



## Editorial

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With the revival of the Indian economy, recession or the slowdown is not the headline making news, which was the swansong of the last couple of years. With jobs back on the wishlist of most sectors, we are back to discussing management subjects that impact individual sectors and businesses in the economy.

This issue of Indira Management Review presents a varied fare in terms of areas of interest led by a study on the effects on the supply chain by violently swinging demand; especially the highly exaggerated demands on suppliers during such fluctuations. There are two leaders on the insurance sector - while one examines the strategies adopted by Life Insurance Corporation of India to keep the lead over other relative newcomers in the line; the other looks at the factors that affect a consumer's choice of Insurance company while deciding on the choice of insurer.

With the opening up of the economy in 1991, higher education (read Management education) has come to play a decisive role in the career configuration of students in India, as the options before them both in terms of courses of study and institutions offering them multiply. In order to understand the nitty gritty of Institute

selection, Dr. D S Chaubey and others delved into the minds of students to find out what works in the selection of an Institute. We have interesting posers on the opportunities presented by the economy today to include the rural Indian in the marketing strategy of corporates ala CK Prahalad, because the rural hinterland has come into its own as a market to reckon with. Shabana Memon takes a look at those who look to 'revolutionise the fishing industry' in the societal context, and argues that social entrepreneurs need greater say and support in the way our problems are managed, while Mohan Gopinath relates a case study of an incident in a Bank to assess the ramifications of seemingly trivial conflicts in a trade union-intensive industry. Read the Review of Crisis as Opportunity, a HBS publication by Shiva Srinivasan, where he analyses the DNA of crisis and suggests that a crisis is for the present, an opportunity is for ever.

