

## Media mobs LIC meet

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This week LIC officer, Sr. Divisional Manager M K Kemmu organised a media interaction. Kemu had no idea what he had bargained for by inviting Ahmedabad media. In all 47 invitations were sent. Going by his experience and the tip of the Jagadish Patadia, officer of the PIB here, our Kemmu had arranged for 60 gifts. 33 percent risk shield to make the event successful. It was quite a liberal actuarial calculation by the LIC manager. But, to the surprise of all, there were 80 journalists!! This is even more than total newspapers, in all languages, in Ahmedabad.

While poor Kemmu was trying to communicate the achievements, our smart journalists started moving out. Experienced as they are, they had sensed the demand supply problem of the guest and did not want to take a chance. Many just had one spoon of ice-cream lest big packet of the gift was not missed in the crowd of the media. And when Kemu with great sense of relief of performing "mission impossible" of handling his maiden media conference came to the gift counter to personally give token of love to the media, there was no gift to be given. It so happened that our friends asked man on the gift counter that they had to go and could not afford to waste time in waiting. Yes, there were many journalists who were left behind.

Not to miss on the count of hospitality, Kemmu said that he would see that journalists got their gift at home. Majority disapproved the idea. They preferred to wait. No one needs to be told that some had no visiting card, while some others probably had no office. Many said that that they were not there for petty gifts making Kemu request them to maintain cool and stay back. He offered second round of ice cream so that he could buy time to get more gifts for the journalists. A journalist known for finding fault with organisers showed all his skills of keeping Kemmu at the tenterhooks. All through this time this journalist continued to relish ice cream while our Kemmu tried to keep his facial muscles light and relaxed while giving all sorts of smiling angles to his lips. Ultimately, all went with the gift.

Next day Kemu looked for his news with high powered magnifying glass. Even his assistants could not help him in his mission of finding noticeable coverage of his press conference. Patadia and his team tried all their skills of R&R. But success remained elusive. One or two newspapers dumped the news in some remote corner. And it was nowhere in most of the newspapers.

And friends let me tell you, Kemmu had a great news wrapped in his clumsy press conference. The LIC has paid money to 16 of the over 50 serial blast victims. They were LIC policy holders. They were paid policy amount without their approaching the LIC. Generally private companies avoid payments to the victims of terrorism on the ground that it was not covered under the policy.

For an organisation like LIC this was a great feat and newspapers are generally found having lots of items showing such a generous approach. But it was not in the newspapers.