



ECO-VERACITY

January 2015

Pre-Millennium Alumni Meet
Masters Premier League
India Down Under: Quest to Defend the Title
E-commerce and Mail Order Retailing in India and the West

**MBE
EVENT CALENDAR**



January FinMasters (Online Quiz)

February Brand Aid
Masters Premier League
Delhi Alumni Meet



DEPARTMENT OF BUSINESS ECONOMICS
UNIVERSITY OF DELHI SOUTH CAMPUS

EVENT REPORTING



Pre-Millennium Alumni Meet

The last quarter of the year 2014 has been an eventful one for MBE. Amidst everything, the department held its very first 'Pre-Millennium Alumni Meet' – Reminiscence 2014 on 2nd November, 2014 at the Silver Oak Lawns, India Habitat Centre, New Delhi. The meet was held exclusively for the batches that passed out of MBE in the years 1978 to 2000 – hence the terminology 'Pre Millennium'.

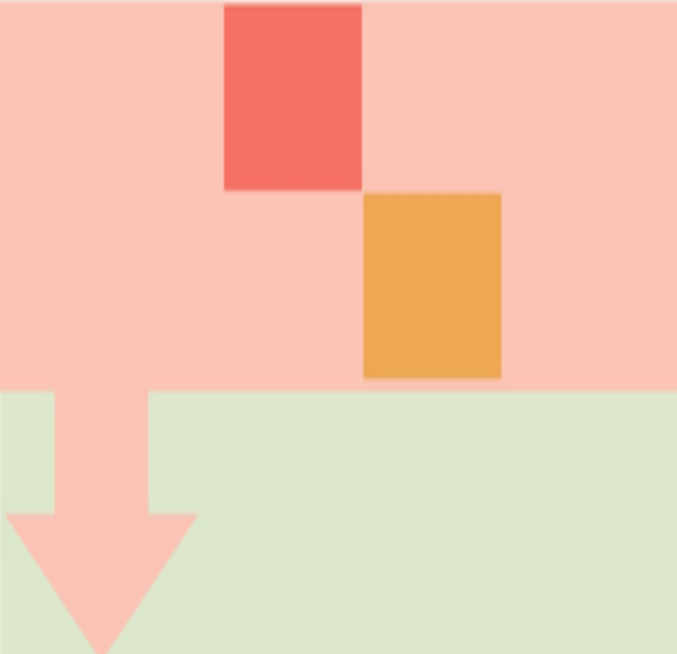
It was a very pleasant Sunday evening – the ideal weather for an outdoor alumni meet. The event saw attendance from over 40 alumni – some even from the first ever batch to pass out of MBE. The lawn was soon full of old friends meeting each other after ages, sharing anecdotes and the sound of laughter filled the atmosphere. The event was then kicked off by the ceremonial lighting of the lamp, symbolizing old associations and new beginnings – followed by a Welcome Address by our HOD – Suresh Sir. After the members of the faculty had shared their experiences with MBE, the stage was thrown open to the Alumni. A video showcasing the long and joyous journey of MBE since its inception till date was played during

which flashes of recognition could be seen on many of the guest's faces.

The event also marked the launch of our very own Alumni Website, wherein each alumnus can login with a click and keep in touch with the department as well as their batchmates. The launch was followed by the cake-cutting ceremony.

The highlight of the evening was the games played to engage the guests. Be it guessing the name of the product from an old Doordarshan ad being played, or the singer of a 1960s song, to singing another song by the same singer – the enthusiasm with which the guests participated in the games was infectious. The event culminated with the dinner buffet and a promise to meet again between old friends and acquaintances.

Masters Premier League



As an event introduced and organized by no special team but a bunch of cricket enthusiasts from the MBE batch 2013-15, the 'Masters Premier League' turned out to be a huge success in its very first edition dubbed MPL 1.0. Unlike other events of our department, it didn't require much effort other than the interest and support of the batch.

Organized in a span of less than 24 hours, it started off with a bidding process in which 31 boys of our batch participated. Girls, in teams of 2 were made managers and owners of the team and they were in charge of buying players in an open auction process. After an entertaining bidding process was complete, the league matches started off with a bang and were

completed in a span of 3 days.

Everyone was eagerly waiting for the finals and everyone was sure that the team who batted second would win it since it was the case in every game that took place in the tournament. But unlike in the previous matches the team defending the target won the final with a margin of just 1 run. It was a close win and no team deserved to lose. This final was the best entertainment a spectator could hope for and the tournament as a whole was a huge success but it wouldn't have been the same without the enthusiasm shown by each and every individual of our batch.

This year, the event is planned to be held in February. Looking forward to a great response!

ARTICLES



India Down Under: Quest to Defend the Title

Not many things in winter start at 5'o clock in the morning but when it comes to cricket during this time of the year, we have one of the most interesting and cracker of the cricket series, among INDIA, AUSTRALIA & ENGLAND, going on. Yes, you have heard it right, India is right now on the tour of Australia for a test match series and a triangular ODI Series (about to start). And what can be the better time than this to play in Australia? World Cup 2015, as we all know, is going to start in the month of February and the hosts for this season are Australia and New Zealand.

The Difficulty:

The last year's host and the defending champions, India, have been provided with a wonderful opportunity by the BCCI as we all know how difficult it is to play against the top side in test cricket in their home. The last time India went down under, it had lost the test match series with a clean sweep. The pitches in Australia help a lot to fast bowlers and generate a lot of bounce for them, which ultimately create a myriad of

problems for Indian batsmen playing overseas. The likes of the Great-4 of India (Sachin Tendulkar, Rahul Dravid, Saurav Ganguly and VVS Laxman) is no more there and hence, the team is also going through a transition to younger generation, especially after the retirement of M.S. Dhoni from test cricket.

The Show of Intent:

But, at the same time, this team, led

by Mahendra Singh Dhoni in ODIs, has a point to prove, and as we all have seen, it also has the mettle to do so.

Murali Vijay, is currently going through the form of his life and has constantly been among the runs. The scores of 99 and 144 in the 1st and 2nd tests respectively are indicative of the kind of talent this opener has and how he is turning it on for his country at the right moment. Virat Kohli, the new wall of India, is once again up to mark and stands tall with the scores of 115 and 141 in the 1st & 2nd innings, respectively, of 1st test.

The scores of 169 and 147 in the 3rd and 4th test respectively demonstrate the temperament and the class of this player. At the same time, the innings of 147 played by Ajinkya Rahane and 110 played by K.L. Rahul in the 3rd and 4th test respectively, stand testimony to the zeal and fervor this team has, to perform well during hard times and the courage to take things on.

One-Time Opportunity:

The defending world champions, have got a one-time opportunity to get themselves accustomed to the conditions in Australia and get enough practice to perform well in the World Cup 2015. The fact that M.S. Dhoni is the captain in ODIs(after his retirement from test cricket) will boost the morale of the team and hence, infuse the right amount of enthusiasm in the team. This tour, as it has been seen by many experts, is a prelim for India and gives the team the right amount of exposure to the fairly tough conditions down under. India, instead of focusing on this tour, should emphasize more on the bigger picture and should try to set the team combination right for the “Final Show”. This may include from selecting the right team to

give good playing exposure to each player, to shuffling the batting order to get the combination right. The team, if need be, has to experiment now in the upcoming ODI Series so that it would give ample time to the players to adjust themselves till the time “Final Show” starts.

Everything said, as we all know, Cricket is a game of complete uncertainty. No one knows, maybe, leaving all the statistics and records behind, this Indian team may amaze everyone in the upcoming season and soon we all Indians

experience one more moment of joy and pride, this time with double the happiness.

TODO LO MEJOR, TEAM INDIA!

- Prateek Jain
(MBE Final Year)

E-commerce and Mail Order Retailing in India and the West

As E-commerce grows to mammoth sizes, and threatens to replace physical retail chain stores, there is one format that does not garner much attention but is very similar to the concept of e-commerce – the concept of mail order retailing.

A study of the history of catalogue marketing reveals mail order catalogues have been in circulation since the 15th century and have seen rising popularity until some time.

Mail order marketing or shopping from catalogues means that the shopper looks at a product in the printed hardcopy catalogue, selects what he/she wants to buy and sends the money (price + shipping charges) to the retailer. The retailer in turn ships the product. Modern day e-commerce also works in a similar fashion. The only difference is of the involvement of modern technology in modern times.

But essentially both of them fulfill the same needs – enabling a retailer to reach shoppers anytime, anywhere and offering convenience to the shopper.



In fact as one delves deeper into the subject matter, more similarities between the two concepts will emerge .

According to Wikipedia, the first mail order in North America Catalogue was Tiffany and Co.'s "Blue Book" in 1845 making it the first mail order catalogue in North America. In fact the earlier catalogues were in distribution even before that. Mail order marketing in that era received a thrust from:

1. Advanced printing techniques
2. Rise in consumerism post World War 1&2.
3. Participation of women in the workforce – now women needed to shop for products that made home life easier (Kraft Dinners) and they needed to do it conveniently.

And similar factors have contributed to the rise in E-commerce too:

1. Advancing technologies each day
2. Rise in demand with rising incomes
3. Convenience and ease of shopping from home

Mail order marketing as a concept has been more popular in the west than it has been in India. Raheja Group's HyperCITY Argos was first to offer a catalogue shopping retail format in Thane. But they closed down after two years or so because of problems in logistics, merchandising, space management, frequency of mailings, and management of offers and promotions.

And some of the problems which led to the demise of mail order retailing in India are the problems that currently plague the Indian E-commerce industry viz logistics, merchandising, and the cost of promotions and discounts.

It seems to me that people in the west have been comfortable in ordering products without touching or feeling them since the 15th century. The very fact that

people even so long ago, were comfortable in prepaying the retailer (by sending their money to a retailer), assuming the retailer to be trustworthy is baffling. It could probably be said that the very concept of mail order marketing paved way for E-commerce in the west and is a booming industry now.

Yet, as things stand today, the catalogue is not dead yet. In fact, as catalogues paved way to E-commerce, they still complement the industry. Catalogues are a potent source of inspiration. In the US, online shoppers browse catalogues for ideas, and 31% have a retailer's catalogue with them when they make a purchase online. Women ages 18 to 30 are especially motivated by catalogues, claiming that the catalogues enhance their impression of a retailer.

TRIVIA



WORD SEARCH

Find the answers in the box given below based on the clues provided on the next page.

U	S	C	Z	Y	E	B	K	T	D	F	R	Z	R	L
E	J	N	Y	A	K	B	A	R	M	F	O	C	C	R
N	B	C	Y	Z	B	W	B	A	E	K	L	V	A	W
I	U	A	E	Z	H	A	R	M	L	Y	A	F	C	L
R	D	L	N	R	S	R	I	L	B	J	N	P	Y	V
E	G	O	O	Q	A	I	D	A	O	G	D	D	L	D
T	E	B	M	D	R	A	G	W	U	A	G	Z	O	E
S	T	E	T	M	C	P	E	F	R	A	A	D	P	V
I	S	U	A	N	H	G	L	B	N	D	R	S	R	K
L	S	C	I	M	O	N	O	C	E	I	R	A	E	S
I	F	H	F	X	R	I	A	V	O	D	O	D	T	G
K	Q	B	I	R	X	K	N	M	D	A	S	J	N	C
R	C	S	S	P	C	L	Y	A	Q	S	S	B	I	O
T	R	M	T	U	B	E	R	C	U	L	O	S	I	S
D	R	R	A	Z	E	S	R	U	O	B	B	A	T	Y

CLUES

Note: Number in the bracket at the end of every clue, indicate the number of words in the answer.

1. The British East India Company was founded during the reign of this emperor(1)
2. Three stripes in the logo of this sportswear manufacturer represent mountains as a metaphor for challenges (1)
3. A brand of antiseptic named after a British surgeon who pioneered the idea of sterile surgery (1)
4. World's largest company by revenue, according to the Fortune Global 500 list in 2014, the biggest private employer in the world (1, hyphenated)
5. Headquartered at Lyon, France, this is the second largest international organization by member nations count after United Nations (1)
6. "In 1976, I discovered _____. Now I fear an unimaginable tragedy."- Prof. Peter Piot in an interview to The Guardian in October 2014 (1)
7. This word was derived from the French word meaning 'Little Bag' (1)
8. This term refers to temporary finance provided till the availability of long term arrangements (2)
9. Currency that is declared to be legal tender and the value of which is derived from the relationship between supply and demand (2)
10. In a game of test cricket, when a batsman is dismissed in the first ball of both innings, it is known as _____ (2)
11. The French Open is named after a World War I pilot named _____ (2)
12. This is a collective noun used for a group of Rhinos (1)
13. Consumption was the former name of this disease (1)
14. The name of the Paris Stock Exchange (1)
15. This category was added to the Nobel Prizes in 1969 (1)
16. Bearbrass founded by John Batman was the original name of this city(1)