



RUKMINI DEVI

Institute of Advanced Studies

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News Digest

Topic	News Digest
Date of the event	August 19, 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. The news digest aimed at :</p> <ul style="list-style-type: none"> • With the help of presentations they can exhibit their ideas either visually or verbally. • Enhancing their confidence level. Inculcating decision making skills • It helps in improvements in team working abilities of students.
Description of the Event	<p>Students were divided into groups in advance and the entire group was given themes for news digest. The following themes were assigned to them:</p> <ul style="list-style-type: none"> • MARKETING • GENERAL • AVIATION • HUMAN RESOURCE DEVELOPMENT <p>All the groups presented on their allocated themes</p> <p><u>AVIATION</u></p> <p>The news we collected was regarding the crisis going on in Air India.</p> <ol style="list-style-type: none"> 1. Employees are not getting their salaries for a few months. 2. Air India is facing crisis because of its mis-management and political interference. <p>The sources from which we collected news</p>

were The Times of India and The Economic Times.

Firstly, we gave the brief history about Air India and then to our basic news about the salary issues. It states that around 40000 employees have not received their salary. The company is facing the loss of 28 crores daily.

IMPACT OF NEWS:

ECONOMIC IMPACT:.

General public is suffering due to delay in flights and other companies are charging 40-45% more on tickets.

POLITICAL IMPACT:

The government is under the pressure to keep the company running as it is the only government airlines and does not want to completely privatize the aviation sector.

SOCIAL IMPACT:

1. The reputation of Air India created over the decades has been ruptured by the mismanagement.
2. Employees are not receiving salary and so it is becoming difficult for them to make the end meet and they are surviving on their savings only.
3. Morale in the airline is very low as most of the employees are unhappy because their salaries have been delayed by over three months

SOLUTION TO THE PROBLEM FACED BY AIR INDIA:

Rohit Nandan, 1982-batch IAS officer was appointed CMD of Air India for three years.

The last management was a highly centralized one, now the organization building would be created with second and third management teams. The new team would be working under the close watch of Nazim Zaidi.

HUMAN RESOURCE

The news is regarding the introduction of creative job titles by the companies. The sources from which the news was collected was The Hindu Business Line. Firstly the introduction of the news was given followed by the need of the creative titles.

IMPACT OF THE NEWS

Social Impact:-

- Creation of long lasting impact.
- Separate one from the crowd.
- Less turnovers.
- Employee can satisfy his other social needs

Economic Impact:-

- Contribution to the national income of the economy.
- Providing more employment opportunities by creating new job designations.
- Creating healthy competitions for the international companies.

After viewing the impact of creative job designations we can say that other companies should also practice this unique method for creating a healthy and friendly atmosphere in their company.

GENERAL

A case of Illegal Mining was detected by a Forest Officer, judicial enquiry was set up under the guidance of supreme court under the bench of Lokayukta of Karnataka justice Santosh hedge. The Karnataka Lokayukta's report on illegal mining in the state has named Chief Minister B S Yeddyurappa, among others as key accused.

IMPACT OF THE NEWS

Documents reveal that out of the 80 odd mining leases in the Bellary region, at least 45 are raising contracts.

'Mineral Raising Contract Agreement' is termed illegal in the mineral rulebook, it has become an unwritten rule in the multi-billion dollar worth Bellary iron ore mining business.

The report speaks about the manner in which politicians have connived with various officials in the state to carry out illegal mining.

Justice Hegde, however, says it is not an impossible situation. "Maybe there are no documents to show that people have entered into a raising contract. The start of such a probe may be difficult, but then we have the power to interrogate," he said. "We are aware that almost 90 per cent are raising contracts in the Bellary area and we are getting to the bottom of it. We have seized several fake permits and we have to put two and two together and join the dots. Under no circumstance will anyone get away scot-free," he added

MARKETING

Hindustan unilever limited

HUL is India's largest fast moving consumer goods company. It owns 35 major Indian brands. In 2007 HUL was rated as the most respected company in India for past 25 years by Business World

Mission

Its mission is to add vitality to life. They meet everyday needs for nutrition, hygiene and personal care with brands that people feel good, look good and feel more out of life.

Innovation

<p><u>CONCLUSION</u></p> <p><u>ANALYSIS</u></p>	<p>In their scientific innovation to meet consumer needs they will respect the concerns of the consumers and of society.</p> <p>Brands of HUL</p> <ul style="list-style-type: none"><input type="checkbox"/> Personal Wash<input type="checkbox"/> Fabric Wash<input type="checkbox"/> Household Care<input type="checkbox"/> Tea<input type="checkbox"/> Coffee <p>HUL has a diversified portfolio and they are constantly improving upon the diversification of their product lines and product mix.</p> <p>This is yet another effort in the direction of having well informed and qualified students who can make rational decisions in the future.</p>
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