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NEWSLETTER

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AURORA'S BUSINESS SCHOOL

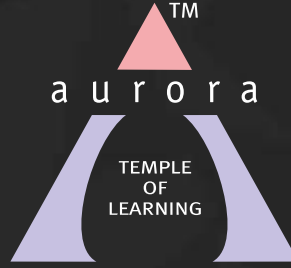
Dwarakapuri Colony, Hyderabad - 500 082

+91 40 2335 1892, 2335 0062

www.absi.edu.in

National Voters' Day Celebrations on
25th January, 2019





Director

Dr. Raghu Naga Prabhakar

Editor

Dr. G. Sreenivas Reddy
PNS Datta Sarma

Assistant Editors

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P. Pratyusha Reddy

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PHOTO CORNER



FROM THE DIRECTOR'S DESK

Dear reader,

I am immensely pleased by the eventful months of January & February 2019, which witnessed good placements, Republic day celebrations and other professional related activities. The two articles are thought-provoking. One guides the students regarding the latest opportunities in career planning. The other inspires them for social commitment. I congratulate all those on their getting valuable placements.

“Let merit lead”

Dr. Raghu Naga Prabhakar

Director

AURORA'S BUSINESS SCHOOL

NEW AVENUES FOR CAREER PLANNING: A VERY OPTIMISTIC FUTURE AHEAD

Dr Raghu N Prabhakar, Director, Aurora's Business School, Hyderabad
(He can be reached at prabhakalepu@gmail.com)

Those who are gifted with talent and knowledge together will be witnessing a promising career in 2019. We started the decade with cloud computing. Later we stepped into AI, then moved forward to Robotics. Now we are heading towards Quantum computing. Of course, this is the very characteristic of technology which keeps on changing and progressing outdated. Such ever-changing technologies throw a challenge to the professionals who are multi disciplinary and multi functionals in nature. They have to face these challenges for their existence, development and survival.

To Quote Alvin Toffler,

“The employees of the 21st century

Would be illiterates, if they can't

learn, unlearn and relearn”

As new careers emerge, the demand for job roles will grow as well. The fields of automation, artificial intelligence, crypto currency, virtual reality will look forward to more talented people in engineering, data science, marketing, product and sales, to cater to the needs of the innovations in industry. Top notch workers and classic professionals, well-versed in technical as well as soft skills are in high demand now. As a result, the employees are diversifying across various industries.

Let us go into some fields of modern technology, irrespective of the core and supporting sectors of their service.

The Data Scientist's job is the highest paid job at present in the world; He draws around 100,000 dollars per annum, on an average basis. He has to fulfill the skills like machine learning, programming and statistical skills, communication, data intuition and visualisation skills. Every company has the ability to collect, organize and analyse data. But data science goes deep into software and data base designing, training and testing data. It even helps to build the intelligent data machines.

The next sector is Machine Learning, which is akin to AI. This technology, computers are programmed to do something, they are not programmed to do. This field has been witnessing rapid increase, with a high demand for skilled professionals. Machine learning apps can better the performance in data analytics, data mining and pattern recognition.

Machine Learning can create a huge job market for developers, researchers and engineers. It needs Data Scientists, Supervised and Unsupervised Learning agents, Test and Train Professionals, Data base miners, Algorithm developers, etc. It requires excellent skills like high knowledge of data base, data cleaning and organising, R studio programming language.

Artificial Intelligence is another feather in the cap of modern technology. Popularly known as AI, it has been creeping into almost all walks of life like medicine, law, engineering, manufacturing and management with AI, the organizations are trying to automate the mundane jobs with intelligent Bots. The present generations employees will enjoy working in a new and different platform,

provided they improve their skill set to match it. Hence AI will no doubt play a key role in the business world, optimising the work and making the day to day lives better and productive. Those who possess knowledge with computer software and tools including scripting language.

Data analytics too occupies a prominent position in the persuasion of jobs. It requires excellent skills like statistical knowledge, software like SPSS, AMOS, Smart PLS, E views, Lisrel etc.

In any organisation, the digital and on line presence is inevitable. Huge bulk of data is created out of which meaning and essential information is derived and used.

The drawn data is used for customer oriented customization, where the customer is the boss. Further deeper insights conceived notions like Affiliate marketing, call to action etc. In the fields like health care, sports, travel, energy management etc, job-aspirants get lucrative career as data analyst, data visualiser, data designer etc; who can get an annual package of \$60,000 dollars.

Blockchain is another arena of technology, which is creating a fast growing category of jobs. It is very useful in protecting medical records, assets like real estate and art. It plays a vital role in improving the supply chain. If one is gifted with the knowledge of core financial and investment activities combined with technology and its implementations, one can flourish in one's career, with Block chain.

We are well-acquainted with crypto currencies like bit coin but Block chain is much more useful. It is a form of security that only lets you add things and not take away to change them. It blocks the data and makes it secure so that changed cannot be made. The word chain is used as a series of data makes it a chain which would not require third party to validate transaction.

Robotic Process Automation is another tech-based automation job. We can compare it with AI and machine learning. In it, software is used to automate business like processing transactions, interpreting apps and even replying mails. It is creating jobs by altering the existing jobs and automating the repetitive tasks that people used to do it.

According to a research, sixty percent of occupations can be partially automated and five percent totally RPA offers excellent opportunities like project manager, developer, business programming skills, knowledge in mechatronics, embedded systems etc, and one can achieve professional heights.

The young generation has to acquire a fair knowledge of these very latest and innovative technologies and mould its career constructively.

Drawn from: www.rediff.com

BusinessNEWS

January, 2019

Sebi allows ACE Derivatives and Commodity Exchange to shut operations

Markets regulator Sebi has allowed ACE Derivatives and Commodity Exchange to discontinue operations as a bourse and withdrew the recognition granted to it. ACE Derivatives and Commodity Exchange Ltd, Ahmedabad or ACENSE -0.48 % (formerly known as The Ahmedabad Commodity Exchange), was granted recognition as a commodity derivatives bourse in August 2010. However, trading operations in ACE, primarily organising futures trading in certain commodities, were suspended with effect from May 31, 2015. It has not been able to resume trading on its platform till date, the regulator said in an order dated December 31.

Economic growth: One good policy, and a few more to go

Access to credit, data and transportation are among the most crucial drivers of economic well-being. To ensure better access to critical needs in India, Rod Tidwell's famous line from Jerry Maguire, "Show me the money", would hold in good stead. Access to the correct quality and quantity of financing at the right time is crucial to improving economic well-being. The Insolvency and Bankruptcy Code (IBC) has been a significant boost to the credit mechanism of the economy. Of all the positive data that the IBC has seen of late the most critical, as per the Reserve Bank of India's (RBI) "Report on Trend and Progress of Banking in India 2017-18", was that the projected amount recovered as a percentage of amount involved in the bankruptcy proceedings was at 49.6 percent for FY 2017-2018.

Indian economy on track to maintain high growth rate: Finance Ministry

The Indian economy is projected to be the fastest-growing major economy in the current and upcoming fiscal 2019-20, the finance ministry said Wednesday while emphasising that the government has taken several steps to boost investors' confidence. According to a recent World Bank report, India has improved its ranking in the Ease of Doing Business to 77th in 2018. The average growth of the Indian economy between 2014-15 and 2017-18 was 7.3 per cent, fastest among the major economies in the world, the ministry said in Year End Review 2018. "Indian economy is projected to be the fastest-growing major economy in 2018-19 and 2019-20 (International Monetary Fund October 2018 database). This is borne by GDP growth of 7.6 per cent in the first half of 2018-19," it said.

ICICI Bank, Small Business FinCredit join hands to provide loans to MSMEs

ICICI Bank and Small Business FinCredit will jointly provide loans worth up to Rs 1 crore to the small and medium enterprises. ICICI Bank Friday said it has signed a memorandum of understanding with Small Business FinCredit India Pvt Ltd (SBFC) to jointly provide credit to micro, small and medium enterprises (MSMEs). The partnership has been forged under the aegis of RBI's circular dated September 21, 2018, that permits banks to engage with a non-banking financial company (NBFC) to co-originate loans for the creation of priority sector assets, the bank said.

Tax benefits for salaried, middle classes, hike in savings limit in interim budget: ET Now

The Narendra Modi led government is out to lure the middle class less than a week after the PM said that the nation needs to redefine the perception about middle class in an interview. ET Now learns that the centre may look to dole out income tax benefits in its last Union Budget that is set to be presented by Finance Minister Arun Jaitley in about three weeks. Hiking savings limit, tax benefits for pensioners and more concessions on housing loan interest are among the options being considered by the finance ministry.

Venture Capital body submits its Angel Tax proposal to Govt

The Indian Private Equity & Venture Capital Association (IVCA) has submitted a three-step proposal to the Central Board of Direct Taxes (CBDT) and the Department of Industrial Policy and Promotion (DIPP) last week to resolve the angel tax issue which has emerged as a huge roadblock for many Indian startups. The suggestions, drafted around the 'anti-abuse' provisions in the income-tax law, include exemption to all registered startups which have raised total nonpromoter capital of up to Rs 10 crore. The proposal has also added that HNI investments, if made along with an exempted investor or a verified fund such as Alternative Investment Fund 1 (AIF-I) venture capital fund, should also be excused from such notices.

I-T department chases tax payers to recover Rs 5,000 crore

The income tax department has come across several cases where tax payers have taken credit for payment of "self-assessment tax" without actually clearing the dues, resulting in arrears of around Rs 5,000 crore. The non-payment has resulted in the department being unable to process income tax returns for the last financial year with authorities now approaching the assesseees to immediately pay up, officials told TOI.

GST rollout biggest reform taken as part of systemic reform: Nirmala Sitharaman

Union Minister Nirmala Sitharaman Wednesday termed the rollout of the Goods and Services Tax by the NDA government in 2017 as the "biggest reform" taken as part of a "systemic reform" and pitched India as a bright spot for investors. In her address at the Tamil Nadu government's second Global Investors' Meet (GIM), the Defence Minister said the government has ensured that systemic reforms were taken up with 'courage.' Prime Minister Narendra Modi has made it a point that systemic reforms were done in such a way that India's growth potential was realised fully, she said. "We maintain the growth well above 6.5 (per cent), sometimes touching seven and IMF's prediction is that we are likely to be over seven per cent in the coming years too."

TCS 3rd most-valued IT services brand globally: Brand Finance

India's Tata Consultancy Services (TCSNSE 0.86 %) has been ranked third most-valued IT services brand globally in 2018-19, after Accenture and IBM, according to a report by Brand Finance. Four Indian IT services companies -- TCS, Infosys, HCL and WiproNSE 1.39 % clinched spots in the top-10

global tally. Valued at USD 26.3 billion, Accenture took the title of the world's most-valued IT services brand. The tag was previously held by IBM, which now occupied the second place with a brand value of USD 20.4 billion, according to the report. "Holding steady in third place is India's largest IT services conglomerate, TCS, up 23 per cent to USD 12.8 billion, with a value bolstered by the brand's disciplined focus on the market's increased demand for digital services," it added.

Sebi proposes easier norms for REITs, InvITs for greater access

Sebi has proposed a new set of framework for REITs and InvITs in order to provide flexibility to the issuers in terms of fund raising and increasing the access of these investment vehicles to investors. Under the proposal, minimum allotment and trading lot for publicly issued REITs (Real Estate Investment Trusts) and InvITs (Infrastructure Investment Trusts) will be reduced. Besides, it has been proposed that the leverage limit for InvITs will be increased from existing 49 per cent to 70 per cent. Sebi had notified REITs Regulations in 2014, allowing setting up and listing of such trusts which are very popular in some advanced markets. However, till date, as many as three InvITs have issued and listed their units raising about Rs 10,000 crore and one REIT is in the process of making a public offer.

BusinessNEWS

February, 2019

How to overcome your financial stress and resolve your finances

Money may make the world go round, but it can as easily turn your world upside down. The source of excessive pleasure, it's also a cause of extreme pain. Are you still fretting over the money lost in the market correction last year? Or worrying about running short of funds for your child's foreign education? What if you are hit by a medical emergency? Little wonder then that the 2018 Cigna 360 Well-Being Survey found nine out of 10 Indians to be stressed, and finances was a key reason. This is 89% of the population, compared with 86% globally.

SoftBank Corp books quarterly profit jump, points to 5G-driven growth

Japan's SoftBank Corp booked a 24 per cent rise in quarterly profit on Tuesday as users switched to data-heavy plans, pinning future growth on the rise of 5G services in the mobile carrier's first earnings report as a public company. With concerns over a changing mobile market keeping its shares below their blockbuster IPO price, investors are looking for reassurance that the telco can keep its promise of paying 85 per cent of annual profit in dividends. Others are looking for any hint of the health of majority shareholder SoftBank Group Corp, which relies on cash from Japan's third-biggest network provider to fund investments.

Financial services on digital platforms to drive significant tech growth: Deloitte

India will see significant growth in technology coming from financial services sector in 2019 as increasing number of users prefer digital channels for financial investments and wealth management, said Deloitte in its Technology, Media & Telecommunications (TMT) predictions. Deloitte India, the India arm of the global consulting and professional services company, said in its predictions that wealth management in the country would see a continuous and significant shift towards investment through mobile or web applications. Deloitte has estimated that digitally invested assets under management (AUM) are likely to grow by nearly 80% from Rs 250 billion in 2018 to Rs 450 billion in 2019. At the same time, according to the predictions, overall retail Assets Under Management (AUM) is expected to grow by 37%.

Hinduja Global Solutions Q3 net profit drops over 28%

Hinduja Global Solutions NSE -1.53 % (HGS) on Friday said its consolidated net profit has declined 28.7 per cent to Rs 36.7 crore for the December 2018 quarter from the year-ago period. The company had registered a net profit of Rs 51.5 crore in the October-December last year. However, HGS saw its revenue from operations growing by 30.4 per cent to Rs 1,272.6 crore in the quarter under review as against Rs 975.7 crore in the third quarter of 2017-18.

Companies stare at cash flow problems due to new credit utilisation rules

A tweak in the rule of how Goods and Services Tax (GST) credit should be availed is set to create a major cash flow problem for several companies beginning this month. The government late last year

had come out with credit utilisation mechanism that companies have to follow beginning this month. Under the GST framework, to avoid double counting of taxes, companies can accumulate tax paid on raw materials against those levied on goods they sell.

GST Council defers decision on tax on real estate; extends deadline for sales returns

The GST Council deferred a decision on rationalisation of tax rates for real estate and lotteries till February 24 when it will continue the discussion, as some opposition-ruled states sought a meeting where members were physically present in view of the importance of these decisions. Considering the speed at which returns are getting filed, thousands of returns being filed every hour, the suggestion before the GST Council was to extend the deadline by two days for all states; and since some areas are facing disturbance, for Jammu & Kashmir it be extended till February 28.

MobiKwik now offers instant life insurance for Rs 20 on its app

MobiKwik has announced the launch of digital life insurance on its app to its users. MobiKwik in association with ICICI Prudential Life Insurance Company has rolled out first-of-its-kind group micro insurance product. The offering begins with a life cover of Rs 1 lakh available for a monthly premium as low as Rs 20. This is the second announcement by MobiKwik in the digital insurance space, post the launch of accidental insurance in November 2018. The users have an option to choose from three sum assured policies: Rs 1 lakh, Rs 1.5 lakhs and Rs 2 lakhs, available against monthly premiums of Rs 20, Rs 30 and Rs 40 respectively. MobiKwik will be extending its base of insurance providers in this category and is exploring associations with other leading insurance providers.

Reliance Jio may be losing money: Bernstein

Reliance Jio Infocomm is staring at a potential loss of Rs 15,000 crore (\$2.1 billion) in FY19, which isn't immediately visible because the Mukesh Ambani-led telco uses non-standard depreciation metrics and relies on another group company to bear handset subsidies, brokerage Sanford C Bernstein said. However, Bernstein expects Jio to become the No 1 telco in India by both subscribers and service revenue over next 12 months, "based on the assumption that Jio will continue to heavily subsidise JioPhones."

Syndicate Bank to bring down NPA in the current year

Syndicate Bank NSE -6.82 % is aiming at bringing down the gross NPA to below 12% and the net NPA to below 6% in the current year from the existing level of 12.5 and 6.5 % respectively. The bank chairman and CEO Mrutyunjay Mahapatra said the bank has made a profit in the third quarter after loss in the previous quarters of FY 19. He hoped for an early settlement of the Rs 18,000 crore bad loans that are before national company law tribunal (NCLT).

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

S. No.	Date	Event
1	05.01.2019	karvy stock broking ltd campus placement drive for PGDM - Marketing & Finance (Major) with a CTC of Rs. 2.5 Lakhs (Fixed Pay) + Upto Rs. 7.5 Lakhs (Variable Pay) Per Annum for the position of Equity Advisor.
2	09.01.2019	Faculty Development Programme was conducted at Aurora's Degree College, Chikkadapalli. A workshop was organised on "Teacher mentorship towards students' skill development Prof. C. kameswari attended. Dr. nagaraju addressed the faculty.
3	09.01.2019	PGDM I Year II Trimester 1st mid examinations were commenced.
4	09.01.2019	PGDM II Year II Trimester 2nd mid examinations were commenced.
5	10.01.2019	Global Data campus placement drive for PGDM - Marketing & Finance (Major & Minor) with a CTC of Rs. 2.5 Lakhs Per Annum for the position of Business Research/Industry Research.
6	11.01.2019	PGDM I Year II Trimester 1st mid examinations were concluded.
7	11.01.2019	PGDM II Year II Trimester 2nd mid examinations were concluded.
8	21.01.2019	Students were taken to Pochampalli, a textile hub, famous for Ikat weaving and dyeing, in the country. They observed the modus-operandi of the traditional, iconic art keenly and submitted their reports. Smt Prof C. Kameswari and Sree Jyothi monitored the visit.
9	21.01.2019	IndusInd Bank campus placement drive for PGDM - Marketing students with a CTC of Rs. 3 Lakhs Per Annum for the position of Business Development Executive.
10	24.01.2019	Raam Group campus placement drive for PGDM all specialisations with a CTC of Rs. 2.4 Lakhs Per Annum for the position of Business Trainee / Sales Trainee-Luxury Car.
11	25.01.2019	Voter's Day celebrations were held, to create awareness among students for our electoral system. Representatives from the GHMS graced the occasion. Students took a pledge to make use of their right to vote, in all earnestness. Rangolos were drawn, motivating voter awareness.
12	25.01.2019	Eenadu Group campus placement drive for PGDM Marketing students with a CTC of Rs. 2.5 Lakhs Per Annum + Other allowances.

S. No.	Date	Event
13	"25.01.2019 to 28.01.2019"	Aurora's students participated in the prestigious L & T survey project, to start 30 stalls under metro, in the space between the pillars; as a part of their marketing research.
14	26.01.2019	Republic Day celebrations were held in our campus, with patriotic fervour. Our honourable Director Dr. K. Raghu Naga Prabhakar hoisted the national flag and delivered his republic day address. He exhorted the students' gathering to develop their skills, professional acumen and become successful business leaders. Sri P. N. S. datta Sarma, professor in English explained the significance of the Republic Day to the students.
15	29.01.2019	Gifting Online India Pvt. Ltd. campus placement drive for PGDM all specialisations with a CTC of Rs. 3 to 4 Lakhs Per Annum for the position of Management Trainee.
16	30.01.2019	IBM campus placement drive for PGDM all specialisations with a CTC of Rs. 2.5 Lakhs Per Annum for the position of Mobility & Client Care

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

S. No.	Date	Event
1	02.02.2019	Cogniz Capital Pvt. Ltd. campus placement drive for PGDM -Finance & HR Specialisations with a CTC of Rs. 7 lakhs Per Annum.
2	04.02.2019	Infoexcel Consulting campus placement drive for PGDM -HR Specialisation with a CTC of Rs. 1.2 lakhs Per Annum+ Incentives.
3	04.02.2019	Sunera Technologies & Ebutor campus placement drive for PGDM-Finance & Marketing Specialisations with a CTC of Rs. 4 lakhs Per Annum for the position of Management Trainee- Key Accounts
4	"04.02.2019"	PGDM II Year II Trimester end term examinations were commenced.
5	"04.02.2019"	PGDM I Year II Trimester 2nd mid examinations were commenced.
6	05.02.2019	Sakshi Media Group campus placement drive for PGDM-HR Specialisation with a CTC of Rs. 2.1 lakhs Per Annum for the position of Core HR activities
7	06.02.2019	MTR Foods Private Limited campus placement drive for PGDM-Marketing Specialisation with a CTC of Rs. 3.15 lakhs Per Annum for the position of Graduate Sales Trainee
8	"06.02.2019"	PGDM I Year II Trimester 2nd mid examinations were concluded.
9	09.02.2019	PGDM II Year II Trimester end term examinations were concluded.
10	13.02.2019	Sutherland campus placement drive for PGDM-All Specialisations with a CTC of Rs. 2.5 lakhs Per Annum for the position of All Technical Support Consultant, Customer Service Consultants.
11	15.02.2019	Fission Infotech campus placement drive for PGDM-All Specialisations with a CTC of Rs. 3.5 lakhs Per Annum for the position of Business Development executive.
12	15.02.2019	PGDM I Year II Trimester end term examinations were commenced.
13	21.02.2019	PGDM I Year II Trimester end term examinations were concluded.
14	20.02.2019	Shore Infotech India Private Limite campus placement drive for PGDM-Finance Specialisation with a CTC of Rs. 3.0 lakhs Per Annum for the position of Jr Research Analyst.

S. No.	Date	Event
15	"23.02.2019 to 03.03.2019"	An Industrial Tour was organised to Malaysia and Singapore. Prof. Sri Jyothi, Prof Raspal Singh and prof Datta Sarma monitored the tour and guided the students (executive report annexed).
16	25.02.2019	Axis Bank India Private Limite campus placement drive for PGDM-Finance Specialisation with a CTC of Rs. 321000/- pa .(Break Up Fixed CTC - Rs.243000/- + Loan Benenits Rs.69000/-) + Yearly Bonus for the position of Jr Research Analyst.

*Dear January Born,
Happy B'Day
to You All !*

1	Arpana Kumari Rai	04.01.1995
2	Rakesh Sharma	06.01.1996
3	Naga Suma Sree Sistla	11.01.1996
4	Soumya Bavu	12.01.1996
5	Nallagandla Rahul	13.01.1998
6	Sarthak Bang	17.01.1997
7	Vishal Kumar Y	19.01.1997
8	Kavyasree Garigaboina	21.01.1996
9	Jagannath Pandi	21.01.1996
10	Sai surya Anish M	21.01.1998
11	Sai Aditya Vissavajjula	23.01.1997
12	Kalyan Chakravarthi Takkellapati	27.01.1997
13	Lohith Reddy P	28.01.1996
14	Gnansai Kammari	30.01.1997
15	Venkata Naga Srivallika Adusumilli	31.01.1996
16	Shubham Jain	31.01.1997

*Dear February Born,
Happy B'Day
to You All !*

1	Naveen B	02.02.1994
2	Harshitha Joshi	03.02.1996
3	Chaitanya Sakkuri	03.02.1998
4	Naresh M	07.02.1996
5	Mounika Raj Jampana	07.02.1996
6	Vijay reddy Bolla	12.02.1996
7	Sreeja K	17.02.1997
8	Vijayprakash Chitte	20.02.1995
9	Rajeshwari Mallepu	20.02.1998
10	Sri Lakshmi Sowjanya G	24.02.1996
11	Sufia Naaz	24.02.1998



THE TATA'S GROUP: BUSINESS WITH SOCIAL COMMITMENT: A GREAT INSPIRATION TO MANAGEMENT PROFESSIONALS

P. N. S. Datta Sarma, Prof (English), MA (Litt), PGDTE (EFLU)
(He can be reached at dattasarma1956@gmail.com)

Since Ages, man has been striving to turn the natural resources into wealth, material and gadgets. In this process, several production and distribution firms are essential to boost the economy and enhance the standard of living of the people. Huge investments are needed and the creators who have a noble vision to build such huge organizations, Researches, Scientists technicians and corporate creators should work together to create wealth and offer services to the people. Tata Group of companies is a fine example for this.

The TATA group is founded by Jamshedji TATA and J.R.D TATA. Its activities are spread through more than 100 countries. More than hundred companies were established by the group.

The British used to procure raw cotton from India, take it to England, manufacture yarn and textiles there and again 'market' them in India. Jamshedji Tata found it to be ridiculous. In 1874, he founded the TATA textile mills in Bombay; In 1887 he founded the swadesi mill in Nagpur. It was he who first used the word "swadesi".

India is rich in iron-ore mines. Steel manufacturing has never been unknown to Indians. But our steel industry was paralysed due to the imports from Britain observed this, Jemshedji TaTa, deriving the technology from America founded TATA iron and steel company (TISCO), in Bihar. The British viceroy changed the name of the village as Jamshedpur and the region as Tatanagar.

During the First World War, the British purchased the rails manufactured by TISCO and laid railway lines in Iraq. Later, Tata motors was started to manufacture trucks and cars.

Jamshedji was once informed by a scientist that the sea-water contains valuable chemicals like potassium, Bromine, Chlorine, Iodine and other useful salts. This led to the foundation of "Tata chemicals". Once Jamshedji was flying to America through Philippines. In the journey he came across an American who procures raw co-conut from Philippines and make co-conut oil in America. Tataji got inspired and started TOMCO (Tata Oil Mills Company) in Kerala.

He once visited the waterfalls in the pune region, at sahyadri Mountain ranges. He got an idea to produce hydro-electricity, through turbines. Such was the birth of "Tata Electricity Company" he constructed the historic Taz Hotel in Bombay and proved that Indians too can build and maintain start hotels. He was the first industrialist who founded the first Airlines Company in India. Jamshedji himself piloted the flight from Karachi to Bombay.

The TATA's dreamed that India should be self sufficient in scientific and technical fields. Jamshedji contributed a major part of his property to establish the prestigious "Tata Institute of sciences" at Bangalore. In 1940's under the able chairmanship of Homi Baba, "The Tata institute of fundamental research" was started in Bombay. It was the origin for popular organizations like BARC, ISRO, ECIL etc.

Smt Indira Gandhi advised him to produce a cosmetic for women. Accordingly 'Lakme' face powder Company was established in 1952. He started 'Tata Tea' for the common man. The 10th chapter of the Bhagavad-Gita preaches 'vibhootiyoga'. It is the divine inspiration for the Tatas who produce quality products, machines and offer services to the country men without commercial outlook. Social commitment and service-oriented approach are the guiding forces for the TATA Group.

The biggest of all the Tata group companies is the TCS (Tata Consultancy services). It stands at the top, at the stock exchange, with revenue of rupees 5 lakh crore. Nearly 4,11,000 workers from 147 countries, work in 46 countries, contribute an income of Rs.1,50,000 crore to our country. It is the cause of pride for our IT field, all over the world.

The students of management should be motivated by TATAs who are unique in terms of patriotism, professional ethics and foresight. They exploited the rich natural and human resources of the country, for human welfare only but not for mere profits.

Source:

Dr. T. H. Choudhary

*Flag Hoisting Ceremony on the eve of
Republic Day, 26th January 2019 @ Aurora's Business School*

