SAMVAD
September 2017

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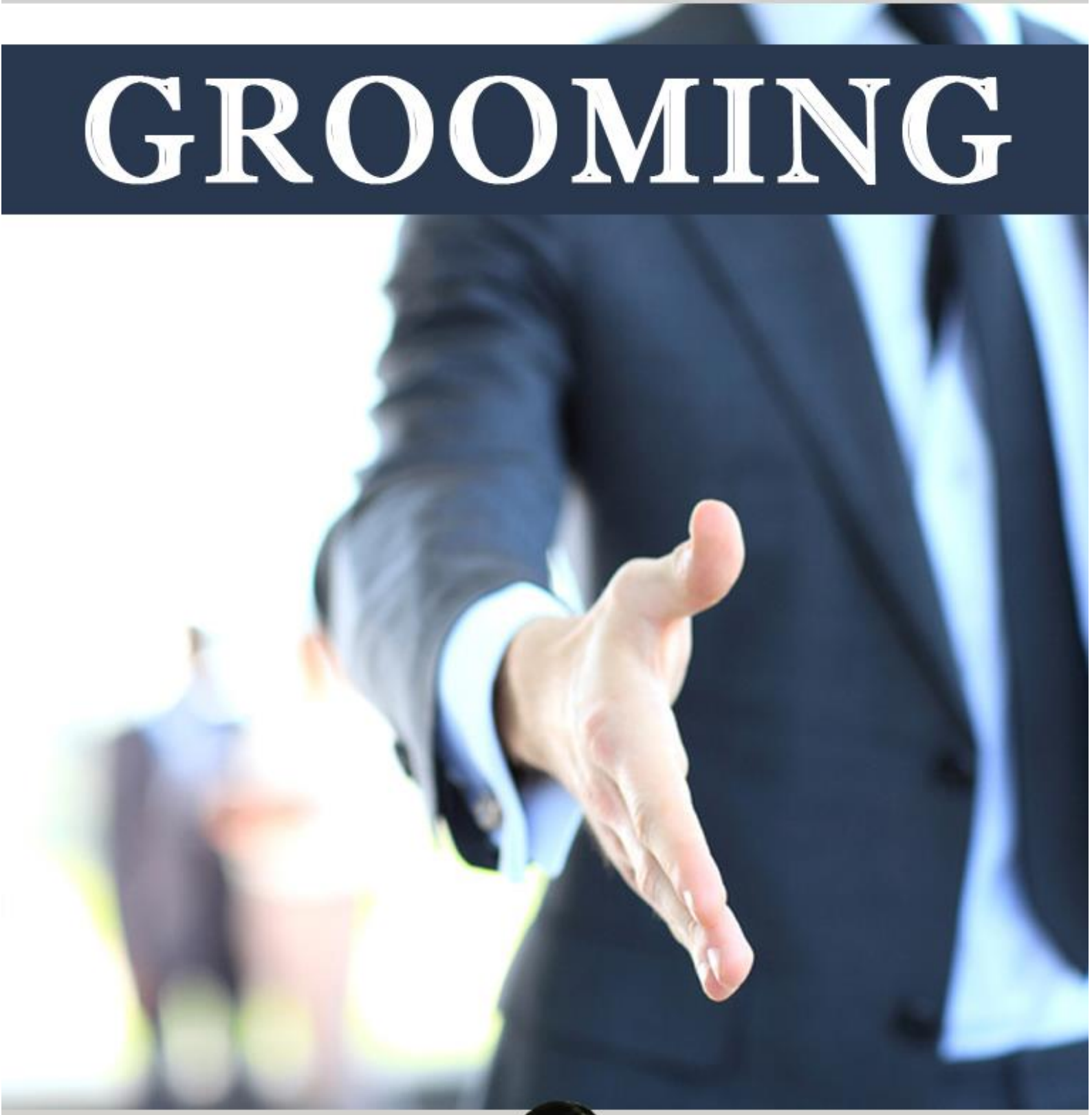
GROOMING



Featured Article

Presence of Well-trained Groomers To Help Set the EVP of a Company

WeChat

Greeshma Thampi

Chief Image Consultant & Director - Avancé Image Management

ABOUT US

OUR VISION

"To nurture thought leaders and practitioners through inventive education"

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

"*The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.*" - Alvin Toffler

At WeSchool, we are deeply inspired by these words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities need a new approach both in terms of thought as well as action. Cross disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy-the mind's eye needs to be nurtured and differently so.

We school has chosen the 'design thinking' approach towards management education. All our efforts and manifestations as a result stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

MESSAGE FROM THE DIRECTOR

Dear Readers,

Prof. Dr. Uday Salunkhe
Group Director

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone.

As we begin a new journey with 2017, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students, but also the society at large.

Wishing everyone a very happy and prosperous new year.

Prof. Dr. Uday Salunkhe,
Group Director

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the September Issue of SAMVAD for the year 2017!

SAMVAD is a platform for "***Inspiring Futuristic Ideas***" and we constantly strive to provide articles that are thought provoking and that add value to your management education.

With courses pertaining to all spheres of management at WeSchool, we too aspire to represent every industry by bringing you different themes every month. We have an audacious goal of becoming the most coveted business magazine for B-school students across the country. To help this dream become a reality we invite articles from all spheres of management giving a holistic view and bridge the gap between industry veterans and students through our WeChat section.

The response to SAMVAD has been overwhelming and the support and appreciation that we have received has truly encouraged and motivated us to work towards bringing out a better magazine every month. We bring to you the September Issue of SAMVAD which revolves around the theme of "**Grooming**".

We hope you read, share and grow with us!

Hope you have a great time reading SAMVAD!

Best Wishes,

Team SAMVAD.

"The difficulty lies not so much in developing new ideas as in escaping old ones."

John Maynard Keynes.

ACKNOWLEDGEMENT

Team SAMVAD would like to extend their heartfelt thanks to certain key members of the WeSchool family for their special efforts towards the making of this magazine.

We deeply appreciate the constant motivation & encouragement that our beloved **Group Director Prof. Dr. Uday Salunkhe** has always extended. His focus on the core values of Passion, We Link & Care, Result Oriented Process Driven Work Ethic and Breakthrough Thinking has formed the foundation of all the activities that we undertake as students of this esteemed institute.

We deeply appreciate the help and support given to us by;

Prof. Deepa Dixit
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Professor

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Thank You

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WECHAT

Ms Greeshma Thampi

Director & Chief Image Consultant- Avancé Image Management

Team SAMVAD

Could you please take us through your journey?

I am Greeshma Thampi. After pursuing an MBA from Welingkar Institute of Management in the year 2009, I worked with an IT MNC for a couple of years as an HR manager. But I felt that I was not able to exploit my complete potential within a set job description. The seed of entrepreneurship was obviously sown earlier on, even when I was doing my MBA. In the year 2011, I came across this wonderful concept called Image Consulting and decided to pursue that as a career. I got certified as an Image Consultant and started my organization called Avancé Image Management. Avancé is a French word that stands for progress and development because that's exactly what we've been doing at Avancé.

As an Image Consulting company, we offer two services. One for individuals and another for Groups. I'm extremely fortunate to have coached CEO's, entrepreneurs, celebrities on a one-on-one coaching program. We have various offerings for corporates as well. A lot of corporates hire us for conducting group training programs where we could conduct a personal branding program for middle management or an executive presence program for senior management.

At what stage is the image consulting Industry in India?

Image consultancy is definitely at a nascent stage, even though I started in 2011, I had the first mover advantage, so it was even more challenging back then. Today a lot of people are at least aware of what this industry is all about, and there is a lot more acceptance. I am sure in the years to come there will be a lot of opportunities for anyone who

would be interested in a career in image consulting.

How do you approach consulting?

We have a highly consultative approach when we work with our corporate clients. We've been fortunate to have a lot of interesting clients. When an organisation comes to us we start with something called TNA- Training Need Analysis, where we do a thorough analysis of the actual objectives of a particular training program. Then we do a thorough research on the kind of people we are going to train, understanding their job description, day-to-day roles and what are the areas they would need guidance on. Then we do a 360-degree evaluation before conducting the program, so we get insights from the seniors, the HR, subordinates including the participants' perspective and that is how we design a highly effective program that increases the organisation's ROI.

We focus on a lot of activity-based learning. We use facilitation techniques, role plays based on relevant day-to-day situations. It could involve modules for something as simple as how to create

a rapport? or how to deal with someone who's from another country? The topics for conversations that are acceptable etc. For example, when you dial into a call there's a lot of silence but how do you build rapport even in that space is imperative. When you're travelling to another country how do you fit in but still make a mark. So, these are the various things that we take care of.

How does image consulting aid businesses in becoming profitable?

There's an adage that people do business with people and not necessarily with companies. Imagine as a sales person or an HR or a leader who's representing a company outside, if the person is not able to create the right impression in the magical 3 seconds, it is eventually going to show on the company's bottom-line.

Let me give you an insight on what image consulting is and how important it is in the corporate space. Today, even when people are looking to hire leaders, they're not looking just at someone who has just got a brilliant resume, they're looking at someone with an executive presence.

An executive presence is something that is called as your invisible resume. Executive presence is divided into four aspects: A, B, C and D.

'A' stands for the **Appearance**- the way a person looks, the way he's dressed, groomed, the overall Self-presentation.

'B' stands for **Behaviour**- the ability to conduct oneself appropriately in a business environment, one's meeting etiquettes, professional protocol, business dining skills and cross-cultural sensitivity.

'C' stands for **Communication**- we all know it's not what you say but how you say that makes all the difference. This is where a lot of leaders need grooming; on verbal as well as non-verbal communication.

And the last one is 'D' for **Digital Impression**- which is extremely relevant in today's world. It is how you are perceived on the online media space; your LinkedIn account, Twitter, Facebook etc. Together A, B, C and D work to build an employee's executive presence, which in turn enhances the ability of a business to emerge as a leader.

What is the future of this industry?

Many corporate firms are now realising the need of this particular training for their employees. Whether it is the sales teams who is representing the company, whether it is women employees because gender diversity is a huge initiative across corporates so they're looking to build leaders out of women who can even look the part and be seen as leaders in the future.

It could be as simple as a manufacturing company who is sending their R&D team abroad for a presentation because even the way they conduct themselves, carry themselves creates an impression about the company.

So, there is ample opportunity in the industry as the world has now become a smaller place and businesses need their individual representatives to stand out in the midst of international competition.

What advice would you like to give management students who aspire to pursue this field?

Image consulting is a wonderful industry and there are 3 things you need if you want to build a career in image consulting: the 3P's.

1. **Passion**- If you're passionate about this industry and grooming comes very naturally to you, it won't really feel like work, it'll feel like a hobby that keeps you happy and motivated.
2. **People**- Because you are dealing with so many people, you need be people-oriented. You should be able to coach them, counsel them with patience. People management skills are definitely important.

3. **Perseverance**-This industry is still at a nascent stage. There are not many blueprints out there that we can follow blindly. There are a lot of areas where you need to carve out your own niche, so that needs a lot of effort.

That's my 3P's for you: **Passion, People and Perseverance.**

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OPERATIONS

GROOMING FOR OPERATION MANAGEMENT

Rohit Deorukhkar, MMS (2017-19), Chetana's R.K. Institute of Management & Research, Mumbai

Operations management refers to the administration of business practices to create the highest level of efficiency possible within an organization. It is concerned with converting materials and labour into goods and services as efficiently as possible to maximize the profit of an organization. Operations management is the business function responsible for managing the process of creation of goods and services. It involves planning, organizing, coordinating, and controlling all the resources needed to produce a company's goods and services. Production and Operations Management (POM) is about the transformation of production and operational inputs into "outputs" that, when distributed, meet the needs of customers.

To maximize productivity every company, need to do production planning. However, effective planning is a complex process that covers a wide variety of activities to ensure that materials, equipment and human resources are available when and where they are needed. Production planning is like a roadmap. It helps you know where you are going and how long it will take you to get there. Some advantages of an effective production plan and scheduling are follows:

- Reduced labour costs by eliminating wasted time and improving process flow.
- Reduced inventory costs by decreasing the need for safety stocks and excessive work-in-process inventories.
- Optimized equipment usage and increased capacity.
- Improved on-time deliveries of products and services.

For achieving these advantages grooming is very essential in operation management.

Significance of grooming operation Management:

Forecast market expectations

To plan effectively, you will need to estimate potential sales with some reliability. Most businesses don't have firm numbers on future sales. However, you can forecast sales based on historical information, market trends and established orders. For that grooming is essential.

Inventory control

Reliable inventory levels feeding the pipeline have to be established and a sound inventory system should be in place. Effective inventory management is one of the biggest challenges that entrepreneurs face. It's not easy to balance customer demand with the right level of inventory. For this Grooming require. In handling inventory manually, there are chances that you will prone to errors. The good news is that technology can solve these problems, if and only if you groom for it. There are a variety of options available to help you manage inventory, ranging from a fully integrated Enterprise Resource Planning (ERP) systems to more affordable software products.

Standardized steps and time

Typically, the most efficient means to determine your production steps is to map processes in the order that they happen and then incorporate the average time it took to complete the work. All steps don't happen in sequence and that many

may occur at the same time. After completing a process map, you will understand how long it will take to complete the entire process. Where work is repeated or similar, it is best to standardize the work and time involved. Document similar activities for future use and use them as a base-line to establish future routings and times. This will speed up your planning process significantly. During the process map stage, you may identify waste. You can use operational efficiency i.e. lean manufacturing principles to eliminate waste shorten the process and improve deliveries and costs. This principle you can accumulate by grooming.

Aspects of grooming:

1. Map Your Assets

A mapping our assets is the baseline of a true common operating picture and the foundation for contextualizing data. When you have the lay of the land, you have a unified picture of everything inside and outside the operation.

2. Connect Organization Data

Gaps in data need to be bridged to extract the most value from it. Technology pipes information into a map and makes the relationships amid the data vividly apparent. Integrate disparate sources of data from across the organization into one common view based on location.

3. Define Operating Rules

Not all information that operations generate needs to be seen, and much of it needs to be refined to be of any use. GIS facilitates the implementation of standards and rules that filter out noncritical data, thus exposing the issues that need attention before they grow problematic.

4. Share Intelligence

Decision-making occurs all across your organization. You need to make sure that decisions are based on a consistent, reliable, and up-to-date source of information. Technology enables you to communicate information to decision-makers freely, easily, and automatically.

5. Optimize Work

The fifth and final step eliminates duplication of effort and operational blind spots. Managers can see their information on any device, get turn-by-turn directions to their work location and collect data about the work they are doing. All of which feeds back into the operations centre for real time monitoring

How grooming should utilize for better operation management?

Advances in technology which includes improved automated equipment, High-speed data transmission lines like broadband, faster and more powerful computers also have the significant impact on grooming for operation management. Contributing to the growing trends in services is the fact that large amounts of data are readily accessible today and can be transmitted inexpensively over long distances. Technology needs to be properly integrated into an organization in order to provide a competitive advantage in terms of both increasing the efficiency of the operations as well as increasing effectiveness with respect to better serving its customers. In Service organization technology can significantly alter the way in which a company does business. For example, most of the major airlines now have home pages on the Internet that provide information about special airfare promotions. Technology has allowed service operations to significantly reduce. In addition to providing faster service, technology can simultaneously reduce labour costs by entirely eliminating the customer–worker encounter.

For example, many hotels now provide an in-room checkout option. Guests who want to take advantage of this option simply follow the menu-driven instructions on the television in their room, leave their hotel keys in the room and never have to wait in line at the front desk.

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FINANCE

GROOMING FOR A SUCCESSFUL CAREER IN FINANCE

Gurusha Raskar, PGDM (2017-19), Welingkar Institute of Management, Mumbai.

So, you are the one of those rare few who loves numbers and are planning to enter the Finance industry.

Do you think your formal education, i.e. specializing in Finance, is enough to sustain, promote you in a company or even land you in a job?!

Guess what, there are crores of people in the employment market drenched with similar qualifications but what makes you any different? How can you groom yourself in this industry and excel with flying colours in your career?

Research suggests that HR and CEO's believe that, "One can learn content on the job. It's the soft skills company value more."

It comes to no surprise that, The World Economic Forum reported that by 2020, "social skills" – such as, persuasion and emotional intelligence – will be in higher demand than technical skills.

While technical (hard) skills may get you an interview, to gain that competitive edge and to leave a lasting impression with a prospective employer, you need to go back to square one: ramp-up soft skills.

Here are top 6 parameters that will help you be absolutely groomed for the Finance Industry.

Communication

The most important and yet the most ignored. A Finance manager communicates his thoughts, decisions, and insights. If he lacks in this matter, he will definitely not be an effective leader/manager. He needs to get things done as well as be a part of the meetings. Communication is the key and hence, one should develop and improve this skill, not only verbal but also written (Emails). Articulation, Tone, Pitch, Body Language can change the meaning of the conversation completely. Therefore, take consistent efforts and introspect, this will turn your weaknesses into strengths.

Proactive and Problem-Solving Approach:

Being proactive is the most sought-after skill in these years, this is because a Finance manager deals with ample of problems and he has to actively help in preventing issues. Also, if issues arise, he has to ensure that the problems are solved as quickly as possible. Hence, inculcating the habit of solving puzzles, or having this approach in life is essential.

Decision Making:

You may aim to be a Finance manager, Treasury Analyst, Fund Manager, Branch Manager, Credit Head, Chief Financial Officer, however if you observed carefully, no matter which role you choose, decision making is an integral process. A person who is timid and is constantly in two minds cannot be a manager. And hence, decision making is an exercise in itself. Plan and take decisions, be accountable for your actions now. This is how you'll get good at it and will be able to judge the situation well.

Professionalism

Being competent, reliable, dependable, respectful, punctual all lies under professionalism and much more. You'll be well known and respected for your professionalism. Period.

Confidence

This is not limited to just finance professionals but for each and every individual. It's simple, if you don't believe in yourself, why would anybody. Any company would invest in a manager who is confident of himself because a single mistake and the competitor company would overtake. Confidence can be inculcated as well. A TED speaker said, "Fake it till you make it." Similarly, positive affirmations and building your self-esteem and image will help you not only professionally but personally. This is one of the most crucial ornaments that one can wear.

Adaptability

In this ever-changing world or the "VUCA world" i.e. Volatile, Uncertain, Complex and Ambiguous. One needs to change swiftly and quickly as the situation arises. Notwithstanding that the core values and morals need to be intact.

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MARKETING

MEN'S GROOMING INDUSTRY

Anjali Lalani, PGDM- E-business (2017-19), Welingkar Institute of Management, Mumbai.

The market size of India's beauty and grooming market is expected to touch 20 billion dollars by 2025 due to rise in disposable income of middle class and also, because more and more people aspire to live a good life. The ASSOCHAM study highlights the fact that industry has grown mainly due to improved purchasing power and rising aspiration among the lower strata of the society while the brands are coming out with products and pricing to suit people across difference levels of purchasing power. The consumption pattern of cosmetics shot up substantially between 2005 and 2015 because of increasing awareness and an intense desire to look good. In fact, they are among the fastest growing segment. Over 68% of young adults feel that using grooming products boost their confidence.

Men's Grooming Industry: The Rising

More and more Indian male icons are endorsing beauty and personal care brands to encourage the use of personal care products by men. The rising aspiration among Indian men to look better groomed, has led to the Indian men's grooming market's rapid growth of more than 42% in the last 5 years.

Let's walkthrough the journey of Wild Stone: From Seductive to being Subtle

It rolled out its first ATL marketing campaign in 2014. The campaign was positioned around 'Indian sensuality'. The creatives of the campaign for Wild Stone Thunder were conceptualized around the title '**Mausam Beimaan Hai**', that portrayed the possibilities for unexpected encounters between people of opposite genders which arise with Thunder. This campaign was spread across mediums, including TVC, cinema, digital, outdoor, print media and on-ground activations.

Same Concept New Ad:

Until 2016, advertising in this space was all about attracting women insanely by using a body spray. Some of the ad campaigns did wonders for the brand while some landed into controversies. Male body spray brands including Fogg, Set Wet, He Deodorant and Axe were few among many others who decided to ditch the conventional way of advertising and went on to try on something new, something more thoughtful.

Wild Stone was the latest one to join the bandwagon in 2017. The brand, in its latest 45-second video, had played with the same idea of wooing a woman but this time without showing anything on screen. Basically, they tried to position Wild Stone by bringing alive the power of smelling good in understated and endearing ways.

Wild Stone re-wrote the rules of the marketing game with an understated sophistication. The only problem with smelling good is that you get noticed and become irresistible. This is how Wild Stone unfolded the plot in its last perfume launch which was very successful.

On deep-diving, the possible reasons for the flaring business of male grooming are:

- No more generic division
- Raising the bar
- Social Media dominance
- Price-point play

Men's Grooming Industry: Into the Future

M**ale grooming has gone beyond shaving and fragrances** can be indicated by the growth of men's toiletries that are outpacing the fragrances and shaving products. In recent years, more men are paying attention to their appearance, boosting the growth of male-specific skin care and hair care products. And hence in the coming years this industry is bound to flourish.

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HUMAN RESOURCES

PRESENCE OF WELL-TRAINED GROOMERS TO HELP SET THE EVP OF A COMPANY

Hrithika Choudhary, MBA-HR (2016-18), Symbiosis Institute of Management Studies, Pune

"What you do for a living is much less important than how you do it"

-Cal Newport (So Good They Can't Ignore You)

In the current world of business that is experiencing seismic changes and disruptions, the main challenge to the Human Resources department has shifted from "Retaining the right talent" to "Attracting the Right Talent". It has become a mandate or a norm for every company to be able to attract the best human capital and train them in order to sustain and retain them in the organization. It has become increasingly importunate for an organization to mould their Employee Value Proposition in a way that makes it easier for them to answer the question that's never been more important than now – "Why would the best talent want to work here?"

Considering the current trend of "The Gig Economy" wherein employees are slowly developing inclination towards jobs that are ethereal and more independent in their nature, the need of the hour for any organization is to assess its Employer Branding as well as its Employee Value Proposition so as to bring together a pool of talent which not only is the perfect fit for the organization but is also willing to contribute in building the organization's EVP.

Now that we have established the 'Why' part of creating a brilliant EVP, it becomes important to delve into the 'how' part of the EVP too. This is the segment where "Grooming" comes into picture. The best part about the concept of Grooming is its open and inclusive nature especially when it comes to perception.

Grooming is not restricted just to the basic lifestyle habits and etiquettes, it also takes in its purview the art of fine tuning an employee's skill set – this can be behavioural in its form or it can even be technical and job-oriented in nature. Therefore, grooming becomes critical and integral to an organization's EVP. Any employee would be more than willing to invest their resources if he/she is provided with an opportunity to undergo grooming as it adds value to their personality as well as skill set and gives them an edge over others to create a lasting first impression. This fact is well exemplified by L'Oréal's EVP, a part of which includes a pillar on which it banks on – School of Excellence wherein it speaks about how innovation is in the DNA of the organization and working for the world's leading brand in its vertical can attract and retain the top talent.

Bringing in the best grooming trainers or training facility, gives the employees a more gratified sense of belongingness to the organization as it percolates to many different levels of their needs and in turn makes them more professionally appealing and desirable. It's a win-win strategy by an organization as the employees benefit by garnering the maximum out of a well informed and a knowledgeable trainer for the purpose of enhancing their existing skill set and personality as well as learning new and more relevant tactics to improve their career trajectory. This grooming will eventually lead an employee into leaving a lasting impact on the client and increased productivity which in turn translates into business gains for the organization. A methodical and well-organized grooming department which not only provides relevant and authentic training in tandem with the competitors but also counsels

the employees as per requirement is highly recommended for any organization to thrive and make its employees feel valued which in turn will translate into a better environment for employees to work in and at the same time, enrich their experience.

This was in lieu to the existing employees and their experience, however when an organization is trying to sell its EVP to attract new talent, the presence of a well-established set up for grooming becomes a very lucrative offer to not accept as it appeals to the different levels of needs of the employees. Speaking strictly in terms of organizational behaviour, Maslow's Theory of Needs stated different levels of needs of an employee attracts and motivates or provokes his response. For instance:

- Safety Needs – An organization that invests in an employee's grooming is certain to be one that values its employees and gives them enough opportunities to grow and this gives a sense of security to the employee and incentivizing the entire process again creates a safety net which attracts employees.

- Social Needs – This relates to the sense of love and belongingness and an organization which invests in grooming professionals to teach and train its staff comes across in the positive light as an organization which goes an extra mile to provide the best experience to its employees.

- Esteem Needs - Well-groomed trainers that provide top of the market grooming sessions to employees mould them into individuals that stand apart in a crowd, something that strokes the esteem of many people. Gaining recognition and praise for one's grooming and their etiquettes is sure to appeal to many talented potential employees.

Figure 1 – Maslow's Hierarchy of Needs

Source: www.study.com

The importance of grooming and imparting training when it comes to grooming with the help of trainers that are qualified in this domain is now paramount for an organization to set itself apart and compete in a new league altogether as it has become a compelling need for all organizations to attract and retain the top talent in this VUCA economy and one of the most efficient strategy to do so is by capitalizing on your EVP.

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1) Linkhumans.com

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GENERAL MANAGEMENT

MEN'S GROOMING START-UPS TAKE ON THE BIG BLADES IN THE SECTOR

Rakesh Menon M & Ruchi Sharma, PGDM 2017-19, BIMTECH, Greater Noida

Indian men's grooming market is expected to touch transactions of Rs. 14,200 crores by 2020, up from Rs 3,000 crore in 2010 and Rs 7,500 crore in 2015 according to the assessments of Euromonitor, a global market research firm. The reason for lashing the growth are rising consumer lifestyle expectations, increasing one-use incomes in urban areas and rising image and appearance mindfulness among men. The educated, genially paid and the well-travelled customer is keen to pay for it, even at a premium. There are so many men's grooming sectors coming up for this present generation. This is mainly because of the rising consciousness spread among the men regarding the trend and lifestyle. According to some, grooming is a part of their social status.

In India we have a set of new skilled grooming sectors coming up. These start-ups have proven their success through the entrepreneurial and managing skills. They were able to grab the market attention through their strategic positioning and segmentation.

Bombay Shaving Company

Shantanu Deshpande, Deepu Panicker and Raunak Munot founded Bombay Shaving Company in 2015 and has a stretchy subscription based model. It retails six-part shaving regimen products – six-set razor, brush, pre-shave scrub, shaving cream, post-shave balm and blades, also eminent shaving blades.

Beardo

Ashutosh Valani and Priyank Shah launched Beardo in 2015. It sells a variety of products particularly meant for men's beard and moustache. Beardo oil, Beardo wash, Beardo Beard & Hair Growth Oil, Beardo Ultraglow, Brick soap and moustache wax, etc. are among some of the products existing online.

Ustraa

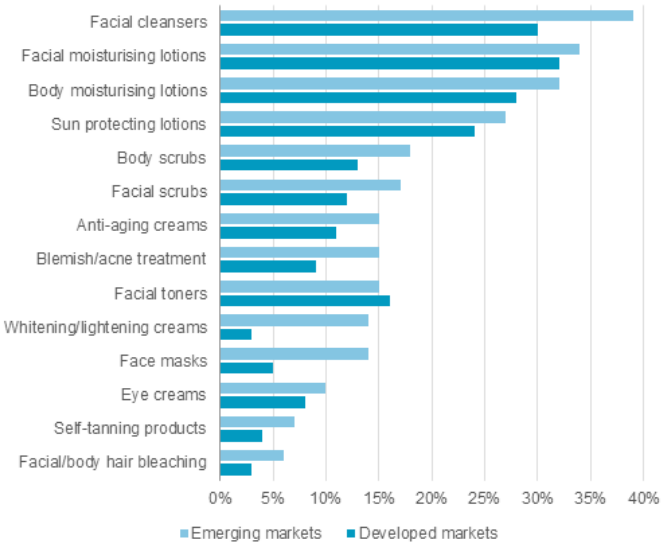
Founded by Rajat Tuli and Rahul Anand in 2015, the parent company- Happily Unmarried – upstretched Rs. 5 crores in July from Info Edge, captivating the total funds to Rs. 21.3 crore. Ustraa vends everything from 'mooch oil' to body and face washes, fragrances, shaving accessories, skin care products made specially for Indian environments. Ustraa titles all its products are completely free of parabens and sulphates.

Lets Shave

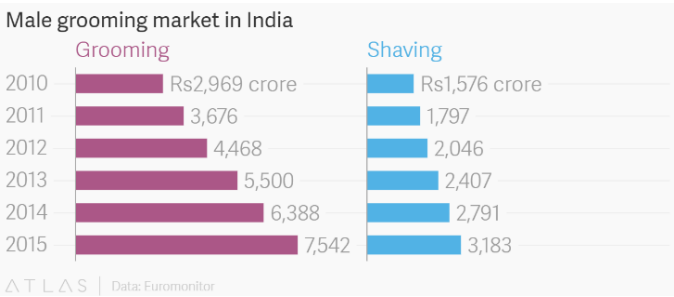
Founded by Sidharth Shankar Oberoi in 2015, Lets Shave is bootstrapped and is a limited partner for Korean giant Dorco in India. It totals quality razors and presented world's first six-blade razor with different trimmers. It also sells tailor-made blades for different skin and hair types.

These are some of the emerging grooming sector of the Indian market.

Analysis of Indian Grooming sector



Graph showing increasing Indian male toiletries market value.



Male grooming market in India

Men grooming products take account of cosmetics, toiletries and shaving products. Conventionally men grooming products include toiletries and shaving products only but recently call for men beauty products are rolling popularity crossways the globe.

Men grooming products become very popular in India. The root of product type men grooming products market is segmented into skin care, deodorants, toiletries, shaving products and others. Skin care section is sub-segmented into moisturising, anti-aging, skin whitening and anti-acne. Toiletries sector is sub-segmented into soap, shampoo, hair-conditioner and after shower. The current market place growth of the grooming sector is mainly focused and implemented by the thorough overview of parental market along with the changing market changing aspects of the industry.

The study also aims on the in-depth market division considering the historical, current and probable market size in terms of volume and worth. As a result of the change in fashions, recent industry trends and developments along with competitive landscape are also needed to be taken care of. There must be a correct idea of information for market performers to sustain and improve their market tracks

Today, India is supposed to be a booming market for men's grooming. There is also mounting evidence of share and growth. Singapore-based private equity firm Everstone Capital capitalised in Bengaluru-based hair care chain R&R. The chain has above 25 salons under the You Look Great Brand. Also, London-based haircare chain Truefitt & Hill has released six salons in different parts of the India. This leads to the economic development of our country and also leads to the increase in GDP of our nation.

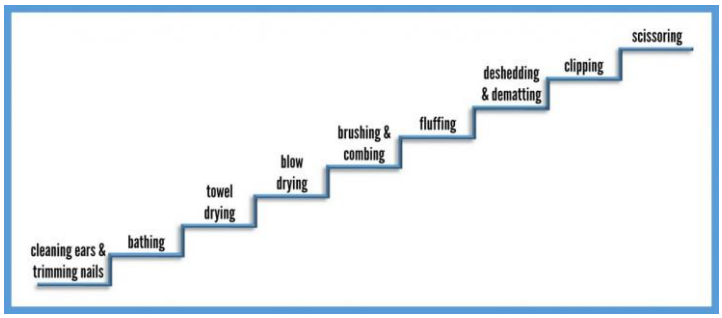
The male grooming market in India is on a hype. It has a growth of around Rs. 4500Cr within a span of 5 years. The shaving sector has an increase of approximately Rs. 1600Cr in the span of 5 years.

The market value of Indian male toiletries is on an increasing scale. The usage of cosmetics

among male has been increasing from past few years. The main reason behind this is the increasing beauty consciousness among new generation. The emerging market product shows an increasing market value than the developed market products. The emerging market products has an increase of around 33% from 6% to 39%.

According to reports from the fashion industry, in the past five years, men's fashion has outpaced women's. With this enormous demand, several top fashion varieties like Gucci, Ralph Lauren, and Hermes have expanded their menswear offerings by introducing a wider range and even keen menswear stores in several cases. With the growth of e-commerce in India and the upsurge in purchasing power, more and more men are discovering options and variety in grooming and essentials products. The demand is not restricted by geography or purchasing power. The grooming market in India is small by world standards but growing at a rapid pace with the increase in demand of the modern generation according to the new trends and fashion.

Corporate stepping up to challenge of finding, grooming skilled workers



Different sections of grooming skills.

Conferring to a 2015 survey, 84 percent of our member firms have open expert positions, and 95 percent of those are facing "moderate" or "severe" problems discovering employees. Manufacturers recognise that this difficulty cannot be solved by rising wages, though we desire it were that simple. Our challenge is screening a new generation of workers that manufacturing offers boundless careers and serving them excel in manufacturing today. A fresher in a business world is more like Alice in wonderland. They do not know what to do, how to advance, how to perform and stand confused. Everyone is not blessed enough to have an advisor to guide them wisely from side to side, so that their initial step into the working world is charming. The first job is not just significant in terms of profession but is also a kind of doorway into your future. Hence those baby steps into the cooperate world have to be taken carefully, efficiently, smartly and effectively.

The cooperate world is finding challenges to step up its grooming skilled workers. The business world today, is not getting young minds ready for a hard schedule who is willing to adhere to the workplace attire and well groomed, look clean and well dressed. Most of the young generation is finding it hard to keep up the punctuality, which is one of the main serious note to be taken care of.

The emerging skilled workers should participate in team activities actively and give a hand where you can. When you show your team spirit skills, you will be habitually liked and you will have an easy time being part of the office group, they find it difficult for these entrepreneurs create a personal economical budget and try to stick to it. They fail to spend on possessions that they really need, they find it hard learning the market and new trends setting up and the value of money should be respected. These grooming skilled workers should keep in mind the values and morals they should possess. Most of this new generation. Maintaining professionalism and developing a good network is very important to sustain in the market. These victors are also failing to keep up to their deadlines. The demand for men's grooming market has seen a rise in the last few years because of increased consciousness of their looks among the male customer.

Also, as more than 50% of the population is under the age group of 30, the industry has huge local market. Moreover, rising urban middle-class population, and improved distribution channels in tier II and tier III cities, are also expected to stimulate growth in the market through 2020 along with the setting up of relationship with the cooperate world.

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NEWS CORNER

Team SAMVAD

MEN'S GROOMING MARKET PREDICTED AS ONE OF THE FASTEST GROWING SEGMENT IN THE YEAR 2017-18.

Men's needs will be neglected no more, says the new market survey which shows that men's grooming products are one of the fastest growing products. 'looking good' is no longer domain of women.

Previously, the grooming kit of men included only comb and deodorant. Those days are long gone as a man's arsenal is as widespread as that of a woman. A research reveals that men's grooming industry will grow at the rate of 17% by the end of 2020. Thanks to a surge in disposable income, men are spending a handsome amount of their incomes towards self-grooming.

PC: www.romanpichler.com

ONLINE GROOMING: NEW WORD TO YOUR DICTIONARY

In the recent years, young adults have been falling prey to cybercrimes. Online grooming is when someone builds an emotional connection online with a view to gaining their trust for sexual purposes. Children and young people can be groomed online by a stranger or by someone they know - for example a family member, friend or professional.

PC: www.cpiu.us

PET GROOMING IS THE NEXT 'IT' THING

As many as 300 dogs of various breeds put a brilliant show, as they scorched the ramp in Indore. Various breeds such as Labradors, Golden Retrievers, Afghan Hounds, Beagles, Akita and German Shepherds were among the 50 breeds of dogs that had been led to the dog show by their owners from various parts of the country. Pet grooming is getting quite common among the upper middle and higher strata of the society.

PC: www.happypawsunleashed.com

YOUR DIGITAL PRESENCE REPRESENTS YOU BEFORE RECURITERS

Today digital presence is often the first point of contact for companies when they are recruiting and looking for potential candidates. Keeping that in mind, it is important that your LinkedIn Profiles must not only be updated and professional but also create an impression your physical presence would make. Headshots have become a new trend to set LinkedIn profile photos, as the more attractive and professional, the higher the views (14X to be exact). The background and colours you choose to use also reflect on your personality and works to sell your value proposition to the right recruiter or businesses, depending on what you seek.

PC: https://in.pinterest.com

HOW TO? CORNER

HOW TO MANAGE YOUR NON-VERBAL COMMUNICATION

Forbes magazine ranks Communication as the sought-after skill by companies across the Globe. Organisations are always on the look-out for smart, talented individuals who can also put their thoughts across, effectively. However, there seems to be a deficiency of such talent. This is the perfect field; most MBA candidates can play in to assume a position of advantage over their counterparts.

While most B-schools focus on overall development of candidates by stressing on spoken & written language proficiency, non-verbal communication is widely underestimated. One of the major reasons for this being: its subjectivity. It is so peculiar to a person that one cannot point it out without more or less offending the individual.

We truly believe that each individual has the power to change him/herself by becoming an addict of constant & never-ending self-improvement. Therefore, SAMVAD brings to you a five-step guide to ace your non-verbal communication.

1. Study the Dragon

It is important to first know what comprises the subject of non-verbal communication. To give you an idea, the following components form part of non-verbal communication: body movements, facial expressions, posture, gestures, voice, eye contact, touch & the often-neglected space.

2. Acknowledge Its Presence

Being conscious of how you behave and the impressions you leave on others may be a difficult task, what with a plethora of people you meet every single day. However, awareness would serve you best if you are seldom perplexed at people's conduct towards you. You can either be conscious of what repels others or seek constructive feedback from people you trust. Traits such as cribbing, pessimism are almost never welcome but invading someone's space & a weak handshake can be equally harmful to your career. Of course, the journey to self-improvement is never easy but you must keep an open mind & a strong will.

3. Find its Weak spot

Non-verbal communication is often imbibed in you as a child and tends to stick around throughout your life, unless you choose to change the status-quo. When you decide to discard these habits that don't work for you anymore, the obvious happens. Your primitive brain rebels. This is the reason behind all aborted resolutions. One of the most effective ways is to focus on one problem at a time & plan proactively. Keep a check on one habit. Suppose you notice that you have a slouch in your walk or that you have a habit of aggressively pointing at others in a Group Discussion. Plan ahead of time and place your hand in your pocket or keep a pen & notepad handy.

4. Form Your Army

Almost every person needs a support system to help them plunge out of a slumber. It is imperative to find people who share your best interest and can keep you in check.

5. Slay the Dragon

Finally, small, decisive & persistent steps towards your end goal with a picture of a new you held clearly in your head is the secret potion to sabotaging your dragon and consciously creating your dream life.

-Hinal Rathod, Editor

CALL FOR ARTICLES

We invite articles for the October 2017 Issue of SAMVAD.

The Theme for October month- "**Luxury**"

The articles can be from Finance, Marketing, Human Resources, Operations or General Management domains.

You may also refer to sub-themes on Dare 2 Compete.

Submission Guidelines:

- Word limit: 1000 words or a maximum of 4 pages with relevant images.
- Cover page should include your name, institute name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images.
- Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05' to **samvad.we@gmail.com. Deadline for submission of articles: 30th October, 2017**
- Please name your file as: <Your Name>_<title>_<section name e.g. Marketing/Finance>
- Subject line: <Your Name>_<Course>_<Year>_<Institute Name>
- Ensure that there is no plagiarism and all references are clearly mentioned.
- Clearly provide source credit for any images used in the article.

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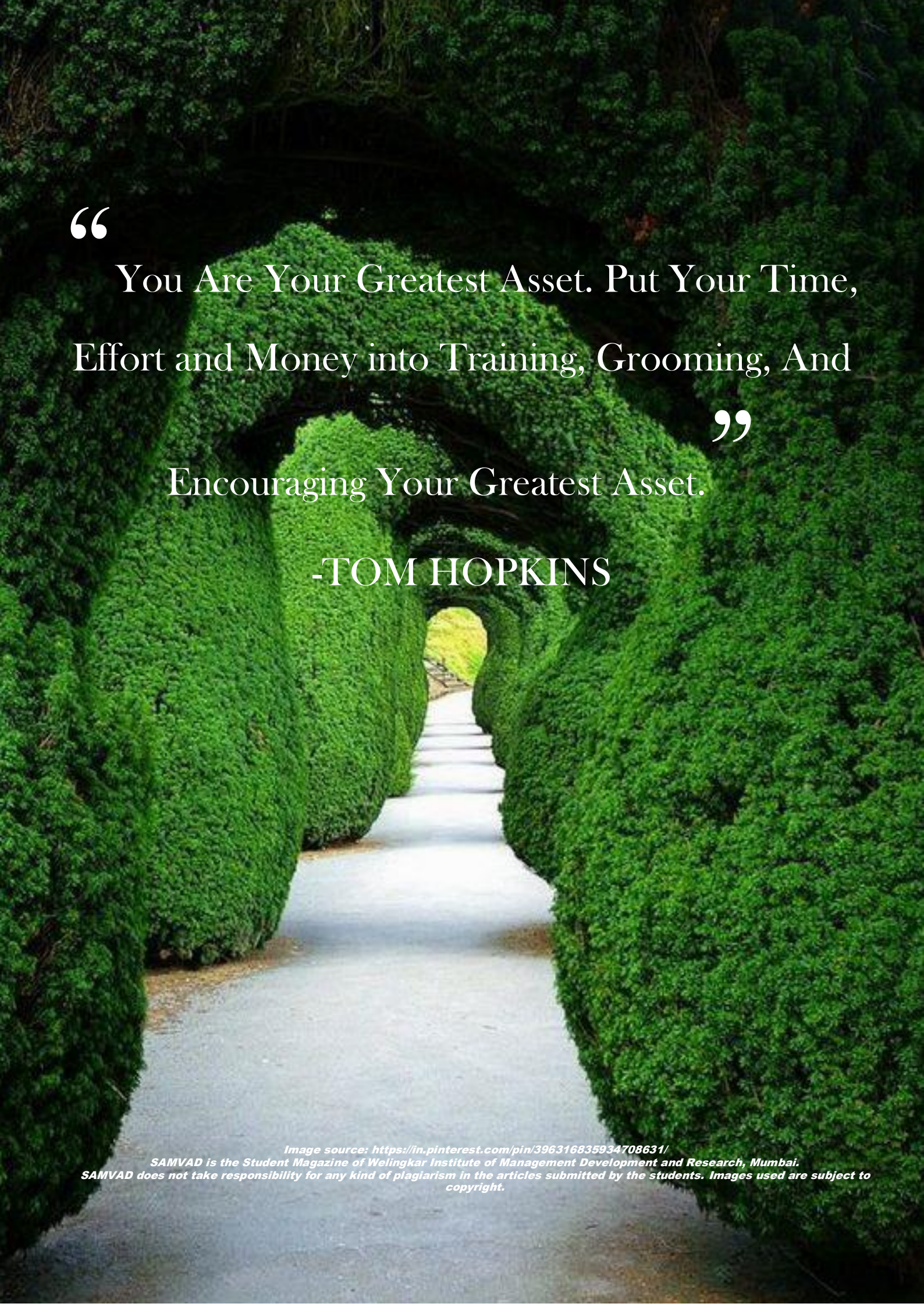

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