

**FDP/MDP/Workshop/Club Activities/Chai pe Charcha/Symposium/FEP and any other Training Programmes**

**Report on FCM- What makes a business eternal**

<b>Date</b>	8/10/2022
<b>Time:</b>	10 a.m. to 12:30 p.m.
<b>Venue:</b>	Board Room 1, CMS B School, Sheshadripuram, Bangalore
<b>Section:</b>	MARKETING AREA
<b>Batch:</b>	NA
<b>Semester:</b>	NA
<b>Guest/Speaker Name:</b>	Mr. L R Natarajan
<b>Guest/Speaker Designation</b>	Former Executive Vice President Titan Company Consultant, Author & Faculty, IIM-B
<b>Guest/Speaker Contact No &amp; Email Id:</b>	lrn303@gmail.com
<b>Guest/Speaker Company/ Institute Name:</b>	Former Executive Vice President, Titan Consultant, Author & Faculty, IIM-B
<b>Faculty Coordinators Name:</b>	Dr. Kalavathy K S Dr. Satish Kumar R Dr. Anantha Subramanya Iyer K N Dr. Anitha Nalasivam Dr. Saurabh Srivastava
<b>Topic:</b>	What makes a business eternal
<b>Moderator (if any)</b>	NA
<b>No. of Attendees</b>	16
<b>Feedback:</b>	Attached
<b>Brochure: (if any)</b>	Attached
<b>Budget of the Program (if any):</b>	NA
<b>Revenue Collected: (if any)</b>	NA

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**1. Introduction:** Business environment is very dynamic. There are trends that emerge and has to be kept an eye on in order to succeed in business. There are certain practices that become benchmark for other players. There is a continuous need to have sessions where faculty and corporate can meet and come together to share their experiences and understanding of the business scenario. It therefore becomes a symbiotic association, mutually helping each other to learn and grow. Industry and academia must adapt and collaborate so as to match the industry expectation and academic curriculum. Marketing area organizes such corporate meets regularly where marketing faculty can update their knowledge, skill and development needs of the industry so as to equip the academia with sufficient inputs to modulate the teaching curriculum.

**2. Venue (Outside/Inside the campus):** Inside. Board Room 1, CMS B School, JAIN Deemed to Be University

**3. Program Objectives:**

- To enable faculty, understand how corporate world responds to the challenges when launching a new division
- To facilitate an understanding of what goes into making an eternal business.

**4. Relevance to PO, Relevance to PEO and PSOs**

<b>PO</b>	<b>Program Objective (PO)</b>
PO1	PO1 - Apply knowledge of management theories and practices to solve business problems
PO2	PO2 - Develop analytical and critical thinking abilities for data-based decision making
PO3	PO3 - Understand, analyse and communicate global, economic, legal and ethical aspects of business
PO4	PO4 – Identify and apply trans-disciplinary tools and techniques for projects and solving problems
PO5	PO5- Lead oneself and others in the achievement of organizational goals and contribute effectively to a team environment
PO6	PO6 - Inculcate entrepreneurial mind-set for sustainability
PO7	PO7 - Imbibe value-based leadership for Excellence
<b>PSO</b>	<b>Program Specific Objective (PSO)</b>

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PSO1	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
PSO2	Appraise the complex specificities of Indian Business to garner global reputation
PSO3	Develop a holistic thinking solopreneur for a self-sufficient society

**5. Activity Overview:**

The faculty members of Marketing area across different departments of the university were invited for the session. The event started at 10 am in board Room 1, CMS Bscool, Sheshadri Road. Dr Sangeeta Devnathan, Marketing Area Chair introduced the guest speaker. Thereafter Dean, Dr. Harold Andrew Patrick delivered welcome note and highlighted the need of having such fruitful interactions.

Session started with the resource person asking a question what makes a business eternal. Then said that the success depends on right product, backed by right service which right positioning in the marketplace.

This was followed by discussions on some very old and established firms in India such as Godrej Dabur Tata and how they succeeded in building an eternal business.

Taking example of Tanishq he explained – WHY, HOW and WHAT was done by Tanishq to be at a position where they are today. He explained the WHY, HOW and WHAT

WHY: Transform the jewelry trade and be a gold standard

HOW: Genuine care, trust and transparency

WHAT: Gold and diamond jeweler

He elaborated on how Tanishq went ahead to challenge the status quo by thinking differently, introduced beautifully designed simple to use, user friendly product which here were Gold diamond and jewelry. He illustrated the same using the concept of diffusion of innovation to further strengthen his point.

What is required from brands for eternal presence is vitality that is differentiation in offerings although vitality can be copied therefore we need to have stature. Stature, when right commands respect from customers. He played a video to communicate and validators his point. The video discussed about what how and why the three basic things that a firm should always try to focus on.

He cited the example of Alex and any in jewelry how they are spreading positive to around the World through collaboration determination and inspiration.

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He told how Google wants to organize world of information and make it universally accessible and useful he then talked about Dove, how they aim to improve the self-esteem of girls worldwide. The customer should be treated as our own family members the appeal should be to the heart and not the mind.

Shared how Tanishq aimed at taking care of karigars workplace, they were leading a very miserable life in a 10 feet by 12 feet rooms spending approximately 12 hours a day bending most of the time in a day in a dimly lit tables and after 35 years they will not deemed to be fit to work as karigars because of the side effects that they faced as a result of this bad working conditions.

Tanishq's Gold Plus never advertised but had success from 1st year itself. Brand engagement does not essentially entail taking brand ambassadors it is your philosophy and vision and how you do correct things basically takes your brand higher up

He also shared how Thunga Ratham was important in customer acquisition they empowered customers who could check the purity of jewelry on Rath which carried Karatmeter

This was followed by a detailed discussion and narration on how Tata consolidated their position in gold and jewelry market

He also stated that they went beyond limiting themselves to manufacturing jewelry from karigars and went ahead with working towards "manufacturing happiness" of Karigars.

### **6. Guest/Speakers' Profile:**

Mr. L. R. NATARAJAN is a multi-faceted executive, with a total of over 37 years of experience, who has worked in a number of industries, spanning from Agricultural, Engineering, Automotive, Consulting, Manufacturing, Retailing of Consumer Goods and Services. Originally trained as a graduate automobile engineer from the Madras Institute of Technology, he expanded his professional profile into many businesses and process management areas including (but not limited to) lean flow manufacturing, TOC (Theory of Constraint), leadership development, organizational innovation development, business turn-around and disruptive innovation.

He has around 35 years of experience in various corporate, and in that, 25 years within the automobile and agricultural manufacturing industries. During the last eleven years with the TITAN COMPANY, he has led the Jewelry Division's integrated supply chain management for both, the Tanishq and the Goldplus brands.

He was also primarily responsible for conceiving and conceptualizing and launching the brand "GOLD PLUS". His last assignment in Titan, was at the capacity of CEO for the new business division. Moreover, he was heading the Innovation Council of TITAN COMPANY.

He was a member of the Tata Group Innovation Forum (TGIF), as well as a board member of Tata Ceramics Limited (2013-2015). He was also the Chairman of the Hosur Chapter of the Madras Management Association (2009-2013). He had also served the Board of Tata Advanced Materials, as Independent Director (2017-2020).

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His leadership to innovation and Supply chain Management had facilitated, Titan Company in receiving many national and international accolades, awards and coveted prizes. One of the most recent recognitions has been the selection of Titan as amongst the winners in two international competitions, organized by MIX Prize in association with Harvard & McKinsey on the subjects of “Innovating Innovation” and “Leaders Everywhere”.

“Getting disturbed, when things are going fine” and “institutionalizing the culture of innovation in the team” are some of his work habits. His non-professional interests include following national and international cricket as well as reading management books and mentoring.

He is currently teaching in leading IIMs on creativity and Innovation. He also takes up consulting assignments on Strategy & Innovation from corporate clients. He has authored two books titled “The 9 Nuggets of Innovation “- Out smart competition and “Demystifying Retail “- The Four Golden Rules.

**7. Summary and Key Learnings of the session:** Firms can move ahead to challenge the status quo by thinking differently, introducing beautifully designed, simple to use, user friendly products.

What is required from brands for eternal presence is vitality that is differentiation in offerings. It is possible that vitality can be copied but Stature is something that can command respect from customers if done right.

Firms should not see only towards extracting maximum output from employees but also look beyond how their lives can be improved, how their status can be elated.

**8. Participant details:** Faculty members of marketing area Jain Deemed to be University

**9. Details of Winners (if applicable):** - NA

**10. Details of the judges (if applicable):** - NA

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11. Attendance records: Attached herewith

**JGI JAIN** CMS  
DEEMED-TO-BE UNIVERSITY BUSINESS  
SCHOOL

**Faculty Corporate Meet - Marketing Area**  
Date: 08/Oct/2022 Time: 10:00 AM - 11:30 AM

Sl No	Name of the Faculty	Department	Signature
1	Dr. Anantha Subramanya Iyer K N	Marketing	<i>[Signature]</i>
2	Dr. Anitha Nallasivam	Marketing	<i>[Signature]</i>
3	Mr. Anurag Jain	Marketing	<i>[Signature]</i>
4	Mr. Bharath H	Marketing	NOT WORKING DAY
5	Dr. Hemarath Kumar S	Marketing	<i>[Signature]</i>
6	Dr. Kalavathy	Marketing	<i>[Signature]</i>
7	Mr. Krishna Koppa	Marketing	ON LEAVE
8	Dr. M Govindaraj	Marketing	OPEN ELECTIVE CLASS
9	Dr. M H Shariiff	Marketing	MDA-HP CLASS
10	Dr. Mahalakshmi S	Marketing	<i>[Signature]</i>
11	Mr. Rahul Gupta	Marketing	NOT WORKING DAY
12	Dr. Raja Sankaran	Marketing	<i>[Signature]</i>
13	Dr. Sangoeta Devanathan	Marketing	<i>[Signature]</i>
14	Dr. Satish Kumar R	Marketing	<i>[Signature]</i>
15	Dr. Saurabh Srivastava	Marketing	<i>[Signature]</i>
16	Dr. Sharat Kumar	Marketing	ON LEAVE
17	Ms. Supriya Ghosal	Marketing	<i>[Signature]</i>
18	Dr. Trupti Dandekar Humnekar	Marketing	<i>[Signature]</i>
19	Dr. Vishal Soodan	Marketing	<i>[Signature]</i>
20	MR RAJIV U K	Finance	<i>[Signature]</i>
21	MR SANJIV MATHUR	Marketing	<i>[Signature]</i>
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**12. Participants’ Feedback, Feedback Analysis, and Attainment Calculation: Attached herewith**

Questions to Map Pos	Wt Score	5	4	3	2	1	Wt. Score	Max score	%age
	List of Pos & PSOs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
1. Was the topic relevant for your department of CMS Bschoo	PO1 PO7 PSO1	5	3	0	0	0	37	40	93%
2. Was industry expert able to deliver the session based on the expected contents of the session	PO2 PO4 PO7 PSO1PSO2	4	4	0	0	0	36	40	90%
3.The sessions provided faculty with an opportunity to reinvent learning strategies in the classroom to help make students future ready	PO1 PO3 po4PSO2	6	2	0	0	0	38	40	95%
4.The FCM helped faculty to update and renew learning with the recent trends in the industry	PO1 PO2 PO5 PSO1PSO2	4	4	0	0	0	36	40	90%
5. Was session interactive enough to clarify doubts / queries and share your perspectives	PO1 PO2 PO3 PO4 PSO1PSO2	5	3	0	0	0	37	40	93%
6. The FCM helped faculty to understand real-world management learnings that I can apply to my classroom teaching	PO1 PO2 PSO1	1	7	0	0	0	33	40	83%
9. Overall rating of the faculty-corporate meet		1	5	0	0	0	25	30	83%

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**14. Proposals for the Event/Programme:**

**6<sup>th</sup> September 2022**

To,  
Dr. Sangeeta Devnathan,  
The Area Chair for kind approval,

**Sub:** Faculty Corporate Meet

As you are aware that to ensure our faculty are up-to-date and relevant in what they take into the classroom, Marketing Area of CMS Business School arranges for planned periodic meetings amongst the Marketing Faculty and Corporate leaders - which is aptly named as Faculty Corporate Meetings (FCM).

Keeping this in mind, we have discussed with Mr. L R Natarajan, very Popular for his Creativity and Innovativeness. We propose an interactive session with him. The lecture has been planned for two hours from 10:00 a.m. to 11:30 a.m. on 8th October 2022. The venue will be Board Room 1 at CMS B School, Sheshadripuram campus at Bangalore.

\Respected Area Chair your kind approval is requested for the conduct of the same.  
The Dean has recommended this proposal.

Kind Regards,

Dr. Kalavathy K S  
Faculty Coordinator  
Marketing Area  
Signature

Dr. Sangeeta Devnathan  
Area Chair  
Approval Authority  
Signature



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**15. Minutes of Meetings:**

<b>Meeting Title</b>	Faculty Corporate Meet	
<b>Date of Meeting</b>	19 <sup>th</sup> September 2022	
<b>Meeting Venue</b>	Room 301	
<b>Meeting Agenda</b>	<ul style="list-style-type: none"> <li>• Resource person for Faculty Corporate Meet</li> <li>• Finalising the date</li> </ul>	
<b>In Attendance</b>	<b>Name</b>	<b>Title/Department/Organization</b>
1	Dr. Kalavathy K S	Associate Professor
2	Dr. Satish Kumar R	Professor
3	Dr. Anantha Subramanya Iyer K N	Associate Professor
4	Dr. Anitha Nalasisvam	Professor
5	Dr. Saurabh Srivastava	Associate Professor
<b>Key Meeting Outcomes</b>		
	<ul style="list-style-type: none"> <li>• Resource person identified</li> <li>• Date to be finalised</li> </ul>	
<b>Action Plans, if any (along with the First Person Responsible)</b>		
	<ul style="list-style-type: none"> <li>• Overall supervision and coordination: Dr. Kalavathy</li> <li>• Communication with the resource person – Dr. Anitha Nallasivam</li> <li>• Report preparation: Dr. Saurabh Srivastava</li> </ul>	

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**16. Budget: -**

To,

The Directors/ Dean for kind approval

**Sub:** Budget for “Faculty Corporate Meet”

Marketing Area Chair is organizing Faculty Corporate Meet on 8<sup>th</sup> October 2022 in Board Room 1, Faculty of Management Studies, JAIN (Deemed-to-be University), Bengaluru. We request you to kindly approve the budget for the same as requested below.

The following are the requirements for the same:

Sl. No.	Details	Units	Amount (₹)
1	Memento	1	5000/-
2	Refreshments	40	2000/-
		TOTAL	2000/-

Total in Words: Rupees Two Thousand Only

Director/Dean, kind approval is requested for conducting the ‘Faculty Corporate Meet’, and incurring the expenses two thousand Only towards the same.

The Dean has recommended this proposal.

Kind Regards,

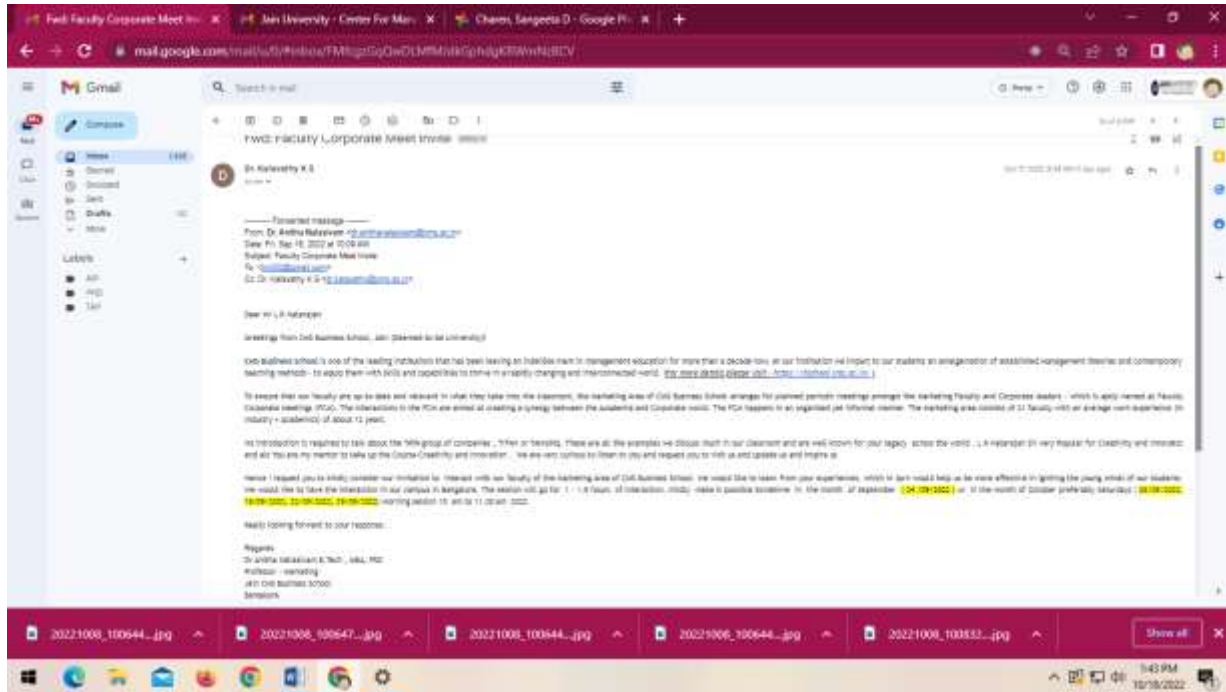
FCM Committee  
Approval Authority  
Signature

Dean  
Approval Authority  
Signature

Director  
Approval Authority  
Signature

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**16. Trailing Emails/communications:**



17. Any other related details: - NA

18. Pictures for the Event:



**Fig : 1.1** Dean Dr. Harold Andrew Patrick addressing Faculty Corporate Meet held on October 8<sup>th</sup> 2022 Board Room 1, CMS B School, Sheshadripuram, Bangalore

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*Fig : 1.2 Dean Dr. Harold Andrew Patrick addressing Faculty Corporate Meet held on October 8<sup>th</sup> 2022 Board Room 1, CMS B School, Sheshadripuram, Bangalore*



*Fig : 1.3 Mr. L R Natarajan, Former Executive Vice President Titan Company Consultant, Author addressing Faculty Corporate Meet held on October 8<sup>th</sup> 2022 Board Room 1, CMS B School, Sheshadripuram, Bangalore*

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**Fig : 1.4** Dr. Sangeeta Devnathan addressing the Faculty Corporate Meet and introducing the resource person during FCM (Faculty Corporate Meet) held on October 8th 2022 Board Room 1, CMS B School, Sheshadripuram, Bangalore



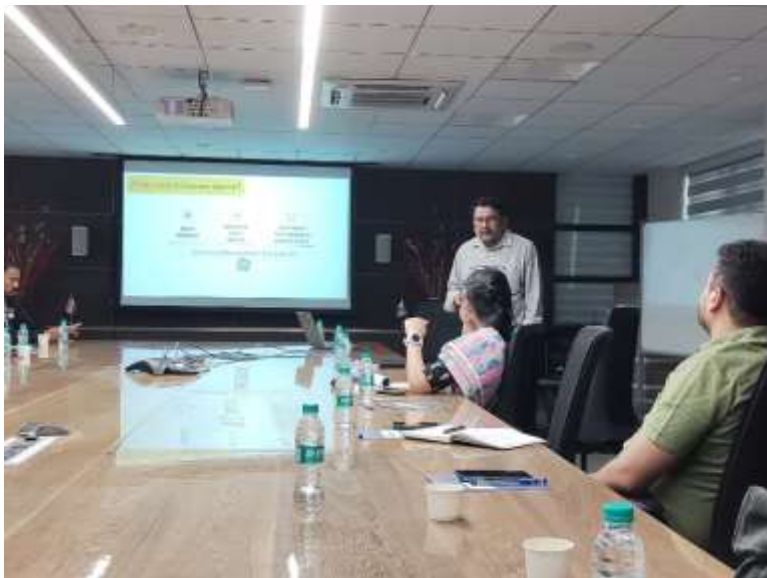
**Fig : 1.5** Resource person Mr. L. R. Natarajan during his interaction with Faculty members in Faculty Corporate Meet held on October 8th 2022 Board Room 1, CMS B School, Sheshadripuram, Bangalore



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*Fig : 1. 6 Faculty Members Marketing Area in Faculty Corporate Meet held on October 8th 2022 Board Room 1, CMS B School, Sheshadripuram, Bangalore*



*Fig : 1. 7 Resource person Mr. L. R. Natarajan during his interaction with Faculty members in Faculty Corporate Meet held on October 8th 2022 Board Room 1, CMS B School, Sheshadripuram, Bangalore*

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**Fig : 1. 8** Marketing Area Chair Dr. Sangeeta Devnathan giving away Memento to Resource person Mr. L. R. Natarajan Faculty Corporate Meet held on October 8th 2022 Board Room 1, CMS B School, Sheshadripuram, Bangalore



**Fig : 1. 9** A group photograph with Mr. L. R. Natarajan during his interaction with Faculty members Faculty Corporate Meet held on October 8th 2022 Board Room 1, CMS B School, Sheshadripuram, Bangalore

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***Fig: 1.10 Director Dinesh Nilkant CMS B School, interacting with Mr. L. R. Natarajan during Faculty Corporate Meet held on October 8th 2022 Board Room 1, CMS B School, Sheshadripuram, Bangalore***

**Brochure:**

**JGI JAIN** CMS BUSINESS SCHOOL

Marketing Area  
presents  
**Faculty Corporate Meet**

Mr. L. R. Natarajan is a multi-faceted executive, with over 37 years of experience spanning from Agricultural, Engineering, Automotive, Consulting, Manufacturing, Retailing of Consumer Goods and Services.

A graduate automobile engineer from the Madras Institute of Technology, he expanded his professional profile into lean flow manufacturing, Theory of Constraints, leadership development, organizational innovation, disruptive innovation and business turn-around.

He has around 25 years of experience in various capacities within the automobile and agricultural manufacturing industries. During the last ten years with the TITAN COMPANY as an Executive Vice President, he has led the Jewellery Division's integrated supply chain management for both, the Tanishq and the Goldplus brands. He was also primarily responsible for conceiving, conceptualizing, launching the brand "GOLD PLUS" and served as the CEO for this new business division.

**Mr. L. R. Natarajan**  
Former Executive Vice President  
Titan Company  
Consultant, Author & Faculty, SIM-B

**Workshop Outcomes:**

- Understand the current market and business trends that add value to the business's bottom line.
- Discuss the challenges faced by the industry in present market conditions.

Do join to enrich yourself!

**Date:**  
Saturday 08<sup>th</sup> October 2022

**Time:**  
10:00 AM - 11:30 AM

**Venue:**  
Board Room - 1  
CMS Business School  
JAIN (Deemed-to-be University)

bschool.cms.ac.in