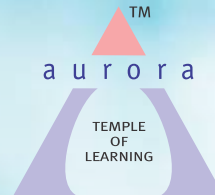


2018

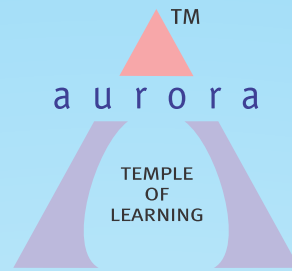
akshara
NEWSLETTER
Vol. VIII | Issue 11&12 | Nov & Dec 2018



AURORA'S BUSINESS SCHOOL
Near NIMS, Punjagutta, Hyderabad - 500 082
+91 40 2335 1892, 2335 0062
www.absi.edu.in

Convocation Day





Director

Dr. Raghu Naga Prabhakar

Editor

PNS Datta Sarma

Assistant Editors

C. Kameshwari
Dr. V. Sree Jyothi
P. Pratyusha Reddy

Editorial Team

S. Manoj
Roshni Sequeria
K. Rupa Sree
G. Ramesh Reddy

akshara
NEWSLETTER

Vol. VIII | Issue 11&12 | Nov & Dec 2018



Table of Contents NOVEMBER-DECEMBER, 2018

2-3

**BUSINESS NEWS
NOVEMBER, 2018**

**BUSINESS NEWS
DECEMBER, 2018**

4-5

6

**NEWS & EVENTS@ AURORA'S
BUSINESS SCHOOL NOVEMBER, 2018**

**NEWS & EVENTS@ AURORA'S
BUSINESS SCHOOL DECEMBER, 2018**

7

8-9

PHOTO CORNER

**THE CHALLENGES BEFORE THE
SECURITIES EXCHANGE BOARD OF INDIA**

10

11

**THE SIGNIFICANCE OF NUTRITION:
A KEY FACTOR TO DEVELOPMENT**



FROM THE DIRECTOR'S DESK

Dear reader,

I am delighted to release the newsletter November & December 2018. During these two months remarkable events took place, upholding the prestige of our institute. In a seminar by the HMA, our students were enlightened about cyber crimes and frauds. On November 17, we organised the mega-event of "sankalp". We presented gold medal and certificates of merit to the deserved. The occasion was graced by the stalwarts who got good placements in various leading companies. The two articles on SEBI and nutrition are thought provoking.

"Education is 40% inspiration and 60% perspiration."

Dr. Raghu Naga Prabhakar
Director
AURORA'S BUSINESS SCHOOL

BUSINESS NEWS

akshara
NEWSLETTER
Vol. VIII | Issue 11&12 | Nov & Dec 2018

November, 2018

Toyota domestic sales up at 12,606 units in October

Toyota Kirloskar Motor (TKM) on Thursday reported a 2 per cent increase in domestic sales at 12,606 units in October. The company had sold 12,403 units in the same month last year in the domestic market, TKM said in a statement. It exported 639 units of the Etios series last month, compared to 1,597 units in the same period a year ago.

RBI slaps Rs 1 crore fine on Fino Payments bank

Mumbai-based newly-licenced bank Fino Payments Bank has been slapped a fine of Rs 1 crore by the central bank, said the Reserve Bank of India in a press note on its website on Wednesday. "The Reserve Bank of India (RBI) has, on October 31, 2018, imposed a monetary penalty of Rs 1 crore on Fino Payments Bank Limited (the bank) for contravention of the direction to stop opening of new accounts until further instructions..." said the regulator in the release. ET sent a questionnaire to Fino and the copy will be updated once the company responds. Fino Payments Bank was asked to stop all account opening activities after the RBI found out that there were few accounts with the bank with deposits in excess of Rs 1 lakh, which goes against the licensing criteria of a payments bank.

Godrej Properties Q2 profit zooms to Rs 21 crore

Godrej Properties, the real estate development arm of Godrej Group, has reported consolidated net profit of Rs 21 crore for the quarter ended September 30 against a profit of Rs 21 lakh a year ago. Total Income for the quarter rose 36% from a year ago to Rs 473 crore, the company said in a release. The company added two new projects with 2.9 million sq ft of saleable area during the quarter. Godrej Properties received bookings volume of 1.07 million sq ft with value of Rs 807 crore during the quarter as against booking volume of 1.56 million sq ft worth Rs 1,335 crore a year ago.

Sebi bans Capital True Financial's proprietor from acting as investment adviser

Market regulator Sebi has barred Narendra Singh Tanwar, proprietor of Capital True Financial Services, from acting as investment adviser in order to prevent him from further misleading investors on false pretense. The market watchdog has also restrained Tanwar from diverting any funds raised from investors until further orders. Also, he has been directed to submit a list of clients and fee collected from them to Sebi within 21 days.

The move comes after the regulator received a complaint in August alleging that Tanwar had promised a lucrative return to the complainant by investing his money in the securities market over a short period of time (4 months) for a large fee.

Syndicate Bank raises MCLR by up to 0.15 per cent

State-owned Syndicate Bank has hiked its benchmark lending rate or MCLR by up to 0.15 per cent across various tenors, effective November 10. The interest rate for different categories of borrowers are pegged at the marginal cost of funds based lending rate (MCLR). According to regulatory filing, Syndicate Bank has raised MCLR for a three month tenor from 8.35 per cent to 8.40 per cent, while six-month MCLR increased from 8.6 per cent to 8.75 per cent. However, the bank has retained the MCLR for other tenors.

Indian Overseas Bank hikes MCLR by 0.05%

State-run Indian Overseas Bank (IOB) Friday raised its benchmark lending rate by 5 basis points, a move that will make all its loans costlier. The bank has decided to increase the marginal cost of funds based lending rate (MCLR) by 0.05 per cent across tenors, effective November 10, IOB said in a statement. MCLR for a one-year tenor will rise to 8.75 per cent from 8.7 per cent. Most of its retail loans are benchmarked against one-year MCLR. The rate for a two-year tenor has been fixed at 8.85 per cent as against the existing 8.8 per cent, while it is 8.95 per cent for a three-year period. The MCLR mechanism was introduced in the banking system in April 2016 as an alternative to base rate, below which banks cannot lend, for new borrowers. The MCLR is calculated on the marginal cost of borrowing and return on net worth for banks.

India to be \$10 trillion economy by 2035: Suresh Prabhu

Union Minister for Commerce and Industry Suresh Prabhu on Wednesday said Indian economy will quadruple to \$10 trillion by 2035 riding on business-friendly policies, structural reforms and transparency in governance. "India is growing at a fast rate and will be a \$5 trillion economy in another 7-8 years. By 2035, it will be a \$10 trillion economy and we are preparing for that in an aggressive way," he said in a recorded message at the inauguration of India International Trade Fair (IITF).

This is the world's highest-paid TV host with a net worth of US \$400 million

Judy Sheindlin, a.k.a. Judge Judy, is the world's highest-paid TV host, according to a new Forbes list. Sheindlin, the formidable host of the courtroom series 'Judge Judy' for more than two decades, raked in USD 147 million pretax last year. The 76-year-old even holds the Guinness World Record for the longest career as a TV judge.

TCS becomes most valued firm again; overtakes RIL

Tata Consultancy Services once again became the most-valued Indian company by market capitalisation following a smart surge in its share price Wednesday. Reliance Industries NSE 0.47 % (RIL) on November 16 had pipped Tata Consultancy Services to become the most-valued company in terms of market capitalisation.

BUSINESS NEWS

akshara
NEWSLETTER
Vol. VIII | Issue 11&12 | Nov & Dec 2018

December, 2018

Wipro aims to make \$150 million from intellectual property this FY

WiproNSE -1.64 % has set a target of \$150 million in revenue from its intellectual property (IP) in this financial year, said people aware of the matter. Last year, the Bengaluru-headquartered software services company had clocked a revenue of about \$80 million from IP-led business, in keeping with chief executive Abidali Neemuchwala's strategy to extract more value from the segment, said a person with direct knowledge of the IP business. "Wipro generated revenue of nearly \$80 million from IP last year and this year, it has a target of about \$150 million," the person told ET on condition of anonymity. "IPs that are sold independently help the company fetch better revenue, but clients do not get priority in the ones that are bundled with services." Wipro did not officially confirm the revenue target.

GST collection for November drops to Rs 97,637 crore

Goods and Services (GST) collection in November dropped to Rs 97,637 crore, lower than Rs 1 lakh crore collected previous month. The total number of GSTR 3B returns filed for October up to November 30, 2018, is 69.6 lakh, the finance ministry said in a statement. Compensation released to states for August-September stood at Rs 11,922 crore. Of the Rs 97,637 crore collected, central GST (CGST) collection is Rs 16,812 crore, state GST (SGST) is Rs 23,070 crore, integrated GST (IGST) is Rs 49,726 crore (including Rs 24,133 crore collected on imports) and cess is Rs 8,031 crore (including Rs 842 crore collected on imports).

RBI to cut SLR gradually to 18% by mid-2019

The RBI has decided to reduce statutory liquidity ratio, the portion of funds which banks are required to park in treasury bills and other instruments, by 0.25 per cent every quarter beginning January. The calibrated reduction in statutory liquidity ratio (SLR) will continue till it reaches 18 per cent. The current SLR is 19.5 per cent. "This reduction in SLR holding is likely to free up Rs 1-1.5 lakh crore of funds in the next one and half year into the banking system," said Rajni Thakur, Economist, RBL Bank. In the 'Statement on Developmental and Regulatory Policies' post announcing its fifth bi-monthly monetary policy review, the RBI said it will reduce the SLR by 25 basis points (0.25 per cent) every calendar quarter until the SLR reaches 18 per cent of the net demand and time liabilities (NDTL) as part of aligning it with the liquidity coverage ratio (LCR). The first reduction of 25 basis points will take effect in the quarter commencing January 2019, the Reserve Bank of India said.

Money must be simple, bitcoin isn't

In one of the most dramatic economic bubbles, Bitcoin has now fallen to under \$3,300. Bitcoin was worth \$3,300 on December 11. That's amazing, considering that crypto currency was created out of nothing 10 years ago. But it's also depressing to many, because a year ago, Bitcoin's value hit almost \$20,000 in what could prove one of the most dramatic economic bubbles in world history.

Sebi lays down more robust risk management framework for equity derivatives

Regulator Sebi put in place a more robust risk management framework with regard to margin system for the equity derivatives segment. The framework has been prepared on the basis of recommendation by Sebi's Risk Management Review Committee.

World Bank panel to decide if probe needed on Amaravati capital

A World Bank panel has said it would decide after nine months whether or not investigation is required into the allegations of possible threat to livelihoods and environment among others with regard to the construction of capital Amaravati. The Centre and Andhra Pradesh government have requested the World Bank to finance select infrastructure works in Amaravati, the proposed new capital of the state and the Bank is preparing a loan of USD 300 million for the proposed project, to be co-financed by the Asian Infrastructure Investment Bank (AIIB).

Bank of Baroda gears up to turn profitable; here's how

Bank of BarodaNSE 2.01 % has set up a dedicated team of lawyers to speed up recovery of bad loans that get embroiled in litigation. The state-owned bank has 380 high-value bad loan accounts with total outstanding of about Rs 15,000 crore. In these, the bank is either the sole lender or the consortium leader. "We have commenced aggressive actions for recovery and have started monitoring directly the progress of enforcement actions in those high-value accounts," said Venugopal Narayanan, head – legal, Bank of Baroda. "We would be recruiting about 50 more in-house lawyers this financial year to strengthen our legal team."

HDFC Bank announces winners of 3rd Digital Innovation Summit 2018

HDFC Bank Ltd announced winners of the 3rd edition of its Digital Innovation Summit 2018. The winners are from artificial intelligence, machine learning, credit risk assessment, and rural fin-tech domains. While four winners are from Bengaluru, one is based in Ra'anana in Israel. The FinTech startup from Israel was one of the 24 overseas entries. This year, the bank joined hands with Startup India in its endeavour to harness the startup and fintech ecosystem and get access to innovative ideas for potential application and deployment.

"Digital Innovation Summit gives the bank access to a pool of cutting-edge global technology solutions. We believe that digital banking to provide an experience to customers is well utilized only when we play a mutually beneficial role in the startup and fin-tech eco system. As a bank, we get access to technologies and platforms and the start-ups and fin-techs get access to a large customer base for potential deployment," Nitin Chugh, Country Head, Digital Banking, HDFC Bank said in a statement.

News & Events@ Aurora's Business School November, 2018

S. No.	Date	Event
1	01.11.2018	A seminar was conducted under the auspices of Hyderabad Management Association to educate the students on Cyber crimes and frauds. Sri Mohan Rao, a protagonist in the field delivered a lecture and explained different kinds of frauds and how we can prevent them."
2	01.11.2018 & 03.11.2018	Conducted PGDM I Year I Trimester II mid exams.
3	04.11.2018	In the authentic The Week-Hansa Research Survey 2018, The Aurora's Business School occupied the prestigious place among the top 100 B-Schools in India. It stood at 27th place among the top private B Schools in the South Zone.
4	05.11.2018	Level-2 exam was conducted by STEP (Standardised Test for English Proficiency), which is a pre-requisite for the bright career of the students.
5	08.11.2018	The holy Satyanarayana Vratam was celebrated with a Pious zeal, in the campus
6	12.11.2018	Placement drive was conducted by Jaro Education for the positions of Career Development Executives with a CTC of Rs 6.3 lacs.
7	17.11.2018	Sankalp, the convocation programme to present the PGDM degrees to the students of Aurora's Business School, to award Gold medal to the topper and certificates of excellence to the top rankers was conducted grandly at CESS(Centre for Economic and Social Survey), Begumpet, Hyderabad. Eminent stalwarts in the field of Management graced the occasion. A spiritual discourse was delivered to motivate the students for social for social commitment. President: Dr. Gopi Krishna Pidtala, CEO, Vista Imaging & Health Care, Chief Guest: Sri M. Gautham Reddy, MD&CEO, Ramky Group, Eminent Guest: Sri K Srinivas, V.P & CRH, Axis Bank Ltd, Distinguished Guest: Sri Prabhakar Lingareddy, VP-HR, ITC Ltd, Spiritual Speaker: Dr. Bachampalli Santosh Kumar Sastry.
8	19.11.2018	The Greater Hyderabad Municipal Corporation, together with the department of Information and Public Relations conducted a very constructive programme on voter awareness. A street play was enacted to entertain the students.
9	23.11.2018	Smt Prof Kameswari, HOD attended one day seminar at the department of Business administration, Annamalai University, on recent research trends in Management and social sciences.
10	23.11.2018	Dr. Sree Jyothi along with second year students B. Gladys, Srivani, Rajesh and Dinesh attended the Man' EXE 2018(Make in Telanagana) flag ship conference held at ITC Grand Kakatiya, Hyderabad, organised by CII(Confederation of Indian Industry), Govt of Telanagana.
11	23.11.2018	In the internship of Cyient Ltd, Ms B Gladys Persis was selected.
12	24.11.2018	The Hyderabad Management Association conducted inter college competition on elocution, quiz etc. 4 students from Aurora's Business School B. Gladys, Srinivas(II yr), Jagannath(II Yr) and Sharmila (I Yr) participated.
13	26.11.2018	Conducted PGDM I year I Teimester exams.
14	29.11.2018	Three students are placed with Kantar Operations. They are DM-13-058 Bethi Gladys Persis Reddy, DM-13-073 Vidhi Nilesh Nagda, DM-13-110 Nikhil Rastogi with a CTC of Rs. 3.00 lacs.

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

S. No.	Date	Event
1	01.12.2018	Placement drive was conducted by Wildcraft India Pvt Ltd for the position of Corporate Manager with a CTC of Rs 4.75 lacs.
2	04.12.2018	Placement drive was conducted by Loreal India for the position of Sales Trainee with a CTC of Rs 5.50 lacs for PGDM marketing students.
3	15.12.2018	Placement drive was conducted by Deloitte with a CTC of Rs 6.00 lacs for PGDM marketing students.
4	15.12.2018	Placement drive was conducted by Karvy for the position of Employee Relations HR with a CTC of Rs lacs for PGDM HR students.
5	19.12.2018	Placement drive was conducted by InCred for the position of Assistant Sales Manager/Assistant Manager HR with a CTC of Rs 4 lacs+ 50K for PGDM marketing students.
6	20.12.2018	Placement drive was conducted by Sakshi Media Group for the position of Management Trainees with a CTC of Rs 4 lacs for PGDM marketing students.

Photo Shots of XII Annual Convocation of the Aurora's Business School -2018 Held on 17th November, 2018



**Photo Shots of XII Annual Convocation of the
Aurora's Business School -2018
Held on 17th November, 2018**



THE CHALLENGES BEFORE THE SECURITIES EXCHANGE BOARD OF INDIA

akshara
NEWSLETTER
Vol. VIII | Issue 11&12 | Nov & Dec 2018

Recently, SEBI chairman Ajay Thyagi expressed his dissatisfaction that in spite of the nod from the regulator, the companies are delaying public offers. Like other markets, the primary stock market is governed by the theory of demand and supply. So, waiting for favourable market conditions, in order to get a better price, is excusable. It is a fact that investment bankers advising companies have been showing a little bit over anxiety in many cases. The asking prices had been raised to unfair levels, using irrelevant benchmarks. Hence there is every possibility of the markets taking the prices to fair value over time. The regulator need not interfere in this issue.

The question is, why have primary issuances been dried up after October and why over Rs 60,000 crore of IPOs are yet to hit the market, though the regulatory Board has given the clearance. We can trace out 3 reasons for this.

1. Since March 2018, there has been a steady decline in the demand for mid and small sized stocks, due to the melting down in the prices of such stocks. The investors are pulling a wry face against them, as these stocks are dogged down by the concerns of the governance.
2. In the first quarter of the year, many stocks were listed. Now they are trading below their offer price. Investors would have been discouraged by this under-performance.
3. Many investors had been investing in the primary market so that they can exit on the listing day, with a good profit. In 2017 and early 2018, many primary offers yielded attractive gains on the listing day. As these gains evaporated with the market down-cycle, the demand for IPOs has been low.

If companies can raise funds from the primary market, irrespective of the market cycle, it would be a welcoming aspect. But it is not possible practically. So the SEBI should not bother about this and instead concentrate on curbing dubious practices in primary issuances. It can do this through the following measures.

1. The regulator should closely scrutinise the price discovered in the prelisting call auction; to ensure that there has not been any deliberation, to make the price open at a higher level.
2. On the listing day, the traders must be kept under strict surveillance. In past, it is observed that stock prices have been taken higher through circular trading, to provide an exit to certain subscribers.
3. The SEBI should ensure that all the relevant disclosures are made in the offer document. This makes the investors take an informed decision; as unlisted companies provide insufficient information.
4. In smaller IPOs on the SME platforms, generally the listing regulations are more lenient. So the SEBI should keep a strict watch on them.

The investor's money will be safe, if the regulating authority follows such measures and takes precautions against erring and deceitful companies.

Dr. K. Raghu Naga Prabhkar
Ph.D., M.Phil., PGDPM, MBA., MHM., BCA.
Director, Aurora's Business School

THE SIGNIFICANCE OF NUTRITION: A KEY FACTOR TO DEVELOPMENT

akshara
NEWSLETTER
Vol. VIII | Issue 11&12 | Nov & Dec 2018

It is needless to say that India is one of the most popular countries on earth. By 2030, there will be 1.6 billion people in the country, which accounts for more than 17% of the global population. Hence it is the need of the hour to ensure food and nutrition security to our people. Any nation develops on the basis of a healthy work force. According to Article 47 of the constitution of India, the state shall regard raising the level of nutrition and standard of living of its people and improving public health, among its primary duties.

It has been the top priority of our policy makers to ensure health and food security to our people. In the consecutive five year plans, they laid multi-pronged strategies in a specified time frame, for this purpose, providing sufficient funds. For both urban and rural areas, extensive importance to universal access to efficient and basic health services, is given by the government of India. Consequently, famines and severe food scarcity have no longer been a threat to our economy. But still, seasonal food insecurity betrays its presence here and there in the country.

Though we have achieved a substantial improvement in the nutritional status of all the sections of the society, with a sizable reduction in cases of under nutrition and micro nutrient deficiencies, the challenge of maternal and child under nutrition remains a national concern. Over 40 million stunted and 17 million wasted children (under five years) suffer in our country. Under nutrition results from inadequate intake of food and leads to deterioration of physical and mental health. It is higher in rural than in urban areas. Hence a region-specific action plan with significant investments in human resources, with health investments at the local levels is urgently needed.

The Government of India has announced the National Nutrition Mission (NMM), introducing a central nodal agency with extensive financial resources to co-ordinate various central and state schemes. It covers all states gradually, with an out lay of over Rs 9000 crore, for a period of 3 years. This mission creates a decentralised governance system which takes up monitoring, accountability and incentive frame works, to encourage solving the local problems.

Healthy eating practices are similar to behavioural change. Not only the government but also different sections of the community should motivate people towards the right practices. During a span of 3 years, NNM proposes to cover 315 districts in 2017-18, 235 districts in 2018-19 and the remaining districts in 2019-20. It strives to reduce the level of stunting, under nutrition, anemia and low birth weight babies. More than 10 crore people will be benefitted by this ambitious programme.

Only healthy people can contribute to the growth of the nation. But they should be supported by adequate infrastructure and proper facilities. In addition to taking steps to ensure healthy India, the government has also taken extensive measures to ensure the financial and social security of its citizens, through missions like Swachh Bharat, 'skill India' and 'digital India'.

“Health is Wealth”

P. N. S. Datta Sarma
MA(Litt), PGDTE (EFLU)
Professor in English, Aurora's Business School

Dear November Born



Best

1	Vaidehi Kulkarni	04/11/1997
2	Komal Tiwari	06/11/1995
3	Jagruthi Patel N	06/11/1997
4	Srinath Rathi	09/11/1997
5	Sahithi R	15/11/1993
6	Akshay Ganga	16/11/1996
7	Rohit Banchode	16/11/1996
8	Venkata Naga Satyamanikanta Meda	20/11/1994
9	Ragunandan Gowlikar	20/11/1995
10	Ravali Edukulla	21/11/1995
11	Kailash Pallod	22/11/1997
12	Sweta bajaj	23/11/1997
13	Venkata Anisha Vajra Jetti	23/11/1991
14	Madhu Sudhan Reddy V	26/11/1996
15	Twinkle J L	27/11/1996
16	Chandra Mohan Rao C	29/11/1995

Wishes

Dear December Born



Best

1	Shubha Sri D	04/12/1995
2	Vishal Narendrabhai Somjiyani	07/12/1995
3	Ashok Raja Pudota	08/12/1997
4	Keshav Kondamadugu	14/12/1994
5	Sai Nath Bhosle	15/12/1994
6	Kavya Pujari	19/12/1997
7	Anusha Bandari	24/12/1997
8	Prasanth Sai Gopal Pamidimarri	25/12/1994
9	Pragna Reddy Avula	26/12/1994
10	Sohn Singh Malik	31/12/1995

Wishes