Post 1 (Case Study)

Word Count: 386

Meet the Munjal brothers— the siblings behind Hero Cycles, who gave wheels to India post-partition.

The story dates back to the 1940s when they were a modest manufacturer of bicycle components. Because of a lack of money and zero profit, they took a loan of Rs. 50,000 and went to Ludhiana, Punjab. This was when Hero Cycles, a flagship company of the Hero Motors Group was founded in 1956.

Hero was a pioneer in the fully-equipped bicycle manufacturing segment. Surviving the changes in technology, style, and interests, this is what their business strategy looked like.

1. One Vision

Hero, the world's largest bicycle manufacturer, was fueled by one vision— to build long-lasting relationships with everyone, including workers, dealers and vendors. This humble philosophy of staying connected with the roots has had a great emotional touch.

2. Market Segmentation

Hero Cycles initially focussed on catering for the needs of Indians for whom bicycles were an essential part of daily life other than transportation.

3. Innovation

They set a true example of wise investment. To survive in a market where the competitors were coming up, they invested in high research, appealing designs, technological advancement, and incorporation of highly equipped material etc. All of these helped make Hero a global brand.

4. Global Recognition

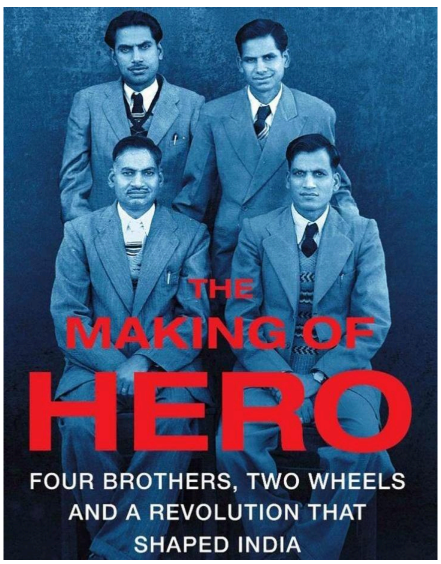
From producing 25 cycles per day in 1966 to producing nearly 19 thousand cycles per day, Hero expanded its network beyond the subcontinent. In 2016, it exported to over 70 countries worldwide.

5. Brand Building and Marketing

The company focused on promoting cycling as a healthy lifestyle choice and eco-friendly transportation option, aligning its brand with sustainability and well-being.

Other lesser-known things about Hero include 26 years of joint venture with Honda. “Hero Honda” became a renowned name for two-wheelers in India. Coincidentally, they both held a 26 percent stake in the joint venture. Hero felt that its ambition to go international was being hampered by the joint venture. Both companies decided to end the joint venture and signed their parting agreement on December 16, 2010. With the split, the erstwhile partners became competitors.

One of the most remarkable achievements so far was in 1986. The Guinness World Records called Hero Cycles the largest bicycle manufacturer in the world for being the single largest producer of bicycles. It wasn’t just an achievement for the company but rather for India.



Post 2 (Trending Topic)

Word Count: 342

Here’s why Mukesh Ambani has chosen to retain his position of chairman and managing director at RIL for the next five years.

"I shall continue to perform my duties and responsibilities as Chairman and Managing Director for five more years, with greater vigour," said Ambani.

He had previously highlighted that his children would take the lead and that Reliance was “in the process of effecting a momentous leadership transition.”

But while addressing the 46th annual general meeting of the company, he said that he looks forward to three important responsibilities:

1. Groom and empower all the Next-Gen leaders at Reliance.
2. Mentor Akash, Isha and Anant Ambani so that they can provide collective leadership and dependably take Reliance to greater heights of growth and value in the decades ahead.
3. Enrich Reliance’s institutional culture, which has sustained the company’s perpetual and exponential growth.

He also appointed his three children— Isha, Akash and Anant, as board directors at the oil-to-telecoms conglomerate, as he prepares to eventually hand over the reins.

While Ambani remains actively engaged in leading Reliance, he has been concurrently reinforcing the conglomerate's resilience, preparedness for the future, and overall robustness. He had shared his dual focus on providing hands-on leadership and simultaneously solidifying Reliance's stature as an agile and forward-looking enterprise.

"As Reliance approaches its Golden Decade in 2027, our immediate goal is to more than double our value, and thereafter, we envision exponential growth," Ambani had asserted.

Reliance's three core businesses— retail, telecom, and renewable energy - are each significant in size and importance. Akash and Isha have been instrumental in the evolution of retail and telecom sectors, whereas Anant has been strategically focusing on the conglomerate's burgeoning renewable energy initiatives.

The succession plan underlined a calculated transfer of leadership responsibilities, demonstrating Ambani's meticulous approach to securing the conglomerate's future.

In conclusion, we will get to see a remarkable leadership transition with Isha, Akash and Anant taking Reliance to new heights. Their young minds and unique approaches shall become new business strategies in the coming years for all of us to learn from.

Post 3 (Personal Story)

Word Count: 383

“Are you a man?”
No (shrugs the shoulders)

“Are you a Business School Graduate?”
No, again

“Do you come from a tier-1 city?”
No…

“Then how come can you—”
Oh wait, let me answer you by disrupting the men’s shoe market!

Coming from a small town, Agra, I have seen small-scale leather artisans struggle during the pandemic. Also, being a medical student at school, I was always troubled by the cruelty inflicted upon animals for making leather shoes and bags.

Living in a city famed for its leather goods, the use of animal leather and the struggles artisans encountered, struck a chord within me. So 18-year-old Haritima Mishra felt compelled to make a change by launching Attitudist, a D2C company that makes vegan leather shoes.

But I had three major problems in front of me.

1. I came from a medical background. Taking up entrepreneurship was something off my plans previously.

Gratefully, I turned to my brother, Shivam Verma, who was a performing marketing expert at a company, and my sister-in-law, Sneh Verma, who was an NIFT graduate.

2. I didn’t have much capital to invest.

But together, Shivam, Sneh and I pooled all the savings we could and the bootstrapped journey of Attitudist in July 2020 began.

3. 95% of the artisans worked on the kaccha bill (temporary bill) and they weren’t aware of the GST.

However, we educated them to make digital GST invoices through which our artisans paid around Rs 1.44 crore GST last year.

This entrepreneurial venture started with a mission, a social cause. And I believe this is why it has always been fueling for me to work for the better. I wanted to promote cruelty-free fashion with handcrafted footwear that is both affordable and comfortable to wear. Being a woman entrepreneur, I feel obliged to do a bit for women too. So around 90 per cent of the staffers are women.

And who says, shoes starting from 999 INR don’t make a profitable business? They do! With our customer base of over 3 lakh, we generated a revenue of 25Cr in FY22-FY23. We now aim for 50Cr sales by 2025.

I also know I couldn’t do it alone. It required the trust of artisans, family and the customers. And it also required a common will to “walk with attitude.”

Post 4 (Post for Unnati)

Word Count: 370

From 'you are fired' in 2019
To 'earning my yearly CTC in a month with freelancing’ in 2022…

I worked like crazy!

An ouch-full disclaimer?
Nothing happens overnight!

And guess what, we learn more when we *first* work under someone. Before starting freelancing, I had done 3 jobs. This is what I have learnt:

🌟 You know what's awesome? Those three jobs I had before diving into my own venture? They were like a crash course in building the dream work culture. Now, at my own place, I'm all about that amazing work vibe.

🌟 People skills? Nailed it! Those past gigs were like my personal boot camp for striking up great chats with my team. It's like having a superpower when it comes to connecting with my awesome crew.

🌟 Guess what? Those jobs weren't just jobs. They were like a backstage pass to meet mentors and rockstars in the industry. I mean, talk about inspiration overload!

🌟 Juggling different tasks on my job description? Oh yeah, been there, done that. From hiring to managing to marketing – it was like a skill buffet, and I loaded up my plate.

🌟 Ever wonder what makes team members tick? Well, those gigs spilled the beans on that secret recipe. I'm practically a mind reader when it comes to understanding what the team craves.

🌟 Stress? Way less of that, and way more let's-try-something-new attitude. Those jobs taught me that it's cool to experiment and have a blast while doing it.

🌟 Wait, it gets better. I was actually getting paid to learn. Can you believe that? I was growing professionally and my bank account was like, "Keep it coming!"

🌟 You know that magic trick of turning a bunch of individuals into a well-oiled team? I've got it up my sleeve, thanks to those job experiences. Team building and management? Consider it conquered.

🌟 Team culture? Oh yeah, I've cracked the code on that one. Those gigs were like a backstage tour of how to create an environment where everyone thrives.

So, there you have it – my journey through those jobs wasn't just a prelude. It was like the opening act to the main event of running my own show! 🚀

Banner for Unnati