

EMOTIONS

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Negotiate with parents

A V

Q. My 16 and 14 year-old sons are addicted to Japanese cartoons (anime). They watch 2 episodes daily of some anime without fail. They are always going on about these shows like Fullmetal Alchemist and Naruto. They even started talking half in Japanese, and I don't understand anything what they are saying. These cartoons are different from anything we used to watch as kids. I keep hearing scary things about video games like Blue Whale etc. Should I be concerned?

Ans. We need to know about the content of the serials. If they are shows/serials they may not be as harmful as the 'blue whale' which is a game to be played and the person gets trapped into it because it is interactive. A serial is a show you watch and do not interact with. Besides this difference, if the content is harmful, such as, if it focuses on aggression, violence, assault or murder or other types of perversion in behaviour, it should be stopped immediately. If they are comedies or serials for teenagers with good educative content, there is less harm. Nevertheless try getting them involved in sports and other outdoor or indoor games and out of the TV box. You could sit with them a few times to watch the serials and make a decision. You could ask them to narrate story to you after the serial. That way you could be involved in their thought process.

A B

Q. I am a BBA (first year) student and I have studied class 12 with PCB. At present, I am only concentrating on my UG completion and have no idea what to do next. There are several entrance exams that I am not aware of but wish to give. The only one I know is CAT. And may I tell you that I have a strong point in HR rather than marketing (as per aptitude test). Can you please tell me more about what can be done after BBA and names of entrance exams too.

Ans. The most logical post graduation is of course an MBA since you are doing BBA and this could get you a lucrative job in the corporate sector. But if you do not want to do an MBA then many other programmes are there. A graduation course opens the doors to many post graduate courses, such as, masters in finance management, hotel management, risk management, HR and Organisational development, tourism and many more. MCA is also another choice. FTII, agriculture and food business is also an option. To make the final choice you must know your long term goals and your interest areas to be happy and successful. Come for a session on career guidance if still confused.

A J

Q. I am currently working in a well-reputed organisation, but I don't like it as it is not related to my engineering background. I am keen to run my dad's electrical shop which he is running since last 30 years. But my dad doesn't want me to get into it as there are lot of struggles and hard work in it. But I want to do some sort of course of mobile engineering which will help me take the current business to a next level as I am an engineer and can make it work. Should I agree to my dad's opinion and continue a job that I don't like or should I leave the job and follow my heart?

Ans. The best option seems to be to join your father's business, for you seem to be interested, motivated, and have a future scale-up plan for it too! Nothing could be better than being an entrepreneur. You must try to understand the fears of your father- there could be quite a few besides what he is stating. It could be possible that he is not ready to hand it over to you completely yet and wants to run it the way he has been doing for 30 years. If that is not the case, then, you could negotiate with your father and ask for a period of say two years and if things do not go well you would switch to a job. Assure him about some of his fears and negotiate with him. Or you might start on your own with your own money and risk.

Note: Readers are requested to write short queries in approximately, 150 to 200 words. Furthermore, do not use abbreviations in career queries to avoid confusion. Lengthy letters too will not be entertained. Readers who want their replies through the Emotions column should only write to us.

Heading a success story

Headphone Zone is India's first exclusive online store for Headphones, earphones and personal audio devices featuring the world's finest headphone brands renowned for their design, sound and style. Founded by Raghav Somani in the year 2014, the brand has grown exponentially in the last three years.

"I started HeadphoneZone in 2010 after realising that most big retailers had little to no understanding of electronic accessories such as headphones or earphones and consumers had little understanding or options. And so, it is our commitment to personalize your listening experience as much as possible" says the 29-year-old Founder, Raghav Somani

The team at Headphone Zone believes that each person needs a unique listening experience suited to their personality and there is a right headphone for everyone. Headphone Zone features the world's finest headphones, earphones and other electronic accessories. They also believe in providing personal assistance to every audiophile and potential buyer. In the last three years the brand has amassed rave reviews from the audiophile community as well as the media and is on a mission to provide a unique sound experience to everyone. They even have an in house 'experience studio' where anyone is free to walk in to experience their favourite pick and discover how they like their music to sound.

Last but not the least, HeadphoneZone organises their annual meet up, Headphone Connect in multiple cities across India. Headphone Connect is an initiative to unite headphone buffs under a single roof to experience, share, connect and discover all things headphones. A community gathering and meet up, Headphone Connect aims at bringing together audiophiles, audio and technology reviewers, and budding headphone aficionados for an evening of exploring, exchanging and listening to the finest headphones and Audio Gear available today in India.

What is the headphones market like in India?

Today, the Indian consumer sits comfortably at home to shop online on his smartphone for everything from shampoo to shoes to cars on e-commerce webstores and mobile apps. I'd even go as far as to say that the Indian consumer is spoilt for choice just because of the sheer number of options and the range of products available online.

What's crazier still is that the Indian e-commerce market is constantly growing. According to Google India, there were 35 million online shoppers in

India in 2014 Q1 and is expected to cross 100 million mark by end of year 2016. By 2020, India is expected to generate USD 100 billion online retail revenue out of which USD 35 billion will be through fashion e-commerce. Unsurprisingly, consumer electronics and apparel are the biggest categories in terms of sales.

With the smartphone boom, every Indian had the means to consume content of all kind - music, movies, TV, all from their pockets. The missing link I felt were a good pair of headphones between the ears. So in many ways, the market for Headphones and Earphones has the potential of reaching every smartphone user in India which stands at 300 Million active users growing at 27% year-on-year.

I completed my graduation in Singapore and then came back to India to take over the family business which at the time was primarily focusing on the distribution of audio-video accessories. My first role was to try and market headphones and earphones to the emerging large format retailers. I realised then that most big retailers had little or no understanding of electronic accessories such as headphones or earphones and consumers had little understanding or options. There certainly was a large num-

ber of Indians who loved their music, and increasingly were using smartphones to listen to it. A dedicated destination store for headphones and earphones didn't exist in India and consumers were looking for options to fill the gap, and that's when I just knew that Headphone Zone could work.

The decision to use the internet as a marketing and sales channel for headphones and earphones really came a few years later from the growth of e-commerce in India. We found that our target audience, passionate music listeners who are interested in high-end headphones and earphones are beyond just Tier I cities like Bangalore, Mumbai, Delhi, & Chennai and include Tier II & III cities like Ghaziabad, Vadodara, and Trivandrum. Traditional brick and mortar stores or existing distribution channels were simply inadequate.

What is Headphone Zone? How was the idea conceived?

Headphone Zone (www.headphonezone.in) is India's first exclusive online store for headphones, earphones and audiophile devices. A unique retail concept combining music, electronics and style, Headphone Zone aims to find a niche in the rapidly growing category in India's e-commerce space. A destination store for discovering the world's finest headphone brands, Headphone Zone focuses bringing the best music listening devices from around the world to India's passionate music listening population.

After graduating with a degree in Business Management from Singapore, I was keen to try my hand at entrepreneurship. From my years in Singapore, I could clearly see a big contrast when compared to India, the sheer number of people from all walks of life using essentially earphones, be it on the trains, while waiting for the bus or just sitting at the café. With the smartphone boom, every Indian had the means to listen to music in their pockets. The missing link I felt were a good pair of headphones between the ears. Seeing everyone in Singapore wear one inspired me to look further into this as a business opportunity. When we first started, I was simply distributing and wholesaling headphones and earphones to organised retail chains in India mushrooming all over India's malls and high streets. Everyone from

Croma, Reliance Retail and Big Bazaar were convinced that the headphones category had a large demand.

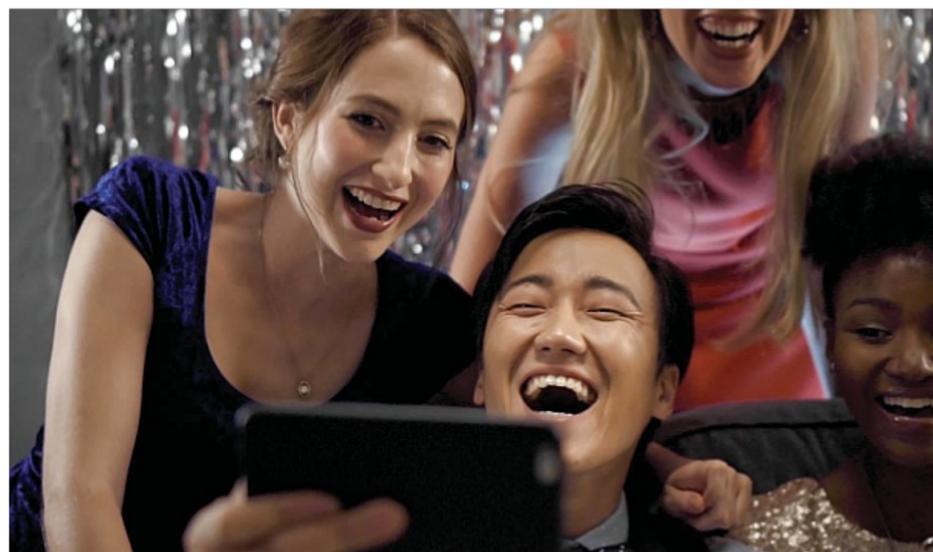
But the biggest problem? They were terrible at selling good quality headphones to an average Indian consumer. Most had no idea how to even begin. Lack of information and passion for the product, coupled with the lack of priority for such a low ticket category meant that consumers had a lousy experience in-store and simply bought the cheapest earphone they found. That's really where the opportunity for Headphone Zone emerged.

Headphone Zone maintains a simple online retail business model of procuring products from international brands and manufacturers and fulfilling orders using India's various logistics and courier solutions. HeadphoneZone operates from Mumbai, Chennai, Bangalore, Hyderabad and Delhi with a core team of 15 working out of Mumbai. The average age of the team is 23 and it's everyone's first job for the most part.

It is not a marketplace model like a Flipkart or an Amazon, for the simple reason that we want to cater to our customers in a meaningful way by giving them a premium shopping experience and by ensuring personal service. The focus is on education, premium product discovery and excellent customer service.

Our aim is to take the Headphone Zone experience to the length and breadth of music listeners in India. We plan to remain focused on headphones, earphones and related accessories as a category and maintain its niche while making available several new prominent high-end international headphone brands in India. Building a strong audiophile community in India is key to maintaining an audience for its products and Headphone Connect meet up events are planned for several small cities and towns where passionate music listeners can experience a wide range of high-end headphones and earphones.

Tech tips for better holidays



When you think of the holidays and what is most important, it invariably comes back to the people. They are the ones you travel hundreds of miles - or just a few steps! - to see. They are the friends and family who help make memories and celebrate the season.

However, when it comes to planning for the holidays, you probably don't spend as much time thinking about these people as you'd like. The holiday season can be a whirlwind of chaos and adventure. From planning family feasts that cater to the most discriminating palates, to finding a perfect gift for a picky relative, it can be hard to find time to keep in touch with friends and family. And in the midst of all of that, the human connection can sometimes go missing. Thankfully, it doesn't have to be that way.

You may know Messenger as an app that helps you keep in touch with the people you care about most. What you may not know, however, is that Messenger can also help you check off your to-do list, giving you more time to focus on celebrating the holidays with the most important people in your life.

To get the most out of Messenger and your holidays this year, follow these tips.

Be there - anywhere - for the holidays. If logistics are making it too difficult to bring everyone physically together for the holidays, group video chat is the next best thing to sitting by your family at the dinner table. You can have up to 50 people at a time on the same call (with six people showing up on the screen.) There are also some fun features like masks, filters and effects that you can play around with to get in the holiday spirit - like a reindeer mask or falling snow. Start a new conversation in Messenger or open an existing one, then tap the video chat icon in the upper right-hand corner.

Your holiday dinner done in no time. If you're hosting for the holidays and want to try out a new recipe, the Food Network bot for Messenger can help by easily providing new spins on your favorite holiday dishes in a snap. Tap the Discover icon in the bottom right-hand corner of

the Messenger app and search for Food Network to start chatting. You can ask for recipes by cuisine type, chef or even by emoji to get the best dishes done in no time. Food Network also makes it easy to share a recipe with a friend or family member with the Food Network chat extension. Tap the blue + icon in a conversation, search for the Food Network chat extension and begin sharing!

Stress-free travel. With the Kayak bot for Messenger, you can book, plan and keep up-to-date on travel plans

with real-time notifications. Need a little space from the family? Look to SnapTravel's bot on Messenger to book a room and answer questions. Can't remember which size liquids you can carry on through airport security? AskTSA can answer questions, check hours and more.

Holiday lists made easy: Whether you're splitting a restaurant bill or chipping in for a group gift, you can easily get paid back in Messenger. Simply tap on the blue + icon in the bottom left-hand corner of a conversation, and

tap the payments icon (\$). Then, choose who to send or request money from. You can choose everyone in the group or only a few members. Enter the amount you want to request per person or the total sum to divide evenly, either including yourself in the calculation or not. Messenger conversations will show you who has paid, creating a no-hassle system for accountability.

Let the games begin. Family time is the best part of the holiday season, but everyone still needs a moment of me time every now and then. When your moment arises, take a break from the family gathering and challenge a friend to a game on Messenger. Tap the blue + icon in a conversation and select "Games" - there are tons of great options like Words with Friends or EverWing. Browse around and with over 50 games available, you may just find a new favorite.

Find the perfect gift for anyone and everyone. No need to stress about finding the perfect gift with only a few weeks to spare. Many of your favorite brands like L'Oréal and LEGO have bots for Messenger that can help you easily find exactly what your picky family member always wanted by asking you questions about their age, interests, etc. From there they'll provide you a list of gift suggestions you can use to finish your shopping and find your loved one a gift they will adore. The holiday season shouldn't be about logistics and headaches. It's about family and friends. So clear through that checklist while keeping in touch with those you care about most. You'll be glad you did, and your holidays will be oh so much more merry.

Buy holiday cards online: Sending holiday cards just got a lot easier. Forget about buying stamps and running to the post office. The iPhone Cards app allows you to create personalised greeting cards from your phone, using vacation photos or the kids' school pictures. You'll get the benefits and ease of digital design but the recipients of your card will receive a nice paper copy to put on the mantle. The cost could vary anywhere from USD 3 to USD 5 depending on where you send the card. Also, popular online card site somecards.com has a CafePress store where you can order physical versions of the cards. (BPT) ■