

Module-I Chapter -1

INTERVIEW

Interviews put into practice the view of communication as a two-way process. It is a meeting of two persons which enables them to know more about each other through dialogue and personal interaction. This interaction is particularly useful when it comes to selecting applicants for jobs, scholarships, admission to courses etc. However, while a selection interview is the first thing that strikes us when we think of an interview there are other types such as Job/Selection Interview, assessment/ Appraisal, reprimand, grievance interview, Stress interview, Exit interview etc which are routinely conducted in organizations.

We have to face the interviews at all times in our career right from inception till we exit from an organization. For organizations too interviews are an important means of feedback establishing rapport and generating goodwill and understanding. It is only through dialogue and negotiation do we get to know one another and interviews assist in bringing the demand supply gap.

- Interviews are defined as follows:

According to Murphy and Peck:

“An interview is a conversation with a purpose. It aims at getting truthful response from the candidate”. It is a formal interaction between two parties (individual or group) held to accomplish specific goals by asking and answering specific questions. They are example of direct and personalized communication.

* Interviews are broadly categorized as directional and non-directional interviews.

1. Directional interviews:

Here the objective of the interview is known to the interviewer as well as the interviewee. In other words, both are aware of the purpose of the interview and what the outcome might be. Such interviews are official and formal in nature. Selection interviews, reprimand and assessment or appraisal interviews are few example of directional interviews

2. Non-directional interviews:

Here the objective of the interview and desired outcome is not clearly defined. The aim is to improve human relations and build a spirit of co-operation and goodwill. Grievance and interviews are example of non-directional interview.

I. Job/Selection Interview:

These interviews are held to select the most suitable candidate for a job. A candidate's application and resume supplies most of the information a prospective employer is looking for. Selection/Employment interviews basic aim is to select the best candidate for the job. Selection interviews may be one-one or panel interviews. Though formal they should be conducted in a friendly atmosphere to put candidate at ease.

II. Induction or introduction interview:

These interviews are conducted to introduce the new comers to the job, colleagues and new work environment. For newly appointed members to give instruction, about policies, rules and regulations as well as to introduce, the employee to his immediate Boss, co-workers, assistants' etc Induction /introduction interview are conducted.

III. Assessment /Appraisal interviews:

Once a candidate is selected, the employers conduct regular interviews to review and assess the performance of the candidate. Such interviews are effective means of improving job performance improving employee-employer relationship and enhancing the productivity of the company. A well conducted appraisal interview contributes to employee satisfaction and in turn, the well being of the organization

IV. Grievance interview:

Working with other humans is bound to cause friction. Complaints are bound to arise against fellow workers. The grievance interviews are conducted to get an insight into and seek clarifications regarding problems faced by employees. The basic objective of these interviews is to create harmony and integrate the individual's goals with the organisation's objectives. In a grievance interview the interviewer must be a good listener and allow the interviewee to speak freely. He must be tactful and inspire trust and confidence.

V. Reprimand interview:

The primary objective in such an interview should be to attempt to understand the causes of the employee's poor performance. The interviewer should tactfully probe any reasons that are causing the employee to perform poorly. The ultimate purpose of such an interview should be to get the employee backing top working condition. Care should be taken that the employee doesn't feel demoralized or humiliated. If necessary professional counseling should be arranged for the employee.

VI. Stress interview:

Top management positions require candidates who can handle and work under immense pressure. The candidate has to be mentally and emotionally strong. Such positions require psychological testing by a qualified and expert psychologist. This kind of interview is also used for recruiting personal for high pressure jobs such as pilots, flight attendants, P.R. personnel who need to interact with the public.

VII. Exit interview:

As the name suggests, it is held when an employee would have no reservations in speaking out freely and frankly. Its primary objective is to generate goodwill between employer and employee as well as to collect feedback and to survey employee's attitudes towards the company. These are conducted when the person resigns or leaves the organization.

Role of the Interviewee in interview

1. The interviewee should be dressed formally, and not casually. Have a pleasing appearance as the candidate's personality is a significant part of the communication.
2. Always carry an extra CV, a notepad to write on, a pen, and all essential things required in an interview.
3. Practice, practice and practice in advance. Prepare and rehearse for the unexpected also.
4. Research a lot about the organization for which you are being interviewed.
5. As soon as the interview gets over, pen down the name of the interviewer, your strengths and weaknesses, answers to questions raised by you during the interview and the feedback of the interviewer.
6. Be punctual. Try reaching before time for the job interview.
7. Do not indulge in a fight or argument with the interviewer.
8. Answer the questions specifically, truly and undoubtedly.
9. Be courteous and sophisticated during an interview.
10. Just "be yourself". Do not boast about yourself. The interviewer is smart enough to judge the candidate's intelligence and aptness for the job.
11. Do not make negative statements or comments about your past employer.
12. Your body language should be positive during the interview, i.e., maintain an eye-to-eye contact with the interviewer, sit in well balanced and confident posture, do not lean on the table, do not yawn, smile when appropriate, etc.

Role of the Interviewer in interview

1. The interviewer should be an active listener. He should not interrupt unnecessarily.
2. The interviewer should be considerate enough. Even if the interviewer does not agree with the interviewee, he must respect the latter's feelings.
3. The interviewer should be friendly and understanding. He should begin the interview in a friendly manner, some friendly conversation and then show concern in family background, hobbies, etc. This will make the interviewee more relaxed and comfortable.
4. The interviewer should restrain to the time allotted. He shouldn't indulge in arguments unnecessarily. He should try to be precise.
5. The interviewer must be thoroughly prepared for the questions that are likely to be asked. He should be a good planner.

6. The interviewer must focus attention on the interviewee. He should use positive gestures when conducting the interview.
7. Encourage/invite questions from the interviewee. Ensure that the interviewee clarifies the question he has. When selected a candidate should not feel he was not told about a certain aspect of the job.
8. Avoid distraction in the interview area. Ensure that there is no or minimal distraction where the interview is being conducted. A phone ringing all the time in the background can distract the interviewer and interviewee.

The overall procedure of conducting of the interview may be condensed into a single word WASP which means:

W-stands for welcoming the candidate

A- Stands for Acquiring information of the candidate

S- Stands for supplying information to the candidate

P-stands for cordial parting.

W.A.S.P. Interviewing

WASP is a popular model to structure a recruitment interview. We've converted the W.A.S.P. stages into a series of behavioural competencies. It can be used to self-assess when interviewing or use as a checklist to observe other recruiters' interviews as part of their coaching plan.

Welcome

- Settles candidate in (e.g. refreshments; permission to remove jacket)
- Generates small talk (e.g. Introductions; "How was journey?"; "Did you find us okay?"; "What's your first impressions of us?")
- Explains interview structure/ duration
- Mentions own note taking (so will be giving less eye contact to candidate)
- Encourages candidate questions and explains at what stage they can ask

Ask(Acquiring Information)

- Refers to points from application form/c.v. (areas requiring expansion; anomalies and clarifications)
- Uses competency based questioning where appropriate
- Avoids potential discriminatory questions unless necessary and provides clear reasoning for question
- Explores candidate's motivation for job/ organisation
- Demonstrates active listening (e.g. eye contact; listening noises)
- Explores other information (e.g. desired salary, any hols booked, notice period)
- Demonstrates positive body language

Supply Information

- Describes vacant role enthusiastically
- Supplies positive, inspirational information about company and benefits to employee
- Asks for candidate questions
- Answers questions positively

Parting

- Confirms candidate's interest in position
- Explores candidate's other job applications to test out 'competition' (e.g. "How are your other job applications going?")
- Informs of next stage with timescales
- Checks for any further candidate questions
- Thanks for attending

Module-I Chapter -2

Chapter: Group communication.

Introduction:

As business turnover grows, organizations employ larger number of people. These employees need to work as a team for co-ordinated activities. Thus Meetings, Committee, Conferences and Group Discussion are organized for effective communication through various channels of communication within the organization. Meeting is an essential element for the effective communication

The most important tool of communication named Meeting.

Definition of Meeting: There are various definitions of meetings as follows;

- A meeting is a tool used as a vehicle of communication for management activities.
- A meeting is a get together of a number of persons at a certain time and place for a group activity called discussion.
- A meeting is a democratic method of discussing and arriving at decisions.
- A team activity where select people gather to perform work that requires group effort.

It can be defined as gathering with a specific purpose. It is a formal communication. The chairperson and the participants are the two important components of a meeting. The modern business world depends on various types of meetings. Meetings are held at different levels of the line of authority. A meeting can be as serious as meeting of the board of directors or it can also be as light as a lot of expenses and time, but it is worthwhile in the long run.

- **Meetings are** broadly categorized in two as

a) **The formal** Meeting: (Official – conventional).

b) **The informal** Meetings:

The informal meetings are without regular agenda and the formal or official meetings are with fixed agenda and purpose.

There are many other meetings such as Political meetings, Educational meetings, Religious meetings, or meetings to organise Social, Musical, Cultural or Sports events.

As we know that the formal meetings are conducted with a fixed agenda and these meetings serve the following purposes.

- i. To discuss and argue.
- ii. To collect the required information from the experience people;
- iii. To get advice ;
- iv. To arrive at a decision either by majority or by consensus;
- v. To find a solution to the given problem and
- vi. To get response.

- Purpose and Advantages of Meeting:

We conduct meetings for democratic discussions and decisions and decisions taken at the meetings have wider acceptability. Meetings encourage group communication. More heads are brought together. Hence, there is better exchange of ideas, experience and suggestions. Meetings help the participants to learn from the experience of one another. Meetings are a great source of education and training for the participants. Meetings facilitate effective communication.

- Disadvantages:

Most of the time for meetings time and money are wasted if the positive doesn't come out on some occasions, discussions are just prolonged, and decisions are delayed. Weak members cannot take fruitful decisions. If the chairman is weak the meeting cannot arrive at any fruitful decisions.

- Preparation and conduct of a meeting

Every meeting if it is a board meeting or a managing committee meeting or a staff meeting must be a valid meeting. There are some essentials of a valid meeting.

The first step in conveying a meeting is sending NOTICE to all the members.

- Notice is a written intimation of the date, time, place and the purpose of meeting sent to the members participating.
- The list of the topics to be discussed at the meeting is known as Agenda.
- The proceeding recorded of the meeting is known as Minutes.
- A proper NOTICE with a fixed AGENDA should be sent to the concerned members/ participants entitled to attend it well in time, according to rules regulations/ statutes.
- It must be properly constituted. There should be a competent chairman and adequate quorum.
- It must be lawfully conducted.
- Finally its proceedings must be accurately recorded.

Thus the above discussion clearly focuses the importance of meetings for smooth group communication in business organization.

Resolution is the formal expression of opinion by a group at a meeting.

Role of the Chairperson:-

The chairperson and the secretary have to decide the topic, date, venue and the participants to be called for meeting. The new members may be introduced by the Chairperson. The purpose of the meeting and responsibilities will be made clear. Meeting must begin on time, chairperson has to ensure that each item/topic on the agenda is discussed by members. He should ensure that the meeting goes according to the agenda. He has to diplomatically restrict dominating participants and encourage quieter ones to be part of the discussion. Chairperson has to be aware of interests or monitor the discussion. At the end of the meeting the chairperson has to summarize what the group has achieved.

Role of the Participant:-

A prepared participant is always an asset for the meeting. He has to put across his views firmly yet politely. Active participation involves not only presenting each one's views but also patiently listening to what others have to say. Interpreting a speaker is a bad behavior. During meeting the participants must respect the chairperson and follow the guide lines set by the organization. Meeting provides a platform for good interaction among participants. It is also educative as each member realizes his potentials, his responsibilities and conducts himself properly to accomplish the goals of the meeting.

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Module-I Chapter -3

COMMITTEES AND CONFERENCES

A **committee** (or "commission") is a body of one or more persons that is subordinate to a deliberative assembly. Usually, the assembly sends matters into a committee as a way to explore them more fully than would be possible if the assembly itself were considering them. Committees may have different functions and the type of work that each committee does would depend on the type of organization and its needs. The word, from commit + ee, or else a revival of AngloFrench *commite*, pastparticiple of *commettre* "to commit," from Latin *committere* "to unite,connect" Originally "person to whom something is committed"

Definitions of Committees as follows:

'a group of people appointed for a specific function by a larger group and typically consisting of members of that group.' (Oxford Dictionary)

'a person or group of persons elected or appointed to perform some service or function, as to investigate, report on, or act upon a particular matter.'(Cambridge Dictionary)

Individual or a group, appointed by an agency, authority, or larger assembly, to whom a matter is referred, or is committed for attention, investigation, analysis, or resolution. A committee has no power per se, except the power(s) assigned to it by its appointer.

(Business dictionary.)

Importance of Committees

Committees are the operating system of an association. Committees involve members in the development and delivery of services, represent member opinion in decision-making, and help serve member needs through interaction. They also offer the opportunity for group problem-solving and can be a forum for presenting multiple points of view. Committees are also the training ground for future leadership and an arena where emerging leaders can test and refine their skills and abilities. For these reasons, committee effectiveness is critical to chapter operations.

Types of committees in business organizations

Standing or Executive committee – as the name suggests, this type of committee is made up of people occupying top positions in an organization who have the powers to administer the day to day affairs of the organization. Executive committees are mainly made up of senior management personnel, and just like any other committee in a business organization, the executive committee is given the mandate to perform special assignments or tasks.

Ad-Hoc committee –

what is an ad-hoc committee? The word ad-hoc is derived from the Latin language, which means '**for a specific purpose**'. An ad hoc committee is therefore a committee that is set up for the main purpose of performing a specific task or dealing with a specific situation. Having completed the specific task and submitted its report, the ad hoc committee is then dissolved. Majority of committees in business organizations and other places are ad hoc types.

For example, an ad hoc committee could be formed by the management of an organization to investigate into the causes of a particular problem bedeviling the organization. After the completion of the task and submitting a report, the ad hoc committee is dissolved

An advisory committee

An advisory committee is a collection of individuals who bring unique knowledge and skills which augment the knowledge and skills of the formal board of directors in order to more effectively guide the organization. The advisory committee does not have formal authority to govern the

organization, that is, the advisory committee cannot issue directives which must be followed. Rather, the advisory committee serves to make recommendations and/or provide key information and materials to the board of directors. The advisory committee plays an important public relations role as well as providing program staff with a fresh perspective on programmatic issues. A properly composed and structured advisory committee can be a tremendous complement to the effectiveness of the board of directors as it works to carry out a specific initiative.

Staff and line committee

Staff and line are names given to different types of functions in organizations. A "**line** function" is one that directly advances an organization in its core work. ... A "**staff** function" supports the organization with specialized advisory and support functions

Advantages of committee form of organisation offers following advantages:

- (1) It is an excellent medium of discussion and education and of communication between management and workers.
- (2) It is extremely useful in coordinating plans as well as in facilitating their execution.
- (3) Setting organisational objectives, and developing and finalising plans and policies require pooling of information, abilities and expertise, as well as integration of conflicting interests and viewpoints. It is not one man's job, and is best performed by committees.
- (4) Sometimes problems are so complex or of inter-departmental nature that they are best solved by committees composed of concerned executives.
- (5) It is able to serve as a mechanism of participative decision making. By participating in discussions or decision, a member feels motivated in accepting a situation or implementing a decision. ,
- (6) Committee form of decision making is, of course, a democratic process. It reduces the tyranny of executive authority and provides for participative decision-making.
- (7) It is extremely useful in coordinating plans as well as in facilitating their execution.

Disadvantages of committees

The disadvantages of the committee organisation are as follows:

- (1) It is an expensive device both in terms of time and cost.
- (2) Nobody is accountable for committee decisions. A committee decision is nobody's decision just because it is everybody's decision.
- (3) Often committees result into more conflict than problem solving.
- (4) The decisions taken in committee organisation are the result of compromise and hence they are generally slow in forthcoming and weak.

SKYPE:-

Skype – in short, a software application that allows users to make voice, video calls and chat over the Internet. Skype is a software application founded in 2003 that allows its users to make voice, video calls and chat over the Internet. While calls to other users within the Skype service are free, other services like calls to landline telephones and mobile phones are made for a fee. As of 2010, Skype reported 663 million registered users. As more and more peer to peer networking services emerge using social media, it is no surprise that Skype's peer to peer system model has been such a success.

Relationship-building. We all know the importance of face to face interaction in the business world. It helps create and nurture lasting relationships between clients and employees alike. Whether you have a home office, small business or growing enterprise, relationship-building is

vital when it comes to client acquisition and retention, which in turn leads to increased sales and profits.

Save on costs. Calls to other users within the Skype services are free, and so are one-to-one video calls, instant messaging and screen sharing. Skype also offers great low rates with services like pay as you go, subscriptions and premium memberships.

Increase productivity. In a survey of 250 companies using the service, 80% said using it increased employee productivity. Services such as screen sharing, file transfers, video conference calling, call forwarding, customer service tools and more can allow your business to stay connected – internally and externally – from the ease of its computer network.

WEBINAR

The term Webinar is a *portmanteau*- a word made from two other words or parts of words-of “web” and “Seminar”. A **webinar** is a live meeting that takes place over the web. The meeting can be a presentation, discussion, demonstration, or instructional session. Participants can view documents and applications via their computers, while shared audio allows for presentation and discussion.

CONFERENCE:-

The most general term to indicate a meeting for discussion - most commonly adopted by associations and organizations for their regular meetings. It is usually associated with the most traditional type of presentation, that is, papers followed by questions. The word conference is derived from the Latin ‘confer’ which means to consult together. It may be defined as” a meeting for consultation, discussion or an exchange of opinions or views. In conference individuals are invited to look at a particular matter in greater detail and communicate their view points and spread information among people belonging to a particular field.

Conferences are organized for raising public awareness as well as within the organization to study a particular problem or to update the knowledge of the employees regarding the latest development in the organization. In conference a given problem or subject is analyzed from all aspects /angles in order to arrive at the best possible solution or option. A conference could be organized for in house personnel or it could be for an external audience. It could be organised locally or at the state, National or International level.

Organising a conference requires extensive planning and efforts. Generally it is the task of the Public Relations Department to organize such an event. Preparation for conference begins with deciding topic/subject followed by scope of the subject and a list of invitees and guest speakers is drawn up. Budget of the conference is worked out. Many times, sponsors are contacted to raise the necessary funds for the conference. The date ,time and venue of the conference are planned .A formal invitation outline is prepared and research papers or extracts of papers from participants on the given topic are invited.PRD has to handle all the publicity i.e. the formal intimation of the event to news papers and news channels in order to organize press coverage of the conference.

A well organised conference gives a sense of satisfaction to the host as well as to the guests, participants and delegates. In a conference given problem is looked at comprehensively .It creates understanding of the problem .Solutions are worked, interaction among the

delegates helps in the broadening of understanding. Professional interaction helps in the strengthening of bonds, creation of network and fraternity feelings. Organising a conference is a major Public Relation exercise. It builds the image of the organization and earns the goodwill of the public. It also accords leadership position to the organisations that host conferences regular basis.

Two or more persons conferring with the help of telephones at an appointed date and time is known as teleconferencing. Teleconferencing with the help of internet is another way of conducting conferences or meetings. Yahoo and Skype are some of the popular networks that offer teleconferencing facilities. All participants can participate from their own geographical locations is an asset of this mode of communication.

Fibre Optic Network a connection in conjunction with the settlement makes it possible for persons to use web cams and confer with one another at appointed day and time. Since people can see each other this becomes a live, face to face communication. This mode of communication is used by business organizations that have a global presence.

Thus the above discussion explains the importance of conference for creating a good image of the organization.

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Module-I Chapter -4

PUBLIC RELATION

Public Relation (PR) is a management function that creates, develops & carries out policies & programmes to influence public opinion & public relation about an idea, a product of an organization. The field of public relation has become an important part of economic, social pattern of life in many nations.

The Institute of Public Relation has defined PR as “**the deliberate, planned & sustained effort to establish & maintain mutual understanding between organization & its public**” The definition emphasizes the need for PR programmes to be deliberate, planned & sustained. Public relation is therefore not a department, not a person, not a publicity campaign, although it may include any or all of these. It is a state of mind, a philosophy of management & an attitude towards anyone who comes in contact with the enterprise. Some organizations have special department for public relation other appoint public relation officer (PRO) & attach them to different sections of the organization.

Scot M. Cutlip has defined Public relations as “**The management function that identifies, establishes and maintains mutually beneficial relationship between an organization and its publics on whom its success or failure depends**’.

It is very essential in the modern world because it is a direct result of the need to communicate in business. Today the world of communication in huge, complex, swiftly moving & depersonalized.

A successful public relation practitioner is a specialist in communication skills and persuasion. Public Relation involves various functions, including the following -:

- 1) Programming means analyzing problems & opportunities, defining goals, determining to be reached, recommending & planning activities like Press functions, seminars, conferences etc.
- 2) Writing & editing materials such as press releases, speeches, stock holders reports, product information & in house journals
- 3) Placing information in the most advantageous way.
- 4) Providing research & evaluation using interviews, reference materials & various survey techniques.
- 5) Managing resources by planning, budgeting & recruiting & training staff to attain these objectives.

Public relations are broadly classified internal public relation & external public relation

Internal Public Relation

Internal public relations concern itself with the problems of establishing two way of communication within the organization. It is a formidable task in a large organization, especially in India where is natural flow of communication seems to be downward & never upwards. To achieve this personnel must select, use of channels, media of

communication that encourage the employees to respond, react, participate & contribute to management decisions & policies. It would boost the moral of the workers & establish healthy management workers relationships.

Some of ways the PR practitioner can adopt to build a positive environment within the company are as follows:

1) Suggestion schemes: -

This is a scheme where in attempts are made to overcome the status barriers & barriers that flow over of swamp, overwhelm engulf face to face communication. The basic objective of suggestion schemes is to ensure some vertical communication in an enterprise. It promotes good communication and provides a platform to the workers to express their field problem as well as potential talents to the notice of the management. It encourages a chance for increment & promotion. Useful ideas given by employees are selected & adequate incentives & awards are given to the winner. It gives employees a sense of belongingness and motivates them to work as a team.

2) Advice and counseling: -

One of the major activities of PR personnel is to help the workers who seek appropriate advice and counsel on official matters. The PR can help them to gain access to the concerned manager are skilled people like Lawyer, Accountant etc. If the workers require advice on personal matters then PR has to play a more crucial & sympathetic role as an adviser. A problematic employee is one who suffers from all adjustments, tensions, economic or emotional problem or disorders resulting from physical ailment, alcoholism etc specialists in psychiatry or psychology & medicine must be providing highly skilled advice & therapy for such workers.

3) Publications

The print medium is the first, easiest & simplest tool. It can be used in variety of ways. Bulletins are used to give the employees the news about latest development. In house Journals, magazines or periodical, booklets are also popular means. These usually contain the messages from the management and editorials focusing on latest events or products in addition to make them more interactive and participative. They may include articles by employees, news about such a marriages and deaths.

EXTERNAL PUBLIC RELATIONS

An organization's external public can be segmented for the purpose of specific PR activity. External public relations deal with customers, financiers, the general public, various societies and associations like Environmentalists, consumer guidance societies, which are concerned with the protection of society from malpractice and unhealthy activities of unscrupulous business houses.

1) Open House exhibition -:

Open house is a wonderful device for image building with the employees. They should make public opinion as well planned programmes taking into consideration the important target audience and their psychology. They should use mass media, radio, press etc. They should organize informative programmes, interviews, quiz contests on radio, television, publicize articles giving facts & they should have suggestions for improvement.

They should also invite students, teachers, social workers and mass media men to visit factory, show room etc & should develop personal touch by inviting in the most hospitable manner. They should make their organization participate in all national/international fairs & exhibition.

Thus PR dept should mould its character & project its positive image. It should earn public recognition & respect. It should earn public production & cost reduction. It should boost national economy.

2 Exhibitions and Trade Fairs:-The Public Relations Officer should plan the exhibition at a time that is convenient in respect to other production and sales programme .One must consider and select an adequate space for displaying all the services and articles .Above all, one must give careful consideration to the cost and expenditure of the entire affair.

3) Conferences ,seminars and visits:If a company can afford it must host a conference, seminar, convention of National or international level. International conferences offer an excellent opportunity for wide interchange of ideas and opinions, skills and training. A conference, if it is large and well attended, will make a considerable impact on the public mind and leave a favorable impression of the company on it. Conferences not only provide exchange of information but also offer an opportunity for people to meet and know each other.Visits to the other organizations could help to create links and promote business. Hence visits are also an essential parts of image building.

4) PRESS RELEASE

5) The Small Business Encyclopedia defines press releases as "brief, printed statements that outline the major facts of a news story in journalistic style" . A press release is a short, compelling news story written by a public relations professional and sent to targeted members of the media. The goal of a press release is to pique the interest of a journalist or publication. The press release should contain all the essential information (who? what? where? when? how? and most importantly why?) for the journalist to easily produce his own story.

CRISIS MANAGEMNET:-Crisis management is the identification of threats to an organization and its [stakeholders](#), and the methods used by the organization to deal with these threats. Due to the unpredictability of global events, organizations must be able to cope with the potential for drastic changes to the way they conduct business. Crisis management often requires decisions to be made within a short time frame, and often after an event has already taken place. In order to reduce uncertainty in the event of a crisis, organizations often create a crisis management plan.

Need for Crisis Management

- Crisis Management prepares the individuals to face unexpected developments and adverse conditions in the organization with courage and determination.
- Employees adjust well to the sudden changes in the organization.
- Employees can understand and analyze the causes of crisis and cope with it in the best possible way.
- Crisis Management helps the managers to devise strategies to come out of uncertain conditions and also decide on the future course of action.
- Crisis Management helps the managers to feel the early signs of crisis, warn the employees against the aftermaths and take necessary precautions for the same.

Essential Features of Crisis Management

- Crisis Management includes activities and processes which help the managers as well as employees to analyze and understand events which might lead to crisis and uncertainty in the organization.
- Crisis Management enables the managers and employees to respond effectively to changes in the organization culture.
- It consists of effective coordination amongst the departments to overcome emergency situations.
- Employees at the time of crisis must communicate effectively with each other and try their level best to overcome tough times. Points to keep in mind during crisis
- Don't panic or spread rumours around. Be patient.
- At the time of crisis the management should be in regular touch with the employees, external clients, stake holders as well as media.
- Avoid being too rigid. One should adapt well to changes and new situations.

RTI LETTER

Government of Maharashtra.
MUMBAI CENTRAL VYAPARI SANGH
Station Road, MUMBAI CENTRAL (w)
Mumbai-400034

10th February, 2017

The Public Relation Officer
Home Department
Government of Maharashtra.
Mantralaya, Mumbai.

Dear Sir,

Sub: - Request for Information under R.T.I. Act 2005

REF:- Nuisance of Hawkers all around Mumbai Central Station.

In Spite of the order from the hon'ble High Court, Mumbai and the Hon'ble Supreme Court in the matter of hawkers, it is found that the officers of the Mumbai Central Police Station (Which is under your jurisdiction) are playing Hide and Seek and they are hand - in-glove with the leaders and the hawkers. The general public is put to a great inconvenience day in and out. The Vyaparies of the station area are always under threat. There is no place left for the movement of vehicles. It is the glaring example of "inefficiency" of the concerned department.

I request you to inform me as to what steps have been taken by your department in and the Mumbai Central Police Station to honour the verdict of the honourable courts. Who is responsible for this open violation? What action has been taken by you? OR What action you propose to take?

This information is requiring in the interest of COMMON MAN (AAM AADMI). I hope you will provide me with this information within the prescribed time limit. Necessary court fee Stamp is affixed.

Yours faithfully

Mr. Vinod Shetty,
President,
Mumbai Central Vyapari Sangh

- Nuisance-person, thing or circumstances causing trouble or annoyance.
Jurisdiction- administration of justice

RTI LETTER

Rajesh Pawar
C/123, Sundernagar
Goregaon(E)
Mumbai-400065

February 10 2017

The Public Information Officer
Reliance Mutual Funds,
Reliance Investors Services Ltd.
Sector 19, Navi Mumbai.

Dear Sir:

Sub: Request for Information under RTI ACT2005.

Ref: A.R.S. Bonds 2005(April 1 2004)

I am Bond Holder .My ID No-123456789

Bond Certificate No is -102030

Folio No-98765432198765 No of units-45000

You are aware that A.R.S. Bonds 2004 were to be redeemed so far and why I have not been paid the amount of Rs.450000 plus interest? Who is responsible for this delay? Why have the bondholders not been informed so far?

I request you to provide all the necessary information to me under the RTI Act2005.As soon as possible

Yours faithfully

Rajesh Pawar

P.S. The necessary court fee stamp is affixed alongside

REDRESSAL LETTER

Raj Pawar,
5/308, Heena Garden,
M.G.Road,
Kandivili (West),
Mumbai – 400 067,
5th February 2010.

To
The President (Suburban Limits),
Consumer Disputes Redressal Forum,
Sudarshan Buildings,
Gokhale Road, Dadar,
Mumbai – 400 028.

Subject -: Car purchased from M/s Tata Motors.

Sir,

I had purchased a 'Tata Indica' car on 29th December, 2009 from Ramjilal Motors, Kandivili (w), a Tata Motors Dealer. I had paid the amount of Rs. 4,55,790 in installments by cheque drawn on Maharashtra Bank.

However the entire purpose of purchasing a new car has been defeated because upon receiving the car. I found 23 defects in the vehicle. Among the major ones were starting problems, oil leakage, vibrations, emergency breaks and a defective locking system.

I approached the dealer but despite repairs the problems persisted. I requested him to replace the car and refund the amount, neither of which he has done till date. Phone calls and correspondence with Ramjilal Motors were also not – productive.

So I request you to look into the matter and ensure that I be refunded the amount of Rs 4,55,790 along harassment to myself and my family

All relevant documents receipts and correspondence with the company are enclosed

Yours faithfully

Raj Pawar

Encl – As above

REDRESSAL LETTER

Rajani Desai,
6, Vaishali Nagar,
Ghatkopar (W),
Mumbai – 400 079,
25th February, 2017

To
President
The Maharashtra State Consumer Disputes Commission,
Old Administrative Staff College Room No – 102,
Waudby Road, Mumbai – 400 001.

Subject -: Complaint against Mahindra Builders.

Sir,

In May 2008, I had booked a residential flat comprising of 550 sq feet at Oriental Towers, 26, Madhuban, Ghatkopar (W), which is being developed by Mahindra Builders, Ashok Nagar, Ghatkopar (W).

As per the agreement with the builder, We paid the entire amount which was Rs 8,80,000 (at the rate of 1600 per sq ft) in two installments first in may 2008 & second in November 2009. The builder had promised to give possession of the flat by December 2009 but has failed to do so. As response to our repeated reminders he has finally agreed to give a flat on the ground floor rather than the second floor, as per our original agreement. However I have refused this offer.

I then asked for a refund of my full amount along with interest while my registered letters dated 10th January 2010, 17th January & 1st February 2010. I have neither received an acknowledgment for there letters not a refund of the amount.

So, I request you to examine this matter help me in getting the following -:

- 1) The entire amount along with interest which amounts to Rs 10, 30,000
- 2) Damages to the tune of Rs 8000/- for the physical agony I went through during the last 8 months

I enclose the photocopies of the original sale deed the receipt of the two installments the letters written to the builder & the site plan of the flat given to us by builder.

I look forward to hearing from you of a speedy Redressal of my complaints,

Your faith fully

Rajani Desai

- Encl 1) Copy of the sale deed.
2) Installment receipts.
3) Correspondence with builder
4) Site plan

Complaint/ Claims/Adjustment letter

STAR HOME APPLIANCES,
287/b WING,Sai Apartment,
Kandivali(E) Mumbai-400056
Tel: 022-66677889

20th Jan,2017

The Proprietor,
Kitchen King Services,
Kurla(w) Mumbai-400069

Sub:- Substandard quality of Kitchenware

Sir,

We have been regular buyer of Kitchenware from you the past eleven years, but during the past two months, we have received many complaints about the quality of the stainless steel utensils. Most customers have complained that these steel utensils rust in no time. To be precise, we have had to replace six such orders in order to satisfy our customers. This is a matter of serious concerns to us, as this may affect our image adversely. If the word spreads, it will immediately result in loss of business.

We are sending back the utensils exchanged. We expect you to replace these within 15 days. We also request you to take necessary steps and ensure that the next lot sent us is of standard quality.

Yours Sincerely
Manager,

STAR HOME APPLIANCES