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Sona e-Mag

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At Sona, Learning is a Celebration

BEST MANAGER

Anyone can be successful, but being continuously successful against all the odds makes a best manager. What and How he / she act and react, when & where, are the key that differentiates people...

He is the minister who chooses right means, time, mode and rare venture
- *Thirukkural*

More than doing things right, its better to do right things because the things that are right may go wrong but the right things may not...

PETRO BOSS

Series of disastrous oil spills and accidents the energy giant Petrobras started focusing on environmental and social performance central to its strategy.

Complete overhaul of operations and cultural change from top down made a difference to the company, making it a global leader in sustainability and a champion of renewable energy.

BUSINESS TIGER

A great player Tiger Woods is turning into a creative player and an architect by entering the course-design business. Designing to make it playable and enjoyable to everyone at any skill level is the motto behind this venture.

A Leader is not a person who can perform better than his people, but someone who can inspire his men to perform better than himself...
- *Dhoni (cricketer)*

He is growing to be a successful global player with his design philosophy of 'utilizing the ground as a friend'.

CUTTING COSTS

Cost cutting is a common method but results in uncommon consequences. So it needs a strategic and practical approach. Successful companies have involved themselves in innovative cost cutting methods

IT giant Infosys started outsourcing only the non-core processes and all day-to-day support transactions. The two major cost heads are salaries and travel. So the IT companies are using the 'flat fee' commission model irrespective of air ticket prices.

Titan Industries launched 2000+9, a cost cutting initiative with employee involvement. In this every employee is asked to generate sales of atleast Rs.2000 and save atleast Rs.9 per day.

BACKFIRING

Incentives can motivate a person but when not customized it can backfire. Several companies have learnt it hard that not all people are motivated by economic incentives.

People feel that their moral sentiments are hurt when an economic incentive is given for an altruistic behavior. The behavioral economists have a great challenge in front of them to design a synergistic incentive system, which will not unwittingly encourage the opposite of the behavior they desire.

e-CHARKHA

Bringing a synergistic output to input is what a good business model is all about. The charkha or the hand driven spinning wheel is still used in many rural parts of the country. Now it is made as an empowerment box by combining it with power dynamo.

The mechanical energy of rotating it (10 minutes) converts into electrical energy and it can light a 10X10 room for one hour. The poor rural people's expenditure on electricity can be arrested using this and their spinning is made enjoyable by attaching a small transistor with it.

BALANCING PLEASURE WITH WELLNESS

FMCG companies are fighting each other to give a 'better for you' offerings since it has become the major criteria for choice. The companies are thus focusing their attempts to plug in the nutrition gaps of the consumers.

Some transformation include: Chocolates to 'lite' chocolates and 'dark chocolates, Pepsi / Coke to Diet Pepsi / Diet Coke, Tiger biscuits to Tiger iron zor, Maggi reinforced with calcium & protein, Mother dairy Probiotic lassi, Nutrifit, Quaker oats etc..

When you care for consumers, show that instead of telling it...

BUBBLE BURST

About 20 lakh Keralites working abroad (mostly in Gulf) bring an annual remittance of Rs.40,000 crore to Kerala. Most of them start losing their jobs and it is said to continue.

Most of them returned are jobless. Some of them who worked for Rs.200 per hour are now working for the same Rs.200 per day as coolies. Due to the return of expatriates there is a huge rush for seats in schools and the seats for next academic year are already reserved.

There is a rise in the suicide rate of the returned migrants from 40 in 2003 to 140 last year.

FUTURE CARS

Car makers are working hard on new model of cars for future. Volkswagen has launched a website giving an insight into the automotive world of tomorrow (2028).

Cars in the future would function more with superior artificial intelligence like communicating with the traffic lights and other vehicles, changing colors and forms when needed and automatically finding the parking space and parking themselves.

With these sophistications these cars are expected to be eco-friendly and non-polluting...

* P. S.

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10 POINT PLAN TO ECONOMIC CRISIS

Hewitt has developed the following 10 point plan for HR leaders in response to economic crisis:

1. Be ruthlessly focused
2. Don't lose sight of opportunities
3. Maintain transparency, openness, authenticity and consistency
4. Focus on few key themes
5. Align actions and share sacrifices
6. Engage employees in solutions
7. Tighten timeframes for accountability
8. Pay attention to and upgrade your talent
9. Understand what employees value
10. Strengthen the culture and the brand

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