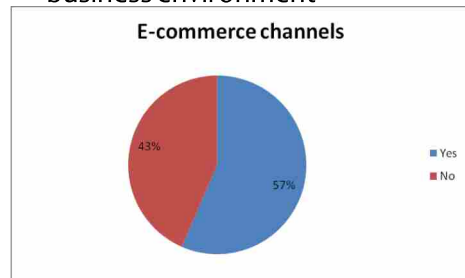


Out of the total sample 15 companies have employees between 1-50, and there are 9 companies each with employee strength between 50-100 and above 100. Majority of the companies have kept the employee strength below 50.



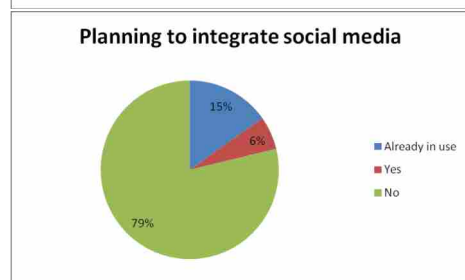
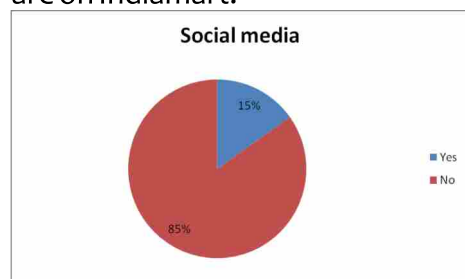
As per the survey majority with 55% have business annual turnover between 1 crore to 25 crore followed by 27% business with annual turnover above 25 crore. 9% businessmen have not made any comment on this question.

A. Internal strategies towards business environment



Interpretation:

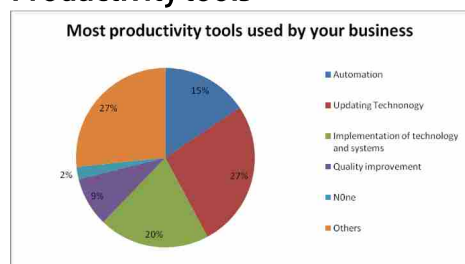
According to the survey 57% business implies E-commerce channels whereas 43% don't. Out of 57% businessmen who have implied E-commerce channels 71% have their own websites and 29% are on Indiamart.



Interpretation:

85% of the companies are not using social media marketing for their business and 15% are making use of the social media marketing. Out the total sample surveyed 6% have plans to employ social media marketing channels in their business in future whereas 79% still don't have any plans to integrate or employ social media marketing in future. This shows that very few businesses have implemented social media and very few have plans to invest in social media in future.

Productivity tools

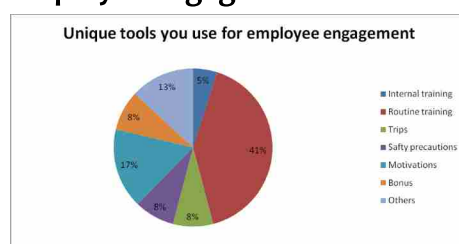


Interpretation:

20% businessmen opted to implement new technology and systems in

business whereas 27% businessmen adopted updating technology as productivity tool for business. 15% of the samples surveyed have gone with automation. Quality improvement and maintaining the standard of the products have also been adopted by businessmen. Other productivity tools included innovation, improved designing, cost reduction techniques, experience etc. This shows that majority businessmen use automation, updating and implementing new technology in business.

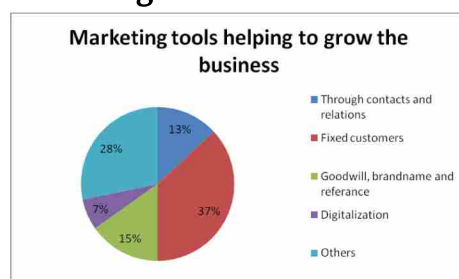
Employee Engagement tools



Interpretation:

41% of the total companies from the survey provide routine training and 17% include motivational activities. Other included 5% internal training, 8% trips and picnics and about 8% have made safety precautions for employee engagement. Some businessmen have adopted employee engagement tools which include increments, hands on training, appraisal etc. This shows that majority business have adopted routine training for employee engagement.

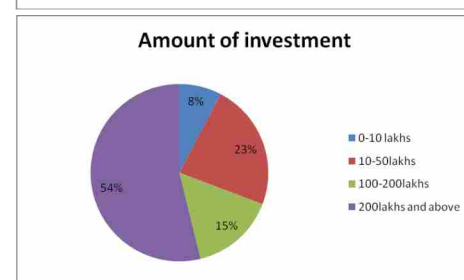
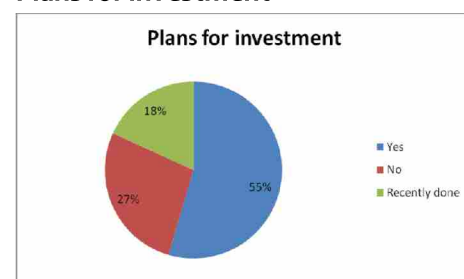
Marketing tools



Interpretation:

37% companies have fixed customers and 13% through contacts and relations. While 15% businessmen make use of Goodwill and Brand name and some with the use of digitalization help their business grow. Other marketing tools include website promotions, exhibitions, through introduction letters etc. This shows that majority business have fixed customers.

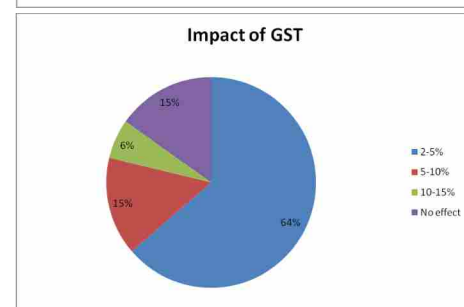
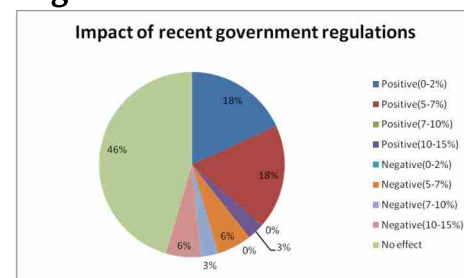
Plans for investment



Interpretation:

55% companies have plans for investments and 18% have recently made expansions or made investments. Among the companies who are planning to make investments, 54% are planning to invest more than 200 lakhs whereas 23% companies have plans to invest between 10-50 lakhs. This shows that majority have plans for investment and expansion of business with 54% of the companies have big investment in mind for future.

Impact of GST, government Regulations



Interpretation:

Government regulations such as demonetisation had 35% positive effect and 15% negative effect with 46% of industries having no effect of such regulations on business as per survey. 64% businessmen state that GST will not have any impact on their business. While rest of the businessmen predict that GST will have some effect on business. As

per survey we get a clear picture that demonetisation and government regulations have no effect on majority of business, while majority businessmen also feel that GST will also have no effect on business as it is yet to be implemented.

Regulations Wish List

Interpretation:

Some businessmen wish to make changes in the tax system, such as proper and non-hectic collection of tax, one tax system, one-time payment of tax etc. Some expect more transparency in the system while some are happy with the current government regulations like GST. Few have responded by not commenting on this point. Businessmen were confused while some have no wish list as such for regulations.

How India can improve on ease of doing Business?

Interpretation:

Businessmen feel that with improved education system, knowledge and with more entrepreneurs India can improve in ease of doing business. Some believe new law should be brought in to act as per the current market situation because labour laws still exist from the British rule period. Some feel with more exposure and better governmental infrastructure can help India do business with ease. Hence there is high confidence among businessmen that there is high scope for business in future with few alterations.

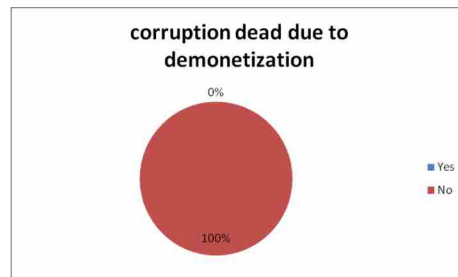
Impact of Technology and Digitalization

Interpretation:

All businessmen feel that technology and digitalization are

important and play a vital role in business. Every business has implemented it in their business for progress in various sectors. Businessmen feel that it has helped them in long term economic growth, while some feel it important to stay in the current competition. Some have commented as time saving work reduction and smooth functioning. Businessmen feel that Technology and Digitalization are playing an important role in business and will play a vital role in future also.

Is Corruption dead?



Interpretation:

100% businessmen feel and believe that corruption still exists and the effect of demonetisation has not eliminated or put an end to corruption. Businessmen feel that there must be strict rules and rules must be same for everyone. Some businessmen also expressed that corruption must end for India to grow in business.

Conclusion

This survey has given clear perspective of the market conditions by investigating the business sentiments or confidence of businessmen in Pune city. It is found that majority of business does not use social media business marketing and very few have plans to employ social media marketing channels in future. Predominant businessmen's have adopted automation, updating and

installing new technology and systems as productivity tools depending on change and market conditions. It is observed that more likely businessmen have adopted routine training methods for employee engagement along with internal trainings and motivation and guidance sticking to traditional methods. Majority of businessmen are more focused on traditional techniques and don't focus on marketing as large because they have fixed customers or make use of brand name or goodwill as marketing tools.

As per the data analysed it can clearly be seen that majority of business predict growth prospect above 20% showing high spirits and enthusiasm. This shows high confidence among businessmen in growth prospect even after governmental regulations like demonetization. It also showed that more than half of the samples surveyed have plans for investment and about quarter of the sample surveyed have already made investments. The topic of GST created confusion among businessmen with mixed positive and negative comments as it is still to come in action. On the other hand government regulations like demonetisation as overall have made no effect on business with few businesses having positive and negative outcome. It can clearly be seen that businessmen are not happy with the tax systems and the bureaucratic government system and demand for transparency in the systems. It is seen that businesses have felt the importance of technology and digitalisation and have made efforts in implementing it. Businessmen still feels that demonetisation has no effect on corruption and it is important to put an end to corruption for growth and development.



OUR SPARTAN'S

Our Spartan's

Some of our Spartan's (the class representatives) with full of energy, effort and endurance who managed the link between various batch of Students, Faculty, Staff and the Management

Ms. Saumya

PGDM 4, UBS Student

1. Basic qualification: Pursuing PGDM in Marketing + B.Tech (Computer science engineering)
2. Brief Background information: I come from Bikaner, Rajasthan, where I live with my mother and grandfather.
3. Any other useful, interesting information: I like to travel, read books, and explore things.
4. Useful / Inspiring Management Books:
 1. The monk who sold his Ferrari
 2. The Secret
 3. Sarah's key
 4. Jonathan Livingston seagull



Mr. Madur Negi

CMBA 2Y1, UBS Student

1. Basic qualification: B.Tech (Mechanical)
2. Brief Background information: Born and brought up in Delhi
3. Any other useful, interesting information: State level cricket player & State level volleyball player.
4. Useful / Inspiring Management Books:
 1. The negotiator
 2. Buyology
 3. Power of positive

Mr. Mohit Gandhi

PGDM 4, UBS Student

1. Basic qualification: Bachelor Of Management Studies (finance)
2. Brief Background information: Worked in KPMG (Audit) for 1.8 Years as Audit Analyst.
3. Useful/Inspiring Management Books:
 1. The Warren Buffett way
 2. Berkshire Hathaway letters to shareholders
 3. Economic Times Newspaper



Mr. Utkarsh Varshney

PGDM 4, UBS Student

1. Basic qualification: Bachelors degree in Business Administration
2. Brief Background information: Belong to the city which is amongst the oldest habitats in the world- Varanasi, College Topper and University Merit Holder in B.B.A., 2 months internship in InvestoSure as Finance Intern and got Letter of Appreciation, likes writing poems and quotations (English and Hindi).
3. Useful/Inspiring Management Books:
 1. If god was a banker
 2. 7 habits of highly effective people
 3. Good to Great
 4. The Warren Buffett way
 5. Who will cry when you die?
 6. Life unplugged



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