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# Sona e-Mag

An e-magazine from Sona School of Management

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A largest Women movement...

At Sona, Learning is a Celebration

## OBJECTIVITY

Being objective is very challenging to human, may be because of being human. By nature one man's food is one man's poison. So everyone sees things not as it is but as they are.

Wealth of the man of equity  
Grows and lasts to posterity...

- *Thirukkural*

Objectivity is a result of mental maturity and it never is attached to any demographics of individuals. Lot of problems in human relationship is the result of subjective and objective components of mind.

## ECO NOKIA

Nokia has designed a Take Back programme for any mobile handsets. They use competent recyclers to ensure proper end-of-life treatment of the materials and parts in the mobile phone.

The recycled parts of phone would re-live in something new and useful such as utensils, park benches etc, This long term initiative has an encouraging response from the consumers.

## STRIKE A BALANCE

It's commonly said that one should work on strengths and avoid weaknesses. Even overplaying with strengths leads to diminished capacity on the opposite poles.

One can be right without being  
righteous...

- *Anonymous*

It is harmful to overdo a particular skill as it is to underdo it. Especially in leadership skills overdoing may be a hitch between being a forceful or enabling leader. The leader should be able to balance two basic dualities: strategic or operational leadership pattern.

## REPLACE OR REFRESH

In auto industry bringing out a concept from board to road is costly affair. So, auto manufacturing companies had to decide whether to opt for incremental innovation, innovation, renovation or refreshing strategy.

In choosing a strategy they may end up successfully or otherwise. Toyota Qualis with Innova was a successful replacement but Hyundai Sonata with Sonata Embera was not. Pulling off an already successful product to introduce new one may not always turn fruitful.

Companies also need to understand the two groups of consumers: Aspirational and Perspirational. The former sees car as status symbol, they later don't mind about model, but mind their longevity.

## LINUX

Linux based Operating Systems (Ubuntu & Red Hat) although being efficient was not the choice of Indians due to the lack of post-sales technical support. Banking on India they have now invested in creating a global engineering and support centre in India.

Being an open source application it can help a mid-sized firm to save somewhere between Rs. 1 Lakh and Rs. 1crore on its IT expenses.

Although Linux has not any roadmap for next three years as Windows, it is now entering the handful of big companies in India. Linux would thank the recession, for having made them a choice during the present cost cutting episode of companies.

## LANDS BANK

Bankruptcy is no a new thing to us especially at this point. Lands Bank (Greenland) held lots of deposits from Europe and Netherland with its promotion on high interest on deposits. But it failed in its obligations and went bankrupt. The helpless Government winded and a new Government is formed.

The new Government has assured to sack all the heads of banks and bring in a fresh blood into it...

## STRONG COFFEE

Coffee cultivators can now carry out their activities of cultivation without any fear. The Agriculture Insurance Company has come out with a new insurance scheme – 'Rainfall Insurance scheme', for the coffee growers cultivating Arabica & Robusta, in the district of Hassan, Chikmagalur and Kodagu.

This scheme compensates the insured for the loss of crop due to excess or shortage of rainfall. People cultivating coffee might have a good future ahead...

## QUESTION OF ASSURANCE

Split land sellers need to keep their eyes sharp in the process of transferring their part of land to others because minute but grave fraudulent activities are done in scanning the schedule papers.

Two such cases were filed and investigated where a small correction is made while scanning making the buyer of part land to a whole land owner. This is due to the outsourcing activity of the technical persons in the Government registrar office.

The Assurance of Registrar of Assurance is now a question mark...

## KUDUMBASHREE

The organization of women with the poverty eradication mission in Kerala State has brought in phenomenal change in the life of women. Being a largest women movement in Asia, Kudumbashree Community Development Society has almost 50% of the State population as members.

With the basic critical components of micro credit, entrepreneurship and empowerment, the society has survived two Governments and is marching forward with growth and expansion holding more responsibility and risk.

### \* P. S.

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