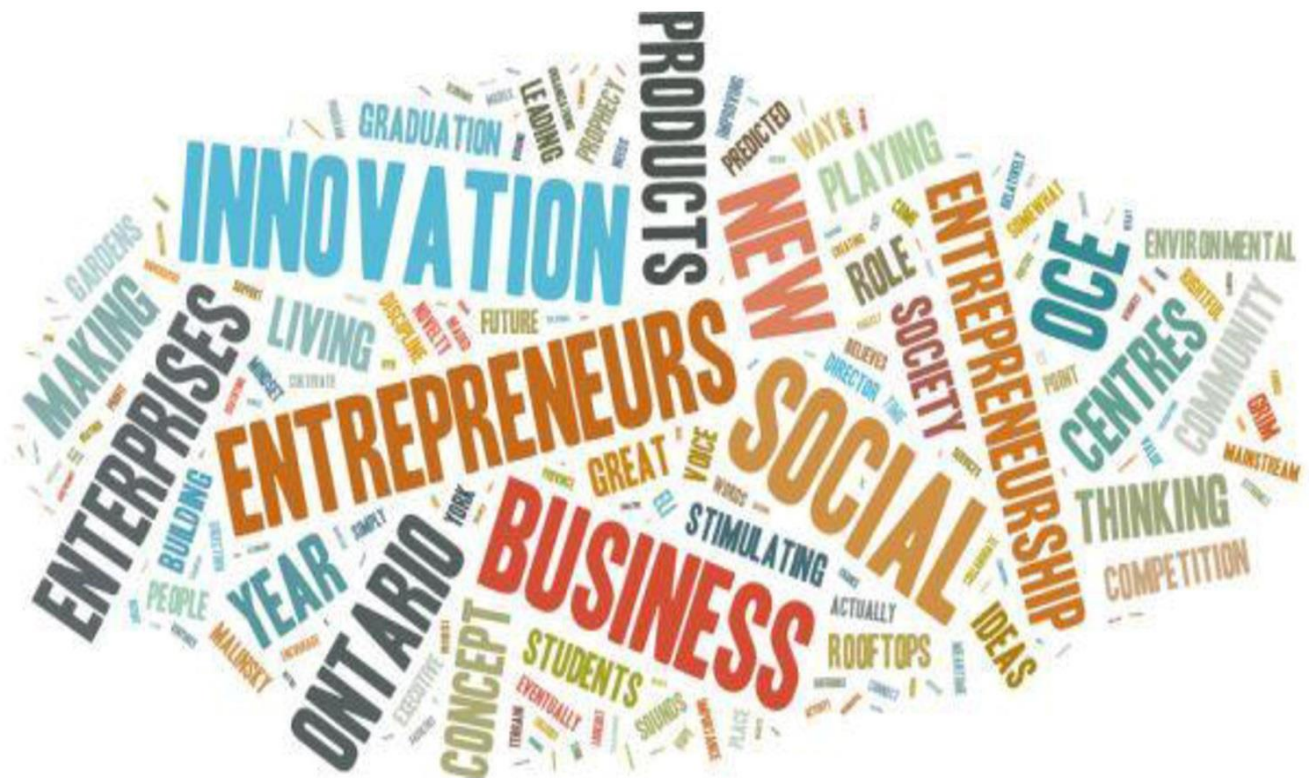


October 2015



What the Start Ups have to teach us...

Reduce Carbon Footprints from the environment in easy ways



Message from the Editor-In-Chief



Dear Reader,

Welcome to the October 2015 issue of the Business Sandesh.

It is with a sense of great delight that we are presenting to you the October issue of your favorite magazine Business Sandesh.

We always try to understand the demand and requirements of our readers, their suggestions and changes in the patterns and contents. We make all efforts to include them, as far as possible, in further issues of the magazine. It gives us great satisfaction to know that our readers have unanimously endorsed the utility of the magazine.

In the present issue a number of core articles contributed by reputed authors have been given. I take this opportunity to thank our authors, editors and anonymous reviewers, all of whom have volunteered to contribute to the success of the Magazine.

Once again I would like to express my considerable appreciation to all authors of the articles in this issue of the Business Sandesh Magazine. These contributions have required a generous contribution of time and effort. It is this willingness to make the effort to share knowledge, concerns and special insights with the Business Sandesh community at large that has made this issue possible.

We look forward to year contributions and feedback.

Thank you.

UJJWAL ANURAG

Editor-in-chief, CEO

Business Sandesh Group

Founder-Director

Disha Gyan Sansthan, Patna



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- In case of any dispute, please write to us and all disputes are subject to Siwan jurisdiction only.

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Feedback and Suggestions

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I.T.I.

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TRADE

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ACHIEVING YOUR FIGURES!



• *Soumya Vilekar*

Whether you run a small business or are an executive in any organization, whether you are a regular salesman knocking doors every afternoon or the head of sales handling diversified units, the sword hangs equally on everyone.

An Invisible sword of the SALES TARGET!

Remember the days when you had a smoother time and could achieve your monthly figures quite easily, those days seem to have vanished. The scenario has completely been altered with the increasing competition in market along with the upcoming trends and style of working. Every single day a new invention or a gadget is introduced in market or a company launches a product that claims to be different from the ones available! The race for being on the top increases and the urge to excel and be uniquely different is never-ending!

Few years ago, situation was different and neither there was any such slit throat competition nor the dominating, cheaper and ever available Chinese products had penetrated so deep into the market. Still it is not the end of the world, even if the situation is more critical and delicate.

For any company, organization or a business to grow, we need to constantly reach the designated target that has been set keeping in mind the growth, profit and the demand of that particular product /service in any sector.

Even a small shop owner aims for a sales figure which ensures his profits and will provide him with a bigger network of customers.

An executive who regularly visits his customers to constantly mark his company's presence has to be aware of the market trends to attain his goals.

So for everyone who is involved in sales, there has to be a pattern of working or thinking which shall guarantee the outcome and give them maximum results.

Following are few basic ways in which one can accomplish an aimed goal efficiently and within time:

A person handling the sales or marketing department of any product or company needs to be proactive. He should be aware of every similar variety and range of things available in the market whether by his direct competitor or by any third-party.

A person who handles a monthly target should have a plan chalked out for himself and his team to be able to include every customer in his area or range within the specified time.

He should be positive minded in his approach and should display confidence in work and behavior. Absence of confidence leads to a very poor reputation of the person and the organization.

He should be dressed according to his designation and in compliance with the place he shall be visiting. A poorly dressed or oddly dressed person leaves a callous image of himself in the visiting places.

He should be well aware of the product line in which he is dealing along with the other available services that his organization provides. Lack of information about the company he works in, shall render a lack of interest from the customer.

He should be convinced about the quality of the product he sells, the sense of belief in his own company and products ensures that the clients too shall believe in the conviction.

A gentle and a helping approach always helps in dealing with irate, confused and dominating customers. Giving respect and importance to everyone at a customer's place leaves a good impact.

The person should be well conversant with troubleshooting and the failure analysis whether for any type of technical product or even in case of simple ones. The problems may differ but are they exist. Having ability to deal with such problems is a plus point in the net score.

Being in regular touch with the network of clients and users increases the chance of getting things across when there is a demand.

To make sure that the assignment of any given order is completed in time and if so ever for any reason is delayed, he should be apologetic for the inconvenience which shall strengthen the bond of the existing customer and he shall in future be recommended to new people after getting reassured of available services.

Discipline should be an important part of his life and punctuality the most essential one. For people who do not reach on time, tend to lose big opportunities. Even though the rest of the people are late for any reason, a person in sales should be there in time to mark his presence.



Invent new areas of possibilities of the product line to be introduced. He should be aware of the upcoming and new set ups coming around his area.

Lastly he should have a positive frame of mind and a peaceful approach for his goal. Determination and hard work along with a sense of belonging to his company shall bring him a feel of responsibility which shall assure the work being done in sincerely and with care.

These are only few points which could help a person to achieve his goal and aim for the highest every time. The conditions change with every business and place of working, still overall the basic points remain the same, without them, selling is possible but achieving your target will be impossible.

What the Start Ups have to teach us...

-Nandita Gupta



When I look around the news daily and hear about start ups I am always reminded of Our Missile Man's once thought provoking quote which said...

“While moral leadership requires people to do the right things

Entrepreneurial leadership requires people to acquire the habit of doing things right...”

In a very business driven Economy, growth is objectivised and demand is customer oriented. The market is inclined to offer a diverse range of products and services as per the requirement of the client. The concept of selling has also become innovative with new means such as direct selling personal selling and the old phenomena that we once read in our Marketing Bibles, of Philip and Kotler is now reversed.

The only reason to this is the information era which is impregnated with ideas and options to choose from. The young minds are converting their ambiguous and creative ideas into business solutions. To hear of more Pichais' in the world of Google is now not a very big deal, because following the lead is a thousands of enthusiasts preparing themselves to takeover huge enterprises and business entities.

The who's who in the industry is more about young generation. The start ups with a shelf life of 5-7 years have given hope to established businesses in India, bridging the organized and the unorganized sector.



When we look into a typical start up's composition we find the CEO's – to a functional level executive; all below the age of 35... and not to mention their way of working is way too informal. The hierarchical structure as seen in big ventures is now melting into a more horizontal network of business communication.

These young employees look very relaxed, funky and enjoy a creative space of work that attracts more and more number of young minds to come forward. From marriage hook up websites (like truelymadly) to basic domestic services (such as taskbob and urbanclap) everything is a business solution in the form of a start-up at the doorstep of a common man. The digitalization of these businesses, compressed into mobile apps has made the information reach masses at an unimaginable faster rate. I don't find it too strange when my 16 year old young brother tells my parents of such apps that gets work done in a jiffy.