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AN ORGANIZATIONAL STUDY ABOUT AD INN ADVERTISING SERVICES PRIVATE LTD, MADURAI

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ABSTRACT

Organization is the foundation upon which the whole structure of management is built. Organization is related with developing a frame work where the total work is divided into manageable components in order to facilitate the achievement of objectives or goals. Thus, organization is the structure or mechanism (machinery) that enables living things to work together. In a static sense, an organization is a structure or machinery manned by group of individuals who are working together towards a common goal. Alike ‘Management’, the term ‘Organization’ has also been used in a number of ways. Broadly speaking, the term ‘organization’ is used in four different senses: as a process, as a structure of relationship, as a group of persons and as a system.

Keywords: *Organisation, Marketing Research, Team work, Division of Labour*

INTRODUCTION

According to **Louis A. Allen**, “Organization is the process of identifying and grouping the work to be performed, defining and delegating responsibility and authority, and establishing relationship for the purpose of enabling people to work most effectively together in accomplishing objectives.”

According to **Mooney and Railey**, “Organization is the form of every human association for the attainment of a common purpose.”

FORMAL ORGANIZATION AND INFORMAL ORGANIZATION**Formal Organizations**

An organization that is established as a means for achieving defined objectives has been referred to as a formal organization. Its design specifies how goals are subdivided and reflected in subdivisions of the

organization. Divisions, departments, sections, positions, jobs, and tasks make up this work structure. Thus, the formal organization is expected to behave impersonally in regard to relationships with clients or with its members. According to Weber's definition, entry and subsequent advancement is by merit or seniority. Each employee receives a salary and enjoys a degree of tenure that safeguards him from the arbitrary influence of superiors or of powerful clients. The higher his position in the hierarchy, the greater his presumed expertise in adjudicating problems that may arise in the course of the work carried out at lower levels of the organization. It is this bureaucratic structure that forms the basis for the appointment of heads or chiefs of administrative subdivisions in the organization and endows them with the authority attached to their position.

Informal Organizations

In contrast to the appointed head or chief of an administrative unit, a leader emerges within the context of the informal organization that underlies the formal structure. The informal organization expresses the personal objectives and goals of the individual membership. Their objectives and goals may or may not coincide with those of the formal organization. The informal organization represents an extension of the social structures that generally characterize human life – the spontaneous emergence of groups and organizations as ends in themselves.

In prehistoric times, man was preoccupied with his personal security, maintenance, protection, and survival. Now man spends a major portion of his waking hours working for organizations. His need to identify with a community that provides security, protection, maintenance, and a feeling of belonging continues unchanged from prehistoric times. This need is met by the informal organization and its emergent, or unofficial, leaders.

Leaders emerge from within the structure of the informal organization. Their personal qualities, the demands of the situation, or a combination of these and other factors attract followers who accept their leadership within one or several overlay structures. Instead of the authority of position held by an appointed head or chief, the emergent leader wields influence or power.

Influence is the ability of a person to gain cooperation from others by means of persuasion or control over rewards. Power is a stronger form of influence because it reflects a person's ability to enforce action through the control of a means of punishment.

ORGANIZATIONAL STUDY- DEFINED

Organizational study is "the examination of how individuals construct organizational structures, processes, and practices and how these, in turn, shape social relations and create institutions that ultimately influence people", organizational studies comprise different areas that deal with the different aspects of the organizations, many of the approaches are functionalist but critical research also provide alternative frame for understanding in the field.

OBJECTIVES OF THE STUDY

- To study about the Organizational Structure of Ad Inn Advertising Services Pvt Ltd
- To study in detail about the various Departments , its Functions and its Process with special reference to Ad Inn Advertising Services Pvt Ltd
- To gain practical Knowledge about the various Management Concepts.
- To arrive at various learning's and suggestions from the study undertaken

COMPANY PROFILE – AD INN ADVERTISING SERVICES PRIVATE LIMITED, MADURAI

Adinn Advertising Services is an Innovation-Driven, Full-Service Marketing Communication company based in Tamil Nadu having major presence in both urban and rural markets of South India. Apart from providing a gamut of communication strategies, collaterals and professional support for brand promotion, Adinn specializes in execution of outsourced marketing plans. With a 200-odd workforce consisting of specialists, Adinn has the capacity to offer quick client support and deliver superior value across a wide range of media verticals including Road show, Outdoor, Signage, Event, Human Billboard, Newspaper, FM Radio and Television.

Fully-owned 100 road show vehicles and the 400 prime outdoor sites present an impressive array of choices for clients to derive maximum mileage from their promotional campaigns. While Adinn's Creative Design Studio delights clients with projects from conception to completion, its in-house high quality Flex and Offset printing services provide huge advantage for deadline-conscious clients.

As a 14-year old company renowned for quality Adinn provides cost-effective communication strategies and solutions for all advertising needs.

Specimen of the Services provided by Ad-inn Advertising Services, Madurai

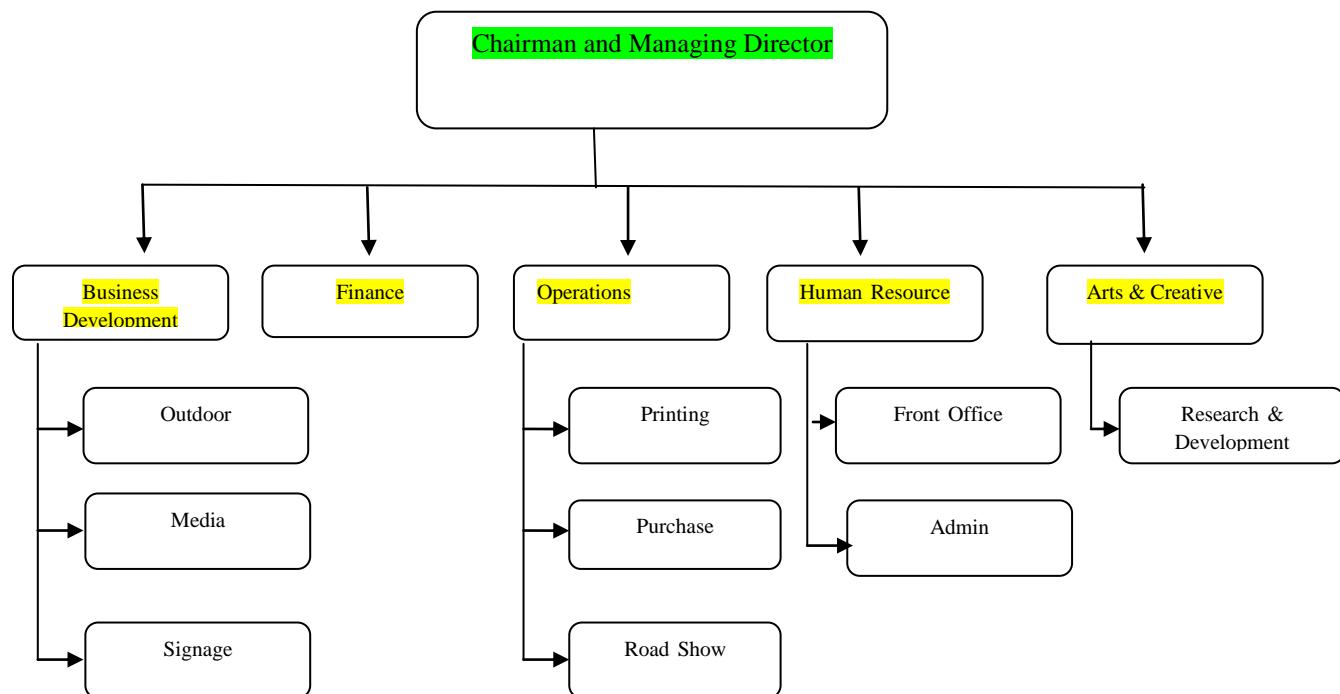


Chart showing Organizational Structure of Adinn Advertising Pvt Ltd



LEARNINGS FROM THE STUDY UNDERTAKEN

The followings are my learning from the study undertaken;

1. The HR Department maintains the working hours of the employees. Thus, I learned to be punctual in and at work
2. The HR Department co-ordinates with all other department and hence I learned practically how teams co-ordinate to complete a particular task effectively.
3. I learned the methods and techniques of maintaining proper financial records and preparing financial statements.
4. Since most of the records are computerized now, proper protection of financial data is made through software provided and maintained by TFC SOLUTIONS, Chennai.
5. I learned how funds are generated for running the overall operations of the advertising industry.
6. I learned that through effective marketing plan, many new customers (i.e) could be attracted to the company due to this plan.
7. I have been given hands on training from my Mentor. I have been taken to Frequent Field Visit Through which I was able to understand the practical scenarios of Marketing.
8. I have been exposed to various administrative concepts like planning, controlling, budgeting etc
9. I have been given training in the fields like office management strategy and Asset management Strategy.
10. I learned the methodology to develop administrative procedures.
11. I learned about the system maintenance and software maintenance procedures from IT Department. The significance of maintenance of the system and software was clearly explained to me by my mentor.
12. I learned about the procedures for creating various database.
13. I learned about the network installation and network configuration.
14. I learned about how to create an advertisement in an innovative and creative way.
15. I have asked to create Taglines/ slogans as a part of my training
16. I have been asked to write a report (critic report) about an advertisement and this enhanced my analytical skills.
17. Learned the ways of Promoting Goodwill (through CSR and other activities)
18. I Learned about the Methods of Building Product Awareness
19. I Learned the significance of Providing and taking Information
20. I Learned in detail about the methods of Stimulating Demand

21. I learned in details about both the positive and negative appeals of an advertisement
22. I Learned about task scheduling
23. I have been exposed to techniques like capacity planning and line planning
24. I Got exposure to a production related software called MRP
25. During my training in the production department I assisted my mentor in performing an inspection of semi finished products related to banners/ flex, digital boards etc.

SUGGESTIONS

- There is a lack of parking facility in Adinn, this problem should be sort out by the management.
- There is a long distance between the factory and the head office; this creates few problems among the employees and the customers. Necessary steps should be taken by the management to eradicate this problem
- Yoga is being taught to the employees as a method to get rid of the job stress. This is to be appreciated. Few other stress management/ coping techniques should be taught to the employees of Adinn.
- Due to shortage of workers in few departments, employees feel that they suffer from over load of work. Management should consider this grievance and should do the needful by appointing the required amount of work force

CONCLUSION

The Internship training at Grace Adinn Advertising Services Pvt. Ltd, Madurai gave me experience first-hand about various departments like Human Resources Department, Finance and Accounts Department, Public Relations, Creative Department etc. The one month summer training at Adinn Advertising Services Pvt. Ltd helped me to learn the organizational discipline and culture. I thank the management for giving me such a wonderful opportunity to undergo my training in their esteemed organisation.

I conclude my stating that Adinn Advertising Services Pvt. Ltd is successful in implementing various schemes such as advertisement, road show, signage, events, outdoor and news paper.

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