

SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

VIGYAP

Issue 3, November 2020



THINK SMALL:

THE DIGITAL FUTURE

OF SMALL ENTERPRISES IN INDIA

THINK SMALL: THE DIGITAL FUTURE OF SMALL ENTERPRISES IN INDIA

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We thank the students of Batches 2021, 2022 and 2023 for being a source of support in the next step of the Vigyap Journey, and everyone who participated in The Vigyap League and made it a success across the batches.

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FROM OUR HEADS, TO YOURS FROM THE EDITOR'S DESK

*By Kavitha Iyer,
Adjunct Faculty, In-Charge of Placements & Career Cell*

There could not have been a better time for the young generation to talk about Small and Media Scale Enterprises (SMEs)! With consumers becoming more flexible with brands choices, COVID-19 has created a huge opportunity for SMEs in India.

A general misconception that a well-planned branding strategy is a mandate for only big brands - not required by SMEs - is quite myopic which could potentially lead to brand failures sooner or later. To be successful SMEs need to address the strategic pillars for branding for survival and growth:

• **connect:** attract, care, retain patronage

• **converge:** digital & online tools, with impactful offline tools

• **communicate:** effective, affective, compelling.

Most of the SMEs largely tend to follow an unorganised method to manage and deliver brand communication. Integration and consistency of messages across various media; right from the Facebook Page, Instagram stories, IGTV videos, Twitter

messages to the e-Mailer, web site, leaflet et al need to be close cousins- warm and synchronous. Leveraging customers as influencers and word-of-mouth communication needs to be coherent to strengthen the branding efforts and deliver a return on investment for the SMEs.

This issue of Vigyap brings together an interesting amalgamation of multiple perspectives to Brand Communication, Digitalisation and SMEs.

With great hope to see you all at the SCMC campus soon, Enjoy reading!

PICKING UP PACE WITH THE VIGYAP LEAGUE

By Mallika Mansuri

After successfully completing two very creatively enriching rounds of The Vigyap League, we are now moving to the second half of it, as we come near to the end of the year. We figured that with academic pressure and work weighing our creative minds down, we need to bring to them, a way to rejuvenate and stir up those tight wires in their heads, loosen out and just have some fun!

Which is why, for our Third Round of the Vigyap League, we prepared a Treasure Hunt. A virtual hunt based entirely around

the theme of the best and most well remembered Indian as well as International advertising campaigns, right from vintage ads, jingles, taglines, logos and borrowing from our previous issue of the magazine, some of the best IPL ads as well.

This light hearted treasure hunt, we expect, will not only bring a more enthusiastic vigour to the Vigyap League once again, but also open new ways to interpret and even so much as make themselves acquainted with the best of ads, that are honoured because of their quirkiness, music, copy or direction, and are

fondly part of our memories till today.

In this issue of the magazine, we tread a little further away from the "fun" aspect of advertising and talk more about how digital advertising today can make a real difference, for small businesses and local stores around the world and especially India, that was hit for worse by the pandemic.

We want to let every student know that, with the kind of skills that they have, they can put it to the best of use and help someone in need to build their livelihood back from scratch.

COVER STORY

THINK SMALL: THE DIGITAL FUTURE OF SMALL & MEDIUM ENTERPRISES IN INDIA

WHY ARE SMEs GOING DIGITAL?

By Mahi Raja

With the ever changing times in terms of consumer preferences, lifestyle and technological advancement, it has become extremely arduous for small business enterprises to not only survive in the market but also compete with already established large-scale companies.

Hence, going digital is the top-most recommended strategy and a last shot for such businesses to stay afloat and generate profitable revenues while also being updated with latest trends. Aside from digital SMEs being time-efficient, the reasons why these businesses are adopting online practices is also because it introduces them to a wider customer base outside their targeted location that wouldn't have been possible physically.

Engaging and user-friendly e-commerce websites with relevant content along with social-media marketing helps the company increase visibility on search engines which make it easier for attracting potential customers and clients that rely on online platforms for most of their entertainment and information.

This has also enabled SMEs to have a digital workspace through which they can collaborate with online partnerships and access company's servers from different geographical positions. While this reduces the need for manual



unskilled workers to operate business processes like inventory management or stock arrangements, it has created new jobs and simplified operations like accounting, data invoicing, payment collection, managing customer relations, documentation etc.

SMEs have started investing in online financing options and partnering with IT servers to build a robust digital infrastructure that has extended their growth with global trade hubs making import and export convenient.

It also makes it easier for SMEs to search trends and Google analytics related to their category and assess customer interactions and website

traffic for better research purposes.

Conclusively, SMEs shifting to digital space has proven to not only improve overall productivity but also enhanced communication between different supply chains.

FACTORS INFLUENCING SMEs TO GO DIGITAL

By Shreya Pradeep

The current pandemic has pushed the economic stability of the Nation to go downhill. The lockdown has caught many such enter-

prises off guard. There is no better time for digitizing SMEs in India, due to how it could increase productivity as well as save costs. For various enterprises, such a techno-savvy step does not sound feasible because of operational errors that could appear.

With customers being accustomed to their own houses now, it would be at best for SMEs to go digital in order to keep up with the demand and intense competition. This would also help them to expand their target audience and bring in new sales channels. For those companies who already had an online presence, there came a need to upgrade the system. Only about 2% of those enterprises have an active online presence and the rest are still in the need to be boosted for increasing efficiency.

If the income being earned by the enterprises is unstable, going digital could curb that problem. The sole component that retains SMEs to survive in India has to be financing, specifically when it comes to Trade loans or Trade funding. It has become important for SMEs to revolutionise financial solutions and boost up their credit backups.

Digitalization is the ultimate solution to do so. Financial backups can be secured by cutting down on labour, infrastructure and operational costs. By increasing performance and credit standings, it would help them to acquire economies of scale. A drastic expansion in the life cycle of SMEs can be noticed with mobile and internet penetration. Adoption of SMM is a regular first step taken by these enterprises.

In India, digitization could prove to be an economical solution, with regard to a few facilitating conditions and help in boosting customer accessibility to people from all across the country.



HYPER LOCAL ADVERTISING FOR SMALL BUSINESSES

By Mallika Mansuri

Small and Medium sector enterprises and businesses have been calling out for our help now more than ever. And in a situation where they can't afford to spend heavily on advertising to draw in consumer traffic or brand awareness, larger media channels have been lending out a helping hand to these local businesses struggling to come to terms with the pandemic.

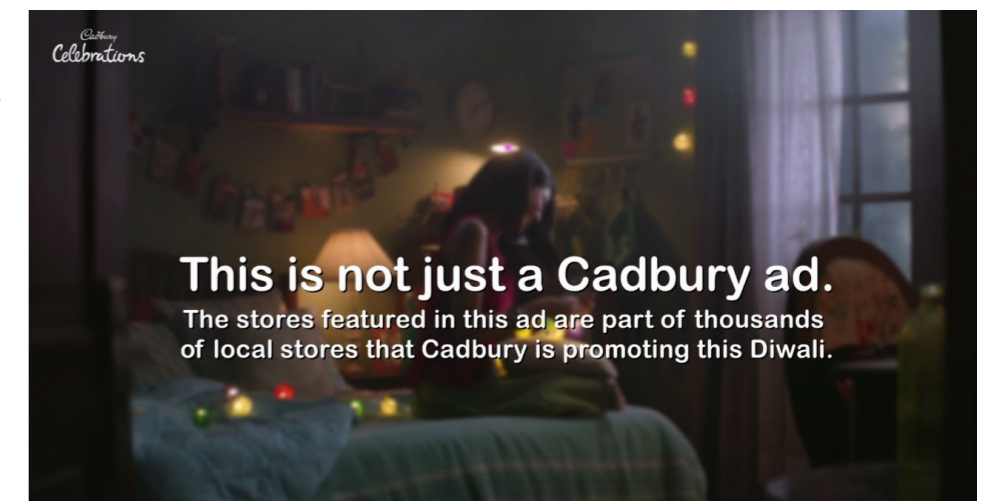
Radio is one such important media channel to advertise local stores and businesses in a locality or a city. While off

lately, all of us at large have been overlooking the impact of radio advertising for SMEs, prominent radio stations like Big FM, Radio Mirchi and Fever 104 have been asking small businesses to send over their pitches to the stations via a whatsapp and the radio channel jockey will play the sound clip or narrate what your business does to the wide audience that it has, entirely for free.

This is a valuable opportunity and one that is not being talked about as much as e-commerce, but one that needs to be brought to notice so that our local businesses that have helped us for so many years can reap the benefits of advertising in its true sense.

Cadbury Celebrations, in its recent Diwali Ad employed hyper local targeting, where they aimed to tell their viewers to shop from their local stores that was different for every viewer and displayed on their screen according to the pincode. This ad became wildly popular, was acclaimed on many platforms and brought the message across in a beautiful way.

It is only when large enterprises like these will also start communicating like people to their audience that they can build a connection that goes beyond the transactional value of the brand and lives in the hearts and minds of its viewers forever.



SMALL RETAILERS TURNING TO E-COMMERCE

THE WORLD'S FIRST
MULTI-USER HOLOGRAM
TABLE



DATA FOR CLICK AND MORTAR STORES

By Filza Iqbal

The success of internet companies (such as Amazon) combined with the boom in the e-commerce industry has promoted the importance of every company having an online presence. Bricks-and-mortar retailers are increasingly using digital resources and data to enhance the shopping experience and surpass customer expectations.

Examples of digital technologies include location-based-services (LBS), in-store tablets and kiosks, video screens, augmented reality etc. All these digital resources help in improving customer/product match, shoppers' convenience, and many other applications.

Digitalisation is responsible for expanding online mobile shopping and bringing extraordinary

ease by enabling consumers to buy products and services at their fingertips. The advantage of using digital resources and data is that it has led to retailer's integrating their online and physical in-store presence to give an omnichannel approach to their customers.

Mobile user capability is another important component of efficiently using digital resources and data. QR codes, for example, are a response mechanism for mobile users. It is also easy to place them in shop windows, in print ads and on point of sales (POS). Their best implementation is in store where they can be used to provide product information. IBM is also introducing a relatively new 'personal shopper' (i.e. digital assistance device) that will be used in North Face stores. This device

makes use of the brand's product database to give recommendations to end-users. For example, a shopper who is planning a trip for their family needs a tent. They share the location on the device which in turn analyses the request of the user and information about the location to recommend the best product. Digital extensions include holograms, 3-D printing, color IQ technology etc. all of which are steadily coming up.

Therefore, in a nutshell, we are seeing increasing experimentation and innovation being used by retailers to convert to click-and-mortar stores. The evidence until now reiterates the importance of digital data and resources; mainly to improve customers information and service as well as customer interaction.

HOW E-COMMERCE GIANTS ARE HELPING SMALL BUSINESSES

By Sorashi Sharma

The new wave of e-commerce in India is propelled by millions of small businesses taking up their businesses online. Host of E-startups is helping these merchants and retailers get a web presence, establish their brand profit.

For example, Atul Tater (owns a small shop in Noida, Uttar Pradesh) has been selling his apparel on Flipkart and Amazon for six months, and sees about ten garments take off every day. He pays 25-30 per cent commission per sale to the marketplaces. For small merchants like these, setting up their own dynamic websites it would have

cost upwards of thousands. Though they continue to sell on the marketplaces, the idea of not having to shell out 30 per cent commission comes as a relief to these businessmen. For them, the cost of setting up a website, managing inventory and logistics and establishing a payment gateway can be intimidating. And that's where e-commerce companies are stepping in.

The opportunities to take small businesses online can be seen as a big commerce wave.

"It is not a question of either being on a marketplace or having one's own website. A seller needs to have a presence

across the range of platforms where the customer comes. Large marketplaces don't cater to micro merchants and in many cases the demand is local," says Reddy (Snapbizz, Zopper, NowFloats and Instamojo, founder and manager), adding that discovery is also an issue for small merchants on big marketplaces.

The fact that we are seeing a surge in a lot of new businesses and companies with niche products gaining massive exposure on these online platforms is proof of the positive impact these e-commerce giants have on small businesses.

HURDLES FACED BY BUSINESSES IN GOING DIGITAL

By Khushi Dani

Small businesses are traditionally private-sector ventures with a minuscule amount of workforce and relatively lower revenues. Be it a new entrant or a pre-existent enterprise limited capital puts a halt to exposure expected of them. Though the digital world is accepting of experiments of all sorts, the dynamism with which cyberspace is progressing makes it hard to face the competition with elite brands already wearing the crown.

For the conventional stationery shop owner, it might be a challenge to sell goods on a foreign platform while being blind to the audience they need to transform into customers. Understanding consumer

behaviour without their week-long dose of bargaining makes it hard for them to comprehend the infographics of desires and wants.

The foundation structure of an organisation may not necessarily involve tech geeks, essential for an entry in the world of digitalisation. (A company wishing to be like Google might want to hire an IIT pass out, duh!) This generates insecurity among the

employees who might struggle to keep their jobs and might as well resign themselves.

Factors like SEO, web traffic, etc. might be concepts to learn from the era of computers. Changing algorithms, updates and numbers on social media is a professional job.

The skill of building a brand by holding reel relationships with the customers is a phenomenal achievement that not all small businesses come across. Interaction, consistency and transparency make a digital test go bonkers.

With the correct use of features like 'Support Small Business' on Instagram, promotion is made indulgent and the target audience can be reached out.



DIGITAL AGGREGATORS FOR GROWING SMEs



GROWING SMALL ENTERPRISES: AN UNEXPLORED SPACE FOR FRESH GRADUATES

By Somalika Chhabra

In the past few years, there has been an increase in the rate of graduates that have opted to begin their own start-ups rather than getting employed in an organisation. Gone are the days where traditional 9-5 jobs were a strict norm. Instead, young people just entering the workforce are opting for professions like side hustles, freelance work and self-run enterprises. These are increasingly popular and offer a plethora of ways to make a living from outside the confines of a cubicle.

With the inclination of not working for someone else and being your own boss, not only is the pressure lifted off an individual, but also enables a completely independent creative space. No longer choosing a boring routine of doing the same work and being sheltered by a corporation, the fresh out of college students are ready to face the challenges of being independent, literally! Risk taking has become the new norm. Seeking excitement and adventure from day to day life is a rising dream. And one now yearns to achieve work they are passionate about. At this point of time, there are many students who are about to graduate or have already graduated that want to start their own business or enterprise. But

they always come to a standstill when choosing what to do. As crucial this decision is, the range of choices is very dynamic. From setting up online thrift stores on Instagram, distribution of homemade healthy meals or cosmetic products to even something as simple as social media consultations, anything can be explored and tried out. In fact, thanks to the reachability of social media and it being freely accessible, it's a budget friendly and a comfortable trial and error medium of an organisation.

Those who have a better budget can invest in websites and establish registered companies of almost any product or service that comes to their head. With a strong financial backup, one can even lease an office space and transform it into a creative bubble. And if all this still seems like a lot of hassle, content creating is an evergreen freelancing job. From writers to bloggers, a person can be anywhere at any given time doing anything, and they would still be working!

The options are endless; graduates can forge their own paths by starting their own businesses across a wide variety of industries. The future is changing and the process has begun.

SOCIAL MEDIA MARKETING FOR LOCAL BUSINESSES

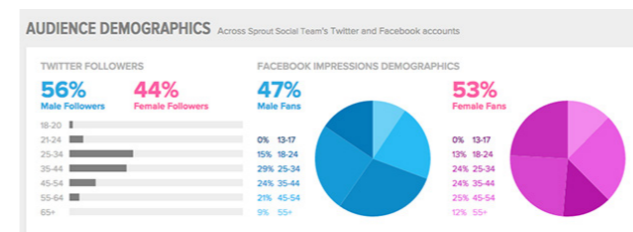
By Nikhita Awal

Social media marketing may seem simple considering that many business owners have to deal with countless other factors to keep their business afloat, but in reality Social media doesn't just follow the process of posting and adding hashtags.

Small businesses actually spend a lot of time as well as money on social media. Social media managers are very important in a small business as well, because about 63% of customers generally expect companies to offer customer service through social media channels and about 90% of customers on social media connect with brands through their preferred platform. It is also proven that 71% of customers will recommend a brand on social media if they have a positive experience with that brand.

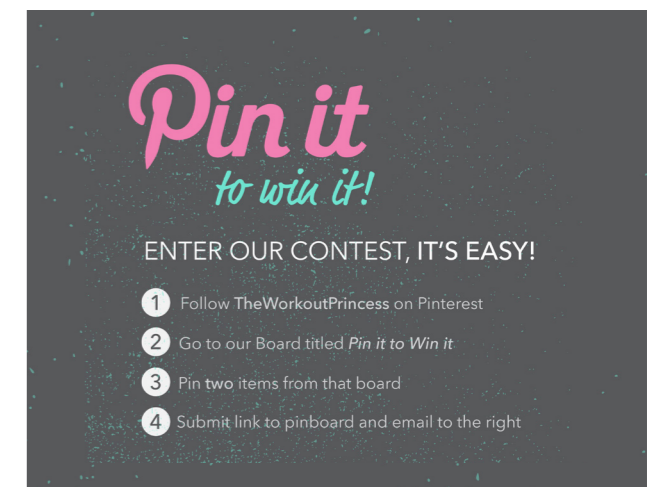
The way big brands market their products online is completely contrasting to the strategies that small companies or local businesses use. Here are a few examples of how local brands plan their social media strategy.

1. Most big companies already know who their target customers are which is why they are able to utilise social media effectively. However local businesses may not be able to do that, so they need to find out what social media their customers use through in-app analytics, surveys, questionnaires as these are great ways to understand what your audience prefers and how they can appeal to a potential customer. Most social networks have an audience demographic, so this is also quite helpful for local businesses.



2. Another way local businesses figure out which social media the target audience prefers is looking at the immediate competition and what they are doing to capture the target's attention.
3. Once they start posting regularly on their socials, most local businesses start organising sales and discounts for their social media fol-

lowers. Promos/special offers are among the top 5 reasons that users follow brands on social media. For example, some brands have contests like "Pin it to win it" on Pinterest where followers are supposed to Re-pin a post and they stand a chance to win goodies.




4. Customers want to know the latest updates about a brand, which is why they follow the brand in the first place, but at the same they do not want to see a string of only promotional content which almost seems robotic. Big brands have already established their identity but for a small brand it is essential to keep in mind that they need to post high quality content that educates customers and entertains them at the same time, but it should show their personality as well.
5. Local businesses also are encouraged to increase foot traffic at their offline stores to connect with customers on social media, e.g. placing a QR code which customers can scan to follow the store online and if customers are rewarded (Eg- discounts) for following the brand online immediately, that's an added benefit.

Most local businesses have small marketing teams, with few people involved. Generally the owner of the company does the majority of the marketing work and wears multiple hats when it comes to handling the marketing of the organization, so most local businesses keep these simple tips in mind so they don't have to deal with the hassle of experiencing total ambiguity when it comes to interacting with their customers.

CLUE 1

SOME WHERE HIDDEN IN THIS PAGE IS A LINK, THAT WILL TAKE YOU TO A SONG



NAME THE BRANDS MENTIONED IN THIS SONG, JOT THE FIRST LETTER OF EACH BRAND, IN ORDER OF OCCURENCE, TO FIND YOUR PASSWORD




ANSWER: JMPGLSDG

CLUE 2

FIND THE COMMON LINK

2	1	16	16	9	12	1	8	9	18	9
7	15	22	9	14	4	1				
1	14	9	12	11	1	16	15	15	18	



ANSWER: CRED

CLUE 3

GUESS THE BRAND FROM THIS VAGUELY WRITTEN AD-FILM SCRIPT


The protagonist is seen doing what he enjoys, plays and does best.

Following a minor event, the other participants are seen approaching him to inform, that the rule book is amended to suit the location and conditions, to ensure equality to every partaker.

After protesting a little in the beginning, the protagonist is forced to yield for the greater good of the gentleman's game.

Voice over goes on to describe, how equality is ensured and how the game belongs to the collective and not any single entity.

THE BRAND NAME WILL SERVE AS YOUR PASSWORD FOR THE NEXT CLUE



ANSWER: DREAM11

CLUE 4




SDNARB EHT SSEUG
SENUT ERUTANGIS EHT MORF

EULC TXEN EHT ROF DROWSSAP RUOY EB LLAHS DNARB HCAE FO RETTEL TSAL EHT



ANSWER: ENO

CLUE 5

有时候，颜色才是最重要的。






各ブランドの最初の文字はパスワードです




ANSWER: MDI

CLUE 6

WHO MADE THE ICONIC AD-FILMS?




(GUESS THE BRAND)



ANSWER: PIYUSH PANDEY

ROUND 3: THE VIGYAP TREASURE HUNT

THE FINAL STEP



TO
"@adclub_scmc"
ON INSTAGRAM DM

1) SEND A PICTURE OF THIS SCREEN
2) SEND A VOICE-NOTE DM THAT RESEMBLES THE CISCO LOGO

NOTE

By Mallika Mansuri

Through Vigyap, we have always wanted to associate Advertising and Content Creation with the idea of fun and learning. And with our previous round being heavy on strategy and ideation, we decided to take the popular route this time and went for an Advertising based treasure hunt.

It was conducted through a series of password protected PDFs each containing one clue that was linked to the world of Indian and International Advertising, where the answer that they got from Clue 1 would be the password for Clue 2 and so on.

This round witnessed enthusiastic registrations on the first day itself and at the end of the hunt, we received a great number of positive feedbacks and accolades. The range of clues included vaguely written ad scripts asking the participants to guess the brand, an encrypted series of names that appeared in the Cred campaigns as brand endorsers, mascots, brand colours, logo guesses, and prominent figures in the advertising industry such as Piyush Pandey.

Although we had only 7 clues to crack, the participants found this round equal parts challenging as they did enriching. "While solving the treasure hunt, not only was I impressed with myself for solving questions in a high pressure situation but also the fact that I actually had to look up things like brand jingles, or mascots or colors or even the agencies that made those ads, acted as a learning tool because this was something that I didn't know earlier and i couldn't have known had it not been posed to me as a question that I was supposed to decode within limited time." says one participant.

We had our inhibitions when it came to conducting this treasure hunt on a virtual platform, however, the patient cooperation of the participants and the Vigyap team, who put their best on the table when it came to promotions for this round, with social media engagement and whatsapp parody jingles, made it worth the effort that was put into conducting the hunt. Inspired by the critically acclaimed Swiggy "Voices of Hunger" campaign, as the final step of the hunt, we told the participants to send an Instagram DM voicenote to the Ad Club page resembling the Cisco Logo, which they did in great numbers that put us in awe and laughter.

The judging criteria was based on time as well as the accuracy of the voice note to the logo, and by this yardstick, Team Mujhde Ad 2 bagged the first position, while Team Baby Shark stood second and an individual entry, Bavana Gone came third. We couldn't be more thankful to the entire team and the participants for taking time out of their academically packed week to come and spend one hour of just advertising related brain-wracking with Vigyap!



**Tap to visit the
Vigyap website!**

**Write to us at
vigyap@scmc.edu.in**



Magazine designed and published by the students and faculty as part of the experiential learning process at SCMC

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