

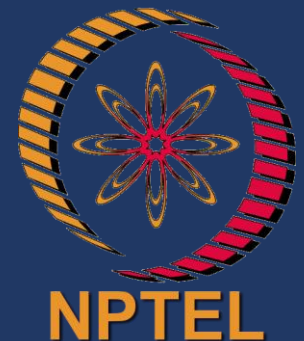
BUSINESS FUNDAMENTALS FOR ENTREPRENEURS (2)

Prof. Devdip Purkayastha



**Indian Institute of Technology Bombay
DS School of Entrepreneurship**

<https://www.iitb.ac.in>

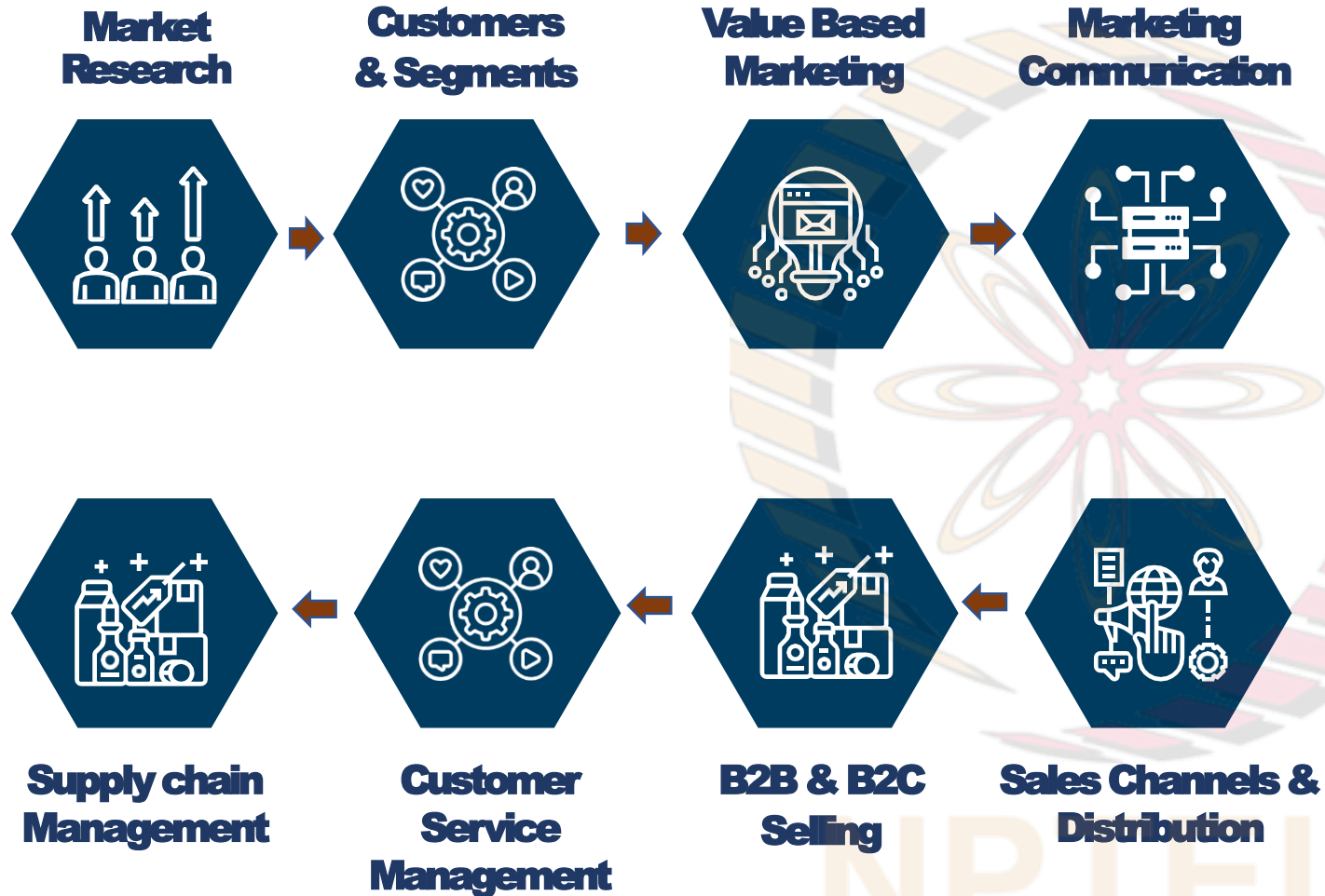




Week 3 - Module 6 - Part 1

B2B & B2C Selling

Discussion Flow (4 Week)



Module-6 Topics

Art & Science of Sales

**B2B &
B2C
Selling**

**Sales Force
Automation
& AI Tools**

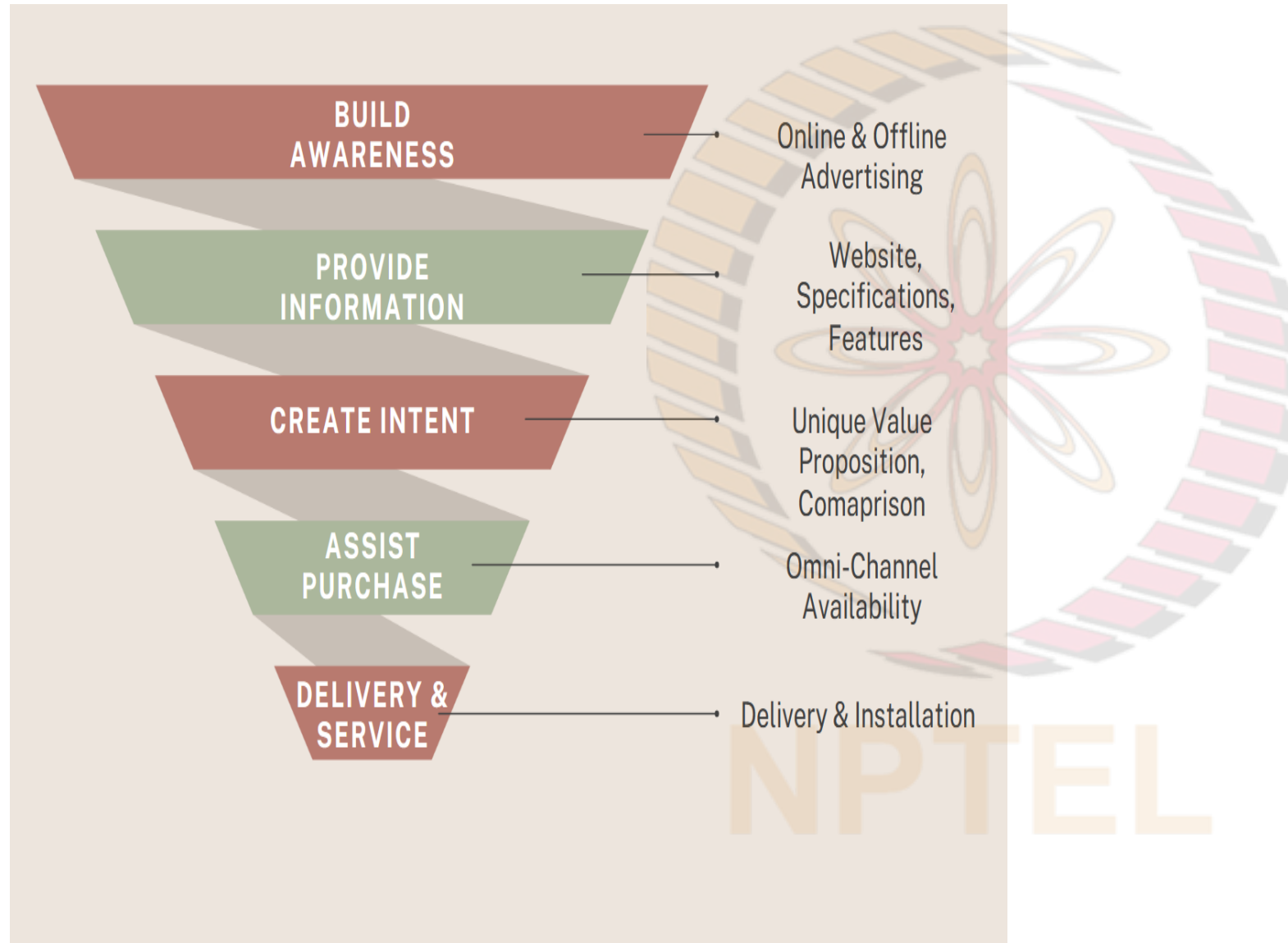
**Sales
Skills**

NPTEL

Sales Process



B2C Sales Funnel



Building Awareness



The image is a screenshot of the Coca-Cola Australia Facebook page. The top navigation bar is blue with the Facebook logo, a search bar, and icons for home, friends, and notifications. The page header shows 'Coca-Cola Australia' with a 'Like' button and the URL 'shareacoke.com.au'. Below the header, there are four red buttons: 'Home', 'Share a virtual can', '150 Names & Songs', and 'Create a custom can'. The main content area features the text 'Get together and share a Coke' in a large, bold font. Below this, a paragraph reads: 'Coke has always been a part of people coming together. And now, for the first time ever, we're giving Australians the chance to find, create and share a Coke with the people who matter to them.' At the bottom of the main content area, there is a large red can of 'Mate' (a Coca-Cola brand) with a black arrow pointing to it that says 'SHARE A VIRTUAL CAN'. On the left side of the page, there is a vertical sidebar with a Coca-Cola logo, a photo of a bottle with 'Maddison' on the label, and the text 'Share a virtual Coke can with a friend in our app below'. At the bottom of the sidebar, there are links for 'Wall' and 'Info'. A large, faint watermark of a gear with a star in the center is visible in the background of the page.

facebook

Search

Coca-Cola Australia ▶ shareacoke.com.au Like

Food/Beverages

Share a virtual can 150 Names & Songs Create a custom can

Get together and share a **Coke**

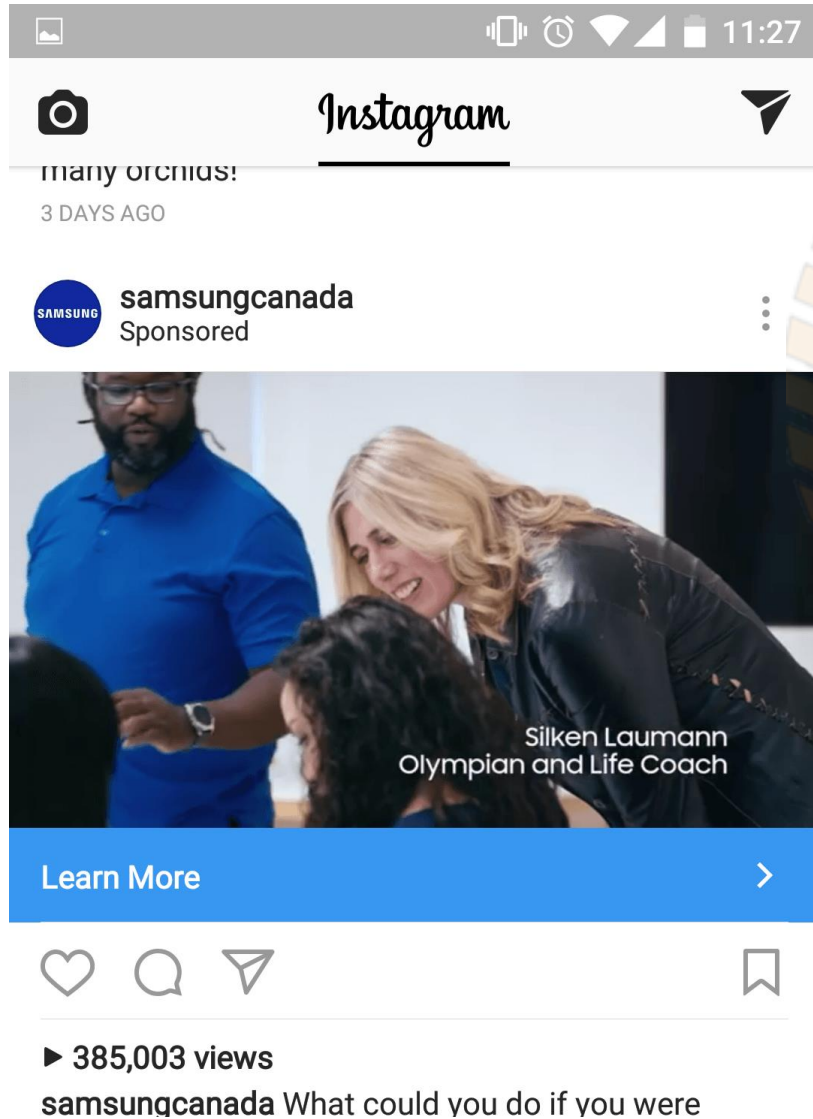
Coke has always been a part of people coming together. And now, for the first time ever, we're giving Australians the chance to find, create and share a **Coke** with the people who matter to them.

Share a virtual **Coke** can with a friend in our app below

Wall Info

Share a Coke with your **Mate** SHARE A VIRTUAL CAN

Building Awareness



Building Awareness



Microsoft

13,284,811 followers

Promoted

The Microsoft Cloud Skilled Professionals ranking is a platform to bring recruiters, companies and top talents closer to each other.

The advertisement features a blue background with the Microsoft logo in the top left. The main headline reads "Find your way to the cloud." Below it, a sub-headline says "Discover your next cloud-expert with Cloud Skilled Professionals." A green button labeled "Discover them >" is positioned below the sub-headline. The central illustration shows a man in a blue suit and orange boots fishing with a rod and reel. A large smartphone is positioned to his right, displaying a list of user profiles. A fishing line extends from the man's rod to the smartphone screen. At the bottom, a video player interface shows a play button, a progress bar at 0:04 / 0:10, and icons for volume and full screen. Below the video player, the text "Find the region's best cloud professionals" is displayed next to a blue "Register" button.

Microsoft

Find your way to the cloud.

Discover your next cloud-expert with Cloud Skilled Professionals.

[Discover them >](#)

Microsoft Cloud Society.
Work your cloud.

0:04 / 0:10

Find the region's best cloud professionals

[Register](#)

Building Awareness



Building Awareness



Building Awareness

[illegible]

Building Awareness



NPTTEL

Provide Information



Specifications

Design

[Galaxy S23 Ultra](#) Galaxy S23 Galaxy S23+

Colours



*Colour availability may vary depending on country, region or carrier.

*Exclusive colour availability may vary depending on country or carrier.

*Online Exclusive colours need special production. Please allow 3 to 4 weeks (estimate) for delivery.

Specification

[Galaxy S23 Ultra](#) Galaxy S23 Galaxy S23+

Provide Information

TOYOTA

PRODUCTS VIRTUAL SHOWROOM SERVICE USED CARS MOBILITY MEDIA TOYOTA IN INDIA MORE

BUY ONLINE
(Bangalore Only)

Specifications

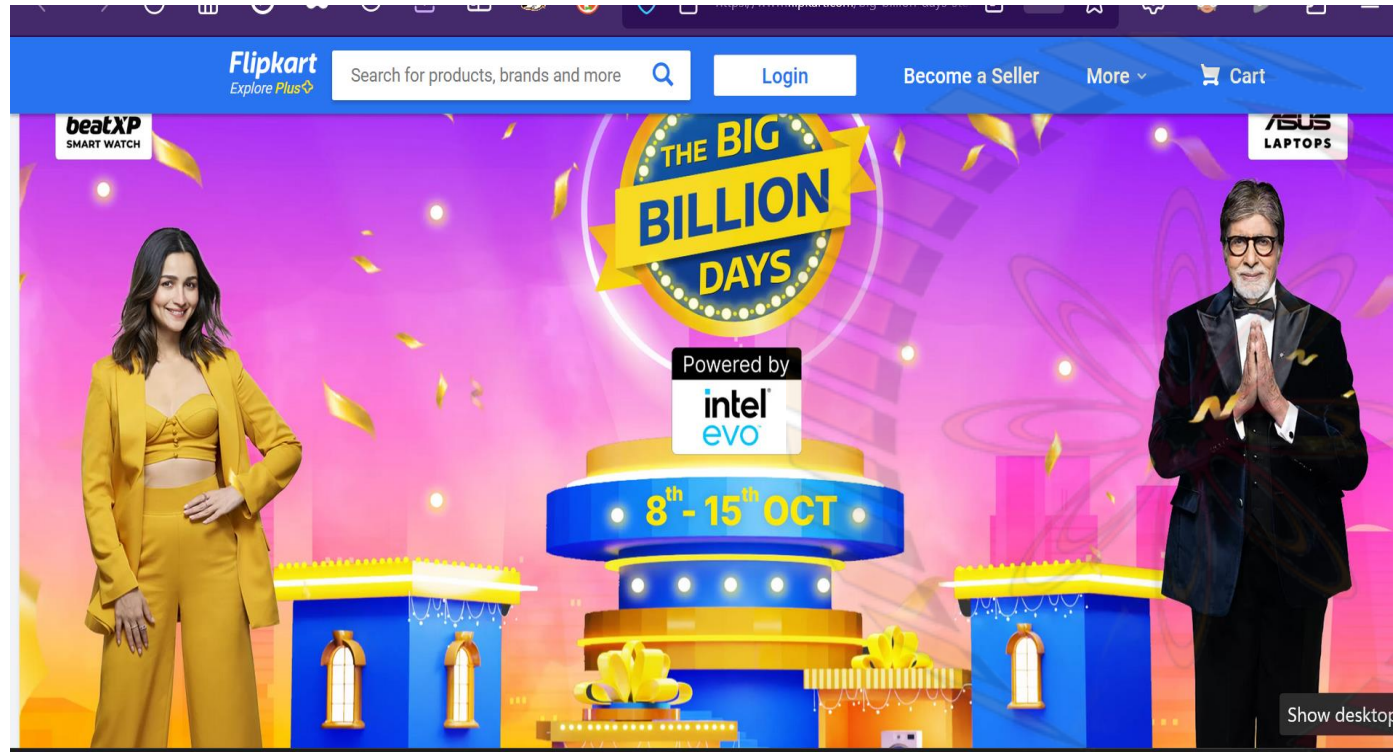
Overview | Exterior | Comfort | Connected Services | Safety | Specs | Gallery | Accessories

Dimensions

Fuel type	Petrol		Hybrid			
Grade	G-SLF	GX	VX	VX (O)	ZX	ZX (O)
Seat options	7/8	7/8	7/8	7/8	7	7
Overall Length (cm)	475.5	475.5	475.5	475.5	475.5	475.5
Overall Width (cm)	184.5	184.5	184.5	184.5	185.0	185.0
Overall Height (cm)	178.5	178.5	179.5	179.5	179.0	179.0
Wheel base (cm)	285.0	285.0	285.0	285.0	285.0	285.0

NPTTEL

Create Intent




NPTEL

Create Intent

LOCATION: MUMBAI

Mail Timing: 11 am - 9:30 pm | F&B till 1:30 am | info.mumbai@norbit.in | 022-67069548

SHOP • DINE • ENTERTAINMENT • **REWARDS & OFFERS** • CONVENIENCE • IN REWARDS



— ALL OFFERS —

Unleashed Beer
Experience Deals Beyond Compare!

MINI SOU

NPTEL

Assist Purchase



NPTEL

Assist Purchase

70+ Banks for Netbanking



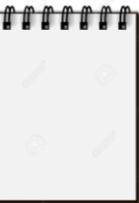
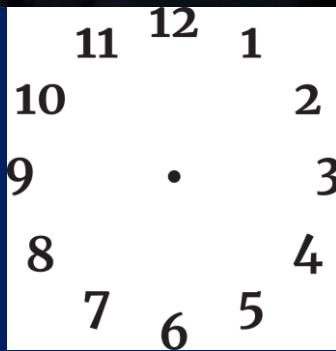
Pay Later and Cardless EMI



NPTEL

THREE MINUTE REFLECTION

- Think of when someone Sold you a product or service:
- How did he approach you?
 - What process did he / she follow?
 - Did you buy? Why?
 - Did you not buy? Why?

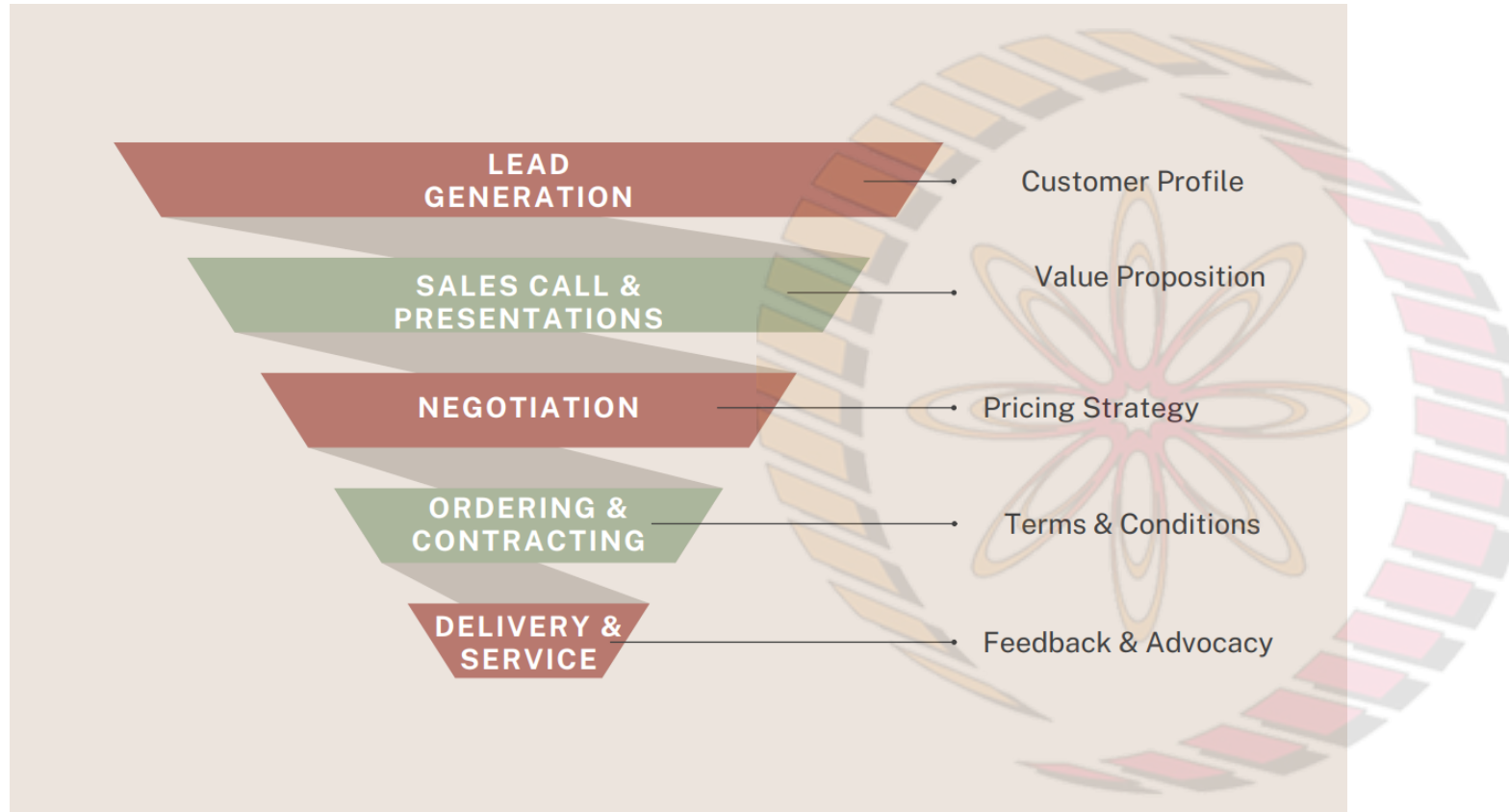




Week 3 - Module 6 - Part 2

B2B & B2C Selling

B2B Sales Funnel



NPTTEL

B2B Lead Generation

BUSINESS

- Trade shows
- Trade Directories
- Industry Associations
- Internet Search
- Financial Websites
- Industrial Parks
- Cold Calls



B2B Lead Generation

PEOPLE

- LinkedIn
- Company Websites
- Company Annual Reports
- Registrar of Companies
- Industry Seminars
- Trade Shows



Sales Presentation

PROBLEM

Research and understand the Customers problem and priorities.

Understand various view points : operations, finance, people, leadership, technology

1

SOLUTION

How will the solution work:

Features
Technology
User interface
Training needs
Demonstrations
Customizations

2

BENEFITS

Improvements in various performance areas:

Productivity
Operational
Financial
Safety
Quality

3

COSTS

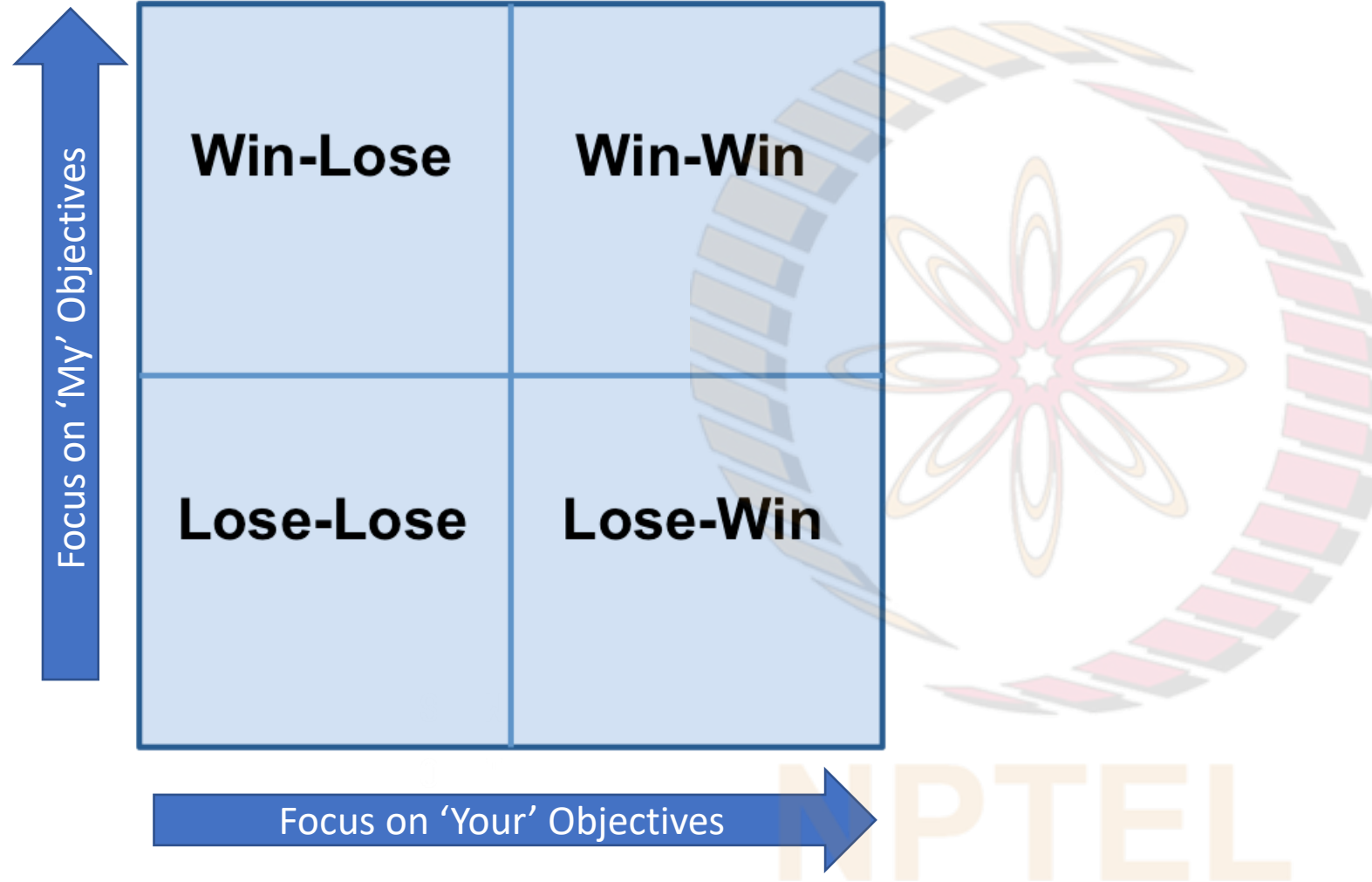
What is the cost structure & estimates:

Fixed & Variable
Upfront Costs
Subscription Costs
Transaction Costs
Add-on costs
Warranty costs
Service Costs

4

NPTEL

Win-Win Negotiation



Win-Win Negotiation

**Start with a
Win-Win
Mindset**

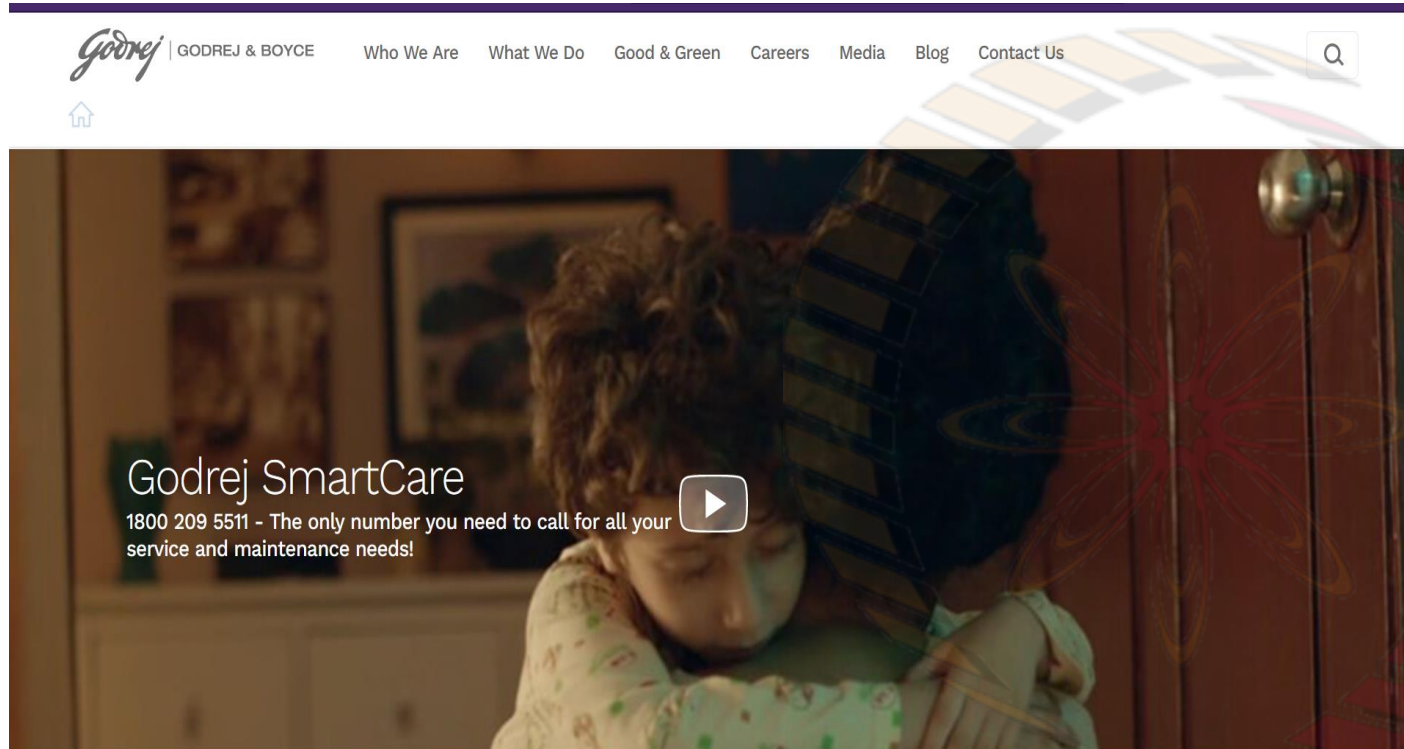
**Create a
common
Vision**

**Share 'My' &
'Your' Goals**

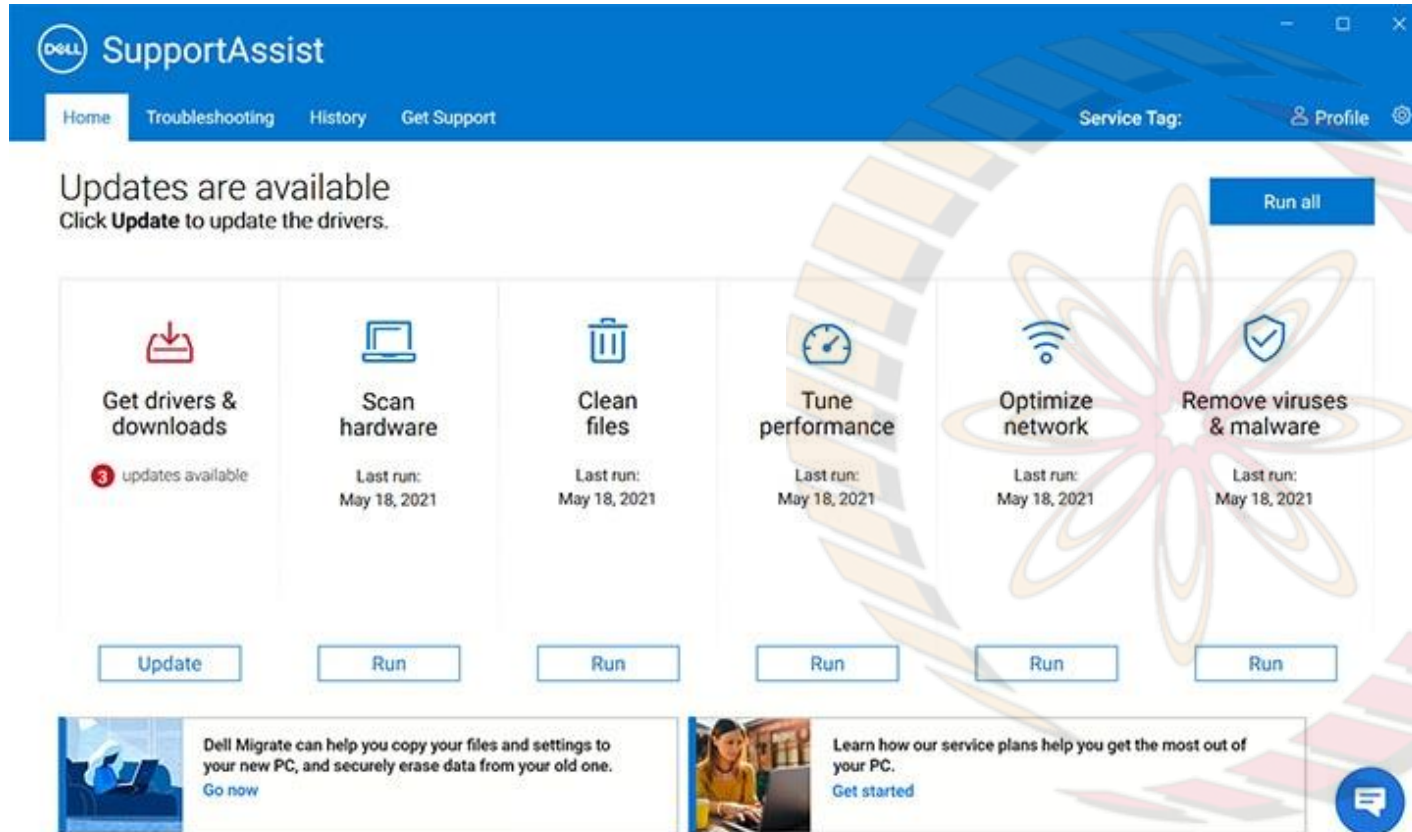
**Maximise
'Common'
Goals**

**Resolve
Conflicts with
Empathy &
Innovation**

Post Sales

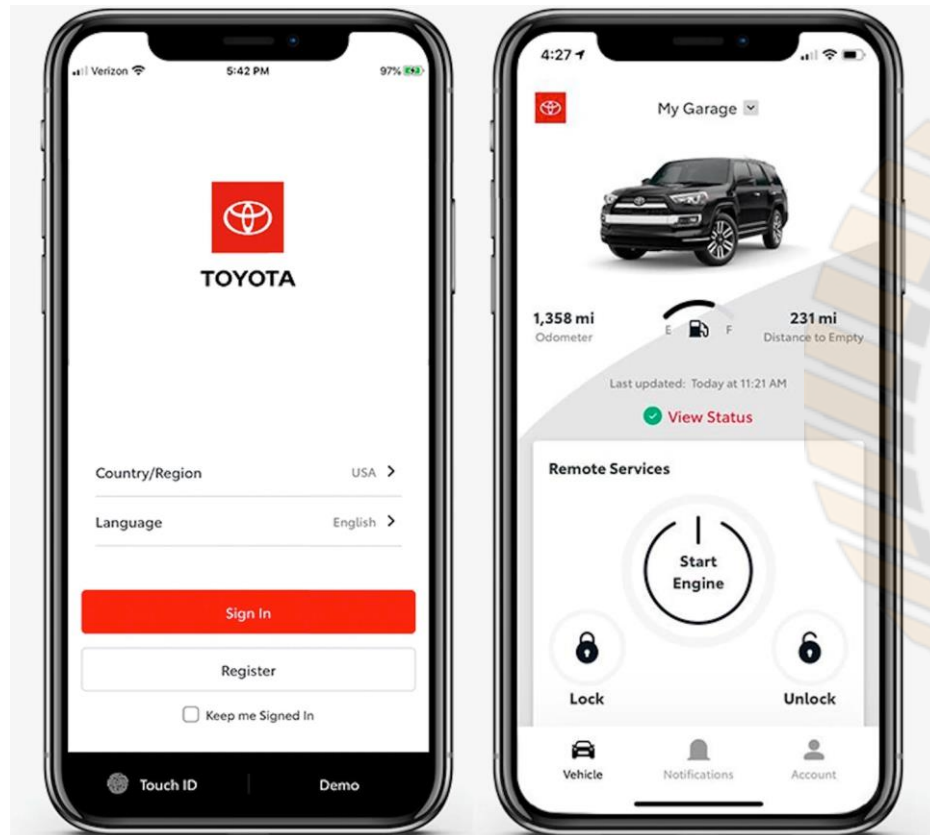


Post Sales



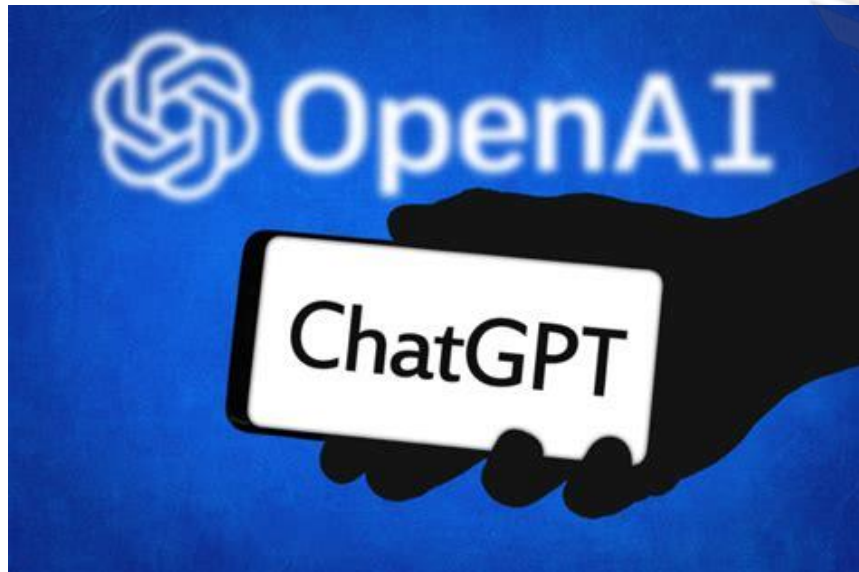
NPTTEL

Post Sales

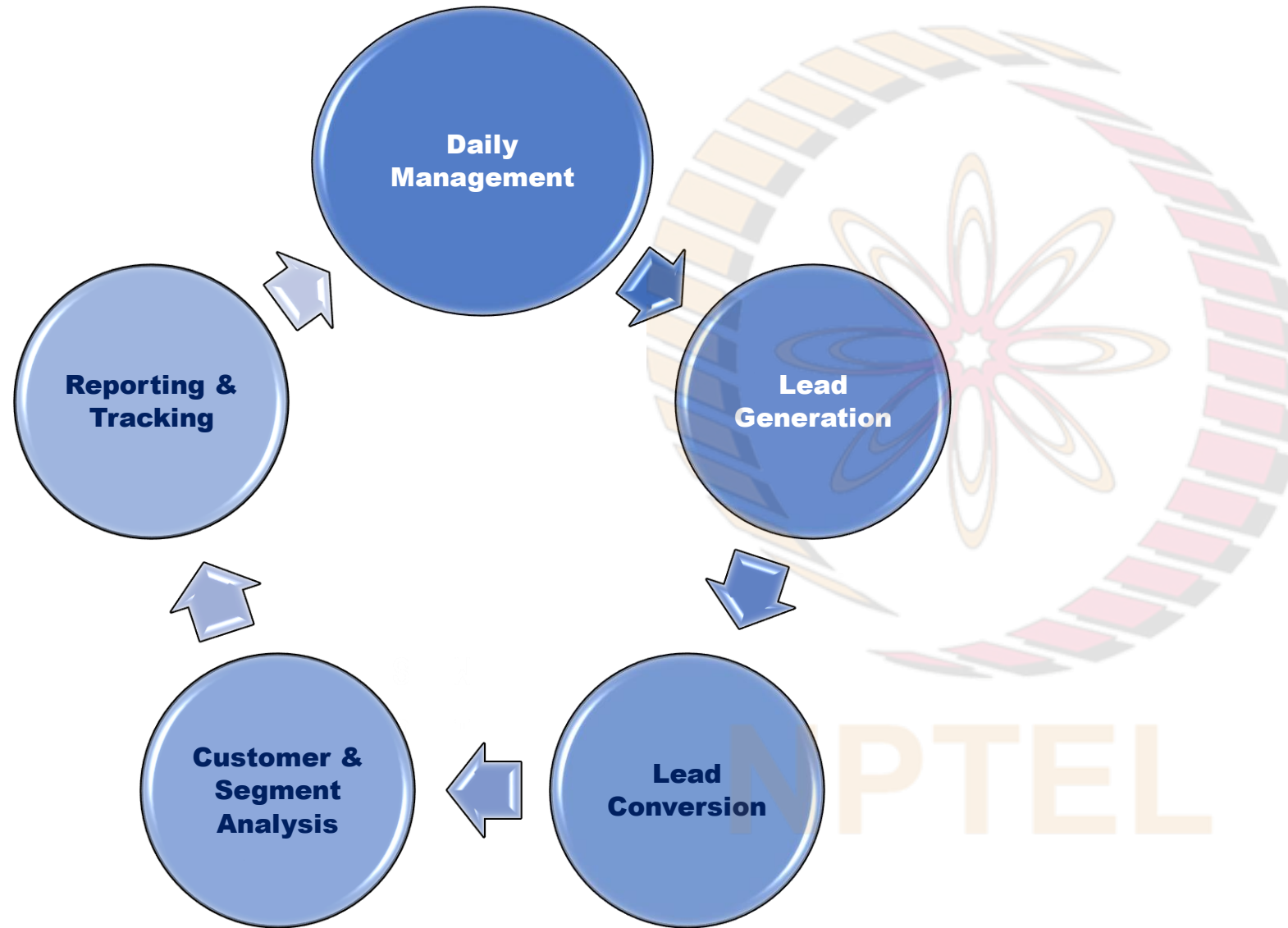


NPTEL

Sales Automation Tools



Sales Automation



Sales Automation Benefits

**Customer
Response**

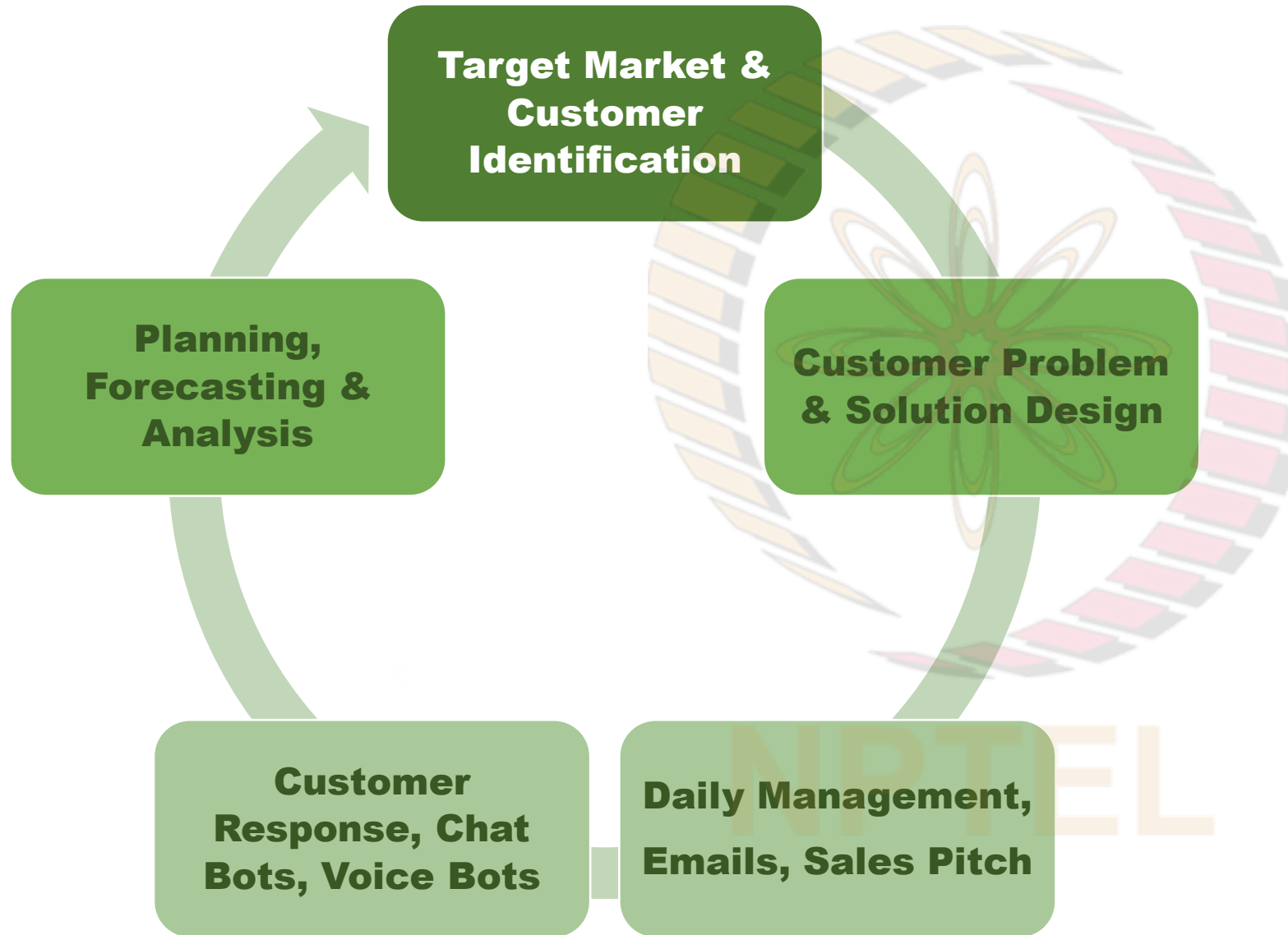
**Productivity
Increase**

**Deeper
Engagement**

**Data based
Selling**

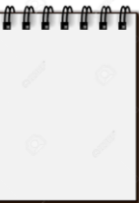
**Revenue
Growth**

AI Sales Enablers



THREE MINUTE REFLECTION

- Think of your potential Startup :
- How will you sell to your Business Customers?
 - What skills will be needed?
 - How will you develop those skills?
 - How will you present?
 - How will you negotiate?



Selling Skills





End of Module

Indian Institute of Technology Bombay

IIT Bombay, Powai, Mumbai 400 076, Maharashtra, India

Phone: +91 (22) 2572 2545 | Fax: +91 (22) 2572 3480

<https://www.iitb.ac.in>

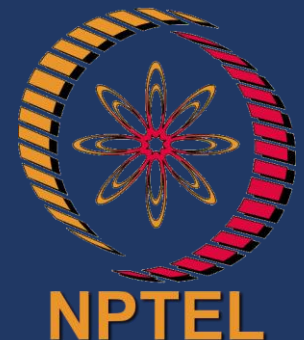
BUSINESS FUNDAMENTALS FOR ENTREPRENEURS (2)

Prof. Devdip Purkayastha



**Indian Institute of Technology Bombay
DS School of Entrepreneurship**

<https://www.iitb.ac.in>

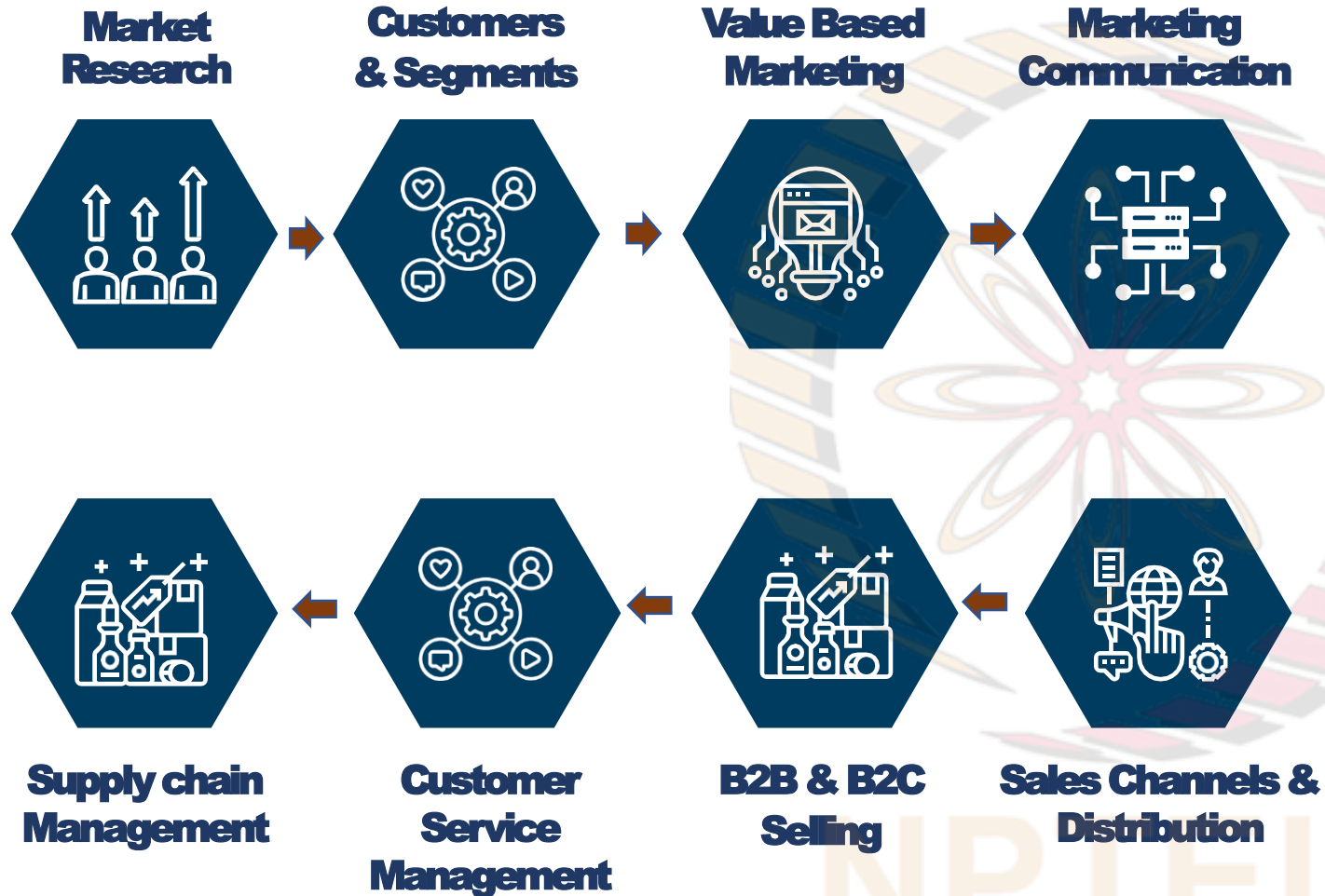




Week 3 - Module 5 - Part 1

Sales Channels & Distribution

Discussion Flow (4 Week)



Module-5 Topics

Channels & Distribution

**Sales
Channels**

**Distributor
Management**

**Retail Store
Management**

NPTEL

What is a Sales Channel?

Sales Channels are the online or offline network that the businesses use to sell their products or services to consumers.

Examples are:

- Traditional Retail Stores (*Kirana* Stores)
- Supermarkets and Hypermarkets
- Pharmacies and Specialty Stores
- Single Brand Stores
- Online marketplaces
- Social media platforms & websites

Companies choose their sales channels based on their product category, target customers, competitors, cost of distribution, etc.

Physical Sales Channel



Online Sales Channel



Omni Channel

**Traditional
Stores**

**Modern
Stores**

**Social Media
Platforms**

**E-Commerce
Platforms**

**Websites &
Portals**

Traditional Stores



Modern Stores



NPTTEL

Single Brand Store



NPTEL

Online Sites

The screenshot displays the Amazon India homepage. At the top, the Amazon.in logo is on the left, followed by the delivery location 'Mumbai 400070' and an 'Update location' link. A search bar with the placeholder 'Search Amazon.in' and a magnifying glass icon is on the right. Below the search bar is a navigation menu with links: All, Amazon miniTV, Sell, Today's Deals, Best Sellers, Mobiles, Customer Service, Electronics, Prime, New Releases, Home & Kitchen, and Gift Ideas. The main banner features a yellow background with a 'Lowest ever price' tag, the text 'Under ₹199', and a list of items: 'Water bottles, choppers, kitchen organizers & more'. To the right of the text is an image of a water bottle, a chopper, and a kitchen organizer. Below the banner is a row of logos for HDFC BANK, Bank of Baroda, and onecard, with the text '10% Instant Discount* on Credit Cards & EMI'. Below this are three promotional tiles. The first tile is titled 'Deals on TVs to match every room size' and shows two TV screens with '32 inch' and '43 inch' labels. The second tile is titled 'Up to 70% off | Deals on Amazon Brands & more' and shows images of kitchen products and lighting. The third tile is titled 'Starting ₹199 | Shoes & handbags' and shows images of sports shoes and men's shoes. The bottom of the page features a large, faint 'NPTEL' watermark.

amazon.in Delivering to Mumbai 400070 Update location

All Search Amazon.in

All Amazon miniTV Sell Today's Deals Best Sellers Mobiles Customer Service Electronics Prime New Releases Home & Kitchen Gift Ideas

Lowest ever price

Under ₹199
Water bottles, choppers,
kitchen organizers & more

HDFC BANK EMI only Bank of Baroda Credit Card onecard

10% Instant Discount* on Credit Cards & EMI

*T&C apply

Deals on TVs to match every room size

32 inch
Budget TVs | Up to 60% off

43 inch
4K TVs | Up to 12 months No Cost EMI

Up to 70% off | Deals on Amazon Brands & more

Starting ₹139 | Kitchen products

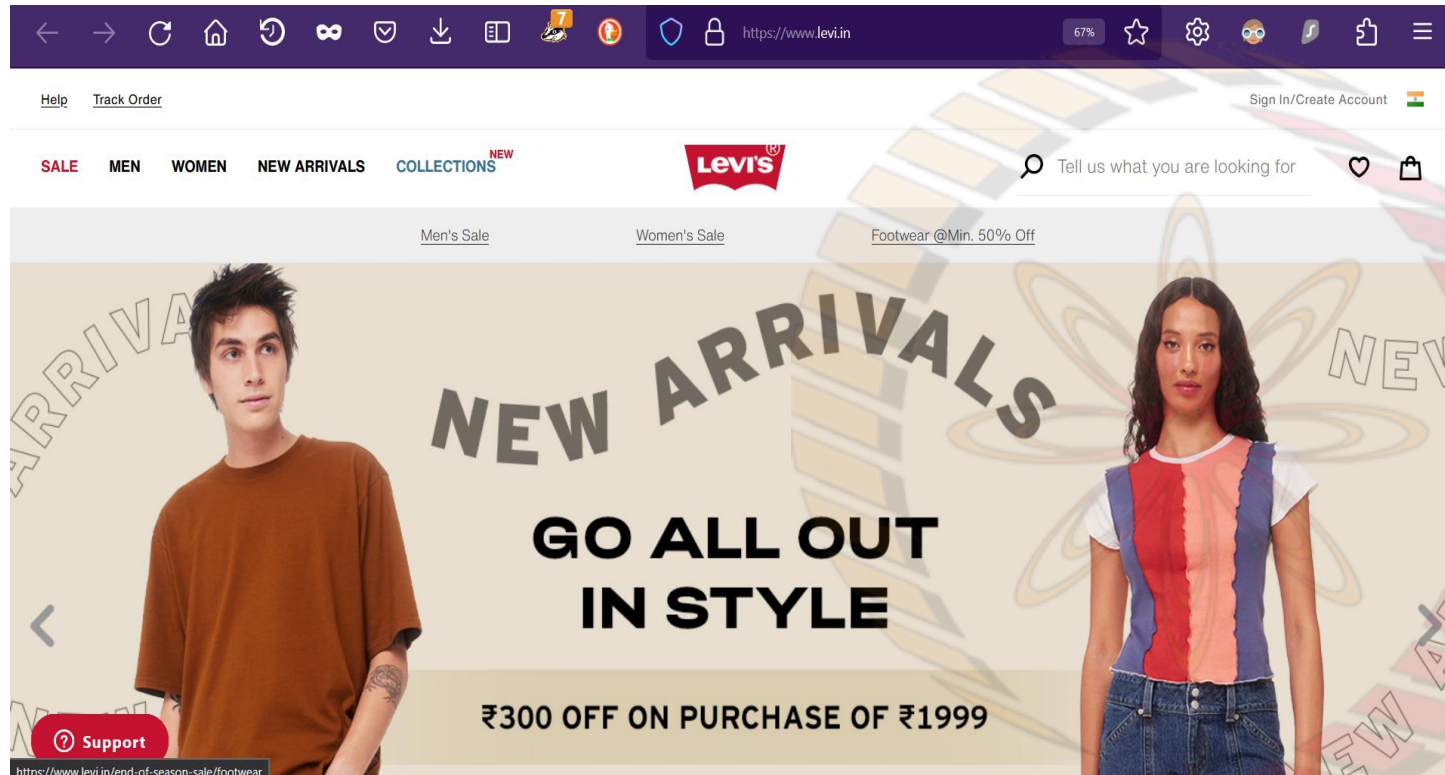
Up to 65% off | Lighting & Decor

Starting ₹199 | Shoes & handbags

Sports shoes

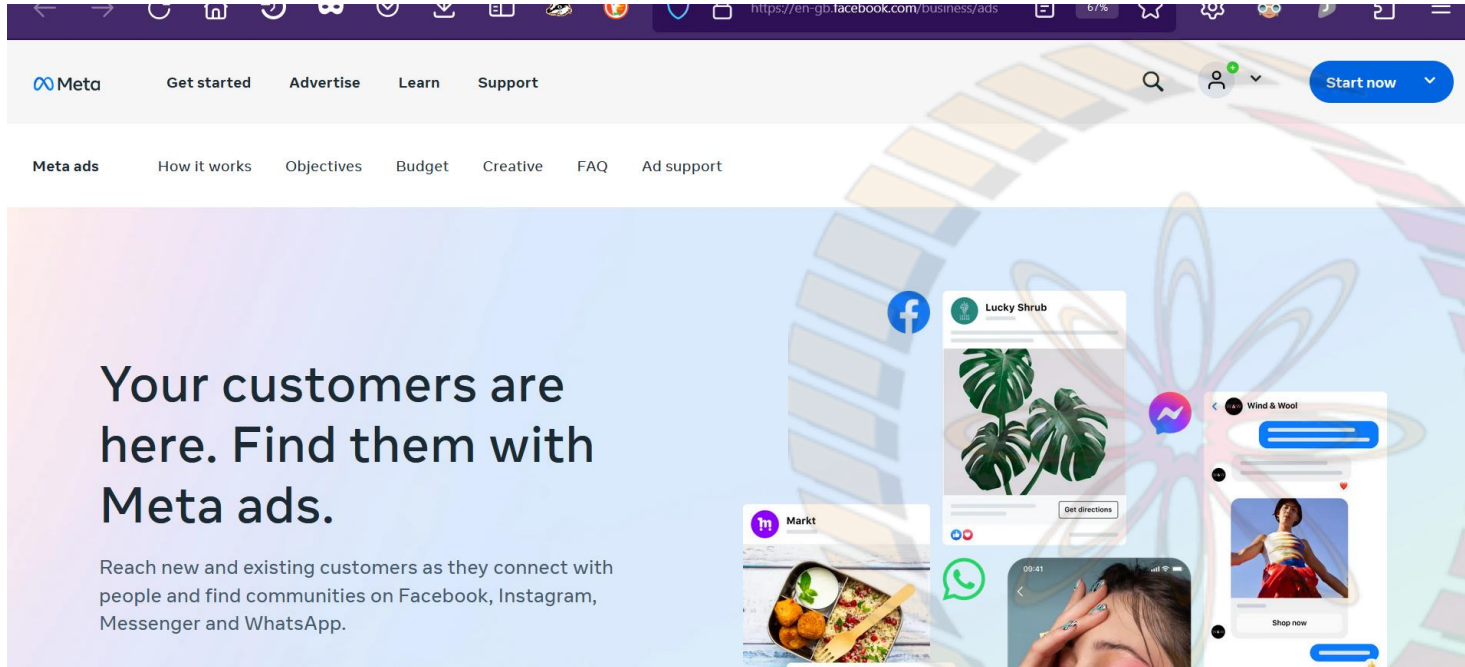
Men's shoes

Company Websites



NPTTEL

Social Media



The screenshot shows the Meta Ads website interface. At the top, there's a navigation bar with links: Meta, Get started, Advertise, Learn, and Support. Below this is a secondary navigation bar with links: Meta ads, How it works, Objectives, Budget, Creative, FAQ, and Ad support. The main content area features a large blue banner with the text: "Your customers are here. Find them with Meta ads." Below this text, it says: "Reach new and existing customers as they connect with people and find communities on Facebook, Instagram, Messenger and WhatsApp." To the right of the text, there are several small images showing various Meta ad formats, including a Facebook post for "Lucky Shrub", a Messenger chat interface, a WhatsApp chat interface, and a "Market" ad for food.

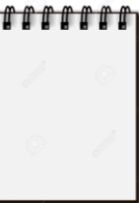
Your customers are here. Find them with Meta ads.

Reach new and existing customers as they connect with people and find communities on Facebook, Instagram, Messenger and WhatsApp.

NPTEL

THREE MINUTE REFLECTION

- Think of a Product that you use :
- Where did you buy it from?
 - Why did you buy from that outlet vs. any other outlet?
 - What was your experience?
 - Online?
 - Physical?
 - Omni-Channel?





Week 3 - Module 5 - Part 2

Sales Channels & Distribution

What is a Distributor?

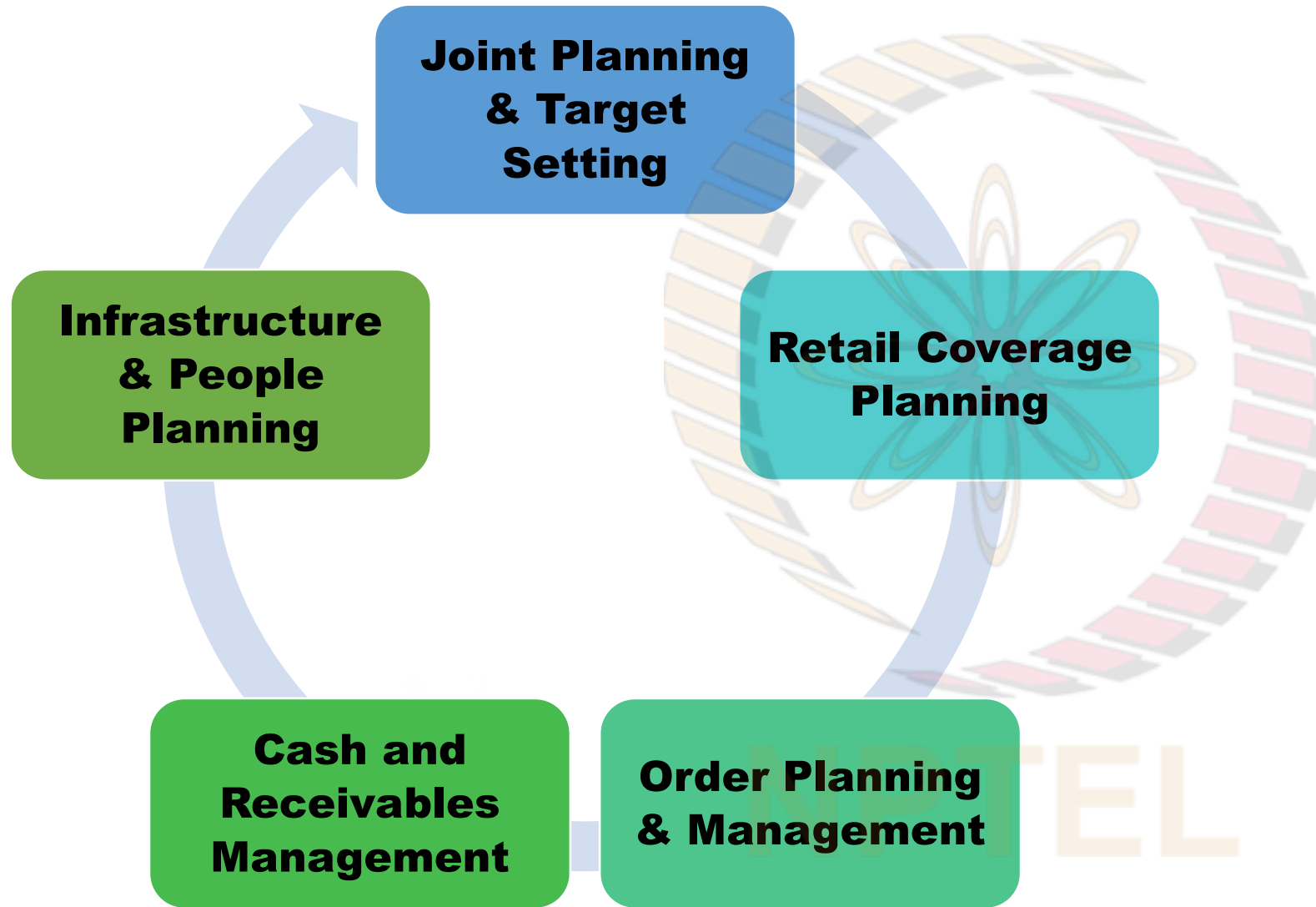
A Distributor is an independent business entity who purchases bulk amounts (e.g. a full truck or a container) of product from a manufacturer.

Distributors resell and distribute the product in smaller lots either directly to consumers or to retailers who then sell to consumers.

Distributors are a key component of the Supply Chain as they allow manufacturers to sell in economically viable, large quantities to a select number of customer.

A distributor adds value to retailers by allowing them to buy goods in smaller lots.

Distributor Management



Distribution Warehouse



NPTEL

Distribution Fleet



<https://www.dailypost.co.uk/incoming/gallery/coca-cola-truck-visits-broughton-6353421>

Distribution Fleet



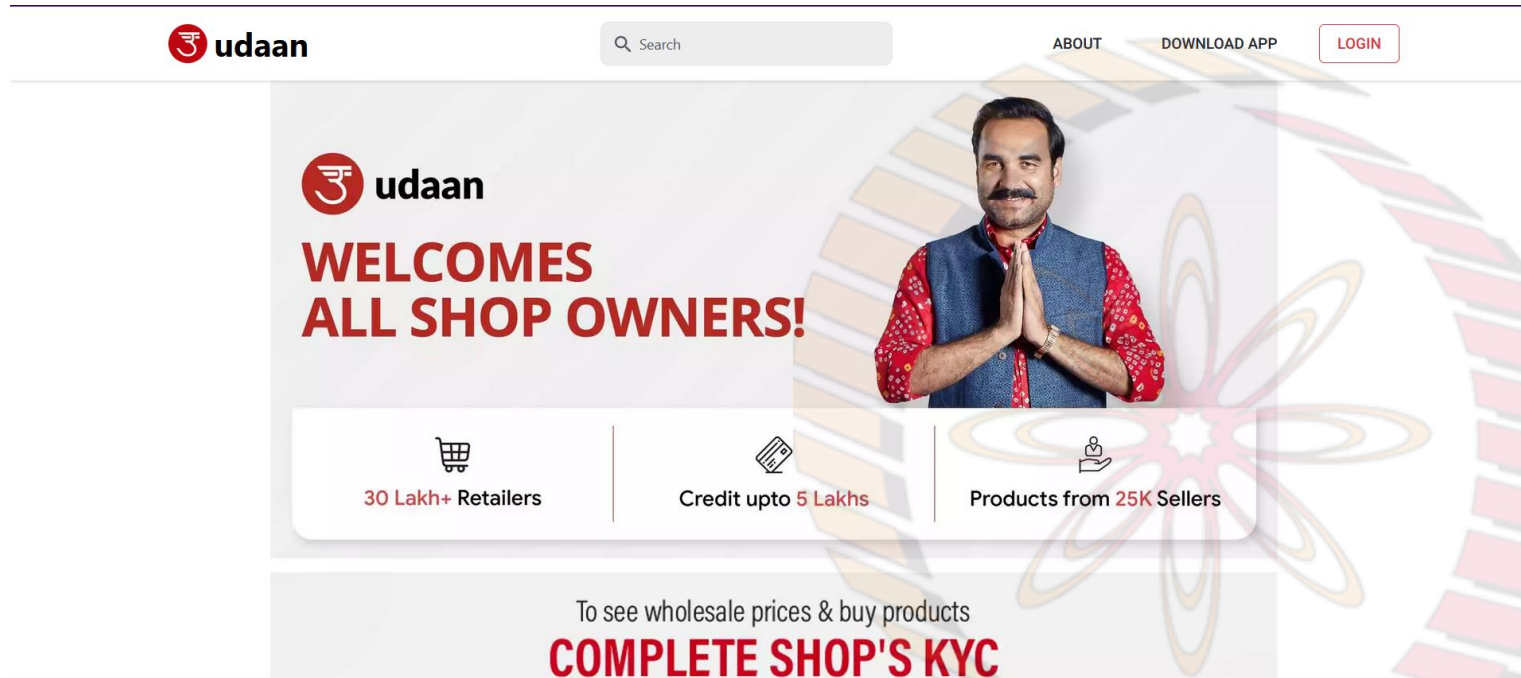
NPTTEL

Retail Outlet



<https://www.wsj.com/articles/SB10001424052702304870304577490092413939410>

Online Distributor



The screenshot shows the Udaan website homepage. At the top, there is a navigation bar with the Udaan logo (a red circle with a white 'U' and the word 'udaan' in black), a search bar with a magnifying glass icon and the text 'Search', and links for 'ABOUT', 'DOWNLOAD APP', and 'LOGIN'. The main content area features a large banner with the Udaan logo and the text 'WELCOMES ALL SHOP OWNERS!'. To the right of this text is a photo of a man with a mustache, wearing a red patterned shirt and a blue vest, with his hands in a traditional Indian greeting (namaste). Below the banner, there are three white boxes with icons and text: a shopping cart icon for '30 Lakh+ Retailers', a credit card icon for 'Credit upto 5 Lakhs', and a person icon for 'Products from 25K Sellers'. At the bottom of the banner, there is a text prompt 'To see wholesale prices & buy products' followed by 'COMPLETE SHOP'S KYC' in large, bold, red letters. A large, faint watermark of the Indian national emblem is visible in the background of the banner.

udaan

Search

ABOUT DOWNLOAD APP LOGIN

udaan

WELCOMES
ALL SHOP OWNERS!

30 Lakh+ Retailers

Credit upto 5 Lakhs

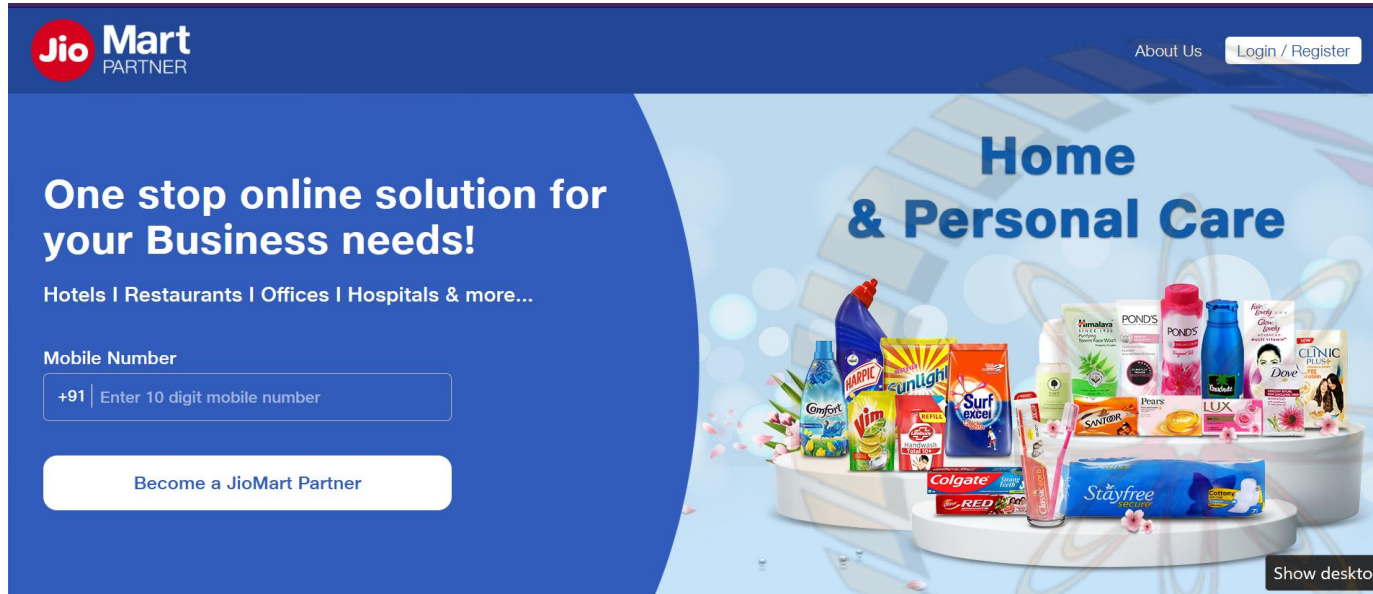
Products from 25K Sellers

To see wholesale prices & buy products
COMPLETE SHOP'S KYC

<https://udaan.com/homeV2?tab=All>

NPTEL

Online Distributor



The screenshot shows the JioMart Partner landing page. The header features the JioMart logo with 'PARTNER' underneath, and links for 'About Us' and 'Login / Register'. The main content area has a blue background on the left with the text 'One stop online solution for your Business needs!' and 'Hotels | Restaurants | Offices | Hospitals & more...'. Below this is a 'Mobile Number' field with a '+91' prefix and a 'Become a JioMart Partner' button. The right side of the page features a large image of various household and personal care products (like Harpic, Surf, Ponds, Lux, Stayfree) arranged on a tiered display. A 'Show desktop' button is located at the bottom right of this image.

JioMart
PARTNER

About Us Login / Register

One stop online solution for your Business needs!

Hotels | Restaurants | Offices | Hospitals & more...

Mobile Number

+91 | Enter 10 digit mobile number

Become a JioMart Partner

Home & Personal Care

Show desktop

<https://www.jiomartpartners.com/sections/landing-page>

NPTEL

What is a Retailer?

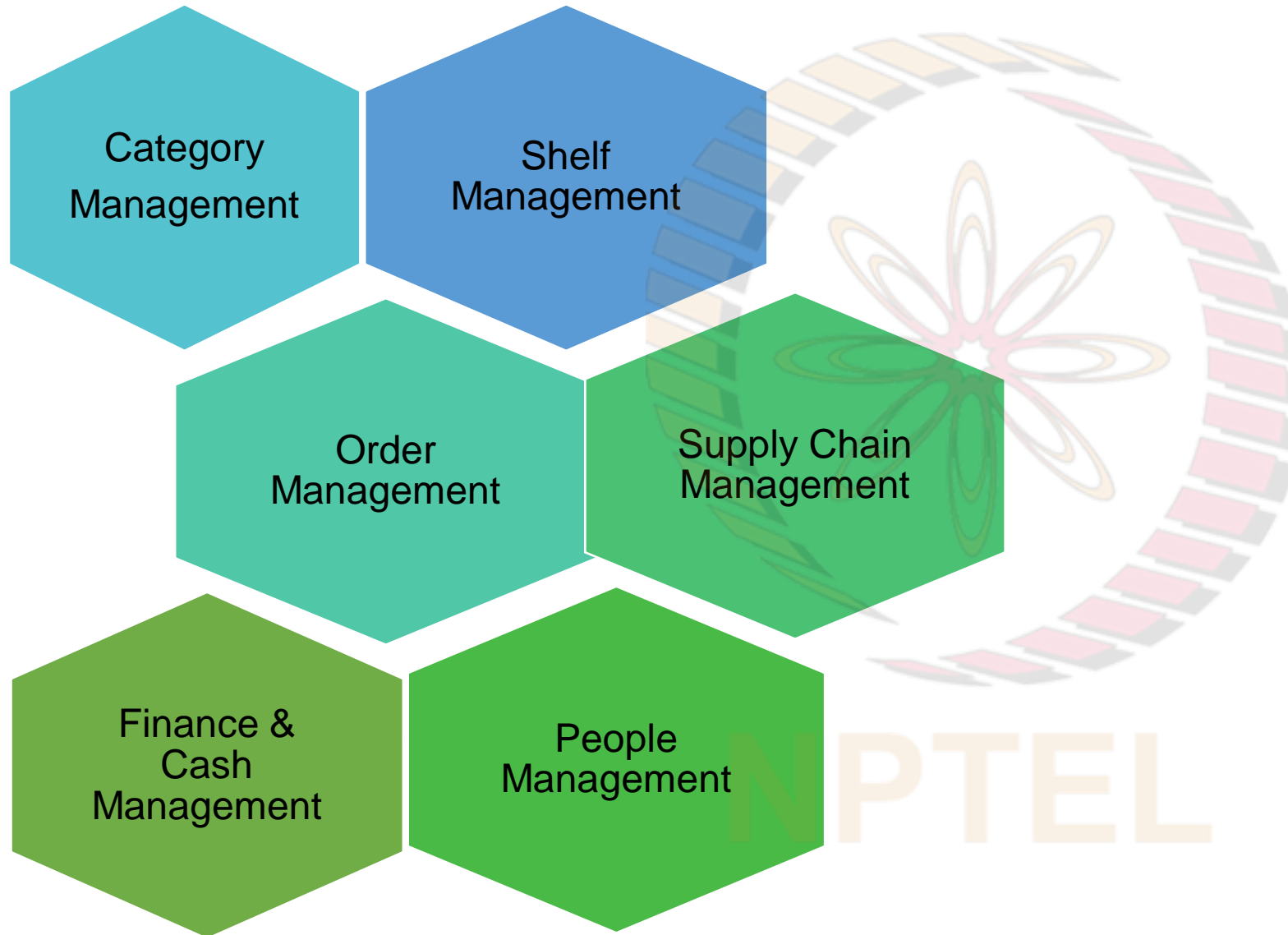
Retailers are independent business entities who purchase goods from the manufacturer, distributor or wholesaler and sell them to the ultimate consumers in small quantities.

Retailers do not manufacture any product they sell, but they are the final link in the distribution chain and add value by:

- Offering consumers a wide variety of goods manufactured by different companies.
- Providing services such as convenience, reach, promotions, displays, home delivery, credit etc

The Retail industry is a significant part of overall country's economy. It creates employment and offers wide varieties of career opportunity.

Retail Management



DMart Mini Case



<https://retail.economictimes.indiatimes.com/slide-shows/here-are-some-reasons-that-explain-the-stunning-success-of-d-marts-model/57914009>

Shelf Management



Category Management



Cold Storage



NPTTEL

Shelf Replenishment



NPTTEL

Shelf Replenishment



NPTTEL

In-Store Pricing



NPTEL

In-Store Promotion



NPTTEL

Point-of-Sale



NPTTEL

Croma Mini Case



<https://store.croma.com/croma-oberoi-mall-electronics-retail-and-repair-shop-goregaon-east-mumbai-263695/Home>

In-Store Display



NPTEL

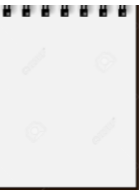
In-Store Demo



THREE MINUTE REFLECTION

Think of you a few different Products such as soaps, food commodities, electronics, clothing & stationery. Try to discover:

- Where they are manufactured?
- Who are the distributors?
- How are the products transported?
- Who are the different retailers?



Retail Management Skills

**Leadership
& Team
Work**

**Customer
Focus**

**Category &
Shelf
Management**

**Supply Chain
Management**

**Finance &
Accounting**



End of Module

Indian Institute of Technology Bombay

IIT Bombay, Powai, Mumbai 400 076, Maharashtra, India

Phone: +91 (22) 2572 2545 | Fax: +91 (22) 2572 3480

<https://www.iitb.ac.in>

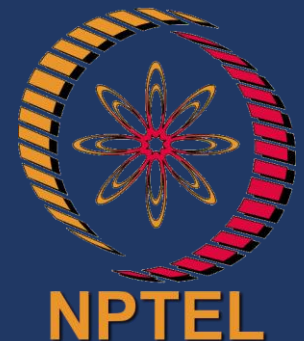
BUSINESS FUNDAMENTALS FOR ENTREPRENEURS (2)

Prof. Devdip Purkayastha



**Indian Institute of Technology Bombay
DS School of Entrepreneurship**

<https://www.iitb.ac.in>

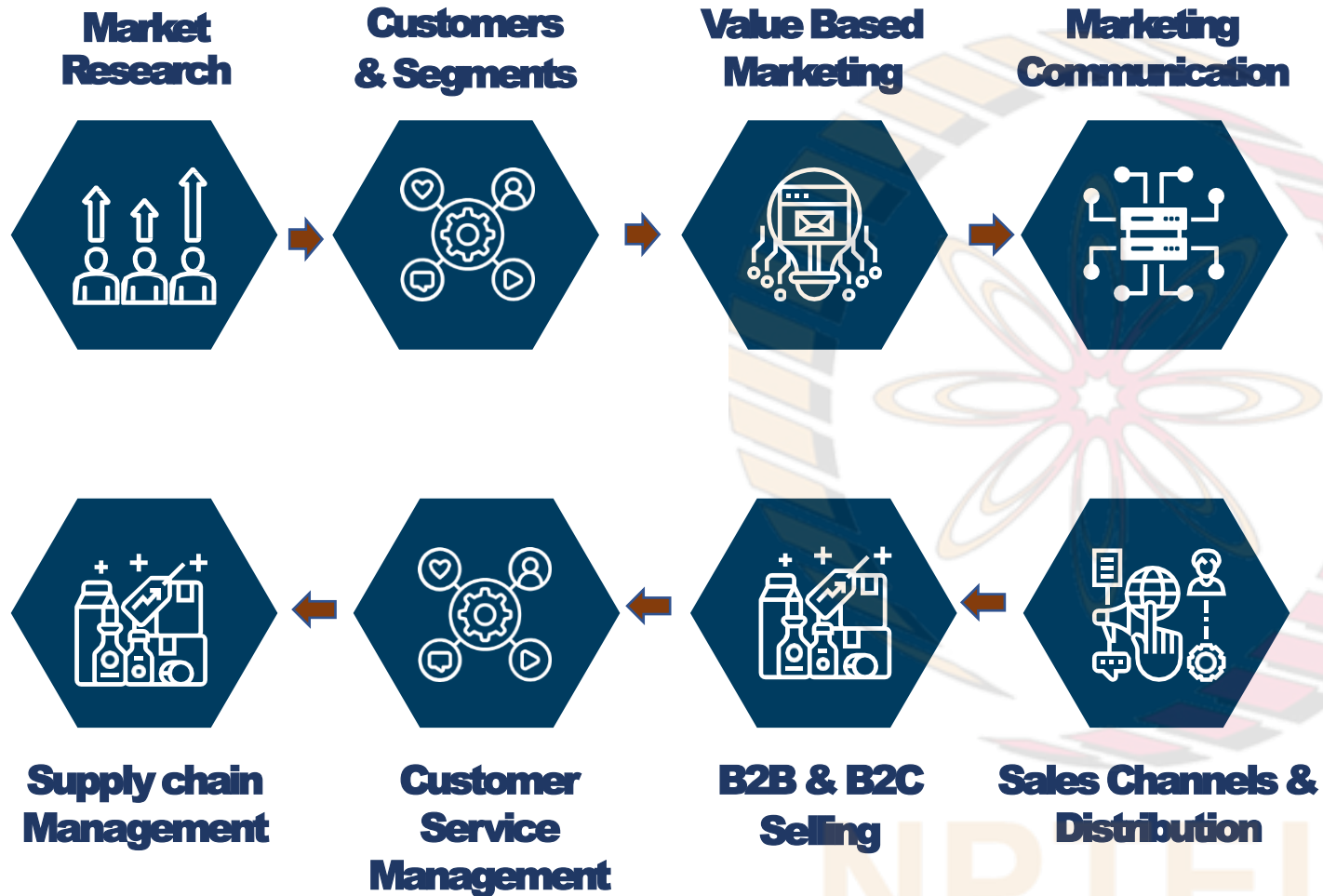




Week 2 - Module 4 - Part 1

Marketing Communication

Discussion Flow (4 Week)



Module-4 Topics

Marketing Communication

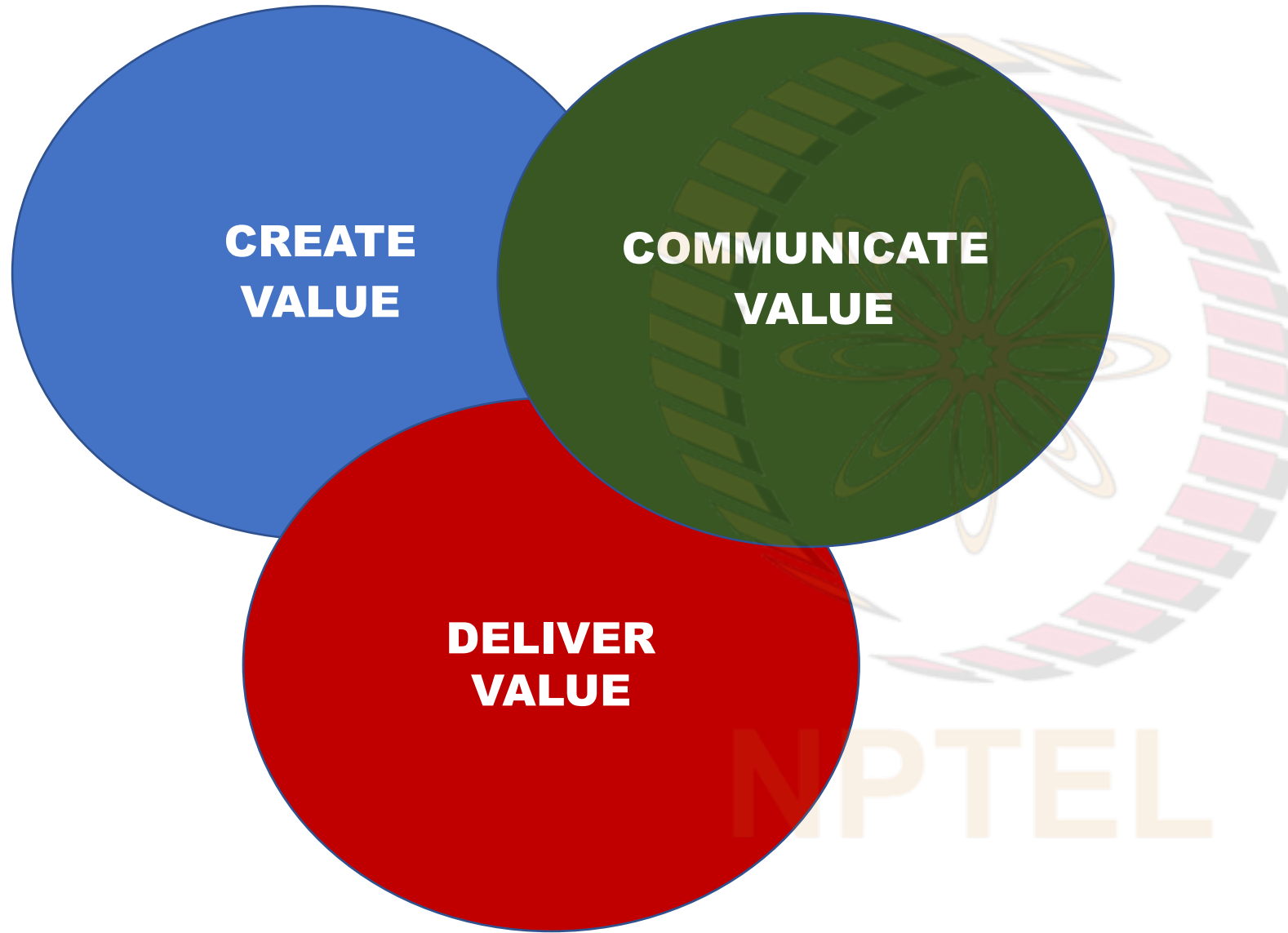
Branding

**Positioning
Advertising**

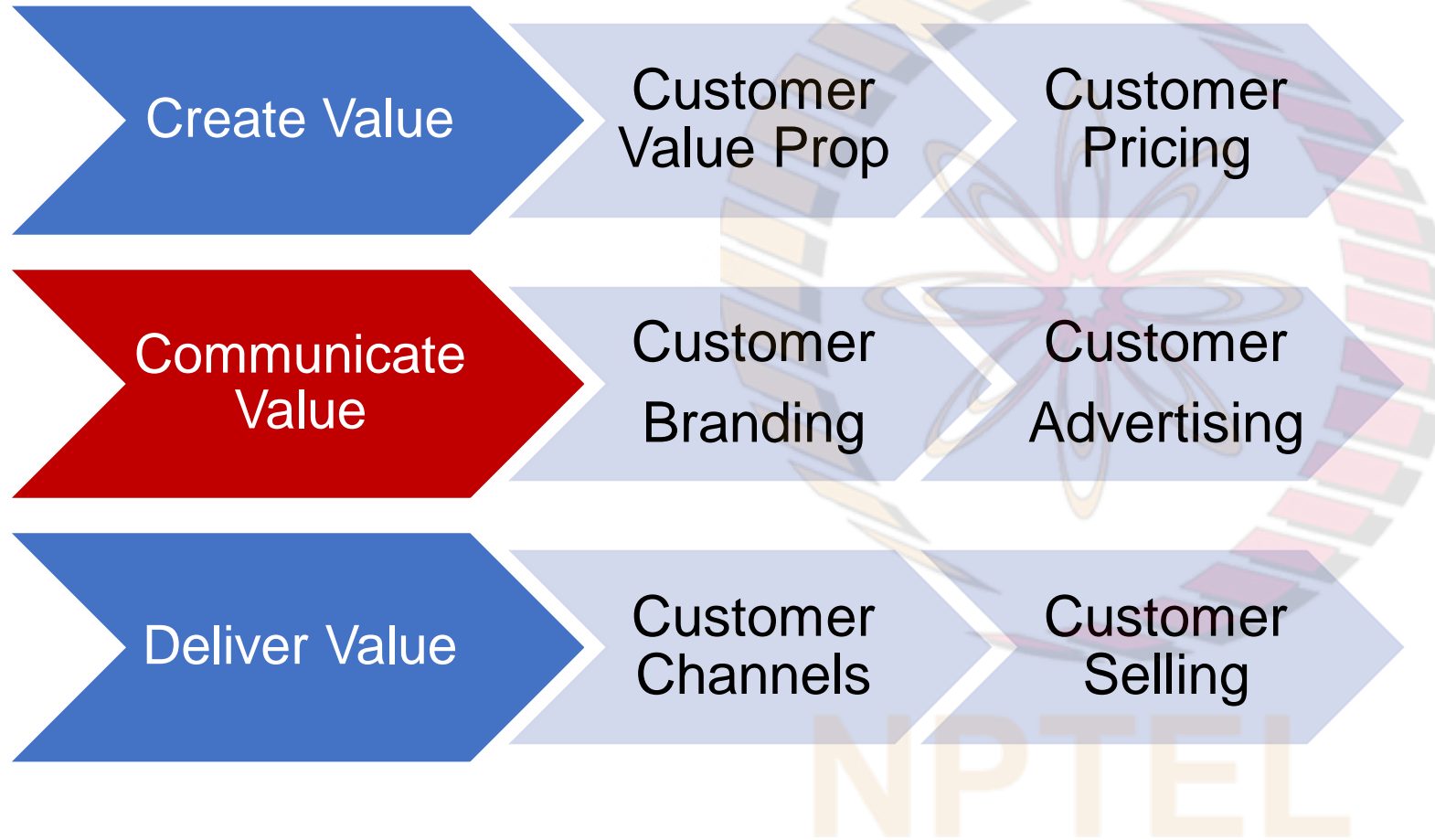
**Marketing
Skills**

NPTTEL

Value Based Marketing



Value Based Marketing



Brand Definition

A brand is a name, design, symbol or logo that distinguishes one company's good or service from those of other companies.

A brand communicates the qualities of the product to the consumer and serves as the cornerstone of all communication and advertising.

Brand Value refers to the pricing premium that a company generates compared to a similar competitive or generic product.

Brands are a company's most valuable assets. Companies protect their brands by registering them legally.

Global Brands & Value



Indian Brands & Value



TOP 10 MOST VALUABLE INDIAN BRANDS 2022

1 ← TATA \$23.9bn	2 ↑ Infosys \$12.8bn	3 ↓ LIC भारतीय जीवन बीमा निगम LIFE INSURANCE CORPORATION OF INDIA \$11.1bn	4 ← Reliance Industries Limited \$8.6bn	5 ↑ airtel \$7.7bn
6 ↑ SBI \$7.5bn	7 ↓ HDFC BANK \$6.9bn	8 ↑ wipro \$6.4bn	9 ↓ Mahindra Rise. \$6.1bn	10 ↓ HCL \$6.1bn

Brand Finance®

Source: Brand Finance India 100 2022

brandirectory.com/india

NPTTEL

Soft Drinks Brands



TOP 10 MOST VALUABLE SOFT DRINKS BRANDS 2022

1 ←   \$35.4bn	2 ←   \$20.7bn	3 ←   \$6.9bn	4 ←   \$6.4bn	5 ←   \$6.3bn
6 ↑   \$5.3bn	7 ↓   \$5.0bn	8 ←   \$4.0bn	9 ↑   \$3.2bn	10 ↓   \$2.9bn

Brand Finance® 

Source: Brand Finance Food & Drink 2022

brandirectory.com/soft-drinks

NPTEL

Car Brands



NPTEL

Luxury Brands



TOP 10 MOST VALUABLE LUXURY & PREMIUM BRANDS 2022

1 ←   PORSCHE \$33.7bn	2 ↑   LOUIS VUITTON \$23.4bn	3 ↓  GUCCI  \$18.1bn	4 ←   CHANEL \$15.3bn	5 ↑   HERMÈS PARIS \$13.5bn
6 ↓  <i>Cartier</i> \$12.4bn	7 ↑  DIOR \$9.0bn	8 ←   ROLEX \$8.4bn	9 ↓   Ferrari \$8.0bn	10 ↑  ESTÉE LAUDER COMPANIES \$7.9bn

Brand Positioning

Brand positioning is to occupy a unique position in the mind of the target consumer, in a way that establishes how the brand is different from competitive brands.

A brand positioning strategy, therefore, involves creating emotions and associations in customers' minds to make them perceive the brand in a specific way. Often the positioning is expressed in 3-4 words or a simple tagline which are self-explanatory and powerful.

The brand position needs to reflect in every aspect of the brand: the core product or service, visual identity, packaging and advertising, etc.

Brand Positioning



Think different.

NPTEL

Brand Positioning



Brand Positioning



NPTEL

Brand Positioning



भारतीय स्टेट बैंक
State Bank of India

हर भारतीय का बैंक
THE BANKER TO EVERY INDIAN

NPTEL

Brand Positioning

pantaloons

IN LOVE WITH LIFE
IN ❤️ WITH FASHION

NPTEL

Brand Positioning



NPTEL

Brand Positioning



NPTEL

Positioning Support



Brand Positioning



NPTEL

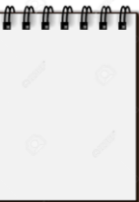
Positioning Support



NPTTEL

THREE MINUTE REFLECTION

- Think of a Brand you use regularly?
- What is the Logo design?
 - What is the tagline?
 - How is it 'positioned' in your mind?
How do you think and feel about the Brand?
 - How does the Brand support it's 'positioning'?

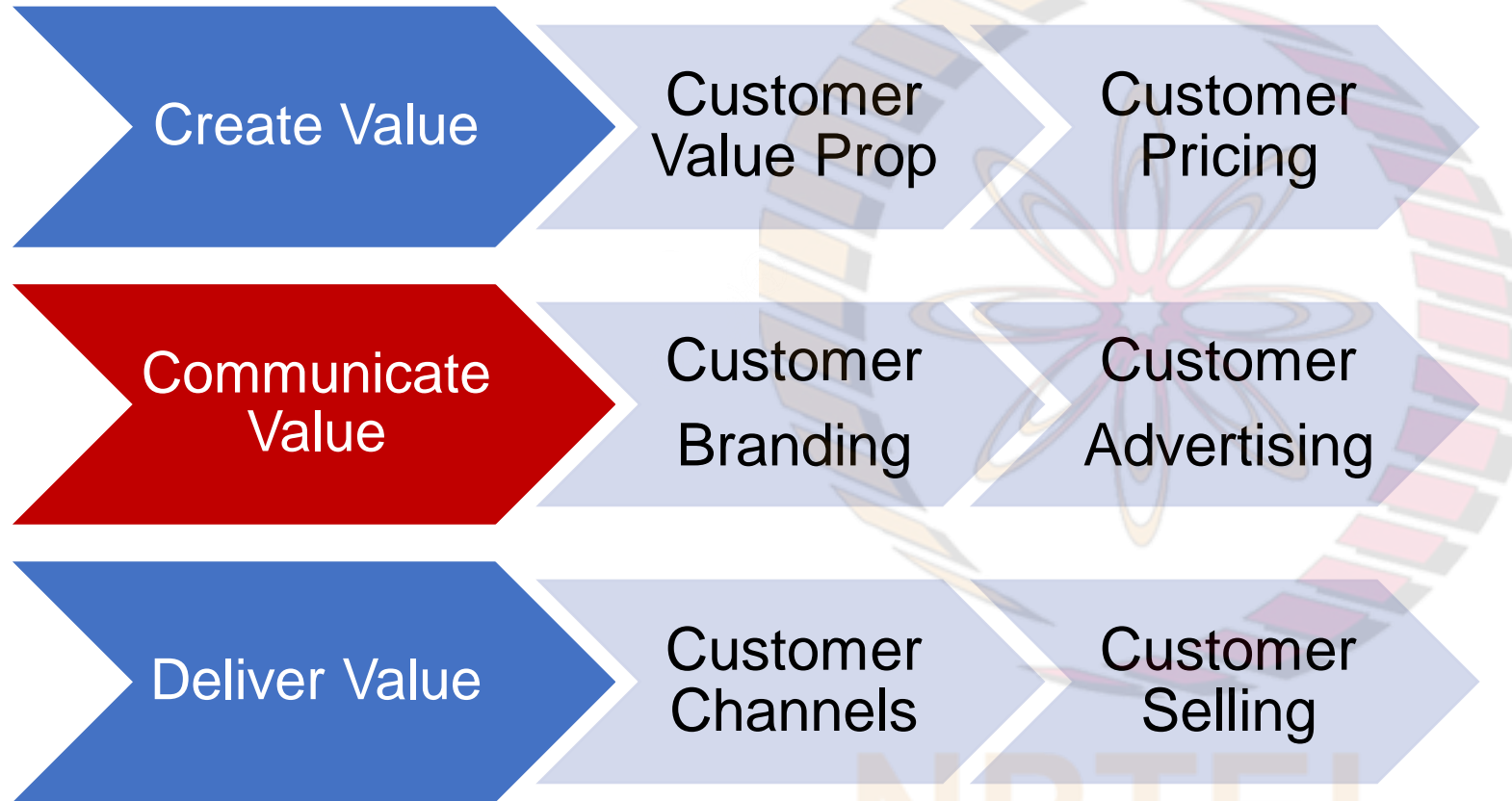




Week 2 - Module 4 - Part 2

Marketing Communication

Value Based Marketing



What is Advertising?

Advertising is how a company communicates to their target customers about their products and services, in a way that...

- Informs
- Excites
- Engages
- Educates
- Enables

...the customers to actually purchase and use their brands and products.

Good Advertisements influence our emotions, perceptions, behaviors, how we look & what we wear, etc.



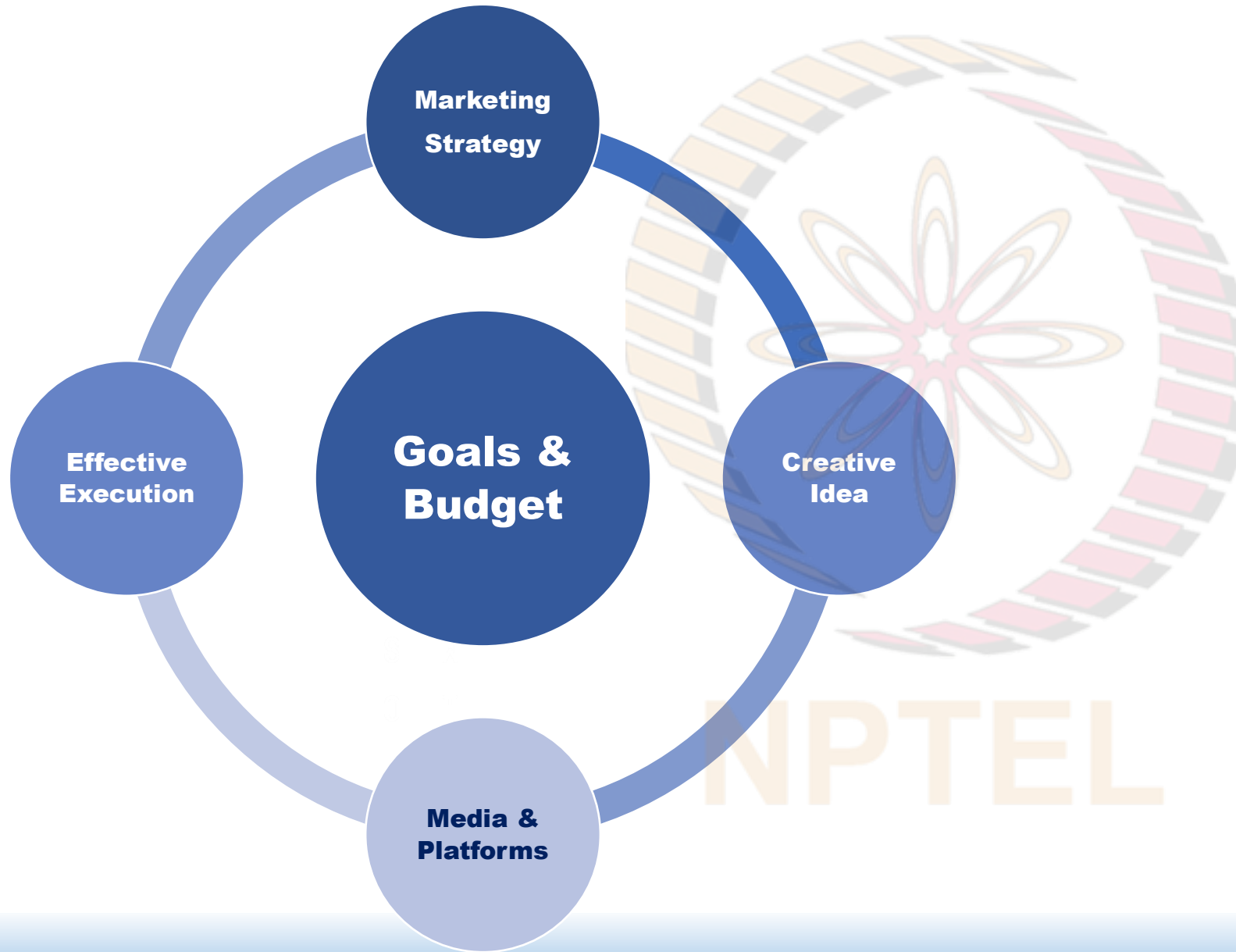
Top-10 Global Advertisers

1. Procter & Gamble : Annual Ad Spend: \$11.5 Bn
2. Amazon : Annual Ad Spend: \$10.9 Bn
3. L'Oréal : Annual Ad Spend: \$9.9 Bn
4. Samsung Electronics Co: Annual Ad Spend: \$8.6 Bn
5. Alibaba Group Holding : Annual Ad Spend: \$8.4 Bn
6. Unilever : Annual Ad Spend: \$8.1 Bn
7. Nestle : Annual Ad Spend: \$7.8 Bn
8. Comcast Corp : Annual Ad Spend: \$6.7 Bn
9. LVMH : Annual Ad Spend: \$5.8 Bn
10. Alphabet (Google) : Annual Ad Spend: \$5.4 Bn

<https://www.marketingmind.in/worlds-largest-advertisers-in-2021/>

NPTTEL

Advertising Key Elements













Top Media Channels

Preference	Global consumers	Marketers
1.	Sponsored events	Online video ads
2.	Cinema ads	Sponsored events
3.	Out of home ads	Digital out of home ads
4.	Point of sale ads	Video streaming ads
5.	Digital out of home ads	Social media story ads

Source: Kantar Media Reactions 2023

<https://www.kantar.com/inspiration/advertising-media/the-top-ranking-advertising-platforms-for-2023>

Top Media Brands

Preference	Global consumers	Marketers
1.		
2.		
3.		
4.		
5.		

Source: Kantar Media Reactions 2023

<https://www.kantar.com/inspiration/advertising-media/the-top-ranking-advertising-platforms-for-2023>

Top Indian TV Advertisers

Top 10 Advertiser Group - Across Genres

VIEW AS

RANK	ADVERTISER GROUP	AD VOL ('000 SECS)
1	HINDUSTAN LEVER LTD	4564.71
2	RECKITT BENCKISER (INDIA) LTD	3807.12
3	GODREJ CONSUMER PRODUCTS LTD	1196.43
4	BROOKE BOND LIPTON INDIA LTD	1071.15
5	CADBURYS INDIA LTD	714.1
6	ITC LTD	577.02
7	BRITANNIA INDUSTRIES LTD	516.07
8	FLIPKART.COM	513.73
9	PONDS INDIA	491.9
10	PROCTER & GAMBLE	480.6

Advertising Types

- Print advertising
- Direct mail advertising
- Television advertising
- Radio advertising
- Movie advertising
- In-store advertising
- Outdoor advertising
- Phone SMS advertising
- Social media advertising
- Influencer Marketing
- Paid search advertising
- Pay per click / SEO
- Display advertising
- E-Commerce Advertising
- Affiliate marketing
- Endorsement Advertisement



[illegible]

<p>the government's food security, which could be a major factor in the budget session of Parliament, is expected to generate fresh debate over poverty measure as the committee's report has only raised the issue formally. The panel in the Sumesh Tendulkar panel's recommendations in 2011-</p>	<p>the government's food security, which could be a major factor in the budget session of Parliament, is expected to generate fresh debate over poverty measure as the committee's report has only raised the issue formally. The panel in the Sumesh Tendulkar panel's recommendations in 2011-</p>	<p>the government's food security, which could be a major factor in the budget session of Parliament, is expected to generate fresh debate over poverty measure as the committee's report has only raised the issue formally. The panel in the Sumesh Tendulkar panel's recommendations in 2011-</p>	<p>the government's food security, which could be a major factor in the budget session of Parliament, is expected to generate fresh debate over poverty measure as the committee's report has only raised the issue formally. The panel in the Sumesh Tendulkar panel's recommendations in 2011-</p>
--	--	--	--

ability on road owning agencies is seen as a major change in policy-makers' attitude considering the fact that government claims only 14% road crashes are due to bad road condition.

► **Stiff penalties, P 10**

The Rangarajan committee was tasked with revisiting the Tendulkar formula for estimation of poverty and identification of the poor after a massive public outcry erupted over the ab-

tion, however, results in an increase in the below poverty line population, estimated at 363 million in 2011-12, compared with the 270 million estimate based on the Tendulkar formula—an rise of 35%.

► **10 crore urban poor, P 10**

On Saturday, Rajesh's friend Ali rang up the family from Delhi and informed them about his death.

This is what was repeated in Friday's meeting of state food ministers who reelected minister Arun Jaitley urged states to tackle "hoarding, cartelization and artificial

***Conviction Rate** Source: Parliament questions and Dept of Cons. Affairs.

shortages". Jaitley said the Centre would work in close coordination with state governments, thus ending a certain theft to the plan.

The NDA has listed potatoes and onions as essential commodities and moved to

make hoarding a non-bailable offence. This may discourage hoarding, but the record of state governments in tackling hoarders in recent years has been dismal.

► 10% conviction rate, P 10



Lancers®

International School

An IB World School



REAL
learning,
REAL
LIFE

Boarding Day Boarding



CAMBRIDGE
International School
Cambridge International School

The indoor stadium has marked itself as one of the finest and the most advanced in the country, offering Ice Skating, Squash, Court, Fencing, Golf, Boxing, Shooting, Archery and many more.

Students from 30+ nationalities provide an International learning environment in the heart of Gurgaon.

100% trained International Baccalaureate Diploma Programme faculty, 40% International teaching faculty.

Ph: 9999989848, 0124-4171900 | www.lis.ac.in

Email: admission@lancersinternationalschool.in DLF Phase 5, Sector 53, Gurgaon 122001

TV Ads



NPTTEL

In-store Ads



In-Store Promoter



Outdoor Ads

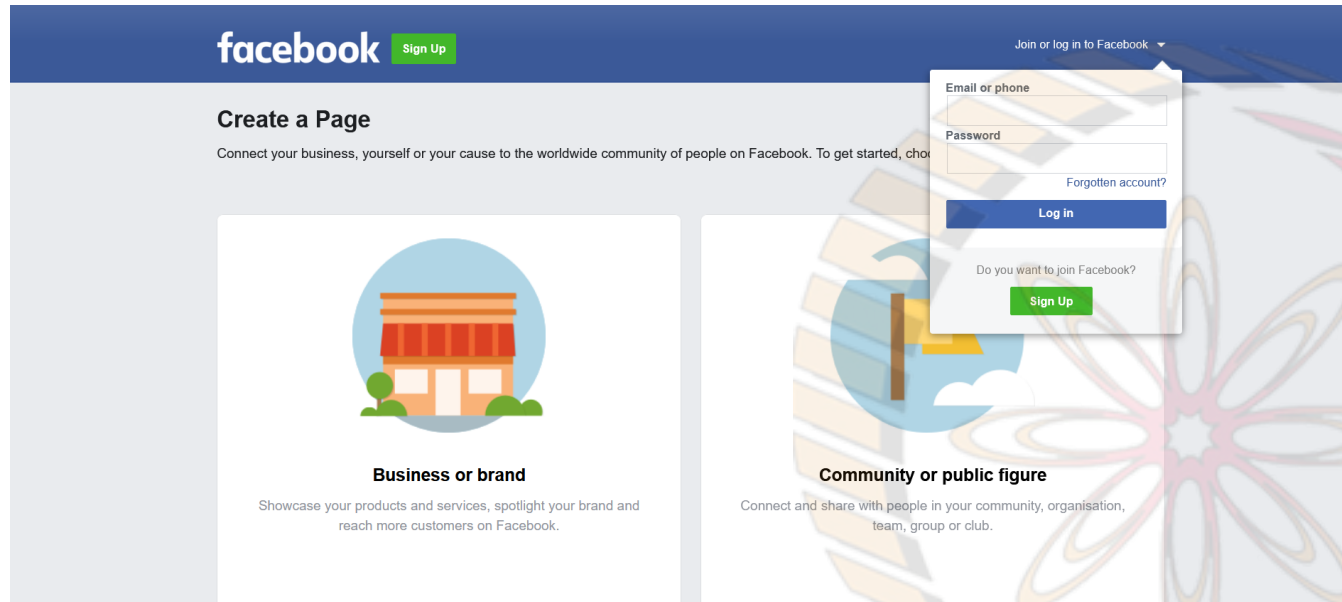


Sports Ad



NPTEL

Social Media Ad



NPTEL

Search Ads


Google

indian soaps

× | 🔍


🔍 All 🖼 Images 📺 Videos 🛒 Shopping 📰 News ⋮ More Tools

About 4,42,00,000 results (0.35 seconds)

 Greatofindia.com
<https://greatofindia.com> » Home Care » Bathroom Care »

Indian Soap Brands made in India ✓

Indian Soap Brands made in India: Swadeshi/Indian Soaps: Himalaya, Mysore Sandal, Cinthol, Santoor, Medimix, Neem, Godrej, Patanjali (Kesh Kanti), Wipro, ...



People also ask ⋮


Which soap brand is Indian? ▾

Which is best soap in India? ▾







How many soaps are made in India? ▾

Which Indian soap has less chemicals? ▾

Feedback

 Singh Cart
<https://singhcart.com> » collections » indian-soap »

Shop for best Indian Soaps in US ✓

Search Ads

≡ Google Ads



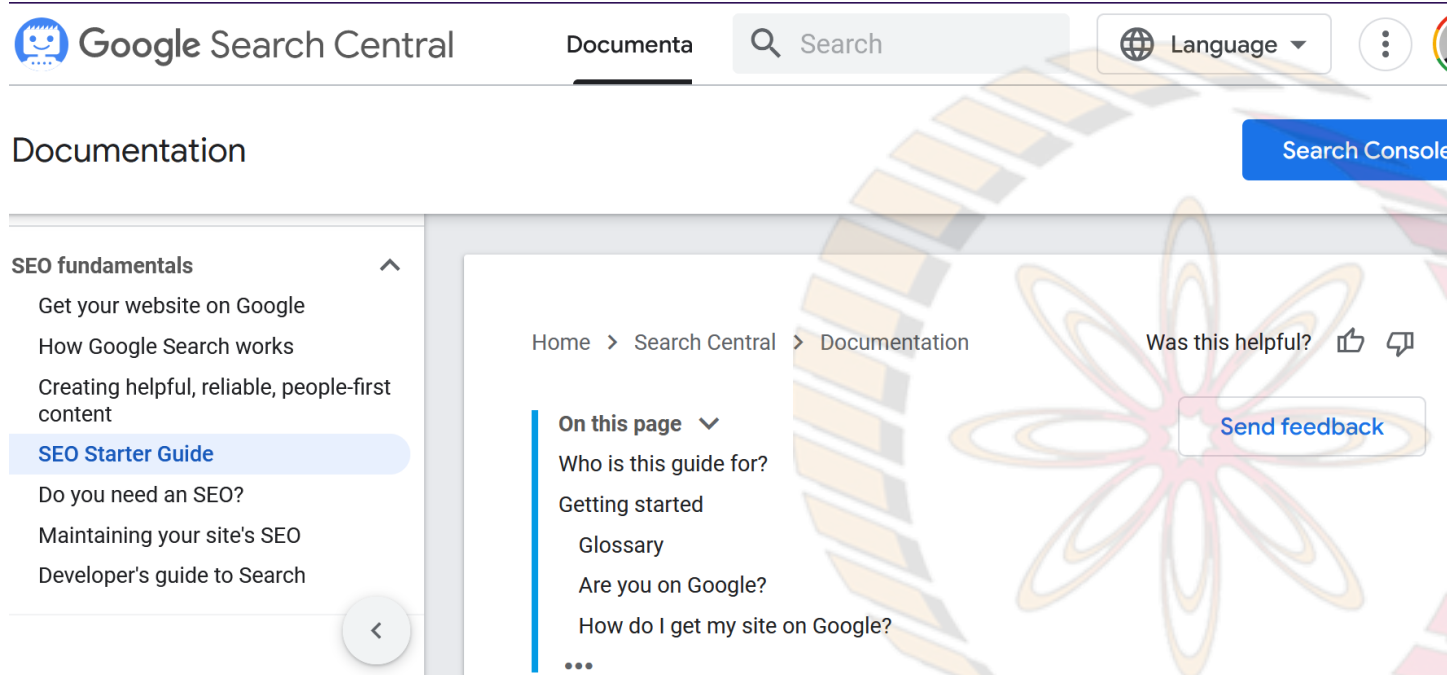
To help you get started with Google Ads, we'll give you ₹20,000 in free ad credit when you spend ₹20,000.

[Learn more](#)

**Get more views
with Google Ads**

NPTEL

Search Engine Optimisation



NPTEL

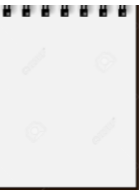
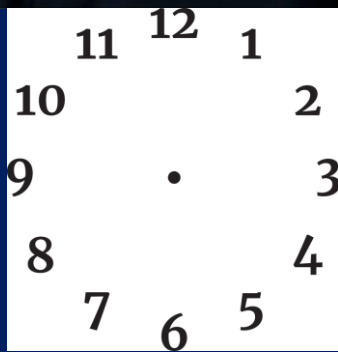
Endorsement Ads



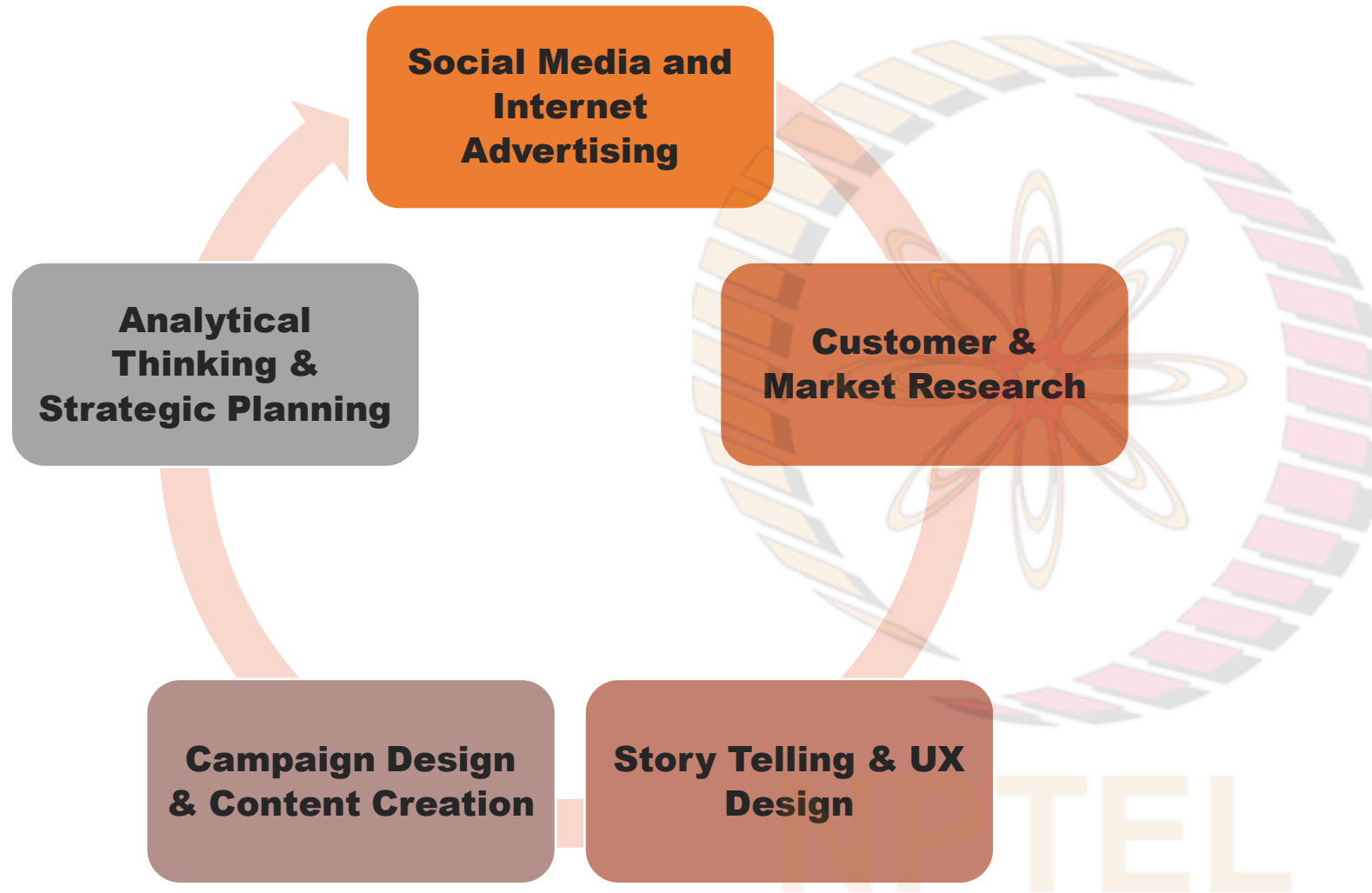
NPTEL

THREE MINUTE REFLECTION

- Think of a Brand that you use regularly
- How is it advertised?
 - Online, Offline, In-store
 - What is the key 'message'?
 - How effective is the advertising?
Do you buy based on the advertisement?



Digital Marketing Skills





End of Module

Indian Institute of Technology Bombay

IIT Bombay, Powai, Mumbai 400 076, Maharashtra, India

Phone: +91 (22) 2572 2545 | Fax: +91 (22) 2572 3480

<https://www.iitb.ac.in>

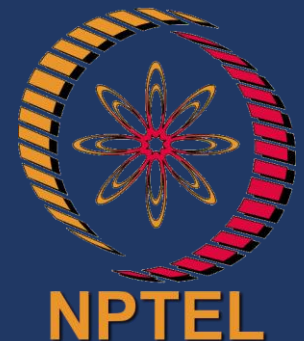
BUSINESS FUNDAMENTALS FOR ENTREPRENEURS (2)

Prof. Devdip Purkayastha



**Indian Institute of Technology Bombay
DS School of Entrepreneurship**

<https://www.iitb.ac.in>





Quadrangle Of Success, & Course Wrap up

Quadrangle of Success



Attitude

PERSONAL

Calm
Positive
Confident
Thoughtful
Energetic
Humorous

INTER PERSONAL

Honest
Helpful
Friendly
Sympathetic
Communicative
Collaborative

WEF – Job Skills



WEF – Job Skills

Top 10 skills of 2025

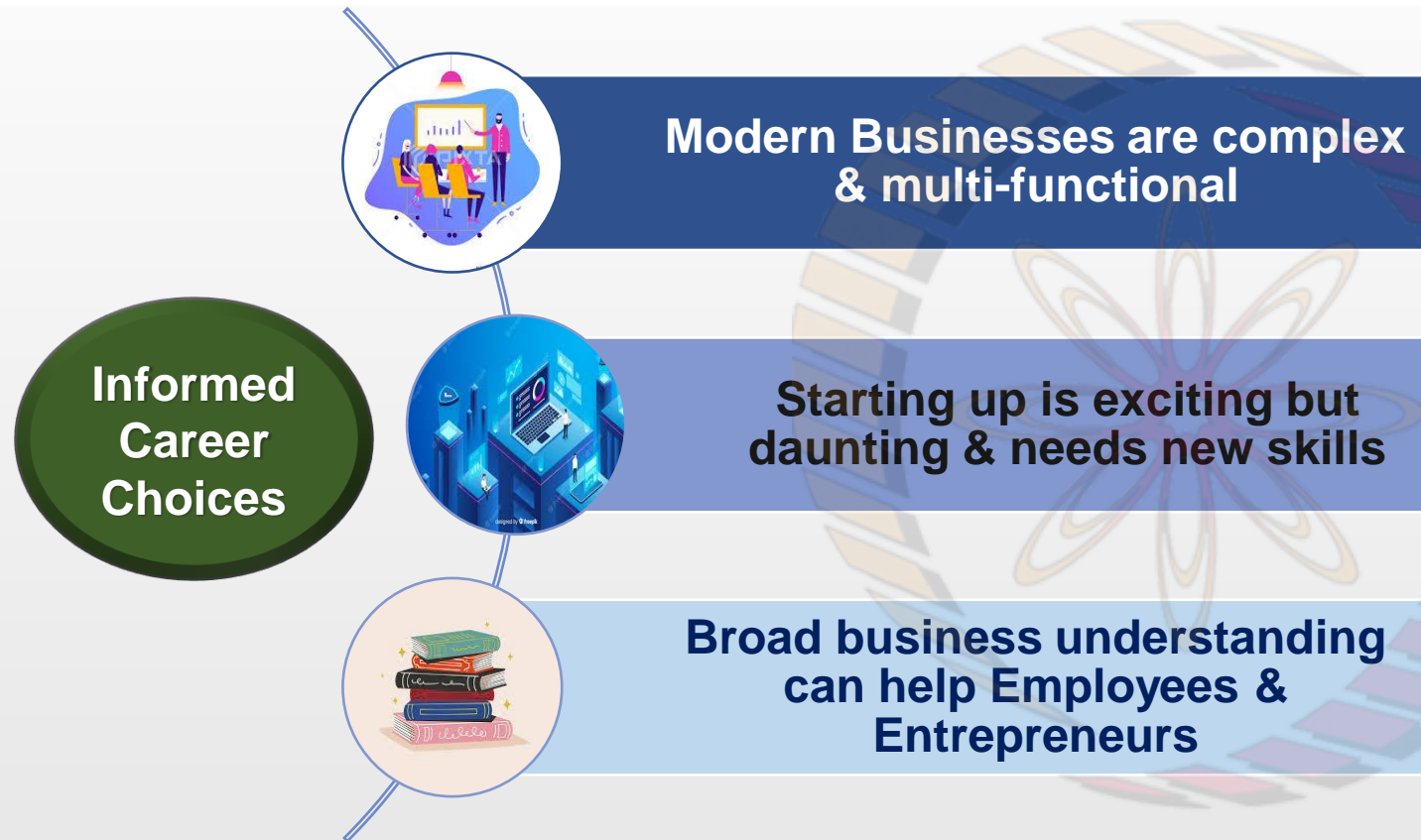
Type of skill

- Problem-solving
- Self-management
- Working with people
- Technology use and development



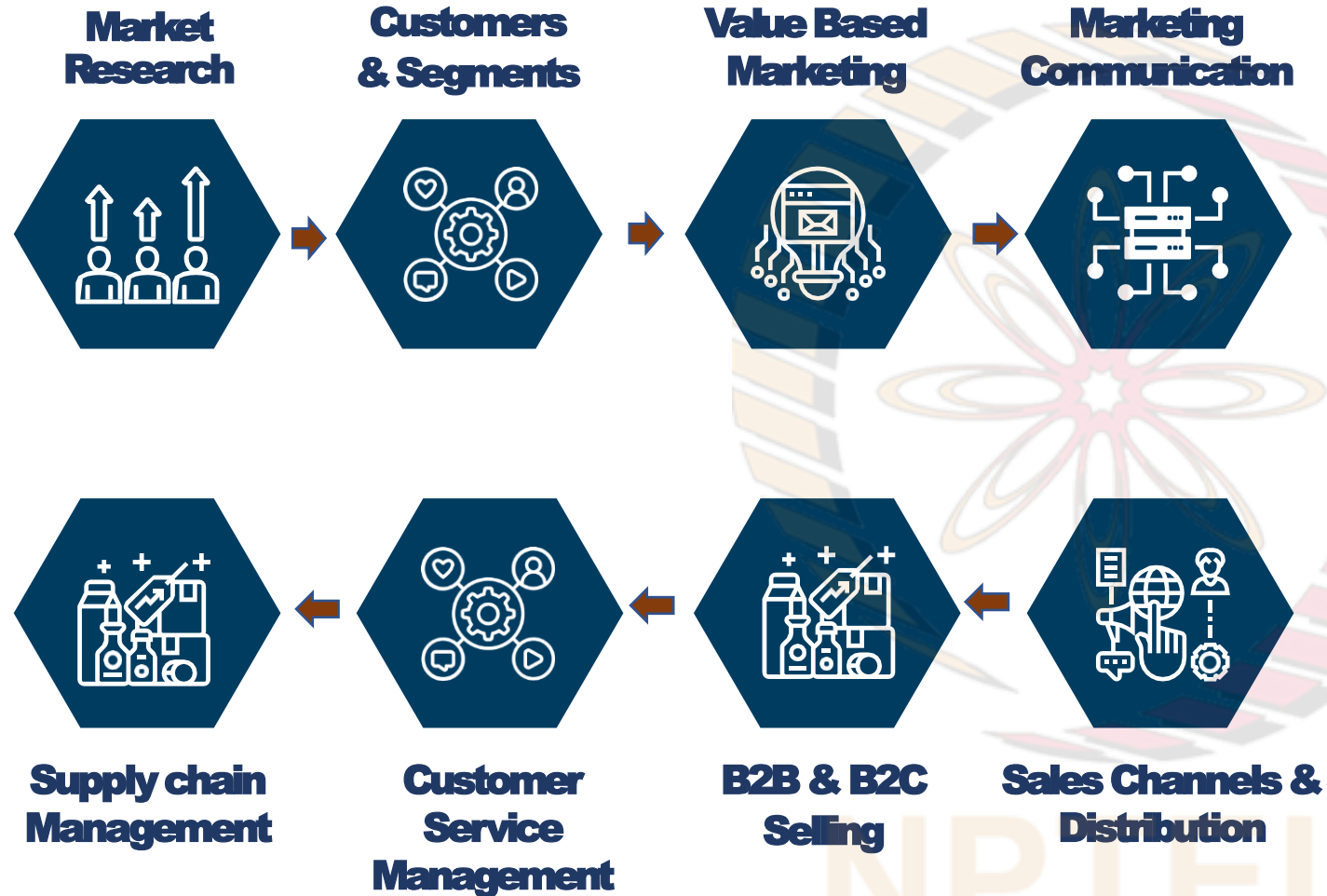
Source: Future of Jobs Report 2020, World Economic Forum.

Course Recap



NPTEL

Discussion Flow (4 Week)



Module-1 Topics

Market Research

**MR Need &
Definition**

**Research
Methods**

**Research
Skills**

NPTTEL

Module-2 Topics

Customers & Segments

**Customer
Needs**

**Customer
Segments**

**Customer
Value
Proposition**

NPTEL

Module-3 Topics

Introduction to Marketing

**Marketing
Evolution**

**Value Based
Marketing**

**Marketing
Skills**

NPTTEL

Module-4 Topics

Marketing Communication

Branding

**Positioning
Advertising**

**Digital
Marketing
Skills**

NPTTEL

Module-5 Topics

Channels & Distribution

**Sales
Channels**

**Distributor
Management**

**Retail Store
Management**

NPTEL

Module-6 Topics

Art & Science of Sales

**B2B & B2C
Selling**

**Sales Force
Automation &
AI Tools**

**Sales
Skills**

NPTEL

Module-7 Topics

Customer Service

**Customer
Service
Goals &
Strategy**

**Customer
Process &
Tools**

**Customer
Service
Skills**

NPTEL

Module-8 Topics

Intro to Supply Chain

**Supply
Chain
Planning**

**Storage &
Transport**

**Supply
Chain Skills**

NPTEL

Course Follow Up

Career Acceleration

Enrol into NPTEL 'Business Fundamentals for Entrepreneurs- Part 1, Internal Operations'

Enrol into a specialised Management or Entrepreneurship program

Approach a 'Startup Incubator' with a 'Startup Idea'

NPTEL

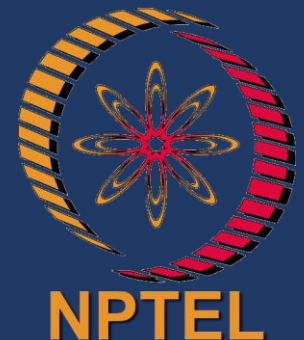
BUSINESS FUNDAMENTALS FOR ENTREPRENEURS (1)

Prof. Devdip Purkayastha

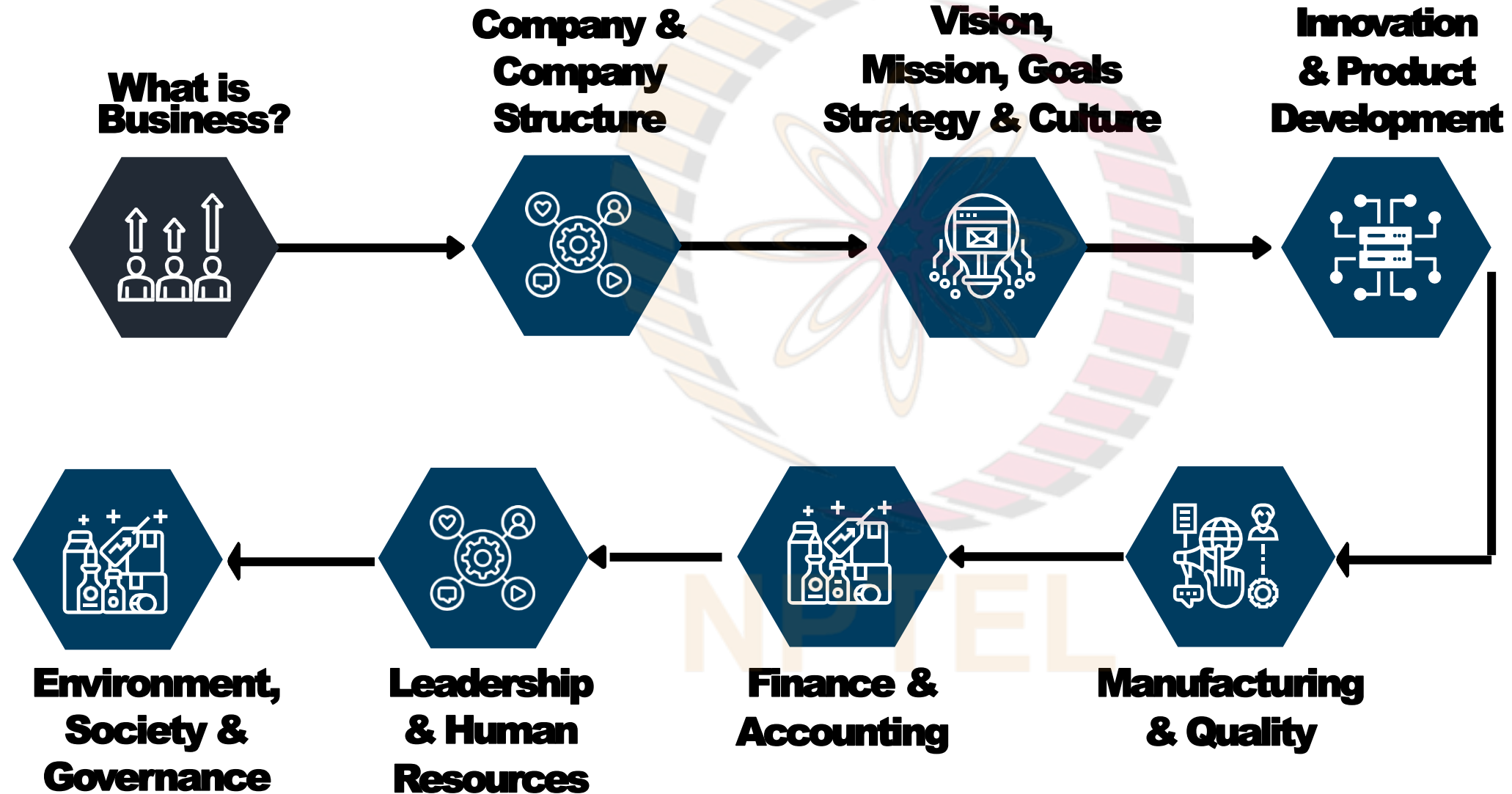


**Indian Institute of Technology Bombay
DS School of Entrepreneurship**

<https://www.iitb.ac.in>



Discussion Flow (4 Weeks)





End of Course

Indian Institute of Technology Bombay

IIT Bombay, Powai, Mumbai 400 076, Maharashtra, India

Phone: +91 (22) 2572 2545 | Fax: +91 (22) 2572 3480

<https://www.iitb.ac.in>

