



RUKMINI DEVI

Institute of Advanced Studies

App. by AICTE, HRD Ministry, Govt. of India & Aff. to G.G.S. I.P. University, Delhi

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

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An ISO 9001 : 2008 Certified Institute

News Digest

Topic :	News Digest
Date of event :	August 12, 2011
Aim of the Event	<p>Being aware and informed is considerably important for students of management. It helps them in taking rational decisions at any point of time. 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 <p>All the groups presented on their allocated themes.</p>

MARKETING :

“PRODUCT DIFFERENTIATION”

- IN LAYMAN TERM IT MEANS WHAT PRODUCT OR SERVICES MAY BE OF INTEREST TO CUSTOMERS AND THE STRATEGY TO USE IN SALES, COMMUNICATION AND BUSINESS DEVELOPMENT.
 - CONSUMER ELECTRONICS MAKERS ARE ROLLING OUT EXCLUSIVE MODELS FOR MODERN TRADE IN A BID TO PUSH PREMIUM PRODUCTS THROUGH BIG CHAIN AND MASS PRODUCT THROUGH SMALL SHOPS
 - A Durable Strategy
1. Samsung will adopt the product differentiation strategy for washing machines, microwave ovens & refrigerators.
 2. Videocon sold 3000 units of a LCD TV models in a day, which was exclusively available at Big Bazaar. It wants to tap its electronics retail arm by rolling out exclusive models.
 3. Onida has launched an LCD TV specifically for the modern retail with additional features such as more than one HDMI port and USB drive
 4. LG has stopped selling volume products like CRT television; single door refrigerator and semi automatic washing machines through modern retail to maintain price parity in the market. LG is specifically undertaking the strategy of selling premium products through big chains & mass products through small shops for its LCD and plasma televisions.

BENEFITS OF THIS STRATEGY

- Minimizes the losses
- Helps to create innovation

- Customer satisfaction
- Increase in Profits of Companies
- Product sector will expand

HUMAN RESOURCE MANAGEMENT

CIMP TRAINING FOR BLOCK EDUCATION OFFICERS IN PATNA

- Chandragupt Institute of Management (CIMP) is organizing a 9-week management development programme for block education officers(BEOs) of Bihar.
- Started on Aug 1,2011 with Principal secretary ,HRD , Anjani Kumar Singh inaugurated it for the first batch of BEOs.
- A total of 587 BEOs would be trained in 17 batches of 35 each.
- The programme would end on October 21.
- The topics being covered are implications of RTE Act for BEOs, , changing paradigms of quality education in schools, planning, people's management issues like communication, teamwork, motivation and leadership, managing data, information and time and stress management.
- The pedagogy used for this training is experimental and makes use of videos along with discussions, games, role plays and after class assignments to reinforce the concepts among participants.
- The CIMP, with support from Unicef, has instituted a special learning resource centre (LRC) for BEOs.
- Which has a collection of books, periodicals and videos pertaining to school education.
- Director V Mukund Das, said these programmes focus on modernizing work culture and changing the attitude of officers towards common masses.

FINANCE

Heading- "Food inflation crosses 8% again"

- Food inflation crosses 8% again on account of a spike in prices of fruits & vegetables.
- Acc. to latest data, food inflation estimated at 8.04% on July 23.
- "Food inflation could rise to 9% in August 2011", said by economists.
- Within vegetables, onions posing the maximum pressure.
- Onions prices went up by 20% in last 4 weeks.
- Higher food inflation- the result of seasonal factors.
- "Govt. is trying to bring the inflation rate to 5%", said govt. officials

GENERAL

Presentation on CAG report on Common Wealth Games 2010

Contents

- Audit of CWG shows irregularities in expenditures.
- PRASAR BHARTI
- CAG held following responsible:
 - Suresh Kalmadi
 - Sheila Dikshit
 - Manmohan Singh

INTERNATIONAL BUSINESS

US DEBT CRISIS

Students discussed about the US debt crisis and its global impact. The debt ceiling was also discussed i.e the reasons for not raising the debt ceiling along with its

effects on Indian economy.

ANALYSIS

This session helped students in gaining insights of the various subjects and the current events associated with the subjects. The whole session was highly informative and useful to students. It also helped in improving the communication skills and analytical abilities of the students.