



FROM CMD'S DESK



Arvind Kejriwal - AAP founder has to be congratulated to take a wonderful initiative... a drive par excellence. I am proud to say that he belongs to our IIT fraternity. He has shown an amazing display of histrionics by challenging national and biggest parties by just proving a strong point

... "IDEAS CAN REALLY TAKE SHAPES WHEN THERE EXISTS A STRONG WILL TO CREATE A DIFFERENCE.

Today AAP has emerged as a positive force to keep all regional and national parties in check to remain Non Corrupt and keep them away from anti - national activities / practices. AAP may presently keep doing the role of a strong JAN LOKPAL and let the viable and elected representatives of any parties form the Government anywhere in the country (in the states OR at Center) but AAP must either do a role of constructive and forceful opposition OR stay with NO POWER but a deterrent to keep pressure on these other parties to steer/ audit them for positive works in the interest of Nation. Our best wishes to AAP to create a new social order and we hope it helps to make a DIFFERENCE also. Kejriwal's party name reflects the phrase "common man" whose interest he rightly proposed to represent.

May I look forward to you and all likeminded persons to do sharing at any platform beyond parties, caste and religion and let the NATION know that it is just a beginning of a new PARLIAMENT OF 2019 IN MAKING? Kejriwal believes "Change begins with small things". Let us all believe and work towards it. The emergence of Arvind Kejriwal as a beacon of political hope bear remarkable similarity to the summer of 2012 when Manohar Parrikar took power in Goa in a near similar manner. There are the obvious parallels of IIT education, a yen for the simple life; both give the impression of being representative of the common man from the middle class, yet promising to lift the poor and



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release the constraints from the rich.

A sample of new shapes to come will be seen on the horizon in 2014 ONLY.... where all IITians - IIMites - Brilliant corporate and service Intellectuals - Activists - Well meaning people would have found a platform with a new awakening and all start directing their energies beyond personal career and start doing a bit of thinking to make INDIA: An economically strong Superpower and a World Leader in times to come.....

Marketing through Social websites -

Social networking websites allow individuals to interact with one another and build relationships. Nowadays, companies have understood the use of Social media marketing where their products get attention through social sites. Social media marketing programs create content that attracts and encourages readers to share it with their social networks. As a result, electronic word of mouth spreads about an event, product, service, brand or company. This form of marketing results in 'earned media' rather than 'paid media'. These sites allow individual followers to "re-tweet" or "repost" comments made by the product being promoted. By repeating the message, all of the user's connections are able to see the message, therefore reaching more people. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. Through social networking sites, companies can interact with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Social networking sites also include a vast amount of information about what products and services prospective clients might be interested in. Social sites allow a product to provide videos, photos, and longer descriptions. Videos can show when a product can be used as well as how to use it. Businesses can follow individuals social networking





site uses in the local area and advertise specials and deals. These can be exclusive and in the form of “get a free drink with a copy of this tweet”. This type of message encourages other locals to follow the business on the sites in order to obtain the promotional deal. In the process, the business is getting seen and promoting itself (brand visibility). We get exposure at a much lower cost than traditional marketing.

However, it is not entirely risk-free. Followers are free to post their comments which can expose your business / product to the possibility of negative publicity. A quick response can help minimize the damage from these comments, but sometimes it can't erase the criticism from your business's page. Bad news can go viral as easily as good news and can do your business irreparable harm. Hackers pose another threat to businesses on social media: an attacker can take over a company's page or feed and share false information that can quickly go viral. Even large, respected businesses have fallen victim to hackers; small businesses need to take security precautions when creating passwords and sharing password information with employees. There must be an investment of time and effort. An unattended Face book page or Twitter feed can leave a negative impression on potential customers and cause your business to lose fans and followers. Updating social media takes time and effort. A senior person with knowledge about the company and product should handle the sites. So, there is a cost to it. Businesses should consider their resources before developing a social media marketing strategy to ensure that they can provide the attention and frequent communication needed to embrace social media effectively.

Strategies to lead through the economic slowdown –

It's easy to blame those at the top when things go wrong – sometimes with good reason. Running a business, whether it's a small family firm or a large multinational, is difficult when the economy is in recession. The temptation is to take the safest route – but this isn't always conducive to survival or to growth.

Concentrate on what you can control – Put your energy into what you can control like improving and delivering the best customer service. Have a strategy for cutting





expenses by 10 percent. Cut the waste that your company developed during high growth periods.

Hold regular team meetings - Gather your team and set up weekly meetings to discuss. It will give you the opportunity to hold each person accountable for his or her part in your company's success. If you are in a panic situation, that fear will be reflected and it will manifest in your business somehow. So keep cool and be the calm in the storm, setting a good example for your team. This courageous leadership keeps fear and worries out of the workplace and enables you to help overwhelmed team members understand their priorities better.

Create team work with your team - During tough times, weak team work becomes easily stressed and can deteriorate. Challenge your team and push them to perform. Ask those tough "why" questions, rather than "how" or "yes/no" questions. Motivate your people to articulate their thoughts and why they are thinking them. People in the organization need to understand what winning looks like. A good leader needs to make sure the people in the organization understand what winning looks like by meaningfully connecting people to the vision.



About us

Bhakti Consultants has been incorporated in the year 1998 under the flagship of DEV Group of Companies. It is run and managed by professionals. Dr. (Col.) B. D. Gupta is the Managing Director and the Chairman of Dev Group of Companies. He is a B. Tech (IITK), ME (MSU), MBA (PU), Ph.D (BU). Bhakti Consultants is having four segments which are mentioned below:-



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Bhakti's 15th
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