



RUKMINI DEVI

Institute of Advanced Studies

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- Category 'A' Institute
 - High Grading 81.7% by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA. Member of AIMA



Mentorship Program

Topic :	News Digest
Date of event :	11 th Feb 2011
Aim of the Event	Knowing the news is considerably important for MBA students. It makes them aware about the happening in and around the world which will help them in decision making in the future. The News Digest aimed at : <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	Students were divided into groups in advance and all the groups were given themes for news digest. The following themes were assigned to them: <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 : Car sales highest ever in Jan

The reasons for car sales being highest ever

- Rising disposable income
- Cheaper loans

Food inflation spurts again, crosses 17%

-Food inflation surprisingly shot up in late January due to High prices of onion and vegetables

Egypt turmoil costs economy \$1 bn in 9 days

- Investors who are vital for the country` s economy.
- The country had lost at least \$1 billion in tourism in the past nine days and that a million tourists had left during the turmoil.
- Tui Travel, Europe`s biggest travel company, warned the unrest in Egypt and Tunisia would cost it up to £30 million as customers cancelled or rescheduled holidays.
- Egypt` s revenues are driven by tourism, which are thought to bring in around £7 billion a year.
- Ratings agencies have downgraded Egypt and many western businesses have shut their operations and pulled out senior staff.

Inflation spells double trouble for Whirlpool

-Rise in general level of prices of goods and services in an economy over period of time.

-Each unit of currency buys fewer goods and services.

-Erosion /decrease in purchasing power of money.

-Whirlpool india ltd. posted their quarterly report- 41.8% rise in operating profit, 19% increase in revenue.

-The volume growth has reduced since the 2nd half of 2010 due to inflationary pressures on its customer's wallets.

-Due to inflation, entry-level consumers are putting off purchases of white goods. So while replacement demand and the off take of premium products is strong, it's not enough to offset the sluggish trend in the entry-level segment.

-Now the target is on maintaining profitable growth than volume growth.

-Whirlpool says in a press release, "They are cautiously optimistic on maintaining profitable growth and have implemented actions to counter the increasing inflation in commodities."

International Business: "The Egyptian shadow over Indian Firms"

-Recent crises hit Egypt

-A bigger problem can arise if the political fever haunting in

the region leads to blockade the Suez Canal. Suez Canal's blockade affects the Indian firms like Maruti Suzuki, Bajaj Auto, Dabur, and Tata Motors . They already may felt adverse impact over last fortnight.

-The Suez Canal is important as it accounts for 9% of global trade and it is a major link between Europe and Asia. If that is blocked it will be very adverse as logistic cost would go up by 3 times.

-Due to all this Dabur which has a hair oil plant in Egypt has already suspended their operation.

-The Suez Canal transport 1/3 of world oil and any disruption in its operation could global crude price to spike and fuel inflationary pressure.

-The worst effected is Oberoi Group, which has two hotels in Egypt and operates two Nile cruise.

-In the interest of stability of investment and inflation perhaps, western powers have powers have been supporting dictatorship in the region so far.

Human Resource Management: Retaining your best

-The job market has swung clearly back in the favor of employees

-Many are receiving multiple offers from the numerous organizations to expand their talent pools

-Career development programmers, fast-tracked promotions and pay increases are just some of the carrots being dangled to keep attrition rates low

-Author of *Up is Not the Only Way*, Beverly Kaye says the more diverse workforce requires a broader, more creative perspective when it comes to engaging and retaining employees, and transferring intellectual capital.

Performance Appraisal

-Now a day's performance technique has become more objective rather than subjective.

-Now day's the process of performance is transparent, therefore employees can work with their colleagues.

General :Ashok Chavan had key role in Adarsh Scam, Says FIR

-Some of the bureaucrats and politicians who are accused of fraudulently obtaining flats for themselves or their relatives including Mr. Ashok Chavan had been allotted flats in Adarsh.

-Three former CMs — Vilasrao Deshmukh, Sushilkumar Shinde and Narayan Rane — all of whom have been, ironically enough, potential contenders for Chavan's post and at some point served as the sanctioning authority for the project, also stand accused of owning flats under 'benami' names in Adarsh.

Aviation & IT : Air fares to rise on costlier crude

-Numerous international airlines have hiked fuel surcharge in last week i.e. from 25th January 2011 because of rise in jet fuel prices.

-Acc to TAFI, the average return fares from Delhi to London, NewYork & HongKong is Rs 40,000, 50000,60,000 respectively. Now fares rise by Rs 2000, 4000 and 1500 resp.

-The recent hikes means a double blow for passengers as air fares are anyway much higher than last year. Demand has grown by 20% and fares are 15-25% higher than same period last year.

-Fuel account for about 40% of total operating cost of airlines, which rises when prices go up, which means skyrocketing prices for passengers.

GE Aviation, AI Sign 20 Year MRO Pact

-GE will provide material support, training and assistance to AI on the overhaul.

-Agreement will help AI to save cost and time on overhauling of engine.

-Agreement to expand AI's MRO facility in Mumbai to include GE90 engine overhauls.

-Agreement will also help AI to serve third parties

Marketing : Now Pay For Groceries, Bills through AIRTEL

-Telecom major Bharti Airtel has launched its 'Airtel Money' service

-Subscribers could pay for groceries, bills and other dues through their mobile phones

-This kind of service is first of its kind provided by any operator service

-Customers can use it to load money for shopping and making payments

SMEs TO HIT A SIX WITH WORLD CUP AND IPL-4

-Jalandhar-based companies are now ready to promote their brands in the forthcoming World Cup and IPL-4 through overseas cricket players, whose endorsement fees are much lower than those of Indian players.

-The two tournaments will see cricket bats and accessories of major players bearing the logos of Jalandhar companies like BAS and Ranson.

-The manufacturers say that this branding exercise will help them in the long run. A few companies have already signed on some players, mostly from South Africa , West Indies , Sri Lanka, Kenya and Canada .

-Indian companies say that many international brands that sponsor players procure bats from lesser known companies based out of Jalandhar or Meerut, but this fact never comes into the limelight.

-BAS has already tied up with players from South Africa,

West Indies, and Canada. These include Hashim Amla and Robin Petersen of South Africa and Darren Sammy of the West Indies.

-Raghunath S Rana, managing director of Aresson International (P) Ltd, which makes the Aresson and Ranson brands said "Besides endorsing international players for IPL-4, we are also planning to tap young talent from among the domestic players of India and other countries for branding purposes by offering free kits."

-The Managing Director of Rajhans International, Ashutosh Wadhwa, said the government should create proper sports infrastructure at the grassroots to boost the sports industry.