

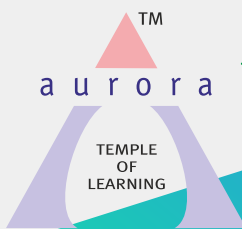
# akshara

NEWSLETTER

Vol. VIII | Issue 5&6 | May & June 2018



## Women in No way Inferior in Agriculture too!

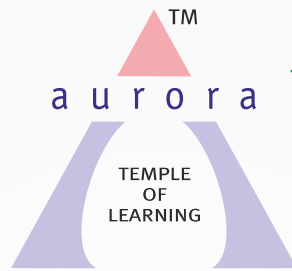


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## FROM THE DIRECTOR'S DESK

The months of May & June 2018 are of utmost importance for us because some major accomplishments are added as extra feathers in Aurora's Cap. The prestigious "Silicon Valley B-School ranking 2018", placed us in the top 10, in all aspects. In placement and academic excellence, we broke our own record of last year. As usual, our students got good placements with eminent firms. My heartfelt congratulations for them! Campus placement drives held during these months reflect the never ending process of our endeavour to get our students placed comfortably in their career. Satyanarayana Swamy Vratam celebrated in 'May' that shows our religious spirit. May lord Satyanaryana of Annavaram bless us all !.

Let "Akshara" keep us ahead of others !

**Dr. Raghu Naga Prabhakar**

Director

AURORA'S BUSINESS SCHOOL

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# May, 2018

## BusinessNEWS

### **GST, demonetisation came as opportunities for us: Bata CFO**

A strong, diverse democracy and people's hunger to be in sync with international fashion trends make India a special place for expansion plans for Switzerland-based brand Bata NSE -1.40%, which did not have to grapple with the challenges that came along with the introduction of GST and demonetisation in the country, says a top company official.

### **6 short-term investment options to choose from**

Financial planning, a lot of the times, is about investing for the long term. However, there are many needs that have to be met in the short term. People invest for the shorter durations primarily because their goal is near or they do not want to take the risk of locking in their money for a longer tenure. Although there is no single defined period for short-term investments, anything from 7 days to less than 12 months can qualify as short-term. There are various instruments to choose from if you want to invest for the short term. These products can be clubbed into two categories - one, yielding fixed income and two, yielding market-linked return. Some of the common short term market-linked investments include liquid funds, ultra-short duration funds, and money market funds. Here is a look at each in terms of tenure, returns, liquidity, and taxation.

1. Bank fixed deposits, 2. Company FD, 3. Post office time deposits, 4. Recurring Deposits, 5. Sweep-in FD, 6. Debt mutual funds.

### **Paytm accounts for third of the 190-million UPI transactions**

Paytm has emerged as the country's most preferred digital payments platform in April, accounting for a third of the 190 million unified payments interface (UPI)-based transactions recorded in the month, according to bankers. The ecommerce and digital payments company registered 62.9 million transactions and was followed by Yes Bank with 22% share at 42.4 million payments, the bankers said, requesting not to be named. Yes Bank's transactions are mainly generated through Flipkart-owned payment application PhonePe.

### **NSE introduces managed colocation service facility**

The National Stock Exchange of India on Monday introduced a facility of managed colocation service, which has been named, 'Colocation as a Service' (CaaS). The exchange said the initiative will facilitate small and medium sized members, who otherwise find it difficult to avail colocation facility, due to various reasons including high cost, lack of expertise in maintenance and troubleshooting, etc.

### **Myntra reduces losses by 25% to Rs 655 cr in FY17**

Myntra's strategic focus on its umbrella of private labels has given a fillip to the fashion and lifestyle business of the Flipkart group, which saw FY17 losses reduce 25% to Rs 655 crore as against Rs 823 crore in the previous year. The financials, filed with the Registrar of Companies and accessed by data research platform Tofler, reflect consolidated financials for Myntra. The losses stand at Rs 627 crore, shrinking 23% on a standalone basis, the documents show.

### **Sebi examines ICICI compliance with disclosure norms**

The Securities and Exchange Board of India (Sebi) is investigating whether ICICI Bank failed to make adequate disclosures relating to allegations of impropriety against CEO Chanda Kochhar in the Videocon loan case. The capital market regulator suspects that the private lender may not have disclosed key developments in this case to stock exchanges. "Sebi is examining if all the disclosure requirements were followed," said a person familiar with the development.

### **NSE and Singapore Exchange abandon trade link talks**

Singapore Exchange Ltd. and National Stock Exchange of India Ltd. have abandoned talks on a cross-border trading link, according to people familiar with the matter, amid a bitter court battle that's soured an 18-year partnership. The companies couldn't reach consensus on issues including timing, regulatory guidelines and the resources required for the project, according to the people, who asked not to be identified because the talks were private. The venture would have seen traders in Singapore buy and sell derivatives on exchanges in the Gujarat tax-free zone known as Gift City. Officials from NSE and SGX declined to comment.

### **HDFC Bank rallies ahead of opening of FII trading window on Friday**

Shares of HDFC Bank NSE 0.45 % rallied on Thursday as the counter witnessed robust buying ahead of the opening of FII buying window on June 1.

HDFC Bank, a favourite stock of foreign portfolio investors, could see buying of more than \$1 billion when the window for FIIs to trade opens up on June 1, said Macquarie in a note.

The scrip was trading 2.86 per cent up at Rs 2,105.45 at around 1.30 pm (IST). Shares of the lender opened at Rs 2,100.05 and touched a high and low of Rs 2



# June, 2018

## BusinessNEWS

### **Top banks, HDFC increase lending rates by 10-20 bps**

Large banks led by State Bank of India (SBI), ICICI Bank and Punjab National Bank (PNB), and the country's biggest mortgage financier Housing Development Finance Corp (HDFC) raised benchmark lending rates by 10 to 20 basis points, confirming that the upward move in interest rates was here to stay. SBI raised its benchmark marginal cost of funds based lending rate (MCLR) by 10 basis points across all tenures, effective from June 1. Consequently, SBI's oneyear MCLR now stands at 8.25%. One basis point is 0.01 percentage point. SBI's private sector rival ICICI also hiked its MCLR by 10 basis points, taking its one-year benchmark rate to 8.40%.

### **Money policy: Will RBI go for Shift Enter this time around?**

As the RBI MPC goes into the June policy meeting, the nub will be choosing between maintaining a wait-and-watch strategy and being pre-emptive about incipient adverse risks to inflation.

While we expect the RBI MPC to hold the repo rate in June, we pencil in 50 bps hike in FY19 split between August and October. The MPC votes are likely to be evenly balanced in the June meeting, thereby keeping the chances of a rate hike alive.

### **7 long-term investment options that can help meet short-term money needs**

Redeeming investments meant for major life goals can nix your financial plan. However, certain flexible features of long-term instruments can help you meet your short-term needs. Here are some available options.

1. Public Provident Fund (PPF)
2. Employees' Provident Fund (EPF)
3. Senior Citizens' Saving Scheme (SCSS)
4. Fixed deposits
5. SIP in mutual funds
6. Endowment policies
7. ULIPS

### **Suzuki's automobile production in India crosses 20 million milestone**

Japan's SuzukiNSE -2.25 % Motor Corporation (SMC) today said it has achieved accumulated automobile production of 20 million units in India. With this, India becomes the second country after Japan where Suzuki has reached this milestone, the company said in a statement. SMC, which began its journey in India through a joint venture with the Central government - Maruti Udyog, said the country is the fastest to reach 20 million units in 34 years and 5 months since starting production in December 1983, breaking the record of 45 years and 9 months in Japan. Currently, SMC produces automobiles in the country through Maruti Suzuki India Ltd (MSIL) in which it holds 56.21 per cent stake and fully-owned arm, Suzuki Motor Gujarat (SMG) that supplies exclusively to MSIL.

### **Reliance Jio to raise Rs 2,000 crore from bond market at 8.7% coupon**

Mobile service provider Reliance Jio Infocomm has hit the bond street to raise about Rs 2,000 crore, soon after the Reserve Bank of India raised the policy rate for the first time in more than four years last week, multiple market insiders told ET. The bonds would have a tenor of three years and be sold on the exchange with a coupon of 8.7 per cent, the company said through a dedicated communique to qualified institutional buyers via stock exchanges. The company will receive subscriptions whoever bids at 8.7 per cent.

### **PSU bankers' union challenges RBI's February 12 bankruptcy circular**

The biggest union of state-run banks has filed a writ petition in the Delhi High Court challenging the Reserve Bank of India's (RBI's) controversial February 12 circular that bankruptcy proceedings will kick in 180 days after a borrower misses a payment without allowing even a day's extension. The All India Bank Officers' Confederation (AIBOC), which represents 3 lakh supervisory staff and officers in public-sector banks, said the provision will cause a loss of Rs 1 lakh crore, threatening the viability of banks and consequently the livelihood of its members. AIBOC wants the high court to quash the circular. Members of the AIBOC said the court has issued a notice to the RBI after admitting the petition that was filed recently against the central bank and the government.

### **TCS France growing in double digits**

Tata Consultancy Services grew its revenue in the double-digit range in France to \$200 million in FY18, the first time those figures have been disclosed, and expects growth to rev up as the European economy improves. Indian IT companies have been focusing on Europe to reduce their US dependence, where protectionist economic policies and slower spending by large banks is putting a crimp on growth.

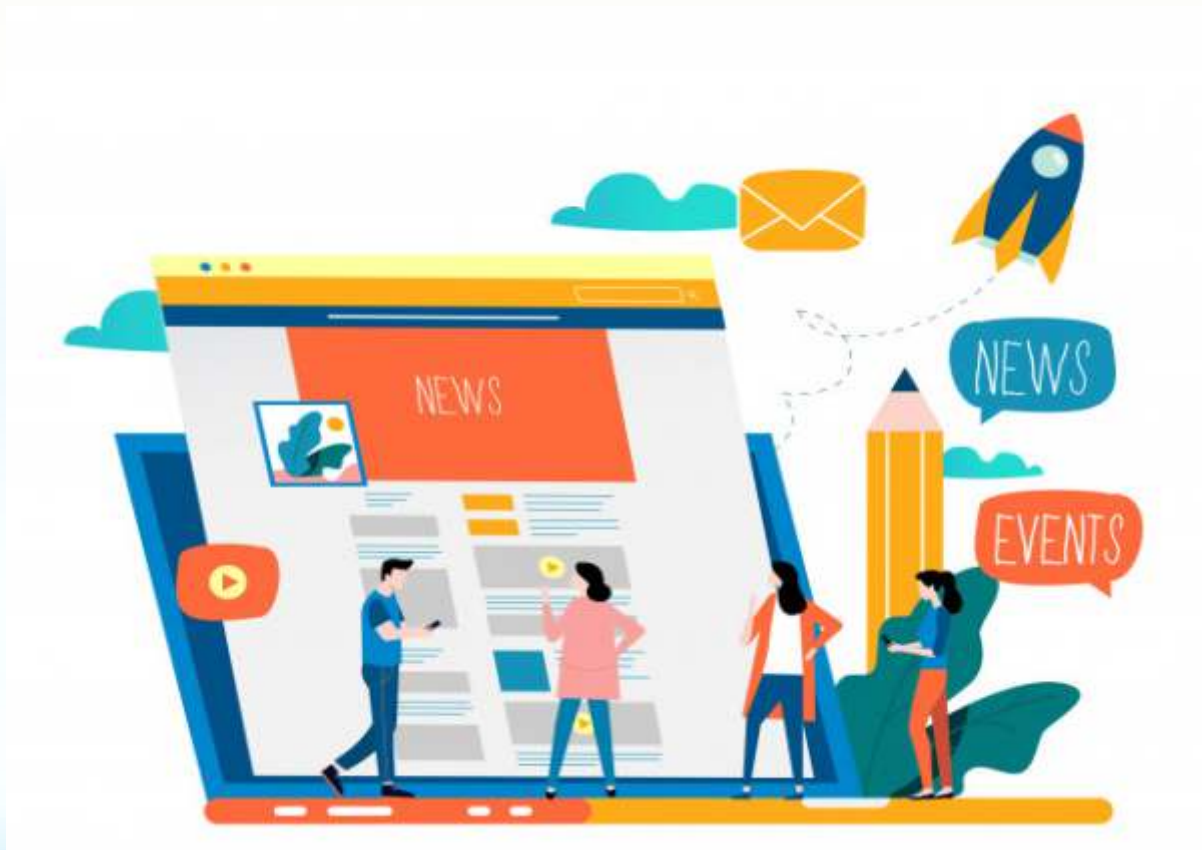




## News & Events@ Aurora's Business School- May, 2018

S. No.	Date	Event
1	03.05.2018	Three students are placed with Hearing Solutions. They are G. Ramesh Reddy DM-12-002, P.Tribhwan Reddy DM-12-056 and V.S.Vicky Pritam DM-12-074 are selected with a CTC of Rs 3.00 lacs.
2	03.05.2018	Two students were sent to ADP Pvt Ltd for Off Campus Placement. They are E. Ravali DM-13-043 & E Srinivas DM-13-105.
3	07.05.2018	Sri Satyanarayana Swamy Vratam performed in the college. All the faculty and staff participated in the pooja and the lunch that followed it. The Vratam was attended by all the faculty and staff.
4	07.05.2018	Two students were sent to quikr.com for Off Campus Placement. They are E. Ravali DM-13-043 & V. Prasanna DM-13-006.
5	08.05.2018	HDFC campus placement drive held for Marketing major/minor for Business Development Executive and for all specialisations for Sales officers positions BDMD with a CTC of Rs 3.5 lacs + other benefits. N.Avinash Reddy DM-12-055, V.S.Vicky Pritam DM-12-074 & MD.Mokaramja were attended.
6	10.05.2018	Campus placement drive of Wildcraft India Pvt Ltd for Marketing majors/minors for the position of Corporate Manager with a CTC of Rs 4.50 lacs & other benefits.
7	10.05.2018	K Sai Vishnu DM-12-024 placed with Sakshi Newspaper with a CTC of Rs 5.40 lacs.
8	11.05.2018	Campus placement drive of IBM for all specialisations with a CTC of Rs 2.50 lacs for Mobility & Client Care Services.
9	15.05.2018	T.P.Goda Devi DM-12-009 placed with Accenture with a CTC of Rs 2.50 lacs.
10	16.05.2018	Off Campus placement drive of BFIL-SKS Microfinance Ltd for HR majors for the position of Management Trainee with a CTC of 3.00 lacs.
11	16.05.2018	Off Campus placement of Karvy Stock Broking for Finance specialisation with CTC of Rs 2.25 lacs + Incentives for the position of Equity Advisor.
12	18.05.2018	"Got Silicon Valley B School Ranking 2018 entitled ""What if not IIMS- B School Survey 2018"". The ABS all-India rankings are (in Top 10). Industry Interface 4 Infrastructure 4 Placement 5 (Last year it was 8th) Academic Excellence 6 (Last year it was 7th) South Zone 6 In A++ Ranking it is No. 12 In A++ Ranking IPE is 30 In A+ Ranking Woxsen School of Business 30

S. No.	Date	Event
13	24.05.2018	Campus placement drive of Jasper Industries for Marketing specialisation.
14	24.05.2018	Higher Education Review Magazines. Beyond IIMs Top 100 B'Schools in India 2018 survey results have come out. ABS secured All-India 36th rank (last year i.e., 2017 survey rank was 40th) and in South India ABS's rank is 9th as against 10th last year i.e., 2017.
15	28.05.2018	The Academic Insights Magazines (May 2018) B Schools of India lists Aurora's Business School at Sl. No. 2 and publishes a full length article on the B-School.
16	30.05.2018	Placement drive of Cognizant for HR specialisation.
17	31.05.2018	Rupal Kucheriya DM-12-052 placed with Way2Online with a CTC of Rs 2.50 lacs as Asst Manager.



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

S. No.	Date	Event
1	05.06.2018	Bhaskar Rao Malineni DM-12-050 placed with Factset as Research Analyst with a CTC of Rs 2.50 lacs.
2	06.06.2018	Y.Harshan Kumar DM-12-005 placed with Factset as Research Analyst with a CTC of Rs 2.50 lacs.
3	07.06.2018	Off Campus placement drive of Multiplier Solutions for Finance specialisation with a CTC of 3.00 lacs for Finance Executives.
4	07.06.2018	ABS figures 36 in the All India list of Best B'Schools. No 3 in AP & Telangana states.
5	08.06.2018	L.Meghana Reddy DM-12-013 placed with Sakshi for Marketing position with a CTC of Rs 2.60 lacs as Management Trainee
6	08.06.2018	B.S.Sushmitha DM-12-007 placed with Zen Quality Assurance Pvt Ltd (ZenQ) (Clients of Deloitte) as Associate Business Development Executive with a CTC of Rs 2.20 lacs.
7	08.06.2018	M V Lahari DM-12-082 placed with IndusInd Bank with CTC of Rs 2.00 lacs as HR Executive.
8	12.06.2018	Off Campus placement drive of S & P Global for Finance only with a CTC of Rs 3.55 lacs.
9	21.06.2018	Off Campus placement drive of HR Axious Solutions as IT Recruiter position for HR Major.
10	22.06.2018	Elyns Publishing off campus placement drive for HR majors.

## Women in no way inferior in Agriculture too!

**Dr Raghu Naga Prabhakar, Director, Aurora's Business School, Hyderabad**  
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The daughters of the Goddess Earth, the women are proving their mettle in the agricultural sector too, as they are in other fields. In a survey made in 2015-16, it is revealed that the role of women has been becoming more and more crucial, gradually. During 2010-11, the role of women was 12.79%, where as in 2015-16, it rose to 13.87%, it is learnt. During 2010-11, according to the statistics, the agricultural lands decreased by 2%, from 159.59 million hectares to 157.14 millions. But in the case of marginal farming, it rose from 84% to 86 %, wherein women played a crucial role.

When husband dies in an agricultural family, his wife, suppressing her grief, enters the field and cultivates the land with all her strength. When father or husband migrates to other places, in search of work, the daughter or wife of the family takes up the task, in their land.

Right from plantation to harvest, no activity in agriculture is completed, without the participation of women, in our country. She can seed, she can water the land, she can protect the crop from pesticides and animals, and what not. To encourage the women-formers, the central government decided to allot 30% of the funds allotted to agriculture, to women –farmers. It is decided to celebrate 15th October, as “Women-farmers' Day!”.

Though 50% of the population is women, in agriculture, women are playing a key-role, i.e., up to 70 %. But it is saddening to note that those who have right on land are only 10%. According to the statistics of 2010-12, only 13% of the land in the country is owned by women. In Telangana, it is 34 %, which is a record. In fact women are the main human resources in farming. But unfortunately, they are not considered “farmers”, but “agricultural labourers. In a hectare of agricultural land, while men work for 1200 hrs, in a year, women toil for 3500 hrs. In an economic survey made in 2017-18, horticulture would have decayed, if the contribution of women had not been there.

Here are some interesting case studies, from the different parts of the country, which are eye-openers for the policy makers in the Agricultural sector.

1. Kota Yakamma hails from Amangal village in Mahaboobabad district of Telangana state. Her sons were settled in different jobs but she did not leave her profession, Agriculture. She was recognised as “the best farmer” in the district by the department. She extended her land from four acres to 10 acres. She is an expert in modern farming.
2. Prasanna, from Tamilnadu, is actually a teacher by profession. She completed her M.Sc and B. Ed. She married a farmer. Inspired by her husband, she resigned to her job and entered into farming. Without using chemical fertilisers, using only organic manures, she got an yield of 43 bags of Paddy, in half an acre.
3. Vishalakshi, was an employee in a corporate company in Bangalore, drawing an attractive salary. But right from her childhood, she fell in love with agriculture. She settled in a small village, far away from the city. She too is a protagonist in organic farming. She advises other farmers in their regard. She extended her farm up to 14 acres.
4. Nirmal Barla belongs to odisha. She grows jowar, paddy and vegetables in her 14 acre land. She got her two daughters married, without taking any debt. Famous scientist Subhash Paleker visited her field and admired her efforts.

5. In Ankapur village, Armur Madal, Nizamabad district, In every house-hold a woman-farmer dwells. Even KCR, the CM of Telangana praised their endeavour on many platforms. There are nearly 1000 families in the village children are educated highly, some of them settled in the U.S. But the women in the families supervise every activity in agriculture. Every day nearly 600 women sweat in fields. In Ankapur, Mendora, Argul, Bussapur, Jakaram palli, Nandipet and Balkonda regions, women are crucial in farming. Ankapur is popular as seed Bowl. KCR's 'Raithubandhu' scheme boosted them.

So, we can safely conclude that, Mahila will reign the kingdom of Agriculture, unfailingly in future.



# Dear May Born, Happy B'Day to You All!

Let's celebrate!

1	Nikhitha Aravelly	3/5/1995
2	Prasanna Varala	4/5/1995
3	Bhargav Raj Goud Pathuri	4/5/1995
4	Likitha M N	6/5/1997
5	Sai Prathyusha Manchiraju	7/5/1996
6	Jaideep Neelam	8/5/1989
7	Shailender CN	10/5/1994
8	Deekshitha Medavarapu	11/5/1995
9	Navya Madhuri Vemula	14/05/1997
10	Vaishnavi Alwal	16/05/1995
11	Rajeshyadav Konda	19/05/1994
12	Jaya Sai Prudhvi Maddimsetti	20/05/1996
13	Md. Owaisuddin	21/05/1996
14	Arun Reddy K	23/05/1989
15	Avinash Reddy N	25/05/1994
16	Mayank Kumar Jain	25/05/1996
17	Rohit Bajaj	30/05/1997

# Dear June Born, Happy B'Day to You All!

Let's celebrate!

1	Satyasai Kruthi Peri	1/6/1995
2	Balaji Jitta	1/6/1997
3	Krishna Prasad Nasina	5/6/1992
4	Manasa Dara	5/6/1995
5	Roshani Gupta	6/6/1993
6	Tribhuvan Reddy Padamati	8/6/1992
7	Bhanu Tanuja Ungarala	8/6/1993
8	Soheil Zavier	10/6/1992
9	Rupal Kucheriya	10/6/1995
10	Sri Harshitha Putta	10/6/1997
11	Vineetha Ranga	11/6/1997
12	Vishal Reddy Kommareddy	11/6/1995
13	Vanshika Dixit	11/6/1996
14	Shaik Shukkur	12/6/1993
15	Vijaya Narasimha Raju Kusampudi	13/6/1996
16	Vidhi Nilesh Nagda	14/6/1996

# Dear June Born, Happy B'Day to You All!

Let's celebrate!

17	Glady Persis Reddy Bethi	15/6/1996
18	Rekha Reddy Nallapareddy	16/6/1995
19	Chaithanya Naik S	16/6/1992
20	Janibegum Pattan	16/6/1994
21	Manoj Reddy Peddireddy	18/6/1994
22	Omprakash Reddy K	20/6/1996
23	Gowtham Kumar Reddy K	25/6/1996
24	Venkatesh R	25/6/1996
25	Hiremath Charanth Yogi	26/6/1995
26	Saikiran Gupta Gali	27/6/1997
27	Neha Bhandari	29/6/1995
28	Manikanth Chepuri	29/6/1995
29	Ashrita Naupada	29/6/1995
30	Yogesh Upadhyay	30/6/1996
31	Pranav P Ramrakhyani	30/6/1996