

akshara

NEWSLETTER

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AURORA'S BUSINESS SCHOOL
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FROM THE DIRECTOR'S DESK

I feel immensely happy that the newsletter for the months of July and August 2018 has been brought forth by the Aurora's Business School. It is enriched with valuable business news, narrating the major events, highlighting the placements achieved by students etc. I congratulate our students for being placed with leading companies. I appreciate the poem, "The Temple of Learning" which revealed the spirit of the ABS, with poetic fervour. "The Art of Speaking" is a thought provoking article, which instills zeal and zest among students to speak effectively. I reveal my heart-felt best wishes to those whose B-days have fallen during these two months.

Let us keep ourselves

Ahead of the world!

Dr. Raghu Naga Prabhakar

Director
AURORA'S BUSINESS SCHOOL

July, 2018
BusinessNEWS

GST scores high on ease of doing business

The goods and services tax (GST) has ensured formalisation of the economy and improved mop-up, delivering seamless convergence under the one-nation, one tax theme, said industry champions, unanimously calling it an enabler of ease of doing business. With uniformity of rates and elimination of multiple other indirect taxes, GST has cut out the cascading of levies, widened the tax net and added to revenues. Introduction of the e-way bill has improved the system by reducing transport and logistics costs, said industry leaders. GST is a “massive and transformational reform,” which is bringing long-term gains to the Indian economy, said Rakesh Bharti Mittal, Confederation of Indian Industry (CII) president and vice-president, Bharti Enterprises. “GST represents a model of cooperation, consensus and convergence and is an exceptional and unique achievement.”

Oil price biggest risk for Indian economy: Moody's survey

A majority of Indian and foreign investors consider that high oil prices have emerged as a significant risk to the country's economy, Moody's Investors Service said. The US rating agency's report is based on a survey of 175 respondents, including from over 100 financial institutions at the annual India Credit Conference in Mumbai and Singapore held in June.

Tech Mahindra to set up Blockchain centre within R&D arm

Tech Mahindra NSE -0.07 % Ltd will set up a Blockchain centre within its research & development arm 'Makers Lab' at its Hyderabad facility in order to facilitate co-innovation in the space, developing enterprise grade solutions for customers across industries globally.

The company said it has launched the Tech Mahindra BlockGeeks programme in its Hyderabad campus to facilitate competency in the field of Blockchain Technology.

Social security code may let workers choose pension, PF & health schemes

The government is mulling a bouquet of schemes to deliver pension, provident fund and health insurance benefits for all workers in the country — including self-employed and agricultural workers — to choose from, under the social security code being finalised by the labour ministry.

These schemes could either be government run or have private players operating in areas of pension, insurance and provident fund, a senior government official told ET. Under the proposed scheme, all subscribers under universal social security will have to mandatorily choose at least one from multiple schemes on offer on the three benefits that labour ministry plans to cover in the first phase, the official said, requesting not to be identified.

RBI likely to raise interest rates in August; to go for more hikes this fiscal: DBS

The Reserve Bank of India is expected to go for further rate hikes this fiscal, with the next increase in key

policy rates likely in the August policy review meet, says a DBS research note. According to the global financial services major, upside risks to inflation and a need to maintain financial markets' stability will keep monetary policy on a tightening bias. "We expect 50 bps more hikes in 2018-19, with the next likely in August," Radhika Rao, an economist with DBS said in a research note.

Infosys Q1 profit rises 4% YoY to Rs 3,612 crore; firm announces bonus issue in 1:1 ratio

India's second largest IT firm Infosys on Friday reported 3.70 per cent YoY jump in profit at Rs 3,612 crore for the quarter ended June 30. Analysts in an ETNow poll had predicted a profit of Rs 3,731.80 crore. Profit was marginally impacted as the company recorded a reduction in the fair value of disposal group held for sale amounting to Rs 270 crore in respect of Panaya. Consequently, profit for the quarter decreased by Rs 270 crore, resulting in a decrease in basic earnings per equity share by Rs 1.24 for the quarter.

Crypto-currency is junk: Mastercard CEO Ajay Banga

Terming crypto-currency as "junk", Mastercard President and CEO Ajay Banga has said an "anonymised" currency that can fluctuate "wildly" does not deserve to be considered as a medium of exchange. The India-born head of the American multinational financial services corporation voiced concern that 95 per cent of all illegal transactions on the dark web, including child prostitution, drugs, credit card and social security fraud, are paid for using crypto-currency. A crypto-currency is a digital currency in which encryption techniques are used to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank.

Crystal Crop gets Sebi approval for IPO

Agro-chemical firm Crystal Crop Protection has received capital markets regulator Sebi's approval to raise an estimated Rs 1,000 crore through initial share sale. With this, the total number of companies getting Sebi's approval for initial public offer (IPO) has reached 37 so far this year. Crystal Crop had filed draft papers with Sebi in April, seeking its clearance to launch the IPO and the regulator issued its "observations" on July 27, as per the latest update with the markets watchdog. Securities and Exchange Board of India's observations are necessary for any company to launch public issues like IPO and rights issue.

August, 2018
BusinessNEWS

BSE launches 'chatbot' for faster access to stock market information

Leading stock exchange BSE today announced the launch of 'Ask Motabhai', an artificial intelligence (AI)-based 'chatbot', to provide on-demand data and information from its website. The chatbot has been built in partnership with Microsoft and Shephertz, the BSE said in a statement. The move is aimed at making it convenient and faster for investors, especially small and retail, to get stock and market information. In addition to stock prices and corporate news, the system is programmed to address market related queries on mutual funds, derivatives and initial public offerings (IPOs).

ICICI Bank warns against increased regulatory scrutiny

Private sector lender ICICI BankNSE 3.61 % has warned against increased regulatory scrutiny and reputational risks due to the ongoing investigation against its CEO Chanda Kochhar. The bank in a filing with the US Securities and Exchange Commission (SEC) has also cautioned that if any bank official is found guilty it could adversely impact its operational results and financial condition. "In the event that the Bank or individuals associated with the Bank are found by the independent enquiry, the SEBI enquiry or the CBI investigation to have violated applicable laws or regulations, the Bank or individuals associated with the Bank could become subject to legal and regulatory sanctions that may materially and adversely affect our results of operations, financial condition and reputation," the bank said in an annual filing to the US securities regulator.

Elara Tech raises \$35 million in debt financing from Citi Singapore

News Corp-backed Elara Technologies, which owns and runs Housing.com, PropTiger.com and Makaan.com, has raised \$35 million in debt financing from Citi Singapore.

This is the first debt financing for the company which has so far raised \$105 million in equity. Elara Technologies will use the capital to accelerate growth by investing in further building the brand and boost its product, technology and sales teams. The group is looking to add 150 members to its sales and technology workforce taking the entire count to 1,500.

Reliance Industries becomes first Indian company to hit m-cap of Rs 8 lakh crore

Reliance IndustriesNSE 1.37 %, which is in a neck and neck fight with TCSNSE -2.91 % in market capitalisation (m-cap) race, on 23/08/2018 became the first listed Indian company to hit Rs 8 lakh crore in market valuation. At Rs 1,262.30, the stock was trading 1.27 per cent higher in Thursday's trading, commanding a market capitalisation of Rs 8,00,001.54 crore. The market valuation of the oil-to-telecom behemoth stood considerably higher than TCS' Rs 7,77,870 crore m-cap.

Mahindra Lifespace launches 5th housing project in Chennai township

Mahindra Lifespace Developers today announced its fifth housing project at the 1,500-acre integrated green township 'Mahindra World City' here. The project 'Lakewoods' would have 747 apartments spread

across 9.33 acres, Mahindra Lifespace said in a regulatory filing. "Tamil Nadu Real Estate Regulatory Authority (TN RERA) approval has been obtained for the first phase of the project, consisting of 249 units," it said, adding that the project would be developed in three phases over a period of six years.

TVS hopes to sell 2 lakh units of new bike in a year

Targeting a sales push with its new commuter segment motorcycle launched on Thursday, TVSNSE 1.21 % Motor expects to sell 2 lakh units of the new bike in the next twelve months. With an aim to focus on millennials in semi-urban and rural markets, TVS Radeon is the two-wheeler maker's first offering in the segment.

India's forex reserves may fall below \$400 billion mark

With the rupee coming under severe pressure due to meltdown in the Turkish lira, India's foreign exchange reserves has come within striking distance of falling below the \$400 billion mark. Reserve Bank of India data showed that reserves fell \$1.8 billion in the week to August 10 to \$400.88 billion. Foreign exchange dealers said that RBI was seen selling dollars to prevent the local currency from falling freely. The country's trade deficit hit a 5-year high of \$18.02 billion in July, putting added pressure on the local currency. It has fallen about \$26 billion from the record high level of \$426.082 billion seen on April 13. RBI sold \$14.4 billion in first quarter of the year as against a cumulative purchase of \$8.8 billion in the corresponding quarter last year, Care Ratings said in a research note. Foreign investment flows, however, turned positive after being negative in the first three months of the year. The debt and equity markets saw \$941 million inflows in August so far, Care Ratings said.

Bandhan Bank joins the race for PNB Housing

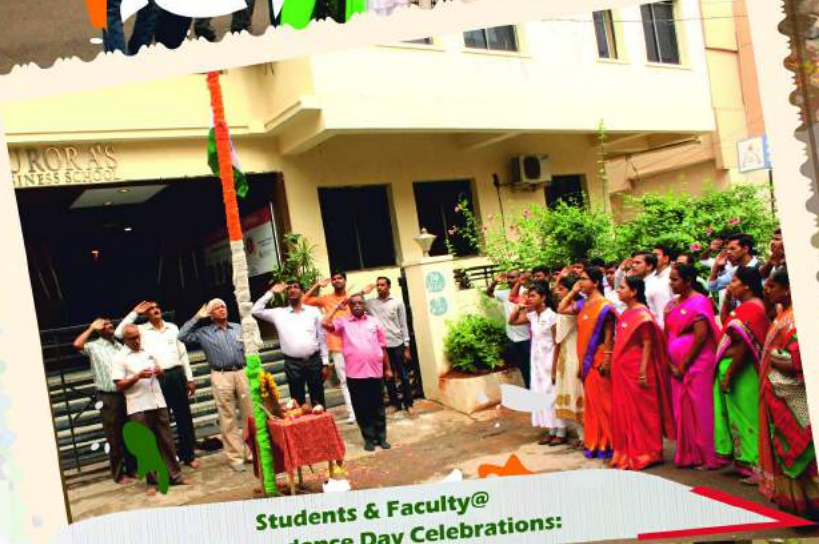
Kolkata based private sector lender Bandhan Bank is the latest to join the fray to acquire a controlling stake in PNB Housing Finance Limited. According to two persons aware of the development, Bandhan will submit the expression of interest (Eoi) for PNB Housing Finance soon. Bandhan has reached out to a few sovereign wealth funds (SWFs) and global financial institutions like GIC of Singapore with the prospect of forming a consortium. Singapore's investment company GIC is also exploring a similar PE-led consortium backed by Balckstone and may soon choose between backing either a strategic group or a fund lend alliance. It is also expected that Bandhan will make a stock offer or a combination of cash and stock as against a pure cash bid, said sources in the know.

**News & Events@
Aurora's Business School- July, 2018**

S. No.	Date	Event
1	08.07.2018	Devansh Gupta DM-12-029 placed with Zen Quality Assurance Pvt Ltd (ZenQ) with a CTC of Rs 2.50 lacs.
2	11.07.2018	I year III Trimester End Exams commence.
3	16.07.2018	Vakati. Sharanya DM-12-064 placed with Ness Technologies as Senior Business Analyst.
4	17.07.2018	Value Labs placement drive for Marketing specialisation with a CTC of Rs 3.00 lacs& for HR specialisation with a CTC of Rs 2.00 lacs.
5	18.07.2018	Ryan LLC Off campus placement drive is conducted for finance & marketing majors only with a CTC of Rs 2.40 lacs to 2.60 lacs for positions of Tax Associate, Research Analyst and Business Analyst.
6	23.07.2018	Kumar Raja DM-12-022 placed with TCS. Earlier placed with Agarwal Packers & Movers.

News & Events@ Aurora's Business School- August, 2018

S. No.	Date	Event
1	02.08.2018	Satya Sai Kruthi DM-12-008 and B.Prasanna DM-12-060 secures placement with a Stockholding Corporation of India Ltd as Officer Trainee with a CTC of Rs 3.80 lacs.
2	03.08.2018	Shore Infotech India Pvt Ltd Off campus placement drive for Finance majors with a CTC of Rs. 5.00 lacs for the position of Junior Implimentation Analyst.
3	04.08.2018	N Avinash Reddy DM-12-055 placed with Path Front Consulting Services Pvt Ltd as Executive Business Developer with a CTC of Rs 3.385 lacs.
4	13.08.2018	Orientation programme is conducted by Dr. G. Sreenivas Reddy, Dean (Academics) for PGDM 2018 batch.
5	13.08.2018	Students go on Industrial Visit to Kalyan Paper Industries at Uppal Industrial Estate, Hyderabad along with Prof. Raspal Singh.
6	14.08.2018	Students go on Industrial Visit to Pepsi Co, NH 65, Pothireddy pally, Sangareddy along with prof Rasapal Singh.
7	15.08.2018	Independence Day Celebrations held on the campus. Director Dr. Raghu N Prabhakar unfurled the national flag. The occasion was marked by speeches of Director, Dean, Faculty and Students. There was lot of singing of patriotic songs, dances, skits etc. The program concluded wish distribution of sweets.
8	18.08.2018	A Praneeth Reddy DM-11-017, secures with Wipro as Associate Analyst with a CTC of Rs 3.5 lacs.
9	18.08.2018	Ram Mohan Akula DM-12-027 secures with S & P Global as Data Researcher with a CTC of Rs 2.90 lacs.
10	27.08.2018	A very constructive programme for future managers, entrepreneurship programme and a workshop on the successful launching of 'start-ups' is conducted to motivate the students towards self-sufficiency in career.
11	29.08.2018	Students were taken to an orphanage at Malakpet, so as to arouse humanitarian approach among them. This visit brought out a healthy change in their attitude, i.e., to serve the underprevilged, in their future careers.
12	29.08.2018	Commencement of PGDM II Year I Trimester I Mid Exams.
13	30.08.2018	Our students were indulged in various games like cricket, volleyball, etc; to improve their physical fitness. Sports and games are also an important part in the curriculum of Aurora's Business School.
14	31.08.2018	PGDM II Year I Trimester I Mid Exams concluded.



**Students & Faculty@
Independence Day Celebrations:**



**Our beloved director, Dr Raghu N Prabhakar
hoisting the National flag**

THE TEMPLE OF LEARNING

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

We, at Aurora, excel in learning
Later we proceed in earning
Never we go in search of jobs,
Themselves they come, in search of us.

We esteem our chairman high
Our director is our friend
Philosopher, guide, through thick and thin
His vigour embraces us all
We are never discouraged, at all

With our faculty, we forget our difficulty
They lead us to our destiny, in amity
Subjects they teach, in a manner happy
Clear our doubts, with great expertise

Autonomous we are, in letter and spirit
Doing away with sloth, putting in redoubled effort
Freedom we enjoy here, but never we abuse it
Knowledge we obtain here, only to serve the mankind

Managers of future, we manage companies
We manage our efficacy, temper and character
India will be proud of us, as leaders responsible
Forever indebted we will be to this temple of learning
Hail Aurora ! always at top ranks, in plethora !

Art of speaking: A winning factor in Business Management

**-C. KAMESWARI, HOD, Aurora's Business School, Hyderabad
(She can be reached at kameswari@absi.edu.in)**

The four pillars on which the building of business enterprises stands are

- 1) Investments
- 2) Production
- 3) Distribution and
- 4) Sale

Besides these another important factor is the talent of communication in the employees concerned. In all the four wings mentioned above, unless and until the personnel focuses one side on the clientele and on the other their

follow employees, business administration cannot be run smoothly and effectively.

As the saying goes in our Indian tradition,

“Vāgbhushanam Bhūshanam”

Among all ornaments or embellishments for one's personality, the one and only thing is one's speaking skill. It has many merits, when compared to other modes of communication. It is the least time-consuming, more rapid, direct, simple and not at all expensive. It generates a friendly and co-operative atmosphere between the speakers and listener. It provides immediate feedback as questions can be put and answers obtained about the information communicated. Consequently, the possibility of misinterpretation and misunderstanding can be minimized considerably. It is not possible to insert all the information in writing. Sometimes it becomes exhaustive and results in skimming; the main points being ignored. But oral communication, on the other hand conveys the information by means of mutual discussions, getting the doubts clarified, clearing the ambiguity in instructions. Thus it is less complicated. In face to face interaction we can observe how it is received by the listener, by his facial expression. In written communication, this does not happen. Further, a personal meeting with the customer increases his effectiveness, while dealing with the former's suggestions, complaints, etc.



But there is the other side of the coin. Oral communication is likely to be distorted on account of barriers arising from interpersonal relations. If the information of perennial value is to be communicated, it may sometimes become inadequate and even too brief. It can yield different kinds of response, instead of a spontaneous response. Spoken words can be more easily misunderstood than written words.

It would be worthwhile to ponder over the following questions while speaking or before speaking. They are

- 1) Do I think before I speak?
- 2) Do I use words commonly understood by others?
- 3) Can I give reasons for my views?
- 4) Can I justify myself without hurting the listener?
- 5) Do I let others have their say?
- 6) Do I readily listen to others or just wait for a chance to interrupt?

Hence all the business executives should keep the fact in mind that they should not take back a word once it is spoken. Thus by cultivating effective speaking skills, they can prove their mettle in all walks of business administrations.



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

1	Nikitha Patil	04/07/1996
2	Rahul M	06/07/1996
3	Naga Srivani E	06/07/1997
4	Mohammed Afroz	07/07/1994
5	Madhu Dutt M	08/07/1995
6	Priyanka Dayal N	11/07/1997
7	Siva Kumar Bezawada N	12/07/1994
8	Gautam Reddy Konireddy	14/07/1995
9	Ganesh D	14/07/1995
10	Rohit Vamsi Putti	17/07/1995
11	Divvyasree Yasam	17/07/1995
12	Yellari Vaishno Devi Mahankali	21/07/1996
13	Bhaskar Rao Malineni	26/07/1995
14	Nilesh B	26/07/1996
15	Saiteja Subbareddygar	27/07/1995
16	Navaneetha V	28/07/1996





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

1	Aditya Mishra	01/08/1995
2	Venkata Naga Ramakanth Kurmala	02/08/1996
3	Shivani Kela	02/08/1996
4	Sai Vishnu kanupuru	07/08/1992
5	Sai Charan Reddy Ponguleti	08/08/1994
6	Yogesh Chauhan	10/08/1992
7	Ganesh Neela	10/08/1995
8	Rajesh Kondoju	11/08/1994
9	Vijay Ahuja	11/08/1996
10	Haindavi P	13/08/1995
11	Radhe Sonthalia	14/08/1995
12	MD Aleem Baba	16/08/1996
13	Sai Kumar Annadatha P V	18/08/1996
14	Anil Kumar Oggu	20/08/1996
15	Shivani Tandle	22/08/1996
16	Shaik Chand Shahid	22/08/1992
17	Rajesh Kothuru	23/08/1993
18	Manasa Chowdary Vamkayalapati	23/08/1993
19	Naga Sai Kumar Gupta Nagurur	28/08/1993
20	Chitupolu Sravani	28/08/1995

