

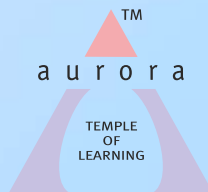


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NEWSLETTER

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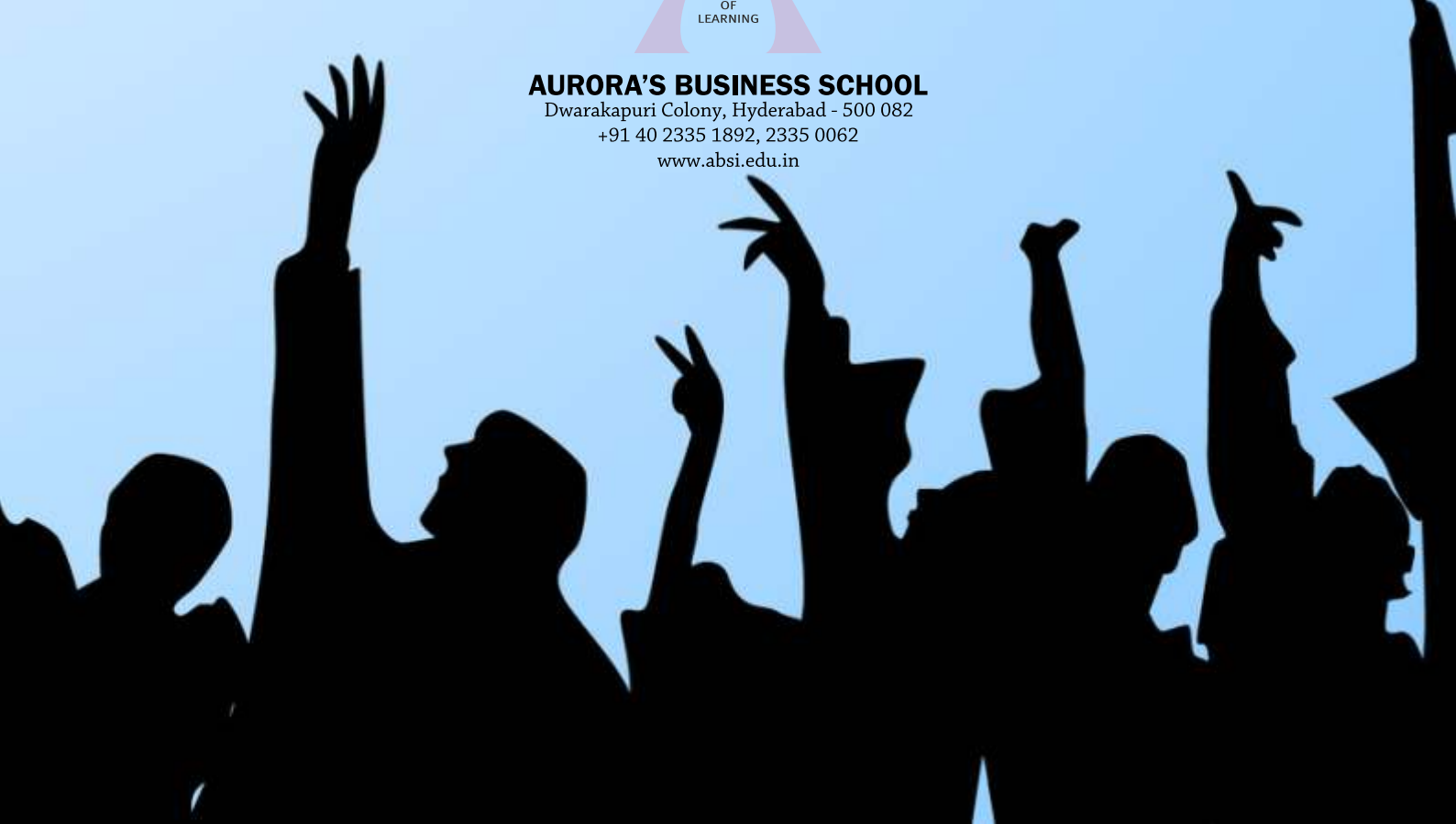


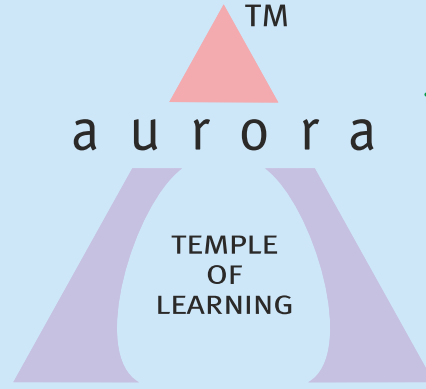
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FROM THE DIRECTOR'S DESK

Dr. Raghu Naga Prabhakar
Director
AURORA'S BUSINESS SCHOOL

At every release of the newsletter, another cap in the ABS feather is added. December is a month of achievements for us. I extend my wishes to our students who received internship training in customer satisfaction. We had two prestigious workshops on aptitude and attitude, and operational management & network technology. Our students went for an industrial visit to coco-cola plant. Placement drives are a regular feature in ABS. This month, we had prestigious companies like H&R Block India, Ben Franklin, Just Dial, Reliance Jio in our campus. I wish all the best for our aspirants.

"Success is always ours"



December, 2019

How are mutual fund investments taxed

While it is prudent to invest through mutual funds, it is also important to understand the tax aspects. There are two types of income that one can receive from a mutual fund investment. First is dividend and second is capital gain/loss at the time of sale. Both have different tax implications. It also depends upon the type of scheme—equity or nonequity—and the duration of holding the investment.

Salaries in India likely to rise by 9.2 pc in 2020; inflation-adjusted real-wage at 5 pc: Report

India is likely to see the highest salary growth in Asia at 9.2% in 2020 followed by Indonesia at 8.1% and China at 6%, according to the Korn Ferry Global salary forecast. While countries like Japan and Taiwan in Asia are likely to see the lowest salary growth of 2% and 3.9%, respectively. But when adjusted to the inflation, the real-wage in India is anticipated to be constant at 5%.

“India has posted a strong growth despite real wages taking a hit globally. With our current economic scenario and progressive reforms by the government, there is a sense of cautious optimism across sectors in India that continues to show high salary increments,” Rajiv Krishnan, managing director, Korn Ferry Advisory India said.

RBI policy surprise: Should you change your mutual fund strategy?

The Reserve Bank of India (RBI) on Thursday surprised the money market participants, who were anticipating a 15—25 basis points cut in key policy rates, and held the policy rates in its monetary policy review. The banking regulator paused, after five straight previous cuts, and kept its key policy rate, the repo rate -- the rate at which it lends to banks-- unchanged at 5.15%.

RBI increases P2P lending cap to Rs 50 lakh

The Reserve Bank of India has increased the limits imposed on peer-to-peer lenders to ₹50 lakh, in a major relief to the fledgling sector. The limit is the total amount of money any investor can invest across all P2P platforms. “At present, the aggregate limits for both borrowers and lenders across all P2P platforms stand at ₹10 lakh,” said Shaktikanta Das, governor, RBI. “In order to give the next push to the lending platforms, the aggregate exposure of a lender to all borrowers at any point of time, across all P2P platforms, shall be subject to a cap of ₹50 lakh.” In the P2P industry, individual borrowers are connected to lenders through digital platforms, and the platform just plays the role of a marketplace. More than 15 companies have registered with the RBI as non-banking finance company P2P lending platforms.

India's economy to grow at 4.3% in Q4 2019: Nomura

India's economy is expected to grow at 4.3 per cent in the fourth quarter of this fiscal amid concerns over crisis in the NBFC sector, according to Nomura. The Japanese financial services major also believes that the first quarter of 2020 will see a "weak" uptick in GDP growth at 4.7 per cent. "Domestic credit conditions remain tight as market concerns in the shadow banking (NBFC banking) have persisted too long".

ELSS' appeal may fade under new tax regime

Equity Linked Saving Schemes (ELSS) — tax-saving instruments offered by mutual funds — could lose some of their popularity as the new income tax regime proposed in the budget could hurt the demand for products that help lower taxes. The new laws will allow individuals to opt for lower taxes, but they would not be able to claim various exemptions and deductions by investing in tax saving products. Mutual fund industry officials said chances are high that people wanting higher post-tax income will opt for the new regime and skip their investments in these products like ELSS that received significant flows in recent years.

Government mulls new duty on imports

Ahead of the Budget, the commerce department has asked the finance ministry to levy border adjustment tax (BAT) on imported goods to offset the impact of levies such as electricity duty, clean energy cess, levies on fuel and royalty that are not part of goods and services tax (GST). "Such taxes (which are not part of GST), while resulting in an increase in the cost of production of domestic goods, also place them on an unequal footing vis-a-vis imports rendering our exports uncompetitive," commerce secretary Anup Wadhawan has proposed to the revenue department.

E-commerce: Market empowering force for retail industry

With India's retail industry set to be worth \$1.2 trillion by 2021, the country's job-creating segment of micro, small and medium enterprises (MSMEs) needs new ways to capitalise on this momentum. For new-age retailers, the solution is evident: ecommerce. The marketplace model of ecommerce is designed to specifically empower local businesses, particularly MSMEs, artisans and traders, allowing them to benefit from economies of scale and access a pan-India customer base in an efficient, cost-effective and transparent manner. During the Diwali season, many online sellers saw 4-5 times growth over the month-long period. Lakhs of jobs were created to support the ecosystem backed by robust technological innovation.

Tech startups created over 60,000 direct jobs this year: Nasscom

Technology startups alone have created 60,000 direct jobs this year and overall the IT sector will be a "positive hirer" in the current financial year, industry body Nasscom said on Wednesday. Speaking at the launch of 'Future Skills PRIME' programme, a joint skilling

initiative by the IT ministry and industry association, Debjani Ghosh, President of Nasscom said, "Even our startups are creating jobs, tech startups have created over 60,000 direct jobs... just this year". IT Minister Ravi Shankar Prasad said that as per Nasscom, the top IT companies have continued hiring momentum. "Nasscom Chief tells me that top 15 companies have employed 1,00,000 people, in net job creation," Prasad told reporters. Overall, the IT sector employs 4.1 million people directly and 10.25 million indirectly, he added. "It (the hiring) is a growth compared to the previous years which is what we had expected. So, compared to last year, the IT services and IT industry will be a positive hirer this year," Ghosh said.

Mutual funds invest less in commercial papers of NBFCs, HFCs

Non-bank lenders and home financiers are relying less on commercial papers (CPs) to raise funds after IL&FS defaults last autumn prompted mutual funds and asset management companies to restrict their exposure to these categories of financiers. These short-term instruments by non-banking finance companies (NBFC) and housing finance companies (HFC) accounted for 22.7% of the outstanding overall investments of mutual funds and asset managers in the quarter ended September 2018. That share has nearly halved to 12.2% in September 2019. At the same time, mutual funds and asset managers increased their share of Certificates of Deposit (CD), an instrument issued solely by banks, to 15.6% from 11.9%, indicating that these companies were more comfortable investing in banks over the riskier non-banks.

RANKING TO UNIVERSITIES DETERMINING FACTORS

Dr RAGHU NAGA PRABHAKAR,
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In the national education policy 2019, to achieve value- oriented education, a comprehensive lay out has been formulated. In it the rankings given to various varieties are based on the lines of those awarded to global universities as per their economic, social effectiveness and on the objectives reached, which are approved by the member nations of the U. N. The way the universities respond to the complicated economic social and environmental issues being faced by their respective regions is to become the basis for these rankings. The less popular universities which have been striving to convert the globe into a comfortable living place and the solutions suggested by them are also going to come into light.

The traditional scales for the rankings in the past were research, patents, publications, highly professional teaching faculty, the number of foreign students, the recipients of noble Prize etc. But now, times higher education rankings from England and Shanghai University Rankings from China are being considered as the standards. Achieving ranks below 100 is a herculean task for the developing countries like India, as it is possible only for the universities which are very rich in economic and fundamental resources. The three above mentioned ranking scales are being considered to be most credible ones determining the Quality of Higher educational institutes in various countries, especially those of developing countries are dumping the funds in selected educational institutions to enable them stand among the top 100 to 200 ranks, consequently neglecting the rest of universities, this approach affects the equilibrium among higher education institutes leading to serious inequalities. Even India is no exception to this. It selected 10 institutions, each from public and private sector to project them in the race for ranks for the time being 3 from public sector and 3 from private sector are short listed. This unprecedented based selection led to a controversy. The explanation given by the government in this regard is not at all justifiable.

Universities like Stanford, Harvard, M.I.T, Oxford and Cambridge, have globally been achieving tremendous successes in the fields of science, technology and humanities. The Nobel prizes bagged by them are the examples for their research talents. But we should not fail to note that these achievements are possible only by dint of the huge amounts of funds provided to them. By their popularity, financial strength and favourable research environment. These universities are attracting those who are recognized as global intellectuals. By appointing such people as teaching faculty and researchers, they are ranking among the top, in the university rankings.

On the other hand many other universities which are not so popular and financially sound, also achieved research victories on Nobel Prize level. They organised many wonderful programmes which could change the lives of common people. In spite of this fact, their contribution is not being recognized. For example, some universities produced highly skilled and professional nurses and contributed them for society. Some in India are bringing awakening among tribals against terrorism. Finland universities constructed a committed and value - based educational system, through producing dedicated teachers, making Finland the best educational organization. Osmania and Kakatiya Universities are striving hard, beyond their traditional barriers, to fight against issues like

gender bias, ecology, clean energy, sanitation and ill-ness. All these services are also to be recognized duly.

The new benchmark to ascertain the Quality of the universities, which is formulated on the lines of sustainable development and conceptualised by Times Higher Education to overcome the unnaturality in university rankings is to be welcomed wholeheartedly. This model is made against traditional scaling methods. This is an inspiration for the universities of developing countries like India. In the regard, there is every need to bring about suitable changes in the present ranking framework of Indian educational institutions.

In 2015, the ministry of higher Education at the centre launched the National ranking framework, to enhance the Quality of education in higher education institutes. The rankings will be awarded on the criteria of teaching / learning resources, research outcomes, graduation / post graduation standards, involvement, vicinity, public opinion etc. It is argued that the actual objectives and activities of the universities are not measured logically by these rankings, as the criteria is based on mere statistics. It is saddening to note that crucial points like provision for high level job skills, organizational excellence, availability of social capital, enhancement of human values are not being taken into consideration, while arriving at these rankings, only the institutions and universities which have better basic infrastructure and who are getting more financial aid from the central government have been bagging these ranks since 2016. Those universities like Plalamuru, Sathavhana, Mahatma Gandhi, which are suffering from lack of funds and basic infrastructure are assessed on par with the central universities. It is completely illogical. The higher education institutes have the lion's share in admissions. But only 35% of the UGC funds are allotted to them, whereas 65% of the funds are going to those of central government. This is nothing but a serious set back to the true federal spirit.

In higher education institutes, equality is more important than Quality. This fact has to be recognized by the governments. This implies that all the Universities should possess minimum educational standards and basic facilities and provide equal educational opportunities to all, sans discrimination. Quality without equality leads to serious parities in the educational system. On the lines of sustainable development targets the ranking framework has to be taken up every four or five years, instead of every year. The comprehensive educational goal to be achieved by the United Nations member countries by 2020 is “equality“, involvement and constructive education to all”. Let us hope that Indian ranking process will go head towards providing equal study - opportunities for all.

Source

“Society centric research” – Dr. Paripelli Sankar, Sekhar Sarma eturi

**News & Events@
Aurora's Business School - December, 2019**

S. No.	Date	Event
1	01.12.2019	Aurora's Business School faculty Guduru Naredra Professor in Finance participated in Protest against Women sexual harassment as a part of Social Responsibility
2	05.12.2019	H&R Block India Pvt. Ltd. placement drive for PGDM - Finance Specialisation with a CTC of 3 lakhs per annum for the position of Junior Associate.
3	05.12.2019	Benfranklin!! placement drive for PGDM - HR Specialisation with a CTC of 3 lakhs per annum for the position of Talent acquisition specialist.
4	"06.12.2019 to 08.12.2019"	Internship Training was provided by Sri Bhavani jewellers, Nagole. Three students Santhoshi, Anusha and Manisha received it for 3 days, on the subject, Customer satisfaction. Rs 1500/- for each student was paid.
5	07.12.2019	Justdial placement drive for PGDM - Marketing Specialisation with a CTC of 3 lakhs per annum+ Incentives + Insurance Coverage(Personal accidental insurance +Medical Insurance for the position of Business Development Manager.
6	10.12.2019	Berkadia placement drive for PGDM - Finance Specialisation with a CTC of 4 lakhs per annum for the position of Associate Analyst.
7	"14.12.2019 to 15.12.2019"	A 2 day workshop on aptitude and attitude was conducted at ABS Seminar hall. Sri Krishna Chaitanya Reddy was invited as the speaker
8	17.12.2019	Aurora's Business School students participated and Won coupons/gift vouchers/gifts in student activities conducted by Center Fresh add capmpain team.
9	17.12.2019	Reliance Jio Infocomm Limited placement drive for PGDM - All Specialisations with a CTC of 3.25 lakhs+sales Incentive per annum for

S. No.	Date	Event
		the position of ESO Trainee.
10	21.12.2019	Industrail visit to Coco-Cola plant
11	24.12.2019	Flame Rise By Lifting Others placement drive for PGDM - Marketing Specialisation with a merit certificate for the position of Brand Ambassador.
12	31.12.2019	A workshop on operational Management & Network techniques was conducted by Prof. Hena Evangalin Vatsalya, Prof in IT, Oman University was the protagonist.

**DEAR DECEMBER BORN,
HAPPY B'DAY TO YOU ALL !**

1	D SHUBHA SRI	04.12.1995
2	PUDOTA ASHOK RAJA	08.12.1997
3	LAKHAN SINGH T	12.12.1988
4	PADMATI UMA PRASHANTH REDDY	13.12.1998
5	P RISHI	19.12.1992
6	PAWAN KUMAR	19.12.1994
7	PUJARI KAVYA	19.12.1997
8	J KRANTHI KIRAN	20.12.1996
9	BANDARI ANUSHA	24.12.1997
10	GOLLAGYANA VENKATA PRABHAKAR RAJU	25.12.1996

♥ HAPPY ♥
BIRTHDAY

