



RUKMINI DEVI

Institute of Advanced Studies

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News Digest

Topic :	News Digest
Date of event :	March 11, 2011
Aim of the Event	<p>Knowing the news is considerably important for MBA students. It makes them aware about the happenings in and around the world which would help them in decision making in the future.</p> <p>The News Digest aimed at :</p> <ul style="list-style-type: none">• Enhancing the current awareness of students• Improving their communication skills• Enhancing their confidence level• Inculcating decision making skills
Description of the event	<p>Students were divided into groups in advance and all the groups were given themes for news digest. The following themes were assigned to them:</p> <ul style="list-style-type: none">• Finance• Marketing• International Business• General• Aviation/ I.T• Human Resource Management

All the groups presented on their allocated themes.

Finance : *How to get higher returns from idle cash*

- Since inflation is rising, only way to survive in the economy is to tighten the purse strings while constantly scanning any opportunity to save
- Several banks offer a feature that is often termed the sweep-in , sweep-out facilities to their accountholders
- Sweep-In facility: It help you to utilize the Fixed Deposit, but without taking the overdraft on your fixed deposit account. Linking the Saving Bank account and Fixed Deposit account. In case of short fall of amount in the savings account, use the sweep-In facility to withdraw money from fixed deposit. The same interest rates will be charged for the remaining fixed deposit amount. The advantage of this account is you need not get the overdraft or close the FD account to fulfill your needs.
- Sweep-In facility: A bank account that automatically transfers amounts that exceed (or fall short of) a certain level into a higher interest earning investment option at the close of each business day. Commonly, the excess cash is swept into money market funds. In a sweep program, a bank's computers analyze customer use of checkable deposits and "sweeps" funds into money market deposit accounts.

International Business :

The world is moving to new Asian hemisphere:Polman

- Paul Polman,CEO,Unilever said that “with sales in developed markets slowing down,more and more

companies will shift their innovation capabilities in growth markets like India and China”and HUL’s latest innovation,Pureit water purifier is also being extended to China and Indonesia.

- Polman also said that there are shock points that need to be addressed aggressively .It is an opportunity for responsible companies to do something regarding these problems

- **Human Resource Management:**

Need of HR professionals at the top positions

- The significance of HR has improve to a greater extent over a number of years
- It is to generate leadership and development skills in the employees and the ability to cope up with the frequent changes in the industry

Deployment of Diwaker Puri in the Board Of Directors of the one of the oldest banks in the country

- However prior to this he was working as the executive director in various Government organization
- The news instigates “ Why government jobs are still preferred in India despite the low package being offered (compared to the private organizations)
- The driving force for high profile government jobs is “Power” as stated in recent studied.

General : Gender Budgeting

- Gender budgeting means a gender based assessment of budgets, incorporating a gender perspective at all levels of the budgetary process and restructuring revenues and expenditures in order to promote gender equality
- Government itself prepares a women’s budget separately

for allocating resources in an efficient manner.

Aviation & IT : India and Brazil signed a bilateral air service agreement to increase air connectivity between two countries

- Agreement was signed by minister of overseas Indian affairs and civil aviation Vayalar Ravi and his Brazil Counterpart.
- Agreement allows both the countries to designate a number of airlines.
- These designated airlines will be able to operate maximum of 21 airlines in both direction every week.
- In present no airline in any of these countries is operating for each other.
- This agreement will help to spur the trading, tourism and exchange between the people of two countries.

General Electric Aviation, is approaching to Thai International Airways and to 20 others carriers to offer its latest jet engine Genx(General Electric Next Generation).

- Company is claiming that it is the least fuel consuming and the most efficient engine ever made.
- This engine is basically for Boeing 787 and Boeing 747 Airplanes.
- Company has invested \$1.5 billion in developing this engine and now planning to invest a huge amount to make it compatible for other types of airplanes.
- Company has received 900 orders for its new engine.

4000 Pilots' licences' under DGCA

- Biggest drive ever to check fake licences in India's aviation sector.
- Civil Aviation Ministry ordered verification of licenses to DGCA.
- 3 suspected cases detected fake commanders.
- DGCA changed doubtful credentials with clean reputed juniors.
- Verification includes ATPL also.

Marketing : Subway displaces McDonald's as largest restaurant chain

- Subway has a total of **33,749** restaurants around the world, compared to McDonald's **32,737**.
- Subway restaurants is expected to increase targeted overseas markets
- China, views as one of the greatest consumer markets.
- The company's emphasis on cost-control, marketing and advertising has also helped grow the brand
- The growing number of Subway restaurant overseas does not earn enough revenue to outpace McDonalds, (still holds the top position as the world's largest restaurant chain in terms of sales.)
- McDonald's concerted effort over the past couple of years on getting better, rather than getting bigger.
- McDonald's remains the industry's revenue champion heavily franchise-oriented, but still has reported USD 24 billion in revenue for the last fiscal year

Tata to build car plant abroad

- Tata motor is looking to take its globalization plans to the next level, by building plants in strategic offshore locations
- PM Telang, MD, India operations, TATA MOTORS told HT. That they are looking at various options to improve passenger car exports
- It includes the setting up of assembly plants in multiple overseas locations and appointing distributors in countries where the co. does not have a presence
- Co. thinks that INDICA VISTA and INDIGO MANZA will appeal to emerging markets
motors exports have grown to 73% to 52112 units.

