



ASC SANSAR

September 2019 Edition

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INDEPENDENCE DAY EVENT

ASC celebrates each occasion with great zeal and unity. This year, it was extremely extra-ordinary where each member took initiative for the country and took an oath to be a responsible citizen in the form of Clean & Green India Campaign. This year, it was celebrated on 14th August where the entire ASC family came together to celebrate 73rd Independence Day of India. Evolvment and participation were received every ASCian. Folk arts kite, Sketching, Singing patriotic songs, kite flying, appreciating Indian culture, etc. was organized with enthusiasm.





**'CELEBRATING THE JOY,
HAPPINESS AND SACRIFICE OF
FREE INDIA AT ASC NOIDA'**



SHINING STARS OF THE EVENING



INDEPENDENCE DAY CELEBRATION & DECORATION AT GURGAON AND MUMBAI OFFICE



AN INITIATIVE TOWARDS BETTER INDIA-CLEAN AND GREEN INDIA

ASC organized Clean and green India challenge on the auspicious occasion of 73rd Independence Day on 13th August 2019. ASC employees along with team leader cleaned the 500m area around [ASC Group](#) and planted 25 large trees in the park opposite to ASC. Two employees from ASC also took the initiative to water the plant in every alternative day. ASC employee enthusiastically educated and motivated people by conducting activities like one-one interacted with shopkeepers, food store's owner, traffic police, garbage picker, youth people walking in the street, etc.





We have also organized a social media campaign 'CLEAN AND GREEN INDIA CHALLENGE', where people took active participation in the initiative by cleaning and planting their surroundings.

ASC BROADCAST IN DOORDARSHAN AND NEWS 18



Our initiative Clean & Green India Challenge was covered and broadcasted by biggest media house New 18, and oldest, most reliable, largest broadcasting channel Doordarshan. They made the initiative more meaningful by broadcasting in the television and showing to the mass audience to come forward to clean the motherland 'India'.

एडा: लागू का कया जागरूक, क्लान एड ग्रान इडया का इदया सदश

तंत्रता दिवस के मोके पर एएससी ग्रुप के सभी कर्मचारियों ने वॉटिंग और प्ले कार्ड एक्टिविटी में हिस्सा लिया. साथ ही नोएडा में दुका फेक पुलिस, कूड़ा उठाने वालों, युवाओं और महिलाओं से मुलाकात कर स्वच्छता और पर्यावरण संरक्षण की जानकारी साझा की.



ws18 Uttar Pradesh
dated: August 17, 2019, 4:10 PM IST

तंत्रता दिवस के मोके पर एएससी ग्रुप ने क्लॉन एंड ग्रॉन इंडिया चैलेंज योजित किया. इस दौरान कंपनी के सीईओ आलोक कुमार अग्रवाल, शरक अंजु अग्रवाल, शैलेंद्र मिश्रा, मयंक शिंदल, अमित कुमार राय र दीप मैनी के साथ कंपनी के करीब 150 कर्मचारियों ने कार्यक्रम में कत की.



दौरान सभी कर्मचारियों ने वॉटिंग और प्ले कार्ड एक्टिविटी में हिस्सा

GLIMPSES OF AUGUST MONTH BIRTHDAY CELEBRATIONS



The tradition continues....Birthday celebrations, cake-cutting, gifts, dance, songs, and birthday wishes.....the unified ASCian!



BIDING GOODBYE TO KARISHMA FROM MUMBAI OFFICE



Success will always find
your way, no matter
where you. ASC wishes
you happiness, success,
and good fortune. Keep
shining bright!

THE CREATIVE CORNER

5 ways to boost your professionalism over email – By Kanchan

Every day, inboxes are packed with billions of emails that becomes a challenge for a small businesses to set yourself apart and establish what your business represents in just a single email that can feel daunting, but it's easier to understand

Follow these five simple—yet highly effective—strategies to convert the customer, close the sale, build your brand and continue to build your small business through effective use of business email.

1. Create a custom email address for your business: It should show your main business with properly formatted email address. If you use your email, you're not communicating all your business potential has to offer. Instead, format your email as yourname@yourcompany.com.

2. Use the To, CC, and BCC lines strategically: Eliminate the risk of unnecessary replies or over-filling inboxes. Do the contacts know each other (or need to)? Does every recipient need to read every response? Respect recipients' privacy by placing contacts in the BCC line and add people in the BCC field to eliminate the opportunity for “reply all” blunders. This eliminates the risk of an email “misfire” and gives you a chance to think about what you've written before

3. Write smart subject lines: A catchy or motivating subject line enhances the chance your email will be read. Create a subject line that's focused, personal and shows the value or urgency of reading. To create click-worthy subject lines, combine a few action-based and topical subject line elements with an added value to readers.

CONT.

EFFECTIVE
EMAIL
STRATEGY



4. Include a clear next step: Include clear calls to action with precise next steps. Whether you want readers to follow a link, call a number, reply to your email or something else, state it clearly and make it easy for them to follow through. Need a question answered?

5. Proofread: Spellcheck will only get you so far. Don't just proofread for spelling and grammar; your tone should be suitable to the subject matter. Be careful of jokes and sarcasm, as humor can easily be mistaken and misunderstood. And check for one of the most common email errors: referring to an attachment but forgetting to include one.

It's amazing how impactful simple email strategies are, and you will see the results as you implement them into your small business email communication plan. Once you've implemented these strategies (and proofread one more time, for good measure), you're ready to send



COBRA EFFECT IN BUSINESS MANAGEMENT

(REPRODUCED FROM A FACEBOOK POST BY SHRI NILESH S. VIKAMSEY, PAST PRESIDENT)

THE COBRA EFFECT: Long but very interesting read for the decision-makers: Hope you know about a term named Cobra Effect?

If not, it's time that you learn about it.

The Cobra Effect is a term in economics. It refers to a situation when an attempted solution to a problem makes the problem worse.

This name was coined based on an incident in old colonial India.

By some reasons, there were too many venomous cobra snakes in Delhi. People were dying due to snake-bites and it became scary for almost everyone to step out of their houses.

The government of the day had to get into action to stop this menace and it offered a silver coin for every dead cobra. The results were great, a large number of snakes were killed for the reward.

Eventually, however, it led to some serious unwanted consequences. After a short-term dip in cobra population, it started going up.

This was because few people began to breed cobras for income. When the news reached the government, the reward program was scrapped, causing the cobra breeders to set the now-worthless snakes free. As a result, the cobra population further increased. The solution to the problem made the situation even worse.

The unintended consequence of a well-intentioned idea led to making the problem worse.

Trying a new solution?

or

Planning to tackle an existing problem with a new idea?

Well, it's time to pause and think about how people would respond to the new idea that may sound great on paper!

Especially the solutions that try to affect how people behave.

There's always a certain group of people who tend to game the system - intentionally or otherwise.

They tend to take short-term advantage of any situation though that may lead to harm to them & society-at-large only in the long run.

Every solution has consequences and those consequences may lead to certain situations where rather than solving a current problem, you may end up with more complex problems.

Apple turning sour!

In 2017 Apple admitted that it was slowing down the speed of old iPhones as the batteries of those old phones were degrading with time. To make up on loss of brand image and to satisfy its erstwhile customers, it offered to cut its US \$79 battery replacement fee down to the US \$29 as a way of apologizing.

This lower fee led to more people in 2018 ended up swapping their batteries — instead of upgrading to the latest iPhone models thus affecting new iPhone sales. As iPhone batteries became cheaper and easier to replace, fewer people are shelling out for new iPhones that can now cost up to the US \$1,449.

On January 2nd this year, Apple revealed that it was expecting a \$9 billion loss in revenue due to weak iPhone demand that's partly caused by more people replacing their batteries, according to a letter issued by CEO Tim Cook addressed to investors.

Slowing down of iPhones sales can be attributed to many external reasons too (better Chinese phones, better Apps on Android phones, etc), but the strategy of battery-replacement was an internal idea. It would have been handled better if people at the top would have thought more about it if they would have filtered this program from Cobra effect

What's in it for you?

Next time if you or your team has some brilliant idea, get your brilliant guys together in a room and think about the Cobra- effects before implementing that idea.

You can always fine-tune the idea to minimize the negative implications by spending a few extra hours/days before rushing to announce it.

Don't implement while you're under the awe of the brilliance of a never -tested, nice-looking solution or idea, think about the Cobra-effects first.

Thank

you

