



RUKMINI DEVI

Institute of Advanced Studies

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“Session on Presentations for the students of MBA Semester I”

Topic	Presentations on : <ul style="list-style-type: none"> ➤ A Flying But Mismanaged Maharaja – Air India ➤ Soul Of Marketing – Public Relation ➤ Women Manager – Success Story of Indira Nooyi ➤ Issues of Land Acquisition in Noida Extention
Date of the Event	September 2, 2011
Aim of the Event	<ul style="list-style-type: none"> • To make students aware of the current topics • To help them in enhancing their communication skills • To boost their confidence level • For the overall development of their personality
Description of the Event	<u>A Flying But Mismanaged Maharaja – Air India</u> <ul style="list-style-type: none"> • Once the mighty Maharaja of the Indian skies, Air India has been reduced to near bankruptcy by the gross mismanagement by its political masters. • Air India has been over the years used by politicians and ministers as their personal relief and coupled with a non performing top management has become a case fit for BIFR. • Everyone including its employees has milked the airline to the maximum extent possible and it is currently on life support system courtesy of the hard earned tax payer’s money. • Because of continuous

mismanagement and corruption at the highest level, the once proud Maharaja started losing its wings of progress and many a time, all its lofty plans to regenerate itself got grounded, even before the takeoff.

Reasons for huge loses:

- No Accountability
- No Transparency
- Total Mismanagement
- The Merger

Though the Maharaja is facing huge loses , it has started working towards earning its lost reputation one more time and it will spread its wings once again.

Soul Of Marketing – Public Relations

- Public relations is the actions of a corporation, store, government, individual, etc., in promoting goodwill between itself and the public, the community, employees, customers.
- Public relations are used to build rapport with employees, customers, investors, voters, or the general public.
- The main goal of a public relations department is to enhance a company's reputation. Staff that work in public relations, or as it is commonly known, PR, are skilled publicists.
- The role of a public relations department can be seen as a reputation protector.
- The business world of today is extremely competitive. Companies need to have an edge that makes them stand out from the crowd.
- PR also helps the company to achieve its full potential. They provide feedback to the company from the public.

Marketing is the process or technique of Promoting, Selling & Distributing a product

or service. And PR is the heart of all marketing activities.

Women Manager – Success Story of Indira Nooyi

Life History:

- Born on October 28, 1955 in Chennai, Tamil Nadu.
- Completed her schooling from Holy Angels School, Madras
- Graduated with a bachelor's degree in Mathematics, Physics and Chemistry from Madras Christian College in 1976.
- MBA from the IIM Kolkata 11th batch, in 1978, and a master's degree from Yale University in Public and Private Management in 1980.

Professional Career:

- She has worked with Motorola as a vice-president of Corporate Strategy and Planning in that company between 1988-90
- At Asea Brown Boveri, as senior vice-President and director of Corporate Strategy and Strategic Marketing between 1990-94.
- Johnson & Johnson and Mettur Beardsell in India

Achievements:

- CEO of PepsiCo; Ranked No.4 on Forbes magazine's.
- In 2008, Nooyi was named as one of the America's best leader by U.S news & World report.
- In 2007, she was awarded Padma Bhushan by Government of India.
- Listed among times 100 Most influential people in the world in 2007 and 2008
- Nooyi was named on Wall street Journal's list of 50 women to Watch in 2005.

- Indra Nooyi was President, Chief Financial Officer and a member of the Board of Directors of PepsiCo Inc.

Indira Nooyi's Success Story:

- Success “ isn't money, prestige, or power because net worth can never define self worth. True success is being happy with yourself, is being fulfilled. And that comes from devoting your time, your life, to doing what you love the most”.
- Aim high and put your heart into it,
- Never stop learning” regardless of one's age, and such learning should not be restricted to academic knowledge, but be supplemented with “street smarts” and being aware of matters and issues in the real world.
- And one of the most important attribute of success is to “BE YOURSELF”.

Issues of Land Acquisition in Noida

Extention:

- A bench comprising justice G.S. Singhvi and A.K. Ganguly said, “GNIDA allotted the land to builders in complete violation for which the land was acquired.
- The bench said even before the Govt. approved the use of land from industrial to residential purposes, the authority allotted the land to some builders.
- The court said the Greater Noida authorities had exercised colored power in acquiring Noida Extension.

Economic Impacts:

- Housing demand falls by 20% in Noida Extension.
- The higher compensation would bring would bring an additional burden on the authorities to the tune of Rs. 295 CR.

Social Impacts:

- 1600 farmers are suffering as compensation given to them was comparatively very less.
- Home buyers are at the mercy of the developer.
- People are duped for their hard earned money.

The land acquisition process would now become tougher and costly process at the expenses of development and land-less service middle class. The future trend would be that builders will have to buy their land directly from villagers at the market price.