



## The Call for Dronacharya:

new Brand Chakras Study gets insights into Indian students

On the one hand, a clear demand for “entertaining education” and on the other hand a yearning for mentors and inspiring role models who can give them individual attention and prepare them for life. Typical of so many other Indian consumer groups, the Indian student too today is asking for a magical combination. They expect the ideal faculty to be knowledgeable, entertaining, friendly and inspirational. Faculty must do everything from “tell jokes, make learning fun with interesting and practical projects” to “inculcate competitiveness, encourage fearless exchange of ideas, give motivational speeches, and transform weak students.”

A joint initiative of JWT and SRM University, the study using the Brand Chakras toolkit, included qualitative Focus Groups Discussions, and a quantitative survey as well. The centers included Delhi, Chennai, Mumbai, Bangalore, Manipal, Pune, Coimbatore, and Ahmedabad. The students interviewed were spread across engineering, medical, science, arts and management backgrounds, postgraduates and undergraduates. A proprietary toolkit of JWT India, Brand Chakras is the first eastern framework for consumer behaviour and brand study and looks at everything through the seven life themes of Survival, Pleasure, Power, Love, Creative Expression, Transcendence, Spirituality.

The study threw up three kinds of students.

The Enjoyment Seekers, looking for Pleasure Chakra payoffs: Their most primary concern is the short term enjoyment derived from time spent in college. They view college as a “pleasure destination”, a time in life when they start romancing, drinking, smoking and colouring their hair. They lay great stress on extra curricular activities: “college should help us have a good time ... lot of activities that are there beyond studies” . And more: “they should teach us new activities like golf, pool etc”. Part of this space is the desire for teachers who entertain, and make learning fun. “Study is important part of life, we need this for our future; but when we sit in class for more than two hours, we feel bored. There should be enjoyment also and there has to be a balance between study and fun”, they say.

The Badge Value Seekers, looking for Power Chakra payoffs: whose primary concern is the power they gain by studying in a reputed college. They value a college mostly for the respect it brings them in society and are willing to do all that is required to get to such a college. For them, it’s all about competitiveness, goals, becoming an influential person and feeling more intelligent than others. “By studying in a reputed college, there is a good branding of the person, people will start respecting the person more because of this branding; they will start expecting you to have the caliber of the college and give you the feeling that you are really intelligent” says one, while another adds “ we should always have the confidence that the good name of the college will always be advantageous for us”. And beyond that, the college actually inspires them to do well - “if we are studying in a reputed college, there is an inner satisfaction and pride that makes us want to do well ourselves.”



The Inspiration Seekers looking for Survival, Power, Creative expression and Transcendence payoffs across chakras: they seek inspiration from college, not only in the academic arena but look for larger and long term life lessons. They value knowledge and all extra curricular activities equally “there must also be enough activities other than studies that will help us improve our thinking and communication skills”. They believe all the opportunities together can make them greater individual in all respects. “There are a lot of difficult situations that we face in college, like problems between seniors and juniors... by learning to handle these situations, we get a sense of how to handle such situations in life outside college”. “ Independence in college comes with responsibility also... one learns to take care of himself as there is no one to run after you or give you special attention. You also learn a lot from your seniors’ experiences... how they are struggling... lessons useful in life are thus got from college”. They want the college to be a finishing school making one truly life ready- integrating academic knowledge and practical application skills, breeding attitudes and values, and strengthening temperament

“While there are many studies on youth in general, and many studies ranking universities on reputation, infrastructure etc, this is the first in-depth insightful study that really brings an understanding of how the students feel and how their minds work, what their inner needs from their college is,” says P Sathyanarayanan, Vice Chancellor of SRM University. “We will be using these findings to further strengthen and enhance our offering,” he adds.

Mythili Chandrasekar, Senior Vice President and Executive Planning Director at JWT led the study. Commenting on the Brand Chakras toolkit, she says, “this time around the combination of qualitative and quantitative, led to some interesting discoveries. Like the students were personally low on Power and Transcendence, but when it came to what they from their education, Power and Transcendence is what they want the most.” Coming at a time when education as a sector is growing phenomenally, JWT has combined these findings with other desk research and trends analysis to develop a model for education brands to define and fine tune their brand essence and map their activities.



\*Brand Chakras™ is a proprietary tool of JWT India and the first eastern framework in consumer behaviour and brand study. For details contact: [Mythili.Chandrasekar@jwt.com](mailto:Mythili.Chandrasekar@jwt.com)

