

MIDAS TOUCH

PRSI Award Winner

Special Issue

Goldminers have struck GOLD...again!

We are proud of our Goldminers - Rekha Bhavsar and Kaustubh Lele who have won the First Prize in the 'Adfest Young Lotus Workshop contest' among over a 100 entries.

All this for creating a print ad. and an online version on the subject: 'Avoid using Plastic Bags'.

We hope that they will shower more glory on Goldmine through the creatives at the workshop in Pattaya that will be judged by an international panel of judges at the AdFest and return home with the Young Lotus Award in recognition of your talent.



We hope that all this adds to curbing the use of plastic in our daily lives.

Congratulations! Keep up the excellent work.



The Winning Entry

Another triumph for Goldmine

Goldmine has got empanelled in RCF for their Corporate Communications.

From the MD's desk

MIDAS TOUCH

Dear Friends,

What does it mean to lead by example? Most managers who swear by this leadership style feel they gain respect by doing the tough jobs they expect their team members to do. This view of leadership is common in the military, police and heavy industry. However, you don't have to manage a team to lead by example. You just have to be the best you can be to set an example. Whatever be your capacity or designation. The old saying: "actions speak louder than words" is very relevant in this context. Ask Rekha and Kaustubh of Goldmine Mumbai and you'll know. They have won the First Prize in the AAAI-Adfest Young Lotus Workshop Contest for Young Creatives 2010 from among over a hundred entries. They have won an exciting trip to the AdFest in Pattaya to be held on 18-20 March 2010. All this for creating a print ad and an online version on 'Avoid using plastic bags'.

Pattaya is part of amazing Thailand with its tropical climate. It has so much to offer, you can visit the many Islands with powder white beaches and crystal clear water, you can dive, swim and try all the other water sports available. There are so many fascinating islands to visit. Plus, the Thai people are so friendly, that's why they call it the land of smiles. The Golf in Thailand is absolutely idyllic. Pattaya itself is probably the biggest party town in the world and the entertainment second to none. That's why Pattaya is known as Holiday Heaven.

The winning team will first have to attend a workshop on 16-18 March and thereafter be guests at the AdFest. An international panel of judges at the AdFest will judge their work, produced at the workshop, and the winners will be announced during the AdFest event, at the Young Lotus Award Ceremony. On behalf of Goldmine, I wish them the best luck and hope they are declared the Young Lotus at the Fest as they are to all of us. Also, this will be a great learning experience for them as they interact with creative fraternity out there. They can add to our wealth of expertise and advertising knowledge.

How You Can Lead by Example

To be a good leader, you must be able to put yourself in the shoes of those who follow you or even your peers. It is very frustrating for juniors or subordinates to find superiors who just can't stand up to being a role model they can emulate. Or to find superiors who neither show the way nor serve

as disseminators of information. When an organization is lead by an individual like this, that organization will almost always fail. Why? Because there will be anger among the followers. They won't have an incentive to work for someone who they feel has no reason to command respect. The first thing you will want to do is promote the exact behaviour that you want to see in your followers. When they see you following the rules that you want them to follow, this will send a powerful message to them saying that you practice what you preach. If you want your followers to make a change, you should be come the embodiment of that change yourself. Always follow any rules or changes you make. When you do, this will show that you are serious about your employees following it as well. Even if you are a leader, you will not want to act in a way which makes it appear that you are better than those that follow you.

This is a simple mistake which is made by many leaders. You will want to make yourself a part of your team. Get together with them and work. In many large companies, too many managers sit around and do nothing while their employees do the grunt work. Again, this will create resentment in your ranks, and this will weaken your productivity and efficiency. When you work with those beneath you, this will create a powerful comraderie that will make your team a force to be reckoned with. But it will always backfire and turn counterproductive to your superiors.

Overall, joy is but the sign that creative emotion is fulfilling its purpose. And when each one of us fulfills our creative emotion in whatever capacity, a culture of meritocracy will be born. Goldmine will raise the bar on productivity. We will not be working for joy but work out of joy. Once again, I wish Rekha and Kaustubh the very best in Pattaya. Go make Goldmine proud. For the rest of Goldminers, I would like you to tap into your creative juices. Have faith in yourself. Live with enthusiasm. Life will not just be more interesting but Goldmine will produce many more Lotus winners.



- Madan Singla, Managing Director

From the Editor's desk

MIDAS TOUCH

Dear Friends,

What is the origin of true ambition? There exists really only one place to find true ambition and that is within you – in every thought, in every movement, in every motivation. Your ambition is an expression of who you truly are, your own self-expression.

Self-expression. Isn't self-expression really self-direction? How you think, how you move, how you motivate yourself. Ambition is a result of self-direction and self-direction is one of the six key principles necessary for building ambition. Positive self-direction says, "I know who I am and I know where I want to go. I'm accumulating knowledge and experiences and feelings and philosophies that will help prepare me for opportunities that I know will show up without notice or any help on my part." Because you know where you want to go, you have already been working on the parts of your personality that will make you better. Working on your attitude, working on your health, working on your time management skills. Putting it all down on paper. And you constantly see yourself in the place you want to be, going in the direction you want to go.

Direction determines destination. So here is a question you must ask yourself, "Are all the disciplines that I'm currently engaged in taking me where I want to go?" What an important question to ask yourself at the beginning of the month, the beginning of the week, the beginning of the day. Because here is what you don't ever want to do - kid yourself. Kid your neighbour, kid me and kid the marketplace, but don't kid

yourself - fingers crossed - hoping you will arrive at a good destination when you're not even headed that way. You have to ask yourself often, Am I? Am I doing the disciplines that are taking me in the direction I want to go? Don't neglect to ask these important questions, questions that help determine your direction, the set of your sail, your destination.

Is this the direction I want for my life?

Is this someone else's direction?

Is this a goal I have been ingrained with since my childhood?

Is this goal my parent's, my spouse's, my boss', my children's or is it mine?

Ask yourself these questions and then debate them. After you have answered these questions within yourself, then take it one step further and ask, "What am I doing that is working or not working?" Debate it all. Work with your mind to figure out the best possible direction for you. And then ambitiously pursue your own self-direction. Let the power of your own ambition take you where you want to go, to do what you want to do, to create the life you want to live! And for inspiration you can always have the Midas Touch.



- E. Samson, Mumbai

All about Responsibility

MIDAS TOUCH

Shoulder Responsibility

We as humans are destined to shoulder responsibility irrespective of whichever stage of life we are in except of course when we are toddlers. Responsibility has many facets and it varies too depending on in which stage one is – as students, as workers, as parents, as citizens etc. etc. There is no end to it but hereunder I enumerate the major ones: -

- Individual responsibility
- Moral Responsibility
- Social Responsibility
- Professional Responsibility
- Collective Responsibility under which comes Corporate Responsibility & Corporate Social Responsibility etc. etc.

But do we always shoulder it properly? No! But we have 'Collective Responsibility' as well as 'Individual Responsibility' towards our organization 'Goldmine' – which feeds us and takes care of us in every possible manner. If we shoulder our responsibility well, it is not only that Goldmine grows but we too grow with it!

Here is a classic example as to how one tends to shun responsibility –

THIS IS THE STORY ABOUT FOUR PEOPLE

Everybody, Somebody, Anybody and Nobody.

There was an important job to be done and Everybody was asked to do it. Everybody was sure Somebody would do it. Anybody could have done it, but Nobody did it. Somebody got angry about that because it was Everybody's job. Everybody thought Anybody could do it, but Nobody realized that Everybody wouldn't do it. It ended up that Everybody blamed Somebody when actually Nobody asked Anybody.

Let us not be 'Everybody', 'Somebody', 'Anybody' or 'Nobody', let us be a 'Responsible-body'. Lets take an oath today that we will not shun responsibility but shoulder responsibility and make Goldmine one of the foremost agencies of the country!

With this I wish you all a Happy Holi !

Thanks,

- Rajinder Singla, Delhi



A step towards improvement

MIDAS TOUCH

What is Six Sigma?

Six Sigma is a fact-based data driven disciplined methodology that is used to create breakthrough improvements in any business processes with a strong focus on customer needs. It is used to solve tough business problems when the root cause of the problem or the solution is not known. Six Sigma can be applied to any type of business be it manufacturing, service or transactional.

Six Sigma is a letter in the Greek alphabet used to denote the standard deviation of a process (standard deviation measures the variation or amount of spread about the process mean).

A process with "Six Sigma" capability means having 12 standard deviations of process output between the upper & lower specification limits. Essentially, process variation is reduced so that no more than 3.4 parts per million fall outside of the specifications limits. The higher the sigma number, the better.

The "Six Sigma" term also refers to a philosophy, goal and/or methodology utilized to drive out waste and improve the quality, cost and time performance of any business. Six Sigma implementation is achieved through a series of successful projects. Process improvements and variation reduction are achieved through application of Six Sigma improvement projects, which in turn, are executed following either the DMAIC (Define, Measure, Analyze, Improve, Control) or DMADV (Define, Measure, Analyze, Design, Verify) methodologies. Black Belts & Green Belts are the key players in execution of Six Sigma improvement projects.

Why Six Sigma?

Most of Fortune 100 companies have implemented Six Sigma already In the early days, benefits of Six Sigma were operational, and the focus was on defect reduction and cycle time improvement.

Today, companies use Six Sigma to grow market share, improve customer retention, develop new products and services, accelerate innovation, and manage changing customer requirements while keeping the cost of doing business at its minimum. While the old Six Sigma was just a metric, the new Six Sigma is a management system for running the business on a day-to-day basis.

Six Sigma reaches well into every industry, from Financial Services to Health Care to Hospitality.

Six Sigma is implemented at every level, from VPs to quality managers to software engineers, and in every process, from Customer Service to Human Resources to Accounting.

Six Sigma has spread to many countries around the world, from India to Ireland to Spain.

As per Motorola, the company who invented Six Sigma concept, there are Six Resons why Leaders love Six Sigma

» Six Sigma impacts **BOTTOM LINE (Profits)** :

Six Sigma has generated bottom-line results for all types of organizations in hundreds of cases!

» Six Sigma drives **STRATEGY** execution:

Are you confident that the activities in your organization are properly prioritized and powerfully aligned with strategy? In today's demanding business environment, organizations need reliable management systems capable of aligning strategy and delivering breakthrough results.

» Six Sigma generates **robust, FLEXIBLE** business process:

Can you see how much opportunity for success is latent in every process in your business? Everyone knows that building competitive advantage requires consistently meeting and exceeding customer requirements for products, services, and prices.

» Six Sigma Improves **HUMAN PERFORMANCE** across entire organization:

Do you know how to get every individual in your organization focused on a common goal? Now that's a challenge in an organization of any size! Six Sigma provides companies with a common vehicle and language to frame business goals, focus organizational energy, and drive results. Its implementation involves building human capability with common approaches and tools to address business process issues.

» Six Sigma is highly **SCALABLE**:

Wondering how many Black Belts and Green Belts you need to be a "Six Sigma company?" Better to focus on the business improvements you need most, and determine how many projects you can manage effectively. A focused set of projects is the key to achieving improved business results!

» Six Sigma is a **low risk INVESTMENT**:

Think Six Sigma is too expensive or risky for your organization? Not when the training provided for building organizational capability is directly linked to real-time improvement projects!

Compiled by : Sachin Marathe, Pune



Mastering TIME

MIDAS TOUCH



Do you often feel that you have a lot to do but not enough time to do it in?

Think again. No one has enough time to do everything possible, but by smartly managing time and leading an organised life you can get a lot done.

“Time should be emphasised as a non-renewable resource. Each one of us has 24 hours a day but the one who manages his or her time well is the one who is successful in life,” says Malvieka Joshi, Senior Director HR, Ciena India.

So if you want to be in control of time instead of letting time control you, this is what you do:

- Discipline yourself to work for regular hours. Be focused and have clear-cut objectives. “First and foremost stay focused and prioritise in terms of impact and criticality of the job at hand. Also, try and ensure that deadlines are sacrosanct and should not be missed at any cost,”. “Try and finish your work or project in the stipulated time. Otherwise you will end up working for long hours, without much result and satisfaction”.
- Do not get distracted by constant phone calls.

Keep a secretary to attend to it. By separating work and phone calls, you will be able to focus more clearly on both the things. Phone calls are important – it is good to build healthy relationships in a professional world, but not during working hours. Keep some time for these towards the end of the day.

A study indicates that mornings are the most productive time of the day. Schedule all-important work at the beginning of the workday. Leave e-mails for post lunchtime.

Breaks are important, but make sure you are not away from your desk for long hours. Have some coffee while working or chat for a bit with colleagues after a gruelling meeting to get refreshed. “However, if you face a problem and hours of thinking doesn't seem to yield any solution, then it's good to take a break and think about things with a fresh mind” .

Use technologies for more effective management of time. “Technology like videoconferences, skype, and conference calls all help schedule and conduct meetings, saving a lot of travel time.” This enormously increases both individual and team productivity.



- Manjula Urankar, Mumbai

Mobile Social networking, a brief insight

MIDAS TOUCH

Mobile social networking sees steady growth

With more than 450 million users across India and a far greater reach across demographics, mobile has gone beyond just calls and SMS alerts to user generated content and mobile video, which is set to become big once 3G is launched in India.

In the case of social networking, mobile again is seen as being a revolution in terms of anytime access and convenience of users. Social networking sites like ibibo and BigAdda have also introduced features in this space. BigAdda.com, for instance, had launched its mobile version, Mobile Adda, with features like friends search, inviting them from one's phonebook, communicating with friends through text, voice and photo scribbles.

Ibibo.com has enabled users to get connected on mobile and network through various forms of social gaming and contesting genres, games like 'Parking Wars' and CricEx.

exchange4media spoke to some industry players to know how mobile social networking is taking shape in India, the growth drivers and challenges.

Growth drivers

Ashish Kashyap, CEO, ibibo.com, explained, "Mobile social networking is growing driven by a couple of factors. First of all, growth of data-enabled handsets and push from mobile operators from their 'Live' decks. Secondly, growth of social networking on the PC and percolating to the mobile. Thirdly, strong signs of viral growth amongst GPRS audiences, who are not accessing the Internet on PC, and finally, local applications on the mobile that drive engagement and relationship enhancers. For example, ibibo's social games on mobile like the 'Great India Parking Wars'."

Rajiv Hiranandani, Co-Founder, Mobile2Win, observed, "Mobile social networking is going to be one of the fastest growing and hottest data drivers in the years to come. User generated content (UGC) on Ring Back Tones, Blogging, Imagery, Mobile Video and Music are evolving into a robust offerings and differentiated revenue drivers for operators nowadays, given that UGC is at the core of mobile social networking. Video UGC in particular is going to be the driver among the above mentioned categories for incremental revenues."

"Furthermore, and very importantly, with the growth of mobile consumer base coming predominantly from semi-urban and Tier II and Tier III towns in the year to come, we will see a huge number of these new consumers embrace mobile social networking applications as their predominant means of staying in touch with friends and peers alike," he added.

According to Manoj Dawane, CEO, Mauj Mobile, "I believe many people are accessing social networking sites using their mobile phones as gateway, and what is driving the increasing usage of this space is nothing but convenience. Most of the social networking sites owners have themselves made provisions in their products to make it mobile friendly, and while the originators of social networking on the Internet are fast adapting to mobile, so automatically mobile has to be on the rise."

The challenges

Speaking on the challenges, Viren Popli, Head - TV and Digital Initiatives, Mumbai Mantra (Mahindra & Mahindra), explained, "There are two challenges – one is the penetration of the data itself, so if you don't have data, you are stuck with mobile social networking on text. Social networking is about one to many and hence, it automatically has to be linked to

the Internet as mobile is not the best place for one to many kind of transactions at this point in time. So, till that happens, there will be challenges in this space. However, for India, mobile social networking will have much bigger potential than Internet social networking as there are many companies working on this space, so, hopefully some of them will be successful and it is definitely higher than what it was earlier, but we still have a long way to go."

ibibo.com's Kashyap noted, "There are two key challenges that we see in mobile social networking in India. First, is the quality of data on mobile in terms of bandwidth and highly localised content. Secondly, with the launch of 3G, the issue of battery life will need to be addressed, especially in lower end handsets."

According to Mobile2Win's Hiranandani, "Challenges will be to price these applications right. Operators and companies like us will need to work closely together to come out with the correct data plans that will keep the user connected to the applications constantly. Keeping the apps sticky and building in the viral element is another interesting challenge."

Dawane of Mauj Mobile added here, "Mobile gives you location, which is not really possible through PC social networking, which is a huge advantage for mobile. Location is going to play a very important factor and that can be provided by mobile. It will be a shot in the arm for mobile social networking. The other challenge is that mobile will also have to have good and tight privacy norms, because you are actually invading personal space of a consumer, whereas that's not the case with PC social networking."

The 3G effect

Kashyap further said, "We strongly believe that 3G launch will have a huge impact on usage of social networking, gaming and communication services. Of course, we need to be aware that the issue of battery life will need to be addressed."

"When a user does social networking through PC, he is not really concerned about the bandwidth money, whether it's from office or home, but when it comes to mobile, one gets conscious of the charges being levied for data usage. So, while 3G will perhaps be an excellent access mechanism for this space, one has to understand that it will cost the customer, and since most of the social networking consumers are the youth, at least those in India, they are mainly price sensitive," observed Dawane. Kashyap added that ibibo's mobile subscribers were using ibibo for the first time on the mobile. "With more than 400 million mobile subscribers, even if a percentage of them opt for data on mobile, it is still going to be a larger number of users than PC based Internet."

Most of the social networking sites usage comes from urban India.

It is believed that with mobile penetrating in smaller towns and cities, most of the mobile social networking usage via mobile would be from smaller towns and cities. While experts believe that 3G will provide an additional boost to the growth of mobile social networking in India, it will be price that will determine the effect of 3G in the growth of this space.



Compiled by : Anthony , Baroda

DON'T GIVE UP!!

Don't give up.....

One day I decided to quit...

I quit my job, my relationship, my spirituality. ..

I wanted to quit my life.

I went to the woods to have one last talk with God.

"God", I asked, "Can you give me one good reason not to quit?"

His answer surprised me..."Look around", He said.

"Do you see the fern and the bamboo?"

"Yes", I replied.

"When I planted the fern and the bamboo seeds,

I took very good care of them.

I gave them light.

I gave them water.

The fern quickly grew from the earth.

Its brilliant green covered the floor.

Yet nothing came from the bamboo seed.

But I did not quit on the bamboo.

In the second year the Fern grew more vibrant and plentiful.

And again, nothing came from the bamboo seed.

But I did not quit on the bamboo. He said.

"In year three there was still nothing from the bamboo seed.

But I would not quit.

In year four, again, there was nothing from the bamboo seed.

I would not quit." He said.

"Then in the fifth year a tiny sprout emerged from the earth.

Compared to the fern it was seemingly small and insignificant. ..

But just 6 months later the bamboo rose to over 10 feet tall.

It had spent the five years growing roots.

Those roots made it strong and gave it what it needed to survive.

I would not give any of my creations a challenge it could not handle."

He asked me. "Did you know, my child, that all this time you have been struggling, you have actually been growing roots?"

"I would not quit on the bamboo.

I will never quit on you."

"Don't compare yourself to others." He said.

"The bamboo had a different Purpose than the fern.

Yet they both make the forest beautiful."

"Your time will come", God said to me.

"You will rise high"

"How high should I rise?" I asked.

"How high will the bamboo rise?" He asked in return.

"As high as it can?" I questioned.

"Yes." He said, "Give me glory by rising as high as you can."

I left the forest and brought back this story.

I hope these words can help you see that God will never give up on you.

Never, Never, Never Give up.

Don't tell God how big the problem is,

tell the problem how

Great God is !!!

- Sandra, Mumbai



Interesting terms!

"If the circus is coming to town and you paint a sign saying 'Circus Coming to the Fairground Saturday,' that's advertising.

If you put the sign on the back of an elephant and walk it into town, that's promotion.

If the elephant walks through the mayor's flower bed, that's publicity.

And if you get the mayor to laugh about it, that's public relations.

If the town's citizens go the circus, you show them the many entertainment booths, explain how much fun they'll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's sales."

- Jaivir Manco, Mumbai

