



# The StratEdge

MARKETRIX

**“The road to success  
and the road to  
failure are almost  
exactly the same.”**

**– Colin R. Davis**

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## Building India Together: One Rupee at a Time

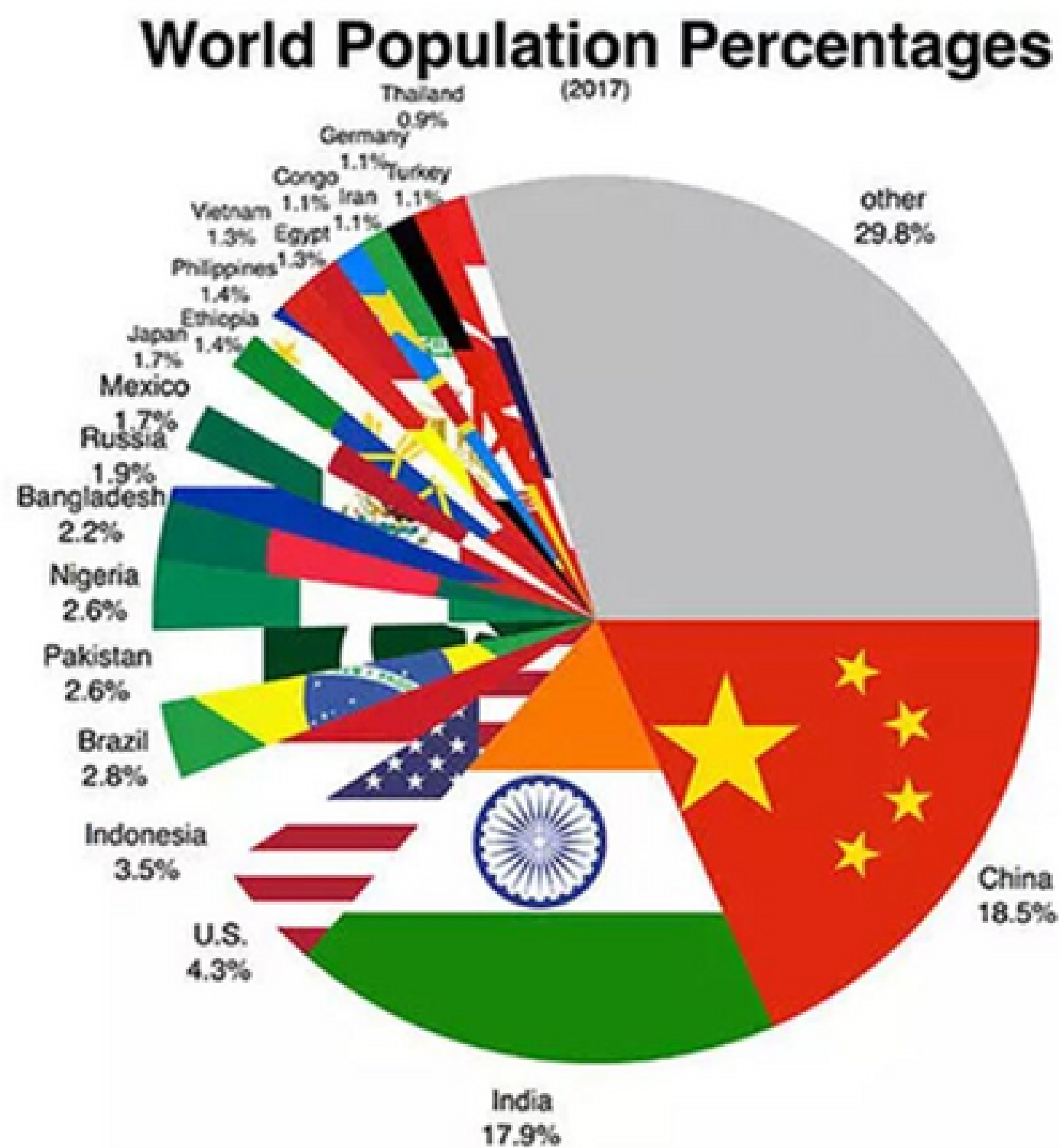
### ***Introduction:***

India's infrastructure needs are vast, but traditional financing methods often require significant upfront investment.

This article proposes a revolutionary approach – a people-powered movement where every citizen contributes just one rupee. This "One Rupee Movement" fosters a sense of ownership and shared responsibility for building a better India.



## *The Power of Collective Action:*



India's infrastructure needs are vast, but traditional financing methods often require significant upfront investment. This article proposes a revolutionary approach - a people-powered movement where every citizen contributes just one rupee. This "One Rupee Movement" fosters a sense of ownership and shared responsibility for building a better India.

## *Implementation - A Grassroots Approach:*

### **1. Building Trust and Transparency:**

**Independent Oversight Committee:** Establish a credible committee to manage funds, ensuring complete transparency. Publicly available financial reports and project details will build trust and encourage participation.

## **2. Leveraging Existing Infrastructure:**

Partnerships: Partner with government agencies, NGOs, and social welfare organizations. Utilize their existing networks for campaign outreach and collection points, minimizing initial investment.

## **3. Reaching Every Citizen:**

Public Awareness Campaign: Launch a low-cost, high-impact public awareness campaign. Utilize social media, local radio, and community events to spread the word. Focus on the collective power of one rupee and the impact on infrastructure development. Community Mobilization: Partner with local community leaders, influencers, and volunteers to champion the movement. They can organize local drives and collection points in villages and towns.

## **4. Simplicity and Convenience:**

Multiple Contribution Channels: Partner with existing payment platforms like UPI and mobile wallets. This allows for easy online contributions with minimal setup costs. Explore partnerships with local shops and businesses to act as collection points in rural areas.

## **5. Long-Term Vision: Recurring Donations:**

Encourage recurring contributions of one rupee per month through online platforms. This creates a sustainable funding stream for long-term infrastructure projects. Volunteer Network: Build a volunteer network to support the movement. Volunteers can assist with outreach, collection drives, and data management.

## **Conclusion:**



By leveraging the collective power of one rupee, the "One Rupee Movement" empowers citizens to participate actively in India's infrastructure development. This approach fosters a sense of ownership and builds a more inclusive and sustainable approach to nation-building. Let's transform India, one rupee at a time

**Highlighting Local Impact:** Focus on how collected funds will directly impact local communities, like building schools, roads, or water wells. This personalizes the impact and motivates participation.

**Success Stories:** Showcase completed projects funded by the "One Rupee Movement". This demonstrates the tangible difference citizen contributions make and inspires further participation.

Remember, success hinges on building trust, community engagement, and making participation as easy and convenient as possible. By focusing on these aspects, your "One Rupee Movement" can unlock a powerful tool for infrastructure development in India.



## ***The Evergreen Beauty***

*In woods so green, where whispers breeze,  
Through rustling leaves and swaying trees.*

*The sun casts gold on Earth below,  
Where streams meander, gently flow.*

*Mountains tall, their peaks embrace,  
Where eagles soar with effortless grace.*

*In fields of flowers, colors dance,  
As butterflies in sunlight prance.*

*The moonlight weaves its silver thread,  
Over meadows, where dreams are fed.*

*Nature's canvas, vast and grand,  
Paints portrait, hand in hand.*

*Beneath the stars, a symphony,  
Of crickets chirping in harmony.  
Oh, nature's beauty, pure and free  
Forever enchanting, for all to see.*



# The Role of Psychology in Marketing

## ***Introduction:***

Many of us assume psychology to be a 'clinical' subject, one that is used to treat patients and help those suffering. In reality though, psychology is a field that is used in almost every other field or industry.

## ***Psychology and Marketing:***

### **What is Psychology?**

Psychology is defined as the scientific and systematic study of human mind, behavior, and experiences. In layman terms, it refers to analyzing and understanding the reasons behind human behavior, by linking them to their origins (thoughts, habits, perception, etc.).

### **What is Marketing?**

The American Marketing Association (AMA) defines marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

In other words, marketing refers to the practice and processes of communicating a message to a specific (target) audience, so that a desirable action may be taken by them. This desirable action could be a phone call, a purchase, spreading awareness, and so on.



## **The Link:**

As marketing requires the message to resonate with the ‘target’ audience, marketing professionals and business managers (or anyone who is trying to market their products or services) need to understand the psychological make-up of their audience. Only this would enable them to communicate effectively, and hence, trigger desirable emotions.

Therefore, the marketer should first attempt to understand what their target audience experience, how they live, what are their pain-points (problems), their needs and wants, etc., and then proceed to convey their brand message in a tailored manner

## **An Illustration:**

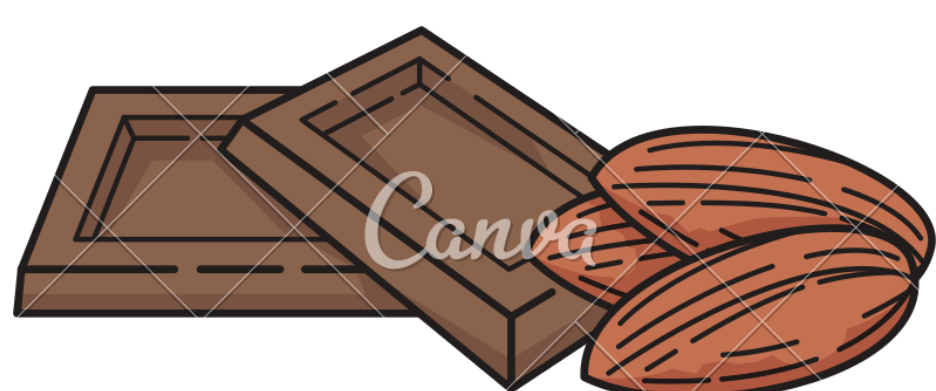
Catchy slogans and taglines such as, “Hungry? Grab a Snickers.” Enable the audience to relate with. They ‘condition’ the audience to feel a certain way upon hearing them, or after seeing the brand logo, product, or service.

Personally, the Snickers chocolate bar has become my go-to snack to satiate my hunger during small breaks, and I hate admitting that the slogan “Hungry? Grab a Snickers.” Probably is the reason behind it. And it’s not just me, millions of people around the globe feel ‘hungry’ or ‘tempted’ each time they see a Snickers bar kept on the shelf of a shop. That’s the power of ‘psychological marketing’.

## *The Conditioning Process*

We have been referring to 'Classical Conditioning' as simply 'conditioning' throughout this article, and now we'll look at how this process is carried out, in marketing terms, using our example.

### *Before Conditioning*

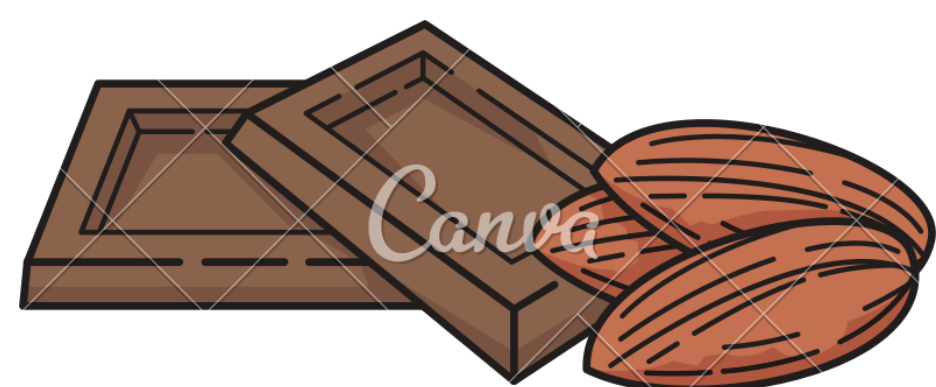


**SNICKERS**



***No Response  
or emotions  
triggered.***

### *During Conditioning*



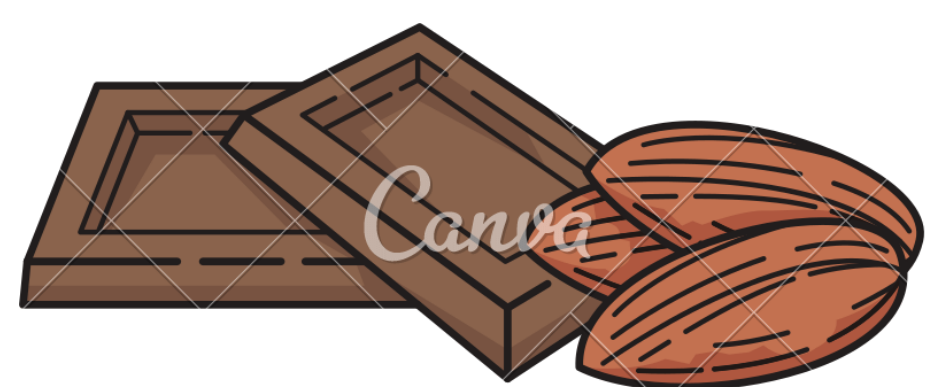
**SNICKERS**



***"Hungry? Grab a  
Snickers."***

***Thoughts,  
Conceptual  
Relation.***

### *After Conditioning*



**SNICKERS**



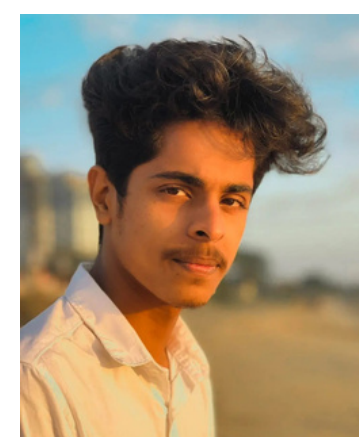
***Hunger,  
Craving, etc.***

## *Conclusion*

To conclude, the combination of psychology and marketing is a powerful tool that enables business managers and enterprises to understand and resonate with their target audience on a deeper note. By learning about the psychological characteristics of consumers, we can craft messages and strategies that resonate with their desires, needs, and emotions. Through techniques like classical conditioning, catchy slogans become more than just words; they become triggers that prompt specific responses from consumers.



# ***Whispers of time: A Glimpse Through Aging Eyes***



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**VAISHNAV RAJ**

**BDes, 2023-27**

**ALLIANCE UNIVERSITY**

**MARCH 2024 - BUSINESS NEWS HIGHLIGHTS**

**For breaking the flying duty time regulations, Air India was fined Rs 80 lakh.**

**01**

Air India has been fined Rs 80 lakh by the Directorate General of Civil Aviation (DGCA) for violating flight duty time regulations and fatigue management system rules. The fine follows a January audit that found insufficient crew rest periods, inadequate rest before and after ultra-long-range flights, and incorrectly marked training records.



**02**

**While India's economy is booming, startups are in a state of flux.**

India's booming economy has led to a turbulence in its startup ecosystem, with only two unicorn startups reaching unicorn status in 2023. Global investors are becoming cautious due to economic slowdown and recent losses. India's startups raised \$900 million in 2024, a drop from \$8 billion in 2023, and the shutdown of 35,000 in 2023 due to lackluster funding.

**03**

**Despite losses in IT companies, the Sensex and Nifty end higher; Infosys loses 3%.**

Benchmark stock indices ended higher on Friday, with the S&P BSE Sensex up by 190.75 points and the NSE Nifty50 up by 66.1 points. However, the Nifty IT index fell by 2.33 per cent, with Accenture reducing its revenue forecast for 2024. Top IT stocks like TCS and Infosys fell sharply



**04**

**An initial instance for India! Amul launches their fresh milk product in the US market.**

Amul's "fresh milk" brand will be sold in the US, marking a first for Indian milk cooperatives. The Gujarat Cooperative Milk Marketing Federation (GCMMF) has partnered with the Michigan Milk Producers Association to sell the product in the East Coast and Midwest markets. Amul will launch its range of milk in one-gallon and half-a-gallon packs, including Amul Gold, Amul Shakti, Amul Taaza, and Amul Slim.

**05**

**Flipkart updates their employee raise procedure to include merit-based increases.**

Flipkart has restructured its salary increment policy to combat employee attrition, particularly among senior staff. Instead of annual increases, the company will divide the increments into two parts, with the first part paid in April and the second later in the year. This "merit-linked payouts" approach aims to retain talent and maintain a motivated workforce, despite recent layoffs.

**06**

**Apple's market value drops by \$113 billion following a US antitrust case.**

Apple's market capitalization has been impacted by a lawsuit filed by the US Department of Justice and 15 states, alleging monopolization of the smartphone market, disadvantaged competitors, and increased consumer prices. The lawsuit also focuses on Apple's new fees and terms for app developers.



## TO OUR READERS ...

In the ever-evolving landscape of marketing, staying informed and adapting to the latest trends and insights is paramount. We understand the value of your time and appreciate your choice to stay updated with our newsletter, trusting us to provide you with relevant and valuable information.

In the world of marketing, we face unprecedented challenges, opportunities, and transformations. As Alliance University students, we aspire to become future leaders in this field, and your readership will inspire us to strive for excellence. Your feedback, suggestions, and support will enrich our learning experience, pushing us to explore new horizons in marketing.

It is our mission to create content that resonates with your interests and helps you navigate the complex and dynamic world of marketing.

We are excited to continue this journey with you, sharing the latest marketing trends, case studies, insights, and strategies that will empower you to succeed in your marketing endeavors. Your engagement and involvement are pivotal in shaping the future direction of our newsletter.

In closing, we want to express our gratitude on behalf of the entire MARKETRIX student team. Thank you for allowing us to be part of your journey in marketing. We look forward to your continued support and interaction, and we eagerly await your feedback and suggestions to make this newsletter an even more invaluable resource for you.

Wishing you success and prosperity in your marketing pursuits.

Regards  
Team Marketrix.



## ACKNOWLEDGEMENT

At Marketrix club we are delighted to bring this edition of our club newsletter, we are delighted to take a moment to extend our sincere gratitude to Alliance University .

We pay our heartfelt gratitude to the Leadership team of Alliance University: Prof. Premanand Shetty, Chancellor; Mr. Abhay G. Chebbi, Pro-Chancellor; Dr. B Priestly Shan, Pro Vice-Chancellor (Academic Affairs); Dr. Ray Titus, Pro Vice-Chancellor (Incubation and Innovation ) & Dean, Alliance School of Business, for providing us with this opportunity, encouragement and motivation.

Our marketing newsletter would not be what it is today without the tireless efforts, expertise, and dedication of our faculty and fellow students. Your unwavering support and active involvement have been the cornerstone of our achievement, and we are profoundly thankful for your content contributions.

We would also like to extend a special thanks to our Area Chair of Marketing, Dr. Mrinmoy Bhattacharjee, for guiding and giving us valuable feedback and insights.

This newsletter represents the spirit of collaboration and learning that thrives within our academic community. All this would not have been possible without the unwavering support and guidance of Dr. Indu Sharma, Assistant Professor and faculty coordinator of Marketrix club. Her contribution in idea generation, conceptualising and continuous guidance to bring the newsletter in the final shape since the launch till date.

Our fellow students' enthusiasm, creativity, and fresh perspectives have breathed life into our newsletter. Their articles, research, and collaborative efforts have been invaluable in making our publication dynamic and engaging. It's their diversity of thought and shared passion for marketing that made our newsletter a true reflection of the Marketrix student community.

We want to acknowledge the long hours, brainstorming sessions, and dedication that went into every article, design, and section. The commitment to the success of our newsletter is truly commendable by the editing and designing team.

In conclusion, we want to express our heartfelt gratitude to all the faculty and students who have contributed their content for newsletter. Together, we have created a valuable resource for the entire academic community, and we look forward to the continued growth and excellence of our institution as one.

Thanking Dean's office school of business and Department of Students support for communication and other related activities.

Thank you all team members for your commitment, dedication, and support. We couldn't have done it without you.

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WE INVITE YOUR ARTICLES AND OTHER VARIETIES OF CONTENTS FOR  
OUR NEXT EDITION.

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