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THE THEME FOR THIS ISSUE IS IT CONSULTING

26/09/2014

From the Team's Desk

By Prateek Jaiswal

Greetings and a warm welcome to our very first issue of Beacon – the pioneer newsletter by Conundrum, Consulting & Strategy Club of IIM Ranchi! We couldn't be more excited to have made it to this point, and you will continue to see our excitement in your mailboxes six times a year.

To make it a truly outstanding editor's note, one needs to invent a new word for something that already has several well-known names, "decree" your newsletter as the best thing and throw in a few recommendations on how to make this world a better place. Well, I may not do any of those here, but would definitely like to talk about the inception of Beacon. It was launched with an aim to create greater awareness and collaboration among the B-School Fraternity about Consulting as a domain through an insightful and interactive medium with focus on different themes in each issue.

There is virtually no business that exists in the world of 'information economy' in which IT does not play a strategic role in the organization. Some classic demonstrations of building 'differentiation' and gaining 'competitive advantage' against their competitors involve the use of IT applications

and processes in place. E- Commerce has been one of the most active fields of investigation in Information Technology in the last few years, and given the valuations and investments these e-commerce giants are receiving, we zeroed down on our theme of the first newsletter.

In this issue you will find articles by the winners of the inter college competition, an interview with Mr. Manish Choudhary (VP of Pitney Bowes) and a guest column by Mr. Manoj & Ms. Sasmita who offer their industry perspective to the theme.

We are proud to be associated with Tupperware, our main sponsor for the issue and a special vote of thanks to our media partner 'Hindustan Media Ventures Limited'. Lastly, a big thank you to the committed team of Beacon, who had worked very hard to ensure that it reaches to you in your devices in good shape.

We hope you find this newsletter informative. We welcome your comments and suggestions to help us improve.

Happy Reading!

E: consultingclub@iimranchi.ac.in



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Vice President, Pitney Bowes Inc

"A successful consultant must possess the confidence to tackle difficult projects and must be accompanied by a realistic sense of what is actually possible"



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**A Quick Snapshot of IT & ITES Sector**

India is the world's largest sourcing destination, accounting for approximately 52 per cent of the USD124-130 billion market

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Winning article

By Adarsh K A M and Rahul Rawat

IIM Ranchi

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Role of IT in managing/improving supply chain for fruits and vegetable market in India

Imagine a country X₁ that is constantly plagued by poverty and hunger. One fourth of that nation's population is suffering from hunger and malnutrition. Almost half of its children under the age of five are perennially malnourished. It is also embarrassingly referred to as the world's 'hunger capital'. (Cue: A montage of undernourished people with slow instrumental music in the background)

Imagine another country X₂ where every year, \$8.3 Billion worth of fresh fruit and vegetables perish before reaching consumers and go to waste. (Cue: A slideshow of photos depicting spoilt fruits and vegetables in huge warehouses.)

If you do the math, you will realize that country X₂ can be the solution to most of country X₁'s problems and can help uproot hunger in X₁. Now, what if we told you that both X₁ and X₂ are the same country – our mother India!!

Now, the BIG question echoes. 'WHY? Why can't we solve our problems if we have the resources.

India's F&V Supply Chain Management is completely overridden with ineffectual traders boasting of significant political clout and small shops still utilizing carts. Under these circumstances, it is no surprise that the nation is struggling to make the change to a modernized 'farm-to-fork' network. Cold storages, refrigerated trucks and other modern techniques have paved their ways only to modern stores like Reliance Fresh and Big Bazaar. The result of using a generation-old system is that much of the fruits and vegetables we produce either perish or degrade before reaching the end consumers. As illustrated by the flow chart alongside, it takes an average of 2 days to reach the modern retail stores and 4 days to reach small shops and unbranded retailers. As the consumers lay waiting, fruits and vegetables are probably rotting away in a large wholesale hub at Delhi or Mumbai.

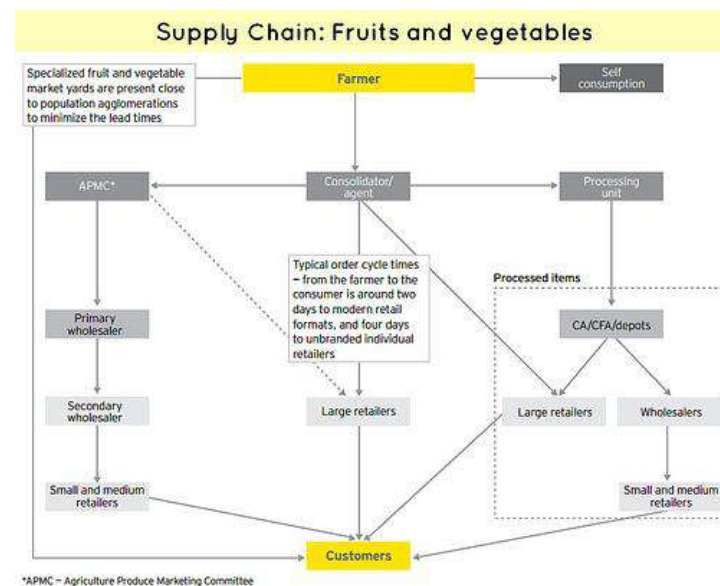
So, how do we improve this? On the plus side, Information Technology has already taken the first step to do this. With the help of IT, many of the modern retailers have incorporated several modern techniques like bar-code scanning, computerized inventory management, online payment, which have completely revolutionized supply chain management as we know it.

However, the percentage of consumers buying from the large (or) modern retailers is infinitesimally low. The vast majority of people continue to be entirely dependent on traditional food systems for subsistence and livelihood. So, this large fraction of the population is resigned to the fact that the fruits and vegetables they purchase are at best 4 days old.

The major reason for the delay in the traditional system is the number of 'intermediaries'. Lots of precious time is lost in every channel. Information Technology is making its presence known for this issue as well. Steps are already being taken to address this problem. The APMC is one such venture. It helps the farmers in sorting, grading, packaging of fruits and vegetables before auctioning them off to the wholesalers. It is a communication based system that brings agricultural marketing information to the door step of the agriculturist. It captures the most recent market arrival and rates for various regulated commodities for all the major Agricultural Produce Marketing Committees (APMC), and creates a central database.

In a nutshell, supply chain management is all about 'managing the movement of materials, information and funds in a supply chain'. While an APM ticks all the necessary boxes, it has to be introduced in all parts of India to actually make any serious impact.

IT can still achieve so much and more. It can actually help track the expiry dates of the fruits and vegetables. While a bar code scanner can only identify a product in a flash, a Radio Frequency Identification can be used to check the expiry dates. It can allow consumers to check the quality of the products online before placing orders. In reality, we have just scratched the tip of the iceberg. There is so much more that Information Technology can do. The possibilities are simply endless. IT is the revolutionary change of fortune in several realms of everyday life.



Up Close and Personal with

Mr. Manish Choudhary

Vice President, Pitney Bowes Inc



1. What is the impact and role of software industry in Indian economy?

The information technology (IT) and information technology enabled services (ITeS) industry has been one of the key driving forces fuelling India's economic growth. This has not only led to the transformation of India's image on the global platform, but also powered economic growth by energizing the higher education sector. Also, Indian firms, across all other sectors, mostly depend on the IT & ITeS service providers to make their business processes effective and efficient. The Indian manufacturing sector has the highest IT spending followed by automotive, chemicals and consumer products industries.

2. What are the latest trends in I.T consulting which make you very hopeful about growth of this profession?

One of the key market trends includes Ecommerce. As the growth of Internet has exploded, so have the number of businesses that want to expand online. Secondly, Small and mid-size businesses (SMBs) are a highly sought after customer base for many Fortune 500 and Fortune 1000 companies. It is one of the fastest growing and has been targeted as a lucrative market for a variety of products and industries. Additionally, with the Indian government emphasizing on better technology enabled delivery mechanisms for a multitude of government projects like e-passport, Unique Identification Scheme, along with a big investment towards infrastructure development, the domestic market connected with software services looks promising.

3. What is the future outlook of Pitney Bowes? Which business line will be the pivot of the future growth among the diverse portfolio of PB?

We are consolidating our core business to reduce costs while expanding our digital-commerce operation. Digital-commerce operations have the opportunity to provide a substantial growth opportunity and even higher profit margins because we have leading-edge capabilities. We want to be leaders in the markets we are trying to serve—which are primarily e-commerce, location mapping and document encryption.

4. Please share few experiences in your work which you can call the turning point in your career?

I basically started my journey with Pitney Bowes at its Headquarter in New York. In 2007, I moved to India as an expatriate to start-up the India operations for Pitney Bowes. As the first employee of the company, I was responsible for setting up the India operations of the company, and it was this point which played an instrumental and crucial role in shaping the company's growth to over 750 people strong team within 5 years.

5. Please share some strategies you pursued to combat competition?

The 94 year old company has been moving from a world of physical products and interactions, to those on the web, to mobile to a future world with broader digitization links to people, machines, physical objects and logistics. Pitney Bowes is working to be a part of the present and future of these changes. The plan is to focus on business outcomes since that's what CEOs are demanding. The Company's core belief is that we are a catalyst of commerce

MR. MANISH CHOUDHARY

"With the Indian government emphasizing on better technology enabled delivery mechanisms for a multitude of government projects, the domestic market connected with software services looks promising"



6. What are your expectations from the students whom you hire from top management schools? Do you find them lacking in any ways?

I am of a strong belief that a great attitude plays a major role in human beings who can alter their lives by altering their attitude. It can make possible what is seemingly impossible for the others. Also, a candidate must be adaptable to all the working environments. This in turn will dramatically increase the speed of goal accomplishment and boost personal productivity. Lastly, Good risk management does not imply avoiding all risks at all cost. It means making informed choices regarding the risks the company wants to take in pursuit of its objectives and the measures to mitigate those risks.

7. Change it to Consultancy jobs being completely client driven (as against product driven) are very demanding. Your views.

It is true that consulting, particularly strategy consulting can be very demanding in terms of time commitment and also involves a lot of travel. These days, it is also observed that a lot of people see this job as a way of getting accelerated development and learning before going into a line role in industry.

8. What are the basic personality traits which are indispensable in a consultant?

Each specific area of consulting has specific skills and credentials that are desirable in a consultant. Travel, work variety and high salaries are few of its attributes, which makes it a very demanding profession. A successful consultant must possess the confidence to tackle difficult projects and must be accompanied by a realistic sense of what is actually possible. The health of your independent consulting business heavily depends on two things: your relationships with your current clients, and recommendations and endorsements from previous clients.

** Edited excerpts from the Interview*

CROSSWORD



Hints

- 1 across: Unlike Newton, his theory about 'forces' is not about mass and acceleration
 2 down: Open source OS
 3 across: pricing makes you buy family packs
 4 down: Makes a product desirable
 5 across: Desserts your phone loves
 6 down: it's raining data and data
 7 down: you will reach Moksha when you reach his pyramid's final stage
 8 across: expensive and niche
 9 across: Its product Finacle is used in many banks
 10 across: Makes GDP more lucrative
 11 across: -----sourcing makes work manageable

READER'S OPINION

88% respondents

Believe that Tier II and III cities are increasingly gaining traction among IT companies

POLL - LUCKY WINNERS!!

Sreedipto Bhattacharyya from XLRI.
and
Gaurav Narnaware from IIM Ranchi

Congratulations!

The winners will get exciting goodies from Tupperware



ANAGRAM

- ? "Employees First Customers Second" is the campaign of which global IT services company headquartered in Noida, India
- ? Which information technology services provider was acquired in 2009 by Dell, Inc. for \$3.9 billion
- ? **Philip Morris International** an American global cigarette and tobacco company has recently outsourced IT infrastructure management to which Indian services firm, on a five-year deal
- ? Which Indian IT consulting firm acquired Swiss **Lodestone Management Consultants** in September, 2012 for about \$345 million

? Identify:



[Click here to send your answers to the crossword!!!](#)



Deadline to send answers for crossword is **29th September**. 2 winners will get Tupperware goodies.

Follow us on **Facebook** to check the answers and names of the winners

Follow us on **Facebook**



*for the next poll's question
and get a chance to
win exciting Gen-Y
Tupperware goodies*

Answers:

1. HCL Technologies
2. Perot Systems
3. Wipro Technologies
4. Infosys Ltd
5. Pierre Nanterme, CEO and Chairman of Accenture

Guest Column

By Manoj Kumar, GTM Lead, Energy and Resources Assurance Domain and Sasmita Swain, Presales Consultant, **Tata Consultancy Services**

Business Process Testing - A step towards more assured manufacturing

In an environment characterized by high competition, dynamic market trends and the emergence of disruptive technology, timely and accurate information is the key to successful business process reengineering aimed at implementing lean or agile manufacturing.

A holistic test process is essential to manufacturing. A quality check point at every phase not only ensures compliance but also curbs risks to business. Business Process Testing (BPT), which is the end to end testing of the business process, has become a widely accepted testing concept to ensure that technology delivers expected business outcomes.

Businesses can thus easily respond to changing market trends, product dynamism and portfolio expansion demands.

Manufacturing is not a single layered, single interface function. In fact, manufacturing can be viewed as an amalgamation of four distinct business layers, namely the input output layer (devices), control and automation Layer, Manufacturing Execution layer and Enterprise Resource Planning layer.

BPT utilizes a standard integration approach to test from a process point of view instead of testing at an entity level. The business scenarios for BPT should be compiled using best practices from similar engagements within and across industries, with best in class test methodologies. To cater to the dynamic needs of business processes, a template driven approach can re-define the conventional test approach. Businesses look for automation to address the dual benefits of cost containment.

Manufacturing has been evolving and is now moving towards a 'collaborative model' by bringing all the supply chain entities i.e. suppliers, customers and partners together. It is important to collect reliable and accurate information in order to assure the business process and manufacturing system. BPT accelerates the realization of measurable operational benefits through increased production throughput, improved quality, lean material inventories, and quantifiable financial objectives.

This futuristic approach has the potential to revolutionize the manufacturing sector with such innovative I.T implementation.

A Quick Snapshot of IT & ITes Sector

By Beacon Team

The IT-BPM (Business Process Management) sector in India is estimated to expand at a CAGR of 9.5 per cent to USD300 billion by 2020. The sector increased at a CAGR of 25 per cent over 2000-13, 3-4 times higher than global IT-BPM spend. India is the world's largest sourcing destination, accounting for approximately 52 per cent of the USD124-130 billion market.

TCS is the market leader, accounting for about 10.1 per cent of India's total IT & ITes sector revenue. The top six firms contribute around 36 per cent to the total industry revenue, indicating the market is fairly competitive.

Tier II and III cities are increasingly gaining traction among IT companies, aiming to establish business in India as they have cheap labour, affordable real estate, favourable government regulations, tax breaks and SEZ schemes facilitating their emergence as a new IT destination.

Cloud represents the largest opportunity, increasing at a CAGR of approximately 30 per cent to around USD650-700 billion by 2020

NEWS FROM THE IT SECTOR

HCL Tech plans to expand global delivery centre in US

New Delhi: HCL Technologies Ltd plans to expand its global delivery centre in North Carolina, US, which will create an additional 1,237 jobs by the end of 2018

Infosys ties up with Microsoft, Hitachi, Huawei

Bengaluru: Infosys has expanded its partnership with Microsoft and Hitachi Data Systems in order to strengthen software offerings and expand global alliances. The company has also entered into a global agreement with Huawei to offer cloud, big data and communication solutions to enterprise customers.

Intel ties up with Karnataka govt to launch student innovation programme

New Delhi: Intel Technology India Pvt Ltd has entered into a partnership with the Government of Karnataka to start a programme focussing on science, technology, engineering and math (STEM) initiatives.

India remains top offshoring destination for IT firms: report

New Delhi: India continues to be the top-most offshoring destination for Information Technology (IT) companies followed by China at second position and Malaysia at third.

Japanese boost to TCS

New Delhi: Tata Consultancy Service (TCS) is gaining scale in Japan through its joint venture (JV) with Mitsubishi Corp. The company is due to get a major boost as its JV will begin operations in this quarter.

Wipro makes entrepreneur push

Bengaluru: Wipro has planned to promote entrepreneurship within the organisation through a programme called 'Horizon Investment Programme', which invests in ideas that are mooted by business units or verticals in a venture capital (VC) like fashion

Cognizant to buy TriZetto for \$2.7 billion to boost healthcare business

Bengaluru: Cognizant Technology Solutions plans to buy US-based TriZetto for US\$ 2.7 billion from private equity firm Apax Partners in an all-cash deal. The deal is expected to help the company tap US opportunities in IT for healthcare.

Courtesy: IBEF

Campus News

Conundrum spins a Chakravyyuh

Conundrum organized an intra-college case study competition, Chakravyyuh, for the junior batch of IIM Ranchi as a pre cursor to the 'case study world' that they were about to step into. The junior batch had to participate in teams of three-four members each and participation was mandatory for all. About a week's time was given to each of the participating teams to study the business case, put on their "consulting caps" and come up with strategic solutions to the same.

Juniors apparently took up the consulting challenge full-throttle. The case study was no less involving and was well chosen to draw the attention of the participants. It was based on Chinese smartphone vendor, Xiaomi and its foray into the Indian smartphone segment with the recent launch of Xiaomi Mi3.

It was indeed amazing to see the insight that all the teams had built on the Xiaomi case, their in-depth case analysis and the maturity that they exhibited while presenting the case; all this within a stipulated timeframe.

The Guesstimate Knights

Conundrum was back in action with their flagship event Guesstimate Knights. Guesstimate Knights 2.0, as it was christened this year, saw participation from more than 150 students in 56 teams exemplifying the enthusiasm among the students for the event. The prelims were spread across three days with new teams springing up in the Top 7 chart each day. Finally, based upon the cumulative scores, 10 teams were shortlisted for the final round which was held at the IIM hostel at Khelgaon. It was a tightly contested affair with teams finishing quite close to each other. The winners were treated with scrumptious food from Moti Mahal, the official sponsor of the event, whereas the runners up were given souvenirs by the club.

What's Clubbing Elsewhere ?

ISB Organizes Consilium

Consilium is the annual global case study competition organised by Indian School of Business, and is being organised as part of the two day Consulting Summit - The Consulting Conclave 2014.

IIM Rohtak Organizes Management Conclave 2014

IIM Rohtak has organized BizQuo Twenty 20. A competition to skills to answer 20 Questions in 20 minutes! Registrations are open till September 28th, 9:00 am.

Become Indra's Advisors Contest@ PepsiCo

A four phased challenge which gives the participants the opportunity of a life time to present their ideas before none other than Indra Nooyi herself.

ANNOUNCEMENT

The articles of the winners of 'Analytics' & 'Management Consulting' will be published In the upcoming issues



WINNERS: ARTICLE WRITING COMPETITION

IT Consulting	Analytics	Management Consulting
1st - Adarsh & Rahul IIM Ranchi	1st - Debapi & Rahul IIM Shillong	1st - S S Kundu IMI Kolkata
2nd - Gaurav Gupta IIM Indore	2nd - Prateek Kapoor SCMHRD Pune	2nd - Ashish & Iha SPJIMR Mumbai

In case of any comments, feedback or suggestions, please write to us on: consultingclub@iimranchi.ac.in. We would love to hear from you

The theme of the next issue is Analytics.