



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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Mentorship Program

Topic :	News Digest
Date of event :	18 th Feb 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 will help them in decision making in the future. 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 : NBFCs, MFIs seek entry to banking business

- The Reserve Bank of India (RBI) is close to finalizing the guidelines for entry of new banks in the private sector, to be announced in the annual Union Budget, 2011.
- Grant of license for small banks for initial few years, which could be upgraded to full-fledged banking licenses later on.
- Corporate houses, including Anil Ambani-led Reliance group, the Aditya Birla group and the Religare group, have expressed interest in obtaining banking licenses.
- A number of NBFCs and micro-finance institutions are also said to be interested in the banking business.
- RBI has said the new licenses were required since vast segments of population, especially underprivileged, have still no access to banking services.
- The last time private sector entities were granted license to commence banking operations in India was YES Bank in 2004 and Kotak Mahindra Bank a year earlier in 2003.

Auto loan: How to bring down your total cost by Rs 30,000-50,000

- The news helped a customer to know that the right auto loan and insurance can bring down the total cost of acquiring an auto loan by Rs30,000- 50,000.

- The best loan in the market would be a combination of the lowest interest rates and processing fees, low prepayment penalty and low insurance cost.
- Processing fees for loans generally vary from 0.5% to 2%. The customers should compare the fees across lenders online to find the cheapest loan.
- The interest rate from the same bank will vary based on the cost of the car, the duration of the loan and the consumer's credit history. Based on the research of varied interest rates offered by different banks, a customer should go in for the bank charging the lowest interest rates.
- Pre-payment penalty is another factor to be considered while taking an auto loan. Customers should make sure your loan has a low pre-payment penalty.
- Auto insurance policies sold online offer rates 30-40% lower than policies bought from an agent or a dealer and require very little paperwork. So, customers should go online to find the cheapest policy, to get the best deal.

International Business : Recent splurge in FDI of china

- Fdi of china has risen by 23.4% this year, out of which \$10.57 billion has been attracted in January alone.
- The reasons cited for the above increase relates to the improvements in the economic situation 2010 and also due to the expansion of the domestic markets of China as it has opened its gates for mergers and acquisitions.
- This has benefited china as this has attracted more investments into the country and lead to an increase in the foreign exchange reserves.
- Even less developed areas in china have been able to

attract certain amount of investments which have helped them to get at par with the developed regions.

- Major concerns that emerge from all the above are the threat to the domestic industries and also the threat of takeovers by foreign multinationals.
- To counter this, a review board has been set up that would put into place stringent rules for M&A and also put restrictions on the equity holdings by foreign multinationals in domestic firms.

Human Resource Management: How to make the most of your performance appraisal

- According to Kris Lakshmikanth:-
- Making a case for promotions:-
- Start now- Companies set 'time windows' when managers can promote employees. If you do not talk to your employers you missed the opportunity.
- Keep a diary- Its your duty to record your successes and highlight them in the performance appraisal.
- Keep it short and sweet- Every statement should be supported by facts and should be short.
- When asking for a raise:-
- Check your worth- know your true value in the industry.
- Never give a figure first.
- Blackmailing is not a good strategy- Never blackmail your boss.
- What the company expects:-
- The right attitude- This means staying long hours whenever required.
- Your output-Work out your target.
- Your loyalty- longer stay in company.
- When you get an offer:-
- Ask for time and come back with a higher figure.

- 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.

New PF norms leave expats in lurch

- . Nearly 7,000 expatriates are caught in Battle between India & United States over contribution made by their citizens towards provident and pension funds and social Security.
- The Employees Provident Fund Organization which handles provident and pension fund for organized sector employees in India, recently tighten the norms which has resulted in protest from expats.
- The amendments are :-
- international worker would be permitted to withdraw their accumulated balance only after they turn 58.
- Though contribution and employee pension scheme which amounts to 12% of monthly pay was in 2008, withdrawals were permitted at the end of an expats employment.
- Now, withdrawals are only permitted in case of permanent and total in capacity to work in case of these suffering from cancer, leprosy , or tuberculosis.
- An exemption towards EPFO contribution has only been made in case of employees from countries with which India has signed social security agreement and the list includes three nations – Belgium, France and

Germany.

Make the most of moonlighting

- “Moonlighting” simply means working at multiple jobs or at one's own business, in addition to a primary job.
- Reason for Multiple Jobs
- Meet expenses; pay off debt
- Earn extra money
- Get new experience; build up a business
- Enjoys work of second job
- A no. of people in high- pressure jobs are turning to second jobs not necessarily for commercial reasons but more for the fun of it.
- Make sure the job does not conflict with your primary job.
- Make sure you don't spend on too many extra hours of work on 2nd job, else it will begin to impact your core job.
- Pick an unrelated field- something that does not conflict with your organisation's line of business.
- Carefully chosen second jobs not only add to your cash flows but also supplement your skills sets and go a long way in making you a +ve individual.

General : ESPN star Sport, the official broadcaster of cricket world cup tournament

- It is compulsory for it according to Government guidelines to share 110 important matches of the tournament with doordarshan.
- It is also declared by ESPN that it will pay around RS. 32 cores to Doordarshan as advertising revenue.
- ESPN charges Rs.3.5-4 lakh for the 10 second spot of advertise at its channel.

Game Theory

- ICC World Cup is a Nation Game.
- Total 49 games, India Can Play maximum 9 matches.
- The world cup is high risk, high return.
- IPL is a 20-20 format (worth 1000 crore) revolves around team & personalities.
- World cup is serious cricket, while IPL is entertainment, clubs, and star cricket.
- 2 Month long world cup then 74 matches of IPL too much could adversely affect IPL.
- Telecom sector, consumer durables and financial service provider cannot afford to lose presence in any one.
- Pepsi bet on both of them but Reebok concentrated more on World Cup.
- Espn charging 3.5 lakh per 10 second, likely to earn 750 crore in ad sales.
- Sponsorship of IPL has sold already 6 months in advance.
- ESPN has appointed Vdopia, an online and mobile video monetization company, as the exclusive sales agent of espnstar.com till world cup 2011.
- The biggest media circus will blow up 25% of budget in just 6 weeks (12% of the year).

Aviation & IT : Air India's Chief Trainer under Govt. Lens

- AI's new hires have now come under scanner of aviation authorities.

- DGCA has sought the log book of AI's chief of training Stefan Sukumar for examination.
- Aviation ministry took a serious note of AI sending Sukumar for training on boeing 787 Dreamliner abroad while he hadn't been hired to be a pilot
- This training slot should have been used by some full time pilot.
- AI had recently applied for FATA for Sukumar
- Sukumar was appointed as advisor training.
- The DGCA and aviation ministry have taken a serious view of Sukumar on a number of issues.

Defence Ministry Refuses to give land for Shillong Airport

- The defence ministry has rejected a request to part with a few acres of land for upgradation of the airport near Shillong.
- The Airport Authority of India had proposed to set up the cargo facility in the 35 acre of defence land located in front of the Umroi Airport, but the defence ministry has refused to part with the land.
- A letter had been sent by the defence minister stating the land cannot be parted as it would effect the expansion plans.
- But, state transport minister A T Mondal told the media that it would not affect the plans.
- He said "The proposed expansion of the runway does not fall on defence land. Other facilities can be adjusted on the land acquired from locals as they are willing to give their plots.

Marketing : Advertising is dead, Long live PR

- There is a place for advertising as a brand maintenance or brand affirmation tool but to build brands you need PR.
- At one time advertising did build brands but that was in a simpler world. That world, sadly, is no more.
- PR generally refers to business practices to build image of business houses, non profit organisations and even high profile people such as celebrities, politicians etc.
- Typically, what happens is that a firm wants to hit the market hard and make a lot of noise and advertising does help a firm with that but it does not make your message believable, here PR comes into role.
- PR program generally rolls over a longer period of time and a firm adopting this approach is a longer lasting too.

Parle to focus on snacks category

- Parle Products recently beat Britannia to become the country's largest biscuit maker.
- Now Parle is hoping to become the second largest snacks player with one fifth share in the market by the end of the year. Right now, the snack market is dominated by PepsiCo Frito-Lay with 60% market share with brands such as Lay's, Kurkure and Cheetos.
- Other top players in the market include ITC, Haldiram's and Balaji Wafers.
- Parle products re-launched Musst Chips and Musst Stix as Parle Wafers and Parle FullToss, respectively, in the last six months. It plans to re-launch and re-brand Monaco Smart Chips in another six months.
- Apart from snacks, Parle Products is also betting big
- on health foods segment as the next growth driver.

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| | <ul style="list-style-type: none">• After the success of Actifit Digestive Marie and Actifit Sugar free Cream Cracker biscuits, it now plans to roll out more such products under the Actifit sub-brand. |
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