



Editorial

The first case by K P Chari focuses on root cause analysis in process problem solving. The case study sponsored by the Petroleum Conservation Research Association (PCRA) under Ministry of Petroleum and Natural Gas, Government of India. The case is about developing and demonstrating technology solutions which are very simple and do not need any high-tech or cost intensive options and a cluster of glass manufacturing industries in Firozabad were selected.

The article by Premkumar and Ranjan on “Customer Retention in Mobile Telecom Service Market in India: Opportunities and Challenges” examines ways of retaining customers in heavily saturated market environment and says that customer retention has got many benefits. It increases repurchasing behaviour and cross selling behaviour, declines price sensitiveness and increases value to customer not to mention positive word of mouth recommendations and reduced migration rates.

Usha’s case highlights the alignment between strategic appraisal and rating procedure in a company dealing with engineering and consumer goods. The objective of the case is to discuss strategies for developing the appraisal format for particular job assignment, critically examine and analyze the ratees ability and originality, and understand the ratee’s suitability to their present assignment, potential for growth and training and development needs.

The last case by Nalini Bikkina is written in the context of the Participatory Watershed Development Programme of the Ministry of Rural Development initiated by the Government of India in 1995 which was a major landmark in designing centrally-sponsored schemes. The programme focused on a bottom-up approach from the grassroots upwards and this was possible through an intensive involvement of people in planning, implementation and management via village institutions, capacity building and provision of funding directly from the district to Watershed Associations.

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Harold Andrew Patrick
Issue Editor